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## Monetizing a Brand's Facebook Presence

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*The difference between traditional advertising and social media - how  
Rovrr has been able to monetize brands' Facebook presences*

Friends account for the vast majority (48%) of trusted product recommendations

-eMarketer

Even major brands are still struggling with how to develop their social presence. There is no current market-leader solution.

-Brandweek

## Monetizing a Brand's Facebook Presence

### *The difference between traditional advertising and social media – how Rovrr has been able to monetize brands' Facebook presences*

A successful social marketing campaign requires a new perspective and a new set of tools. Social marketing is not about you or your brand. Social marketing is about your conversation with your customers.

## Rovrr's Social Marketing Platform

At Rovrr, we work to monetize your social media presence in a socially acceptable way while building off of our core technology base. Through our development of the Rovrr Social Marketing Platform, we have discovered and been able to capitalize on the success of naturally occurring conversations between peers. The platform lets brands fully utilize their customer and fan base to generate new sales. We call this our social growth approach.

### *Rovrr takes your fans and turns them in to your brand advocates.*

Rovrr is quite a bit different from traditional advertising. Social marketing requires a new perspective on how to reach and how to engage customers. The first step to success is to define how social media is different from advertising.

***Advertising** is also known as **Paid Media**. You pay a channel fee and your message is shown verbatim to a target audience. You refine the copy, the images, and the message and hope that people respond positively to it. It is strictly a one way communication channel.*

***Social Media** is referred to as **Earned Media**. You plant the seeds of your messages and your customers become your brand advocates. They spread your message. Instead of forcing a message to your viewers, you allow them to take your message and make it their own. They share it with their community and you build up traction organically using the credibility of the recommenders.*

Traditional advertising is strictly a statistical proposition. An advertiser may pay for the raw number of impressions, number of clicks, or some hybrid measurement of the two. Success is defined as simply reaching an audience more efficiently using one vehicle instead of another.

Advertising works. David Ogilvy laid the foundations for contemporary advertising in 1948 by defining the concept of "360 Degree Brand Stewardship." The goal of advertising was, and still is, to gain the consumer's trust by reaching them through every available channel. The Ogilvy Group (then called Hewitt, Ogilvy, Benson & Mather) became the largest worldwide agency in the 1960's. It is now a subsidiary of WPP which is the world's second largest communications agency in the world.

Social media marketing is the next step in advertising and Rovrr is built to capitalize on the new media. Customers no longer trust advertising as it is today. Instead of focusing on developing new communication channels with customers, we need to reevaluate *how* we communicate with customers. It is not about reaching large numbers of people; it is about reaching relevant people and tailoring the conversation to meet their needs. We need to use new tools and techniques to engage people and to study brand relationships.

Rovrr's social marketing platform allows for people to share products they like with their friends. They can share music, books, or nearly any product one can find. Because Rovrr ties in with Facebook, it means that customers can do this in a context with which they are already familiar. Rovrr meets the user in a context they want.

When traditional advertising fails, the typical response has been to buy more media and define innovative new ways to reach customers. This is a very agency-centric approach that does not address the needs and wants of a customer. Customers do not want to see more ads and a new creative direction may not elicit the desired response. Instead, this alienates customers and only provides a temporary boost to effectiveness.

Social media works because it addresses the customer perspective. Instead of overwhelming people with ads, social media allows people to interact with brands. The net effect is that overall ad spend can be reduced, the number of impressions may be reduced, but the net effect may be significantly larger.

*On an average day, more than 10 million people become a fan of a page. However, the significant majority have no monetization or content strategy.*

-Facebook Press Room & Rovrr Research

**Most Trusted\* Media According to Internet Users in Select Countries in Canada and the US, 2008 (% of respondents)**

	Canada	US
Recommendations by friends	46%	48%
Online news	42%	38%
Newspapers	44%	34%
TV news	43%	33%
Product comparison sites	26%	31%
Industry Websites/expert reviews	32%	29%
Company Websites	29%	27%
Industry magazines	30%	24%
Wikipedia	26%	23%
User forums/reviews	19%	20%
Company brochures	21%	18%
Free papers	22%	15%
Private blogs	7%	9%

*Note: \*respondents who ranked the media an 8, 9 or 10 on a scale of 1-10 where 1= "don't trust at all" and 10="trust completely"  
Source: TNS Media Intelligence, "Digital World, Digital Life," provided to eMarketer, December 15, 2008*

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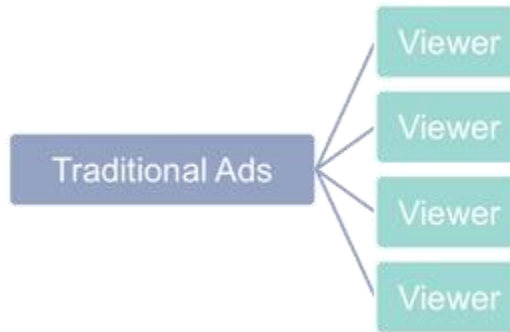
<http://www.emarketer.com/Article.aspx?R=1007067>

Customers trust their friends for product reviews and new product exposure. Rovrr is designed to fit in the conversation, allowing people to organically discuss your product in a context they are familiar with, such as Facebook. People already brag about what they like so using Rovrr to discuss products or to review products does not require a change in user behavior.

With Rovrr, users are encouraged to talk about any products they like and they want. Advertisers can see how their products are viewed in this peer-to-peer context and how they grow naturally. This process works because Rovrr addresses the user's perspective.

Every month, more than 70% of Facebook users engage with Platform applications. This shows that applications are no longer foreign concepts to users and they feel comfortable using them to extend their social experience.

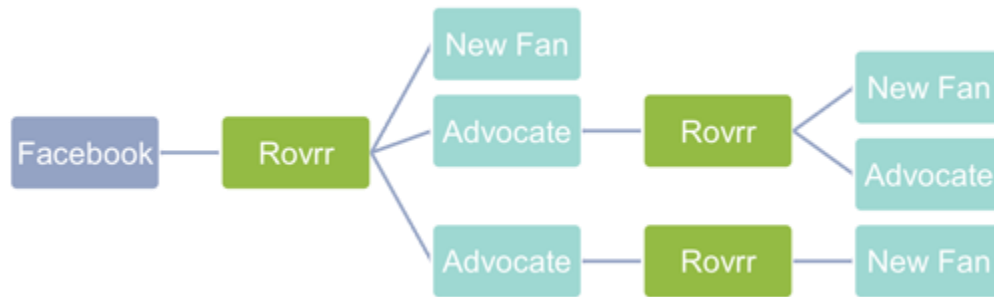
-Facebook Press Room



Traditional Advertising Approach

Rovrr’s approach is to let the users do the talking and let the advertisers monitor success. People trust their friends, as the EMarketer research above shows. *Therefore, the way to reach people is through their friends.* The trick, however, is doing this in a credible and socially acceptable way.

*“We take your fans and turn them in to your brand advocates.”* The power in social media is that the focus is on the community and the interpersonal relationships within it. In a social network, the people are the content.



The Rovrr Social Growth Approach

Rovrr specializes in creating tools that allow your content to be spread virally throughout a network. Our suite of tools has a strong focus on user acceptance. We have designed our platform to engage customer so that they want to use your application. Based on our patent-pending platform and our toolset, we create strategies and applications that allow people to share their positive brand experiences with their friends.

The Rovrr platform allows for different technologies to be combined in an à la carte fashion to generate private labeled applications and tools for clients. From a client’s perspective, the development cost is significantly reduced by using Rovrr’s technology and they have immediate access to all of Rovrr’s analytics, proactive messaging tools and experience.

While every client's needs are different, there are some basic guiding principles that Rovrr has developed to assist in our strategy:

- Engage the customers in a way they *want* to be reached
- Give the customers a reason to talk about you
- Respect your customer

Using our platform, it is possible to assemble a fully customized solution that addresses your needs, the needs of the customer, and is 100% unique to your brand. Our tools provide the means to assemble a successful campaign while maintaining integrity to your brand personality. The benefit that Rovrr provides is that our platform is tested, it works, and it is maintained. This allows for rapid deployment while helping ensure success.

**The key takeaway is this:** Advertising still works and has its place in an integrated marketing campaign. Social marketing enables deeper customer interactions and has the potential to convert your fans and customers in to your vocal brand advocates. The most trusted source of information online is one's friends. Using Rovrr, you can find a way to make your customers your brand advocates.

When you are ready to start a social marketing campaign, don't start from scratch. Let us show you what Rovrr can do.

### **About The Author**

Brian R. Stuckey is the president and co-founder of Rovrr, Inc. He defined the concept of Rovrr Social Growth and has been instrumental in the success of the company. He is named as an inventor on multiple patents including marketing, technology, travel and loyalty.

### **About Rovrr, Inc.**

Rovrr, Inc, based in Minneapolis, Minnesota, offers patent-pending tools and technology to allow brands to rapidly monetize their social media presence. Rovrr was founded in 2006 with the express purpose of using social media to generate revenue in a user-acceptable way.