



# Beyond the Book®



## Interview with Paul Dunay, co-author “Facebook Marketing for Dummies” September 21, 2009

- M: Welcome to a podcast of Beyond the Book, a presentation of the not-for-profit, Copyright Clearance Center. Copyright Clearance Center is the world’s largest provider of copyright compliance solutions. Through a wide range of innovative licensing services and comprehensive educational programs for authors, publishers, and their audiences in academia, business, and research institutions. For more information about Beyond the Book and Copyright Clearance Center, please go to [www.beyondthebook.com](http://www.beyondthebook.com).
- Q: Well, today you have a special friend request from Beyond the Book. Hello, my name is Christopher Kenneally, Director of Author Relations for Copyright Clearance Center’s Beyond the Book and we’re looking at a new book coming out this fall, *Facebook Marketing for Dummies*, and it’s a way of looking at Facebook that many of us probably haven’t thought about. Joining us today is the author of *Facebook for Dummies*, Paul Dunay. Paul, welcome to Beyond the Book.
- A: Yes, thank you very much, Chris. Appreciate it.
- Q: It’s a pleasure to have you, Paul. We’ll tell people a bit about you and the ways you keep busy and certainly there are many of them. Paul is the Global Manager Director of Services and Social Marketing for Avaya, Incorporated. He’s a blogger of some standing in the marketplace and can be found at [buzzmarketingfortech.blogspot.com](http://buzzmarketingfortech.blogspot.com). We’ll have links to that on our website and he has spent more than 20 years in marketing, generating demand and creating buzz for leading technology companies, such as Google, IBM, Microsoft, Oracle, all of the names you would recognize. He’s also done work for such consumer brands as American Express, Motorola, Novartis, Citigroup, and many others. He’s a featured speaker. He has an executive certificate in strategy and innovation from the MIT Sloan School of Management, but today, Paul, you’re with us to explore Facebook in a fashion that I don’t think many of us think of it as and that is as a business tool, specifically as a marketing tool and I was drawn to all of this by several slideshows that you have online that look at Facebook in a variety of inviting and perhaps frightening ways. For example, you’ve got a slideshow out there called *Five Ways Facebook Can Get You Fired*.
- A: Yeah.



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Q: So I suppose there's some cautionary tales there. Before we dive into your book, *Facebook Marketing for Dummies*, can Facebook really get me fired?

A: Absolutely. Oh my God. The e-books that you saw were really sort of in studying the platform of Facebook, I ran across many of these sort of incidental pieces and they didn't make it into the book, so they sort of hit the cutting room floor and I'm like, you know this is really good stuff. Why don't I package it up and put it out as an e-book and share it around? So created a nice social object out of that and there were definitely documented cases where people are like hey, I'm bored at work. I would heavily suggest you don't do that, right? Especially if your boss is one of your friends. There's a glorious picture of the boss's response that said hey, I understand you're bored then you don't need to really come in tomorrow and just come pick up your stuff and yes, I really mean it. You're fired.

And so bizarre stuff like that as well as I wrote another e-book on *The Seven Ways That Facebook Can Change Your Life*, because I think when you study a platform, and I mean every link, every drop down, every application that is standard on the Facebook platform and then you come out of that, you suddenly have a profound sense of where it could possibly lead you to and I think there are some predictions that I've made in *The Seven Ways in Which Facebook Can Change Your Life* and if you want to get into those, I'm happy to, that I think really have an interesting business impact.

Q: Well, I absolutely would like to explore those and here at Copyright Clearance Center, we look at all kinds of emerging media. We see it through the lens of what can be used properly and what can't be used properly, at least according to the laws of copyright and one of the things that we have begun to understand is that social media and Facebook clearly is if not the most prominent, one of the most prominent forms of social media today. The way that social media is used typically is at home or at least was originally and then has been brought into the marketplace and the workplace subsequently. So some of the habits we develop when we're at home on Facebook or at home on Twitter or many of these other applications, just they don't work in a cube or in an office.

A: And that's where I think your interest in the book is interesting because it is beginning to apply and it is starting to migrate into the office. People are taking their normal home life or let's say normal home social techniques with them into the office every day and I also feel like we're at an inflection point now where people are trying these tools at home, they understand them and they're like hey, let me apply that to business. That's why I think the book is really timely. I'm not trying to pump the book in any way, shape, or form. I'm just very excited about it.



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Q: I think – sorry, Paul. I think you have absolutely every reason to be. I think you’re right. I think we have gotten to a point – I mean I know when Facebook emerged three, four years ago, and I’m going to ask you some questions about numbers for Facebook in just a moment, but when it first emerged beyond, if you will, the kids-sphere, I told my daughter about people friending me and longtime, long lost acquaintances and old girlfriends and the usual, we all know about that. And she just looked at me incredulously and said, Dad, Facebook isn’t for adults. Well, it’s very clear that it is. (laughter)

A: Yeah, that’s funny. That’s very funny.

Q: But that was a couple of years ago and it’s very clear that that’s not true anymore and again, if you would put some numbers to it, but we know it’s big, it’s getting bigger. However, you say that the part of the demographic out there that’s growing the fastest isn’t the kids, it’s the other end.

A: Oh, absolutely. All right. So let me do a quick thumbnail sketch for you for Facebook, for your audience, which is a popular status, the Facebook user base has exceeded 250 million users. That is one out of every five internet users is on Facebook. The fastest growing demographic is the 35 years and older. Again, the fastest growing demographic. There are one billion photos uploaded each month, making it the largest photo sharing site over Flickr. Ten million videos uploaded to the site each month, making it the second largest video sharing site behind obviously YouTube. Four billion pieces of information, like web links, news stories, status updates, blah, blah, blah, blog posts uploaded each month as well. 2.5 million events every month, 45 million active user groups, 66 million access it via mobile, which all sort of totals out to – this is the stat that I love the most, which is five billion minutes spent per day on the Facebook platform, making it the third largest site on the web, according to Alexa, behind Google and Yahoo.

So a real powerhouse and I agree with you when you said the real gorilla in the room is Facebook. There are obviously other ones that are coming up, LinkedIn, Twitter, etc, etc, but you look at the numbers there. You’ve got to look at how much of a conversation is going on there, it’s only 10% of the Facebook base, 25 million in the case of LinkedIn and significantly less than that from a Twitter perspective, not like I’m down on Twitter. I love it, but the number, the raw volume isn’t there.

Q: It’s those numbers that are staggering, but it’s also what’s happening there that is making the difference and I realized something was up when doing typical Google searches, I was getting results for pages within Facebook and this is happening all of the time now.



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A: Yes. Yes, and that is a huge – I think you’re stepping on a really huge issue and the way that I like to say this is what makes Facebook so powerful is the fact that it’s unlike Google in the sense that Google is based on search history of individuals with their proprietary algorithms. Facebook operates on real data with real people’s names, real people’s email addresses, real thoughts, real things that they like, things that they share from a news perspective, things that they say about a movie, etc. So who cares what an anonymous person says about a movie that you can dig up on Google? I want to know what my friend said about it. I want to know what Chris says about this movie. Is it good? Should I take my kids to it this weekend? I value his opinion more than I value some random person. It potentially has the ability to redefine how people buy products and certainly how people get customer support.

I mean (inaudible) we have applications that we’re growing in the Facebook environment to support customers right there in the native environment. When you mentioned your daughter earlier, about how she was like no, Dad, Facebook is not for older people, it’s for younger people. When I talk to my niece, Alex, who tells me I don’t use email, I use Facebook. I only use email to email old people like you and through my Yahoo, which naturally makes me feel really old. The point of them using Facebook as their communications platform changes the nature of it, which in my opinion and here’s my grand statement of the day, I think that Facebook is a once in a century communication tool, similar to that of the Gutenberg press or the Marconi radio, right? And in fact, the Gutenberg press is on Facebook. The Marconi radio is in Facebook, the video capabilities, like video or TV is in Facebook, right? They’re all there, right on that same platform. So very hard for me not to get passionate about it because there’s just so much amazing data when it comes to that.

Another stat that really blew me away was the fact that social networking has eclipsed email. So back to my niece who said to me that she only uses email to talk to old people. Social networking from a usage standpoint has eclipsed that of email as of late through a Nielsen study and the global reach of social networking has hit 68% versus 64% for email. So there’s actually more people on social networks these days, which again is amazing to me. So again, the power of this platform.

Q: It’s amazing to me as well, Paul. I can back you up that if I send my daughter an email, I have to then remind her to go look at her email. (laughter)

A: Right. There you go.

Q: The whole point of sending somebody an email was you weren’t supposed to have to do that and of course, God forbid I should leave her a voicemail because not only is she going to ignore her email, she’s going to ignore the voicemail too, but that’s



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another subject. So I think we've answered the question why be on Facebook because that's where the world is today, that's where the customers are, but let's look at it, Paul, from the marketing perspective which after all is what your book is about. Outline for us the benefits that a business can derive from Facebook when selling to its consumers and in the case of our Beyond the Book audience, it's of course the business of media, publishing. How do publishers benefit from the Facebook platform?

- A: Right. So publishers benefit from it from the sense of it allows them to tap into that viral capability that's inherent in the platform. So if you were to put up a strong social presence on Facebook, which I recommend everybody do, just grab the land and secure it and begin to start to share content. I think that's exactly where you want to start. Then you can start to overlay tactics like advertising. What makes me really excited about this is I remember the days when I started experimenting with this funny thing called Google AdWords in 2001 and we were getting some very interesting results with some very low cost per clicks. Here's the same situation replicating itself now in Facebook, where it's very low cost per clicks. Different dials though. I'm targeting males who are a certain year out of college that have this kind of background, that live in this geographic area. Boom, I can pull up 1,674 of them and hit them with a message.

I mean it is highly targeted and it is not all that expensive, right? So in the year 2001, when I was experimenting with globalization and e-commerce as key words and stuff like that, that was very inexpensive land that we were owning and actually driving results from. So at a high level, I think that that's very exciting. From a local business perspective, it's unbelievable. I mean if you wanted to say hey, I want people within a 50 mile radius of my restaurant or plumbing supply business or something something, hit them with a message, you're absolutely able to do that. So that's very exciting. The ability to create your own experiential application and direct someone to an application or even a video, it doesn't even need to be an application, that you can use to explain what your business does and how differentiated you are is extremely easy these days through the new page feature and the new setting up a tab for people who are unfamiliar with your company.

I think the ability to syndicate content through this platform is amazing because you are able to put it out to various numbers of fans, it's going to show up in their feeds and if they like it, it's going to spread it virally. You haven't had the chance like that when it came down to RSS, right? RSS was very singular. Someone subscribed to your feed, it was great and you had no idea who that was. It was nameless and faceless. Now you have the ability to have a much more interactive capability and then I think the idea of throwing events, as my stat had said, 2.5 million events every month. That stat actually blew me away. Even though I've studied the platform, I still think that there's an opportunity to get the word out that



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people are not taking advantage of these days for their business to get more people to interact and come to their standard events, whether they be a web event, whether they be an in person, live event, what have you. There's still great opportunities out there, plenty of room left for a lot more people to jump into this at this point.

- Q: Well, I can feel the excitement in your voice, Paul. Really, it's sincere and I identify with the predicament that you're describing here of publishers and authors too, we don't mean to exclude authors. In fact, we very much want to include authors in this discussion because so many of them today are publishers themselves. People are taking advantage of print on demand and putting out their own books and then needing to therefore do their own marketing, to do their own selling, if you will. And so to create a video that might promote an event and putting it on Facebook really is bringing a lot of firepower to them at a very low cost and with very little need to invest a lot of time.
- A: Right, and don't forget they also have the Facebook Marketplace, which I tend to forget, although I wrote a long chapter about that. The idea of if you do have products that you want to put out in the marketplace, similar to an eBay, it gives you another opportunity, another place to go and then potentially even pay through the Facebook platform itself. Very exciting, very similar to an eBay experience but a different viral capability attached to it that people can see what's actually being transacted.
- Q: Well, the one thing that came across to me, Paul, and just we'll tell people, we're talking with Paul Dunay, who is Global Marketing Director of Services and Social Marketing for Avaya, Incorporated, but more interesting to us is that he's the author of a book about to come out this fall called *Facebook Marketing for Dummies* and we're playing the dummy here. It's a role we know all too well, Paul, when it comes to so many new things out there. Keeping up is a very hard job, and well, there's a lot of ground to cover here. Let's stick to a few basic principles today and perhaps we might come back to you at some point and dive deeper into one area or another. I'd like to do that, but the challenge you point out in one of the book chapters, is to give people a reason to participate. That's really critical here. This is not just marketing copy for the sake of putting up a lot of blah, blah. You've really got to get people to have a call to action. Explain that please.
- A: Yeah, and that's a really great point. So thank you for bringing that up. So you certainly can share your normal standard stuff online, but by the way, kind of boring, right? People don't necessarily – aren't going to react to a new fact sheet on your new widget, so to speak. So the advice I would give you would be create something that is social. Create an object. Create a thought piece. Create an idea that can be spread, something that can be used across a number of different people, like for example, when I created *The Five Ways Facebook Can Get You Fired*.



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That was an e-book that was basically content that I had that was socially enabled content that I packed up in an e-book and I shipped out and posted on my Facebook page and on other places, on Twitter, etc, etc, on my blog, and it got a tremendous response. It got almost 10,000 views of that particular paper. The same thing with my *Seven Ways Facebook Will Change Your Life*.

So you have to think a little bit different about how you enable content and I think the reason for that is – and let me just throw some numbers on this – is there's more content out there in the blogosphere than there is in the building in DC called the Library of Congress, which houses all of the books in which my book will eventually go into, right? There's more content out there. There's more content that's being produced by user generated content now than by publisher content. I know that's going to scare you, Chris, but bear with me for a second, which means that we're the white noise to the user generated content that's being posted out there. So we have to find ways of fitting in. We have to find ways of creating content that is acceptable or interesting to a group. So my challenge for everyone listening would be think about content a little bit differently, think about it as creating something that would be social and think about it as creating something that is interesting, that people would be attracted to and less about you, more about them.

Q: Right. I was just going to say that, Paul. I agree and I think that the other piece that's important is to try to make it easy or make it something that they will want to share, that they won't just read it for themselves and say, hmm, that was interesting to learn from, but they want to send that – and I did, I'll confess, your *Seven Ways Facebook Can Get You Fired* shot out to many colleagues here at Copyright Clearance Center. I particularly liked some of the commandments for keeping your job and one of them was thou shalt not post photos. Another one though was the one that really got to me. Thou shalt not think they are not listening, which is rather ominous, but my point is that I didn't think about it twice. I really wanted people I work with to see this too.

A: Right. And that's the definition of viral, right? Viral means N is greater than one. It means that you sent it to more than one person. So you define that. If N is less than one, you have no chance of going viral. If N is equal to one, it's going to peter out, but if you remember the old (inaudible) commercial, N is tell two persons and so on and so on and so on, right? So if N is greater than one, let's say two, then you've got a very good chance of going viral.

Q: Now you mentioned Facebook ads and alluded to the early days of Google Ads. To be honest with you, I really have not been aware about the potential of Facebook ads until I read about it in your book. Briefly, tell us how those work, if there is some simple rules for creating a Facebook ad.



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A: The rules are very similar to a normal paper click, which should be something very familiar to marketers these days, which is pay by the click of course and the only difference is the dials in which you turn. So my first experience with this was when I was running a recruiting day. I actually was asked by the recruiting team – hey, you know, we’re doing something in LA, we’re having trouble getting some people to come to this recruiting day that we’re doing, on campus recruiting, etc, etc, for a consulting firm. Can you help us? And I’m like hmm, that sounds like it could be a good thing to try this Google Ad stuff on, which was a year and a half, two years ago. And then the idea of saying OK, I want MBA students who are zero to five years out of college, that are in a 50 to 55 mile radius of LA that I can drop a message to on this particular recruiting day. Hey, come by. We’re having this recruiting fair and it would appear on the right hand side of their Facebook profile and if they decided to come to that, that would show up as a social action in their News Feed and other people could see it and I was remarked at the accuracy, like the pinpoint accuracy.

Like I said before, like 1,641 people. Boom, I can get them an exact message of the exact group. Think behavioral targeting. This is huge from a marketing perspective, right? What you’re doing right now with key words and putting out a key word, Facebook marketing in Google, is going to seem like a fax machine to us years from now, right? Why would I do that when I can actually dial in males who are in marketing – or males or females, whatever – who are in marketing that are age 30 and above, that have a title that says marketing and maybe at these kinds of companies and I also think that they’re going to eventually release something along the lines of that have a certain number of followers, right? That have 500 plus followers or something. That doesn’t exist in the platform today, I heavily suspect it will because then you’d be able to influence the influencer, right? I think that’s where you get sort of – instead of a cost per click, I would call that a cost per advocate. That’s something that I had blogged about on my blog as something that I see in the distance that could be really cool for marketers coming down the road.

Q: Absolutely. And again, really very powerful considering the costs that are involved. You mentioned as well in your book about the Facebook applications and helping to dress up your page with these. As I had looked at them, I would call them widgets. Am I wrong to call them widgets? To think of them in those terms?

A: Oh, absolutely. No, that’s absolutely another acceptable term would be a widget. I think they just – native things within Facebook are called applications, less about widgets and sure, people have used that name. Gadgets is another Google name for it. In the future, some of these things may be written on this platform called Google Wave, which they have announced, which is sort of a standard so that your application or your widget or gadget, etc, whatever you want to call it, could work



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on any social network and allow them to monitor how it is working and the efficacy of that application across multiple different networks. So again, cool stuff happening from that perspective, but great applications written by FedEx about how you could FedEx a note to somebody and they'd have to download the application in order to open it, but hey, if you've got a note in your Facebook email that says hey, you know, Chris just sent you a FedEx box, well, you're going to go open it, right? I mean it's a great way to interact with the essence of that brand in a different environment, right? So I think that is so cool.

- Q: Well, I do too. And again, Paul, I wish we could talk about this for a little bit longer and I hope that perhaps we can have you come back and dive into a particular topic as this all develops. The book will be coming out next month, October. It's called *Facebook Marketing for Dummies*, in the For Dummies series. You are the blogger for Buzz Marketing for Technology, a fascinating blog that talks about innovative ideas and B2B technology marketing. You're also Global Marketing Director of Services and Social Marketing – sorry, Global Managing Director of Services and Social Marketing for Avaya, Incorporated. So my final question to Paul Dunay for the day here is how do you get it all done?
- A: (laughter) Late night. That's one of my secrets is once we put the kids to bed or what have you is to pop out there and be social and to get up early in the morning and I just really love it, so I'm really looking forward to what the future brings and my one piece of advice would be to continue to invest in these tools. We are very early stage right now. We're maybe inning number two. We've got another seven, eight, nine to go before this really sort of plays out. So continue to invest and build your social skills.
- Q: Well, as I say, I expect we'll be watching Paul Dunay's blog and hearing from you along that route, so again, thank you for very much for joining us today on Beyond the Book. Paul Dunay, who is the author of *Facebook Marketing for Dummies*. Paul, thanks again.
- A: Great. Thanks so much for having me.
- Q: And this is Chris Kenneally for Beyond the Book, thank you for joining us.
- M: Beyond the Book is an educational presentation of the not-for-profit, Copyright Clearance Center, with conferences and seminars featuring leading authors and editors, publishing analysts, and information technology specialists. Beyond the Book is the premiere source for knowledge on the latest business issues facing today's dynamic publishing industry, from initial research to final publication and beyond.



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