




Deals

A new way to connect with customers

At Facebook, we are always looking for ways to create more enriching experiences so that businesses can share, connect, and interact with their customers. Today, they can do this through Facebook Pages, Facebook Ads, and most recently, Facebook Places, which allows customers to share that they've visited a business's physical store location by "checking in" on Facebook.

We are now excited to offer Deals. Deals gives businesses the opportunity to reward customers when they check in on Facebook, and this helps generate awareness, encourage in-store traffic and build customer loyalty. Deals connects businesses with people and helps them become an even larger part of their customers' conversations. And right now, deals are free for businesses to create. Read on to learn how to get started.



Yvonne Chen claimed a deal at  SliderBarCafe with Evan Sharp and 3 other people.



20% off any order

24 remaining · 2 days left

Check in here to get this deal.



about an hour ago · [Comment](#) · [Like](#)

Note: Deals is in beta and is available to a limited set of businesses. The product, product availability, and pricing are all subject to change in the future.

The value of Deals

Deals gives you the power to acquire and retain customers, as well as market your business.



Get customers

Over 200 million active Facebook mobile users are hitting the streets and looking to discover what's happening around them. Because deals appear on mobile phones when people are nearby, offering a deal can generate exposure for your business and help you reach new and existing customers. Give people a reason to stop by your business and make a purchase.



Spread the word

Word travels fast. Each Facebook user has 130 friends on average, which means that if someone checks in to your business and you're offering a deal, her friends will hear about it through word of mouth marketing and the organic stories that are generated on Facebook. Deals have arrived, and for good reason--people like to buy and save together.



Build loyalty

On average, Facebook users visit the site 28 times a month and they are always on the hunt for what's new. Focus on building relationships with your most loyal customers. Remember that loyal customers generate repeat business for you. In addition, they influence the purchase decisions of those around them. Keep people coming back and re-discovering what you have to offer.

Four types of Deals

There are four types of deals you can create to reach different business objectives. Before creating your deal, think about your goals. Be sure to offer your customers a lot of value for all deal types as high-value deals can generate a lot of buzz and this word of mouth marketing can spread quickly on and off Facebook.



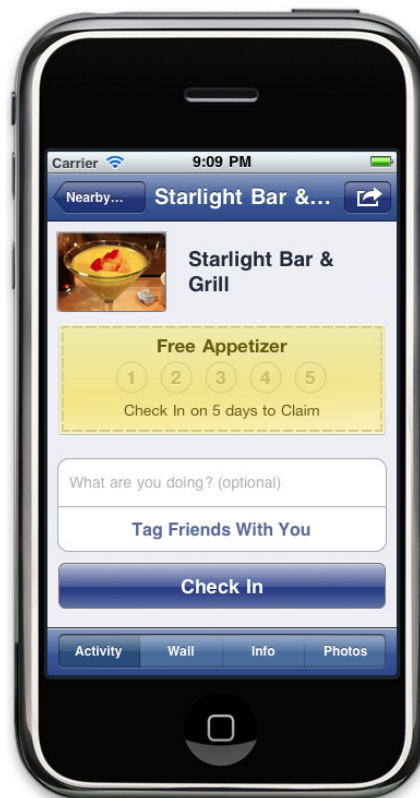
Individual Deals

If you're looking to offer a one-time deal, create an Individual Deal. You can offer this type of deal to both new and existing customers-- to launch a new product, offer a gift with purchase, get rid of excess inventory, or simply get more people into your store.



Loyalty Deals

To focus on rewarding your most loyal customers, create a Loyalty Deal. These deals may be claimed by customers after a certain number of check-ins. Depending on your business, the number of check-ins may vary. You have the opportunity to create a deal that can be claimed after no fewer than two and no more than 20 check-ins.

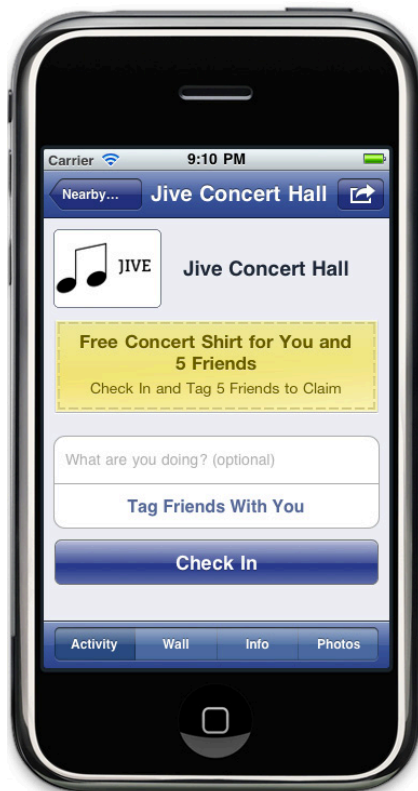


Four types of Deals (cont.)



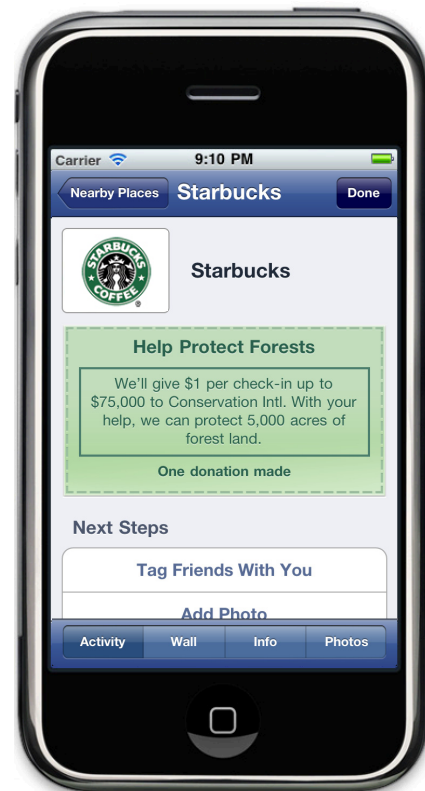
Friend Deals

People don't always buy, shop, or eat alone. To offer a deal to a group of people, create a Friend Deal. Friend Deals allow you to offer discounts to groups of up to 8 people, when they check in together. These deals can build even more exposure for your business because in order to claim your deal, your customers need to introduce what you have to offer to their friends and family.



Charity Deals

Show people that you care about more than just the bottom line. Create Charity Deals to make a donation in the amount of your choice to the charity of your choice each time someone claims your deal. This is a great way for your business to give back to the community. Please note that you must manage the donation process.



Creating your deal

To create your deal, visit your Facebook Place or main parent Page on www.facebook.com. At this time, deals are only available to a limited set of businesses.

Step #1:

Choose your deal type

Step #2:

Define your offer

Step #3:

Specify run dates & restrictions

Create your deal at least 48 hours in advance as all deals are subject to review. We recommend you run a deal for at least a week to give your customers an opportunity to find your deal and visit your business.

Step #4:

Push your deal





When your deal is approved, push it to all your child Places. This will ensure that all child Places run the same deal.

Step #5:

Promote your deal

When your deal is approved, you can begin promoting it by posting a status update on your Facebook Page, or running a Facebook Ad. If you run an ad, be sure to target a local demographic and link your ad to your main Facebook Page.

Choose a type of deal:

-  **Individual Deal**
Reward individual customers when they check in at your business. Best for simple discounts or gifts with purchase.
-  **Friend Deal**
Reward groups of customers when they check in together. Help spread the word about your business more rapidly.
-  **Loyalty Deal**
Reward customers for visiting your business a certain number of times, similar to a traditional punch card.
-  **Charity Deal**
Pledge to donate to a charity of your choice when customers check in at your business. A win-win for everyone!

Define your offer:

Deal Summary: *50 character limit*

How to Claim: *100 character limit*

Add details and restrictions:

Starting:

Ending:

Quantity: Deal will end after claims
 Unlimited

Repeat Claims: Claimable once per user
 Claimable once every 24 hours per user

By clicking the "Save" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) and all other Facebook policies, including the [Facebook Advertising Guidelines](#).

Note: Abuse of the deals product may result in deal rejection or removal. After submitting your deal, you'll receive a message that confirms its start and end dates, as well as important next steps to help you prepare for your deal. Please be sure to review our deal preparation guidelines below.

Best practices

Create relevant and valuable deals that people will want to claim at your business. Please review our tips below.

Offer your customers a lot of value

Appealing deals bring in more customers and typically offer a 10% - 50% discount or a gift with purchase that is of equal or greater value than the customer purchase amount.

Simple copy is more engaging

Wordy titles and descriptions will get in the way. Use short, simple language to explain your deal. Be sure to mention any restrictions and include a clear call-to-action as well as a deal time limit. The less time people need to spend understanding your offer, the more time they can spend going into your business and making a purchase.

Example titles:

- ▶ 20% off any purchase over \$10
- ▶ Buy one, get one free.
- ▶ Check in with 3 friends and get 30% off any entrée

Example claiming language:

- ▶ Present claimed deal to waiter
- ▶ Show your phone screen to the cashier

Follow our deal preparation guidelines

Creating a positive customer experience is important for building customer loyalty. Prepare for your deal before it runs and communicate its details with your employees. Please review our preparation guidelines below.

Be mindful of deal fatigue and the number of deals you run

Deals that run too long may become irrelevant and may be viewed as readily available discounts that don't drive people's intent to purchase. In addition, pay attention to the number of deals that you run. Running too many deals at the same time may be confusing for your employees and customers.

Getting your business ready for your deal

Here are 7 steps you can follow to create a great in-store deal experience.

1

Cover the logistics

Communicate with your employees on the following:

- ▶ Your deal basics. Let your employees know how long your deal is going to run for, how many you will offer, and when it will expire.
- ▶ The affected product/service. Clarify what you're offering—a free bag with any purchase over \$50, or a free manicure with any massage.
- ▶ Your supply. Make sure you meet any demand generated by your deal.
- ▶ Your terms and conditions. Communicate deal limitations or rules.
- ▶ A clear process for tracking your deal. Customers will claim their deal by showing you their phone screen. Let employees know how to record claimed deals. For example, you can track deal usage by crossing claim numbers off a list.



Claim Screen

2

Be proactive

Don't wait for sticky situations to arise. Address them ahead of time. For example, once all your deals are claimed or your deal has expired, your deal will no longer be visible to people who haven't yet claimed it. If people enter your store and ask about the deal because their friend told them about it, do you want to continue offering the deal even after it has expired? Be clear on what you expect from employees in handling these situations.

3

Build your Facebook Place or Page content

When you run a deal, customers may look you up on Facebook to "like" your Facebook Place or your Facebook Page. Add content to your presence on Facebook. Enter in your basic business information, upload photos, post status updates, and engage with your customers. Use your Page insights to learn more about your customers.

4

Put yourself in your customers' shoes

What is your experience like when you claim a deal? Make sure you know what your end to end customer experience is. Use the Facebook for iPhone application or any HTML-5 enabled mobile device via touch.facebook.com.

5

Staff appropriately

If you're offering a complimentary bag with any purchase over \$70, think about how many people you anticipate coming through your door. Have enough staff on hand to attend to any increase in the number of customers coming through your door.

6

Prepare for scale

Deals that are to be run across multiple store locations require more advanced planning because you'll need to create the same deal for each individual Facebook Place. In addition, advanced preparation gives you time to properly communicate the logistics and redemption terms with different store locations and employees.

Note: If you have hundreds of store locations, please inquire with your account manager and he/she may be able to help you run deals more widely. If you have just a few store locations, please create each deal individually on each store location's Facebook Place.

7

Market your deal

If you have a Facebook Page or Place, update your status to let people know about the deal. When you run a Facebook Ad for your deal, link users to your Facebook Page or Facebook Place, highlight the key points in your title and body, and be sure to target your ad to the correct local demographic.