

# Premium on Facebook

## The most impactful way to distribute your content on Facebook

Share your most compelling stories in the best places on Facebook to engage and influence people. Premium on Facebook helps you maximize the number of people interacting with your brand and talking about you, while unlocking the power of fans and their friends. All of this is done on the most impactful placements on Facebook:

**1 Right-hand side of homepage**

**2 News feed on the homepage**

**3 News feed on mobile**

**4 Log-out experience (optional)**

Placements in the right-hand side and in news feed on Facebook's homepage have an average of **5x-10x more engagement** than all other places on the site.<sup>1</sup>

Like everything else on Facebook, Premium on Facebook starts with publishing engaging stories on your Page.

1. Average figures, based on internal studies. Individual advertiser engagement may vary.

## Your stories will start with your Page posts and appear in the most impactful placements on Facebook

By posting on your Page and investing in Premium on Facebook, we will show your content to the right audience at the right time, always in the most impactful places.

For someone not connected to your brand, your story will appear on the right-hand side of their homepage as an ad.

For your fans and friends of fans, your story will appear as a sponsored story on the right-hand side, and it can also appear in news feed on both desktop and mobile. All of these placements are on Facebook's homepage.

- Premium ads and sponsored stories on the right-hand side are typically **40% more engaging** and **80% more likely to be remembered** than all previous offerings.<sup>2</sup>
- Well-run campaigns that leverage social drive ROIs of 3x or greater.<sup>3</sup>

2. Average figures, based on internal studies, August 2011.

3. Based on a variety of industry techniques, including media mix modeling and other test/control approaches.



1. **Redesign your Page using the features from new Pages** such as your cover photo and pinned posts to effectively express your brand identity. Post once per day. Make sure that your posts are limited to 90 characters, and that your profile image scales well from 180x180 to 32x32 pixels.
2. **Have Reach Generator always on** so that you can continuously reach and engage 75% of your fans.
3. **Use Premium on Facebook to drive awareness for events and activities.** For example, use Premium on Facebook for a product launch, movie premiere or sales event.
4. **Use bold visuals.** Grab your audience's attention by using simple images with highly-saturated colors to stand out against the site's white background.
5. **Photos and videos drive 2x engagement.**<sup>4</sup> Engaging content is an effective way to drive more stories into news feed. Photos should be uploaded to a Facebook album for best quality and should not contain text overlays.

4. Average figures, based on internal studies, July 2011.