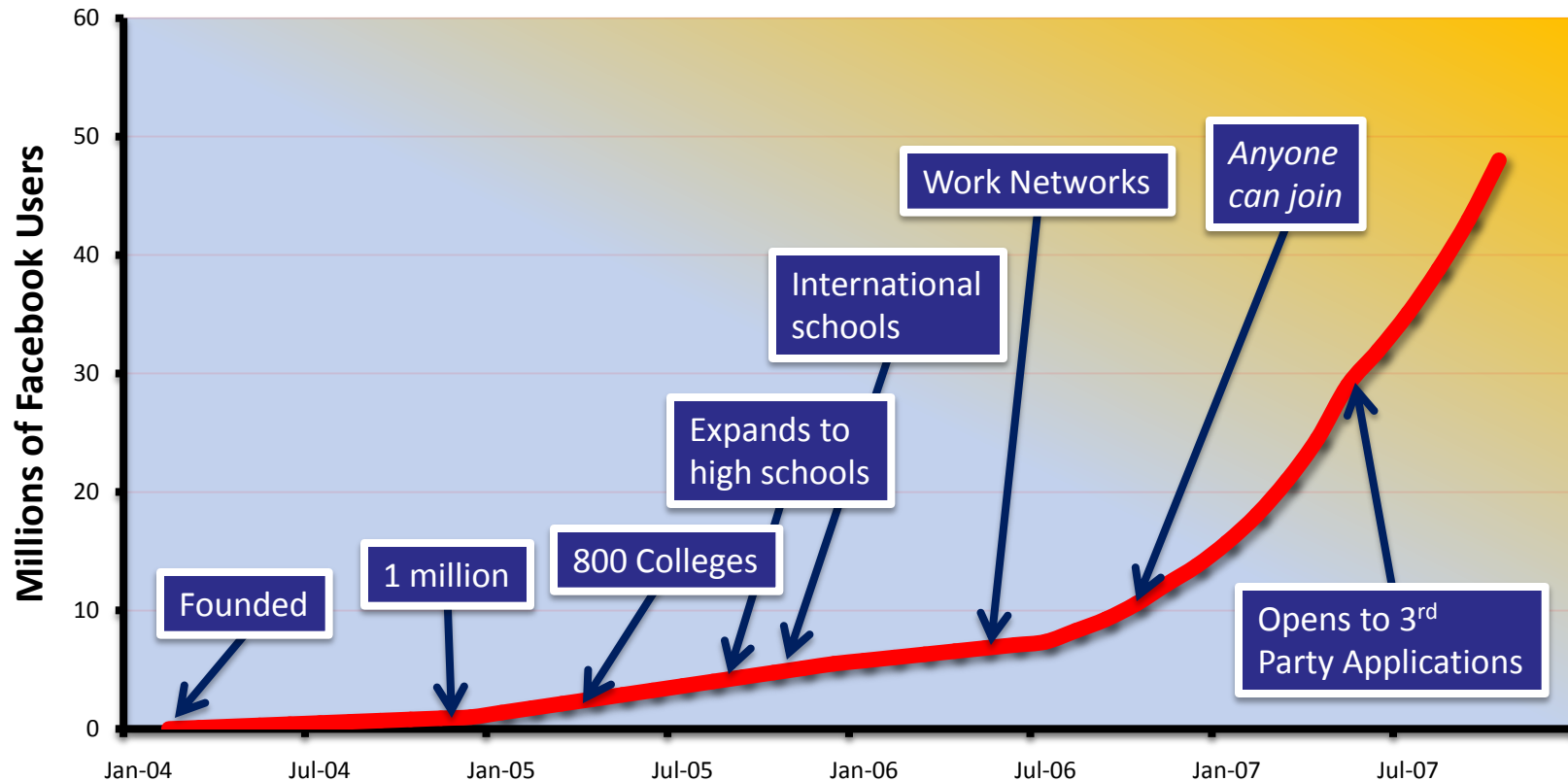


# Building a Facebook Business

Alec Saunders, CEO



# Facebook's Phenomenal Story



# What's driving that growth?

- **Since October 2006, we estimate “Workforce Age” Facebook users have expanded from 950K to 18.5 million**
  - 300% the rate of the student segment



# Evolution of the Internet



YAHOO!

Google™

facebook

iotum™

# Three types of applications

- **Share relationships**
  - Grow the network
- **Share resources**
  - Leverage the network
- **Share knowledge**
  - Leverage the trust in the network



# Ten weeks ago iotum launched...

- Facebook's first audio conferencing service
  - Powerful, *and* easy to use
  - A natural and tightly integrated extension of the Facebook experience
  - FREE\* to the end user

\*excluding the ordinary cost of the telephone call



Mari Smith (San Diego, CA) shared a link at 9:37pm on October 18th, 2007


Alec,

Thank you for taking the time to demo your FREE Conference Call FB app with me this morning. I have to say, I'm \*blown away\*!!!

I've been using free conference services for years, and nothing can touch what you've created. The control panel right inside FB with the ability to raise hands, mute, see who's online, plus text reminders and saved call info for future ref... this is one of the verrrrrry few apps IDEAL for biz users!

I'm recommending to all my class participants at <http://facebookfortunes.com>

Cheers,  
Mari  
P.S. Go Canada!!

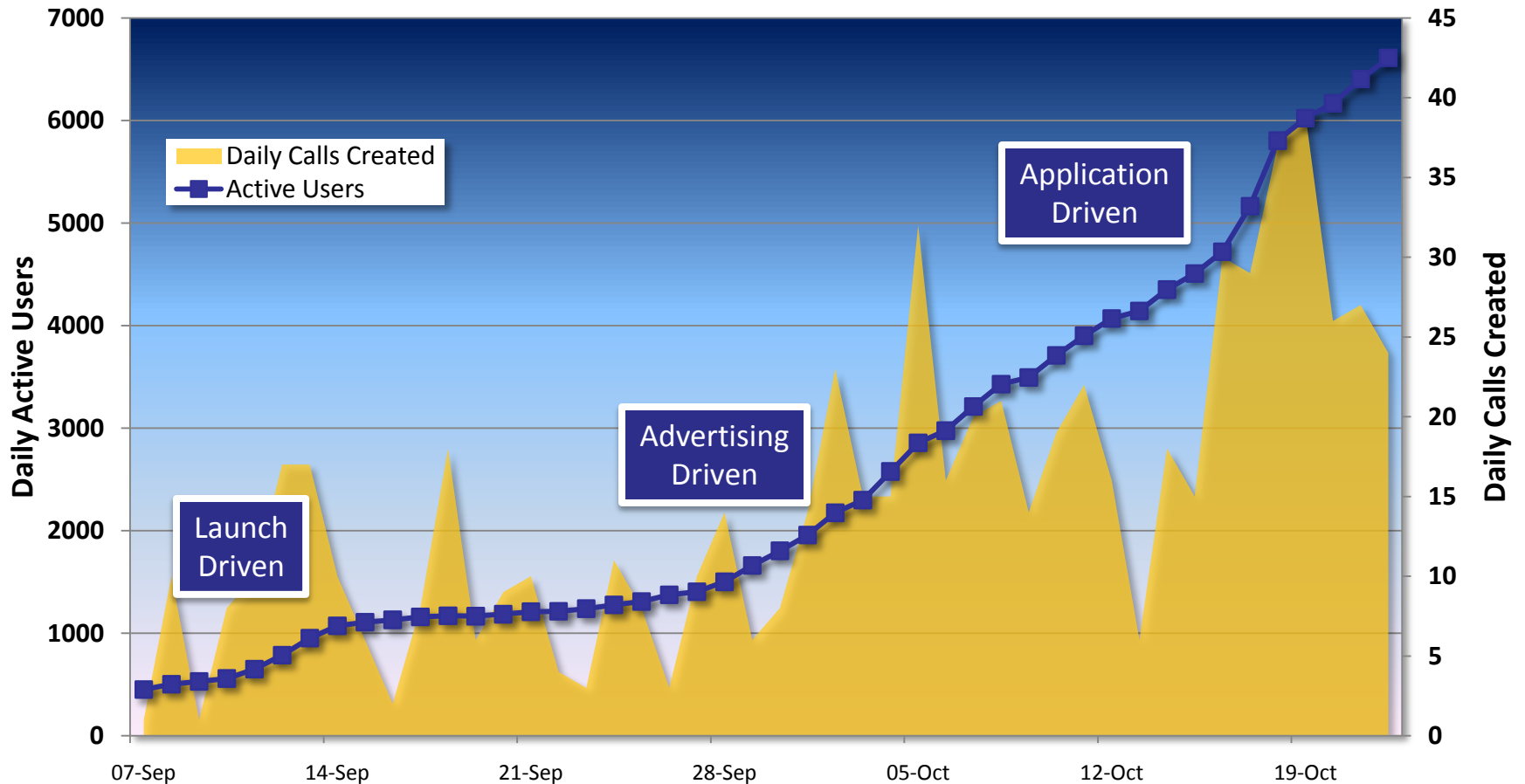
 Facebook Fortunes: How to Grow Your Ne...

[Wall-to-Wall](#) - [Write on Mari's Wall](#) - [Message](#) - [Delete](#)



**iotum**<sup>TM</sup>

# It's been a tremendous success.



**iotum**<sup>TM</sup>

# Getting Started

- **Facebook Developer Pages**
  - <http://developers.facebook.com/>
  - Developer Dashboard



# Market Research

- **Segmentation**

- Facebook Advertising

- <http://www.facebook.com/ads/>

- Facebook Polls

- <http://www.facebook.com/business/?polls>

- **User behaviour**

- Facebook Polls



# Market Research

- **Tracking Competitors**
  - Appsaholic
    - <http://www.appsaholic.com>
- **Testing offers**
  - Click-through vs Install
    - Appsaholic
  - Facebook advertising
  - Cubics



# Promotion

- **Don't forget the viral!**
  - “Invite friends”
  - MiniFeed / NewsFeed
  - Profile page
  - Contests
- **Facebook Directory**



# Promotion

- **Facebook Pages**
  - Fan Page for your Company
  - Externally visible!
- **Facebook Advertising**
  - Appsaholic
  - Adonomics
  - Facebook Advertising
  - Cubics

