

ANALYZE

ENGAGE

COMMUNITIES

BUILD





URSUL



Depurașul



Like Follow Message ...

Timeline

About

Photos

Likes

More ▾



Like Follow Message ...

Timeline

About

Photos

Likes

More ▾

INITIAL FANBASE



INITIAL FANBASE



IMPORTS
10.000



INVITES
FRIENDS

CREATE AUDIENCE

Location

THE FOREST

+ Country or city

Age and Gender

Age

18

Any

Gender

Animals

Men

Women

Interests

ADDITIONAL INTERESTS

+ Interest

Connections

People Connected to

+ Your Page

People Not Connected to

RESEARCH

(using Facebook's Audience Insights)

CREATE AUDIENCE

Location

THE FOREST

+ Country or city

Age and Gender

Age

18

Any

Gender

Animals

Men

Women

Interests

ADDITIONAL INTERESTS

+ Interest

Connections

People Connected to

+ Your Page

People Not Connected to

AUDIENCE INSIGHTS

100k Animals



10%



10%



4%



2%

CREATE AUDIENCE

Location

THE FOREST

+ Country or city

Age and Gender

Age

18

Any

Gender

Animals

Men

Women

Interests

ADDITIONAL INTERESTS

+ Interest

Connections

People Connected to

lepuraşul

People Not Connected to

AUDIENCE INSIGHTS

0.5k Animals



94%



6%

CREATE AUDIENCE

Location

THE FOREST

+ Country or city

Age and Gender

Age

18

Any

Gender

Animals

Men

Women

Interests

ADDITIONAL INTERESTS

+ Interest

Connections

People Connected to

Ursul

People Not Connected to

AUDIENCE INSIGHTS

10k Animals



15%



10%



9%



7%



UNDERSTAND THE ALGORITHM

$$\left\{ \sum u_e w_e d_e \right\}$$



AFFINITY (u_e)



WEIGHT (w_e)



TIME DECAY (d_e)

UNDERSTAND THE ALGORITHM

$$\left\{ \sum u_e w_e d_e \right\}$$



AFFINITY (u_e)



WEIGHT (w_e)



TIME DECAY (d_e)

Grow by engagement

UNDERSTAND THE ALGORITHM



URSUL

2 hours ago

I'm sexy and I know it. Ursii din padure sunt cei mai tari.
Like daca esti de acord. Share daca nu!



Like · Comment · Share

👍 2 people like this.



Write a comment...



lepurasul

2 hours ago

lepurasii sunt cele mai fericite animale din lume. Ajuta-ne
sa crestem comunitatea, online si offline.

*La fiecare 3 secunde,
se întâmplă o minune*



Like · Comment · Share

🗨️ 15

👍 33 people like this.



Write a comment...





2000 Organic



WEIGHT



200 Organic
2000 from shares
+ from likes

Up for
0,1% Reached



**AFFINITY
BUILDING**



Up for 15% reached

POST FREQUENCY



8/zi



1/zi

POST FREQUENCY



8/zi



1/zi

+FB Ads



8/zi



1/zi

+FB Ads



REACH
FREQUENCY
ENGAGEMENT
FANBASE
EFFORT



facebook Ads

**URSUL**
Sponsored

Suntem 10000 de ursi puternici. Like acum sau incepem sa te cautam prin padure.



URSUL
Community
10,200 likes

 Like Page



Target:
Toti ursii din padure

facebook Ads



facebook Ads



WebDIGITAL
JUST PAY-PER-CLICK



hivemind 

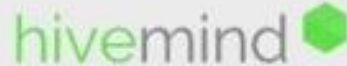



PROMOCRAT
your story



 **HotSeat**
atelierul de online

facebook Ads



BUILD CUSTOM AUDIENCES

facebook Ads

BUILD CUSTOM AUDIENCES

Fani
ai altor pagini

facebook Ads

BUILD CUSTOM AUDIENCES

Fani *attivi*
ai tuoi pagini

facebook Ads

BUILD CUSTOM AUDIENCES

Fani *attivi*
ai altri pagini

Gruppi

Check-ins

Newsletter list

facebook Ads



lepurasul

Sponsored

Comunitatea cu cea mai rapida crestere in offline a aterizat si pe Facebook. Like daca esti cu noi!



lepurasul

Community
1134 likes

Like P



lepurasul

2 hours ago

Comunitatea cu cea mai rapida crestere in offline tocmai a aterizat si pe Facebook. Like daca esti cu noi



Like · Comment · Share

120

344 people like this.



Write a comment...



facebook Ads



lepurasul

Sponsored

Comunitatea cu cea mai rapida crestere in offline a aterizat si pe Facebook. Like daca esti cu noi!



lepurasul

Community
1134 likes

Like P

Add to new custom Audience
and lower CPA



lepurasul

2 hours ago

Comunitatea cu cea mai rapida crestere in offline tocmai a aterizat si pe Facebook. Like daca esti cu noi



Like · Comment · Share

120

344 people like this.

Write a comment...

ENGAGE AMBASSADORS

People who like your post

×



lepurila



lepurasul de Paste

Liked



Andrei lepure



lepurasul Jucaus

Works at Playboy

Liked



Bugs Bunny

Works at Warner Bros

Invite



lepurasul Duracell

Works at Duracell

Liked





Bugs Bunny

2 hours ago

There are some many bunnies hoppin' around on Facebook, that bears just don't have room anymore. I'm proud to be part of the the [lepurasul](#) community.



Like · Comment · Share

11233

33,444 people like this.



Write a comment...





la circ

👍 2



URSUL
Pasiuni

Related Pin





SOCIAL
MEDIA
is all about

the

PEOPLE



lumea
SEO PPC

— DUPĂ —
100
— EDITII —



lumea
SEO PPC

— DUPĂ —
100
— EDIȚII —





**lumea
SEO PPC**

—DUPĂ—
100
—EDIȚII—



1.538 Membri



1413 Posts

2443

Likes



443

Membri Activi

1656

Comments



248

Membri Activi

ENGAGEMENT HISTORY

LIKES

2010

2011

2012

2013

2014

COMMENTS

COMMENTS

Google

405

SITE

456

358

SEO
search engine optimization

MULTUMESC

137

facebook.

84



AdWords

87



Joined ▾

➦ Share

🔔 Notif

Lumea SEO PPC

Members

Events

Photos

Files

Search this group

 Write Post Add Photo / Video Ask Question Add File

Write something...

**Dan Nicolae**

9 hrs · Bucharest

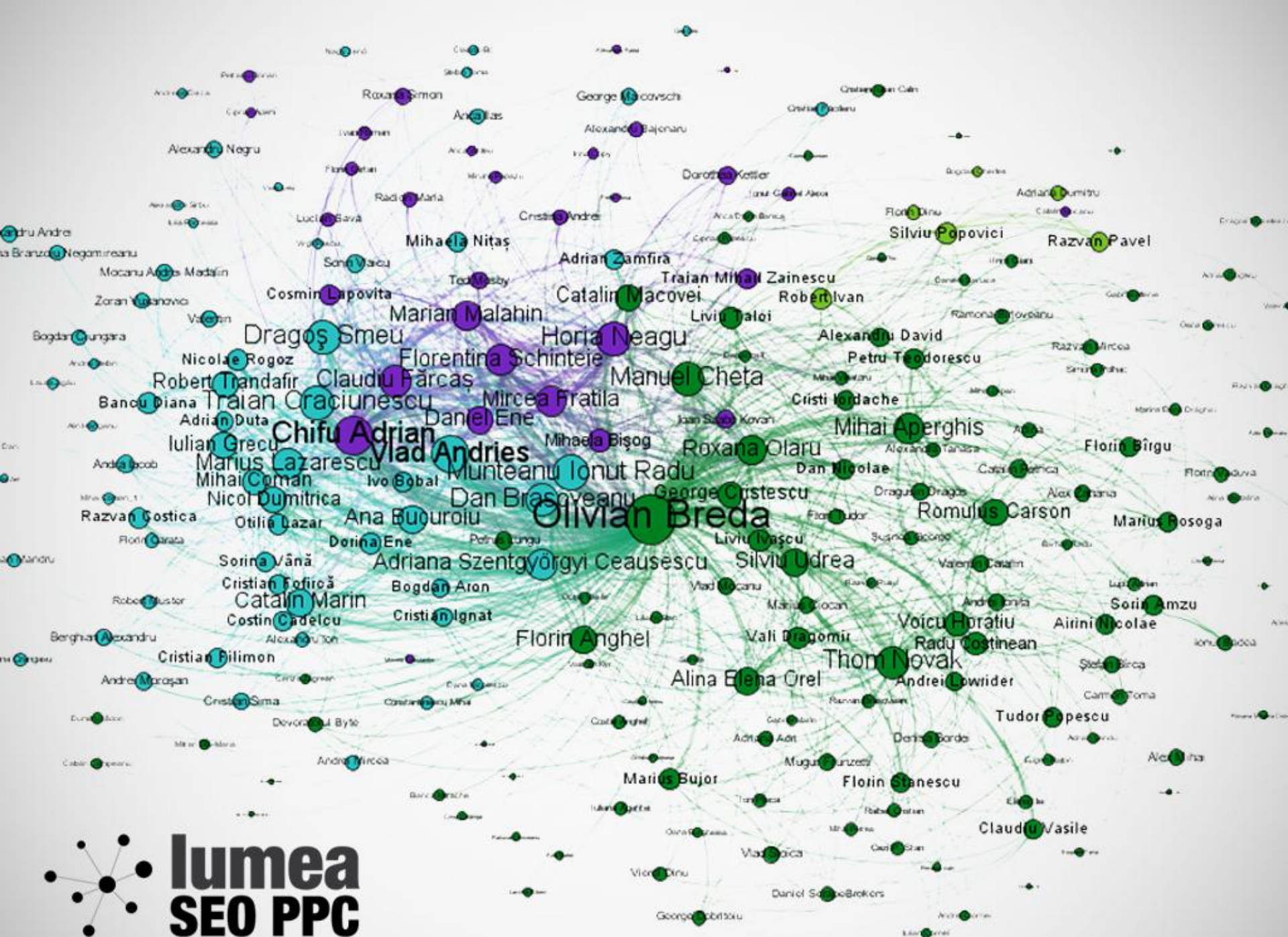
Daca urmariti vre-un sistem de analiza (ex: Google Analytics) cel mai probabil

ABOUT

 Open GroupLumea SEO PPC - Fiți bineveniți în comunitatea celor care practică SEO și PPC și se informează de... [See More](#)

1,538 members (14 new) · 1

+ Add People to Group



LIKERS

76



83



84



67



101



58



49



46



40



LIKERS



COMMENTS



EVENT JOINS

12



10



10



9



8



8



6



5



**MULȚUMIM
COMUNITĂȚII**

PENTRU

100

EDIȚII



lumea
SEO PPC





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 alexgavril

 /in/alexgavril

 +alexgavril