

# Deals

Create unique social experiences for friends to enjoy together

Experiences like shopping, dining, or going to a movie are more fun with friends and family. Help your business stand out from the crowd with deals that people can enjoy with their friends.

Deals encourages people to share their excitement about your business. This creates incredible word-of-mouth for your business and can help you build long-lasting relationships with your customers.

Read on to learn more about how you can create memorable experiences on Facebook.



**Brendan Marten** and **Bo Hu** bought a deal at Winery Tavern.



## Expert Wine Tasting at Winery Tavern

\$15 now · \$20 originally · \$25 value

**Ram Vaidyanathan** likes this deal.

Do something new with your friends! Drink exclusive wine from the Bay Area and learn from the experts at the Winery Tavern.



14 minutes ago · [Buy](#) · [See More Deals](#)

Note: Deals is in a limited alpha and is only available in San Francisco, San Diego, Dallas, Austin, and Atlanta. The product, product availability, and pricing are all subject to change in the future.

## Why use Deals?

Create experiences that make people remember your business, not just a discount.



### Let Facebook do the marketing for you

We'll use organic tools on the site to spread information about your deal naturally, run ads for you, email people about what you're offering, and drive traffic to your business's Facebook Page.

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### Build loyalty and drive repeat business

Every part of the Deals product is tied to people and their friends. Use Deals to make your business a place where loyal customers want to bring their friends.

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### Reach new customers

There are over 500 million people on Facebook and they are looking for interesting things to do with their friends. Use Deals to put your business in front of people as they make these decisions.

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### Get people to recommend your business to their friends

People are already telling their friends on Facebook about their favorite things, including local businesses. Deals is a new way to spread these word-of-mouth recommendations for your business.

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### Friend Bonus

Deals are better with friends, which is why we'll offer people an additional discount when they buy your deal with a friend.

## What will my deal look like?

Your deal will live on your main Facebook Page. This makes it easy for current fans to see what you're offering.

Search

Palo Alto, CA

### Reach your potential at the Aquatic Center

\$50 now · \$100 value

[Buy Now](#) [Share](#) [Like](#) 5 days 6 hours left

[Like or Have Bought This Deal](#) [Unlike](#) [Send Message](#)

[Kelly Winters](#) Facebook [Annie Ta](#) Stanford [Christina McBride](#) UChicago [Eric Wahlgren](#) Facebook [Jim Renaud](#) Facebook [Yvonne Chen](#)

Challenge your fitness level while playing in the water. You and your friends will receive a discounted priced session at \$50 with an additional \$20 off a future session when you buy this deal today.

Our fitness course was created by expert Marines. Our workout is customized to your abilities. We'll challenge you and work with you to improve your endurance and overall health. Get started and sign up with a friend today!

We'll motivate you to make a better you - all in a fun and new way.

**Things You Should Know**

- Valid for new customers only
- One voucher per person
- Deal can be redeemed at any location

Not valid for cash back (unless required by law). Voucher must be redeemed in one visit. Tax or gratuity is not included. Cannot be combined with the other offers. Not eligible for redemption until one day after deal closes. Facebook [terms](#) and conditions apply.

Redeemable beginning May 3, 2011

**How to Redeem**

**Instructions** Call 555-555-5555 to schedule a class  
Print voucher  
Present voucher upon arrival at your first class

**Location** Aquatic Center, 1601 S. California Avenue, Palo Alto, CA

**Comments**

[Add a comment...](#)

☒ Post to Facebook Posting as Yvonne Chen (Change) [Comment](#)

Facebook social plugin

This is your deal title and value.

**Buy Now** – This takes people through a simple purchase flow where they can buy your deal using their credit card or existing Facebook Credits. Deals can also be purchased as gifts.

**Share** – This lets people send a message about your deal to their friends, or post your deal to their Wall.

**Like** – This enables someone to express interest in your deal. Liking a deal generates News Feed stories and notifications, which helps spread the word about your deal.

Thumbnail images show people which of their friends have liked or bought your deal.

We'll use a relevant and compelling image.

We'll include details, the fine print and redemption instructions.

Manage your comments, listen to what people are saying, and respond to their questions.

*Note: Event Deals are also available if you'd like to tie your deal to an event on Facebook. We'll display the location and time of the event at the very top of your deal, and an event box will appear at the bottom showing who has RSVP'd.*

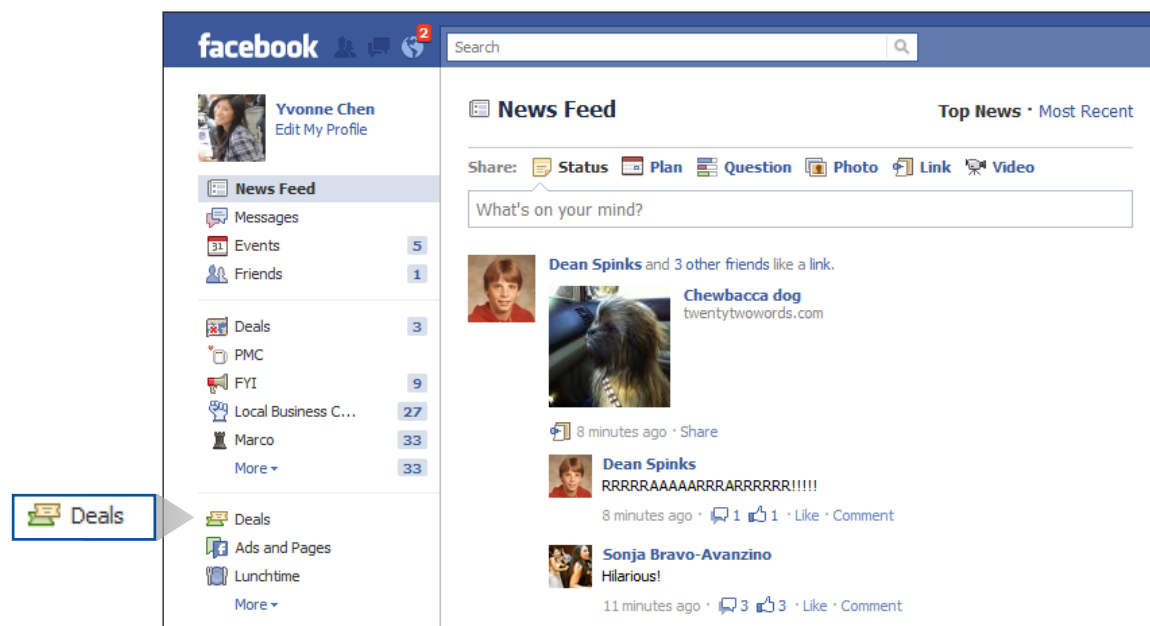
## We'll distribute your deal in 8 ways

We'll help you quickly and easily get the word out about your deal so that you can focus on providing a great customer experience.

### Here's how:

#### 1. The Facebook Home Page

The Home Page is the first thing that people see when they log on to Facebook. There is a Deals link in the left-hand navigation column, so that people can find and buy your deal easily.



#### 2. The Deals Page

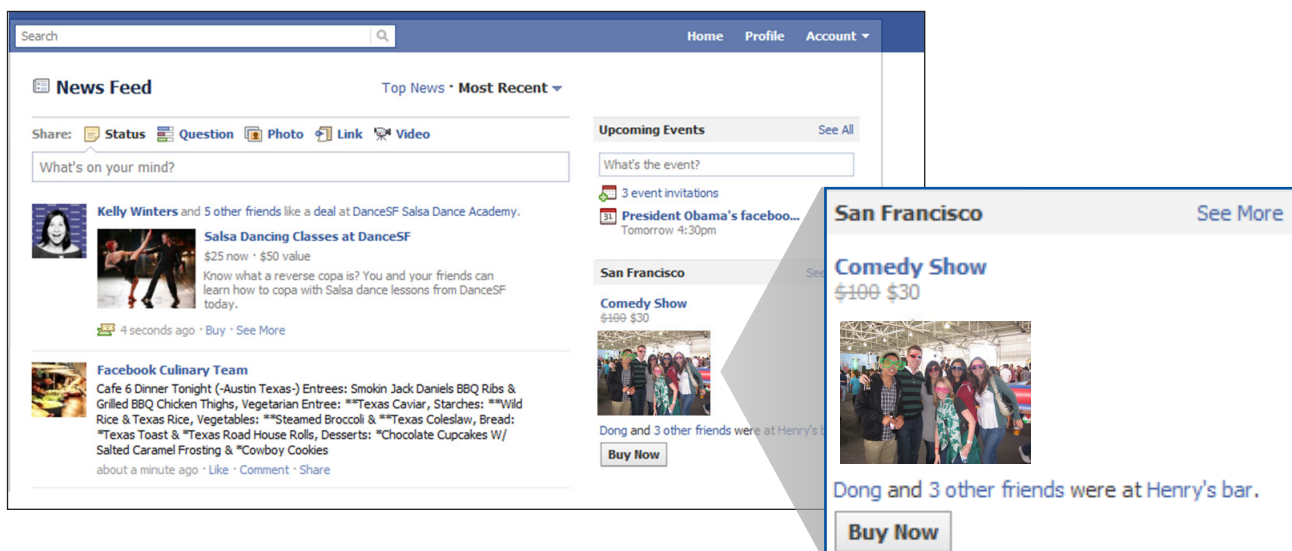
This page shows your deal, along with others that are available for purchase in a given city.



## We'll distribute your deal in 8 ways (cont.)

### 3. Sponsored units

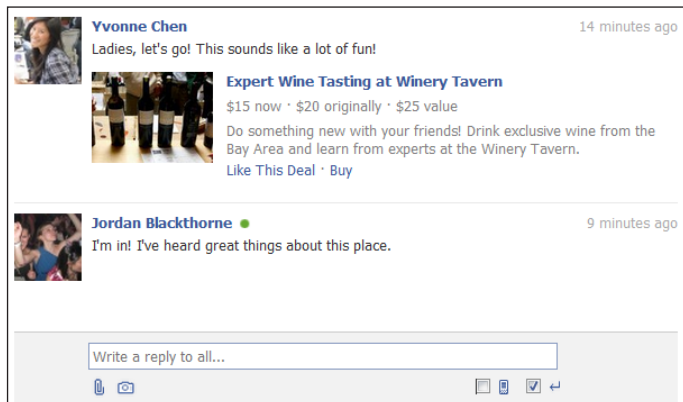
Your deal will be eligible to appear in a Sponsored Deals unit on the right-hand side of the Home Page. This unit shows people friends that have liked or bought your deal and lets them buy your deal directly.



### 4. Personal messages and Wall posts

People can send messages about your deal to their friends or share your deal on their Wall. This makes it easy for people to make plans together.

#### Messages



#### Wall posts



## We'll distribute your deal in 8 ways (cont.)

### 5. News Feed stories

News Feed stories appear on the Home Page and give people information about their friends. When people interact with your deal, News Feed stories will help spread the word about what you're offering in a natural and relevant way.

#### Like News Feed story



**Daniel Hui** and 4 other friends like a deal at Sharp's Food Trucks.



**Tour and Taste Sharp's Food Trucks with Sharp's Food Tours**  
\$30 now · \$50 value  
AJ Tennant bought this deal.  
Show your friends what food trucks are all about! Try 5 of Sharp's famous food trucks Click to learn more.

5 minutes ago · Buy · See More Deals

#### Buy News Feed story



**Kelly Winters** bought a deal at Aquatic Center .

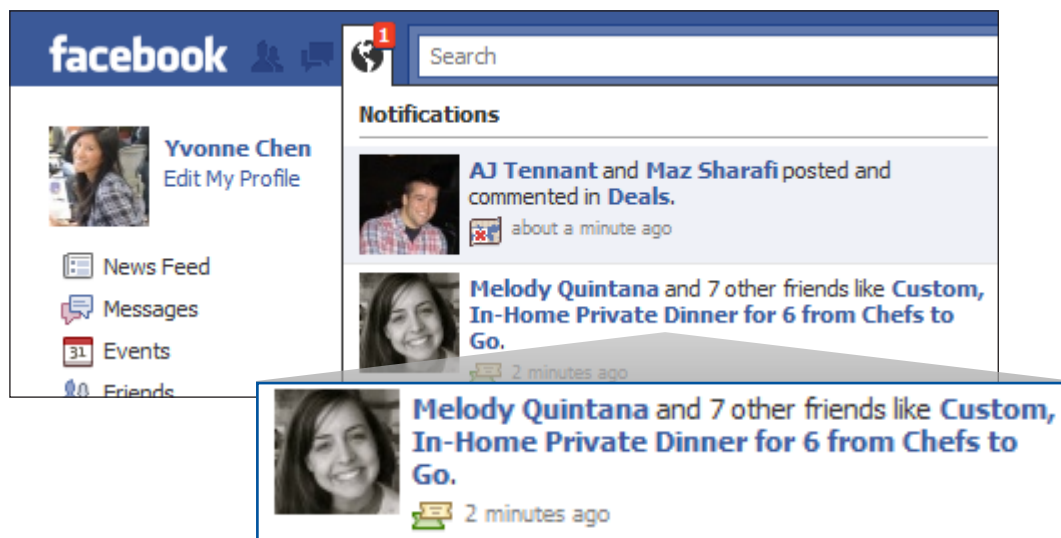


**Reach your potential at the Aquatic Center**  
\$50 now · \$100 value  
Float to the top with your personal instructor at the Aquatic Center. You and a friend receive \$20 off when you take this fitness challenge together.

about a minute ago · Like · Comment · Buy

### 6. Onsite Notifications

We'll notify people when friends like or buy a deal that they have also liked. We'll also tell people when their friend buys a deal for them.



The image shows a Facebook interface with a sidebar on the left containing links to News Feed, Messages, Events, and Friends. The main content area is titled "Notifications" and features a red notification badge with the number "1". The notifications list includes:

- AJ Tennant and Maz Sharafi posted and commented in Deals. about a minute ago
- Melody Quintana and 7 other friends like Custom, In-Home Private Dinner for 6 from Chefs to Go. 2 minutes ago

A callout box highlights the second notification, showing a larger view of the notification: "Melody Quintana and 7 other friends like Custom, In-Home Private Dinner for 6 from Chefs to Go. 2 minutes ago".



## We'll distribute your deal in 8 ways (cont.)

### 7. Deals tab

Your deal is eligible to appear on the right-hand side of any deal that is currently running on a Facebook Page.

The screenshot shows a Facebook deal page for "Reach your potential at the Aquatic Center" in Palo Alto, CA. The deal is priced at \$50 now, valued at \$100, and has 5 days and 6 hours left. It features a "Buy Now" button, a "Share" button, and a "Like" button. Below the deal, there is a section titled "Like or Have Bought This Deal" showing a grid of user avatars, including Kelly Winters, Annie Ta, Christina McBride, Eric Wahlgren, Jim Renaud, and Yvonne Chen. A large image of a person swimming in a pool is also visible. The deal description challenges users to improve their fitness level while playing in the water. A "Things You Should Know" section lists terms and conditions, including validity for new customers only and a one-voucher-per-person limit. A callout box on the right highlights "Find Things to Do" and "Deals Near You", showing a featured deal for "Expert Wine Tasting at Winery Tavern" for \$25, valued at \$15.

The screenshot shows a Facebook deal page for "Evening with DJ EmWhite at Club Ozone on April 2nd" in Las Vegas, NV. The deal is for a Saturday night event, described as "put on your dancing shoes!". It features a "See Today's Deal" button and indicates that 150 deals are available. A large image of DJ EmWhite is shown. The deal description invites users to experience the spinning sensation of DJ EmWhite at Club Ozone. It also mentions that Club Ozone is MTV's #1 party destination on the West Coast, located on the Vegas strip, with a 4,500 square foot dance floor, 5 bars, and drink specials all night. A "Read more..." link is provided at the bottom. A footer note states: "If you don't want to receive these emails from Facebook in the future you can [unsubscribe](#)."

### 8. Emails

We'll email people when friends like or buy a deal that they have liked as well. We'll also send daily emails to people who have subscribed to our Deals updates.

## Create a deal today!

We'll work with you to create a compelling and unique deal. There is no minimum spend requirement to run a deal. Best practices for compelling deals include:

- Offering a truly unique and social experience that people can enjoy with their friends
- A great discount
- An exclusive offer

### Examples of deals to offer:

- Special tasting menu for two
- Movie premiere tickets + front of the line passes
- Special shopping event and sale for a group of three friends
- Discounted roundtrip tickets + dinner and a movie in-flight

For more information, please contact your Facebook Rep or fill out the contact form at [facebook.com/deals/business](https://facebook.com/deals/business) and one of our Local Business Consultants will get back to you.