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# Primeri dobrih praks na Facebook.com – krajši pregled

tomaz berkopec  
5/5/2011

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## PurpleStuff

<http://www.facebook.com/mypurplestuff#!/mypurplestuff?sk=wall>

proizvajalec pijač, 149.000 fanov

Glavna značilnost: zelo uspešno povezali maloprodajo s svojim Facebook profilom. Neposredno usmerjali kupce v trgovine preko Facebook oglasov in preko zida. Hkrati pa pošiljajo svoje fane na razne poizvedbe na terenu (kako se vidi njihov izdelek v trgovini, kaj si o njihovem izdelku misli prodajalec, ...). V eni izmed akcij so vabili stranke preko oglaševalske kampanje na Facebooku k obisku njihovega promocijskega tovornjaka, kjer so dobili brezplačno pijačo.

Objavljajo šale na svojem zidu in le te tudi neposredno povežejo z lokalno publiko.



### Purple Stuff

When I worked in Washington; a Congressman ordered pizza delivery for the White House.

Wanting to do an especially good job with the pizza, I asked if I should cut it in six or twelve pieces.

He responded,

Six please, I could never eat twelve.

And these guys run our country

Oh by the way

Chill and Fill

will give 2 cans of Free PS with the purchase of every 16 inch Pizza !

2330 W Airport Freeway , Irving TX


31 March at 22:53

 31 people like this.

 View all 4 comments




**Amy Whang** That's Soo close to where I live!):

31 March at 23:01 ·  2 people



**Josh Jones** I havent LOLed that hard in quite some time. Thank you ^-^

31 March at 23:03 ·  1 person

## Manchester United

<http://www.facebook.com/#!/manchesterunited>

nogometni klub, 13.060.000 fanov

Vsebina, ki jo objavljajo, so novice, multimedijsko gradivo, napovedi dogodkov (tekme), intervjuji, ankete, ... Objavlja predvsem proaktivno vsebino, s katero poziva fane na odziv. Zelo koristna je uporaba anket, saj se z njimi dobi dobre povratne informacije.



### Manchester United

United 2 - 1 Chelsea. Chicharito and Park send the Reds into the Champions League Semi-Finals. Can we reach the Final at Wembley?



**Manchester United Official Web Site - Manchester United Chelsea match report**  
[www.manutd.com](http://www.manutd.com)

12 April at 22:49 · Share

89,189 people like this.

View all 17,850 comments



**Manchester United** asked Excitement is building at Old Trafford ahead of the crunch match with Chelsea. Where will you watch...

- At Old Trafford ...
- At home ...
- In a bar/ restaurant ...
- 

12 April at 16:57 · 1,008 · Follow · Ask friends

## Stella & Dot

<http://www.facebook.com/#!/stelladot>

Proizvajalec butičnega nakita, 91.000 fanov

Imajo poseben poslovni model, saj se njihov nakit prodaja izključno preko spleta ter preko »revij« na domu, katere organizirajo njihovi »stilisti«. Vsakdo je lahko del njihove mreže. Svoje člane potem obveščajo preko facebooka o posebnih ponudbah, aktualni stilski nasveti. Hkrati prirejajo samo za njih posebne nagradne igre.



The screenshot shows two Facebook posts from the page 'Stella & Dot'. The top post is a text announcement: 'Congratulations to Kara G. for being the week 3 winner of the Spring Bling Sweepstakes! A \$250 shopping spree is coming your way. (Winner will be notified via email.) There is still 1 more week to win, so get in it to win it! http://on.fb.me/sdbling'. Below it is a post from 'Stella & Dot on.fb.me' with the text: 'Welcome to the official Facebook Page about Stella & Dot. Join Facebook to start connecting with Stella & Dot.' The post has 84 likes and 16 comments. A comment from 'Helene Fanelle Venegas @lacey/maria' is visible, stating: '@lacey/maria, if you try and enter again it will tell you if you're already in or not. 12 April at 01:08'.

## AirAsia

<http://www.facebook.com/#!/AirAsia>

Letalski prevoznik, 920.000 fanov

Imajo zelo aktivno politiko, saj se objavljajo potopise, nagradne igre, popuste, slike lastnih eventov,... Dober pristop so njihove nagradne igre, kjer pošljejo nagrajenca na potovanje, nagrajenci potem pišejo blog za njihov FB account.



### AirAsia

Are you a Mystery Traveler? Do you want to be our spy?

If you are interested, we want you to share your flying experience with us (AirAsia) and why we should recruit you.

It can be done via writing with less than 200words or video if you prefer to speak to us. \*Wink

...

[See more](#)



 22 hours ago · [Share](#)

 415 people like this.

 [View all 51 comments](#)

Odlična ideja so posebni popusti za njihove fane s facebooka oz. objava popustov najprej na Facebook zidu, s čimer dajo dodatno vrednost njihovi skupnosti.



**AirAsia**

Hi all, it's time for Fabulous FlyDay deals! This week we have Kuching, Phnom Penh, Hong Kong, Singapore, Hat Yai and many more on sale starting from RM19 one way (All-in-Fare) and fly from 3rd May - 26th May 2011!

AirAsia Fabulous FlyDay is available every Friday from 11 a.m. - 4 p.m. (GMT+8) at [www.airasia.com](http://www.airasia.com)!

You know this earlier than others because you are our valued fans !! Thank you for your continuous support!



Destination	From	Price
Kuching	RM19	
Phnom Penh	RM19	
Hong Kong	RM19	
Singapore	RM19	
Hat Yai	RM19	
London	RM19	
Paris	RM19	
Amsterdam	RM19	
Frankfurt	RM19	
Brussels	RM19	
Madrid	RM19	
Rome	RM19	
Berlin	RM19	
Munich	RM19	
Zurich	RM19	
Geneva	RM19	
Basel	RM19	
Vienna	RM19	
Prague	RM19	
Warsaw	RM19	
Stockholm	RM19	
Copenhagen	RM19	
Oslo	RM19	
Stockholm	RM19	
Amsterdam	RM19	
London	RM19	
Paris	RM19	
Brussels	RM19	
Madrid	RM19	
Rome	RM19	
Berlin	RM19	
Munich	RM19	
Zurich	RM19	
Geneva	RM19	
Basel	RM19	
Vienna	RM19	
Prague	RM19	
Warsaw	RM19	
Stockholm	RM19	
Copenhagen	RM19	
Oslo	RM19	

📅 21 April at 12:02 · Share

👍 403 people like this.

💬 View all 69 comments

## Burton Snowboards

<http://www.facebook.com/#!/BurtonSnowboards>

Proizvajalec snowboardow, 306.800 fanov

Ob obilici slikovnega in video gradiva se le to pojavlja tudi na njihovem zidu. Ob tem pa objavljajo tudi potopise njihovega PRO teama.



**Burton Snowboards**  
Wojtek Pawlusiak is good.



**Wojtek Gniazdo Voltron PL Bazuka Pawlusiak..  
part from Snowtiva**  
vimeo.com  
...nice part!

25 April at 17:23 · Share

428 people like this.

View all 56 comments



## Toy »R« Us

[http://www.facebook.com/toysrus#!/toysrus?sk=app\\_184755604888143](http://www.facebook.com/toysrus#!/toysrus?sk=app_184755604888143)

Prodajalec igráč, 1.408.000 fanov

Podarjajo nagrade za doseganje mejnikov, s čimer dosegajo konstantno rast uporabnikov.



**Be a Fan Sweepstakes**

Like Toys "R" Us on Facebook

**Enter now on Facebook for a chance to win up to \$1,500!**

**Tell your friends...and increase the stakes!**

The more people "like" Us, the more you'll like the prizes!

once we reach:	2 of "R" fans will win:
1,280,000 fans	\$250 "R"Us Gift Card each
1,300,000 fans	\$500 "R"Us Gift Card each
1,500,000 fans	\$1,500 "R"Us Gift Card each

Double your chances! Become a **BABIES 'R' US** fan too!

Dober pristop k integraciji fanov k blagovni znamki je možnost FEATURED FAN! na profilni sliki. Koristna je tudi objava novic tipa »Ali ste vedeli, da...«.



#### Toys "R" Us

Did you know that in the 1970s, Geoffrey the Giraffe had an entire family, including Geoffrey's wife Gigi, son Geoffrey, Jr. and daughter Baby Gee?

Tuesday at 23:05 via "R" Us

615 people like this.

View all 207 comments

## Skittles

<http://www.facebook.com/skittles#!/skittles>

Proizvajalec hrane, 16.375.000 fanov

V svoji profilni sliki izpostavijo najbolj duhovito sliko fanov (enako prakso ima tudi Toys »R« Us).



Na zidu pa uporabljajo predvsem kratke informacije vezane na identiteto blagovne znamke.



**Skittles**

Rats switch to high-protein cheeseshakes to bulk up for big mazes.

12 April at 22:00 via The Rainbow

 6,891 people like this.

 [View all 569 comments](#)



**Skittles**

Sometimes I think peninsulas are just islands that aren't trying hard enough.

10 April at 18:00 via The Rainbow

 15,204 people like this.

 [View all 909 comments](#)