

**EXHIBIT 8**

Facebook helps you connect and share with the people in your life.

**Suggested Best Practices for Advertising on Facebook**

1. Identify your advertising goals
2. Targeting
3. Keyword Targeting
4. Make your product stand out
5. Keep your ad simple
6. Use a strong call-to-action
7. Use an image
8. Landing pages
9. Keep the user experience in mind
10. Evaluate your campaign performance and make the necessary changes

**1. Identify your advertising goals**

As an advertiser paying for clicks, you are indicating that what is most important to you is driving traffic to a page on Facebook or your own website. You will want to focus on making sure your ad is highly targeted to the most relevant, appropriate audience. Your landing page should be set up to let users easily find what your ad offers.

As an advertiser paying for views (impressions), you are indicating that it is most important for users to see your ad. You will want to focus on making your ad as clear and informative as possible and having your brand or company's name be easily recognized.

**2. Targeting**

Target the audience that you believe will be interested in your ad. For each ad, you can choose to target a particular location. Be sure to target only the locations that are relevant for your business or product. For example, if your service or event is only available in a particular area, target the appropriate region or city. Also, please be aware that an ad is typically best received if the ad is in that country's primary language.

**Incorrect:**

**Review Ad**

<b>Audience:</b>	You are targeting people age 18 and older in the United States.	<p><b>The Burger Place</b></p> <p>Come visit our new restaurant in downtown Palo Alto. We specialize in gourmet burgers and milkshakes.</p> <hr/> <p><a href="http://www.fbexample.com">http://www.fbexample.com</a></p>
<b>Campaign:</b>	My Ads (New Campaign)	
<b>Bid Type:</b>	CPC	
<b>Bid:</b>	\$0.39 per click	
<b>Daily Budget:</b>	\$10.00	
<b>Duration:</b>	Continuous	

Please review your ad for accuracy. Change Ad

**Correct:**

**Review Ad**

<b>Audience:</b>	You are targeting people age 18 and older in Palo Alto, CA, Mountain View, CA, and San Francisco, CA.	<p><b>The Burger Place</b></p> <p>Come visit our new restaurant in downtown Palo Alto. We specialize in gourmet burgers and milkshakes.</p> <hr/> <p><a href="http://www.fbexample.com">http://www.fbexample.com</a></p>
<b>Campaign:</b>	My Ads (New Campaign)	
<b>Bid Type:</b>	CPC	
<b>Bid:</b>	\$0.75 per click	
<b>Daily Budget:</b>	\$10.00	
<b>Duration:</b>	Continuous	

Please review your ad for accuracy. Change Ad



### 3. Keyword Targeting

Keywords are a powerful way to narrow the audience of your ads to people who have interests which correlate with your offer. Include your keywords in your ad text to show users that your ad relates to the people you are trying to reach.

**Incorrect:**

**Review Ad**

<b>Audience:</b>	You are targeting people age 18 and older in the United States who like Nature, Watching Tv, Sports, or Pictures.	<b>New Photography Website</b> Perfect for amateurs and pros. We have tips and advice, as well as great deals on cameras and other equipment. Visit our site today! <a href="http://www.fbexample.com">http://www.fbexample.com</a>
<b>Campaign:</b>	My Ads (New Campaign)	
<b>Bid Type:</b>	CPC	
<b>Bid:</b>	\$0.69 per click	
<b>Daily Budget:</b>	\$10.00	
<b>Duration:</b>	Continuous	

Please review your ad for accuracy. Change Ad

**Correct:**

**Review Ad**

<b>Audience:</b>	You are targeting people age 18 and older in the United States who like Photos, Photo, Photographs, Photography, Cameras, Black And White Photography, Taking Pictures, Taking Pics, or Taking Photos.	<b>New Photography Website</b> Perfect for amateurs and pros. We have tips and advice, as well as great deals on cameras and other equipment. Visit our site today! <a href="http://www.fbexample.com">http://www.fbexample.com</a>
<b>Campaign:</b>	My Ads (New Campaign)	
<b>Bid Type:</b>	CPC	
<b>Bid:</b>	\$0.67 per click	
<b>Daily Budget:</b>	\$10.00	
<b>Duration:</b>	Continuous	

Please review your ad for accuracy. Change Ad

### 4. Make your product stand out

Write clear, targeted ads with concise text that speaks directly to the audience you will reach. Be sure to highlight any special offers or unique features that differentiate you from the competition. If your goal is brand/company name recognition, we suggest using your company name in the ad title or somewhere in the body of the ad.

**Incorrect:**

**Review Ad**

<b>Audience:</b>	You are targeting women age 18 and older who are in a relationship or engaged in the United States who like Planning My Wedding or My Fiance.	<b>Planning A Big Day?</b> Register for help planning your wedding on this new website. <a href="http://www.fbexample.com">http://www.fbexample.com</a>
<b>Campaign:</b>	My Ads (New Campaign)	
<b>Bid Type:</b>	CPC	
<b>Bid:</b>	\$1.24 per click	
<b>Daily Budget:</b>	\$10.00	
<b>Duration:</b>	Continuous	

Please review your ad for accuracy. Change Ad

**Correct:**

**Review Ad**

<b>Audience:</b>	You are targeting women age 18 and older who are in a relationship or engaged in the United States who like Planning My Wedding or My Fiance.	<b>Planning Your Wedding?</b> We can help! Read reviews and find great discounts on dresses, flowers, caterers, and photographers. Sign up for free!
<b>Campaign:</b>	My Ads (New Campaign)	
<b>Bid Type:</b>	CPC	
<b>Bid:</b>	\$1.24 per click	
<b>Daily Budget:</b>	\$10.00	
<b>Duration:</b>	Continuous	

### 5. Keep your ad simple

Create your ad so that it is as simple and easy to read as possible. Avoid long sentences or complex punctuation. Use simple, grammatically correct, complete sentences and language. Use proper punctuation, punctuate the end of sentences, put spaces after periods and commas, and don't use hyphens in place of periods.

Don't try to fit every detail about your product or service into the ad. Make it clear what your product or service is so a user can tell what your website will be about, but save the details for your landing page.

**Incorrect:**

**Ecro Flowers**  
 The best flower store around - delivery all day - phone 598 555 1246 - email: flowers at hotmail.com!

**Correct:**

**Ecro Flowers**  
 Ecro Flowers is the best flower store around! Check out our special sales this week.

### 6. Use a strong call-to-action

Your ad should convey a call-to-action along with the benefits of your product or service. A call-to-action encourages users to click on your ad and should explain to the user exactly what you expect them to do when they reach your landing page. Some call-to-action phrases include: buy, sell, order, browse, sign up, and get a quote.

**Incorrect:**

**Textbook Store**  
 We have cheaper textbooks than anyone else. Guaranteed.

**Correct:**

**Textbook Store**  
 We have cheaper textbooks than anyone else. Browse our selection for next semester now!


### 7. Use an image

Put an attractive, relevant image in your ad that is appropriate for the product or service being advertised. The maximum image size is 110 pixels wide by 80 pixels tall, so text in images that are shrunk down to that size may be hard to read.

**Incorrect:**

**Textbook Store**  
 We have cheaper textbooks than anyone else. Browse our selection for next semester now!

**Correct:**

**Textbook Store**  
  
 We have cheaper textbooks than anyone else. Browse our selection for next semester now!

### 8. Landing pages

Your ad should direct users to the most relevant landing page. When a Facebook user clicks on your ad, they should be taken immediately to a page that is specific to the information or product in your ad.

### 9. Keep the user experience in mind

You should aim for your ads and their respective landing pages to be as attractive, easy to navigate, and informative as possible. Users may be less likely to click your ad if it does not accurately describe your product or service, if it is unclear where they will be directed after clicking, or if it is unclear what

### 10. Evaluate your campaign performance and make the necessary changes

Monitor your ad's performance. Your click through rate (CTR) is a particularly good indicator of how well your ads are doing. You can also view your clicks, impressions and average CPC or CPM by checking your account.

Allow your ad performance to educate you about effective strategies for achieving your goals. As you observe your ads over time, you might notice things that are working especially well (or not so well). For example, if you find users aren't responding to a particular call-to-action in your ad text, try a different call-to-action. If you are not getting as many clicks as you would like, try adjusting your targeting to be less restrictive if you have originally have been very aggressively targeting, or more restrictive if your targeting was initially very broad. If you are not getting as many impressions as you would like, try making your ad simpler and the product or brand easier to recognize.