
Facebook A Social Networking Website: As A Marketing Tool

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ABSTRACT

Social networking websites gained popularity day by day (as a marketing tool). Many businesses also used facebook (a social networking website) as a marketing tool, even social marketing networking is perceived as a huge success. But there has not been much research that examines facebook marketing. This paper is an effort in this direction. This study analyzes benefits and risk associated with facebook marketing, also define some facebook marketing term and giving some ideas to improve facebook advertisement.

Keywords: Facebook marketing, advertisement, social networking websites, word-of-mouth, CTR, CPC.

INTRODUCTION

Mark Zuckerberg had founded a number of sites with his course mate while studying in Harvard University. In February, 2004 Mark Zuckerberg and his friends Dustin Moskowitz and Chris Hughes founded "The facebook". On the same day (within 24 hours) 1200 students open account with facebook. After that other school students have been sign up with facebook. By the end of the year 1 million college students open account with FB (facebook). In 2005 saw that expansion of network include high school and international schools. In

2005 company also changed its name from "The facebook" to "Facebook".

In 2006 company opened its doors for everyone and after that user are increased to 14 million. By the next year user had nearly doubled to 26.6 million. By the end of 2007 the company had reached 50 million users and in the same year the application also open for mobile users.

Now the facebook used as marketing tool. This is used as a marketing tool for many reasons like get found by people who are searching for your products or services, Connect and engage with current and potential customers and to promote other content you create such as webinars, blog articles, or other resources etc.

REVIEW OF LITERATURE

Lukka, V. in their paper "Attitude towards facebook advertising" in this study author conducted a survey and this survey is quantitative in nature but author gives result in qualitative way. Results are giving by using factor analysis and cluster analysis and Chi square test also used. For studying the attitude of respondent author used cluster analysis and find three type of result for this analysis, by dividing respondents in three groups, 1st group show negative attitude, 2nd group is neutral and

3rd group had positive towards facebook advertising.

Robert K 2016 studied on the topic “Privacy and perceptions: How facebook advertising affects its users”. For study the perceptions of users on facebook advertising author takes four college ‘students (undergraduate and graduate). And author finds that students reactions did not overwhelmingly been in a particular direction.

Fowdar Ramsaran 2013 in the paper entitled “The implications of facebook marketing for organisation”. This study is check the direction and benefits for using facebook as marketing tool also analyses existing facebook practices and tools. Author found that facebook cannot replace the traditional marketing tools.

Trattner,C, and Kappe, F. 2013 studied on the topic social stream marketing on facebook: A case study. In this study the author present an analysis of a number of simple real time measures to direct the most valuable users on facebook, and presented the result of the impact of facebook advertisement, result is checked by the facebook like button and facebook application post method.

FACEBOOK AS A MARKETING TOOL

There have been a number of successful viral marketing campaigns on social networking websites like Youtube, Myspace and Facebook etc. Via using this media it is possible for the companies to generate free publicity through creative advertisement techniques on the facebook. It has deliberately tried to make business Pages as broad and useful as possible. On that you can create a business/ fan page for all of the following:

- ◆ Local Business or Place
- ◆ Company, Organization, or Institution
- ◆ Brand or Product
- ◆ Artist, Band, or Public Figure
- ◆ Entertainment
- ◆ Cause or Topic

POPULAR FACEBOOK TOOLS

For making attractive facebook advertisement you may use these popular facebook tools to achieve your facebook marketing objectives. These tools are:-

- **Facebook profile:** - Every organization want that more and more user join their facebook page, for this organization should create a strong profile of the company on Facebook using its vision and mission statement.
- **Facebook groups:** facebook group is the most important aspects that can be used to attract consumers. The name of the group, group topic and image of the group should be selected very carefully.
- **Business/Fan pages:** Fans on facebook will receive updates from the company as new information is posted. To maintain the interest of users in our page or brand, company should regularly post information on the business/fan page on upcoming events, videos, articles, links, games, podcasts, blogs etc.
- **Sharing events:** Organization must be advertising its upcoming events on Facebook.
- **Social ads and polls:** Social ads can be placed on Facebook according to the sex, age, workplaces, and education level of the users. For obtaining feedback from the user or fans of our page polls can also be organized on Facebook.

- Facebook messages can be tailored and sent to individual users.

REASONS FOR CHOOSE FACEBOOK AS A MARKETING TOOL

There are many reasons for social networking playing more prominent parts in companies' advertising strategies:-

- 1. Cost efficiency-** Advertising on social networking websites is relatively cheap as compared to other traditional media. Both monetary and personnel cost is lower in this media.
- 2. Large reach-** very large population of the world using social networking websites for interaction, communication and data collection etc. So this media is used by the businessmen to reach on large population.
- 3. Prominence-** Facebook attracts heavy attention from advertiser because most of the businesses would uses facebook and other social networking sites to reach out to consumers.
- 4. Customizability-** for using facebook as marketing tool advertisers have a number of ways to develop unique advertising like facebook gifts etc.
- 5. Target advertising** – for example if a user lists PRO KABADDI as an interest on their facebook profile the website advertising system will generate advertisement based on that particular interest.
- 6. Time spent online-** Now people are spending more time online, especially on social networking websites as compared to television and newspapers.
- 7. Alternative to telemarketing-** Facebook is an excellent direct response marketing platform which can provide

immediate and direct answer to marketing questions and problems in very least time.

8. Fast feedback- on facebook through direct interaction with customers and organisations businesses can get feedback about existing and potential product and services.

9. Help in positioning the brand- Through the traditional media when social networking media was not available customer had restricted access to brand image and related information. Facebook help the businesses to position the brand in the mind of the customers.

10. Brand image- By facebook brand related information is being circulated to the users through BLOGS and COMMENTS etc.

11. Help in new customer acquisitions- Facebook help companies to acquire new customer. It is found that word- of- mouth referrals by family, friends and other online users have given a strong impact on potential customers.

12. Online shopping- online shopping also take place via facebook like online music news readers can purchase music related products like recorder, speaker etc.

13. Popularity- facebook is most popular social networking websites used by people to interact with family, friends and other relatives.

14. Facebook users encompass all demographics- whether you're trying to reach teen or seniors, you can find them on facebook. So it has large reach on customers.

HOW TO PROMOTE A PAGE

After built your company' page, you need to get some fans. For getting fans you can use these ideas:-

1. Create an interesting and engaging Page. Give FB user some reasons so that they become fan of your page and also they engage with you, for this use applications like YouTube video box to add more interesting and engaging content to your Page. This will give users a reason to become a fan of your Page and engage with you.

2. Draw on your existing network- most of the companies have email subscribers and blog readers. On these existing networks make sure them that they can also interact with the company on facebook. For creating fans on facebook businesses can include a link to your page in your email signature or blogging about your Facebook page. Companies also post a link or badge to your page on your website or blog.

3. Use the viral nature of Facebook – the news feed – For creating an engaging page on which fans are engaged every time you must published your activities on “news feed” which is seen by all of their friends on Facebook. In result when a user first logs into Facebook, they see a feed of their friends’ recent activity, so each and every activity of your fans on your page gets shared with a greater network which give your business more visibility.

4. Make your Page publicly searchable- By check the settings make sure that your Page should be public so that it can get indexed by search engines, then you should change your facebook privacy setting. If you find your page not showing in the searches then you go to edit page and then settings and set your page to be “Published (publicly visible).”

5. Use Facebook Ads for an extra push- Your facebook add must be attractive. To make it attractive study about the techniques which make Adds more attractive also study deeper into how to set up and optimize Facebook Ads.

TERMS USED FOR FACEBOOK ADVERTISING

- **Impressions-** The number of times a post from your Page is displayed. It includes the unique people who received impressions of a Page post.
- **Social Impressions** The number of times your ad was viewed with social information. For example, if 3 people see an ad 2 times each it counts as 6 social impressions.
- **Clicks-** Total number of clicks on your ad, this can include Page likes, event responses or app installs etc.
- **Social Clicks-** Social clicks include the number of clicks your ad receives when it's shown with social information.
- **Click through Rate (CTR)** - CTR is the number of clicks you received divided by the number of times an ad was shown (impressions) on Facebook.
- **Social CTR-** It can be calculated by dividing Social Clicks to Social Impressions
- **CPC-** It is the average cost per click for these ads, calculated by dividing amount spent to number of clicks received.
- **CPM-** CPM is the average cost you've paid to have 1,000 impressions on your ad.
- **Spent-** Total amount spend during the campaign across all ads.

- **Reach-** The number of people who have seen your post.
- **Frequency-** Average number of times each person saw your ad.
- **Social Reach-** The number of unique people who saw an ad with social information. If 4 people see an ad 3 times each that says a friend likes your Page, it counts as 4 social reaches.
- **Actions** – This section include the number of unique people who took an action such as liking your Page or installing your app as a result of your ad. When the same person likes and comments on a post this will be counted as 1 unique person.
- **Page Likes-** Page likes are the likes on your page.
- **Unique Clicks-** The total number of unique people who have clicked on your ad. Like, if 8 people click on the same ads 3 times, it will count as 8 unique people who clicked.
- **Unique CTR-** The number of unique clicks as result of your ad divided by the number of unique people you reached. If you received 20 unique clicks and 1,000 unique people saw your ad; your unique click through rate will be 2%.

RISK ASSOCIATED WITH FACEBOOK MARKETING

1. It is find that most of the users use facebook for socialize and rarely think about buying something from facebook.
2. Most of the users on facebook have a brand community. They don't want to join new brand community.
3. It was saw that users can join new brand community only when they find regular sales promotion and gifts etc on that.

4. Very few facebook users are check advertisement on it.
5. Time and cost of both developing and ongoing management of facebook marketing is very high.
6. Negative comments or blogs can affect the company's image in negative way.
7. Facebook marketing can't replace the traditional marketing media.
8. To develop facebook marketing more technical knowledge is required.

CONCLUSION

There are many positive reasons why we use facebook as a marketing tool but there are also many risk associated with this media. But in new technology era is seems very effective marketing tool, although we cannot regret the benefits of traditional media. So facebook as a marketing media can be used only as a complement to traditional media, it does not replace the traditional media (newspapers, radio, television etc). Thus we cannot regret the effectiveness of traditional marketing media but facebook advertisement more beneficial for brand loyalty. By using different facebook tools we can make our facebook advertisement more effective.

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