

Facebook: An Effective Marketing Medium

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ABSTRACT-

This study was done with a motive to find out how Facebook as an effective medium has influenced the business of various verticals in marketing their services and products. In this study we try to answer the questions like: Why is it necessary to have a social media presence? Especially Facebook? Why is Facebook marketing important for a business? What type of businesses can use Facebook as their marketing medium? How are they using it?

1. The study was done with theoretical method about the, Introduction of Facebook and other Social Media platforms and the following topics are covered
 - Introduction to Facebook.
 - Benefits and Downside of Facebook.
 - Facebook as a marketing tool.
 - Facebook Marketing Strategies.
2. The study was done with empirical method. We used quantitative and qualitative methods to gather data. We observed the Facebook pages of businesses and gathered the results of their recent campaigns and it's effectiveness.
3. Through our extensive research we intend to find if Facebook is an effective marketing medium in India and what are the strategies that can be used by the enterprises to engage and influence their target audience.

Keywords:- Facebook, Facebook Marketing, Marketing, Business, Social Media, Marketing Strategy, Facebook Strategy.

I. Introduction

Facebook has indeed changed the way businesses used to operate and interact with

its customers. Gone are the days where people were dependant on print medias for advertising and marketing purposes. In today's digital age social media has

subsided almost all traditional media to become an efficient marketing medium in India. With over 350 million people using Facebook in India makes our country the most populated and the most Facebook addicted country in the world. These numbers show us that there's a huge range of audience whom the businesses can target using various tools and techniques.

In today's information era, the data available on Facebook can be compared to a crystal ball to understand a potential or a prospective customer. Every user action on Facebook appear on their page and their friends will be able to see them on their news-feed. The Facebook communities or business pages where users are signed up or following as members are most of the time the potential customers to target. It's through these business pages, business owners will be able to identify consumer requirements, tastes, likes and reviews which is very vital to create our own market segmentation for targeting and positioning your campaigns based on your strategies. Business can gather needed information about page followers from their respective profiles. This information is most often used for direct marketing purposes.

II. Facebook as a Marketing Tool

Facebook gives an opportunity for business to market their products or services and build their brand image online. It is possible for businesses to reach a large number of prospective customers in their region of operation and even all over the world.

Objectives of Facebook Marketing:
Determining your objectives will help you

to choose the valid actions. Invest time and money on right resources.

- Increase Brand Awareness and reach targeted audience.
- Establishing a positive relationship with the customers.
- Taking the Feedbacks from the customers, respond instantly and work on it.
- Promoting the newly launched products and services with promotional offers and or launch offers to reach out to the right kind of audience.
- Gaining insight about the community by doing online surveys.

Popular ways to achieve the objectives of Facebook Marketing are:

Facebook profile: Creating a strong Facebook profile dedicated for the business or the organization with a clear vision and mission statement.

Facebook groups: A Facebook group with appropriate name to attract the members, with the group topic mentioned clearly and a relevant and engaging picture or the icon of the group helps you attract the consumers in large numbers.

Business pages: Page followers will receive updates on their story-feed or news-feed from the business as soon as a new information or a picture or a video is posted. The business should regularly post information, may it be about upcoming events or just an article or blog or podcast or a video and links.

Sharing events: The business can post its upcoming event on Facebook with all the information needed, and the page followers can share it with their friends to attend the event.

Social ads and polls: Facebook allows to place the ads according to different demographics like age, sex, location, workplaces and education level of the users. Polls can also be organized on Facebook to get valuable feedback from users.

Facebook messages: Facebook allows to send messages that can be tailored for the individual users.

III. Benefits of Facebook as a Marketing Tool

- Facebook allows business to connect with people in a much larger scale than any other mode like phone calls, emails, or meetings.
- One of the main benefits of Facebook Marketing for small and medium level businesses is that the marketing budget will be very low and it will be easy to achieve the ROI.
- Facebook is such a platform that has created an opportunity for business to communicate directly, quickly and consistently with millions of individual customers.
- Facebook arguably one of the most effective marketing platforms that provides the feature of personalized and directed ads.

- Facebook ads has been consequently growing in terms of popularity due to the advent of targeting the ads. You can target the right kind of audience needed for the business using different demographics.

IV. Concerns about Facebook as a Marketing Tool

- One of the main drawbacks of Facebook as a Marketing Tool is that even after all these years people doesn't consider Facebook as a serious platform to make their decision about buying a product or service.
- Another downside of Facebook is account duplicity, though Facebook is thoroughly working on reducing the duplicity of accounts, the rate at which the users are growing is slowing the process down. This duplicity often leads to leads or engagements that doesn't yield the genuine result.

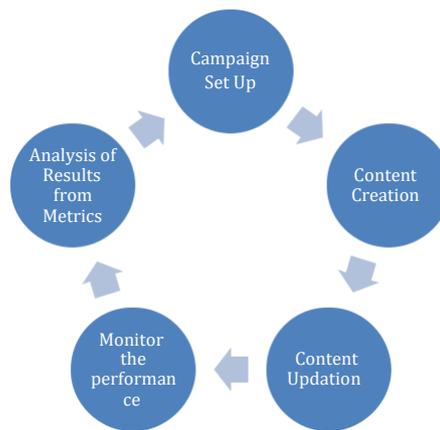
V. Developing a Facebook Marketing Strategy

After understanding the objectives of Facebook Marketing, it is necessary to draw and action plan or Marketing Strategy. Generally, the plan includes the following activities:

- Understanding the containment in the marketing plan, including the value proposition, audience, marketing objectives, content strategy, measurement activities etc;

- Defining the value proposition. Your marketing campaigns should be successful in delivering a clear message about the distinctness of your product and services from the competitors. You should be able give a convincing message to your customers to choose your product over your competitors’.
- Understanding you audience is very important thing while coming up with marketing strategy. Try to understand their expectations and views about your product or service.
- Developing an engaging content strategy is the most important thing as content is the king in today’s marketing era. Develop a valuable content strategy to drive in maximum engagement.
- Keep track of you Facebook Business page or profile. Measuring your progress and performance helps you define your marketing goals going further.

After drawing you your Facebook Marketing Strategy, it’s execution that helps you establish and maintain successful presence on Facebook. Below is a diagram to define the basic work flow.



Basic work flow diagram.

VI. Case Analysis

Our case company or business is FastCake. FastCake was founded with an idea to deliver fresh and home baked cakes and pastry at a challenging price. They have wide variety of cake and pastry options and they are known to deliver their cakes in a very short notice compared to their competitors. They also had very good feedbacks or reviews from their customers. They had a very good customer base to run the business, but they faced challenge while trying to reach a new set of audience, they wanted to reach out for more people and generate walk-ins.

While they were looking for a solution, they were explained about Facebook Marketing and how it can help reach out to people and build a large online customer base in a very short time. They wanted to give it a try and they came up with an engagement campaign to get engagement and also reach more people in and around their business in located. They created a campaign with a small contest of “Guess the Flavour of the

Cake” with giving the winners a coupon worth 20% flat offer on the total bill.

#ContestAlert
 Guess the flavor of this delicious cake and stand a chance to win exciting offers at Fast Cake Mysuru.
 T&C Apply*
 Fast Cake Mysuru, Vijayanagara 1st stage, Mysuru... See more



Fast Cake Engagement Campaign

The detailed information about the campaign like the amount spent, audience targeting is given below.

Amount Spent: 150.

Duration: 1 Day.

Audience Age group: 13-45 years.

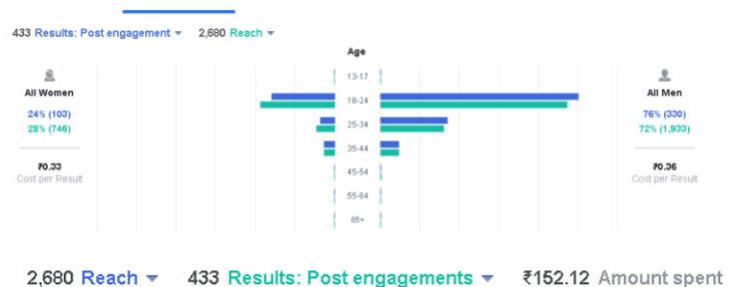
Location: +5km radius of the store.

Demographics:

Interests: Larsen & Toubro Infotech,
Behaviours: Engaged shoppers, **Field of study:** Bachelor of Computer Application (BCA), Computer science, Software engineering, Bachelor of Science in Information Technology, Electronics and Communication engineering, Bachelor of Computer Science, MSc IT (Information Technology), B.Tech. In Computer Science & Engineering, Master of Computer Application(MCA), B.Tech. (Computer Sc.), B.E. Computer Science & Engineering or MCA(Master Of Computer Application),

Employers: Larsen & Toubro Infotech, Wipro or Infosys, **Relationship Status:** In a relationship, Married or Engaged, **Industry:** Management or Government employees (global), **Life Event:** Newlywed (1 year), Newly engaged (6 months), Newly engaged (1 year), Newlywed (6 months), New relationship, Newly engaged (3 months) or Newlywed (3 months)

The results of the Campaign are as follows:



The campaign had got a staggering 433 post engagement, which includes post likes, comments and shares, with reaching 2,680 people within 5km radius of the store and has got impressions of up to 3,000. All this at just Rs.150 and maximum of 20 minutes of their day.

Here’s what the founder of Fast Cake had to share with us about Facebook and it’s influence on their business.

“Facebook has extensively helped us build a strong online presence which in-turn helped us develop a community with great number of members who are now our regular customers. This has helped us in expanding and improving the business and I suggest that it truly should be used wisely.

It's a great tool to maintain transparency and at the same time to earn trust from your audience. This helps you connect or know, if you have an issue with your service or product and respond to them instantly. It has also served the true ROI which is after all the most important concern of any marketing medium”

VII. Conclusion.

This study was started with a motive to find out whether Facebook is an effective Marketing Medium, if yes how is it helping businesses in growing their presence online. A second goal was to explore strategies of Facebook Marketing.

Based on the results of observation, the implications of developing a Facebook marketing strategy stands out.

Creating engaging and valuable content on Facebook is vital for a business. It supports the business in taking full advantage of Facebook Marketing and achieve various purposes. It is important for a business to keep content updated regularly and respond to the messages, feedbacks or reviews and comments in order to build a competitive presence on Facebook.

In summary, it is beneficial for businesses to invest their resource in Facebook Marketing in today's environment.

Facebook is an outstanding platform creating great opportunities for an individual business person to set up marketing campaigns and build engaging brand presence. It is beneficial for business individuals, if they prepare appropriate strategies before they carry out a campaign or create a Facebook page.

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