

Social Media Marketing- A Study on Facebook

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Abstract:

In today's fast moving business transactions and global partners, every business house thinks of growth and market penetration. So, internet plays a very important role in achieving this target. With internet now a part of life and social media being easy shopping source, company focuses on a popular social networking site for advertisement.

Methodology

This study is based on secondary data method from different articles, blogs, and magazines. The conclusions are drawn from literature review and some expert advices.

Objective of Study

1. To study the impact of social media on customer relationship
2. To study the strategies applied by Facebook to advertise the product
3. To study the competitions level in today is fast moving among technically savvy customers
4. To study the target audience

Case Study on Facebook, a Social Media Marketing Tool in Today's Internet World

Social Media Marketing

Definition

Use of appropriate media mix to achieve optimum results from an advertising campaign is termed as social media marketing (as per dictionary).

Social Media is the new form with people interacts and connects with each other. Social media refers to the networks or websites with which one can create an account and interact with any person using that website as a platform. Facebook, Twitter, LinkedIn, MySpace so on are such examples of social media websites. With these websites, one can share their thoughts, pictures, videos, and anything that they wish to. With I-Literacy increasing tremendously, there are more numbers of users creating accounts on these websites to connect and interact with people. With the rapid increase in the number of users, Marketers use this platform to advertise and increase awareness about their products. Social Media is used for marketing by:

1. Companies: for Products, Services, Customer Service relating to the goods sold, brand awareness etc.

2. Educational Institutions: for any form of discussions for members within the organisation, advertisement relating to admissions, cultural fests or happenings in the college
3. News Channels/ Magazines: E-Copies of the current edition and latest happenings are shared quickly before the printed edition is released for the same
4. Actors/ Producers/ Directors/ Sports Personalities: Every celebrity has his or her official fan page where they interact and share their thoughts or promote their new movies/ games
5. Non-profit Organisation's/ NGO's: For promoting their activities, events and promote awareness on various issues

Marketing on social media websites is comparatively effective and cheaper than other forms of marketing especially on facebook for following reasons:

1. One can create a 'Page' on facebook free and this page can be used to put all official information relating to the product or service. Almost every company has its own page. Be it financial companies like KPMG, Ernst & Young or E-Retail Giants like Amazon, E-Bay, Flipkart or IT Companies like Microsoft, Intel, IBM etc. everyone has their own page to share information to their customers directly as everyone access their Facebook accounts daily.
2. Once the page is created and there are reasonable 'Likes' for the page, the company enjoys the benefit of 'good mouthing' from its customers.
3. Marketing sometimes means creation of 'need' in the minds of customers. Companies do this by promoting their products well in advance. Ex: Axe Boat Party
4. Once the awareness is spread and the demand goes high, the company can launch the product and thus reap high sales in the initial stages of the product launch.
5. In case of any discounts, Sale season or Pre-order options, the customers are made aware through social media as it can be done quickly.
6. In case of customer grievances, the company can address it effectively and quickly with this medium.
7. The pulse of the market can be generated with periodic publicity of the various products/ services of the company.
8. Any form of feedback can be taken quickly as well.
9. Over a period, brand image develops and displays credibility of the companies.
10. It is very useful for startup companies, which cannot afford to spend much on advertising.

Psychological Aspect of Facebook

Humans always seek acceptance. As a child, we seek acceptance from our parents, siblings and extended family. As a growing teenager, we seek acceptance from our peers more than that of our preferred group when we were younger. Our choice of people may differ but we always seek acceptance. With the growing presence of social media in one's life, people have found a way to seek what they desire through the social media. That is why there are so many active users on Facebook today. The answer to the question "why there are so many Facebook users?" is a paradox and answer lies in itself. People seek acceptance by logging on to Facebook and by publicly showing their tastes, preferences and social life. People follow their favorite celebrities and show their support towards their favorites by liking and sharing. Facebook is no longer a medium to connect and interact

with people. It is a platform to seek social acceptance. However, how do people seek this acceptance? Acceptance has two aspects:

1. **What society expects from you?**
- &
2. **To what extent you can mend your ways to be socially acceptable.**

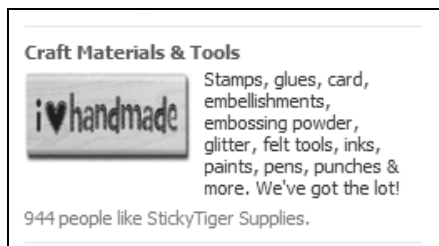
Every individual has a prejudiced opinion on what society expects from him or her. To meet these expectations, people use Facebook as medium as a way to achieve their desire to be socially acceptable. They share what is on their mind. They share their happy memories in the form of pictures and extend their support to causes started by their favorite celebrities or stars/ politicians. They like the ‘pages’ of various brands which they use. This is because most of them perceive that you are happy if you are rich. You are rich if you use all the famous branded goods/ services. Therefore, this is where the markets tap the psychology of the people using Facebook and that is the reason why social media has a large scope in coming days. As people are becoming more flamboyant, social media will cover a majority of structure of marketing strategy of major companies. If we see the other side of the coin, the companies find it easy to advertise on Facebook because they reach millions of potential customers in a matter of few seconds.

Literature Review:

What is Facebook advertising?

You know when you go on Facebook, and you see those boxes to the right of your profile? Those are the ads, and the companies behind them will have most likely used Facebook to note what you like, how old you are, whether you’re male or female and a whole host of other info, and to serve their ads to you, trusting that you’re the kind of person that is going to buy from them.

For example, I have “Liked” arty, crafty things, so when I logged in earlier, I saw this ad:



Facebook ads consist of a **headline, thumbnail image and copy**. You do get slightly more characters with Facebook than with, say, AdWords,(although I think they are reducing this soon), but it’s still not a lot, so make sure your ad is concise, memorable and contains a call to action to encourage people to click “Like”.

Like AdWords, Facebook advertising is **pay per click**. However, you can instead opt to **pay for impressions**, if it’s simply brand awareness you’re looking for.

Facebook Advertising – Advantages

- **The big advantage of Facebook advertising is how super-targeted you can make it.** If you have cater for broad demographic, you can tailor your ads to each segment of this (different images & copy for younger users vs. older, for example, or for men vs. women). If you have a smaller target market, you can really focus your efforts in on that particular segment of Facebook users.
- **You can think local** – Facebook’s targeting allows you to only serve your ads in a certain area, a particular town, say. If you are a local business, this is a huge advantage. Say you are a solicitor in Lincoln. Facebook advertising gives you the opportunity to show your ad to anyone who has put Lincoln as his or her hometown, and there is your market right there.
- **You can see your potential reach** – When you are designing your ad, Facebook lets you know how many people are likely to see it. This is good for knowing what is worth targeting and what is not.
- **It snowballs** – once someone likes your page through your ad, this fact shows up on the **Facebook news feeds** of all his or her friends. In addition, because people tend to trust recommendations from their friends, they may well click like too.
- **You can use images** – choosing an eye-catching image that speaks to your target market is vital, Try split testing ads with different images to see what works.

Facebook advertising – disadvantages

- **Low click through and conversion rates.** If you have used AdWords, you should be looking at a click through rate of around 2% on your ads. The same for a conversion rate. With Facebook, both are far lower, which can be discouraging.
- **Irrelevant ads** – some ads that are shown are not targeted at all, and can leave you frustrated with the perceived intrusion.
- **It is difficult to catch people’s attention** – People are so busy on Facebook that they often don’t pay any attention to the ads. They are far more interested in chatting to their friends.

However, if you can get the right mix of demographic, copy and image, then you can really make Facebook advertising work for you.

For a great resource on Facebook advertising, look at Marty Weintraub’s book, Killer Facebook Ads: Master Cutting-Edge Facebook Advertising Techniques.

Indian market based study

Adidas Cricket Implementation:

For sustained engagement, encouraged the users have to share their views through constant cricket related conversations besides other activities like Games, Trivia and long term games like Fantasy cricket which generated phenomenal responses on all the engagement parameters. Sneak preview sand premiering of the new campaign TVC’ sari released first on Facebook before they are taken live on TV that has also increased the excitement quotient. Around 94k users fanned the Adidas cricket fan page during the first week of January 2011 making it one of the most explosive fan pages globally.

Channel: Facebook! It became the central point for the long term digital strategy. Invited the facebook users to share their love and passion towards cricket, with the objective of make the platform synonymous. The key platform for the activity was taken as Facebook because it had the highest affinity among the target audience.

Learning: Social media as a platform has been a great turning point for the digital campaigns. The days of micro site sare long gone. Social media provides the stickiness and long-term attachment, which keeps the audience, hooked on to the Brand and helps develop affinity with the brand.

Global market case study

The Campaigns Facebook

HDFC's page on Facebook generates a lot of feedback from users, this serves as a ground for them to understand their fans as well as promote their banking products.

The money matters section, which provides interesting filtered financial news and updates based on the interest to their fans. Also they keep engaging their users with interesting puzzles/jig saws from the financial world. The puzzles invariably led users to associate the solution with the schemes that HDFC had to offer.

E.g.– During the fluctuating Gold prices, HDFC promoted its Gold Saving schemes with its newsfeeds. Promoting HDFC was safer for Gold investments this generated interest in customers and helped loyal customers expand their association with the bank. Twitter: HDFC's twitter approach is built upon their Facebook approach. Sharing interesting and relevant information with followers, sharing new products ideas and so on. No wonder that they have a healthy follower count of 1300+, which is growing on the daily basis. YouTube & LinkedIn: HDFC Bank's company page on LinkedIn has more than 13,000 followers. They haven't leveraged this platform to its full potential yet but still having a presence on LinkedIn helps them, as the company stats& employees list can be browsed through to get interesting information about them.

Marketing Strategy - Facebook

New to Facebook marketing or your current Facebook marketing strategy doesn't work top-five guidelines on how to create a successful campaign. Let's see them

Basic points:

1. Segmentation
2. Ads Optimization
3. Scheduling the Campaigns
4. Managing the Budget Wisely
5. Keeping Track of Results

1. Segmentation – who is the target audience

This rule works in all forms of advertising: Try to reach people who are interested in your product.

Then tell your story.

Thanks to the segmentation opportunities in Facebook marketing, you have the opportunity to reach exactly the part of the population you wish, which makes advertising much more effective.



Whom would you target if you sold baseball trips to the New York area?

Find the narrow path- target the potential audience

Say, that you run a website that sells baseball packages and want to promote an offer with match tickets, hotel, tour of the city and so on.

You have created an ad and want the right people to find out about your offer – potential buyers.

Instead of promoting the ad to random Facebook users, which there are around 850 million of, you should go for the ones who are interested in baseball.

Segment Your Targeting

The most vital of all Facebook marketing tips is to segment your targeting. The more specified your targeting is, the more comprehensive and accurate information you'll receive.

With some quick modifications, we got the audience down considerably – from over 8 million to 248 thousand – but for niche products, you should probably be even more specific.

However, the key is to make “relevant” people see and click through on the ad. In the example you must like the Yankees, be between 35 and 45 years and live in the U.S to see the ad.

This could be our best target audience but we will only know that for sure once we have tested it against other demographics, which is something you always should do. Successful Facebook ad optimization always takes a lot of testing

Other ways to construct the ad even more effective?

Qwaya gives you many options to segment the population and reach the right demographics based on geography, gender, interests and many other parameters.

To make sure you reach the right people, the best option is to make multiple ads and test them against each other. Very few know exactly where there buyers are and several ads give the perfect opportunity to find them.

2. Create a clickable story

Finding your audience is not everything.

Once you have tracked down your potential buyers you have to present an appealing, clickable story.

Think about it: How many ads and commercials are you bombarded with every day in magazines, newspapers, on TV and on the Web? How many of these do you think lead to a purchase?

It is in this buzz you need to make your ads stand out. Getting it to the right demographics is one, highly important aspect, getting people to click and buy is equally important.

This is the frame you have to work within:

You need to make the most out of the title, body text and image.

To become successful in Facebook marketing you need to test multiple types of ads with different content.

Right strategy

You can spend a lot of time changing, tweaking and testing your ads and often this is time well spent.

What performs well depends on your product and your targeted demographics – what works for one product may not work for the next – but there are some basic guidelines that are good to follow.

Always:

- Use proper grammar and punctuation.
- Use an image that represents your product and draws attention.
- Tell the truth (in the end you do not want just the click, you want the buy)

Never:

- Capitalize all letters or have all in lower case.
- Use too generic stock photos; a personal touch often works better.

Try To:

- Have a “call to action” in the text.
- Have a question or speak to the visitors’ emotions if a clear “call to action” doesn’t work.
- Look at your competitors and try to stand out.

In the Qwaya tool, you are able to test different titles, body texts and images and use these towards different demographics.

Once you have accumulated some data you will have a picture of what works and you can start optimizing your Facebook marketing strategy and refine your best ads.

India Social Case Challenge

Category: Short-term campaign

Title: 7 UP Lemon Pattalum Challenge

About Hungama Digital

Hungama Digital, South Asia’s largest digital media and Entertainment Company, has won the award for ‘Best Digital Agency’ in India, at the Brand Equity Agency Reckoner; the agency leads the rankings for the year 2011. The client list includes Videocon, PepsiCo, Bajaj Auto, Tata Sky, Mitsubishi, Bacardi, ITC, LG to name a few, has done some breakthrough work over the last 12 months. With the ‘7 Up Dance with Allu’ campaign they are the first agency to create and execute an Augmented Reality promotion on mobile and the Internet. Over the years, Hungama has won over 80 awards across mobile and digital media, and promo marketing, raising the bar of advertising across all digital media.

Management Summary on the plan

7 UP Lemon Pattalam Online Championship was an interesting and unique cricket game, which was made on the lines of the on-ground version of the championship. The innovative and exciting online cricket tournament, which has 7 players a side, 7 balls per over and 7 overs an innings saw an enthusiastic participation from Facebook fans. With a total number 10015 teams, total number of fans who joined the Facebook page via the game: 61,760 – a growth of 52% in just 45 days. The duration of the activity was from 24th march 2011 to 10th may 2011.

Nature of the activity

Business to Consumer

About 7up Pattalam

7UP Lemon Pattalam was on Facebook in the form of an interactive application based game. Fans can create or join a team and play the game wherein they have to score maximum runs in 7 overs. The winner will get the opportunity to meet the Chennai Super Kings.

Objectives

The prima objective was to increase the consumer engagement and interaction on the 7 UP Facebook page while acquiring new fans. The on-ground Lemon Pattalam Championship activity gave the perfect chance to leverage on the same through the social media channels.

Strategy and Planning

The strategy was to combine the viral effect of a multiplayer game format with the online version of the Lemon Pattalam championship, an on-ground open format cricket championship.

The online version of the project was to extend the exact replica of the format from the offline version giving it to the 7UP's Facebook page. This was to give it an instant connect with an activity the target audience was well aware of.

Stakeholders

The entire audience active on the social networking scene was targeted. Lemon Pattalam is a cricket tournament, which was happening on-ground. We wanted to create an online version of the same and promote it on Facebook page of 7UP to increase engagement and increase the number of fans.

Choice of channel/s

Facebook was the channel of choice in this case as it's the location which houses the maximum number of 7UP fans who are active online.

Implementation

The 7UP Lemon Pattalam game is an online application which was ported on Facebook. Here, the user needs to install the application and then log on, to play the game. The user can then either create his own team or join any other team (for which he needs to get invited) that's been already formed.

However, if the user creates his own team, he is asked to invite 6 of his friends (from his list) to form a team and then give it a name as per his choice.

The game was designed in such a way that of all the friends who will receive invitations in form of FEEDS on their profile, only the first-six friends who accept the invitation will be part of the team (first come first serve basis).

Moreover, the users can also be a part of multiple teams at the same time giving them the opportunity to perform at various places and having their best score acknowledged.

Since the entire campaign was built with the South Indian essence and zest for cricket, we added a tinge of South Indian flavor by having cheerleaders dressed in their regional garb, performing various jigs to cheer the player.

Within the game play there was a 7UP Float designed to hang around the boundary region, which awarded 7 runs to the batsman if he managed to hit it with the ball.

In-game branding was carried out by using 7UP Drinks Trolley that would appear at random intervals.

Further, fun bonus factors like “Double Up with 7up” and “Bonus Ball” were added where runs scored in the last delivery would get doubled in the former case and in the later case the user would get a special Lemon Bonus Ball for scoring every multiple of 7.

Impact and Outcome

The activity got an overwhelming response from the online audience who managed to form over 10015 teams within the span of time. Also, the game drew attention of 61,760 new prospects that joined the fan page through the game. This pronounced a growth of 52% of the fan base in just 45 days.

Learning

The very concept of cricket and the user getting to hit sixes and fours prompted the users to play repeatedly to score more for their team and get close to the winning prize: Meeting the CSK players.

Plan of action

The game is right now in the sandbox mode and hence cannot be accessed. Lemon Pattalam is an annual program and we plan to replicate the same year next year as well.

Few more applied strategies of marketing on Facebook.

1. Case Study: Pizza Hut – Celebrate Cricket World Cup Fever on Facebook
2. Case Study: Videocon – Zero Collector
3. Case Study: Jet Airways Wins Over Users In Social Media
4. Case Study: Axe
5. Case Study: Nimbooz – Curtailing the HFB virus hoax rumour

Conclusions:

From the social media marketing strategy case study, I observed that today not only internet is important but reaching to the potential customers. This process of finding and reaching requires a lot of planning and search. There is difference between the time when actually, internet was launched and today, people find whole world in one click.

Facebook is an effective way for small business owners to relate with their customers in a cost-efficient manner. The mass appeal as on 2012, when this revolution of internet started and social networking platform has numerous small business entrepreneurs feel they must have a presence on the site to remain competitive

Suggestions for the case study (Facebook marketing strategy)

1. It is relatively easy for a competitor, angry customer or dissatisfied employee to post harsh comments that are inflammatory, insulting or otherwise slanderous to business on Facebook wall. Even well-meaning posters may use language or photos that are not in line with the image you want to maintain for the business.

Maintaining vigilant control over the content that appears on Facebook page takes the time and effort of approved content monitors, which can be costly and time-consuming for small business owners.

2. Content pages must continually be updated with new information that readers will find useful, beneficial or interesting and effective.

3. This requires development of a complete innovative social media marketing strategy a costly investment for small advertising budgets.

4. Marketing platforms executed via Facebook are open to easy duplication by competitors.

5. Always an expert is required for updating the needed information. This is actually very costly for small business entrepreneur.

6. The company has had a Spiral16 tools for social media monitoring and listening that collect relevant information online.

7. The company has created ads, which are easy uploaded

8. They should be simple and creative

9. Facebook has to concentrate on mobile app development also, because now the revolution of smart is high.

10. It has to develop an application which consumes less of kb or internet usage is less.

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