



Use of Facebook to Boost Marketing

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<p>The thesis has been conducted with the aim to discover the various Marketing opportunities available in Facebook with a research question: How to get the very best usage out of Facebook in terms of Marketing? An unstructured interview as well as a questionnaire based survey approach were undertaken for the empirical study. The survey was created using an online survey tool and opinions from a total 100 participants were discussed. The research finally drew out a guideline comprising of various suggestions for a business to follow to optimize their Facebook Page to attract present and potential customers and also use the Facebook Ads platform to reach a large audience base.</p>	
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Contents

1	Introduction.....	7
1.1	Research Topic	7
1.2	Background	7
1.3	Research Question.....	8
1.4	Research Methods, Sources and Design.....	8
1.5	Significance of the Research.....	9
1.6	Limitation	9
2	Theoretical Framework.....	11
2.1	Paid, Owned & Earned Media	11
2.1.1	<i>Paid Media</i>	11
2.1.2	<i>Owned Media</i>	12
2.1.3	<i>Earned Media</i>	12
2.2	Social Media	13
2.3	Social Media Platforms.....	16
2.4	Social Media Marketing and Why Join it	18
2.5	Risks Involved In Social Media Marketing.....	21
2.6	Facebook	22
2.7	Facebook User Profile, Interface and Features	23
2.8	Mobile Services by Facebook	26
2.9	Marketing on Facebook	27
2.9.1	<i>Facebook Check-in</i>	28
2.9.2	<i>Facebook connect and Application Platform</i>	29
2.9.3	<i>Groups</i>	30
2.9.4	<i>Pages</i>	31
2.10	Facebook Advertisement.....	33
2.10.1	<i>Posts</i>	33
2.10.2	<i>EdgeRank</i>	33
2.10.3	<i>Marketplace Ads</i>	35
2.10.4	<i>Promoted Posts</i>	41
2.10.5	<i>Ad Rejection</i>	42
2.10.6	<i>Ads Manager</i>	43
2.11	Benefits of Facebook Marketing.....	44
2.12	Facebook Insight	47
3	Research Methods and Results.....	52
3.1	Survey	52

3.1.1	Question 1: Have you noticed the various suggested post or advertisements showing up in the same news feed along with your regular friend's update?.....	54
3.1.2	Question 2: Do you like suggested post or advertisements getting shown up in your newsfeed?	55
3.1.3	Question 3: Have you ever clicked on a suggested post?	56
3.1.4	Question 4: Do you ever click on ads displayed on Facebook which is shown beside the sidebar?	57
3.1.5	Question 5: Have you heard of Facebook Check-in?	58
3.1.6	Question 6: Do you check-in into restaurants or shops or the places you go on Facebook?.....	59
3.1.7	Question 7: Would you be interested into getting deals and offers based on your check-ins?	60
3.1.8	Question 8: Will you be interested into getting deals and offers from brands or companies you like on Facebook?.....	61
3.1.9	Question 9: Do you participate into the various campaigns or competitions arranged by the brands you follow on Facebook for prizes?	62
3.2	The interview	63
3.2.1	Aapelin Baari	63
3.2.2	Present Situation	64
3.2.3	Owners' Thoughts	66
4.	Discussion and Suggestion	67
4	Conclusion	76
4.1	Further Research Scope	76
5	Reference	77
5.1	Figure References	82

List of Figures

Figure 1 Different Medias (Erica Machin)	13
Figure 2 Types of Social Media (webdesigntalks.com, 2013)	15
Figure 3 Various Social Medias (DigiMed, 2014)	17
Figure 4 User Base of Different Social Media (Dustin W. Stout, 2013).....	18
Figure 5 Benefits of SMM (Stelzner, 2013)	20
Figure 6 Original Facebook Homepage (Wikipedia)	23
Figure 7 Facebook Check-in (Author).....	29
Figure 8 Facebook Groups (Author)	31
Figure 9 Facebook Page (Haydon, 2013, p37)	32
Figure 10 Marketplace Ads (Wix.com).....	35
Figure 11 Suggested Posts (Author).....	36
Figure 12 Create an Ad on Facebook (Author)	37
Figure 13 Ad Creation Basics (Author).....	37
Figure 14 Choosing Demographics (Author)	38
Figure 15 Choosing budget and lifespan (Author)	40
Figure 16 Pros and Cons of Facebook Ads (Jeikishan, 2013).....	41
Figure 17 Promoted Post (Author)	42
Figure 18 Sample Campaign (Scott Ayres).....	44
Figure 19 Facebook Insight Overview (Elizabeth Joss, 2012).....	45
Figure 20 Full-fledged post (Author)	46
Figure 21 Konstan Möljä (Author).....	47
Figure 22 Insight Dashboard (Author)	48
Figure 23 Organic Reach (Author).....	49
Figure 24 Engagement Rate (Author)	50
Figure 25 The Survey (Author)	53
Figure 26 Question 1 (Author)	54
Figure 27 Question 2 (Author)	55
Figure 28 Question 3 (Author)	56
Figure 29 Question 4 (Author)	57
Figure 30 Question 5 (Author)	58

Figure 31 Question 6 (Author)	59
Figure 32 Question 7 (Author)	60
Figure 33 Question 8 (Author)	61
Figure 34 Question 9 (Author)	62
Figure 35 Aapelin Baari Group (Author)	65
Figure 36 Aapelin Baari Fan Page (Author).....	65
Figure 37 Attractive Cover Image (Author)	68
Figure 38 Restaurant Search Result from Graph Search (Author).....	69
Figure 39 Application in Dashboard (Author)	70
Figure 40 Attractive Photo Post (Author).....	71
Figure 41 Photos which should not be posted (Brissey, 2012)	72
Figure 42 Check-in Based Deals (Loomer, 2013).....	73
Figure 43 Photo Contest (Aaron Lee, 2013).....	74
Figure 44 Events Post (Author).....	74

1 INTRODUCTION

In this section the core thoughts behind the research will be discussed. The reasons behind choosing this topic, the research question, the various methodologies, the limitations and the whole background process will be talked about.

1.1 Research Topic

Use of Facebook to Boost Marketing.

1.2 Background

Marketing is the act of connecting the customers to the products. In broader sense, the art of marketing enables the customer to know about the existence of the company and its offerings and in the long run, make them interested to use the product or service.

Over the last few years, the scenario in marketing has changed drastically due to the familiarization and boom of the various Social Medias like Facebook, Twitter and YouTube to name a few. Today, most of the companies, stores, brands have a Facebook or Twitter and a YouTube channel run by their representatives or PR team. These Medias act as a huge portal for them to reach a tremendous amount of audiences which was practically impossible before in physical forms of advertisement and even in digital Medias like television or radio. The benefit of Social Media presence is that, it allows both the company and the customer to interact with each other like never before. All it takes is to simply click on a Like or Subscribe button and all the updates and offers starts showing up in the viewer's home screen. So keeping the customers up to date has become

a lot easier. Even it does not have to be the customers which can be counted as the only target audience. Practically anyone can join the list and due to the mighty power of word of mouth the company can turn them into potential customers in the long run.

But in real life it is not as easy as it sounds here on theory. In fact, most of the companies suffer tremendously due to lack of appropriate skills and knowledge about the efficient usage of these platforms. Because it is just not about having a page or posting updates at the end of the day. So from here the scope of the research gets shaped focusing on various aspects of getting the very best benefits out of Facebook for a company or business.

1.3 Research Question

- How to get the very best usage out of Facebook in terms of Marketing?

1.4 Research Methods, Sources and Design

In order to collect Secondary data, this research has been carried out with a huge amount support from relevant and trustworthy reference materials like digital publications, online journals, articles, websites and most importantly, books related to the proposed research area. A thorough literature review has been conducted based on some of the most popular and well known books on Facebook Marketing.

It must be added that, a lot of information also come from the researcher's own work and association with Social Media and knowledge from those personal experience has also added up in the work.

A mix of both qualitative and quantitative approach were undertaken for the empirical research. For the qualitative research, an unstructured interview based approach had been used with a Bar located in Kontula named Aapelin Baari. For the quantitative part, a questionnaire based survey was created by using a well-known online survey tool. The

questions were created to get an overview of people's opinion and engagement with the various marketing tools offered by Facebook. Detailed discussion on those parts will be presented in their respective sections (3.1 and 3.2).

Though this research is not a sanctioned or commissioned work, the research will draw out a demo guidebook for the Bar which will be covered in the Analysis and Discussion section. The idea was to give a real world implication example for better understanding purpose. A detailed plan will be made out comprising of theories from the Literature Reviews, Real-world practice examples, Survey opinions, Interview and the researcher's own work experience. Finally the mentioned strategies will include pretty much all the standard procedures for any company to follow.

1.5 Significance of the Research

On paper, Facebook Marketing does sound like a straight forward walk in the park. But in reality, it involves a lot of background works and clever usage of available options. A bad Marketing strategy can hamper a company's digital image and online presence severely. Also it can account for a lot of work hours and monetary losses too. So this research solely aims to pin point the various tips and tricks and a standard strategy path for any company to follow which will ensure them a successful digital marketing on Facebook. Researchers who aim to conduct works on similar area can also benefit from the information shared in this research in the future. Most importantly, it can work as a short guidebook for any startup who wishes to create or improve its Facebook alias.

1.6 Limitation

Both Digital Marketing and Facebook is a huge concept. Getting a grasp on them in a 50 some pages report is in fact very difficult. Therefore this research has tried to narrow

down a lot of concepts and focused only on some of the common and mostly available ways. It is to be noted that, no other Social Media channel apart from Facebook has neither been studied nor compared to see how marketing performs on those. But to be honest, there are practically hundreds of other ways a company can come up to boost their marketing based on its individual preferences, requirements, financial situation, target areas etc. Consequently this research does not serve any company's tailored needs. Also marketing approaches can vary depending on the kinds of business the company is in, the location, customers and so many other things. Also due to the short amount of time, the literature review had to be kept short and concise. So these factors can be considered to be the limitations of the research.

2 THEORITICAL FRAMEWORK

In this section theories relevant to the topic will be presented. Starting from the basics of Social Media and Social Media Marketing, risks and benefits as well as various Social Media platforms. Finally Facebook as a Social Media and Marketing Heaven will be extensively covered comprising its various marketing tools and such.

2.1 Paid, Owned & Earned Media

Before indulging into the details of Social Media and Social Media Marketing, some focus can be given to the concepts of Paid, Owned and Earned Media which will provide a good outlook into the digital media content strategy.

2.1.1 Paid Media

According to Michael Brito (2013) of Hootsuite Blog, Traditional Marketing can be considered as Paid Media whereas there is a great amount of creative and administrative control over the marketing for the advertiser. This type of media can be found in banner ads, search engine marketing, sponsorship and content syndication. Also according to Carter (2012, p156), Paid Media includes all kinds of paid advertising, has a hard cost, and its benefits stop when the paying is stopped. One of the great things about Paid Media is that it has a wider reach. If a message has to go to the masses, this type of media is the one to go for. One the downside, such media can be pretty expensive and sometimes it can get really difficult to grab the attention of the target population while there can be even larger companies spending several folds more to achieve the same. (Brito, 2013)

2.1.2 Owned Media

According to Carter (2012, p156), Owned Media is generally identified as Permission Based Marketing. This includes the regular Facebook and Social Media Page, Its follower or subscriber list, newsletter subscriber etc. The great benefit of Owned Media is that after a follower is owned, it does not cost anything anymore to get into direct communication with him. Brito (2013) further describes that, in Owned Media, there is complete control over the marketing content and the content is mainly generated for the existing or current community. But he contradicts with a point of Carter by arguing that, while in general sense Owned Media is known to be free, it does take a lot of work hours and man power to create suitable content, build a thriving community and also provide value to the customer conversation. So this require a great deal of planning and collaboration between the marketing team.

2.1.3 Earned Media

Earned media is the natural result of various marketing and ad campaigns, public relation efforts, events and the content created within the owned media channels (Brito, 2013). According to Erica Machin of Titan SEO, Earned media is the word of mouth, usually seen in the form of 'viral' tendencies, mentions, shares, reposts, reviews, recommendations, or content picked up by 3rd party sites. This is both the fruit and driving force of Owned Media. While the Word-of-Mouth kind of benefits generated from the Owned Media is called outcome, it is interesting to note that this outcome drives newer people to get into the Owned Media's subscriber list. But Earned Media itself is the final reward of for example, a great and effective Paid Media campaign like Facebook Ads as well as great contents distributed by the Fan Page in Owned Media. According to Brito (2013), this kind of marketing effort is called 'Converged Media' which integrates a good mix of two or even all the three channels.

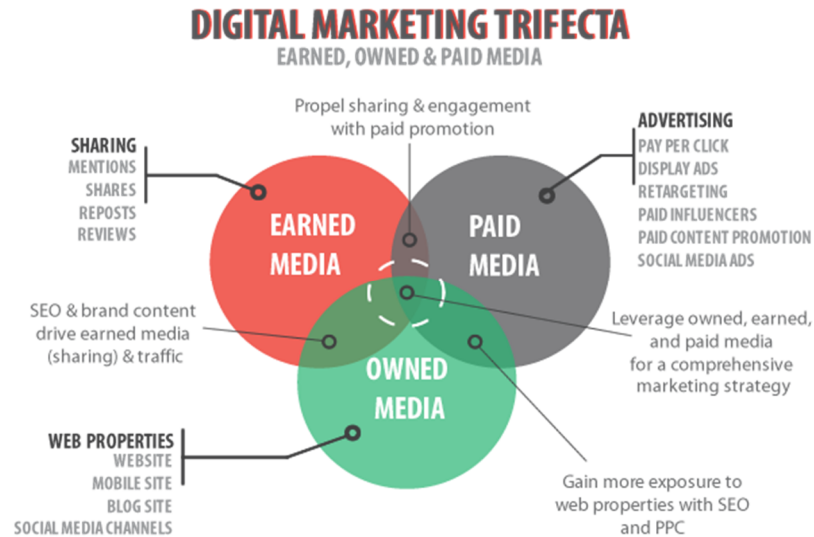


Figure 1 Different Medias (Erica Machin)

2.2 Social Media

Tim Berners Lee, the inventor of the World Wide Web once said, “I had (and still have) a dream that the Web could be less of a television channel and more of an interactive sea of shared knowledge. I imagine it immersing us as in a warm, friendly environment made of the things we and our friends have seen, heard, believe or have figured out. I would like it to bring our friends and colleagues closer, in that by working on this knowledge together we can come to better understandings.” (Evans, 2008, p. 21)

Social Media can't be defined in a straight forward way anymore as it has become a huge sector over the years. It is also an evolving sector where the definition also keeps evolving along with the introduction of newer platforms and ideas. Different persons have defined the term from different point of views. However, by looking at the very word it can easily be said that Social Media has something to do with being social, or in clear words, it involves more than one people. According to Kaplan and Haenlein (2010 p61), Social Media is built upon the technologies of Web 2.0. Web 2.0 is a term invented by Tim O'Reilly in 2004 and it is considered to be the latest generation way of using the World Wide Web. According to Margaret Rouse (2011), one of the most significant differences between Web 2.0 and the traditional World Wide Web (Web

1.0) is greater collaboration among Internet users and other users, content providers, and enterprises.

To define Social Media, Opinions from a few PR professionals from some of the well-known marketing consultancy firms should be presented as well. Heidi Cohen (2011) of Riverside Marketing Strategies has described Social Media in a short but perfect words. According to her,

Social Media are the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public. Social media has the following characteristics:

- *Encompasses wide variety of content formats including text, video, photographs, audio, PDF and PowerPoint. Many social media make use of these options by allowing more than one content alternative.*
- *Allows interactions to cross one or more platforms through social sharing, email and feeds.*
- *Involves different levels of engagement by participants who can create, comment or lurk on social media networks.*
- *Facilitates enhanced speed and breadth of information dissemination.*
- *Provides for one-to-one, one-to-many and many-to-many communications.*
- *Enables communication to take place in real time or asynchronously over time.*
- *Is device indifferent. It can take place via a computer (including laptops and netbooks), tablets (including iPads, iTouch and others) and mobile phones (particularly smartphones).*
- *Extends engagement by creating real-time online events, extending online interactions offline, or augmenting live events online.*

Sam Decker from Mass Relevance thinks that, “Social media is digital content and interaction that is created by and between people.” (Sam Decker as quoted in Heidi Cohen, 2011). Whereas Ellison and Boyd (2013), defined social media as a Communication platform in which participants 1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; 2) can publicly articulate connections that can be viewed and traversed by others; and 3) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site. Chris & Mari (2010, p24) also expresses a similar view quoting, “The term *social media* refers to the collection of technologies that capture communication, content, and so on across individuals, their friends, and their social networks.”

So Social Media depends completely on human collaboration and builds upon the information generated and circulated from this communication. To put it nicely, Evans (2008. p57) described, Social Media to be using the “wisdom of crowds” to connect information in a collaborative manner.

The definitions do vary based on the purpose of a particular social media and its user base. Depending on these purposes, there have been quite a few different Social Medias available now-a-days. They have also got their own categories too. Like, Social Networks (Facebook, Twitter, LinkedIn, Google+, Pinterest etc.), Blogs or Microblogs (WordPress, Tumblr, Twitter, Plurk etc.), Travel and Location Based (Path, Foursquare, Trip Advisor), Digital Media Contents (Youtube, Vimeo, Dailymotion, Flickr etc.) and finally Business Based (Yelp, Amazon etc.).

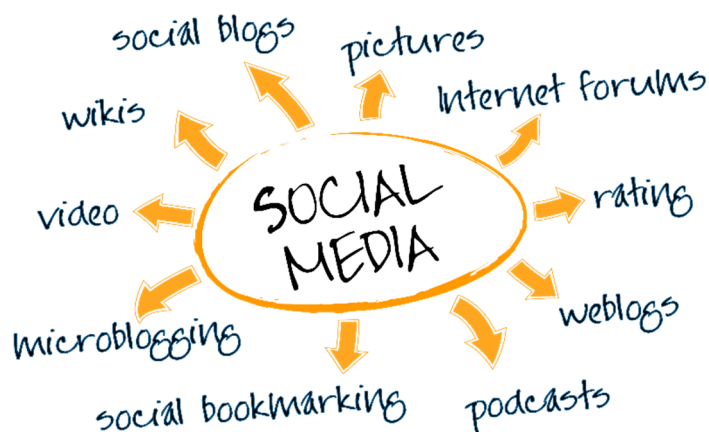


Figure 2 Types of Social Media (webdesigntalks.com, 2013)

So it can be said without any doubt that, creating a company image across each of these Medias is practically impossible and unnecessary as well. That’s why the success of Social Media Marketing depends a lot on the perfect selection of appropriate platform too.

2.3 Social Media Platforms

As the study deals with marketing in Social Medias like Facebook, it should be noted that there is a slight difference between Social Media and Social Network. Facebook is generally considered to be a Social Network. Social Network is more like a branch of Social Media. In regular life, a lot of people may think Social Media and Social Network to be the same thing. To some extent it is true. But from a larger perspective, Social Network serves a more definite purpose. According to Lons Cohen (2009), “Social Media can be called a strategy and an outlet for broadcasting, while Social Networking is a tool and a utility for connecting with others.” Mark Stelzner (2009) tried to simplify it by describing Social Media to be the tools for sharing and discussing information whereas Social Networking is the use of communities of interests to connect to others. So Social Network always retains the common interests of its connected users. It is true it can get confusing at times to differentiate between the two as Social Network has become so diverse in practice these days. But long story short, Social Networks can be defined as online communities for people with similar interests or activities with an aim of aiding their communication by providing various tools and functionalities. Antony Mayfield (2008, p. 14) describes,

Social networks on the web are like contained versions of the sprawling blog network. People joining a social network usually create a profile and then build a network by connecting to friends and contacts in the network, or by inviting real-world contacts and friends to join the Social network. These communities retain the interest of their members by being useful to them and providing services that are entertaining or help them to expand their networks.

Social networks mostly caters their services and functionalities towards registered users. But they also provide access to non-registered people to have some basic bare bone experience too.

Facebook is such a site which contains the best of the both world. It is at the same time a private communication channel based on mutual interests (Social Network) and also a great place to share information in a grander scale (Social Media). It is so to speak, the whole package of Web 2.0. (Cohen, 2009). To make discussions easier, this research has considered Facebook to be a Social Media.



Figure 3 Various Social Medias (DigiMed, 2014)

Like mentioned above, there are varieties of Social Medias accessible in today's date for a business. Among them, Facebook is undoubtedly, the largest and most popular. That's why Facebook is considered to be the most common and reliable place for digital marketing and brand promotion. But there have been quite a huge active user base on the other platforms too and in recent years, marketing has been gaining popularity on those areas in a slow but rising pace. Facebook has 1.28 billion monthly active users as of March 31, 2014 and (Statisticbrain). On the other hand Twitter has more than 500 Million users with an astounding 58 million tweets made every day (Statisticbrain), In the last couple of years, Google+ a service introduced by the giant and Facebook's biggest rival, Google has been gaining a lot of praises. Google+, unlike Facebook, is integrated in practically every other products and services offered by Google. From its Search function to more private E-mail and Document platform, Google Drive. As Google solely deals with digital advertisements and has built up its complete services in a package wrapped in layers and layers of advertisement, Google+ can also be a great place to come up with marketing strategies considering the amount of people using Google's services.

In general idea, Social Networks are for individuals connecting people from their personal lives. But there are places for professionals too like LinkedIn. It mostly represents an individual in his professional identity to connect with employers or colleagues. LinkedIn's user base now stands at more than 259 million people and counting, up 38 percent year-over-year. (CMO.com, 2013)

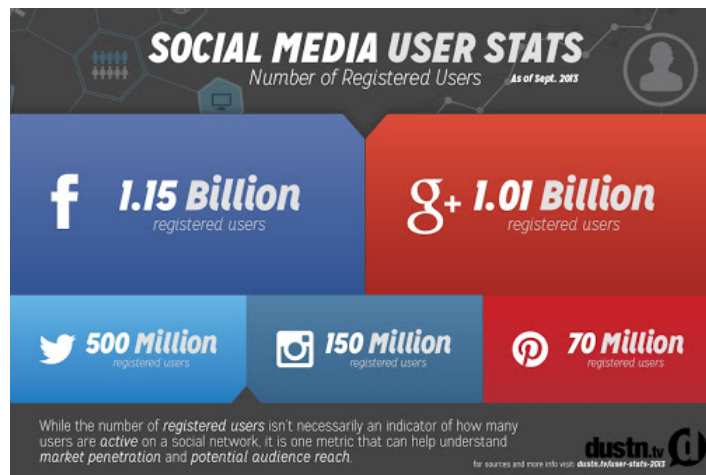


Figure 4 User Base of Different Social Media (Dustin W. Stout, 2013)

2.4 Social Media Marketing and Why Join it

“Social media marketing refers to the process of gaining website traffic or attention through social media site” (Wikipedia). But only website traffic is not the end of the story now-a-days. Social Media marketing today, is not only about selling a product, but also an image. According to Whatis.com, Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of Social Media Marketing is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Stephanie Chandler (2013) of Forbes describes that with Social Media, the company gets to decide how they want to position their company and what they want people to know about what they do. By providing the consumer great content, the company can actually build a reputation for the brand around company’s values, benefits, and advantages.

Social Media allow firms to participate in direct and timely conversation with its end-customer in an efficient and cost-effective way. This makes Social Media relevant not only to the larger corporations, but also SME’s or even nonprofit or government

organization. Even though the usage of social media can prove to be difficult at times, but the ultimate gain at the end of the day, is too big to ignore. (Kaplan and Haenlein, 2010, p67). According to Evans (2008, p. 59), a company can choose whether or not its customers will see it on TV. But it cannot choose whether or not customers will see it on the Social Web. They will, because they will put the company there. The company can only choose whether or not it will join them there. As such, for contemporary brands aiming for long-term success, not participating is not an option. The best part of Social Media marketing is that it relies heavily on word of mouth marketing. According to Haydon (2013, p33), Consumers are more likely to make purchase decisions based on recommendations from people they know than from a brand's marketing materials. But with the enormous power of word-of-mouth, the consequence of a campaign can either be hugely beneficial or absolutely disastrous in a matter of days. Because the Social Media itself is so huge in dynamics, it takes just a few clicks for a news or a product to spread across millions of computers like wildfire.

Social Media Marketing is also a great cost-effective tool for any business to promote itself. For example, the majority of Facebook marketing tools do not cost a cent. Social Media is also a perfect synchronization point for the company and consumer to interact and exchange information. According to Stephanie Chandler (2013), "There is nothing like social media when it comes to cultivating a community. When your followers become part of your community, you gain instant access to them. That means you can find out what challenges they are facing and what they like and don't like about your offerings. You can engage in ongoing dialog that can be more valuable than any kind of paid market research." This encourages the development of newer ideas and improvements of existing ones. Also providing customer service has never been easier. She goes on giving examples of a crowd. When people see a huge crowd, they become interested to see what's going on over there. So a crowd brings more crowd. The larger the audience a company can capture through Social Media Marketing, the further newer opportunities of vast brand exposure, media coverage, business expansion and ofcourse potential customer base gets created.

More and more companies have started to realize this very truth that Social Media marketing is the way to go now in order to succeed and the result is clearly visible in the

graphs created by Michael A. Stelzner of Social Media Examiner. In their 2013 Social Media Marketing Industry report, more than 3000 companies were surveyed. Their responses give a great understanding about the various benefits of Social Media Marketing.

Benefits of social media marketing

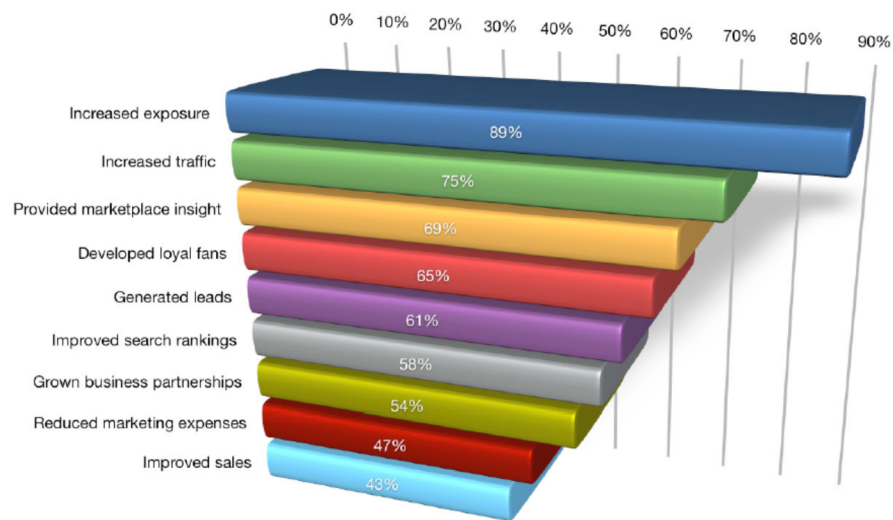


Figure 5 Benefits of SMM (Stelzner, 2013)

Some key responses from the report are presented to shed further lights on the discussion:

- 89% of respondents said that social media marketing has generated more business exposure
- 69% said that it provided them valuable market insight and 65% were able to develop a loyal fan base.
- More than half of marketers who have been using social media for at least 3 years said that it has helped them improve sales.
- With as little as 6 or more hours per week, the vast majority of marketers (92%+) thinks that their social media activities resulted in increased exposure for their businesses. Nearly all marketers (95%+) who have been engaged in

social media marketing for two years or longer report it generates exposure for their businesses.

- More than half of marketers who've invested at least 1 year in social media marketing also report that new partnerships were gained
- 64% saw lead generation increase by using social media 6 hours or less per day
- 62% of marketers using social media for 2+ years reported a rise in search engine rankings.
- 62% of businesses with 10 employees or less reported that social media has reduced marketing expenses. (Stelzner, 2013)

2.5 Risks Involved In Social Media Marketing

Business itself is all about taking risks, going towards the uncertainties with a hope for larger rewards. Like any other traditional advertisements and marketing campaigns, Social Media Marketing comes with some of its fair share of risks. The usual PR nightmares, Customer backlashes- all these are very much in the queue if it is not planned and researched well. There is always the financial risk too. Peter Muir, a speaker on social media and related topics stated,

With the up-tick of social media in the business world, you need to be prepared for the risks social media can pose. If your company is using social media, or thinking about jumping in, you need to understand how it will be used by your employees and how to do so safely. Most users don't truly understand how their own behavior can and will impact the company. Since people will use social media, with or without company approval, it is crucial to understand the line between social and business. Knowing the risks and establishing company guidelines is a step in the right direction. (Peter Muir as quoted in Relegioncommunicators.org).

Craig Robinson from Qwaya.com which is a Marketing Software Developer explained the various risks involved with SMM in bullet points.

- A Public Relations Crisis: The very first drawback of Social Media is that it takes only a second for something to go absolutely crazy and viral. So in traditional

form where a mishap can be covered up is a hush way, in Social Media things can turn up very ugly. For example, if a false or masked information is shared during the campaign or something is shared which should not have shared in the first place, there will be a huge amount of negative consequences.

- **Offending Audience:** An information which may have been shared or created in good intent, can end up offending one or a group of people. Not everybody has the same level of tolerance and sense of humor. It is not possible to make everybody happy. But it is true that no matter what the company do, there will always be someone who gets offended.
- **Sticky-Fingered Competition:** The problem with open web is that, a brilliant idea can get replicated and nothing much can be done about it. So a great marketing campaign or tactics can be emulated by any competitive companies and they can keep getting benefited from it. There are copyright matters, but such practices are not very uncommon.
- **Legal Implications:** Internet is a permanent place and each action will be a part of the web for indefinite amount of time. These actions are subject to legal scrutinizes as well. A poor handling of law can cause a big trouble even after several years after a campaign. (Tailwindapp Blog)

2.6 Facebook

According to Haydon (2013, p29), If Facebook were a country, it would be the third most populous country in the world, just behind India and China. General people use Facebook as a mean to keep in touch with their friends and family, to discover what is going on in the world around them, and to share and express what matters to them with the people they care about. It also offers businesses a great combination of reach, relevance, social

context and engagement to market itself to the general users. (Reuters). So Facebook is a great gathering point for both men and businesses.

As a social networking website, Facebook was created in 2004 by a kid at Harvard University named Mark Zuckerberg. In the beginning it had the name “Thefacebook” and was only intended for the Harvard students with valid Harvard credentials so that they could communicate in house. But it caught on like a wildfire and quickly spread beyond the boundaries of Harvard. First to other close universities, then across state, then finally it exploded all over the world. Now, in just a decade it has become the largest social networking site in history. There were of course other similar sites available before and after Facebook. But none of them got even close to what Facebook has achieved. Facebook houses over 1.2 billion people and the number is still growing. (Haydon, 2013 p30). Facebook filed for a \$5 billion IPO on February 1st 2012 and valued the company at \$104 billion. (StatisticBrain)



Figure 6 Original Facebook Homepage (Wikipedia)

2.7 Facebook User Profile, Interface and Features

The following information have been gathered from years of personal observation and also The Beginners Guide to Facebook by Stephanie Buck (2012)

In order to get access into the massive world of Facebook, A person has to create an account by providing some basic details like Name, Date of Birth, Gender, E-mail and finally a Password. Usually this can be done in the very front page of Facebook. Though, unregistered users can always see other people or company's page. But to actually use the various features and tools, registration is mandatory. Facebook recommends a user to always use his real name while creating an account. After creating an account a user can then add a picture to his profile. Then information like age, present living area, city and country of origin, education and work history, relationship status, religious and political views etc. can also be added. However none of these info are obligatory and a user only provides these if he chooses to. A user can make these information visible to specific groups of people. It can either be to some of his close friends which he has to select by himself, the whole friend list or completely public. He can also change these info and sharing preferences anytime he wants. Finally, detailed information like favorite books, music, movies, TV shows, games, celebrities and people, sports team etc. can be added to the profile too.

The concept of Facebook is to add other users as friends who then appear in the user's Friend list. To add someone as a 'Friend', the user has to send a 'Friend Request' to that user. If that user accepts that request, the user gets a 'Notification' and that person is then added to the list. The same applies to if someone wants to add the user a friend. After that they can stay in touch with each other by using the whole array of tools provided by Facebook to make communication a breeze.

The interface of Facebook has changed drastically over the years often to a lot users' dissatisfaction. In fact, it doesn't have a single visual similarity to its original interface. But ultimately everyone gets used to the interface anyway. But then a new changes come and the discontent rises again. (Newman, 2011) Similarly new features gets rolled out pretty frequently. But the core concept and facilities have remained somewhat unchanged.

"All Facebook users have a Facebook *profile*, which includes a main image or *avatar*; a Timeline listing their latest activities and comments from friends; and a sidebar that includes tabs for photos, personal information, and other apps." (Haydon, 2013 p9) The

very first thing a user sees after logging in is his 'Homepage'. Here all the new updates of his friends are shown. These updates ranges from status updates, pictures and albums, videos etc. which his friends have allowed to be shared with him. From here he can then interact with these updates by commenting on them and most commonly by clicking on the 'Like' button on the posts which fancies him. Unfortunately there is no feature to 'Unlike' the posts which he does not appreciate. A user can always hide the updates he doesn't wish to see. From this homepage the user can update his status. Facebook asks 'What's on your Mind?' and wants the user to post practically everything going on in his mind. Then there is a user's 'Timeline'. This is actually the user's profile page and all the details and updates of him shows up here. Through this timeline user can go back to a person's old posts.

One of the most popular feature of Facebook is its photo sharing facility. A user can upload as many photo as he wants without worrying about any kinds of storage quota. He can then sort them into albums by giving them name, date, location, description and various details. The best feature is the 'Tag' tool where he can tag his friend on a photo if that person is in that image. Facebook has rolled out an exceptionally powerful and accurate algorithm to auto recognize the various faces in a photo and it suggests a friend to tag by matching their face. It makes the whole tagging process a whole lot easier. After a friend is tagged, the friends of that person can also view the image if the user allows it. Recently, Facebook has introduced a review option so that a user can verify these tags before they show up in his profile to avoid any embarrassment or such concern. A user can also upload video in addition. Also he can share the posts of other users or absolutely anything from the internet like webpages, articles, online Medias etc. into his 'Timeline' so that his audience can see those.

Another popular service of Facebook is its chat feature. Users can have text conversations with each other in real time using this facility. Very recently extensions like video calling, group chat, file sending ability has been added to this service which has turned itself into one of the most powerful and reliable service in the market which gives huge competition to other stand-alone services like Skype, Viber etc. A user can usually receive message from everyone. But he can also tweak his privacy settings so that messages only from friends gets shown in the regular inbox and texts from everyone else ends up in a separate

folder. He can shut down the ability to receive messages from stranger altogether too. In order to give rivalry to the common players like Google, Yahoo or Microsoft in their E-mail business Facebook introduced a feature to send E-mail straight from its Chat section. Under this feature, every user has his own username which is usually the username of his Facebook account and anyone can send him E-mail to his username@facebook.com address. Though this feature did not gain that much popularity as people did not consider Facebook to act as a professional tool like E-mail.

Facebook recommends other users to be added as friends judging on various criteria like mutual friends, common work or study place, location etc. User can also import his E-mail contacts to add as friends. Finally, there is always the ability to search for a person from the search box. Recently the search box has been converted into 'Graph Search'. According to Pinkham (2013), Graph search is a lot like regular Google search but here it lets the user heavily customize the queries. A user can write more common phrases like 'People named X who went to Y school in 2000' or 'People who like the movie 'Titanic' etc. The goal is to narrow down the search based on more precise keywords and make finding a person easy.

2.8 Mobile Services by Facebook

The first and foremost mobile service provided by Facebook is their mobile website or app. This website is accessible from absolutely any mobile device with an internet connection. Whereas the types of apps vary on the mobile OS platform. But the apps are available in pretty much all the OS there are in the market at present. According to Stephanie Buck (2012), the apps present a scaled-down News Feed and simplified Timeline, but still offers a surprising amount of full form desktop features. So Facebook has made it really easier for anyone to go mobile. Even for developing and under-developed countries where net access is costly, Facebook introduced a magnificent service called Facebook Zero in conjunction with the various mobile operators of those countries where a user can access the mobile Facebook by going to 0.facebook.com without any cost. Though it comes with some limited functions like no image and such.

But now even the people from somewhere remote can also connect to people they know and care about without any cost. (Murlidhar, 2010)

Facebook also offers its chat and messaging application called Facebook Messenger across the different mobile OS. It is basically the same chat service from the web version. But in recent times Facebook integrated it with the regular phone number so that it can replace the traditional SMS and text messaging too. If a phone number is registered, a user can be reached on this Messenger 24/7. Also in April 2014 Facebook introduced international voice calling within to this application. Though for this the both the caller and receiver have to have the messenger app in installed in his smartphone. (Google Play Store)

In order to strengthen its mobile offerings, Facebook also acquired two very powerful players in communication field. One is Instagram for 1 Billion Dollar which is a photo sharing service and the other is WhatsApp for 17 Billion which is an instant messenger. Both these have over 300 Millions of users and they complement the already vast user base of Facebook to a greater extent. (Jose Vilches, 2014)

2.9 Marketing on Facebook

“The new Facebook marketing paradigm is rewriting all the rules. As marketers scramble to understand how best to leverage this powerful new communications channel, those who don’t jump on board risk being left behind at the station.” (Haydon, 2013 p35)

The best part of marketing on Facebook is that it offers practically every company the golden opportunity to market their products or expertise to a tremendous amount of potential audience. Facebook advertising can be executed with many great tools developed by Facebook such as: Groups, Pages, banner advertising, competitions and finally Facebook's own advertising feature. Almost all of the options are free except Facebook’s paid advertisement system. It may be paid but it provides far greater opportunity to get a message heard and attract customers than the rests. Also Facebook heavily relies on word of mouth advertisement and often, a message can reach audience

to such an extent that they might not have been in the primary target group at all. ‘‘Word of mouth is the most powerful way to market any business. In fact, many studies have shown that consumers are more likely to make purchase decisions based on recommendations from people they know than from a brand’s marketing materials. Each time a user likes, comments on, or shares content on Facebook, that action spreads to his network of friends.’’ (Haydon 2013 p33)

This is extremely beneficial for small and start-ups who needs this kind of marketing to get noticed. Facebook marketing has become so important that, a lot of company design their marketing strategies solely based on Facebook.

2.9.1 Facebook Check-in

One key feature of Facebook Marketing ‘Check-in’. This feature uses the user’s present location and lets the user list himself as present in that spot if it is enlisted in the maps. It allows everyone to see his presence in that place and it makes it really easy for business owners to notice their customer presence and their social activity in their premises. In the voice of Stephannie Buck (2012), ‘‘the major distinguishing feature of Facebook mobile is the "check-in." While you still have the capability to check in via desktop, mobile users use Facebook’s location feature far more frequently, for obvious reasons. Visiting your favorite restaurant or taking your kids to a theme park? Let everyone know your whereabouts, and even tag friends who are with you.’’ It further opens the door to provide catered ‘Deals’ and offers for the checked in customers. More on this will follow in the discussion section.

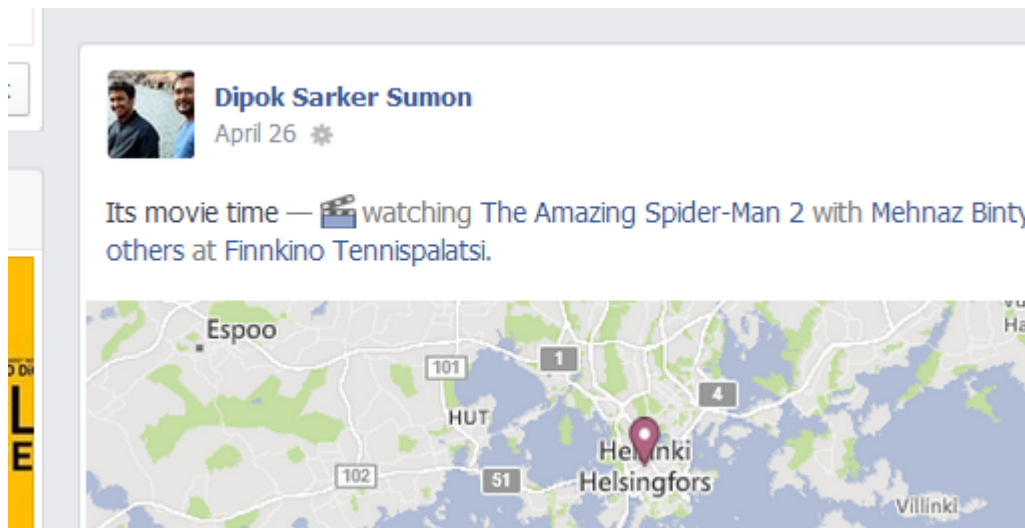


Figure 7 Facebook Check-in (Author)

Facebook has location based place discovery service too. “Facebook Nearby is a local search and discovery feature in its iOS and Android Facebook Mobile apps. “Nearby” allows users to search for specific places, browse business categories, or see what’s around them on a map, and it’s organized by their friends’ recommendations, check ins, and other social cues.” (Pinkham, 2013) This along with the graph search mentioned above can be a great marketing tool for any business. For example, if a restaurant optimizes its Facebook visibility by adding detailed information of its menu, pictures, services and most importantly its location in Facebook’s page and regularly maintains its customer check-ins, reviews and feedbacks; a user who is looking for a restaurant his friends have visited or liked or just simply restaurants near his place via graph search will be able to see that restaurant if his friends have checked-in there or if it is in the user’s radius. (Pinkham, 2013) This is a great potentiality for attracting newer customers for any business.

2.9.2 Facebook connect and Application Platform

Facebook has created a way to make the whole web become more interactive by introducing the Facebook Connect. It is a service which makes the User Profile core

source of information for websites or other online platform to utilize and then cater a tailor made service to the user based on his profile information. It has completely removed the need of creating separate user accounts for every site a person visits. All he needs to have is a Facebook account and he can login just by click on the Facebook Connect button. “Businesses use Facebook to reach potential and current customers by using Facebook’s plug-ins to make their websites more social” (Haydon, 2013 p29) and this allows the content or service provider to capture audience by providing exclusive offers or recommendations.

Also Facebook has its Application and Social Games platform where application developers can create apps based on different services which will use the user profile information to further enhance their marketing activities. For example, a clothing can have its own application which will then allow a Facebook user to buy or send clothing and gifts straight from the application. His preferences will be saved and the algorithm can keep on recommending special products and deals based on that preference in the future.

2.9.3 Groups

The first tool for mass communication is Groups. It is one of the oldest services of Facebook. Groups can be created by giving a name, a brief description, address etc. Then other users can be invited to join the group. This group can be open to the public or closed so that only people with the invitation can join. Request can be made to join a closed group as well. Upon joining, the users can share posts, images with other members.

“A very common mistake businesses make is to create a Facebook Group to market their products or services. The problem with this is that Groups are intended for Facebook users to connect with each other — not to receive notifications about promotions or new products from businesses.” (Haydon, 2013 p77) Groups is a very straight forward and basic place to communicate. It does not offer a vast amount of functions to work as a marketing tool to be honest even though it is free. Also Groups does not show up that easily in other search engines like Google or Bing. So groups are mostly intended for a

small set of people for example, batch-mates or colleagues to communicate among themselves and share ideas. But maybe not a great idea for a Business to promote itself through this.

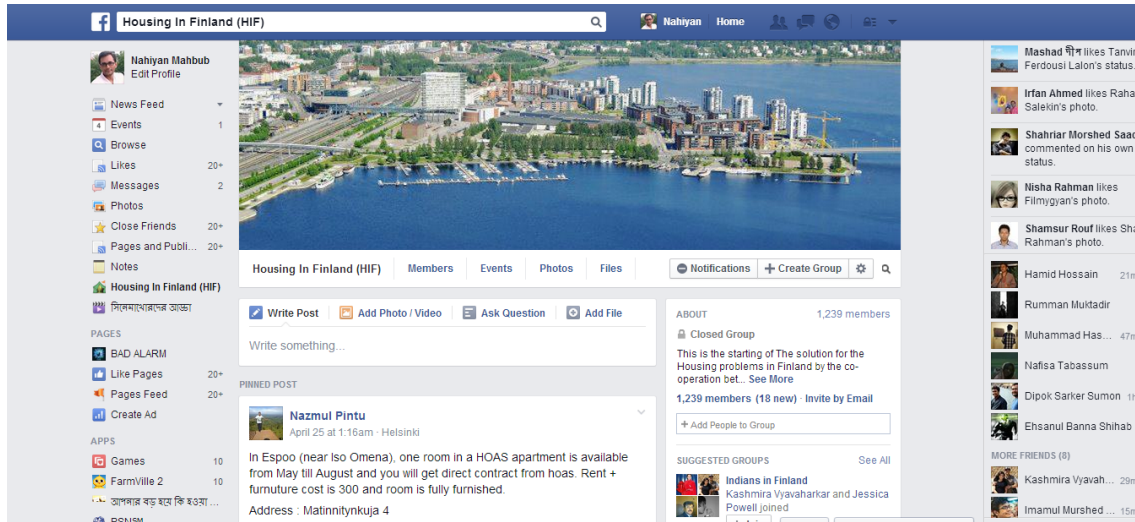


Figure 8 Facebook Groups (Author)

2.9.4 Pages

According to Levy (2010, p61), Facebook describes Pages as “a voice to any public figure or organization to join the conversation with Facebook users. A public profile lets users connect to what they care about.” He further mentions that, Facebook Pages are used by celebrities, bands, sports teams, corporations, films, nonprofits, and those users who have exceeded the friends limit on their personal profile page. John Haydon (2013, p36) expressed in his book Facebook Marketing for Dummies that the core facilities which makes the Facebook Page practically the best option for advertisers are:

The Publisher: The Publisher serves as the fundamental component of a Page and allows the Page administrator to post status updates, photos, videos, and links etc. These actions generate updates and display as stories on the fans’ News Feeds.

Like button: When someone clicks a Facebook Page’s ‘Like’ button, he or she is expressing his approval of that Page. That action creates a story in his News Feed, which is distributed to his friends, who are then more likely to like the Page because they trust his recommendations.

Cover image: It is the very first thing someone sees while visiting a page as it is the biggest image on top of every page. This is very important as a picture can say a thousand words.

Views and applications: Facebook Pages include various tabs like Photos, Events, and Videos in the dashboard. Other applications like RSS tools, newsletter or promotional tool can be added as well according to necessity.

Message feature: Pages include an option to allow the followers and clienteles to send the page owner a direct messages. This message is private and only the page owner can see this. This is a great measure to get into a more personal connection with the customers.

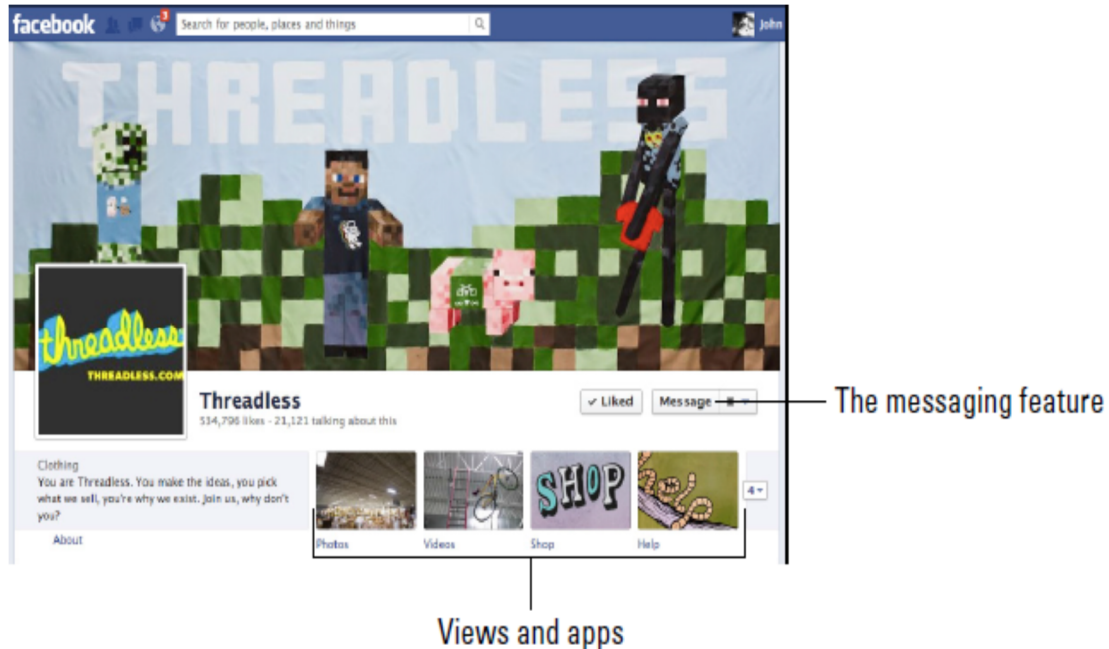


Figure 9 Facebook Page (Haydon, 2013, p37)

2.10 Facebook Advertisement

2.10.1 Posts

The very basic type of marketing on Facebook can be sharing posts. According to Megan Marrs (2013), ultimately a company should consider what its key audience would want to see. Sharing images, links, videos, anything, as long as it is connected to the business and something the target audience would enjoy is the best idea. According to Tryitlocal.com (2013), conversation starters can be great idea in this regards like Questions or Fill in the Blanks. Like, if it is a pub or bar, the fans can be asked, ‘What drinks you have not tried out yet?’ Or ‘There is just one thing I want to do in a bar apart from drinking which is (blank)’. Also a visual post is always better than a plain text. According to Mashable.com, Posts that include a photo album or a picture generate about 180% and 120% more engagement than the average post respectively. But whatever it is, a ‘3R’ approach should be undertaken. Scott Ayres of Postplanner.com expresses it nicely that, while growing a fan base things must be kept Real, Relevant and Relaxed. Panicking must be avoided when the sales figure is not coming that soon enough. Blasting audiences with constant sales post will drive them away from the page in a heartbeat. So in the beginning the frequency of such posts can be kept minimized. Consistency is important but what attracts the audience more is the quality of the content. After a while when there is a good crowd gathering, regularity of post marketing can be increased.

2.10.2 EdgeRank

Before going into the details of paid advertisement, Facebook’s own algorithm called EdgeRank should be discussed a bit. According to Jim Lodico (2011), Facebook looks at everything published as “objects.” So all those status updates, links, photos, video or anything posted by the pages receives a rating based on the EdgeRank algorithm, which determines whether it will show up in the follower’s newsfeed or not. Objects with a high EdgeRank appear “Top News” feed. Objects with a low EdgeRank will not. So this is very important to note that, a page’s post may not even show up in its subscriber’s

newsfeed even after the subscriber has liked the page if EdgeRank does not think the post to be eligible to show up.

From Jim Ludico's (2011) writings, further details about EdgeRank can be found. According to him, while judging a post, EdgeRank takes into account three types of criteria.

- **Affinity**

A post's affinity point is based on a user's history and frequency of interaction with the creator of that post. So the more a fan is in regular you interaction with the page, the higher it is likely that the page's post will show up in that fan's feed. A page receives a higher affinity score every time a fan visits that page, interacts with the published contents by clicking, liking or commenting etc.

- **Level of Interaction**

EdgeRank also compares the weight on various interactions too. Activities that require higher levels of user engagement get a higher score than those that don't. So commenting on a photo takes more effort on the user's part than just clicking the "Like" button.

- **Timeliness**

The freshness of the content is also considered. Newer objects have a better chance of showing up in the news feed than older ones.

So a page has to keep these three factors in mind. Frequent content post is necessary. But efforts must be spent on increasing liker's engagement with the page's posts. So posting interesting content is one option. Also fans can be asked to add the page in their interest list from so that it bypasses the algorithm and get shown up regardless of any points. (Facecrooks, 2012). But Facebook Ads can be a good idea to forget about every filter altogether and reach a broader range of existing and potential audience.

2.10.3 Marketplace Ads

According to Matt Wertz (2013) the most basic Facebook ad is one that leads to another website. These ads appear on the right hand-side of the screen, in a user's News Feed, or both. Advertising in the News Feed is more beneficial than the other as users are more used to reading their News Feed as part of their normal Facebook routine, ads contained in it feel more natural and less commercial than ads appearing to the right. But the more common practice of advertising in Facebook is the right sidebar ad. "Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads are referred to more specifically as Marketplace Ads. They include a headline with copy, an image, and a click-through link to either a Facebook page, a Facebook app, or an outside website." (Marrs, 2013) Also the ad title has a 25 characters limit while the body text can be up to 90 characters long. Only static images can be used, and the display dimensions is 99 pixels wide x 72 pixels tall. (Wix Blog)

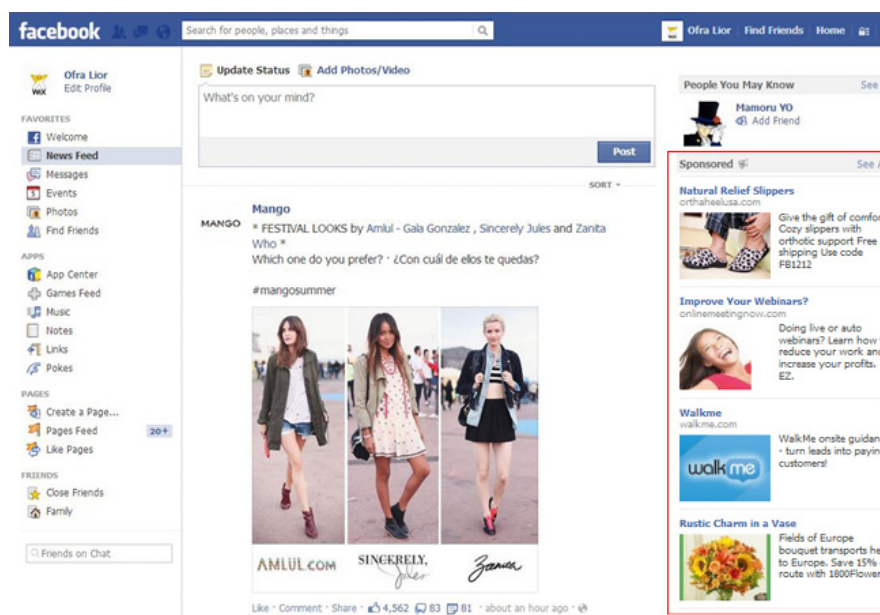


Figure 10 Marketplace Ads (Wix.com)

Facebook also had a great ad service called sponsored stories. "Sponsored Stories are a type of Facebook ad that shows a user's interactions, such as a Facebook like, to the user's friends." (Marrs, 2013) But unfortunately from April 9th 2014, Facebook has been

discontinuing this service in favor for 'Suggested Posts'. (Mashable.com, 2014) Unlike 'Promoted Posts' of the past that required a friend of the user to have liked the company's page before targeting the user, companies promoting these 'Suggested Posts' require no connections with the user now in order to take up space on newsfeed. It will show up just as any other posts. "This ad unit makes quite a bit of sense for Facebook. The traditional ads on the sidebar can be easily missed and Sponsored Stories simply can't reach all of a target market. By promoting a natural Facebook post brands can interact with a greater array of users in a much more holistic fashion than a traditional ad."(Finn, 2012) Also according to Wix Blog, suggested posts that appear in people's feed are generally more successful than standard marketplace ads as people's attention is always focused on the newsfeed.



Figure 11 Suggested Posts (Author)

According to Facebook, while creating an ad various demographics factors likes age, gender, location can be used to narrow down the target audience. The target can be narrowed down even further to specific interests and have the ads appear to people who have are interested in topics that match the business. Facebook then estimate the size of the target audience and tells how many people will be potentially exposed to that advertising. Eventually, the number of Facebook users who actually view the ad depends on the budget. (Wix Blog)

What kind of results do you want for your ads?

<input type="checkbox"/>	Page Post Engagement
<input checked="" type="checkbox"/>	Page Likes
<input type="checkbox"/>	Clicks to Website
<input type="checkbox"/>	Website Conversions
<input type="checkbox"/>	App Installs
<input type="checkbox"/>	App Engagement
<input type="checkbox"/>	Event Responses
<input type="checkbox"/>	Offer Claims

Figure 12 Create an Ad on Facebook (Author)

While creating an ad on Facebook, it asks the user above question regarding the types of ad which needs to be created. From here, a company can select whichever best suits its need. For instance, to increase page followers the second option ‘Page Likes’ can be chosen. A sample advertisement creation procedure for one of the page the author administers called ‘Bad Alarm’ will be shown.

The screenshot displays the Facebook Ad creation interface. On the left, under 'TEXT AND LINKS', the 'Headline' field contains 'BAD ALARM' and the 'Text' field contains 'You Snooze, You Loose'. Below these fields is a 'Show Advanced Options' dropdown. On the right, under 'AD PREVIEW AND PLACEMENTS', the 'Desktop News Feed' placement is selected and checked. The preview shows a sponsored post from 'BAD ALARM' with the text 'You Snooze, You Loose' and a large graphic that reads 'Sleeping is my Drug my bed is my Dealer and my Alarm clock is the police'. Below the graphic, it shows 'BAD ALARM Community' with '27 likes' and a 'Liked' button. At the bottom, other placement options like 'Mobile News Feed' and 'Right Column' are visible with 'Remove' buttons.

Figure 13 Ad Creation Basics (Author)

After providing basic information like Ad Headline, Description and Images, user will be able to select between different types of ads like Desktop News Feed ad which shown up as Sponsored or Suggested Post, Mobile News Feed where this ad will show

up in newsfeed of non-followers in the mobile or app version and finally the traditional Right Column story. It has to be kept in mind that, right column ads i.e. Marketplace ads only show up in the desktop version of Facebook. In order to reach mobile audiences, News Feed ads have to be selected. But this type of advertisement is more expensive than the right column ads. According to Facebook (2014), as the cost of distribution for Facebook ads is determined using an auction system, having specific types of ad placement becomes more expensive. The price of distribution is influenced by a variety of factors, especially how much other advertisers are bidding for the same ad placement for the target audience the advertiser has specified. So the price gets higher if the News Feed placement is being bid up by more advertisers wanting their ads to run there.

Figure 14 Choosing Demographics (Author)

In the next section, various demographics factors can be selected. Keeping all options open shows a larger reach of audience. But in order to reach a more narrowed target audience, different filters like ethnic background education and work, relationship, political views even special life events could be applied. Based on the filters used, Facebook shows the estimated potential reach. For example, potential reach in Helsinki, Finland is 6,80,000. By applying filters like interests, language, age, gender- this number can be manipulated. The more filters selected, the smaller the population will be. But, the

conversion rate will be higher most likely because they are focused on target demographics. (Levy, 2010 p103)

After creating the ad and deciding on the target audience, next thing is to create the actual campaign and set pricing. According to Levy (2010 p103-104) Facebook provides the option to set a daily or lifetime budget and also choose whether the ad runs continuously or between certain dates and times. These factors depend on the type and purpose of the ad and can be very helpful. While deciding the budget and the frequency of the ad, advertiser need to choose what they want to pay for as well. Facebook allows to choose between paying per thousand impressions of the ad (CPM) and paying per click on the ad (CPC). Because both options rely on what others are bidding for the same targets, advertiser need to set what his maximum bid is. Facebook always gives suggestion on the bid range based on the other bids it currently has. The decision of how much to bid and whether to go CPM or CPC depends on the advertisement's ultimate goals and available budget. If the sole purpose is to promote a website and the success is calculated based on the conversion rate, it is better to select CPC. As it is pay per click, so the advertiser only pays whenever someone clicks through it. It is then the advertiser's job to set up that internal or external landing page properly to grab their attention and convert them, Now, Then if the aim is to actually promote the company and build brand awareness, it is a good idea to go for CPM as the target is to reach as many audience as possible. However, both the options should be selected to get an estimation about the conversion rate and according to Wix.com, "No one gets it perfect the first time. Facebook ads, like any form of online marketing, require some trial and error, so keep in mind that you'll have to test different types of content at different hours of the day just to see what works best. After some experimenting and optimization, you'll find the best formula for your business."

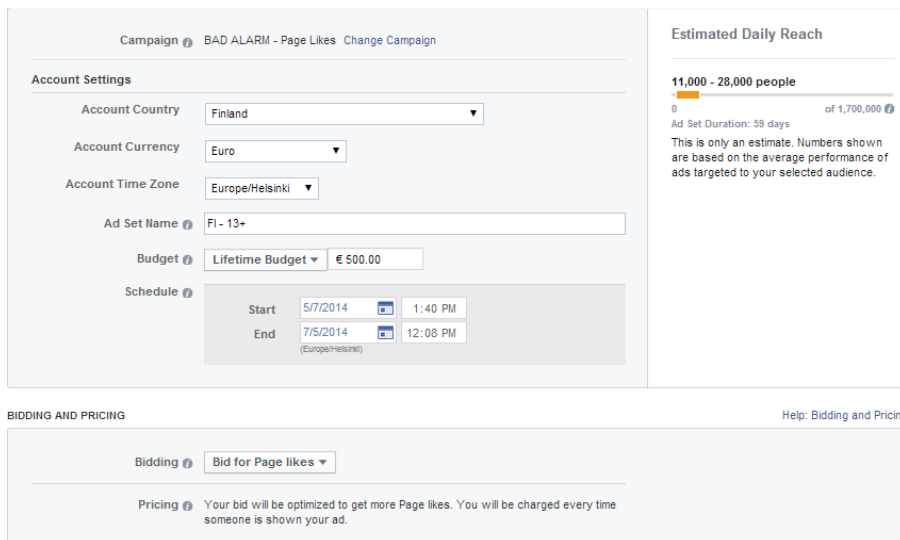


Figure 15 Choosing budget and lifespan (Author)

The above image shows that by having a lifetime budget of 500 EURO and a campaign lifespan of one month, the Bid for Page likes will reach 11,000-28,000 users on an average per day. By having more budget or less duration, this reach could be increased. Carter (2012, p164) provided some benchmarks to measure whether the ads are doing well or not.

Click-through Rate (CTR):

- Below 0.1% is low.
- Above 0.25% is good.
- Above 0.5% is great.

Cost Per Click (CPC):

- Below \$0.10 is low.
- Above \$1.00 is high.

Below some Pros and Cons of Facebook Ads according to Kapil Jeikishan (2013) of Socialmouth.com are noted:

Facebook Ads	
Pros	Cons
<ul style="list-style-type: none"> > Budget friendly > Cost subject to results > Simple to establish > Ability to test a number of ads > Quick way to generate more Likes > Facebook offers Analytics > Targeted Ads based on a number of factors 	<ul style="list-style-type: none"> > No guarantee on clicks > Users find them annoying > Can come across as spam

Figure 16 Pros and Cons of Facebook Ads (Jeikishan, 2013)

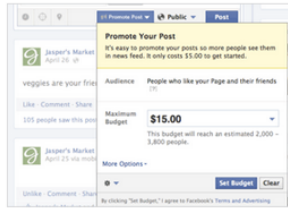
2.10.4 Promoted Posts

Francisco Rosales (2013) describes Promoted Posts as something which is in between a standard post and an advertisement. Unlike Ads, there is only a lifetime budget but this can be as little as \$5, however, a lower budget means less people are likely to see it. Once a post is promoted, the post will be labelled as a sponsored post and the target audience will be limited to people who already like the page and their friends in addition. This can be a great tool for making any new announcement for example- launch of new store or product, sales etc. Also paying to promote a post can be a great idea if there is a good amount of fan following. The reason behind this is found in Carter (2012, p128), that most fans usually never return to a page after they like it and even more surprisingly posts by pages are seen by less than 30% of their fans. While this may not be applicable to every case scenario, but promoting an important post will reach the audience to their fullest.

Facebook has a great illustration on how the promoted post system works in their website. It says that when a page is promoted, more people get to see it in their news feed thus resulting in more interaction with the page's posts. Ultimately these interaction also

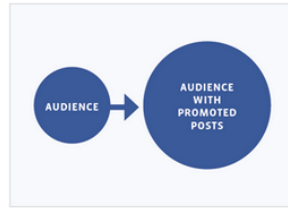
cultivates expands the audience reach as the friends of the likers also get to see these updates.

Here's how it works



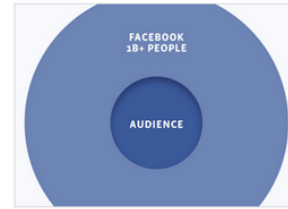
Boost an important post

On your Page, add a budget to a new or existing post so more people who like your Page and their friends see your message.



Get more views in News Feed

Showing your posts to more people in desktop and mobile News Feed will encourage likes, comments and shares.



Expand your audience

When people engage with your post, their friends may see it as a story in their own News Feed. This means you'll reach more people.

Figure 17 Promoted Post (Author)

2.10.5 Ad Rejection

“With advertising come rules, and Facebook has plenty of guidelines” (Chapman, 2012). These guidelines specifically points out the various reasons for which an ad can get rejected. Among them, the most common and important reasons according to Eric Chapman (2012) are,

- Capitalizing every word or an entire word: In the internet, A sentence written in capital often means shouting or being loud. This can get very bothering to a lot of people. Thus it's a very common reason for ad rejection.
- Misleading ad text: The ad can get rejected if the description of the ad doesn't clearly states the purpose and most importantly what is being advertised.
- Deceptive offers: Similar to the previous one, unrealistic or too good to be true offers are usually not allowed.
- Inappropriate images: Unless the image is not 100% relevant to the ad, any kind of inappropriate image will cause the Ad to get rejected.

- Ad destination. This is pretty much the number one reason for ads to be rejected. According to Facebook, “Products and services promoted in the ad copy must be clearly represented on the landing page, and the destination site may not offer or link to any prohibited product or service.” So unless the final landing page is the Fan Page itself, topmost care should be put in this regards. Any kind of pop-up or fake window is strictly prohibited. Also the landing page absolutely can’t force any kind of downloading as well.

2.10.6 Ads Manager

Facebook provides an excellent monitoring tool to measure the performance of the ad campaign. This is very important as by analyzing the real time performance of the campaign, the advertiser can make necessary adjustments and addition. This reduces the risk of excessive monetary waste as the advertiser can see in near real time whether the ad is getting appreciation or lagging behind.

From the Facebook Ads Manager dashboard, any changes like budget, duration, filters can be made to a campaign according to changing requirements. Also performance indicators like Clicks, Impressions, CTR % (Click-through rate), Avg. CPC, Avg. CPM, and Amount Spent can be viewed easily from this dashboard. The result can also be viewed as different graphs for a campaign based on either clicks, impressions, or CTR. Past campaign activities and their performance can also be found here. Along with the regular information Facebook provides some very useful data about the audience and respondents like their demographics. This enables the advertiser to adjust targets or optimize text or to understand who is attracted to the ads. Also Facebook gives a report on the Responder Profiles which provides information about the types of users who see or click on the ads based on interests that they have listed in their personal Facebook profiles. (Levy, 2012, p105-106)

2.11 Benefits of Facebook Marketing

As a Social Media, Facebook has all the great benefits and perks mentioned in the earlier Why Join Social Media section. According to Scott Ayres, Co-author of Facebook All-In-One for Dummies and Writer in Postplanner.com- Facebook continues to be the best place to set up camp on as a business. He continued to pin point some benefits of having a marketing campaign on Facebook.

- **Increased Exposure to Potential Customers:** As there are more than 1 billion people on Facebook, there is always something from every company to harvest.
- **Gather More Leads:** It enables the company to create a communication platform further the boundary of Facebook. The company can use its existing fan base to build up a long lasting customer group by various contests, giveaways, promotions and the usual newsletter subscription system.
- **Lower the Cost:** Starting a Facebook page costs the maximum of 0 Euro. Getting a Page running, doing regular basic communication with the customer does not cost anything at all. It is such a great benefit for a lot of company with small budget that it kind of sweeps away the floor from a lot of other costly mediums. Ofcourse a company can always go for the paid advertisement system and then it starts charging real money, but it should not be forgotten that for a lot of company, paid advertisement is not necessary at all if their target group is not that hard to reach.

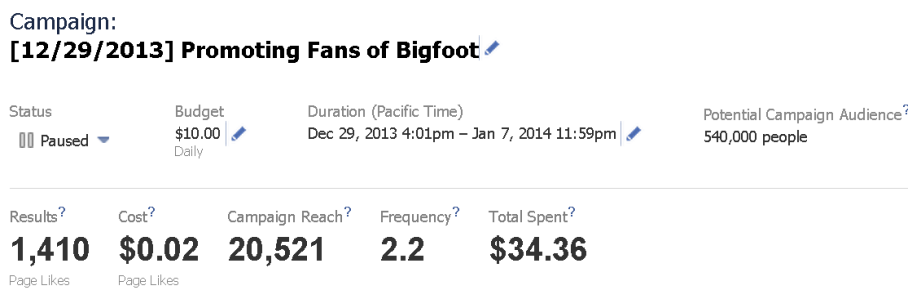


Figure 18 Sample Campaign (Scott Ayres)

Above is a sample promotion created by Scott Ayres which shows that by spending only 34 Euro he reached more than 1400 successful likes in just more than a week, That's only .02 cent per like. This is not applicable to every company and campaign out there ofcourse. But just to get the idea, companies spending more effort, plan and money can end up with audience much larger than this in no time.

- **Word of Mouth:** ‘Peer referrals and recommendations aren’t just happening through one-on-one personal interactions, they are happening online, in a social forum, where multiple people can give their feedback and share recommendations. For businesses that have an active Facebook Page with an engaged fan base, this form of word-of-mouth is a huge advantage and the perfect opportunity to reach next great customer.’ (Pinkham, 2013)
- **Facebook Insight:** Facebook has an amazing tool for advertisers called ‘Insight’. According to Elizabeth Joss (2012) By using Facebook Insights, a company will able to determine the best time of day to post, the best day of the week to post and what type of content is most popular, With this tool a company can keep track of all the necessary details and trend regarding their Facebook page ranging from the number of likes, the average reach of a post, post-performance, demographics of the audience etc. This allows the scope of further analysis of market data to get proper image of the company’s reputation and track success. More details on Facebook Insight will be discussed in its own header later on.



Figure 19 Facebook Insight Overview (Elizabeth Joss, 2012)

- **Driving traffic to website:** “Smart Facebook page owners use their pages to drive traffic to their websites. If all you’re doing on Facebook is getting engagement on your posts, then you’re really just an entertainer — not a marketer.” (Scott Ayres)

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গর্ভকালে মহিলাদের অনেক নিয়ম-কানুন মেনে চলতে হয়, কেননা একটুখানি অসাবধানতা গর্ভের শিশুটির জন্য ঝুঁকিপূর্ণ হতে পারে। এই সময়ে মেয়েদের অনেকখানি শারীরিক ও মানসিক অসুবিধার সম্মুখীন হতে হয়। ফলে তাদের অনেক বেশি সাহায্য ও ভালোবাসার প্রয়োজন, যা কিনা মা ও শিশু উভয়কেই ভালো রাখবে। আপনার স্ত্রী গর্ভবতী হলে যে কয়েকটি বিষয়ে অবশ্যই খেয়াল রাখতে হবে আপনার সেগুলো জেনে নেই আসুন।



স্ত্রী গর্ভবতী হলে ৮টি কাজ আপনাকে অবশ্যই করতে হবে

গর্ভকালে মহিলাদের অনেক নিয়ম-কানুন মেনে চলতে হয়, কেননা একটুখানি অসাবধানতা গর্ভের শিশুটির জন্য ঝুঁকিপূর্ণ হতে পারে। এই সময়ে মেয়েদের অনেকখানি শারীরিক ও মানসিক অসুবিধার সম্মুখীন হতে হয়। ফলে তাদের অনেক বেশি সাহায্য ও ভালোবাসার প্রয়োজন, যা কিনা মা ও শিশু উভয়কেই ভালো...

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Figure 20 Full-fledged post (Author)

Above is post from a news site. It is showing a part of its latest post with a full image. Clicking anywhere will direct the user to the original website of the source. It is a good strategy to build a perfect symphony between the website and Facebook page.

- **Go Mobile:** Like mentioned previously, Facebook Pages gets automatically optimized for Mobile and are searchable from the mobile platform. A well maintained Facebook page with locations, phone numbers, reviews etc. allows greater interaction and customer satisfaction.

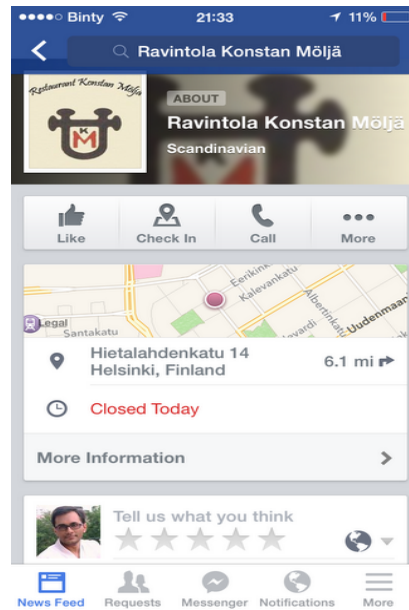


Figure 21 Konstan Möljä (Author)

The above is favorite restaurant of the author. It is a good standard for a finely optimized Facebook page for any restaurant. From here it is possible to check-in, write reviews, know more about the direction and opening hours and also link to contact them. It also has good logo and cover image. So by creating a Facebook Page for Business in the website automatically allows the company to tap into the mobile user base as well where Facebook does the heavy lifting of optimization. (Ayres)

2.12 Facebook Insight

Facebook has developed an amazing platform called Insight which page owners can use to get absolutely every kinds of details and information about the page, its audience, performance of the published contents, popularity and growth. In addition to these general information, from Insight minute details like the gender, locations narrowed down to country or city, language can also be found.

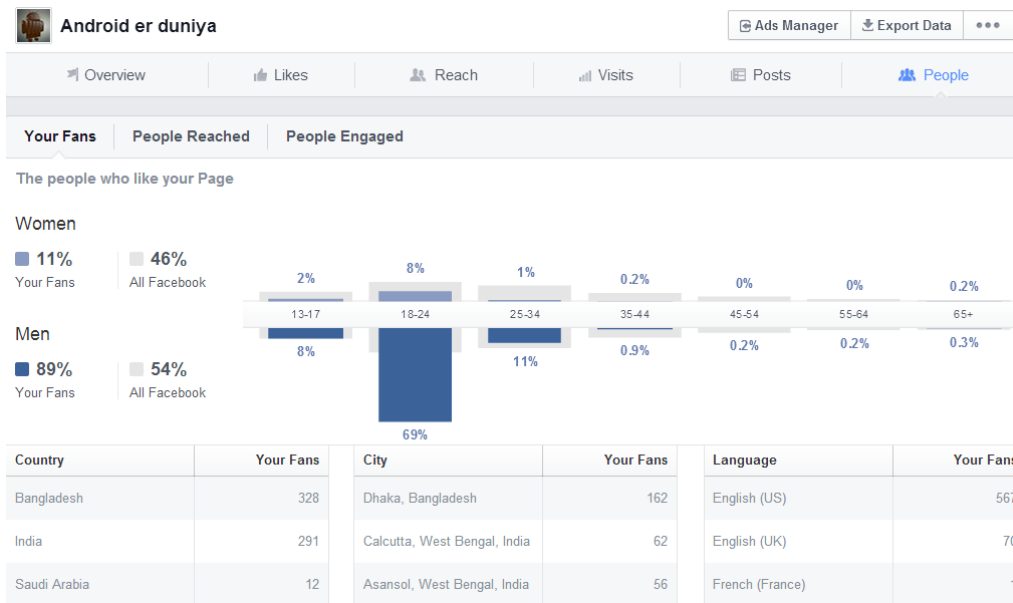


Figure 22 Insight Dashboard (Author)

In the above picture an insight data of one of a page administrated by the researcher is shown. As we can see most of the people are from Bangladesh and India and it has more male audience than female.

Some aspects of this Insight data is very crucial to keep an eye on the performance level of the page and overall acceptance of the various contents. Also it is very important for any page owner to know how far his posts are reaching and how good they are performing. Insight has made it really easy to obtain these data in a very nice numerical and graphical form. These data can be sorted by date and also be exported to excel for further analysis. But the tool itself has great analysis capability and the presented data are enough for a lot of company to be satisfied with.

- **Fan Reach**

According to Emeric Ernoult (2013), one very crucial element of any page performance is its reach. Reach or more specifically Fan Reach is *the* number of fans of the Page who have seen any given post. These people are direct fan and reach is recorded only when the view has occurred directly, and not through an activity update on post of a page). Fan

Reach information can't be found directly from the Insight dashboard and can only be accessed through the exported excel worksheet. This is very important to measure as Fan Reach reveals how appealing a content is to the followers. (Cohen, 2013).

- **Organic Reach**

Then comes the second important measure which is called the Organic reach. The real difference between reach and organic reach is that this metric is that the organic reach includes views of people that are not fans of the Page but have directly accessed the Page or seen its content in a widget. (Ernault, 2013).

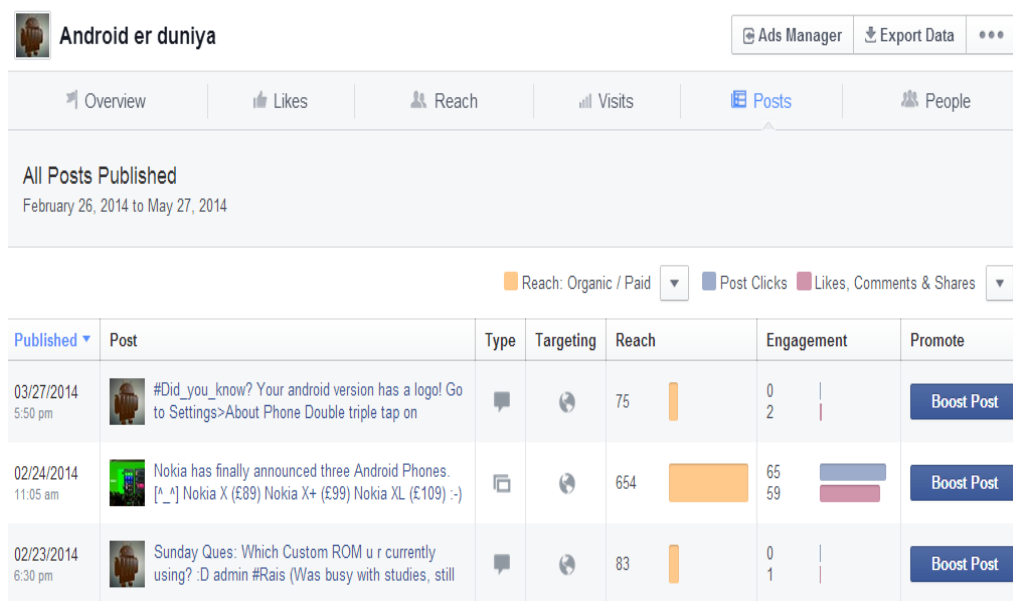


Figure 23 Organic Reach (Author)

In the above picture, a post's organic reach is visible. This data is straight from the Insight tool. It shows that for the latest post the Organic reach were 75 whereas in the previous post it was 654. It should be noted that, this numbers include reach from both existing likers and non-likers. Ernault (2013) also pointed out that, if there is very little difference between the amount Organic Reach and Fan Reach, it means that there is less window for

non-fans to get exposed to the page’s activities. To get more organic reach, the fan page has to be promoted in the page owner’s other marketing channels like websites, blogs etc. The goal is to bring more new non-likers into the vicinity of the page.

- **Engagement**

This is a very straight forward measure. According to Ernoult (2013), Engaged users are people who have clicked on the content from anywhere. ‘Engagement shows how many people have taken some type of action. It’s an important indicator of your Facebook content’s ability to connect with its potential audience and motivate them to doing something. Specifically, this translates to liking, commenting (positive or negative), sharing, viewing videos, and/or clicking on your links, photos and comments.’ (Cohen, 2013). So it basically means the number of people who have done any kind of interaction with the page. In the previous figure, just near Organic Reach- Engagement numbers can be seen. Engagement rate is very important as it is simply not enough to have to reach an audience. Without any fan interaction the EdgeRank can get hampered a lot. So the aim is to make sure that the contents of the page is interesting enough to motivate the audience to participate in it. Engagement Rate measures the success of this aim.

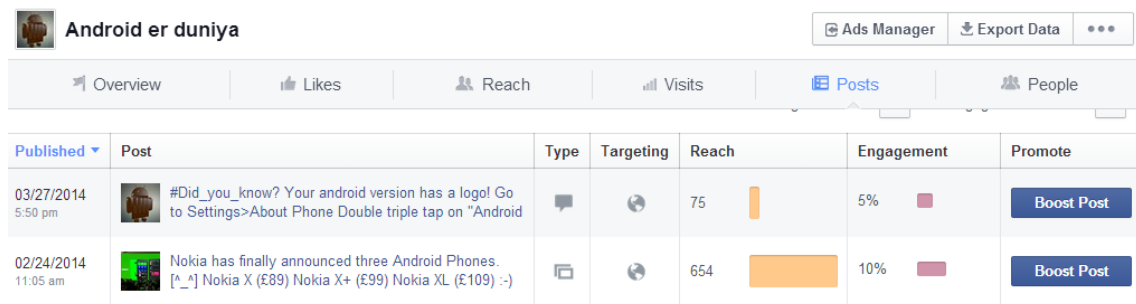


Figure 24 Engagement Rate (Author)

In the above picture, near the reach numbr, engagement percentage can be seen. So in the second post, from the 654 people of Organic Reach, 10% had some kind of engagement with thaat post. Which means 10% of them found it interesting enoug to interract with it.

- **Negative Feedback**

According to Ernoult (2013), this metric counts the number of users who really did not like the content or the fact that it appeared in their newsfeed. So they decided to hide it, or report it as a spam to Facebook or did any kind of negative activity with the post. Insight shows the number of users who have given Negative Feedbacks on a post near the Engagement rate. It is also very important to measure as Facebook gives serious focus on the outcome of this metric. Posts with a high negative feedback number will have much less exposure through EdgeRank and Pages with an average negative feedback that remains high will have less and less reach over time. (Ernoult, 2013).

Apart from these Click Through Rate (CTR) can also be a good thing to measure. According to Heidi Cohen (2013), this is the number of people who have clicked through on the contents posted by the page to consume it like visiting a link, viewing a picture, playing video etc.

3 RESEARCH METHODS AND RESULTS

3.1 Survey

The first part of the empirical study involved a Quantitative Research. According to SnapSurvey.com which is a leading Survey Software Company, Quantitative research can be greatly useful when there is the size of the target population is considerably large. In Quantitative Study the respondents are randomly selected and structured techniques like online based questionnaire can be used. The results can then be conveyed in various tabular figures like graphs, charts etc. and are usually more expressive than other study forms. It can be a great addition to regular Qualitative Research to dig out even more information. In case of this research, as opinions were needed from as many as possible participants and they didn't have to be from any specific group, Quantitative Method seemed like the best way to gather response. The information just had to be large in number in order to get a proper overview of people's opinion. Also the necessity of the data to be presented as percentage also encouraged going for this method.

There are quite a few methods to conduct this kind of research. But among them, Survey is undoubtedly the most useful and effective. According to Kendra Cherry of About.com, A survey is a data collection tool used to gather information about individuals. A survey may focus on factual information about individuals, or it might aim to collect the opinions of the survey takers. The most common practice of survey is questionnaire based where a few questions regarding the research topic is created and distributed among some participants. Kendra Cherry also pointed out some advantages of survey. Surveys are enables the researcher to collect a larger amount data in a lesser amount of effort and time. They are also reasonably cheaper than many other research methods. The good thing about surveys is that they are very easy to create and control. Conducting them and gathering data can be easily administrated as well. Finally, surveys can be used in practically any kind of research and still be fruitful enough.

For this part, an online based questionnaire was setup in a widely popular survey tool called SurveyMonkey.com.

The survey did not have to be very specific about any demographic factors like age, gender, amount of time spent of Facebook etc. So the questions were formulated in such a way that, they remain straight forward enough but also at the same time, be exact about the issues regarding Facebook marketing. The questions covered the most common and known practices in Facebook now-a-days and aimed to find about audience's opinion about them. Also the questions were expressed in a chronological order based on the requirement of user involvement. For example, the first one was about the visibility of the advertisement in the news-feed which requires zero user involvement as they will show up there anyway. Then the last one was about user participation in various sweepstakes or competitions which required the highest amount of user interaction.

The survey was created online and invitation of participation were posted in various Facebook pages, groups, the researcher's own profile and was also sent to friends and family via E-mail. The responses required were random and anyone could participate. The survey neither asked for any registration nor any personal details. It was just 9 questions requiring either a **Yes** or **No** answer. So it could easily be completed in less than 20 seconds. Options to answer **maybe** or **sometimes** were avoided as the type of the questions were such that they needed strictly positive or negative answer. In-between answers would only complicate the data. Finally, the survey was kept open for a couple of days, after that it was taken down for further analysis purpose. At the end of the day, 114 responses were collected. The only limitation with this survey was that, as it was done on a free account, it limited the final analysis to the first 100 respondents.

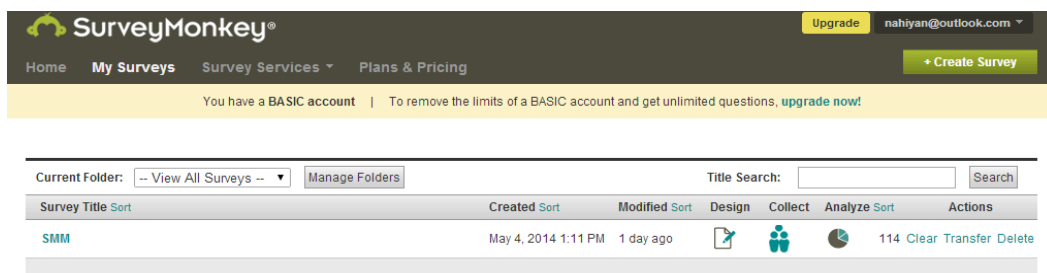


Figure 25 The Survey (Author)

The survey tool itself provided a great algorithm for analysis and the results could be viewed in various ways like percentage, graphs, charts etc. So in this section, productions from the survey tool will be presented exactly as they were collected without any modifications. Also along with the results, an in depth thought and analysis will also be provided with each results. Suggestion and tips will be provided whereas necessary.

3.1.1 Question 1: Have you noticed the various suggested post or advertisements showing up in the same news feed along with your regular friend's update?

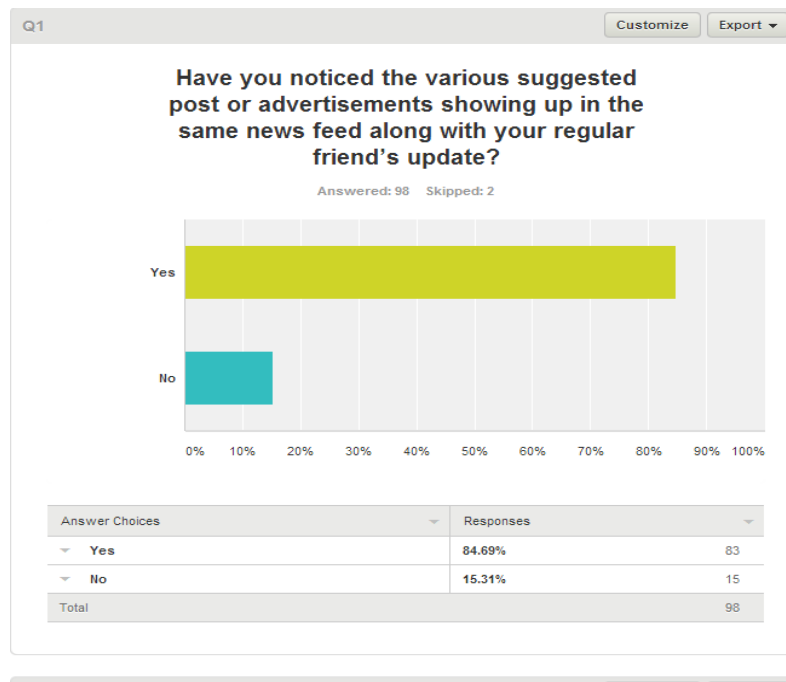


Figure 26 Question 1 (Author)

Here both the question and answer were pretty obvious. Facebook has ensured very well that, the suggested posts will show up rather frequently along with regular updates and is not possible to block via any Ad-blocking extension. So 85% of the respondents have noticed such advertisement showing up in their new feed. The other 15% may not have noted this due to the lesser amount of suggested stories in the web version of Facebook. Usually it shows up more in the Mobile version and these 15% may not use that service.

3.1.2 Question 2: Do you like suggested post or advertisements getting shown up in your newsfeed?

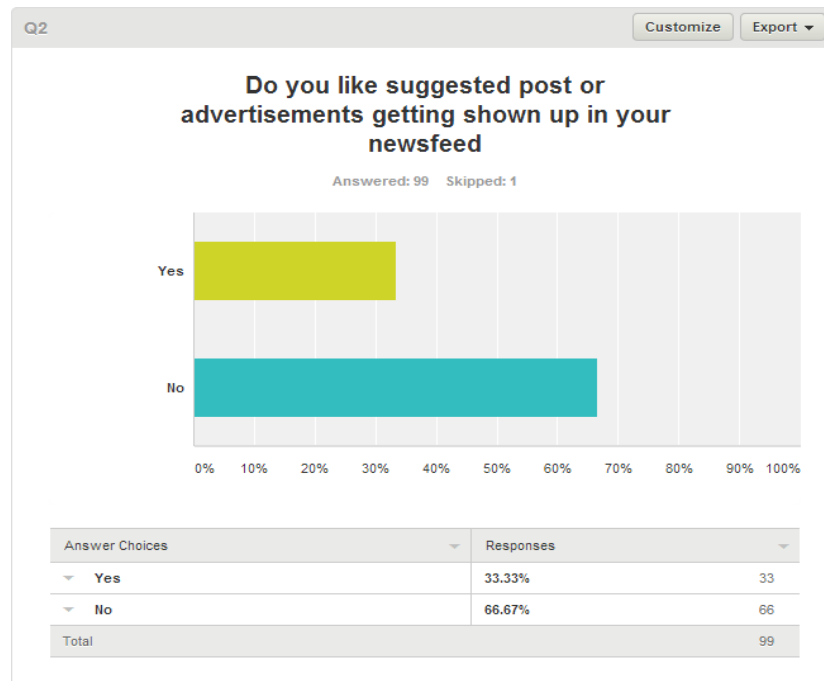


Figure 27 Question 2 (Author)

Here, the preferences of the users were enquired whether they would actually like to see these kinds of advertisements or not. Naturally, around 67% said they do not. This is very understandable as most of the users look for a private and personalized experience in Facebook and advertisement showing up straight into the news feed is no less than hindrance to that experience. But from a business perspective, this has been very beneficial for both Facebook and the advertisers. As these kinds of posts are unavoidable, the users are seeing them even if they do not like to see it. And that's the message delivered for the companies. For example, maybe an offer is going in a clothing brand and this ad shows up in the news feed. The users are learning about the offer without any kind of effort or interaction. So this fulfills the target of the ad to the T. It should be noted that, these suggested posts are often based on the user's location, interests and other relevant information. So at the end of the day, it kind of enhances the experiences if done on a balance and is kept simple. But if it starts to become spam then there is huge possibility of user backlash. Also the advertisement should feel more natural and avoid sounding too salesman. So for newer companies it is suggested that, this kind of

advertisement should be done with a smaller budget lesser frequency as experiment in the beginning.

3.1.3 Question 3: Have you ever clicked on a suggested post?

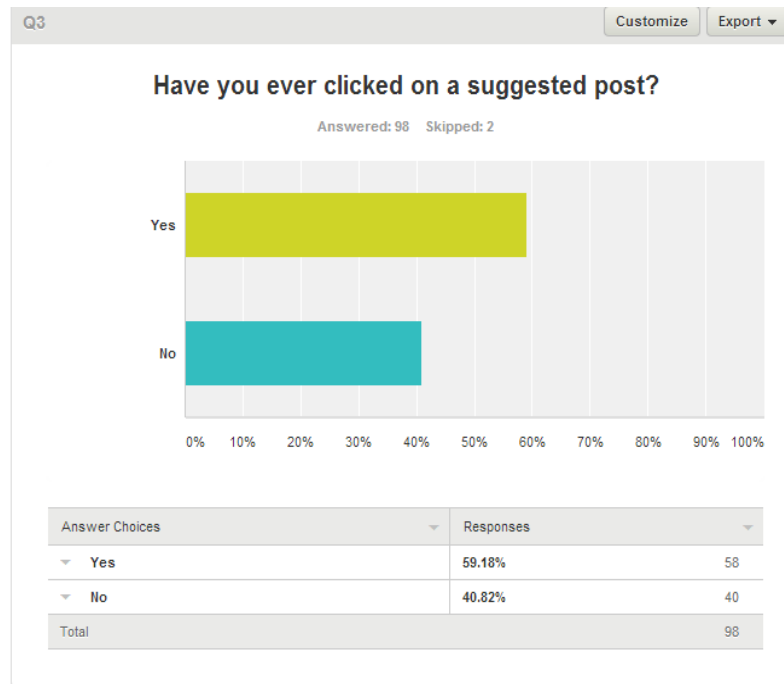


Figure 28 Question 3 (Author)

This kind of goes in hand in hand with the previous questions. But it is interesting to note that, close to 60 percent of the people are clicking on the ad when the majority of the same people said earlier that they do not like to see these ads. It is because, the relevance of the commercials. By clicking on the ad, the user will be directed to the company's Facebook page or website where the potential of turning this user into customer is much higher.

3.1.4 Question 4: Do you ever click on ads displayed on Facebook which is shown beside the sidebar?

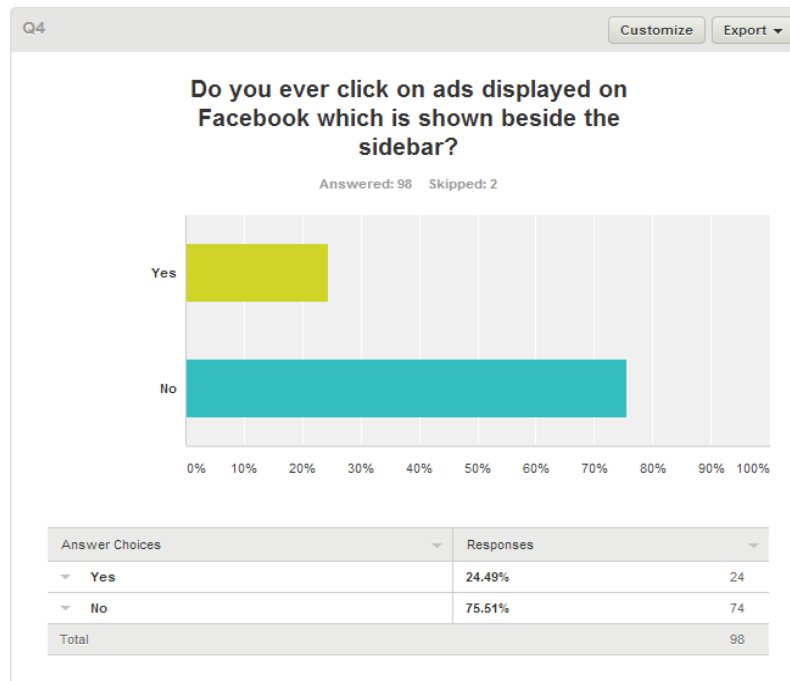


Figure 29 Question 4 (Author)

This is also advertisement, but the difference is that they show up near the sidebar of the newsfeed and are called Marketplace Ads. They are usually rather short in size and can be easily missed or even hidden with various Ad-blocking utilities. So it is not surprising to see such high amount of negative answers from the participants which is around 75%. But again, same hypothesis can be applied like question 2. These kinds of ads has been there since the very early age of Facebook and were a sole source of revenue for the company for a long time. Also this is still one of the most common means of advertisement for a lot of companies in Facebook. The target is to get the message reach its audience and even if no one is clicking on it, they are seeing the information anyway. So maybe this is not as effective as suggested posts, but can still be counted as an option.

3.1.5 Question 5: Have you heard of Facebook Check-in?

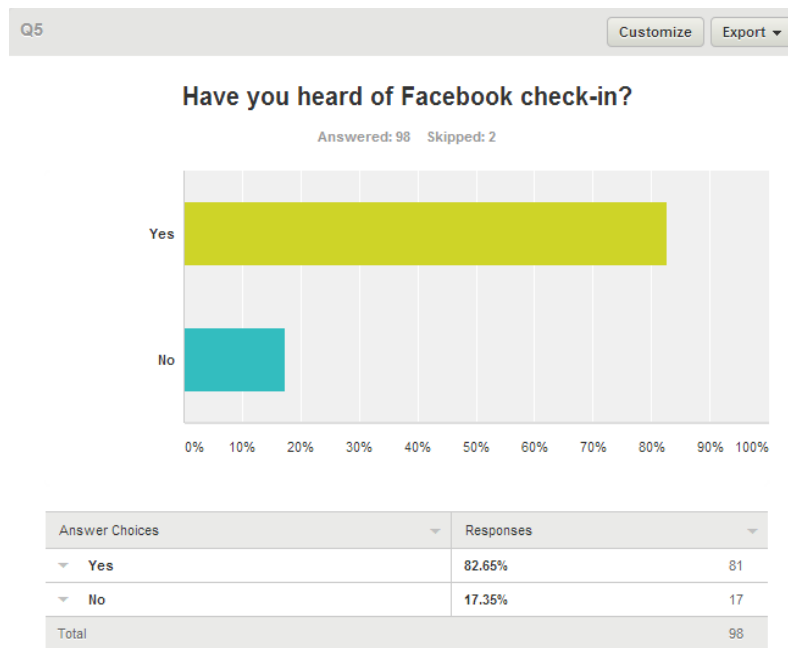


Figure 30 Question 5 (Author)

This was inevitable as this Check-in tool has gained huge popularity over the last few years. A lot of companies are actively using and promoting this service now-a-days. So almost 83% positive response is not surprising at all. This service is very easy to use and also a great tool for companies to boost their customer experience. Especially this has become almost mandatory for companies who rely on providing direct services like store, restaurants, pubs, entertainment spots etc.

3.1.6 Question 6: Do you check-in into restaurants or shops or the places you go on Facebook?

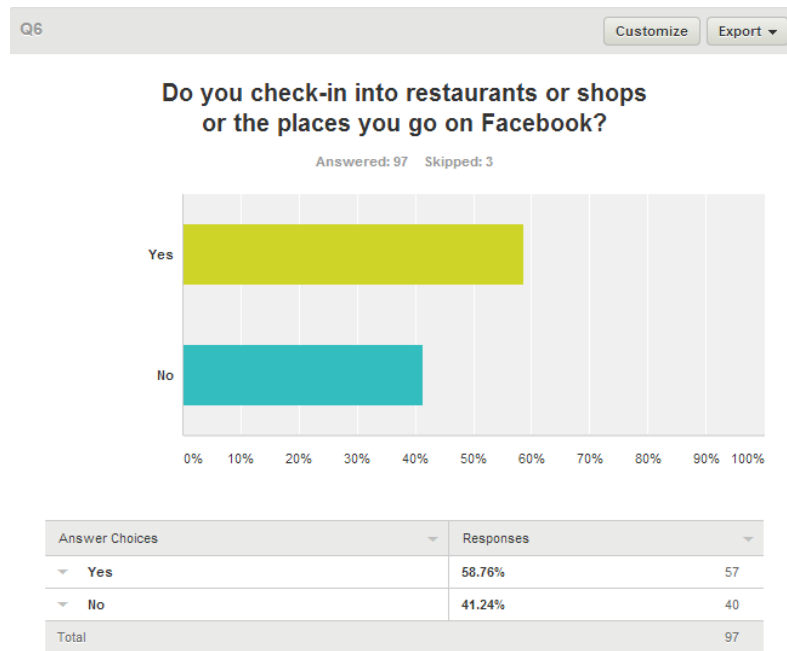


Figure 31 Question 6 (Author)

Almost 59% users use the Check-in tool to share their location with their friends. This is a pretty good amount for companies to consider as friends of these 59% people will be able to see the company's name, location, reviews and every other details from that Check-in. So in reality the audience is far more than this 59%. Also it should be kept in mind that, not everyone is comfortable with sharing their location as there is always privacy concern. A lot of the user may not bother to check-in as it mostly is a mobile based service and they may not even own a capable device or internet connection. So from there comes the rest of the 41% negative vote. A good tip for a company will be to offer free Wi-Fi in their shops and encourage user to check-in and leave feedback.

3.1.7 Question 7: Would you be interested into getting deals and offers based on your check-ins?

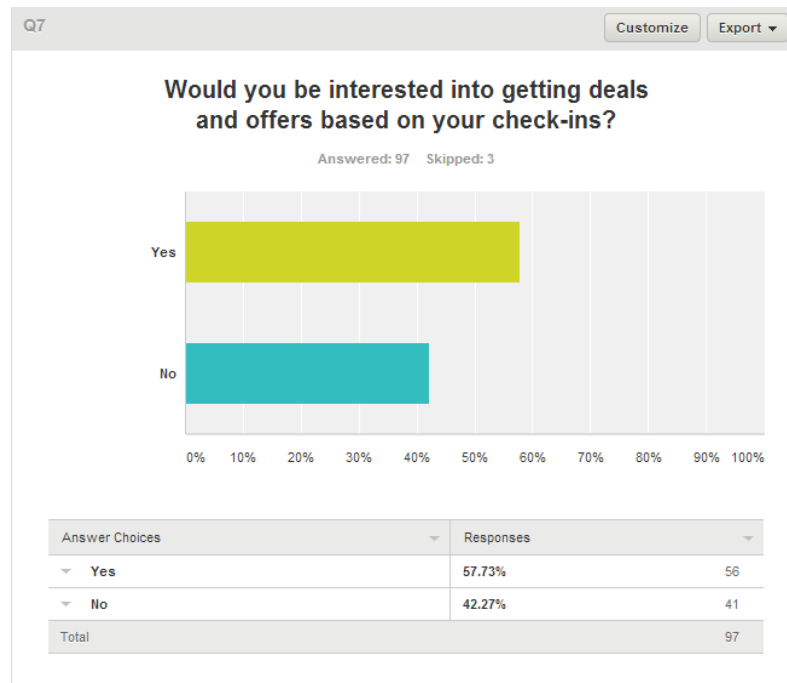


Figure 32 Question 7 (Author)

Around 58% people said that they will be interested into getting deals based on their Check-ins. Again, for the rest of the 42%, it can be said that a lot of people who were in the previous list of not checking-in, are also included here. The aforementioned reasons can be applied here as well. In addition it should also be noted that, not all company offers discounts or deals based on their customer's check-in. This kind of strategy may not even apply to a lot of places. But for them on whom it does apply, this is always a good idea to get more check-ins and reviews. This small investment might inspire customers to let their friends know about such special discount by sharing this message, which ultimately will bring in more customers.

3.1.8 Question 8: Will you be interested into getting deals and offers from brands or companies you like on Facebook?

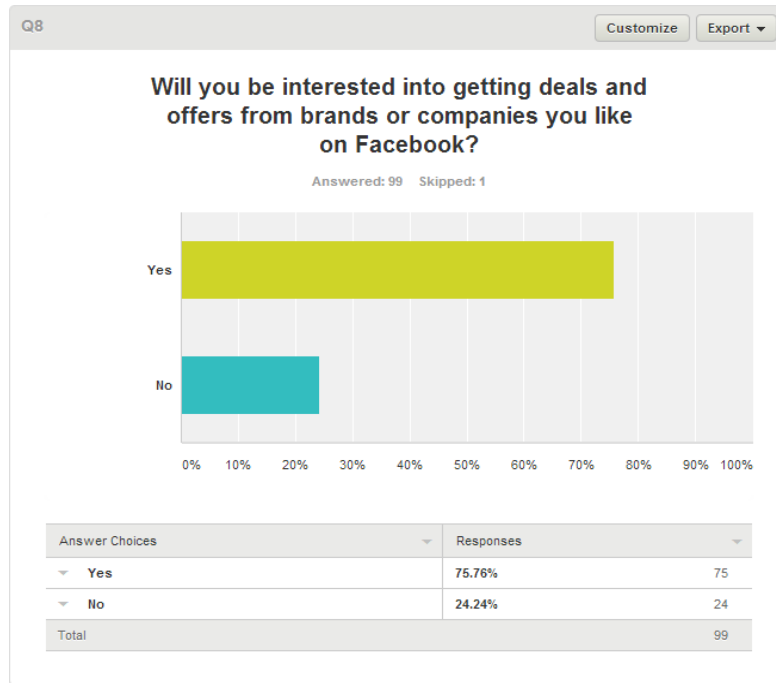


Figure 33 Question 8 (Author)

Now comes the fruit of all the previous efforts like advertisements, check-ins etc. combined. After a user clicks on the Like button of a page, he is expressing his likeness or appreciation for that particular company or business. This is already a huge battle won for a lot of company as from that point, all the updates from the page will start showing up on the liker user's news feed without spending a cent. But this does not necessarily end here. The fact is, a liker is not a customer. A company can have a million people liking its page but if those people are not converter into buying customer, the whole effort is pointless. So in order to keep the user engaged and excited, to make them interested into spend money for the service and finally to make them return for more; a company has to run certain promotional activities even for its existing fan base. The result of the survey shows that 75% percent of the people will be interested into getting some kind of deals or offers from the pages they have already liked. This will keep them satisfied and in order to find newer offers, they will keep on checking the updates of the page. So the company can definitely use this attention in their favor.

3.1.9 Question 9: Do you participate into the various campaigns or competitions arranged by the brands you follow on Facebook for prizes?

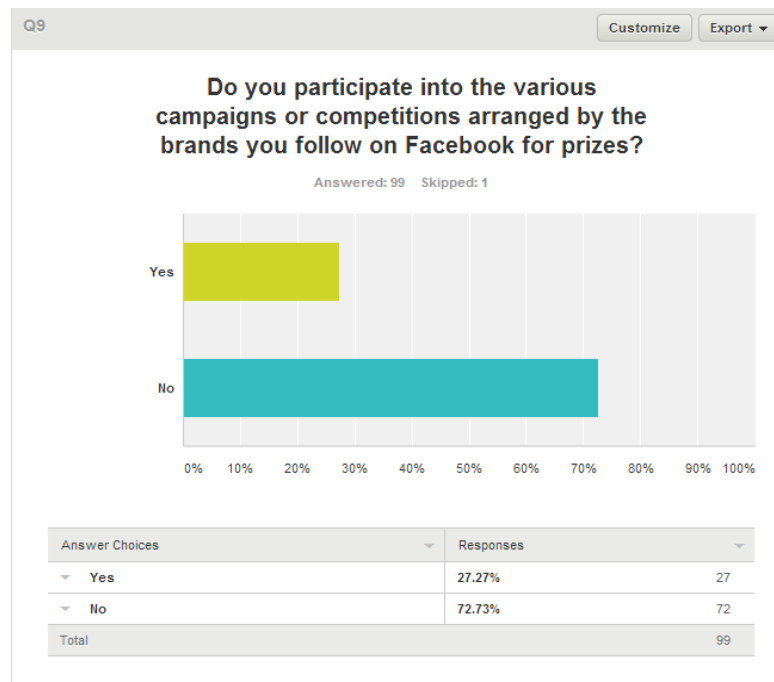


Figure 34 Question 9 (Author)

The result of the final question is very interesting. Even though 75% the people would love to get some deals or similar offers from the pages they follow, 72% of the same population will not participate in any competitions. But it has often been seen that, these kind of activities end up with huge amount of participants anyway. Because when there is a possibility of reward and the entry is free, who won't be motivated to join? Yes it is true such activities should not be rolled out in a frequent basis. Perhaps, click to get a 5% discount kind of post is what people prefers more. Then simple sweepstakes like providing email and get an entry to win some kind of prize could also be done.

3.2 The interview

For the Qualitative study, an unstructured interview was conducted with the owners of the Aaplein Baari over a course of a few personal visit to the place during March. The owners have been acquainted with the researcher for over three years and are from the same country. “Unstructured interviews have the most relaxed rules. In this type, researchers need only a checklist of topics to be covered during the interview. There is no order and no script. The interaction between the participant and the researcher is more like a conversation than an interview.” (Nadia, 2009) This kind of interview was chosen due to the familiarity of the researcher and the interviewee. And also because “the benefit is that unstructured interviews often uncover information that would not have been exposed using structured or semi-structured interviews.” (Nadia, 2009) The interview was conducted in the native language Bengali. The aim of the interview was to find out what the bar looks forward to in their digital marketing strategies and how do they plan to carry out that strategy.

3.2.1 Aapelin Baari

Aapelin Baari is a very traditional Finnish bar located in the eastern Helsinki near the Kontula Metro Station. The bar was previously owned by the S group i.e. Hok Elanto. In September 2013, it was sold to a private company owned by Mr. Jahir Ahmed. He is from Bangladesh and has been living in Finland more than a decade. He is mainly a PHD in Chemistry from the University of Helsinki, but in the later years he has been very interested into having his own business along with his research works. So he decided to get into the pub business. The bar is jointly owned by him and his wife, Mrs. Nurjahan Begum, who is also a researcher in the University of Helsinki. The family resides in Kontula. Both of them are from a completely different sector than this bar business. Naturally, even though they had gathered the courage to buy a bar and start a business, they have very little experience or knowledge of marketing or to be more specific Social

Media Marketing. Mr. Jahir does not own a Facebook profile. Mrs. Nurjahan is personally active on Facebook but that is also in a very basic level. They do not have an in depth knowledge about Facebook as a Business platform. To them it is a tool just to stay in touch with friends and family.

The bar itself has quite a decent customer base. It is also very popular and well-known among the residents of Kontula and nearby areas. It has a good reputation of having a nice and safe environment. Usually people from corporate areas prefer to come and sit for a drink here rather than the other noisy surrounding bars. The bar is located on an upper level than the rest of the bar and shopping areas of Kontula station. It is both a good thing and a bad thing. Good thing is that, it is isolated from the crown and people who prefers a quiet environment will love this place. The bad is that, it is often a bit difficult to locate it for newcomers. But it has indeed developed a loyal recurring customer following. So the business is fine enough.

The bar owns a pretty large space. It has private drinking areas as well as large gathering places. It has indoor sports facilities like billiard, darts etc. Also quite a few lottery machines are also available. The bar shows various sports channels and usually has a grand hosting whenever there is a Finland game. Also it holds karaoke nights and occasionally hires bands to perform live music. These nights are often very crowded and people really enjoys the various facilities provided by the bar.

3.2.2 Present Situation

Now the burning truth is that, as they have a business, they have to do social media marketing. That's where the bar falls short. It has an Open Group for its customers which was probably created by the previous owners. The group has been there for quite a few years already. But it did not have any fan page. The group has very basic outlines and is only being used for the customers to communicate between each other. People occasionally posts photos and news. But it does not have attractive pictures, videos or links. The cover picture itself is very dull and does not even show the bar premises. So in short, it is not serving any marketing purpose whatsoever.



Figure 35 Aapelin Baari Group (Author)

They don't even have any website up and running yet. They did recently create a basic Fan Page which just has some basic information and a vague profile picture. No cover image or no element to capture attention is visible.

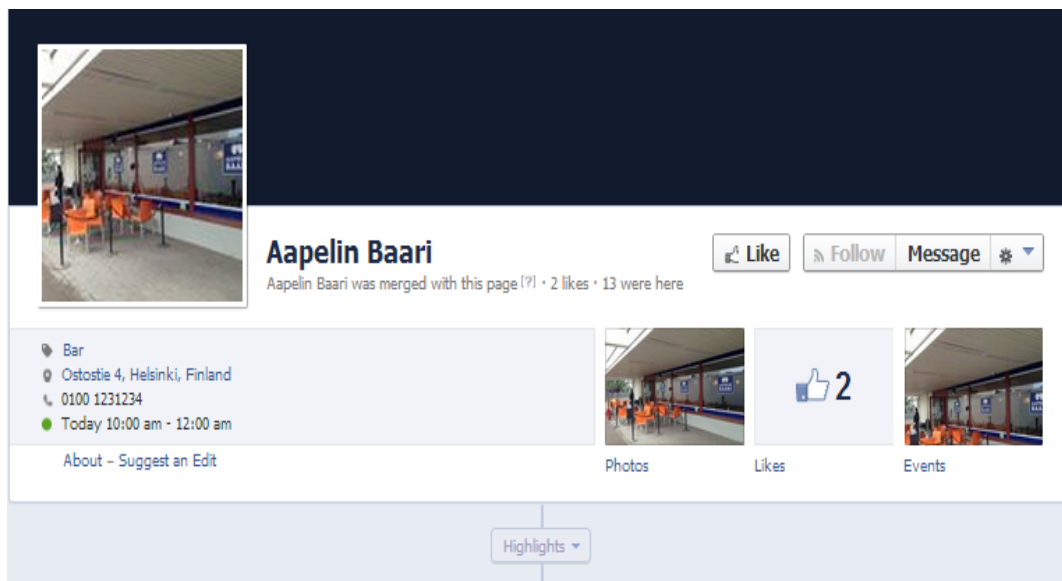


Figure 36 Aapelin Baari Fan Page (Author)

3.2.3 Owners' Thoughts

The new owners does feel the necessity and urgency of having a well- structured and attractive Fan Page which will allow them to reach further customer base as well as utilize existing ones to the fullest. The group can stay there serving its purpose as more in house conversation and communication platform. But the Page should serve as the bar's digital persona. For now, the page is maintained by the bartender as the owners have very little idea about managing a fan page. But they are very keen to have a good Marketing campaign and a well-planned advertisement strategy. They intends to spend a good deal of money on the paid advertisement tools whichever necessary. But they think unfortunately the efforts in this regards have not been serious at all yet. They expressed concerns that even though there are a lot of events and exciting activities going in the bar, people who just happens to come to the bar on that particular day, gets to know and take part in those. The rest who didn't come, don't get to know anything about it. So a huge chunk of potential customers are missing. If those people knew about the various offers and events, atleast a few of them would have come for sure which would ultimately resulted in more sales. They are not concerned about sales that much yet. He just wants to get the message out in public. Their target is to provide a place where his customers can interact more with the page. They can share their views, concerns, complaints and all other feedbacks so that he can have a good understanding of their customer's satisfaction level. They said they want the page to be engaging where people should be curious to see what's happening in the page as well as the bar. Also people from nearby areas should know about the place and get interested into checking the bar out whenever they are in Kontula.

They went on to share their future plan regarding his business as well. The bar has its own kitchen facility. So the owners intend to open up a restaurant service along with the regular bar. They aim to serve Finnish cuisine which will further compliment the alcohol business. So they believe, creating a good foothold on Facebook and having a good online presence and image will help them in the future to promote his restaurant business as well. They anticipate to reach as much as likers and potential customers possible as it will set up the base for future consumer trust. They think, if they can cultivate large fan base now, when they have a restaurant it will be very easy for them to promote the new offerings

and service to a large audience in the beginning thus minimizing the initial marketing cost.

They accepted, they still need a bit more time to get everything under control as so many things are new for them and it is very difficult to get accustomed to the Finnish Business Law and Environment. Right now, they are more focused on keeping the old customers in grip and provide the same value and service they got from Hok Elanto. They were interested to know if support from any advertising firm is necessary for promotional purposes. But they were happy to know that these things can be done by themselves from the pleasure of their home. All it will take is time and practice. Once they can realize the mind set of their customer and the tricks of customer engagement, they can too start promoting their venture from the comfort of home.

4. DISCUSSION AND SUGGESTION

This part combines all the knowledge and information obtained from the theoretical framework, survey, interview and most importantly personal experiences and observations. It includes all the methods and options available in Facebook to market a business and summarizes them as a guideline in order to get the very best usage out of them.

The bar already has a Facebook Page set up. So the very first thing they have to let the everyday customer know about their existence in Facebook. They customers have to be encouraged in shop to Like and participate in the Facebook page. It can be announced as an in house banner ad that joining the Facebook Page will grant them access to some exclusive offers and contents. Also the Facebook Group does have close to 290 Members. 290 is a very good number start a Fan Page with and it will not be a difficult task to migrate these people to the fan page.

In terms of optimizing the fan page, in the beginning they need a good cover photo. Now this image can be a photo of the bar or the logo. But the best idea will be to spend some money for a well-designed photo by a professional graphics designer. This is a clever

investment as the cover photo is the very first thing someone sees while visiting a page. So having a creative and attention grabbing photo will definitely attract the audience. Whatever it is, the photo has to capture the spirit and main theme of the bar.



Figure 37 Attractive Cover Image (Author)

Profile picture is also very important. Again, having a professional made picture will be the best thing to go for. But as profile picture is usually advised to be changed according to various occasion and events, it can be just a well-taken photograph. In the above figure, a Page of a restaurant in Dhaka, Bangladesh is shown. It has striking cover image and an even more attractive profile picture. It truly captures the essence of the shop and will definitely make everyone feel hungry just by looking at the pictures. So having engaging pictures is the topmost priority.

For Facebook Check-in, the necessary information like address, contact info, opening hours, prices etc. should be updated. It will allow the bar to be picked up by the Check-in algorithm and people nearby will be able to see it in their Facebook App when they search for places nearby. Also it will allow the customers to check-in while they are in the bar and post ratings and reviews. When a customer will contribute by checking in or posting reviews, all his friends will be able to see the update along with a direct link to the Facebook page of the bar. So the potential reach is considerably higher already.

Check-in tool will also keep a history of all the check-ins in the bar. So people will be able to see that their friends had previously checked in the bar. This paves the way of attracting newer potential customers as people will be more interested into visiting the places their friends have visited. The more the check-ins, the higher the possibility to be shown up on top of the graph search results. Below it can be seen that by searching for Restaurants in Helsinki, the top result shows the ones which has friend check-ins or likes.

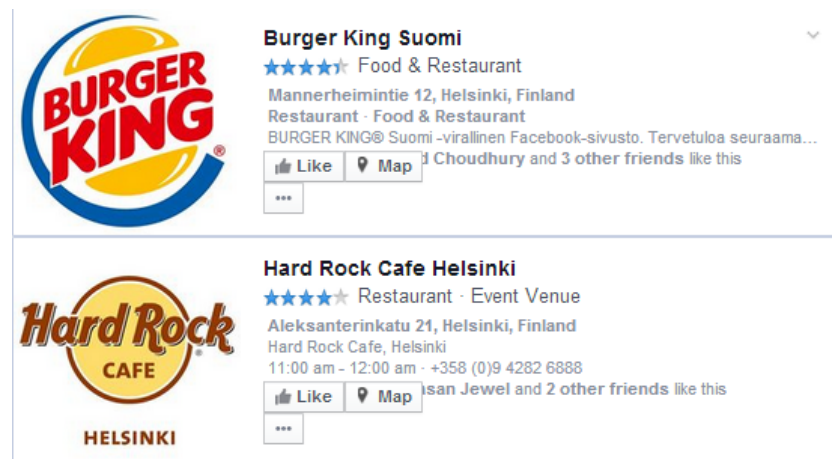


Figure 38 Restaurant Search Result from Graph Search (Author)

A special notice should be given to the description section. Here all the facilities offered by the bar can be noted for example the indoor games, drinks menu, the kind of music offered etc. The best idea will be to either use an application or a photo album. Facebook provides a whole array of applications to show off contents. It is more like a digital brochure and can be used as a tab in the dashboard for quick access. For example, this Facebook page below has two other tabs visible apart from Photos and Videos. Clicking on Treats on Us! will open a digital brochure. Now this brochure must be compelling and attractive. It also has to be well thought-out and gorgeously designed. So having a professional support is compulsory here.



Figure 39 Application in Dashboard (Author)

Then comes the regular post and photo updates. Like mentioned earlier, post updates should be kept in a balance and relevance. Once every day or every second day can be good as a start. But they always have to be to the point. Posts about upcoming events like music nights or karaoke competitions can be posted. The target is to keep the followers always up to date with all the happenings. A question can be asked too to engage followers into conversation. Or fill in the blanks kind of question is another good idea to increase follower interaction with post. Polls is also a fine trick. Users can be asked about the beverage or the activity they like the best etc. The important part is to know the right time and frequency to post. For example, the bar should post updates in the morning when people checks the Facebook so that by the afternoon they are curious enough to visit the bar. Special nights should always be posted about with exciting details and photos with possible offers. More on the offer later. Followers can be asked to add the page to their interest list from the page's menu so that it is confirmed that they receive all the updates.

Posting pictures is another top priority. Visually appealing picture should be posted to grab the attention of the followers. For example, the below figure shows a very delicious looking cocktail offered by a pub with a sales message. So striking image along with properly worded posts will definitely attract more people.



Enjoy our new Spring/Summer cocktails at the pub like the Strawberry Lemon Drop made with fresh strawberries and lemons!

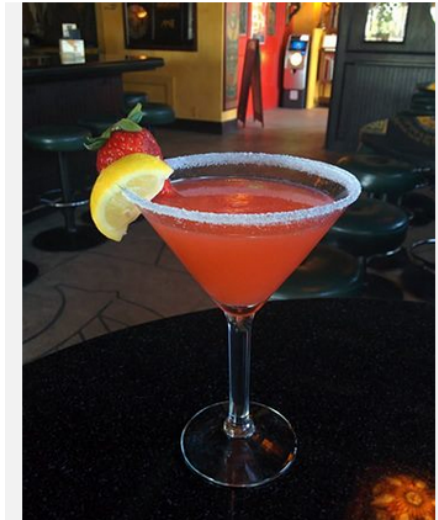


Figure 40 Attractive Photo Post (Author)

Along with photos of offerings and such, photos from various events and special nights is a must share. The best is to create an album comprising of several photos. So people present in those occasions will definitely check out the page in the following morning and if they like an image they will interact with by liking, commenting or even better, by sharing it with their friends. A person can also be tagged in the photo. Then their friends get to see that too. This is a great thing for potential customers as exciting event photos is an amazing tool to make people feel regret who were not present there. So it will ensure that the next time those people will feel the urge to attend the events and to keep them informed, regular posting about update is to be mentioned again.

Video is a more dynamic form of update which gives the people the vibe to be present in that moment. So videos of special events along with photos is also a must share. If the bar decides to have a Youtube page as well, the videos can be uploaded there at first and then shared as a link in the Facebook feed. Then the Youtube app must be added to the Dashboard so that all the videos and links can be found easily from the page. This is to be noted that, blurry and out of focus medias is a complete no go.

Special News about the Page is a must share. For example, reaching a milestone of 500 likers should be written about and the appreciation should be given to the followers. By this way, people will take notice that the community is growing.



Figure 41 Photos which should not be posted (Brissey, 2012)

Then comes the various marketing tools to keep holding on the present followers as well as attracting newer ones. The bar already has a free Wi-Fi facility. So this should be advertised both on Facebook and in the premises. The customers should be encouraged to check-in if they have a smartphone. If they do not have an internet connection already, they can make use of that complimentary Wi-Fi. The Check-in tool can be milked further by offering a deal based on Check-in activity. Frequent check-inners can be given VIP or Gold status and offered price reduction or occasional refreshment. Also deals can be posted as offers which can be redeemed by the followers when they are in the pub. This kind of deals should be posted as status updates and can also be promoted by paying. If it is a special deal and is expected to attract a wide number of customers then it is suggested to run this as a promoted post or suggested posts. The ad can also be Like-gated, which is in order to get this deal the user has to like the fan page. So it serves both purposes by creating new followers and also potential visitor to the bar.

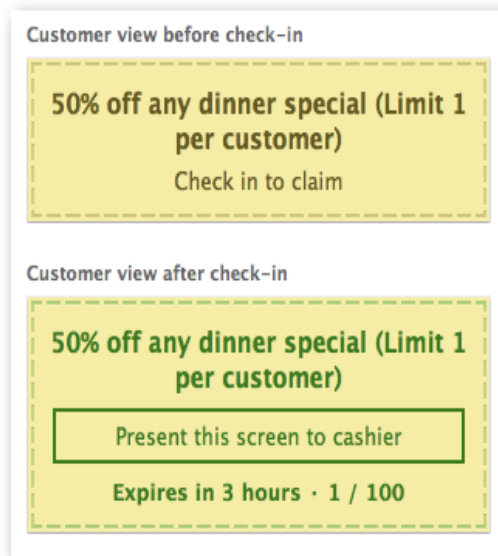


Figure 42 Check-in Based Deals (Loomer, 2013)

Competitions like a photo contest can be arranged as well. Customers should be asked to upload a photo of a certain special occasion. The best photo or the photo which gets the most likes, can get rewarded. The latter one is a far more engaging concept where the friends of the customers also get involved into judging the pictures. So ultimately it ensures higher exposure for the place. A photo contest can be created very easily with tools like Wishpond.com. It can also be a simpler Caption This contest. Where a photo will be uploaded by the bar to ask the followers to give a funny or interesting caption to the photo. The best caption gets something. It doesn't necessarily have to be expensive. Maybe a free drink or branded bottle opener. These are all some great ideas to increase liker interaction and engagement with the contents.



Figure 43 Photo Contest (Aaron Lee, 2013)

Special offerings like music or game night can also be promoted as events. The people who are interested to attend can click Join to show that they are going. The users can be asked to also share this with their friends so that the attender number gets increased. It also allows their friends to see that he is going to a certain event. Again, some kind of offer can be posted based on the joining list. It is a fine idea to add the Event as a Tab in the top of the dashboard besides photos and videos.

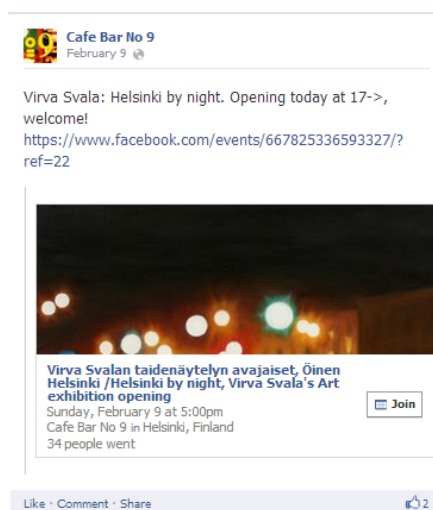


Figure 44 Events Post (Author)

It is a great idea to make use of the Facebook Ad tool. Special Night posts should often be promoted. The offers can be posted as Market Place ads or Promoted Posts whereas the events can go to the Suggested posts or Promoted Posts. The bar can target the people living in Eastern Helsinki like Itäkeskus, Kontula, Myllypuro, and Mellunmäki who are aged over 18 as potential target group. The budget should be kept minimized in the beginning and experiments can be done with different variables. The best idea is to keep the reach very specific and concise and run a tight ad campaign. The money should be spent on the increased frequency of the ad in the beginning. After having a good amount of follower the cost of ad will decrease a lot as it will be all about encouraging those followers to spread the word. But initially spending on paid ads is a better investment.

4 CONCLUSION

The Study was intended to come up with the best possible usage of Facebook to market a company. It is true that the discussions mainly focused on the potential strategies and path for the bar to follow. But to be honest, the activities were drawn out in a standard structure and mentioned in such a way that, they can be used as a trail to follow for any beginners. In fact, majority of the tactics can be used by practically any relevant business categories like restaurants, stores and such. Facebook Ads happened to be a powerful tool to reach a wider audience and is highly recommended to be used if the budget allows it. As there are several kinds of ads, there is always something to use for every company. But the goal of this study was also to talk about ways of marketing even without paying for any ads. While the reach can be short, but it is definitely possible if the page is optimized perfectly and good contents are shared. But ultimately at the end of the day, the service a customer gets in store or real location is what matters the most. A satisfied customer will probably like or engage in the page anyway. All they need is just a little push.

4.1 Further Research Scope

This research only dealt with Facebook as a marketing Channel. Even though it is technically the best way of marketing in a Social Platform in today's date, platforms like Google AdWords, Twitter or Youtube can also prove to be a good place to market a business. Especially Youtube, as these days advertisement starts playing before almost any video. This is very frustrating and most of the times a user waits for the option to skip the ad video to show up without fully watching it. So it will be very interesting to work out how a business can market themselves effectively on Youtube without annoying the users. Also location based services like Yelp, Foursquare or Tripadvisor has been gaining momentum quite a lot over the last few years. So Facebook marketing in conjunction to one of these services may prove to be even more beneficial. A details research can be done in this section as well.

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