

Developing a Facebook campaign for an event

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Abstract

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The thesis implements a Facebook advertising campaign for an event which is organized on 20th of September every year in Brussels, Belgium. The purpose of this campaign was to launch a new Facebook Advert in order to promote the main theme of the event "Sustainability".

The research was conducted as secondary research. The author of the thesis had been working as an intern in the non-profit organization Poseco and she took the information from the surveys, which were collected from Poseco. Based on the research and her work during the traineeship, she would like to suggest a new Facebook Advert for the event.

The thesis starts by introducing the main goal of the project and this is followed by a discussion of relevant theories, particularly event marketing theory. Next, the author briefly describes Facebook event and the method of promoting it through Facebook. Subsequently, a Facebook Advert campaign is described to support the main idea of the thesis.

Keywords: Bruxelles Champetres, Brussels, Belgium, Marketing, Event, Facebook Campaign

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1 Introduction

Poseco is a not-profit organization in Brussels, Belgium. The organization was created by Thierry Van Debroeck. The goal of the organization is to promote and encourage societal and sustainable entrepreneurship. Bruxelles Champetres is an event was found by Poseco. Bruxelles Champetres happens on 20th of September annually in Brussels, Belgium. The purpose of the event is sustainability. During the event, there are several activities including kid games, food, music and non-profit organizations.

Bruxelles Champetres is accessible through Facebook, Twitter and Instagram. Social networking user including Facebookers, Twitterers and Instagramers could get acknowledgements of the event through those social medias.

The author of the thesis had working in Poseco as an internship for 3 months. Besides her main job as a research assistant on seek for new partnerships, she was performing as a volunteer during this Bruxelles Champetres. After that, she asked Poseco founder Thierry Van Debroeck to take the information on Bruxelles Champetres to write her thesis, which the goal of the thesis is to establish a new Facebook campaign. The research of thesis was done by Poseco. It was a survey including different questionnaires delivered to visitors after the event ended. Through the analysis, the statistics illustrates different features connected to Bruxelles Champetres event. This event has been interested Brussels capital, French and Flemish communities. The age groups are also diverse. Event annual visitors come there for different targets. Some are for food, traveling but some are for kid games. However, only 9% of visitors come there for sustainable proposes. The author found out the problem and she would like to advice a new social media marketing campaign in order to upgrade the image of the event by launching a Facebook Ads which contents focuses on sustainability. The Facebook Ads is trendy method for every marketers presently. It has abilities to help this event come across demographically and reach other groups of people from a number of cities in Belgium. It could also boost the image of the event successfully.

2 Event Marketing

Event marketing is a definition of the way to promote a product or a service by a process of developing an exhibit.

(Event Marketing)

2.1 Three Es of Event Marketing

According to Hoyle (2002, 2), three Es of event marketing consists of Entertainment, Excitement and Enterprise. Hoyle states that “Entertainment” is everywhere in our society. Before, people are forced to leave their home to come to enjoy entertainment in different places. Nowadays, thanks to the development of technology, people stay at home and still entertain themselves by videogames, DVDs and computers. Therefore, to attract attendees, marketers need to unify the events and deliver the proper message that event is worth visiting. “Excitement” is the element that marketers need to promise attendees. Attendees know that when they visit events, it should be something entertaining. But to excite them, it should be a big investment in activities. It might be a great band, a dazzling magician... “Enterprise” is defined as “a readiness to take risks or try something untried: energy and initiative”. It is important to have something unique in the event. (Leonard H. Hoyle, Jr., CAE & CMP 2002, 2)

2.2 Three Ps of Event Marketing

There are five P parts in event marketing such as Product, Price, Place, Public Relations and Positioning. First of all, Product part needs to fulfill the question of History, Value and Unique of the event. In general, customers need to recognize the product that they are going to buy. Therefore, in the same case, attendees need to know if the product fits their interests. History of the event is the first question that attendees have in mind. Next is the value of the product. What are the benefits that they can get from the event? Is the event interesting, educational or entertaining? In this situation, marketing eventers are requested to emphasize the message properly to attendees. Moreover, what makes the event unique is also important. Marketers should identify the message why attendees should invest their times and their money in the event.

Second of all, Price part is not only described as the price customers pay but also the financial goals of the sponsoring organization. This part should answer the questions such as What is the corporate financial philosophy? What is the cost of doing business? What are the financial demographics of the target audience? Place is the event part that marketers need to decide where to build their facilities. In real estate industry, the value of property is “location, location, location.” Event location is necessary because it marks importantly attendee’s dictation and characters and personalities of the event.

Thirdly, Public Relation part is the way marketers deliver the message of the event to attendees. It describes the perception of attendees to the event. Therefore, the first step is to establish a public relations campaign. The information that marketers deliver to attendees should be clear. It means that it conveys a new style rather than an advertising tone. For example, “I don’t care what you say about me; just spell my name right”. There are many tools to convey a public relations campaign. For example, media releases, publicity releases, me-

dia kits, phone, fax and email, radio and TV spots, copies of speeches, videotapes, audiotapes, invitation/tickets to the event.

Lastly, positioning parts is important in the 5P in event marketing. In general, positioning decides mainly the successful marketing plan. It is the strategy of determining by research and evaluation. In event marketing, it should answers the questions of competitive prices, different types of attendees. (Leonard H. Hoyle, Jr., CAE & CMP 2002, 12)

2.3 Three Ws of Event Marketing

Five Ws of event marketing defines the feasibility, viability and sustainability of the event. It consists of Why, Who, When, Where and What.

Why	<ul style="list-style-type: none"> - Emphasize benefits - Describe overriding reasons for events - Use personal approach - Appeal to needs
Who	<ul style="list-style-type: none"> - National, regional, state, local audience - Disciplines and interests of audiences - Audience awareness of nature of events - Level of experience
When	<ul style="list-style-type: none"> - Market schedules/patterns - Time of day - Days of week - Time of year
Where	<ul style="list-style-type: none"> - Uniqueness of venue - Convenience - Travel accessibility - Availability of local support
What	<ul style="list-style-type: none"> - Explain purpose of event - Determine and create expectations - Prioritize and identify program features - Review the Who Principles

Table 1 Five Ws of Event Marketing

3 Facebook Event

Ray argues in his book that Facebook is popular nowadays in assisting small businesses to inform the world of their upcoming events. Moreover, Facebook helps businesses to organize gatherings with customers, partners, employees and the other people in the community. (Ray, 131)

3.1 Creating an event in Facebook

On Facebook, businesses and non-profit organizations have different types of events to spread to the customers. There are various events with different purposes such as album promotion of an artist, poetes's artwork launch, and music launching or picnic event. The event that businesses created on Facebook will be displayed through separate boxes and in Facebook public. When creating an event, considered things are event location, name and dates and all the information related to the event. Besides, uploading photos are important to inform customers of the goal of the event. (Ray,R. 2013, 132-135)

3.2 Promoting your event through Facebook page

Once the business start to submit, marketer must decides how to do the marketing for his event. In terms of small-scale event, it is easy to send reminders to a number of contacts. However, in terms of businesses and non-profit organization, businesses should have an effort to build up the event. Updates is a good way to keep Facebook users know about the event. However, repeated status could make users feel annoyed. Therefore, businesses and non-profit organizations should update the event periodically without any sales approach. Besides, sending reminders to Facebook users who take part in the event is recommended instead of spamming them. Creating a teaser status is another way to share the excitement of the event. Posting photos related to the event preparation makes event visible and give the participants the mood of how they create the event. Selecting Facebook promotion tools such as Facebook Ads and Sponsored stores are able to assist businesses to make the event spread to other wanted regions and focus on the main goal and the main customers. Following up an event is thoughtful. To be more detailed, sending follow-up materials will encourage customers to have a broad view about the event. Having feedback is also helpful to get the emotions and feelings of the customers from the past events. (Ray, R. 2013, 141-143)

4 Facebook Campaign

4.1 Defining Facebook Presence

Treadway and Smith explain the process of definition of Facebook presence that marketers always cope with the situation of having recognized their current Facebook situation. The frequencies of the problem are mostly the value proposition of the product or the service or the product and the service is marketed in the good way to reach targeted audiences. Plus, other element is considered is the advantageous benefit of the product or the service. In fact, Facebook only deals with the solution to reinforce people's thoughts but the valued product or the brand. It is all the marketers need to handle how they find the method to reach customers based on Facebook tool. (Treadway, C. & Smith, M. 2010, 48)

4.1.1 Understanding who your customers are

It is a must that marketers acknowledges their target customers in order to plan a right campaign. For example, every customer has different tastes in a product, so leading to different campaign. Plus, if marketers do the wrong campaign, sometimes customers feel the approachment so intensively. Not always every messages are a good method to meet customer's wants and needs. Too much of emails, Internet advertising cause intrusive and offensive behaviors. In this kind of problem, customer segmentation and personas are the effective methods to assume customers' profiles, then marketers have some ideas of how to approach their targeted groups of customers. (Treadway, C. & Smith, M. 2010, 48-49)

Facebook allows to target their primary audiences related to location, age, birthday, sex, education and profession.

When selecting the filters, marketers have the right to choose from which parts of filters are the main elements of the audiences.

As set in filters of Facebook, marketer are allowed to estimate the number of Facebook users that could be reached concerning all the characters and all the criteras. (Levy, J. 2010, 85)

4.1.2 Mapping customers' wants and needs to set up an effective tactics

This step is to set up a campaign that reach the customers in a useful and innovative friendly way. Every customer's profile describes a different tastes in the products. If the reach way is unappropriated, that way could ruin the whole process. Personas, in this case, is an efficient tool to describe customers related to their ages, their profession and their incomes. (Treadway, C. & Smith, M. 2010, 49)

4.2 Close-up a successful social media campaign

This step indicates the solutions for marketers to make up their mind for the whole campaign. They have to first define their audience after looking at their researches on their products. Research on customers help them to decide better who they hope to aim at. Secondly, they need to find their targeted goals. To be more detailed, if they want to increase the sales or if they want to do match customers' wants and needs or they must promote the branding. Third of all, followed by the goals and the objectives all the marketers should have a look at the configuration settings. It does mean that the way they want to reach their groups of customer. How they will use their landing pages or normally how many users they allow to post on their pages. Finally they need to create their compelling page. That page is capable to have Face bookers leave their feedbacks or comments ex. Or other services. (Treadway, C. & Smith, M. 2010, 51-52)

4.3 Defining your social media Product

It is important that marketers know to define their social media Product to approach their groups of customers. Each marketer owns their own way to put their pages visible in customer eyes. Some marketer wants that customer learns of theirs through Internet marketing or spam but some wants it through word-of-mouth or other might think of advertising or news-letter. (Treadway, C. & Smith, M. 2010, 53)

4.4 Your Facebook To-do list

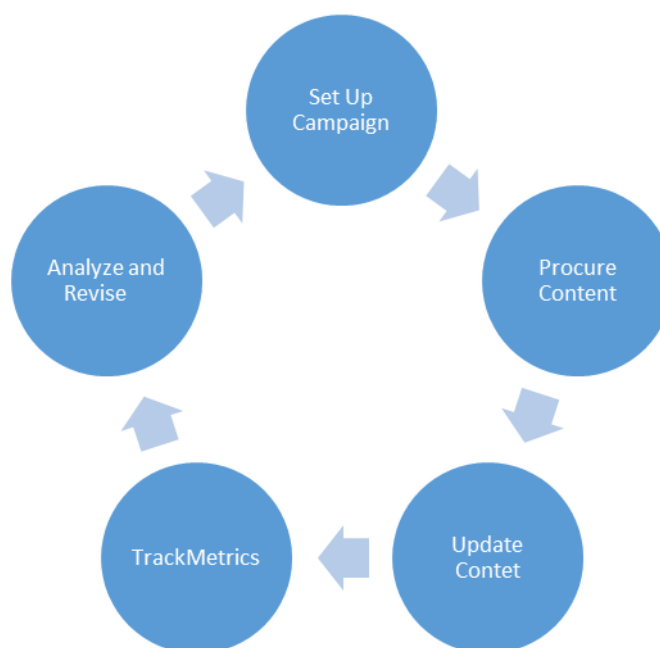


Figure 1 Facebook To-do list

4.4.1 Set up campaign

This is the most crucial step of the whole process to implement a Facebook to-do list. The marketer when begins at this phase, needs to make sure that he is creative in order to execute the work successfully.

In order to appeal to Facebook users, marketer needs to find the advantageous benefits of the product or the service that he does the marketing for. The frequent question needs to be asked is if the product can offer any specialty within the market with the same products. To begin an idea for the advertising campaign, marketer should look for more than one idea so that he has a variety of ideas to cope with to lead to the end of the final decision. (Treadway, C. & Smith, M. 2010, 58)

4.4.2 Procure content

According to Treadway and Smith in the book Social Media Marketing, content is shaped in different forms such as music, videos, podcast, articles, essays and status. Marketer does not need to update the same form of content every time but makes it more flexible in order to be more creative. Sometimes, marketer can use the content produced by the others which are available on the internet.

The concerned problem is that the content is unique and stay relevant. (Treadway, C. & Smith, M. 2010, 58)

Marketer should make the content targeted. It does mean that the title and the body text of the ad is not too wordy. The content should be simple, to the point and concise. Marketer, before package his content officially on Facebook ads, should begin to write as many sentences as possible in order to have an ending decision. Using images which are low-hanging fruits in order to convey the message of the content. The image is the element that helps to make the users more attracted to the Facebook ads. (Levy, J. 2010, 81)

4.4.2.1 Facebook Headlines

Headline of the ads are the meaning of the appealing degree to Facebook customers. Through the headline, users could be informed in a proper and entertainment way and sometimes they could be teased in a good way. Headlines of the ads are important to lend perspectives and humors into customers' a number of emotions. There are two types of headlines that copy writer could deal with. The first one is literal headlines, which are basic and classical without any metaphor or allegory. Marketer should start the literal headlines without thinking about

length or creativity. For example, literal headline could be as “Florist offering 20% discounts on proms and boutonnieres” when mentioning about the product that is 20% discounts.

The second one is sideways headline. Sideways headlines reaches for a snippet and could describe personalities, characteristics or humor. In the other words, the headlines could make users chances for being joked and give them entertaining atmosphere. With the same case like in the literal headlines, sideways headline could be told as:

“Don’t be late in getting him/her prom flowers, corsage or a boutonniere and for a great price.”

Weintraub mentions about tips to be a headlines ninja:

- Speak directly to the demographic segments:
- Questions with Who, When, Where, Why and How: Why eat junk food? Where is the love?
- Questions are really answers: Headline makes the sound of a question but do not need to be answered. Some examples are Why Pilates rules? When SEO works.
- Tout the benefits: Making any headlines that could encourage, support and impassionate the users like beat the dating odds, Win the clogged drain war.
- Negative consequences: Words such as stop, prevent, avoid and lose are efficient method to make the customers pay more attracting to the event.

(Weintraub, M. 2011, 131-139)

4.4.3 Update content

Make the content updated and stay relevant is inadequate. Getting the feedbacks back and forth and cope with it is other problem. Consequently, marketer needs to manage his time to respond to the feedbacks. Also, it is a must that marketer needs to know how to guide the social media presence because the content could lead to a political minefield than an inspiring area to the users. (Treadway, C. & Smith, M. 2010, 58)

4.4.4 Track metrics

Track metrics are important in order to manage the number of users who are passing by the page. Moreover, marketer is able to know how their customers receive their Facebook presence.

Web analytics are used such as Omniture, Core metrics and Google Analytics. (Treadway, C. & Smith, M. 2010, 59)

4.4.5 Analyzing and revising

After running the Facebook page for a while, it could be known that the campaign is well-done or not. It could be based on the goals such as 2500 Facebook fans or 5000 unique visitors for a month. (Treadway, C. & Smith, M. 2010, 59)

4.4.6 Revise and set up the Facebook advertising campaign

After all, marketer could change his social media presence into a form of increased/decreased advertising or implementing email marketing into his campaign. It also requests a person who is creative and professional to deal with the inventing ideas and data analysis. The person could be either right-brained or left-brained.

The campaign is set up in a good way and reach target customers or not relies on the presence and the professionalism of the marketer. (Treadway, C. & Smith, M. 2010, 60)

4.5 Common reasons for an Ad to be rejected

According to Justin R. Levy, when starting a Facebook Advertising, there are still any problem reasons that lead to the rejection of the Facebook Ads.

The reasons that are written in the thesis are the most common reasons for an Ad to be rejected:

1. Capitalization of every word: Capitalization of every word is relevant to the meaning of improper grammar. It also brings the unfair advantages over the ads that are running.
2. Capitalization of entire words: Similar to the capitalization of every word, capitalization of entire words makes the users feel being invaded their freedom and being spammed.
3. Incorrect grammar, spelling and slang: Improper grammar and spelling, plus slang are considered not professional for the marketers. Marketer should take time to read the ad before having it officially on Facebook newsfeed.
4. Inaccurate ad text: Facebook enables to reject any ads that are not stating the company name, product or offer.
5. Deceptive discounts and offers: Some ads are offered discounts to customers but there are still risks that users receive deceptive discounts and offers through their Facebook ads.
6. Irrelevant or inappropriate images: Only updating appropriate image to the Facebook advertising. Also make sure that the images are clean.

7. Inappropriate targeting: The rule here is to target the primary audience who are the one needed reaching.
8. Destination: Marketer should make sure that whenever users click on their Ads page, there are no chances of receiving any fake close behavior, pops ups.
9. Sentence structure: Marketer makes the sentences simple enough. The longer the sentence is, the less efficient it is.
10. Unacceptable language choice: Being degrading and derogatory is not encourage in using the language.
11. Incorrect punctuations: Incorrect punctuations are alike to incorrect grammar. This fault makes the marketer unprofessional.
12. Symbols and numbers in place of words: It is recognized that using number instead of word are considered not professional.

(Levy, J. 2010, 81)

5 Research Methods

5.1 Secondary Data Methods

According to Mark Saunders, Philip Lewis and Adrian Thornhill, secondary data is used by students when they collect the information that have been conducted for another purpose. Secondary data include raw data and published summaries such as payroll details, copies of data. Some companies store data to support their organizational operations. It can comprise of reports, surveys that have been sent to audiences through emails or social Medias. Governments also send surveys to public audiences covering social, demographic and economic topic. (Saunders, M. et al 2009, 256-258)

5.2 Types of secondary data used in research

According to Mark Saunders, Philip Lewis and Adrian Thornhill, secondary data can be made in both ways quantitative and qualitative data. They also can be explanatory and descriptive researches. (Saunders, M. et al 2009, 258)

5.3 Types of secondary data

Documentary secondary data include written and non-written materials. Written materials include notices, correspondence, reports, diaries, transcripts of speeches and administrative public records. Moreover, it can be like magazines, journals and newspapers. Non-written materials can consist of video recordings, pictures, drawings, films and television programmes.

Survey-based secondary data is frequently collected by questionnaires. It includes censuses, continuous and regular survey and ad hoc surveys. Censuses are type of survey secondary data that is managed by the governments. Those data's are trustful and unique because of the participation obligation. Continuous and regular surveys are data that are surveyed frequently like annually or monthly. Ad hoc surveys are one-off surveys that are conducted by independent researchers or by governments and organizations. Therefore, it is difficult to use ad-hoc surveys to analyze the information from the surveys.

Multiple-source secondary data can be based on documentary or on survey data. There are two kinds of multiple-source secondary data, such as area based and time series based. Area-based are data that include government publication and journal. This kind is made together quantifiable information and statistics, ad are conducted by governments from the country. Time series based are data that include industry statistics and reports, government publications, books and journals. This type of data is repeated over time. (Saunders, M. et al 2009, 190)

6 Empirical Findings

6.1 Bruxelles Champetres Event Information

Bruxelles Champetres is an event organized by a local Belgian non-profit organization Poseco. The purpose of the event is both to gather families, friends and kids to do picnics day together and to promote the theme of the event "Family, Fun, Food and Sustainability".

Every year, it attracts at least 10.000 people and in 2015 the number of visitors reached 60.000 people including locals from Brussels, French-speaking communities, Flemish-speaking communities and a small percentage of 1% from tourists. The event is organized annually in 20th of September during the car-free day in Royal Parc in Brussels. The main target groups of the event are families and kids.

During the event, visitors can enjoy a number of entertainment and academic activities as the main theme of the event is Family, Fun, Food and Sustainability.

First of all, "Family" part comprises of Animals, Games and Activities, Discovery and Walloon Brabant. There are several animals' farms such as sheep and cows, which are the main interests of the kids. Moreover, kid games are interesting to both kids and parents. Families are also enjoying by discovering amazing things during the event like Bonbons de Grand Mere, which are made by healthy ingredients or Permafungi is an urban agriculture project which reuses coffees to cultivate oyster mushrooms. Walloon Brabant Village is also an element to

appeal to people. It is an exhibition of cultural things in the region Walloon Brabant in Belgium.

Second of all, “Fun” part is dedicated to the youth. Be Chill is a new activity since 2015. This part is added to colorize musical atmosphere. Be Chill is a concept of No big stages, no big concerts but normal and friendly music songs by several indie bands and semi-professional artists.

In Belgium, every event has the existence of beers. Beer is a symbol when mentions about the country. In the event, people can taste different kinds of beers.

Street food, picnics and artistic discoveries are all included in “Fun” part. People are served by healthy food made from natural ingredients and enjoy picnic atmosphere with several musical artists of Be Chill part.

“Food” part is one of the attracting parts in 4 parts of the event. Food includes organic food, chocolate from natural ingredients, slow food and local agricultures. Food are served organically and environmentally from local producers and local associations.

“Sustainability” part is the last one. The purpose is to raise awareness of people by making them participate in different exhibitions of nonprofit organizations. Besides understanding two terms Environment and Climate, people who attend the event have abilities to learn about solidarity and understand poverty.

With the event, the director of Poseco, Thierry Van Debroeck would like not only to have the visitors enjoy their picnics by participating in entertaining activities, drinking Belgian beers and eating Belgian chocolates and other organic foods but also to make people understand the main theme of the event “Sustainability”. Through different kid games, musical activities, NGOs exhibitions and food truck of organic food and drinks, visitors have a healthy day with their families and friends. And also through the event, stakeholders will have chances to promote their brands. For example, the participation of different organic Belgian chocolate brands like Belvas or the involvement of local Ngos and international Ngos such as WWF or Plan Belgium. The event has every year got the involvement of many more stakeholders and volunteers.

6.2 Surveys

1. Percentages of different groups of participants

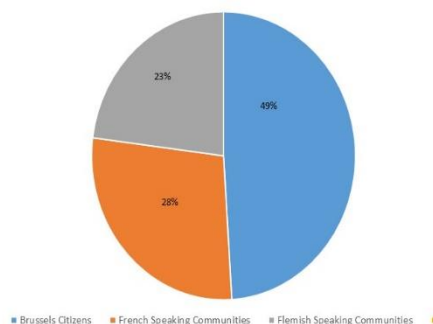


Figure 2 Percentages of different groups of participants

As recorded by Poseco, there was 60.000 visitors this year in the event including 3 main groups which are people who live in Brussels, people who are from French communities and people from Flemish communities. People from Brussels capital account for 49%, which double the percentage of French-speaking communities (28%) or Flemish-speaking communities (23%). The number of French-speaking people are a bit more than Flemish-speaking people.

2. Percentages of age groups of participants

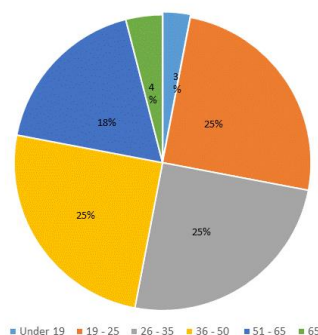


Figure 3 Percentages of age groups of participants

As written on the survey's result, the age groups which mostly participated in the event were range from 19 to 50, which means that each of age group accounts for 25%. Followed by 3 main age groups, people under the age of 19 also enjoyed visiting the event. They accounted for 19% amongst 60.000 people this year.

The people from the age groups 51 to 65 and over 65 seem to be less interested in the event. The number of those age groups were respectively 3% and 4%.

3. Percentages of attendees professions

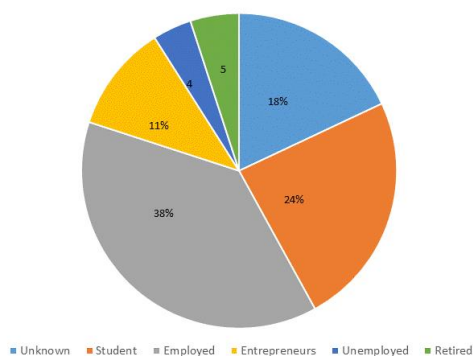


Figure 4 Percentages of attendees professions

The leading profession groups, which attended mostly the event, were employees and students. The percentage of employees was 38% while one of the students was 24%. Entrepreneurs accounts for only 11%. People who are unemployed or retired showed their less interest in the event, which were 18% and 5%. Only 4% of people who refused to show their profession status.

4. Level of sustainability acknowledgement of attendees

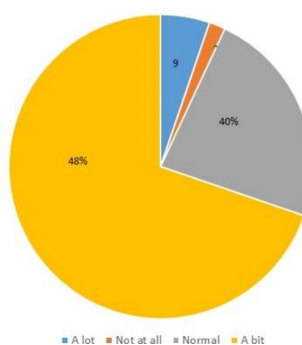


Figure 5 Levels of sustainability acknowledgements

31% of people who came to the event because they were curious about the purpose of the event and would have like to discover it, whereas 22% of them visited the event for the purpose of eating and drinking. 10% of them were for kid games while 6% would have like to watch the concerts. Only 6% of people were aware of the purpose of the event, which is sustainability promotion.

5. Levels of interests by attendees

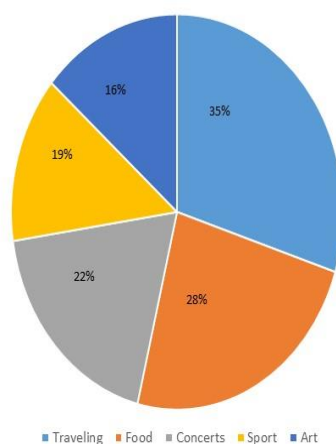


Figure 6 Levels of interests by attendees

The entertainment area which interested attendees varied from traveling, food, concerts to sport and arts. A majority of people were interested in traveling while 28% of them said that food was their most interesting part during the event. 22% of people said that their favorite part was concerts. The rest of them were interested in sport and arts.

6. Percentages of gender

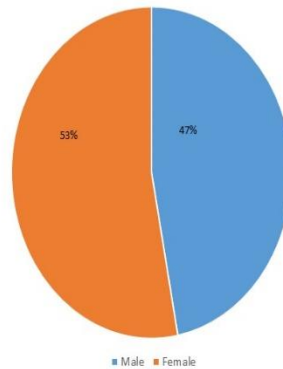


Figure 7 Percentages of gender

The number of females attending the event was more than the number of males, which were respectively described by percentages 53%

6.3 Event Analysis

According to research analysis, we could conclude the analysis of the market and the event by a table created below.

Analyzing Market	Analyzing Product - Event
<ul style="list-style-type: none"> - A large market with a wide range of sorts of customers (Brussels community, French community, Flemish community and tourists) - Participants are mainly the locals (49% Brussels citizens and 28% French citizens). - Participation of more than 150 different organization and green enterprises, which produces green products. - Marketer plan the marketing plan for the event through Fa- 	<ul style="list-style-type: none"> - Potential customers are the youth, the adults and older people, in particularly from 19 to 50 years old - There are more than 10.000 visitors participating in the event. The group of participants are families and friends. - It attracts them because most of the participants are aware of the event through press, TV, radio and Facebook for the purpose of entertainment. - Participants are interested

<p>cebook, Twitter, Instagram and through other stakeholders such as local journal La Libre, radio channel Vivacite and tourism pages Visit Brussels.</p>	<p>mainly in food, tourism and kid games.</p> <ul style="list-style-type: none"> - Only 9% of participants are aware of the main theme of the event
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Table 2 Event Analysis

7 Facebook Campaign

7.1 Defining your Facebook presence



Figure 8 Bruxelles Champetres Facebook

Bruxelles Champetres has owned their own Facebook page currently. As an intern who had been working there for 3 months, she found out that the Facebook has at the moment updated every month about all topics that are connected to the theme of the event. The amount of people have visited the page were 203 people and around 1800 people who have subscribed this page. 3 languages are used to write such as English, Flemish and French.

7.1.1 Understanding who your customers are

There are different groups of participants who visited the sustainability event yearly. Based on the research, there are 3 main groups concerning their occupation and their ages. They are groups of people who are kids, family, student and employees. The age Are from 19 to 50 years old including 19 - 25, 25 - 35 and 35 - 50. The 5 personases describe their profiles regarding to their age ranges, their occupation and their hobbies. It also has their activities during the 20/9 event Bruxelles Champetres.

These 5 personas are created by the author, who was working in the event.



Olivier Vergehen

Age: 29 years old

Gender: Male

Origin of country: Belgium, Brussels capital region

Workplace: A business firm

Occupation: Marketing Manager and Consultant

Hobbies: He loves beers, chocolates and French fries. He is into traveling and music. He sometimes go out at night to enjoy some beers with his colleagues or his friends

On 20/9 annually, he learned of the event through journals, radios but not Facebook because he is busy. He goes to the event and go picnic there. He might go through NGO's exhibitions to watch and go to the local music bands to enjoy the music.

Figure 9 Personas 1

Personas 1 describe Olivier Vergehen. He is a business man working in a business company. His hobbies varies from beers, French fries to travelling and music. He goes out occasionally at night to meet up his colleagues and friends. On 20th of September, he learnt of the event through journals and radios but rarely on Facebook since he is quite busy with his job. When he participate in the event, he goes through NGO's exhibitions to read the brochures and go to the local music bands to enjoy the music.



Alice De Meys

Age: 29 years old

Gender: Female

Origin of country: Belgium, Brussels capital region

Workplace: A high school

Occupation: Biology teacher

Hobbies: She likes cooking and reading books. She loves physics and biology. She mostly spend time teach her students at the workplace and enjoy dinner with her parents after schoolwork.

On 20/9 annually, she learned of the event through radios or Facebook. She has used this social media to post homeworks and exercises on students group. She takes part in this event with her parents.

Figure 10 Personas 2

Personas 2 describes Alice De Meys. She is 29 years old and she is working in a high school. She is passionate at cooking and reading books. On 20th of September, she heard of the event through social media.



Family from Brussels

Age: 46 years old and 10 years old

Gender: Male and Female

Occupation: Employees and students

Origin of country: Brussels capital region, Belgium

Hobbies: The 4 members from the Belgian family likes to go to music lives together and go traveling around the world, e.g: Europe and America. They loves foods from a number of countries.

On 20/9 annually, they learned of the event through social media and presses, leaflets. They will go to the event to play kid games, enjoy music and go picnics by buying some meals and fruits at the event.

Figure 11 Personas 3

Personas 3 describes family from Brussels. Their ages are from 46 years old to 10 years old. The parents are employees and their children are studying at this moment. They are into concerts and traveling. On 20th of September, they knew about the

event through social media and presses and leaflets. They go to the event to play kid games, enjoy musics and go picnics.



On 20/9, he will go to the event because he saw friends share it on Facebook. He goes to the event there and enjoy beers and foods with his girlfriend and his classmates

Philippe Sellir

Age: 23 years old

Gender: Male

Origin of country: Brussels region, Belgium

Occupation: Student

Part-time workplace: A supermarket in the centre

Hobbies: He likes football, music and book. He is interested in social network media such as Twitter, Myspace, Facebook and Instagram.

Figure 12 Personas 4

Personas 4 describes Philippe who is a 23 year old male student in Brussels. He likes football, music and books. He loves social medias as others. On 20th of September, he goes to the event to enjoy beers, foods with friends.



On 20/9 annually, she learnt of the event because she went there often yearly with friends. She also got the information through her friends shared post and through Facebook.

Pauline Gaudin

Age: 22 years old

Gender: Female

Origin of country: Brussel

Occupation: Student

Marriage Status: Single

Hobbies: She likes cooking, reading books and going out to shopping with her best friends. She also likes using Twitter and Facebook and Spotify to surf her friends activity and to enjoy streaming music on the Internet.

Figure 13 Personas 5

Personas 5 describes Pauline who is a female student. She is into cooking, reading and going out to shopping with friends. On 20th of September, she heard of the event through social media because she is social media addict.

7.1.2 Setting customers wants and needs to set up an effective tactics

According to 5 personas profiles that are described above, it is believed that their hobbies are into traveling, music concerts and food. They have heard about Bruxelles Champetres event on 20/9 annually through presses, radios and Facebook. They go there mostly for entertainment and go for a family or friends picnic. As a result that according to the research and the survey answers, three main groups of customers are from the age range of 19 -25, 25 - 35 and 35 - 50, and their hobbies are quite varied. Some like food, cooking, traveling but others are paying attention to business or books or politics. Plus, event Bruxelles Champetres, which is set up on September, is heard through radio and social media like Facebook. Other groups have had acknowledgements of the event Bruxelles Champetres through Belgian leaflets. Based on the personas, we could assume the best way to use social media to approach customers.

7.2 Close-up a successful social media campaign

7.3 Defining the audience

The highest proportion of visitors to Bruxelles Champetres are from the age 19 to the age of 50. As the purpose of the thesis is to create a Facebook advertising campaign and so based on the surveys, marketers should focus on the group of the age from 19 to 35.

7.4 Determining the goals and the objectives

According to the survey analysis, there is a few number of visitors come there for sustainability goals. That is the reason why the author wants to implement Facebook advertising campaign is to promote the sustainability theme for event Bruxelles Champetres by creating a new content, sharing new status and images that have intensively related to the development issues occurring now in the world. Moreover, thanks to the high technological features, Facebook ads could reach the main customers that need approaching by completing the filter settings. In other words, Facebook ads could reach the people from different ages 19 to 35 and from different municipalities in Belgium.

7.5 Configuration settings

Poseco can choose different setting options to maximize the comments and feedbacks from the amount of people seeing the advertisement Facebook page. Plus, it can be if visitors can post their own status on that page, their images while participating during the last year event and give their comments.

7.6 Defining your social media Product

In the part, Poseco should think about how they will make the Facebook advertisements visible in participants' eyes. Facebook ads will go across geographic frontiers and reach people in different cities. But it will be more efficient if we pay attention to other methods of marketing. For example, Poseco has ability to use word-of-mouth marketing. For example, colleagues in Poseco office mention about that event through their friends and those people get to know about BC. Also other form is email marketing. They could deliver the content of the event to their partners to request to mention about the event through their stakeholders' webs.

7.7 Your Facebook to-do list

7.7.1 Set up campaign

Poseco begins their audiences, their targets and their objectives, their stakeholders by drawing a draft marketing plan to the campaign.

- Why? It means why to participate in the sustainable event
- What? It means what is the event Bruxelles Champetres
- When? It means all those activities during the event
- Who? It means who can participate
- Where? It means the location of that event

Five Ws of Event Marketing is important. It helps the non-profit organization to define their main audiences and their main targets to do the right marketing plan.

7.7.2 Procure content

The content should be collected of the development issues that are taken from the news every day. Along with it, images and questions have to be adequate and appropriated to the content. The content should be some topics related to education on development issues and solutions to the development issues.

According to the event marketing theory, three Es should be mentioned. Entertainment is Fun and Strong sense of humor. Exciting gives an eager of enjoyment. Enterprise is the collection

of Entertainment and Exciting. The status updated on the Facebook advertisement, yet, have not to be so serious. It can have a sense of humor. Plus, according to some tips to avoid in writing the content for Ads, avoiding spamming, improper grammar and spellings are avoided.

7.7.3 Update content

Poseco must keep the content updated daily, monthly and yearly prior to every event that will happen every year.

7.7.4 Track metrics

Alexa is a suggested track metric way that Poseco could try it to measure the amount of people who visit the Facebook ads.

7.7.5 Analyzing and revising

Prior to updating the information on the new strategic Facebook Ads, marketing members should revise all the words and images that are created to put into the Ads. To be more detailed, all the information must be related to the theme of the event in order to launch it properly.

8 Conclusions

Facebook has been a helpful tool to help businesses and non-profit organizations to promote their products or their services. The thesis aims at implementing a Facebook Advertising Campaign to promote the main theme of the event, which is “Sustainability”. The process of creating the campaign and how to promote it effectively have been described and written in details. However, there are still some limitations and restrictions. Facebook Ads campaign is successful if workers put their efforts into the works. Furthermore, as Poseco is a non-profit organization, it receives funds from governments and other stakeholders. Therefore, in order to set up the Facebook Ads campaign, it needs to have the budget and receives funds from other sources.

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