Way to an Engaging Brand Post,

Case Study: SavanniCom Facebook Brand Page

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Abstract:

In this world of growing social media usage, companies need to adopt social media strategies to create relationships with consumers. This study aims to investigate what features of brand posts enhance engagement on Facebook page. The goal is to identify what kind of post is most effective in drawing fans to like, comment on or share it. The purpose is to improve communication quality on Facebook using brand-initiated communication.

The literature review explains the importance of social media and sheds light on the background of this study. The concepts of engagement, content type and media type are presented through existing literature and previous studies.

This study employs case study research design. The case company and the researcher's role in it is introduced to understand the background and need for this study. The data were collected by netnography method from SavanniCom's Facebook page. The data were collected over a period of one year from April 1, 2017 until March 31, 2018. The brand page was tracked for that period and the analysis is based on total 108 posts made by brand during this period.

The results indicated that different media and content type of posts can be successful in terms of engagement, depending on the various characteristics of content of the brand post itself. The findings indicate that creating a successful Facebook brand post requires taking into consideration multiple various factors. The way to an engaging brand post has three steps: preparing an engagement strategy, creating content that is vivid, brand-related and appealing to target audience and finally, preforming monitoring of the content to determine the most efficient characteristics of the brand post.

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1   INTRODUCTION

Social media presence is essential for businesses, not only for marketing purposes, but also to communicate and interact with customers. Social network sites (SNS) have gone through a rapid diffusion, and therefore more and more firms, big and small, feel the need to invest in SNS-based brand communities. The purpose of all this is to build a fruitful relationship between business and social media user in order to exchange knowledge about their experiences with the brand (Ruiz-Mafe et al., 2014).

Social media has become a relevant marketing tool that can significantly affect the marketing strategies and practices of various businesses. It has been especially revolutionary to small businesses, because it offers a powerful tool to connect people from different backgrounds with little-to-no upfront cost (Keitzmann et al., 2011). When used effectively, social media can result into more selling opportunities for small online companies by driving more traffic to their websites (Matista, 2015).

Millions of consumers are connected to their favorite brands through social networks such as Facebook, Twitter, YouTube, and others (Statista, 2016). Social media is a wide and ever-changing field, but in terms of both the number of users and time spent on the site, Facebook is by far the largest in the world: as of 2017, around two billion users are registered on the social networking platform Facebook (Statista, 2017b).

What differs social media from traditional marketing tools (TV, newspaper and other printed media) is its interactive nature; social media offers a channel that can be interactive and that way more interesting to consumers and more powerful to businesses. Companies these days want to interact with their clients, instead of sending just a one-way message towards them. This is where the Facebook brand page has an essential role: it offers an interactive platform and gives a channel where brands can connect with their customers, fans and followers (Lipsman, Mudd, Rich, & Bruich, 2012). According to Zaglia (2013), brand pages allow brands to build an online community and interact with them on an on-going basis. Not only are brand posts interactive but they also support different media types. The interactive capability of brand posts coupled with their ability to support various media types (e.g. text, photo, video and website links), and

that offers marketers an unprecedented scope to experiment with a variety of messages (Ashley & Tuten, 2015).

The case company SavanniCom is a Finnish alternative fashion jewelry brand focusing on e-commerce. Besides Finland, SavanniCom has customers from Sweden, and some also internationally, but company's Facebook page is only in Finnish at the moment. This research will be focusing in Finland exclusively. SavanniCom is present in Facebook, Twitter, Instagram and Pinterest. These channels are used when the company wants to reach the clients as quickly as possible to tell about new items, campaigns or competitions. There are no previous studies of the company's presence and interaction in social media. Facebook is at the moment the main social media channel for the case company, but the company lacks a complete strategy of Facebook marketing and interaction. That is why this study is important – the company needs to understand the relation between brand posts and customer interaction in order to perform better in Facebook. The researcher is the owner of the company, but he doesn't create the content to the brand page. Social media content is mostly created by the staff, some part of it also by an outsider digital marketing agency.

1.1 Background of the study

There are, however, previous studies regarding social media marketing in general, so literature review is partly conducted based on previous research in the area. The research will be carried out with support from reference materials such as digital publications, online journals, articles, websites as well as books related to the research area. The challenge with social media marketing is that it is an ever-changing field. The technology develops as we speak, people's behavior in social media changes all the time, and new social media channels are born. Also, the features within one social media platform, such as Facebook, do change all the time. Facebook creates new marketing tools and also the rules within Facebook change from time to time. This is why previous studies, as useful they might be, must be regarded with a certain caution. To avoid outdated information, one must carry on own research from company's Facebook page.

While previous research has been conducted on social media messages, little is known about specific factors that have an impact on brand post's popularity. De Vries, Gensler

and Leeflang show how content vividness and interactivity affect the popularity of brand posts in regards of numbers of likes and comments (De Vries et al. 2012). Moreover Cvijikj et al. demonstrate how various types of content is posted on social media, such as information about the store, advertising of particular products, discounts and promotions, designed questions and general statements (Cvijikj and Michahelles 2011).

1.2 Problem statement and research question

As stated before, Facebook is the largest social media and for companies, brand page is essential part of their presence in Facebook. To narrow down even more, it is brand post that ultimately is in the center of focus. First companies are interested in knowing what kind of brand page is efficient and how to obtain followers, but once you have an audience, how to get their attention. Businesses need to know what to post to keep their followers interested and engaged to the brand. There is, however, not an easy answer to this, as it all depends on the business and its audience: what works for one company, does not necessary work for another. To acquire fans' participations on Facebook the company should be aware of what topics their followers or fans are interested in and what communication skills can induce fans' willingness to participate (Kaplan and Haenlein, 2010).

Social media being such a widespread field, it offers many possibilities, but presents also multiple challenges. A knowledge gap remains with regard to the type of social media content that is most likely to facilitate consumer interaction with established brands. This results in the research problem of the study: what kind of brand posts should the company create?

Acknowledging the research problem leads to a wider understanding of how to create an effective brand post in Facebook and what characteristics of posts draw fans to comment, like and share, enhancing furthermore the reach of the post. The aim of the study is to identify how various media and content types of brand posts affect users' engagement and post reach in Facebook. The purpose is to enhance communication quality on Facebook using brand-initiated communication.

The research problem is thus followed by a more specific research question:

How brand post content contributes to users' engagement on Facebook brand page?

The research question is approached first through literature review as an overview of previous research that has been done on social media, Facebook and different content and media types of brand posts explaining the definition of user engagement. Furthermore, the empirical data is collected and analyzed with qualitative netnographic method. After answering the research question, practical implications are offered to the case company in regard to what kind of messages should the brand create in their Facebook page.

2 LITERATURE REVIEW

This study focuses on investigating how various characteristics of brand posts influence engagement on Facebook brand page. The literature will provide an overview of existing research related to social media message, post media type (e.g. vividness, interactivity) and post content type (e.g. information, entertainment, remuneration, social) in relation with consumer engagement.

2.1 Social media

Kaplan and Haenlein (2010: 61) define social media as: "A group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user generated content." They further categorize social media by its characteristics into different ranges: content communities such as YouTube, social networking sites such as Facebook, and blogs and microblogs, such as Twitter (Kaplan & Haenlein, 2010).

Social media has become an essential tool and channel for businesses to communicate and interact with their customers, all this with lower cost and more effectively than traditional channels (Kaplan & Haenlain, 2010). The interactive nature of social media can

significantly impact companies' marketing strategies and practices (Boyd and Ellison, 2007). With traditional media companies talk to the customers, but social media offers customers the channel to be heard and to stay in communication with companies. Therefore, social media facilitates communication, as it allows brands to not only share but to exchange information directly with consumers (Sashi, 2012). Communication is a two-way street with social media. Muntinga et al. have stated that social media has redefined the role of consumers, transforming them from passive recipients of brand information to active co-creators of brand meaning and experiences (Muntinga, Moorman, & Smit, 2011).

The growing role of social media has influenced consumer behavior, especially their awareness, their search for information, attitudes, purchase behavior and post-purchase evaluation (Mangold & Faulds, 2009). Social media offers an easy platform for consumers to give feedback, both positive and negative, make reviews and share their experiences on purchase decisions. A purposive application of social media enables companies to manage customer relationships, promote their brands, educate and entertain customers and influence their purchase decisions (Mangold & Faulds, 2009).

2.2 Social networking sites

Boyd and Ellison define social networking sites (SNS) as "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system" (Boyd & Ellison, 2008, p. 211). From companies' point of view social networking sites offer many benefits because they offer a platform to connect and communicate directly with consumers. Thanks to SNS, companies can effectively improve and cultivate relationships with clients at a fairly low cost (Kaplan & Haenlein, 2010). This is why SNS offers an unbeatable marketing tool especially for small businesses – something that has been out of their reach before because of budget limitations.

Interactive nature of SNS does not, however, guarantee that there will be fruitful communication and engagement between brand and its fans. Everyone is present in social networking sites and the information flood is somewhat overwhelming for consumers.

This is why it is important to know the fan base and keep in mind what they want. Kaplan and Haenlein remind that brands should know what topics their followers are interested in and what communication skills can induce fans' willingness to participate – this is vital information to acquire fans' participations on Facebook or other social networking sites (Kaplan and Haenlein, 2010).

The interactivity of SNS is not only limited between companies and customers, but both companies and clients can also interact among themselves (Tsimonis & Dimitriadis, 2014). This offers companies a way to communicate with their useful networks, and customers to stay in contact with like-minded peers and share their experiences. Of course, experiences are not always positive, and therefore any company should have also a strategy how to respond to negative feedback and manage possible crisis inside SNS.

2.3 Facebook

Facebook defines itself as an American online media and social networking service company. It was first launched in 2004, and it has become the most popular social network worldwide with more than 2.2 billion monthly active users (January 2018). Facebook offers people a platform where they can communicate and connect with their personal social network but also more and more with companies, brands and organizations. Even though Facebook is facing many challenges and is exposed to prominent media coverage due to problems with privacy issues, fake news and hate speech, it has become a must-be-present-platform for any company, as it offers excellent tools for companies to engage with potential customers via brand fan pages (Beukeboom et al., 2015).

The basic functions for interaction between followers and brands include liking the brand page (becoming a follower) and reacting to brand posts by liking, sharing and commenting. Followers are vital for companies because they receive the messages sent by the company through Facebook. There are also other ways to reach more audience in Facebook, either by commercial ad or boosted message (paid reach) or then by having their message spread by followers (organic reach). To achieve efficient organic reach, it is important for the company to understand what type of message works best with the desired audience. When a company has solid and active fan base, these fans can turn

into promoters. Promoters are very effective for companies, because any message received through a friend or a relative has more credibility than a direct commercial message received from a company. When used effectively, Facebook offers very affordable or even zero-cost marketing platform for companies, and this has been revolutionary especially for small and medium-sized enterprises (SMEs).

2.4 Facebook brand page

Facebook profile is a page for private users, whereas Facebook page or brand page is for companies, brands, organizations and public figures. Nowadays brand pages are one of the most influential, organic and meaningful ways through which companies implement social media marketing. With brand page Facebook offers a dedicated and interactive platform that any company can use in communication with their customers. As Lipsman says, brand page is organic, influential and meaningful (Lipsman et al., 2012) and therefor companies can't afford to stay outside of Facebook.

Brand page has one owner but it can have different admins and Facebook offers multiple tools to manage the page via business manager or page insights. Through insights it is possible to monitor the behavior of followers and reactions to brand posts in terms of likes, shares, comments and reach. Facebook analytics takes further into consideration the difference between paid and organic reach. Facebook insights allow companies to study when their followers are online, what did the followers do on brand page, what is going on with competitors' pages and so on. When company knows and understands its audience, it is possible to target the messages and ads in an effective way. With help of insights companies can build a strategy and plan the content they post on their brand page with analyzing and understanding their followers and consumers' behavior in general. It is found that "companies' fan pages are emerging as a widely accepted marketing channel and their contribution towards achieving sales has been found to be significant" (Pöyry, Parvinen, & Malmivaara, 2013). As its best, brand page allows company to build an effective online community of its own and interact with them on an on-going basis (Zaglia, 2013).

2.5 Brand posts

Brand posts (BPs) refer to the content created and directly controlled by a company or brand under the tenet of viral marketing (Chen et al., 2015). Brand posts are core element of brands' presence on Facebook. When Facebook user likes a brand page, he/she then becomes a follower, and receives brand updates directly in his/her newsfeed. Brand posts are also accessible to anyone visiting brand's page (Lipsman et al., 2012). When brand post is viewed, it is then up to the consumer to decide whether to react or not. Standard response options that Facebook offers are liking, sharing and commenting. Facebook also offers various options to like-button that show more emotions of the user, such as love, laughter, wow, angry and sad. The interactive capability of brand posts together with their ability to support multiple media types (including text, photo, video and website links), offers companies an unprecedented scope to experiment with a variety of messages (Ashley & Tuten, 2015). Thorough brand posts and regularly written updates companies maintain a desired presence on social media. It is, however, important to know the audience and stabilize a strategy of the content and timeframe of the posts to maintain positive image of the brand. It is proved that brand posts strengthen the relationship between brand and customers by providing a theme for ongoing conversations (Gensler et al., 2013).

In 2015 Facebook made changes to its algorithm that effected the way brand posts are shown on users' newsfeed. The reason for the change was mainly to limit the amount of purely commercial or advertisement type of content on private users' newsfeed. Facebook justified the change with user survey according to which Facebook users prefer to see more posts from their personal social network, i.e. their Facebook friends, than purely commercial content. Private users value posts that have good content, something they find useful or can relate to, and the amount of post likes and engagement is a sign of this kind of content (Facebook 2015). This is why posts that have more engagement in form of likes, comments and shares get more visibility on private users' newsfeed. For companies this change means that all posts are not automatically displayed on their followers' newsfeed anymore and this makes even more important to know what to post and how to post.

2.5.1 Media types of posts

Facebook supports four different media types of a post: text (status), photo (image), video or link. The media type of a brand post corresponds to the sharing action undertaken by a page administrator within a Facebook brand page (De Vries et al., 2012).

Posts can further be evaluated by vividness and interactivity. Steuer (1992) defines vividness as "the extent to which a brand post stimulates various senses". A vivid post can appeal to feelings or it can have aesthetic value. Interactive post in turn invites viewer to take some action. The desired action can be communicating with the brand or other viewers, to give an opinion on something or to click a link to go to a website for instance. Facebook offers companies special call to action –buttons, which makes it easier to guide the viewer in the wanted direction. Also contests, questions and quizzes are widely used by companies to add interactive value (De Vries et al., 2012).

A brand post with only text (status) is neither vivid nor interactive whereas a striking picture or humorous videoclip is more vivid and a link to a website is more interactive (Fortin and Dholakia, 2005). A simple text status is easily lost in the flood of messages on users' newsfeed and does not strike people to stop scrolling and read the message. A non-read message is a useless message and therefor it is important to pay attention to these two features and plan the post well to reach the desired goal.

2.5.2 Content types of posts

In their study Luarn, Lin and Chiu present four different content types of posts. In the categorization they use liking, commenting and sharing as behavior to measure users' online engagement (Luarn, Lin, & Chiu, 2015). These content types are informational, entertainment, remunerational and social posts. Every post type has a different goal for the company and different end result for the follower or fan. To be able to categorize these post types one must ask: what do I want to achieve with this post?

Informational posts give the company a channel to share information about their brand or a specific product. In this category belong posts that contain information about the company or brand itself, their marketing activities, product launching, or information about specific product, among others. Information can also be dates of new releases and

specific product descriptions to raise awareness of the consumer. The goal of informational post is to enable users to make a better choice while purchasing a product or service by sharing with them information about the alternatives (Luarn et al., 2015). Ultimately informational post may also drive sales, because the informative content about the brand or a specific product is also meant to motivate brand fans and followers to interact and consume. However, this is not the primary function of an informational post (De Vries, Gensler, & Leeflang, 2012).

Entertainment posts contain humorous videos, wordplays, memes and slogans that do not refer to the brand, company or a specific product (Luarn et al., 2015). They are stand-alone, out of context messages that aim to entertain the fans and followers but the secondary function can be to have more followers, more visits and raise the brand awareness by gaining many likes, shares and comments. These are the type of messages that fans are more likely to tag their friends and therefor these messages are easily spread over Facebook. As Raney puts it, "information enriched with entertaining elements is typically positively evaluated by recipients and leads to a higher intent to revisit a web site than does information without entertainment features" (Raney et al., 2003).

Remuneration posts' goal is to promote company and its products. These are also known as promotional posts, and they typically contain promotions, discount coupons, offers and trials (Luarn et al., 2015). Also, competitions, contests and lotteries that many companies use very effectively in their Facebook marketing, fall into this category. For companies the goal of remuneration post is to drive sales through promotion, while for followers or fans the end result of a remuneration post is some kind of reward or financial benefit. According to Wang and Fesenmaier "remuneration motivation involves people engaging in SNSs and brand-related online activities because they expect to gain a future reward or receive economic incentives" (Wang and Fesenmaier, 2003).

Social posts aim to encourage user participation with questions and statements and they are designed to give fans the opportunity to respond and communicate (Cvijikj and Michahelles, 2013). These types of posts are meant to lead to interaction between brand and consumers, or fans and followers among themselves. Interaction adds value to any type of Facebook post, because more interaction there is, more likely the message is to spread and therefor raise brand awareness. Studies have shown that people contribute to

brand-related social media platforms, such as Facebook, to meet like-minded others and people with similar interests to be able to interact and share their ideas in a field that they find interesting or important (Daugherty et al., 2008; Muntinga et al., 2011).

Social posts are messages designed to encourage user participation; they include questions and statements and give users the opportunity to respond, facilitating interaction (Cvijikj and Michahelles, 2013). Also, opinion polls fall into this category. It is, however, important to distinguish the difference between social post and any other type of post containing a question. Not all questions are meant to be answered, but social post contains a question that clearly wants attention from consumers and provokes them to answer or interact. According to previous studies people contribute to brand-related social media platforms to meet like-minded others, interact and converse with them about particular brands (Daugherty et al., 2008; Muntinga et al., 2011).

To summarize, Luarn characterizes each content type as followed (Luarn et al., 2015). When categorizing brand's posts, it is useful to think the end results of each post content type, i.e. what is the brand's goal, and what is the benefit for follower or consumer.

- informational posts contain information about the brand, a product and marketing activities
- entertainment posts contain stories, slogans, wordplay or humorous videos that are not product or brand-related
- remuneration posts contain promotions, coupons, trials and offers intended to create attention.
- social posts contain messages that encourage user participation by questions and statements which give the users an opportunity to respond

Table 1. Content type characteristics

Content type	Goal for brand	Benefit for consumer
Informational post	Raise awareness	Receive information about alternatives
Entertainment post	Raise entertainment value	Enjoy and have fun
Remuneration post	Raise sales	Reward or financial benefit
Social post	Raise interaction	Interact with brand and like-minded others

2.6 Consumer engagement

Consumer engagement is at the heart of social media, especially of Facebook brand pages, and the whole idea of consumers' participation in communication differs social media from traditional marketing channels. Consumers are actively seeking and responding to brand generated content (Brodie et al., 2013) and successful communication in social media can turn a mere consumer into a customer of a particular brand. This is why customer engagement is one of the most important and revolutionary benefits that social media and Facebook in particular offer for companies (Tsimonis & Dimitriadis, 2014).

What is customer engagement then? In an abstract level it can be identified as "the intensity of an individual's participation in and connection with an organization's offerings or organizational activities, which either the customer or the organization initiates" (Vivek, Beatty, & Morgan, 2012, p. 128). Van Doorn talks about "customer's behavioral manifestations" where the focus point is the brand beyond purchase (Van Doorn et al., 2010 p. 254). On practical level, Facebook categorizes engagement in different users' actions that include hitting reaction buttons ("Like", "Love", "Haha", "Wow", "Sad" and "Angry"), commenting on a post or sharing the post. "Facebook Insights" offers a specific tool to follow different types of engagement on brand page. Furthermore, engagement can happen even outside of company's Facebook brand page as it includes not only all consumer-to-firm interactions but also consumer-to-consumer communications about the brand (Gummerus, Liljander, Weman, & Pihlström, 2012). With Facebook, marketers allow the consumers to step in their field by participating in

the dialogue. To be able to still manage the field, administrators need to know the players in that field – what might they like, what might they dislike and also what might they ignore.

Muntinga et al. (2011) have identified three levels of involvement with a brand on social media: consuming, contributing and creating. The first level, consuming, refers to those users who watch, read or view content but never make action in form of participating in the dialogue or creating content (Muntinga et al., 2011; Shao, 2009). Heinonen has furthermore verified that most consumers belong to this group as they only consume the content (Heinonen, 2011). The middle level, contributing type, includes both user-to-content and user-to-user interactions about brands (Muntinga et al., 2011; Shao, 2009). Contributors participate in dialogue by writing content and they are eager to comment and react on brand-related content for example on brand's Facebook page (Muntinga et al., 2011). On the most active level are the creators who are frequent producers and publishers of brand-related content that other users are likely to use or comment (Muntinga et al., 2011). Shao connects this level of creating with construction of personal identity and self-expression (Shao, 2009).

As engagement is at the core of businesses presence in social media, many studies have been made to understand what motivates consumers to interact with companies in social media. Previous studies have identified various motivations for users' engagement. Four motivational factors can be further identified that are related to previously mentioned content types of posts: search for information, entertainment value, reward and social influence. These motivators shed a light on the relation between content type and engagement.

Search for information motivates users to engage since it is often the information received from friends that is valued as more trustworthy (Chu & Kim, 2011). But even the information can take different forms, and entertainment value is an important motivation in regards with consumers' use of social media (de Vries et al. 2012). When a brand is capable to entertain social media users by producing information that is fascinating and appealing it can contribute into more positive presence in social media (Coulter & Roggeveen, 2012). Users of social media are looking to benefit of their interaction and any reward provided by the brand can be a strong motivator to engage with the compa-

ny. These rewards can be monetary benefits in form of discounts or offers as well as other prizes such as competitions on brand's Facebook page (Muntinga et al., 2011). Furthermore, Muntinga et al., (2011) mention social influence as a motivator for engagement. It is defined as social pressure which influences consumers' decision to join the conversation and to collaborate on a brand page with his / her peers (Muntinga et al., 2011). Social influence affects the users' behavior since he / she feels more easily familiar with a brand page to which the surrounding social circle belongs to – it is easier to be involved and support a product or a brand that friends also do (Coulter & Roggeveen, 2012).

3 CASE STUDY BACKGROUND

SavanniCom is a Finnish SME company selling alternative fashion jewelry and accessories for young people. The company was established in Helsinki in 2001 and has been running since then. The company started with various stores in different parts of Finland. In 2009 was launched the online store SavanniCom and nowadays the company is only focused in e-commerce. The brand sells mostly in Finland, but has a solid client base also in other European countries, Sweden particularly. The e-commerce platform provides the service in four different languages: Finnish, English, Swedish and Norwegian.

Savanni's main product is all kinds of piercing jewelry. The company carries one of the largest selections in Finland, and the range varies from navel jewelry to expanders and plugs. The company imports all the merchandise itself. The quality of the selling articles is highly important, and all the imported products are regularly tested and proved to be safe. SavanniCom also caters a wide range of other costume jewelry, both for men and women. The staff is constantly in search for new, exciting ideas and jewelry that can't be found on the high street. Yet it is important to maintain prices that don't break the bank – Savanni aims to offer good quality with affordable prices.

The main target group is young people, both male and female, between 16-34 years. Typical customer is a young person from urban environment; he/she cares a great deal of his/her appearance and is ready to invest in it on a regular basis. He/she doesn't fol-

low the mainstream but wants to be a trendsetter and send a message with the way he/she dresses.

To reach this target group the company focuses mostly on Google marketing, search engine optimization (SEO) and is active in social media. The brand is present in Instagram, YouTube, Pinterest and Twitter, but Facebook is considered their main social media channel.

Even though the case company is owned by the researcher, he doesn't participate in creating the content on social media, but the task is in the hands of the staff who, being young and fashion-oriented, are close to the target group of the company. Some part of the social media content creating is also in the hands of an outsider digital marketing agency, but the case company is in need of a full and complete strategy to decide on the future of social media management.

The focus of this study is on case company's Facebook brand page, which is in Finnish language and therefore targeted only to Finnish customers. Even though customer base is formed of both males and females, most of the brand's fans in Facebook are young females (Facebook Insights).

4 METHODOLOGY

This is a case study based on qualitative method. Case study is often used to research a contemporary phenomenon within real-life context (Yin, 2003), in this case a specific company. The focus is to study the relations between brand post content type and user engagement. Therefore, qualitative method seems appropriate as it emphasizes words, contextual understanding and proximity to the people (Bryman & Bell, 2008). The research involves reviewing existing literature and netnographic observations of case company, SavanniCom's, Facebook brand page. The methodological approach of the study is introduced followed by explanation of research design and planning. In addition, ethical standards are taken into consideration.

Saunders, Lewis and Thornhill distinguish two different purposes for research: exploratory and explanatory. Exploratory research means the study of something new or pre-

senting new ideas. The main focus is to explore and discover new insights throughout the process with help of number of data collection. Explanatory research has somewhat different purpose focusing on relationship between variables of a certain problem or situation. The study is conducted by determining the cause and effect relationship leading to the generalization of the research (Saunders, Lewis and Thornhill 2009).

The purpose of this study is exploratory because the aim is to discover and provide new insights concerning customer behavior with the help of number of the data collected from company's Facebook page. The goal is to understand how brand post and different post types can develop relationship between brand and its followers. The exploratory research offers various tools to understand what kind of influence brand post strategy may have on consumer relationship and how it can affect consumers' engagement.

4.1 Netnography

Kozinet (1998) first developed and introduced netnography as a form of ethnography implemented in online communities and communication made by computers. Netnography is developed to understand online cultures and therefore it is a suitable method for studying online communities such as social media (Kozinets, 2002). This approach is also known as digital ethnography, cyberethnography and virtual ethnography (Hammersley & Atkinson, 2007).

Netnography offers a participant-observational approach that is based in online fieldwork (Kozinets 2010a, 60). Monitoring online communities via observational netnographic techniques is in many cases considered a rapid and cost-effective research method (De Valck et al., 2009). It offers an insight in an objective and flexible manner, observing consumers and their interaction with brands in their natural environment (Brodie, Ilic, Juric and Hellebeek 2011).

This study implies Kozinets' netnographic process following his suggested steps: research planning and entrée, data collection, data interpretation, ensuring ethical standards and finally research representation (Kozinets, 2010).

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4.2 Research planning & Entrée

The first step, research planning, is developing a specific research question and finding a suitable online field to match the topic and to collect the data. In this study Facebook was selected as the social network platform and data collection. Facebook is considered the most popular social media and therefore it can generate broadly applicable insights (Pereira et al., 2014). Another reason for choosing Facebook is the fact that Facebook provides a detailed set of tools to analyze the level of engagement and reach metrics through Facebook Insights (Statista, 2017a). The second part of planning includes selecting the online field for data collection inside the chosen social network site. In this study a Finnish alternative fashion brand SavanniCom was chosen as the research environment.

Kozinets suggests seven guidelines that are helpful in selecting a suitable online field for the research. The online source should be relevant, active, interactive, substantial, heterogeneous, data-rich and experimental (Kozinets 2015, pp. 168–169). The research itself is a case study for SavanniCom so it is relevant to research question. The company aims to have an active presence in social media and Facebook is their main online field. Interactivity and communication with customers and followers is top priorities for the brand and they wish to improve the level of engagement. The brand page has a variety of content and the brand posts represent both different post media and content types, which offers a good basis for data collection. The brand page is public and open to all, so it is not a closed community of homogeneous people. SavanniCom Facebook brand page currently has 9000+ followers.

Savanni is a Finnish consumer goods brand, targeting the younger customers with a social network marketing approach.
The alternative fashion jewelry brand currently boasts some 9,000 Facebook fans. Although the brand is commercialized in different European countries, the fan page is addressed to their Finnish customers in Finnish language.

Kozinets reminds that after selecting online field, it has to be entered (Kozinets 2015). This entrée is the second step of research design. The goal is to learn as much as possible about the study field to gain a solid understanding of the behaviors. This particular

brand was selected for this study for the reason of having the possibility to access the shared data since the first day of creation of its Facebook brand page. Another advantage is that the researcher is also one of the administrators of the brand page in question and has already previous knowledge of the content and fan base of SavanniCom Facebook page. It is useful when getting to know the players of the study field and learning its culture and rituals.

Kozinets recommends an observational approach for the research when the researcher is already somehow attached to the brand (Kozinets, 2015). The level of observation takes different forms and can vary from a more passive to a very active level within the online community (Kozinets, 2010). In this study the level of activeness of the researcher is high in a role of administrator but not as a member of the community.

The first action was to enter the brand page as observer, go through the content and make fieldnotes. Observations were made about the frequency of posts, media and content types of posts and followers' behaviors and reactions. A period of one year was chosen to be followed in order to get familiar with the field and gather enough data for the research. An understanding of the study field was gained through clicking and going through the posts and reactions during the chosen period.

4.3 Data collection

After planning and entering began the actual data collection. To gain a comprehensive understanding of the subject in question, primary and secondary data were used. Before starting the empirical research and getting hands on primary data, background information is gathered with help of secondary data. The secondary data was gathered by reviewing relevant literature from academic journals, textbooks, previous studies and online sources such as blogs and websites.

Primary data was collected from SavanniCom's Facebook brand page with use of qualitative netnographic observation to investigate how brand post characteristics influence consumer engagement. The main source for data collection was Facebook Insights, a tool that collects automatically data from brand page in question. Another valuable data source was Google Analytics which the researcher has the permission to access.

The dataset includes 108 brand posts, which is all of the posts made by the brand during the observation period from April 1, 2017 until March 31, 2018. Posts were gathered together by researcher and further manually categorized in different content types by page administrators who have a clear idea of what was the primary goal of each post.

4.4 Data analysis

According to Kozinets, the collected empirical data are seen as raw materials, which must be noticed, observed, recorded, and then analyzed (Kozinets, 2015).

In this study data is collected and analyzed manually without any use of analysis software programs in order to maintain the human elements of participation and interpretation. This kind of interpretation offers the researcher a way to build the analysis on own reasoning and interpretation instead of relying on computer-based programs (Kozinets 2010, p.120). Qualitative analysis was used to analyze the data collected from company's Facebook brand page according to different post media and content types.

According to Kozinets (2015), the seven interpenetrating intellectual implements to turn raw and abstract data into a more practical representation are Imagining, Re-Memorying, Abduction, Visual Abstraction, Artifying, Cultural Decoding, and Tournament Play.

The explanation of each step is as follows:

Imagining is the first step: to build on initial reflective ideas coupled with own awareness, consciousness and social background knowledge of the individual.

Re-Memorying is the second step: focusing on the ideas that come in mind while not looking at the data. This memory adds up to a reconstruction and it could lead to processing the massive amounts of data when remembered and recalled as particular context and then further associating them with symbols and ideas.
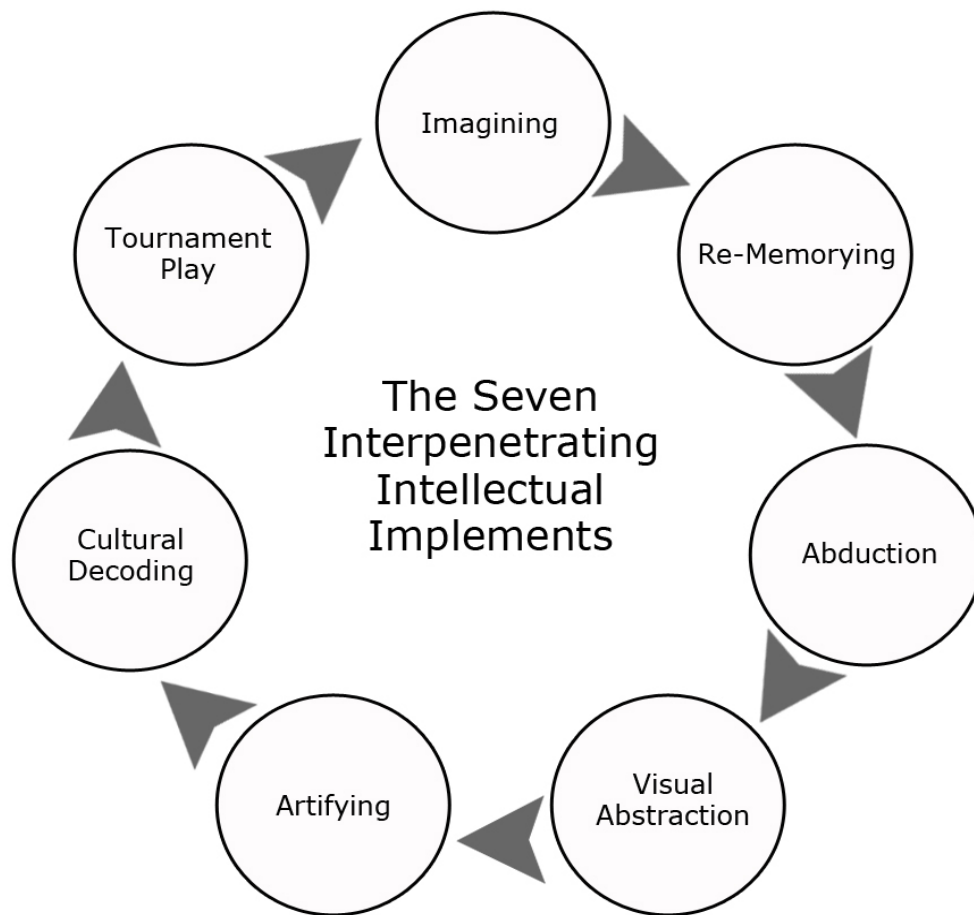
Abduction is this third step: trying to fit things together by looking for connections that could be triggered by patterns revealed in the data. The netnographic moment is to understand these patterns culturally.

Visual Abstraction is the fourth step: visualizing greater things from small particulars, seeing a bunch of trees and trying to visualize them together as an entire forest – almost like playing God. First it is needed to perceive the pattern the particular part is taken and then visualize and generalize it into a larger context.

Artifying is the fifth step: this is similar to visual abstraction, but it offers a more artistic way to visualize the data. Artifying task is to look for corresponding metaphors, images, and collages that summarize and lead to an interpretation of the data. Artifying requires awareness and alertness.

Cultural Decoding is the sixth step: gathering together large amounts of diverse data and trying to fit all the pieces of puzzle together, processing and classifying them culturally. Cultural code is applied to any given thing, even though unconsciously - the culture in which one is raised affects the interpretations. Cultural Decoding requires taking a deeper look into the patterns. This way it is possible to achieve more understanding of cultural background and motivation behind cultural codes.

Tournament Play is the seventh and final step: playing with all the ideas and theories until finding the favorites and arriving to the best explanation of the data. It is like a competition between own ideas and finally making decisions. The result is to arrive in an interpretation of the data that is the most interesting and most convincing in regards of raw data and theories. It is the fittest hypothesis that survives at the end.

The Seven
Interpenetrating
Intellectual
Implements

(Imagining, Re-Memorying, Abduction, Visual Abstraction, Artifying, Cultural Decoding, Tournament Play)

Figure 1. The Seven Interpenetrating Intellectual Elements from Kozinets` 2015

These seven interpenetrating intellectual implements are applied in combination with a hermeneutic approach, which has been considered as a methodological process for interpreting qualitative data. The hermeneutic analysis means interpreting and reinterpreting the collected data to develop sense of the whole by trying to connect the particular pieces of evidence into the general and full representation. Hermeneutic approach places emphasis on identifying the ways specific cultural perspectives are conveyed through any forms of communication to express one's personal meanings. Accordingly, personal understandings are always established within a network of culturally shared knowledge, beliefs, and assumptions about the nature of social life. These personal meanings and intentions are usually formed by the preexisting backgrounds and the multiple sources of cultural knowledge and socialization. From

this perspective, languages, and communications are more of a system of interrelated meanings that can provide a meaningful perspective on one's cultural and history (Thompson et al., 1994; Howell, 2013; Kozinets, 2015).

4.5 Ethical standards

The case company's brand page is public and therefore the observation of users' behavior is all public information, so there is no personal classified information involved. However, the names of users will be blocked so they rename anonymous in the research. People appearing on brand posts have granted permission to use the material, such as pictures of public figures and names of photographers that are published on company's brand page. Other recognizable persons are linked to public articles that are available online.

The researcher, being the owner of the company, has the access to all the material. There is no sensitive business data involved by the case company. The researcher has also an administrative role on case company's Facebook page, but the role has been observing and monitoring thus none of the posts, comments or reactions are conducted by the researcher.

5 FINDINGS AND DATA REPRESENTATION

In the table below are presented all brand posts during period 04/2017 – 03/2018:

Table 2. Summary of brand posts 04/2017 – 03/2018.

Content type	Number	Purpose
Promotional	55	Raise sales
Informational	33	Raise awareness
Social	10	Raise interaction
Entertainment	10	Raise entertainment value
Total	108	90 organic, 18 boosted

In this section examples of each content types are presented, and they are further categorized to posts that have done well in regard to reach and engagement and that have not reached the desired goal. Post reach means the number of audience or the spreading of the post on Facebook. Engagement is a term Facebook uses to combine the number of post clicks, reactions, comments and shares. The company in question, SavanniCom, mainly runs its own Facebook page and makes most of the brand posts, only few of them are made by a digital marketing company that runs the paid social media advertising for SavanniCom. In this study the focus is solely in brand posts.

Observations are made to understand the relation between quality of brand post and success in terms of reach and engagement. The names in comment and liking section are blocked in order to follow ethical research practice. The company has agreed to be present with its name.

5.1 Examples of promotional posts

The company has made 55 promotional posts during the observation period, so more than half of the posts were promotional in nature. The company has used boosting in some of their promotional posts, and this needs to be taken into consideration when evaluating the outcome. Posts are therefore divided into paid posts and organic posts in this content type category.
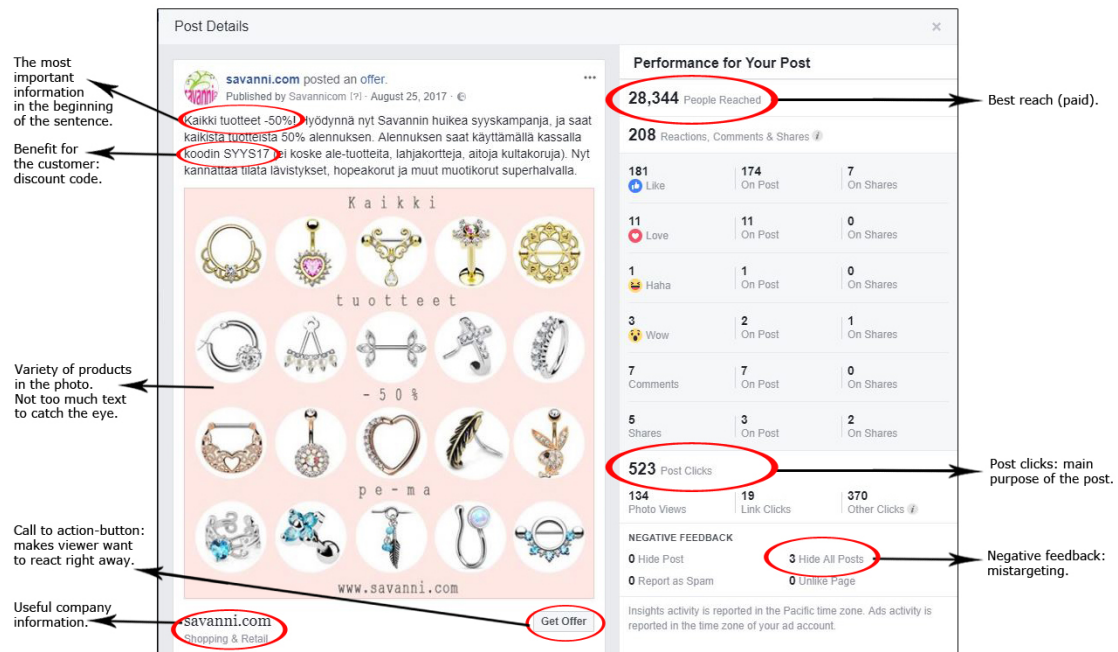
Promotional best reach paid, media type photo:

Figure 2. Promotional best reach paid

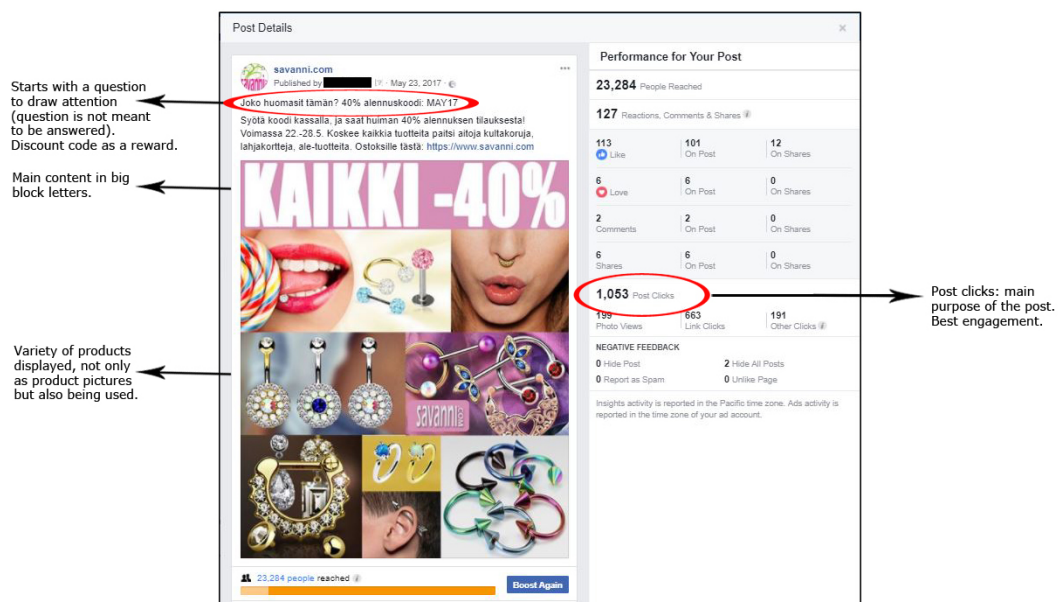Promotional best engagement paid, media type photo:

Figure 3. Promotional best engagement paid

Both paid best reach and best engagement posts are about a discount campaign. The pictures and texts are quite similar, both giving out a discount code and pictures presenting a collection of items that company sells. They both mark quite high on vividness, as the post type is photo, and photos in question are colorful and eye-catching. The first one has got better reach, but the second one has more post clicks (1100) so it has reached better the target audience. One can argue then that the second post with more engagement has been more successful in terms of goal: the aim of this kind of post is ultimately to send people to company's web shop and drive sales. The first post also has more negative feedback, which can be considered a sign that it is not targeted as well as the second post. To understand the difference, one must observe the difference in targeting of these two posts.

Both boostings were targeted to women, ages between 16-40 who live in Finland. The main difference in boosting lies within the interests of the target group. Also, the budget is different, but that only highlights the efficiency of second post, because it has more engagement with less reach and lower budget.

The first post, which has the best reach, was boosted with 200€ and the boosting ran for 3 days. The reach was 25040, but the number of engagements was lower than in second post, which implies that it was not as efficient in reaching its main goal, click links and driving the sales, as was the second post (523 post clicks vs. 1053 post clicks). The boosting was targeted to people with following interests: tattoos, body piercing, jewelry, online shopping, body art, shopping and fashion, women's fashion, fashion trends & styles and women's clothing.

The second post, which has the best engagement, was boosted with 75USD (70€) and the boosting ran for 6 days. The post gained 1053 link clicks with the reach of 18600 people, so the clicking percentage was relatively high: people who saw the post found it interesting and decided to click the link to go to the web shop. The boosting was targeted to people with following interests: tattoos, body piercing, jewelry, online shopping, discount coupons and alternative fashion. The targeting is sharper here, it focuses more on piercing jewelry and alternative fashion, leaving broader interests such as "women's fashion" and "women's clothing" out. One can draw a conclusion here that narrow targeting group is more efficient when the main goal is to drive sales.

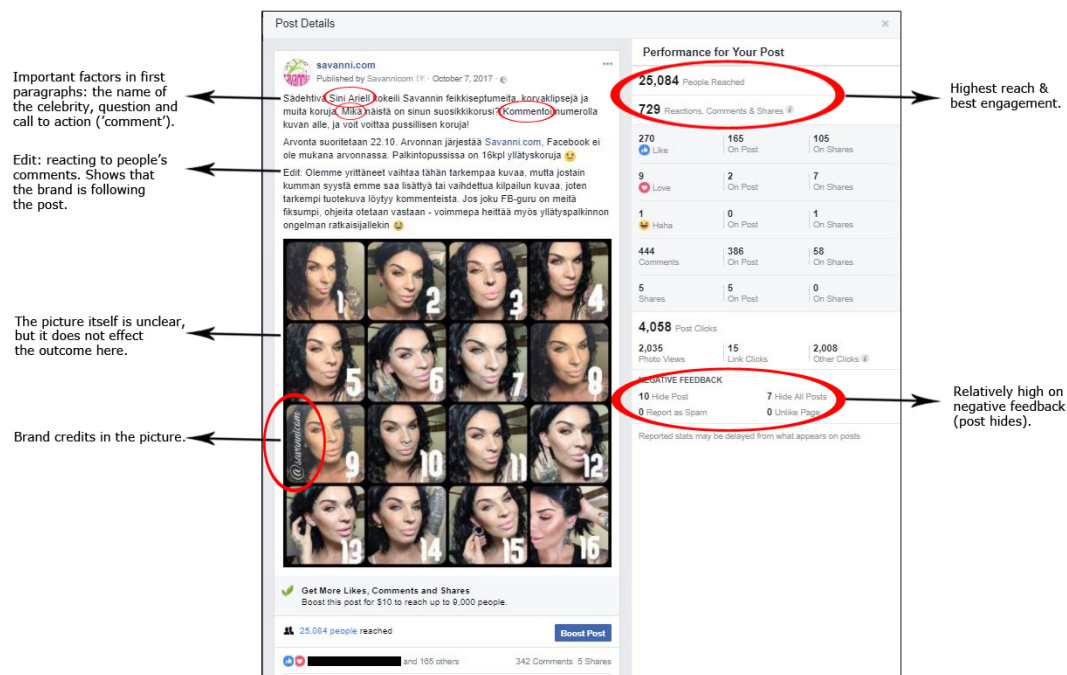Promotional best reach and engagement organic, media type photo:

Figure 4. Promotional best reach and best engagement organic

This post has the best organic reach and engagement. It is a competition, a lottery, and it is considered promotional post because the end result is some kind of award for the viewer (lottery prize). Competitions often get good results in Facebook because they offer something concrete to the followers. When the term of competition is to comment on the picture, as it is here, organic reach and engagement naturally grow. The interactivity factor is high in this type of message. Competitions might also get more negative feedback in terms of post hiding than other types of brand posts because they spread so widely to the walls of all people who have participated by commenting. When a Facebook user who is not interested in this kind of competitions or products sees this post in their wall many times, he/she is likely to hide the post or all posts from the same brand simply because he/she is not interested. This kind of natural negative feedback is not necessarily a loss to the brand because these users were probably not their potential clients to begin with.

This post has a problem with the picture that brand admin was not able to solve: the picture came out grainy and unclear. Many of the comments complain about the picture quality and admin has then solved the problem by posting another picture in between

the comments. The more people comment on something in Facebook, the more the original message spreads and therefore sometimes any comment is a good comment. To stand out in Facebook brands should be bold and try different things to provoke engagement because if the comments are not negative feedback related directly to brand or its service, the outcome can be positive. In this post, even if it was unintentional, the graininess of picture probably provoked more comments and helped the post to have wider reach.

Other positive factors in this post are: use of a celebrity, asking a question / opinion and offering a prize that is also a surprise. Competitions are an effective and economic way for a brand to have more reach and engagement in Facebook. The downside is that these kinds of posts do not necessarily reach the target group that can later be fruitful for the brand since there are prize-hunters that participate in any Facebook competitions, regardless of the brand, and they might not even take notice who organizes the competition. That's why competitions are more likely to be less effective in driving sales than other type of promotional posts, but they can raise brand awareness and make the followers more committed to the brand.

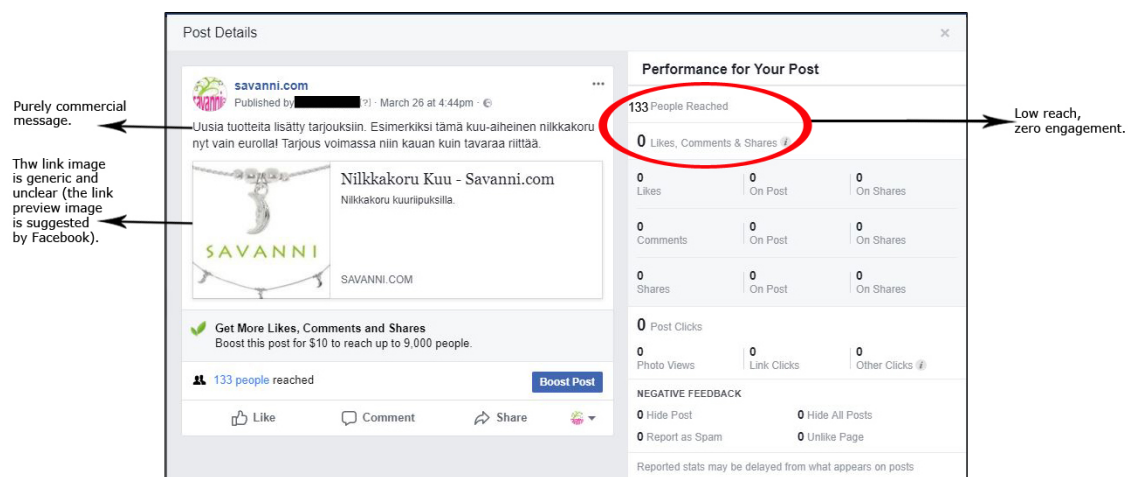Promotional lowest reach and engagement, media type link:

Figure 5. Promotional lowest reach and engagement

This post is about a new discount item that has been added to the web shop. The intention of this post is purely marketing, so it falls into category of promotional posts. This post has not got any attention and has not reached its primary goal: link clicks. The text is quite generic, and the link picture is not very eye-catching. It is too easy to ignore this post and scroll on. Another problem may lie in the season of posting: it presents ankle jewelry, which is as an item related to summer, but it is posted in the middle of winter

5.2 Examples of informational posts (organic only)

The company made 33 informational posts during the observation period and it was the second used content type.

Informational best reach, media type link:

Figure 6. Informational best reach

The content of this post is purely informative: the web shop wants the clients to know about the changes in delivery times made by the Finnish post. The brand wants to send a message that they do still work hard to ship out all the deliveries in time, but it is out of their hands after that - they are dependent on delivery terms defined by the post. The picture of the link adds vividness to the post: the orange color and clearly recognizable

logo makes the viewer to stop scrolling and read the message. This type of informative post is considered useful by the viewers because it shares valid information that touches their lives. It is easy for a follower to share this kind of post that is not made with marketing purposes and therefore it reaches wider audience. Since 2015 Facebook made changes to its algorithm about the appearance of posts on newsfeed. Facebook decided to reduce the visibility of purely commercial posts in favor of other type of content, such as this article (Facebook 2014). This post is likely to provoke emotions because people tend to have opinion on this kind of changes and about Finnish post in general. The angry reaction button here is not directed to the brand but to Finnish post and to this change that deteriorates the service. The brand offers also an advice to their customers to choose express delivery in case they need to ensure deliveries for the next day. The intention of the brand is to send a message to the consumers that we are on the same side.

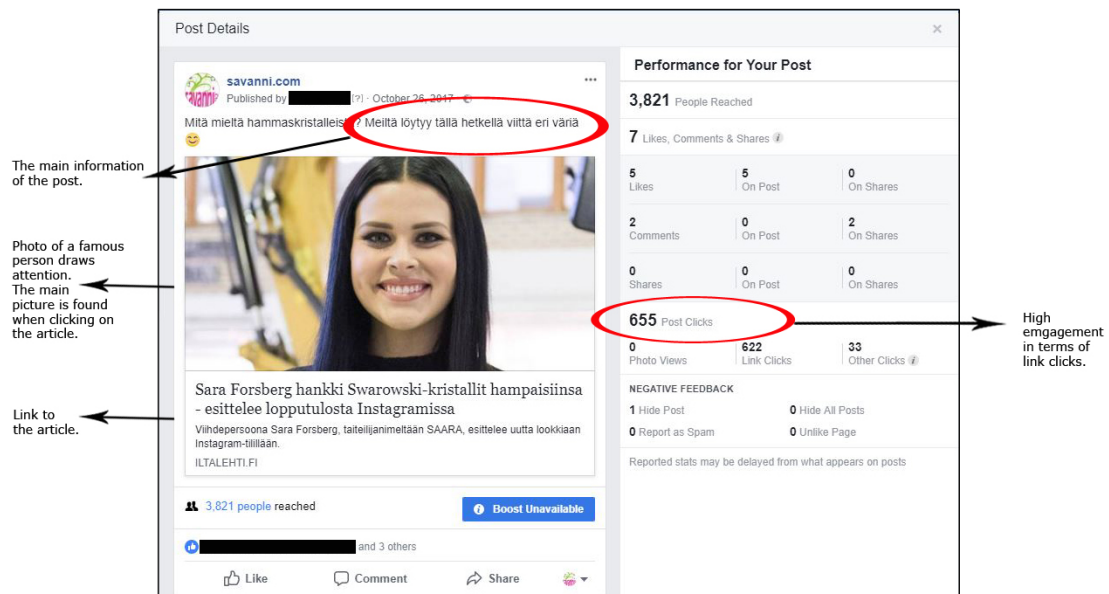Informational best engagement, media type link:

Figure 7. Informational best engagement

This post has some characteristics of each content types: it starts with a question (social type), in some way showcases items that the brand is selling (promotional type) and has also entertainment value (entertainment type), but it can be considered informative if one observes the main goal of this post. The main purpose is not to have an answer to

the question (discussion) nor it is directly to drive sales (there is no direct link to the web shop or product nor there is a promotion) but the aim is to spread information on dental jewelry, to have viewers click the article and read it, to make them know that many celebrities use dental jewelry nowadays. The main informational message is this: we have a variety of dental jewelry available. This post has both vividness and interactivity factors, as it has a photo of a celebrity and it calls the viewer to react with an initial question and clickable link.

This post has most engagement in terms of link clicks, people have stopped to this picture, read the title and then been enticed to click it open and read the article. The article's title is once again a clickbait, as it tells directly that you need to click this article open to see the picture of this celebrity and her dental jewelry. It appeals on curiosity of people, and especially of target group of the company, i.e. people who are interested in this kind of jewelry.

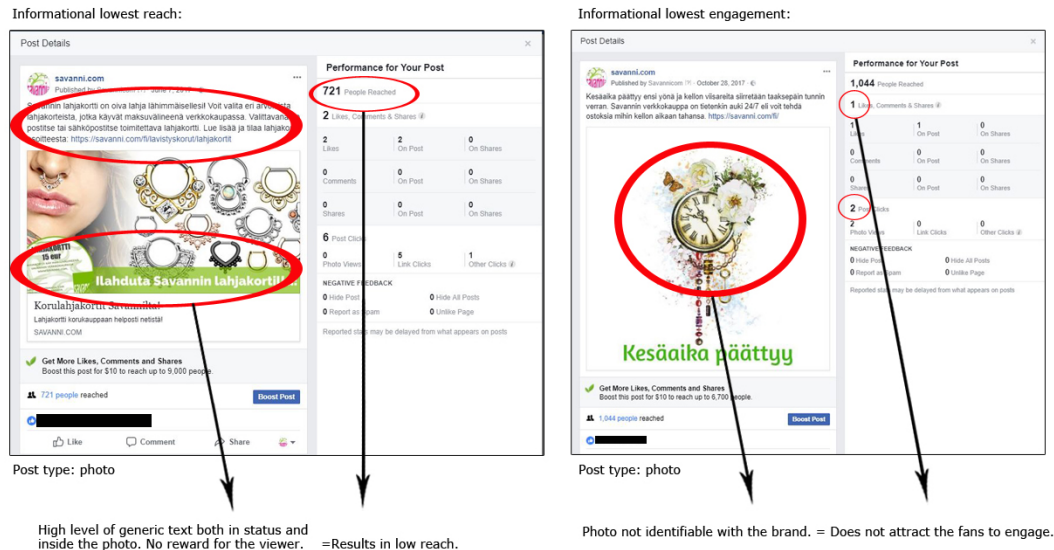Informational lowest reach and engagement, media type photo:

Figure 8. Informational lowest reach and engagement

Lowest reach and lowest engagement informational posts are both made by the company that manages brand's social media marketing. The reasons here are very similar to

other message types' lowest reach and lowest engagement posts. The topics are too generic, the posts are too safe, they do not appeal to emotions nor poses an entertainment value. These posts lack both vividness and interactivity; even though there is a clickable link in both, there is no call to action to entice the fans to interact. The information given is also generic and meant for wide audience: gift cards are suitable for anyone, changing the clock concerns everyone. The target group is too wide and thus the message can drown in the mass. It might be more effective to advert gift card before a certain feast or holiday, to direct it to a narrower target group (for example "gift card for man on Father's Day"). To have more engagement on the second post, one could ask followers opinions about clock shift because it is one topic that everyone has an opinion on. Now these two posts remain relatively flat as there is no offer or any kind of benefit for the viewer to react in these posts.

5.3 Examples of social posts (organic only)

The company made 10 social posts during the observation period.

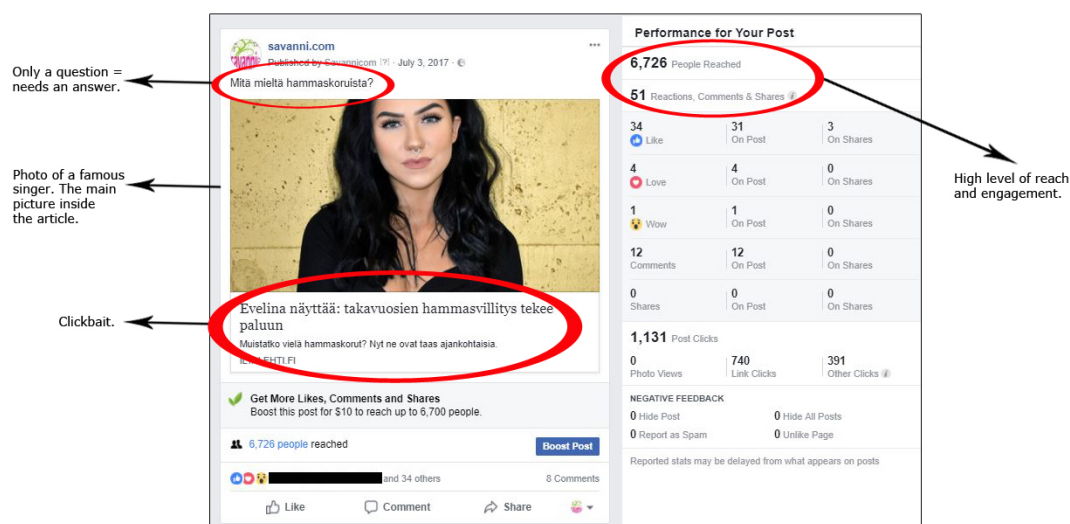Social best reach and bestengagement, media type link:

Figure 9. Social best reach and engagement

When observing social posts an interesting discovery can be made: the same brand post has both best reach and best engagement, and the same happens with lowest reach and

lowest engagement. This tells quite a lot of the nature of social post. The aim is to engage fans, to make them communicate, and when social post is successful and leads to engagement, it also spreads more and reaches wider audience. This is why a social post can as its best be very powerful in Facebook.

This post is a link to an article and it has very little text: just a simple question that demands an answer. Because the aim is to have an answer to the question (raise conversation), this falls in the category of social post. The topic is something that attracts the viewer to answer, assuming she has an opinion on this matter (dental jewelry). The article itself has a typical clickbait: it talks about something in the past ("takavuosien") and a craze ("hammasvillitys") without revealing what it is actually all about. The viewer needs to click it open and then form an opinion. The person in the picture is famous singer, but one cannot see in the picture what this "dental craze" the title talks about actually is because her mouth is closed, and teeth are not visible. The actual picture of her dental jewelry is inside the article. This post ranks high in both vividness and interactivity: there is an interesting photo, a question and a clickbait, which calls the viewer to take action.

This is a good kind of article for Savanni.com to link in their Facebook brand page, because it has a direct relation to their products: the company sells dental jewelry. This is also a legitimate way to use celebrities and public figures in company's brand marketing: the company can link an article and is also allowed to imply that these kinds of products are available in their web shop, even if the person in question was not necessarily their client. Photo credits are not needed, as there is the link to the article. Role models are very important part of social media and especially in fashion world, having a picture of a famous fashion icon gets attention. Sharing this kind of article is a win-win situation for all parties: the company gets engagement; the article gets clicks and the celebrity gets attention.

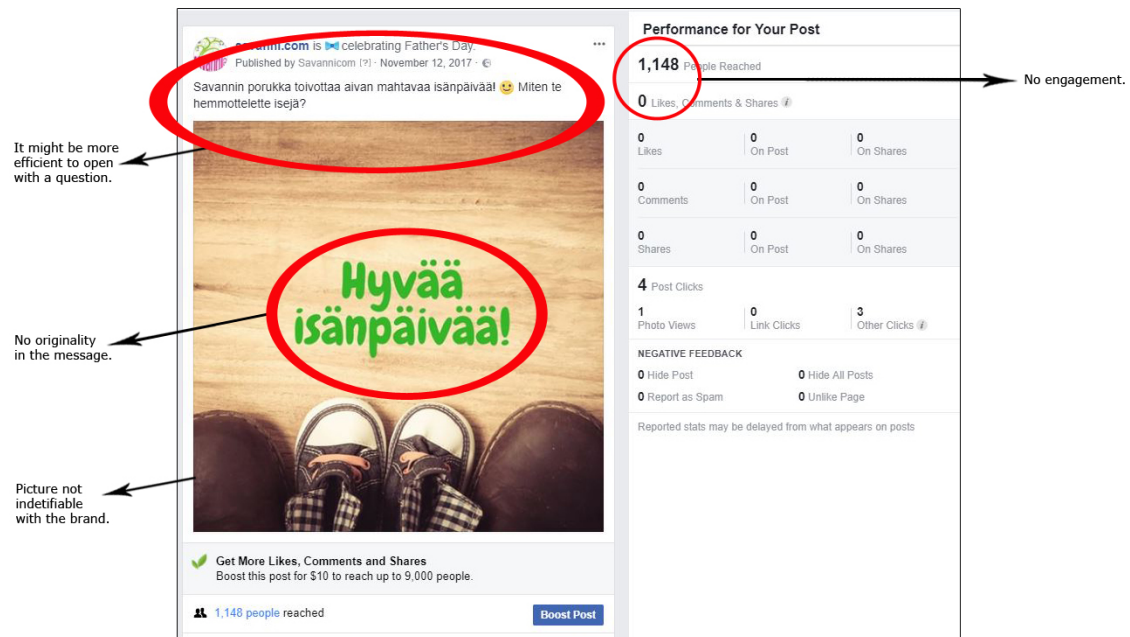Social lowest reach and engagement, media type photo:

Figure 10. Social lowest reach and engagement

This is an example of a social post that has not received any kind of attention. It is a simple post to wish happy Father's Day, but the goal has been to have discussion below the post because it asks a question in the title ("Miten te hemmottelette isejä?"). Several conclusions can be made to why this post has got no engagement whatsoever. First of all, the picture is very generic, there is nothing that makes the viewer to stop scrolling and give attention to it. The picture does not tick the boxes of originality, humoristic value or new perspective to a common topic. When a holiday or a feast is approaching, it is to be assumed that most companies and also private persons post about it, and therefore it is not easy to stand out in a crowd. Secondly, the text also is too common, both in post and in the picture. It is easier to get engagement when the post is targeted to a specific group than to a wide audience (compare "users of dental jewelry" vs. "every-one who is celebrating Father's Day"). When the viewer has a feeling that this topic concerns me of all people, he/she then is more likely to take action and comment the post. Finally, the post does not have any connection point to the brand. Therefore, the fans are most likely not to identify it with the brand they follow, and it vanishes in the newsfeed. It does not evoke emotions, not positive nor negative, and even if it's a safe type of brand post, it is also borderline useless. It is to be mention that this post is not

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made by the company or brand admin itself, but it is made by a digital marketing company that handles the paid advertisement of the brand. This probably explains why there is no connection to the brand and its followers and further highlights the importance of knowing your audience and your Facebook fans to be successful in terms of engagement.

5.4 Examples of entertainment posts (organic only)

The company made 10 entertainment posts during the observation period.
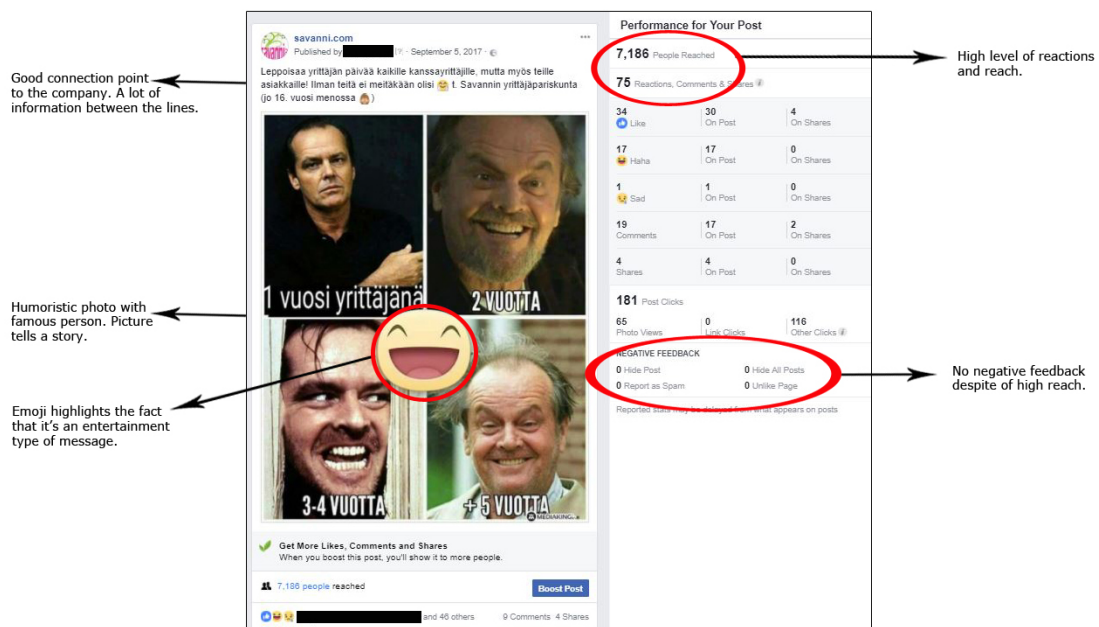
Entertainment best reach, media type photo:

Figure 11. Entertainment best reach organic

This is a typical entertainment post: it has the purpose to entertain, make people laugh and have a moment of fun. Consumers find this kind of posts as harmless fun, because they are not trying to sell anything or send any kind of commercial message. This kind of posts often get a good organic reach, because Facebook users easily tag their friends to this kind of posts that are considered harmless fun. When a post like this gets a wide audience, there are two advantages to the company: to raise awareness of their name and make their followers more committed to the company. It is, however, to be carefully considered when to send a pure entertainment message. Because the company in

question is an online shop and not entertainment page, it would be too confusing and transparent for the followers to send constantly irrelevant, humorous messages. This is why it is important to maintain some kind of connection point to the company itself. Here the connection point is "entrepreneurs' day". The company manages to communicate a lot of information between the lines: they are also entrepreneurs, it is a small family company with real feet-to-ground people, the company has been up and running for 16 years and as entrepreneurs they too have their struggles, but they are there to serve the clients and are thankful to have them as customers. It is sympathetic, light, fun, and thus working.

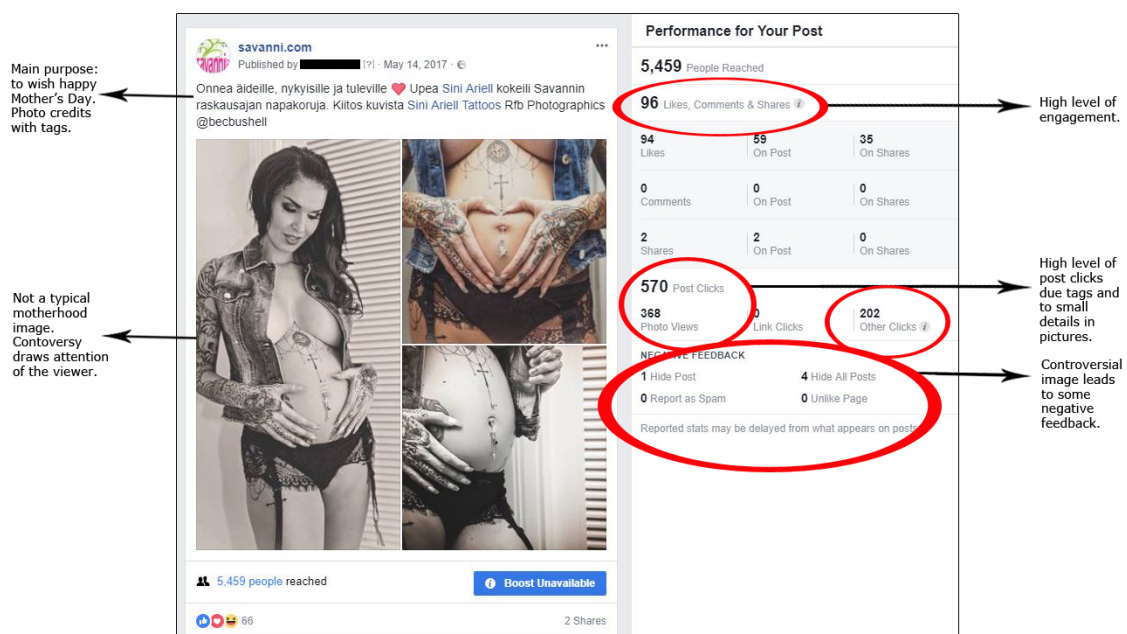Entertainment best engagement, media type photo:

Figure 12. Entertainment best reach organic

This post is not so purely entertainment post, as it also communicates certain product information. Its main purpose, however, is to entertain and send a message of happy Mother's Day. It does not aim directly to sell anything, and there is no link to web shop or products to drive sales. In the picture there is a well-known public figure, a celebrity, and that draws attention. There are three key functions here that makes people stop, look at the post, and react: celebrity, motherhood and borderline nudity. What makes the post spread even more are the tags (posing celebrity and the photographer). The post has been made in collaboration with the celebrity and the products presented there are

brand's products. This post has more esthetic than humorous value but there is a clear connection point to the brand and fans can identify that it's a post made by Savannicom. The small details in photos invite the viewer to click the post and see more in details what it is all about. The controversial character of these photos plays a positive role here: tattoos and piercings are not typically combined with pregnant belly and idea of soft mother figure. It has a new perspective to a common feast, the person in the picture represents a not-so-typical mother type in a positive way especially to brand's fans, and therefore the post stands out from the flood of all other Mother's Day related posts in Facebook. This would probably not work for different kind of brand, but SavanniCom is an alternative fashion brand and its followers are familiar to this genre, so the message is spot on here.

Entertainment lowest reach and engagement, media type photo:
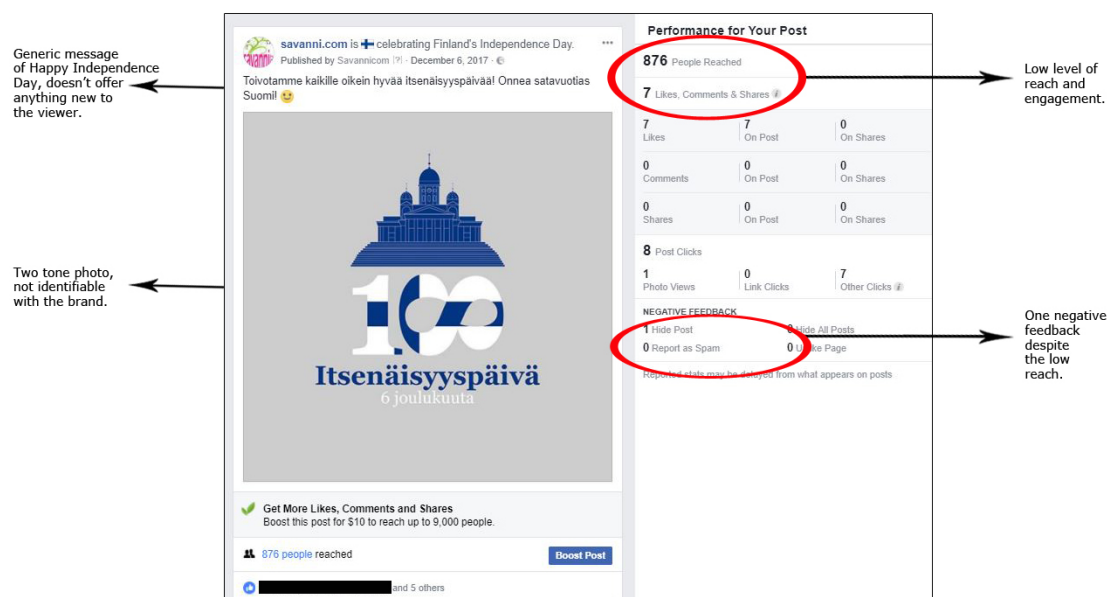
Figure 13. Entertainment lowest reach and engagement

This post is considered entertainment post because it has no other purpose than to wish followers happy Independence Day. It has both the lowest reach and reaction. The post itself is very generic as there is nothing special or different to catch the eye. It has no connection point to the company and their followers. The picture has nothing to catch the attention of a person who is surfing the Facebook, and this kind of post is very easy

to ignore. It is also very likely that company's followers don't even realize that this is SavanniCom's post since it differs quite drastically from other posts of the company. An interesting point is, again, that this post is not made by the company itself, but an outsourced company that handles the company's Facebook marketing.

6 DISCUSSION AND CONCLUSION

This study explored what brand should post on their brand page to promote user interaction. The aim was to focus on brand perspective to understand different factors that an ecommerce brand has to take into consideration when planning social media strategy and raise customer engagement. The study included concept of media type and content type of brand posts and used the level of engagement and reach to specify the success of a brand post. From brand's point of view reach is an important factor because it is the first step to user engagement; when the brand message reaches maximum number of community members, the level of engagement also rises with the reach. The purpose of this study was to examine how the different characteristics of media and content types of posts influence the engagement and reach of a brand post. The goal was to find an answer to the research question: how brand post content contributes to users' engagement on Facebook brand page. After analyzing the most efficient and the least efficient brand posts over a period of one year the results show that, regardless of the content type, the characteristics are essential: the same media type of post can be both successful and not – more relevant is the subject matter of the post. Results indicated that content context is relevant, and brand needs to form their own content strategy for well targeted specific group to enhance customer engagement. The findings show that also photos and links fall into both categories; the best and lowest engagement and reach. Photos that are brand-related and targeted to narrow group work better in terms of likes, comments and shares.

6.1 Summary of findings

All content types have different goal (Luarn et al., 2015) and all are needed to create appealing and successful Facebook brand page. Brand needs to be versatile and not offer only one type of content repeatedly. Furthermore, it is important to analyze the characteristics inside various posts to find the key to a successful Facebook brand post.

Therefore, vividness and interactivity (Steuer, 1992) are two crucial features to investigate.

Consistent with previous studies by De Vries, the results demonstrate that vividness of the post has a crucial influence on the engagement of followers (De Vries et al., 2012). All of the posts that have the best results ranked very high on vividness, with clear and interesting pictures, that encourage users to take action, like the post or express their opinion. Many of the most successful posts presented a picture of a celebrity or a well-known figure for the target group. Further analysis of the pictures showed that it is more powerful to use pictures that provoke some kind of emotion and are targeted to a more specific group. If a picture is too generic and safe, it often remains without any attention and is too easy to ignore.

As expected, the results show that interactivity value is strongly linked with the success of a brand posts, especially on the level of online engagement. High level of interactivity is more likely to attract customers to take action and engage with brand post. Questions, call to action -buttons, links and competitions attract users to engage with brand posts. This finding supports previous studies by De Vries (De Vries et al., 2012).

Finally, when analyzing different content types of posts, the results indicate that promotional posts are most efficient in terms of reach and engagement. Promotional posts by brand tend to offer a clear benefit for the user, often in form of a discount or a prize, and this clearly makes them efficient. This does not mean, however, that a brand should post only efficient marketing messages, even Facebook's algorithm discourages the use of solely promotional posts. Also, not all promotional posts are engaging. Previous studies have shown how informational, entertainment and social posts facilitate users' engagement because their purpose is not purely marketing. However, the results show that with case company's brand posts, the post type or the content type does not play the most crucial role, but it is the content of the post itself that matters and makes the brand post appealing. The form in which the message is delivered to brand's followers and other users is important to raise user's engagement. It is not enough to post a picture or a link, but it is crucial to pay attention to what kind of picture or what link to post, how it is presented, and what is the target group.

When analyzing the brand posts that had the lowest ratio of reach and engagement, the findings show that they all have similarities in terms of content. This type of analysis offers useful information to the brand to avoid pitfalls of a useless brand post. Even though all least successful posts included a photo or a link, the pictures and texts were generic and too safe to evoke any kind of emotion or attention. Another important factor is that all of these posts failed to have a connection point to the brand itself, and therefore the users most likely did not connect the post to the brand they follow, and the posts were ignored. The results demonstrate that a sharp and narrow target group is more effective.

As a conclusion, the findings of this study indicate that creating a successful Facebook brand post requires taking into consideration multiple various factors. Thus, preparing an engagement strategy can facilitate the interactivity and help creating enticing content on Facebook brand page.

6.2 Practical implications

The findings of this study can lead to practical implications to the case company's Facebook administrators and offer guidelines of how to prepare an efficient posting strategy. According to findings, the least successful posts were made by an outside marketing company, and that underlines the importance of knowing the brand itself and then knowing the brand's followers. Targeting the right audience is one of the key factors in creating a brand post that arises attention and engagement. A successful Facebook post has a clear goal and knowing different content types helps distinguishing and further reaching the goal. Once the goal is determined, it is easier to decide which media type and content type is more efficient. The findings show that all successful posts rank high on vividness and interactivity. In the flood of information that Facebook newsfeed offers, it is crucial to give the users something to grab to by evoking some emotions or offering some concrete benefit. It is better to be inspirational and even provocative than too generic and safe.

If the goal of a post is to achieve many likes, high level of vividness is important; the administrator can use for example a celebrity that falls well within the target group. If the goal is to get comments, interactivity value needs to be high; a question that has

some interest point to the user is efficient. To gain link clicks, interactivity needs to be taken into consideration for example in a form of call to action -button. Posts that have humoristic value instead of marketing goal tend to get most shares because they offer something enjoyable to the users. This is consistent with previous studies that have demonstrated how entertainment and social posts strengthen the followers' stickiness to the brand page (Luarn et al., 2015).

The key to a successful brand page content is thus three-fold: first brand should prepare a valid brand post strategy, then create efficient content according to that strategy, and finally perform continuous monitoring of the content and results in order to determine the most crucial characteristics of their brand posts.

6.3 Limitations and future research

This study has limitations which, on the other hand, offer opportunities for further research. Most of the studies in this field concentrate on large companies or global brands. Even though a smaller ecommerce company offers more unknown field for research, the data is considerably smaller both in terms of amounts of posts and followers - the data did not offer possibility to investigate the behaviors of broad masses in Facebook. All data was collected manually without support of any software. Furthermore, the results presented in this study are limited due to data obtained from only one Facebook brand page. To confirm the findings, the analysis should be expanded to brand posts gathered from other companies' Facebook brand pages. Understanding the motivations associated with various Facebook brand pages requires further examination.

Due to limited amount of data to analyze, a quantitative method was not implied in this study. The use of qualitative method was helpful in finding how the specific characteristics of a brand post affect the engagement and reach. However, executing a quantitative survey, it would be possible to analyze further which content types are more efficient and why. Here the focus was solely in understanding what kind of content creates a successful message.

Finally, in this study engagement and reach were used to define which brand post is successful. To arrive in more specific conclusions, engagement should be further cate-

gorized into likes, comments, shares and possible link clicks. A deeper look into these factors would help to analyze the success of specific brand posts in terms of their media type and content type.

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