

# FACEBOOK MARKETING

## ABSTRACT

Global technological advancements have altered the ways in which corporate executives interact with their clientele. In an effort to attract, engage, and convert more customers, some companies are turning to Facebook as a promotional tool. It was found that there are actually three different types of advertising approaches: paid media, owned media, and earned media. The benefits of Facebook marketing include: customer relationship management (CRM); customer's experience; psychographic targeting; re-targeting; widespread web host; launching and announcing new product/service; ad forecasting and outcome estimation; customer engagement; building brand attributes; gets detailed information; and brand image. Therefore, businesses should rethink their belief that Facebook Marketing is ineffective. There are many benefits to advertising on Facebook that might help businesses see why they should do so.

**Keywords:** Facebook, Marketing, customers, engagement,

## I. INTRODUCTION

These days, most people's daily lives would be unimaginable without the contributions and influences of technological advances. From the Stone Age, when communicating over great distances was difficult and time-consuming, to the current day, when it is easy and quick because of advances in information and communication technology. The Internet has facilitated instantaneous and efficient communication. Social networking sites, such as Facebook, are one of the many benefits of the Internet that have improved communication and added a new dimension of interactivity. The way people talk to one another, act, and respond to events is different because of social networking sites. In February of 2004, Facebook was founded at Harvard University as a way for students to connect with one (Nations, 2021). Mark Zuckerberg and Edward Saverin, both then-students, came up with the idea for it. It wasn't until 2006 that Facebook became available to everybody above the age of 13 and quickly became the most popular social network in the globe, surpassing MySpace in no time (Nations, 2021). Facebook's success stems from the fact that it caters to both individuals and corporations, and that it can communicate with other websites by using a single login for all of them. This chapter delves into the ways in which a Facebook media campaign might use paid, owned, and earned (POE) media to impact and engage its audience in a social media setting where

consumer interaction is valued. Using desktop data, this chapter examines the POE media within the context of the promotion mix, arguing that a carefully diversified approach maximizes customer engagement and the brand's influence on Facebook. This chapter was developed solely to evaluate the significance of Facebook's many features, types, and benefits to businesses, given the site's enormous popularity.

## **II. LITERATURE**

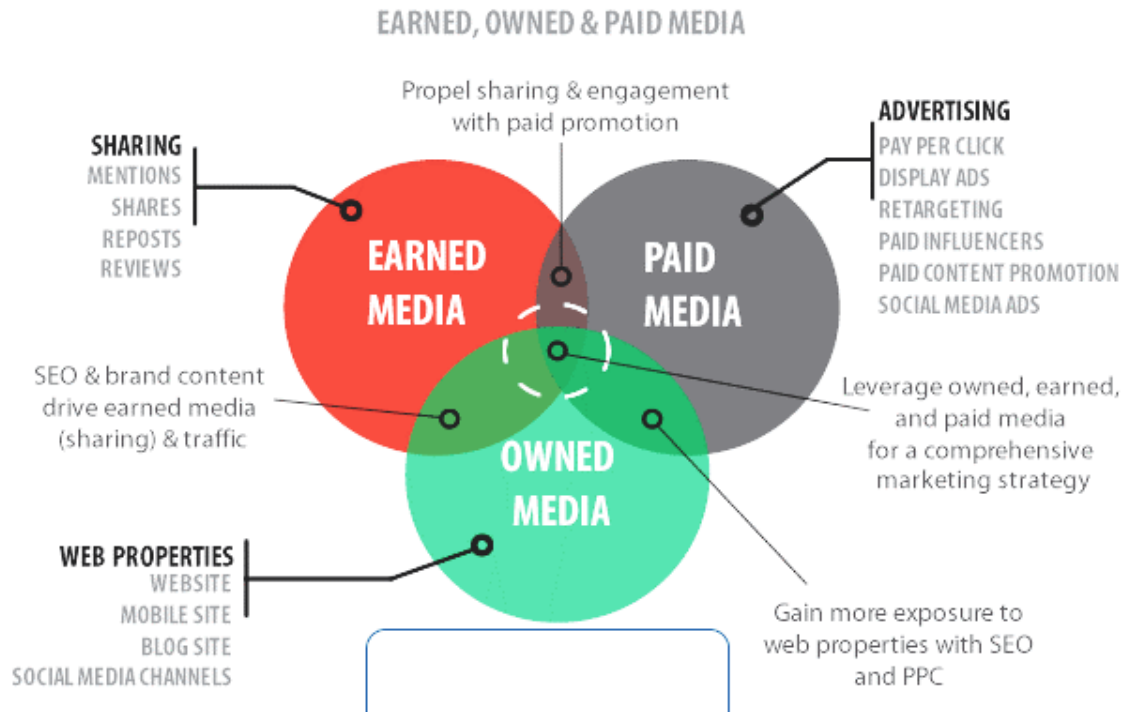
### **Facebook**

Users of Facebook, a popular social media site, may have conversations, exchange photos and videos, talk in real time, and see short videos. Businesses can reach this elusive demographic by creating a Facebook Page. A Facebook Page is an open account that represents a company, brand, celebrity, cause, or organization and allows its followers to "like" the Page in place of the entity's creator. Contents update from the Page appear in the News Feeds of followers, and the firm gains brand exposure, ad tracking and deployment, audience data, and the ability to communicate with customers in need. Facebook users may provide thoughts and participate discussions with others who share similar or distinct interests through submitting content such as text update posts, photographs, videos, and external resources like blog entries. Content can be made available to the general public, to a small group of trusted individuals, or even to just one individual (Nations, 2021). Facebook welcomes everybody and offers no barriers to entry. Facebook is accessible to users with varying degrees of technological knowledge. While it may have begun as a means for people to stay in touch with one another or find lost acquaintances, social media has quickly become a favorite of advertisers thanks to its ability to zero in on a certain demographic. Sharing thoughts, photographs, videos, and status updates on Facebook is as easy as clicking a button. Many visitors make the site a regular stop since it's fun to use. Facebook prohibits any and all forms of pornographic content. When a user is reported for breaking the rules, they are immediately removed from the site. To prevent their data from being shared with unauthorized parties, Facebook users can adjust a variety of privacy settings.

## **III. FACEBOOK CHANNEL CATEGORIES**

There are a few broad categories that can be used to classify the many media channels that are employed in modern company marketing communication. Businesses may strike the perfect balance between the three forms of

Facebook media by realizing their respective strengths and making the most of them.



**Figure 1:** Types of Facebook Media  
*Source: Garman, E. (2023)*

#### IV. PAID FACEBOOK MEDIA

Whether it's Google AdWords, display ads, TV commercials, or billboards, any content marketing strategy that requires financial investment to promote a brand, product, or content is considered paid media. The demographics, geographic focus, and age range of a media buy's intended audience are all carefully considered. Paid is when a firm or individual uses Facebook as media, it indicates they have paid to do so. The term "paid media" is used to describe the many forms of Facebook advertising (Homepage Ads, News Feed Ads, Right Hand Side Ads, and Sponsored Stories) that may be purchased by businesses. All of these resources can be tailored to specific user groups. Advertisements on Facebook can be tailored to reach the brand's existing audience as well as potential new converts and customers (DeLane, 2023). Hence, Paid Facebook media refers to the use of paid advertising on Facebook to promote products, services, or brands. It includes various ad formats such as sponsored posts, carousel ads, video ads, and more. Businesses can target specific audiences based on factors like demographics, interests, behavior, and

location. Paid Facebook media aims to increase brand visibility, drive traffic, generate leads, or boost sales. It typically involves setting a budget and bidding for ad placement in the platform's news feed or other areas. Content promotion costs can be used to kick things off and gain traction. Advertisements on social media platforms like Facebook, Twitter, and LinkedIn can drive traffic to firm's website and increase awareness of firm's brand (Garman, 2023) if done correctly. Paying influencers to promote a company's goods or services is another strategy for expanding the visibility of that material. Paid Facebook both introduces the company to new customers and refreshes the memories of loyal followers (Xie & Lee, 2015). Instead of reminding people of the brand, sponsored media serves to jog their recollection, which in turn keeps the brand in their minds (Xie & Lee, 2015).

In exchange for financial support, businesses can use Facebook Ads to disseminate content to narrowly defined audiences on the social media platform (Newberry, 2016). Facebook ads can be displayed in either the news feed or right column of a user's profile and range in price depending on how many people see them and click on them. Companies may target highly specific demographics using Facebook ads, and the platform provides efficient metrics for gauging the success of those campaigns. Effective Facebook advertising also relies heavily on careful preparation. Before creating a Facebook ad, businesses should decide on the ad's goal, the demographics of its target audience, the advertising budget, and the creative direction it will take. Facebook's Ads Manager is where users will see how things turn out (Torr, 2015). Brand awareness, product promotion, internet traffic, and new customer leads are all aided by advertisements.

## **V. OWNED FACEBOOK MEDIA**

Owned media refers to any form of organic content delivery that a company manages. A company's online presence may include a blog, website, YouTube channel, and even a Facebook profile. Although businesses don't have to pay anything extra for exposure, there is a cost associated with the creation process. All of the Brand Pages, Places Pages, events, and apps that firms run on Facebook are considered owned media assets (DeLane, 2023). There are no placement fees or advertising expenditures for businesses using these channels. Firm's website, along with firm's social media pages and blog, is an extension of firm's brand as a whole. Owned media refers to any and all forms of media over which firms have editorial control (Garman, 2023) for the company. Owned media increases opportunities for brand expansion in the digital world. Hence, Owned Facebook media refers to the content and assets that a business

or brand directly controls on its Facebook page. This includes posts, images, videos, events, and updates that the company publishes on its own profile or page. Unlike paid or earned media, owned media is fully controlled by the brand and can be used to engage with followers, share information, and build relationships with the audience without the need for external spending or third-party influence.

## **VI. EARNED FACEBOOK MEDIA**

Earned media refers to any form of promotion or advertisement that does not cost money (Garman, 2023) to implement. Media coverage that a company or an individual "earns" but does not have to pay for is called "earned media." Earned media refers to any positive publicity that a company or an individual has attained through networking, publicity stunts, or intentional public relations operations. Public relations and media connections have long been the primary focuses of earned media strategists. Social media strategies and the production of "viral" content have emerged as essential components of earned media in recent years. Brands and organizations can save money by utilizing earned media. However, it takes time and effort to cultivate partnerships with third-party sources in order to market the business. To get people to notice a firm, it may, for instance, develop material that is both useful and search engine friendly (Garman, 2022). This means that, much like with owned media, SEO plays a key role in gaining earned media coverage. A company may establish itself as an industry leader if it produces high-quality content that speaks directly to the problems faced by firm's target demographic. A firm should expect more coverage in related media and social media as a result. Earned media is the means by which readers and viewers reach owned media websites. Earned media is often driven by a combination of high organic search engine ranks and branded content disseminated by the company itself (Garman, 2023). Earned media is often more affected by first-page rankings and high-quality content. Earned media, as described by Lovett and Staelin (2016), boosts consumer satisfaction and increases repeat purchases since customers feel good talking about their experiences with others after making a purchase.

## **VII. CONVERGED FACEBOOK'S MEDIA**

The term "converged Facebook media" refers to campaigns that employ more than one form of media at once. Search engine optimization (SEO) is a perfect example of convergent marketing channels because it requires work on both owned media channels (such as a company's website) and uncontrollable external elements (such as acquiring backlinks). The use of two or more of the

three primary types of marketing to promote a product or service (for instance, using paid influencers to spread positive word of mouth). The summary of Facebook channel categories is found in table 1 below.

**Table 1: Types of Ad Media**

<b>Media Type</b>	<b>What is it?</b>	<b>Purpose</b>	<b>Pros</b>	<b>Cons</b>
Paid	Paying to extend firm's brand's reach: Showing up higher in search; Display ads; Paid social ads; Sponsored posts	Extend the reach of firm's brand to increase awareness, engagement, and sales.	Works quickly Easy to scale; Easy to measure; Full control over reach, spend, and targeting.	Costly Complicated Less credibility than earned or owned media.
Owned	Platform that a firm own and control: <ul style="list-style-type: none"> <li>• Website</li> <li>• App</li> <li>• Social accounts</li> <li>• Email list</li> </ul>	Build long- term relationships with both current and potential customers.	<ul style="list-style-type: none"> <li>• Full control</li> <li>• More affordable</li> <li>• No risk of losing reach due to algorithm updates, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Heavy time investment</li> <li>• Can be difficult to scale</li> <li>• No guarantee of reach or traffic</li> <li>• Challenging to measure</li> </ul>
Earned	Reach that firm's brand earns through engaging the community: Word-of-mouth; Unpaid viral content; Organic social shares	Increase overall brand reach and trust with consumers.	<ul style="list-style-type: none"> <li>• High credibility</li> <li>• Long-lasting</li> <li>• Free (usually)</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to predict or promote</li> <li>• No control over negative content</li> <li>• Difficult to measure results</li> </ul>
Converged	Reach that combines one or more of the above types of media: <ul style="list-style-type: none"> <li>• SEO</li> </ul>	Combine the pros and cons of other types of media	<ul style="list-style-type: none"> <li>• Can be used to leverage the strengths of each media</li> </ul>	<ul style="list-style-type: none"> <li>• The impact varies based on the channels used</li> <li>• More complex</li> </ul>

	<ul style="list-style-type: none"> <li>• Influencer marketin</li> <li>• Promoting branded content</li> </ul>		<ul style="list-style-type: none"> <li>• Can be much more effective than a singular type of media</li> </ul>	<ul style="list-style-type: none"> <li>• Can be difficult to track</li> </ul>
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## VIII. BENEFITS OF FACEBOOK IN MARKETING

Sales and brand recognition can be catapulted through Facebook advertising. Opportunities for advertising on Facebook include;

- 1. Customer Relationship Management (CRM):** Facebook channels help by streamlining the development of strong customer-business ties, which in turn increases business longevity (Marland, 2008). By allowing users to interact with ads, Facebook advertising creates a stronger connection between businesses and their customers.
- 2. Customer's Experience:** Facebook is the only digital platform that allows for audience targeting throughout the whole consumer lifecycle (EduPristine, 2019). Targeting at the awareness stage, as well as increasing website traffic, app installs, and, finally, store visits and conversions, are all aided by this tactic.
- 3. Psychographic Targeting:** Firms can also use Facebook for Psychographic Targeting. It goes beyond simple demographic and interest-based targeting. Consumers can be marketed based on a variety of interests, life events, habits, and more (EduPristine, 2019). Targeting the correct clients with such accuracy increases the likelihood of success.
- 4. Re-Targeting:** Facebook's remarketing features work across all of its services, including Messenger and Instagram. The Facebook pixel allows advertisers to monitor who visits firms' website. Facebook then associates that information with the user's profile so firm's can remarket to them on Facebook in the hopes of enticing them to revisit firm's site. This is significant because it is highly improbable that a prospect will convert on their first visit to the firm's website.
- 5. Widespread Web Host:** The fact that over 80% of the population who use the internet spend the majority of their time on Facebook and that even 65% of persons over the age of 65 are on Facebook and therefore check it numerous times a day (EduPristine, 2019) is a major selling point for the site. With consistent advertising on this platform, consumers will begin to

recognize firm's brand and be more likely to consider making a purchase from the firm. Facebook advertising is very easy to set up and manage, and it yields visible results quickly.

- 6. Launching and Announcing New Product/Service:** When announcing the advent or release of new products or services to clients, there is no better and cheaper media than Facebook (Sarah, 2011). By providing a medium for communication, Facebook speeds up the introduction of innovative goods and services to specific consumers. Whether or not a business decides to advertise on Facebook depends on a number of criteria, including the nature of the business, the services offered, and the demographics of its clientele (Bernoff, 2008). Each potential consumer can have an impact on the talks going on between others online, making word of mouth a wonderful source of knowledge for new items (Nail & Jim, 2005).

## IX. AD FORECASTING AND OUTCOME ESTIMATION

Facebook ads also have the added benefit of being able to make predictions. Using information about the intended audience, Facebook can accurately predict the daily amount of leads that can be generated. Their "Estimated Daily Results" feature could be helpful for firms who want to track the impact of tweaks to their advertising efforts. Firms can see daily estimates of reach and expected results when a firm creates or update an ad set.

- 1. Customer Engagement:** User-generated content from social media platforms like Facebook has quickly become one of the most engaging aspects of online conversation transmissions (Lenhart et al., 2010). Facebook's benefits extend beyond simply increasing site visitors to including retaining those visitors once they get there. No matter the primary goal, Facebook offers valuable ancillary benefits like expanding the reach to current customers and providing them something new to think about. It encourages people to visit firm's profile more frequently (EduPristine, 2019). Facebook's platform is useful in maintaining client interest, which in turn increases brand loyalty. Users can interact with the information that others share on Facebook in a variety of ways, including liking, laughing, disliking, and even hugging. Users can engage with each other's material in a number of different ways, including through comments and sharing. The more personal the relationship, the more likely it is that the person may convert. This medium facilitates instant communication, which in turn improves client happiness and, eventually, brand loyalty.



According to research by Lipsman (2011), Facebook is responsible for 1 out of every 6 minutes spent online. Because of this, Facebook has been a top choice for advertisers looking to create long-lasting connections with their target audience. In support of the claim that social media advertising encourages more people to get involved in the online community, Calder et al. (2009) found that customers who frequently use social media sites had more open communication styles. Using Facebook pages, businesses and their target audiences may start a conversation. It's a chance for businesses to connect with their customers, both new and old.

- 2. Building Brand Attributes:** Attributes of a brand, such as its speciality, strength, and similarity, help consumers understand what the brand represents in terms of the goods and services it offers and highlight the benefits of choosing that brand over others (Keller, 2008). Subsequently, Meenaghan (1995) remarked that consumers can classify a brand based on its features, which can be seen as product or service intelligence. The ability to reach a wider audience through Facebook can help a company stand out from the competition.
- 3. Gets Detailed Information:** The Facebook Ads Manager provides access to a wealth of data and insights for businesses. Firms can track the success of every ad a firm makes with their help. Anonymized user data, comparisons of data across channels (such TV commercials), and data on unsuccessful ads all contribute to admeasurement, which provides information into the effectiveness of advertisements (Jain, 2022). Ads Manager provides granular audience demographics that businesses may examine, such as age, gender, location, device kind, and more. Ad formats and user behavior are separated out as well.
- 4. Brand Image:** According to Keller (1993), a brand's image is the sum of the connotations that consumers have with the brand. Facebook can be used to improve a company's branding by increasing goodwill and credibility (Robin, 2010). Because companies can have conversations with their customers, they gain a lot of trust in the eyes of those customers.

## X. IMPLICATIONS

Facebook might be a great tool for companies looking to expand their presence on the web. Every company, from the smallest startup to the largest corporation, uses Facebook today. Therefore, businesses should rethink their belief that Facebook Marketing is ineffective. There are many benefits to advertising on

Facebook that might help businesses see why they should do so. There are three distinct sorts of advertising channels available to firms today: paid, owned, and earned media. In paid media, the advertiser really pays to get their message seen by the target audience. It consists of sponsored content, commercials, and subscription-based websites. Owned media include things like company-run blogs and websites whose material is under the company's editorial control. Firms goal should be to direct clients to its owned media, and bought media can assist a firm in doing just that. The term "earned media" refers to the exposure the business receives when other people share firm's material with their followers. Although each of these forms of media has its advantages and disadvantages, savvy marketers know how to use them all together for maximum effect. Owned media enables companies to have direct conversations with their target audiences through inventive content marketing strategies, while paid media is useful for generating leads and sales. Word-of-mouth advertising, made possible by earned media, has the potential to have a huge reach and impact. To boost their chances of being covered by the media, new brands should always work to develop high-quality content. However, outcomes from earned media take time and work to achieve. Facebook's earned, owned, and paid media should be viewed as the three legs of a tripod by managers. A comprehensive digital marketing plan relies on each individual component. The accompanying diagram illustrates how these components interact with one another to build a successful marketing strategy. Due to its great reputation and potential reach, earned media channels cannot be surpassed by the other two categories of media. Also, getting firm's content published or promoted on this platform is next to impossible. While there may be less say over the content of the message, there is a great deal of faith placed in these forms of advertising. Ad companies that recognize the potential of positive earned, owned, and earned media may receive more favorable feedback at a lower cost than with traditional forms of advertising. Companies can start by sharing or incorporating positive earned content from consumers into their owned media content, such as by encouraging more mentions and debates among consumers.

## **XI. CONCLUSION**

Companies want to take advantage of the many opportunities presented by Facebook, including the dissemination of news and information, the purchase and sale of goods and services, the maintenance of strong relationships with current and potential customers, and the development of a deeper understanding of those customers. A fresh type of complication has been introduced into the formulation and execution of novel marketing approaches due to the greater flow of information amongst clients and the increased accessibility of different

forms of communication. Facebook is best utilized in addition to more conventional methods of advertising rather than in substitute of them. There are three main categories of promotional tactics: paid, owned, and earned media. Finally, businesses should have a solid strategy to implement through any combination of paid, owned, and earned media. Each media platform has advantages and disadvantages, but content marketers can exploit the POE media convergence to their benefit.

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