FACEBOOK MARKETING CHANGE THE FACE OF WORLD

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ABSTRACT

“Facebook can help you reach all the people who matter most to your Business”

Facebook is a social utility for connecting people with those around them – friends, family, coworkers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address) but has since expanded beyond that to high schools, corporations, regional networks, or any user across the world. Facebook allows users to connect and share information in a variety of ways.

Social media and inbound marketing are increasingly important assets for businesses to get found by and connect with potential buyers on the web. Think about the way you find information about products and services – are you watching TV ads? Going through your junk mail? Or are you consulting a search engine or a friend? People have gotten better and better at ignoring marketing messages with DVRs, caller ID, and spam filters. Instead they visit Google and social networks for answers to their questions. Facebook is a tool for connecting people with those around them, and, as with any social media tool, marketers have an opportunity to use Facebook to expand their online footprint and directly engage with customers and prospects. There are a number of good reasons for businesses to participate in and maintain an attendance on Facebook. Here are a few:

➢ Get found by people who are searching for your products or services
Connect and engage with current and potential customers
Create a community around your business
Promote other content you create, including webinars, blog articles, or other resources
Generate lead for your business

KEYWORDS: Social Utility, Consulting, Opportunity, Community, Connecting.

INTRODUCTION

Facebook is an online social networking service headquartered in Menlo Park, California. Its name comes from a colloquialism for the directory given to students at some American universities. Facebook was founded on February 4, 2004, by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. Facebook is currently the single largest publisher of all U.S. display ad impressions. Facebook delivered 28 percent of all display ad Impressions – more than yahoo, Microsoft, Google and All combined. 39% of respondents said they plan to spend money on Facebook marketing in 2012. 25% will invest in social media management software & 24% will spend money on twitter marketing. There are over 500 million people who use Facebook and about half of these people log in every day. Can you imagine how many people you would be able to spread the word about your business to if you used Facebook ads as a part of your marketing promotion? Make use of Facebook ads and you will really see a great impact in the success of your business.
YOUR FACEBOOK PAGE MAKES YOUR BUSINESS

- **DISCOVERABLE**: When people search for you on Facebook, they'll be able to find you.

- **CONNECTED**: Have one-on-one conversations with your customers, who can like your Page, read your posts and share them with friends, and check in when they visit.

- **TIMELY**: Your Page can help you reach large groups of people frequently, with messages tailored to their needs and interests.

- **PERCEPTIVE**: Analytics on your Page will give you a deeper understanding of your customers and your marketing activities.

INFORMATIVE MARKETING STATS ABOUT FACEBOOK FOR BUSINESS

1. Facebook matters for business owners.

42% OF MARKETERS SAY FACEBOOK IS CRITICAL OR IMPORTANT TO THEIR BUSINESS.

*Source: State of Inbound Marketing 2012*

That’s not just the MARKETERS who think it’s nice. There’s a significant chunk of Marketers and business owners whose marketing strategies rely heavily on Facebook.
2. How does that compare to business owners’ opinion of Facebook marketing in 2009?

Wow, we’ve come a long way, baby. And I only expect that number to keep skyrocketing as marketers learn more about how Facebook can help their businesses, and as Facebook continues to roll out more personalization options for advertisers and marketers.

3. Marketers’ investment in social media makes sense….

Social media has a 100% higher lead-to-close rate than outbound marketing.

Source: State of Inbound Marketing, HubSpot 2012
OBJECTS OF FACEBOOK MARKETING

- Brand Awareness
- Audience Reach
- Audience Engagement
- Support of Business Objectives

TRACKING AND ANALYZING YOUR FACEBOOK MARKETING

Reviewing the performance of your business’s Facebook page, and data involving its page likes, reach, engagement and much more, is made possible with Facebook insights. To access your page’s Facebook insights, go to your business’s Facebook page and click the “see insights” button in the top right corner.

4. Where do marketers struggle with Facebook?

Marketers struggle with lead generation on Facebook.

The least amount of benefit was seen from lead generation on Facebook — but if the social network is helping brands with customer generation, they might just be dealing with a low-volume/high-quality situation … which isn’t the worst scenario to find yourself in. But, it still may be worth a gander at our free ebook, How to Generate Traffic & Leads With Facebook, for a little assistance.
5. Who is kicking the most but with Facebook customer generation?

A Facebook insight is the single best tool for determining whether or not you are on track to achieve your Facebook marketing goals, and why or why not. Below are some of the advantageous data reports that Facebook Insights provides.

WHY TOURISM INDUSTRY NEEDS SOCIAL MEDIA?

The Internet world is constantly evolving. After having passed through the simple transmission process of the provision of information, we have reached a new more interactive era. The new web technologies and the fast internet connections made available to the users more rich/interactive types of data such as audio, videos and photos.

Nevertheless, the introduction of Social Media networks has revolutionized the industry. Now it is not only the “industry experts” that publish their reviews on travel-related websites and channels, but also the simple internet users that rate destinations, create content, write their reviews, exchange experiences, publish their videos and photos, etc.

Moreover, the social networks made it possible to spread the information even faster and with less cost. The word of mouth has been proven an effective way to promote businesses, and several viral marketing techniques have been developed in order to engage internet users.

The social media networks are valuable tools for companies that belong to the travel industry because they can help them promote their services with less cost, attract user attention, and above all, generate buzz around their brands, services, or travel destinations.
THE BENEFITS OF SOCIAL MEDIA MARKETING

Below we provide a list with the most important benefits of using social media campaigns. Social Media marketing can help you:

- Create new channels to promote your brand
- Communicate with your clients
- Come closer to your potential customers and engage them
- Generate buzz around your brand and increase your online reputation
- Distribute the content of your company or organization and promote your blog
- Increase the traffic of your website
- Gain links and improve your SEO
- Get feedback from the comments of your visitors and improve your business
- Promote your content without cost
- Build stronger relations with industry experts
FACEBOOK TOOLS TO IMPROVE YOUR BUSINESS

Social media marketing is a must-have tool to promote your business. According to latest research, 55 percent of companies have their own blog. Every second company spends around six hours per day on social media and 90 percent of respondents have a Facebook page. Impressive, isn't it?

And it's not a surprise that Facebook holds its leader position in social marketing. The exponential growth of small businesses has encouraged Facebook to create new tools. This in turn helps companies increase their audience and attract more potential customers. If you consider social media marketing as an important part of your business, you have to be aware of all the new tools created by Facebook.

Graph search is a new tool, created by Facebook. This tool lets you search for four types of Facebook entities: people, places, photos and interests. Graph search gathers its data from your friends and other Facebook users. You can easily use it as you use a simple search engine. Except, the results are based on users' interests. For example, if you go to New York, you could search for the following topic: "Restaurants in New York which my friends like." And you'll get all the restaurants that were ever liked by every friend you have. Just amazing! If you are the owner of a branded Facebook page, Graph Search can help you find a target audience for your business. Also, you'll be able to better know your followers and their interests, drawing more attention on your page. "Know your customer" -- fundamental concept of every business.
FACEBOOK ON MOBILE

Staying mobile is one of the most important things for a modern businessman. Being able to manage Facebook page from your smartphone is yet another way to engage your business. But only if you do it smart. There are two ways to work with Facebook through mobile devices -- via browser and application. If you have a choice, then browser is not the best option when it comes to mobile so I usually use the application. We all know that standard application is a great tool to maintain personal pages. But if you want an effective way to manage and improve branded pages, there is another option for that. Last year Facebook released a new application Facebook Pages Manager, which is available on iOS and Android. It's a perfect tool to maintain your branded page and keep track all the actions of your followers. Sometimes, working on multiple tasks can get out of control, especially when you maintain your business on your own. Having a way to solve some issues directly from your mobile device will give you much more freedom and available time. Here are a few features, which you can do in Pages Manager:

- Post updates and photos
- Respond to comments from your Pages account
- Receive notifications about recent activity on your page
- View your latest Page Insights

OBJECTIVES

- To study the effect of facebook on marketing scenario.
- To Investigate the Opportunities made available for Business because of this social websites.
To establish better connection with Prospective Customers.

To study how to capture outbound markets.

To find out which industry had acquired more customers through facebook.

**ADVANTAGES OF FACEBOOK WHICH HELPS TO IMPROVE MARKETING**

- Facebook is free and it's one of the best medium for communication. You can send message, start a video call & others.
- Facebook lets us connect to different people from everywhere in the world, because almost every people these days are familiar with Facebook.
- Arise opportunity to know more about their culture, values, custom and tradition.
- Facebook plays a very important role in getting latest valuable information.

**DISADVANTAGES OF FACEBOOK WHICH ARISE HARMFUL IMPACT ON MARKETING**

- Fake profile is one of the biggest disadvantage of Facebook.
- Someone check your social media accounts several times a day, disgruntled customers or employees can publish negative comments that are not always removable.
- Updating your social media accounts takes time and effort.
- IT governance group the Information Systems Audit and Control Association released a report in June 2010 ranking viruses and malware, brand hijacking, lack of control over corporate content, unrealistic customer expectations and non-compliance with record management regulations as the top five risks of social media.

**FINDINGS**

- Usage of Facebook to helped to maintained brand loyalty better than before.
- It helps to grasp more market area world widely.
- It reduces the Advertising expense on other promotional activities.
- Build stronger relations with industry and its experts.
- It proved to be a bridge Between Customers and Business.
- It enhanced the competitive environment.
It can in other sense also put negative effect on business by negative comments by consumers.

SUGGESTIONS

- More contests on facebook must be run out to attract more public.
- Real and logical content must made available to retain consumers.
- Use Facebook Insights to learn more about your customers
- Find the best tool to measure your Facebook marketing.
- Learn to make sense of the volumes of data currently available on social media.
- Activate Facebook fans (don’t just collect them like baseball cards).

CONCLUSION

At last we say that facebook really helpful for the business to improve market performance and also market share. Following steps improve business performance.

BE RELEVANT

Target people who have likes and interests listed on their profile that are related to your business. You can also use demographics targeting to reach people likely to be interested in your business. Learn more about targeting and audiences.

ENCOURAGE ACTION

Include a strong call to action like "Click Here" or "Order online today." This gives people a clear idea of what will happen if they click your ad.

CHOOSE A STRONG IMAGE

Use relevant and compelling images that directly relate to the product or service you’re promoting. Make sure the images you use are eye-catching and clear, even when they’re being viewed at a small size.

SIMPLIFY YOUR LANDING PAGE

Make sure that after people click your ad, they’re taken somewhere that is easy to navigate and that presents information related to what they clicked on prominently and clearly.

LEARN WHAT WORKS FOR YOUR AUDIENCE

Try different types of ads to get a better understanding of what works for your audience. Refresh your content and image every couple of days to ensure that your ads don’t become stale.
REFERENCES

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