TALLINN UNIVERSITY

Institute of Informatics

Social Media Marketing by the Example of Increasing Target Group in Facebook

Master Thesis

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Tallinn, Stockholm 2011

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Introduction

During the last few years social media has become one of the most exciting topics to talk about. The increase of blogs, wiki pages, podcast, forums, social networks like Facebook, MySpace, Twitter are the main reason for that. The core of Social media can be found from creating World Wide Web, which initial idea was to exchange information between users (Kaplan and Haenlein 2010, 62). Halligan, Shah, and Scott (2009, 85) state that social media is about online interactions and sharing among people. Friends and family can connect with each other even in geographically long distances (Qualman 2011, 2).

When the aim is business, its all about online conversations (Safko, Brake 2009) and decisions (Porter 2008) between communities of people. Antony Mayfield (2008) states social media as online media, which is one or another way related to the following characteristics: participation, conversations, openness, connectivity and community.

Social media is rapidly growing and changing environment where today's ideas could be out-of-date by tomorrow (Kaplan, Haenlein 2010, 64-65). Knowing the key aspects of the design for communities in is crucial on building online social communities around ideas, products or services.

Among other social media networks Facebook has had the most success by becoming second popular website that are at present being viewed in web (Alexa top 500 global sites, 2011). Based on the evaluation of many recent studies about the benefits of Facebook friends (Ellison, Steinfield, Lampe 2007) it is considered to improve sociability (Boyd 2008) for the members. Porter (2008) claims that humans are social and motives can be found on getting back from the community when contributing. On the other hand it has become a major marketing channel for companies and brands to promote their products, spread their news in Facebook as people spend progressively time there (Halligan, Shah, Scott 2009).

This research looks into marketing theories by using promotional mix to see if the concept that is created for traditional media could be used for social media networks. Which are the promotion elements advantages and disadvantages over another and how they can be implemented in social media. Furthermore it inspected what kind of constraints social media establishes or which opportunities it creates for promoting companies? In the meantime it described the various categories of social media and ones advantages over another.

Many books available have mentioned use of Facebook to individuals or organizations but there is lack of studies about the impact of the users activity on these fan pages, which design features are preferred and how they can effect on growing amount of members.

The following questions rose from the preliminary study of literature: How different design features of a Facebook community impact the number of members? Does shared material grow the number of members? What kind of content has most impact and feedback? How to guide members to interact on the page?

This study will use automated collection of usage statistics to evaluate the impacts of Facebook community page with the example of three case studies. Additionally a questionnaire will be made among target group to evaluate the motive of using Facebook pages.

This research is divided into 4 main parts. First chapter defines and categorizes available social media channels as well as give theoretical overview of marketing promotional mix and looks into its correlation to social media. Second chapter describes design features and ways of creating community in social media site Facebook. The following chapter points out the methodology of using questionnaire and case studies. Results and discussions chapter shows collected data and argument on the findings of the study. Outcomes and impacts together with further studies suggestions are written in conclusions chapter.

1. Marketing in social media

"Marketing is set of activities taken to build and maintain desirable exchange relationships with target audiences invaliding a product, service, idea or other object" (Kotler, Armstrong, Wong, Saunders 2008, 31). These products and services need to be useful to customers by solving their problems. As social media networks are gaining popularity worldwide, many companies have made marketing expenses to increase their presence there (Boyd, Ellison 2008, 219). In order to succeed the companies need to adapt their marketing strategies to this new playground with the right communication and promotion tools.

While with traditional marketing communication, companies where able to talk to the customers, social media has made it possible for customers talking to each other (Mangold, Faulds 2009, 358). Word-of-mouth has been playing a key role in that.

The following chapter describes the traditional marketing communication tools and word-of-mouth, also referred to as viral marketing. It shows how these promotion methods can be applied in social media for building brand awareness and increasing community around them. Moreover there are described and evaluated categories of social media, and their various marketing promotion opportunities. Marketing communication elements usage in traditional media and social media is compared in a table.

1.1 Promotional mix

Promotional mix is a set of advertising and promotional communication methods (Morden 1993). It helps companies to create relationship between present and future possible clients. There not just one right communication tool, rather marketer have to combine different modes (Kotler, Armstrong, Saunders, Wong 2001, 623) to reach their objectives.

The traditional promotional mix can be divided into five modes: advertising, sales promotions, PR and publicity, direct marketing and personal selling (Kotler, Armstrong, Saunders, Wong

2001, 624)(Palmer 2000, 420). Promotion mix can be also referred to as integrated marketing communication (Boone, Kurtz, MacKenzie, Snow 2009 464)(Kotler, Armstrong, Saunders, Wong 2001, 624). All of these promotion activities need to be coordinated to each other that they create exactly the same message, identity and image of the company in all mediums (Kotler, Armstrong, Saunders, Wong 2001, 630).

Promotional mix could be divided into two types: controllable and non-controllable (Morden 1993, 216). Controllable methods can be advertising, sales promotions, personal selling, publicity (Morden, 1993, 217). While with controllable advertisement and promotion modes company has been the source of information, in non-controllable methods the message is spread by word-of-mouth or personal recommendation by personal independents objective statement. These methods have larger importance when markets behavior are influenced by opinion leaders or reference groups (Morden 1993, 216). Recommendation from a friend is taken into account when there is need for something the first time (Palmer 2000, 172). Non-controllable methods are even more interesting in online environments, where companies have no control over the message their customers spread. These messages are considered to be trustworthier than with controllable methods (Morden 1993, 216).

Mangold and Faulds (2009) have claimed that social media is a hybrid element of the integrated marketing communication. The following paragraphs will look more precisely into these promotion tools and observe how each of the modes could be used in social media.

Advertising

Advertisement is a form of non-personal promotion of products and services, which has been paid and forwarded through selected medium (Palmer 2000, 421) (Morden 1993, 217) (Brassington,F. Pettitt, S. 2006, 669). Advertisement aim is to create customers opinion to certain product or service (Kotler, Armstrong, Saunders, Wong 2001, 663). Furthermore it creates emotional feeling about the brand (Palmer 2000, 533).

"Advertisers will be looking for the most cost-effective combination of media reach and message frequency, that will produce the desired impact on the target audience" (Palmer 2000, 232). Companies are able to duplicated advertisement message that it could reach to potential buyers and they could make their decision by comparing it to others (Kotler, Armstrong, Saunders and Wong 2001, 647).

This advertisement medium could be either newspapers, magazines, television, radio, yellow pages, outdoor or Internet (Perreault, McCarthy 2002, 460). Palmer (2000, 421) notes that selection of medium is crucial as the message is not viewed and understood each time. Therefore different media is used to make sure that the message reaches to targeted audience (Palmer 2000, 421). Advertisement could be used together with other type of promotion elements, such as sales promotion and direct marketing.

According to Morden (1993, 223) radio and television are considered to be most powerful comparing to other media types. Companies using television advertisement can reach geographically large amount of customer at low cost per exposure (Kotler, Armstrong 2010). Still the overall cost of these campaigns needs significant investments and is considered the most expensive way of promotion. Whereas newspaper, magazine advertisements require less money to be spend.

Contrary to the traditional advertisement, not all advertisement is being paid for in social media. Brochures, billboards, catalogues are type of advertisement that can be digitally presented in social network sites. Blogs could be set up to write more in detail about product that are trendy or services that make your life more easy. Furthermore advertisements could be placed in online games acting as product placement.

The availability of video cameras, mobile phones with recording options create a endless opportunities for customers to create media files for social media. Companies have to make the first attempt by creating right platforms (Mangold, Faulds 2009) for the customers to generate content and share these materials with the other fans of same products. This user-generated content will reach to their network of friends, which increases the brand awareness.

Sales promotion

Sales promotion idea is to increase sales by giving extra value to the product or service (Palmer 2000, 421)(Morden 1993, 241). Result of a sales promotion is to get quick response from customer (Perreault, McCarthy 2002, 394). Even though the sales increase might be short term it could lead to customers changing their brand preferences (Palmer 2000,p421). Additionally it can win over customers from competitors and lead to an increase in companies long-term market share (Kotler, Armstrong, Saunders, Wong 2001, 684).

Sales promotions include special offers, discounts, vouchers, and gift with purchase, competitions or bonuses for loyalty card members (Palmer 2000, 421). Perreault, and McCarthy (2002, 394) add to the list trade shows, point-of-purchase materials, sponsored events, trade shows, meetings, catalogues. Each of these tools usage depends on the objective of the campaign and cost-effectiveness to selected market (Kotler, Armstrong, Saunders, Wong 2001, 684).

Sales promotion is mostly used together with advertising and personal selling. This kind of promotion mode could be the only mode to enter the market when the competition is high (Palmer 2000, 422). Usually it can be seen while new food or drink brand is coming to the market.

Companies have wide opportunities to organize sales promotion activities in social media. For instance they could publish a message about a sale in product prices, reveal a voucher code or organize a lottery.

Direct marketing

Besides being a communication element of promotion mix, direct marketing is a strong channel for making sales (Kotler, Armstrong, Saunders and Wong 2001, 626). This kind of advertisement mode deals with direct promotion and sales between company and customers (Morden 1993, 187).

Direct marketing could be mail order, direct mail, telephone sales or online sales. Comparing to advertisement longer product descriptions can be described with direct marketing (Palmer 2000, 531).

Characteristics of direct marketing could be described as personal, non face-to-face, targeted to individuals and interactive. Main purposes are to gain immediate reply from the customers and create long-term relationships. (Kotler, Armstrong, Saunders, Wong 2001, 626). The company can create dialog with the customers and adjust the message based on reaction of customer (Kotler, Armstrong 2010).

Available technologies offer ways to create databases of customers and their sales history. Promotion materials could be sent to all customers or targeted to selection of clients (Morden 1993, 191). Still it is considered relatively expensive per contact and might be considered as "junk mail" (Perreault, McCarthy 2002, 460).

Especially direct mail can be expensive to print, slow to reach, environmentally damaging and hard to track (Qualman 2011, 16). Contrary online direct marketing is everything opposite.

PR and publicity

Morden claims publicity as a form of non-personal communication using mass media (1993, 217). Perrault and McCarthy define it as indirect presentation of products, services and ideas and considered usually to be free of media costs (Perreault, McCarthy 2002, 393). Kotler, Armstrong, Wong and Saunders (2008, 626)(Strydom, 2005, 159) state that "public relations builds good relations with the companies various publics by obtaining favorable publicity, building up a good "corporate image" and handling or heading off unfavorable rumors, stories and events".

Palmer sees public relations to be most cost effective among other promotion tools (2000, 495). When companies have new information of product or service, magazines might pick up this story and publish it. While a similar advertisement might be disregarded, articles are more likely to be

read (Perreault, McCarthy 2002, 394) and understood as an objective information source (Morden 1993, 225). Still public relations are often used together with advertisement and sales promotions (Kotler, Armstrong, Wong, Saunders 2008).

List of public relations activities may involve organizing events, writing articles about business reports or companies newsletters, presenting audiovisual or corporate identity materials, sponsoring cultural or sports event (Kotler, Armstrong, Wong, Saunders 2008). Even though in most of the cases the main aim is to promote a company (Boone, Kurtz, Mackenzie, Show 2009) some materials might be created to amend relationship with clients because of defected products or shortcomings in services that have become public. "It will be the role and responsibility of the Public Relation function to ensure that performance and behavior is publicly acknowledged and appreciated" (Morden 1993, 285).

While using media type properly, public relations message can be forwarded to desired targeted group (Palmer 2000, 495). Still the impact can be hard to measure. "Company can evaluate change in product awareness, knowledge and attitude resulting from the publicity campaign" (Kotler, Armstrong, Wong, Saunders 2008).

Public relations can be widely used in social media as it offers various ways to present multimedia files and the target audience can be reached in significantly faster. Also digital format messages are less likely to be misunderstood (Qualman 2011, 2). Public relations can be used in social media for instance making announcements about coming events or press conferences about sales results.

Quite often companies use their loyal customers to promote their products in return of a gift or a prize (Palmer 2000, 177). One way of doing it is organizing games where one of the conditions is to "Like" company's fan page and share the message with friends in their network. Usually in this case company's idea is to increase their online community members, which makes their message seen by wider audience.

Personal selling

Personal selling involves direct communication between seller and buyer where the purpose is to make a sale (Morden, 1993. 253). Nevertheless sales persons needs to introduce product or service pros and cons to satisfy customer and establish long-term relationship (Perreault McCarthy 2002, 433).

The traditional communication could be either face-to-face, through video or by phone. Either way during interaction the sales person can propose another offer based on the needs of a customer (Kotler, Armstrong, Wong, Saunders 2008, 706).

Comparing to advertising, in personal selling customers are more engaged with the salesperson, even thought it might not be instant sales. Sales person can get response about products if they have shortcoming or information about competitive products. By knowing the customers needs companies can improve their products and create more value for the customers (Kotler, Armstrong, Wong, Saunders 2008, 707).

"Personal selling is better when establishing conviction in the mind of the potential customer, and moving him or her to the point at which action is taken (purchase of product or deciding against it) (Morden 1993, 218)." Professional sales person responsibilities are not only making sales, but to gather market information, provide services and maintain customer relationship (Palmer 2000, 467).

Telemarketing is a form of personal selling when salespeople make calls to a customer or a prospect (Perreault, McCarthy 2002, 431). Success of the sale depends on the persuasion effectiveness of the sales person. Often these sellers are supported by written manual (Palmer 2000,p469). Its big advantages are low cost of time and money, especially when customers are hard to reach. (Perreault, McCarthy (2002, 431). Still sales persons employment cost can make this promotion mode rather expensive.

Lots of companies have changed their selling strategies towards e-commerce solutions as it cost effective and more efficient (Perreault, McCarthy 2002, 433). Personal selling can be widely used in social media with the sharing of materials.

1.2 Viral marketing

Unlike any other promotion tool, word-of mouth has been claimed to be the most powerful tool to use to expand clients network (Palmer 2000, 416). In online media word of mouth is called viral marketing. It is a form of promotion where customers of a product or service spread company's message to their online social network (Laudon & Traver, 2001, 381).

Viral marketing is considered to be more reliable as it comes from a trusted source (Kotler, Armstrong 2008, 537). As well it is considered cost-effective. Furthermore it can increase the value of the message and effect on sales, and extend to customers not reachable with traditional media (Dobele, Lindgreen, Beverland, Vanhamme, Wijk 2007, 292).

Even though companies cannot interfere direct conversation between consumers, they can engage with customers by creating networking platforms, interacting in blogs, organizing contests or provide information, which might interest their target group (Mangold, Faulds 2009). This will allow generating stronger connection between the brand and customers.

Companies have to consider that emotions in a message are the driving force of response in viral marketing (Dobele, Lindgreen, Beverland, Vanhamme and Wijk 2007). Still it needs to be considered that 80% of the online content is being consumed during first 24 hours (Lifshits 2010), which makes it very important that companies create constantly new content.

1.3 Classification of social media

Over the years social media has grown to a surface to communicate, share and interact among other users. According to Kaplan and Haenlein(2010) social media is divided into six categories: collaborative projects, blogs, content communities, social networking sites, virtual game worlds,

virtual social worlds. This paragraph gives insight into different categories of social media and observes their advantages over another in terms of marketing promotion tools.

Table 1. Classification of Social Media by social presence/media richness and self-presentation/self-disclosure (Kaplan, Haenlein 2010, 62)

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Blogs

Blogs are an extension of personal websites. Blogs are pages consisting articles proposed by the author. "They usually display date-stamped entries in reverse chronological order" (Kaplan, Haenlein 2010, 63). Each blog article is another page and has Internet address (URL) so they are easily track-able. Blogs include RSS (Really Simple Syndication) option that allows to subscribe and consume the content through feed reader (Halligan, Shah, Scott 2009, 13). This is one of the most important tools used in websites as it allows reading last updates of a page without actually going to the page.

Blog writers can be enthusiasts of certain area or company workers writing what they think about the product or services. Blogs have been more often been used by professionals to write stories about their work. Halligan, Shah, Scott (2009, 39) recommend to write at least one article per week to keep the reader interested.

In blogs there can be used hidden messages about products, they could advice to something in the area of interest or linked to a product or service. Many of the blogs have banners of different advertisements; they could invite people to special event, announce discounts or publish a press release. Still it has been considered that the more the blog is focused on just promoting one product or service the less likely people are to ready it (Halligan, Shah, Scott 2009).

Collaborative projects

"Collaborative projects enable the joint and simultaneous creation of content by many end-users and probably most democratic manifestation of user generated content (UGC)" (Kaplan, Haenlein 2010, 62). Collaborative projects main principle is that many writers of content achieve better results then just with one contributor (Ibid 62). Wikipedia is among the most successful collaborative websites, which may also be referred to collaboration system. Google applications can be grouped into this category as well. Also different forums belong here, as their self-presentation and media richness are rather low.

Content communities

"The main object is to share media between users" (Kaplan, Haenlein 2010, 63). These community sites are conducted based on the media types such as photos (Flickr), videos (Youtube, Vimeo) or presentation (Slideshare, Scribd). Users of content communication usually have minimum information about themselves in their profile, as the whole stress in on the content that they have made or shared.

Content communities can be used for advertising and PR purposes to promote new product images, videos guiding how things work or announce a sales promotion.
Direct marketing and personal sales are not possible as they are considered more personal and targeted customers.

Virtual social worlds

"A virtual world is a computer-based simulated environment intended for its users to inhabit and interact via avatars which are graphical representations of themselves" (Wei, Williams 2008). This sort of social media allows users to act real life activities like talking, doing business, having leisure time. Further more the avatars can create content, which can be turned into real money with the exchange of virtual money given out in the platform (Kaplan, Haenlein 2010, 64).

Second Life (SL) is the most famous virtual social world having 1,2 million log-in per month (Safko 2010, 297). Wei and Williams (2008) study about business and marketing opportunities in SL shows that companies use SL for communication, collaboration, testing new products, organizing virtual exhibitions, announcing event or just promote brand. Companies using SL can be car manufactures, information technology firms, restaurants, magazines or event political organizations.

According to Kaplan and Haelein (2010, 64), virtual worlds offer highest level of social presence and media richness.

Virtual game worlds

Virtual games also refer to MMORPG (Massively Multiplayer Online Role.Playing games) where 50,000 to 8 million people may play in the network at the same time. (Safko 2010, 321). Virtual game worlds users can personalized their characters in a three-dimensional environments and act according to the rules of the game (Kaplan, Haenlein 2010, 64). There also exists virtual economy with their own currency and ability to buy and sell items through game play and in the end converted to real money.

In marketing prospect there could be used in-game advertisement or popular games could be used in traditional media (Kaplan and Haenlein 2010, 64).

Social networking sites

"Social networks are about being social and building genuine relationships from mutual gain" (Halligan, Shah and Scott 2009, 108). Scott (2010, 173) adds that these relationships could be based on existing offline connections or new online connections.

Social networks sites usually require registration where users are guide to create personal profiles, which can include information about job, hobbies, interests and media files of images, audio or video. These sites include option to create a network of friends, share information, send instant messages (Kaplan, Haenlein 2010, 63).

Virtual social network can differ from each other based on target group and the aim of the site. From majority of users perspective it may have the value of sharing ideas among professionals (LinkedIn) or connecting with friends (Facebook).

For some online social networks offer ways to connect with friends but to others its a surface to make promotion about product or services. Since 1996 when Facebook was made public to non-students (Scott 2010, p175) it has been gaining more popularity among companies.

Halligan, Shah and Scott (2009, 42) suggest encouraging readers sharing content what has been made available in social networks. While supporting users interactions they might actually collaborate but when the option is not mentioned they are less likely to do so.

Mangold and Faulds (2009) have pointed out that companies should provide information, exclusivity or surprise in variety of subjects that companies customers might be interested in.

1.4 Marketing communication in social media

Marketing communication offers many promotion tools with different characteristics for various purposes. With the growth of social media the opportunities of companies to communicate with their customers have increased.

The following table 2 sums up marketing communication elements and their usage in traditional media. As well it compares promotion tools usage with social media. This gives better overview of opportunities of social media.

Table 2. Marketing communication elements comparison in traditional media and social media

Element of marketing communication	Promotion usage in traditional media	Promotion usage in social media
Advertising	Television, newspapers, print, billboards, brochures, leaflets, booklets, broadcast ads	All type of advertisement could be printed digitally. Limitations can be seen in the size of computer screen or mobile device where advertisement is presented
Sales promotion	Gifts, contests, games, samples, vouchers, demonstrations, exhibitions, trade shows	This type of sales promotion can be realized with a constraint that samples have to be send by post
PR and publicity	Press releases about new products, seminars, reports, events	Multimedia files sharing, wider options to send out press releases, propose event; still outdoor activities are not possible to carry out.

Direct marketing	Catalogues, mailing, email, e-marketing	Cheap to print, fast to reach, easy to track and environmental friendly.
Personal selling	Fair and trade shows, sales presentations	Everything else besides Face-to-face communication can be used in social media. Personal selling is used through sharing of materials.
Word-of-mouth (Viral marketing)	Companies control and send out messages	Can be seen most often in social media while one friend recommends a product to another. Companies can engage customers by providing them platforms to communicate with other supporter of product or service.

Among other social media environments Facebook offers most applicability of traditional marketing communication tools. It has the widest combination of design feature and promotion options - images and videos sharing, events creation, short messages posts, long list of applications and option to integration with other online social networks. Also it is reachable to over 660 million people online according to recent statistics (Facebook statistics, 2011). This makes it the most important and powerful online marketplace where companies need to be present and constantly connect with their fans. Furthermore this give companies option for instant feedback to their product, services and ideas from consumers, and alter their marketing activities accordingly. Therefore Facebook platform was chosen for this study to be analyzed in dept.

2. Marketing in Facebook

The following chapter describes various Facebook platform design and promotion features and how each of them could be used to promote product, services or ideas. Each of the different promotion and communication tools are evaluated and their opportunities are being discussed below. Further there are examined weather it is better to create Facebook group or Facebook Page to make a community and what are ones advantages over the other.

2.1 Design features

Facebook offers companies various ways to promote themselves. "One way is to create a Page, that is special, interactive profiles for companies, bands, celebrities, and nonprofit organizations that can be created for free" (Vander Veer 2011, 5). Facebook profile page can be seen as part of the corporate image (Ibid 2011, 5). Page owners can use their logo, design material, product images or promotion videos by customizing sub-pages according to product or services they offer.

Spreading ideas and information to target group could be achieved through friends-to-friend communication, groups, and applications (Scott 2010, 176). The first step can be to send out a message through personal network by making an update on a profile. This message ca be seen via these friends Facebook new feed. People want to stay informed and receive valuable information, and that is what companies should do to engage people to their groups (Scott 2010, 177).

Facebook wall

Wall tab together with information tab are by standard mandatory parts of Facebook Page. Wall function can be used as word of mouth marketing where customers or fans of a brand can share their thoughts towards products or services. For the page owner it is the main tool to publish

news or make updates on Facebook page. Whenever there is made an update made on Facebook Page the story is published on the "Wall". This includes creating events, uploading images or videos and posting a link. Depending on the permissions set by page owner the members can write posts, comment, add picture or add videos. These functionalities can also be turned off for page members.

The material that companies post on their wall has to give additional value to their customers, which makes them interact whether by commenting or sharing it with their friends. This eventually increases the story rating and can be visible to many others through page members personal wall. This all affects to overall brand awareness and more people are likely to join fan page.

Facebook Event

Facebook Event is a great way to organize sales promotions or invite people to events that can either happen virtually or in real world. Besides adding details about the date, time, location and information about this special event, there could be also added preview photo or a poster. Creator of an event can target the audience by choosing weather to make it privet or public and whom to invite. These participants could be either friends of personal network or invitation could be sent to person's emails.

While participants make a selection of attending or not, they are given an option to share link, photo, video or a plain comment, which helps to increase events awareness.

Facebook media upload (images/videos)

Facebook supports multimedia sharing with the member of the Page. Images, audio and video files can be easily uploaded to a fan page. Levy (2010, 49) suggest to upload clients testimonials, product instructions, commercials, behind-the-scene videos, or interview. Nevertheless there are more advantages to upload videos to Youtube, which consecutively could be linked back to Facebook (Levy 2010, 50).

Facebook advertisements

Facebook paid advertisement is another tool to increase companies targeted marketing strategy (Levy 2010, 132). Social ads are advertisements with text and image that are possible to publish to selected target group by age, gender, study background or interests (Vander Veer 2011, 181).

Facebook advertisements can be published in two ways - cost-per-impression (CPM) and cost-per-click (CPC). With CPM advertiser have to pay each time when their advertisement is being shown to selected target group, with CPC there has to be paid only when customers or prospects clicks on ad (Levy 2010, 83). The cost of advertisement depends on the targeted market, size of people, length of campaign and various other factors. Depending on the budget and amount of other advertisements Facebook chooses the time to publish your ad (Vander Veer, 2011, 182).

This study focuses only on cost efficient methods to promote products or services. Therefore Facebook paid advertisement is out of scope for this research and it is no further discussed and evaluated.

Facebook application

Facebook offers its users to improve their profile with modules ("Applications") (Boyd and Ellison, 2008, p213). These "Applications" offer various ways to make profile page more interactive, weather it is self made or from a list of ready made apps. List includes application to share sales network on a map, organize polls, create discussions, receive customer's reviews or link it with your twitter, blog or Youtube account.

One of the most useful applications a company could have is a note tab, which acts as a blog. Page members can link it with their personal email account and get information without going to the page. On the other hand with RSS feed app companies blog can also be linked to Facebook account (Levy 2010, 47).

When Facebook page owners do not find proper application for their business, they have been giving the opportunity to create and customize pages with static page application. It uses FBML coding language, similar and simple programming language like HTML (HyperText Markup Language) for making Internet pages (Levy 2010, 52).

Nazir, Raza and Chuah (2008, 43) have created a measurement study about the usage characteristics of Facebook applications by analyzing three of their created game applications usage patterns. They found out that "application dynamics can significantly affect the structure of interaction graphs, hence weakening the association between them and the underlying real-world(relationship) between users." While two of the application included only interactions among friends, fighting game had interactions with "strangers" as well (Ibid, 55). Still they reveal that the majority of the application users that create activity make only small fraction of the whole application users (Ibid, 43). Conclusion could be drawn that game application have an existence of community, when one person plays a game others among the friend or fan network are more likely to do so.

This study only concentrates only on the applications that have been provided and made by Facebook such as wall tab, pictures tab, videos tab and events tab.

2.2 Community building

Facebook offers 2 ways of creating communities - generating a group or making a Facebook Page, also referred to as fan page. Scott (2010, 176) suggests that Facebook fan pages are for longer-term relationships but groups for in-dept discussions in a certain given topic.

By the time of writing, both of them have slightly different layouts with standard functionalities offering to make status updates, post links, create events, and add images or videos. While Facebook Group (Annex 1) is part of the users personal profile, the Page (Annex 2) looks like a separate website inside of Facebook platform. It has a menu containing the "wall" and "info" as compulsory and optional choice of having separate page for images, videos, music, create your own sub-page or add one of the application provided by third-party developers.

The Group main idea is to collaborate on a given topic or area of interest. It can be limited to preferred networks or group of people. One of the key features of a group is messaging, that have been enabled by default (O'Neill, 2010). This makes it easy to spread the message to member's primary mailbox or Facebook inbox, which could feel as a form of "junk mail". Too many messages in short period might annoy the members and this could end by leaving the group.

Both Facebook Page and Group can work as regular Internet pages, which are indexed by search engines (O'Neill, 2010). Still Facebook Pages offer better visibility in search engines as they offer a chance to make a short username for the page. Also there can be linked applications and customized pages, which increase the awareness of the brand, product or just a "fan page". Previously mentioned application can be either searched and linked from a database or made by the page owner using FBML (Facebook Markup Language). This technology has left aside at the moment and page and applications are supported of being made using available alternative web technologies such as HTML, JavaScript and CSS (Facebook developers).

O'Neill (2010) has mentioned Facebook analytics being one of the greatest advantages on fan pages over groups. Monitoring the Facebook page analytics help to understand better the target of the community, demographical constraints, the information consumption of the members and interactivity they make around the page. This makes it easier to correct design, improve the posts and provide the content that members are seeking for.

After considering both of the community building options, Facebook Page was selected as by January 2011 it offered larger ways to publish content, try different design features and most of all had the analytics tools for tracking users interactions.

3. Methodology

In this study three kinds of research methods are used to understand the theoretical background of the study area, collect data through automated collection of usage statistics and confirm the analytics with results from questionnaire.

Qualitative data was collected from questionnaire among target group of their community page using habits and quantitative data through an experiments using one of social media sites. Questionnaire revealed target group motivation and usage of commercial Facebook Pages. Case studies evaluated impacts of Facebook community page by using analytical tools provided by the platform. Interventions of the impacts on the number of members/likes were tracked. Further data was collected by designing several Facebook Pages and evaluating the impact on members growth and participation.

This study uses various types of companies/organizations to get a broader idea of marketing communication elements usage in Facebook Page. It adds into its investigation three pages where user interactivity is fundamentally different. It takes into account that some design and promotion features are more adaptable to some companies comparing to others. Even though one page was about event, second about studies and thirds about services, all of the pages had mainly ideas and new information to share with their target group. Using several case studies gives additional value to the results by minimizing the risk of getting irrelevant data or having obstacles on reaching member and revealing impacts.

Facebook Page observation was considered to evaluate the marketing promotion and communication tools performance. Nevertheless this method gives rather vague information about Facebook Page different design features suitability, source of member's increase and interactions. Therefore observation method was not suitable for this study and was not used.

This study looks into the following research questions:

- How do design features of a Facebook community impact the number of visits and members, or likes?

- Does shared material grow the number of members?

- How to guide members to interacting on page?

- What kind of content has most impact and feedback?

This study evaluates, which Facebook design features and promotion methods have most impact on increasing target group in community page with the example of three case studies. A questionnaire was conducted to get broader idea of target group activity on Facebook pages. Furthermore Facebook internal analytics tools are used for measuring the community page increase.

3.1 Analytics tool

The user growth and interactions were monitored with internal Facebook analytics called Insights. The page needs to receive at least 31 members to be able to get insight to page analytics (Facebook developers, 2011). Measurements are important as they give feedback weather the chosen community building strategy is successful (Levy 2010, 132-133) or not.

Page owners are provided with the following data about activity and interactions:
- Lifetime likes - total number of people that have liked page
- Number of new "likes" - number of people liked page in given period
- Active users by month, week, day - people who have interacted or viewed page (members and non-members)
- Demographics about gender, age, countries, cities, languages
- Total Page views by Facebook users or not
- Media consumption (audio, video, image)
- Based on posted stories page users can give feedback (like, unsubscribe, comment)

One of the drawbacks of the Facebook analytics is its long waiting time to get feedback of the content. In most case it is available within 24 hours but some replies might take more than 48 hours.

3.2 Case studies

The following paragraphs describe each of the three analyzed case studies. Particular Facebook community motivation to members, pages crotchet and characteristics are described together.

3.2.1 Södertörn University international students case study

"International Studies in Södertörn University"(Facebook Page, 2011a) Facebook community page is targeted mostly to present and past international students of Södertörn University. It provides a platform to keep in touch with your fellow students, share the good memories and tutor new students for a better integration of everyday life in Sweden by advising cultural activities or places to go sightseeing. Photos, videos, event suggestions, useful links and discussions were suggested of sharing among the users.

Furthermore this community page is open to native Swedish students and partner university students of Södertörn University who are planning their study period abroad. For prospect students it offers better insight about international study programs in Södertörn University. According to a survey of studies in abroad by Asdonk, Vorst, Pepers and Weinberg (2011), former exchange students were considered in top three of likeliness and preferred information source for general information, specific university, destination city or country.

On the first step of the experience a Facebook page was created with basic seed information to support participation of users. During community design there was considered the indications of the content and visuals being more informal, at the same time associated with Södertörn University and studies in Sweden. This would give the participants more liberal environment for sharing information and their thoughts related to them weather on or off campus. More informal

sources could lead to real picture of living expenses, cultural experience, facing challenges that are waiting for the new international student in destination country.

During the experiment there were posted short stories about how to learn easily foreign language, discussing for example how to find new interesting places, suggestion to have cultural experience.

Participants / target group

This page is especially targeted to past, present and future international student of Södertörn University. Swedish students, local teachers are also welcome to support foreign students integrations into Sweden and collaborate on related topics.

Personal contacts (N=12), students list (N=142) and existing exchange student online communities where used to spread the message and get as much participants involved in experiment as possible.

3.2.2 Photography Katrina Tang case study

Katrina Tang is a children portrait and fashion photographer who works both in Estonia and England. Besides the photographer's personal homepage, which is more of a portfolio, "Photography Katrina Tang" (Facebook Page, 2011b) Facebook Page is the main communication channel to keep contact with fans, friends and co-operation partners. The page owner can update information about coming events, present latest images, provide behind the scene insight, get feedback about the work, organize exhibitions either online or offline, find fashion models and professionals in this area. Also this page works as free advertisement on increasing the photographers overall profile and awareness. This page is not only seen as a fan page but potentially a community for photography news and children fashion.

During the experiment several kind of information related to stories about upcoming and finished photo shoots were posted. Also an event was created that advertised an upcoming exhibition. The

event's purpose was to increase awareness among its potential audience and to promote photographer's profile.

Participants / target group

According to Facebook analytics 71 % of the page members are female and 29% are male. This page is mainly for England and Estonian market but potentially is open to connections all over the globe. Especially it is targeted to families with young children. Also for photography professionals and enthusiasts, as well as people interested in fashion.

Target group was reach by sending out personal email invitation to friends (N=55). Also there where send out Facebook Page suggestion to friends network (N=452) that might be interested in it.

3.2.3 Sugar Tennis Cup case study

"Sugar Tennis Cup" (Facebook Page, 2011c) Facebook Page is a place to get information about a tennis tournament. There are presented materials about competition requirements, date of happening and awards. For the organizers it is a great way to get connected with the possible participants of the tournament and populate this area of sports through tennis enthusiasts who are already members of this community. Through this page the sponsors of the tournament can present their logos and prizes on advertisements. Also through their companies Facebook page they can interact and publish further details of products or announce "win a prize" games.

Tennis tournament took place from 22nd to 23rd of April 2011 in Pärnu, Estonia. The page was set up on 22nd of March to give enough time in advance to announce the tournament and find participant through gathering community in Facebook. During the experiment information was added in different time intervals. There where posts about overall event, which was followed by giving each next day description about awards, accommodation partners and gala event.

Participants/members

Majority of the Sugar tennis cup community members are over 18 years old as this is one of the conditions to participate in this tournament. It is mainly for amateur and professional tennis players and fans of this sport in Estonia. As the tournament is meant for male and female both of them are considered as equal in target group.

3.3 Questionnaire

Qualitative research was made through a questionnaire with Facebook community members. Questions where designed to understand the behavior when community members are using Facebook page, what are their main motivation for joining a fan page, commenting on posts, sharing content and suggesting the page to others.

The questionnaire was conducted in April 2011 and sent out to 910 people among friends network in Facebook, which got 141 replies during one day. Questionnaire was spread through Facebook to get answers from target group that are more likely to use Facebook Pages. For this online survey tools offer great ways to create logical questionnaire, collect information and analyze the results.

The online questionnaire (Annex 8) consisted of 4 main questions in section 1 - country, gender, and age and whether a person is using Facebook. Facebook users where asked weather they use Facebook Pages (fan pages). Questions that followed fan page users where about motivation of joining Facebook Page, usage of applications/features offered by pages, content sharing, commenting and suggesting a page. Furthermore open questions where asked about the reasons why to go back to Facebook Page (fan page).

4. Results and discussion

This chapter reports the results of the questionnaire, which was made with Google Form. Invitation to participate was sent out in Facebook with a request to attend an "Event" – one of Facebook promotion features. Results about participant's nationality, age and gender are presented on figures. Furthermore the results show usage of Facebook and Facebook Pages. Fan page users motivations and aims partition are shown on illustrative figures.

Additionally this chapter presents case studies results of the target group activity on Facebook page. During analyzing of this research case studies there was noted that majority of response from member came during same day when the page owner made an activity. Therefore to equalize the results on all experimented pages there was used one-day time interval. Meaning that when there was made an activity by the page owner or fan on the page the increase of member and interactions where evaluated based on the same days results by counting new joined members.

During the design process of Facebook Pages news, media files (videos, images), events, where implemented to analyze their impact on growth of members. Each of the used functionalities will be dissected separately below.

Questionnaire results are compared with the collected data of users activity on page to see which are the differences and similar characteristics. Furthermore there will be shown overall statistics of the most useful Facebook promotion tool that has most impact on increasing community members.

4.1 Questionnaire results

There where total number of 141 respondents from which 107 (76 % of total), where Estonians. Other countries participation was rather low, having 6,4% (N=9) participants from Finland, 2% (N=3) from France and the rest where less than 1,5%.

By gender there where 54% (N=76) of female and 46% (N=65) of male. 63% (N=89) of all participants, where from age group 25-34, which followed by 33% (N=46) from age group 18-24. Age group 13-17 had 4 participants, which was 3% of overall results. Rest of the age groups (35-...) where presented together in 2% of cases.

99% (N=139) of respondents answered that they are using Facebook. Among the Facebook users 97% (N=137) are member of a fan page. Very high number of participants among Facebook users in questionnaire show that when information is being spread only in Facebook it is less likely that the information is reached out of the community. As the majority of Facebook users belong to at least one fan page, there is special need to investigate the users motives of doing so.

Motivation of joining ("Like") Facebook Page

The following figure 1 shows the biggest motivations of joining ("Like") Facebook Page. Results will be presented in 5-point-scale - 1 is not important, 2 somewhat not important, 3 neither not important nor important, 4 somewhat important and 5 – very important.
This question was asked from Facebook community members who belong to one or many Facebook Pages (97% of all participants). Results show that fan page members consider "other" (72%), "advertisement" (52%) and "Win a price" (51%) game least important when joining a page. Contrary "interesting content" (43%) and "special relationship with the brand" (33%) are very highly considered when joining fan page.
Option "other" left participants choice to mention different reasons of motivation to join Facebook fan page. The following characteristics where mentioned: "being a habit", "keep updated with a specific brand's news", "practical need to follow news from certain organization", "collaboration with the company/organization", "spur of the moment" "part of lifestyle - school, workplace or hobbies", "organizing nongovernmental (NGO) events", "keep contact with concerts", "for a good cause", "being part of something", "own interests" and "because of my work".
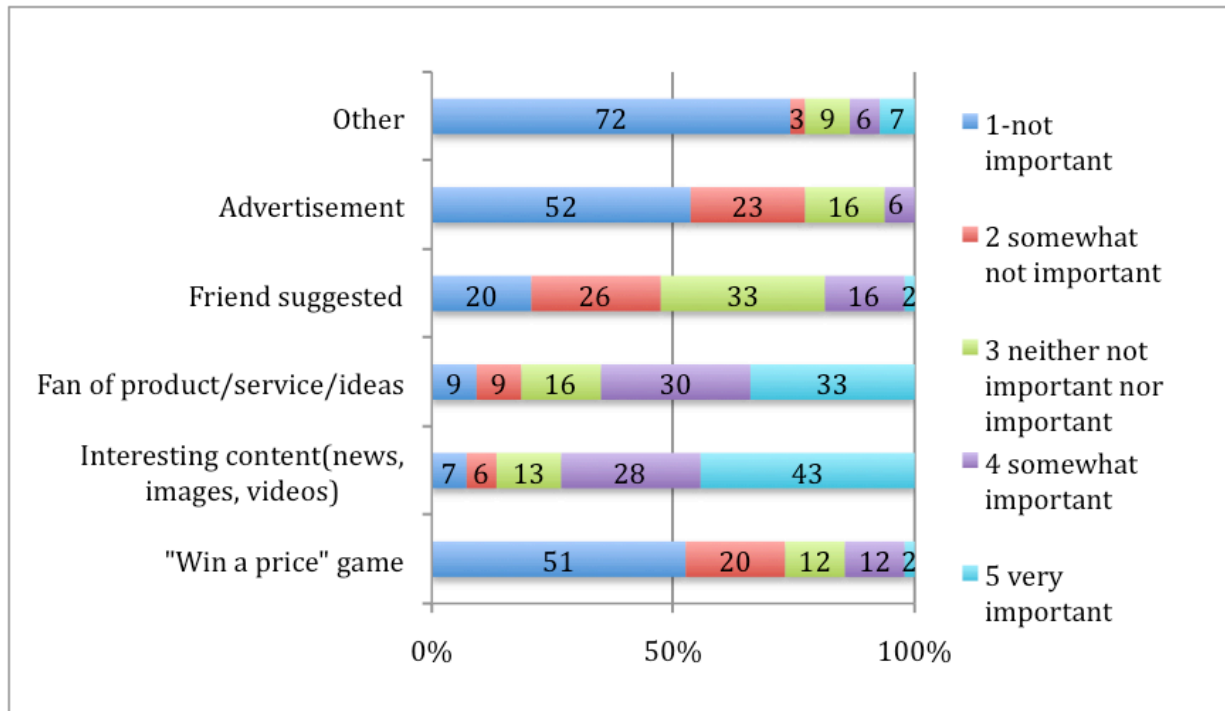
Figure 1. Motivation of joining Facebook Page in percentages

Usage of Facebook Page feature/applications

The following figure 2 will show the usage of different Facebook Page features/applications. This question had 97% of the all questionnaire participant's responses. Results show that "other"(80%) and "applications" are least likely to be used. Events are mostly somewhat important (30%) and very important (29%). Video had least answers in very important (5%) and most in neither not important nor important (29%) group. Pictures are overall highest in "somewhat important" (45%) and also high in "very important (27%). Information usage is mostly "very important" (21%) and "somewhat important" (39%). Facebook wall, which present last news updates on the page is considered highest overall "very important" (36%) and "somewhat important" in 33% of cases. Other Facebook Page features or applications mentioned where: "inbox", "sharing links to other sites", "chat". As the amount of "other" reasons for "not important" was high there was not much participants had pointed out or these feature where more related to personal page.
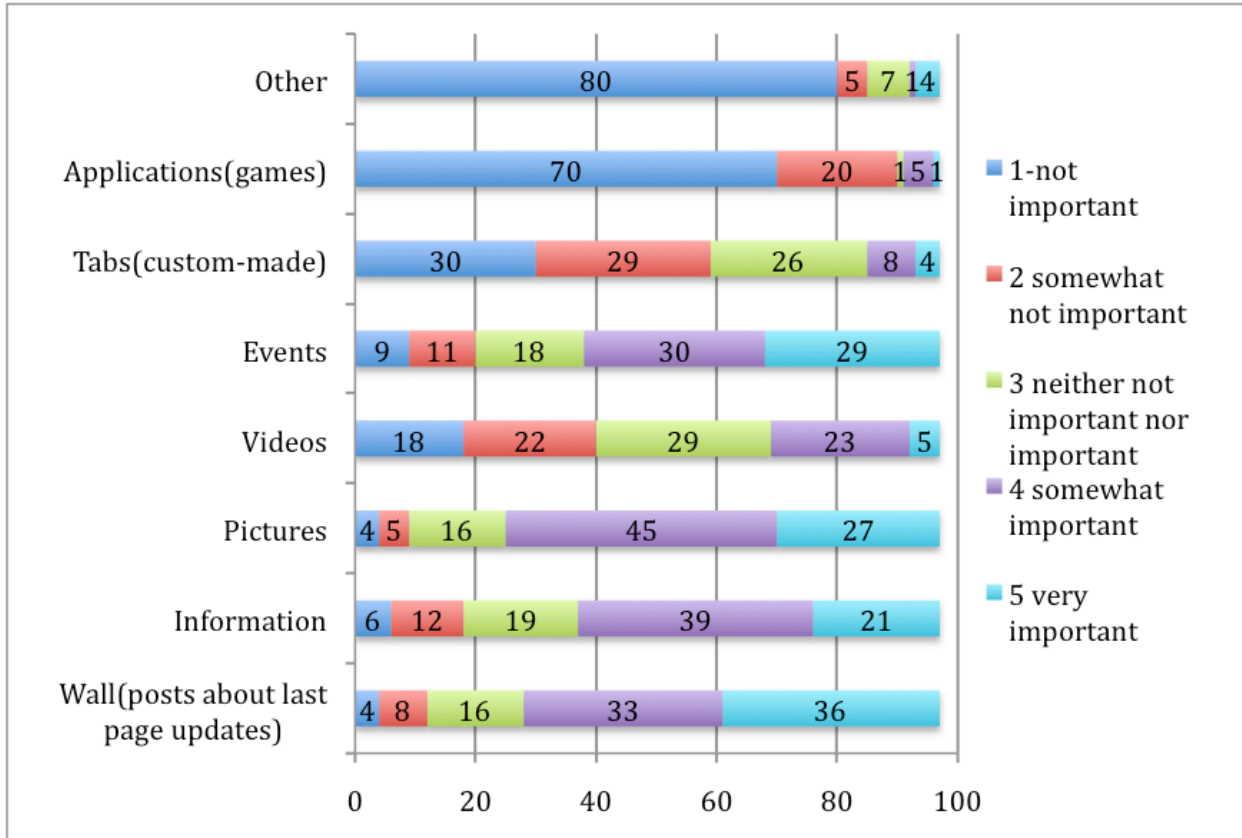
Figure 2. Facebook Page application and features usage

Sharing content of Facebook Page

86 % (N=121) of questionnaire respondents replied that they have shared a content of a Facebook Page. Participants who had not shared a contented of Facebook mentioned the following reasons: "I can find some other ways to support some page", "do not like to spam friends", "not interested in it" or "no time for doing it".

Main reasons for sharing a content of a Facebook Page are shown in figure 3. As seen from the results "other" reasons are considered "not important" in most cases (69%). Main motivations for sharing content are "topics involve me" (30%), "topics involved my friends" (23%) and "consider friends to be interested in" (25%). Besides that, somewhat important was also reason of being "big fan of product, service, ideas" (24%). Under "other" there where pointed out reasons for sharing: "for fun", "being an administrator of the page", "friends asked me to", "business reasons - post some add to a page", "to win something".
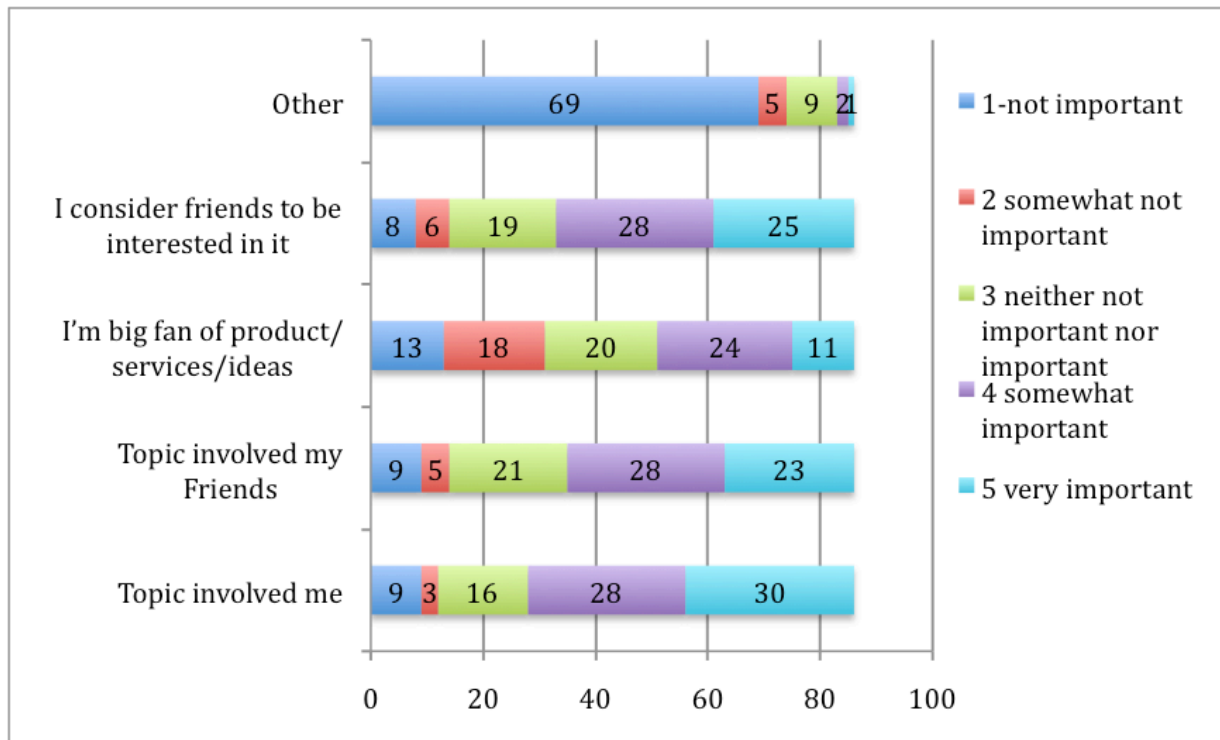
Figure 3. Reasons for sharing content in Facebook

Commenting on Facebook Page

87% (N=123) of all questionnaire participants replied to have commented on Facebook Page. People that have not commented pointed out the following reasons: "I am more of a passive observer" "because of time", "do not like to", "not interested", "have not had anything to comment", "not considered it useful".

The following figure 4 shows the main reasons for commenting on Facebook Page. "Topics involved me" (39%) and "topic involved my friends" (26%) where considered very important in most of the cases. Additionally to previous mentioned "big fan of product/service/ideas" (21%) was mentioned somewhat important. "Other" (71%) and "win a price game conditions" (47%) where not important reasons when commenting on Facebook Page. Still participants pointed out the following reasons during questionnaire: "I was influences

by something/somebody", "managing several company pages", "want to give opinion", "subject interests" or "inform others".
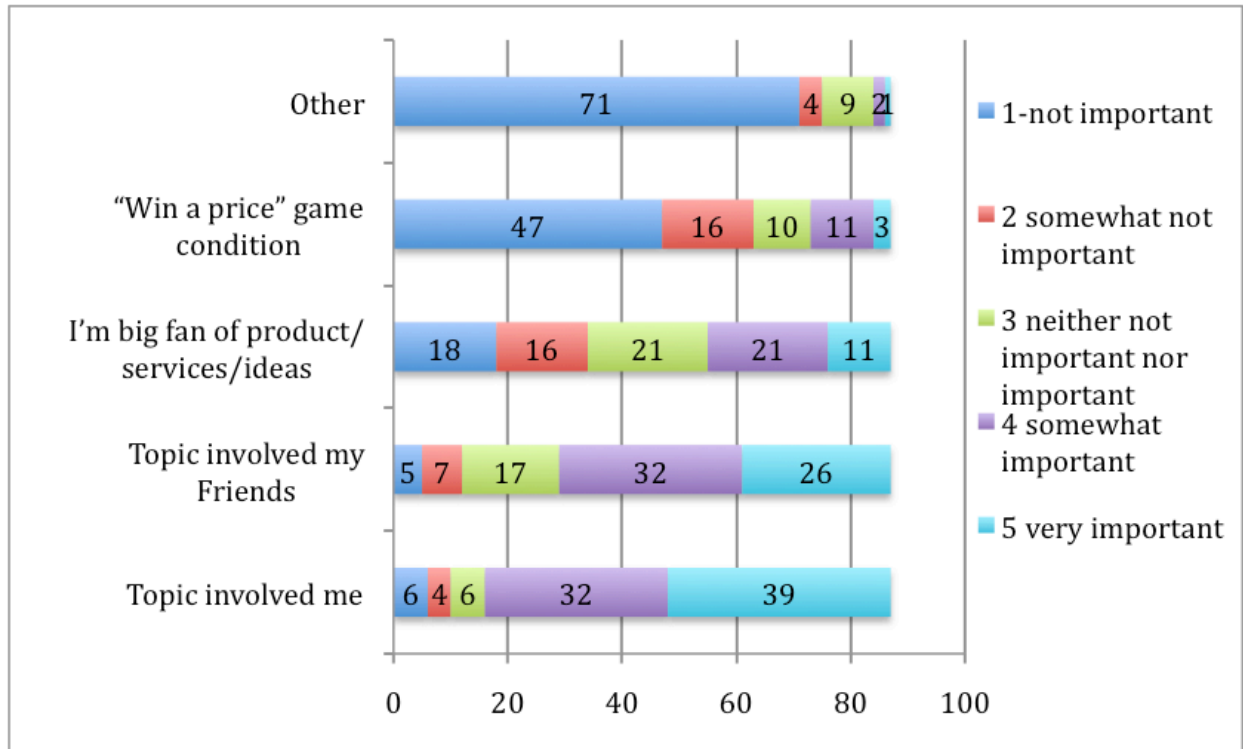
Figure 4. Reasons for commenting on Facebook Page

Facebook Page suggestions

74% (N=104) of respondents mentioned in questionnaire to have suggested Facebook Page to their friends. Reasons for not suggesting where: "not want to spam others", "do not want to receive this kind of advertisement myself", "who is interested will find it themselves".

Figure 5 shows the reasons for suggesting Facebook Page to friends. Results show that "other" (60%), "win a prize" (38%) and "I was suggested by the page" (28%) were not important in most of the times. "Friends might be interested" and "big fan of product/service/ideas" where considered very important in 27% in both of the cases.

Other reasons for suggesting Facebook Page consisted the following replies: "promote my own business", "fan page created by me". "support something/somebody/some idea", "friend has

asked me", "advertisement purposes", "my odds of winning something increased", "he/she belongs to the group".
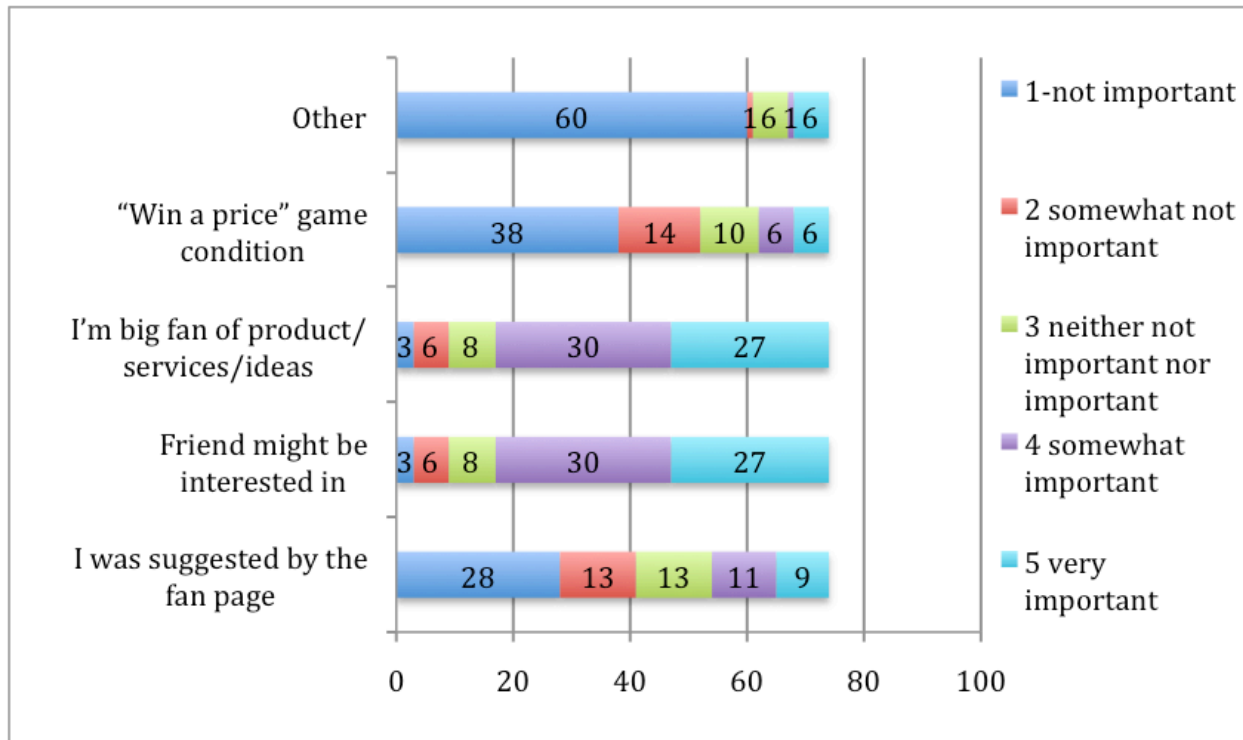
Figure 5. Reasons for suggesting Facebook Page

Reasons to return to Facebook Page

From the ones who are using Facebook pages where asked reasons why to return to fan page. While some respondents answered to be interested in the new products, services, ideas, coming events, useful content or look back for overall updates, other return for entertainment, chance of winning something, curiosity, boredom or either they are heavily engaged with the brand. Also many pointed out that when lots of friends are already members they are most likely to join and return to a page. One participant also pointed out that companies are less likely to update their homepage than Facebook pages or they might even not have homepage besides Facebook page.

4.2 Case study results - Södertörn University international students

Södertörn University international students case study impacts where analyzed in period from 10th of March to 23rd of April. The required number for seeing statistics (31 members) was reached on 11th of March and the statistics become available approximately in 24 hour. During this time the overall members grow from 0 to 110 members. Figure 6 shows the overall increase of members during the analyze period.
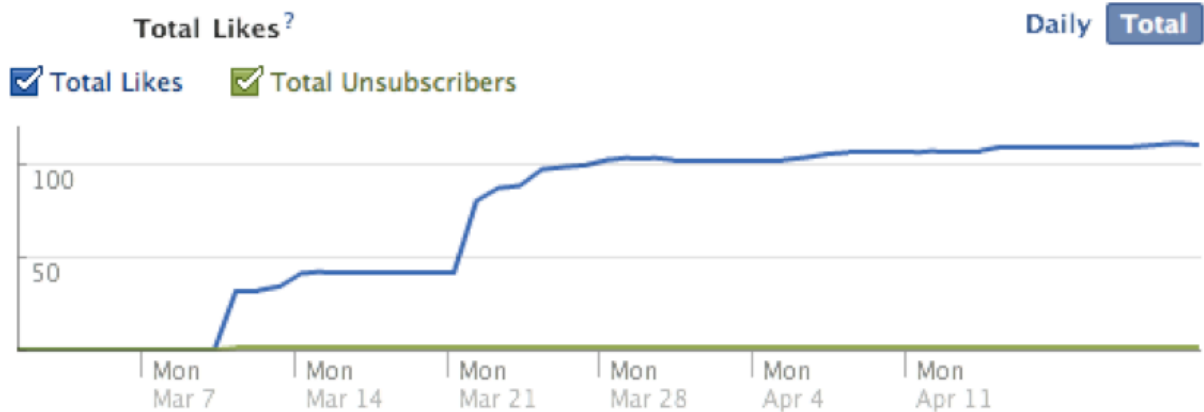

Figure 6. Total "Likes" of International Studies in Södertörn University Facebook Page.

There was added 12 wall story posts with either links or posters, 1 post with images upload (24 total images), 4 times video uploads and 2 organized events. Each activity was given ID to identify and add it to overall statistics.

Tabel (Annex 4) shows the activities done on the fan page and how each of it has effected on the daily increase of members. Biggest impact on member's growth (38 new members) came by creating an event to join the present fan page. This invitation was sent out to 337 members by adding their emails to invitation list. Two other successful activities where image uploads that had 21,88% increase and video upload that had 17,07% increase of membership. Total average page increase was 5,77%.

It was noted that when there was increase in daily membership it also had larger effect on the consumed materials in category of post - picture and video views. Also it increased the overall daily news feed impressions and got more comments.

Additionally there where 9 days when there was not made any new post by the page owner nor fans but there where still increase in membership (2,14%). This could be related to either activities mentioned earlier, friend suggestions, personal invitation by email or other external factors.

Table 3 shows the overall results of Södertörn University International student's best practices. It can be seen that event creates average 23,75% members increase, followed by images upload with 21,88%

Table 3. Increase per activity type on International Studies in Södertörn University Facebook Page

Activity type	Average increase per activity type %
event	23,75
images upload	21,88
video upload	4,04
wall story	0,93

The first sharp increase with the event can be explained by the result of sending out targeted invitation to present and previous students related to international studies in Södertörn University. Most viewed images had group photos or they where taken during an event. Videos where made during a concert and later uploaded to the page. Large increase of video views may come from the fact that many people attended the concert, which was held in one of the international students dormitories. Still the overall activity of the member where rather low. One reason of the low activity can derive from low connection between people. As this message was spread to international students from different year their non-connectivity might be one obstacle.

Common source for online connection is an offline relationship. When you are more familiar with the community members you are more likely to make comments on their images or share useful links.

4.3 Case study results - Photography Katrina Tang

Photography Katrina Tang case study impacts where analyzed in period from 9th of January to 12th of April. During this time the overall members grow from 0 to 121 members. Figure 7 shows the overall increase of members during the analyze period.
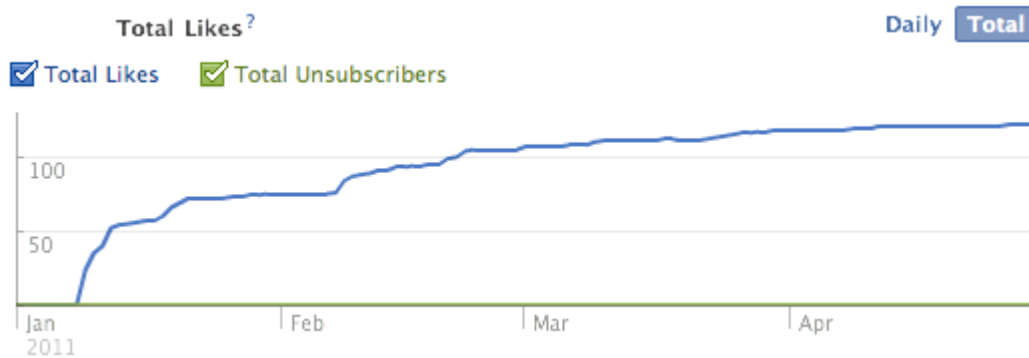

Figure 7. Total "Likes" of Photography Katrina Tang Facebook Page

During the case study there was published 13 times material on the wall - 4 wall story posts with either links or posters (1 from fan), 5 times images upload (173 total images), 3 times video uploads and created 1 events. Each activity was given ID to identify and add it to overall statistics.

Table (Annex 5) shows the activities done on the fan page and how each of it has effected on the daily increase of members. 7,56% impact on member's growth came with creating an event. This invitation was sent out to 820 members of Facebook personal network. Two other successful activities where related to images upload, which accordingly increased community members by 6,76% (N=13) and 4,2% (N=12). Total average members increase when a post was made was 1,98% a day.

Daily increase of members also had larger effect on the consumed materials in category of post - picture and video views. Also it increased the overall daily news feed impressions and got more comments. Still the general member of the community was passive on interacting from their own initiative. There was made just 1 wall post by the member.

Additionally there where 32 days when there was not made any new post by the page owner or fan but there where still increase in membership – 1,66% in average. This was related to external factors, which where not noticeable with the Facebook measurements tools.

Table 4 shows the average increase of members per activity type. Event announcement had most effect on member growth with 7,56% . Images were considered second best with 3,47% and videos third with 1,73% of average member growth.

Table 4. Increase per activity type on Photography Katrina Tang Facebook Page

Activity type	Average increase of member per activity type %
event	7,56
images upload	3,47
video upload	1,73
wall story	0,45

Announcement of the event affected on the unique visit to page. Also it increased comments and likes of this story. During the time of this event people gave their feedback to event wall.
It was expected that photos would make stronger impact, as they are the most important part of this community and this page. Still event though they did not have huge affect to member growth they presented interesting content to the page member and engaged them more with the page.

4.4 Case study results - Sugar Tennis Cup

Sugar tennis cup case study impacts where analyzed in period from 23rd of March to 24th of April. During this time the overall members grow from 0 to 122 members. Figure 8 shows the overall increase of community members during the analyzed period.
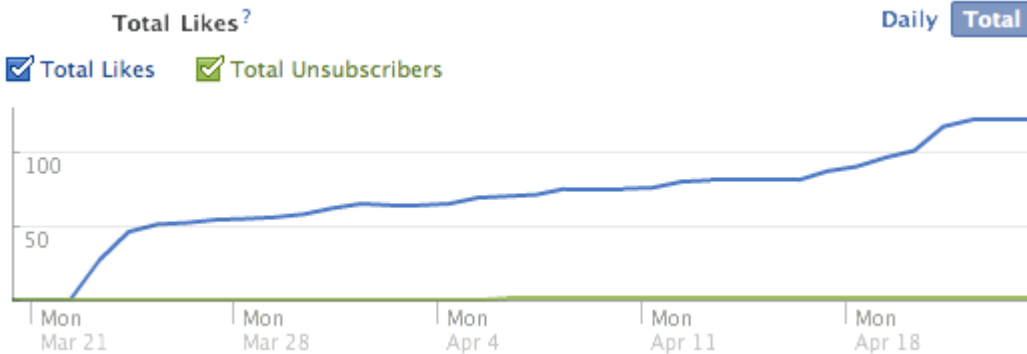
Figure 8. Total "Likes" of Sugar Tennis Cup Facebook Page

During the case study the first activity was posting an event, which followed by 40 posts of news or updates on the wall. Each activity was given ID to identify and add it to overall statistics. Even though in some day there where more than one wall story we consider it as one activity.

Tabel (Annex 6) shows the activities done on the fan page and how each of it has effected on the daily increase of members. 100% impact on member's growth came with creating an event. This invitation was sent out to 725 members of Facebook personal network. Second successful activity was related to several stories published on wall, which accordingly increased community members by 13,68% (N=16). Main reason might have been an announcement of a "win a prize" game, which also increased 10 times the average amount of comments (N=3) per day. In third case of the list, members increase was 9,8% (N=5). Total average members increase was 8,59% a day, when there was made a post on Sugar Tennis Cup page. For wall posts the average was 3,61% increase.

Daily increase of members also had larger effect on the consumed materials in category of post - picture and video views. Also it increased the overall daily news feed impressions and got more

comments. Still the majority of community member were passive on interacting from their own initiative. There was made just 2 wall post by the members.

Additionally there where 9 days when there was not made any new post by the page owner or fan but there where still increase in membership – 7,93% in average. This may have been a suggestion of the page, an offline communication, advertisement about the page or some other external factors, that where not trackable with the Facebook measurements tools.

Table 5 shows the average increase of members per activity type. Event increase of member is still 100 % as it happened just once. There where created 40 wall stories during 20 days. This makes wall stories average increase per day 3,61 %.

Table 5. Increase of member per activity type on Sugar Tennis Cup Facebook Page

Activity type	Average increase per activity type %
event	100,00
wall story	3,61

High number of event impact on members can be derived from the early stage of the community page. Invitation to join the page was sent out to large number of people and their offline connection with the sport was high. Moreover it was noticed that offline connection between people was also strong, which supports the activity on a page. People are more likely to join and interact on page when they know each other. Also it was noted that users interactions and commitment to the page increase before the start of the offline Sugar tennis cup event.

Successful wall story posts gave useful information about the tournament and prizes. In addition there were thrown two "win a prize" games to motivate community member support them for making interactions. Furthermore the owner of the page was active on posting new material at least every 2 or 3 days, sometimes even 5 times a day.

4.5 Promotion features overall results

The following paragraph shows different used promotion feature by category with their average increase to member. The final table 12 presents the overall results of most successful promotion feature category. Results of case studies and questionnaire are compared and discussed.

Events

During this impact study there were created several events with different pages. Table 6 shows that there where organized 4 events and the average increase of member on a post day was 38,77%.

Table 6. Created events and their average increase of members per post day.

Id of activity	Daily New Likes	Lifetime Total Likes	Activity on page	Daily increase in %
C-1	27,00	27	event(invitation to friends)	100,00
A-1	38	80	event(e-mail)	47,50
B-1	9	84	event	7,56
A-11	0	109	event	0,00
			Average increase in %	**38,77**

Wall posts

There was created wall story posts on 37 cases in each of the three case studies. Overall wall stories table (Annex 7) shows that as an effect of posts shared on a wall, the average increase of members on all pages was 2,31%.

Image upload

Impacts where revealed during 5 days when there was uploaded images to image gallery by one of the pages. Table 7 shows that the average increase of members on all pages was 7,15%

Table 7. Average increase of members after images upload

Id of activity	Daily New Likes	Lifetime Total Likes	Activity on page	Daily increase in %
A-2	7	32	images upload	21,88
B-2	13	52	images upload	6,76
B-3	12	35	images upload	4,20
B-5	3	60	images upload	1,80
B-7	1	113	images upload	1,13
			Average increase in %	**7,15**

Video upload

Impacts of video upload where revealed during 7 days when there were uploaded videos to Facebook Page. Table 8 shows that the average increase of members on all pages was 4,75%

Table 8. Average increase of members after video upload

Id of activity	Daily New Likes	Lifetime Total Likes	Activity on page	Daily increase in %
A-3	7	41	video upload	17,07

A-4	7	87	video upload	8,05
A-6	3	102	video upload	2,94
B-4	2	107	video upload	2,14
A-9	1	88	video upload	1,14
B-9	1	100	video upload	1,00
B-10	1	93	video upload	0,93
			Average increase in %	**4,75**

Total overall results of case studies

As the statistic collected reveal, the impact of members growth was more likely to happen by creating an event (Annex 3). Overall results table 12 show that "Events" have the highest impact on growth of members with 38,77%. They are followed with images upload with 7,15% and videos upload 4,75% average increase of members a day. Wall stories that did not relate to the previous mentioned activities got 2,31% of members a day.

Table 9. Overall average increase of members increase

Name of Activity	Average increase in %
Events	38,77
images upload	7,15
videos upload	4,75
wall stories	2,31

The high disparity of events increase can be seen from the quality of event or when there is special need for it. Usually events have a preparation period when activities planning is made by setting-up a schedule and arranging location. Another reason for events success is that they are not happening often. Moreover not every event may increase members as the event can be targeted to the members of the group. Facebook event promotion tools support sending invitation straight to email, which makes it more likely visible to invitation recipient. Even though events are powerful tools to spread message of a sales discount or event sponsored by the organization, still in many cases it was noted that lot of peoples invitation are pending and the event might be over before they know about it. No reply may be caused by large number of event invitation a day or by sending too other event invitations they might end on people blocking the address.

The questionnaire results revealed that people are more likely to join and return a Facebook community page when their friends are already using it. Events actually support the offline communication between people as they usually happen out of cyber space.

On questionnaire results "Wall" was considered most used Facebook Page feature/application. Main reasons for that can be the fact that "wall" is usually the primary landing page of a Facebook Page for users. Also it still supports the analytical results as all the promotion methods appear on the "Wall". Secondly the questionnaire results revealed the same partition of events being very important to 29% of people and pictures to 27% of people. Although the usage of videos application was mentioned very important by just 5% of members, it is still considered very important aspect on joining Facebook page. Moreover when the provided media materials have common factory such as group photos, concert videos, page members are more likely to interact and through it spread the message around their online social networks.

Facebook Page owners need to consider on changing the landing tab page to one of custom made pages. Porterfield (2010) states that smart branding is the one of the key factors for success in Facebook page. If the design persuades members to click "Like" then they are more likely to engage. This benefits on increasing the connected members and spreading news feed to larger audience.

Overall figures of the case studies showed that tendency - in time the more there was add content the more the Page member's amount increased. Therefore more emphasis should be put into the quality of the topics. A great story comes from attractive title (Halligan, Shah, Scott 2009) and content from knowing the fans needs and interests (Porterfield 2010). News or stories published on Facebook wall spread fast during the same day and expired already the next day. As a result companies need to be engaged and communicate with their fans regularly. New update of materials could be split by the office workers or made by individuals. Still there needs to be at least one person behind it otherwise the page lags and members loose their interest.

To collaborate more on this area of interest, author proposes to make further studies on categorizing and finding idiomaticalness of online communities, and notice used promotion methods dependency in reference to community target group.

Conclusion

The author of the paper studies social media marketing impacts to growth of members on Facebook targeted group. There is analyzed the impacts of provided content to growth of members, their activity on the page and favorite material consumptions.

Social media categories are categorized and their advantages for promotion are discussed. Second chapter described one of the social network site design and promotion feature and ways of creating online social communities for companies and organizations whether their main business are ideas, products or services. On the third chapter author describes the research methods used in the study. Making an online questionnaire and evaluating the motivation and motives of Facebook users towards Facebook Pages collected qualitative data. Quantitative data was collected through three case studies by an experiments using one of social media sites. There was made automated collection of usage statistics with the use of Facebook analytics. Author summarizes both the qualitative and quantitative findings and answers to research questions.

The study revealed that Facebook users are more likely to join a Page when one or many friends are already there. When organization provide interesting content whether text based or multimedia files new members are more motivated to join.

Even though not all of the traditional promotion methods where possible to fully implement in studied Facebook social media site, the ones used offered great ways of reaching target customers. Case studies showed that "Event" as one of the Facebook application, have most impact on users growth. Images and videos related to events are also better way of promotion that just a plain poster. Also promotion activities on the page such as "win a prize" had 10 times higher increase of comments than during an average posts day.

This study suggest making further research in the area of online communities characteristics to reveal if some content and promotion methods are more likely to be consumed by some communities comparing to others.

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Summary

Turundus sotsiaalse meedia vahendusel - sihtgrupi suurendamine Facebook näitel.

Käesolev magistritöö uurib turundust sotsiaalse meedia vahendusel - sihtgrupi suurendamist Facebook näitel. Sotsiaalne meedia on muutunud ettevõtetes ja organisatsioonides väga oluliseks kommunikatsiooni ja reklaami kanaliks. Organisatsioonide eesmärkide täitmiseks on ülioluline olla kursis sotsiaalse meedia otsustavate aspektidega. Magistritöö uurib, millisel määral on võimalik kasutada traditsioonilise turunduse edendamise vahendeid sotsiaalses meedias ja millised meetodid on kõige tõhusamad vahendid, et suurendada kogukonna arvu.

Turunduse meetodite rakendatavust analüüsitakse kolme Facebook kogukonna sihtrühma näite varal. Sihtrühma aktiivsust analüüsitakse Facebook Insight analüüsimis tarkvaraga. Lisaks uuritakse Facebook kogukonna küsitlusel saadud andmeid sihtrühma motivatsioonide ja motiivide kohta materjali kommenteerimisel, jagamisel, soovitamisel.

Magistritöö püstitab järgmised küsimused: Millist mõju avaldab lisatud materjal kogukonna sihtrühma suurenemisse? Milline sisu ja rakendused mõjutavad enim kasutajate kaasalöömist ja tagasisidet?

Töö tulemiks näidatakse, kuidas luua online sotsiaalseid kogukondi. See raamistik annab tulevastele online kogukondade loojatele vajalikud teadmised, milliste turunduse edendamise vahenditega suurendada kogukonna sihtrühma ja teha õige sisu strateegia, kasutades Facebook Insight analüüsimis vahendit.

Võtmesõnad:
Sotsiaalse meedia turundus, integreeritud turunduse kommunikatsioon, online kogukonnad, Facebook Page, Facebook Insight, applikatsioonid, rakendused, sisu loome.

Annexes

Annex 1 – Facebook Group

Annex 2 – Facebook Page

Annex 3 – Facebook event

Katrina Tang fotonäitus "Vanaema kodu Võlud"   [✎ Edit Event]

You are Attending · Share · Public Event

Time	Monday, February 21 at 9:00am – May 13 at 11:00pm
Location	Boheem – kohvik kalamajas Kopli 18 Tallinn, Estonia
Created By	Photography Katrina Tang
More Info	We would like to invite You and Your family to Katrina Tang photography exhibition "Rustic Charms". Katrina Tang fotonäitus "Vanaema kodu Võlud" Ootame Teid perega Katrina Tangi Laste fotonäituse Avamisele. Katrina on Eesti neiu, kes on Inglismaal õppinud ja töötanud 7 aastat Lastefotograafina. Näituse fotod on tehtud Eestis ja Eesti lastega. Katrina on peamiselt töötanud väga maineka Inglise lasteajakirja Junior heaks, kus tema tööd on olnud mitmeid kordi esindatud Cover`il: http://www.juniormagazine.co.uk/ Boheem Kopli 18 Tallinn http://www.boheem.ee/ A very special thanks to stylist Kate van der Hage (Era management, London) grooming Helga Aliis Saarlen (Eesti Draamateater) video Danny Whitfield (London) More info: www.katrinatang.com

+ Select Guests to Invite

76 Attending   See All

- Margus Must
- Lilian Nõlvak
- Kati Tang
- Carmen Ceka
- Kadri Pekko
- Tanel Lindmaa
- Kerli Sosi
- Henri Sool

70 Maybe Attending   View

582 Awaiting Reply   View

168 Not Attending   View

Share: 📷 Post 🔗 Link 🖼 Photo 📹 Video

Write something...

Geroli Peedu
Väga äge näitus, käisin täna. Ilusat silma ka edaspidi :)

Annex 4 – Södertörn University international students case study

Activities and according increase of members on a day.

Date	ID of activity	Daily New Likes	Lifetime Total Likes	Activity on page	Daily increase in %
3/22/11	A-1	38	80	event(email)	47,50
3/11/11	A-2	7	32	images upload	21,88
3/14/11	A-3	7	41	video upload	17,07
3/23/11	A-4	7	87	video upload	8,05
3/13/11	A-5	2	34	wall story	5,88
3/28/11	A-6	3	102	video upload	2,94
3/15/11	A-7	1	42	wall story	2,38
4/7/11	A-8	2	105	wall story (by member)	1,90
3/24/11	A-9	1	88	video upload	1,14
4/8/11	A-10	1	106	wall story (by member)	0,94
4/18/11	A-11	0	109	event	0,00
3/12/11	A-12	0	32	wall story	0,00
3/16/11	A-13	0	42	wall story	0,00
3/19/11	A-14	0	42	wall story	0,00
4/6/11	A-15	0	103	wall story	0,00
4/11/11	A-16	0	106	wall story	0,00

4/19/11	A-17	0	109	wall story	0,00
3/21/11	A-18	0	42	wall story(video link)	0,00
4/4/11	A-19	0	102	wall story(video link)	0,00
				Average increase a day with posts in %	**5,77**

Annex 5 – Photography Katrina Tang case study

Activities and according increase of members per day.

Date	ID of activity	Daily New Likes	Lifetime Total Likes	Activity on page	Daily increase in %
2/8/11	B-1	9	84	event	7,56
1/12/11	B-2	13	52	images upload	6,76
1/10/11	B-3	12	35	images upload	4,20
3/1/11	B-4	2	107	video upload	2,14
1/18/11	B-5	3	60	images upload	1,80
3/26/11	B-6	1	116	wall story	1,16
3/23/11	B-7	1	113	images upload	1,13
3/6/11	B-8	1	108	wall story (by member)	1,08
2/21/11	B-9	1	100	video upload	1,00
2/15/11	B-10	1	93	video upload	0,93
3/4/11	B-11	0	107	wall story	0,00
3/5/11	B-12	0	107	wall story	0,00
3/16/11	B-13	0	111	wall story	0,00
				Average increase a day with post in %	**1,98**

Annex 6 – Sugar Tennis Cup case study

Activities and according increase of members per day.

Date	ID of activity	Daily New Likes	Lifetime Total Likes	Activity on page	Daily total increase in %	Daily increase per 1 post %
3/23/11	C-1	27	27	event (invitation to friends)	100,00	100,00
4/21/11	C-2	16	117	wall story(5 posts, 1 win a prize game)	13,68	2,74
3/25/11	C-3	5	51	wall story	9,80	9,80
3/31/11	C-4	4	62	wall story(with picture)	6,45	6,45
4/19/11	C-5	6	96	wall story(3 posts, 1 from fan)	6,25	2,08
4/5/11	C-6	4	69	wall story (2posts,link)	5,80	5,80
4/12/11	C-7	4	80	wall story	5,00	5,00
4/20/11	C-8	5	101	wall story (5posts, 1 win a prize game)	4,95	0,99
4/22/11	C-9	5	122	wall story	4,10	4,10
3/30/11	C-10	2	58	wall story (2posts,with picture)	3,45	1,72
4/18/11	C-11	3	90	wall story(3posts, 2 pictures)	3,33	1,11
3/26/11	C-12	1	52	wall story (2posts, with image)	1,92	0,96

3/29/11	C-13	1	56	wall story (with image)	1,79	1,79
4/4/11	C-14	1	65	wall story (2posts, with image)	1,54	0,77
4/6/11	C-15	1	70	wall story (2 posts, with image)	1,43	1,43
4/7/11	C-16	1	71	wall story (3 posts, link)	1,41	0,47
4/11/11	C-17	1	76	wall story (link)	1,32	1,32
4/23/11	C-18	0	122	wall story (3posts, 1 from fan)	0,00	0,00
4/24/11	C-19	0	122	wall story (from member)	0,00	0,00
4/9/11	C-20	0	75	wall story (with image)	0,00	0,00
4/16/11	C-21	0	81	wall story (with image)	0,00	0,00
				Average increase a day %	**8,20**	**3,57**

Annex 7 – Wall stories overall results

Wall stories overall average increase.

Id of activity	Daily New Likes	Lifetime Total Likes	Activity on page	Daily increase in %
C-2	16	117	wall story(5posts, 1 win a prize game)	13,68
C-3	5	51	wall story	9,80
C-4	4	62	wall story(with picture)	6,45
C-5	6	96	wall story(3 posts, 1 from fan)	6,25
A-5	2	34	wall story	5,88
C-6	4	69	wall story(2posts,with link)	5,80
C-7	4	80	wall story	5,00
C-8	5	101	wall story(5posts, 1 win a prize game)	4,95
C-9	5	122	wall story	4,10
C-10	2	58	wall post(2posts,with picture)	3,45
C-11	3	90	wall story(3posts, 2 pictures)	3,33
A-7	1	42	wall story	2,38
C-12	1	52	wall story(2posts, with picture)	1,92
A-8	2	105	wall story(by member)	1,90
C-13	1	56	wall story(with picture)	1,79
C-14	1	65	wall story(2posts, with image)	1,54
C-15	1	70	wall story(with image)	1,43

C-16	1	71	wall story(3 posts, link)	1,41
C-17	1	76	wall story(link)	1,32
B-6	1	116	wall story	1,16
B-8	1	108	wall story(by member)	1,08
A-10	1	106	wall post(by member)	0,94
A-12	0	32	wall story	0,00
A-13	0	42	wall story	0,00
A-14	0	42	wall story	0,00
A-15	0	103	wall story	0,00
A-16	0	106	wall story	0,00
A-17	0	109	wall story	0,00
A-18	0	42	wall story(video link)	0,00
A-19	0	102	wall story(video link)	0,00
B-11	0	107	wall story	0,00
B-12	0	107	wall story	0,00
B-13	0	111	wall story	0,00
C-18	0	122	wall story(3posts, 1 from fan)	0,00
C-19	0	122	wall story(image)	0,00
C-20	0	75	wall story(image)	0,00
C-21	0	81	wall story(image)	0,00
			Average increase in %	**2,31**

Annex 8 – Questionnaire

This questionnaire is about Facebook Pages (fan pages). Member's interactions with each other and sharing motives together with motivations will be evaluated.

This survey is part of Master Thesis research and results will be used for this purpose only. Confidentiality of the applicants will be guaranteed.

* Required

Which country are you from? *

Are you a male or female? *

male ⬍

How old are you? *

13-17 ⬍

Are you using Facebook? *

◯ Yes
◯ No

Section 2

Are you a member of any Facebook Pages(fan page)? *

◯ Yes
◯ No

Section 3

What motivates you the most to join ("Like") a Facebook Page? *

	1 not important	2 somewhat not important	3 neither not important nor important	4 somewhat important	5 very important
"Win a price" game	○	○	○	○	○
Interesting content(news, images, videos)	○	○	○	○	○
Fan of product/service/ideas	○	○	○	○	○
Friend suggested	○	○	○	○	○
Advertisement	○	○	○	○	○
Other (please specify below)	○	○	○	○	○

Section 4

Which of the Facebook Page features/applications do you use the most? *

	1 not important	2 somewhat not important	3 neither not important nor important	4 somewhat important	5 very important
Wall(posts about last page updates)	○	○	○	○	○
Information	○	○	○	○	○
Pictures	○	○	○	○	○
Videos	○	○	○	○	○
Events	○	○	○	○	○
Tab(custom made pages e.g. product information, services)	○	○	○	○	○
Applications (games)	○	○	○	○	○
Other (please specify below)	○	○	○	○	○

Section 5

Have you shared a content on Facebook Page? *
○ Yes
○ No(please specify why?)

Section 6

Why have you shared a content of a Facebook Page? *

	1 not important	2 somewhat not important	3 neither not important nor important	4 somewhat important	5 very important
This topic involved me	○	○	○	○	○
This topic involved my Friends	○	○	○	○	○
I'm big fan of product/services/ideas	○	○	○	○	○
I consider friends to be interested in it	○	○	○	○	○
Other(write your answer below)	○	○	○	○	○

Section 7

Have you commented on Facebook Page? *
○ Yes
○ No(please specify why?)

Section 8

Why have you commented on Facebook Page? *

	1 not important	2 somewhat not important	3 neither not important nor important	4 somewhat important	5 very important
This topic involved me	○	○	○	○	○
This topic involved my friends	○	○	○	○	○
I'm a big fan of product/services	○	○	○	○	○
"Win a price" games	○	○	○	○	○
Other (write answer to the box)	○	○	○	○	○

Section 9

Have you suggested Facebook Page to your friends? *

○ Yes
○ No(please specify why?)

Section 10

Why have you suggested Facebook Page to your friends? *

	1 not important	2 somewhat not important	3 neither not important nor important	4 somewhat important	5 very important
I was suggested by the fan page	○	○	○	○	○
Friend might be interested in	○	○	○	○	○
One condition of "Win a price" game	○	○	○	○	○
Other (write answer to the box)	○	○	○	○	○

Section 11

What is it that makes you return to a Facebook Page? *

E.g interesting content(images, videos, links), brand, product, services, application, games