

Facebook as Tool of Marketing in the Era of Digital Marketing

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Abstract--- Facebook was introduced as a social network for college students, but today in this digital age it is used nearly by everyone with an internet connection is using by all other age groups. It has turn out to be globe's largest social network. Facebook has billions of daily online users. The tools of Facebook are in the form of Facebook Pages, Facebook Advertisement and Publicity and Facebook Groups. This can be can be used to promote products, services and organization, events and many more. Each of these tools can be used for different purpose according to requirement or all can be used same time for better result. Facebook marketing means creating and actively using a Facebook for market and marketing related activities and for the purpose of interacting and maintaining contact with and attract customers. This research article is about how Facebook can be used as tool for marketing business on the world's largest social network.

Keywords--- Digital Marketing, Social Network Facebook, Facebook Apps.

I. INTRODUCTION

The modern virtual revolution permits people to have get entry to all forms of information. This was possible due to technological advancement, innovation and globalization. Today all sorts of communication and conversation are become easier and quicker than ever. Internet is the most normally used device to permit people to gather data, information and knowledge. Online social networks function as a global network of humans and seem to be the main media or device of the virtual revolution. Facebook is the chief in modern global social media. It has million global members. Facebook user can be used to chat with friend, relatives and other peoples. They can connect virtually by way of chatting, video calling, posting post on facebook or uploading snap shots and personal videos. Facebook is a free service that can be used by types of people may be young or old and can they can continuously updated post according to requirement.

Facebook can be used for marketing goods, services, ideas, events, experiences and many more .It can be very useful for advertising and marketing functions. Companies can put their ad on Facebook which can be viewed by millions of members. Companies can create their personal profiles, known as fan pages that help them build their popularity by way of speaking with present and new customers which was not possible in earlier days.

II. HISTORY

The first social networking was introduced in 1995 with name 'Classmates.Com'. It become pioneer in creating the first social networking. However, the technology of cutting-edge social networks started in early 1997. SixDegrees.Com became the first social networking web page in which person can registered their name to become member. Members can join SixDegrees.Com after receiving an e-mail invitation from an existing member. This

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tradition of inviting member to join social network become is followed by all success social networks. Facebook, MySpace, LinkedIn, Orkut, Hi5 and CyWorld, were become famous social networks with thousands of customers. This five become the most visited social networks.

III. FACEBOOK

Facebook was unique from other online social networks. Most previous social networking websites, as well as SixDegrees.Com or Yahoo! 360°, were not successful as Facebook in terms of membership and fail to provide services like Facebook. They were not able to maintained interest of their users. Facebook was exceptional from different on line social networks. Facebook has always been distinct. “Trust, Identity and Clarity, these were three features of facebook which make it differs from other social networks.

Top 10 Most Popular Top social networking websites (January 2019)

Rank	Logo Design	Name	Estimated (UMVs) Monthly Visitors
1		Facebook	1,500,000,000
2		YouTube	1,499,000,000
3		Twitter	400,000,000
4		Instagram	275,000,000
5		LinkedIn	275,000,000
6		Reddit	125,000,000
7		VK	120,000,000
8		Tumblr	110,000,000
9		Pinterest	105,000,000
10		Google Plus	100,000,000

(Sources: <http://www.ebizmba.com/articles/social-networking-websites>)

The Chief Executive of Facebook is Mark Zuckerberg. The founder members of Facebook were Harvard Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz and Chris Hughes. They were all Harvard students. This college startup becomes one of the world's biggest companies and brand with worldwide network.

What makes the facebook success? The success lies in its information feed, which maintains individuals knowledgeable and engaged. The journey of Facebook began at Harvard after which spread to other US universities. At present it has quickly become one of the leading social networking sites in the world. At present it is global company with \$4 billion of income that is used by 1/8th of the world's population. (<https://www.businessinsider.com>)

IV. MARKETING TOOL

The main aim of marketers to find a tool that helps them get large an audience. As Social media is a growing trend that is spreading around the globe. There are millions of people who are who are using social media every day. They spend more time and attention on Facebook than other channels and media. Marketers around the globe are now dealing with overloaded information, which prevents companies from differentiating their messages from others and customers from finding what they are looking for. Using Facebook as marketing tool can solves this problem. It allows marketers to connect directly to their target customer. They can connect right people in time with right message by using user profile information.

Facebook is not only providing platform for advertisement and publicity for companies and institutions but also provide tool that allows users who sign up for free profiles to connect online with friends, co-workers, or people they don't know. It allows users to share photos, music, videos and articles, as well as their own thoughts and opinions with as many people as they like. When users log into their profile, they feel like friends and there is a certain level of trust. Companies are strengthening their customer base by creating Facebook pages and fan groups. Through these communities, word of mouth marketing can be shared. Customers share experiences or give advice to other customers or to the business itself.

V. MARKETING ON FACEBOOK

To make Facebook as a marketing tool first marketing managers have to define their expectations in a realistic and appropriate manner. Marketing on Facebook is time consuming process and it is not something that can be planned overnight. The social Media does not do the job of marketing but it only provides flat form to do advertising and publicity. Facebook as marketing tools allow marketers to attract visitors in an attractive way. Following are Facebook elements that can be used as a marketing tool:

- 1. Brand awareness:** one of main aim of marketing is to increased awareness of a brand or a company. Facebook provide a great place to raise brand awareness in the form company's fan page.
- 2. Reduce promotional Cost:** Facebook marketing strategies allow businesses to achieve high results with minimal expense.

3. **Stealth marketing:** Facebook is also the perfect tool for using stealth marketing. Stealth marketing can be used with an aim to provide information to potential customers who don't realize it is an advertisement. Company or page can be created which can connect users according to requirements.
4. **Viral marketing:** It can be used for marketing point of view. The three strategies of viral marketing: the message, the support and the dissemination can be used to motivate users to share messages by making a message creative, emotional, credible.
5. **Word of mouth marketing:** It is the most effective and cheapest marketing tool that can be used through Facebook because it doesn't appear like an advertisement at all. People don't tell their friends something that doesn't interest them. It is very practical and emotional. (Glassman 2011)
6. **Retaining customer:** Facebook is not simply a place to reach new audiences. Companies also need to build customer loyalty. Social media is a commitment to customers, not just a campaign. There are several types of loyalty programs on Facebook. For example, the company can express its gratitude to its loyal customers by granting them a discount for members on the fan page of the company or by organizing gift contests for the winners. (Hutchings 2012)
7. **Brand image:** Facebook strategies help companies stand out from their competitors. Many companies use branded hash tags to connect social media platforms and share fan-provided content. These are areas where Facebook can really thrive because of collaboration and engagement.

Facebook advertising and publicity helps to contact people based on place, age, sex, interests and more, with regular updates on how well your ads are performing. Advertising on Facebook can be done in the following areas.

1. Facebook desktop news feed
2. Facebook mobile news feed
3. Facebook right column
4. Audience Network
5. Instant Articles
6. Instagram

Facebook statistics in India (2019)

Top 5 Facebook Brands by No. of Interactions

<i>Rank</i>	<i>Brand</i>	<i>Total Number of Interactions</i>
1.	OPPO	5 320 286
2.	Bewakoof.com	4 972 401
3.	OnePlus	3 911 924
4.	Flipkart	3 569 291
5.	State Bank of India	2 949 199

<https://www.socialbakers.com/resources/reports/india/2018/august/>

Top 5 Industries on Facebook

<i>Rank</i>	<i>Industries</i>	<i>Sum of Fans</i>
1.	Ecommerce	249 014 837
2.	Services	128 292 196
3.	Finance	110 815 188
4.	Fashion	101 415 573
5.	Auto	95 228 979

<https://www.socialbakers.com/resources/reports/india/2018/august/>

Fastest-Growing Brands Pages in India

<i>Rank</i>	<i>Brands</i>	<i>Sum of Fans</i>
1.	Royal Enfield	+30 557 Fans
2.	You And IBM...	+12 159 Fans
3.	DUKE	+10 784 Fans
4.	State Bank of...	9 772 Fans
5.	Bajaj Allianz...	+7 881 Fans

<https://www.socialbakers.com/statistics/facebook/pages/total/india/brands/>

Facebook Pages Stats in India

<i>Rank</i>	<i>Pages</i>	<i>Total Fans</i>
1.	Vodafone Zoozoos India	19 560 599
2.	State Bank of India	17 269 980
3.	Samsung India	13 132 138
4.	Tata Docomo India	12 661 223
5.	Windows India	11 901 949
6.	Shoppers Stop India	10 930 695
7.	Hyundai India India	10 739 242
8.	Airtel India India	10 601 159
9.	Aircel India India	10 147 915
10.	OPPO India	10 087 691

Fastest-Growing Accommodation Pages in India

<i>Rank</i>	<i>Pages</i>	<i>Total Fans</i>
1.	The Tamara Coorg India	543 232
2.	OYO India	528 653
3.	Country Club India	512 538
4.	Lemon Tree Hotels India	350 055
5.	Taj Hotels India	308 409
6.	ITC Hotels India	286 068
7.	Aahana The Corbett Wilderness India	274 152
8.	Ginger India	232 542
9.	Fairmont Jaipur India	203 949
10.	ibis India	203 621

<https://www.socialbakers.com/statistics/facebook/pages/total/india/brands/accommodation/>

Fastest-Growing Airlines Pages in India

Rank	Pages	Total Fans
1.	J et Airways,	3 190 772
2.	AirAsia	1 264 986
3.	FlySpiceJet	1 253 443
4.	GoAir	1 109 002
5.	Turkish Airlines	892 935
6.	IndiGo	733 303
7.	Lufthansa India	716 468
8.	Vistara India	498 964
9.	FlyKingfisher	357 020
10.	Cathay Pacific	246 470

<https://www.socialbakers.com/statistics/facebook/pages/total/india/brands/airlines/>

Fastest-Growing Auto Pages in India

Rank	Pages	Total Fans
1	Hyundai India India	10 739 242
2	Jaguar India	4 836 053
3	DC Design India	4 348 492
4	Tata Motors India	4 042 973
5	Audi India India	3 680 165
6	BMW India India	3 603 640
7	Mahindra Scorpio India	3 189 376
8	Maruti Suzuki Arena India	3 035 110
9	Land Rover India	3 016 450
10	Mercedes-Benz India India	2 878 201

<https://www.socialbakers.com/statistics/facebook/pages/total/india/brands/auto/>

Fastest-Growing Beauty Pages in India

1	Maybelline New York India India	3 833 787
2	Axe India India	3 735 676
3	I Love Lakme India	3 211 119
4	Gillette India India	3 076 733
5	BEARDO for Men India	2 676 705
6	Oriflame India	2 574 694
7	L'Oréal Paris India	2 455 125
8	Dove India	2 366 207
9	Garnier Men India India	2 366 034
10	Garnier Men India India	2 181 175

<https://www.socialbakers.com/statistics/facebook/pages/total/india/brands/beauty/>

Fastest-Growing Beverages Pages in India

Rank	Pages	Total Fans
1	Pepsi India	4 494 704
2	Coca-Cola India	3 097 603
3	NESCAFÉ India	2 559 367
4	Mountain Dew India	2 097 803
5	7UP India	1 792 459
6	Sprite India	1 434 952
7	Tetley Green Tea India	952 838
8	Bisleri India	772 913
9	Tropicana Slice India	766 308
10	Mirinda India India	750 098

(<https://www.socialbakers.com/statistics/facebook/pages/total/india/brands/beverages/>)

VI. DIFFICULTIES AND LIMITATIONS

The use of Facebook for advertising purposes is not suitable for all brands. Products and brands in certain areas, ideal for social networks such as sports, cinema, reading, clothing, leisure or celebrities etc. can be used for Facebook marketing because they evoke passion and people express themselves by showing that they love them. On the other hand, there are products or services that people don't like to be officially connected with them because of too personal or impersonal, less exciting or embarrassing, such as medication, billing services, or laundry detergents. (Shih 2009, 103) The main threat to marketers is that people can get tired of Facebook and other social networks. Social media advertising is still comparatively new and there is no standard for advertising formats and metrics. Large followers on Facebook do not indicate increased sales. Negative buzz about a company on Facebook can spoil a company's image through word-of-mouth marketing. In such a situation, the company does not really have control over the consequences. People can "like" only up to 5000 pages on Facebook. This restriction makes people more selective in their "liking" habits. Attracting people's attention and getting noticed about an advertisement on Facebook can be a difficult task and requires creative ad-sets which can increase additional costs. Facebook's privacy is one of the main limitations of Facebook marketing. Due to fear of privacy, people will not give personal information. There is also a problem of fake profiles which are created to gain more friends and use them for their marketing purposes.

VII. CONCLUSION

Facebook has a leading place among other social networking media. Facebook is one of the symbols of the constantly growing marketing environment. Facebook as social media plays a very important role in the daily lives of people around the world. Facebook is a miracle way to create a market and brand for a particular product or service by reaching a large audience. Facebook is an emerging tool of digital marketing in the fast-changing marketing environment. It can bring a positive result if it is used effectively as a marketing tool.

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