

FACEBOOK MARKETING USING FACEBOOK PAGES FOR INDIAN MARKETERS: AN OVERVIEW

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Abstract Facebook is a social networking service and website founded in 2004 by Mark Zuckerberg and his associate students. A social networking service or website is an online service or website that helps to build social relations among different people who share common interests, values, and backgrounds. As of October 2012[update], Facebook has over one billion active users with about 700,000 new people joining each day. Facebook is a platform of sharing information. It connects people with their friends and others who work, study and live around them. While Facebook may have had simple genesis as a directory for college students, today it has become an advanced communications system that is growing faster than any other online platform. Facebook Pages is a Facebook feature that helps businesses, organisations, and brands share their information and connect with consumers. The official representative of an organisation, business or brand can create a Facebook Page for their company or organisation. This article describes the features of Facebook Pages and explains how companies can market on Facebook using Facebook pages.

Keywords: Facebook, Facebook Pages, Facebook Marketing, Social Networking.

1. INTRODUCTION

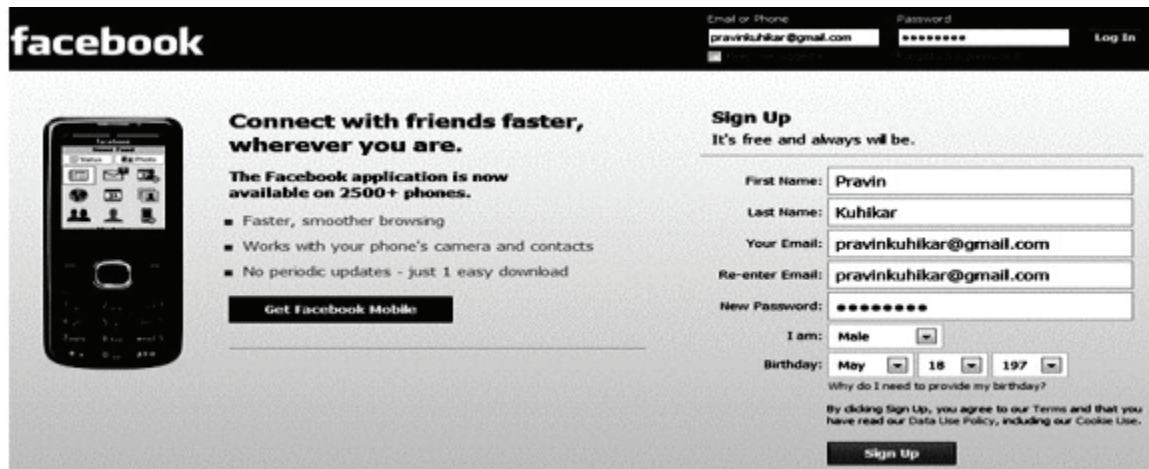
Facebook (Zuckerberg, 2004) is a social networking service and website started in 2004 by Mark Zuckerberg. It was founded by Mark Zuckerberg and his fellow students at Harvard and started as a college directory to connect students of Harvard University and sharing information amongst them. Initially, founders allowed only students of Harvard to register as members. Gradually, it was extended to students of Boston and Stanford University and finally to anyone who is at least 13 years old with valid email address. Memberships of Facebook have grown exponentially worldwide. As of October 2012[update], Facebook has over one billion active users with about 700,000 new members joining every day. Facebook is now the most popular social networking website (Safko, 2012) in the world and shares a top rank in the world in terms of number of people visiting this site. India has more than 65 million active users on Facebook as of October 2012 and ranks second after US in the world in terms of number of users.

Facebook (Atwan and Lushing, 2008) is a platform of sharing information. Facebook is a social media (Martin, 2010) that connects people with friends and others who work, study and

live around them. Social media (Kotler *et al.*, 2010) includes web and mobile technologies used to roll communication into interactive discussion. Facebook is presently available in over 70 languages. In India, it is available in Hindi, Bengali, Punjabi, Tamil, Telugu and Malayalam.

Facebook introduced pages feature (Treadaway and Smith, 2010) in November 2007. The official representative of an organisation, business or brand can create a Page for the company or organisation. Facebook Pages help businesses, organisations and brands share their information about products and services and connect with consumers. Majority of the organisations and brands in developed countries are using Facebook Pages for marketing their products and services. Some of the top brands like Coca-cola, Disney, Wal-Mart, McDonald's, Samsung, Nokia, Adidas, Levi's, Intel, Amazon.com, Google Chrome, BMW etc. are effectively using Facebook Pages for marketing, branding and customer engagement. In India, Facebook marketing using Facebook Pages is in nascent stage. Still, some of the popular brands like Tata Docomo, Nokia India, Fastrack, Vodafone Zoozoos, Kingfisher, Idea, Shoppers Stop, Pepsi India, Airtel, and Mahindra etc. are using Facebook Pages for marketing.

Figure 1: Facebook homepage and account setup (Signup)



2. FACEBOOK BASICS AND FEATURES

Users must sign up with Facebook (Abram, 2012) before using the site. After sign up, users can create a personal profile (called timeline now), add other users of Facebook as their friends and send friend requests to others. Users can also exchange messages with their friends. Users receive automatic notifications when their friends update any status in their profile. Users can join Facebook Groups having common-interest like college or workplace etc. Users have to declare themselves to be at least 13 years old to sign up to Facebook.

The setup process to sign up Facebook (Smith, 2009) at www.facebook.com is designed to be easy and spontaneous for the user. To sign up on Facebook, user has to visit www.facebook.com and login using his existing valid email address. Users have to provide details of the first name, last name, valid

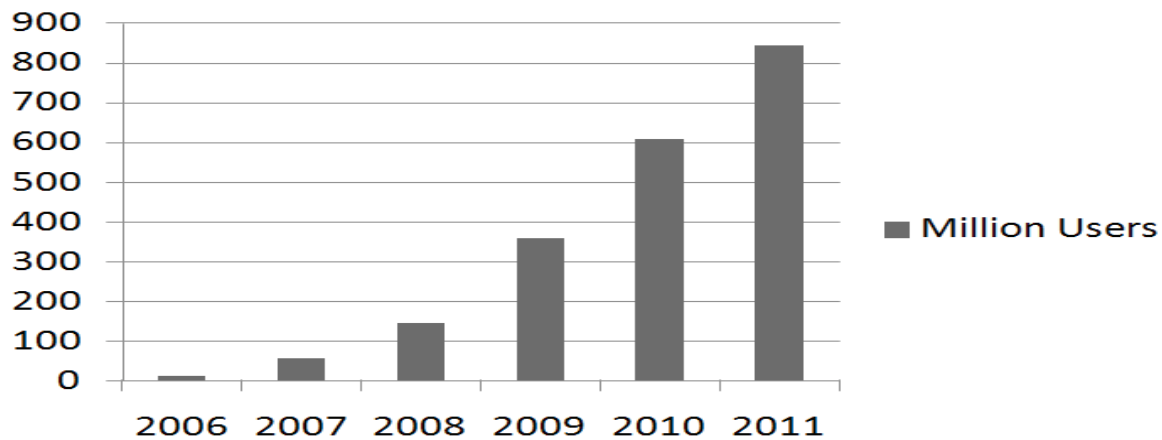
email address, new password for accessing Facebook and birth date to sign up to Facebook. Figure 1 shows Facebook webpage and account signup (setup).

By clicking sign up, user agrees to Facebook terms and policies. User should carefully read these terms and policies to avoid deactivation of their account at later stage for violation of terms and policies. Facebook requires all users to provide their real date of birth to encourage authenticity and provide only age proper access to content to users.

After user creates a profile, first the user is prompted to enter his email login credentials which allow Facebook to find out people from user's inbox who already have a Facebook account. It helps user to find friends immediately who are already on Facebook. Second, the user is asked to enter information on high schools, colleges and the employer as most of the personal connections are made here. This simple process of 5 minutes completes setting up a Facebook

Figure 2: User's Facebook homepage after signup



Figure 3: Worldwide Facebook Users*

* Source: <http://www.Facebook.com>

account and profile. Figure 2 shows the Facebook homepage after signup.

Users can search the name of their friends in the find friends section of Facebook. Users can also search friends by typing the friends name using the search bar at the top of any Facebook homepage as shown in Figure 2.

User can add others as his friends and to be friends with others on Facebook. Various icons on Facebook homepage help users to navigate and use various Facebook functions like adding friends, sending and receiving messages, controlling privacy settings, advertizing, account settings, logout and help options. Left sidebar on Facebook homepage also gives overview of various Facebook functions. It is mainly partitioned into Favorites, Groups, Friends, Pages, Apps. 'Favorites' is further sub-divided into News Feed, Messages, Events and Find Friends. The News Feed is a running list of the latest updates and is an aggregate of user's friends' activities they will see every time they log in. Messages contain messages of user's friends and user can also send messages to their friends in the message section. In Events, user can create important events like birthdays, anniversary etc. on a calendar and can invite the friends for that event. 'Find Friends' provides various options to find user's Friends on Facebook.

In Groups, users can create various group e.g. Close Friends, Employees, School Friends etc. to communicate closely with the group formed. 'Friends' presents list of users friends and place e.g. workplace, hometown they belong etc. Pages are used for Business and Brands. Apps has got Apps Center, Games Feed, Photos, Music, Notes, Links etc. Apps Center has various Facebook Apps (e.g. Facebook Android Apps) and Games. User can download the apps in Apps Centre. Games Feed gives the data of games played by user and friends and level they have achieved. Photos give details of

photos shared by user and his friends. Music provides the list of best Music available on Facebook. Notes feature is like a blog available on Facebook.

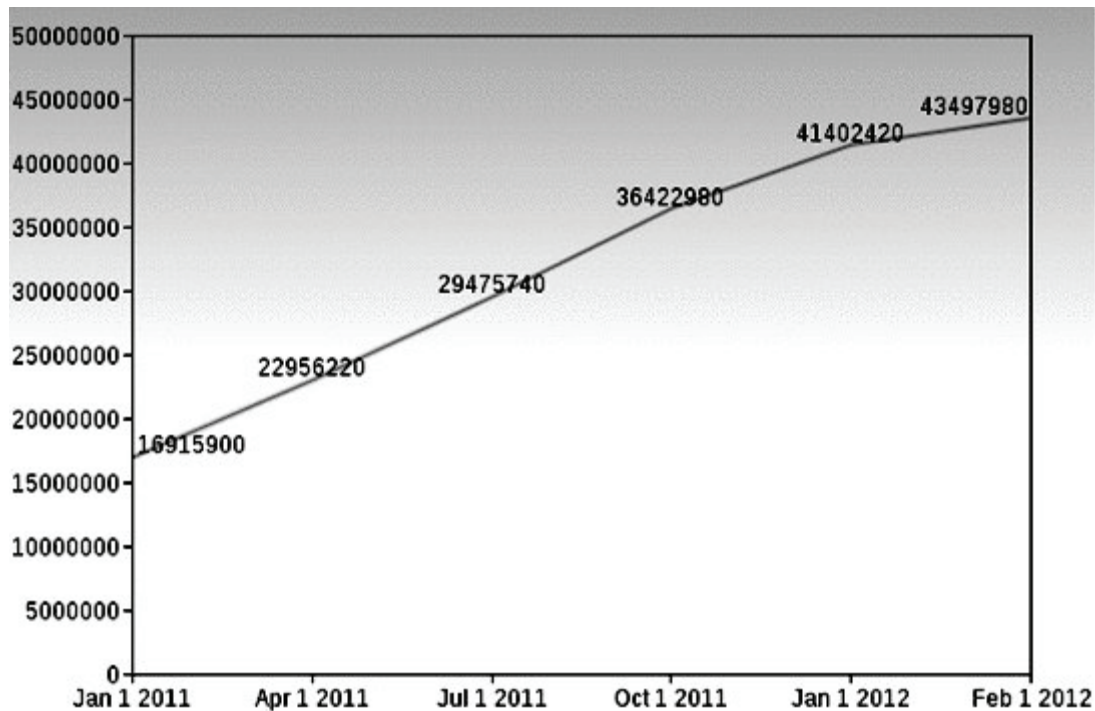
User can view today's birthdays in the 'Today' section in the upper right corner of the home page. User can also click the 'See All' link within this section to view all upcoming birthdays and events. User's pending requests will appear as numbers next to the feature on the left sidebar of the home page. For example, if user receives two friend requests he will see the number '2' next to 'Friends'. User's pending invites will appear in the Events section on the right sidebar on the home page. This section is located at the very top, above the Sponsored ad. User can follow the links to view details or confirm the requests (Kirkpatrick, 2011).

User can login to his Facebook account using his existing email address, his Facebook username or mobile number, entering the password and clicking login. User can logout by selecting logout option at the top-right corner of Facebook.

Figure 3 clearly shows exponential growth of Facebook from 2006 to 2011. Facebook has grown from 12 million users in 2006 to 845 million users in 2011 worldwide showing amazing 70 fold growth in 6 years. Now, it has crossed 1 billion mark and tops the list of social media websites in the world. It visibly describes the popularity of Facebook worldwide.

Figure 4 shows vertical growth of Facebook from January 2011 to February 2012 in India. Facebook has jumped from 16 million users in Jan 2011 to 43 million users in February 2012 in India showing fantastic 3 fold growth in a very short span of 13 months. It has surpassed 65 million active users as of October 2012 and thus indicates popularity of Facebook in India.

Figure 4: Facebook Users in India*



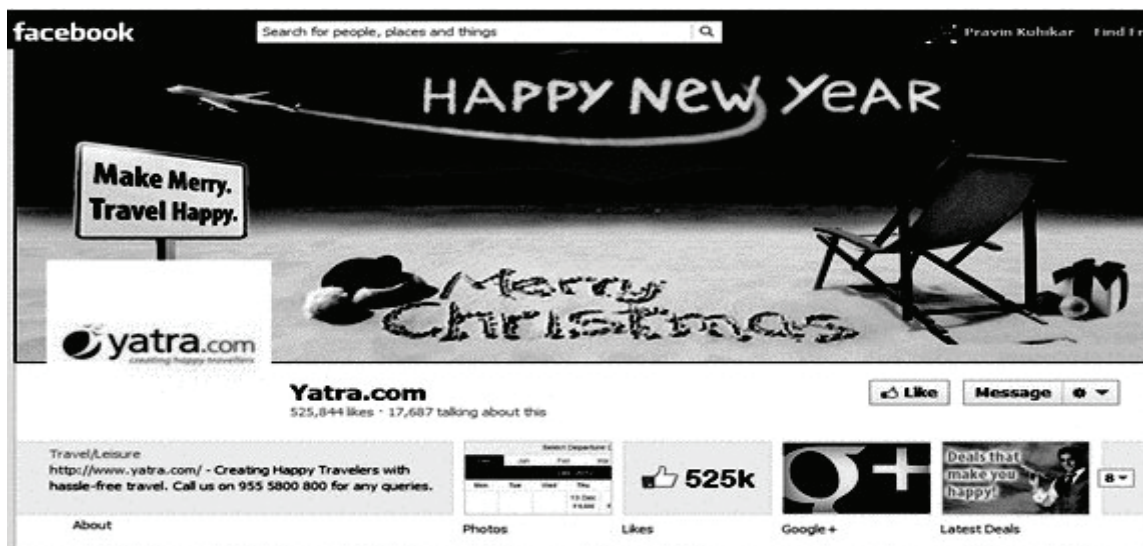
3. FACEBOOK PAGES

3.1. Facebook Pages Basics and features

Facebook Pages (Evans and McKee, 2010) are for businesses, organisations and brands to share their information and to make a connection with

the people. Marketer can engage and grow his audience by posting regularly about the products and services, their applications, various offers on their products and services which may be helpful to consumers. Marketer can create and manage a Facebook Page from his personal account. Only the official representative of an organisation, business, celebrity or band is permitted to create a Page. The

Figure 5: Facebook Page*



* Source - <https://www.facebook.com/Yatra>

Page creator can then add other representatives to help him to manage the Page. Each Page admin will be able to update and edit their Pages from their own accounts. People who like user's Page will get updates in their news feeds. Figure 5 shows a sample Facebook Page.

If the user is official representative of an organisation, business, celebrity, or band, he can create a Page at <http://www.facebook.com/pages/create.php> to represent his organisation on Facebook (Barker *et al.*, 2012). He can also create Page using left sidebar on Facebook homepage. Once a Page has been created, user will not be able to edit the Page name. There is no limit to the number of Pages user can manage (Kabani, 2012).

Marketer can manage various features of his Page in admin panel available in Page (Pirini, 2012).

The admin panel is a place where marketer can interact to people using his Page and immediately see how his Page is performing. Marketer can invite other friends on Facebook to his Page. He can add more information about the products and services by selecting publishing option in admin panel. From the admin panel, marketer can also view notifications, respond to various messages, view his Page reports, edit the content of his Page and edit his Page settings. Marketer can also ask a question to his audiences to conduct a poll or survey. If marketer is an admin of Page, he can also add other people as admin to manage page.

3.2. Promoting Pages

Marketer can try following best practices and options (Singh and Diamond, 2012) to get more likes for his page for reaching more people, growing the audience and promote the Pages.

1. *Invite Friends* - Marketer can invite his Facebook friends to like his Page using the 'Invite Friends' feature on Page.
2. *Email Customers* - Marketer can email his customers to let them know about his Page and encourage them to like it so they can get updates from the Page in their News Feeds.
3. *Customize the Page Address* - Marketer can decide his Page's username and add his Page address to his business cards and advertising materials so others can easily find his Page.
4. *Use Facebook Ads* - Marketer can use Facebook Ads to target and reach people who are likely to be interested in his Page.
5. *Post Regularly* - Marketer should post at least once per week to keep people returning to his Page and increase customer engagement on his page. Marketer can make

use of photos, videos and questions to create more engaging and appealing posts.

6. *Like Button* - Marketer can add a Like button to his website for driving more traffic to his Page.
7. *Create an Event* - Marketer can create an event through his Page to let people know about new products and services.
8. *Asking a question* - Marketer can ask people to vote or give feedback on a question by creating a poll on his page.
9. *Co-promotions and cross-promotions* - Marketer can partner with other brands or local organisations to create co-promotions. He can also cross-promote by posting on each other's Pages.
10. *Advance Ways to promote Pages* - Marketer can try more advanced ways to enhance the page effectiveness and reach new people using Facebook's Developers Site. It assists marketer to deeply integrate Facebook pages with an external website and explains how to implement Social Plugins (i.e. the Like, Share and Recommend buttons) to an external website.
11. *Page Badge to promote off of Facebook* - The 'Find Us on Facebook' badge provides marketer's a way to promote his Page off of Facebook website, and help direct his customers to his Facebook page.

3.3. Page Offers

Marketer can bring people to his business with an offer (Porterfield *et al.*, 2012) they can claim and share with their friends. Offers require a budget to run. The amount user pays is based on how many people marketer wants to reach. Marketer can create offer from his Page by clicking on offer from the sharing tool at the top of his Page. Every business is different, and marketer should experiment with offers to find what his customers respond to best. Offers which follow the following best practices have a better chance of being successful.


1. *Make discounts substantial* - Discounts should be minimum 20% of the maximum retail prices. Offering things for free works better than discounts even if the percentage off is the same implied value as the free item. For example, 'Buy one pair of socks, get another pair free'.
2. *Keep it simple* - Describe the terms and conditions as simply as possible, and do not make customers carry out unusual activities.
3. *Use a clear and engaging image* - Photos of people using the product typically perform better than photos of the product by itself, and both of these generally perform better than the business's logo. Marketer's

Page's profile picture will also show next to his offer in most places, so do not use the same photo for both.

4. *Keep language natural and direct* - The headline should lead with the value of the offer instead of marketing slogans. Avoid using unconventional capitalization or punctuation.
5. *Set a reasonable expiration date* - Give consumers at least a few days to see and claim an offer. Take advantage of word-of-mouth marketing by allowing time for the offer to be shared between friends and other people
6. *Promote the offer* – Promote the offer using various ways as described in the previous section.
7. *Train the staff* - Make sure the employees know the terms of the offer and how people can redeem it.


3.4. Privacy Controls and Targeting

To find Page's privacy controls (Zarrella and Zarrella, 2011), marketer can click 'Edit Page' from the top of his page and select 'Manage Permissions'. Here, marketer can set country and age restrictions to control who is able to search for and like his Page. Marketer can limit his post for better targeting his audience and optimize his post's reach.

To add targeting (Weber and Jackson, 2012) for the posts, marketer can click the  target in the sharing tool before publishing his post, click 'Add Targeting' and choose one or more filters e.g. gender, relationship status, interested in, age, location, language. If user chooses 'Target by Gender', he has options of Male or Female. When user is done adding filters, he can click 'Post'. The minimum number of people marketer can target his post is 20.

3.5. Page Insights

Marketers are interested in understanding if people are engaging with the content they publish on Facebook (Tuten and Solomon, 2012). To help them with this, Facebook provides Page admins collective anonymous insights about people's activity on their page. Very useful reporting and insight tools are provided free to Page admins. On a cumulative and weekly basis, these granular reports measure reach (e.g. impressions, clicks on posts), viral impact (e.g. follower adds), responder insights (e.g. gender and age), and engagement (e.g. video plays) of visitors to the page. These reports are very useful for marketing analysis.

To view insights, marketer can visit his Page, click the  menu and select 'View Insights'. He can visit the 'Page Posts' section of page insights to view a variety of reports. *Reach* is the number of people who have seen marketer's post and include people viewing his post on both desktop and mobile.

Marketer can get them by clicking 'Reach' in the page posts section of his insights overview. *Engaged Users* is the number of people who have clicked anywhere on marketer's post. 'People Talking About This' is the number of people who have created a story from marketer's post e.g. Sharing, liking, or commenting on the post, answering a question and responding to an event. *Virality* is the number of people who have created a story from marketer's post as a percentage of the number of people who have seen it.

4. SUCCESS STORIES

4.1. Yatra.com

Yatra.com is a leading online travel company in India. Facebook has opened an absolutely new marketing channel for Yatra to have a mutual communication and interaction with their customers, drive traffic from their Facebook page to their online booking application, and promote their elite deals. Yatra is very delighted with the new business and revenue they have been able to drive from their Facebook Page. Customers can visit Yatra Facebook Page at facebook.com/yatra. Yatra Facebook Page is shown in Figure 5.

For their advertising campaign on Facebook, Yatra desired to engage with customers, obtain new customers, build up its Facebook page into a completely operational sales channel and create strong brand integrity. Yatra has built a Facebook page and ran Facebook Ads to create a base of loyal customers. They have used targeting feature of Facebook Ads to target the customers who are very likely to be interested in Yatra. Yatra also used various promotion based Ads and offers on his page to engage with the customers. They also responded to customer queries within 12 hours.

Yatra results are visible with monthly revenue generation of INR 1.5 million from Facebook, 150 thousands users view content from the Page each day and 1,500 contents and feedbacks are created by its page users every day.

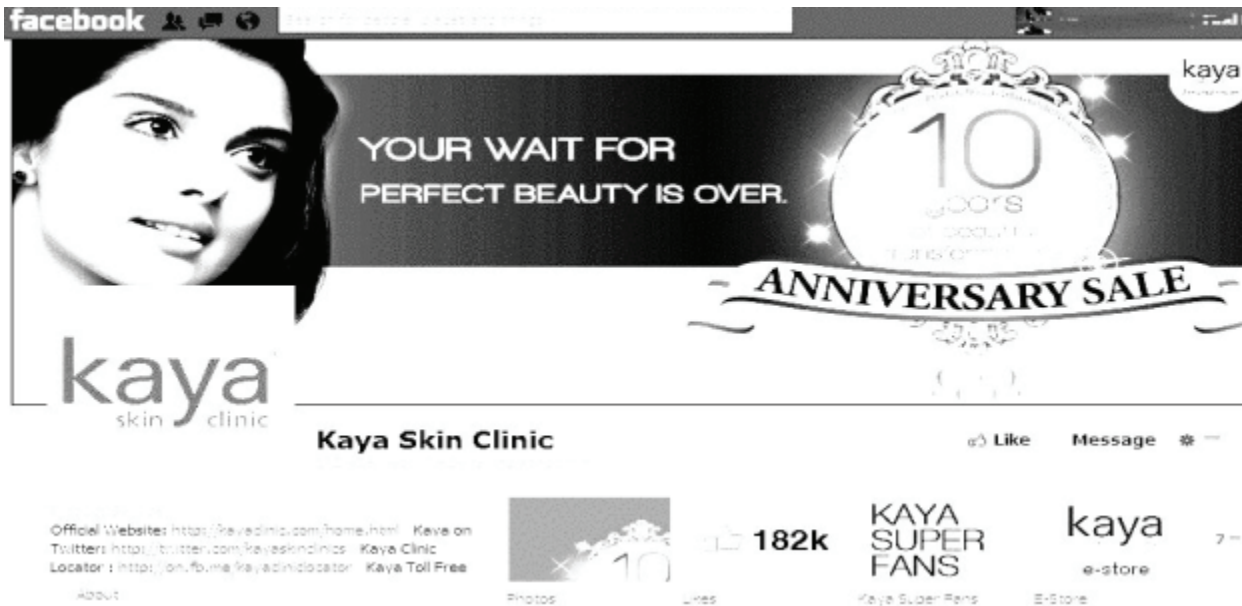
4.2. Kaya Skin Clinic

Kaya Skin Clinic, a skin care company, added Facebook to their digital marketing mix and it became the best performing traffic source for them. Figure 6 shows Facebook page for Kaya. Customers can visit Kaya Skin Clinic Facebook Page at facebook.com/Kayaskinclinics.

Goals of Kaya Skin Clinic to use Facebook Page were to drive awareness of physical stores and generate walk-ins at their clinics.

Kaya Skin Clinic built its Facebook Page having address facebook.com/Kayaskinclinics. Its Facebook Page provides customers and prospective customers complete details on the clinics, including location and available packages, allows

Figure 6: Kaya Skin Clinic Facebook Page*



*Source- <http://www.facebook.com/kayaskinclinics>

users to book appointments online. Kaya also ran *Facebook Ads* to reach users who are likely to be interested in its services and used age and gender targeting as a niche. Kaya posted videos on the Page to add image effects to its Page.

Kaya Skin Clinic engaged with their customers and potential customers by using a mix of updates, videos, pictures, questions and polls, maintaining a good balance of posts about the brand and the overall category and timely replying to customer's questions about their queries. Particularly in matters of skin care, users trust their friends' recommendations first. Kaya capitalized on this by using friends of connections targeting, in addition to other targeting parameters, to reach friends of current Page fans.

Results are phenomenal for Kaya with 20% of all sales is attributable to Facebook, 22% of website traffic originates from Facebook, and first offer posted on Facebook Page generated revenue to the tune of Rs. 8 Lacs in 6 days.

5. CONCLUSIONS

Facebook has shown phenomenal growth in a short span of 7-8 years with more than 1 billion users worldwide and fastest growing online platform in the world. Facebook has turned into an advanced interactive communication system. Facebook is also growing vertically in India with more than 65 million users as of October 2012, an increase of 80 percent compared to the same period in 2011. Exponential growth of Facebook in the world and in India as well corroborates the popularity of Facebook. These millions of users on Facebook can be existing or potential customers

for marketers and it provides an excellent opportunity for marketers to market their products and services on Facebook using pages to increase their customers, increase sales and improve brand image.

Facebook page provides an excellent marketing opportunity for businesses, organisations and brands to share their information to the consumers on Facebook and to make a connection with them as Facebook. Majority of the Organisations and brands in developed countries are already using Facebook Pages for marketing. Facebook marketing using Pages is in nascent stage in India. But, some of the popular brands in India have already started Facebook marketing using pages. Success stories of Yatra and Kaya further substantiates that Facebook marketing using pages can give visible results to marketers in terms of increased customers, sales, improved brand awareness and loyalty amongst customers. Indian marketer can therefore make use of Facebook marketing using Facebook Pages as a marketing tool for their products and services and it can provide competitive advantage to Indian Marketers.

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