



# An overview of Free Marketing On Facebook

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## ABSTRACT

*During last decade social media websites grew at explosive rate. Facebook is one of the top social media website in world. It grew drastically in short span of 12 years. Currently it has almost 1 Billion registered users. If we compare its user base with country population in world, it will rank third in world. As per predictions, in next two years it can become 'Largest country in world'.*

*As per organizations perspective, it is an opportunity waiting to be captured. One Billion users who can be prospective customers. These users are spending average 20 minutes per day on Facebook. This means daily 20 Billion minutes when organizations can capture their prospects. For capturing prospects there are paid as well as free marketing tools on Facebook. The research focus on using free marketing tools for organizations & provide insights for customer engagement on Facebook.*

**KEYWORDS : Internet Marketing, Facebook Marketing, Social Media Marketing, Free Online Marketing, Customer Engagement**

### Introduction:

Facebook is a social networking website company headquartered in California (United States). The company was founded by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovits and Chris Huges who were studying in Harvard College. The Facebook website was launched on 4<sup>th</sup> February 2004. Initially the website membership was limited to Harvard's students only. But as they saw people's interest in Facebook, they started expanding to other universities & colleges in United States.

Today, Facebook have more than 950 million users all over the world. It is not limited to students. In fact 50 % of Facebook users are above than Age of 25 & they are working class people. On July 13, 2015, Facebook became the fastest company in the Standard & Poor's 500 Index to reach a market cap of \$250 billion

After registering on the Facebook website people can create their profile, they can add friends, send messages, chat, share photos & videos, post status, use various apps. They will get notifications of various activities done by their friends.

These facts & figures support that Facebook is a great social networking company, but what attracts a marketer to Facebook?

1. Facebook is ranked worldwide 2<sup>nd</sup> in Alexa website ranking.
2. It has 1.49 Billion Users spread worldwide.
3. Average time spent by a user on Facebook is 20 minutes/day
4. 968 million people log on daily on Facebook.
5. Five new user profiles are created every second on Facebook.
6. 300 million photos uploaded per day on Facebook.
7. Every second on Facebook: 510 comments are posted, 293000 statuses are uploaded & 136000 photos are uploaded.
8. Every day, 50% of 18-24 year olds go on Facebook when they wake up

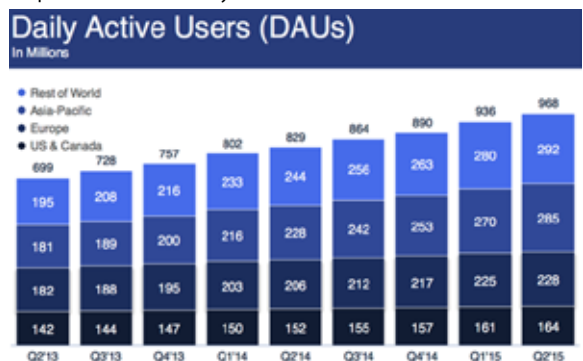
These key facts point out Facebook as a place where marketers will try to capture their customers or prospects.

### Growth of Facebook:

Following graphs show growth of Facebook in last four years.



Graph1. Facebook monthly active users



Graph 2. Daily Active Users

### Objective of Study:

1. To understand best free marketing tools on Facebook
2. To increase engagement of users on Facebook marketing campaign

### Research Methodology:

Secondary research method used for this research. Secondary data is collected from books, magazines & Internet.

There are two main types of Facebook Marketing:

1. Paid Facebook Marketing
2. Free Facebook Marketing

We have considered Free Facebook Marketing in this research.

### Free Facebook Marketing:

As the name suggests this marketing activity is totally free of cost but marketing team of an organization must put extra efforts to achieve success in this format.

This format includes creating & maintaining Facebook fan page, Facebook group .

### Facebook Fan Page:

Facebook page is a page for businesses, brands, organizations to share their story & connect with people. People who like the page will get to see updates from the page. Anybody can start a Facebook page. It can be for a product, company, brand, art, individual person.

Before starting the fan page organization must have clear idea about its aim behind starting a fan page. The aim can be providing product information to customers, creating new customer base, making strong brand image, launching new products, creating awareness about products, providing discounts etc. If the organization is not clear or confuse about aim behind a fan page then it will not provide desired result.

When an organization is clear about aim of fan page then it's time to make a strategy for fan page. It's very important to think how it should run the fan page. This includes deciding basic things like; person responsible to run the page, Time & frequency of post, type of photos to share, type of media files to post etc.

A fan page must contain logo of brand or organization. It is advisable to use color schemes similar to product packaging or similar to product website.

Following are the ways for marketing on Facebook fan page:

**Share story:** Every person, product, company has a story behind it. Stories related to product or company should be shared on fan page. People show more interest in stories to get information. Story should be genuine & should not be very lengthy. It should be such that people will read with interest. This strategy is most effective while launching new product.

**Share pictures:** Pictures of product, service, organization, awards should be shared on fan page. Fans will like, share & comment on pictures. More the number of fans share these pictures, more the other people will get to see these pictures & possibility is that they will become fan. In this way marketing message will be spread to maximum people.

**Share Video:** Informative video about product, video advertisements, recorded messages, and testimonials from customers etc. should be shared on fan page. As compare to text, people like to see videos. If the video is interesting enough then the people will see it & share it on Facebook & other social media platforms.

There are two ways to upload video on Facebook, first is uploading video on Facebook directly from your computer & second is sharing a video link from YouTube.

Sharing a video link from YouTube should be preferred because people can easily download video from YouTube.

**Opinion Polls:** Organizations can ask for opinion from fans on any question, choice between products, situation, etc. Fans will vote for that question. This feature can be used for deciding product features, launching new product etc.

**Calendar:** Organizations can share their calendar on official fan page where fans will get to see schedule for all events. This feature is helpful for organizations to declare their future events.

**Provide Review:** Organizations can ask fans to write reviews for their existing as well as new products. Product review will include feedback from customer regarding product quality, availability, satisfaction & ranking on the scale of '1to5'. Organizations must show all the product reviews & should not delete negative product reviews.

When people read genuine reviews on Facebook they share these reviews with Facebook friends. In this way the product review get spread on Facebook & other social networking websites.

**Make Announcements:** Organizations can use Facebook for making announcements. Formal & informal business announcements can be made through Facebook.

**Declare Winners:** Organizations can organize competitions on Facebook & declare their winners on Facebook. Competitions can be of Guess the product, guess the celebrity ambassador for the product etc. Main reason behind the easy & simple to answers competitions is people's response. As fans realize the question is easy most of them will answer the question. That means most of the people get engage in your product.

**Give Support:** Facebook can be used by organizations to provide support on various social issues & movements. Organizations should show support only to the issues which it really care about. This will trigger emotional side of users & they feel proud for organization.

**Solve Problems:** Facebook can be used to solve customer complaints & problems. Whenever unsatisfied most customers post on Facebook fan page, organization must hear from them & solve the problem. When any organization responds to customer complaint & solves the issue then the customer gets delighted.

**Coupons:** Organizations can distribute discount coupons on Facebook. Discount coupon is the best way to attract the customers. Customers from developing economies are really attracted towards coupons & feel delighted about it.

**Generate Traffic:** Fan page is very much useful for generating organic traffic to official website or any particular landing page. It is always not possible to publish all necessary information on fan page, so that time fan page can redirect the customers to organizations website. Attractive pictures or catchy lines can be used for this. When people click on the picture or link of picture they will be directed towards website.

**CSR:** Organizations must use fan page for publishing its CSR activities among people. Picture, video, link regarding the CSR activities can be posted on fan page. People will be interested to read this.

### Facebook Group:

As the name suggest it is a group of Facebook users. There are two main types of group; Public group & closed group. In case of Public group anybody can join & access the group but in case of closed group only selective users (which are selected by group admin) can join or access the group. Closed group is always advisable.

Organizations can make various groups for different use. It can make a group of prime customers, employees, vendors etc. These groups can be targeted accordingly.

Group of employees can be used to make internal announcement for employees. Group of prime customers can be used to take survey for upcoming product.

### Conclusion:

Facebook is the one of the top social networking website & best way to connect people. Small, medium & large organizations must use Facebook to connect with its customer or prospects. Various free marketing tools available on Facebook. Organizations may or may not afford paid marketing tools but they must go for free marketing tools on Facebook.

Organizations need to develop proper plan & strategy for marketing on Facebook. What, how & when must be decided before actual starting of campaign. Organizations must provide genuine information in marketing campaign because in the world of social media & internet people will always get to know the truth.

If organizations provide real information, make strategy for marketing, post timely & frequently, reply to customer queries, engage users properly then they will definitely succeed in marketing on Facebook

without spending money.

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