

Facebook Pages and the analysis of the metrics data

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Abstract: The article analyzes the issue of interpretation of statistical data and metrics when analyzing and evaluating the success of a corporate website/ profile on the social network Facebook. The main aim of the article is to present individual metrics and show their importance and role in building a positive image of a business entity using a case study. It is important to interpret various metrics correctly since they are used in optimizing new Facebook posts in order to increase their reach and get users involved through them. The analysis of the marketing communication of the selected business entity was carried out by analyzing primary and secondary data directly accessible on the website of the social network Facebook.

Keywords: Facebook Pages, online marketing, Facebook metrics

JEL Classification: C22; C51; Q11; Q13

Acknowledgement: This work was supported by the Slovak Grant Agency under Grant No. 1/1234/12. Slovak Grant Agency under Grant No. 1/1234/23.

Introduction

Many examples from practice show the importance of various aspects of websites (crucial for the online presence of a business entity), especially from the point of view of customers. One of the important tools of Internet marketing is social networks. Nowadays, social networks have become one of the most important tools of targeted marketing campaigns that want to reach a wide but specific range of consumers. Facebook, as the most widely used social networking site, has become an important part of their marketing efforts. Research in this area only confirms these statements.

1. Definition of basic theoretical concepts

Social networks are a relatively new type of web applications. They are successors of forums, online photo galleries, weblogs, file storage servers and so on. The creators of these websites have noticed that apart from publishing content people like to interact with other users using the widest range of different channels (Bednář 2011).

Social networks as a part of the modern social media were a few years ago a new area of knowledge. Today, however, their importance for marketing activities is undeniable. Businesses and organizations finally realized the power of social media and increasingly implement this new tool into their marketing strategies. In the recent years, social media websites have become really popular. Social networking system helps business entities to carry out their marketing activities in a very sophisticated and effective way. On the one hand, company profiles on social networks serve as forums for user discussions about their favorite brand, on the other hand they serve as an effective platform - a communication channel for the implementation of marketing communication strategies in the online environment.

“Social media allow people to exchange ideas and opinions, discuss the content of pages and make contacts online. Social media are different from the classical media since they allow anyone to create content, comment it or contribute to it. Social media can have several forms – text, audio, video, photos and other image formats that bring communities together and cater to people who want to get together” (Meerman Scott 2010, p. 38).

Research on social networks show that by moving networks to the online environment people are more capable and efficient at accumulating, managing and exercising social capital. Consciously or unconsciously, people use social networks as tools to maximize their social capital from relationships (Shih 2010):

- Private information: frequent informal communication that occurs on social networks, for example Facebook messages can sometimes contain private information. Emotional relationship between individuals on social networks is transferred to their offline relationships, thereby increasing the likelihood of information exchange.
- Wide range of abilities: HR managers, recruiters and others can easily search for social network profiles of people who may be suitable for a job position and directly reach these people or see how these people are connected and request information from mutual friends. Since online social connections are not that serious and are more common, there is a higher chance that someone in the network of friends knows someone with required skills or knowledge.
- Energy and attention of others: instead of spamming their e-mail contact list, members of social networks may passively publish job offers on their profiles or statuses and let the other party contact them.

The concept of social media refers to the set of technologies that allow communication, content publishing and the like between individuals, their friends and their virtual relationships. Thanks to these technologies, users can easily create content and share it with others, all of it online. Social media are an infrastructure thanks to which users can become publishers of content that interests them. Social networks are groups of people or communities that share common interests or views. When we talk about social networks in the context of popular online services such as Facebook, it should be noted that these networks exist outside the online network as well (Treadaway, Smith 2011).

2. Results and discussion

The following case study aims to explain and illustrate the method of obtaining analytical data from the pages on the social network Facebook (from the point of view of their administrator). It is important to correctly interpret

the various metrics since they are used in the process of optimization of new posts in order to increase their reach and get users involved through them.

Picture 1. Advertising campaign on the social network Facebook



(Source: Facebook Ads)

The analysis of marketing communication of the selected business entity on the social network was conducted by analyzing primary and secondary data directly accessible on the social network Facebook.

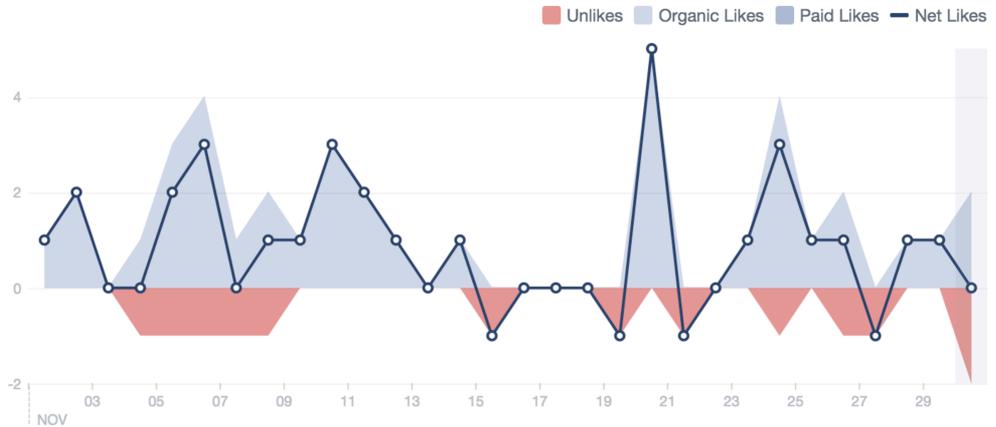
Figure 1. The total number of people who liked the page in the reporting period



(Source: Facebook)

It is clear from the Figure 1 that during the reported period the number of people who “liked” the Facebook page of the selected business entity have grown. The average number of fans on Facebook during the reported period (November 2014) reached 2.665 users.

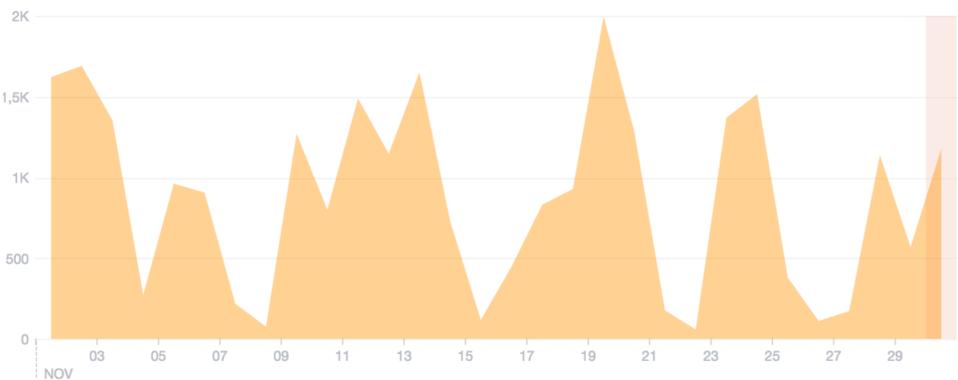
Figure 2. An overview of new and leaving fans



(Source: Facebook)

Figure 2 shows the development of new “likes” of organic nature, i.e. unpaid likes. It is also possible to monitor the development of “unlikes”, i.e. users leaving/ unliking the page. Overall, new fans outnumbered those leaving. Therefore, we can state that the Facebook of the selected business entity showed a continuous increase in fans.

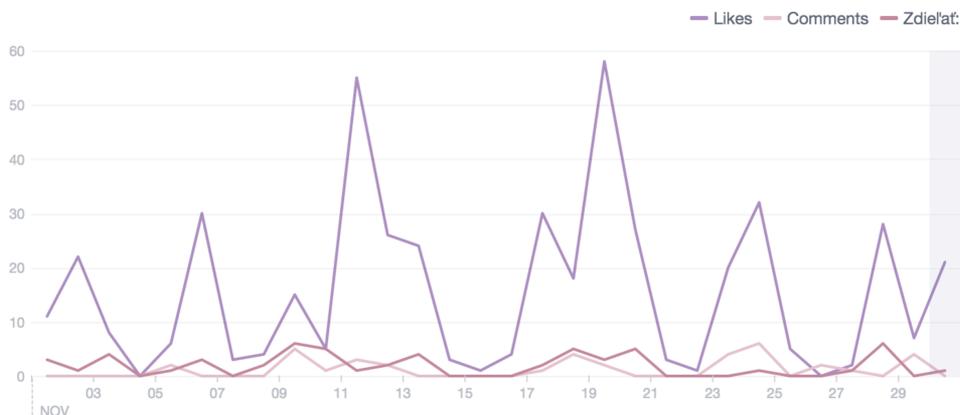
Figure 3. Overview of organic reach of published posts



(Source: Facebook)

The overview of organic reach of published posts on the social network Facebook shows the number of users who saw individual posts published on the Facebook page of the selected business entity.

Figure 4. Overview of user participation



(Source: Facebook)

In connection with the following Figure we can see the extent and form of involvement of users in each of published posts - "likes", comments and sharing of the posts. The Figure shows that the most prevalent form of participation are "likes". Other forms of participation (commenting and sharing) show lower but almost the same values.

Figure 5. Overview of Facebook page traffic



(Source: Facebook)

Facebook page of the selected business entity consists of the following content: a timeline, photo gallery, information panel, reviews and other content. The following Figure shows that almost all online traffic to the Facebook page consists of timeline views and visits.

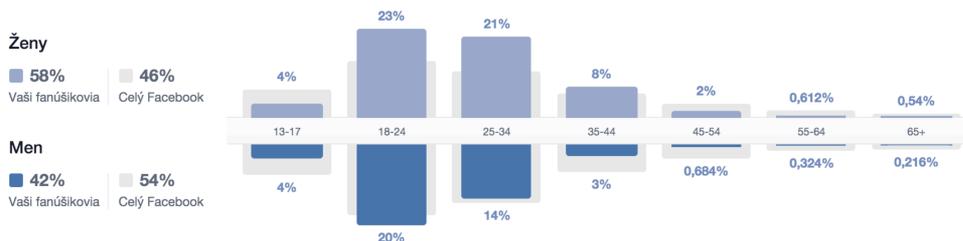
Figure 6. Overview of post viewing during the day and days of the week



(Source: Facebook)

The overview of post viewing during each day of the week does not show any significant variation in individual days. During the day, the highest traffic was recorded in the afternoon and evening hours.

Figure 7. Demographic information about fans on the social networking site



(Source: Facebook)

Demographic information about fans on the social network Facebook suggests that female fans slightly outweigh their male counterparts, which is also reflected in the questionnaire survey that was conducted for the very purpose of this case study. In terms of age of users, the study shows a similar trend that can be seen in the category sex. The page is liked mostly by young fans aged 18 to 34 years.

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