

Social media marketing in case of pages posts

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Abstract: The article analyzes 52.765 posts from 156 Slovak companies on the social network Facebook with a focus on what posts were published and at what time. Moreover, the analysis focused also on the length of posts, their types and content. The survey sample consisted of Slovak companies with a minimum of 2.000 fans on Facebook. Using RNG we selected 1.000 according to which we evaluated the entire sample. The main objective of the analysis was to find out which days are the best for posting on Facebook. The survey brought interesting results and useful advice for marketers. According to this survey readers will know which day is best for adding posts on Facebook, what is the ideal length of a post and what content is most engaging for fans.

Keywords: social media marketing, facebook pages, case study

JEL Classification: C22; C51; Q11; Q13

Acknowledgement: This article is one of the partial outputs under the scientific research grant VEGA 1/0806/16 "Research on issues of consumer behaviour of a new generation of customers with emphasis on identifying preferences and usability of mobile platforms in the process of e-commerce of the subjects localized predominantly on the Central European Market".

1. Introduction

Zarella (2010) characterizes social media marketing as a form of Internet marketing which aim is to implement marketing on social media. It mainly deals with activities that include sharing of content like text, articles, video and images for marketing purposes. Kabani (2013) divides social media marketing into: *marketing* - advertising of a product or service to increase sales, and *social media* - online platform where people connect and communicate. According to Barker (2012) a key activity for achieving objectives it is to create a solid strategy that will help marketers implement their plans.

Development strategy has to use all the information that is available and relevant. It helps in achieving marketing objectives. When implementing the strategy marketers should follow these basic steps: categorization of social media platforms by target markets; a company should focus on social media where their target audience gather; conversations with other users; building trust by providing information about the company and its products; cooperation with members of the target group; use cooperation as a means to build customer relationships (Barker et al. 2012).

According to Charlesworth (2015) engagement is a form of marketing strategy that prompts consumers to participate in the development of a product or brand. It has a significant impact on consumers and their consumer behavior. Jones (2009) states that the engagement connects consumers with products by providing their opinion, comment or by sharing it. It is about establishing a relationship with your audience. Brands can engage their target audience by creating compelling content that people want to share. Engagement can be measured using parameters, e.g. the number of pageviews. The best marketers can hope for is sharing and discussing the content, either through Facebook or Twitter.

Segmentation is basically about finding the relationship between customer needs and marketing activities of sellers. By finding this relationship it is easier to identify relatively homogeneous group of consumers who have similar needs and similar reactions to marketing activities. Targeting tries to integrate product design or service into selected market segments, thus maximizing the effect. Positioning reflects how we want the company to be perceived by consumers, thus making is different from competitors (Mayfield, 2008).

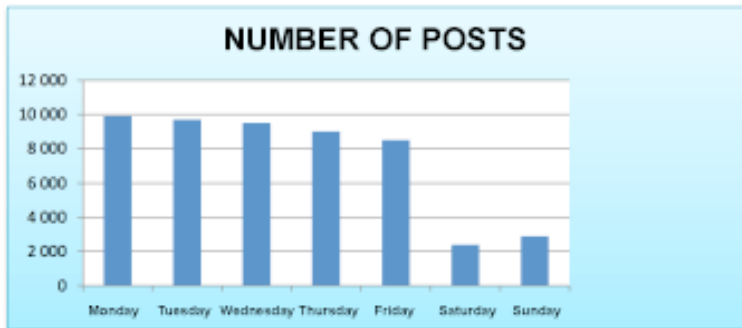
2. Case study

The case study will use a survey conducted by the agency Pizza SEO in 2013. The consulting agency focused on Internet marketing carried out in 2013 one very interesting survey. The survey analyzed 52.765 posts from 156 Slovak companies on the social network Facebook with a focus on what posts were published and at what time. Moreover, the survey focused also on the length of posts, their types and content. The survey sample consisted of Slovak companies with a minimum of 2.000 fans on Facebook. Using RNG the company selected 1.000 posts according to which we evaluated the entire sample. The main objective of the survey was to find out which days are the best for posting on Facebook. During the evaluation the agency standardized the number of monitored parameters, i.e. likes, shares, and comments for each post by the number of page's fans. The resulting figures show by how many percent is one post more successful than the others (on average) (Sedliaková 2013).

2.1 Number of posts

The following figure shows the number of comments that were added in the monitored days. Most contributions were published on Monday, around 9.900, and at least on Saturday, only 2.900 posts.

Figure 1. Number of posts

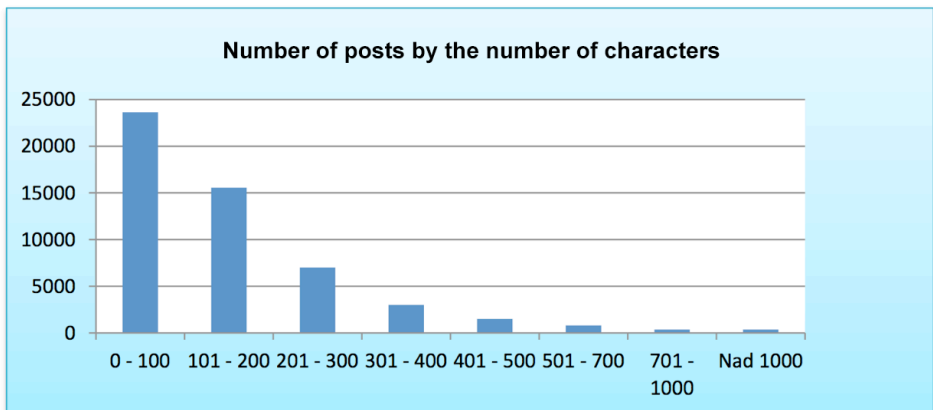


Source: own processing

2.2 Posts according to their length

Randomly selected 1.000 posts divided by the number of characters into eight groups. The figure below features the results of the analysis.

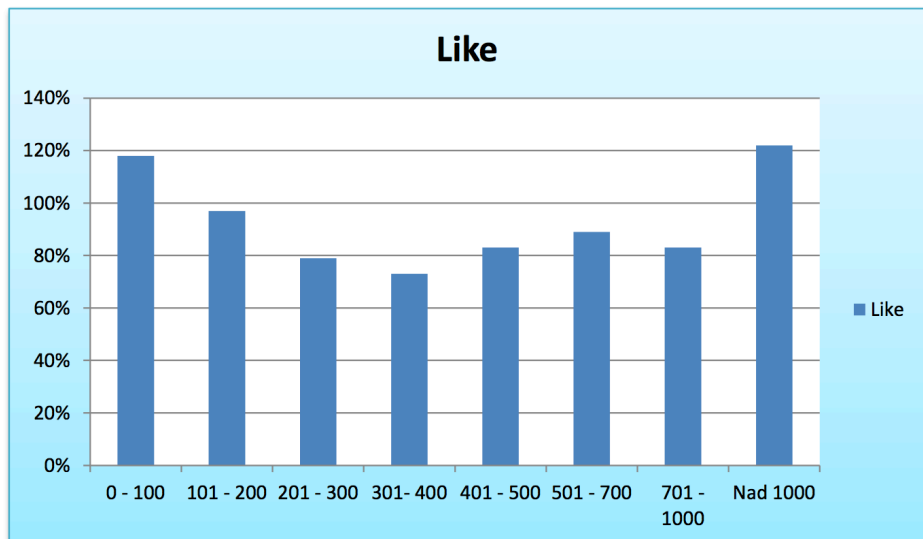
Figure 2. Number of posts by the number of characters



Source: own processing

The figure shows us that companies prefer to communicate in a more straightforward way. The largest group consisted of contributions that did not exceed 100 characters. An example of such a contribution is illustrated in the figure below. Companies use Facebook posts to remind themselves or their products/ services to their fans. Some businesses make themselves more visible by adding photos or pictures with a short description like: "Company XY wishes you a lovely day." Marketers know that even such seemingly "useless" posts can attract customers because they suddenly remember the company and are more likely to visit their profile. The following shows a the number of likes given to particular posts. Again, the results visualized in the figure show a standard deviation from the average number of likes.

Figure 3. Number of likes given to posts according to the number of characters



Source: own processing

The survey results are quite surprising. Fans were most attracted by posts containing 1.000 or more characters. A close second are posts with the length up to only 100 characters. This fact was surprising also for researchers themselves. That is why they analyzed the content of posts having more than 1000 characters, in particular:

- long announcements, apologies and the like,
- introductions of new products or services,
- hoaxes,
- sad stories,
- customer reviews,
- information and announcements of winners,
- miscellaneous,
- news,
- emotional stories about well-known personalities (Sedliaková 2013).

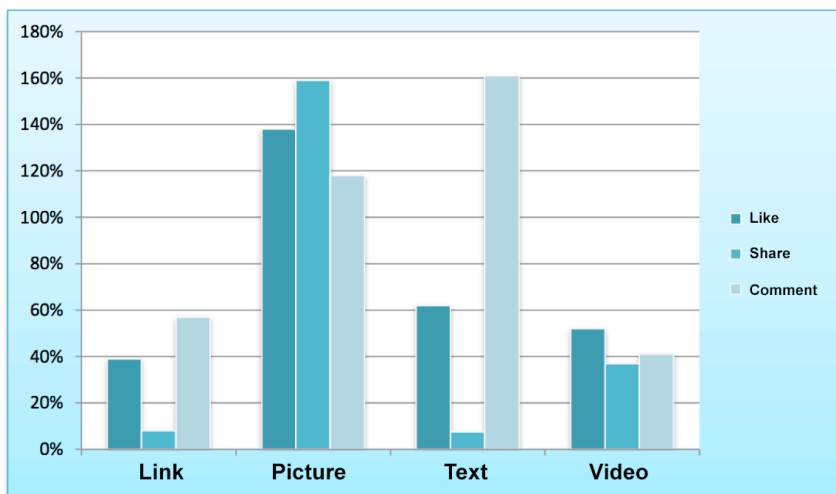
2.3 Types of posts

In this part of the research the agency focused on types of posts published on Facebook. Posts were then divided into 4 groups:

1. posts that contained a link,
2. posts with a picture,
3. text only,
4. posts featuring videos.

Predpokladalo sa, že fanúšikov najviac oslovia príspevky s obrázkom alebo videom. Čo sa však zistilo?

Figure 4. Number of likes, shares and comments per certain post



Source: own processing

Results showed that the highest viewing figures have posts accompanied by pictures. Most commented are posts that feature only text. Surprisingly enough, attached links or video arouse only little interest among fans. This can be explained by the fact that many people do not have time to watch long videos and are attracted by immediacy instead of clicking through several links.

2.4 Content of posts

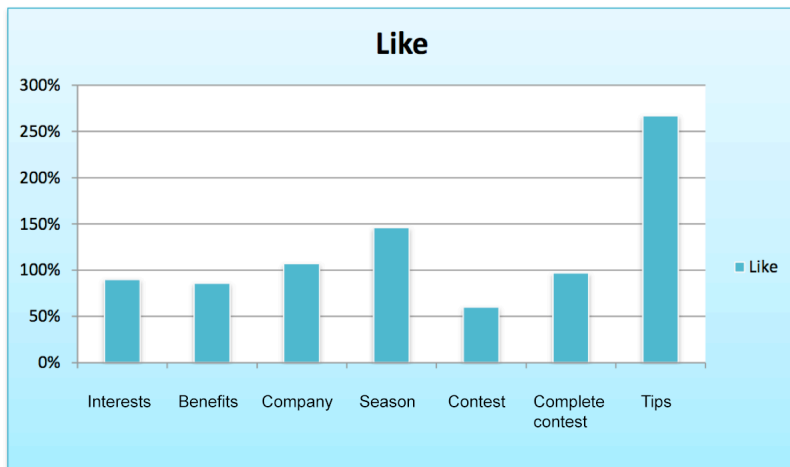
In the last part of the analysis researchers paid attention to the content of posts. They've sorted randomly selected 1.000 posts into the following categories:

- interesting facts from the field of business a company operates in, historical facts,
- special offers - events, special offers, loyalty card benefits,
- company information - about employees, activities,
- seasonal posts - holidays, international days,
- competitions,

- brain teasers – text or picture puzzles,
- tips - tutorials, tips, tricks, etc. (Sedliaková 2013).

The following chart shows the number of likes given to the above-mentioned categories.

Figure 5. The number of likes given to different categories



Source: own processing

Fans like posts that offer them various tips or ideas, advice and instructions on how they can improve themselves or things in their surroundings or make something for themselves. Surprisingly enough, competitions aroused very little interest among people.

3. Summary of results

The survey brought interesting results and useful tips for marketers. Thanks to this survey they will know which day is best for publishing posts, what it is the right length of a post and what content is most engaging for fans:

- It is useful to use Facebook's planning tool for post
- Short posts are the most popular. If a long post has something relevant to say, it will not be overlooked.
- Companies should published their posts accompanied by pictures.
- Most fans appreciate hints, tips and various tutorials that are of practical use.

Benefits of marketing on social networks is obvious. Companies can reduce marketing costs, get closer to their customers, gather important information via review, references or by engaging customers in an online chat and writing comments in comment sections. Marketing on social networks has enormous potential. We live in a time when there are new things invented almost every day, even in the field of social networks. Social networks are popular, both for users of fast communication and also marketers who understand that social networks are a broad platform offering new tools and trends in marketing.

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