

## MANAGING GROUPS ON A FACEBOOK AS A MARKETING TOOL IN ADVERTISING

Viktoriia Pogrebniak  
Maria Curie Skłodowska University, Poland  
vipogrolek@gmail.com

### **Abstract:**

In the paper are presented factors of fast-growing popularity of projects called “groups” in social networking service Facebook. It also presents the advantages and disadvantages of managing groups for promoting different kinds of products and services. This work is innovating because of detailed analyse of factors of influence on consumers in particular branch of internet-market. The main goal of the work is to formulate a conception of managing groups on Facebook for advertising products and services, analysing factors of influence on consumers, consideration the main methods of transmission information to consumer, making conclusion about relation between methods of representing information and influence of consumer. This work is designed to summarize existing researches in digital advertisement sphere, facilitate development of advertisement in Internet.

*Keywords: Facebook, internet-market, digital advertisement, social networks media, marketing, B2B, B2C*

# 1. INTRODUCTION

The popularity of online advertising has a strong tendency to increase the impact on human consciousness resulting from the transition of society from reality to cyberspace. Rises the question, how to deliver information to a potential customer that is in cyberspace, and how to form of advertising culture in the over abundance of information. Social media selected as the location of advertising due to the availability and because of large audiences. According to the developers of Facebook, its audience is 1.35 billion people. In addition, as of June 2014, more that 30m small and medium-sized businesses (SMBs) have established a Facebook Page, And more than 1,5m companies actively use Facebook's targeted advertising system to reach potential customers.

Ad revenue grew 67% year over year to more than \$2.6B. Mobile ad revenue grew 151% year over year, and now makes up 62% of our ad revenue (Sheryl Sandberg, Facebook Q2'14, 2014)

The number of active advertisers has grown by more five hundred thousand, or 50%, since June 2013. As a result, Facebook has become a hub that democratizes marketing: it facilitates economic activity for businesses of all sizes (Facebook's global economic impact, 2015).

According to Deloitte Touche Tohmatsu Limited Company research, Facebook stimulated economic activity and jib through three broad effects: as a tool for the biggest and smallest of marketers; as a platform for app development; and as catalyst for connectivity. It estimated that through these channels Facebook enabled \$227bn of economic impact and 4,5m jobs globally in 2014.

More than 83% of people active on the platform log in via their mobile devices and many of them return of check their News feed multiple times a day.

Facebook collects more details about its members than other services. These details allow you to create advertisements by profession, interests and social connections. This allows you to target your marketing efforts at specific businesses, their employees or professionals (McDunnigan, 2014). Facebook becomes the global advertising market, with constant performance, constant growth, without risk, that it is important for investors.

The subject of research — Facebook groups as a means of formation of communities of interest and the formation of a local and global loyal audience. The choice of subject is caused by democracy of groups in Facebook and because of more opportunities for users, what makes it possible to influence the situation in the market with a strategy C2C.

Relevance of work caused by the increasing popularity of social networks and on the other hand by low popularity of groups in networks, compared with Facebook pages.

Problem finding:

1. Investigating the phenomenon of groups in social networks, their properties, types, the functioning of groups, managing groups.
2. Analyzing the impacts on users in Facebook groups
3. Finding out the advantages and disadvantages of Facebook groups as a means of advertising
4. Drafting prospects of groups in social networks, proving profitability of investing in social projects and groups

## 2. FACEBOOK GROUPS AS A MARKETING TOOL IN ADVERTISING

### 2.1. General information about Facebook group

According to official determinate by Facebook developers, Facebook Groups make it easy to connect with specific sets of people, like family, teammates or coworkers. Groups are dedicated spaces where you can share updates, photos or documents and message other group members. You can also select one of three privacy options for each group you create.

While a Facebook Page is meant to be public-facing, a Group can be private or Closed, but also can be Secret meaning that it won't even show up in a keyword search. Many existing offline groups and organizations set up Facebook Groups to conduct business and discussions online and not all are

open to the public. You have controls over who can join and who can post to your Group (Managing a Facebook Group, 2012). Where in public and closed groups anyone can join or be invited to group, can post or change some information, but there is another situation with secret group, where person should be invited by a member to join the group, and only current and former members can change some information or post some information (Group Basic, Facebook, 2015).

Facebook Groups consist of a “wall” or “Timeline” like personal accounts and Pages. They also offer a Members section, Events listings, the ability to upload Photos and also Files. Files are a feature exclusive to Groups (Managing a Facebook Group, 2012).

In contradistinction to Facebook Page, groups provide a space for people to communicate about shared interests. Groups can be created by anyone. As follows, Group is most democratic, approximate to real consumers. On Table 1 are presented main differences groups and pages according to privacy, audience and communication.

**Table 1:** Difference of Facebook Page and Group

	Page	Group
Privacy	Generally available to everyone	More privacy settings are available feasibility for
Audience	Available for likes and for getting News Feed updates	Control of members: requiring members to be approved or added by admins Limited features for huge group
Communication	Sharing posts from the page Appearing page posts in the News Feeds of people who liked the Page Creating customized apps for Page Checking Page Insights to track the Page's growth and activity	Sharing posts from the page Receiving notifications to member by default when any member posts in the group Participating in chats Uploading photos to shared albums Collaborating on group docs Inviting members to group events

Source: Group Basics, Facebook, 2015.

According to Ross Hill, an Innovative Analyst at Delloite Australia, before we can judge our success on Facebook we need to ask ourselves what statistical information is available and what matters to us. We also may need to be creative in how we derive this information, comparing statistical data from Facebook with other website data to ascertain what we need to know (Facebook's global economic impact, 2015).

Another key element of judging your success on Facebook, according to Keith De La Rue, founder of Acknowledge Consulting, is to look at the level of engagement you are experiencing through your Facebook fan group. Interaction with customers, clients, listeners, viewers and consumers is a very effective aspect of the new form of social media and social business design (Through the use of Facebook, 2010).

As becomes apparent, Facebook groups provides direct contact with clients, it is created for maintaining interest in brand, and it is adapted to communication between clients, to make conversations between members of this group.

## 2.2. Admins features in Facebook group

- In addition to everything that group members can do, a group admin can:
- Edit the group description, tags and settings
- Add more admins to a group
- Add tags to a group

- Control the contain
- Pin a post to the top of a group
- Start a chat with a members of a group
- Remove abusive posts and remove or block members

In general, administrative duties are to feed the advertising text (creating text and graphics, publishing, editing material).

In addition, some commonly used concepts of online community building include:

- *Seeding* or posting conversation starters that are compelling and inviting to others to chime in.
- *Weeding* may be required to keep conversations on track or to weed out negative behavior that might create a hostile environment and kill the community.
- *Cultivating* conversations so they blossom is needed on a continuous basis because a lull in conversation can kill momentum. Plus, cultivating an online community into a fruitful marketing mechanism takes finesse and a fundamental respect of community dynamics and of community members themselves (Managing a Facebook Group, 2012).

Table 2 shows the results of the analysis of the most popular material for advertising in Facebook group.

**Table 2:** Most popular advertising text in Facebook group

Kind of material	How to use
Citation, motivated text	Direct marketing, linking other spheres of social life with brand
Prize draw for reposts	Brand promotion, launch the customer loyalty programs
Creative competitions	Attracting new users, providing information about the brand, customer base replenishment (probe)
Joint projects with users	Customer loyalty, the introduction of a brand to the new market segments
References (to the official page)	Promotion of the brand, increase traffic through advertising websites

### 2.3. Successful marketing campaigns in Facebook groups

Table 3 summarizes the characteristics of the successful advertisement located in Facebook groups according to market share.

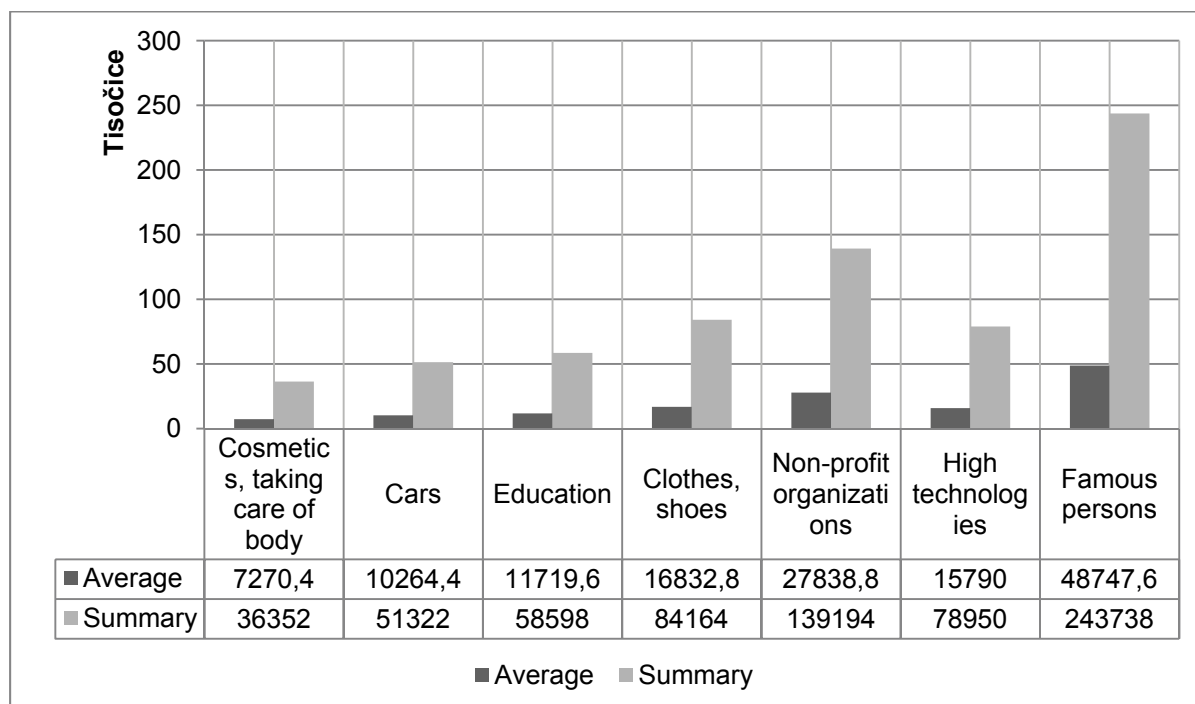
**Table 3:** Popular marketing campaigns at different market shares posted on Facebook groups

Market share	Name of group	Number of members	Link (without <a href="https://www.facebook.com/groups/">https://www.facebook.com/groups/</a> )
Cosmetics, taking care of body	Avon Chat	2050	avonchat/?ref=br_rs
	Mary Kay	9837	129673217111496/?ref=br_rs
	Oriflame Cosmetics Annaba	12060	149002365256705/?ref=br_rs
	Faberlic Kárpátalja	6673	773486269372524/?ref=br_rs
	Amway Russia	5732	Russia.Amway/?ref=br_rs
Cars	Opel alkatrészek, adok-veszek	12427	318240194873585/?ref=br_rs
	Mercedes Remate	16931	mercedesremate/?ref=br_rs
	PNW Volkswagen/Audi	7500	PNWVWAUDI/?ref=br_rs
	Audi Klub Polska	10078	AudiKlubPolska/?ref=br_rs
	Citroën Addicted	4386	citroenaddicted/?ref=br_rs
Education	Oxford University	7485	groupsatoxford/?ref=br_rs
	#SorbonneCommunity	2686	620609681364997/?ref=br_rs
	Harvard	22662	groupsatharvard/?ref=br_rs

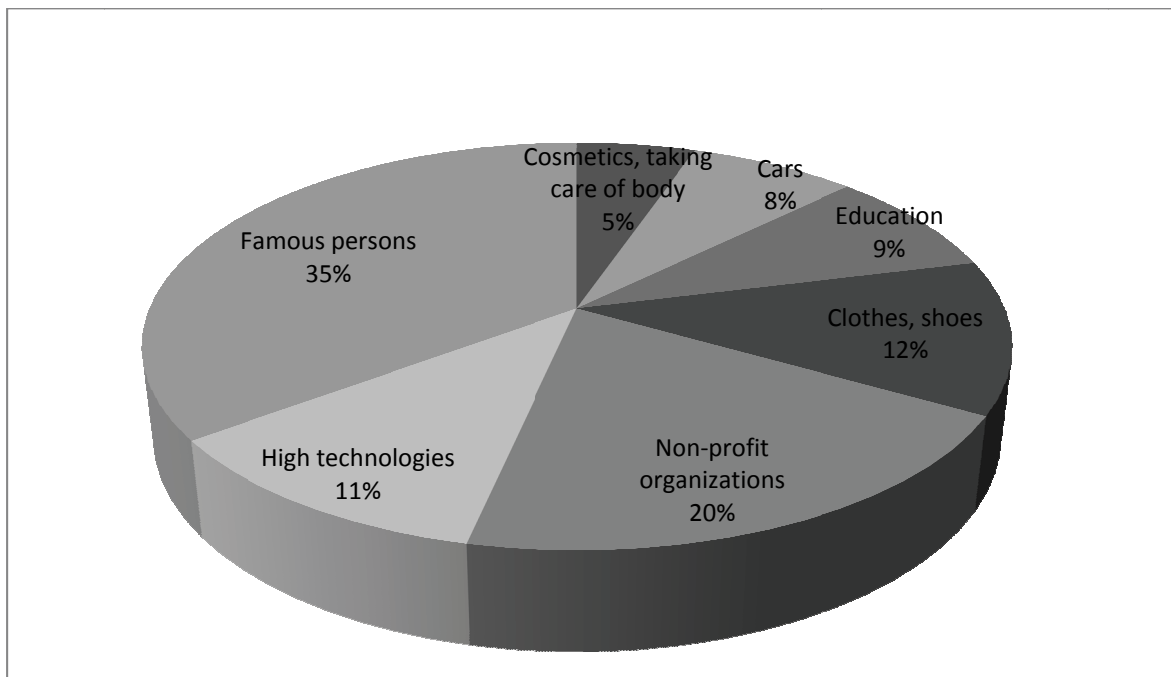
	Cambridge	11416	groupsatcambridge/?ref=br_rs
	Studenci UMCS	14349	StudenciUMCS/?ref=br_rs
Clothes, shoes	Louis Vuitton	16494	2204468589/?ref=br_rs
	ZARA kids BOYS	8040	698061820241499/?ref=ts&fref=ts
	H&M, Zara, Bershka, Stradivarius, Next, Asos, Pull & Bear, George, F&F, Reserved, etc	34534	554496037970488/?ref=br_rs
	LACOSTE A VENDRE	7860	441566225914108/?ref=br_rs
	Reebok share	17236	195375643937795/?ref=br_rs
	ERASMUS+ For Youth Projects - Partner Finding + Dissemination Group	10277	224303514414665/
Non-profit organizations	Volunteers Red Cross Red Crescent	5419	VolunteersIFRC/?ref=br_rs
	Zimbabwean Wikileaks	33948	zimbabweanwikileaks/?ref=br_rs
	Wikileaks Tetouan ن او ط ت س ا ف ل ي ك ي و	29059	wikitetouan/?ref=br_rs
	UNICEF	60491	426682684049755/?ref=br_rs
	Comunidad iPhone Chile	32422	iPhoneschile/?ref=br_rs
High technologies	Fun Cooking with Philips airfryer	21871	440686429367531/?ref=br_rs
	Philips Multicuisineur - Club des chefs	8749	testmulticuisineur/?ref=br_rs
	Toshiba 东芝水波爐美食谷	4165	426506597487890/?ref=br_rs
	Nokia Lumia Community Indonesia	11743	LumiaIndonesia/?ref=br_rs
	CRISTIANO RONALDO Y IKER CASILLAS LOS MEJORES	157938	reinamadridista07/?ref=br_rs
Famous persons	ANGELINA JOLIE	10782	144971065533798/?ref=br_rs
	A group of fans Putin / Грyпна Поклонников Путина	12858	m.m.nika/?ref=ts&fref=ts
	Bill Clinton Hack Pool Live Tour 2014 2015	10809	hackdepool.live.tour/?ref=ts&fref=ts
	justin bieber BELIEBERS oficial (JBBO)	51351	justin.bieber.beliebers.oficial/?ref=br_rs

Regarding general aspects Statistics of advertising campaign in Facebook group (Scheme 1), the most popular Facebook groups are about famous people (about 35% of total social networking marketing place). This might be partially due to fact that users associate famous person with totality of brands they use.

**Figure 1:** Statistics of advertising campaign in Facebook group



**Figure 2:** Facebook group rate according to market share



### **3. MARKETING STRATEGIES IN FACEBOOK GROUPS MANAGING**

#### **3.1. B2C and B2B marketing strategies in Facebook groups managing**

Companies initially regarded social networking platforms like Facebook as a new opportunity for business to consumer (B2C) marketing campaigns. However, businesses are realizing that with the right tactics, social networking campaigns effectively augment business to business (B2B) marketing efforts as well. Facebook plays an important role in these new efforts because of its popularity, content capabilities, and advertisement targeting tools (McDunnigan, 2014).

Association of National Advertisers in early 2010 found that 57 percent of B2B marketers were using social media channels, compared with 66 percent of all marketers and it is not a random number. B2B strategy has a lot of advantage for its users:

- B2B marketing is much more likely to focus on value than experience
- B2B buying decisions are usually made by group, whereas consumer buying decisions are made by individuals. B2B marketing programs must influence multiple people at multiple stages of buying process, and each of those individuals has different priorities.
- Business buying decisions are more likely to be a commitment than consumer buying decisions.
- Relationships play a more important role in B2B than in B2C decisions.
- Social media marketing is a way to humanize the business, to turn frailties into endearing qualities that encourage experimentation, loyalty, and forgiveness.
- B2B companies actually have more to gain from social marketing than their consumers counterparts because social tools address so many factors that are unique to their market (Gillin & Schwartzman, 2011).

The ultimate goal of a B2B marketing campaign is to influence the decision makers in a prospective client company to buy your goods and services. However, targeting these decision makers directly is not the only way to win them over. The final decision may be theirs, but they are certainly influenced by the opinions of their rank and file employees. A Facebook account lets you market directly to the business you are trying to turn into a client, as well as its employees who have Facebook groups. By marketing to regular employees, you can build indirect support for your products at businesses.

The major factor that sets B2B marketing apart from B2C marketing is substance. Consumer marketing creates an image to appeal to individuals. Businesses marketing are more concerned with

the substance of a product: its cost, its reliability, and the support you provide for it — everything what could get a benefit for future partners.

Facebook allows you to create a secondary website to which you can post information on deals, instructional videos, or other product help and documentation. These items will show up for accounts that are following your company, as well as in your targeted ads.

In addition, consumers, which found the content (these can be simple ads or material to lure are to start looking at the content on your Facebook presence) interesting or helpful, can start following the page. This exposure builds familiarity with your business's credibility and competence, and builds a foothold for more direct B2B marketing efforts (McDunnigan, 2014).

The benefits that B2B and B2C provide to marketers are about the same. In short, both models help businesses increase sales in an increasingly competitive marketplace.

With more B2B and B2C companies marketing themselves on the Internet, marketers are in a better position to pick up details about their competition. Additionally, with the advent of the social networking explosion, more business and consumer patrons are voicing their opinions about various products and services. This gives marketers even more empowering info about what the market is thinking — knowledge they wouldn't have if they themselves weren't using the Internet.

Now that more B2B and B2C companies are using the Internet, though, they're able to provide marketing groups on which customers can make contact when they have questions or concerns, and they're sending informative emails that don't merely advertise but also inform their customers with practical information. This means that customers, ideally, are getting much more robust service (Charles, 2015).

### **3.2. Launch a B2B and B2C social media marketing campaign**

Launching marketing strategies to social networks is not hard-working process, but it takes time for planning and controlling the process. It contains:

1. *Forming a Marketing Plan*

Before diving straight into setting up a Facebook or Twitter account, consider your business goals. Depending on whether you're trying to increase sales to existing clients, reach new customers or launch a new service, the platforms you use and the content you post will differ. Putting your goals in writing can be useful to look back upon when questions come up down the road. Social media should be a complement to other forms of marketing -- not a replacement. If you're seeing results from attending trade shows, for example, consider adding social media to engage people you've contacted.

2. *Locating Your Customers*

The type of industry you're in plays a big role in choosing which forms of social media to use. If you're a shoemaker marketing to retail stores, you could have great results using Pinterest, but if you're an IT consultant for local banks, LinkedIn might be the way to go. Start by taking a look at the websites of your current customers and prospects. If they use social media, they should have icons for each platform they use on their home page.

3. *Committing to Consistent Posting*

Even if you find out that your customers and prospects are using five different social media tools, start out slowly. Pick one or two channels and come up with a plan for posting content -- perhaps one or two posts for each channel per week. A best practice is to post new content to your website in the form of a blog, image or video and then link to it from your social media accounts.

4. *Make Your Presence Known*

After you establish your social media accounts and put up your first few posts, don't be shy. Include social media icons with links to your accounts on your website and use the icons with your username on printed materials. Reach out to people you know and ask to connect with them or start following their feeds. Some platforms are geared toward connecting people who know each other. If you choose to use LinkedIn, for example, it's harder to connect with

prospects unless it's through a group, and many users will not accept your invitation unless they know you personally.

#### 5. *Keep Track of Your Results*

It's easier to improve upon things that can be measured, and keeping tabs on your progress is fairly easy with social media. To start, identify your most popular post every month and keep track of the interaction of fans or followers. In time, you should begin to notice some patterns and use the information to produce similar posts (Suski, 2013).

In addition, according to Armano, one of the most helpful tools social media offers in terms of B2B marketing is the ability to effectively organize events. Armano says that SOBcon, a convention that brings together leaders in social media, is a great example of how to leverage social media to build a following around an upcoming event.

Edmond also advises marketers to be careful when directly soliciting social media users as you respond to their posts, because you could end up getting overlooked as a spammer. Instead, try to relate your message to an existing conversation that is happening.

As you develop and refine your B2B marketing strategy, Edmond says, don't forget that providing answers to peers and potential customers is arguably the most effective social media marketing tactic (McCorvey, 2010).

## 4. THE PERSPECTIVES OF DEVELOPMENT ADVERTISEMENT ON FACEBOOK GROUPS

According to Pew Research Center, 93% of Facebook users say they are Facebook friends with family members other than parents or children, 45% say they are Facebook friends with their parents, 43% say they are friends with their children on Facebook (Duggan & Ellison & Lampe, 2014). In that case should talking about working with small contact group and about influence on this group within Facebook group.

Big part of Facebook revenue is using Facebook on mobile phone. According to Pew Research Center Fully 40% of cell phone owners use a social networking site on their phone, and 28% do so on a typical day (Social Networking Fact Sheet, 2014).

Mobile ad revenue was approximately \$1.66 billion or 62% of ad revenue, compared to approximately \$660 million or 41% of ad revenue last year (Dave Wehner, Facebook Q2'14, 2014).

Although there is a big problem with mobile using by standart Facebook application for Apple and for Android. It could be solved with using a special application for group managing and watching a news. But also it seems difficult because of limitation of mobile memories. As a perspective of Facebook groups development could be creating united application for Facebook.

Pew Research Center said, 52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users (Duggan & Ellison & Lampe, 2015). The next step in developing groups should be creating multi-platform for the most popularity web-sites.

The Internet has also provided marketers with more specific information about their customers, such as when they're more receptive to receiving an advertising message. Armed with this knowledge, some B2B and B2C companies use a marketing method called "right-time marketing." According to business analyst firm Garner, Inc., the statistics are too compelling to ignore: strategically timing email marketing messages will help marketers see as much as a 600 percent rise (The Right-Time Email, 2015). So developing Facebook group will allow to conduct marketing research provided better searching tools in social media sites.

## 5. CONCLUSION

Facebook groups provides direct contact with clients, it is created for maintaining interest in brand, and it is adapted to communication between clients, to make conversations between members of this group. Facebook becomes the global advertising market, with constant performance, constant growth,



without risk, that it is important for investors. Advertising in Facebook groups in terms of B2B and B2C strategies has its advantages and disadvantages.

In particular there are some advantages:

- purposefulness of advertising (brand itself creates a group of loyal customers, and therefore can decide who belongs to a group)
- unlimited resources (relatively low cost of implementation advertising that does not require a developed business strategy or tactical planning)
- rapid formation of public opinion (according to Eric Schwartzman, B2B buying decisions are usually made by group, whereas consumer buying decisions are made by individuals),
- limited responsibility (advertiser does not risk his money by placing advertisements on social networks because advertising through a group is free and does not require laying of property)
- humanizing the business (encouraging experimentation, loyalty, and forgiveness).

But the disadvantages are:

- problems with monitoring information (democracy in groups, produced a large number of users through information provokes weakening control over the content group)
- necessity for constant supervision (popularity of brand proportional to the frequency of updating information about brand)
- expanding the privacy policy of Facebook.

## REFERENCE LIST

1. Charles, A. (2015) *What Are the Advantages of B2B & B2C to Conduct Business Using the Internet?* *Chron.* Retrieved from <http://smallbusiness.chron.com/advantages-b2b-b2c-conduct-business-using-internet-50884.html>
2. Duggan, M. & Ellison, N. B. & Lampe, C. (2014). Demographics of Key Social Networking Platforms. *Pew Research Center*. Received from <http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>
3. Duggan, M. & Ellison, N. B. & Lampe, C. (2015, January 9). Social Media Update 2014. *Pew Research Center*. Received from <http://www.pewinternet.org/2015/01/09/social-media-update-2014/>
4. Facebook Q2'14 *Earnings Call Transcript* (2014, July 23). Retrieved from <http://files.shareholder.com/downloads/AMDA-NJ5DZ/3203397419x0x771026/6a17fe2b-316c-432a-8c76-008a52fa744d/FB%20Q214%20Earning%20Conference%20Call%20transcript.pdf>
5. Facebook's global economic impact (2015, January). *Deloitte*. Retrieved from <http://www2.deloitte.com/content/dam/Deloitte/uk/Documents/technology-media-telecommunications/deloitte-uk-global-economic-impact-of-facebook.pdf>
6. Gillin, P. & Schwartzman, E. (2011). *Social marketing to the business customers: Listen to Your B2B Market, Generate Major Account Leads, and Build Client Relationships*. Wiley, 6-17.
7. Group Basics. (2015). *Help Centre*. Retrieved from <https://www.facebook.com/help/162866443847527/>
8. Managing a Facebook Group. (2012). Retrieved from [http://www.synovusbank.sbresources.com/SBR\\_template.cfm?DocNumber=PA01\\_0063.htm/](http://www.synovusbank.sbresources.com/SBR_template.cfm?DocNumber=PA01_0063.htm/)
9. McCorvey, J. J. (2010, July 29). How to Use Social Media for B2B Marketing. *Inc.* Received from: <http://www.inc.com/guides/2010/07/how-to-use-social-media-for-b2b-marketing.html>
10. McDunnigan, M. (2014). Importance of Facebook in B2B Marketing. *Chron.* Retrieved from <http://smallbusiness.chron.com/importance-facebook-b2b-marketing-38546.html/>
11. Social Networking Fact Sheet (2014, January). *Pew Research Center*. Received from <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>
12. Suski, C. (2013) How to Launch a B2B Social Media Marketing Campaign. *Chron.* Received from <http://smallbusiness.chron.com/launch-b2b-social-media-marketing-campaign-75984.html/>
13. *The Right-Time Email Marketing Playbook* (2015). Received from <http://www.strongview.com/resources/success-guides/wp-right-time-email-marketing>
14. Through the use of Facebook as a business tool, how do we judge its success? (2010, June). *Facebook as a successful business tool*. Retrieved from:

<https://facebookbusinesstool.wordpress.com/category/research-project/judging-facebooks-success/>