

Use of Facebook and Twitter for Advertisement and Branding

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ABSTRACT

Social media now days have become a very burning issue. Watching advertisement on Facebook, Twitter, LinkedIn, etc. has become a regular to the customer. In the era of digitalization social media has become very effective way of advertising and branding. However, if the product/brand are new in the market, it is very tough in the initial phase to reach to the targeted customer through social media. As the product/brand is not known in the market it is tough to reach to the specific customer marketer wants. Strong content in social media ad can help to reach exactly the people who care about product/brand.

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INTRODUCTION

For effective advertisement and branding social media is very effective way to reach to the targeted customer. But, reaching every possible customer is quite tough. Marketer must use paid social media ads for such customers. Even though marketer have created very effective content, reaching to the customer needs to analyze the strata of the mass customer require. For that, marketer must focus on content he uses in advertisement.

These ads will not only boost awareness of the product but also it will position the product and brand in the mind of the customer. They are also very effective way to generate traffic to the website collect contact information for email campaigns [1]. Facebook, Instagram, Twitter, Pinterest, Snapchat, and LinkedIn. Each of these sites has more than 100 million monthly active users. Even by using this social media marketer can target the customer as per the geography, demography, culture, lifestyle, preference etc. Social media is the way through marketer can even analyze the behavior of consumer [2].

Social media deal with sharing of information to achieve social interaction. Shift from a one-to-many model to a many-to-many model.

Social media will help in:

- Increasing the customer base
- Generate lead
- Drive sales
- Create an awareness
- Make money from content
- Educate customers about offerings
- Customer-source part of product development
- Generate new ideas

SOCIAL SITES AND THEIR EFFECTIVENESS

Facebook

Facebook likely needn't bother with any presentation. It is generally acknowledged and utilized around the world. Facebook clients in India have crossed 240-million stamp, turning into the biggest group of on lookers' nation for the online networking goliath, as indicated by a media report. Dynamic clients in India are developing more than twice as quick as they are in the

US. Dynamic clients in India are up 27% in the previous a half year alone (+50 million), contrasted with development of 12% (+26 million) in the US over a similar period.

The company now is not only known as social site but it is known as great massaging site as well. Facebook is available in applications too helping smart phone users. Including SEO in Facebook ads will help in ranking higher of website in search engine.

What Facebook Ads Look Like?

Here, you have four different choices – you can create an ad that features a single image, a single video, or multiple images that are displayed either in a carousel format or as a slideshow.

Facebook also offers a fabulous new, more immersive ad experience on mobile app called as canvas. Canvas looks like normal news feeds but, once user will click on that, they can see all the visuals ad on full screen. That will make good impression on the viewer. Here is the example of airfrance with canvas ad.

What Objectives Can Be Meeting by Facebook Ads?

- Helps in building awareness of the offerings to the specific customer.
- Helps in converting potential customer into profitable customer.
- Drive traffic to the website.
- Reach to the maximum audience.

What Segmentation Targeting and Positioning Option Facebook Offers?

- Tap the customers from various locations.
- Tap the customers as per the demography.
- Tap the customer as per preference.
- Tap the customers as per their behavior.

- Target users who like page or app and their friends.
- Target existing customers based on data (e.g., emails, phone numbers) you provide [3].

Twitter

Twitter, also known as the “SMS of the Internet,” was founded in 2006 and now has more than 300 million registered monthly active users Twitter is one of the best microblogging site. Where everyone can share their thoughts, Ideas, Opinion through the blogs it also called as “tweets”. Tweets earlier were restricted to 140 characteristics but, now one can tweet with 280 characteristics. Many people have taken a benefit of it. Recently UNESCO tweets with the 280 characteristics where they have used “Peace” words several time.

What Ad Types Does Twitter Offer?

Twitter organizes its different ad types by campaign objective: the action which viewer should do the objectives of ad campaign is depending on that. Here is an overview of the different campaign objectives marketer can choose from, and what the ads look like to the user.

Engagement

Advance another or existing tweet to target gathering of people. Pay for engagement with the tweet, e.g., clicks, retweets, loves, takes after and answers. On the off chance that advertiser wants to assemble mark mindfulness as opposed to engagement, advertiser can make an Awareness crusade. Here advertiser pays for the quantity of impressions. Advertiser can append up to four pictures to the tweet. On the off chances that do this, lone 116 characters are accessible for their Tweet, as 24 characters are utilized for the pictures.

Videos

Embed a video in a tweet and promote it to your desired audience. Marketer can put the videos in the tweets so that the viewer

can see the exactly what marketer wants to show. Where there will be less possibilities of miscommunication and misleading of viewer. Twitter will show your ad as a “Video Card” that consists of your ad copy (max. 140 characters), a video, a video title (max. 70 characters), and a video description (max. 200 characters). “A view occurs when a video is at least 50% in-view on the user’s device and has been watched for at least 2 seconds, or the user clicks to watch the video in full screen.”

Increase the Number of Followers

Twitter recommends to the intended interest group that they take after advertisers account, and furthermore shows whether any of their supporters take after advertisers account. These advertisements appear in the client sustain and in the “Who to take after” sidebar on Desktop. Advertiser should pay for each devotee the promotion produces.

Include URL

Advertiser must incorporate their URL to direct people to their site. As the watcher will see the promotion crusade and if the advertisement battle comprises of the site URL naturally to find out about the offerings guests will visit the site. At last that will help advertiser to build the movement to the site and will help in SEO too (Rank a site higher in web index).

What Segmentation Targeting and Positioning Options Does Twitter Offer?

- Target users by country, state, region, metro area, or ZIP code.
- Tap the customer by their demography (Includes age, gender, occupation, income, etc.)
- Meet the customer as per their known language, so that they can understand your ad campaign.
- Tap the customer as they follow marketer [4].

CONCLUSION

In conclusion, it is determined that marketer can increase their brand awareness through the use of social media like Facebook and Twitter. As more customers are rely on social media and take their shopping decision as per the social media. According to Curran et al. (2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer’s specific target market [5].

Another face is, creating social media page (i.e. Facebook and LinkedIn page) is very easy, but remaining active on those pages through posting some activity finds little difficult to the marketer. Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications.

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