facebook

Possibility of Promoting Products through **'facebook'**

Possibility of Promoting
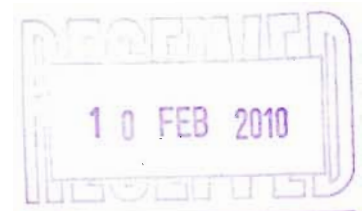## Products Through '**facebook**'

Project Work
Course Code: BUS498

Submitted to
M Sayeed Alam
Project Work Supervisor

Submitted by
S. M. Benzir Ahmed
Id: 2004-3-10-031
Program: BBA
Semester: Summer 2009

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Date of Submission: 30 April 2009

Mr. M Sayeed Alam
Project Work Supervisor
Department of Business Administration
East West University
43 Mohakhali C/A, Dhaka

Subject: **Submission of Project Work Report**

Dear Sir:

I am glad to present my Project Work Report on **"Possibility of Promoting Products Through facebook"**; that was assigned to me as the requirement of my BBA program. In doing my project work report, I have found the work quite interesting. For this report I have gone through internet & survey for the relevant information of the assigned topic.

Please feel free to call me, if you have any query regarding this report or any clarification required. I am looking forward to get your comments and suggestions on this report.

Sincerely yours

S. M. Benzir Ahmed
Id: 2004-3-10-031
Department of Business Administration
East West University, Dhaka

To Whom It May Concern

This project work report is prepared with relevant documents related to the topic "Possibility of Promoting Products Through facebook".

This project work report is written by S. M. Benzir Ahmed, Id: 2004-3-10-031, Business Administration Department, East West University, is acknowledged and accepted.

M Sayeed Alam
Project Work Supervisor
Department of Business Administration
East West University, Dhaka

Acknowledgement

Executive Summary

Today internet is becoming a powerful and effective media for promoting products and services. And for that reason, various busy trafficked web sites are been used with various creative means of promoting products. Social networking sites are in a big focus on that perspective. Facebook – one of the leading social networking sites that can reveal us a new way of promoting products with cost effective manner and this will also help the company to increase products' visibility and sales as well parallel way.

This is a study of finding the possibility of how effective it is if a product be promoted in facebook, how respondents will accept it.

In the company overview part many necessary detail related to the company has came out that will definitely help marketers to take decisions about the promotional campaign through facebook. From the secondary data analysis it has been tried to show how a product can be promoted, its merits-demerits of promoting, the various means of effective promotion and facebook demographics.

A detail survey of 50 respondents has been conducted to reach to their choices about facebook, browsing habits, products' choices of promoting in facebook etc.

This report will help a lot to marketers to get a scenario how & why facebook can be a good choice among other choices to gain profit by promoting products through facebook, which is not a social networking sites but also something more for marketers.

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Chapter 1
Introduction of the Study

Origin

According to my honorable project work supervisor Mr. M Sayeed Alam I have selected to prepare the project work report on "Possibility of Promoting Products Through facebook". I focused my work on the choices of facebook users what their choices are. After many brain storming sessions I have been finally able to prepare the report.

Objective

Broad Objective

To find out which products should be promoted in facebook and the likings of facebook users.

Specific Objectives

- To know briefly about facebook.
- To know the product variety offered by facebook.
- To find the ways in how many ways a marketer can use facebook.
- Current practices of promoting products in facebook.
- To find out the influence of use of facebook over the customers.
- To identify the choices of what products should be promoted in facebook.

Scope

In the modern world there is a huge variety of products and as well as there is a big variety of media to promote the products and services. Here in this report it has been focused how marketers or companies can promote products using facebook and which products users want to see in facebook for promotional purpose.

Methodology

For preparing the report I have used various software like: MS Excel, MS Word, SPSS. SPSS has used for data analysis, MS Excel too.

Report Preview

The whole report has lots of data collected from survey and internet. The report covers the product detail offered by facebook, company detail, the various ways of promoting product and facebook users' choice of promotable products there.

Source of Data

The primary data has been collected through a survey and other secondary data has been collected through the official web page of facebook, various blogs, articles and notes published in various web sites in internet.

Analysis of Data

Frequency Distribution, percentage etc. analytical tactics has used to prepare the data.

Limitations

- Some of the respondents failed to complete the whole questionnaire due to unknown reason.
- We have time limitation to prepare this report.
- The questionnaire used for survey required more modification and it would better if I did have a pilot survey on that. Due to shortage of time I couldn't manage it.
- Due to lack of practical experience, some errors may occur during the study. But still maximum efforts have given to avoid mistakes.
- As a novice it was hard for me to make such a report.
- A good study requires the analysis of as much data as possible covering various aspects of the study. There may be some lacks and I hope to be excused for these.

Despite all the mentioned and unmentioned limitations, the study has hopefully fulfilled its objectives and point out some important suggestions.

Chapter 2
An Overview to 'facebook'

Defining Social Network Service

A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people, and it now seems that social networking will be an enduring part of everyday life.

Social networks have for several years been the toast of new media. Their principal strength has been an ability to gather tens of millions of unique users. Their main shortcoming, however, has been the inability of several social networks to monetize their volumes of signed-up users.

While it could be said that email and websites have most of the essential elements of social network services, the idea of proprietary encapsulated services has gained popular uptake relatively recently.

The main types of social networking services are those which contain category divisions (such as former school-year or classmates), means to connect with friends (usually with self-description pages) and a recommendation system linked to trust. Popular methods now combine many of these, with MySpace, Facebook, Twitter and LinkedIn being the most widely used in North America, Nexopia (mostly in Canada); Bebo, Facebook, Hi5, MySpace, dol2day (mostly in Germany), Tagged, XING, and Skyrock in parts of Europe, Orkut, Facebook and Hi5 in South America and Central America and Friendster, Orkut, Xiaonei and Cyworld in Asia and the Pacific Islands.

There have been some attempts to standardize these services to avoid the need to duplicate entries of friends and interests, but this has led to some concerns about privacy.

Facebook Factsheet

About Facebook

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment.

Product

Facebook's simplified navigation gives users easy access to core site functions and applications. Profile, Friends, Networks and Inbox – pages core to the user experience on Facebook – have a prominent place at the top of the user's profile page. Facebook applications – Photos, Notes, Groups, Events and Posted items – are displayed on the left side bar, along with any third-party applications a user has added to their account.

Technology

Facebook is the second most-trafficked PHP site in the world, and one of the largest MySQL installations anywhere, running thousands of databases. Facebook has built a lightweight but powerful multi-language RPC framework that allows the company to seamlessly and easily tie together subsystems written in any language, running on any platform. The company is the largest user in the world of memcached, an open-source caching system, and has created a custom-built search engine serving millions of queries a day, completely distributed and entirely in-memory, with real-time updates.

Platform

Facebook Platform is a development platform that enables companies and engineers to deeply integrate with the Facebook website and gain access to millions of users through the social graph. Facebook is a part of millions of people's lives all around the world providing unparalleled distribution potential for applications and the opportunity to build a business that is highly relevant to people's lives. More information can be found at <http://developers.facebook.com>.

Privacy

Facebook has led the industry in giving people tools to control the information they share and with whom they choose to share it. User privacy has always been a top priority for the company, which has worked with such organizations as the National Center for Missing and Exploited Children and WiredSafety. Facebook is TrustE certified. Users also have the ability to share and restrict information based on specific friends or friend lists.

Funding

Round one: $500,000 from Peter Thiel, Summer 2004; Round two: $12.7 million from Accel Partners, April 2005; Round three: $27.5 million from Greylock Partners leading the round, Meritech Capital Partners participating,

and Accel Partners and Peter Thiel increasing their investment in the company.

Board
Members: Mark Zuckerberg, Marc Andreessen, Jim Breyer, Don Graham (to join in January 2009) and Peter Thiel; Observer: David Sze; Observer: Paul Madera

Employees
More than 850

Users
Over 200 million active (users who have returned to the site in the last 30 days)

Offices
Headquartered in Palo Alto, Calif. U.S. offices: Atlanta; Chicago; Dallas; Detroit, New York; Venice Beach, Calif. International offices: Dublin, Ireland; London; Paris.

Statistics

General Growth

- More than 200 million active users
- More than 100 million users log on to Facebook at least once each day
- More than two-thirds of Facebook users are outside of college
- The fastest growing demographic is those 35 years old and older

User Engagement

- Average user has 120 friends on the site
- More than 3.5 billion minutes are spent on Facebook each day (worldwide)
- More than 20 million users update their statuses at least once each day
- More than 4 million users become fans of Pages each day

Applications

- More than 850 million photos uploaded to the site each month
- More than 8 million videos uploaded each month
- More than 1 billion pieces of content (web links, news stories, blog posts, notes, photos, etc.) shared each week
- More than 2.5 million events created each month
- More than 25 million active user groups exist on the site

International Growth

- More than 40 translations available on the site, with more than 50 in development
- About 70% of Facebook users are outside the United States

Platform

- More than 660,000 developers and entrepreneurs from more than 180 countries
- Every month, more than 70% of Facebook users engage with Platform applications
- More than 52,000 applications currently available in the Facebook Application Directory
- More than 5,000 applications have 10,000 or more monthly active users
- More than 8,000 websites have implemented Facebook Connect since its general availability in December 2008

Mobile

- There are more than 30 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are almost 50% more active on Facebook than non-mobile users.
- There are more than 150 mobile operators in 50 countries working to deploy and promote Facebook mobile products

Product Overview

Facebook Chat
Facebook Chat enables users to communicate in real-time without any additional installation and without having to create a separate buddy list.

Updated Privacy Controls
The updated privacy controls work towards the goal of giving users the control they need in order to share information comfortably on Facebook. The two ways main updates: a standardized privacy interface across the site, and new privacy options available through this interface.

Facebook Ads
Facebook Ads is an ad system for businesses to create a presence on Facebook, spread information virally and to target advertising to the exact audiences they want. Facebook Ads consist of three elements: Facebook Pages, Facebook Beacon, and Social Ads.

Networks
Facebook is made up of many networks, each based around a region, workplace, or school. Being a member of network grants users permission to view most of the profiles in that network and join most of the groups.

Profile
The Profile page contains all the information about users that their friends and people in their networks can see.

Pages
Facebook Pages allows local businesses, brands, musicians, and all types of organizations to create a presence on Facebook for free. Users can interact and affiliate as a fan of a business or organization in the same way they interact with other user profiles. Once a fan of a business on Facebook, users can share information about that business with their friends.

Inbox
The Inbox is where all users' messages are kept. All messages are visible only to the sender and recipients. All Facebook messages are private between the recipients.

Friends
The Friends page is the main source of finding information about Facebook friends. From the Friends page, users can find all of their Facebook friends, update their friend details and quickly navigate to specific friends' profiles.

Applications

Photos
Facebook allows users to upload unlimited photos and create photo albums from them. Each photo album can contain up to sixty photos. While adding an album, users can rotate photos, add captions, and tag the people in their photos. Users' friends can then view their photos and leave comments. Users can set specific privacy settings for each of their albums, making them visible to certain networks and friends.

Notes
The Notes application allows users to share their lives through writing. Users can even tag their friends in a note, just like a photo. From the Notes page, users can also view all of their friends' notes, as well as find the notes that people have written about them and their friends. Users can also import an external blog if they want to publish it on Facebook.

Groups
With the Groups application, users can see groups their friends have joined, as well as navigate to their own groups, and create new groups. Users can always search and browse for groups to join from this page as well.

Events

The Events application is a great resource to let friends know about interesting things coming up in the community and to organize social gatherings. The Events page contains all of the important information about a user's Facebook events. From the Events page users can create a new event, check out relevant upcoming events for them and their friends, and view past events.

Posted Items

Posting items to a profile is an easy way to share anything on the Internet using Facebook. Users can post websites, blogs, videos, and songs. Users can also post any content on Facebook, like profiles, photos, notes, groups, and events.

Video

Facebook's Video application allows users to upload video files to their profile and send video messages. Users can view videos of their friends or videos made by their friends.

Marketplace

Marketplace is Facebook's self-service application for listing items for sale, housing for rent, jobs available, and so on. Users can use Marketplace to find things they want to buy or use, as well as list anything they are in the market for purchasing, renting, etc.

Gifts

Facebook Gifts are icons that can be purchased for $1 and sent to friends on Facebook. The icons are designed by Susan Kare, the designer of the original icon set for the Macintosh computer in 1983.

Features

News Feed

News Feed is a constantly updating list of news stories about users' friends' activities on Facebook, and is the main section of the homepage. For example, when users upload new photo albums, the friends of these users may receive a story about this in their News Feeds.

Mini-Feed

Mini-Feed allows users to quickly and easily see what the people they care about have been up to. When looking at a profile, Mini-Feed will show the most recent Facebook actions by that user. The stories that are listed are all actions that a friend would have been able to see by clicking around the site.

Share

Share buttons are located on Facebook pages, or on partner websites. If users click on a Share link next to any piece of content, they will have the option to send that content in a message or post that content to their profile. If

they send the content in a message, the recipients will see it in their Inbox and be able to reply to them. This is how users can send messages with media attachments. If they post it to their Profiles, it will display in their Posted Items box.

Wall

The Wall is a forum for users' friends to post comments or insights about them. Users can always remove comments they don't like from their own Walls. They can restrict who their Wall is visible to, or turn it off entirely, by going to the "Profile" section of the Privacy page.

Importing stories into Mini-Feed

Importing stories into Mini-Feed is a feature that allows users to import activity from other sites into your Mini-Feed (and into your friends' News Feeds). The option to import stories from other sites can be found via the small "Import" link at the top of your Mini-Feed.

Lexicon

Lexicon is a tool to follow language trends across Facebook. Specifically, Lexicon looks at the usage of words and phrases on profile, group and event Walls. For example, you can enter "love, hate" (without quotations) to compare the usage of these two words on Facebook Walls. You may enter up to five terms, where each term can be a word or two-word phrase consisting of letters and numbers.

Mobile

There are three mobile options for using Facebook on the go: Mobile Web, Mobile Uploads, and Mobile Texts. Facebook Mobile Web is an alternate version of Facebook specially designed for mobile phones. It includes just about everything from the regular site, and it fits on a little screen. Facebook Mobile Uploads allows users to upload photos and notes from their mobile phone straight to Facebook. Facebook Mobile Texts allow users to connect with friends and look up info on Facebook by using their phones to send and receive text messages.

Public Search Listing

A public search listing provides, at most, the name and profile picture of any Facebook member that has their search privacy settings set to "Everyone". When someone who is not logged-in searches Facebook, they will see only public search listing results. Public search listings show less information about a person than results of a search performed by someone logged in to Facebook.

Facebook Platform for Mobile

Facebook Platform for Mobile enables any of Facebook's 80,000 developers to extend their applications to work with mobile phones. Facebook users may opt-in to sending and receiving text messages from applications, or interact with applications on Facebook's mobile site in a similar manner as they have already done on Facebook.

Mark Zuckerberg,
the founder & CEO
facebook

Founder Bios

Mark Zuckerberg
Founder & Chief Executive Officer

Mark Zuckerberg is the CEO of Facebook, which he founded in 2004. Mark is responsible for setting the overall direction and product strategy for the company. He leads the design of Facebook's service and development of its core technology and infrastructure. Mark attended Harvard University and studied computer science before moving the company to Palo Alto, California.

Chris Hughes
Co-founder

Chris Hughes is a co-founder of Facebook. Chris first worked as the Facebook spokesperson from his dorm room with Mark Zuckerberg and Dustin Moskovitz, and later moved to Palo Alto work on the product team. Most recently, Chris served as the Director of Online Organizing for Barack Obama's 2008 presidential campaign. He holds a bachelors degree in history and literature from Harvard University, where he graduated magna cum laude.

Dustin Moskovitz
Co-founder

Dustin Moskovitz is a co-founder of Facebook and was a key leader within the technical staff. He most recently worked on the company's internal tools strategy and development. Dustin attended Harvard University as an Economics major for two years before moving to Palo Alto, California to work full-time at Facebook.

Eduardo Saverin
Co-founder

Eduardo Saverin is a co-founder of Facebook. Eduardo managed the business development and sales aspects during Facebook's early years. Eduardo graduated magna cum laude from Harvard College with a degree in Economics.

Company Timeline

2009

April
Facebook reaches over 200 million active users

February
Facebook reaches over 175 million active users

January
Facebook reaches over 150 million active users

2008

August
Facebook reaches over 100 million active users

April
Facebook launches Facebook Chat
Facebook releases Translation application to 21 additional languages

March
Facebook updates privacy controls to include Friend List privacy
Facebook launches in German

February
Facebook launches in Spanish and French

January
Facebook co-sponsors Presidential Debates with ABC News

2007

November
Facebook launches Facebook Ads

October
Facebook reaches over 50 million active users
Facebook launches Facebook Platform for Mobile
Facebook and Microsoft expand advertising deal to cover international markets; Microsoft takes a $240 million equity stake in Facebook

July
Facebook acquires startup Parakey

May
Facebook launches Marketplace application for classified listings
Facebook hosts F8 event to launch Facebook Platform
Facebook Platform launches with 65 developer partners and over 85 applications

April
Facebook reaches 20 million active users
Facebook updates site design and adds network portals

March
Facebook reaches over 2 million active Canadian users and 1 million active UK users

February
Virtual gift shop launches as a feature

2006

December
Facebook reaches more than 12 million active users

November
Share feature added on Facebook, simultaneously launched on over 20 partner sites

September
News Feed and Mini-Feed are introduced with additional privacy controls
Facebook expands registration so anyone can join

August
Facebook development platform launches
Notes application is introduced
Facebook and Microsoft form strategic relationship for banner ad syndication

May
Facebook expands to add work networks

April
Facebook raises $27.5 million from Greylock Partners, Meritech Capital Partners and others
Facebook Mobile feature launches

It has found in the study that, major part of the respondents use internet at late night for less than 3 hours and they spend time in facebook from 21 to 60 minutes in each visit.

2005

December
Facebook reaches more than 5.5 million active users

October
Photos is added as an application
Facebook begins to add international school networks

September
Facebook expands to add high school networks

August
The company officially changes its name to Facebook from thefacebook.com

May
Facebook raises $12.7 million in venture capital from Accel Partners;
Facebook grows to support more than 800 college networks

2004

December
Facebook reaches nearly 1 million active users

September
Groups application is added; the Wall is added as a Profile feature

June
Facebook moves its base of operations to Palo Alto, Calif.

March
Facebook expands from Harvard to Stanford, Columbia and Yale

February
Mark Zuckerberg and co-founders Dustin Moskovitz, Chris Hughes and Eduardo Saverin launch Facebook from their Harvard dorm room

facebook Principles

facebook says in their principal:

"We built Facebook to make it easy to share information with your friends and people around you. We understand you may not want everyone in the world to have the information you share on Facebook; that is why we give you control of your information. Our default privacy settings limit the information displayed in your profile to your networks and other reasonable community limitations that we tell you about.

Facebook follows two core principles:

1. You should have control over your personal information.
Facebook helps you share information with your friends and people around you. You choose what information you put in your profile, including contact and personal information, pictures, interests and groups you join. And you control the users with whom you share that information through the privacy settings on the Privacy page.

2. You should have access to the information others want to share.
There is an increasing amount of information available out there, and you may want to know what relates to you, your friends, and people around you. We want to help you easily get that information.

Sharing information should be easy. And we want to provide you with the privacy tools necessary to control how and with whom you share that information. If you have questions or ideas, please check out the privacy help page."

Facebook helps you connect and share with the people in your life.
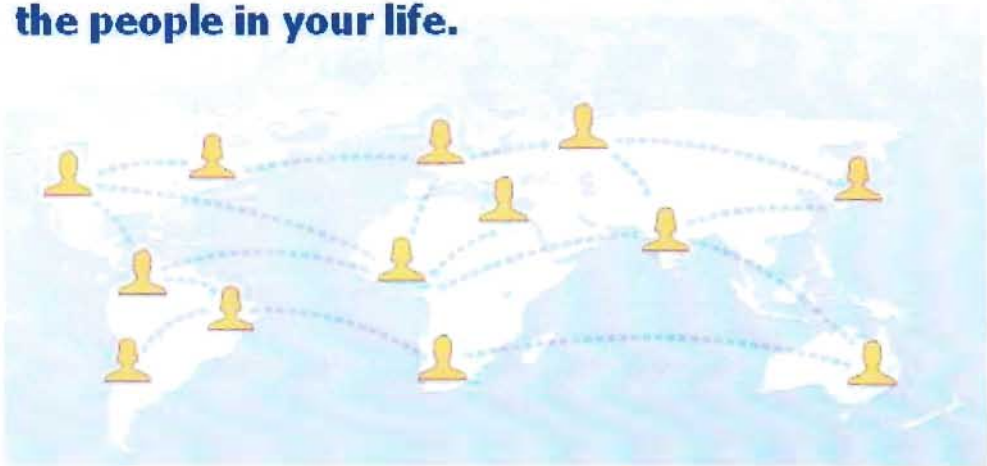
Chapter 3
Promote Using facebook
How, Why & Examples

Facebook Demographics

Facebook is no longer a social networking website for the young college students. According to ComScore, the over 25 age group is the fastest growing age group.

Companies are marketing themselves on Facebook at an ever increasing rate. To be successful, the approach has to be very different than traditional advertising. Social networks such as Facebook are designed to foster human interaction, not to promote products. The idea is to engage your targeted audience with information that they are seeking. Is your targeted customer on Facebook?

Facebook Statistics

- 70 million active users.
- 6th most-trafficked website in the world (comScore)
- 2nd most-trafficked social media site in the world (comScore)
- Facebook is up 78.6% (year-to-year growth in unique visitors-Hitwise)
- No. 1 photo sharing application on the Web (comScore)
- More than 14 million photos uploaded daily
- Started in 2004

Demographics

- 34% of the visitor traffic comes from the US (ComScore Jan 2008). There are now some 115 million users on Facebook with approximately 35 million of them being US residents.
- Gender (US) 45% male/55% Female (Quantcast.com).
- Household Income (US) 58% have a household income over $60K (Quantcast.com).

Facebook Visitor Age Distribution

- More than half of Facebook users are outside of college.
- The fastest growing demographic is those 25 years old and older.
- Another fastest growing segment consists of women over the age of 55.
- One quarter of members are of 35 and over and teenagers only account for about 12% of facebook members.
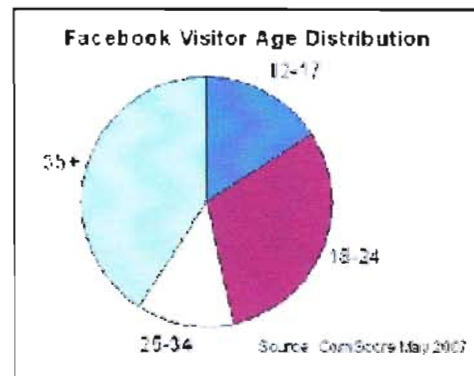
Tools for Promotions

A large and growing portion of some of the most valuable demographics is spending more of their time and attention on Facebook and less on other channels and media. Not only are U.S. college students and teenagers fully engaged in Facebook, but adults, professionals, and people from around the world now constitute a substantial portion of the Facebook user base as well.

However, most marketers lack a comprehensive understanding of the vast array of explicit and implicit marketing channels Facebook offers - most of which are viral. My goal here is to provide an introduction to what's possible on Facebook to the spectrum of marketers from brand advertisers to volunteer grassroots evangelists.

Facebook offers many ways to get the word out and bring the people in. Here's how to get started.

Tools for Guerilla Marketers

For the aggressive guerilla marketer, Facebook offers a bevy of viral channels to get the word out to your friends and creatively reach your target audience. The best part about these guerilla tactics is their cost: $free. Everyone on Facebook can use these strategies to recruit and evangelize their causes.

1. Profile Page

The starting point for your presence on Facebook is your profile page. Your profile page is basically a landing page that you design in order to convert your friends to engage with certain parts of your identity.

Not only is your profile the page that you have the most control over, it's the place where you can most deeply and authentically express your passion for the brand, company, or product you want to promote. Your profile page is an opportunity to craft a credible real-world story around the reasons your products or services are so valuable. Take advantage of Personal Info, Work Info, Photos, and applications to tell bits and pieces of your narrative as it relates to your brand. If you're not buying your own stuff, why should anyone else?

If you don't want to associate your personal identity with the product or service you're trying to promote, Facebook is not for you. Inherent in the current state of Facebook is a culture of transparency that devalues and ignores inauthenticity. If you're afraid to show the real people behind your campaign, that's okay—but save your time and money and go somewhere beside Facebook.
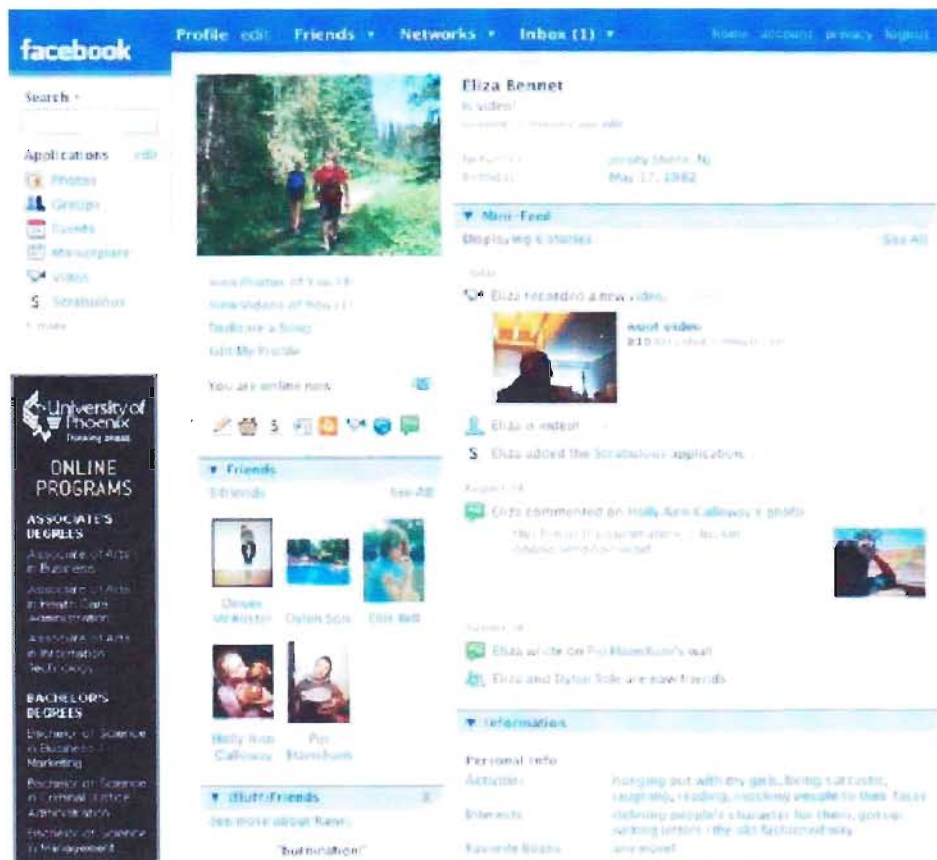
Finally, most people don't realize how many page views profile pages generate. One of the most common habits of Facebook users is browsing the profile pages of friends and stalking the profile pages of people they want to learn more about. By connecting to hundreds of parters, customers, associates, and friends on Facebook, you'll drive a TON of traffic to your profile page. Take advantage of that huge opportunity.

2. Facebook Groups

Groups are oldest and simplest way to build community around your brand or company on Facebook. By starting a group, you create a central place for customers, partners, and friends to participate in conversations around your brand. Facebook groups come with boards for posting discussion topics, photos, videos, and links right out of the box. You can also easily send news and updates to your group members as often as you like - messages arrive in their Facebook Inbox. And the best part about Groups is you can create as many as you like for free.

Groups are one of the simplest ways to do viral marketing on Facebook. Once members have joined your group, they can easily invite their friends to join the group via a built-in Invite feature. If your members are excited about your group, it can grow really quickly. (1,000,000 Strong for Stephen Colbert grew from zero to one million members in 9 days!) Additionally, your group name

will usually appear on your members' personal profile pages until they leave the group. Many people view groups as "Bumper Stickers" for their profile page in this regard. Because profile pages are highly trafficked, these links can generate a lot of clicks to your group page.

Of course, groups do have their problems. First and foremost, Facebook removes your ability to blast messages to your group once it surpasses a certain size. While Facebook is working on removing this limit, group owners are still currently experiencing this restriction at 1000-1500 members. Second, if your group becomes popular, it can become a target for spammers. If you want to keep your group clean, be prepared to spend time deleting spam wall posts and reporting users that spam your group to Facebook. This can take a lot of time. Finally, while Groups do offer a reasonably robust feature set with no setup, you're not able to extend their functionality with Facebook applications. In order to use those, you'll need to get a Facebook Page.

3. Facebook Pages

Pages were launched by Facebook in November 2007 as a way for businesses of many types to easily establish a brand presence on Facebook. Pages are a lot like groups, with some important differences:

Pages are more customizable than groups. You can add HTML, Flash, or even Facebook applications to your pages to extend their functionality and the depth of experience users can have with your brand.

Pages get more prominent "Bumper Stickers" real estate than groups on the profile pages of your fans. There is no limitation to the number of fans in your group that you can message. "Fans" who join your group are NOT able to invite their friends to be fans of your Page. Fans must either "Share" your page with their friends, or their friends must observe that they "are a fan" of your Page either via their profile page or News Feed.

Facebook has taken an active role in cracking down on Pages not created by authorized agents.

Pages are a good option for small or local businesses that want to establish a presence on Facebook. Like groups, they're another free and easy way to do viral marketing.

4. Facebook Events

Facebook Events is a free application developed by Facebook that anyone can use to promote marketing events, sponsored parties, or even product launches, transactions, or company milestones.

When you create an event, it gets a fully-featured page, much like a group, that includes a wall, discussion, photos, videos, and links. You can invite all of your friends to the event; friends you invite will receive a special notification requesting their RSVP. You can also add admins to the event, who can also invite all of their friends.

Facebook Events makes it easy to get the word out to hundreds of people, manage your guest list, and build community around your upcoming event.

5. Facebook Notes and Photos

Notes and Photos are two Facebook applications that allow you to share blog posts and pictures with your friends. You can use these features to post content about your brand, but be careful to always do it authentically - don't be spammy. If your photo albums are all company logos, for example, you'll lose a lot of credibility.

Big Sur Hot Springs with the boys

From the album:
"2005 Pics" by Justin Smith

n this photo: Peter Marshall (photos), Justin Smith (photos), Jonathan
Lipps, Daniel Urban, Trent Wiesen (photos)

One feature that often goes overlooked within Facebook Notes and Photos is "tagging." When you publish a note or post a photo, Facebook allows you to "tag" that note or photo with the names of your friends who are "included" in it. When you "tag" a friend in your photo or note, he/she gets a special notification. However, you don't have to use "tagging" only to tag people that are actually "included" in the note or photo—you can also use it to selectively choose certain people whose attention you want to bring to the content you've created. When they view your note or photo, they'll see the other people you tagged in it - so make sure it's a group of people they'd be complimented to be included in.

6. Facebook Messages

The rise of Facebook Messages as a popular alternative to email has confused many "old" people. Nevertheless, Messages can be a powerful vehicle for targeted marketing on Facebook.
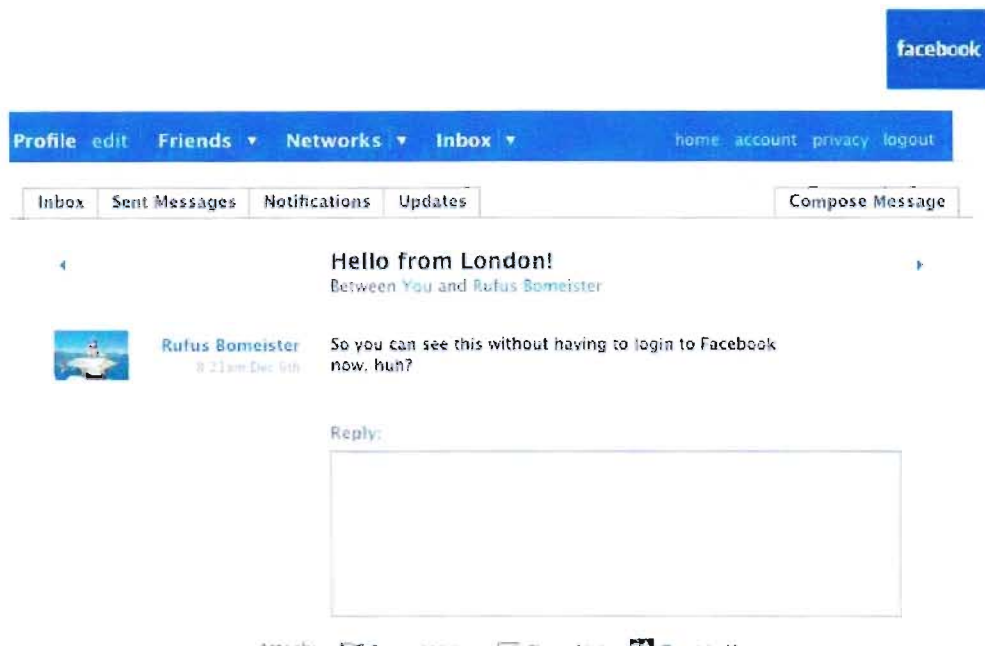
Messages are like email, except a lot less fully featured - Facebook offers no way to search, sort, filter, categorize, or star messages. While Facebook's default privacy settings prevent you from seeing the full profile page of most Facebook users, Facebook allows you to send messages to users you have no connection with.

However, Facebook has invested heavily in message spam prevention. If you use your Facebook account to message users you have no connection with in high volume, Facebook's automated systems will shut down your account. While they do offer a direct line to a hard to find sales lead or potential job candidate, it is not smart to try to spam people using Facebook messages.

7. Facebook Marketplace

Marketplace is Facebook's classifieds listing service. You can post a for-sale ad or wanted ad in any of your networks for free. However, if you want to post your ad in multiple networks, you have to pay $1 per network per listing.

Like with messages, spamming up the Marketplace will get your account deleted and your ads removed. It's most likely not worth your time to try to evade their systems.

Unlike other Facebook-developed applications, Marketplace does not get heavily used by most members. My Marketplace ads have only yielded a few leads. However, unlike Craigslist, which is anonymous, all Marketplace responses are tied to real Facebook accounts. When you receive a response to your Marketplace listing, you can see the respondent's profile page even if they're not your friend.

8. Facebook Share / Posted Items

Facebook Share is a Facebook application that lets you promote any Group, Event, Photo, Link, or Application you come across by a) giving it real estate in your "Posted Items" list on your profile page, or b) sending it directly to your friends' Inbox.
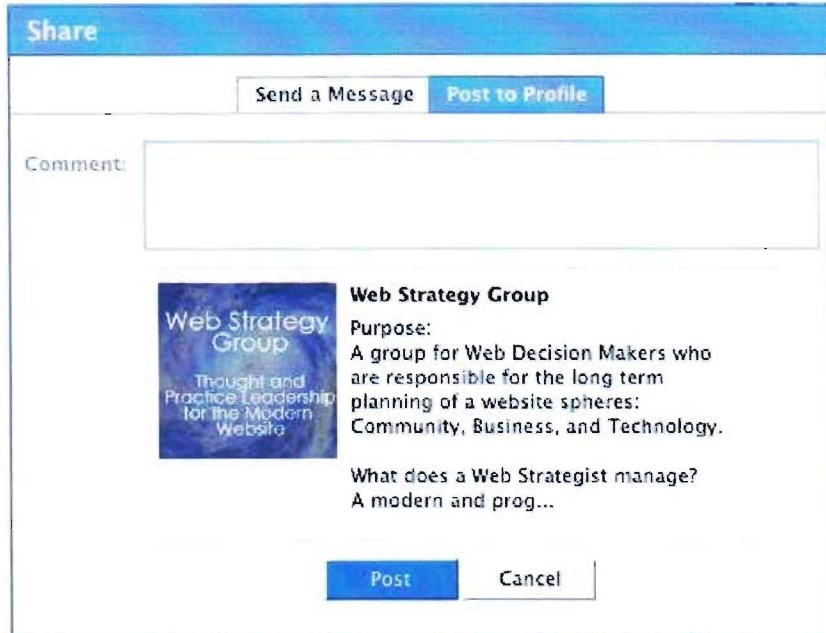
By posting it on your profile page, you can direct some clicks to the shared item. However, while this is an effective promotional tactic, it's not as targeted as sending it directly to friends' Inboxes. Those messages are more likely to convert into valuable clicks.

9. Facebook Networks

Facebook Networks are like group pages for everyone who's a member of an Educational, Work, or Geographical network. While no Facebook members "own" any pieces of network pages, network pages offer 1) another way for users to discover events, posted items, and marketplace listings, and 2) discussion forums and walls which any members can post to.

Network pages are probably the most commonly accepted places to spam in Facebook. While you can post there, keep in mind that your messages may be considered spammy even if they're real and relevant.

10. Mini Feed and News Feed

While all the channels I've described above are useful for grassroots marketing on Facebook, the wind that blows your marketing seeds is Facebook's News Feed. While you're not able to publish directly to the feeds (unless you're willing to pay or build an application), Facebook's Mini Feed and News Feed archive your users' engagement with your brand and syndicate it to their friends, networks,

and beyond, amplifying the reach of your campaign by orders of magnitude.

When Facebook users join your group, RSVP to your event, become fans of your page, share your photos, or further engage with your brand in any of these channels, Facebook automatically adds a feed item to their Mini Feed. That feed item exists for all to see, and is often in a prominent location on Facebook profile pages. Facebook's News Feed, which occupies most of the login landing page, then amalgamates each user's friends' Mini Feeds into one unified stream of "recent news". It's possible that one Mini Feed item generated by a Facebook user could be seen in hundreds of their friends' News Feeds.

The News Feed has revolutionized the way information is shared between friends on Facebook. This can mean great things for your campaign and your brand.

Tools for Advertisers

For marketers with a budget, Facebook offers both integrated and self-serve solutions to reach broader slices of the Facebook audience. Depending on your budget, you can get started as an advertiser on Facebook with as little as a few dollars for a short-run flyer or as much as several hundred thousand dollars for a customized "sponsored group" destination inside Facebook.

11. Social Ads

Your ad here

facebook

Reach the exact audience you want with relevant ads.

Social Ads replaced Facebook Flyers in November 2007 at the same time Facebook launched Pages. With Social Ads, Facebook offers advertisers the option to pay on a CPC or CPM basis, whichever they prefer. Social Ads offers very powerful targeting capabilities: when you create your ad, you have the option to limit who sees your ad by age, sex, location, keywords, education level, workplaces, political views, and relationship status.

Social Ads is completely self-serve and provides real time feedback on the size of your target audience and the suggested bid range to achieve impressions. While Facebook doesn't guarantee your budget will be reached, I can't imagine they're anywhere close to filling their inventory.

Social Ads also offers placements in the News Feed which get much better click through. You can

Meagan Marks gave a 4-star rating to the movie Top Gun.
Sponsored

Blockbuster Total Access Online
Do you feel the need? The need for speed. Rent online, exchange in-store today!

★★★★☆

also target Social Ads to friends of users who have recently engaged with your brand via your Facebook Page or Facebook Beacon (for more details on Beacon, see below). These units convert at a much better rate.

12. Integrated Opportunities

If you represent a large account, Facebook has partnered with Microsoft to serve advertisers with higher campaign budgets (above around $50,000). Just contact Facebook, and a sales rep will work with you to explore more integrated advertising opportunities than are available via the self-serve Social Ads service.

13. Beacon

Beacon is Facebook's new program (launched in November 2007) that allows partners to send Facebook information about the activities Facebook users do on partner websites, in order to be published inside Facebook via the Mini Feed and News Feed. For example, Amazon might use Beacon to send a feed item to Facebook about a book you just bought.

BustedTees is sending a story to your profile.   See More ▶

Don't show me this again.
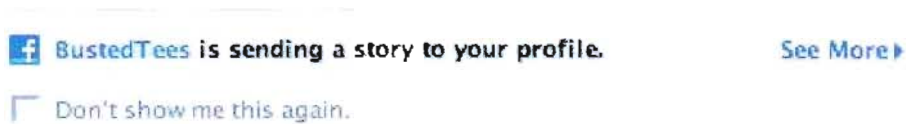
Initially, Beacon launched as an opt-out program that required users to explicitly prevent their Beacon feed items from being distributed to their friends on Facebook. However, after complaints by privacy advocates, Facebook modified Beacon to become an opt-in program. While the potential for Beacon to increase the flow of information valuable to marketers within Facebook is tremendous, it largely remains untested.

14. Polls

Polls offer an easy way for marketers to quickly conduct research within their targeted audience. Results are streamed in real time to a dashboard that allows marketers to break down results by gender and age. Based on your targeting preferences, you can get hundreds of responses within an hour.
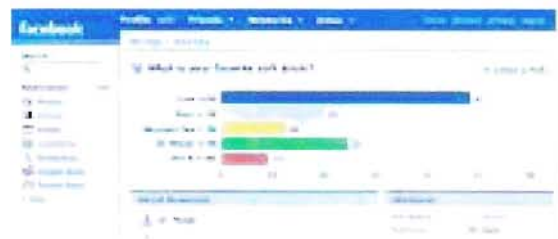
15. Facebook Platform Ad Networks

When Facebook launched the Facebook Platform in May 2007, they also made a promise to allow application developers to monetize their applications however they like and keep 100% of the revenue. This market green-field led to the birth of a new niche of ad networks dedicated to serving the inventory created by Facebook Platform applications.

Family Tree
You have 3 cousins on Facebook! Find them today!

→] Add Family Tree

While the quality of these networks can be inconsistent, together they offer an important way to reach the Facebook audience often engaged in a particular vertical. Inventory is sold on a CPM, CPC, CPA, and CPI (cost per installation of YOUR application) basis. Leading firms include SocialMedia (disclosure: SocialMedia is a sponsor of this blog), RockYou, Lookery, and others.

16. Facebook Platform Application Sponsorships

Advertisers looking for more integrated opportunities inside Facebook applications can consider approaching application developers and negotiating a sponsorship directly. For example, beverage companies have sponsored "drink-sharing" applications, while contact lens companies have sponsored "winking" applications.

17. Sponsored Facebook Groups

Before Facebook Pages launched, the only option available to advertisers wanting to establish a certified presence on Facebook was through the Sponsored Group program. Sponsored Groups are Facebook Groups with the ability to customize the HTML of certain regions on the page.

Surprisingly, the cost to rent a Sponsored Group on Facebook starts at US $100,000 a month. Not surprisingly, the number of Sponsored Groups purchased over the years has remained small. I expect Facebook to phase out Sponsored Groups as they seek to bolster Social Ads and Pages.

Tools for Application Developers

For marketers who can harness technical resources, the Facebook Platform offers the most powerful way to create engaging connections with your target audience on Facebook. Thousands of third-party applications have already been built on the Platform APIs—many of which have allowed for new kinds of deep brand experiences, and many of which turned out to be transient ad delivery vehicles that failed to take user experience into account. While I can't tell you how to dream up a good app for your business here, I will explain the channels that your applications must absolutely take advantage of in order to achieve maximum success.

18. Profile Box

Surprisingly, the most common way new users find applications is through application profile boxes on their friends' profile pages. The challenge of profile box design is making it both compelling for an existing user to keep it on his/her profile, and appealing enough to a new user to click on and install the application. If your profile box doesn't provide the profile owner sufficient value to merit its presence on the profile page, your user will hide your profile box, or worse, uninstall your application. Simultaneously, if your profile box is too spammy, your user will get rid of it instantly.

▼ South Carolina Basketball   X

Home | Photos | Trivia |
Discussion Customize Layout

Next Game:
South Carolina vs. Baylor

Wed, Dec 19 - 7:30 PM (ET)
Are you going to the game?

South Carolina Basketball
Trivia:
Test your knowledge

Invite friends | See more teams

19. Mini Feed

The Mini Feed is a powerful part of the Facebook Platform API that allows developers to publish news about a user's engagement with their applications. Like the profile box, your feed items must be compelling to the profile owner while not being spammed, AND attract your user's friends to click on the feed item and explore the app. If you mess up in either direction, users will hide your feed item, and thanks to a recent new feature from Facebook, uninstall it in-line.

20. News Feed

As I mentioned earlier, the Facebook News Feed offers immense value by syndicating your feed items to thousands of users' home pages inside Facebook. In a previous post, I examined some of the tactics application developers can employ to optimize their feed items for News Feed performance.

Recently, Facebook enabled a new way of increasing the selection frequency and distribution breadth of feed items called Feed Templates. By registering feed templates in your Developer Settings, your feed items can now be a) lumped together and shown more often, and b) shown to friends of your app's users who don't have the app installed (previously, only friends who had the app could see your app's feed items in their News Feeds).

Testing, tracking, and optimizing your feed items is a worthwhile investment for any application developer.

21. Invitations

One of the most powerful viral channels available to Facebook Platform application developers is invitations. The invitations API allows users of your application to invite up to 20 of their friends per day to install your app. When maximized, invitations can lead to very quick growth.

Requests

1 friend request

1 perfect match invitation

1 hotness request

However, encouraging your users to invite their friends to install your application is not as easy as you think. The scenario must be compelling enough for your users to send invitations on your behalf, and the invitation itself must be compelling enough for the recipient to convert.

22. Facebook Notifications

Notifications get less press than feed items and invitations because they're not as effective at spreading your app. Because Facebook mysteriously assigns your apps a spamminess rating based on the number of notifications your apps send out, many developers choose to use notifications sparingly to prevent having their notification channel shut down by Facebook. However, notifications have been proven to be an effective tool for retaining existing users of your app.

23. Email Notifications

Email notifications are just like Facebook Notifications, except they are delivered directly to your users' email address INSTEAD of to their Facebook Notifications inbox. While originally scheduled to be deprecated by Facebook, Facebook recently enabled a new API method for email notifications that allows developers to send users up to 5 email notifications per day.

24. Application Directory

Although hard to find, a surprising number of application installations come directly from the Application Directory. When submitting your application for inclusion in the directory, be sure to create compelling art and copy for the listing, as well as your application's About page. Doing this up front will create a meaningful difference in the number of users that add your application from the directory in the long run!

Never before has a social platform emerged that combines the authenticity of Facebook's culture with the raw power of Facebook's multitude of viral channels to offer such an unprecedented marketing opportunity.

While some remain pessimistic about the potential of social networks to become viable direct marketing channels, I believe that direct marketers who craft intelligent strategies for the Facebook environment—which will require much more creativity than SEM campaigns—will find success. At the same time, Facebook offers brand marketers entirely new paradigms for designing immersive and persuasive brand experiences.

At the same time, we are still early in the game, and we have a lot left to learn. Only when marketers learn how to capture new kinds of value available for the first time ever inside Facebook will the markets realize just how valuable Facebook is.

NEXT:

Business Networking on Facebook

Create a Business Strategy for facebook

Mari says there's an essential rule of thumb when using Facebook: "The number-one reason that people flounder in social networking is that they don't have a strategy. Some Facebook users add anyone and everyone as their friend on the site and they quickly get overwhelmed. To build a strong network, it's essential that you carefully choose key influencers in your industry and choose your activities strategically."

According to Mari, a powerful weapon in Facebook is Newsfeed. Using this tool, you can appear in the "feed" of information that reaches your friends in the network by posting photos, videos and comments, and importing your blog posts. This creates a fast-spreading "viral" networking effect and effectively builds your brand.

Buying ads on Facebook is another potent way to spread the word about your business. Facebook ads appear in the margins of other users' profile pages. The ads work like Google Adwords and they can convey a precisely targeted message. "People click on these ads when they're on their own profile page and the ads are tremendously effective for raising brand awareness," says Mari.

If you've got a big event coming up that will jumpstart your business, Facebook spreads the word about it lightning-fast. "When someone RSVPs for your event, that person's friends can see that they responded and the friends become interested in your event too," explains Mari. "I call that 'viral visibility.' There's also 'active RSVPing,' which means when you send your RSVP message, you upload photos and videos, and post links as well. That information accompanying your RSVP creates a viral effect and tells many people who you are and what you do."

Advantages & Disadvantages of Using Facebook to Promote Business Online

Facebook users are still growing at a rapid pace, and more and more businesses are jumping onto this social networking site to build a brand or company page. Many Facebook users have also become familiar with setting up groups and event pages, which makes this a feasible channel for some online marketing.

But how effective is Facebook when you want to promote your brand or attract visitors to your website? If you've been thinking about creating a presence on Facebook as a marketing channel, consider these key benefits and drawbacks:

Benefits of Using Facebook for Online Marketing

Facebook is an easy-to-use platform for supporting your online identity, and there are several ways you can use it as part of your online marketing strategy.

- First, you can add hundreds of 'Friends' around the globe based on key interests; Facebook's 'Search' feature allows you to track down millions of people who have expressed interest in a certain activity, product or service in their profile.
- You may also add friends through people you know; when you first set up your Facebook profile, you can add customers or clients as a 'Friend' if they want to stay in touch with you in a new way. Over time, other people may find your profile to be interesting, and can also join your network.
- Ultimately, Facebook gives you a chance to promote your brand or business entity by creating 'top of mind' awareness amongst existing clients, their friends and family members. Any time someone interacts with you through the public profile, their activity will show up on all of their friends' lists. This gives you increased exposure online with very little effort.

Drawbacks of Using Facebook for Online Marketing

While having a Facebook profile does give you a chance to interact with customers or prospects in a new way and establishes your online identity, there are some drawbacks for using Facebook as a marketing tool.

- First, it's difficult to track how many people are actually converting into a sale directly from Facebook interactions. It may not be easy to determine how much effort it took to create your presence on Facebook which eventually led to a sale, so there is no straight conversion metric available.
- Second, your Facebook identity needs to be managed and monitored regularly to ensure it's always updated and that you're providing quality notes or comments to your groups and Friends on a regular basis. If you're not planning on interacting regularly on Facebook, people are more than likely to simply forget about you – and your brand.
- Third, you need to be the leader in creating groups or event pages. If your staff doesn't' have the skills to execute these types of online activities consistently, you can miss out on several networking opportunities and fail to create a solid online presence on this social networking platform.
- Finally, poor public relations can spread like wildfire across Facebook. If a handful of customers or clients start complaining about you or post negative comments on other people's profiles, you won't have any control over the activities. If you're planning on creating a public profile, make sure you have the marketing/PR team to manage these types of situations to maintain a positive reputation.

Business Benefits of Using
'Facebook Applications'

1. Branding - Facebook can be a great resource for generating brand awareness. Facebook is becoming popular amongst various age demographics and can be a create interception point for building your relationship with you consumers and prospects.
2. Customer Engagement - Using Facebook applications can be a great way for communicating promotions, contest and events. Again it is another interception point that can be leveraged to entice consumer engagement with your brand, your products or your service.
3. Drive Web Traffic - Facebook can act as a portal point for driving traffic to your site and other online properties.
4. Reputation Management - can be a useful tool for seeing what users are saying about you and your brand. In addition your Facebook profile can now be indexed in the search results and as a result can provide another favorable listing in the organic search results of the engines.
5. New Customer Acquisition - Facebook provides an opportunity to find consumers you may have not otherwise discovered.
6. Lead Generation - Similar to the previous point is that Facebook can act as another potential lead gen tool that can be used to qualify leads. Reviewing potential prospects' profiles may help you build a relationship with your prospects and aid in the lead generation qualifying process.
7. Client Retention - provides another potential interception point to build the relationship with your consumer.
8. Access to the social world and it's inherent value - aka the cool factor. You never know who is using Facebook. Consider the following scenario: a potential prospect could be doing research on your brand or organization and may use Facebook to see if you have a presence there. Then they see that you have a Facebook profile and see a number of positive posts about your brand. This in turn can shape their sphere of influence and could end up being one of many deciding factors as to why the prospect selects you over another vendor. The perception that Facebook is "IN" and the fact that you are using Facebook could help influence their perception of your brand. Having said that, there are still may who are anti-Facebook so it could also affect the perception about your brand. The fact remains is that Facebook continues to gain popularity and it is not going away anytime soon.
9. The Viral Effect - Take word Of mouth to a whole new level. Nothing attracts a crowd like a crowd... Facebook is attracting quite a crowd.
10. Feedback Mechanism - Using Facebook and the various applications available can help you understand consumer behavior based on the sharing of content and commentary on the social networking site.
11. Build Business Use Cases - Facebook can provide you with an opportunity to build successful business cases as you target specific vertical markets with specific business objectives.

The Top Facebook Applications for Marketing

If you are on Facebook to market your business, these apps may help to maximize your efforts:

Business Cards
Place a virtual business card on your Facebook profile.

My Questions
Ask leading, prequalifying questions on your profile - prospect 24/7 without having to do a thing!

Tag Biz Pro
This is a business networking app designed to automate the referral process among app users.

My Blogs
Add an RSS feed of your blog to your profile - this app also posts in the news feed of all your friends whenever your blog is updated!

Some Case Studies

Case Study: Adobe uses Facebook Pages to Engage Users and Deliver Results

Challenge: For this project, the challenge was clear: Increase awareness among college students for the launch of Adobe Student Editions in North America; we wanted students to know that they can purchase Adobe products at a steep discount for students (up to 80% off the full retail price).

Action: Facebook is a natural fit to help Adobe reach college students. But, we also know that students are bombarded with media each day. We needed to engage with students in a way that would be fun, show them what they could do with our products, as well as let them know about the discount.

To do this, we launched "Real or Fake", a game embedded on our Facebook page that challenged users to determine whether a photo was real or "fake" (edited with Photoshop). The game was produced by Traction. It is no longer live on the Adobe Page on Facebook but for a live demo please click here.

The game lasted for 4 weeks, with 5 photos being posted each week. If a photo had been edited with Photoshop, a tutorial showed how that was done. And, at the end of the game, users were presented with information about Adobe Student Editions and there were 3 primary call-to-actions: 1) "Buy Now", 2) "Play Again" and 3) "Share" the game with others.

facebook

Facebook ads allows marketers to know the numbers of target market using facebook

Results: This game launched in November 2008 and ran for one month. Social ads on Facebook ran during the first two weeks. About 10% of our page visitors played the game and, of those who played, 6% clicked the "Share" button at the end of the game, and 6% clicked "Buy Now" at the end of the game. Due to this game and media placement, our page received over 6,000 new fans too.

Lessons Learned: Engage, engage, engage (and deliver): By engaging with students with Real or Fake, we were able to draw attention to the launch of Adobe Student Editions, let students know about low pricing for them and we also showed them what they can do with our products.
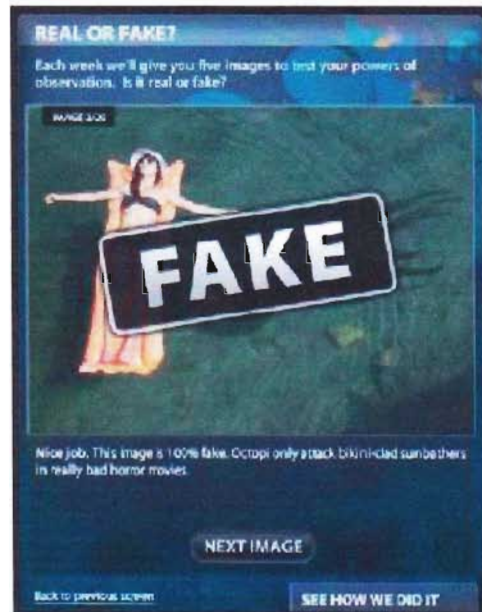
Content and sharing: The game was appealing because of its fun content, and easy-to-play game. We knew students were engaged when a discussion board started with people posting what photos they were guessing correctly or incorrectly.

Integrate with media: Facebook's targeted, engaging, and social ads let us get the word out; the success of this game was tied to having an integrated media strategy at the same time as launching the game.

Facebook Boost

Case Study: Lionsgate - Saw V

Objective: Drive awareness and intent to see the film Saw V by advertising on Facebook.

Solution: Fan Page + Engagement Ad: Become A Fan
Lionsgate built a Facebook page to host featured content including a red band trailer from the film, stills from the movie, as well as Saw V downloads such as desktop wallpapers and AIM icons. Lionsgate also leveraged existing applications which allowed fans to look up local movie times and tickets.

Engagement Ad. Event: Gave users the ability to RSVP within the ad, as well as leave comments which then spread virally throughout Facebook's social graph. Lionsgate used both an image version of the Event ad as well as a video version featuring the movie trailer.

Virtual Gift Homepage Reachblock: Lionsgate gave away virtual "Jigsaw" gifts, designed by Susan Kare, to help drive awareness of the Saw V film on opening day. Each gift given lived on the recipients' wall and produced viral impressions which spread through users News Feeds.

Results:
- Awareness
- Fanbase grew from 0 to 43K fans during the campaign - over 750 wall posts, reviews, discussion topics, and fan photos were uploaded.
- The phrase "Saw V", on Facebook Walls, increased over 18X during the duration of the campaign.
- More then 375K gifts were given, over three days, resulting in a 135% over delivery of impressions due to the viral distribution of the gift.

Intent: Over 3,300 users RSVP'ed to the event as "Attending", and over 1,330 user-initiated invites were sent out to friends to watch the movie. Saw V grossed over $30 million on opening weekend.

"Facebook Engagement Ads enabled us to spread awareness of the Saw V theatrical release, recruit fans of the Saw franchise and spark great conversation about our film within Facebook. Facebook advertising solutions provide great tools to keep upcoming movies top of mind with our audience. Facebook will remain a key part of our marketing strategy going forward." - Danielle De Palma, VP New Media for Lionsgate

Before setting a business strategy to promote in facebook Understanding Facebook is Important

Case Study: Kiva Launches Facebook Campaign Using New Marketing Tool, Involver

Kiva.org is the world's first person-to-person lending web site that helps empower entrepreneurs in the developing world by connecting them with others who lend them small amounts of money called "micro-payments." Founded in 2005, the site now connects lenders in 70+ countries with business owners in 43 developing countries and works with 89 microfinance partners. Now Kiva is tapping into the power of Facebook to attract new members to their cause.

Using the new pilot program from a company called Involver, Kiva has launched a video campaign on Facebook to draw users to their site to lend directly to these developing nations. The video even features a button that appears at the end of the video encouraging you to "lend" money.

The Involver marketing platform allows Kiva to build, launch, promote, manage, and track video campaigns which help them convert the video's viewers into customers. Video built with Involver can offer plug-ins like quizzes, surveys, and email capture to help engage the viewer and well as tools for sharing and viral distribution.

The other commercial partner using Involver at this time is Serena Software, provider of enterprise software solutions. They are using Facebook as a business-to-business platform and will be using their Involver-built video campaign to generate leads for their business.

Chapter 4
Survey Outcomes

Respondent's Profile

The survey has been conducted on 50 students of East West University, Dhaka to conduct the study on the basis on a structured questionnaire (the questionnaire in Appendix II).

- Among those respondents there were 37 (74%) Males and 17 (26%) were Females. The survey conducted on various corners of the university specially the study rooms of different departments.
- Here 44% Students are of from 2nd year and the lowest 10% is 1st year. And the rest are from other age group (3rd and 4th year). The age group ranged from 19 to 26 years.
- The respondents are mostly holds the CGPA in the range of 3.01 – 3.50, 44% (22 respondents). Only one belongs to the grade in between 1.00 – 2.00, the 2%.
- The major part of the respondents falls under the category that browse web site 0-3 hours a day. Only 10% respondents use internet for than 6 hours.
- 46% respondents use internet at late night and very few (5%) use internet at day time from 9AM-5PM
- Most of the respondents browse the site 'facebook' for more than 20 minutes. 64% respondents sit in facebook 21 minutes to one hour.

(See Appendix I for detail data Table)

Reason for Choosing the Samples

The samples are the representative of young generation and all of them are the students of a reputed private university of Bangladesh. In that university most of the assignments, class notes are computerized and the systems are mostly computerized. In normal look we see most of internet users are from young group, others those who use internet, just because they requires it for their professional requirements. It is assumed that, the students in that particular age and social group can better represent the fact. As most of the internet users are young people, so if the companies promote their products in facebook focusing on young age group the companies can expect a tremendous growth. That's why that category has been taken as sample for that study.

> Respondents mostly visit Photo Tab in facebook after News Feed Tab and very less in Video page, the survey findings found

Interesting Areas for Browsing Web Sites

Highest response to interesting area for browsing web sites in the first choice is Entertainment purpose 62%, second choice is also entertainment purpose 50% and third choice is others where most of the specified choices are from entertainment sites. That means most of the respondents are interested in browsing web sites for entertainment purpose.

Here is the detail Table below

Table 1: Interest Areas of Browsing Web Sites 1st Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Academic Purpose	12	24.0	24.0	24.0
	Entertainment	31	62.0	62.0	86.0
	Others	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Table 2: Interest Areas of Browsing Web Sites 2nd Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Academic Purpose	21	42.0	42.0	42.0
	Entertainment	25	50.0	50.0	92.0
	Others	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Table 3: Interest Areas of Browsing Web Sites 3rd Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Academic Purpose	5	10.0	10.0	10.0
	Entertainment	6	12.0	12.0	22.0
	Others	39	78.0	78.0	100.0
	Total	50	100.0	100.0	

In other purpose area respondents have specified the following areas.

1. Facebook & Other social networking sites (4 responses)
2. Information like: beauty care, cooking etc.
3. Download sites: song, software (2 responses)
4. Blog
5. eMail Checking (3 responses)
6. Chatting
7. News Site
8. Concept and Brand Profiles
9. Pornography
10. Jobs (2 responses)
11. Sports
12. Online Games
13. Fun
14. Wonders of The World

Here, where it has not been specified about the responses assume each line has got at least one response. Among these 14 items with 21 responses if we re-categorize them we will find.

Table 4: Interest Areas of Browsing Web Sites Other Purpose Class

Category	Responses	%
Communication	10	48
Entertainment	5	24
Information	6	29
Total	21	100

That says, about half of the users use internet for communication purpose like: eMail checking, browsing social networking sites and chatting purposes and this is the highest.

Mostly Visited Web Sites (Specified)

Table 5: Mostly Visited Webs (Combined Table)

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Entertainment	11	11	10	32	21
Social Networking Sites	20	5	12	37	25
Email Services	8	21	18	47	31
News & Information	8	10	7	25	17
Education	3	3	3	9	6
Total				150	100

> The study reveals that, facebook users mostly like to promote the product and information like: Social Awareness Program, Web Sites, Information on various products, web based services etc.

The respondents were asked to specify the webs they mostly visited. They have given 3 blank spaces to specify they replied over there. Later under 5 categories what has been found has been summarized on the box given above. Here 31% respondents mostly visited webs for eMail checking. The second largest area is browsing Social networking sites, which is 25%. The smallest group is the Education sites where we see only 6% of the total respondents. Find the detail Table in Appendix I.

According to the individuals choice here are the top 10 mostly visited web sites.

Table 6: Top 10 Mostly Visited Web Sites

Sites & Items	Responses
facebook.com	36
mail.Yahoo.com	23
Google.com	20
YouTube.com	8
Cricinfo.com	5
Gmail.com	4
Wikipedia.com	4
Bdjobs.com	3
MSN.com	2
Songs.pk	2

Here we see the social networking site facebook holds the top position. And others are eMail service, search engine, video sharing and information web sites. Among the top sites 3 are the entertainment web sites.

Time of Internet Usage

From the following Table we see major part of the respondents use internet at late night for less than 3 hours and they spend time in facebook from 21 to 60 minutes in each visit. There are also extreme users like some of them (10%) use internet for more than 6 hours and 20% of the users pass time in facebook for more than an hour.

Table 7: Duration of Time for Internet

		Frequency	%	Valid Percent	Cumulative Percent
Valid	0 - 3 Hours	32	64.0	64.0	64.0
	4 - 6 Hours	13	26.0	26.0	90.0
	More Than 6 Hours	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Table 8: Time for Browsing Web Site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9 AM - 5 PM	5	10.0	10.0	10.0
	6 AM - 10 AM	22	44.0	44.0	54.0
	Late Night	23	46.0	46.0	100.0
	Total	50	100.0	100.0	

Table 9: Time Spend in facebook

		Frequency	%	Valid Percent	Cumulative Percent
Valid	5 - 10 Minutes	3	6.0	6.0	6.0
	11 - 20 Minutes	5	10.0	10.0	16.0
	21 - 30 Minutes	16	32.0	32.0	48.0
	30 - 60 Minutes	16	32.0	32.0	80.0
	More Than 1 Hour	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

Mostly Visited Tabs in facebook

After logging into the facebook account there some major and common tabs and here are the list. The list is basically on which tabs are mostly visited by the respondents. From this list we see most of the users check the photo page. Though the Newsfeed is the summary of all updates and viewed at first we can assume it as a commonly visited tab. The video tab is checked least times one of the possible causes can be the poor intemet infrastructure in our country.

Table 10: Visited Tabs by Responses

Newsfeed	31
Photo	37
Videos	2
Notes	11
Network Pages*	13
Links	8
Public Profiles**	13
Others	11

Here * defines the different network pages like: Bangladesh, East West University etc. And public profiles in ** (two starts) is the basically page where the updates of Fan pages are been shown. In others part respondents have specified the following items, though they all are not the tabs.

1. Visiting Friends' Profiles
2. Checking Notifications
3. Checking Wall and 'Wall to Wall'
4. Writing Comments (to others status and photos)
5. Visit and Write to Discussion Pages
6. Find and use Various Applications
7. Taking part in Quiz Test
8. Games tab
9. Reading Status Update

Desired Products to be Promote Through facebook

The respondents have given three blank spaces to specify the products they want to be promoted through facebook. Here is the combined choice list (find detail Table in Appendix I).

Table 11: Combined Table of the Types of Products Promoted Through facebook (Respondents' Choice)

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Entertainments Products	8	5	3	16	11
Luxurious Products	6	6	4	16	11
Electronic Products	9	5	2	16	11
Web & Information	15	23	34	72	48
Education	5	6	1	12	8
Financial Institutions & Products	0	1	0	1	1
Commodity	7	4	6	17	11

About half of the respondents (48%) want to see web and information related promotions in facebook rather than the tangible products. The commonly same 11% of respondents have given opinion to promote products that fall in the category of Entertainments Products, Luxurious Products and Electronic Products. Some of the respondents strongly said as many of the users are students so foreign university degree and other educational and learning matters or courses should be promoted that falls under Education category (8%).

Details of Each Category for Products' Promotion

This is basically continuation and detail of the previous topic with details of each category. On each category numerical finding has been given at the beginning of each detail.

Entertainments Products

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Entertainments Products	8	5	3	16	11

Products fall under this category are: music (songs), sports event, movie, drama, comedy, DVD and computer games.

Luxurious Products

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Luxurious Products	6	6	4	16	11

The items can be like: information about new luxurious products' arrival, motor bike, expensive products, perfume, cosmetics, watch, musical instrument, car, fashion wears, jewelry, chocolate, famous and expensive branded products.

Electronic Products

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Electronic Products	9	5	2	16	11

Products like: cell phone, computer accessories and software fall under that category

Web & Information

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Web & Information	15	23	34	72	48

This is a big and broad category that covers: social works, web sites, web based services, social awareness campaign, collecting public opinion, news, IT news, Bangladeshi Business firms' offers and updates, mobile operators' promotions, jobs, search engines, porn webs, travel and tourism of Bangladesh and chatting services.

Education

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Education	5	6	1	12	8

The various educational courses, foreign and country university offers and admission updates, language development course cover the sector.

Financial Institutions & Products

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Financial Institutions & Products	0	1	0	1	1

It has very low reply, only one respondent touched it which covers the bank, stocks and securities and other financial services.

A major part of students use internet for Entertainment purpose, Research Finding reveals

Commodity

Category	1st Choice	2nd Choice	3rd Choice	Total	%
Commodity	7	4	6	17	11

Commodity is a very broad category that covers a Huge. The only FMGC (Fast Moving Consumer Goods) covers a large variety of products that we commonly use in our daily life. Out of them the respondents also specifically pointed to gift items, books, cloths and food items.

Controversy from Respondents

That was a open ended questions where respondents by themselves said their own choice that to be or should be promoted. But few of the respondents said, "No to Advertises or Promotions in facebook". According to them facebook is a social networking site and that should be used for that purpose only, other commercial use.

Summary of Survey Outcomes

- I have found most of the respondents interesting areas for browsing web sites are Entertainment.
- The major part of the respondents specified they mostly visit eMail Service providers web sites (example: yahoo, hotmail, Gmail etc.), secondly social networking site and thirdly the entertainment sites. The top ranked sites are: facebook, Yahoo mail and Google.
- Students' usage of internet is less for academic or educational purpose.
- It has found in the study that, major part of the respondents use internet at late night for less than 3 hours and they spend time in facebook from 21 to 60 minutes in each visit.
- Respondents mostly visit Photo Tab in facebook and very less in Video page. The less visiting of video page may be due to slower internet in our country.
- The study reveals that, facebook users mostly like to promote the product and information like: Social Awareness Program, Web Sites, Information on various products, web based services etc.

48% facebook users want to see the promotions of Web & Information in facebook, the survey reveals

The Indicators and Decisions

As per this survey it is clear the students are interested to use internet mostly for entertainment purpose. So there is a huge possibility for our movie and music to promote their product through facebook and gain. Not only this, as many people like to get information from internet so there is a huge possibility of promoting and updating products latest upgrades. Various companies' CSR can gain a huge productivity by using facebook as one of their major campaign media.

Not only entertainment industry but also a big span of products can go for promote product for a huge profitability by using facebook as their one of the major promotional media. The product varies a lot, such as: music (songs), sports event, movie, drama, comedy, DVD, computer games, information about new luxurious products' arrival, motor bike, expensive products, perfume, cosmetics, watch, musical instrument, car, fashion wears, jewelry, chocolate, famous, expensive branded products, cell phone, computer accessories, software, social works, web sites, web based services, social awareness campaign, collecting public opinion, news, IT news, Bangladeshi Business firms' offers and updates, mobile operators' promotions, jobs, search engines, porn webs, travel and tourism of Bangladesh, chatting services, various educational courses, foreign and country university offers and admission updates, language development course, bank, stocks and securities, other financial services, Fast Moving Consumer Goods (the daily life products), gift items, books, cloths and food items. And finally that's not all about product variety.

Users visit video tab in facebook in less times and visitors go few times to video sharing web (like: YouTube). One assumed reason can be the poor data transfer rate or low internet line speed. If government and other come forward to develop the internet facility soon various web sites will be one of the major media where users will go for watching TVCs. The good news is many facebook users check the fan page updates and browse photos. So, companies can open fan pages in facebook and upload photos of their products and promotion and that will also be a very fruitful way of promoting products.

Not only facebook but also as many users top-ranked Google & eMail Service Sites, advertisers can also think of promoting product by giving advertisement and opening account for business to promote own products and services.

Chapter 4
Conclusion & Recommendation

Conclusion

We have a great potential to promote products though various web sites, like: social networking sites, entertainment sites, etc. and on that choice facebook can be a very good choice. Today facebook has become a very popular and effective choice of promoting products and services. It has found that there is a great potential to use facebook for promoting products focusing to young generation. Young people spend a good time in surfing various web sites and facebook is one of their favorite choices. Today the way of promoting products in facebook is becoming very common. This is time for increasing products' and services' base for promoting them in social networking sites like facebook.

Recommendation

After this report I would like to recommend the following:

1. People pays a good time on surfing internet and social networking sites like facebook is one of them. So, not only increasing products' visibility but also increase sales; promoting product through facebook can be a very good and effective media.
2. Young generations mostly visit various web sites for various entertainment purposes; so entertainment products can have a good gain if promoted in facebook.
3. Not only in paid way but also on free of cost products can be effective promoted by various tools in facebook like: maintaining groups, fan pages, profiles, facebook mailing, posting links, creating applications etc.
4. Through posting various images and videos related to the company in facebook, companies can gain a big promotional gain on their own products.
5. Not only entertainments products but also big variety of products will be welcomed to the facebook users if they are placed properly.

Appendices

Appendix I: Data Tables

Table A: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	74.0	74.0	74.0
	Female	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

Table B: Semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1st - 3rd Semester	5	10.0	10.0	10.0
	4th - 6th Semester	22	44.0	44.0	54.0
	7th - 9th Semester	12	24.0	24.0	78.0
	10th - 12th Semester	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

Table C: CGPA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 - 2.00	1	2.0	2.0	2.0
	2.01 - 2.50	2	4.0	4.0	6.0
	2.51 - 3.00	10	20.0	20.0	26.0
	3.01 - 3.50	22	44.0	44.0	70.0
	3.51 - 4.00	15	30.0	30.0	100.0
	Total	50	100.0	100.0	

Table D: Mostly Visited Web Sites 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entertainment	11	22.0	22.0	22.0
	Social Networking Sites	20	40.0	40.0	62.0
	Email Services	8	16.0	16.0	78.0
	News & Information	8	16.0	16.0	94.0
	Education	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Table E: Mostly Visited Web Sites 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entertainment	11	22.0	22.0	22.0
	Social Networking Sites	5	10.0	10.0	32.0
	Email Services	21	42.0	42.0	74.0
	News & Information	10	20.0	20.0	94.0
	Education	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Table F: Mostly Visited Web Sites 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entertainment	10	20.0	20.0	20.0
	Social Networking Sites	12	24.0	24.0	44.0
	Email Services	18	36.0	36.0	80.0
	News & Information	7	14.0	14.0	94.0
	Education	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Table G: Types of Products Promoted Through facebook 1 (Respondents' Choice)

		Frequency	%	Valid %	Cumulative %
Valid	Entertainments Products	8	16.0	16.0	16.0
	Luxurious Products	6	12.0	12.0	28.0
	Electronic Products	9	18.0	18.0	46.0
	Web & Information	15	30.0	30.0	76.0
	Education	5	10.0	10.0	86.0
	Commodity	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Table H: Types of Products Promoted Through facebook 2 (Respondents' Choice)

		Frequency	%	Valid %	Cumulative %
Valid	Entertainments Products	5	10.0	10.0	10.0
	Luxurious Products	6	12.0	12.0	22.0
	Electronic Products	5	10.0	10.0	32.0
	Web & Information	23	46.0	46.0	78.0
	Education	6	12.0	12.0	90.0
	Financial Institutions & Products	1	2.0	2.0	92.0
	Commodity	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Table I: Types of Products Promoted Through facebook 3 (Respondents' Choice)

		Frequency	%	Valid %	Cumulative %
Valid	Entertainments Products	3	6.0	6.0	6.0
	Luxurious Products	4	8.0	8.0	14.0
	Electronic Products	2	4.0	4.0	18.0
	Web & Information	34	68.0	68.0	86.0
	Education	1	2.0	2.0	88.0
	Commodity	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Table J: Mostly Visited Web Sites (Full List)

Sites & Items	Responses
facebook.com	36
mail.Yahoo.com	23
Google.com	20
YouTube.com	8
Cricinfo.com	5
Gmail.com	4
Wikipedia.com	4
Bdjobs.com	3
MSN.com	2
Songs.pk	2
Sparknotes.com (academic study)	2
Banglapedia.com	1
Altavista.com	1
Answer.com	1
Bangladesh.net	1
BDhome24.com	1
Chatting	1
debonairblog.com	1
Dopedgod.com	1
Doridro.com	1
funtush.com	1
gradeasavey.com (academic)	1
ibibo.com	1
mp3raid.com	1
mp3railm.com	1
Other Music Sites	1
Polapain.com	1
Prothom-Alo.com	1
warnet.ws (funny photo, videos)	1
zedge.net (ringtones, wallpaers)	1
premierleague.com (EPL)	1
imesh.com	1
ibn.com	1
Free Downloading Sites	1
Bollywood & Hollywood	1
Porn Sites	1
NBA	1
Newspaper	1
flashscreen.com (wallpapers, fun)	1
Total	137

Appendix II: Survey Questionnaire

Dear Respondent, this survey is being done for an academic research. Your cordial support is very important to conduct the survey. Your personal data will be kept confidential. Thank you.

1. Gender: a. Male   b. Female

2. Which semester you are in now: _____

3. Your Current CGPA:
   a. 1.00 – 2.00   b. 2.01 – 2.50   c. 2.51 – 3.00   d. 3.01 – 3.50   e. 3.51 – 4.00

4. How many Brothers and sisters do you have and your position among them?
   a. Brothers ____   b. Sisters ____   c. Your position among brothers and sisters ____

5. Your interesting areas for browsing web sites (rank by 1, 2, 3)
   a. Academic Purpose   ____
   b. Entertainment ____
   c. Others (please specify)
   _____

6. Which web sites do you visit mostly (please specify)
   a. _____
   b. _____
   c. _____

7. How long do you sit for internet?
   a. 0 - 3 Hours
   b. 4 - 6 Hours
   c. More than 6 Hours

8. When do you browse web sites?
   a.   Day 9 AM – 5 PM   b. Night 6 AM – 10 AM   c. Late Night

9. Generally how long you stay in facebook in each visit?
   a. 5-10 minutes
   b. 10-20 minutes
   c. 20-30 minutes
   d. More than 30 minutes to One Hour
   e. One hour or more

10. Which Tabs in facebook you visit mostly (you can select more than one)?
    a. News Feed
    b. Photos
    c. Videos
    d. Notes
    e. Network Pages (Bangladesh, East West University etc.)
    f. Links
    g. Public Profiles
    h. If others please specify _____

11. Which types of products do you think should be promoted through facebook? Please write with reasons.
    a. _____
    b. _____
    c. _____

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