

FACEBOOK AS A TOOL FOR GROWING BRAND AWARENESS

How can a new online business increase brand awareness?

LAHTI UNIVERSITY OF APPLIED
SCIENCES
Faculty of Business and Hospitality
Management
Degree programme in International
Business
Bachelor's Thesis
Spring 2019
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Abstract

Author(s) Girdaladze Kristina	Type of publication Bachelor's thesis	Published Spring 2019
	Number of pages 51	
Title of publication Facebook as a Tool for Growing Brand Awareness How can a new online business increase brand awareness?		
Name of Degree Bachelor 's Degree in International Business		
Abstract <p>This thesis is a practice-based research in the field of digital marketing. The thesis aim is to explore how to grow brand awareness of a new online business with the help of Facebook targeted advertising. The research is carried for the case company, named My Point Creative. This is a company, established by LAMK student as a thesis project.</p> <p>The research is based on the literature review and the application of the gathered knowledge. The thesis uses both printed and digital sources. The advertising campaign aimed at brand awareness is established for the case company during the thesis process. Moreover, the business profiles on Facebook and Instagram were set up for My Point Creative in terms of the preparation for the advertising launch.</p> <p>The research methods of the thesis are qualitative, as the collected data is numerical. The data used for the analysis is the outcome of the organized advertising campaign. To obtain the results, this thesis uses Google Analytics, Facebook Ads Reporting, and Facebook Insights. The conclusions are made based on the analysis of the retrieved metrics.</p> <p>The key findings of the research relate to the ad performance, the audience perception, reach of the campaign, ad engagement, website traffic and other important values. The research showed that to grow brand awareness for a new company, Facebook targeted advertising is not enough. Other promotional tools should be added to the marketing mix. Moreover, it is suggested to explore the case further, and the recommendations for the future research are made.</p>		
Keywords Digital Marketing, targeted advertising, Facebook, brand awareness, social media		

CONTENTS

1	INTRODUCTION.....	2
1.1	Research Background.....	2
1.2	Thesis Objectives, Research Questions and Limitations	3
1.3	Theoretical Framework.....	4
1.4	Research Methodology and Data Collection	4
1.5	Thesis Structure.....	5
2	DIGITAL MARKETING.....	7
2.1	Introduction to Social Media Marketing.....	7
2.2	Facebook for Business: Pages	10
2.3	Facebook Ads Manager	12
2.3.1	Ad objectives	14
2.3.2	Defining the Audience	15
2.3.3	Core Audiences Targeting.....	17
2.3.4	Selecting the Placements.....	19
2.3.5	Ad Format and Content	20
3	WHAT SHOULD BE CONSIDERED BEFORE THE LAUNCH OF FACEBOOK ADVERTISING BASED ON LITERATURE.....	22
4	CREATING SOCIAL MEDIA PRESENCE AND LAUNCHING THE FACEBOOK ADVERTISING	24
4.1	Setting up profiles on Facebook and Instagram	24
4.2	Launching the Facebook targeted advertising for the case company.....	30
5	DATA COLLECTION AND ANALYSIS	34
5.1	Data collection	35
5.2	Data analysis	43
6	CONCLUSIONS AND RECOMMENDATIONS	45
6.1	Answers to research questions	45
6.2	Suggestions for further research.....	47
7	SUMMARY	49
	LIST OF REFERENCES	50

LIST OF FIGURES

FIGURE 1. The benefits of Social Media Marketing	9
FIGURE 2. The strengths of Facebook Pages	11
FIGURE 3. The interface of the Ads Manager	13
FIGURE 4. Ad objectives	14
FIGURE 5. Marketing funnel model	16
FIGURE 6. The structure of Ads Manager	17
FIGURE 7. Building a Core Audience	18
FIGURE 8. Detailed targeting menu	19
FIGURE 9. Automatic placements	20
FIGURE 10. "Ad" level	20
FIGURE 11. Facebook profile picture and the cover	25
FIGURE 12. The structure of the Facebook business page	25
FIGURE 13. Posts of My Point Creative Page	27
FIGURE 14. My Point Creative on Instagram	28
FIGURE 15. Likes and hashtags	29
FIGURE 16. Detailed targeting settings	31
FIGURE 17. The interface of the "Ad B"	32
FIGURE 18. Estimated Ad Recall Lift	34
FIGURE 19. Audience reach by gender	37
FIGURE 20. EARL rate by gender	37
FIGURE 21. Audience reach by device type	39
FIGURE 22. Audience reach by placement	40
FIGURE 23. EARL rate comparison	41
FIGURE 24. Facebook Page Insights	43

1 INTRODUCTION

The climate of the business world is always affected by changing megatrends, which are highly dependent on technological development, economic and political situation and other important factors. Nowadays, technologies occupy almost every sphere of human's lives. The digital revolution leaves a footprint on interpersonal relationships, everyday tasks, business processes, and also marketing and advertising. With the increased popularity of social networks and mobile connections, it is easy to get connected, retrieve information, and buy almost anything online. These factors make it simpler for companies to get closer to consumers but also increase consumers' expectations, and this is where digital marketing starts.

Social media marketing (SMM), a part of digital marketing, is an efficient tool for organizations to build trustful relationships with customers, identify their needs and wants, increase responsiveness and engagement, grow brand awareness and maximize the ROI at a relatively low cost. Social media websites are among the most popular sites on the Internet. Consumers from all over the world interact mostly through Facebook, Instagram, and Snapchat. LinkedIn is more suitable for the B2B sector, and Twitter is popular in both categories. (Chaffey & Smith 2017, 225.) This thesis focuses mainly on Facebook and Instagram as tools for digital marketing.

1.1 Research Background

One of the current trends in digital marketing is social media marketing (SMM), and it is considered to be highly effective. Almost every modern company aims at having a strong online presence in social networks to improve customer relationships and attract new audiences. SMM is a tool used for various purposes from building a brand image to the creation of user-generated content and product promotion. On social media, it is possible to become closer to people, to listen to them, and to improve their experience. The aim of this thesis is to identify how a newly-established business can use targeted Facebook advertising to build brand awareness.

Many organizations lack expertise in online communication. The digital world is not stable and requires awareness of trends. Often companies need a person who would handle the

issue. This thesis will describe the existing theoretical knowledge in the field, and the empirical part will examine the application of the theories. The online marketing campaign aimed at increasing brand awareness and traffic growth will be established for the company, providing online services. The name of the company is My Point Creative.

1.2 Thesis Objectives, Research Questions and Limitations

The thesis aims to examine digital marketing. Social media marketing allows small companies to grow their market area and brand awareness at low costs. But since everyone may use social media for marketing, the company has to understand how to do it competitively. Therefore, the purpose is to create recommendations for small and young companies concerning the running of advertising campaigns on social media. This will help to avoid common mistakes and save time for those who are getting started with Facebook ads and SMM.

The initial stage of any research is to identify research questions. In this thesis, the main research question is the following:

- **How to grow the brand awareness of a new online business by using targeted advertising on Facebook?**

In order to answer the main research questions, it is essential to answer several sub-questions:

- **What is social media marketing?**
- **Why businesses should use targeted advertising?**
- **What kinds of ad campaign types does Facebook have?**
- **What should be considered when establishing an ad campaign on Facebook?**
- **How to prepare the social media profiles for the launch of advertising?**

As the topic of online advertising is very broad, it is important to narrow down. This study will focus on targeted advertising on Facebook and Instagram, using Facebook ads manager. Moreover, the case company is an online service. The thesis creates test ad campaign for the company, and the aim is to increase brand awareness in Europe. The

results will be applicable only to this particular area. However, it is possible to apply the findings in another similar situation.

1.3 Theoretical Framework

It is essential to specify a theoretical framework, which will define an area of the research. A theoretical framework provides guidance on what will be studied, and how it will be explored and measured. It is especially important to identify a theoretical framework for a thesis, based on deductive approach. (Borgatti 1999.)

The theoretical part of the thesis introduces the research questions and discusses *marketing, social media, online advertising, and targeted ad campaigns*. Moreover, this part will describe how to use Facebook Ads Manager step by step. Such aspects as “the types of online ads”, “scheduling”, “budget”, “ad design”, “call to action button” and more will be also discovered.

1.4 Research Methodology and Data Collection

Research methodology describes the approaches, used in the selection, processing, and interpretation of information. It gives an understanding of how the data was collected and analysed. (University of the Witwatersrand Libraries 2019.)

There are three common research approaches: deductive, inductive, and abductive. The difference between the approaches lies in the use of data and theory. The deductive approach is based on existing theories, which are tested and then revised and confirmed. The inductive approach, on the contrary, starts with observations and findings, which are then linked to the existing literature. The abductive approach begins with “incomplete observations” and their explanation. (Bell & Bell 2015, 27.) This thesis applies the deductive approach as it is based on the concepts from literature, which will be applied to a particular situation.

Another important step is to define a research method. There are two types of research methods: qualitative and quantitative methods. These two groups differ from each other in data collection tools and techniques. (University of Newcastle Library 2019.) Qualitative research collects non-numerical data, which represents people's thoughts, experiences, and descriptions. However, it may also include basic statistics. Quantitative research, on the other hand, gathers numerical data and applies statistical analysis. Quantitative research usually presents findings in a numerical form. (Wilkinson 2000, 7.) This thesis is an example of a quantitative research, as it uses the digital analytics to test the theoretical knowledge, and presents the outcomes in numbers.

Data collection methods also vary according to the type of research. For example, if the research is quantitative and contains numerical data, data may be gathered by using the following tools: surveys or questionnaires, observation, document screening, and experiments. The qualitative techniques of data collection are usually the following: unstructured interviews, life stories, or observations. (Wilkinson 2000, 7.) This thesis uses a literature review together with online resources as a basis for the research. The research process consists of the creation of the advertising campaign via the Facebook. The thesis collects data through the analysis of ad campaign's metrics. The analytics, provided by Google Analytics, Facebook Insights, and Facebook Ads Reporting are the data collection sources.

1.5 Thesis Structure

This thesis consists of the theoretical and empirical parts and includes seven chapters. At the beginning of the thesis, there is an introductory part, discussing the theoretical framework, research background, thesis objectives, questions, and the research methods.

Chapter number 2 provides general information about digital marketing and social media marketing, based on literature. Moreover, it gives an understanding of why businesses should use social media and targeted advertising. The chapter also describes the functionality of the Ads Manager and tells how to set up an ad campaign.

The third chapter contains the recommendations on what to consider before establishing an advertising campaign. All advices in this chapter are based on literature sources.

The next chapter tells about the process of setting up the business profiles for the case company on Facebook and Instagram. It describes all aspects, taken into consideration. Moreover, there are the screenshots of the profile interfaces, posts, and profile and cover images. The next thing, which is covered in chapter 4 is the process of creating the targeted campaign. The description of all settings and ad characteristics can be found there.

Chapter 5 consists of data collection and data analyses. The collected data is the outcome of the advertising campaign. The information is retrieved with the help of Facebook Ads Reporting, Facebook Insights, and Google Analytics. In the second part of the chapter the data is analyzed based on the retrieved metrics.

The conclusions and recommendations can be found in chapter 6. The summarization of the research work is represented in the seventh chapter.

2 DIGITAL MARKETING

This chapter of the thesis represents the theoretical part. It includes the definition of social media marketing and gives an understanding of SMM purposes. The sub-chapters explain the concept of Facebook advertising and contain instructions for the Facebook Ads Manager usage.

2.1 Introduction to Social Media Marketing

“Marketing” - is building strong relationships with customers. This process includes the definition of customers' needs and the creation of a strategy to satisfy them. A good marketing plan helps businesses to bring value for consumers and to gain value from them in return. (Kotler & Armstrong 2012, 5). Marketing has been surrounding people for years on each step. Through the time, the situation has changed together with the way of humans' lives. Now an essential part of people's routine is technologies: smartphones, laptops, smart watches, social media and so forth. Marketing has not stayed away. Today it is fully integrated into people's virtual realities.

Nowadays, online users can purchase almost anything via the web. Moreover, in addition to the popularity of e-commerce, the digital influence on in-store sales is also high. (Kotler & Armstrong 2012, 509-510.) According to Deloitte (2016) digital influence survey, 56 per cent of total in-store sales were affected by shoppers' use of the Internet in 2016. The development of communication technologies changes the perception of customers and requires businesses to adapt to the trends to meet clients' needs (Kotler & Armstrong 2012, 510).

As far as the most common tool for communication nowadays is social networks, businesses should also include social media into their marketing mix. One of the core social media platforms, Facebook, has 1.52 billion daily active and 2.32 billion monthly active users on average (Facebook 2018). Instagram has more than 1 billion actives per month and more than 500 million daily actives (Instagram 2019). Such impressive numbers make Facebook and Instagram be ones of the most effective ways to reach a wide audience for companies.

The development of mobile technologies made it possible for people to stay in touch around the clock. The usage of mobile phones is no more limited just to SMS and voice calls. (Dahl 2015, 114-116.) Furthermore, today almost everyone has a smartphone in their pocket, which makes modern communication even more mobile and uninterrupted. The presence of a small personal computer into a user's hand on each his step opens new horizons for digital marketing and advertising.

Evolution, occurred in the world of internet and personal gadgets, allowed to collect various kinds of user data. Websites, social networks, and mobile apps can receive uniquely personal, timely and location-sensitive information. (Dahl 2015, 114.) One of the ways to apply collected data is to create an effective, personalized and cost-efficient online marketing campaign.

Social media is a tool, which can give the most frequent and relevant "feedback" from a user. It reflects people's engagement and makes it easy to estimate, whether a person likes the content he sees or not. (Dahl 2015, 154.) The possibility of real-time communication makes social media marketing an efficient modern way to attract new customers and maintain existing ones.

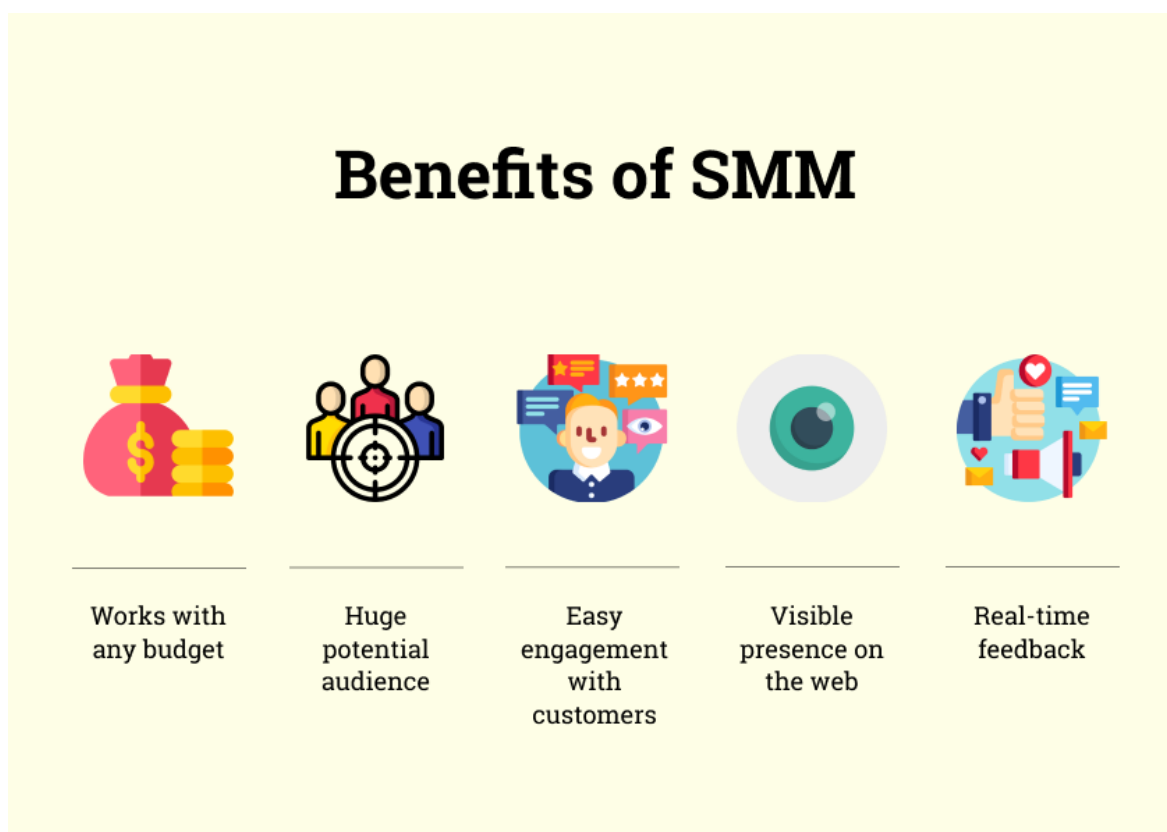


FIGURE 1. The benefits of Social Media Marketing (adapted from Coles 2018)

The figure above illustrates the main reasons, which make social media marketing an efficient instrument for any business. First of all, SMM allows companies to advertise their products or services without extra costs. A marketer is free to set any budget to perform in social media. Moreover, there are plenty of ways to make promotions totally free of charge. For example, in social networks it is possible to tell others about something by "sharing" and "liking". The next benefit of SMM is a huge audience not limited by any boundaries. Therefore, in social media businesses are able to interact with people from all over the world and to operate globally. Furthermore, social media platforms provide companies all the necessary tools to engage with the audience quickly and efficiently. For example, in Facebook Pages, businesses are able to chat with customers via the Messages and to react to their requests in real time. The next benefit, which SMM provides is a visible presence on the web. Modern customers expect businesses to have social media profiles to communicate more instantly and informally. The last positive outcome of using social media marketing, according to Coles 2018, is a real-time feedback, which companies can receive from their customers online. This helps businesses to be more attentive and to treat their clients better. All in all, social media

services represent an alternative communication tool, which can be successfully used together with more traditional marketing practices (Coles 2018, 7).

2.2 Facebook for Business: Pages

The most popular and the most active social network today is Facebook. Its users provide their personal information voluntarily and develop a number of social connections. In addition to this, Facebook offers marketers a range of business tools. For example, Facebook Pages, Groups and Events to interact with customers; special plugins for websites to allow sharing to Facebook; and Facebook Ads to create highly targeted campaigns. (Diamond 2018, 9-14.)

The best way to create a Facebook presence for a company is to set up a business page. It works as a place, where an entrepreneur can communicate with customers, share visual content, provide users with information about the company and its products. (Diamond 2018, 15.) The figure below illustrates the strengths of “Facebook Pages”.

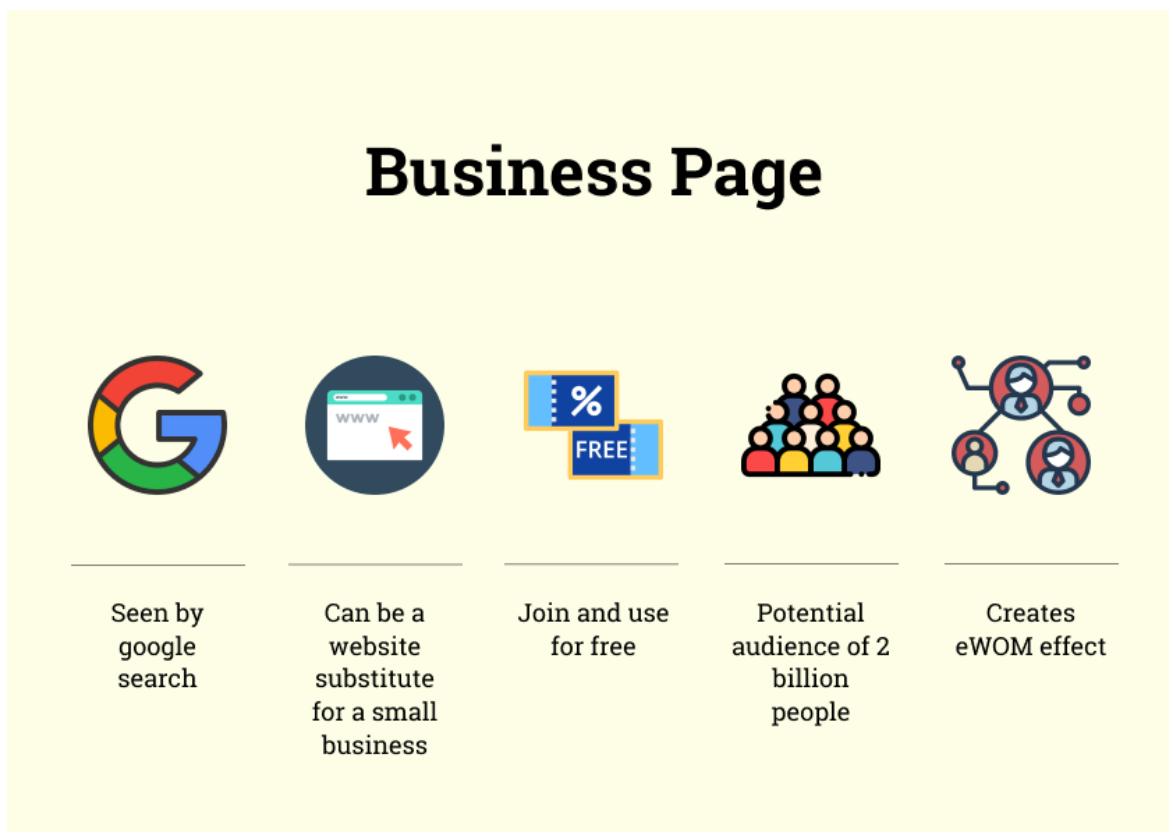


FIGURE 2. The strengths of Facebook Pages (adapted from Coles 2018)

As can be seen in the picture, business pages can create a web presence for a company and work as a website substitute for a small organization. People can find a business page either through Facebook or Google search, even if they are not the members of the platform. Moreover, when people “like” or comment on a post of a Page, it is shown to their friends in newsfeed. Therefore, Facebook Pages create an electronic word of mouth effect (eWOM). (Diamond 2018, 15.) Word of mouth is a highly-trusted source of brand-related information, but in comparison with traditional WOM, an electronic word of mouth can reach much wider audience (Dahl 2015, 172-173).

In addition to the factors, mentioned above, there is a number of features, which make Facebook Pages an efficient marketing tool for any business. One of them is “the Publisher”, which allows to post status updates and to create content. When a business page posts any content, it automatically appears in the newsfeed of its fans. The second component of Pages is a “Like button”, which represents an approval of a page by a user. A good thing is that when someone clicks “Like”, it creates a story in his/her News Feed and organically promotes the page. The next feature of business pages is the cover

image. It helps to create unique page design and to tell what a company does. Another important option of Pages is the “Message” button. This function enables immediate communication between users and a company. (Diamond 2018, 15-16.)

When setting up a business page, it is essential to choose the category of it, as it defines the structure and functionality:

- Local business. This option is suitable for offline stores, cafes / restaurants and etc. “Local business” page gives an ability to add operating hours of the company, routes to the location, and other organization-related information. Moreover, restaurants are able to add the menu in page’s “About” section.
- Company / organization / institution. This type of Pages is suitable for businesses, which operate online or do not need to promote any specific location.
- Artist / band / public figure. The functionality of such page depends on the chosen sub-category. There will be different options in the info tab for an artist, band or a public figure. (Coles 2018, 35.)

When the page is set up, it is essential to fill it with relevant content. In social media marketing, content plays a crucial role. It is a tool, which will make people follow a page. Advertising will help to attract people, but it will not retain them. That is why, a profile on any social media platform is useless until it is branded up and contains engaging information (Coles 2018, 36).

2.3 Facebook Ads Manager

To draw a fuller picture of Facebook Ads, it is important to say that the “Ads Manager” is a built-in tool of the Facebook platform, which provides all features for the creation of effective ad campaigns. The manager allows users to create custom audiences, choose the format of an ad, set the budget, choose the type of billing, and decide, where people will see the ad. Since Instagram became a part of Facebook in 2012 (Investopedia 2019), it is possible to show ads on Instagram feed and stories as well as in different sections of the Facebook website.

It is essential to go through several steps to create a Facebook ad: define a goal, select an audience, decide where to run an ad, set a budget, choose a format, place an order, and then to measure and manage the ad. (Facebook 2019.) In the picture below there is a screenshot of the Ads Manager interface.

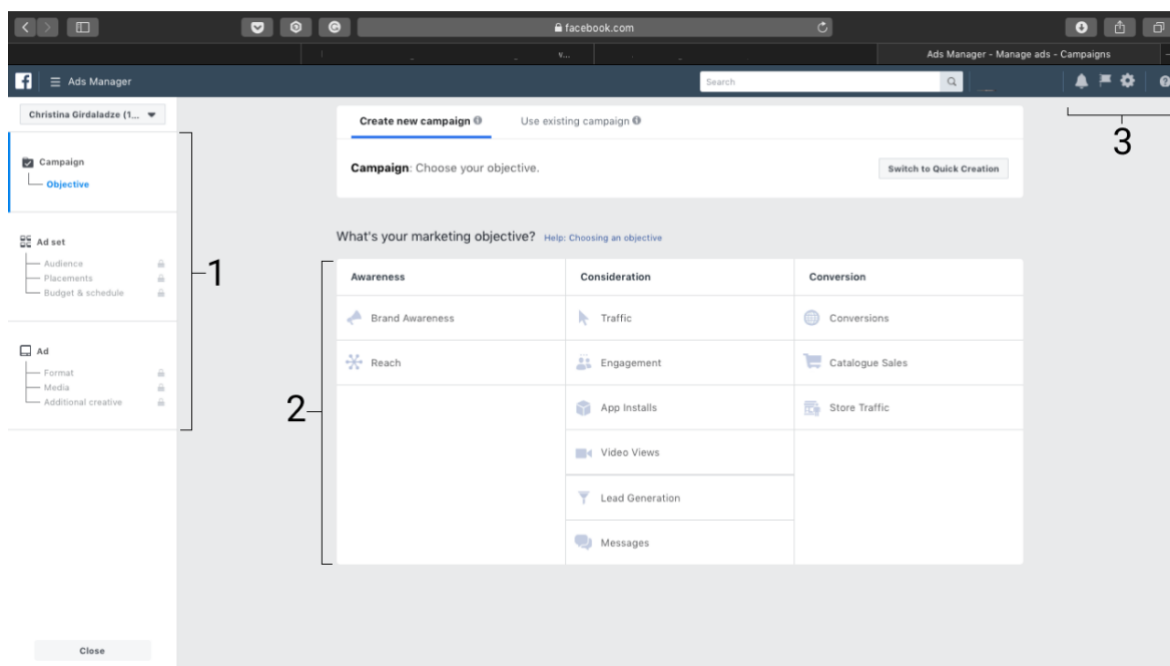


FIGURE 3. The interface of the Ads Manager (Facebook 2019)

In the picture above, number 1 represents the left column, which allows to switch between the steps of ad campaign creation. Number 2 shows the menu on the initial stage of the process. It is the window, where a user can choose the aim of the campaign. The picture below (FIGURE 4) shows this window in a closer view. Number 3 points to the upper menu, which includes several buttons: notifications, pages, account settings, and “tips” section.

What's your marketing objective? [Help: Choosing an objective](#)












Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalogue Sales
	 App Installs	 Store Traffic
	 Video Views	
	 Lead Generation	
	 Messages	

FIGURE 4. Ad objectives (Facebook 2019)

2.3.1 Ad objectives

Marketers choose an ad objective from the options in the picture above (FIGURE 4). The objectives are divided into three main groups: “awareness”, “consideration”, and “conversion”. Each group has several sub-categories, which specify the aim of the campaign more precisely.

When the target of the advertising is to increase brand awareness, it is recommended to choose either “Brand Awareness” or “Reach” campaign. “Brand Awareness” will show an ad to people, who are most likely to be interested in it. On the other hand, “Reach” campaign will show an ad to the maximum number of users, despite their potential interest. (Facebook Blueprint 2019.)

If the users already know the brand and the objective is to increase consideration, then a marketer should choose one of the options from the corresponding column. For example, if it is important to get more visitors to a website, app or Messenger, the “Traffic” option is suitable. If the aim is to receive more Page likes, increase post engagement or to get more responses to an event, the “Engagement” ads will work. “App Installs” ads help to get more installs of a mobile or desktop app. “Video Views” campaign shows an ad to people, who will most likely watch it. “Lead Generation” campaign will help to obtain people’s contact details through a special form. If the objective is to encourage people to

communicate with the brand in Messenger, then “Messages” campaign is a variant. (Facebook Blueprint, 2019.)

The options from the third column are suitable when a brand wants to get more purchases or donations. For example, “Conversions” ads will help to encourage people to perform some action on the website / app. To track the results, Facebook provides a special “pixel” code. A marketer or developer should insert the Facebook pixel into the code of the website to activate it. Pixel is an instrument, which tracks the analytics and users’ behavior. With the help of this code it is possible to improve an ad delivery, based on the captured results. “Catalog Sales” campaign helps to sell products online. Facebook shows different products to different people according to their interests. The last option, “Store Traffic” is useful when an objective is to get more visits to the offline location. (Facebook Blueprint 2019.)

2.3.2 Defining the Audience

The next step in building an advertising campaign is to choose the audience, which will see an ad. Types of the audience vary according to its relationships with the company. According to Diamond (2018), the “marketing funnel” helps to define and understand the target audience. The model is shown in the picture below (FIGURE 5). It represents five categories, based on the level of customer trust. The first level, “awareness”, includes people, who are aware of the company, but do not consider buying its product. “Consideration” is the stage, when potential clients consider some product of the company, but have not purchased it yet. The next category, “conversion”, represents customers, who have bought something from the company for the first time. On this stage it is important to follow up with the customer and receive the feedback. “Loyalty” group includes clients, who already trust the company and have decided to make a purchase again. The last category, “advocacy” represents the most loyal customer segment. “Advocacy” clients bring value to the company, as they recommend its product or service to other people. (Diamond 2018, 21.)



FIGURE 5. Marketing funnel model (adapted from Diamond 2018)

A newly-established company might not have any existing audience, which is aware of its brand. Exactly in such cases, it is helpful to use Facebook “Awareness” ad campaigns. To choose, what type of people a company wants to become aware of the brand, it should use the ad targeting options. Chapter 2.3.3 tells more about “Core Audiences Targeting”.

2.3.3 Core Audiences Targeting

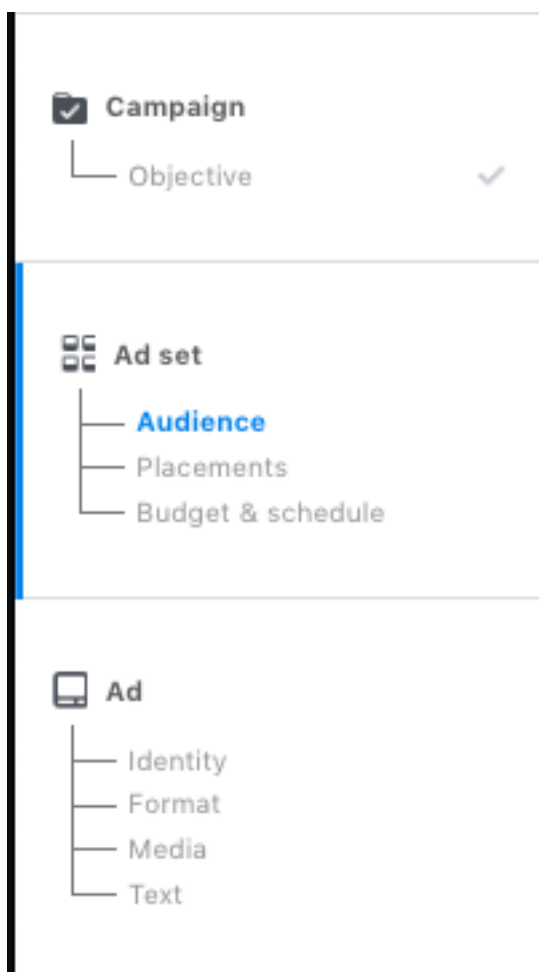


FIGURE 6. The structure of Ads Manager (Facebook 2019)

Core Audiences represent the new audiences, which a user / marketer manually creates in the ad set management menu. It is possible to choose different specifications: location, age, gender, interests and more. (Facebook Blueprint 2019.)

The Core Audience creation is accessible at the ad set level (FIGURE 6). During the process of building the Core Audience, it is possible to choose users, according to several criterias: location, demographics, interests, behaviors, and connections. (Facebook Blueprint 2019.) In the picture below, there is the interface of the new audience settings (FIGURE 7).

Audience
Define who you want to see your ads. [Learn more.](#)

Create new Use a saved audience ▾

Custom Audiences Ⓣ
Exclude Create new ▾

Locations Ⓣ **Everyone in this location** ▾
Finland
📍 **Finland**
📍 Include ▾ Type to add more loc... | **Browse**
Add locations in bulk

Age Ⓣ 18 ▾ - 65+ ▾

Gender Ⓣ **All** Men Women

Languages Ⓣ

Detailed targeting Ⓣ **INCLUDE** people who match at least **ONE** of the following Ⓣ
 | **Suggestions** **Browse**
Exclude people

Connections Ⓣ **Add a connection type** ▾

Save this Audience

FIGURE 7. Building a Core Audience (Facebook 2019)

In the “detailed targeting” menu, there is an opportunity to include and exclude users by choosing characteristics from the menu in the picture below (FIGURE 8). This menu appears, when clicking the “browse” button.



FIGURE 8. Detailed targeting menu (Facebook 2019)

It is important to choose the right criteria for the audience, as it will directly affect the results of the campaign. Showing an ad to the right people is crucial for the success of any advertising. (Diamond 2018, 204-205).

2.3.4 Selecting the Placements

The next step in creating an ad set is the selection of placements, where the ad should appear. Those places are distributed across Facebook, Instagram, Audience Network, and Messenger. However, the accessibility of allocations depends on the ad type. Facebook Ads Manager will choose the locations and deliver the ads there automatically, if the “Automatic Placements” function is on (FIGURE 9). In case, if the goal is to show the ad only on specific devices or platforms, a user should select “Edit Placements” button. This feature allows to include or exclude places, devices, platforms, or operating systems. (Diamond 2018, 220.)

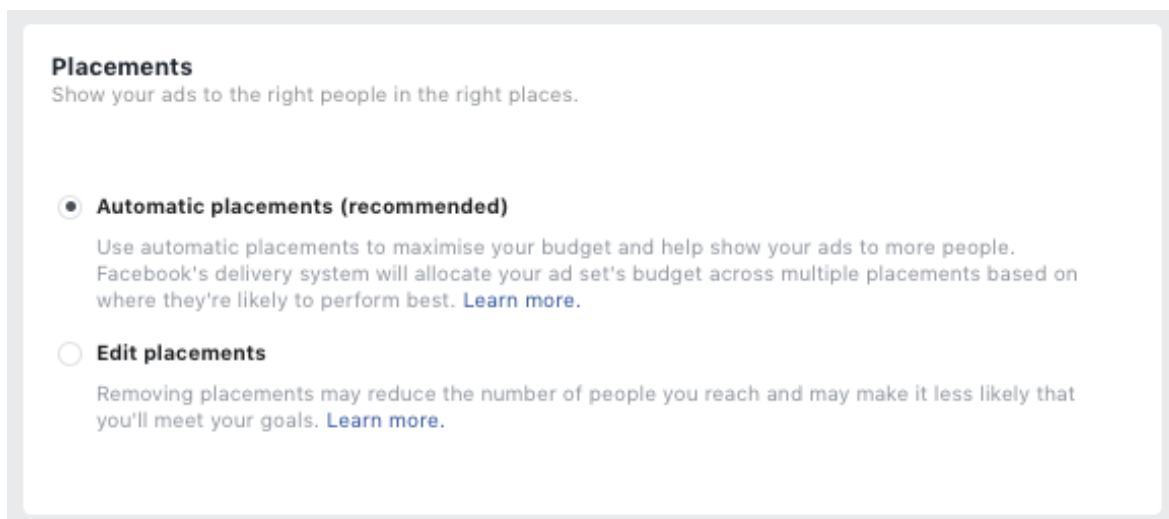


FIGURE 9. Automatic placements (Facebook 2019)

2.3.5 Ad Format and Content

Ads on Facebook can be of different forms: carousel, single image, single video, or slideshow. The format can be selected at the “Ad” level. The format of an advertisement defines, which type of visual content a marketer can select for the ad. (Diamond 2018, 225).

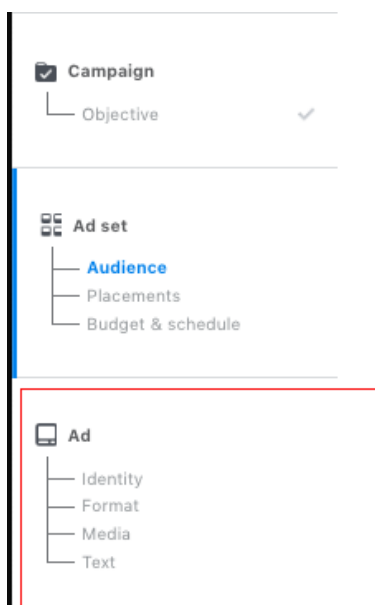


FIGURE 10. "Ad" level (Facebook 2019)

On the ad level a user must also choose the destination URL. URL is a Universal Resource Locator or simply a Web address (Techopedia 2019). Ad's destination URL defines, where the audience will go when interacts with the ad.

To increase the attractiveness of the ad, it is important to include an enticing text and a headline. The last thing to choose is a call to action button. Call to action (CTA) button asks a user to perform the desired activity on the ad. All of these are the key content that determines the success of the ad. (Diamond 2018, 226-227.)

3 WHAT SHOULD BE CONSIDERED BEFORE THE LAUNCH OF FACEBOOK ADVERTISING BASED ON LITERATURE

When a business decides to run a targeted advertising campaign via the Facebook, it is crucial to have a proper business Page and an Instagram account. This chapter provides recommendations on what is important to consider when setting up the business profiles.

Today, social media marketing goes hand in hand with content marketing. To create a good Page on Facebook, businesses should offer something in addition to their products. The thing, which will attract the audience and convert them into followers is valuable information. (Diamond 2018, 111.) The statistics shows that 47 per cent of customers read from 3 to 5 posts before contacting a sales representative, and 70 per cent of customers prefer to learn about the services through the content rather than traditional ads (Decker 2019a).

In Facebook people spend most of the time in their News Feed. This is a place, where users see the updates from their friends, family, and business Pages. Therefore, the interaction between a Page and an audience often occurs in the Feed. However, even if a person follows a Page on Facebook, it does not guarantee that he sees the updates from that Page. This is how News Feed algorithm works. People are most likely to see content from a Page in the following cases:

- They have interacted with the Page's content before
- Other people are actively interacting with the posts of the Page
- The content is timely (has a hot topic)
- Users have interacted with similar posts before.

Consequently, it is crucial to fill the Page with relevant and interesting content, which will engage the users. Moreover, the Page should be updated with remarkable content constantly to keep showing on people's News Feed. (Diamond 2018, 114-116.)

In order to create interesting content, it is needed to understand the audience. The posts from a business should be helpful for users, answer their questions, entertain them, or help to influence their decisions. In addition, the content should have an attractive visual

part. It can be branded images or videos. Videos are considered to be the most reaching content format, which can be posted everywhere across Facebook, including desktop and mobile ads. (Diamond 2018, 118-124.)

In Instagram, a profile for the company should have a “business” type. Moreover, it is important to link it to the Facebook Page to post the content in both sources instantly (Coles 2018, 124). The overall recommendations for the Instagram account are the same as above for the Facebook Page. Together with good visual content, it is good to have a certain theme for the account. The descriptions of the posts should be worth reading and include some thematic hashtags. The advertising on Instagram will appear if a marketer creates an ad on Facebook and includes a linked Instagram profile as an ad placement. (Coles 2018, 126-127.)

When the profiles are ready for running the advertising, a marketer should consider the four questions:

- What is the goal of the ad?
- What is the target market?
- What is the budget?
- Who will monitor the results?

Clear goals for the ads help to increase the efficiency of the campaigns. (Coles 2018, 48.)

4 CREATING SOCIAL MEDIA PRESENCE AND LAUNCHING THE FACEBOOK ADVERTISING

The case company of this thesis is a new brand, providing online services. The company did not have any presence on social media before. Therefore, in order to set up advertising through the Facebook, it was essential to create a Page and a linked Instagram account for the firm.

The name of the company is “My Point Creative”. It offers effective Power Point presentations for other businesses or independent entrepreneurs. The organization has been established 1 week before the start of this research by the student of Lahti University of Applied Sciences as a thesis project. Therefore, My Point Creative is an unknown brand, which does not have any image or an existing client base. The company wants to create an online presence on Facebook and Instagram to use it as a traffic channel in the future. The marketing objective of the firm is to grow its brand awareness across Europe. The next two sub-chapters tell about the process of social media accounts creation and the launch of the advertising campaign.

4.1 Setting up profiles on Facebook and Instagram

The first step in setting up the Page on Facebook is to choose its type and format. The type, which is chosen for My Point Creative is a “company”. As was mentioned before, a “company” format is suitable, when there is no need to promote any specific location for the business. The next aspect, template, defines, which default tabs and buttons users will see on the Page. For the case company a suitable one is a “Services” template, as it has an option of selling products and promoting special offers.

The next thing, which was essential to do for the case company’s business page, is to make its visual content branded and stylish. The first two things, which users see on a Page are profile- and cover images. A profile picture should help to recognize the brand, and a cover should contain some brief information about the business (Decker 2019b). In the screenshot below (FIGURE 11), there are the pictures, designed for the My Point Creative profile. They give a user an understanding of the business’s specialization from the first minute he / she visits the page.

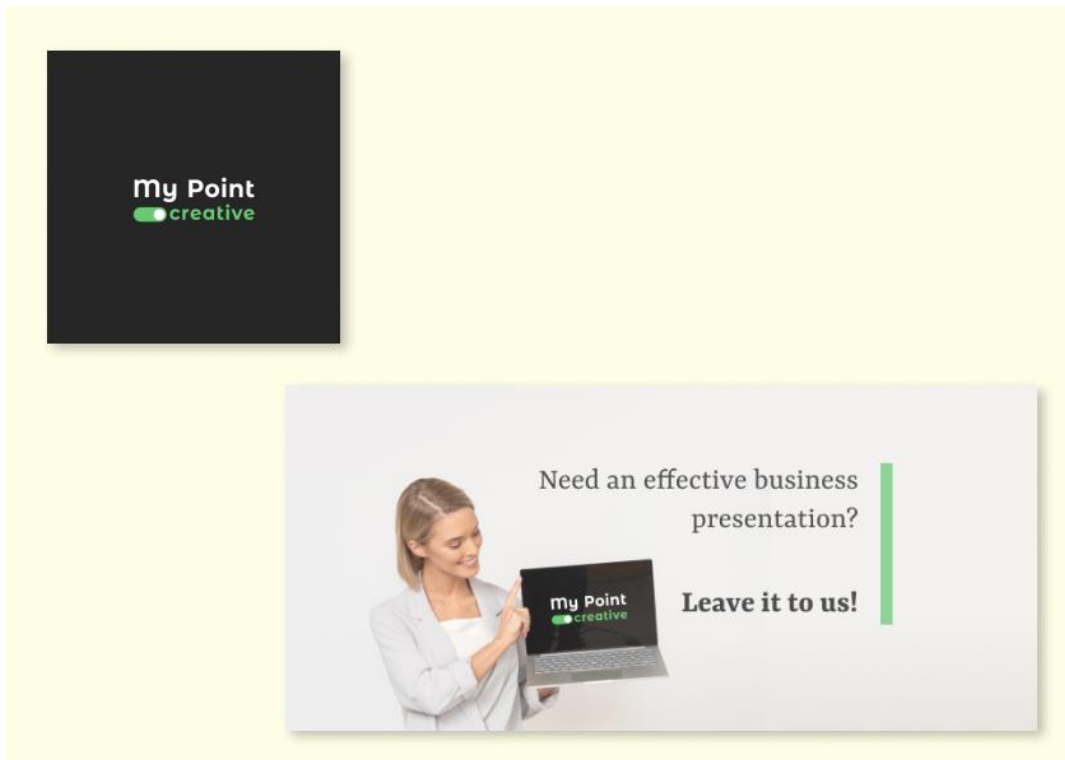


FIGURE 11. Facebook profile picture and the cover

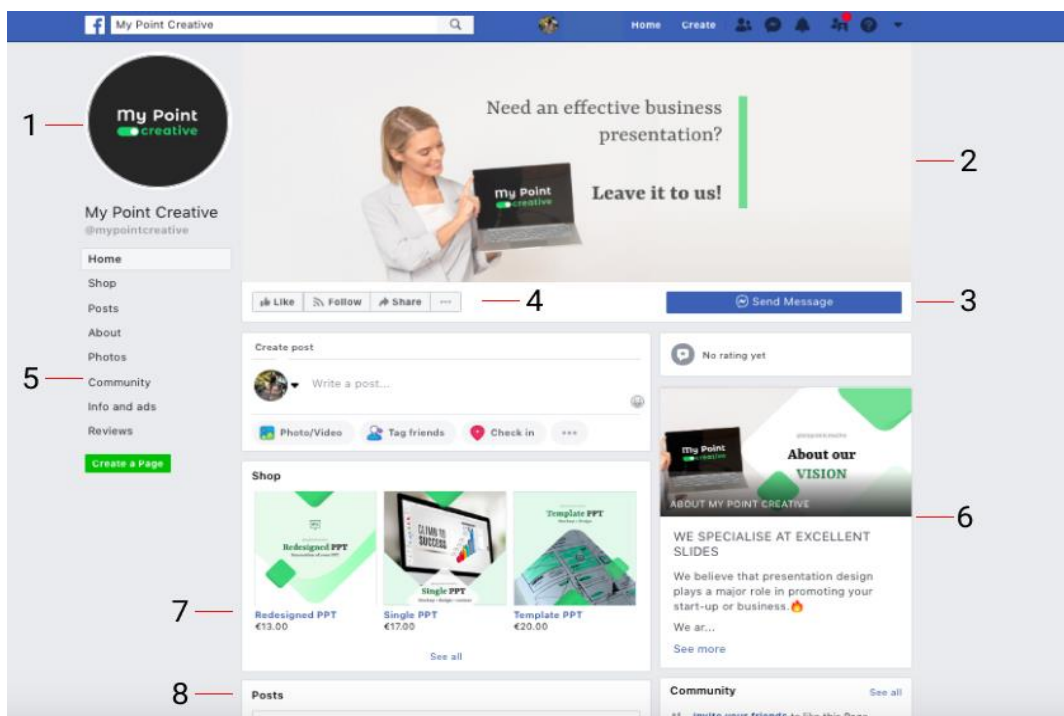


FIGURE 12. The structure of the Facebook business page (Facebook 2019)

The numbers in the picture above (FIGURE 12) indicate the main components of the page. The meanings of the numbers are the following:

- 1 - Branded profile picture
- 2 - Branded cover picture
- 3 - “Message” button that allows to contact the company
- 4 - Action buttons “Like”, “Follow”, “Share”
- 5 - Left column, which allows to switch between different sections of the page. Names of the sections represent their content.
- 6 - “Story” section contents the article about the organization’s story and a cover picture of the section.
- 7 – “Shop” represents the products, sold by the company. Each product contains an image, description, and price.
- 8 - Center column displays the posts, created by the company or the users.

As was already mentioned in the previous chapters, the Page is useless without the content. Therefore, together with profile photo and cover image, it was important to design the pictures for the other sections. All Page’s posts and information should reflect the brand’s voice (Decker 2019b). This way, the images for the “Shop” and “Story” sections have the same style, and the overall visual content of the Page looks harmonious. It also applies to the posts, which were created for the account. The screenshots of the posts can be seen in the figure below.

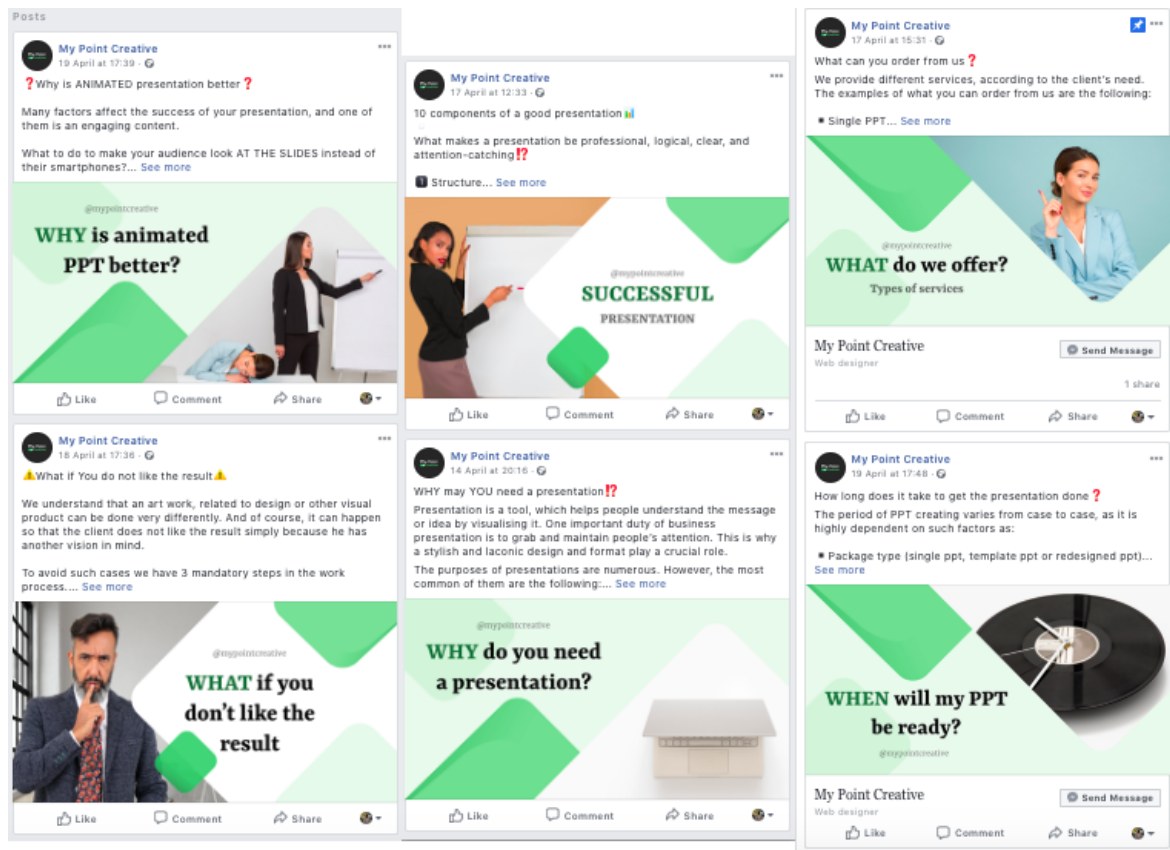


FIGURE 13. Posts of My Point Creative Page (Facebook 2019)

Free content helps to grow the awareness of the brand. It can show humanity of the company and translate its vision to the public. (Decker 2019c.) In the process of the posts creation, several important aspects were considered:

- Do the posts answer potential clients' possible questions?
- Do the posts look harmonious with the whole image of the Page?
- Do the posts help the audience to make a decision?
- Does the content of the Page tell about how a client's problem will be solved?
- Do the texts tell about the benefits of company's products?

The posts, which answer the listed questions should help the company to attract the audience and to show the firm's expertise in the field. Each post has a call to action button, which directs users to the website of the company.

As the Facebook targeted advertising shows ads across different channels including Instagram, the account on that platform was also established for the company (FIGURE 14). The Instagram profile has the same branded profile picture, the description of its services in the “bio” field and the link to the website. The posts for the account have the same design as in Facebook but adapted to the Instagram format. The content of the posts is the same as in Facebook. Below, the screenshots of the Instagram profile can be seen.

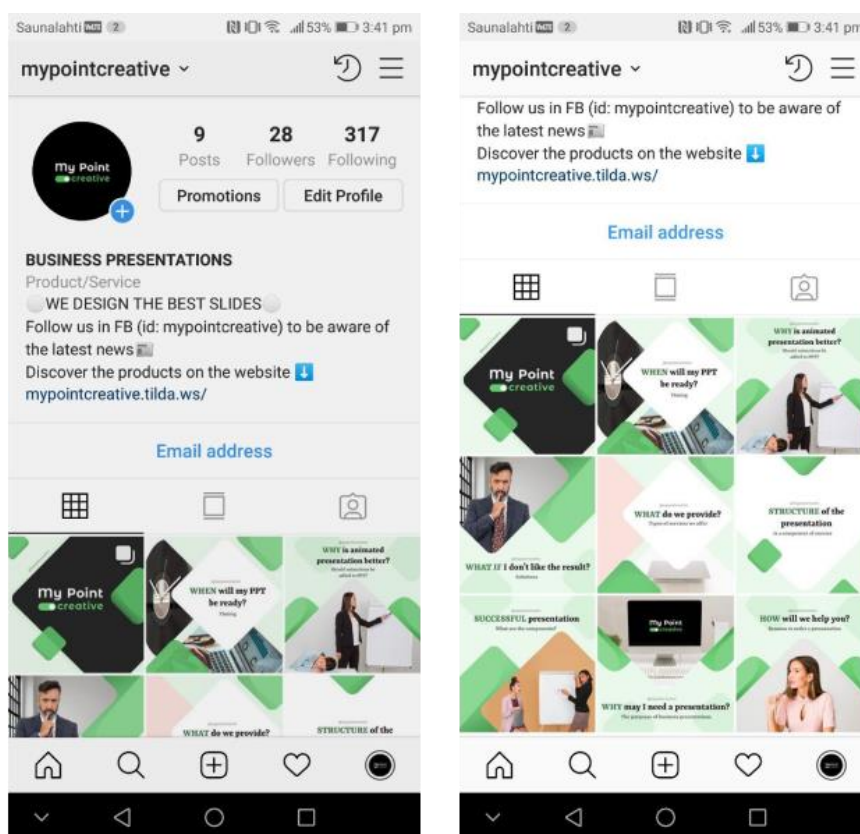


FIGURE 14. My Point Creative on Instagram (Instagram 2019)

When a user visits the company’s account on Instagram, he sees the posts, which answer the main questions about the business, and then, he is able to click the website link in the description of the profile. A user can also connect with the company by clicking the “Email address” button or by sending a direct message.

To get some first Instagram followers, the profile has subscribed to different businesses and entrepreneurs. Some of them have followed My Point Creative back. This way, the

Instagram profile of the company has got its first few subscribers. To attract more attention to the posts, some thematic hashtags were added to the descriptions. Hashtags are words, starting with a hash sign (#), which are used to connect messages to some topics. (Oxford Dictionaries 2019). The screenshot with an example of the post description is below:

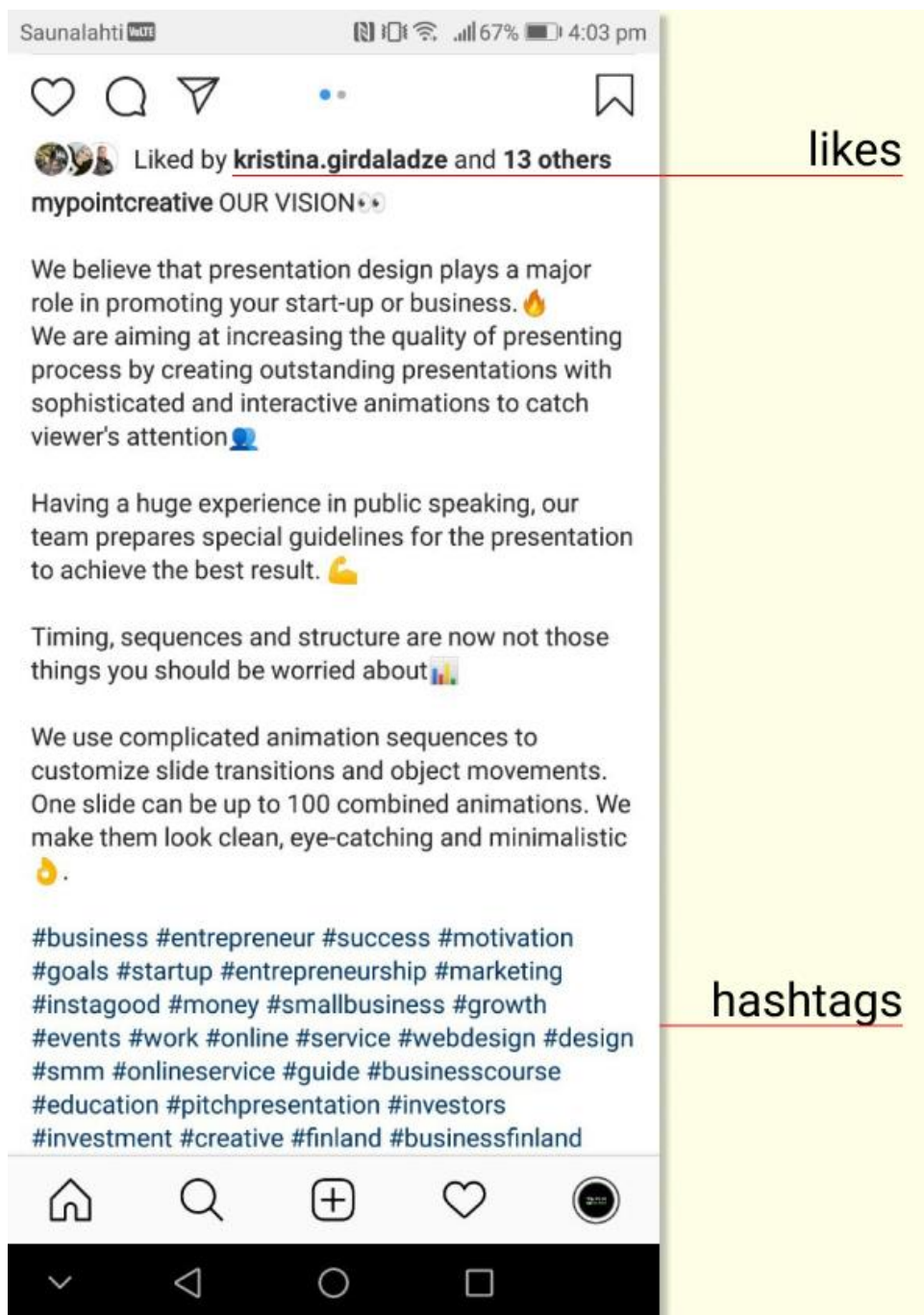


FIGURE 15. Likes and hashtags (Instagram 2019)

The hashtags allow users to find the posts, containing them, even if they do not follow the profile. Therefore, it is possible to promote the page organically by using the relevant hashtags in the post descriptions. However, this approach works better together with other means of promotion.

4.2 Launching the Facebook targeted advertising for the case company

After setting up the profiles on Facebook and Instagram, the next step is to run an advertising. Before the launch of the campaign, the company has answered the four main questions about its advertising goals, as recommended in the literature. The questions and the answers can be found in the table 1.

Table 1. Company's advertising strategy

Strategic question	Answer
What is the goal of the advertising?	To grow brand awareness of the company across Europe
What is the target market?	People, who show interest in business, public speaking, and presentations. Age and gender do not matter. Location is Europe.
What is the budget?	40 euros
Who will monitor the results?	Thesis author and the company

Based on the company's vision, it was agreed to create the ad campaign, aimed at brand awareness. The characteristics set for the advertising can be seen in the table 2.

Table 2. The characteristics of the ad campaign

Marketing objective	Brand Awareness
Ad name	Ad B

Schedule	27.04.19-10.05.19	
Lifetime budget	€40.00	
Audience	Location	Europe
	Age	18-65+
	Gender	All
	Language	English
	Detailed targeting	Detailed targeting settings are shown in the figure 16
	Size	58,000,000 people
	Ad format	Carousel
Image/video	1 image, 1 video (FIGURE 17)	
Destination	Website	
Call to Action	Learn More	
Placements	Automatic (Mobile Feed, Desktop Feed, Mobile Marketplace, Instagram Feed, Instagram Stories)	

<p>People who match:</p>	<p>Interests: Small business, Brand management, Digital marketing, Lecturer, Product design, Public speaking, TED (conference), Project management, Privately held company, Startup company, Web conferencing, Limited liability company, Entrepreneurship, Promotion (marketing) or Teacher, Job title: Product Management, Business management, Teacher, Product manager, Product Development Manager, Public Relations Manager (PR Manager), Head of Marketing, Project Leader, Marketing And Public Relations Manager, Public Relations Specialist (PR Specialist), Communications Manager, Project Assistant or Marketing Communications Manager</p>
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FIGURE 16. Detailed targeting settings (Facebook 2019)

Interface of ad B

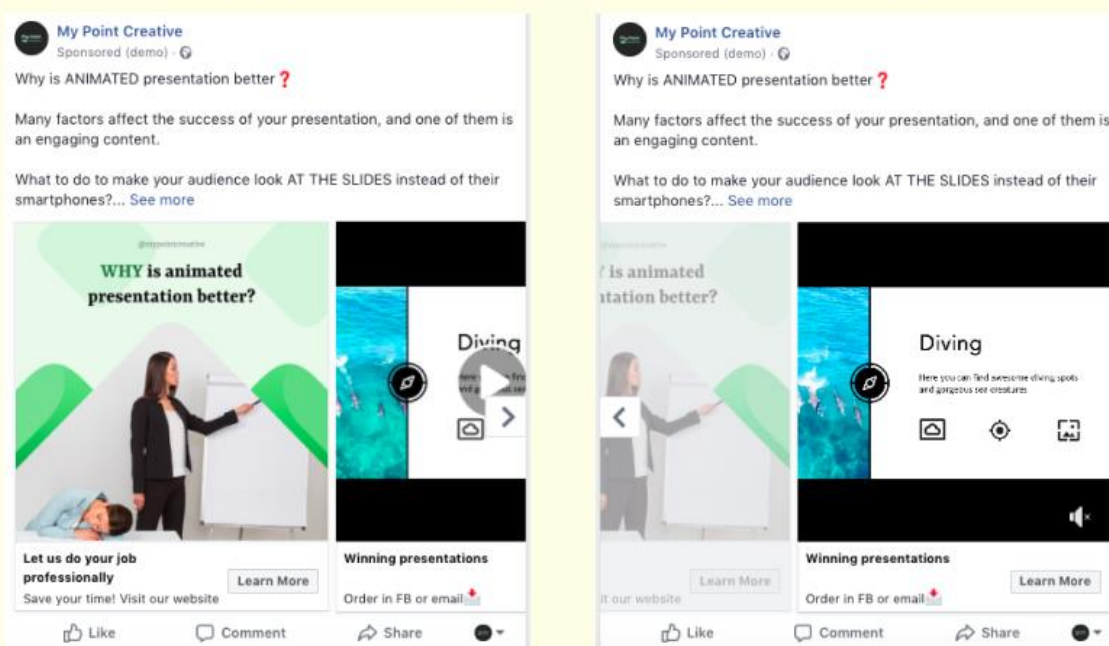


FIGURE 17. The interface of the “Ad B” (Facebook 2019)

The ad consists of the visual content and the textual part. The text informs the users about the company’s services. It is expected to show the firm’s professionalism and to make a lead become interested to learn more. The visual part demonstrates the picture with the topic of the post and the video, showing an example of the animated presentation, which can be ordered from the company.

Both the photo and the video in the advertisement contain a call to action button with the “Learn More” text. This CTA directs the users to the company’s website. To track the results and optimize the ad delivery, My Point Creative added the Facebook Pixel code to its website. After that, the Pixel was enabled for the ad in the ad settings.

As the advertising is aimed at brand awareness, the account will be charged per “impression”. It means that the advertiser will pay for each person, who will see the ad. In other cases, for example, when the campaign’s objective is traffic, the account can be charged for each link click.

According to the settings chosen for the advertising campaign, the Facebook will try to show the ad to people, who will most likely remember seeing it. All ad characteristics, including audience settings and visual part were agreed with My Point Creative in the process of campaign creation.

5 DATA COLLECTION AND ANALYSIS

As was already mentioned in the previous chapter, the advertising for My Point Creative was aimed at brand awareness and ran for 14 days. To understand, how well the ad achieved the objective, it is needed to look at KPI. KPI is a key performance indicator, which states, what an ad aims to accomplish (Weintraub 2011, 19-21). The key metric for brand campaign is an "Estimated Ad Recall Lift" (EARL), which shows how many people will remember seeing the ad within two days. Another KPI in brand campaign measurement is "Reach". Facebook automatically optimises the ad delivery to maximize the KPI. (Facebook Blueprint 2019.)

The EARL is calculated by looking at three aspects: the "Reach" metric, the audience interaction with the ad, and the correlation with historical data (FIGURE 18). The "Reach" is measured by looking at the number of people who saw the ad at least once (Weintraub 2011, 177). This chapter consists of the data collection and the data analysis parts.

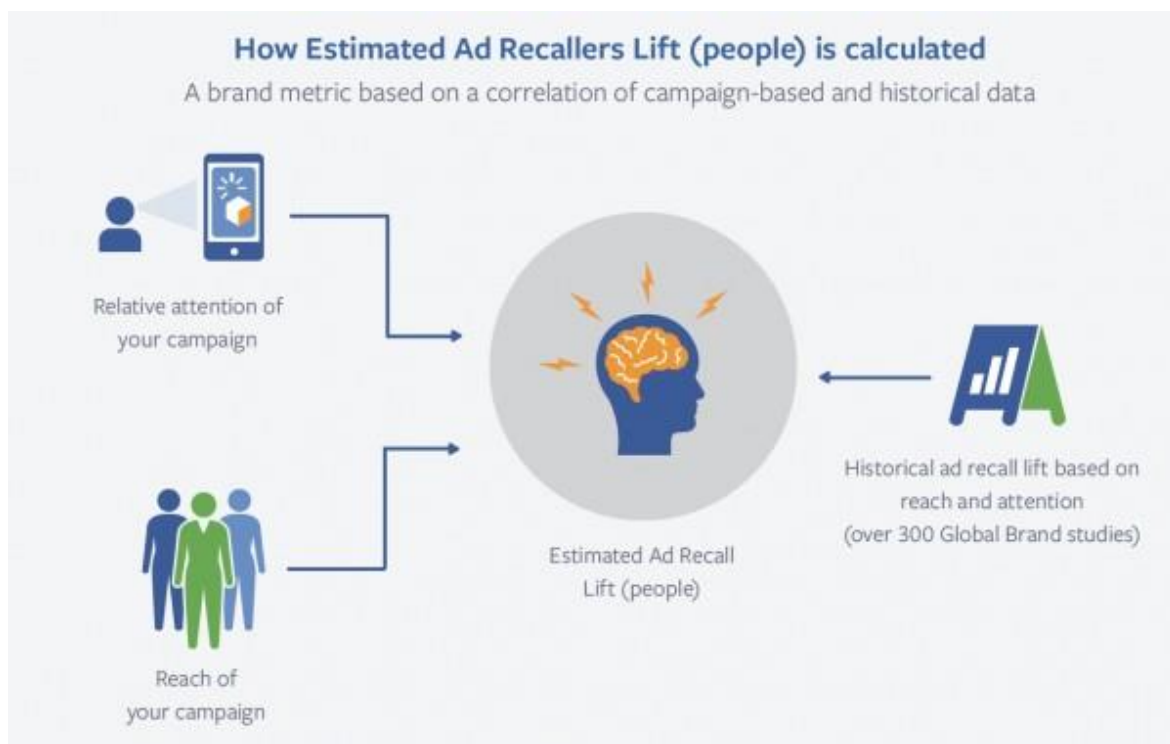


FIGURE 18. Estimated Ad Recall Lift (Hutter Consult 2015)

5.1 Data collection

The results of the research are collected through different analytical tools: Facebook Ads Reporting, Google Analytics, and Facebook Insights. According to the Ads Reporting in Facebook, the results of the ad campaign for My Point Creative are the following:

Table 3. Key performance indicators (Adapted from Facebook Ads Reporting 2019)

KPIs	Estimated Ad Recall Lift (EARL)	Reach	Impressions	Cost per result	EARL rate	Amount spent	Frequency
EARL, Reach	5,010	215,227	334,329	€0,01	2.33%	€40,00	1.55

In the table above, there are the key performance metrics for the ad campaign. As can be seen, the advertisement has reached 215,227 people, and the number of total impressions is 334,329. "Impressions" is the number of times people saw the ad. The average number of times, a person saw the ad is a frequency ratio. It is calculated by the following formula: $Frequency = \frac{Impressions}{Reach}$. (Weintraub 2011, 179.)

From the table 3 it can be seen that the KPI EARL is 5,010. This number tells how many times the ad achieved the outcome, based on the objective. The estimated ad recall lift rate is calculated by the following formula: $EARL\ rate = 100 \times \frac{EARL}{Reach}$. (Facebook 2019.) For the case campaign the EARL rate is 2.33 per cent.

In addition to key performance indicators, other metrics were also tracked by Facebook. The values can be seen in the table 4. The indicators listed in the table help to analyze the ad performance and to draw conclusions. These metrics are important, but not the main, based on the ad objective.

Table 4. Additional analytics (Adapted from Facebook Ads Reporting 2019)

Clicks (all)	Page engagement	Post reactions	Video plays	3-second video views	10-second video views	Link clicks	Landing page views	Relevance Score
204	211	3	2221	97	32	111	22	4

From the data above, it can be seen that 204 ad clicks were performed in total. This number includes all kinds of clicks (CTA clicks, Page clicks, clicks to expand the content, post reactions, etc.). "Link clicks" shows how many times users interacted with the URLs, leading to the destinations on or off Facebook (Facebook 2019). From the number of landing page views (22) it is possible to conclude that the "Learn More" button was pressed 22 times, as it contains the website link. "Post reactions" represent the number of likes, comments, or shares of the ad (Facebook 2019). The video from the ad was played 2221 times and only 97 times people watched it until the 3rd second. The amount of 10-second video views is 32. The relevance score of the ad is 4 out of 10. The relevance score is a rating, provided by Facebook, which estimates how well the audience responds to the ad (Facebook 2019).

The next data set, retrieved through the Facebook Ads Reporting relates to the audience, which saw the ad. Such information as users' gender and age are represented in the graphs below. The figure 19 shows the distribution of the audience reach by gender. Better part of the target audience consists of men (72 per cent), 28 per cent of the reached users are women, and less than 1 per cent are undefined. The estimated ad recall lift rate is also higher for men in comparison to women (FIGURE 20).

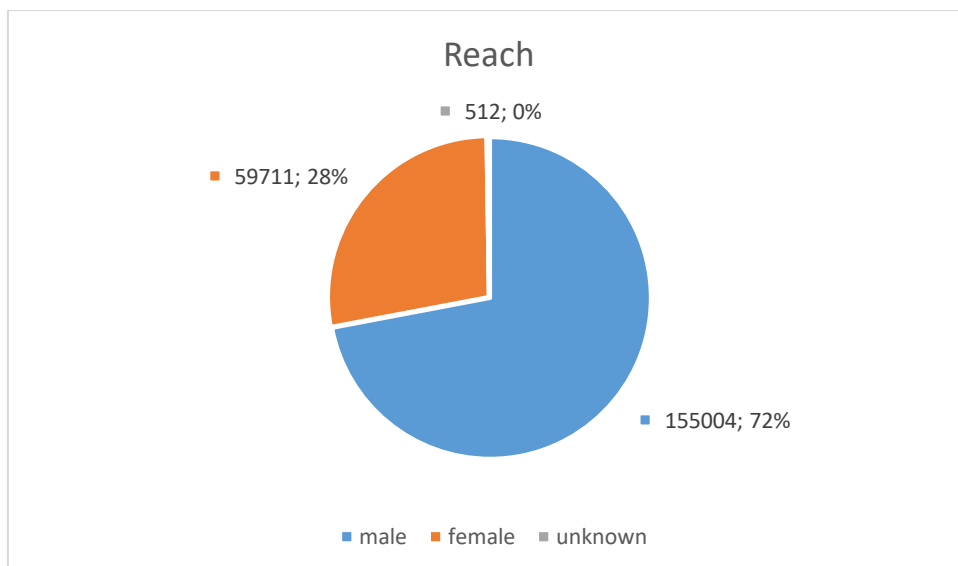


FIGURE 19. Audience reach by gender (Adapted from Facebook Ads Reporting 2019)

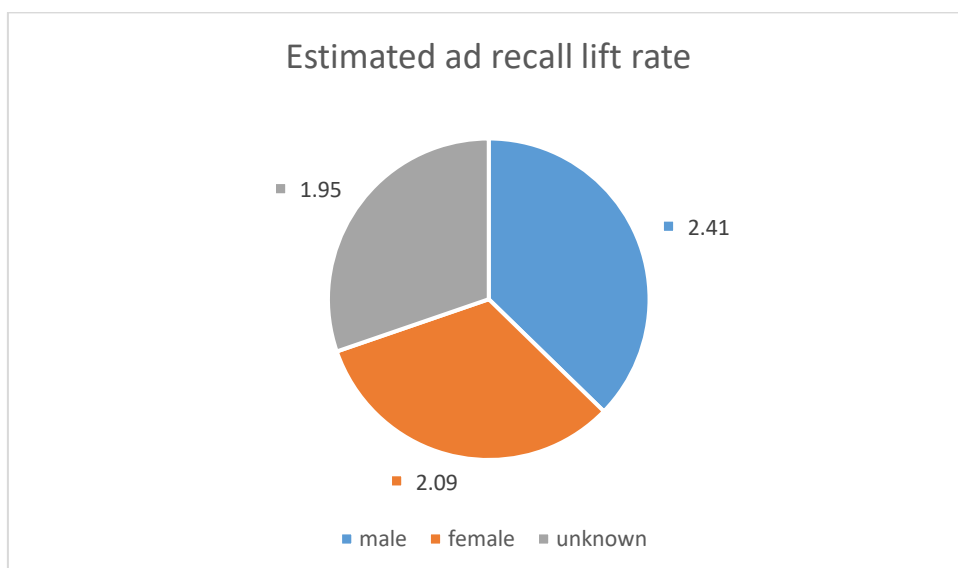


FIGURE 20. EARL rate by gender (Adapted from Facebook Ads Reporting 2019)

The distribution of the reached audience between countries can be seen from the table 5. The items are arranged in descending order. The analytics show that the better part of the reached target audience is located in Romania, Greece, Bulgaria, Portugal, and Cyprus.

Table 5. Audience reach by location (Adapted from Facebook Ads Reporting 2019)

Romania	72,062
Greece	43,455
Bulgaria	27,455
Portugal	23,615
Cyprus	16,832
Italy	10,176
Croatia	6,848
Spain	5,312
Slovenia	2,560
Hungary	1,920
Slovakia	1,216
Lithuania	704
Czech Republic	640
Malta	576
Poland	512
Latvia	420
Ireland	320
Belgium	205
Luxembourg	64
Estonia	32
Sweden	15
Total	215,227

The next two graphs show, on which placements and from which devices the ad was seen more often. The pie chart below shows that only 2 per cent of the reached users were

using desktop when saw the ad. The other 98 per cent saw the ad through mobile devices.

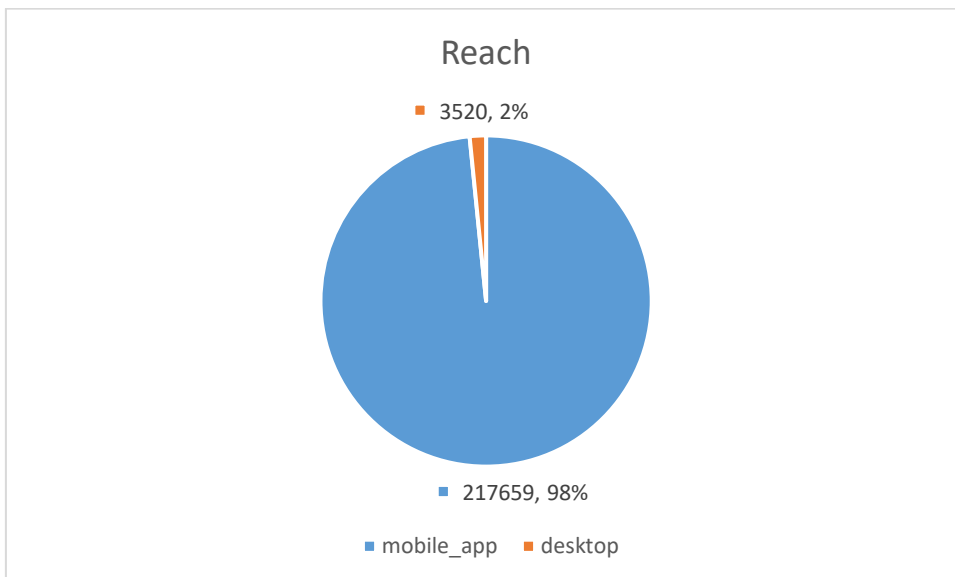


FIGURE 21. Audience reach by device type (Adapted from Facebook Ads Reporting 2019)

The histogram below shows the distribution of reach between different placements. The outcomes are the following:

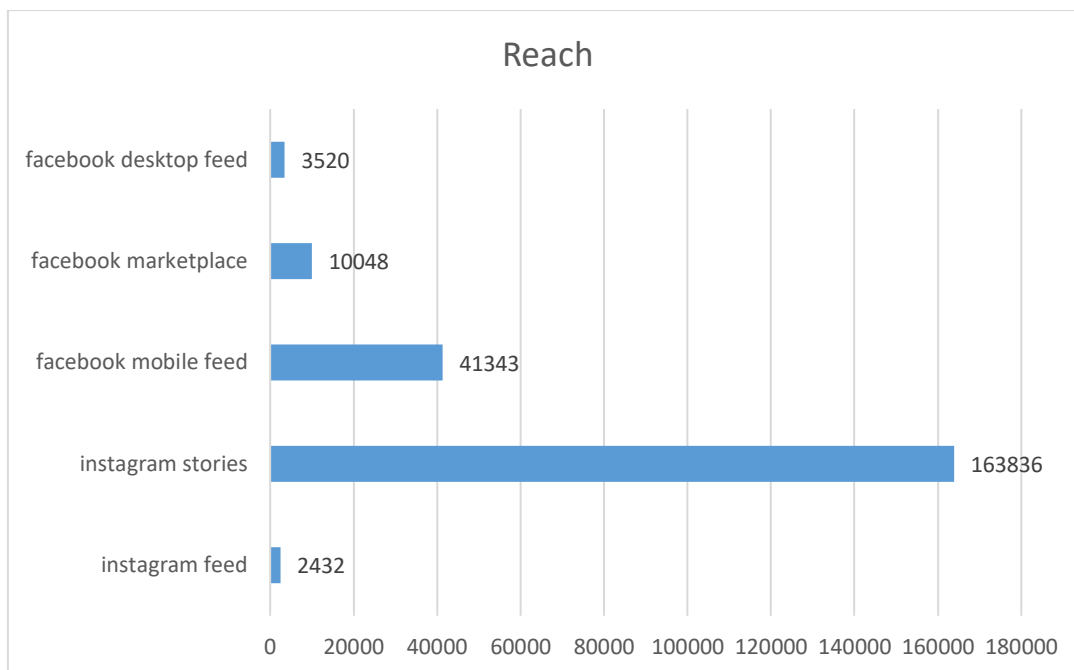


FIGURE 22. Audience reach by placement (Adapted from Facebook Ads Reporting 2019)

The better part of the reached audience has seen the ad in Instagram stories, and about 25 per cent were reached across different Facebook placements. The least popular placement is the Instagram Feed. To understand, which social media platform was more effective in terms of brand awareness, it is needed to compare the ad recall lift rate for Facebook and Instagram. The results can be seen in the figure 23. Despite the fact that more people were reached on Instagram, the outcome is better on Facebook.

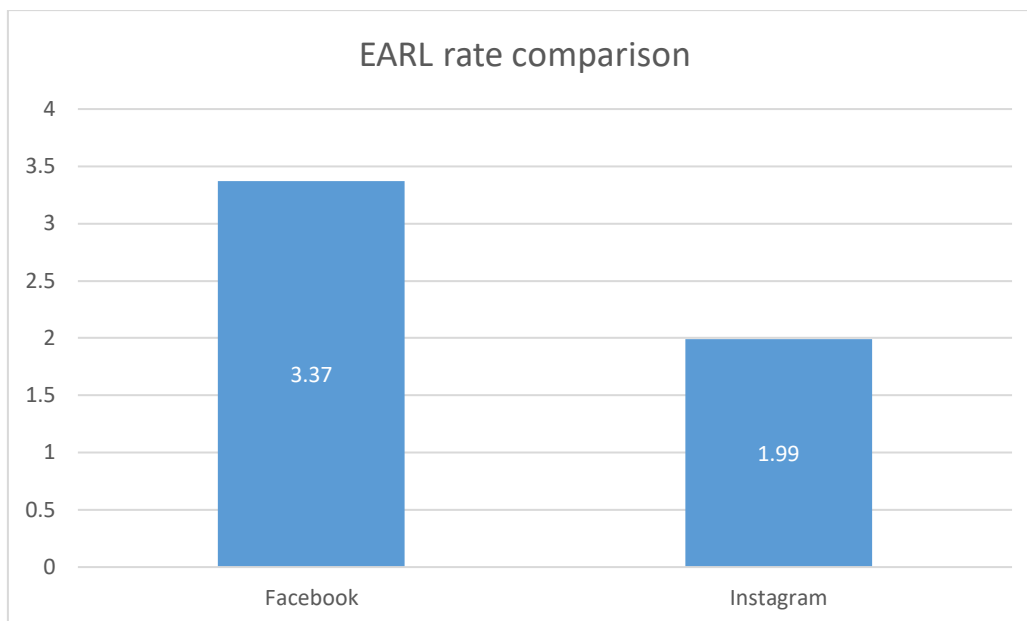


FIGURE 23. EARL rate comparison (Adapted from Facebook Ads Reporting 2019)

The website traffic was not the objective of the campaign; however, it was interesting for the case company to monitor the activity. To understand the performance on the landing page, this thesis uses the data from Google Analytics. Below, there is the table, showing the data on the sources of the website traffic for the period of the advertising campaign. The sources in the table are arranged in descending order, according to the number of sessions.

Table 6. Website traffic (Adapted from Google Analytics 2019)

Traffic source	Number of sessions	Number of users	Bounce rate
Vk.com	149	115	84,56%
Direct	88	81	90,91%
Facebook	92	91	98,91%
Instagram	26	26	100%
LinkedIn	20	12	85%
Yandex.ru	10	1	40%
Tilda.cc	2	1	0%

Getcourse.ru	1	1	100%
Total	388	328	88,92%

From the table above, it is possible to see that the better part of the traffic came from Vk.com, direct link, Facebook, Instagram, and LinkedIn. Direct link is a website URL. The values from the third column show the number of unique visitors of the website. The bounce rate represents the percentage of sessions with the zero duration (Google Analytics 2019). It is needed to mention that the direct link was accessible only for those users, who received it through the private messages or emails.

In the next screenshot (FIGURE 24) there is the statistics on the case company's Facebook Page performance for the period of the campaign. In the windows "Page Likes", "Post Reach", and "Videos", the blue line corresponds to the organic results, and the green one to the promotions. Therefore, it can be seen that the represented 15 Page Likes are organic and did not come through the advertising. The company got its 15 followers by sending the invitations to people. The numbers related to other metrics are mostly the outcomes of the campaign.

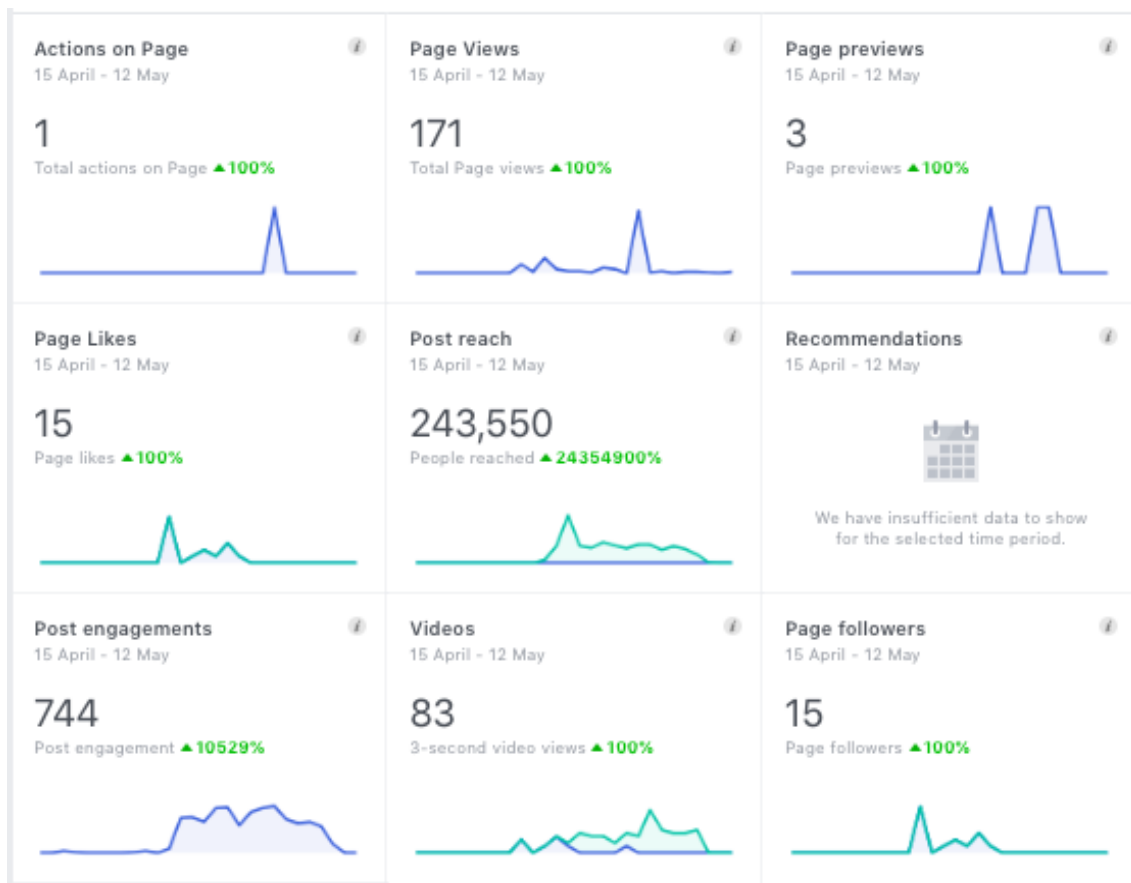


FIGURE 24. Facebook Page Insights (Facebook Insights 2019)

5.2 Data analysis

Based on the outcomes of the advertising campaign, it is possible to make several conclusions. As was mentioned in the previous chapter, the key performance indicators for the campaign, aimed at brand awareness are the "Estimated Ad Recall Lift" and the "Reach". However, it is difficult to evaluate the result precisely, as there are no certain values, defined by Facebook as successful or not.

Despite the fact that there is no reliable information regarding the assessment of EARL rate, it is possible to conclude two things. On one hand, from 215,227 people only 5,010 remembered the ad, which is less than 3 per cent of the audience. Therefore, it can be considered that the ad was not successful. On the other hand, as the result of the campaign, 5,010 people became aware of the case company in two weeks. Before the advertising no one knew about My Point Creative. From this perspective the ad campaign

may be considered somewhat successful. However, these conclusions are subjective and it is needed to take into consideration also other metrics.

Based on the analytics from table 4, it is possible to conclude that the advertisement was not interesting to the better part of the audience, as its relevance score is 4. The scores of 4 and less are defined by Facebook as low.

The campaign reached the audience from European countries, as was targeted. The better part of those people are males (72 per cent). Moreover, the data has shown that the number of men, who remembered the ad is bigger in comparison to women. This thesis already noted that Brand Awareness campaigns show ads to people, who are most likely to be interested in them. Therefore, it can be concluded that the company's target audience is primarily males. Also, the reach of the ad was higher on Instagram, however, the outcome (EARL) was better reached on Facebook platform.

In addition to the information from Facebook reporting, this thesis used the data from Google Analytics to analyze the website traffic. The statistics, shown in table 6 include all traffic sources during the period of the campaign. In this time interval, the company also tried to use different means of organic promotion. For example, the traffic from Vk.com and LinkedIn arised due to the active sharing of the website link on those platforms. It is important to note that the bounce rate values for the traffic from LinkedIn and Vk.com are lower than from Facebook and Instagram. The bounce rate of sessions from Instagram is 100 per cent. It means that everyone, who came to the website from this platform, spent on the page less than 1 second. Therefore, it can be supposed that all ad's CTA clicks on Instagram were accidental. On the contrary, on LinkedIn and Vk.com users saw the link not in the ad, but in the blog posts. Therefore, they presumably clicked it intentionally.

The company's social media accounts or the website did not receive any considerable engagement as a result of advertising. No demonstrable changes in the brand perception were noticed. Moreover, the statistics of the ad campaign shows low values. Taking everything into consideration, the targeted advertising aimed at brand awareness was not effective for the case company, and further research is needed.

6 CONCLUSIONS AND RECOMMENDATIONS

This chapter provides the summarization of the research findings. The first sub-chapter answers the main and subordinate research questions. The second sub-chapter provides recommendations and ideas for further research.

6.1 Answers to research questions

This thesis aimed at exploring how an unknown brand, providing online services can grow its awareness via Facebook targeted advertising. To answer the main question, the thesis defined five subordinate questions. Below, the answers to the subordinate questions are provided first. After that, the main question is discussed.

The first sub-question to answer is the following:

- **What is social media marketing?**

Social media marketing is a part of digital marketing. It is an efficient tool for organizations to build trustful relationships with customers, identify their needs and wants, increase responsiveness and engagement, grow brand awareness and maximize the ROI. Moreover, social media marketing is the instrument, allowing to promote the products and services through social networks and to create a word of mouth effect.

The second sub-question to answer is the following:

- **Why businesses should use targeted advertising?**

Social media marketing is a powerful tool for the brand building. However, it can be difficult to reach the right audience organically. The main advantage of targeted advertising is the possibility to connect to any types of people, and to show the necessary content. Furthermore, the ads usually contain a destination link and a call to action. This way, businesses can achieve different marketing goals, depending on the ad type. Another benefit of targeted advertising is its relatively low cost.

The third sub-question to answer is the following:

- **What kinds of ad campaign types does Facebook have?**

Facebook ad campaigns' objectives are divided into three main categories: "awareness", "consideration", and "conversion". Each group has several sub-categories, which specify the aim of the campaign more precisely. "Awareness" campaigns are suitable to make people become aware of the business. "Consideration" campaigns are designed to make users consider becoming the company's clients. And the "Conversion" campaigns are aimed at increasing the number of sales.

The fourth sub-question to answer is the following:

- **What should be considered when establishing an ad campaign on Facebook?**

Before the establishment of an advertising campaign, it is important to set the goals and objectives. A company should also choose the target market and define the budget. Moreover, it is important to create business profiles on Facebook and Instagram for a company. Social media pages should have brand identity and contain good visual and textual content. Pages should contain important information about the business, such as contact details, website, and products. Moreover, it is important to link Facebook and Instagram accounts to each other. This way the advertising will run on both platforms.

The last sub-question to answer is the following:

- **How to prepare the social media profiles for the launch of advertising?**

To get Facebook and Instagram profiles ready for the launch of advertising, it is important to fill them with valuable content. First of all, the profile photos and cover image should have branded style. All visual materials should be designed according to the brand's image. The next important aspect is to create textual posts, which uncover the most relevant topics, related to the business and contain CTA links. A person, who visits a company's profile should find useful information there. Another way, users attracted by advertising will not convert into followers.

As the answers to all sub-questions are given, it is needed to discuss the main research question:

- **How to grow the brand awareness of a new online business by using targeted advertising on Facebook?**

During the research, the social media presence was created for the case company, and the advertising campaign was set up according to all recommendations, mentioned in this work. However, the outcomes have shown that targeted advertising on Facebook is not enough to grow brand awareness for a new online business significantly. Therefore, it is needed to enable further research to answer this particular question. The ideas and suggestions regarding this can be found in the next sub-chapter.

6.2 Suggestions for further research

This thesis could not answer the main research question precisely, as the brand awareness of the case company was not increased significantly. Therefore, it is needed to explore the case further.

The assessment of the outcomes was based only on statistical data. The biggest attention was paid to the key performance indicators. However, those metrics are the estimations provided by analytical services and may be not accurate.

To understand the results of the campaign better, it can be suggested to arrange an advertising poll among the same target audience. The poll will ask the users, if they remember seeing the ad from the company. This way, the real number of people, who recall seeing the advertisement will be revealed. The targeted poll can be set up also through Facebook in the “Test and Learn” section.

Another idea for further research is to make a few similar advertisements, aimed at awareness. The campaigns should differ from each other by the characteristics, which will be compared. This will allow to find out, what type of ads bring better results. Moreover, as the case company does not have any existing client base, it might be necessary to test different audiences, and see, who responds to the advertising more actively.

Another suggestion for the case company is to try to include also other means of promotion to the marketing mix. The combination of several marketing tools will probably be more efficient than one single method.

7 SUMMARY

The thesis explores how to grow brand awareness for a new online business via Facebook targeted advertising. The case company of the research is My Point Creative.

This work consists of theoretical and empirical part. The theoretical part represents a literature review. In the empirical part, the theory was applied to the real situation, and the advertising campaign was established.

The thesis starts with introduction and general information about the research. The second chapter provides the understanding of digital marketing. It answers several research questions and uncovers what social media marketing is and how to use Facebook for business and promotion. Moreover, the chapter provides the instructions on how to work in Facebook Ads Manager and create advertisements.

The third chapter of the thesis tells what to consider before the launch of Facebook advertising based on literature. The next chapter shows the process of how the social media profiles for the case company were set up. Moreover, the fourth chapter describes the process of launching the advertising campaign for My Point Creative.

Chapter 5 represents the empirical part of the research and consists of data collection process and data analyses. The data was collected by using special digital services. The analysis was based on the outcomes of the case campaign.

In chapter 6, the conclusions and recommendations can be found. This chapter answers to the main and subordinate research questions. Moreover, at the end of this chapter, the suggestions for further research are presented. This thesis showed that establishing a targeted advertising campaign on Facebook is not enough to grow brand awareness significantly. The conclusion is that further exploration of the case should be organized, and another marketing tools should be implemented.

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