

Nguyen Phuong Huyen Vu

The effect of organic marketing on customer engagement in Social media Channel: Facebook

A study of Foreigners.cz's organic marketing strategy on Facebook

Thesis

Winter 2020

School of Business and Culture

International Business

SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES

Thesis abstract

Faculty: School of Business and Culture

Degree Programme: Bachelor's degree in Business Administration

Specialisation: International Business

Author: Nguyen Phuong Huyen Vu

Title of thesis: The effect of organic marketing on customer engagement in Social media Channel: Facebook

Supervisor: Miia Koski

Year: 2020

Number of pages: 80

Number of appendices: 1

In this study, the objective is to learn the effect of organic marketing on customer engagement on Facebook social media channel and analyze how the company Foreigners.cz apply the organic marketing strategy on Facebook. The research addresses three prime questions. The first question is about the perception of customers on organic marketing on Facebook. Based on the first question, the second question investigate the impact of organic marketing on customer engagement. The third question focus on finding what outcome organic marketing strategy make on Foreigners.cz's Facebook and customer engagement.

This study is divided into theoretical and empirical research. The theoretical beginning with the research gives the literature theory about social media, social media marketing, and organic marketing. Next, the actual situation of organic marketing on Facebook implemented by the Foreigners.cz company is analyzed. In the empirical part, it uses a quantitative method for online survey questionnaires. The data collected from the survey provide practical knowledge that concluded the customer perception for organic marketing on Facebook and its impacts on customer engagements. At last, the conclusion transparently answers all questions.

Keywords: social media, marketing, organic marketing, Foreigners.cz, customer engagement

TABLE OF CONTENTS

Thesis abstract.....	2
TABLE OF CONTENTS	3
Terms and Abbreviations.....	5
Tables, Figures and Pictures.....	6
Special Symbols.....	8
1 INTRODUCTION	9
1.1 Background.....	9
1.2 Research Objectives.....	10
1.3 Thesis Structure.....	11
2 THEORETICAL FRAMEWORK	13
2.1 Social media	13
2.1.1 Definition of social media.....	13
2.1.2 Social media platform: Facebook.....	14
2.1.3 Social media and marketing.....	17
2.1.4 Customer engagement via social media.....	19
2.2 Organic marketing.....	20
2.2.1 Definition of organic marketing	20
2.2.2 Pros and Cons of Organic Marketing.....	21
2.2.3 Organic marketing on the social media platform: Facebook	23
2.2.4 Organic vs Paid Social Media Marketing	26
3 FOREIGNERS.CZ MARKETING STRATEGY	31
3.1 Background of Foreigners.cz	31
3.2 Foreigners.cz Product Line and Target Audience	32
3.2.1 Product line.....	32
3.2.2 Target audience.....	34
3.3 Foreigners.cz Marketing on Facebook.....	36
3.3.1 3-month report.....	37
4 RESEARCH METHODOLOGY	43
4.1 Quantitative research method.....	44

4.2 Data collection.....	46
4.3 Reliability and Validity of the results.....	47
5 EMPIRICAL PART	48
5.1 Demographic section	48
5.2 Organic advertisement	54
5.3 Customer viewpoints.....	56
5.4 Organic post vs Paid post	62
6 CONCLUSION	64
6.1 Summary of the hypothesis.....	64
6.2 Summary of the empirical part	65
6.3 Conclusion and recommendation.....	66
BIBLIOGRAPHY.....	68
APPENDICES	75

Terms and Abbreviations

KPIs	Key performance indicators.
MAU	Monthly active users
SEO	Search engine optimization
SM	Social media
SMM	Social media marketing
UGC	User-generated content
WOM	Word-of-mouth

Tables, Figures and Pictures

Table 1. The main characteristics of the Foreigners.cz's audience.....	35
Figure 1. Foreigners.cz Facebook page engaged users in 3 months	38
Figure 2. Foreigners.cz Facebook organic reach in 3 months	39
Figure 3. Foreigners.cz Facebook organic impressions in 3 months	40
Figure 4. Foreigners.cz Facebook total organic reach in 3 months.....	41
Figure 5. Respondents by age	49
Figure 6. Respondents by gender.....	50
Figure 7. Respondents by nationality.....	51
Figure 8. Average hours a respondent use Facebook a day	52
Figure 9. Purpose of following Facebook brands by respondents.....	53
Figure 10. Average ads a respondent watch a day	54
Figure 11. The recognition of different Facebook ads type by respondents.....	55
Figure 12. The satisfaction towards Facebook posts	56
Figure 13. Respondents viewpoints on organic post scale	57
Figure 14. The quality of organic post reflects the business's trustworthiness.....	57
Figure 15. The organic posts on Facebook make the brand memorable	58
Figure 16. Organic posts make a connection between the brands and customers	59
Figure 17. The brands are communicating directly to the customer via organic posts	60

Figure 18. Organic posts provide valuable information	61
Figure 19. The brands use organic posts to promote their products	61
Figure 20. The assumption of organic posts on Facebook	62
Figure 21. The preference of participants between organic posts and Facebook ads	63
Picture 1. The world's most-used social media platforms (We Are Social, 2020) .	16
Picture 2. Profile of Facebook's advertising audience (We Are Social, 2020)	17
Picture 3. Organic reach per fan from Feb 2012 to Mar 2014 (Sophia, 2018)	28

Special Symbols

% percentage

/ or

1 INTRODUCTION

1.1 Background

Nowadays, people spend more time on the internet than ever before. Digital, mobile, and social media have become an indispensable part of everyday life for people all over the world (Simon Kemp, 2020). As marketing is about connecting with your audience in the right place and at the right time, businesses find themselves online (Lucy Alexander, 2020).

According to the Digital, 2020 reports – published by We Are Social and their partner Hootsuite, 3.8 billion people use social media. (Simon Kemp, 2020). Taking this advantage, social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Traditional communication channels such as TV, radio, and advertisements have been replaced by social media and search engines. Consequently, marketing executives are no longer reaching out to customers through mass media, customers come to marketers via referrals, social media, and search engines. (Kira Kallio, 2015; Juslén 2009, 131-135)

According to “The Importance of Social Media in Business” written in 2019, Kerant Smith indicates that by giving brands the social media touch, marketers are generating more business, as well as connecting with the customers better and serving them on a more targeted and personal level. When a business does great marketing on social media platforms, it creates remarkable successes, in addition to devoted brand advocates and driving leads and sales (Social Media Marketing for Businesses, [ref. 27 March 2020]).

Gian M. Fulgoni’s study points out that there are two types of branded social media communications: “organic” and “paid” (2015). Although the effectiveness of social media has been carried out in general, with many startups and small to medium businesses, when a marketing budget is tight, not every content can be paid. Organic marketing can be a great way to start and skyrocket the marketing on social media (Social Media Marketing for Businesses, [ref. 27 March 2020]). Besides, while mentioning the long-term success of any business’s digital presence, research in

2017 points out that it's an essential step to invest time and energy in developing an organic marketing strategy, with it being the most effective ways to build an authentic audience and fan base (What is organic marketing, [ref. 6 April 2020]). Therefore, the topic is current and essential to the company and business with a little advertising budget. It helps the company to enhance its efficiency across social media channels and have a deeper understanding of how organic marketing can affect customer responses.

The research focuses on one main social media channel, which is Facebook. Based on online research, when it comes to social media channels rankings, Facebook is top of the pops (Simon Kemp, 2020). Despite many challenges in the past few years, the platform has reached the historic 2.5 billion monthly active users (MAU), and its numbers continued to grow gradually across countries around the world (We Are Social 2020; Simon Kemp 2020).

With the collected data, this study learns about the social media marketing strategy of Foreigners.cz, a company that the author has interned for 5 months, from the perspective of consumers' psychological appeals. The author uses theoretical knowledge and studies the effect of organic marketing on social media marketing strategies of the company and the customer responses.

1.2 Research Objectives

According to We Are Social (2020) report, over 3,80 billion people worldwide are active social media users (Simon Kemp, 2020). The average time an internet user spends on social media channels such as Facebook, is 6 hours and 43 minutes each day, more than 6 times in comparison to the year 2015. A good example of how much time people in today's world spend using social media is: "If we allow roughly 8 hours a day for sleep, that means we currently spend more than 40 percent of our waking lives using the internet." (We Are Social 2020; Simon Kemp 2020). The data demonstrates the marketing potential for businesses that lie in social media. In another way of thinking, it also shows that without social media, companies are not competitive in the market. 73 percent of marketing executives believe

that their efforts through social media marketing have been “somewhat effective” or “very effective” for their business (Buffer, 2019).

On the other hand, from the customers’ perspective, online users are now starting to stay away from brands and companies that seem to be “inauthentic” on social media platforms (Daniel Klein, 2019). Steve Olenski’s (2012) study shows that despite 72% of marketers believing they have personally reached out to customers via advertising, only 9% of consumers feel they are engaged or invested in a brand. Therefore, the definitive aim of the thesis is to propose pieces of evidence that it is a deadly strategy for marketers who think they are doing well on social media with a lot of paid marketing tools.

Based on the above information, there are three questions that the thesis addressed:

First question: How do customers perceive organic marketing on social media channel Facebook?

Second question: What is the impact of organic marketing on customer engagement on Facebook?

Third question: What is the effect of applying organic marketing on Foreigners.cz’s Facebook?

1.3 Thesis Structure

The thesis is structured with the purpose of generating a smooth flow for viewers to follow up, with a better understanding of the topic. The following sections are proposed during the research process to solve the research problem:

- a. Introduction of Study: This section provides a research background about social media and the essentials of doing marketing on social media platforms. Along with that, it includes the information and studies related to paid and organic marketing, to support the understanding of the research objectives. Furthermore, the thesis practical problems and objectives of the research are

defined, follow by the description of the structure of the study. Finally, the research methodology applied through the research is revealed.

- b. **Theoretical Research:** in the theoretical framework section, the author focuses on the literature review. The theoretical part is to give a general idea of social media and organic marketing. It focuses on defining the above terms and related topics to better understand the essence of social media marketing and organic marketing. Since digital marketing is changing every day due to the users' behavior and new trends, it is important to understand the challenges of social media marketing. Also, the differences between paid and organic marketing are discovered to support the advantages and challenges of applying organic marketing on social media channels.
- c. **Learn about Foreigners' Marketing Strategy:** through the data research, this section discusses the Foreigner's Facebook marketing strategy to evaluate the advantages/ disadvantages and achievements of organic marketing and get the general idea of its effectiveness.
- d. **Quantitative Methodology:** the fourth section uses a questionnaire online survey for social media users in different areas. The research methodology section links the theoretical and empirical parts. The sections point out the research methodology used by the writer and why it is the best applicable.
- e. **Result Analysis:** the data is collected and analyzed in the fifth section. The information analysis process uses different analytics tools to get corresponding results.
- f. **Conclusion & Recommendation:** to sum up all the main points and answer the research questions. Along with that, suggestions for Foreigners on the social marketing strategy is given by the author based on the experiential model and direction for further study.

2 THEORETICAL FRAMEWORK

2.1 Social media

In this chapter, the author will define social media as a term. The definition of social media is revealed. The various social media platforms are explained; however, the author focuses on discovering the Facebook channel. Additionally, social media and marketing terms are discussed. Lastly, customer engagement online will be discovered, along with the social media engagement on the Facebook channel.

2.1.1 Definition of social media

Nick Hajli (2015, p. 361) regards the definition of Social media (SM) based on a study of Borgan (2010) as,

“social media is the online content developed by a variety of people who are open for access over the internet. In other words, social media is the shift of people`s attention on the online platforms where people share, discover and read information and gain knowledge”

The study of Conrad, Levinson, and Gibson (2010) indicate the concept of social media is a kind of synthesis of sociology and technology, which help to create an environment or a platform for people to “share experiences on the internet and develop networks for a variety of different official or unofficial reasons”.

In another argument, Parsons (2013) referred to social media as online tools where users can share their thoughts, content, perspectives, and insights. Social media is about connecting people and organizations and building relationships between them (Parsons 2013, p. 27).

Based on the study of Ahmad (2011), Nick Hajli (2015, p. 361) discussed social media can be divided into three main components:

- **Publishing Technology for everyone:** Generally, social media is free, open for internet users, and not restricted to any physical set up. The development and advancement of technology have made social media a place where people can interact and share information. On virtual social platforms, everyone can be either a publisher or a generator of the content for which the information is shared (Hajli 2015, 361, according to Ahmad 2011).
- **Information Diffusion:** Different from traditional media such as TV, newspaper, and magazines, the rate of social media diffusion is high, which means online social media is faster in spreaded information. Ahmad (2011) believed the social media platforms like Facebook or Twitter transfer information faster than other media, and relatively far less expensive. According to Barefoot and Szabo (2010), Ahmad has criticized that companies tend to advertise their products or services on TV and newspapers, which make it one-way advertising. With the development of online social media, companies can interact with the customers, collecting feedback and suggestions, thanks to the fact that information on social media is open and equally accessible for all. Online social media has brought democracy in the sharing of information, Ahmad (2011) cited (Hajli 2015, 361, according to Ahmad 2011).
- **Relationship building:** On social media, people from around the world can stay connected. By sharing valuable information and creating excellent ideas, it has become a “powerful medium for the development of relationships” (Hajli 2015, p. 361).

2.1.2 Social media platform: Facebook

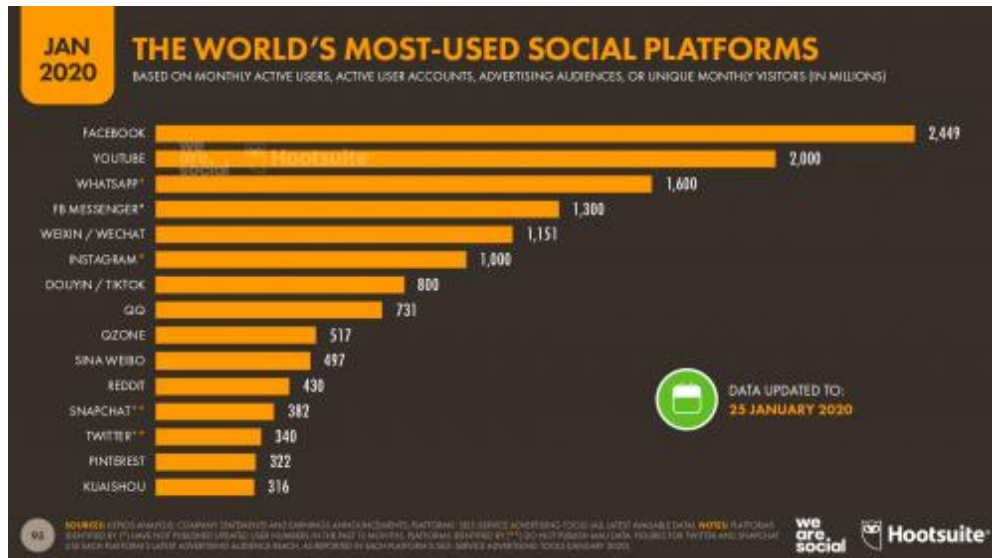
There are many social media platforms, and among people of different ages, gender or geography, there are different preferences. As social media has been defined, Nick (2015, p. 362) has stated on social media platforms, which indicated that social media operate as a digital platform that contains social interaction. The author believes that social media platforms provide a virtual community or network for internet users who have the same interests, education, lifestyles, attitude, or opinion.

Social platforms, following the definition of Evans (2012, p. 168) is the larger context of social media, include social networks such as Google+, Facebook, Foursquare, Twitter, LinkedIn, along with the “white-label” social networking platforms that used to offer the branded community and support services that integrate into business’s online presence. Evans discussed that each of the social platforms has a potential role, and he believed social platforms such as Facebook is a personal and professional social network (2012, p. 169).

Facebook, Google Plus, CafeMom, Gather, Fitsugar are considered as a social platform that includes social networking (Hajli 2015, p. 363). Nick (2015, p. 363) mentioned the study of Burke (2006 in Bolotaeva, 2011), which defines social networking platforms as: “a loose affiliation of people who interact, communicate and share contents through platforms building relationships among communities of practices”. According to Nick’s study (2015, p. 365), the main feature of a social networking site is allowing users to stay connecting and sharing with others who have similar interests or backgrounds.

Facebook

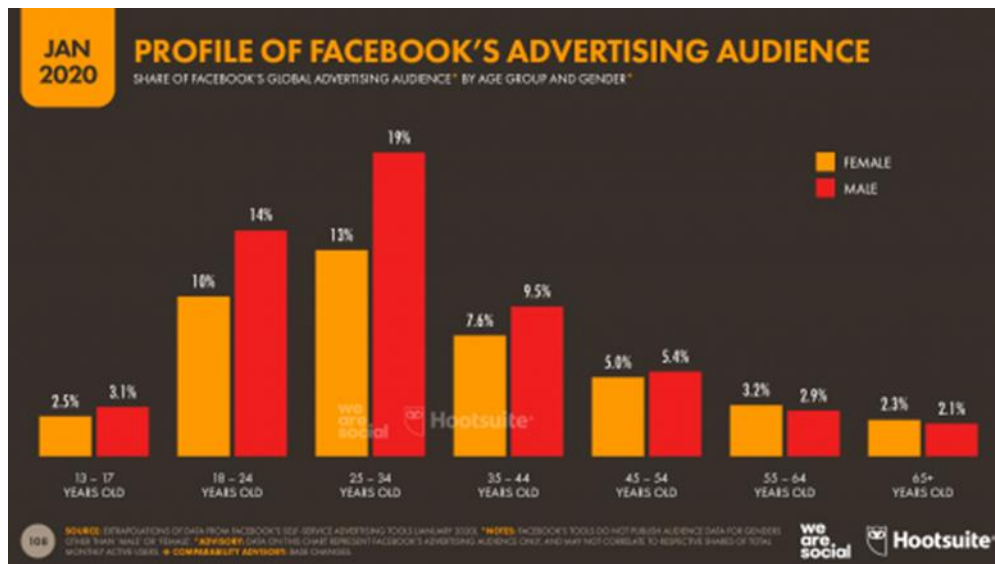
Facebook is a social media platform, founded in 2004 by Mark Zuckerberg, Dustin Moskovitz, Chris Hughes, and Eduardo Saverin. When it comes to social media, Facebook is the world’s most-used social platform, despite various challenges over the past few years (We Are Social, 2020). Globally, there are over 2.38 billion monthly active users on Facebook (Facebook, 2019). In comparison with the data published by Facebook, the report of We Are Social in 2020 said that the platform has passed the historic 2.5 billion monthly active users and the user numbers continued to increase gradually.



Picture 1. The world's most-used social media platforms (We Are Social, 2020)

Facebook users' accounts have declined over the past years, as the self-service advertising tools reported lower reach figures in India, Spain, and South Korea at the start of 2020 compared to a few months earlier. Also, according to Mashable (2017), in 2.1 billion total Facebook accounts, 270 million profiles are fake. Consequently, it is hard to prove when the report of Facebook said that the platform reaches over 60 percent of internet users.

People at the young ages, from 18 to 34 are the largest group of Facebook users (We Are Social 2020; Simon Kemp 2020). Simon indicated that business can now take advantage of these social platforms to reach one-third of the world's adults aged 18 and above, and half of the world's adults from 18 to 34 years old.



Picture 2. Profile of Facebook's advertising audience (We Are Social, 2020)

Nick (2015, p. 367) determined the usage of Facebook for business is playing an important role because Facebook can be utilized to help the business building a strong base to stay in touch with a potential customer. Facebook offers the business with advertising potentials, customized business profiles, and a chance to share important information with the business's community (Castronovo and Huang 2012, p. 123). However, the report of Simon in 2020 has shown that nowadays, marketers experienced difficulty in reaching all the users using Facebook advertising. The platform itself announced the total addressable Facebook audience stands at 1.95 billion, which is around 80 percent of total MAUs (We Are Social 2020; Simon Kemp 2020)

2.1.3 Social media and marketing

Will Kenton published an article in Investopedia (2018), and defined social media marketing (SMM) as:

“Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and services.”

According to Evans (2012), marketing in social media is the latest and popular trend that marketers focused on. There's a fact that traditional marketing via TV, newspapers, or magazines is an old-fashioned and out-dated type of marketing. It became very expensive and covered a limited targeted market (Nick, 2015, p. 362). Evans's (2012) study on social media and marketing believe that it is difficult for the traditional marketing strategies to focus on specific markets individually and market the products or services to the big geographical position through only one single campaign. In a discussion about social media marketing, Kabani and Brogan (2010) say that the biggest comfort with social media is that it helps the businesses in marketing their brand to the wider 'global' community. Social media are indeed open and accessible for everyone from a different location in the world. With this advantage, the business has a tremendous opportunity to keep communication widely and build relationships with the target audiences (Nick, 2015). It makes the difference between social media marketing and traditional marketing. However, Solomon (2008) indicated that companies not only must think globally but also need to act locally because the needs and wants of customers are different across countries and cultures. Therefore, the same strategy cannot be applied everywhere.

Advertising and marketing have entirely changed due to social media (Nick, 2015, p. 362). Hajir (2012) determined the basic definition of marketing, which formally helps the business to maximize the usage of the resources, develop products and services to provide the customer's needs. Social media marketing has enabled businesses even more than that. Will (2018) pinpoints the importance of social media marketing, which provides companies with a way to connect new customers, communicate with an existing customer, and promote the business's desired culture or goals. By taking the feedback, comments, suggestions from customers through blogs, pictures, and ratings, companies have a chance to improve the products and services, then deliver customers' needs in a more proactive manner (Nick, 2015).

According to Parsons (2013), it is extremely essential to have a communication strategy for different social media tools that the business is using. The communication should be kept active, interesting, humble, less formal, and honest. The author indicated that being online is not enough, the company must focus on how to attract

customers by customizing the message to send out. Along with that, Parsons believes a business not only focus on being responsive and current on social media but also need to focus on developing a different style of communication that help the audiences to stay connected with the context tone/ content (Parson, 2013, p. 27-36)

2.1.4 Customer engagement via social media

Customer engagement can be defined in many ways. Schultz and Peltier in 2013 cited:

“Consumer engagement is an elusive construct, and that researchers and marketers needed to better define, conceptualize, and operationalize this measure of relationship strength”

Generally, the engagement can be viewed in different relational constructs, consisting of “brand loyalty, relationship marketing, concentric marketing, marketing orientation, customer relationship management, and social networks”. (Schultz and Peltier, 2013, p. 4). Following these relational constructs, the definition of customer-brand engagement based on the study of Hollenbeck, Glynn, and Brodie (2014, p. 154) indicated:

“Customer-brand engagement is a consumer’s positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions”

Since brand engagement happens due to “virtue of interactive, co-creative customer experiences with a focal agent/object” (Calder, Malthouse and Maslowska, 2016), expressions of argument, ratings, comments, and shares online can be recognized as a brand engagement in social media (Schultz et al., 2013, following Barger and Labrecque, 2013). Broadly, the term customer engagement can be broken down as a relationship between a customer and a brand, which showed active participation from the customer and the creation of experience from the brand. The purpose of improving customer engagement online is to increase “customer satisfaction, loyalty, retention, customer lifetime value, share-of-wallet, and profitability” (Schultz et al., 2013, following Cummins, Peltier, Schibrowsky, J.A and Nill, 2014).

Sklar (2013) wrote in the online article “How to use social media to understand and engage your customers”, proved that many social media potentials to get customer attention and retention are being forgotten by the business. He believed that companies mishandle up to 80% of opportunities to engage with the customer while doing marketing on social media and traditional selling. Consequently, a business may lose revenue. Based on the statement of Sklar in 2013, Chan (2014) indicated that social media is an excellent tool for companies to obtain customer engagements and build up communities.

2.2 Organic marketing

In today’s ever-changing marketing industry, there are tons of social media marketing strategies that businesses can apply. One of the most important stages that any business can put effort to ensure the long-term success of the business’s digital presence is paying attention to develop an organic marketing strategy. (OndemandCMO, 2017)

2.2.1 Definition of organic marketing

Daniel Morell (2018) concisely adopted the definition Organic Marketing, that can be demonstrated as follows:

“Organic marketing is the natural attraction and conversion of interested and motivated people into new customers. It aims to bring in new customers by being in the right spaces rather than paying for advertising.”

According to the “What is organic marketing” online articles (2017), organic marketing is identified as the act of building a relationship by getting customers to come to the business naturally over time, rather than ‘artificially’ via paid links or boosted posts. The author emphasizes the importance of organic traffic, which includes all direct, instinctive reach, except for any paid marketing tools.

Over time, other researchers have proved the mentioned definition of organic advertising. Generally, organic marketing is a type of free or unpaid advertising, that

creates traffic and brings customers to the business in a natural way. Regarding Jessica Thiefels (2018), organic marketing is the best way to enhance the brand image, interact with customers authentically, educate and convert blog readers, drive traffic to landing pages/websites, and other online assets. She also referred to another name for organic marketing, which is inbound marketing. A study carried out by Fishkin, Rand, and Thomas (2013, p. 3) cited that inbound marketing is

“things that you can do on the web that earn traffic and attention, but don’t directly cost money”

Daniel (2018) states that regarding organic marketing, there are four primary areas that businesses should focus on. This type of marketing requires a wide range of marketing disciplines to craft a seamless marketing strategy. (Daniel, 2018) The mentioned areas are content building, search engine optimization (SEO), social media, and funnel optimization. In this thesis, the author focuses on organic marketing on social media platforms, which is on the Facebook channel.

2.2.2 Pros and Cons of Organic Marketing

When mentioning the benefits of Organic Social in the article “Why every brand should focus on organic social media marketing” (2019), Mechem Brian wrote:

“organic social media marketing is cost-effective and generates a long-term impact”.

As a marketer in today’s digital marketing world, everyone knows that organic social is free (Tran, 2020). Also, Tran points out that the use of social media is essential because it helps to manage the brand’s reputation and customer relationships. Along with that, when a business applies organic social media to its marketing strategy, the chance of acknowledging customer’s observations by listening to the audience is high, therefore, the business itself can make improvements online. Tran suggests that the company can take advantage of organic social media to develop free campaigns using custom hashtags and create a community of like-minded individuals that share the same values with them. Smart Insights in 2017 reported that

86% of online users prefer an authentic and honest brand personality on social platforms. Because of that, the organic approach plays a critical role in establishing trust and demonstrating transparency. Via organic posts, businesses have an opportunity to tell the brand story and encourage user-generated content (UGC) (Tran, 2020).

Randy Milanovic wrote in his article about the organic approach to marketing and customer care, believes that the “organic” approach to find customers and interact with them could transform the business (2017). The author recommends marketers to keep the communication authentic. The business shouldn’t say things or make hyped-up claims that can’t be backed up (Randy, 2017). Also, if the business pays attention to building messages and gives away valuable information online, the goodwill will recycle itself. According to Randy's point of view, the old-school marketer’s way of marketing, which is pushing the slickest message in front of clients and praying for the best result is not practical, and many ethical businesses have proven his point. He believes that businesses should treat customers in the right way, flowing an organic approach to marketing and customer care is necessary (2017).

Daniel Klein (2019) gave his opinion towards the use of organic marketing, which believes that organic marketing can act like word-of-mouth (WOM) recommendations, and it can be a successful strategy for businesses as the interest of people will increase if they’re hearing about the brand from others.

On the other hand, organic content takes time (Paid reach vs Organic reach: which is right for your business, 2018). Despite the benefits and trust build-up for a company by organic marketing, organic strategies take a long time to have the desired impact. According to the online article “Pros and Cons of Organic Marketing Vs Paid Advertising” ([ref. 26 April 2020]), the author demonstrates it can be calculated in years for a new company or website to gain some prominence on organic search results. He indicates that a company that has a rare niche or phenomenally good content on social media platforms can bring customer attention in a shorter time, and the time of getting the desired rank can be decreased. Otherwise, without investing a lot of time on the organic posts, a company cannot reach out to the target audience.

A study of Gian M. Fulgoni in 2015 mentioned research published by Facebook in late 2014, indicated that online users wanted to see more news and stories from their friends and from the Facebook brand pages they followed, rather than promotional content. However, he stated that Facebook reported that the content people saw as “too promotional” was organic posts from brands they “Liked”, but not the paid advertisements. This is considered as a disadvantage for the company’s marketing strategy relies too much on organic posts. According to the new update by Facebook for Business (2014), based on the people Facebook had surveyed, they analyzed some consistent traits that make organic posts became “too promotional” for users:

- Posts that trying to push people to buy a product/ service or install an app
- Posts that convince people to enter promotions and sweepstakes with no real context
- Posts have the same content as the paid advertisement

2.2.3 Organic marketing on the social media platform: Facebook

Organic marketing is defined above, it is concluded that “organic” is an unpaid marketing strategy. Organic marketing on Facebook will be focused on this part of the thesis.

In the article “The difference between organic and paid Facebook posts”, the author highlights that: “Anything you post on Facebook without paying is an organic post” ([ref. 27 April 2020]). The posts on a brand’s Facebook pages can be work-in-process photos, random thoughts, a post shared by other accounts, and links to blog posts. As long as the marketers or sponsors don’t pay to boost the posts, it is considered organic. The author recommends marketers use organic posts on Facebook for everyday interaction with the followers such as sharing photos of the works or just asking simple questions of a user’s daily life.

To start organic marketing on Facebook, the primary thing to noticed is the posts and scheduling (Daniel, 2018). When doing social media marketing, marketers are

trying to reach out to people and generating higher revenue. Therefore, organic posts should bring customers to the business. Due to that reason, Daniel (2018) wrote in his article that after the business has chosen the social media platforms to promote the products and services, the message on every organic post must be defined. Also, he indicated the importance of using pictures and videos as part of the post because visual marketing gets more attention. Along with the quality of the posts, it is essential to understand the audience's behavior in scheduling the posts (Daniel, 2018).

Post reach

On Facebook, there is the term “post reach”. According to Facebook Help Center, the post reach can be defined as the total number of people who saw the business’s posts at least once in new feeds. As we have organic marketing and paid marketing, there are organic reach and paid reach.

According to Facebook, the number of people who view a paid post on their screen is paid reach. In contrast, organic reach is the number of people who have an unpaid post from a brand entering their screen. For the organic reach, it can be broken down into “viral” and “nonviral”:

- Viral organic reach is the number of people who reach the content posted by the brands because they or their friends like or follow the brand’s page, or they engage with a post, share a photo from the page, or check into the page.
- Nonviral organic reach is the number of people who had the content from a brand enter their screen. Different from viral organic reach, these contents are not from a brand that they or their friends like or follow, they do not engage with a post, share a photo from the page or check into the page.

The reach will be counted towards paid and organic distribution if the post on Facebook reaches both. Facebook mentioned that the sum of organic and paid reach won’t always equal to the post reach.

In recent years, marketers have seen the decline of fans viewing and interacting with organic posts on Facebook (Sophia, 2020). Sophia declares in her article “The Decline of Organic Facebook Reach & How to Adjust to the Algorithm” (2020), there are two main reasons for this drop. The first reason is due to more ad content competing for news feed space. According to the statement of Brian Boland, Facebook's VP of Advertising Technology in 2014, Sophia (2020) confirmed the situation of Facebook News Feed. She points out that there is too much content being published on Facebook, therefore, the visibility of a business is becoming increasingly competitive. The News Feed space is even more competitive among marketers since Facebook attempts to show online users the content that is most relevant to them, rather than all the content available. The other reason is laying on Facebook's New Feed Change in 2018.

Changes in Facebook's News Feed algorithm

The research of Sophia (2020) published in Hubspot mentioned the changes in Facebook's News Feed algorithm. According to Adam Mosseri, Facebook's Head of News Feed in 2018, the news feed is now focusing on connecting with people and less about consuming media in isolation (Sophia, 2020). Sophia believes that Facebook is trying to return to its original goal, which is showing content from friends and family. Therefore, the marketing content is taking a backseat in the user's News Feed.

Sophia explained how Facebook's News Feed Algorithm works when Facebook first launched the News Feed in 2006 until now. Back in 2006, the author indicated the algorithm was basic. Each posts format such as text posts or posts with a link were assigned with different point values. Based on the point value of the posts that people interacted with, a ranking system was generated by Facebook, then determined the order of posts that appeared in News Feed. After years, Facebook decided to announce the new algorithm, known as EdgeRank, which pay attention to the factor in the recency of posts and consider the relationship between the person doing the posting and the person viewing the posts. However, in 2011, Facebook decided to abandon EdgeRank and prepared to launch a complex algorithm that incorporates

machine learning. That algorithm is used until today, which responsible for surfacing content on the user's News Feed. The new machine learning-based algorithm is different from other algorithms, it does not assign any point values to post formats, the current algorithm focuses on individual user preferences. The users' behavior such as interaction with posts with text and photos will be considered, then Facebook's algorithm is based on that to pick up and show the posts over time.

For marketers who want to drive engagement and sharing more on Facebook, Sophia (2020) suggested taking advantage of native and live videos. Regarding her point, Facebook ranks live videos higher in the News Feed. Also, if the videos get a high watch and completion rates, or get more clicked from users, it can be considered as "signals of viewer interest". And along with that, there are thousands of factors by brands that can inform Facebook's algorithm of meaningful interaction, such as words that give a signal about an important event. Sophia (2020) believes person-to-person content is the most rewarded content that produces higher interactions on Facebook because Facebook not only pays attention to match News Feed content to the users' interests but also has a goal to display News Feed content that discloses connections between individual.

2.2.4 Organic vs Paid Social Media Marketing

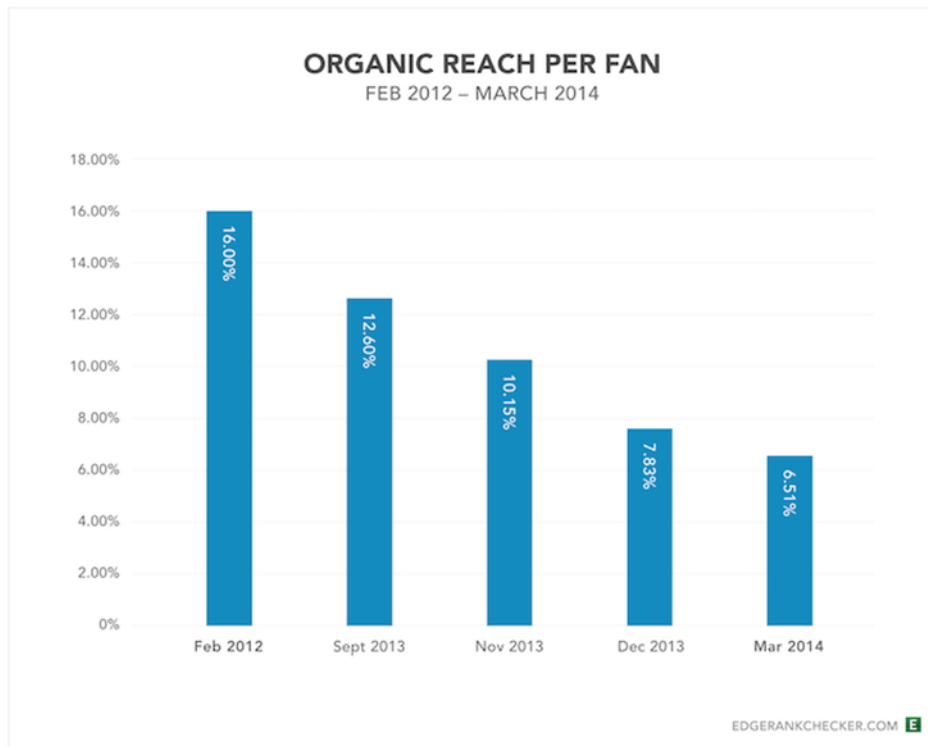
Regarding Fulgon (2015, p. 232), there are two types of branded social media communications, which are "organic" and "paid". Based on his statement, organic social media is the brand communications that the advertiser or sponsor created on a social platform without pay for it. This can lead to "earned" media if the customers share communication with others online or via word of mouth. On the other hand, Fulgon (2015, p. 232) confirmed that "paid" content is as it sounds, which means the advertisers or sponsor pays for the content on the social platform. He stated that the "organic" and "paid" social communications are the most common way that social marketing is used in today's world, and they are "the supplements to existing media programs".

Paid and organic social media is believed to complete each other, and each type of approach achieves different goals (Social Media Marketers Rarely Use Organic and

Paid Social Media Together, According to New Research, [ref. 23 April 2020]). To be clear, while organic social media supports and helps a company develop a reliable brand voice and increase customer engagements, paid social media are focused on converting potential customers quickly and increasing the business revenue. Due to that reason, the result of a Clutch's Social Media Marketing Survey in 2016, which includes 304 social media marketers from medium and large organizations in the US with more than 100 employees, said that 59% of social media marketers agree that the paid approach is most effective because the paid social media create the tangible and easily measurable benefits. To prove the previous statement, they point out that organic marketing only focuses on relationship-building over the long term. The article cited the quote of Sean Stanberry, CEO of LYFE Marketing, a social media marketing agency: "Every company is suited for a paid social media strategy. If you aren't using paid tactics, then your social media presence will most likely be ineffective". Sean Stanberry also believes that due to the monetized social media platforms, organic reach is decreasing every day. However, despite paid social media's effectiveness, 13% of respondents stated that they do not devote the company's resources to paid social media, and 36% say they do not plan to start developing a paid marketing campaign.

The article "Organic VS Paid Social Media", published by ADVANCEOHIO ([ref. 23 April 2020]) determines the advantages of "organic" and "paid" social media and points out that they work best when implemented together. Angie Tran, author of the article "Paid Social vs. Organic Social: Creating a Hybrid Strategy" (2020) has the same statement on the benefits of combining these types of marketing. Paid and organic social strategies are believed to work best in tandem to interact with the followers and at the same time extending the reach of the business (Tran, 2020). Two articles have given the same reason for this statement.

Tran (2020) highlights that organic reach is not enough to make an impact on Facebook, and it continues to diminish across social platforms. Sophia (2018) mentioned in her article a study from Edgerank Checker, which found that the organic reach for the average Facebook Page dropped from 16% to 6.5% between February 2012 and March 2014.



Picture 3. Organic reach per fan from Feb 2012 to Mar 2014 (Sophia, 2018)

Besides, she also cited the research from Social@Ogilvy that for Facebook Pages with more than 500,000 Likes, the organic reach could be around 2%. Based on the figures above, a Page with 10,000 fans on Facebook could expect only 650 of their followers to see the organic posts on News Feeds. The same calculation applied to other Pages with different numbers of fans.

A research study from Kenshoo Social (2013) concludes that even though organic posting is the most popular social media tactic, paid advertising is the most successful. This global social marketing platform points out that organic marketing is helping to maintain the branded pages on social networks, however, bring little effect to social marketing strategy due to many reasons, which one of those is because organic posts cannot target to reach the right audiences (Organic Posting Is Most Popular Social Media Tactic, but Paid Advertising Is Most Successful, [ref. 25 April 2020]).

As organic marketing can reach a small number of users, it is increasingly important to invest in paid social opportunities to reach a broader audience (Tran, 2020). How-

ever, the tremendous benefits of organic social cannot be denied. Organic marketing still provides an incredible opportunity to promote business products and services for free to a loyal audience and enhance brand awareness, along with extending the network through social sharing (Tran, 2020).

Absolute Digital Media, an award-winning, digital marketing creative agency based in the heart of Essex is reviewing the benefits of organic and paid social media marketing to create effective social media campaigns (Absolute Digital Media Reviews How Paid Social Compliments Organic Social Media Marketing, [ref. 25 April 2020]). This campaign is aimed at increasing customer's brand awareness and building the business profile on a local, national, and international level. After years of running client campaigns on social media platforms, they realize the major needs of paid social media marketing. Absolute Digital Media declared through their in-house research that: to deliver the best results for their clients, a combination of a small budget paid social media campaign and effective organic campaign should be considered because it might bring a beneficial effect on the objectives of the businesses and create the most effective social media strategy.

A blog published by Kyna Garrett (3 Reasons you need to sync your organic and paid social media strategies, [ref. 24 April 2020]) bring out 3 reasons for pairing the organic and paid social media strategies:

- Get a better understanding of the audience: Kyna believes that when combining organic and paid social media strategies, a business can analyze needed information such as demographics of users from organic posts and focus on targeting these individuals with the paid ads. On a similar note, the author believes that organic posts give business insight into how well followers receive the content. As a result, a business can maximize the success of that post by promoting it as an ad to get higher engagement and click-through rates.
- Grow online presence: Paid media is bringing awareness to the brand, while organic social media boosting loyalty. As a result, Kyna points out that when a business syncs their paid social media and organic social media, they can maximize the overall presence.

- Organic supports paid and paid support organic: These types of marketing support each other. People can see the ads placement if the business implements audience targeting and bidding. However, to keep the customer's attention and engagement, organic posts are necessary. Meanwhile, paid social media is taking the content a step further and reaching more potential customers.

3 FOREIGNERS.CZ MARKETING STRATEGY

Through the research about social media and marketing, as well as the organic marketing on Facebook, this paper uses Foreigners.cz as an example company to better understand the marketing strategy of a business that applied the use of organic marketing on social media channels. It will analyze the specific situation of the company's Facebook Page and learn how organic marketing affects the customers' engagements online. This section includes the introduction of Foreigners.cz, the company's marketing strategy, and the marketing situation on Facebook.

3.1 Background of Foreigners.cz

Developed in 2009 by two Czech students, Foreigners.cz is an agency providing complex relocation services for ex-pats in the Czech Republic. The service varies from rent or purchase of an apartment, immigration processes (such as visa, employee cards), as well as to arrange health insurance, translations, transportation, driving license, or business consultations. The main goal of the company is to help and understand ex-pats who are moving to the Czech Republic.

The story begins in 2009 when Andrea and Vojta, the CEO and CFO of the company, who was leading a student organization (ESN – Erasmus Study Network), found out that ex-pats and foreign students were not given the same terms in the flat rental as locals in the Czech Republic. With loads of determination and a little luck, they successfully set up their agency with the mission to help foreigners feel at home in the Czech Republic. After 3 years, in 2012, Foreigners started branching out with the head office in Brno and other offices in Prague and Pilsen. In 2013, directives and regulations were established to ensure the smooth functioning of the young company. Until now, many projects were started and completed: Foreigners branches in Ostrava and Olomouc, two other cities in the Czech Republic; co-operated with CTP, a full-service commercial real estate developer, to offer Domeq accommodation for ex-pats and students in Brno, etc. The company believed all the projects they have been working on are equally important and beneficial for ex-pats.

These projects not only satisfied all the needs or entertainment but also brought comfortable living for students and ex-pats residing in the Czech Republic.

Foreigners.cz is a member of The European Relocation Association, which supports global mobility and intercultural understanding. They are awarded for being the Vodafone Company of the Year 2016; Public Choice Franchise of the Year Award 2017; One to Watch & National Winner in the 2019 European Business Awards.

There are three mottos Foreigners.cz believe, and from a team of 2 to a team of 50 people, they are following these missions every day:

- Understand different
- A life full of possibilities
- Sweet home, sweeter abroad

3.2 Foreigners.cz Product Line and Target Audience

In this part, the product line and target audience of Foreigners.cz will be defined. A study about these figures helps the author to understand the company strategy, product type, and purchase nature.

3.2.1 Product line

A product line is a group of related products all marketed under a single brand name that is sold by the same company. Foreigners.cz offers many services, which is listed in sale priority order:

- Property/home search, apartments for rent and sale
- Temporary residence permit, long-term residences
- Health insurance
- Immigration consultation

- Business consultation
- Employee card
- Trade license
- Changing of the employer
- Translations
- Driving license
- Nostrification
- Other services: city orientation tour, handyman, airport transport

A company product line is divided into 5 categories:

- a. Free product: when talking about a free product, the company uses them as a tool to attract the attention of the target audience, provide useful information about the services and catch the clients' first interaction experience online. The free product that Foreigners.cz offers to customers is monthly meetup events, language courses, webinars with different topics, monthly newsletters, free consultants during job fairs, etc. The main goals of free products are to increase customer awareness and get more customers to sign up for the newsletter.
- b. Starter: it is cheap products from the product line, which launch sales in the "sales funnel". They are necessary for breaking the barrier during the first purchase, creating trust, and "heating the clients" before purchasing the main product. The company starter package includes accommodation finding, apartment consultation, immigration consultation, or business consultation. These are the basic services which an ex-pat is looking for when moving to the Czech Republic.

- c. Main service: The main services of the company is renting apartment and consultation with short-term/long-term residences
- d. Additional products: When providing services to customers, the company is applying the cross-selling strategy to upsell the service.
- e. VIP-products: Foreigners.cz is not focusing on the VIP-products, however, they are still developing some VIP package to satisfy the needs of individual customers.

3.2.2 Target audience

The target audience of Foreigners.cz is ex-pats from 23 to 50 years old, with high education, mostly working in big corporates and moving to the Czech Republic or already residing in the country for work or other purposes. The table below gives the main characteristics of the audience reached via Foreigners Instagram and Facebook (data is taken from the Insights).

Main characteristics	Target audience 1	Target audience 2
	Expats	Czech clients
Gender	Female and Male	Female and Male
Age	25 to 44	25 to 44
Language	English and Native languages	Czech and English
Income	Average	Average
Place of living	Brno and abroad Mostly Portugal, United Kingdom, India, Germany, Spain	Brno
Education	High school and higher education	High school and higher education
Relationship	Single and married	Single and married
Employment	Working for big corporates and international companies, IT, economics, freelancers	Hard to specify
Children	No children/one	Hard to specify
Cultural level	-	-
Hobbies	-	-
Purchasing our services for themselves/ somebody else	For themselves	For themselves

Table 1. The main characteristics of Foreigners.cz's audience

The company has analyzed the need for ex-pats when moving to a new country and focuses on it to create a marketing plan to promote their services on social media.

For example, young students from 23 to 30 years old might be interested in finding accommodation, while young specialists, employed need to help in working permits and insurance.

3.3 Foreigners.cz Marketing on Facebook

The company is focusing on organic content on social media. By combining quality content and promotion, the company goals are to reach potential customers and increase brand awareness. Along with that, Foreigners.cz is aiming to get feedback, communicate directly to clients, and increase loyalty via social media channels, especially Facebook. The company does not sell the services directly on social media; however, they take advantage of the platform to catch the customer's attention and redirect them to the company's site.

Foreigners.cz has created five Facebook accounts in total, which are Head Office Foreigners, Foreigners Prague, Foreigners Brno, Foreigners Pilsen, and Foreigners Ostrava. The reason for creating many accounts is to serve a different group of clients. Customers from different locations need different information, and in this way, Foreigners.cz can deliver and promote the right service to individual customers in a different area. All accounts are under the responsibility of different company's interns and the marketing manager, however, follow the same strategy. In this part, the author focuses on the Head Office Foreigners Facebook Page and analyze the organic marketing strategy of the company based on this Facebook Page.

Head Office Foreigners Facebook Page has been created since the early stage when the company established. Now, the Page has around 5,7 million followers and 5,3 million likes. Following the company strategy, the Facebook Page focuses on organic posts, sharing information about the services and current events/webinars, or promoting job/internship offers and blogs. Besides, the Page usually updates information about news and life in the Czech Republic by sharing content from other Pages such as Brno Daily, Prague Morning, etc. Applying the organic marketing strategy, the company aims to get a higher click-through-rate, lead people to visit the company site and increase brand awareness.

As a former intern at Foreigners.cz, the author took part in managing the Facebook Page of the company and other PR and marketing plans. Key performance indicators (KPIs) are being set at the beginning of the month, which aim to increase the Likes and Followers of the Facebook page, along with the development of monthly marketing plans. A Facebook marketing plan is set to create a list of fixed content which needs to be shared on Facebook every day, which usually is information about services, upcoming events, special offers, call to action posts, blogs, and online webinar. The marketing plan is shared via Google Drive excel file and the marketing team is working together to reach the highest results. All content is mainly organic, which is created by the interns and got approved by the marketing manager. The content which usually catches lots of attention from followers is new blogs, online webinar, and daily news.

The company vision on social media channels, especially on Facebook and Instagram is focusing on building trust and gaining awareness from a potential customer. The team takes time and effort on organic content via posts, blogs, and live streams, along with new information for ex-pats and immigrants living in the Czech Republic. The PR and marketing team is making an effort on building and creating person-to-person content on social media, by responding to comments and messages of clients. Along with that, each member is paying attention to individual behavior and customized personal messages while posting on social media channels.

3.3.1 3-month report

In this part, the author analyses some key figures of the Foreigner's Head Office Facebook page. The report includes the data from the latest 3 months of the page: March, April, and May in the year 2020. All the given data in the report are taken from the Facebook Insights of the Head Office Foreigners page.

a. Page Engaged Users

The page engaged users are the number of people who engaged with the Page in 28 days. Engagement includes any click or story created. The data collected from unique users.

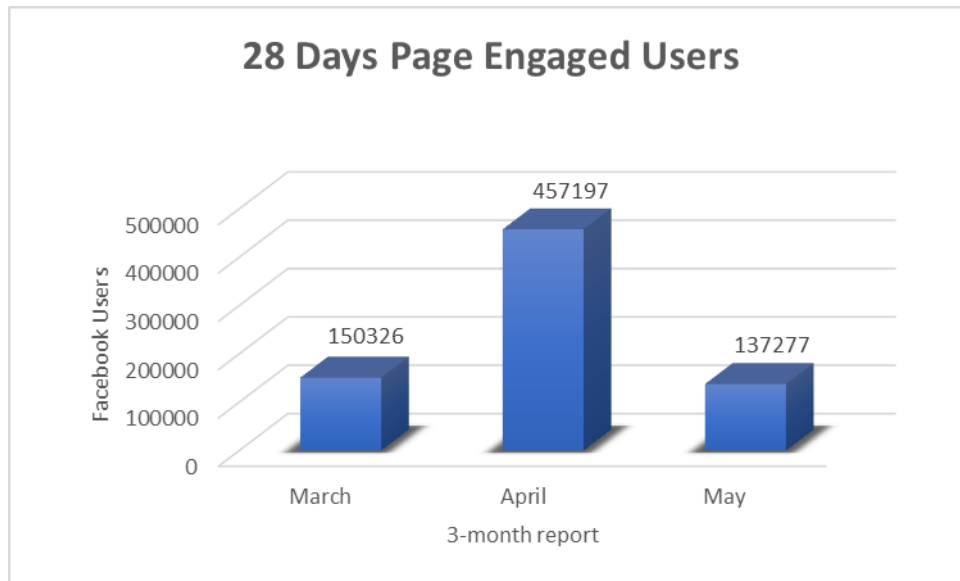


Figure 1. Foreigners.cz Facebook page engaged users in 3 months

The chart shows the changes in the total users engaged with the Facebook page in 28 days from March to April. In comparison, the number of customers engaged with the page in April is four times higher than in March and May. It can be seen that the number of engaged users in April reached 457,197 unique users, while March and May have a similar figure (around 150 326 and 137277 users respectively).

After studying the organic posts in April, the author has concluded that the organic posts shared by the PR team have engaged many users, especially the new marketing campaigns of the company:

- the free language course webinar;
- free lockdown interviews series with ex-pats living in the Czech Republic;
- live stream about immigration issues.

Generally, there are around 30 posts/videos engaged more than 1,000 users and 10 posts engaged from 5,000 users to 12,000 users in April. All the posts are organic content created by the team.

b. 28 Days of Organic Reach

In terms of organic reach, it is considered as the total number of Facebook users who had any content from the Head Office Foreigners page enter their screen through unpaid distribution. This includes posts, stories, check-ins, social information from individuals who interact with the Page. The following chart shows the organic reach data of the Head Office Foreigners page from March till May in 2020.

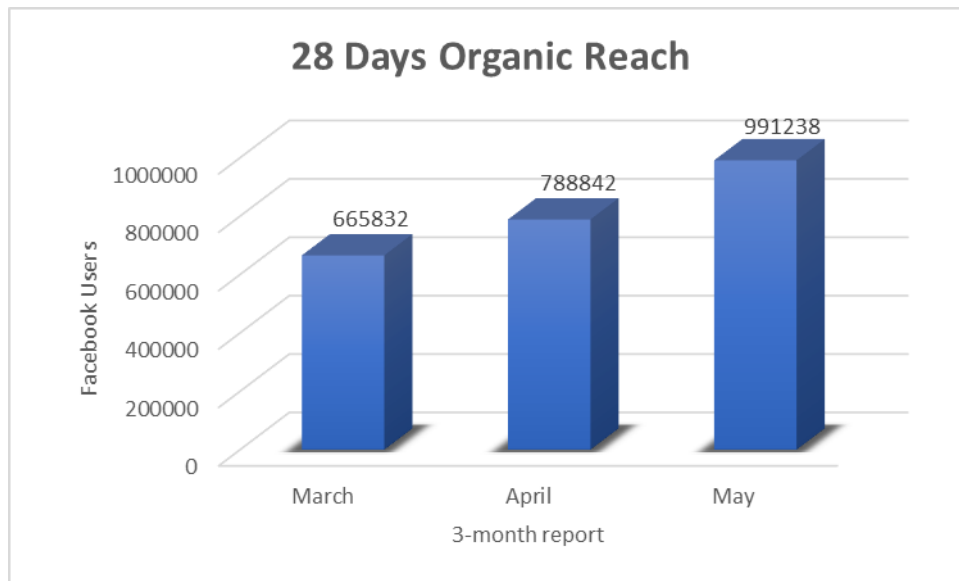


Figure 2. Foreigners.cz Facebook organic reach in 3 months

Overall, the number of users who view the organic content of the company's page dramatically increased from 665,832 million users to 991,238 million users.

From March till May, the company focused on sharing organic content on the page and gained around 100 to 150 followers/likes each month. This is one of the major reasons for the growth in the organic reach since there are more users interested in the content from the Page. As Facebook algorithm based on the customer references to show the content on newsfeeds, it proved that from March to May, the organic content created by the team caught more customers' attention. Also, it shows that the customers are engaging and interacting more with the text and photos posted by the Head Office Foreigners page.

c. Organic impressions

Different from organic reach, the organic impressions are the number of times any content from the Page or about the Page entered a person's screen through unpaid distribution. This includes posts, stories, check-ins, social information from people who interact with the Page in the total count.

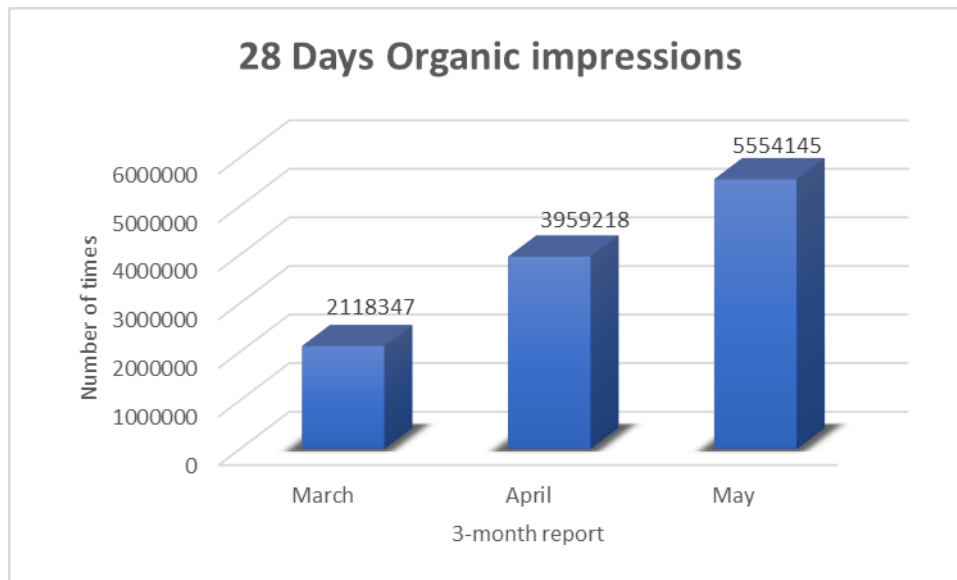


Figure 3. Foreigners.cz Facebook organic impressions in 3 months

The graph illustrates the changes in times that organic content from Head Office Foreigners reach users' News Feed. The number of times organic content reaches users' New Feeds raised vividly from 2,118,347 billion times to 5,554,145 billion times in 3 months. This is quite an impressive figure.

The reason for the increase is based on the changes in the content of the page. From March to May, the company marketing plan focuses on creating many live streams on Facebook about different topics, as the author mentioned above in the 28 days engaged users' part. This led to the success in getting more attention and interaction from people. Answer for the question of why this marketing strategy works, in the theoretical section, follow the study of Sophia (2020), Facebook ranks the live videos as attractive content on News Feed, and it is a "signals of viewer interest" if the videos get a high watch and completion rates.

d. Total Organic Views

The organic view is the number of times a video has been viewed by people who interact with the page due to organic reach. As above we mentioned the new marketing strategy of the company, which concentrates on videos and live stream, the author analyses the total number of organic views by customers.

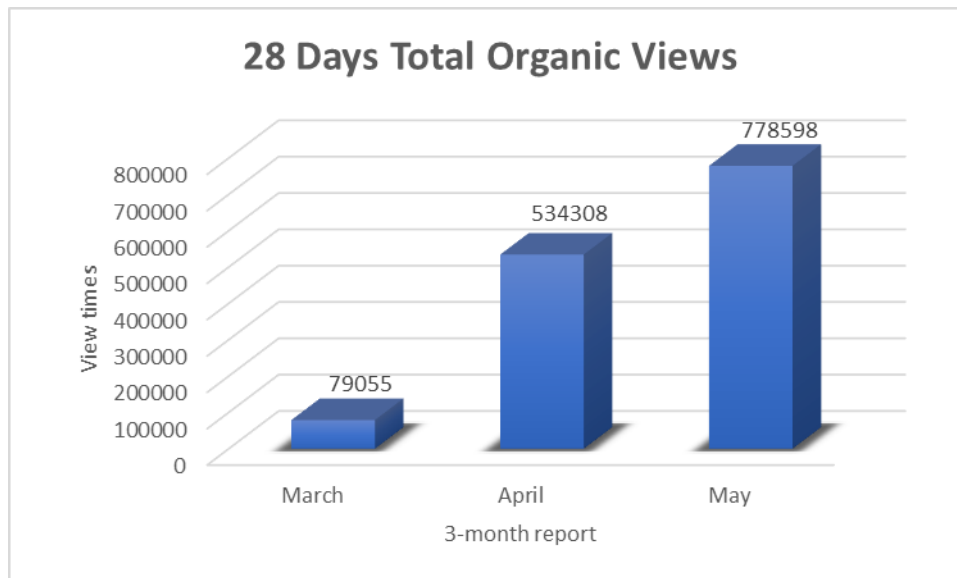


Figure 4. Foreigners.cz Facebook total organic reach in 3 months

The above chart compares the figure of organic view between March to May 2020 of Head Office Foreigners Facebook page. The big difference is shown between March and May. While the total view times of March is 79,055 million times, in May, the number increased intensely, reaching 778,598 million view times. This is according to the organic content posted by the marketing team. In April and May, the page creates more videos and live streams on Facebook, which makes the number of organic view times grow.

In conclusion, in the last 3 months, from March 2020 till May 2020, the marketing strategy of Foreigners.cz has been planned and proceeded successfully. The company focuses on organic posts, which is free, however, it still gets much attention from customers. The engagement of people to the content of the Head Office Foreigners Facebook page is shown via the analysis of the engaged users, organic reach, organic impressions, and organic views of the video. On the other hand, not every organic post on the page catches much attention from customers. There are

many posts which only reach 200 to 500 customers, due to the fact that the content is not interesting to the people and not ranked high by the Facebook algorithm. Therefore, the number of people the page reaches changes every day based on the quality of the content, which is not stable. In the following chapter, the author will run a research study, then base on the real data to give an idea for the company to solve the current issues.

4 RESEARCH METHODOLOGY

Kothari (2004, p. 1) defines research as a search for knowledge. He also pointed out that research can be considered as an “academic activity” and should be used in a technical sense. Based on the study of Clifford Woody (Kothari, 2004, p.1), this academic activity is “defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last, carefully testing the conclusions to determine whether they fit the formulating hypothesis”. In the business aspect, research is playing an essential role. According to the study of Sachdeva (2008, p. 2), business research is a constructed way to collect information and conduct knowledge by applying a methodology that derives knowledge that helps to reduce risk in decision making. In another way of saying, “business research is a systematic inquiry that provides systematic knowledge to guide managerial decisions” (Sachdeva, 2008, p. 2). In general, research can be recognized as a tool that helps to determine and understand new knowledge by planning, acquiring, analyzing, and disseminating data, information, and insights.

Nikolaos and Yannis (2018, p. 91) have pinpointed the importance from the study of Galliers (1992), Miles & Huberman (1994), and Yin (2011) that in Business and Technology, research is characterized by method philosophy, along with the assortment of associate acceptable analysis methodology could be a crucial topic that pulls researchers’ attention. Due to that reason, for the research related to Economics, Business and Information, and Communication Technology (ICT) aspects, researchers have got to select among a spread of research methods, approaches, and techniques to conduct an appropriate research framework (Nikolaos and Yannis, 2018, p. 91). Research methodology according to the author finds is “the specific procedures or techniques used to identify, select, process, and analyze information about a topic” (Paizha Stoothoff, [ref. 20 May 2020]). In other words, the approach used by the researcher to study a topic is called methodology. The common methodologies researchers used include qualitative research and quantitative research (Nikolaos and Yannis, 2018, p. 92). To choose the proper research methods, many aspects are considered: research aim, the objectives, the nature of the topic, and the research questions (Nikolaos and Yannis, 2018, p. 92).

Qualitative research is a dynamic and negotiated reality to understand human behavior from the informant's perspective (Minichiello, Aroni, Timewell, and Alexander, 1990). Follow this study, the qualitative research data is collected via participant observation and interviews, then analyzed based on the themes from descriptions given from informants and being reported in the informant's language (Minichiello, et al., 1990)

Quantitative research is more about determining facts about social phenomena. In the quantitative research method, researchers assume a fixed and measurable reality (Minichiello, et al., 1990). The information and results collected via this method are measuring things, which used arithmetical and numeral tools to analyze the collected data. Researchers use statistical analysis to report the findings data (Minichiello, et al., 1990).

In this research, the author will follow the quantitative survey to create an online survey for people from 18 to 34 years old, who currently reside in a European country. The survey consists of 10 sections and the author sent this online questionnaire through influential social media (such as Facebook) and email.

4.1 Quantitative research method

Qualitative research is a systematic and empirical study of phenomena using statistics and mathematics to process numerical data. (Nikolaos et al., 2018, p. 92). Based on the study, in quantitative research, the relationship between empirical observation and mathematical expression is being shown when estimating the numbers. Finalized data is reported after being selected and analyzed in a numerical form (Nikolaos et al., according to Singh, 2006; Goertz & Mahoney, 2012).

According to Martin & Bridgmon (2012) and Singh (2006), the statistic which used in quantitative research methods are playing an essential area in mathematics and is widely used when (Nikolaos et al., 2018, p. 92):

- data is large and needed to be analyzed then processed to verify the hypothesis and test a theory.

- there's a consideration of undefined theories.
- research required simple questions and short answers, which might be effective when carried out with questionnaires.
- the final data can be measured and compared.

Mentioned the advantages of the quantitative research approach, Martin & Bridgmon (2012), Black (1999), Balnaves & Caputi (2001) pinpointed these following (Nikolaos et al., 2018, p. 92):

- a. since the results collected by quantitative methods are numerical, the research might not be affected by individual viewpoints or feelings when considering and representing research or facts.
- b. with quantitative methods, researchers can easily simplify the processing of a large amount of collected data.
- c. the findings data by quantitative approach is better for comparison.
- d. quantitative valuation indicators are developed when using quantitative reach.

In this research, the author is aiming to examine the opinion of many individuals, therefore a large number of samples are required. Among the three main categorizations of the quantitative research method, which are descriptive research, experimental research, and causal-comparative (Leedy and Ormrod, 2001), the author decided to choose descriptive research. An online survey is created to collect data from a group of people who reside in a European country and from 18 to 34 years old. The purpose of this survey is to observe the effectiveness of Facebook's organic marketing on customers' engagement with the brand and test the hypothesis. The self-administered questionnaire is chosen for this survey, which refers to the survey sent by researchers to the target group and allows the participants to personally fill out the form. In this way, the survey process will be faster, and the number of respondents will be increased.

In this research, the hypothesis includes:

H1: The brands are promoting the product via Facebook's organic posts.

H2: The brands are given valuable information to customers via Facebook's organic posts.

H3: The brands use organic posts to communicate directly to customers on Facebook.

H4: The brands are more memorable when posting organic content.

H5: The quality of Facebook's organic posts reflects the trustworthiness of the business.

4.2 Data collection

Data collection is defined as a procedure of collecting, measuring, and analyzing quantitative and qualitative information accurately for research using (Adi Bhat, [ref. 26 May 2020]). There are two types of methods used to assemble information: primary data and secondary data (Surbhi S, 2017). Surbhi explains the primary data as a process of collecting first-time information by the researchers. On the other hand, the secondary data is the past data collected by other researchers (Surbhi S, 2017).

The author makes the questionnaire to create consistency for the use of the research and to verify the validity of the asked questions in the questionnaire. The questions are mainly based on the previous theory on social media marketing and the organic marketing of secondary data. However, some corresponding adjustments are applied for the survey object.

The questions are divided into different aspects of the questionnaire. The first section is questions related to demographic and geographic, which is age, nationality, gender, and place of residency. The second section is about Facebook usage questions (e.g. do you have an account, how often use, what is the purpose) to know the necessary information of the target participants, since the survey only focuses on the people who use Facebook. The third section is aiming to know the customer knowledge, perception, and engagement on Facebook's organic marketing, so it

contains different types of questions (e.g. “close” questions, “Likert scale” questions). The six-point Likert scale is designed to find the relationship of the customer perspective with the previous hypothesis. The last section is about the reference of participants between organic posts and paid ads on Facebook, which also contain “close” questions.

4.3 Reliability and Validity of the results

Reliability and validity are considering concepts used to identify and evaluate the quality of research, which tests the chosen method, technique, or measurement. To be clear, reliability reflects the consistency of a measure, and validity is about the accuracy of a measure (Fiona, 2020). The author pinpointed the importance of the measurement when being considered as reliable: the results can be reproduced when the data is achieved by the same methods under the same circumstances. Along with that, when considering research has high validity, the following aspects must be carefully linked with the produced results: real properties, characteristics, and variations in both the physical and social world (Fiona, 2020).

The author uses the theoretical findings to create a fundamental structure to study the effects of Facebook’s organic marketing on customer engagement based on the perception of Facebook users on organic posts. To ensure the reliability and validity of the research, the author chose an appropriate method of measurement, ensured the surveys are being sent to the target sample, used the selected method consistently, and standardized the research’s conditions. In this paper, the quantitative method is chosen, the author uses the primary analysis research and secondary data collected to analyze the correlation results. All the findings data are collected from authoritative websites, books, journals, and online articles.

5 EMPIRICAL PART

Generally, the online questionnaire involves a specified sample in the survey form, the survey sample is focusing on a group of participants from 18 to 24 years old, currently living in European countries and have a Facebook account. A total of 150 questionnaires were collected after being shared in the community for this research, they are from different people from different nationalities and locations. The author decided to analyze 100 valid responses because 50 answers in the questionnaire are from people who are not residing in a European country and/or don't have a Facebook account, therefore, these questionnaires are considered invalid. Based on the excel analysis, the author used primary information found on the questionnaire responses and secondary data from the online resources to determine correlation results.

5.1 Demographic section

Age

All the samples were concentrated in the age from 18 to 34 years old and the age of the respondents is not specified. The range of age is divided into two groups: 18 – 24 years old and 25 – 34 years old. People under 18 and over 34 years old are not taking part in this questionnaire. The number of samples 18 – 24 accounted for 67%, making up a higher proportion in comparison with the number of samples 25 – 34, which occupied 33%.

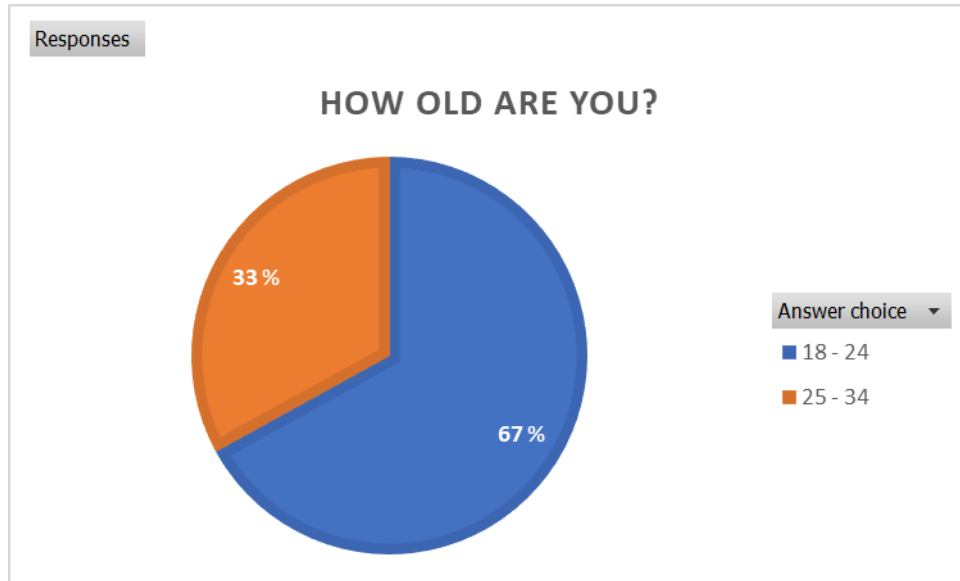


Figure 5. Respondents by age

Gender

The characteristic proportion distribution of the participants is comparatively different, with more women (57%) than men (43%). There are 57 women and 43 men who participated in this online questionnaire. It can be seen that the proportion of the female respondents and the proportion of males in this survey is not having a huge gap. The survey is sent to a different group of people online, under no threat and force. Therefore, the results collected from 100 respondents are valid and reliable. With the slight difference between the two genders, the survey results reflect the diverse perspective of Facebook users regarding the topic and help the author analyze the results equitably.

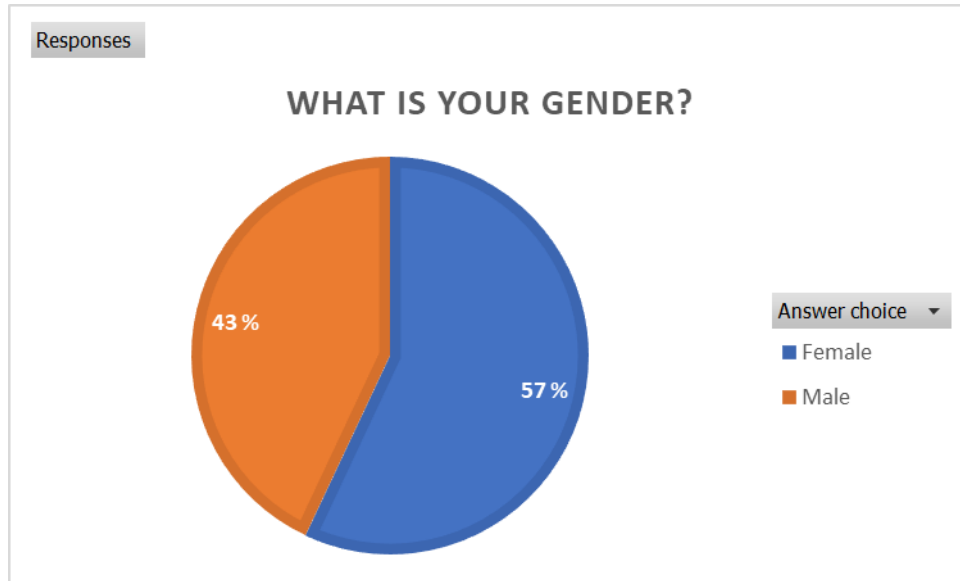


Figure 6. Respondents by gender

Nationality

There are people from different nationalities taking part in the survey. All participants are required to specify their nationality. The nationality is divided into 6 groups, which are: Czech, Dutch, Finnish, French, German, and Vietnamese. Vietnamese participants made up the largest proportion (67%), followed by German (11%) and Finnish (8%). The percentage of attendees who are Czech and French is equal, which is 6% each. Dutch respondents are the smallest proportion of this chart (2%). Except for Vietnamese respondents, other attendees are a European citizen. Therefore, it helps the author to critically compare the respondents' usage and perception about Facebook and organic marketing.

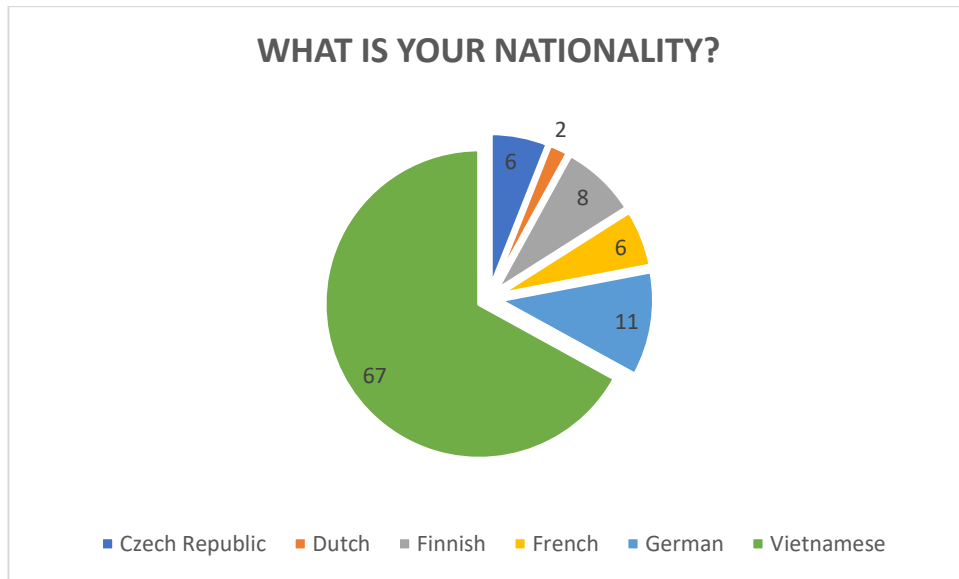


Figure 7. Respondents by nationality

The hour of using Facebook per day

The respondents were asked how many hours they spent to use Facebook per day. There are 5 options for the participants to choose from 7% of them answered that they “rarely use Facebook”, the respondents belonging to this group are mainly German and French. The proportion of attendees who use Facebook “less than half an hour per day” comprised 9%. The number of attendees reported that they spent “half-hour a day” or “an hour a day” for Facebook respectively accounted for 4% and 8%. The people from the mentioned groups are mainly European citizens. As can be seen from the chart, participants spent “more than one hour a day” on Facebook to make a significant gap between other sectors. In a total of 72 people who spent more than one hour a day using Facebook, there are mainly Vietnamese attendees in this group, which accounted for 77.8%. As can be seen from the results, Facebook is not a popular social media among European users. Attendees from Germany, the Czech Republic, the Netherlands, and France do not spend a lot of time on this channel. On the other hand, Vietnamese participants have been verified as an active user of Facebook.

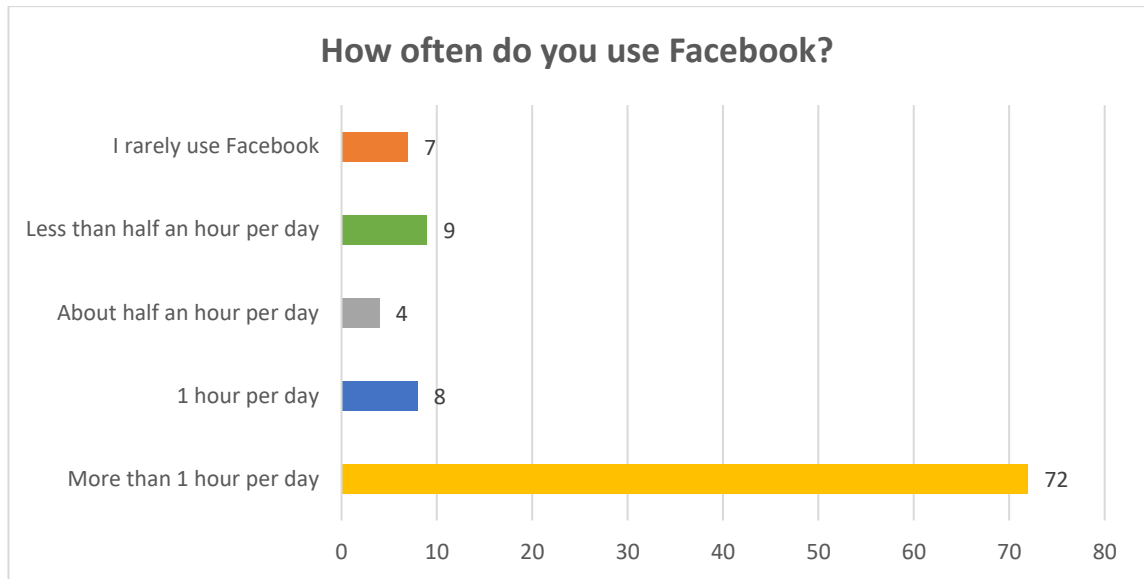


Figure 8. Average hours a respondent use Facebook a day

Purpose of following the brands on Facebook

The attendees are asking to answer the question of why they followed the brands on Facebook. This question's purpose is to define the user behavior and prime purpose of following the brands/ watching ads and posts from the brands. In this question, choosing multiple options between six main purposes listed are accepted. Six purposes are included in the list including brand knowledge, product information, pricing information, entertainment/humor, discounts/ promotions, and other reasons. The figures show that product information and brand familiarity are the essential factors that people look for when following a brand on Facebook. These sectors accounted for 71 and 63 out of 100 participants choices respectively. Facebook users need to have a proper idea about the brand and products/ services the brands offer before following and engaging with them. Besides, discounts and promotions also play an essential reason for users to follow the brands. Of 100 attendees, 57 people stated that they follow the brands for discounts and promotions information. As a consequence of the mentioned reason, it is reasonable why these sectors rank in the highest top selection. The graph demonstrates that 45 people seek pricing information while following the brands on Facebook. It is understandable why pricing is a concern to customers in today's world. Follow up is entertainment and humor, which 39 people choose as a reason why they keep track of the brand's posts online. In advertising, humor is a great tool for marketers to get attention from the new

client. However, this is not a popular choice between attendees. It explained the reality that audiences nowadays tend to be keen on watching the news from friends and related information on Facebook, rather than funny content from the brands. Other factors are chosen by 9 participants. Unfortunately, those other factors are not being clarified.

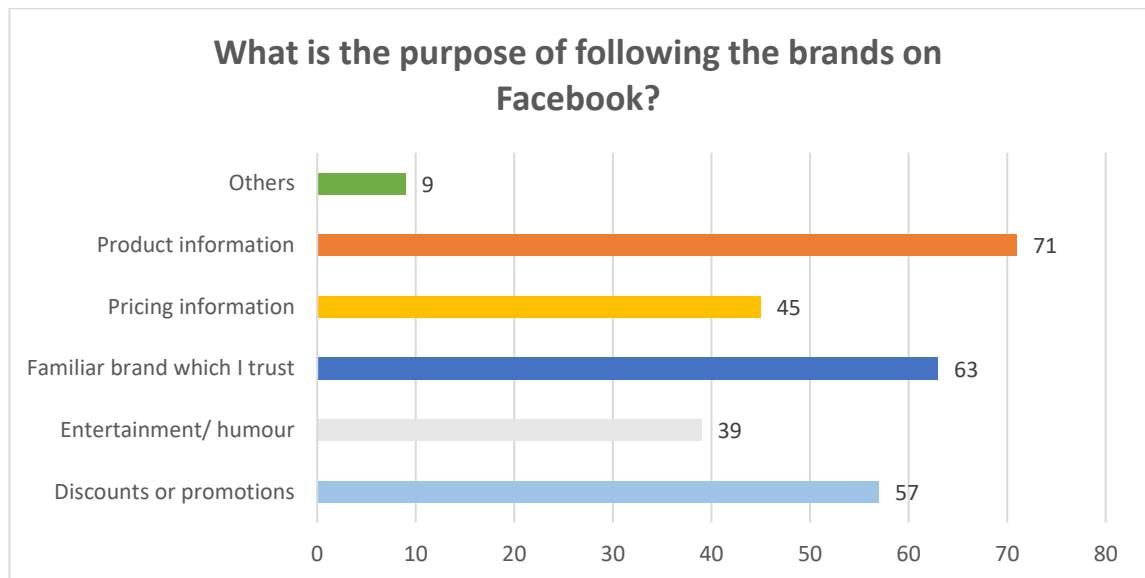


Figure 9. Purpose of following Facebook brands by respondents

The number of Facebook ads watched per day by respondents

The survey required attendees to give the average number of ads they watched per day on Facebook. In this question, the participants have 4 options. From the figure, we can see that the highest option that has been chosen is 2 – 5 ads per day. 33 attendees stated that during a day, they watched 2 to 5 ads on Facebook. In the meantime, the number of participants who watched more than 10 ads per day on Facebook comprises 30%. As can be seen from the figure, it is not a big gap between the two sectors. The following are two other sectors, which show the proportion of viewers who watch 0 – 2 ads per day is 17%, and the remaining 19% stated that they watched 5 – 10 ads per day on Facebook. The chart indicated that Facebook ads have appeared on users' News Feed every day, and in general, the number of ads watched by users is quite high.

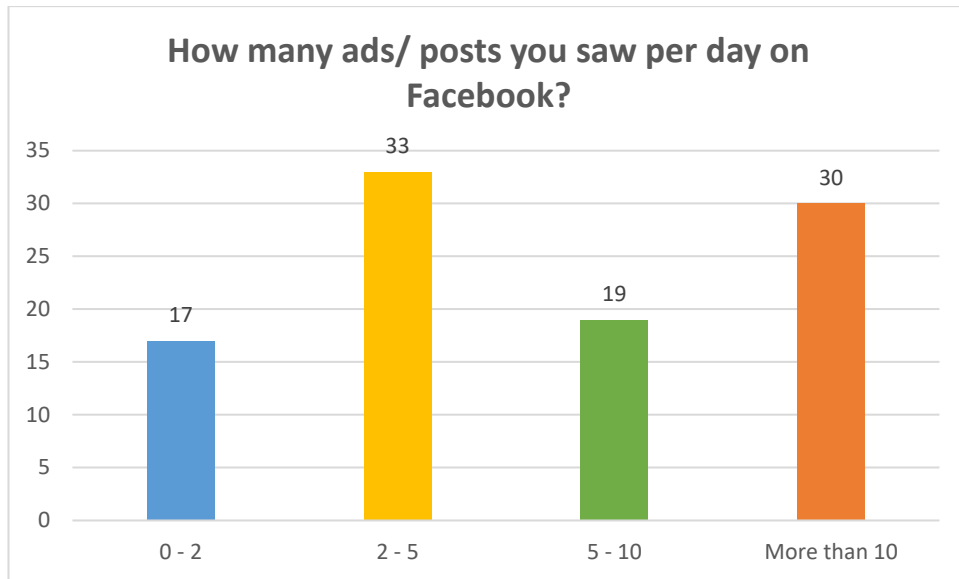


Figure 10. Average ads a respondent watch a day

5.2 Organic advertisement

The recognition of organic content on Facebook

The attendees answered the question if they can recognize if the advertisements that reach their News Feed on Facebook are organic content or sponsored/ paid content. In the question, the author added an explanation about three different types of posts: Paid ads are advertisements that you create in Facebook Ads Manager. Sponsored or “boosted” Facebook posts are content that a company has paid to promote. On the other hand, an organic post is a post that brands posted on Facebook without paying.

Out of 100 respondents, 77 people have declared that they can identify the posts type. In other words, 77 attendees acknowledge that the posts posted by the brands they are following on Facebook are paid ads, sponsored posts, or organic posts. Meanwhile, 23 participants do not recognize the difference between Facebook ads, sponsored posts, and organic posts.

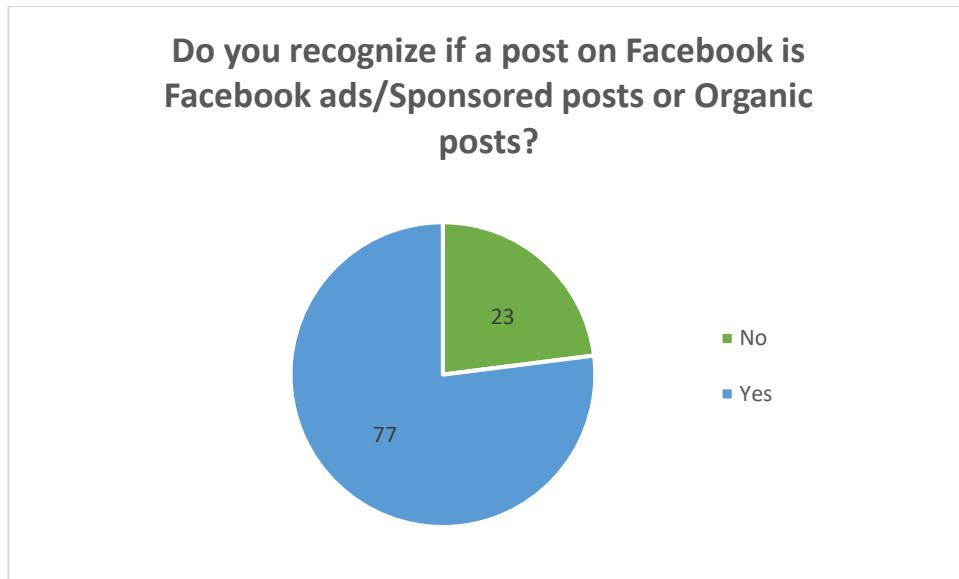


Figure 11. The recognition of different Facebook ads type by respondents

Among 23 attendees who chose the option “No”, there are: 12 Vietnamese (accounted for 19,1% of all Vietnamese attendees), 4 German (accounted for 36,4% of all German attendees), 4 French (accounted for 66,6% of all French attendees), 1 Finnish (accounted for 12,5% of all Finnish attendees) and 1 Czech (accounted for 16,6% of all Czech attendees). Generally, we can see that the number of French participants who do not acknowledge the difference in Facebook posts is quite high. However, the figures from participants that belong to other nationalities are acceptable.

The satisfaction towards the Facebook posts

The question required participants to express their satisfaction with the Facebook posts that appeared on the News Feed on a scale of 1 to 5. On the scale of 1 to 5: 1 is "Not at all satisfied" and 5 is "Extremely satisfied". Outstandingly, 56 participants rated 3, which proves that they're satisfied with the content posted on Facebook. There are 38 people who rated the quality of Facebook posts as 4, and only 4 respondents ranked it 5. Unexpectedly, there are none of the attendees who rated their satisfaction towards Facebook posts at 1 or 2. The outcome shows that all respondents are pleased with the quality of the Facebook posts.

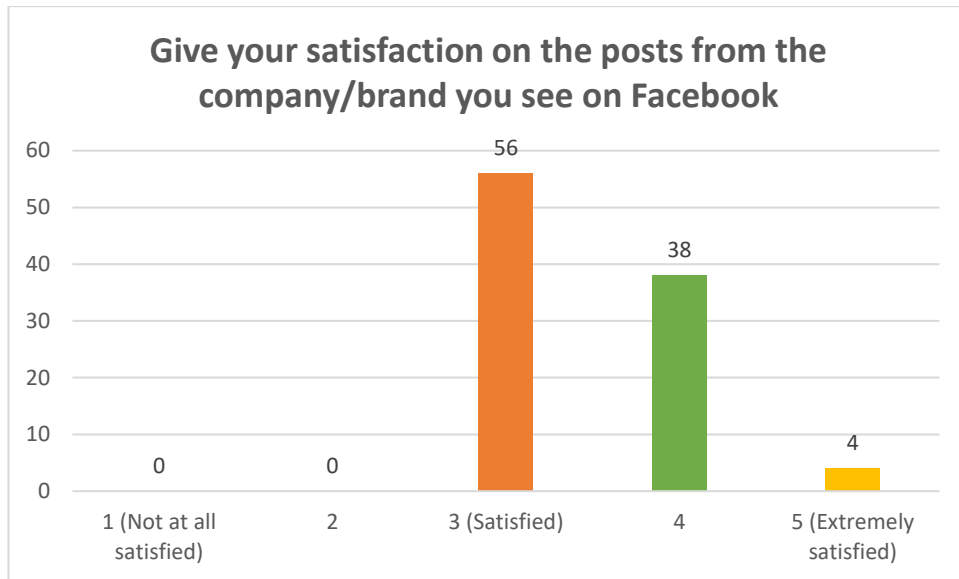


Figure 12. The satisfaction towards the Facebook posts

5.3 Customer viewpoints

This section focuses on examining customer attitudes on organic advertising on Facebook. Firstly, the participants were required to give opinions on some statements concerning Facebook organic posts. The expression was given under their agreement or disagreement on the statements. In the following questions, the rankings of organic marketing influence on customer engagement, purchase intention, and brand preference were tested.

The hypothesis analysis of research

The question consists of six statements. Attendees are given 3 options, which are “agree”, “neither agree nor disagree” and “disagree” to scale their responses. All the statements are conducted from the above study. After collecting basic information of the respondents including age, gender, nationality, and other aspects related to Facebook usage and perception towards organic marketing, the author uses these following statements to verify the customers' viewpoints on Facebook organic posts.

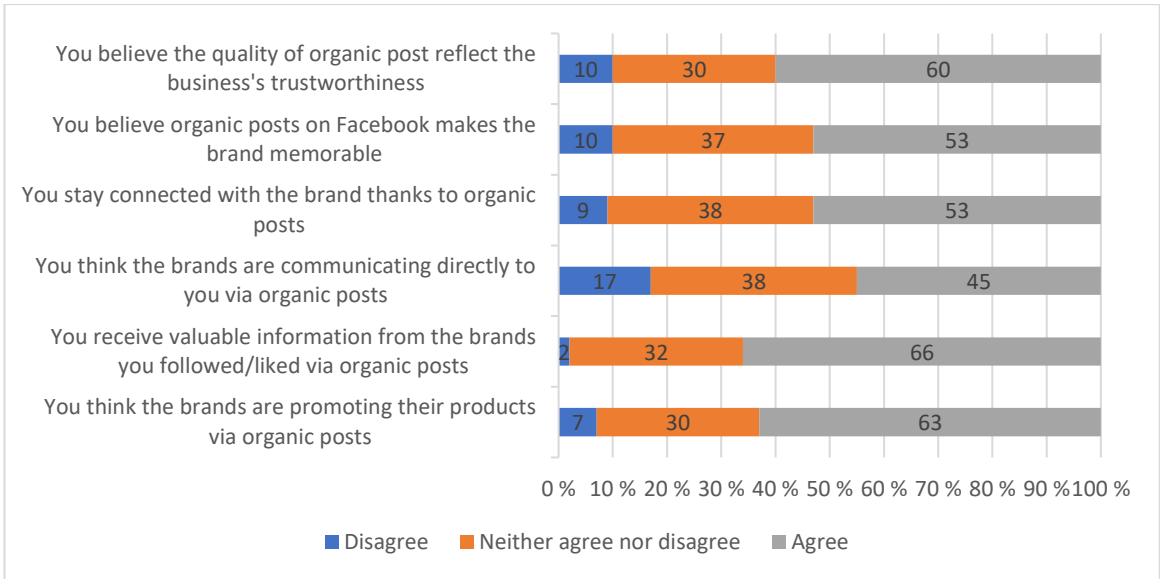


Figure 13. Respondents viewpoints on organic post scale

Statement 1: "You believe the quality of organic posts reflects the business's trustworthiness."

There are 60% of attendees agreed with this assumption, whereas 10% of attendees do not have the same viewpoints. 30 other respondents decided to stay neutral according to the statement. The result shows that most of the participants agree to the idea that the business is trustworthy on Facebook based on the quality of their organic post.

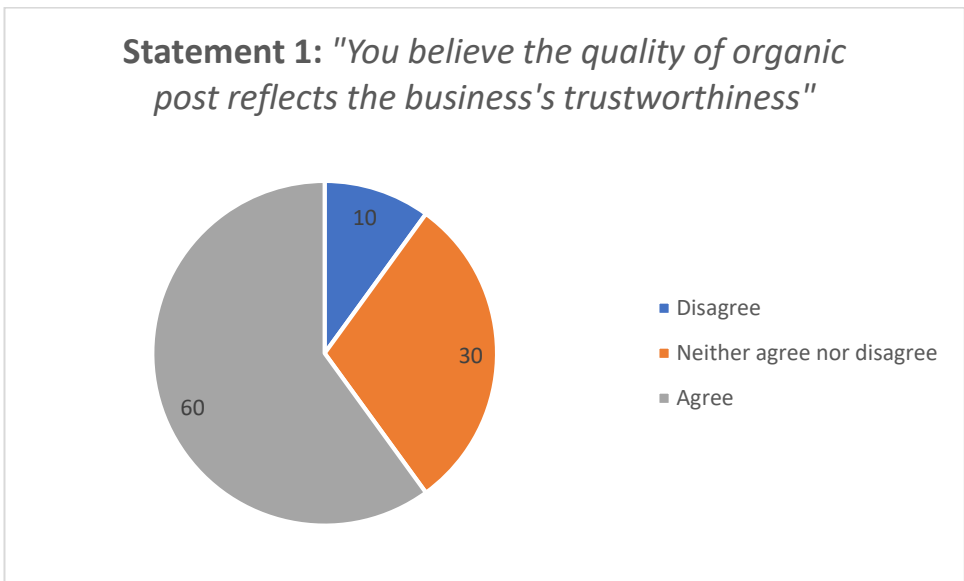


Figure 14. The quality of organic post reflects the business's trustworthiness

Statement 2: "You believe organic posts on Facebook makes the brand memorable"

More than half of the attendees (53%) have the same viewpoints, which agreed with the statement. Surprisingly, 37 respondents neither agree nor disagree with the statement. 10 respondents disagree that Facebook organic posts help the customers find the brand outstanding among competitors. The result is unbiased since the percentage of supporters are approximate. According to the theoretical framework, the organic content advantage is increasing customer engagement with the brand.

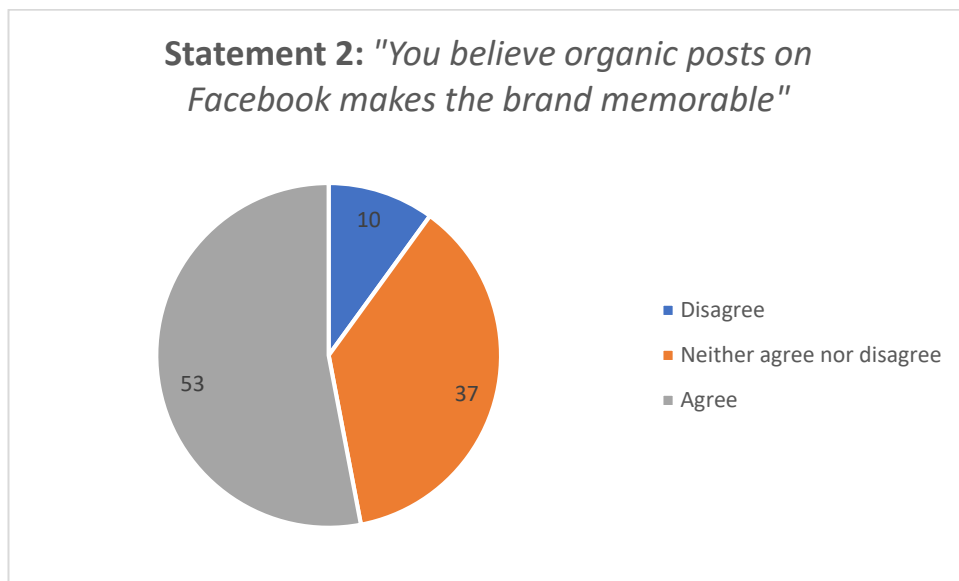


Figure 15. The organic posts on Facebook make the brand memorable

Statement 3: "You stay connected with the brand thanks to organic posts"

The pie chart illustrates that 53% of the participants agree to the statement which assumes organics posts connect the brand and the customers. However, the number of attendees who chose to stay neutral is quite high, accounting for 38% of the respondents. Around 9% of respondents opposed the statement.

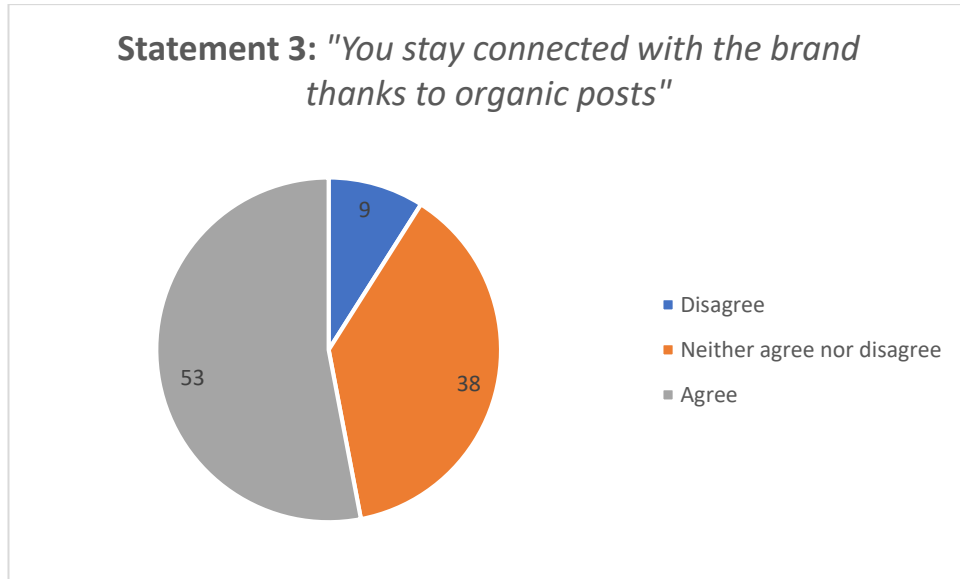


Figure 16. Organic posts make a connection between the brands and customers

Statement 4: "You think the brands are communicating directly to you via organic posts"

This statement got the agreement from 45 attendees, meanwhile, 38 respondents chose to not agree or disagree. About 17% of the respondents disagree that the brands on Facebook are communicating directly to them via organic posts. The author stated in the theoretical framework that organic content helps to develop a relatable brand voice. However, some brands fail to create person-to-person content.

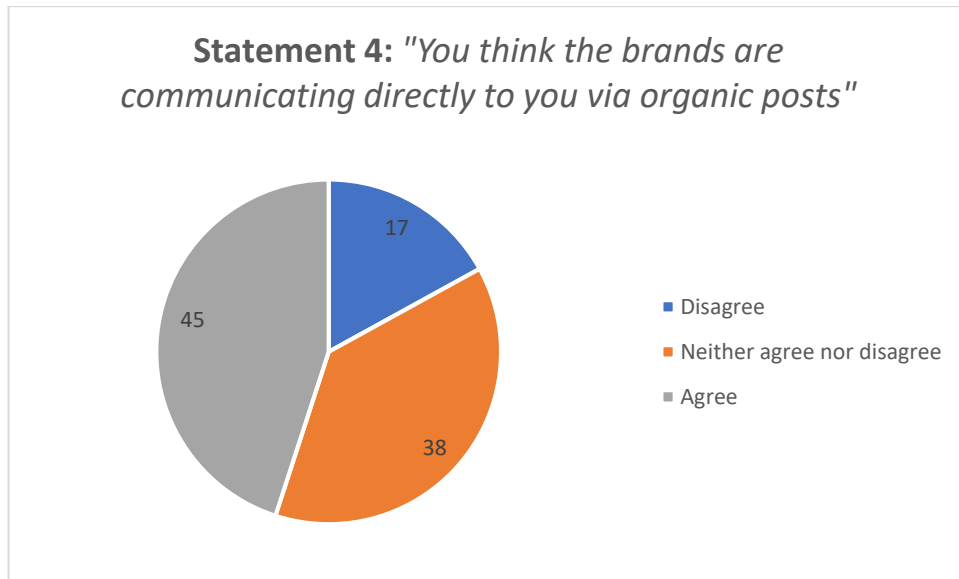


Figure 17. The brands are communicating directly to the customer via organic posts

Statement 5: "You receive valuable information from the brands you followed/liked via organic posts"

The brands use organic marketing not only to communicate and stay connected with customers but also to provide valued information. Regarding the survey, most of the respondents show their agreement with this statement (66%) or decided to stay neutral (32%). Only 2 attendees do not have the same thought as others. Based on the previous questions, the author believes that the useful information customers received from the brands are related to the reason why they followed the brands.

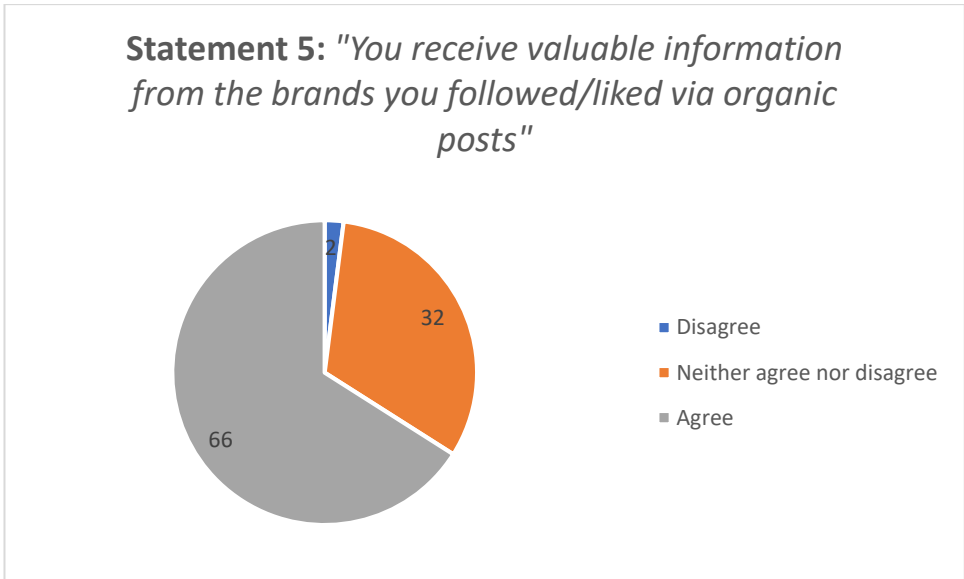


Figure 18. Organic posts provide valuable information

Statement 6: "You think the brands are promoting their products via organic posts"

Even though the organic posts are supposed to create a community of like-minded, establish trust and demonstrate transparency, however, 66% of the respondents think that the brands are trying to promote products via organic posts. 30 participants did not state their thoughts on this statement and decided to choose the neutral option. Only 7 attendees believe that the brands use organic posts for other reasons, rather than promote the products/ services.

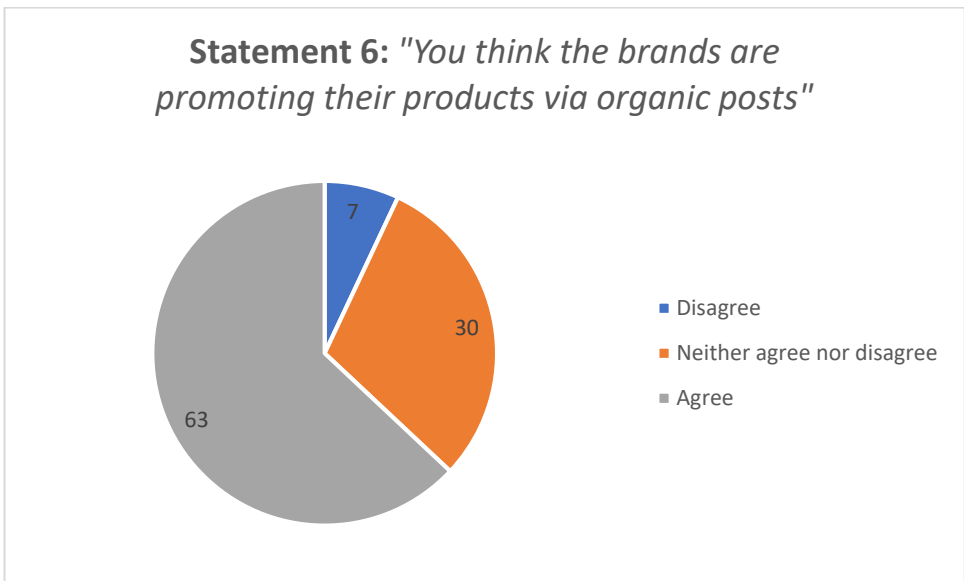


Figure 19. The brands use organic posts to promote their products

5.4 Organic post vs Paid post

The next two questions concentrate to investigate the customers' preference between an organic and paid post on Facebook. Consistent with the theoretical framework, a study showed that Facebook users consider organic posts as promotional content, rather than paid advertisements. Most of the respondents strongly disagree with this assumption (37%), which has faith in organic content that is not "too promotional". The percentage of neutral respondents comprised 34%. However, a quite high number of the participants (29%) have the opposing side.

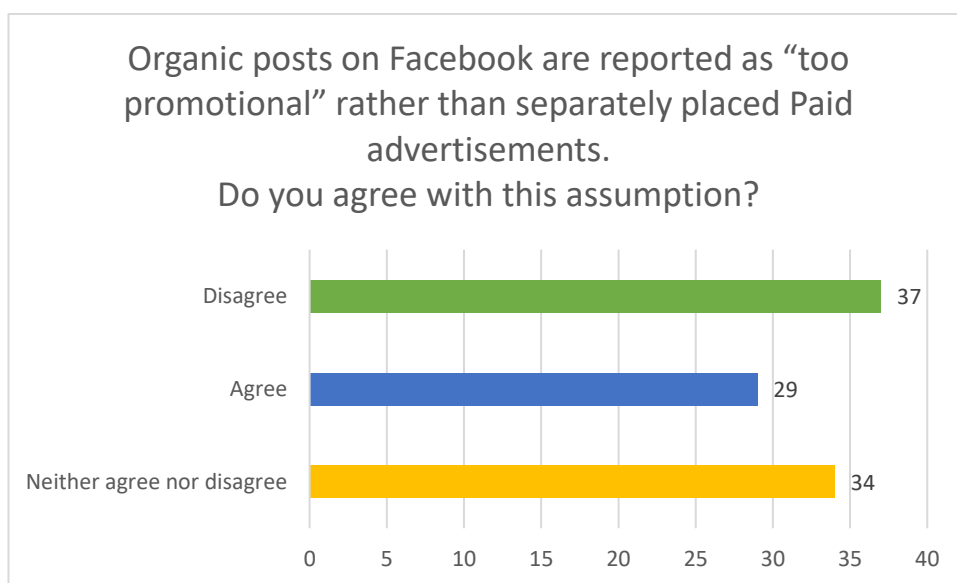


Figure 20. The assumption of organic posts on Facebook

The preference of the participants between organic posts and paid advertisements were collected via the last question. The participants were asked if they prefer to see organic posts rather than paid ads on Facebook News Feed. The proportion of advocates constitutes 59% which dominates the number of participants who belong to the contrasting side (10%). The rest of them (31%) decided to neither agree nor disagree, which determined that they do not have any reference between organic posts or paid advertisements.

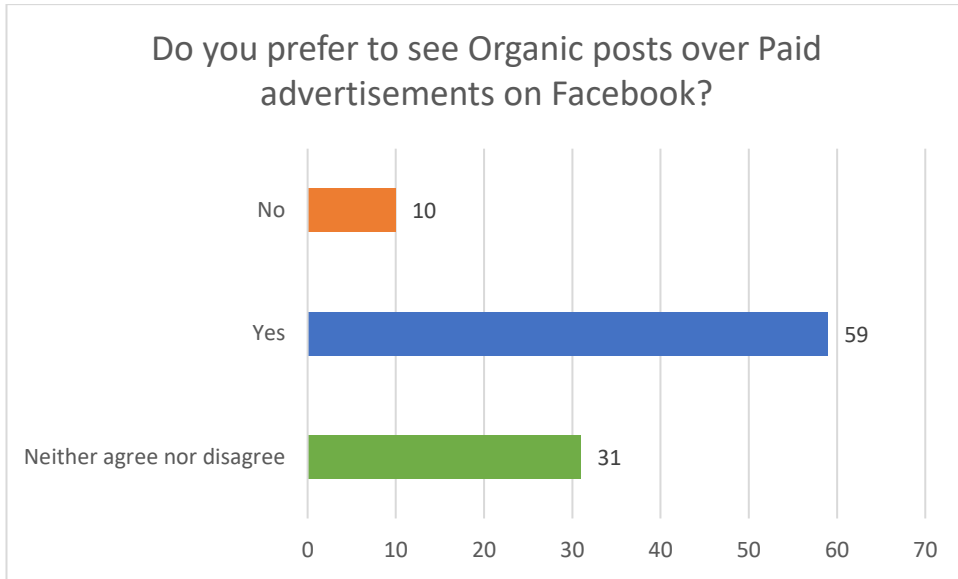


Figure 21. The preference of participants between organic posts and Facebook ads

6 CONCLUSION

6.1 Summary of the hypothesis

In this part, the author summarizes two parts: the theoretical framework and the theory of how organic marketing strategy affects customer engagement on Facebook social media channel.

Regarding the theoretical framework in Chapter 2, social media is defined as an online platform where people stay connected, share, and read information, as well as gain new knowledge. Not only built for individual users, but social media is also considered a great tool for businesses and organizations to connect with their customers online to enhance the relationship between them. Nowadays, Facebook is a popular platform that attracts many people and creates a big community around the world. Among other networks, Facebook has done a great job of forming a personal and professional social network. Business and organization choose Facebook as an effective online platform to do online marketing, which can be called social media marketing. This social media platform allows marketers to market the company's products and services online and focus on a particular group of customers or individuals who have the same interests. The reason that makes Facebook become an ideal online platform for marketers lay in the fact that almost a third of the world's population is using this platform, which creates a great opportunity for brands to reach the target group of customers. Also, the platform is built for almost all content formats - text, images, videos, live videos, and stories. Different from other types of advertisements such as newspapers or TV, Facebook is a free social media platform, where users and marketers do not pay for using the platform. However, as Facebook has been developing the Facebook algorithm, which prioritizes content that focuses on interactions and meaningful conversations between users, marketers should consider this while doing marketing.

For businesses and organizations, there are several types of advertising options on Facebook. A marketer can choose between organic marketing, which is completely free to promote the brands, or paid marketing, which pays a certain amount of money to boost the ads. In this thesis and Chapter 2, the author focuses on the

organic marketing option. Organic marketing, as stated before, is a type of free or unpaid advertising, focuses on creating a relationship by attracting customers to acknowledge the business naturally over time. Organic marketing on Facebook is considered an unpaid marketing strategy for businesses and organizations. Any posts on a brands' Facebook pages without paying are an organic post. Overall, organic marketing is a great way to promote the brands, it has some advantages and disadvantages, all the information was compiled in the chapter. Apart from the pros and cons of organic marketing, other information, and studies related to the subjects will be included in Chapter 2.

Chapter 3 illustrates organic marketing affects customer engagement on Facebook by study about the Facebook marketing strategy of the company Foreigners.cz. As a previous PR and marketing intern of this organization, the author shared the information about the company (background, product line, target audience) and the marketing strategy on Facebook. Then, a 3-month report (March 2020 – May 2020) was conducted, analyzing four key figures of the Foreigner's Head Office Facebook page: 28 days page engaged users, 28 days organic reach, 28 days organic impressions, and 28 days total organic views. Overall, the organization has done a great job of applying the organic marketing strategy into the marketing strategy and attracting big attention from clients with many views and followers. In conclusion, Foreigners.cz is focusing most on organic posts on Facebook, which is cost-effective and planning on long-term impact rather than paid advertising.

6.2 Summary of the empirical part

The empirical part was carried out to examine how organic marketing on Facebook affects customer engagement with the brands. Through the data collected, the author analyzes the users' preference on Facebook and the attitude of users towards Facebook advertisements (organic posts and paid ads).

The questionnaire results in 100 participants' answers. Particularly, there are 57 females and 43 males aged between 18 to 34 years old taken part in the survey. They are from six different nationalities (Czech Republic, Dutch, Finnish, French, German, and Vietnamese), all reside in European countries, and have a Facebook

account. Due to limiting conditions, the survey reaches a small number of European citizens.

Briefly, most of the attendees spend more than 1 hour a day on Facebook, which creates more opportunities for brands to reach them on this online platform. Regarding the purpose of following plenty of brands on Facebook, 100 participants chose different reasons, which most of them state that it lay on the product information from the brands they trusted, and discount/ promotion offers. The participants gave the information that every day they watch around 2 to 10 ads on their News Feed, which is a reasonable number for the organization and business that focus only on organic marketing strategies. However, not all the participants can acknowledge whether a post is organic or paid, which can bring up some disadvantages for the marketers.

Overall, the participants believe that marketing on Facebook is an ideal strategic marketing technique to promote products and services for marketers. It creates a connection between the brands and the customers, therefore, enhances the trustworthiness of the business. Organic marketing generates a person-to-person brand image and makes it more memorable and interactive to customers online. Even though the idea of sharing valuable information via organic content is great, a small group of the participants is not sure about the content posted by the brands, which seems promotional and does not communicate directly to them. Apparently, organic marketing affects consumers' perception and engagement with the brands, most of them still agree that they prefer organic posts rather than paid advertisements on Facebook.

6.3 Conclusion and recommendation

After researching social media and organic marketing, as well as doing surveys to study the effectiveness of organic marketing on customers' engagement with the brand, as a conclusion, the empirical study is compatible with the theory. Organic marketing strategy on social media channels is incontrovertible essential for every organization and business that focus on a long-term goal. Daily users of Facebook

admit their engagement with the brands online is affected by organic content. Although some argument declares that organic content sometimes is “too promotional”, users prefer this type of content rather than paid ads. Most of the participants in the survey believe that thanks to organic content they can stay connected with the brands and get trusted information thanks to organic marketing. Therefore, organic marketing on social media has a huge impact on customer engagement with brands on Facebook.

In the case of Foreigners.cz, organic marketing strategies have a big effect on customer engagement. Via a Facebook 3-month-report on organic effect, the conclusion is clear that organic content helps to increase the attention of clients towards the brand and their services. The author suggests the company to continue improving the quality of the content. As the organization focuses on the organic strategy, the results of new followers and customers may vary every month. However, organic marketing is a cost-effective marketing strategy, as well as a great way to build trust and relationships between the company and the customers. Besides the content which the company is developing, the author believes that the marketing team should pay attention to person-to-person content, which can enhance the engagement of the clients and create an authentic brand personality. Last but not least, the organic strategy can be coherence with other types of advertising to convert potential customers quickly online.

Obviously, organic marketing on the social media channel Facebook is a great strategic marketing technique that carries out a great effect on customer engagement with the brands. To utilize the benefits of the organic content without causing boomerang effects, brands should consider these factors: keep the customer engagement on social media by engaging one-on-one strategy, focusing on individual behavior, replying to the customers manually, customized personal messages by planning on the organic content and pay attention to acknowledge customer’s observations. Organic marketing strategy on social media takes time and effort, hence, it is necessary to make sure the online channel stays authentic and trustworthy.

BIBLIOGRAPHY

- Absolute Digital Media Reviews How Paid Social Compliments Organic Social Media Marketing 2017, Coventry. Basic Writing. [Online publication]. [Ref. 22 October 2015]. Available at: http://en.wikibooks.org/wiki/Basic_Writing
- Alexander, L. 2020. The Who, What, Why, & How of Digital Marketing. [Online publication]. Hubspot. [Ref. 27 Mar 2020]. Available at: <https://blog.hubspot.com/marketing/what-is-digital-marketing>
- An Update to News Feed: What it Means for Businesses. 2014. [Online publication]. Facebook for Business. [Ref. 26 April 2020]. Available at: <https://www.facebook.com/business/news/update-to-facebook-news-feed>
- Bernazzani, S. 2020. The Decline of Organic Facebook Reach & How to Adjust to the Algorithm. [Online publication]. Hubspot. [Ref. 27 April 2020]. Available at: <https://blog.hubspot.com/marketing/facebook-organic-reach-declining>
- Boland, B. 2014. Organic Reach on Facebook: Your Questions Answered. [Online publication]. Facebook for Business. [Ref. 27 April 2020]. Available at: <https://www.facebook.com/business/news/Organic-Reach-on-Facebook>
- Bolotaeva, V., & Cata, A. (2011). Marketing opportunities with social networks. *Journal of Internet Social Networking and Virtual Communities*, 1-8. [Ref. 29 April 2020]. Available at: <http://www.ibimapublishing.com/journals/JIS-NVC/2011/409860/409860.pdf>
- Calder, B. J., Malthouse, E. C. & Maslowska, E. 2016. Brand marketing, big data and social innovation as future research directions for engagement. *Journal of Marketing Management*, 32, 579-585
- Chan, Natalie. 2014. 3 Customer Engagement Strategies That Marketers Can't Ignore. Outbrain.

- Conrad, J., Levinson, J., & Gibson, S. (2010). *Guerrilla social media marketing*. Irvine, CA: Entrepreneur Press.
- Cuillierier, A. 2016. *Customer Engagement through Social Media*. Helsinki Metropolia University of Applied Sciences. European Business and Administration. Thesis, Unpublished.
- Cummins, S., Peltier, J. W., Schibrowsky, J. A. & Nill, A. 2014. Consumer behavior in the online context. *Journal of Research in Interactive Marketing*, 8, 169-202.
- Data Collection: Definition, Methods, Example and Design. Undated. [Online publication]. QuestionPro Customer Insights. [Ref. 25 May 2020]. Available at: <https://www.questionpro.com/blog/data-collection/>
- Evans, D. (2012). *Social media marketing (2nd ed.)*. Wiley Publishing.
- Fishkin, R & Hogenhaven, T. 2013. *Inbound marketing and SEO. Insights from the Moz blog*. United States: Bind-Rite
- Fulgoni, G. 2015. How Brands Using Social Media Ignite Marketing and Drive Growth. Measurement of Paid Social Media Appears Solid. But Are the Metrics for Organic Social Overstated. [Online article]. *Journal of Advertising Research*: 232 – 236. [Ref. 30 April 2020]. Available at: https://www.researchgate.net/publication/283090892_How_Brands_Using_Social_Media_Ignite_Marketing_and_Drive_Growth_Measurement_of_Paid_Social_Media_Appears_Solid_But_Are_the_Metrics_for_Organic_Social_Overstated
- Garrett, K. Undated. [Online publication]. *Strikesocial*. [Ref. 24 April 2020]. Available at: <https://strikesocial.com/blog/organic-vs-paid-social-media/>
- Hajli, N. 2015. *Handbook of Research on Integrating Social Media into Strategic Marketing*. [Online article]. Business Science Reference. [Ref. 1 April 2020]. Available at: https://www.researchgate.net/publication/297056488_Social_media_marketing

- Hollebeek, L. D., Glynn, M. S. & Brodie, R. J. 2014. Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28, 149-165.
- Kabani, S., & Brogan, C. (2010). *The zen of social media marketing*. Dallas, TX: Benbella Books.
- Kallio, K. 2015. THE EFFECTIVENESS OF USING SOCIAL MEDIA AS A MARKETING COMMUNICATION TACTIC. Case Gina Tricot Ltd. VAASAN AM-MATTIKORKEAKOULU UNIVERSITY OF APPLIED SCIENCES. International Business. Degree Programme in Business Management. Unpublished.
- Kemp, S. 2020. DIGITAL 2020: 3.8 BILLION PEOPLE USE SOCIAL MEDIA. [Online publication]. We are social. [Ref. 27 Mar 2020]. Available at: <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>
- Kenton, W. 2018. Social Media Marketing (SMM) Defined. [Online publication]. Investopedia. [Ref. 29 April 2020]. Available at: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
- Klein, D. 2019. How Organic Marketing Benefits Businesses. [Online publication]. Clutch, Digital Marketing, Thought Leaders. [Ref. 6 April 2020]. Available at: <https://clutch.co/agencies/digital/resources/how-organic-marketing-benefits-businesses>
- Kothari, C. 2004. *Research Methodology: Methods & Techniques*. 2nd ed. New Delhi: New Age International.
- Leedy, P. & Ormrod, J. (2001). *Practical Research: Planning and Design*. 7th ed. Merrill Prentice Hall and SAGE Publications, Upper Saddle River, NJ and Thousand Oaks, CA.
- Mechem, B. 2019, *Why every brand should focus on organic social media marketing*, SyndiGate Media Inc, Cape Town.

- Middlenton, F. 2019. Reliability vs validity: what's the difference. [Online publication]. [Ref. 26 May 2020]. Available at: <https://www.scribbr.com/methodology/reliability-vs-validity/>
- Minichiello, V., Aroni, R., Timewell, E. & Alexander, L., 1990. In-depth interviewing: Researching people. Melbourne: Longman Cheshire.
- Morell, D. 2018. What is Organic Marketing? [Online publication]. [Ref. 6 April 2020]. Available at: <https://www.cairntek.com/articles/marketing/what-is-organic-marketing>
- Nikolaos, B., Yannis, P., Quantitative and Qualitative Research in Business & Technology: Justifying a Suitable Research Methodology, Review of Integrative Business and Economics Research, Vol. 7, Supplementary Issue 1, 91
- Olenski, S. 2012. The Engagement Marketing Disconnect Between Consumers And Brands Rages On. [Online publication]. Forbes. [Ref. 1 April 2020]. Available at: <https://www.forbes.com/sites/marketshare/2012/11/26/the-engagement-marketing-disconnect-between-consumers-and-brands-rages-on/#5a7cbb9342a9>
- ORGANIC VS. PAID SOCIAL MEDIA. Undated. [Online publication]. AdvanceOHIO. [Ref. 23 April 2020]. Available at: <https://www.advance-ohio.com/organic-vs-paid-social-media/>
- Parsons, Amy. 2013. Using social media to reach consumers: a content analysis of official Facebook pages. Academy of Marketing Studies Journal. Vol. 17 No.2, p. 27-36.
- Parsons, Amy. 2013. Using social media to reach consumers: a content analysis of official Facebook pages. Academy of Marketing Studies Journal. Vol. 17 No.2, p.27-36.

Post Engagement. 2019. [Online publication]. Business Help Center. [Ref. 30 April 2020]. Available at: <https://www.facebook.com/business/help/735720159834389>

Pros And Cons Of Organic Marketing Vs Paid Advertising. Undated. [Online publication]. [Ref. 26 April 2020]. Available at: <https://galaxymultirides.com/organic-marketing-vs-paid-advertising/>

Research Study from Kenshoo Social: Organic Posting Is Most Popular Social Media Tactic, but Paid Advertising Is Most Successful 2013, Jacksonville.

Research Support: Research Methodology. Undated. [Online publication]. University of the Witwatersrand. [Ref. 30 April 2020]. Available at: <https://libguides.wits.ac.za/c.php?g=693518&p=4914913>

Rogers, Brian. 2014. 6 Social Media Customer Engagement Tips. Evergage. [Ref. 30 April 2020]. Available at: <http://www.evergage.com/blog/6-social-media-customer-engagement-tips/>

Sachdeva, J.K. 2009. Business Research Methodology. Mumbai: Global Media.

Smith, Mari. 2011. The New Relationship Marketing. USA. John Wiley & Sons, Inc.

Social Media Marketers Rarely Use Organic and Paid Social Media Together, According to New Research: Despite the effectiveness of paid social media, 52% of social media marketers take a mostly organic approach 2016, New York.

Social Media Marketing for Businesses. Undated. [Online publication]. WordStream. [Ref. 27 Mar 2020]. Available at: <https://www.wordstream.com/social-media-marketing>

Solomon, Michael. 2009. The Truth About What Customers Want. USA. Pearson Education, Inc.

State Of Social. 2019. [Online article]. Buffer. [Ref. 1 April 2020]. Available at: <https://buffer.com/state-of-social-2019>

Surbhi, S. 2016. Difference Between Primary and Secondary Data. [Online publication]. [Ref. 26 May 2020]. Available at: <https://keydifferences.com/difference-between-primary-and-secondary-data.html>

THE DIFFERENCE BETWEEN ORGANIC AND PAID FACEBOOK POSTS. Undated. [Online publication]. The Abundant Artist. [Ref. 27 April 2020]. Available at: <https://theabundantartist.com/difference-organic-paid-facebook-posts/>

The Ultimate List of Marketing Statistics for 2020. Undated. [Online publication]. Hubspot. [Ref. 29 April 2020]. Available at: <https://www.hubspot.com/marketing-statistics>

Thiefels, J. 2018. The Difference Between Paid and Organic Marketing – and Why It Matters. [Online publication]. Salesforce. [Ref. 6 April 2020]. Available at: <https://www.salesforce.com/blog/2018/07/paid-organic-marketing-strategy.html>

Tran, A. 2020. Paid Social vs. Organic Social: Creating a Hybrid Strategy. [Online publication]. [Ref. 24 April 2020]. Available at: <https://www.adroll.com/blog/growth-marketing/paid-social-vs-organic-social-creating-a-hybrid-strategy>

Wenzl, M, 2019. 7 Proven Tactics to Boost Your Customer Engagement on Social Media. [Online publication]. [Ref. 30 April 2020]. Available at: <https://www.socialbakers.com/blog/engaging-customers-through-social-media>

What is organic marketing. 2017. [Online publication]. ondemandCMO. [Ref. 6 April 2020]. Available at: <https://www.ondemandcmo.com/blog/what-organic-marketing/>

What's the difference between organic, paid and post reach. Undated. [Online publication]. Facebook Help Center. [Ref. 27 April 2020]. Available at: https://www.facebook.com/help/285625061456389?helpref=uf_permalink

McMillan, K. & Weyers, J. 2007. How to write dissertations & project reports. Harlow: Pearson/Prentice Hall.

Murray, N. & Hughes, G. 2008. Writing up your university assignments and research projects: a practical handbook. Milton Keynes: Open University Press.

Prevalence of innovation activities in manufacturing and services, 2006–2008, share of enterprises with innovation activity. 2010. [Web page]. Helsinki: Statistics Finland. [Ref. 19 August 2010]. Available at:
http://www.stat.fi/til/inn/2008/inn_2008_2010-06-10_tie_001_en.html.

Silvia, P. J. 2007. How to write a lot: a practical guide to productive academic writing. Washington, DC: American Psychological Association.

Tissington, P., Hasel, M. & Matthiesen, J. 2010. How to write successful business and management essays. London: Sage.

APPENDICES

APPENDIX 1. Survey form.

APPENDIX 1. Survey form

The effect of organic marketing on customer engagement in Social media Channel: Facebook

You are being invited to participate in a research study on Organic Marketing on Facebook. This study is part of my bachelor's Thesis at Seinäjoki University of Applied Sciences. My name is Huyen Vu, an International Business student who is researching the effectiveness of organic marketing on customer engagement on Facebook.

The survey is only focused on the group of people who is at the age of 18 to 34 and currently reside in a European country. If you agree to take part in this study, you will be asked to complete an online survey.

It will be my pleasure if you could take a few minutes to finish these questions. This questionnaire is filled in anonymously. Your response is only used for data analysis in my research and will not be used for any commercial purposes. If you have any questions about this research or any research-related problem, feel free to contact me at Huyen.Vu@seamk.fi.

Thank you for your time!

1. How old are you?

- 18 – 24
- 25 – 34

2. What is your nationality?

_____ (fill in here)

3. Do you reside in a European country?

- Yes
- Will be
- No

4. What is your gender?
 - Female
 - Male
 - Prefer not to say
5. Do you have a Facebook account?
 - Yes
 - No
6. How often do you use Facebook?
 - More than 1 hour a day
 - 1 hour per day
 - About half an hour per day
 - Less than half an hour per day
 - I rarely use Facebook
7. Do you follow/like any company/brand on Facebook?
 - Yes
 - No
8. What is the purpose of following the brands on Facebook?
 - Familiar brand which I trust
 - Product information
 - Pricing information
 - Entertainment/ humour

- Discounts or promotions
- Others

9. How many ads/posts you saw per day on Facebook?

- 0 – 2
- 2 – 5
- 5 – 10
- More than 10

10. Do you recognize if a post on Facebook is Facebook ads/ Sponsored posts or Organic posts? (Paid ads are advertisements that you create in Facebook Ads Manager. Sponsored or “boosted” Facebook posts are content that a company has paid to promote. On the other hand, organic post is the post that brands posted on Facebook without paying.)

- Yes
- No

11. Give your satisfaction on the posts from the company/brand you see on Facebook (evaluate the source in the scale from 1 to 5 where 1 is " Not at all satisfied " and 5 is " Extremely satisfied ")

Not at all satisfied				Extremely satisfied
-------------------------	--	--	--	------------------------

12. To what extent do you agree or disagree with the statements below about organic marketing on Facebook:

	Disagree	Neither agree nor disagree	Agree
You think the brands are promoting their products via organic posts			
You receive valuable information from the brands you followed/liked via organic posts			
You think the brands are communicating directly to you via organic posts			
You stay connected with the brand thanks to organic posts			
You believe organic posts on Facebook makes the brand memorable			
You believe the quality of organic post reflect the business's trustworthiness			

13. Do organic posts on Facebook influence your engagement, purchase intention, and brand preference?

- Yes
- No
- Neither agree nor disagree

14. How much do you suppose organic posts can influence your engagement, purchase intention and brand preference (evaluate the source in the scale from 1 to 5 where 1 is " Not at all influenced " and 5 is " Strongly influenced ")

Not at all influenced				Strongly influenced
-----------------------	--	--	--	---------------------

15. Organic posts on Facebook are reported as “too promotional” rather than separately placed Paid advertisements. Do you agree with this assumption?

- Yes
- No
- Neither agree nor disagree

16. Do you prefer to see Organic posts over Paid advertisements on Facebook?

- Yes
- No
- Neither agree nor disagree