

## **Improving Facebook Content Strategy using Facebook Analytics**

**(A Case Study of Chandigarh cognate Facebook Business Pages owned and run by InfoTech Zone, Chandigarh, Punjab)**

**Vinay Kumar\*, Gaganjot Kaur\*\***

\*Pursuing MBA, Apex Institute of Technology, University School of Business, Chandigarh University, Gharuan, Mohali

\*\*Assistant Professor, Apex Institute of Technology, University School of Business, Chandigarh University, Gharuan, Mohali

### **Abstract**

Social media is currently the best medium for marketing as a large customer base is registered on social media sites. Facebook, which has a large presence in the social media space, is helping with content strategy for many businesses through its app called Facebook Insights. This study explores the effectiveness of Content Strategy for the company InfoTech Zone, Chandigarh, Punjab using Facebook Insights. This study seeks responses to the queries of most effective types of posts that generate the most frequent visitor engagement. It also looks at the time of the day that gets maximum traffic on promotional content on Facebook.

### **Introduction**

InfoTech Zone is an IT firm set up in the year 2010. It mainly provides ERP Solutions and web-based solutions to various institutions in India as well as overseas. InfoTech Zone also provides other services like Social Media Analytics, vehicle tracking system and E-Marketing like digital marketing, Facebook marketing, email marketing etc.

Facebook Marketing is one of the significant methods used by the company to provide its users best content to be viewed by the consumer on Facebook. The company designs content to engage the audience on Facebook

## Literature Review

### **Kathryn M. Houk & Kate Thornhill (Aug, 2013)**

Studies have been done to know best time slots to post content on social media so as to maximize viewer engagement. The authors created a Facebook page of health science library and use Facebook Insights for collecting data from Facebook page.

### **Di Yang, (May, 2014)**

This study describes the importance of a company to have social media presence for better marketing outcomes. Picnic Finland Oy, Company was analyzed to study 70K followers to understand their social presence.

### **Captain Strawaquid (2014)**

This study reiterates the importance of social media in today's world and it's increasing use for advancing a company's presence.

### **Huria S. (Sept, 2015)**

This study explores the usage trends of people on Facebook. It explains the importance of use of Facebook to market products.

### **Melissa, Pasma (2017)**

Research on mobile application start-up company Pint finds the usefulness of Facebook analytics for measuring outcomes after their Facebook marketing campaign.

### **Belal, HM\* (April 2017)**

The researcher conducts a study on student experience of Facebook. In this paper, the researcher finds a pattern, advantages, disadvantages and effect of Facebook on daily life.

### **ATM Shahjahan , Kuttub uddin**

This study delves on the importance of social media in our day to day life. Social media is used for interacting with each other and exchange thoughts.

## Objective

- To evaluate post virality and its success based on the kind of content
- To identify best times for posting specific pieces of content
- To gauge engagement of followers of the page through good content
- To understand content trends over time and monitor the popularity of the on a weekly basis

## Method & Technique

The study encompasses generating, gathering and analyzing Social Media Data. Key Performance Indicator is viewer engagement statistics. Facebook Application, Facebook Insights is used to measure the performance of the web business pages.

## Research Methodology

**Locale of the Study:** The study pertains to the metropolitan area of Chandigarh-Mohali-Panchkula, which collectively forms the tri-city. The research tracks user interaction on two Chandigarh cognate Facebook Business Pages owned and run by InfoTech Zone.

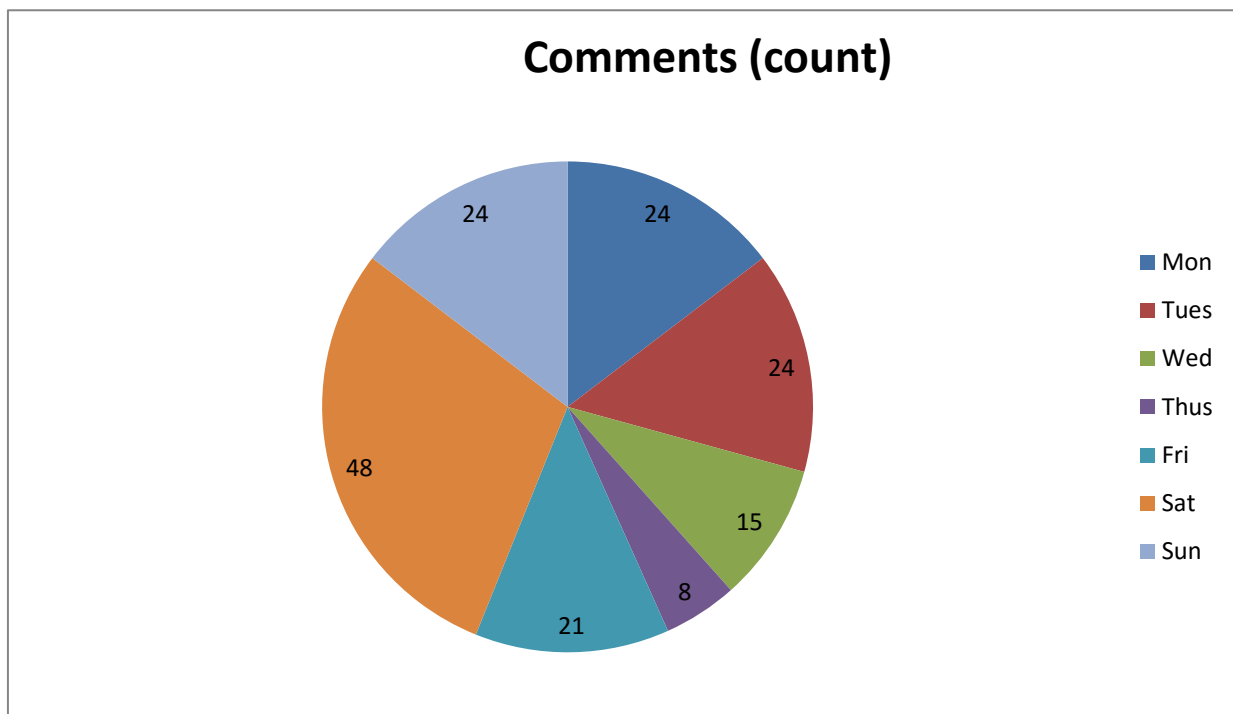
**Sampling Design:** Deliberate sampling was used by selecting content related to posts (news items; videos/images of spiritual, comic, romantic, societal, etc. nature; client content) from the content database developed and maintained by the content writers/digital designers. The content of post was sampled according to relative proportion of each post category (appearing on the Facebook pages) the same week.

**Data:** Social Media Data was generated on Facebook by the researcher by posting at least three relevant posts each day on the cognate's Facebook business page. Data was also gathered from stakeholder conversations on these pages. The conversations were structured as insights leading to information-driven business decisions.

**Analysis and Interpretation**

**Chart 1:** Comments per day of the week

Days	Comments (count)
Monday	24
Tuesday	24
Wednesday	15
Thursday	8
Friday	21
Saturday	48
Sunday	24
Total	164

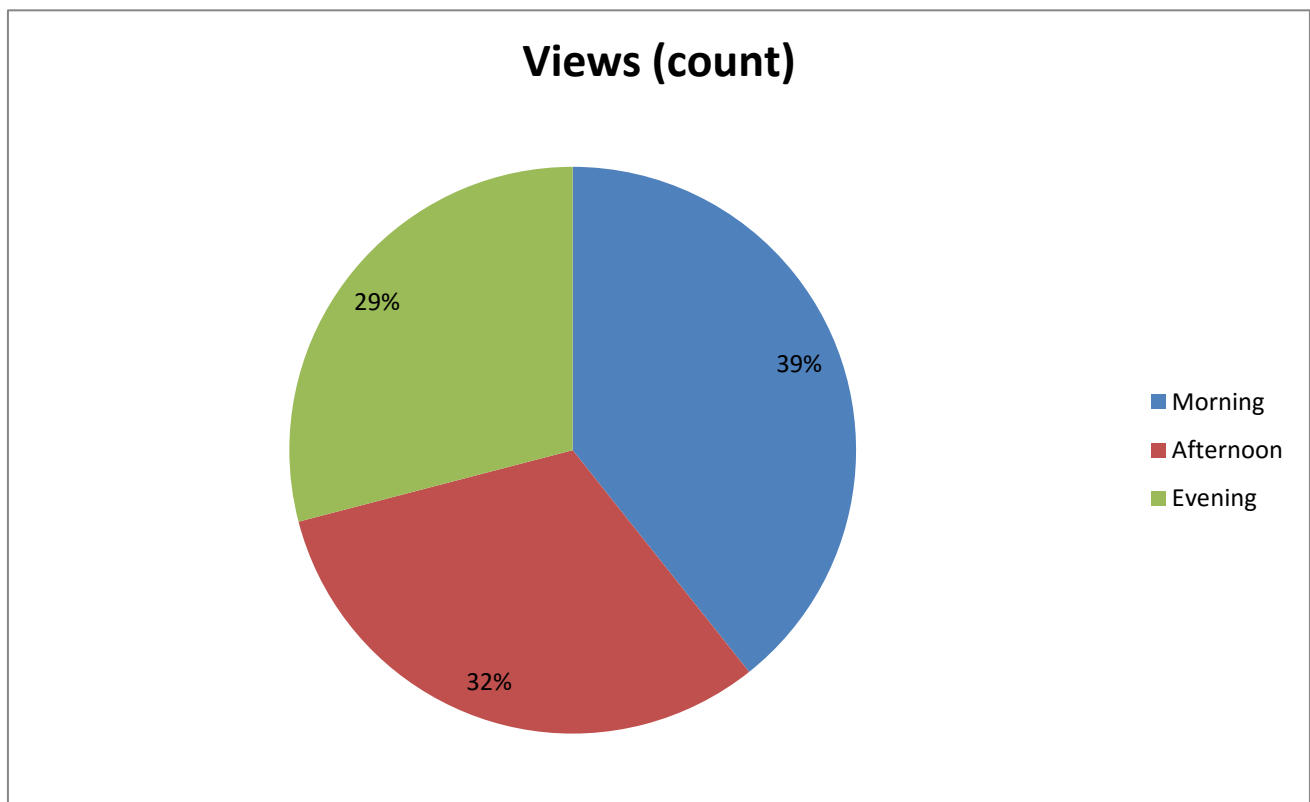


**Figure 1**

**Interpretation:** People engagement on Facebook posts was the most on Saturdays as compared to other days of the week.

**Chart 2:** Time of the day when the post got the maximum views

Time	Views (count)
Morning	37,007
Afternoon	29,786
Evening	27,364
<b>Total</b>	<b>94,157</b>

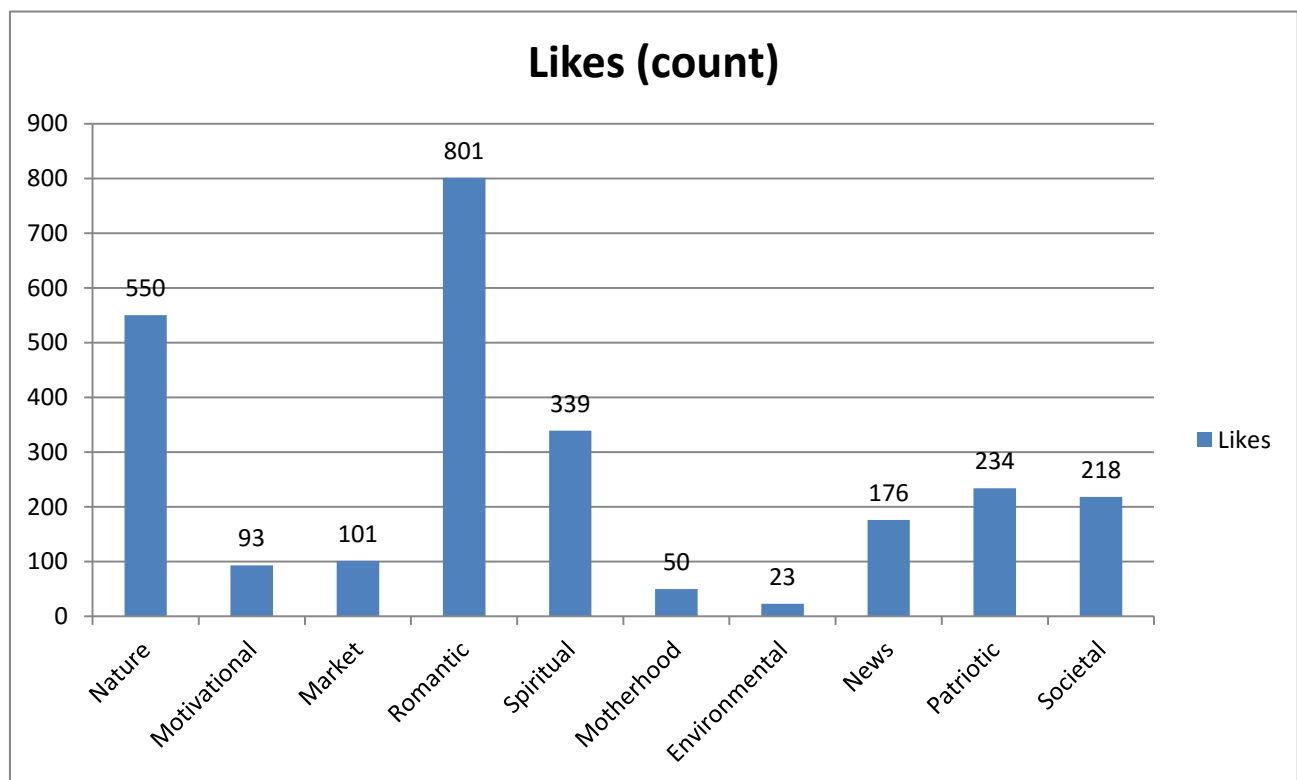


**Figure 2**

**Interpretation:** On making three relevant posts each day i.e. in morning, in afternoon and in evening on Facebook, the one made in morning got the maximum views as compared to the ones made in afternoon and evening.

**Chart 3:** Nature of Facebook post that generates maximum likes

Nature Of Post	Likes (count)
Nature	550
Motivation	93
Market	101
Romantic	801
Spiritual	339
Motherhood	50
Environment	23
News	176
Patriotic	234
Societal	218

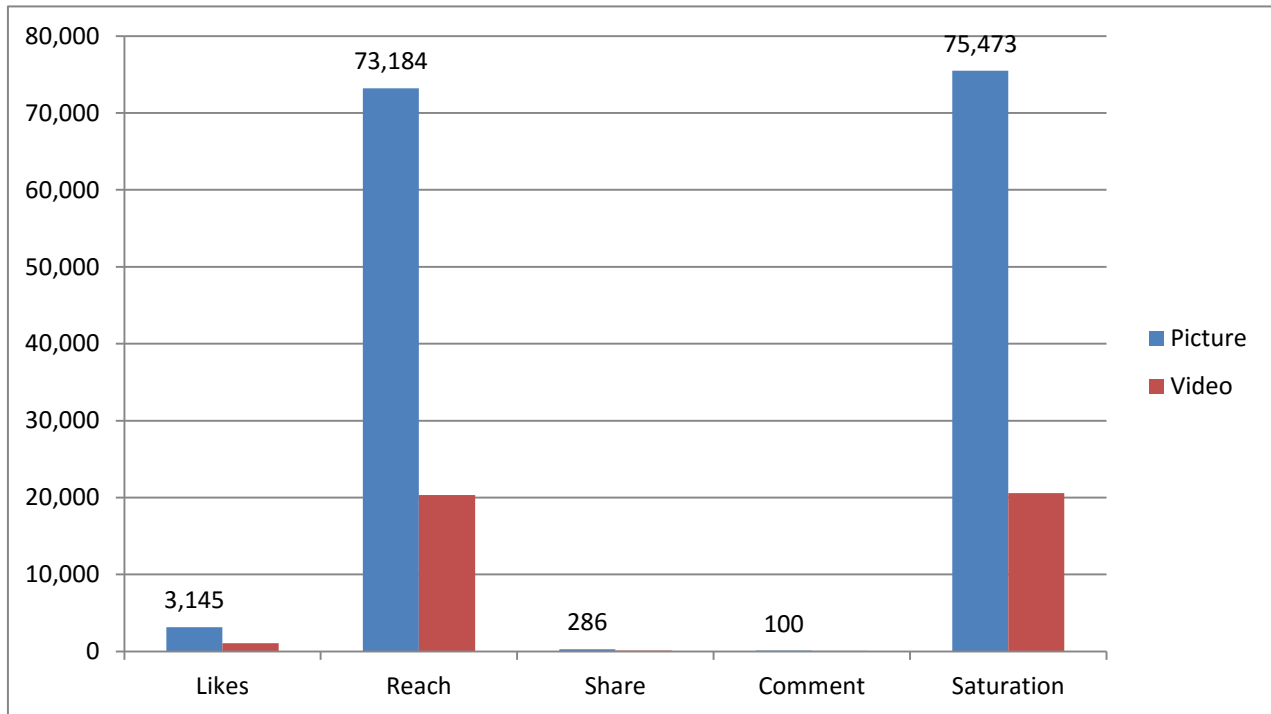


**Figure 3**

**Interpretation:** On posting different categories of posts like spiritual, comic, romantic, social, etc. it was observed that people appreciated romantic posts much more as compared to other types of post on Facebook.

**Chart 4:** Comparison of responses to video & picture posts on Facebook

Post Type	Likes (count)	Views (count)	Shares (count)	Comments (count)	Saturation (count)
Picture	3,145	73,184	286	100	75,473
Video	1069	20,343	130	64	20589
<b>Total</b>	4,214	94,157	416	164	96,062



**Figure 4**

**Interpretation:** On making three relevant posts on the company's Facebook business page in a day and collecting the data for 45 days, it was seen that pictures gathered more than thrice the engagement from viewers as compared to the video posts. By increasing the number of high-quality picture posts on the Facebook page, viewer interaction was enhanced.

## Conclusion

The study found that picture post, got more viral and generated more viewer interaction on Facebook as compared to the video posts. Viewers are more likely to be interactive on Facebook on Saturdays as compared to the other days of the week. In comparison to all kinds of posts, the viewers appreciated romantic posts more as compared to comic, spiritual etc. posts. It was also observed that morning posts generated more reach as compared to afternoon and evening posts.

## References

- Kathryn M. Houk, & Kate Thornhill (Aug, 2013). *Using Facebook page insight data to determine posting best practices in an Academic Health Science library*. Tufts University Hirsh Health Sciences Library, .
- Di yang (May2014). *Using Facebook for marketing, CASE: Picnic Finland Oy*. LAHITI UNIVERSITY OF APPLIED SCIENCES, .
- Huria S. (Sept2015). *Research on an insight into Facebook usage Habits and Marketing*. Amity school of communication, Gwalior, Madhya Pradesh, India, .
- Melissa Pasma (2017). *Facebook Marketing Strategy Case: Pint Please Mobile Application*. Oulu University of Applied Science, .
- ATM Shahjahan , & Kuttub uddin. *Social media research and its effect on society*. Chittagong University, .
- Belal HM\* (April 2017). *Social Networking Experiences on Facebook: A Study on the Students*, Comilla University, .