INSIDE FACEBOOK: A PROSPECTIVE MARKETING CHANNEL

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Abstract  
Facebook is one of the social networking websites emerged on this Web 2.0 era. It offers a wide range of facility to capture all of its users' need including users who want to marketing their products. Facebook has potency as new marketing media, where marketers can use all of its services to promote something with relying much in socialize aspect of the site, including a lot of applications to sponsored, Groups, and Pages to joined.

The main point when using Facebook as our marketing media is we should consider that Facebook is a place for people to socialize. We should not to overwhelm them with our advertisements, because they were join Facebook not to buy something. We can attract their attention with build a community to form brand loyalty and customer basis in a good communication strategy.

Key words: Facebook, social networking websites, new marketing media, prospective marketing channel

1. Introduction  
In this new era, when Information Technology (IT) has widely used to help people do their tasks, there is an emerging of a new way to marketing: e-marketing. e-marketing has broad definition and has many points of view depend on many factors. One of e-marketing form is web-based marketing, that use website as a main tool to its activity. The heart of web-based marketing characteristics is the utilization of Internet to revenue-generating from its transactions via the website. The use of website is not only as an information media to inform people with product but also as a source of revenue via e-commerce activities. However, web-based marketing and other forms of e-marketing is a broad concept. It does not necessarily have sales as the primary goal, but it focuses on how to communicate. As the Internet and its technologies emerge, web-based marketing considered as a new way to leverage marketing to people.

The main purpose of web-based marketing is only to gather more potential markets. It is not used to totally replace the conventional marketing technique. In ideal situation, both of them walk together as a concurrent process to support company's marketing strategies. The conventional marketing still available to serve the existing partner of the company, while the web-based running to serve the Internet customers. The main expectation of web-based marketing is to attract more customers because Internet offers low cost solution and reach wider geographic area. Sometime the web-based marketing solution gives more advantages because it can cut effort and cost in conventional marketing activity.
communicate with user through its simple approach: collaboration. This collaboration will take the main consideration to marketer to communicate with their potential customers.

The main power of using social networking website as marketing media is the viral marketing technique. Advertisers try to catch up their audience attention with their advertisement. If they can grab audience’s attention, so their audience will be interested in what they were offered. By further process, they can talk and invite their friends to our advertisements. When the audience feel satisfied or interested in something, they could promote it to other people. This will make the dissemination of our advertisement broader.

Reviewing a viral marketing by its definition, viral marketing is a marketing technique that use pre-existing social networks to produce increases in brand awareness to achieve other marketing objectives (such as product sales) through self-replicating viral processes. It can be word-of-mouth delivered or enhanced by the network effects of the Internet. The goal of marketers interested in creating successful viral marketing programs is to identify individuals with high Social Networking Potential (SNP) and create viral messages that appeal to this segment of the population and have a high probability of being passed along. From IT (Information Technology) perspective, the word of viral has close relation to virus when the way it spread is nearly same, by using its host to disseminate and infect the others.

To give detailed explanation about the great opportunity of social networking website as a marketing media, we will extract some offered facility that can be used to market our product through their interactions or other activities.

Social networking websites offer a new way to promote something. Usually, the advertisement is clustered to segment social networking member. Because of the fact that the member of social networking website is dominated by teens to adult, the kinds of advertisement that usually appear are really chosen depending on them. For example offering scholarship, vacation package, Christmas, or Valentine discounts often showed on social networking website. For marketer, they will look social networking site as a new place to advertise a related kind of their interest.

By its characteristic, we can infer the social networking benefits as well as the usual web-based marketing. It offers a widespread potential customer to look at our advertisement. Beside that, the social networking websites offer us a simple way to

2. Literature review

Facebook is a website that launched on February 4, 2004 and has become one of the hottest websites in history, ranking with Google. Originally it was available only to Harvard students, then it opened to students at other colleges and universities. In September 2006, it was opened to any user with any email address, 13 years of age or
older. Having already been an immensely popular social network in the college space, Facebook’s decision to open up to non-students was followed by a huge surge in users (Alba 2008).

Facebook was founded by Mark Zuckerberg with funding from several parties, such as $500,000 from Peter Thiel, $12.7 million from Accel Partners, and $27.5 million from Greylock Partners. With more than 700 employees and 150 million active users, Facebook is now universally recognized as the premiere Web 2.0 site for online social networking site. Moreover, it become a big company not only for its engagement of many developers and entrepreneurs from more than 180 countries, but also of its active development in internationalization with developing 60 translations to be available on the site.

Facebook is considered as the second most-trafficked PHP site in the world, and one of the largest MySQL installations anywhere, running thousands of databases. Facebook has built a lightweight but powerful multi-language RPC framework that allows the company to seamlessly and easily tie together subsystems written in any language, running on any platform. The company is the largest user in the world of memcached, an open-source caching system, and has created a custom-built search engine serving millions of queries a day, completely distributed and entirely in-memory, with real-time updates (Facebook Inc 2009).

The big question is why Facebook is considered has potency as marketing media. The answer for that question is given by statistic sheet on its official website. Because of 150 million active users and average user has 120 friends on the site, Facebook is a “collection” of people in the Internet. The interesting thing is more than 70% of Facebook users are outside United States, that means the opportunity to increase market share spread over the world is bigger. For international marketer, this fact is really important because they can spread their money to the potential outside US regional market or expand their business to new market in other countries.

The important fact can also be found from site analytic tool, compete (http://www.compete.com). Figure 1 shows a number of unique visitors visited Facebook comparing with other social networking sites (friendster and myspace). The trend of Facebook is really surprising, when the number of its visitors increase dramatically than other sites, it has followed Myspace and far away from Friendster and marked as the most influencing social networking websites in the world.

![Figure 1. THE COMPARISON OF UNIQUE VISITORS BETWEEN FACEBOOK, FRIENDSTER, AND MYSPACE](image1.png)

![Figure 2. THE COMPARISON OF VELOCITY IN ACTIVITY BETWEEN FACEBOOK, FRIENDSTER, AND MYSPACE](image2.png)

For addition, Figure 3, from alexa (http://www.alexa.com) also shows the daily pageviews in larger time frame. It shows that Facebook has a great involvement in how the social networking sites compete as a
marketing media. We can infer that Facebook has positive trend in page view number, while the other site has negative trend. We can also conclude that the opportunity to market our product is bigger because there are a lot of potential costumers could see our advertisements on Facebook.

Figure 3. DAILY PAGEVIEWS IN THE LAST ONE YEAR OF FACEBOOK, FRIENDSTER, AND MYSPACE

The three charts show how promising Facebook is. We can see the positive trend of Facebook and what fact happened inside it. From the site analytical tool, we can use the result to considering our strategy when choosing a social networking website as our marketing media. Beside from those facts, we can also compare the difference from their business model. Before Facebook came, the main activity on the social networking sites is posting. Posting can categorized into post a comment, photos, bulletin, news, and other static media. When we interact with those posts, we should wait for approval from the authors and made them not appear in real-time, as soon as we replied the post. Facebook came with different view on how we interact. Facebook was not only provides us with aforementioned media for interaction, but also offering us with many applications and the true interaction with real-time response. We need not to wait for approval, what we post can be seen in that time. Facebook acknowledges us with culture of transparency and no authenticity which makes people feel free when interact with Facebook than the other sites.

However, the above perspective is for users with no intention to promote something. Facebook was designed for everyone to be convenience and able to use all of its features. It also offers marketers with a great deal of facilities to promote their products. Through the same principal with what ordinary users got, the marketers can also interact real-time with their costumer. Moreover, the marketers can also make an application to make people interested in what they sell through sponsoring or making a specific application.

3. MARKETING ON FACEBOOK

What Facebook offers to marketers is its potency to gain a community. In the last decade, community has been acknowledged as a new power to gain support or customer loyalty to the product. Nowadays, many communities formed, independently or facilitated by company, and many of them can give valuable advantages as a marketing basis from company to customer. By its collectivity, community has a strong tight from each customer that has a loyalty to something and become a source of brand virality. In many cases, community gives an advice to company to give an improvement to the product. Facebook offers a way to make a community basis in the Internet by give a media for them to interact with no cost and simple way.

The main reason to choose Facebook as media for marketing product is it is the most popular social networking website. Marketers are more interested in "busy" market than "quiet" market. Moreover, Facebook gives a lot of facilities to be used to marketing product and it has a unique feature, notification. Facebook's notification makes users always up-to-date about their world. It means all changes in their profile or whatever they put on there, are always monitored by Facebook's system. This feature really valuable, since marketers can keep close to and make their customers always informed about new information of the product. This feature also gives benefit to their costumers to interact with other customers and make a strong relationship and loyalty to the community. They will feel connected and if they satisfied about the forum and the product, they will attract other people to join and interact. This will make the power of viral marketing realized.

The Basic Philosophy

Facebook is an ideal place to start a business. There are literally millions of users
on the site. They belong to any group and network. They use the different site applications. Basically, they are sharing their lives and interests with us so that we can help to enhance it.

The basic philosophy behind using the site is to do what you can to build a community around our profile, service, and/or product. If we just post a bunch of links and a sales pitch, people will not respond to that. They want to get to know the company or brand and have a good time there. For example, if we run a fantasy football as the theme, we can post our advertisements and the links for our fantasy football service in the group and those who are interested will click on it.

Our basic goal is to use Facebook to get exposure for our product or service. We can use the site to get people familiar with our product. An important aspect of this is to use the site to help build a brand. Even if our product is a little uninteresting (for example, a topic related to law) we need to do our best to make sure that somehow make it interesting to our potential customers. If people learn to trust our voice and understand that we are on the site to get to know them, they will respond to that and buy our product or decide to use our service. To further enhance about our group and encourage participation, we can create and/or add applications, post a poll, and hold meetings where our group members can discuss things.

In order for our online business to succeed on Facebook, we need to build a sense of community. People crave this sense of belonging, it is a basic fact of human nature. In order for your business to succeed, we cannot sell to them. We need to make people understand that we want to belong to them, that we want to create a place for people to go and participate in what we are offering. People want to be introduced to new ideas. They want to find people with same interest, connect with others and form friendship on the site. If we are going to use the site for business purposes, this is something that should always be in the forefront of our mind.

**Marketing Strategy**

Marketing strategies on Facebook can be derive from general Internet (e-commerce) marketing strategy. Define marketing strategy when using Facebook as a marketing tool is the most important thing to determine our strategic way when use Facebook's as our marketing media.

a. **Set objectives**

What are our main goals when using Facebook as our marketing tool is a thing that we should consider first. We should describe our objectives in a clear, unambiguous, and detail description. Without clear objectives, we have no guidance when marketing something and it can give bad impact on our marketing result.

b. **Identify the target audience**

Fortunately, Facebook is a collection of people in age, culture, and interest diversity. It is not focused on certain group of people and marketers can get advantages from this fact. Marketers from all products and from all interests can advertise their product without fear of lack of audience attention. With identifying target audience first, marketers can put their product on their audience by joining certain group, sponsoring an application, or make an event which attracts their specific audience. Another benefit from identifying the target audience is focusing the market strategy, where specific group of people with same interest might response our advertisement quicker than advertise in general groups with variety of interests.

c. **Determine attributes**

Attributes are information that we can put on our pages on Facebook. In order to not overwhelm audience with abundant information, we should determine what information our audience can view with simple and brief points. Kinds of information that we can put on our pages could be our company profile, description of our product, event, and promotion program. Those attributes should attract audience's view and we should guarantee that they are not bored with our content by give them a different feel when visiting our pages.

d. **Establish Internet-based marketing mix**

Marketing mix consists of people, price, place, and promotion component. People are tightly related with audience we have
described before. In a right audience we communicate, we can attract their interest with what we offer to them. This also means marketing in a right place and in a right people. We can not talk our interest with people whose have no same interest with us. When we can find a right place for marketing, we can easily promote our products with competitive price. The linkage of those components on marketing mix can improve our marketing strategy and make a strong community basis.

e. Implement Internet marketing strategy
When we have defined our objectives, identified our target audience, determine attributes, and established our marketing mix components, it is time to execute them to the real world.

f. Assess Internet performance and modify
Assessing Facebook performance as our marketing media is for evaluating purpose whether we have use it with right or wrong strategy. Any result from this point can be used to make improvements of our marketing strategy or change our existing strategy to make it better. This point also can be our source of information when we decide if Facebook is a right place to market our product.

The main point that we should consider when defining our strategy is Facebook should be used to gain our prospective and current customers. To prospective customers, a way to attract them to join and buy our product is the main purpose while to our current customers we should build their loyalty to our product. Both of customers should get same service and attention to build a sense of community in a live condition. Facebook is a social networking tool that makes socialize is the main characteristic and we should not ignore that point.

Facebook Marketing Forms (Geoliv, 2007)
Facebook has some true marketing potential for some companies. It does offer some companies a great way to market themselves. It always comes down to the community, the basic power of Facebook. There are three forms of Marketing on Facebook: applications, community development, and advertising.

a. Applications
There were 52,000 applications currently available on Facebook platform and because of Facebook's open policy towards applications has caused a flood of companies seeking to attract Facebook users and tie into their website or service. Applications must hold great value for community members. If there is no substance to the applications, or if the actual core community is relatively small (thousands as opposed to millions), the application faces great challenges. However, some companies think that not to use application development method to market their brand since after having done the application, they need to spread it while people do not use them anymore. They prefer to support popular application rather than build it from the scratch. In a more strategic way, some companies will look for applications those have close relation with their product characteristic or brand image.

b. Community Development
To date, many companies have relied on applications, not community groups to market themselves. That may change as companies realize that Facebook offers a great way to aggregate community members in one place to communicate and engage with them. The key, as with all social media marketing outreach, is creating valuable information for community members, non-intrusive updates, and an open approach that enables community members to say whatever they want. Negative feedback should be viewed as an opportunity to engage Facebook members in a dialogue about their needs and concerns. However, continuously creating content will not be enough. We need to create a federative event, whether online or offline, to generate a strong belonging feeling to the community pride, pride to speak about it, pride to collaborate and attend events, pride to spread the word. And that ability to create pride would definitely be the key to a successful community, when members are proud to belong to a community, they just become our best ambassadors.
c. Advertising
Several reports said that traditional advertising models do not seem to be working on Facebook. Facebook is best leveraged for marketing via community development and applications. In advance condition, the traditional advertising model will be shifted to embedded or applied advertising through application or via community development.

Facebook Marketing Tools
Facebook is really designed for everyone not only for ordinary users but also for users with specific purpose or users who expecting more when using it. Marketer is kind of users who need a special tool to market their product and Facebook fulfill them as well. Facebook offers a lot of socialize-based tool for everyone who wants to introduce something, including their profile, interest, club, group, community, or even a product. From (Smith 2007), at least Facebook offers two tools for marketers: for Guerilla Marketers and for Advertisers.

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

a. Profile Page
Facebook Profile Page (Figure 4) is not only a starting point for us to presence on Facebook but also the place where we can most deeply and authentically express our passion for the brand, company, or product we want to promote. Take advantage of Personal Info, Work Info, Photos, and applications to tell bits and pieces of our narrative as it relates to our product.

The main thing that we should consider in Facebook’s behavior is if we don’t want to associate our personal identity with the product or service we are trying to promote, Facebook is not for us. Inherent in the current state of Facebook is a culture of transparency that devalues and ignores inauthenticity. If we are afraid to show the real people behind your campaign, we should go somewhere beside Facebook.

Finally, most people do not realize how many page views profile pages generated. By Facebook statistic, there were 150 million active users which at least 150 million profile pages or even more had generated. One of the most common habits of Facebook users is browsing the profile pages of friend and stalking the profile pages of people they want to learn more about. By connecting to hundreds of partners, customers, associates, and friends on Facebook, we will drive a ton of traffic to our profile page.

b. Groups
Facebook Groups (Figure 5) is one of the simplest ways to do viral marketing on Facebook. Once members have joined our group, they can easily invite their friends to join the group via built-in “Invite” feature. If our members are excited about our group, it can grow really quickly. Our group name will also appear on our members’ personal profile pages until they leave the group. This will attract other people when browse or view one page and found group on somebody’s profile page.

Figure 4. FACEBOOK PROFILE PAGE

Figure 5. FACEBOOK GROUPS

Groups are the oldest and the simplest way to build community around our brand
or company on Facebook. By starting a group, we create a central place for customers, partners, and friends to participate in conversations around our brand. But Groups do have their problem, because Facebook removes our ability to send messages to our group once it surpasses a certain size. Group owners are still currently experiencing this restriction at 1000-1500 members. If our group becomes popular, it can become a target for spammers. Be prepared to spend time deleting spam wall posts and reporting users that spam our group to Facebook. While Groups do offer a reasonably robust feature set with no setup, we are not able to extend their functionality with Facebook applications.

c. Pages
Facebook Pages (Figure 6) is a good option for small or local businesses that want to establish a presence on Facebook. Like Groups, they are another free and easy way to do viral marketing. Pages are a lot like Groups, with some important differences:

- Pages allow us to add many of thousands of applications available on Facebook.

- Pages allow user to highly interact with application that provide on Facebook Pages.

- Pages provide more flexible ways to recruit fans/users including placing Social Ads that point to our page as well as the ability to send email updates to fans.

- Pages provides comprehensive and valuable insight on user activity on a page. This functionality is sadly missing from Groups.

- There is no way to control which Groups appear on Groups’ list. With a Facebook Pages we can add a list of links to Groups or other resources that we want to promote or associate with our page.

- The most important differences is public can access a Facebook Pages without requiring them to register and sign up for Facebook.

Figure 6. FACEBOOK PAGES

d. Events
Facebook Events is a free application developed by Facebook that anyone can use to promote marketing events, sponsored parties, or even product launches, transactions, or company milestones. When we create an event, it gets a fully-featured page, much like a Groups, that includes a wall, discussion, photos, videos, and links. We can invite all of our friends to the event; friends we invite will receive a special notification requesting their RSVP. We can also add admins to the event, who can also invite all of their friends. Facebook Events makes it easy to get the word out to hundreds of people, manage our guest list, and build community around our upcoming event.

e. Marketplace
Marketplace (Figure 7) is Facebook’s classifieds listing service. We can post a for-sale ad or wanted ad in any of our networks for free. However, if we want to post our ad in multiple networks, we have to pay $1 per network per listing. Like with messages, spamming up the Marketplace will get our account deleted and our ads removed. It is most likely not worth our time to try to evade their systems. Unlike other Facebook-developed applications, Marketplace does not get heavily used by most members. When we receive a response to our Marketplace listing, we can see the respondent’s profile page even if they are not our friend.
f. Facebook Networks
Facebook Networks (Figure 8) is like group pages for everyone who is a member of an Educational, Work, or Geographical network. While no Facebook members "own" any pieces of network pages, network pages offer another way for users to discover events, posted items, and marketplace listings, and discussion forums and walls which any members can post to. Network pages are probably the most commonly accepted places to spamming Facebook. While we can post there, keep in mind that our messages may be considered spammy even if they were real and relevant.

![Figure 7. FACEBOOK MARKETPLACE](image)

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

a. Social Ads
With Social Ads (Figure 9), Facebook offers advertisers the option to pay on a CPC or CPM basis, whichever they prefer. Social Ads offers very powerful targeting capabilities: when we create our ad, we have the option to limit who sees our ad by age, sex, location, keywords, education level, workplaces, political views, and relationship status. Social Ads is completely self-serve and provides real-time feedback on the size of our target audience and the suggested bid range to achieve impressions. Social Ads also offers placements in the News Feed which get much better click-through. We can also target Social Ads to friends of users who have recently engaged with our brand via our Facebook Page or Facebook Beacon. These units convert at a much better rate.

![Figure 8. FACEBOOK NETWORKS](image)

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

c. Beacon
Beacon (Figure 10) is Facebook’s new program (launched in November 2007) that allows partners to send Facebook information about the activities Facebook users do on partner websites, in order to be published inside Facebook via the Mini Feed and News Feed. For example, Amazon might use Beacon to send a feed item to Facebook about a book we just bought.

![Figure 9. FACEBOOK SOCIAL ADS](image)
Initially, Beacon launched as an opt-out program that required users to explicitly prevent their Beacon feed items from being distributed to their friends on Facebook. However, after complaints by privacy advocates, Facebook modified Beacon to become an opt-in program. While the potential for Beacon to increase the flow of information valuable to marketers within Facebook is tremendous, it largely remains untested.

d. Facebook Platform Application Sponsorship
Advertisers looking for more integrated opportunities inside Facebook applications can consider approaching application developers and negotiating a sponsorship directly. For example, beverage companies have sponsored “drink-sharing” applications, while contact lens companies have sponsored “winking” applications. This marketing option is chosen when marketers prefer to supporting application rather than build new application with their only brand image.

e. Sponsored Facebook Groups
Before Facebook Pages launched, the only option available to advertisers wanting to establish a certified presence on Facebook was through the Sponsored Group program (Figure 11). Sponsored Groups are Facebook Groups with the ability to customize the HTML of certain regions on the page. Surprisingly, the cost to rent a Sponsored Group on Facebook starts at US $100,000 a month. Not surprisingly, the number of Sponsored Groups purchased over the years has remained small.

Selecting those tools is depending on our marketing strategy. For new marketers with new brand and limited budget, they can choose free tools to test whether their product is agrees with Facebook characteristic or not. If everything goes well, more advance strategy involving paid service from Facebook could be considered. On the other hand, the existing companies with strong customer image of their products feel enough only to create Facebook Pages or the combination of free tools rather than investing too much in paid service.

THE SUCCESS AND FAILURE STORIES OF FACEBOOK MARKETING (Dunay 2007; LifeCapture Interactive 2008)
Many companies, ranging from small- to enterprise-scaled, have implement Facebook as their marketing media. There are a lot of Profiles, Groups, and Pages represent company, product, community, even artist published on Facebook. Many of them success because either they have a clear objective, know their markets, attract right audience, or communicate effectively with their people. But, several of them are not success because they ignore some points those have fundamental value when using social networking website, such as Facebook.

From the success story, there is Bryce Gruber, the 23-year-old, the owner of IntenCity Global, a five-person marketing and public-relations firm in New York. She said Facebook works well for her and has brought tangible results. She recently drew more than 300 people to an opening party for a clothing store that she expected would only attract 150 to 200. And the people who learned of the party through Facebook bought several thousand dollars in merchandise. Her
Junnoon, an Indian restaurant in Palo Alto, of party pictures afterward. Each day, she gets Facebook. The same benefit is also from people are notified of their friend's activities on basic information such as address, hours, prices, photos and coming events, as well as instead of just a Facebook friend, people can in her Facebook friends' news feeds, where approach is to post information and reminders about her events regularly, and upload plenty of party pictures afterward. Each day, she gets 20 to 30 messages on her Wall and keeps that going with quick replies.

The effort means she shows up often in her Facebook friends’ news feeds, where people are notified of their friend’s activities on Facebook. The same benefit is also from Junnoon, an Indian restaurant in Palo Alto, California. The company page of it includes basic information such as address, hours, prices, photos and coming events, as well as reviews from local newspapers and Zagat. By opting to become a "fan" on the company page, instead of just a Facebook friend, people can make reservations directly from the page and post ratings and reviews. Although company pages are free, Facebook hopes companies that use them also will buy ad space through its new Social Ads program.

Ads can be used to target Indian food enthusiasts in the local area. Companies can either pay per click or per page view. The minimum cost is $5 per day. And the most influencing fact that raises Facebook as the true marketing media is a success from Barrack Obama, when he collect supports from California. The company page of it includes features the "Lion-Man of Tanzania" ended up having 0 subscribers.

Behind a success, there was failure from Wal-Mart. In August 2007, Wal-Mart started its own Facebook profile, aimed on students. The goal was to stimulate the consumer behavior of students on their student rooms. After a few weeks the original goal of the ‘Wal-Mart Roommate Style Match’ was far forgotten. Visitors of Wal-Mart’s room decoration page can leave comments; a function intended to receive praise on the decoration tool, or a few suggestions for improvement at worst. Wal-Mart did probably not expect to have their complete Facebook Wall filled with criticism on its low wages, aversion to trade unions and unhealthy competition practices. Marketers should keep this in mind when offering customers the option to make their opinions public.

Companies could have many satisfied customers, but when they expect a small group of 'brand terrorists' to vent their frustrations for the whole world to see, they might want to think twice about opening a brand page on a social network site. The failure of Wal-Mart is they disabled the peer to per experiences, such as forums, comments, etc, that generated a bad vibe from Facebook community because they could not interact. Also, the Wal-Mart Facebook page was designed to send people to the Wal-Mart web site. When people are on Facebook, they do not want to leave.

The next failure introduce to what we call “lack of community development” where the communication, advertisement, and promotion is not enough. Costumers want to get affection and strong attention from the brand owner. In October 2007, online ads were seen about a man who roars, moves and behaves like a lion. ‘Fake’ news articles were found as well; “The Lion-Man Escapes From High-Security University Research Centre”. The relation between the ‘The Lion-Man’ and Ford’s attempt on putting up a Facebook page featuring the “Lion-Man of Tanzania” ended up having 0 subscribers.

4. FURTHER DISCUSSION

The use of Facebook can be utilized by most of marketers, since it offers them with a lot of facilities with simple way. The full of interactions and services, including Groups, Pages, and Applications give marketers a wide range of choice to deploy their marketing strategies. There are several key points for them who want to use Facebook as their marketing media: they should be clear with their objectives and choose a proper way to deliver their brand with effective communication to their prospective customer.

Many people agree that Facebook is an efficient and cheap tool to disseminate their brands to people. It can cut cost from traditional advertisement on mass media, such as television, radio, newspaper, and magazine. From managerial perspective, Facebook can be considered as an alternative way to communicate with their customers. They can build customer loyalty via community formed via Facebook services. If their community is active on Facebook, they should do so with wide eyes open, and select opportunities intelligently that will impact their core communities. Just like every other social media initiative, if the community does not care then the business has wasted its
Facebook is not a source of money. It is a medium to let others know about our business. Facebook as a marketing media can be used as a starting point to build community by gathering people with same interest, hobby, or any background with its provided service, ranging from free to paid, and from simple to sophisticated form. By using those services, we can build virtual community in which marketers can reach them through physical connection to gain sustain relationship. The big part of leveraging and growing a Facebook community is a great opportunity to engage more people with our brand and turn them into fans and brand ambassadors. By forming a strong community, the intention of buy will raise to people without much effort, using a simple solution: Facebook.

However, there are some reports those said Facebook marketing is not always a good idea. According to them, Facebook is faced with the evolution of their business model. What people like about Facebook is it has a clean, easy-to-access look and feel. When it starts to introduce more advertising into the mix, their users will face a great shift of their perception. For all the excitement about Facebook opening its API to the world, it is also more noise for users. A lot of applications deployed and users are overwhelming with abundant of applications, invitations, or events to RSVP-ed by them. Right now, Facebook is fun, it is new, it is novelty, it is very interesting but how useful is it really? How long before the millions of people who have piled into Facebook stop checking their profiles every day or every week?

5. Conclusions and implications
Marketing on Facebook is relying very much with community and viral marketing. The challenge is how we build a strong community and utilize viral marketing as well. Facebook is a place where people want to communicate, collaborate, and interact. By knowing intention of people when they login to a kind of social networking website, we should use strategy that not attack customer with abundant advertisement of our products. They were login to socialize with no intention to buy. They use Facebook to self express and also to communicate with peers. Nowhere does it say they look for products or look at advertisements. One thing that not the use of

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