

**A STUDY OF CONTENT MARKETING COMMUNICATION PERFORMANCE
ON FACEBOOK FANPAGE: CASE STUDY OF HOLLYWOOD HDTV**

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ABSTRACT

The objective of this research is to study the content of “Hollywood HDTV” Facebook fan page in relation to the impact on consumers in order to determine which content marketing category (i.e. photo, link, video, and status) is most efficient for communicating to consumers so that future marketing strategies can be improved. This study was based on all contents posted during a period of 3 months from October 1 to December 31, 2014 by using a Facebook Insight tool. The results reveal that the number of fan page users increased by 159% as a result of content marketing during the 3-month period. Each posted content was seen, on average, by about 4.1% of total users. In addition, the content was appropriate for the different purposes: product information was appropriate for video content; promotional campaign was appropriate for photo content; movie information was appropriate for photo content; lifestyle information was appropriate for link content; and news/festive information was appropriate for status content. The findings from this study can then be adapted and used for improving the communication performance needed to develop more effective marketing strategies in the future.

KEY WORDS : CONTENT MARKETING / FACEBOOK FANPAGE

80 pages