

**COMPARATIVE STUDY OF COMMUNICATION MEDIA ON
FACEBOOK: CASE STUDY OF CAR DVR PRODUCTS**

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Thematic Paper
entitled
**COMPARATIVE STUDY OF COMMUNICATION MEDIA ON
FACEBOOK: CASE STUDY OF CAR DVR PRODUCTS**

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ABSTRACT

This research was to study Facebook's promoted post as a marketing tool in order to promote a new product in an online marketing campaign. Car DVR (Digital video recorder) were chosen for this study in order to identify the marketing patterns needed to maximize the profit through using the statistic tools of both Facebook Insight and Ads manager. Two types of content were used to promote the product on Facebook posts, including picture content and video content which were then compared to study the marketing performance needed to achieve profit maximization. The result showed that marketing based on picture content obtained a higher average revenue than marketing based on video content. Additionally, car DVR product distribution/retail companies could use the results of this study to improve sales and marketing plans that are necessary to maximize profits. Furthermore, this study can be used as a guideline/case study for developing online marketing strategies to promote various types of products on Facebook in the future

**KEY WORDS: ONLINE MARKETING / FACEBOOK / FACEBOOK INSIGHT /
FACEBOOK ADS MANAGER / CARDVR**

73 pages

การศึกษาเชิงเปรียบเทียบของรูปแบบสื่อบนเฟซบุ๊ก: กรณีศึกษาในผลิตภัณฑ์กล้องวงจรปิดติดรถยนต์

COMPARATIVE STUDY OF COMMUNICATION MEDIA ON FACEBOOK: CASE STUDY OF CAR DVR PRODUCTS

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บทคัดย่อ

งานวิจัยฉบับนี้ได้นำเสนอวิธีการทำโฆษณาบนเฟซบุ๊กซึ่งเป็นสื่อสังคมออนไลน์ที่ได้รับความนิยมสูง เพื่อหารูปแบบในการทำการตลาดที่ได้กำไรสูงสุด ซึ่งงานวิจัยฉบับนี้ได้ใช้การโฆษณาแบบโปรโมทโพสต์ ประเภทสินค้าที่ทำการโฆษณาคือกล้องวงจรปิดติดรถยนต์ที่ขายโดยบริษัทแห่งหนึ่ง โดยใช้คุณสมบัติ Facebook Insights และ ADS Manager ในการเก็บข้อมูลการโฆษณาเพื่อนำมาวิเคราะห์ถึงรูปแบบการโฆษณาระหว่างเนื้อหาประเภทรูปภาพ และ วิดีโอ ซึ่งจากการทดลองแสดงให้เห็นว่ารูปแบบการโฆษณาโดยใช้เนื้อหาประเภทรูปภาพมีประสิทธิภาพในการทำให้เกิดยอดขายเฉลี่ย และมีการกดไลค์เพจเฉลี่ยมากที่สุดเมื่อเทียบกับการเข้าถึงทั้งหมด จากงานวิจัยนี้เราสามารถนำรูปแบบการทำโฆษณาขายสินค้าประเภทกล้องวงจรปิดติดรถยนต์ด้วยเนื้อหาประเภทรูปภาพมาประยุกต์ใช้ในการพัฒนารูปแบบการทำโฆษณาบนเฟซบุ๊ก เพื่อทำให้เกิดการโฆษณาบนเฟซบุ๊กที่ทำให้ได้กำไรสูงสุด งานวิจัยนี้สามารถนำไปต่อยอดได้กับธุรกิจอื่น ๆ ที่ใช้เฟซบุ๊ก เป็นสื่อในการโฆษณา ซึ่งสามารถนำรูปแบบการทำโฆษณาโปรโมทโพสต์ที่ได้จากงานวิจัยฉบับนี้ไปพัฒนา และปรับปรุงเพื่อให้ได้รูปแบบการโฆษณาสินค้าประเภทต่างๆต่อไปในอนาคต

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CHAPTER I

INTRODUCTION

1.1 Background

Change is the major cause of development in humanity. There has dramatically changed on technology in recent decades. In the presently, the computer industry has the great improvements in hardware and software which allows the ability to access a lot of information for people and also improves the increases business and economy potentially.

The Internet is a large group of computers that are connected to each other. The Internet is used to send the information quickly among computers around the world [1]. There are several networking websites, such as, twitter and other applications which are changing the ways of people to connect each other in order to share the personal lifestyle, the political views, and the commercial purposes. These technologies have facilitated the efficient economy. It makes the innovative way to promote not only the products and services, but also the ideas across the world. It has been created more efficient and effective channels in order to promote the marketing and business with out border of global communication.

Facebook is a social utility connecting people with friends and others who work, study, and live around the world [2]. It is the most effective marketing communication channel in Thailand with more than 13 million user accounts. Facebook is an online tool that allows people to connect with their friends, upload the photos, and share the information in terms of links and videos. As the commercial purpose, Facebook is used to introduce the products and campaign to customers. Company can use Facebook to understand their customer's feedbacks and behaviors effectively. With Facebook feature to collect number of statistic usage, the company can access the information via single tool for their marketing plan.

The above information leads to the study the Facebook fan page as a tool to improve the marketing of IT showroom company limited for several purposes, given

as: gathering the information understanding the activity on fan page/ the customer's behavior, and gathering the customer's feedback/ satisfaction of the products/ services in order to develop the effectiveness of the company's communication channel in the futurework.

1.2 Objectives of study

To study the communication patterns which affect the social network via Facebook fan page.

1.3 Scope of work

1.3.1 To study the population on Facebook fan page of IT showroom company limited for sex, age and time as independent variables.

1.3.2 To study the use of the content, such as texts, pictures, and vdo to promote the Facebook fan page of IT showroom company limited.

1.3.3 To study the customer satisfaction on the internet communication channel via Facebook fan page of IT showroom company limited by comparing with the various type of promotions, using the Facebook insight, and analizing the data to maximize the profit.

1.4 Expected result

1.4.1 To understand the communication patterns on Facebook fanpage affecting the user's behavior.

1.4.2 To have the customer information in improving the communication channel via Facebook marketing tool.

1.4.3 To satisfy the customer's requirements through online channel.

1.4.4 To understand the trend of market via Facebook for developing the company's marketing in the future.

CHAPTER II

LITERATURE REVIEW

Business model on Facebook marketing for the product of car DVR with the profit maximization contains related parts including; background of IT Showroom limited, marketing, introduction of Facebook and Facebook Insights, Facebook marketing, Profit and related researches.

2.1 Background of IT Showroom Limited Company

IT Showroom limited was established in 2010 by objectives of import/distribute of IT products. Sources of IT products are mainly from China and Taiwan. The first IT product of IT Showroom limited is Android tablet which there are many specifications including Screen size. Therefore, Android tablet has been the main product since the establishment of company.

At the beginning, IT Showroom company limited created the website www.itshowroom.net as the channel of distribution. The website contains the product specifications, functions, and pictures of product. The company started the marketing plan by attending the local IT fairs, given as: ComMart, Mobile Expo, etc. The results of attending IT fair are satisfied. Consequently, the company wants to diversify other channels of marketing, the online marketing is considered. The online marketing is the fast and effective way to reach the target group comparing to other channels which are slower reaching target group and higher cost.

At the beginning of online marketing, IT Showroom limited company focused on advertising on the online marketing website, including www.thaisecondhand.com and www.pantipmarket.com. Literally, the company advertised the products on those websites which provide both free and paid area. In the meantime, the company also developed the company's website.

Presently, The company is starting to consider the online marketing or digital marketing on social network by researching the online marketing on social network, considering the most reaches to be able to introduce/distribute the products with brand to people. As the previous reasons, IT Showroom limited company has started the Facebook Fan page in order to advertise, introduce the brand, distribute the products, and boost the revenue on Facebook Fan page.

2.2 Marketing

2.2.1 Communication marketing perspective

Based on the Edinburgh Business School Sales Force Management, there are the marketing communication tools, literally, sales promotion, advertising, public relations, sale person, and direct marketing. Currently, the media is used for directly delivering messages to the targets or audiences. Influencing others by the use of marketing communications is therefore determined by the specific context. Therefore, to contribute the marketing communications, we need to consider the factors, the context is important in which the communications will contribute. For example, management always consider to response by increasing or changing the advertising based on falling sales.

The management team is responsible to consider the tasks for marketing communications as follows:

- the target group for receiving the messages,
- the messages for communicating,
- the image for presentation,
- the budget for establishing the image,
- method for delivering the messages,
- feed backs of the receivers,
- know-how for controlling the process,
- knowledge for monitoring and evaluating the results.

These tasks are required to consider in a context. In the meantime, it is often that many messages are delivered to many target audiences. The success key of marketing communications is needed to communicate with multiple audiences in differences context and requirements. The communication point is to generate and transmit the messages for offering the products/promotions, introducing the company/brand to many target audiences, encouraging people to enter into a communication/relationship. These messages and context should be presented consistently, and should to be address the goal as previously mentioned.

2.2.2 Factors that bring success to marketing communication

Each tool and an organization's selection has a criteria of governing, given as:

- The level of control is required on the delivery of each message;
- The availability of financial resources to pay the third party for messages transferring;
- The credibility level of each tool on the organization;
- The size and location of the target audiences.

1. Control

Message controlling is necessary to ensure that the important message is transferred and is well received to the target audience.

2. Financial Resources

Each media type carries a particular cost and the budget of the organization that may not be suitable to use particular types of media.

3. Credibility

The credibility of the representative is a part of distraction to the receivers from its objective.

4. Size and Geographic dispersion

Normally, the size and location of characteristic need to be concerned of the target audience. A local audience will be reached effectively when specific tools of mass communication are used.

2.2.3 Consumer behavior in digital era

There are six major groups of digital consumer behavior in relevance for the businesses growth [8].

1. Devices

More than a half of US have smartphones, and almost 40 percent of US Internet-reached have a tablet. The rest of the developing world including Thailand is not far behind. In personal computing period, the amount of mobile phones and tablets has dramatically increased since 2008, up to 44 percent.

Marketing strategy needs to carefully manage and determine to adopt a “mobile first” approach in marketing communications.

2. Communications

In previous decades, phone was used for voice transfer only. Today, the majority of Smartphone is used in various data-driven activities, for example, streaming music, playing games, and browsing web sites. It is more important for businesses to focus on data, not only voice anymore.

3. Content

In all kinds of content, those is widely accessible because of technology. The traditional communication media, such as newspapers and TV, has eroded. Mobile-phone trends has replaced this as well. Sometimes, the effective marketing approach is to be mobile friendly without developing an app.

4. Social media

Businesses are trying to use the social media as major part of the marketing strategies. Achieving returns in the measurable way for the company is a challenge.

5. Video

The increase in the number of video variable will push the traditional advertising business models for distributors, advertisers, and content owners. Every organization needs to be transformed into a publisher to have video as a critical channel.

6. Retail

Mobile and technology could transform the shopping experiences. About half of all smartphone owners use devices the on shopping research. It is expected that more consumers will use their smartphones to purchasing as well.

2.3 Facebook and Facebook Insights

2.3.1 Definition of Facebook

Facebook is a social networking service for a worldwide internet users launched in February 2004. Mark Zuckerberg is the founder together with his college friend at Harvard University student, namely Eduardo Saverin. The website's member was initially private for Harvard students. Then, it was expanded to other colleges in most universities in Canada and the United States. Since September 2006, it has been spreaded to everyone with age over 13 through internet access and a e-mail address.

2.3.2 Facebook history

Mark Zuckerberg wrote the code of a new website in January 2004, namely 'the Facebook'. On February 4, 2004, Mark Zuckerberg opened "The Facebook", theFacebook.com. Zuckerberg also started to create a website that can contact people around the university. The website's member was initially private for Harvard students. In the summer of 2004, Facebook was incorporated, and Sean Parker, the entrepreneur, became the company's president. In 2007, Facebook had more than ten thousand business pages, allowing companies to distribute news and connect their potential customers. These started as group pages.

In October 2008, Facebook announced that it would set up its international headquarters in Dublin, Ireland [6].

In February 2011, Facebook had become the largest online photo host, being cited by Facebook application and online photo aggregator pixable as expecting to be 100 billion photos in summer 2011. In October 2011, over 350 million users

accessed Facebook through their mobile phones, accounting for 33% of all Facebook traffic.

2.3.3 Statistics of Global Facebook users

Worldwide's number of active Facebook users as of 4th quarter 2014 (in millions) during 2008 to 2014 is shown in Figure 2.1.

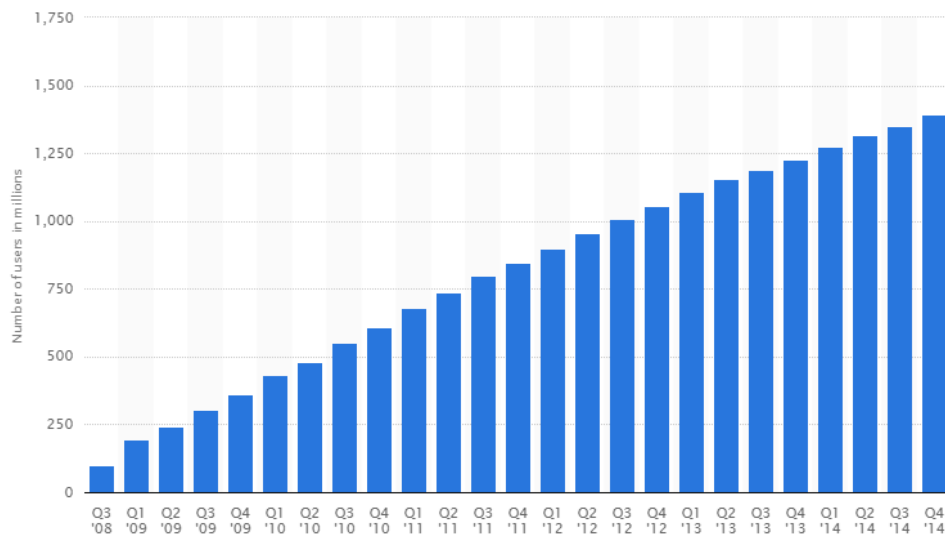


Figure 2.1 Number of monthly active Facebook users worldwide [3].

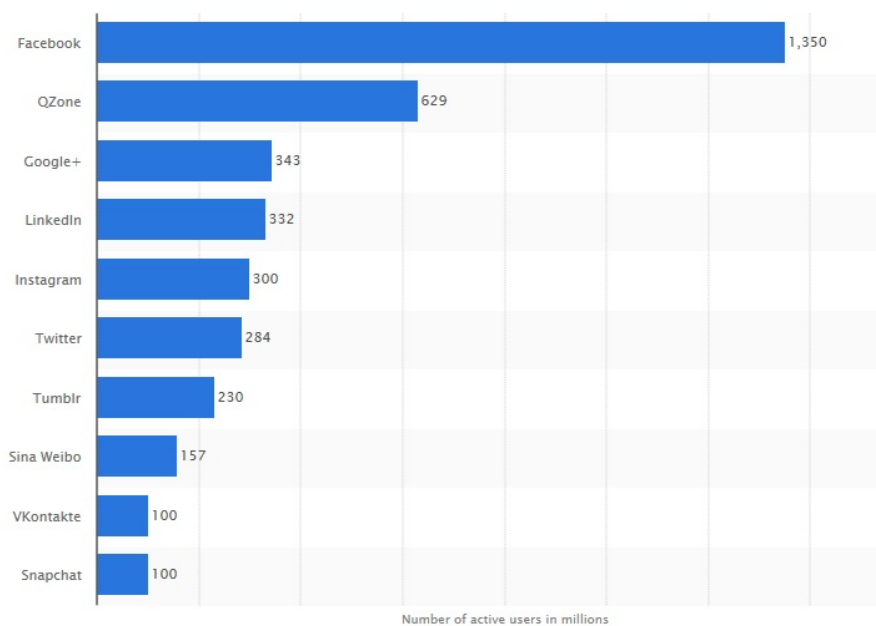


Figure 2.2 Number of global social network ranked by number of users [3].

2.3.4 Statistics of Asian Facebook users

To investigate the number of Facebook users in Asian region in January 2013 (in millions), during the month, users in India, Indonesian are 61.7 and 48.81 million, respectively, as shown in Figure 2.3.

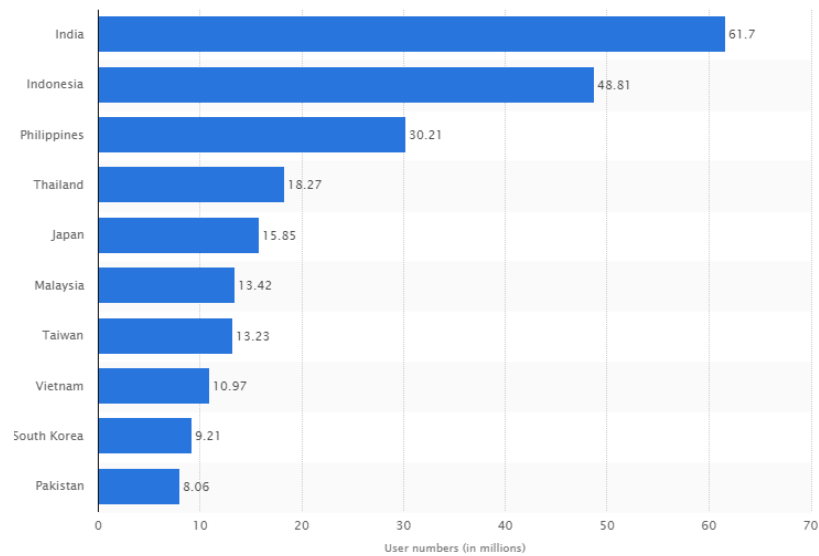


Figure 2.3 Facebook user numbers in Asian countries [4].



Figure 2.4 Infographic of Facebook users in Asian [4].

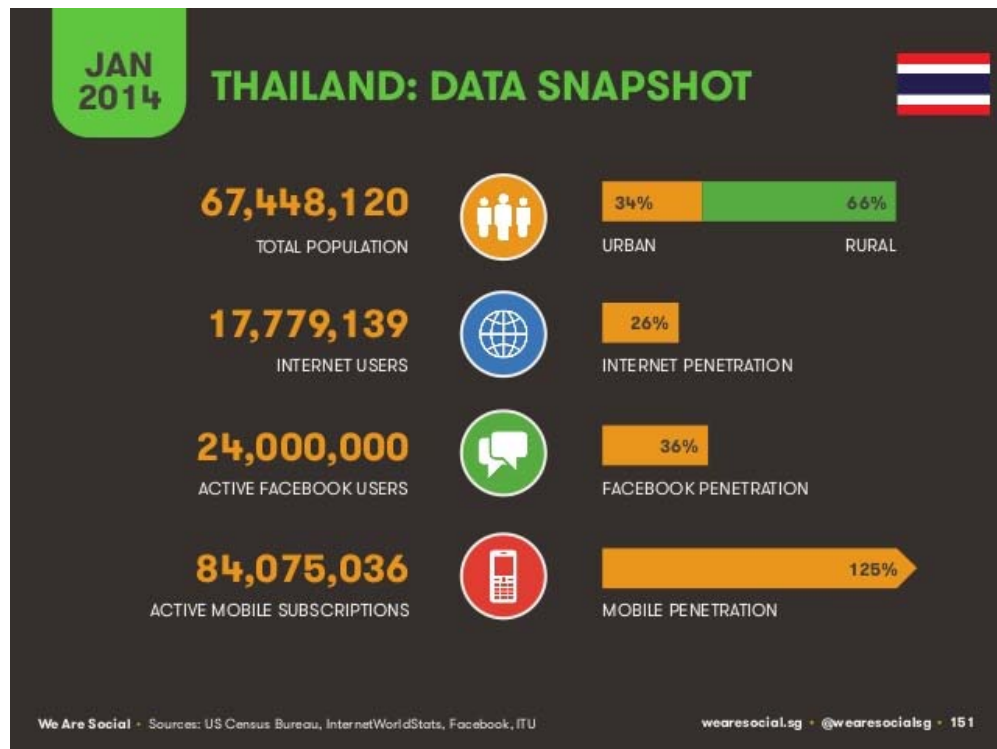


Figure 2.5 Facebook users in Thailand [5].



Figure 2.6 Infographic Thai Facebook users [4].

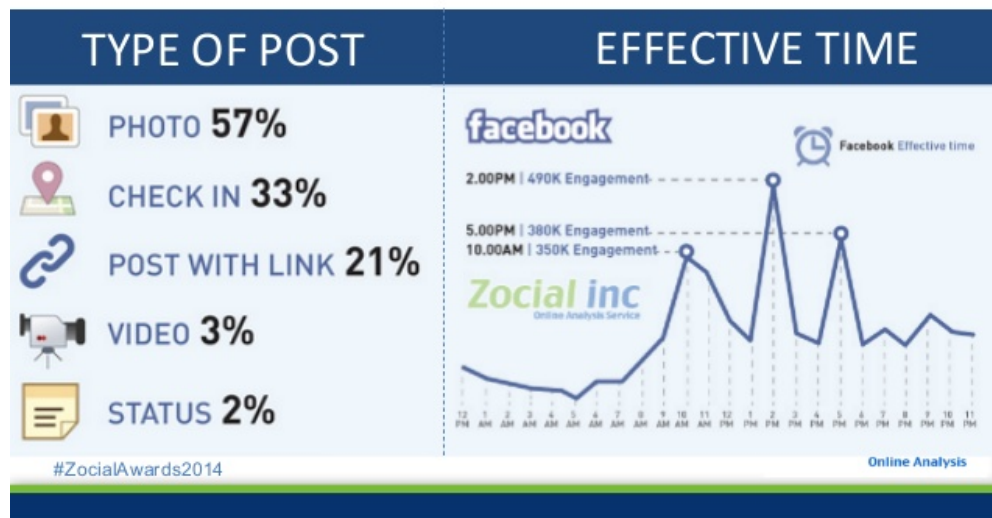


Figure 2.7 Infographic of duration of Thai Facebook users activities [4].

2.3.5 Facebook Insights

Facebook Insights is a tool to track the user activity and interaction on each Facebook Fan page. Facebook Insights can be seen and operated by all the administrators of the page and it helps page owner to track the number of users involved to see the page performance.

Using Facebook Insights allows page owner or administrators to plan the best time of day to post, the best day of the week to post and the most popular type of content. It should be note that the Facebook Insights tool is constantly updated to show our page's activities and any possible patterns.

Facebook Insights structure that need to know are as follows.

1. Facebook Insight Main page

From Figure 2.8, it is the main Insights dashboard, and administrator will see the total number of likes, the number of available friends, the number of users who talking about the page, and the total weekly reach.



Figure 2.8 The access of Facebook insights [7].

2. Virality of Posts

From Figure 2.9, it shows the latest posts, and learn about the virality. It is especially useful, if administrator would like to see the most successful post.

Administrator can sort posts by the following types:

- all post types,
- posts,
- photos,
- links,
- videos,
- platform posts,
- questions.

It is useful, if administrator want to know the performance of a post. Instead of sifting through all the posts, administrator can simply sort by videos.

12/3/2012	Fancy yourself a travel writer? Thin...	33	12	7	21.21%
12/3/2012	Top 10 Quirkiest Attractions in Cap...	74	15	10	13.51%
7/3/2012	Find tranquility in Norwood's Satya...	41	6	5	12.2%
8/3/2012	Love Asian Food? Why not shop at ...	42	7	5	11.9%
7/3/2012	Time to explore the beauty and his...	51	8	6	11.76%

Figure 2.9 Virality of posts [7].

3. Likes

Administrator will be able to see the demographics with the locations of our followers. Administrator also can see their age groups. Administrator will be able to search by new likes and unlikes.

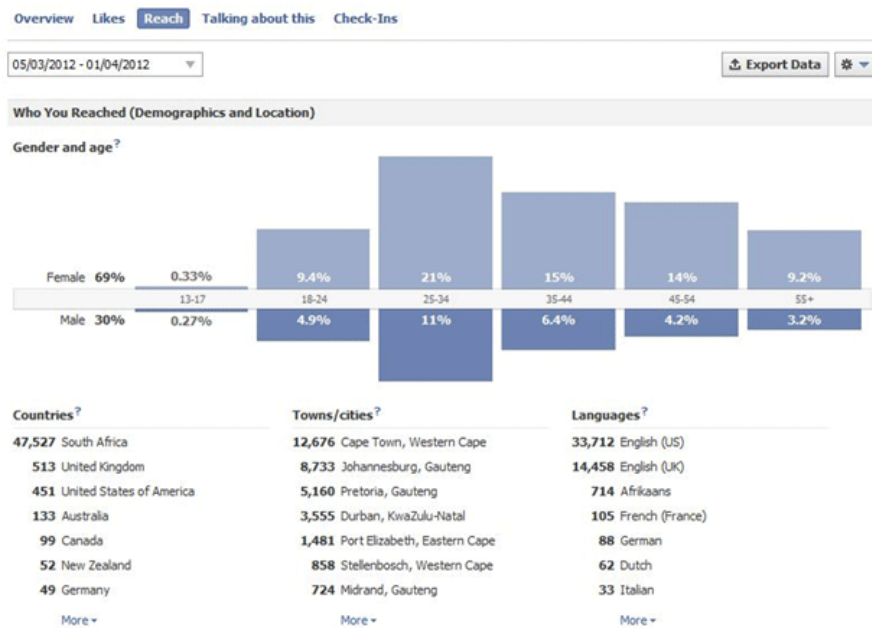


Figure 2.10 The likes score of Facebook insights [7].

Below it shows another graph that looks like this:

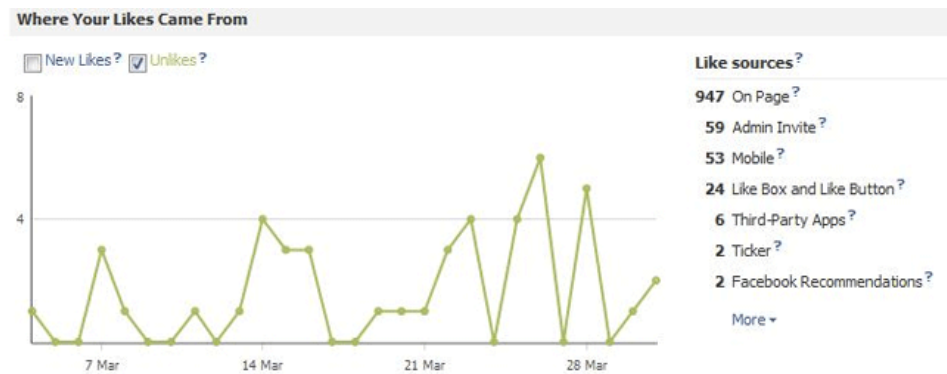


Figure 2.11 The source locations of like scores [7].

4. Reach

To monitor the volume indicator with histogram of content that is actually reaching the followers, this section reports the page views and the unique visitor views. Administrator also can see the page's reach in terms of organic searches, paid searches and viral searches.



Figure 2.12 Screen of how to reach people [7].

5. Talking About This

“The talking about this” section also provides some value data about who is talking about our page, including demographics and percentages of people in different age groups.



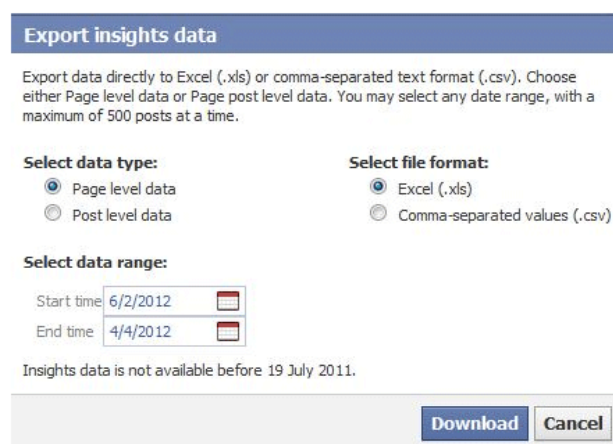
Figure 2.13 Illustration of “How people are talking about your page” tab in Facebook Insight [7].

6. Check-Ins

This section is really useful for companies that have a physical location. Followers that ‘check-in’ to arrive to our business showing their loyalty to our in doing so.

7. More Detailed Data

It is to export our data using the top right button on the Insights page.



Export insights data

Export data directly to Excel (.xls) or comma-separated text format (.csv). Choose either Page level data or Page post level data. You may select any date range, with a maximum of 500 posts at a time.

Select data type:

☒ Page level data
☐ Post level data

Select file format:

☒ Excel (.xls)
☐ Comma-separated values (.csv)

Select data range:

Start time: 6/2/2012
End time: 4/4/2012

Insights data is not available before 19 July 2011.

Download **Cancel**

Figure 2.14 Exporting insights data [7].

2.4 Facebook marketing

2.4.1 Social Media in the future

At present, the world's leading companies with high growth are using online media to promote the business. The way of business growth involves in higher competition market which local business needs to survive. There are 4 businesses that will be the new business trend in the nearest future.

1. Using internet on mobile will be dominant as the number of social network users is growing up unlimitedly. The growth of Facebook users in Thailand is among the world's top 10 chart. It is greatest in Asian which is 300% growth in the past 12 months, and the growth is unlimitedly. The growth of number of Smartphone users is also the indicators of the internet and social network trend. The Nielsen Company reported that 47% of non smartphone users tends to buy a new one by 2010 and more than 50% of internet users intends to use internet via smartphone

more 2010. These number supports the forecast of the global trend which the mobile internet users will increase from 14 million users in 2010 to 788 million users in 2015. As a result, today's consumer is more connected than ever, with more access to and deeper engagement with content and brands. These changes are contributing to the media revolution and blurring traditional media definitions.

2. The rapid availability resources will allow the video content delivery easier. We can see from the growth of youtube and video conference is a lot more compatible in recent years. Computer, tablet, and mobile device will need to develop the video conference function as the standard specification, given as: including developing the applications to display and sharing the videos easier.

3. Conversations and pictures flow on internet are healthy information for business strategy (as market insight). Online media allows the business to connect with people in more convenient way. Business owners and marketers are able to access those information which people mentions about their products and service in positive and negative. Those allows the related people to determine how successful of their products. While the social media allows the business to communicate to people directly, all of information, including asking, answering, and giving options, will be part of the business decision.

4. Specific information about users behavior and effectiveness of marketing cost allows the business to convert the mass production to customization. In response to the rapid increase of online commerce, the concept behind its importance is that the more we know about our customers, the more we can connect with those customers and therefore make those more loyal customers. Internet serves that function to business in more convenient way.

2.4.2 Using of Facebook social network as a marketing tool

1. Type of Facebook usage

There are 3 types of Facebook usage, including: Facebook user, Facebook pages, and Facebook groups.

- **Facebook user**

Facebook user is an individual Facebook profile. It is the foundation of Facebook community. Users need it in order to create a Facebook page or

group. Facebook user will need to get friends in order to share the content and posts, we should create or follow a group.

- Facebook Pages

Like a profile, Facebook pages enable businesses, public figures, organizations, and other entities to create and publicly share presence on Facebook. Facebook pages are visible to everyone on the internet by default.

- Facebook Groups

Facebook pages are designed to be the official profiles for public figures, organizations, and other entities. Facebook groups are group of small communication and people to share their common interests and to express their opinion. When administrator creates a group, administrator can decide to make it public group for anyone to join. The group requires the administrator's approval or invitation to join or keep it private.

2. Facebook advertising types

There are 4 main categories of Facebook ads appearing in news feed and the desktop sidebar. Given as: sponsored stories, page post, ads, promoted posts and marketplace ads.

- Sponsored Stories

Sponsored stories are presented by based on user activity's historic data. Sponsored stories cannot be configured to reach target user. It presented automatically to user who interacted with the page. It is not connected directly or indirectly through a friend.



Figure 2.15 Facebook advertising as sponsored stories [9].

- Page Post Ads

Page post ads are advertisements that requires the additional payment to promote among followers, friends of followers, and non followers on news feed, as a result of creating campaigns in Facebook's ad tool.

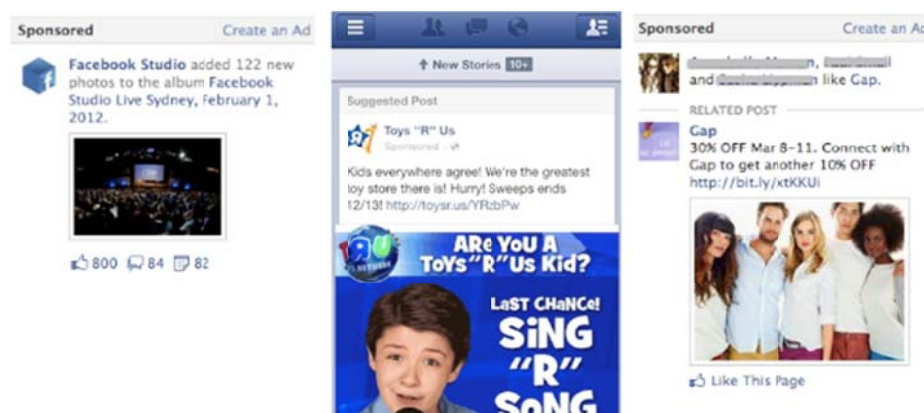


Figure 2.16 Facebook advertising as page post (page post ads) [9].

- Promoted Posts

Promoted posts are the page posts getting the additional reach in news feed among followers and friends of followers as a result of using the page's promote button.

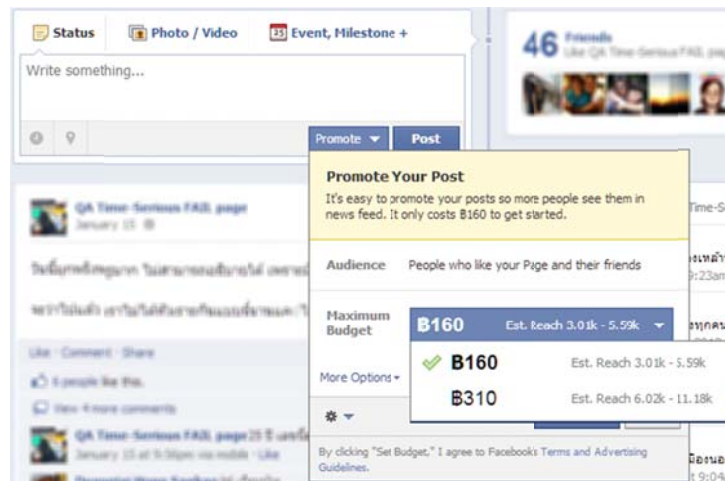


Figure 2.17 Facebook advertising as promote page post (promoted posts) [9].

- Marketplace Ads

Marketplace ads are advertisements shown on desktop sidebar, including a headline, body and image.



Figure 2.18 Facebook advertising as marketplace ads [9].

2.4.3 Components of successful marketing strategy

Over the last couple of years, Facebook users rise steadily, which means that there are more quality people on Facebook with ability to make their independent decisions of making purchases. It is a big opportunity of marketing people and online advertising to increase product sales and gain more clients from Facebook. To have a successful Facebook strategy, there are some components in place together with a good quality of product. Content is the king on social media as well. However the content marketing, the success on the social media like Facebook, differs from the blog content. Literally, it needs to be short and engaging enough to make people interest. There needs to be more visual content like memes, images, videos, and infographics.

1. High Quality Social Media Content

The objective for making sales needs to be in place during creating Facebook content. Content with a reliable source of quality information must be related to the product and service.

2. A Vibrant and Engaged Fan Page

Good contribution and loyal follower are the major factors of any sales strategy. For Facebook, there are so many other competitors and brands reaching for Facebook users for ages with their products and services. A well-managed and engaged Facebook fan page can be developed a long term Facebook sales strategy. The number of fans on page is the only system that the company engages the followers and then convert those followers into revenues.

3. Smart Use of Facebook Advertisements

Facebook has improvement of advertisements allowing more targeted than previous version. Facebook allows users to locate their target group in a friendly ways. It is smart for Facebook posts that can attract the thousands of organic views. Facebook has narrowed the post distribution. The company will need to invest in advertisements in order to attract the targeted group.

4. Simplifying the Buying Process

There are some failures of many great products to get sales numbers because of the complicated purchase and payment process. It is critical to have the simply buying process for the success of Facebook sales campaign.

2.5 Performance measurement

Measurement of the promoted post is normally considering the number of reaches, likes, comments, and orders together with profit. The number of orders and profit, in this case, should be consistent, because we have only one product in our study. Additionally, the objective of considering profit is for a visual result representative.

The profit formula;

$$\text{profit} = \text{revenue} - (\text{marketing cost} + \text{operation cost} + \text{goods cost})$$

2.6 Related researches

1) Using Facebook in Marketing communication of insurance company affecting gratifications with the insurance customer in Bangkok metropolis.

The study of using Facebook in the insurance company is to understand the target population given as: Facebook's users behavior, customer's marketing communication, and customer satisfactions. The population in the study is Facebook Fan page of 9 insurance company in Bangkok 400 users with analysis tools using *t* test, one-way analysis of variance (ANOVA), multiple comparison (LSD) and Pearson's product moment correlation coefficient. The results as follows. (1) Age of customer is important for customer satisfactions especially 35-44 years old. (2) Facebook user's behavior is a factor of customer satisfaction. (3) The important role of customer satisfactions is marketing communication on Facebook given as: complaint from customer post content frequency [10].

2) Social Media Marketing in a Small Business: A Case Study.

The idea of the study is that it is important for a start-up or small business to have strategies behind using social media for the business growth. The purpose of this study is to understand how a start-up or small business recognizes in using social media as online marketing. A case study is studied by an in-depth interview with the business owner and analyzes the Facebook Fan page and Twitter posts. The results of different strategies were used to build customer relationships with the company. The research conclusion mentions networking and connecting with others in business. These are important as same as brand promotion and customer relationship which should not focus on sales number, but should make interesting content for customer interaction. That is the main obstacle to entry the market [11].

3) Social Media and Brand Awareness: A case study in the fast moving consumer goods sector.

Now a day, The global communication use social media by individual and corporation widely. Using social media is going to take the major of corporate sector for branding purpose. The purpose of this research study the impact of social media for brand awareness. The study has chosen the specific area of fast growth consumer products. By theoretical method, it has been described on how to use social media to have brand awareness, but the most important part is to find the suitable point and balance between creating interesting contents for audience while the company also need to respect the audience about information feed. This refers to a constant need for developing and learning on knowledge base. Besides, in the case study, it is more important to integrate social media in the communications and promoting strategy [12].

4) Factor toward the Advertising Effectiveness of Facebook.

The research is focus on examining factors that influence a commitment to purchase products and services. 497 Facebook users were taking the survey. The results suggested the advertising on Facebook needs user involvement to enhance and recognize attitude of the brand. The attitude in advertising content, whether positive or negative could impact to the brand awareness and purchasing commitment [13].

5) Motivation and Factors on Facebook marketing that influence the decision to purchase products and services of consumers in Bangkok.

The objective of this research is to studied the factors influencing the decision to purchase the products/services of 400 consumers in Bangkok by using questionnaire to collect and analyze the data in term of percentage, average, standard deviation and Pearson's product moment correlation coefficient. The result of the study was found that Facebook had the medium level of influence for decision of purchasing products/services, and the activity influencing the most is Social Activity on Facebook Fan page [14].

CHAPTER III

RESEARCH METHODOLOGY

In this research, IT showroom limited fan page aims to solve and improve the performance of online marketing by using facebook insights to promote and record data for marketing analysis. The data from facebook insights is the guidelines on advertising in order to reach the target group. Moreover, it can be used to analyze the return of investment that is a quantitative measurement of the impact of marketing investment of business.

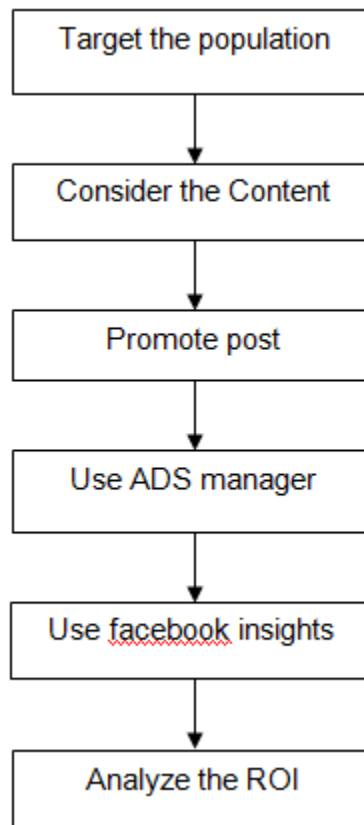


Figure 3.1 Six steps of methodology.

In this study, we structure the method in 6 steps which are targeting the population, considering the content, promoting post, ADS manager, facebook insights, and analysis of ROI.

3.1 Targeting the population

The population studied in this research is the Facebook users in Thailand of 26 million people.

- 1) Gender: Male
- 2) Age: 20-45 years.

3.2 Types of Content

Types of content in social network are varied by media. The business have to create the direct and clear content. There are 6 types of content which are attractive for people to follow the Fanpage, given as:

- Informative content: The content with useful information.
- Entertaining content: The content which could entertain the people.
- Differentiative content: The content which is unique and different from the others.
- Visually Attractive content: an attractive visualize content.
- Relevant to Brand: content is associated with the brand.
- Convenient for Viewing: The easy to understand content.

IT Showroom Co., Ltd. Use 6 principles to create contents, divided into two main types.

- 1) Picture Content: Make the experiment for 3 times.



Figure 3.2 The 1st picture Content.



Figure 3.3 The 2nd picture Content.



Figure 3.4 The 3rd picture Content.

2) Video Content : Make the experiment for 3 times.



Figure 3.5 The 1st Video Content.



Figure 3.6 The 2nd Video Content.



Figure 3.7 The 3rd Video Content.

3.3 Promotion

There is simple type of advertising by creating text or content, then click the boost post in the lower-left corner and choose the audience and budget based on how many people we want the post reach and how long our boost to run. We can change your payment method if we have more budgets, the content will show more on new feed.

3.3.1 Promotion post as with the picture

The post is promoted by picture, the steps are given as follows:

1. Post the picture for advertisement showing the specification, highlights, equipment, price, and business contact.



Figure 3.8 The promoted post by picture on step 1.

2. Boost the post with the lower-left corner, as show in Figure 3.9

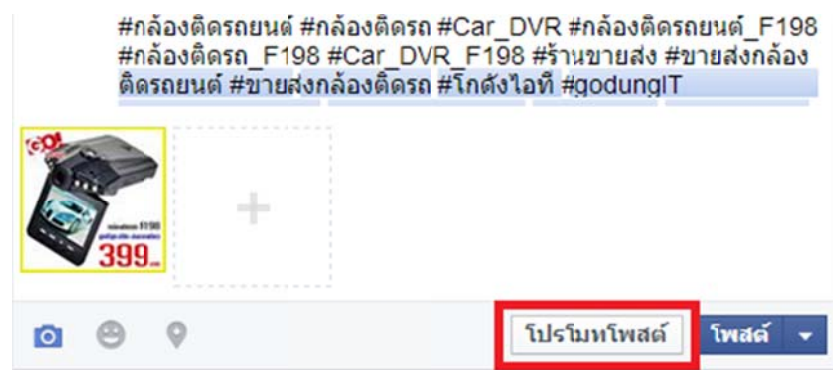


Figure 3.9 The promoted post by picture on step 2.

3. Promote the post part containing the details of limit setting, type of population, and post reach within the target group of company. There are 5 parts, given as:

Part 1: Choosing the audience: We can select the type of audience related to the target group that we set up.

Part 2: Choosing the target group: We set the target of people depending on type of product. The targeted group in each post may be varied by each objective of that post. In this case, the targeted group is given as:

- Location: Thai,
- Age: 20-45,
- Gender: Men.

Part 3: Budget: We have the budget for the marketing cost to spend on the promoted post, starting at 30 Baht/Day. In this case, we select the option of 200 baht/day.

Part 4: Posting the reach: The number of people reaching the post is varied by the budget that we have set on the part 3.

Part 5: Scheduling: For the duration of promoting post, in this case, we set with 1 day to promote the post.

The screenshot shows the Facebook promotion post setup interface. The title is 'โปรโมทโพสต์' (Promote Post). Below the title, there are two tabs: 'โปรโมทโพสต์ของคุณให้เข้าถึงผู้คนได้มากขึ้น เรียนรู้เพิ่มเติม' (Promote your post to reach more people. Learn more) and 'คุณจะเห็นตัวอย่างโฆษณาของคุณที่นี่หลังจากที่โพสต์' (You will see examples of your ads here after posting). The main content area is empty. On the right side, there are five sections highlighted by red boxes and numbered 1 to 5:

- Part 1:** กลุ่มเป้าหมาย (Target Audience). It includes three radio buttons: 'บุคคลที่รู้จักของคุณ' (People you know), 'บุคคลที่รู้จักของคุณและเพื่อน ๆ ของคุณ' (People you know and their friends), and 'บุคคลที่คุณเลือกผ่านการกำหนดเป้าหมาย' (People you select through targeting). The third option is selected.
- Part 2:** Targeting options. It includes a dropdown menu for 'ชาย 20-45' (Male 20-45), a text input for 'ทำเลที่ตั้ง: ไทย' (Location: Thailand), a text input for 'อายุ: 20 - 45' (Age: 20 - 45), and a text input for 'เพศ: ชาย' (Gender: Male). Below these is a text input for 'แก้ไขกลุ่มเป้าหมาย - สร้างกลุ่มเป้าหมายใหม่' (Edit target audience - Create new target audience).
- Part 3:** Budget. It includes a text input for 'งบประมาณ' (Budget) with the value '฿200.00' and a dropdown menu for 'รวม' (Total).
- Part 4:** Reach. It includes a text input for 'คนที่จะเห็น' (People who will see) with the value '3,700 - 9,900' and a text input for 'ขนาด' (Size) with the value 'ขนาด 6,300,000'. Below these is a text input for 'โดยประมาณ' (Approximate) with the value 'ประมาณ 6,300,000'.
- Part 5:** Scheduling. It includes a text input for 'ช่วงเวลา' (Time period) with the value 'โปรโมทโพสต์นี้' (Promote this post) and a dropdown menu for '1 วัน' (1 day).

At the bottom, there are two text inputs: 'บัญชีผู้ใช้' (User account) with the value 'โดมิ่ง ใจดี (15382087664379)' and 'วิธีการชำระเงิน' (Payment method) with the value 'Visa *5859 เปลีเยน'. There are also two buttons: 'ล้าง' (Reset) and 'กำหนดงบประมาณ' (Set budget).

Figure 3.10 Parts of the promotion post with the picture.

When we finish setting the promotion post in every parts, we direct to the summary of all campaigns showing the status of promotion cost, post reach and all related values with the member of posts.

หน้าหลัก
แคมเปญทั้งหมด

การแจ้งเตือน

เมื่อวานนี้

- โฆษณา GodungIT - จำนวนถูกใจเพจ ได้รับการอนุมัติแล้ว

14 มกราคม

- โฆษณา GodungIT - จำนวนถูกใจเพจ ได้รับการอนุมัติแล้ว
- โฆษณา GodungIT - จำนวนถูกใจเพจ ถูกสร้างขึ้นแล้ว

ค่าใช้จ่ายรายวัน ?

ดูการเรียกเก็บเงิน

วันนี้ 8951.30 THB
20/1 8797.32 THB
19/1 8592.32 THB
18/1 8509.62 THB
17/1 8913.11 THB

13 มกราคม 2015 - 21 มกราคม 2015

แสดงผล 6 รายการ

สถานะ ?	ชื่อแคมเปญ ?	การทำงาน ?	ผลลัพธ์ ?	ต้นทุน ?	เข้าถึง ?	ใช้จ่ายวันนี้ ?	ค่าใช้จ่ายทั้งหมด ?	วงเงินใช้จ่าย ?	วันที่เริ่มต้น ?	วันที่สิ้นสุด ?
<input checked="" type="checkbox"/>	VDO F198	กำลังใช้งาน	423	80.16	5,738	866.53	866.53	จาก 8150.00	21/1/2015 15:51	22/1/2015 15:51
<input checked="" type="checkbox"/>	F198 ลาด	กำลังใช้งาน	872	80.40	17,889	8234.77	8345.19	จาก 8418.47	20/1/2015 11:40	22/1/2015 12:00
<input checked="" type="checkbox"/>	F198 + อุปกรณ์	กำลังใช้งาน	1,162	80.43	14,517	8150.00	8500.00	จาก 8575.00	16/1/2015 11:26	22/1/2015 12:00
<input checked="" type="checkbox"/>	F198 - จบ	กำลังใช้งาน	2,838	80.42	29,332	8100.00	81,193.67	จาก 81,243.67	15/1/2015 9:18	22/1/2015 12:00
<input checked="" type="checkbox"/>	ถูกใจเพจ-2	กำลังใช้งาน	1,294	81.12	35,591	8200.00	81,448.11	จาก 81,548.11	14/1/2015 14:50	22/1/2015 12:00
<input checked="" type="checkbox"/>	ถูกใจเพจ-1	กำลังใช้งาน	2,171	81.05	59,312	8200.00	82,270.17	จาก 82,370.17	13/1/2015 14:41	22/1/2015 12:00

แสดงผล 6 รายการ

Figure 3.11 Historical data of the promoted posts.

3.3.2 Promotion post with video

The post is promoted by video, the steps are given as follows:

1. Post the video for the advertisement showing the specification, highlights, equipment, price, and business contact.



Figure 3.12 The promoted post with video on step 1.

2. Boost the post in the lower-left corner.

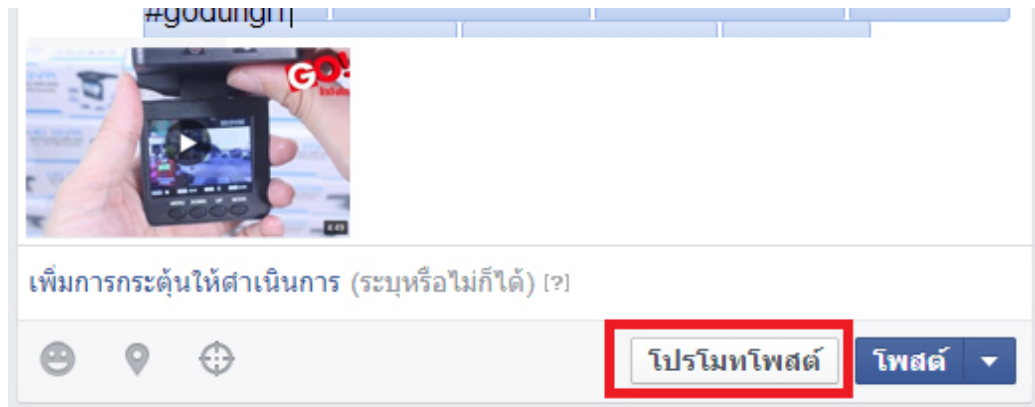


Figure 3.13 The promoted post with video on step 2.

3. Promote the post part containing the details of the limit setting, type of population, and post reach with in the target group of company. There are 5 parts, given as:

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Part 2: Choosing the target group: We set the target of people depending on the type of product. The targeted group in each post may be varied by each objective of that post. In this case, the targeted group is given as:

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- Age: 20-45,
- Gender: Men.

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Part 4: Posting the reach: The number of people reaching the post is varied by the budget that we have set on the part 3.

Part 5: Scheduling: For the duration of promotion post. In this case, we set with 1 day to promote the post.

โปรโมทโพสต์

โปรโมทโพสต์ของคุณให้เข้าถึงบุคคลได้มากขึ้น เรียนรู้เพิ่มเติม.

คุณจะเห็นตัวอย่างโฆษณาของคุณที่นี่หลังจากที่โพสต์

กลุ่มเป้าหมาย

- ☐ บุคคลที่สนใจเฉพาะของคุณ (?)
- ☐ บุคคลที่สนใจเฉพาะของคุณและเพื่อน ๆ ของคุณ (?)
- ☒ บุคคลที่คุณเลือกผ่านการกำหนดเป้าหมาย (?)

ชาย 20-45

ทำเลที่ตั้ง: ไทย

อายุ: 20 - 45

เพศ: ชาย

แก้ไขกลุ่มเป้าหมาย - สร้างกลุ่มเป้าหมายใหม่

งบประมาณรวม: B200.00

คนที่เห็นโดยประมาณ: 3,700 - 9,900 ขนาด: 6,300,000

เพิ่มงบประมาณของคุณหรือจำกัดกลุ่มเป้าหมายหากคุณต้องการเข้าถึงผู้คนที่สำคัญสำหรับคุณมากกว่านี้

ช่วงเวลา: โปรโมทโพสต์นี้นาน: 1 วัน

บัญชีผู้ใช้: โกดิง ไอที (15382087664379)

วิธีการชำระเงิน: Visa *5859 เปลี่ยน

ข้อกำหนดและเงื่อนไข

ล้าง กำหนดงบประมาณ

Figure 3.14 Parts of promotion post with video.

When we finish setting the promotion post in every parts, we direct to the summary of all campaigns showing the status of promotion cost, post reach, and all related values with the number of posts.

หน้าหลัก

แคมเปญทั้งหมด

การแจ้งเตือน

สถานะ

ชื่อแคมเปญ

การดำเนินงาน

ผลลัพธ์

ต้นทุน

เข้าถึง

โพสต์จำนวน

ค่าใช้จ่ายรวม

วงเงินค่าใช้จ่าย

วันที่เริ่มต้น

วันที่สิ้นสุด

11 มกราคม 2015 - 21 มกราคม 2015

สถานะ	ชื่อแคมเปญ	การดำเนินงาน	ผลลัพธ์	ต้นทุน	เข้าถึง	โพสต์จำนวน	ค่าใช้จ่ายรวม	วงเงินค่าใช้จ่าย	วันที่เริ่มต้น	วันที่สิ้นสุด
ปิด	VDO F198	กำลังโฆษณา	423	80.16	5,738	866.53	B951.30 THB	21/1/2015	22/1/2015	
เปิด	F198 ลาด	กำลังโฆษณา	872	80.40	17,889	824.77	B797.32 THB	20/1/2015	22/1/2015	
เปิด	F198 + อุปกรณ์	กำลังโฆษณา	1,162	80.43	14,517	B150.00	B502.32 THB	16/1/2015	22/1/2015	
เปิด	F198 - จม	กำลังโฆษณา	2,836	80.42	29,332	B100.00	B509.62 THB	15/1/2015	22/1/2015	
เปิด	ดูภาพ-2	กำลังโฆษณา	1,294	81.12	35,591	B200.00	B913.11 THB	14/1/2015	22/1/2015	
เปิด	ดูภาพ-1	กำลังโฆษณา	2,171	81.05	59,312	B200.00		13/1/2015	22/1/2015	

ผลลัพธ์ 6 รายการ

Figure 3.15 Promoted posts.

3.4 ADS Manager

ADS Manager is to manage the Facebook advertising in order to view all of campaign, result, budget, etc. Therefore, all of information can be used to analyze for the suitable advertising plan in business.

หน้าหลัก
แดชบอร์ดทั้งหมด

การแจ้งเตือน

- โฆษณา GodungT - จำนวนถูกโฆษณา ได้รับการอนุมัติแล้ว
- โฆษณา GodungT - จำนวนถูกโฆษณา ไม่ได้รับการอนุมัติแล้ว
- โฆษณา GodungT - จำนวนถูกโฆษณา ถูกสร้างเรียบร้อยแล้ว

1) มกราคม 2015 - 21 มกราคม 2015

สถานะ	ชื่อแคมเปญ	การตั้งค่า	ผลลัพธ์	ต้นทุน	เข้าถึง	ใช้จ่ายวันนี้	ค่าใช้จ่ายทั้งหมด	วงเงินใช้จ่าย	วันที่เริ่มต้น	วันที่สิ้นสุด
<input checked="" type="checkbox"/>	VDO F198	กำลังโฆษณา	423	80.16	5,738	866.53	866.53	21/1/2015	22/1/2015	
<input checked="" type="checkbox"/>	F198 ลาค	กำลังโฆษณา	872	80.40	17,889	824.77	8345.19	20/1/2015	22/1/2015	
<input checked="" type="checkbox"/>	F198 + อุปกรณ์	กำลังโฆษณา	1,162	80.43	14,517	8150.00	8500.00	16/1/2015	22/1/2015	
<input checked="" type="checkbox"/>	F198 - วน	กำลังโฆษณา	2,838	80.42	29,332	8100.00	81,193.67	15/1/2015	22/1/2015	
<input checked="" type="checkbox"/>	ถูกโฆษณา-2	กำลังโฆษณา	1,294	81.12	35,591	8200.00	81,448.11	14/1/2015	22/1/2015	
<input checked="" type="checkbox"/>	ถูกโฆษณา-1	กำลังโฆษณา	2,171	81.05	59,312	8200.00	82,270.17	13/1/2015	22/1/2015	

Figure 3.16 All promoted posts information.

3.5 Facebook Insights

Facebook Insights is a tool to provide the information of Page's performance in terms of number and graph to easily evaluate and measure the marketing on the fanpage. It provides the number of page likes, the number of post reach, and the number of engagement in 4 categories; given as Likes, Comments, Shares and Post Clicks which. Therefore we can evaluate the efficient of marketing cost.



Figure 3.17 All promoted posts information by Facebook Insights.

3.6 The method of measurement

Measurement the promoted post, normally, is considering the number of reaches, likes, comments and orders together with profit. The number of orders and profit, in the is case, should be consistent because we have only one product in the study. Besides, the objective of considering profit is for a visual result representative.

The profit formula ;

$$\text{profit} = \text{revenue} - (\text{marketing cost} + \text{operation cost} + \text{goods cost})$$

CHAPTER IV

RESULTS

4.1 Results

In this study, we use Facebook Insight and Facebook Manager to collect the information to study the content having the most of impact for the sales volume of car DVR. There are 2 types of contents, picture content and VIDEO content.

Pattern of picture content on Sample 1:

Scope of study:

- 1) Population: Male aging 20-45 years old.
- 2) Period: 7 Days during, January 26 – February 1, 2015.
- 3) Sample: The picture content.

Number of reaches for the picture content on Sample 1 during January 26 – February 1, 2015 with the total of 7 days are as follows:

- 1) Number of Reach: 177,864 times.
- 2) Number of Post Impression: 202,776 times.
- 3) Number of Engagement: 7,128 times, which can be categorized, given

as:

- Post Like: 4,826 (67.93%).
- Post Comment: 520 (7.33%).
- Post Shared: 96 (1.36%).
- Other: 1,686 (23.38%). See Figure 4.1.

Other refers to pictures view, video views and click through the main website etc.

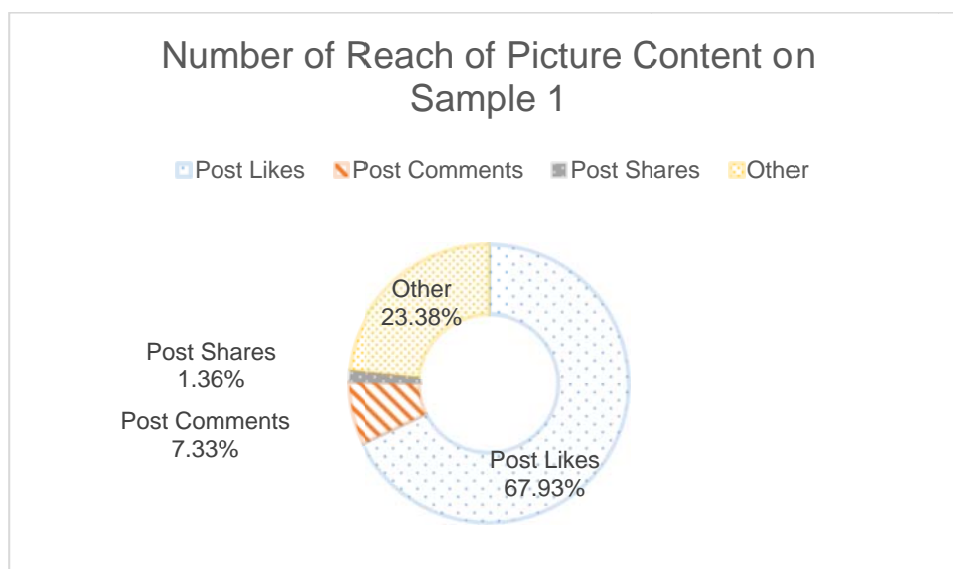


Figure 4.1 Average Number of Reach of Picture Content on Sample 1 during January 26 – February 1, 2015.

Table 4.1 Total number of activities of Picture Content on Sample 1 during January 26 – February 1, 2015.

Date	Post Engagement	Post Likes	Post Comments	Post Shares	Other
26-Jan-15	656 (100.00%)	456 (69.51 %)	56 (8.54%)	11 (1.68%)	133 (20.27%)
27-Jan-15	1,115 (100.00%)	737 (66.10%)	91 (8.16%)	34 (3.05%)	253 (22.69%)
28-Jan-15	1,111 (100.00%)	756 (68.05%)	88 (7.92%)	15 (1.35%)	252 (22.68%)
29-Jan-15	917 (100.00%)	645 (70.34%)	57 (6.22%)	10 (1.09%)	205 (22.36%)
30-Jan-15	1,266 (100.00%)	802 (63.35%)	93 (7.35%)	12 (0.95%)	359 (28.36%)
31-Jan-15	1,119 (100.00%)	802 (71.67%)	70 (6.26%)	6 (0.54%)	241 (21.54%)
1-Feb-15	944 (100.00%)	628 (66.53%)	65 (6.89%)	8 (0.85%)	243 (25.74%)

From table 4.1, it show the daily details of number of reach, including the number of Post Engagement, Post Likes, Post Comments and Post Shares of Picture Content on Sample 1.

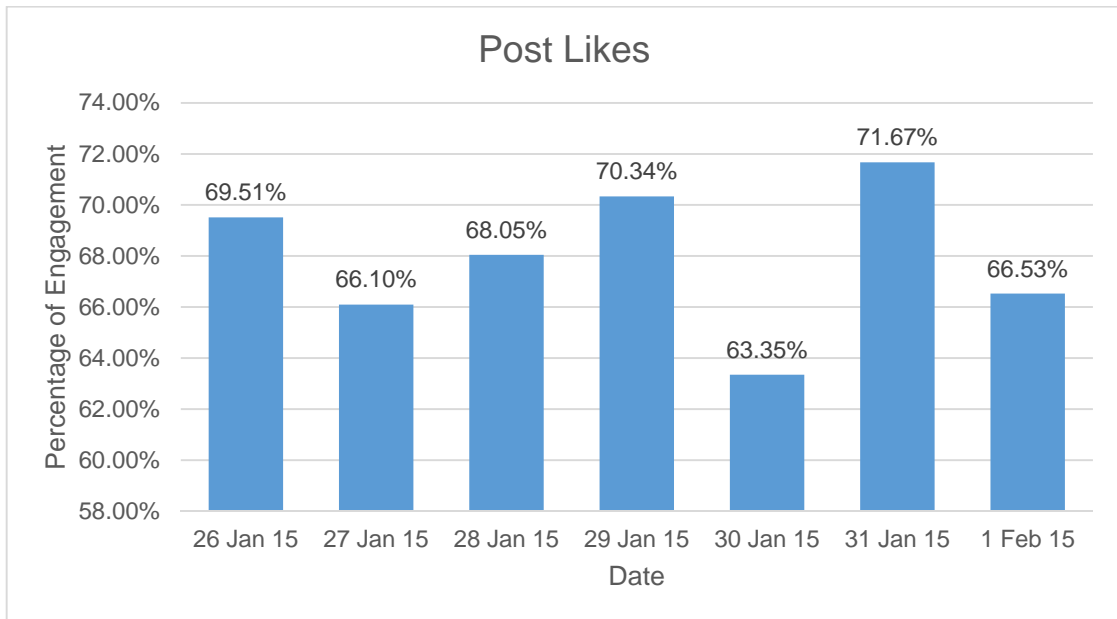


Figure 4.2 Average numbers of Post Likes of Picture Content on Sample 1 during January 26 – February 1, 2015.

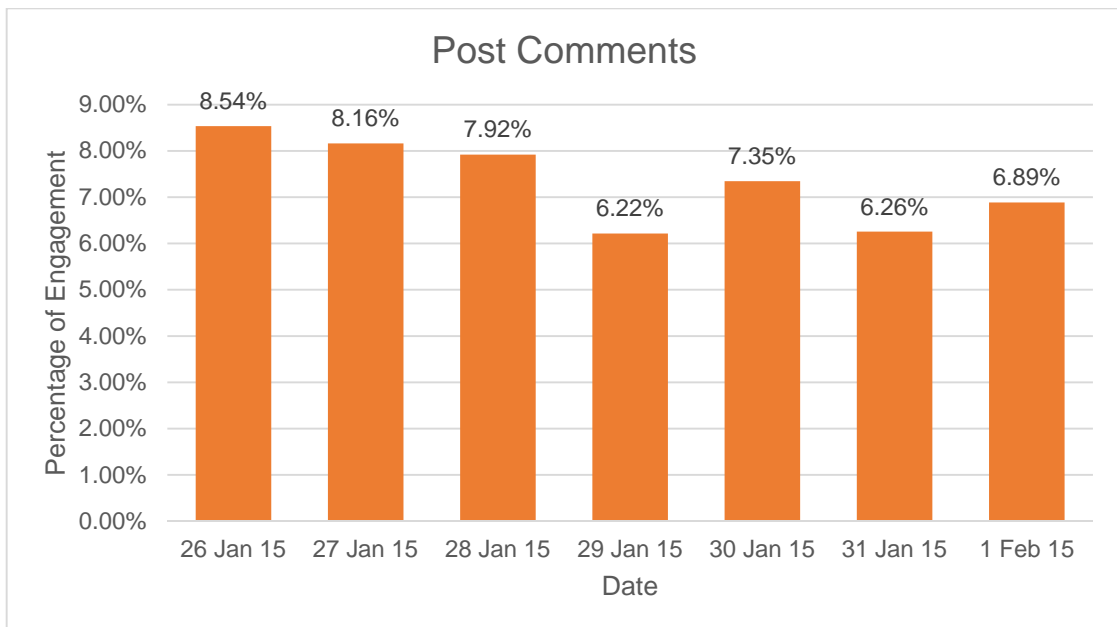


Figure 4.3 Average numbers of Post Comments of Picture Content on Sample 1 during January 26 – February 1, 2015.

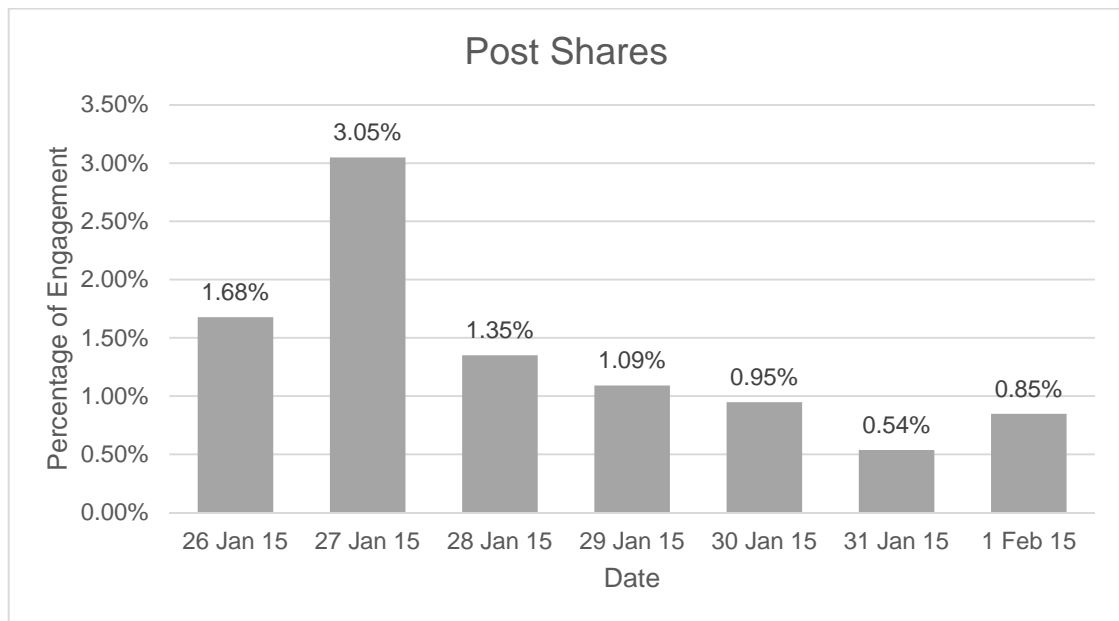


Figure 4.4 Average number of Post Shares of Picture Content on Sample 1 during January 26 – February 1, 2015.

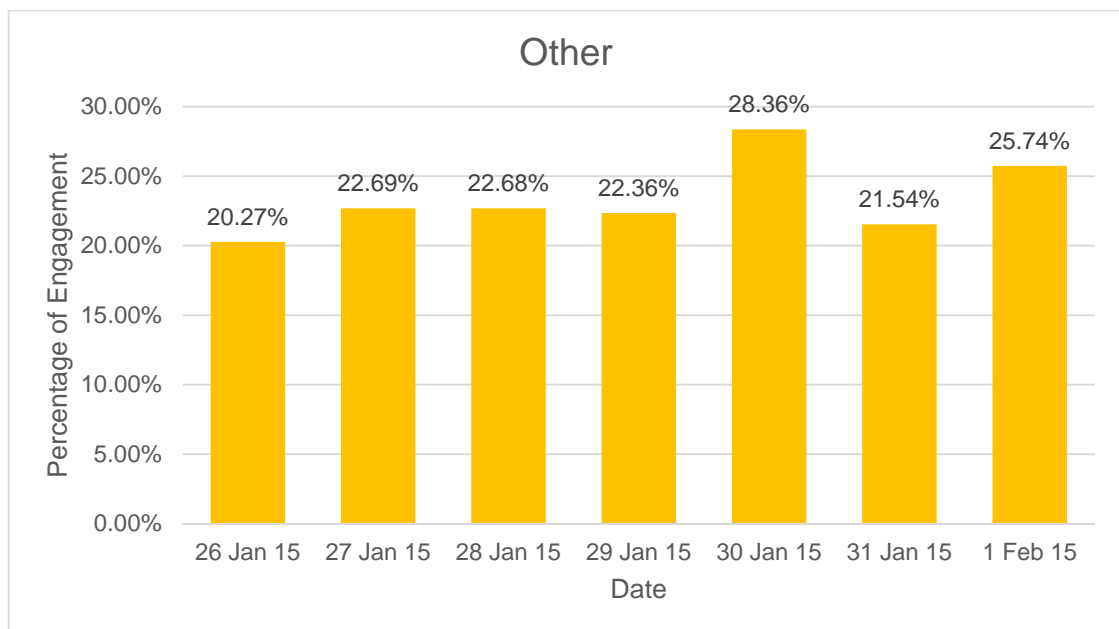


Figure 4.5 Average numbers of Post Other of Picture Content on Sample 1 during January 26 – February 1, 2015.

Table 4.2 Average cost per order of Picture Content on Sample 1 during January 26 – February 1, 2015.

Date	Number Order	Amount Spent (BAHT)	Cost per Order (BAHT)
26 Jan 15	22	482.86	21.95
27 Jan 15	36	482.86	13.41
28 Jan 15	36	482.86	13.41
29 Jan 15	35	482.86	13.80
30 Jan 15	41	482.86	11.78
31 Jan 15	29	482.86	16.65
1 Feb 15	13	482.86	37.14
Total	212	3,380	15.94

In Table 4.2, it showed that advertising by Picture Content on Sample 1 can generate sales up to 212 orders with average cost per day is 482.86 Baht and cost per order is 15.94 Baht.

Pattern of Picture Content on Sample 2:

Scope of study:

- 1) Population: Male aging 20-45 years old.
- 2) Period: 7 Days, during February 21 – February 27, 2015.
- 3) Sample: The picture content.

Number of reaches for the picture content on Sample 2 during February 21 – February 27, 2015 with the total of 7 days are as follows:

- 1) Number of Reach: 56,236 times.
- 2) Number of Post Impression: 61,805 times.
- 3) Number of Engagement: 3,590 times, which can be categorized, given

as:

- Post Like: 2,863 (79.35%).
- Post Comment: 183 (5.36%).
- Post Shared: 35 (0.98%).
- Other: 509 (14.31%). See Figure 4.6.

Other refers to pictures views, video views, click through the main website etc.

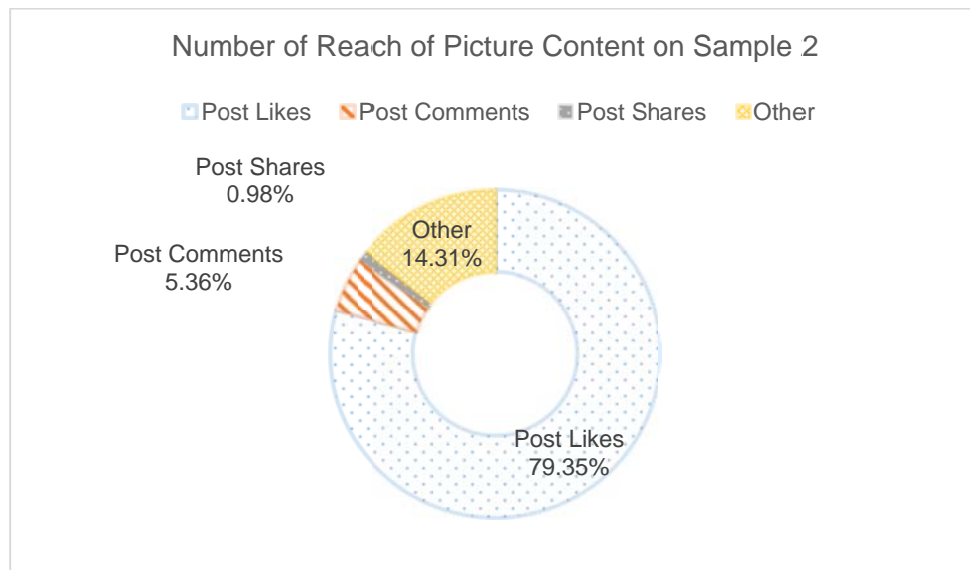


Figure 4.6 Average Number of Reach of Content as a Picture of Sample 2 during February 21 – February 27, 2015.

Table 4.3 Total number of activities of Picture Content on Sample 2 during February 21 – February 27, 2015.

Date	Post Engagement	Post Likes	Post Comments	Post Shares	Other
21 Feb 15	609 (100.00%)	519 (85.22%)	27 (4.43%)	1 (0.16%)	62 (10.18%)
22 Feb 15	411 (100.00%)	307 (74.70%)	27 (6.57%)	2 (0.49%)	75 (18.25%)
23 Feb 15	601 (100.00%)	464 (77.20%)	26 (4.33%)	5 (0.83%)	106 (17.64%)
24 Feb 15	757 (100.00%)	600 (79.26%)	40 (5.28%)	16 (2.11%)	101 (13.34%)
25 Feb 15	666 (100.00%)	542 (81.38%)	28 (4.20%)	4 (0.60%)	92 (13.81%)
26 Feb 15	289 (100.00%)	232 (80.28%)	21 (7.27%)	2 (0.69%)	34 (11.76%)
27 Feb 15	257 (100.00%)	199 (77.43%)	14 (5.45%)	5 (1.95%)	39 (15.18%)

From table 4.3, it show the daily details of number of reach, including the number of Post Engagement, Post Likes, Post Comments and Post Shares of Picture Content on Sample 2.

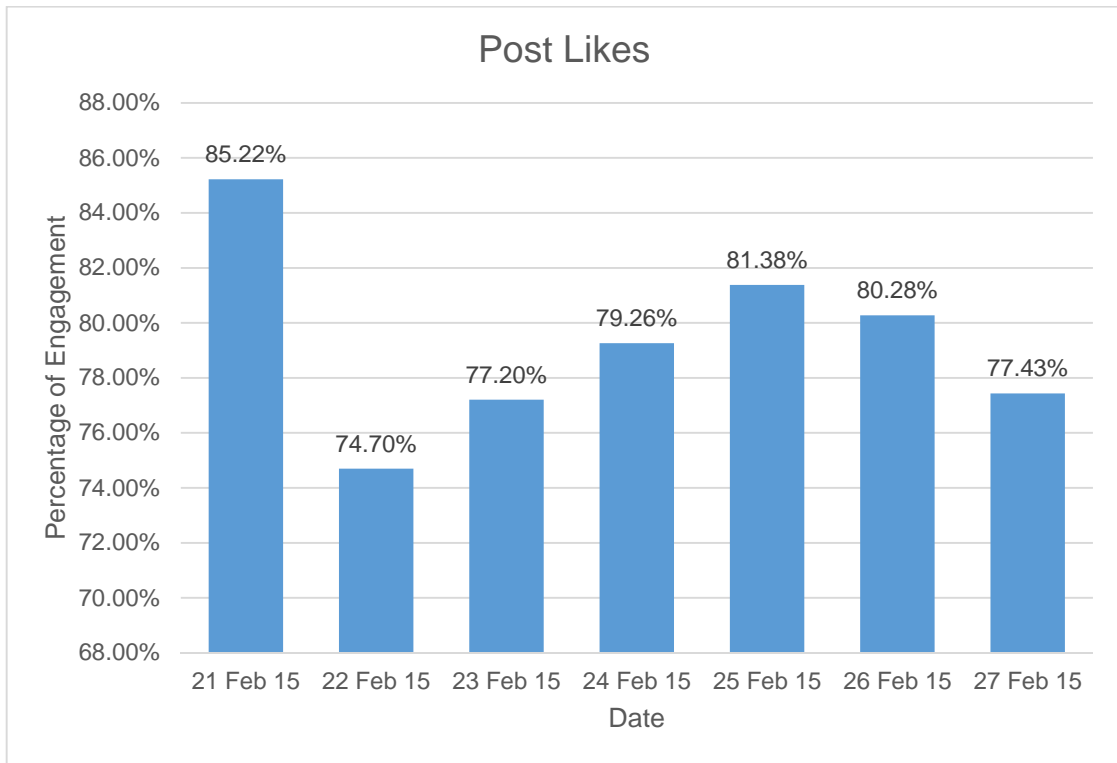


Figure 4.7 Average numbers of Post Likes of Picture Content on Sample 2 during February 21 – February 27, 2015.

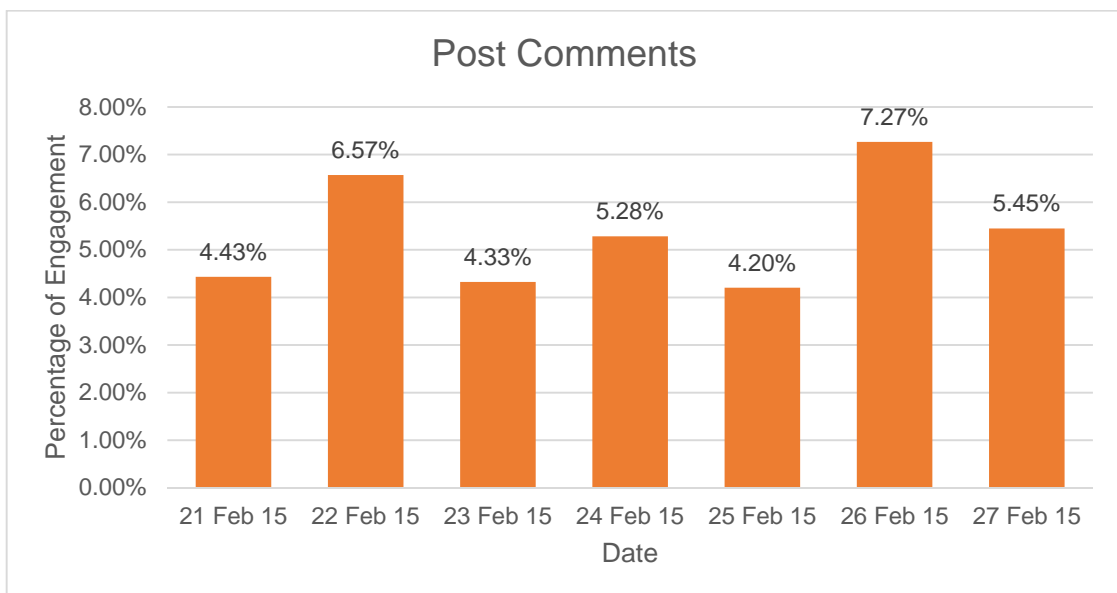


Figure 4.8 Average numbers of Post Likes of Picture Content on Sample 2 during February 21 – February 27, 2015.

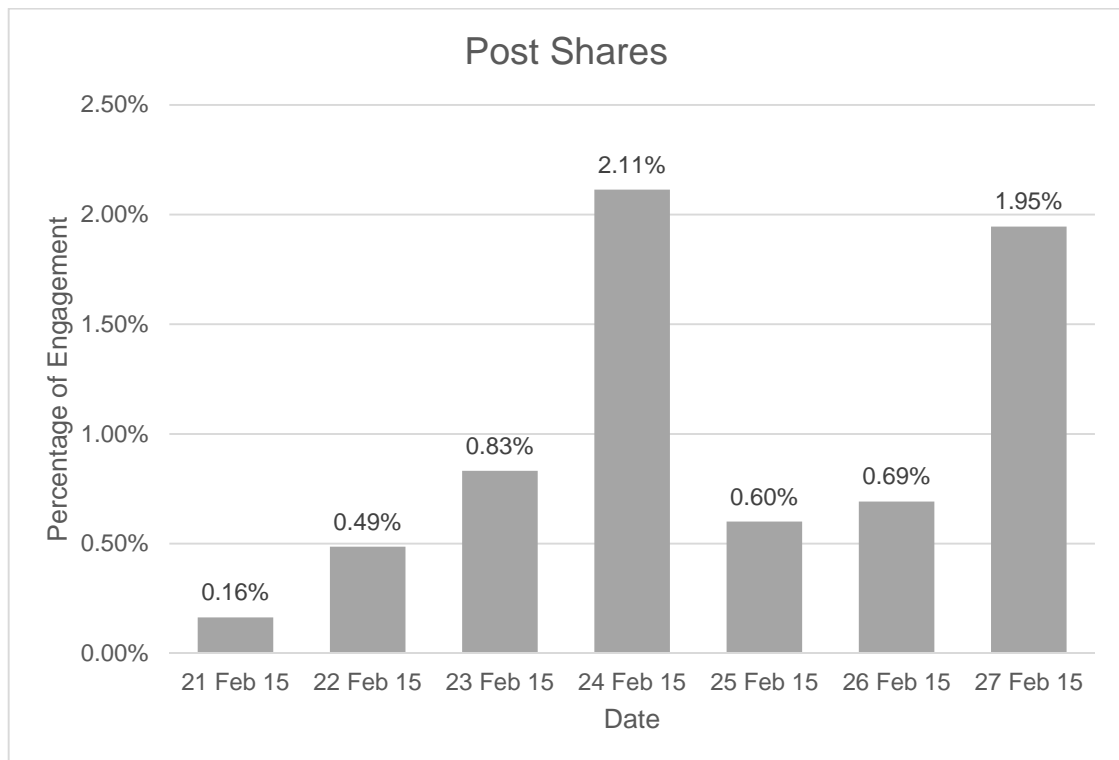


Figure 4.9 Average number of Post Shares of Picture Content on Sample 2 during February 21 – February 27, 2015.

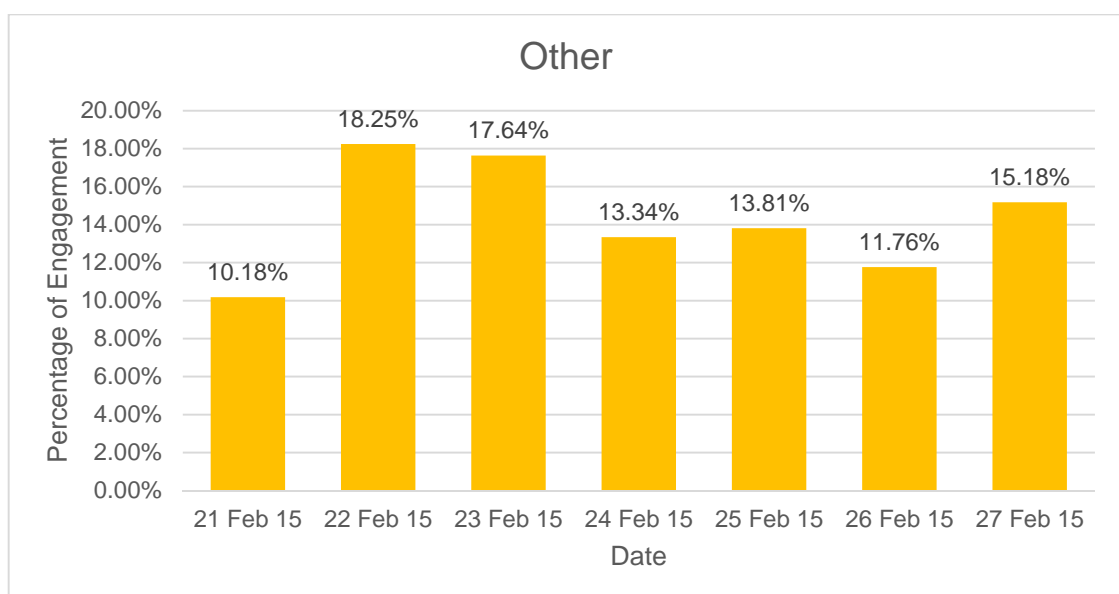


Figure 4.10 Average numbers of Post Other of Picture Content on Sample 2 during February 21 – February 27, 2015.

Table 4.4 Average cost per order of Picture Content on Sample 2 during February 21 – February 27, 2015.

Date	Number Order	Amount Spent (BAHT)	Cost per Order (BAHT)
21 Feb 15	13	347.14	26.70
22 Feb 15	7	347.14	49.59
23 Feb 15	11	347.14	31.56
24 Feb 15	16	347.14	21.70
25 Feb 15	14	347.14	24.80
26 Feb 15	4	347.14	86.79
27 Feb 15	3	347.14	115.71
Total	68	2,430	35.74

In Table 4.4, showed that advertising by using Picture Content on Sample 2 can generate sales up to 68 orders with average cost per day is 347.14 Baht and cost per order is 35.74 Baht.

Pattern of Picture Content on Sample 3:

Scope of study:

- 1) Population: Male aging 20-45 years old.
- 2) Period: 7 Days, during March 1 – March 7, 2015.
- 3) Sample: The picture content.

Number of Reach of Picture Content on Sample 3 during March 1 – March 7, 2015, with the total of 7 days are as follows:

- 1) Number of Reach: 68,083 times.
- 2) Number of Post Impression: 75,054 times.
- 3) Number of Engagement: 3,852 times, which can be categorized, given

as:

- Post Like: 3,126 (81.32%).
- Post Comment: 66 (1.64%).
- Post Shared: 101 (2.59%).
- Other: 559 (14.45%). See Figure 4.11.

Other refers to pictures views, video views, click through the main website etc.

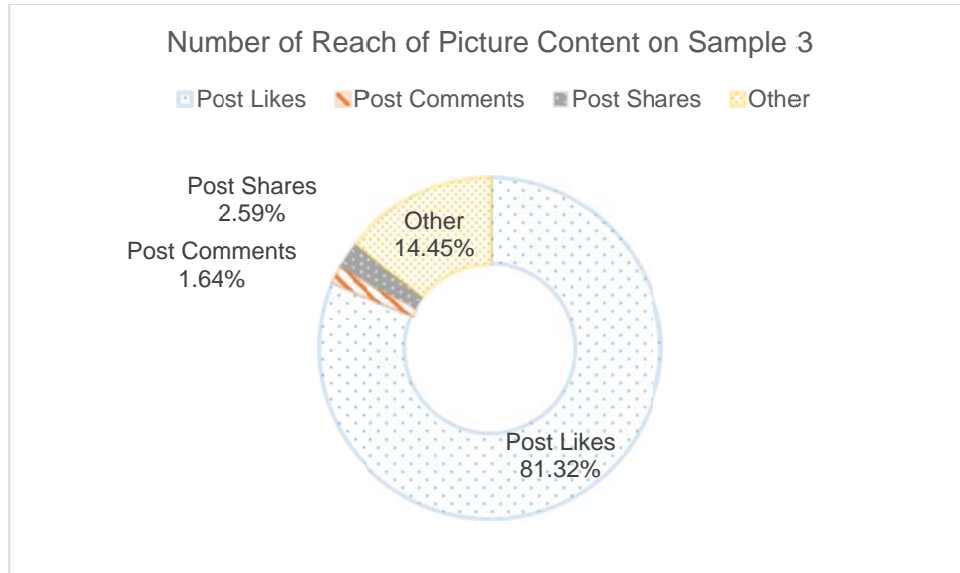


Figure 4.11 Average Number of Reach of Picture Content on Sample 3 during March 1 – March 7, 2015.

Table 4.5 Total number of activities of Picture Content on Sample 3 each day during March 1 – March 7, 2015.

Date	Post Engagement	Post Likes	Post Comments	Post Shares	Other
1-Mar-15	425 (100.00%)	359 (84.47%)	7 (1.65%)	7 (1.65%)	22 (12.24%)
2-Mar-15	614 (100.00%)	493 (80.29%)	14 (2.28%)	17 (2.77%)	90 (14.66%)
3-Mar-15	743 (100.00%)	593 (79.81%)	16 (2.15%)	18 (2.42%)	116 (15.61%)
4-Mar-15	592 (100.00%)	468 (79.05%)	6 (1.01%)	23 (3.89%)	95 (16.05%)
5-Mar-15	571 (100.00%)	471 (82.49%)	10 (1.75%)	13 (2.28%)	77 (13.49%)
6-Mar-15	511 (100.00%)	427 (83.56%)	11 (2.15%)	12 (2.35%)	61 (11.94%)
7-Mar-15	396 (100.00%)	315 (79.55%)	2 (0.51%)	11 (2.78%)	68 (17.17%)

From table 4.5, it show the daily details of number of reach, including the number of Post Engagement, Post Likes, Post Comments and Post Shares of Picture Content on Sample 3.

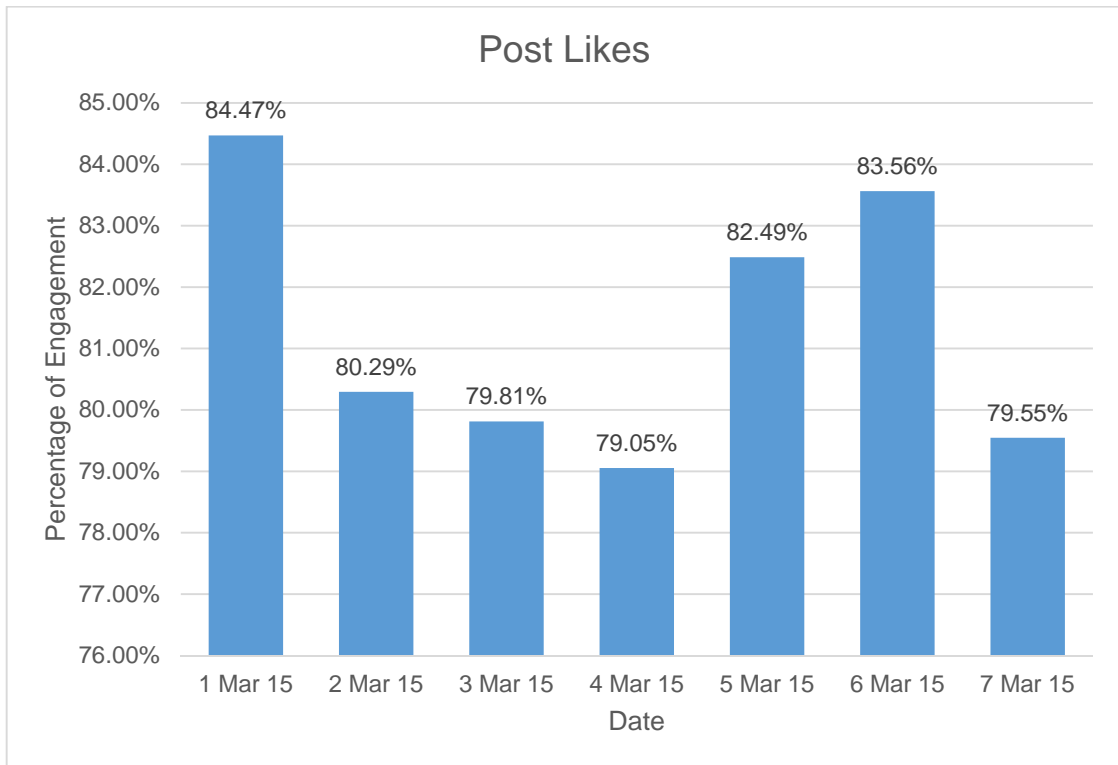


Figure 4.12 Average numbers of Post Likes of Picture Content on Sample 3 during March 1 – March 7, 2015.

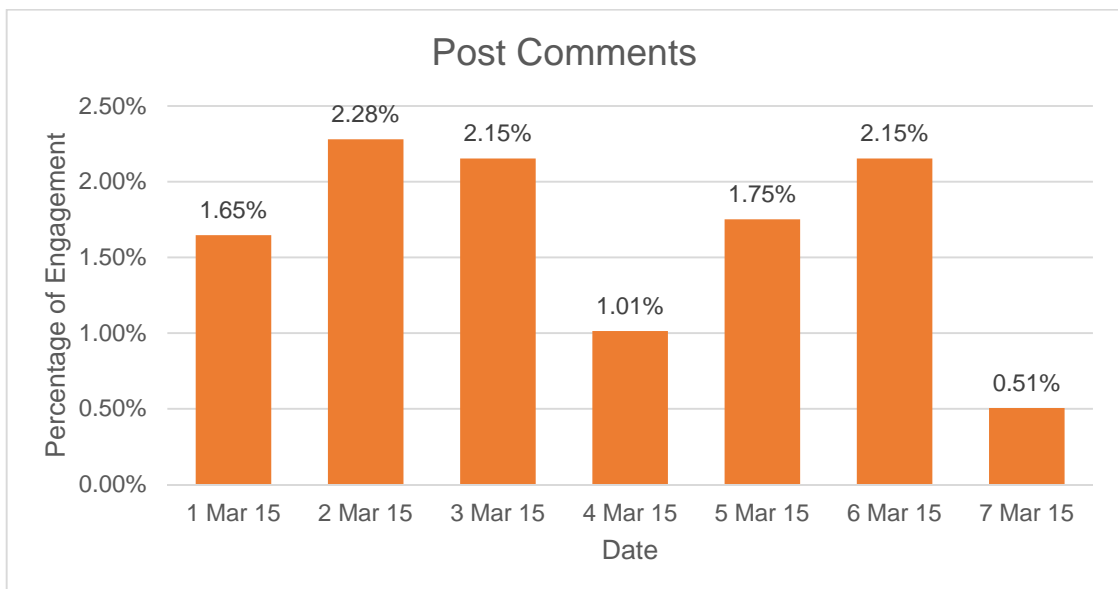


Figure 4.13 Average numbers of Post Comments of Picture Content on Sample 3 during March 1 – March 7, 2015.

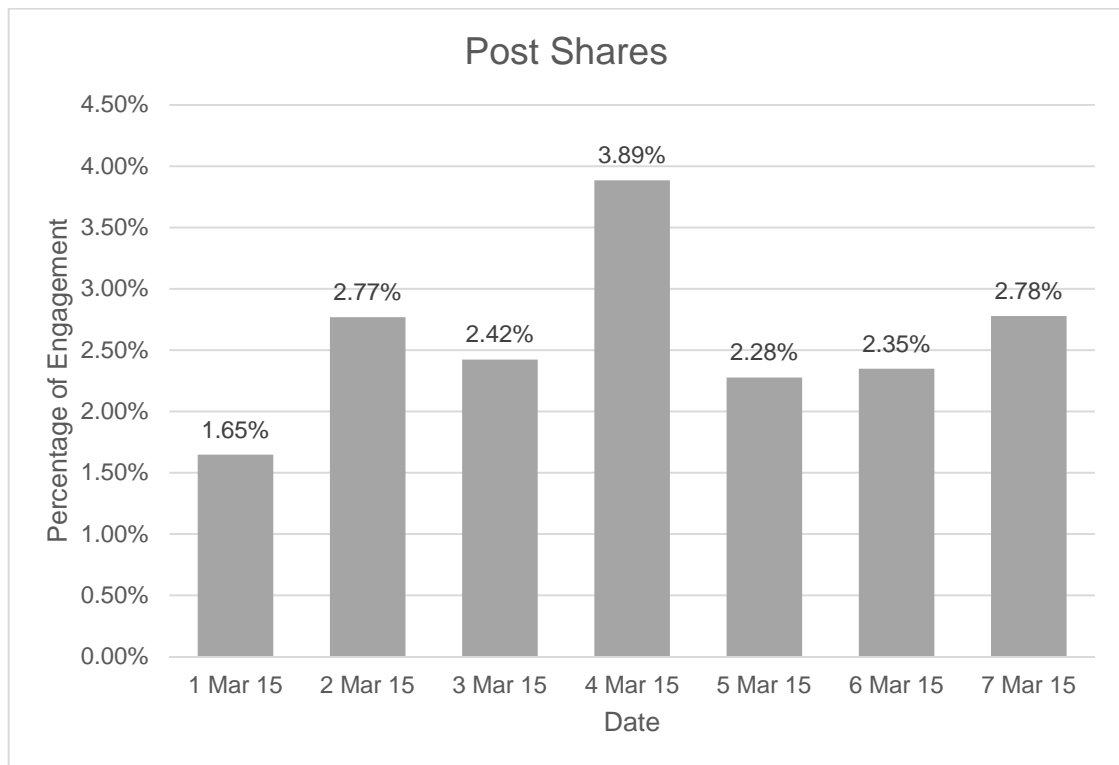


Figure 4.14 Average number of Post Shares of Picture Content on Sample 3 during March 1 – March 7, 2015.

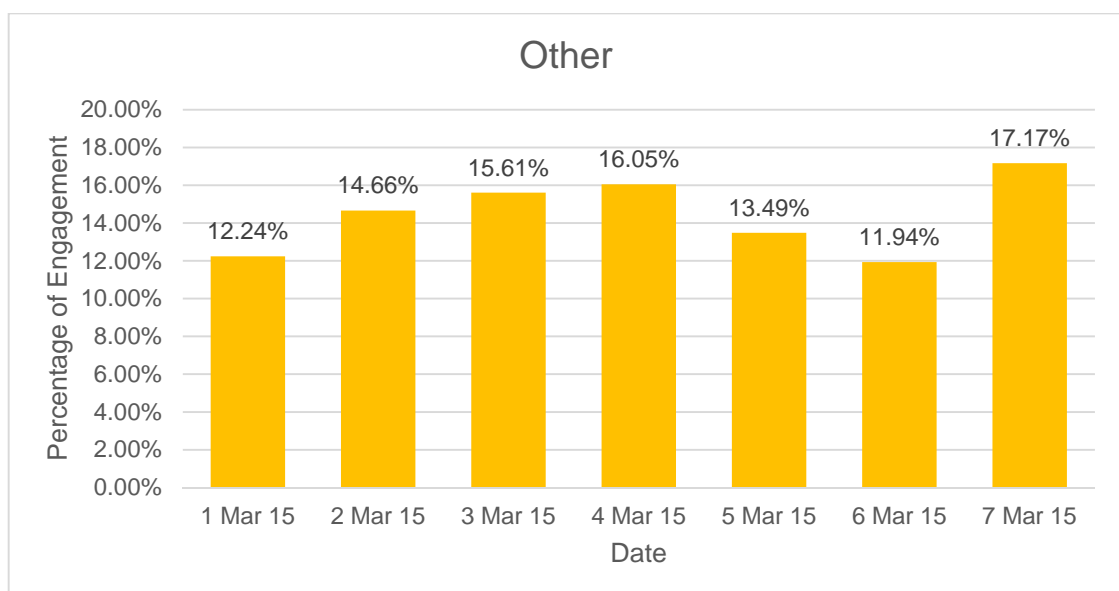


Figure 4.15 Average numbers of Post Other of Picture Content on Sample 3 during March 1 – March 7, 2015.

Table 4.6 Average cost per order of Picture Content on Sample 3 during March 1 – March 7, 2015.

Date	Number Order	Amount Spent (BAHT)	Cost per Order (BAHT)
1 Mar 15	7	285.71	68.98
2 Mar 15	15	285.71	32.19
3 Mar 15	18	285.71	26.83
4 Mar 15	10	285.71	48.29
5 Mar 15	11	285.71	43.90
6 Mar 15	9	285.71	53.65
7 Mar 15	4	285.71	120.72
Total	74	2,000	27.03

In table 4.6, it showed that advertising by Picture Content on Sample 3 can generate sales up to 74 orders with average cost per day is 347.14 Baht and cost per order is 35.74 Baht.

Pattern of VIDEO Content on Sample 1:

Scope of study:

1. Population: Male aging 20-45 years old.
2. Period: 7 Days during, January 26 – February 1, 2015.
3. Sample: The video content.

Number of reaches for the video content on Sample 1 during January 26 – February 1, 2015 with the total of 7 days are as follows:

1. Number of Reach: 151,178 times.
2. Number of Post Impression: 166,990 times.
3. Number of Engagement: 15,277 times, which can be categorized, given

as:

- Post Like: 625 (4.04%).
- Post Comment: 149 (0.95%).
- Post Shared: 162 (1.04%).
- Other: 14,341 (93.96%). See Figure 4.16.

Other refers to pictures views, video views, click through the main website etc.

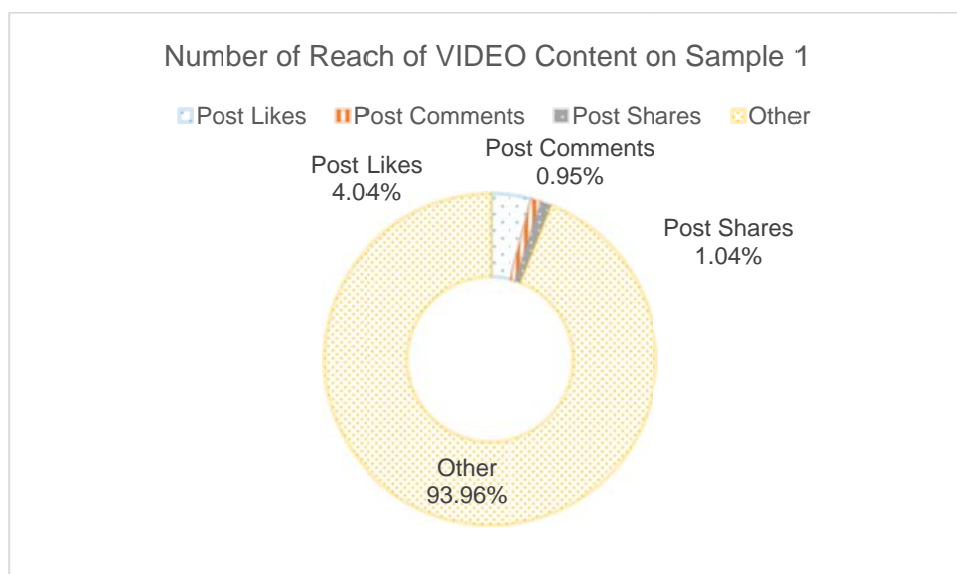


Figure 4.16 Average Number of Reach of VIDEO Content on Sample 1 during January 26 – February 1, 2015.

Table 4.7 Total number of activities of VIDEO Content on Sample 1 each day during January 26 – February 1, 2015.

Date	Post Engagement	Post Likes	Post Comments	Post Shares	Other
26-Jan-15	1,316 (100.00%)	50 (3.80%)	13 (0.99%)	9 (0.68%)	1,244 (94.53%)
27-Jan-15	841 (100.00%)	29 (3.45%)	6 (0.71%)	11 (1.31%)	795 (94.53%)
28-Jan-15	2,024 (100.00%)	97 (4.79%)	23 (1.14%)	18 (0.89%)	1,886 (93.18%)
29-Jan-15	2,124 (100.00%)	90 (4.24%)	20 (0.94%)	22 (1.04%)	1,992 (93.79%)
30-Jan-15	3,089 (100.00%)	120 (3.88%)	39 (1.26%)	35 (1.13%)	2,895 (93.72%)
31-Jan-15	2,762 (100.00%)	118 (4.27%)	24 (0.87%)	28 (1.01%)	2,592 (93.85%)
1-Feb-15	3,121 (100.00%)	121 (3.88%)	24 (0.77%)	39 (1.25%)	2,937 (94.10%)

From table 4.7, it show the daily details of number of reach, including the number of Post Engagement, Post Likes, Post Comments and Post Shares of VIDEO Content on Sample 1.

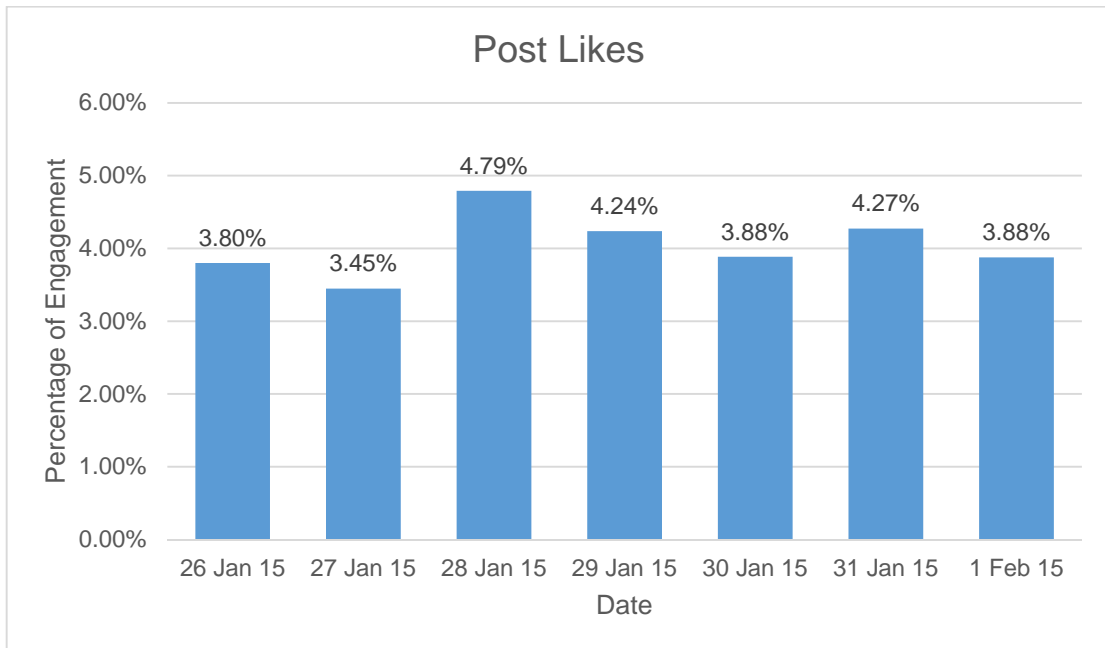


Figure 4.17 Average numbers of Post Likes of VIDEO Content on Sample 1 during January 26 – February 1, 2015.

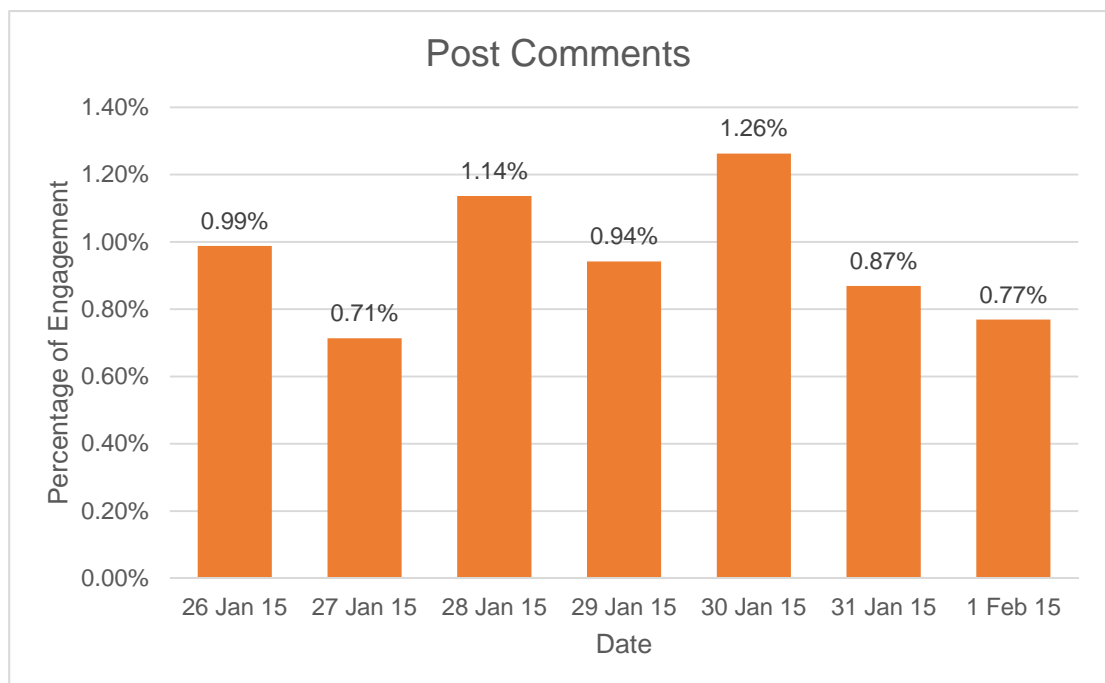


Figure 4.18 Average numbers of Post Comments of VIDEO Content on Sample 1 during January 26 – February 1, 2015.

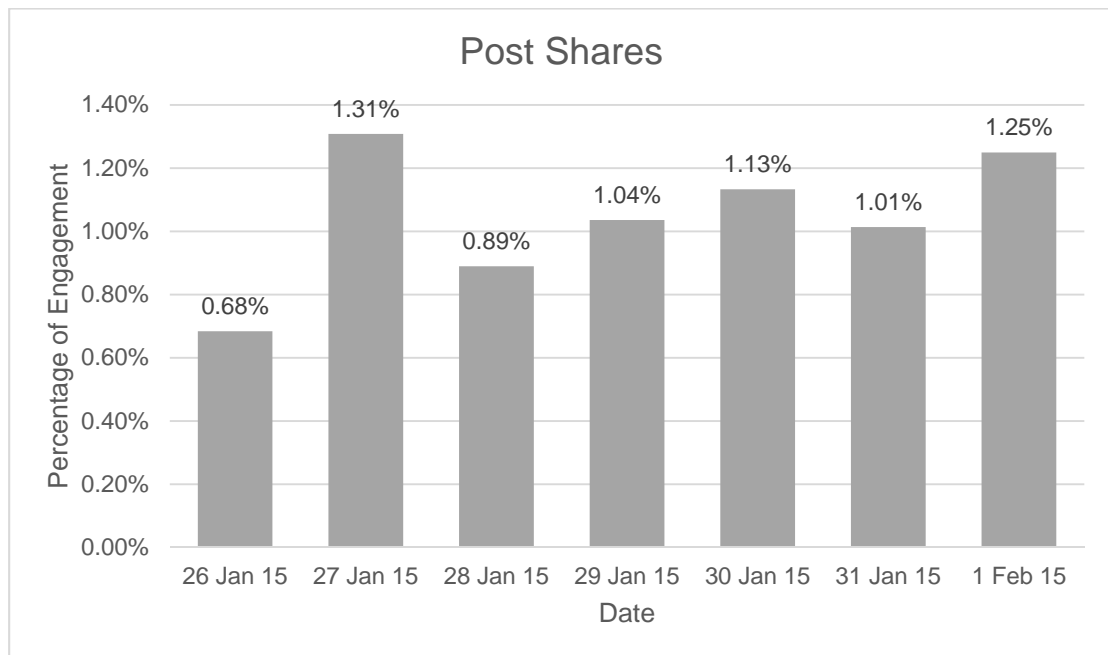


Figure 4.19 Average number of Post Shares of VIDEO Content on Sample 1 during January 26 – February 1, 2015.

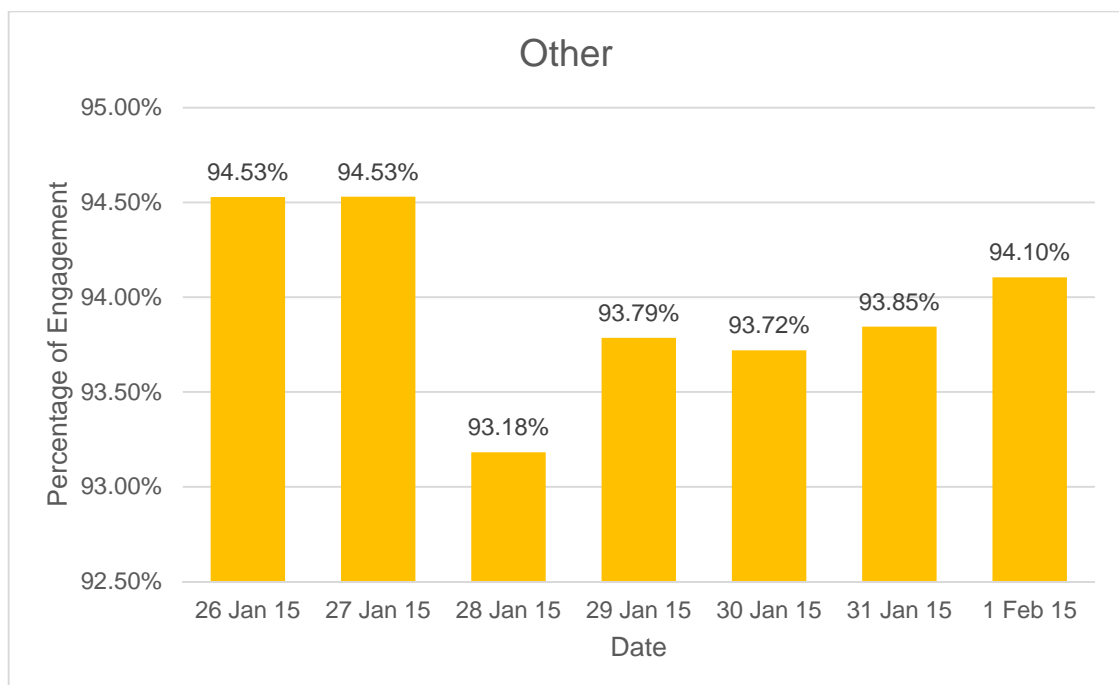


Figure 4.20 Average numbers of Post Other of VIDEO Content on Sample 1 during January 26 – February 1, 2015.

Table 4.8 Average cost per order of VIDEO Content on Sample 1 during January 26 – February 1, 2015.

Date	Number Order	Amount Spent (BAHT)	Cost per Order (BAHT)
26 Jan 15	10	187.57	18.76
27 Jan 15	16	187.57	11.72
28 Jan 15	15	187.57	12.50
29 Jan 15	15	187.57	12.50
30 Jan 15	17	187.57	11.03
31 Jan 15	12	187.57	15.63
1 Feb 15	6	187.57	31.26
Total	91	1,313	14.43

In Table 4.2, it showed that advertising by VIDEO Content on Sample 1 can generate sales up to 91 orders with average cost per day is 187.57 Baht and cost per order is 14.43 Baht.

Pattern of VIDEO Content on Sample 2:

Scope of study:

- 1) Population: Male aging 20-45 years old.
- 2) Period: 7 Days during, February 21 – February 27, 2015.
- 3) Sample: the video content.

Number of reaches for the video content on Sample 2 during February 21 – February 27, 2015 with the total of 7 days are as follows:

- 1) Number of Reach: 67,073 times.
- 2) Number of Post Impression: 73,147 times.
- 3) Number of Engagement: 4,488 times, which can be categorized, given

as:

- Post Like: 92 (2.13%).
- Post Comment: 11 (0.23%).
- Post Shared: 7(0.16%)
- Other: 4,378 (97.48%). See Figure 4.21.

Other refers to pictures views, video views, click through the main website etc.

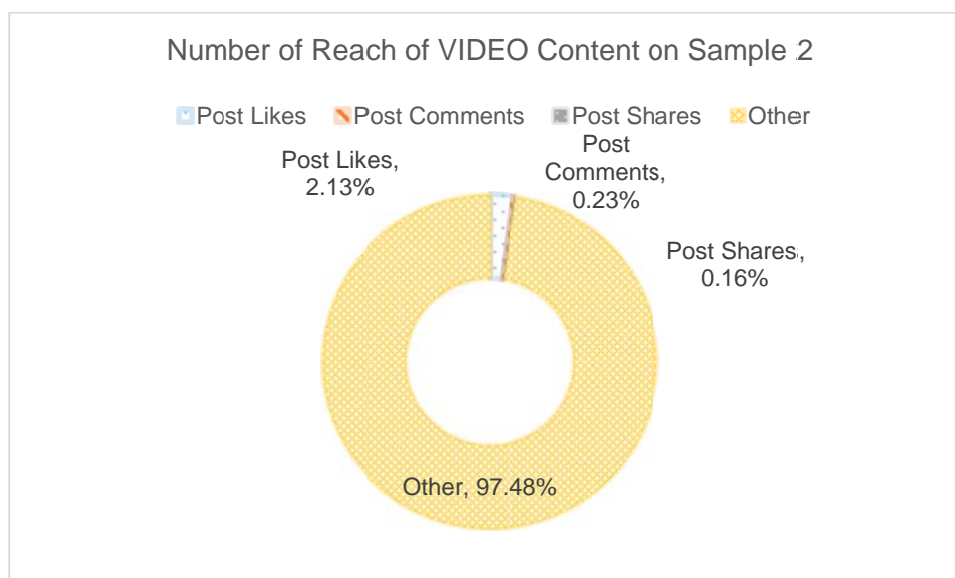


Figure 4.21 Average Number of Reach of VIDEO Content on Sample 2 during February 21 – February 27, 2015.

Table 4.9 Total number of activities of VIDEO Content on Sample2 each day during February 21 – February 27, 2015.

Date	Post Engagement	Post Likes	Post Comments	Post Shares	Other
21 Feb 15	431 (100.00%)	17 (3.94%)	1 (0.23%)	0 (0.00%)	413 (95.82%)
22 Feb 15	517 (100.00%)	15 (2.90%)	0 (0.00%)	1 (0.19%)	501 (96.91%)
23 Feb 15	1,033 (100.00%)	17 (1.65%)	3 (0.29%)	2 (0.19%)	1,011 (97.87%)
24 Feb 15	838 (100.00%)	16 (1.91%)	3 (0.36%)	2 (0.24%)	817 (97.49%)
25 Feb 15	741 (100.00%)	9 (1.21%)	2 (0.27%)	0 (0.00%)	730 (98.52%)
26 Feb 15	597 (100.00%)	16 (2.68%)	1 (0.17%)	1 (0.17%)	579 (96.98%)
27 Feb 15	331 (100.00%)	2 (0.60%)	1 (0.30%)	1 (0.30%)	327 (98.79%)

From table 4.9, it show the daily details of number of reach, including the number of Post Engagement, Post Likes, Post Comments and Post Shares of VIDEO Content on Sample 2.

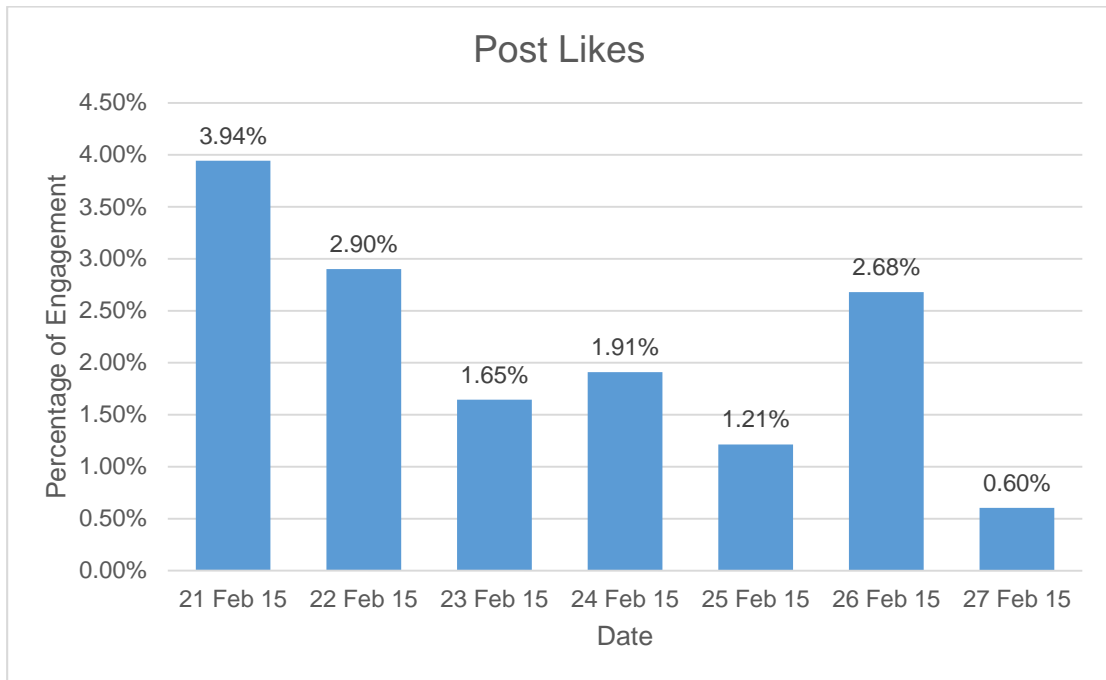


Figure 4.22 Average numbers of Post Likes of VIDEO Content on Sample 2 during February 21 – February 27, 2015.

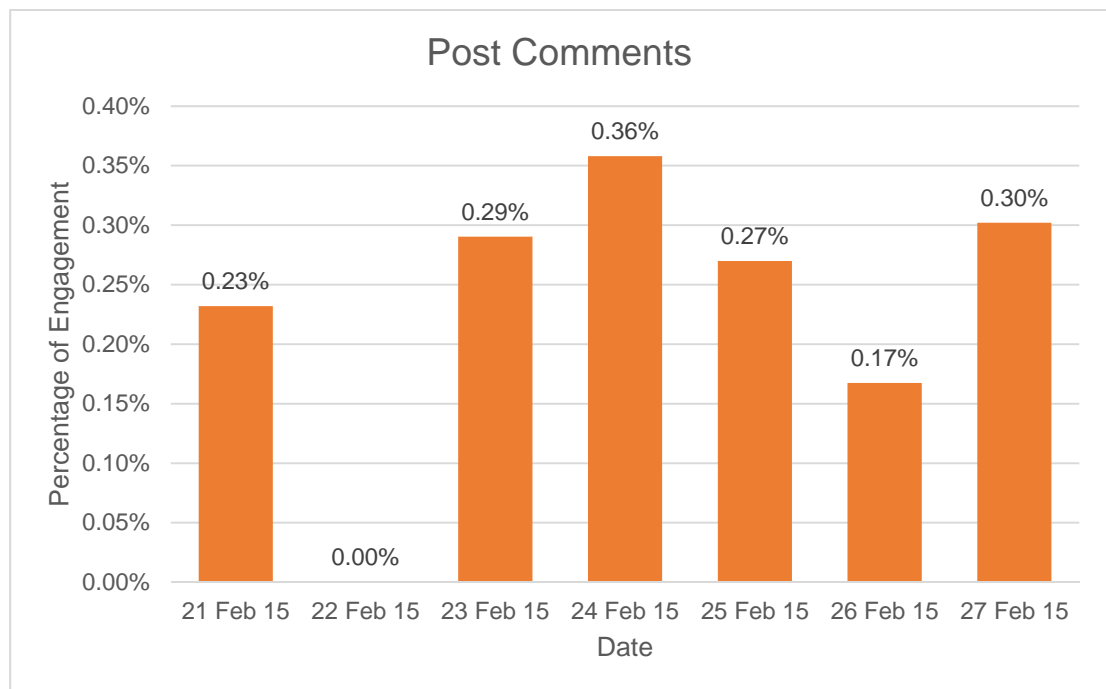


Figure 4.23 Average numbers of Post Comments of VIDEO Content on Sample 2 during February 21 – February 27, 2015.

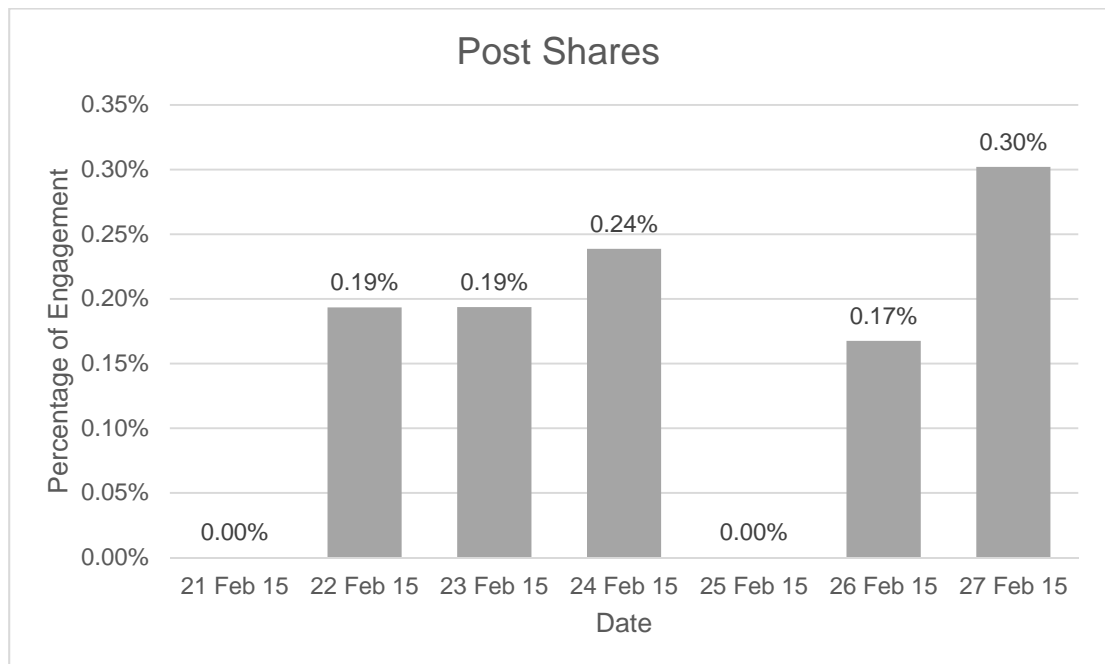


Figure 4.24 Average number of Post Shares of VIDEO Content on Sample 2 during February 21 – February 27, 2015.

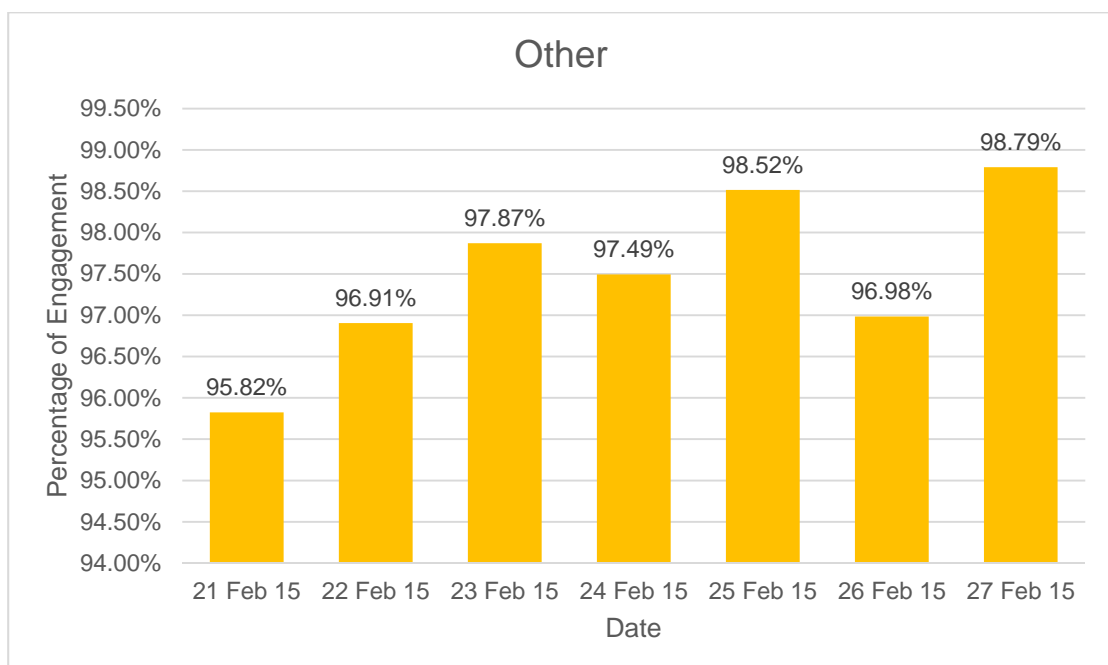


Figure 4.25 Average numbers of Post Other of VIDEO Content on Sample 2 during February 21 – February 27, 2015.

Table 4.10 Average cost per order of VIDEO Content on Sample 2 during February 21 – February 27, 2015.

Date	Number Order	Amount Spent (BAHT)	Cost per Order (BAHT)
21 Feb 15	2	110	93.79
22 Feb 15	3	110	62.52
23 Feb 15	9	110	20.84
24 Feb 15	5	110	37.51
25 Feb 15	5	110	37.51
26 Feb 15	4	110	46.89
27 Feb 15	3	110	62.52
Total	31	550	17.74

In table 4.10, it showed that advertising by VIDEO Content on Sample 2 can generate sales total 31 orders with average cost per day is 110 Baht and cost per order is 17.74 Baht.

Pattern of VIDEO Content on Sample 3:

Scope of study:

- 1) Population: Male aging 20-45 years old.
- 2) Period: 7 Days during, March 1 – March 7, 2015.
- 3) Sample: The video content.

Number of reaches for the video content on Sample 3 during March 1 – March 7, 2015 with the total of 7 days are as follows:

- 1) Number of Reach: 33,365 times.
- 2) Number of Post Impression: 36,260 times.
- 3) Number of Engagement : 1,709 times, which can be categorized given

as:

- Post Like: 175 (10.12%).
- Post Comment: 14 (1.05%).
- Post Shared: 65 (3.65%).
- Other: 1,455 (85.18%). See Figure 4.26.

Other refers to pictures views, video views, click through the main website etc.

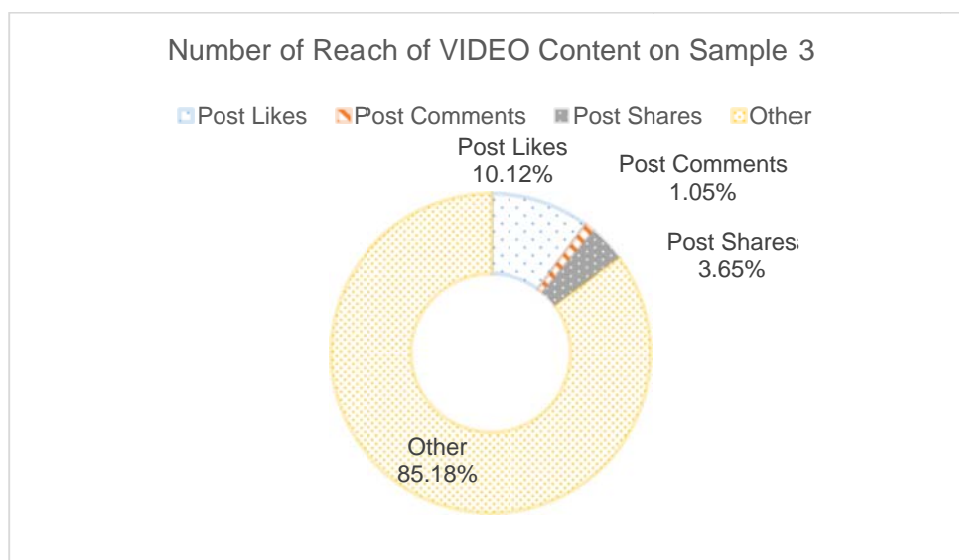


Figure 4.26 Average Number of Reach of VIDEO Content on Sample 3 during March 1 – March 7, 2015.

Table 4.11 Total number of activities of VIDEO Content on Sample 3 each day during March 1 – March 7, 2015.

Date	Post Engagement	Post Likes	Post Comments	Post Shares	Other
1-Mar-15	51 (100.00%)	5 (9.80%)	1 (1.96%)	1 (1.960%)	44 (86.27%)
2-Mar-15	211 (100.00%)	32 (15.17%)	0 (0.00%)	3 (1.42%)	176 (83.41%)
3-Mar-15	403 (100.00%)	32 (7.94%)	2 (0.50%)	19 (4.71%)	350 (86.85%)
4-Mar-15	423 (100.00%)	54 (12.77%)	2 (0.47%)	13 (3.07%)	354 (83.69%)
5-Mar-15	310 (100.00%)	30 (9.68%)	3 (0.97%)	14 (4.52%)	263 (84.84%)
6-Mar-15	234 (100.00%)	15 (6.41%)	5 (2.14%)	11 (4.70%)	203 (86.75%)
7-Mar-15	77 (100.00%)	7 (9.09%)	1 (1.30%)	4 (5.19%)	327 (84.42%)

From table 4.11, it show the daily details of number of reach, including the number of Post Engagement, Post Likes, Post Comments and Post Shares of VIDEO Content on Sample 3.

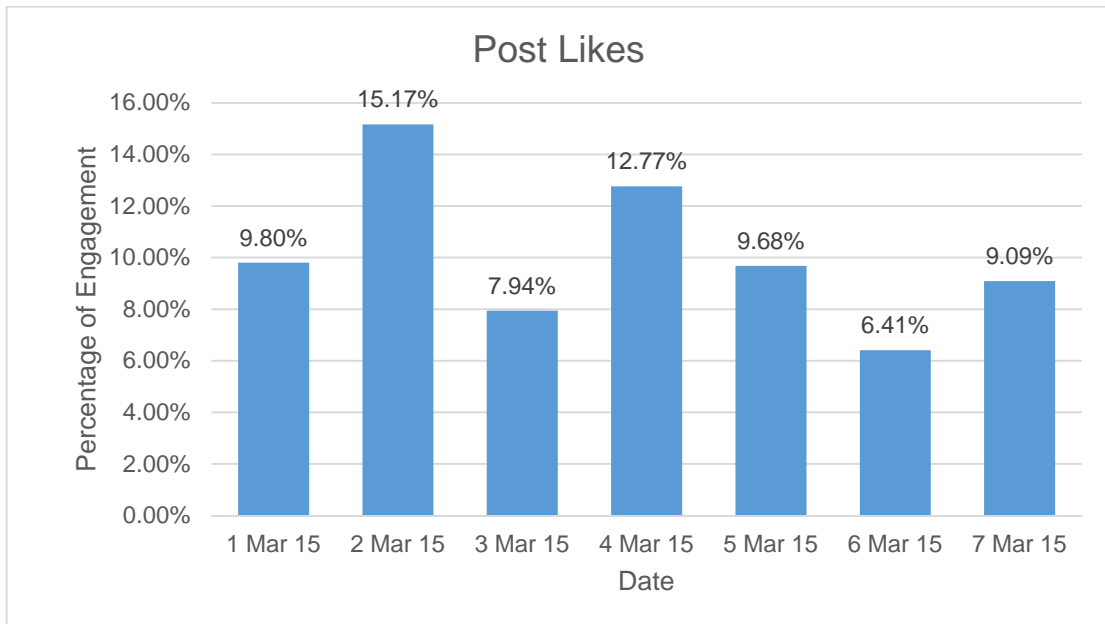


Figure 4.27 Average numbers of Post Likes of VIDEO Content on Sample 3 during March 1 – March 7, 2015.

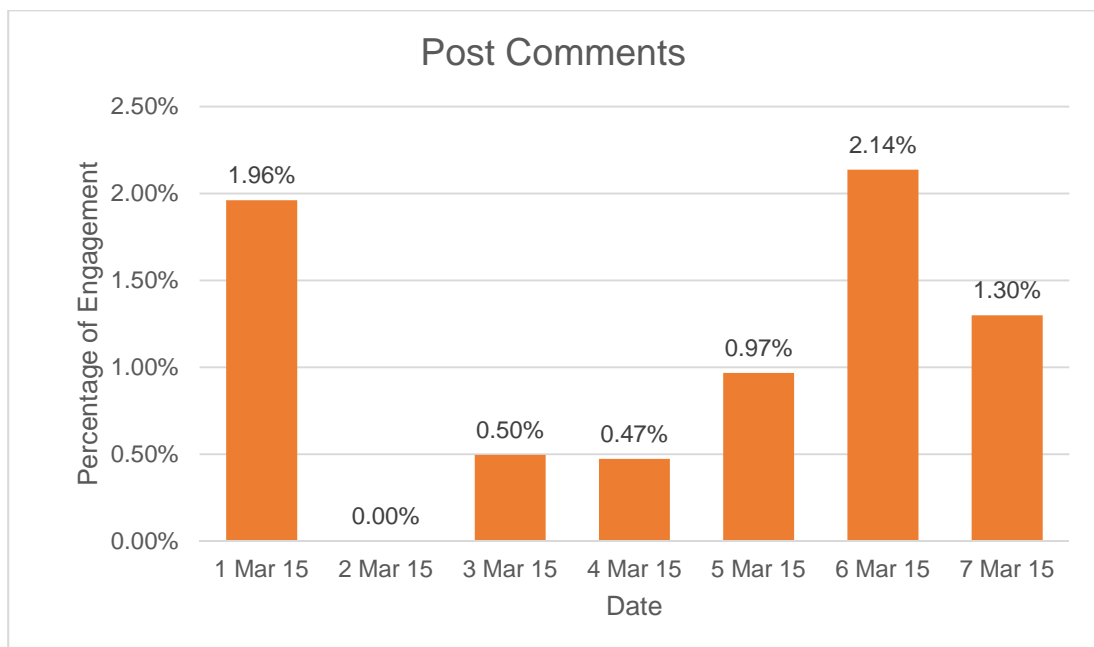


Figure 4.28 Average numbers of Post Comments of VIDEO Content on Sample 3 during March 1 – March 7, 2015.

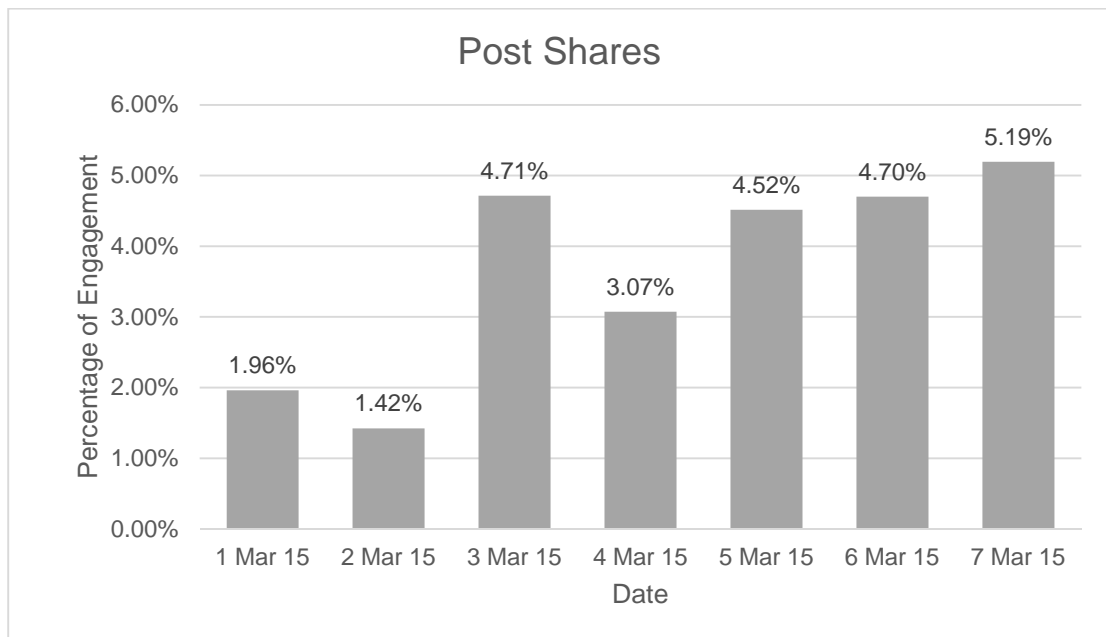


Figure 4.29 Average number of Post Shares of VIDEO Content on Sample 3 during March 1 – March 7, 2015.

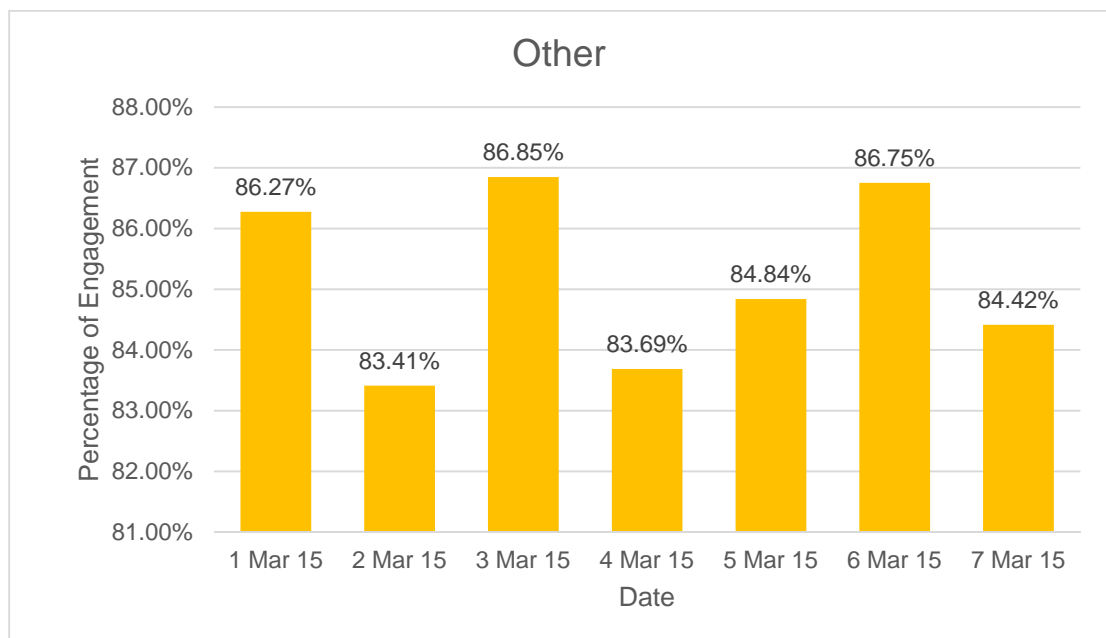


Figure 4.30 Average numbers of Post Other of VIDEO Content on Sample 3 during March 1 – March 7, 2015.

Table 4.12 Average cost per order of VIDEO Content on Sample 3 during March 1 – March 7, 2015.

Date	Number Order	Amount Spent (BAHT)	Cost per Order (BAHT)
1 Mar 15	2	187.57	93.79
2 Mar 15	1	187.57	187.57
3 Mar 15	3	187.57	62.52
4 Mar 15	4	187.57	46.89
5 Mar 15	3	187.57	62.52
6 Mar 15	3	187.57	62.52
7 Mar 15	2	187.57	93.79
Total	18	400	22.22

In table 4.12, it showed that advertising by VIDEO Content on Sample 3 can generate sales in total 18 orders with average cost per day is 187.57 Baht and cost per order is 22.22 Baht.

4.2 The result of the Study

Table 4.13 Comparison result of Facebook Ads between picture content and video content for 3 samples.

Type Of Content	Details	1st	2nd	3rd	Total
Picture	Cost (THB)	3,380	2,430	2,000	7,810
	Number of reach	177,864	56,236	68,083	302,183
	Number of order	212	68	74	354
	Number of reach / cost (THB)	52.62	23.14	34.04	38.69
	cost per reach	1.90%	4.32%	2.94%	2.59%
	% Eff. order per reach	0.12%	0.12%	0.11%	0.12%

Table 4.13 Comparison result of Facebook Ads between picture content and video content for 3 samples. (Cont.)

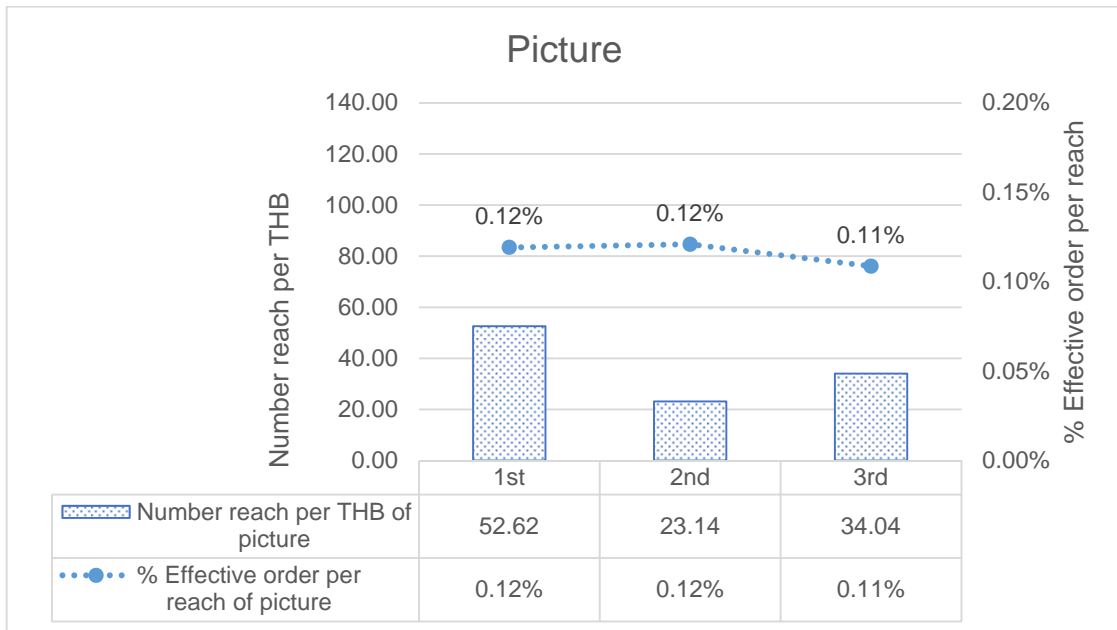
Type Of Content	Details	1st	2nd	3rd	Total
VIDEO	Cost (THB)	1,313	550	400	2,263
	Number of reach	151,178	67,073	33,365	251,616
	Number of order	91	31	18	140
	Number of reach / cost (THB)	115.14	121.95	83.41	111.19
	cost per reach	0.87%	0.82%	1.20%	0.90%
	% Eff. order per reach	0.06%	0.05%	0.05%	0.06%

a) We study format of advertisement on Facebook by picture contents for 3 repeated samples in different points of time. It is found that:

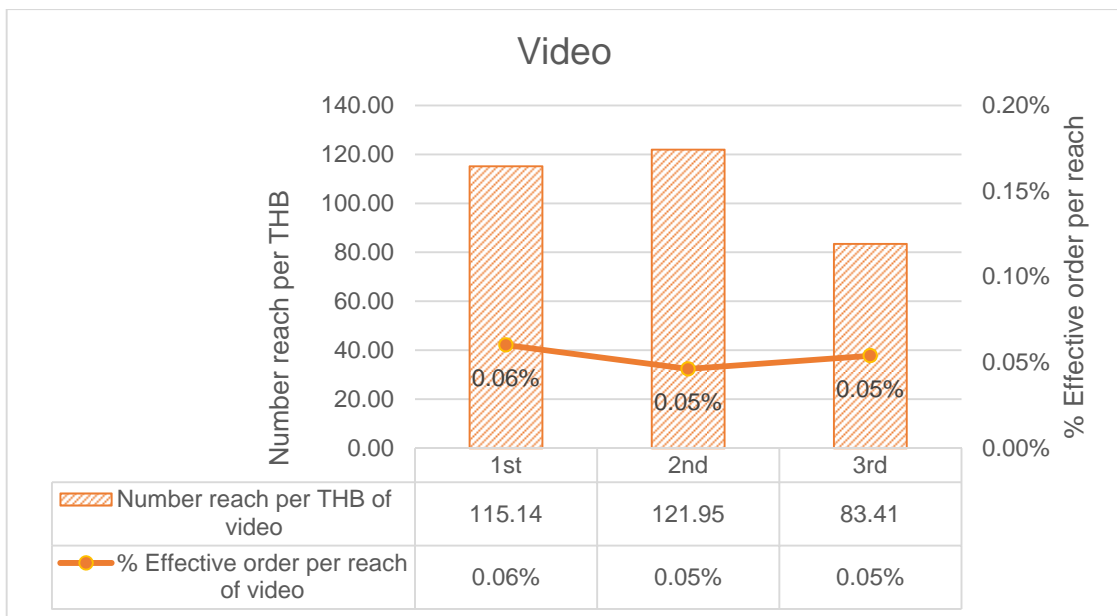
- Sample 1 has the total access of 177,864 times, which generates the sales of 212 orders (0.12%), or 52.62 of sales amount at 1 Baht.
- Sample 2 has the total access 56,236 times, which generates the sales of 68 orders (0.12%), or 23.14 of sales amount at 1 Baht.
- Sample 3 has the total access 68,038 times, which generates the sales of 74 orders (0.11%), or 534.04 of sales amount at 1 Baht.

b) The results of advertisement by VIDEO contents for 3 repeated samples are as follows:

- Sample 1 has the total access 151,178 times, which generates the sales of 91 order (0.06%), or 115.14 of sales amount at 1 Baht.
- Sample 2 has the total access 67,073 times, which generates the sales 31 orders (0.05%), or 12.95 of sales amount at 1 Baht.
- Sample 3 has the total access 33,365 times, which generates the sales 18 orders (0.05%), or 83.41 of sales amount at 1 Baht, as showed in Figure 4.31.



a) Result of Picture content.



b) Result of Video content.

Figure 4.31 The comparison results between picture and video contents.

a) From Figure 4.31 a, the results of picture content are given as.

- Sample 1 generates the sales of 0.12% per one Order.
- Sample 2 generates the sales of 0.12% per one Order.
- Sample 3 generates the sales of 0.11% per one Order.

b) From Figure 4.31 b, the results of video content are given as.

- Sample 1 generates the sales of 0.06% per one Order.
- Sample 2 generates the sales of 0.05% per one Order.
- Sample 3 generates the sales of 0.05% per one Order.

Table 4.14 The number of Likes Page hit which result from the advertisement on Facebook by using the Contents of Picture and VIDEO with 3 samples.

Type Of Content	Details	1st	2nd	3rd	Total
Pic	Number of Likes	396	61	160	617
	Number of Users	7,069	3,505	6,059	16,633
	% Eff. of number of Likes per user	5.60%	1.74%	2.64%	3.71%
VIDEO	Number of Likes	158	12	32	202
	Number of Users	14,163	4,405	1,674	20,242
	% Eff. of number of Likes per user	1.12%	0.27%	1.91%	1.00%

We found that advertisement with Picture Content has the number of Likes Page in the total of 617, while the VIDEO Content has 202 Likes Pages, as showed in Figure 4.33.

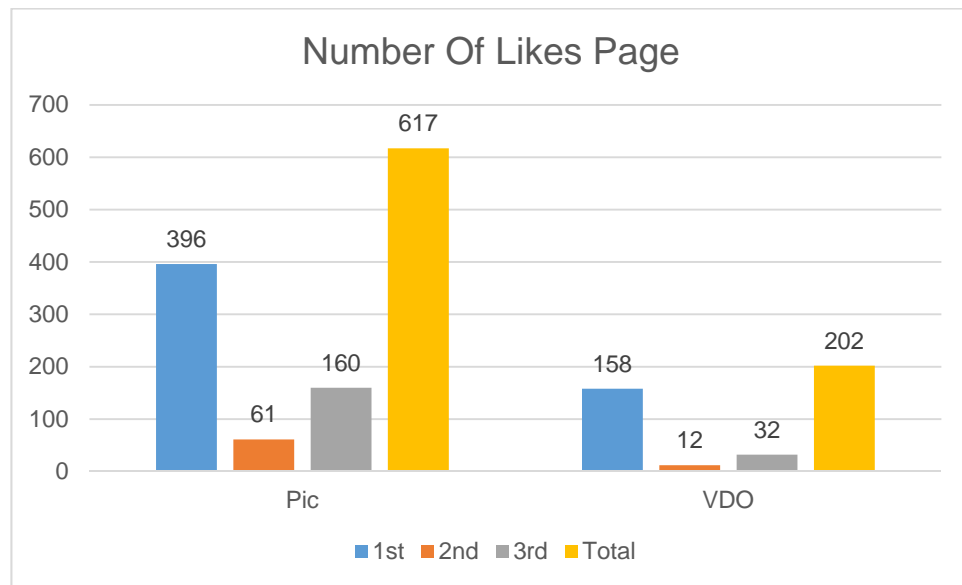


Figure 4.32 The number of Likes Page.

a) The results of this study of Picture Content are given as.

- Sample 1 has 5.60% of Likes Pages hit per one user.
- Sample 2 has 1.74% of Likes Pages hit per one user.
- Sample 3 has 2.64% of Likes Pages hit per one user.

b) The results of VIDEO Content are given as.

- Sample 1 has 1.12% of Likes Pages hit per one user.
- Sample 2 has 0.27% of Likes Pages hit per one user.
- Sample 3 has 1.91% of Likes Pages hit per one user.

The results of this study, the promoted post using the content of a picture and videos provide the difference results depending on the objective of the post, as given summary:

1) From Table 4.13, the promoted posts with the picture contents for 3 repeated samples generate the average number of reaches with 38.69 reaches per Baht and the promoted posts with the video contents for 3 repeated samples generate the average number of reaches with 111.19 reaches per Baht. So, considering effective of spending to number of reaches, content as a video should be the most suitable promoted post for reaches.

2) Number of page likes, promoted posts using content as a picture for 3 repeat samples generate average number of likes 617 likes from 16,633 reaches or 3.71 percentage of likes per reaches and promoted posts using content as a video for 3 repeat samples generate average number of likes 202 likes from 20,242 reaches or 1.00 percentage of likes per reaches, refers to table 4.14. So, considering effective of content to number of likes, content as a picture should be the most appropriate posts to promote likes.

3) Refer to table 4.13, considering the effective of posts to sales number, promoted posts using content as a picture for 3 repeat samples generate sales 354 orders from 302,183 reaches or 0.12 percentage of order per reach and promoted posts using content as a video for 3 repeat samples generate sales 140 orders from 251,616 reaches or 0.06 percentage of order per reach. So, considering the effective of posts to sales number, content as a picture is possibly the most effective media to promote sales.

4) Refer to table 4.13, summary of spending, promoted posts using content as a picture generate sales 354 orders, spend 7,810 baht for Facebook ads. Or 22.06 baht per sale and promoted posts using content as a video generate sales 140, spend 2,263 baht for Facebook ads. Or 16.16 baht per sale. By using formula; $\text{profit} = \text{revenue} - (\text{marketing cost} + \text{operation cost} + \text{goods cost})$, picture is possibly the most effective media to promote posts. Because the video content spend more on marketing cost and time consuming media comparing to picture.

5) The Facebook marketing is suitable for introducing new products to the market as introduction stage and growth stage. The car DVR is in its growth stage as there are slidely increasing number of importers and dealers. As a result, it brings a higher number of competitors that makes market improvement of quality and its functions of products, price competitiveness and wider range accessible to the products.

CHAPTER V

DISCUSSION AND CONCLUSION

The goal of Business Model on Facebook Marketing for the Product of Car DVR is to optimize the marketing model for profit maximization, which can be used on Facebook for car DVR of IT Showroom Co.,Ltd. By comparing the content of pictures and videos for analysis, in this chapter, there are the discussion, conclusion, and suggestion for future works.

5.1 Conclusion and Discussion

The results from making the promoted posts for car DVR on Facebook, comparing between contents in pictures and content in video, show that:

- 1) By considering the accessibility of posts, video is the most accessible media for Facebook users.
- 2) By considering the number of like posts, picture is possibly the most appropriate posts to promote likes.
- 3) By considering the effective of posts to sales number, picture is possibly the most effective media to promote sales.
- 4) By considering the profit, picture is possibly the most effective media to promote posts with formulation as $\text{profit} = \text{revenue} - (\text{marketing cost} + \text{operation cost} + \text{goods cost})$. This is because the video content spends more both marketing cost and time consuming for media comparing to picture.
- 5) The Facebook marketing is suitable for introducing the new products to the market as introduction stage and growth stage. The car DVR is in its growth stage as there are slidely increasing number of importers and dealers. Facebook marketing is directly fast way to communicate news and to introduce products to the target group for any ages and any locations because of the wide range of internet users, now a day, which smart phone plays an important role here.

The study considers the content in pictures and videos by using the promoted post function on Facebook. The study creates the promoted posts for car DVR with 3 samples by considering Facebook users in total 26 million users, male, aging between 20-45 years and living in Thailand. The result shows that Facebook has much influence to the online society because of its fast access to the target group, especially for the online users. For the business growth, Facebook plays the important role for start-up and e-commerce business who considers Facebook as an online marketing channel. Analysis and scope of target group on Facebook become the significant method to increase sales, for example, the accessibility of Facebook users with the promoted pictures would increase sales rather than videos. In general, to apply Facebook for online marketing, it is more suitable for products in the introduction stage or growth stage like an introduction new products to new market. By the results of this study, introducing car DVR of IT showroom limited, the company can apply to develop the contents in the future effectively, although it is not the best practice of Facebook marketing for any businesses at any periods. To have Facebook marketing, it has to be the specific content, the method and target group for each product depends on the type of products, age, and behavior of target group. The result of analysis is specific for car DVR with Facebook's online marketing to support the decision making for marketing plan and business growth of IT showroom limited. It still needs to consider other information for the business governance.

5.2 Suggestion and Future Work

There are several Facebook functions which are not mentioned in this study. Therefore, it is good to study more Facebook marketing functions to improve the marketing plan. The next research should study the more product samples to promote on Facebook for the business growth to get more accuracy for the best practice on the wide range Facebook marketing of business. For example, it would be CCTV on car, or other related products both from IT showroom limited and from other companies. Besides, the data collection of the study will be analyzed to find out the pattern of

content specifying the target group with the analysis of marketing cost for more efficient way.

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