

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

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M.Sc. (INFORMATION TECHNOLOGY MANAGEMENT)

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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**

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