

BUILDING BRAND AWARENESS THROUGH CONTENT MARKETING ON A FACEBOOK FAN PAGE: A CASE STUDY OF BE1SALE

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ABSTRACT

The purpose of this research is to understand the marketing presentation patterns that have the potential to build the brand awareness for hotel/travel deals business through a Facebook Fan Page and to promote a new brand in a highly competitive marketplace. This research provides useful information related to travel to create the positive attitude and reliability through various presentation 4 patterns, given as using a photo with a link or hashtag of tourist attraction, using a photo with information of tourist attraction, using a collage photo with information of tourist attraction, and using multiple photos with information of tourist attraction. The results were obtained from 14,757 participants and were evaluated the positive feedback by the proportion of 'Likes' (%Likes). The information of the same tourist attraction was posted in the different pattern on the next day to avoid lack of variety and interest. The data were gathered and then summarized every Sunday. This research revealed that the pattern of using collage photos with information of tourist attraction had the highest positive feedback by 4.09%. Thus, new entrepreneurs who are interested in the hotel and travel business could use this pattern as the best guideline for building brand awareness.

**KEY WORDS: DEAL / COLLAGE PHOTO / BRAND AWARENESS /
CONTENT MARKETING / FACEBOOK FANPAGE**

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