The Data Analytics Approach to the Analysis of Facebook Marketing

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Abstract

With the growth of social media, people and companies have selected Facebook as the most important platform to communicate with customers. One of the important goals in social media marketing is customer engagement with brands. With respect to the customer engagement enhancement, the most popular and engaging post type in the Facebook brand fan page is related to what was usually classified as ‘sweepstakes’. Sweepstakes refer to a form of lucky draw where the entire prize may be awarded to the winner such as quizzes, surveys, comment applications, and activities with rewards. These sweepstakes give not only monetary savings, but also hedonic benefits by providing an entertainment experience to the customers. This experience makes customers more engaged with the brand. For this reason, sweepstakes can be considered an effective approach for enhancing customer engagement in social media marketing. This study examines the effectiveness of using Sweepstakes marketing on the Facebook Brand Fan Page. To explore sweepstakes based on the application of big data analytics. We classified brand companies based on the Foote, Cone & Belding (FCB) grid model. Which classifies the brand companies into four quadrants: high or low purchase involvement, rational or emotional nature of the brand. We collected sweepstakes data from each company based on the data crawling from the Facebook brand fan pages. The output of this study explains how companies in each category can design and apply sweepstakes for their social media marketing.

Key Words: Big data analytics, Facebook, Customer engagement, FCB grid model, Social media marketing

JEL Classification: M 0, M3