

# Crafting A Strategy For Social Media Promotion Utilizing Facebook Analytics

**Dr. Aguida V. Cabreros**

Eulogio “Amang” Rodriguez Institute of Science and Technology

## **ABSTRACT**

This research intends to explore the use of Facebook analytics in social media promotion. This is to investigate how businesses can use Facebook analytics to improve content strategy and ad targeting.

Methods utilized are quantitative aspects using Stratified Random Sampling three groups of respondents are categorized in the study namely, Facebook Page Owners, Facebook Page Admins, and Facebook Page Audiences.

There are eighty (80) respondents composed of 20 or 25% Facebook page owners, 20 or 25% Facebook page moderators, and 40 or 50% Facebook page audience.

The study concludes with recommendations from the 5C SMP Funnel Diagram, suggesting strategies for optimizing social media promotion.

**Keywords:** Facebook analytics, Social Media promotion Facebook Page Owners, Facebook Page Admins, and Facebook Page Audiences

## **Introduction**

This research intends to explore the use of Facebook analytics in social media promotion. Unlocking the Power of Facebook Analytics! Unlock success, and open more opportunities in social media teaser. See and explore! Among social media platforms, Facebook is one of the most widely used by businesses due to its massive user base and powerful advertising features (Tracey,2023). This is to investigate how businesses can use Facebook analytics to improve content strategy and ad targeting. Examining the challenges and limitations of using Facebook analytics, such as issues with data privacy and the complexity of interpreting analytics data. By analyzing this information, businesses can learn what strategies for social media promotion are effective and which ones are unsuccessful (Drake, 2019).

Statement of the problems are focused in determination of :

a.) the key variables that significantly influence the level of social media audience engagement with Facebook Page as to Content Strategy, Visual Design, Relevance, Audio Effects, and Compelling Headline; assessment of page owners/admins of Facebook analytics for social media promotion as to Facebook Page Reach, Facebook Page Likes, Facebook Page Followers, Facebook Page Visitors, and Facebook Page Messages; encountered problems with social media promotion.

This research study explores Facebook analytics' potential for effective social media promotion and strategy formulation, offering practical insights to help businesses make informed decisions in their marketing strategies.

**Methodology**

This research would provide information about the research method and the type of research the researchers come up with. It also includes population sampling, research instruments, data gathering procedures and will reveal the statistical treatment of data.

Methods utilized are quantitative aspects using Stratified Random Sampling three groups of respondents are categorized in the study namely, Facebook Page Owners, Facebook Page Admins, and Facebook Page Audiences.

**Results & Discussion**

There are eighty (80) respondents composed of 20 or 25% Facebook page owners, 20 or 25% Facebook page moderators, and 40 or 50% Facebook page audience.

In problem 1 where the researchers assessed the Key Variables that Influences the Level of Social Media Audience Engagement with Facebook Page signifying that all of the variables presented are the most influential in terms of influencing social media audiences to engage in a social media post with the grand mean of 4.54. Having this result will help the social media pages to consider the provided variables as universal features for good marketing to create Facebook posts to provide content to their viewers/audiences and to promote their page Jacunski (2018).

Indicator	Overall		Rank
	WM	VI	
1. Content Strategy	4.43	MI	5
2. Visual Design	4.65	MI	1
3. Relevance	4.53	MI	3
4. Audio Effects	4.52	MI	4
5. Compelling Headline	4.55	MI	2
<b>GRAND MEAN</b>	<b>4.54</b>	<b>MI</b>	

In problem 2, the researcher assessed the Facebook analytics for social media promotion where it resulted as Most Useful with the grand mean of 4.42 to utilize by the page owners to use of all the data gathered effectively to plan, predict, assessing the performance of particular Facebook post and to identify what is the most engaged content or trend with the guidance of Facebook Page Analytics Szabó (2019).

Indicator	Overall		Rank
	WM	VI	
1. Facebook Page Reach	4.38	MU	3
2. Facebook Page Likes	4.37	MU	4
3. Facebook Page Followers	4.52	MU	2
4. Facebook Page Visitors	4.27	MU	5
5. Facebook Page Messages	4.58	MU	1
<b>GRAND MEAN</b>	<b>4.42</b>	<b>MU</b>	

In problem 3, the researcher assessed the *Problems* Encountered with Social Media Promotion where it resulted as Highly Encountered with the grand mean of 4.39 that makes Facebook Pages, this makes it difficult for Facebook pages to maintain a steady stream of audience engagement Stieglitz et. al. (2018).

Indicator	Overall		Rank
	WM	VI	
1. Alignment to the Public Needs	4.57	HE	1
2. Schedule of Posting	4.20	E	5
3. Digital Promotion Plan	4.43	HE	3
4. Market Analysis	4.27	HE	4
5. Statutory & Regulatory Requirements	4.48	HE	2
<b>GRAND MEAN</b>	<b>4.39</b>	<b>HE</b>	

In problem 4, the researcher assessed the relationship of each variable between problem 1 which represents the social media promotion as it contains the online post features and problem 2 which represents the Facebook Analytics as it contains the variables used in Analytics, to investigate the relationship of Facebook Analytics and Social Media Promotion. The problem 4 is a null hypothesis which states that there is no significant relationship between Facebook analytics and social media promotion which will be discussed further.

FACEBOOK POST FEATURES on FACEBOOK ANALYTICS							
Indicator	Coefficient (r) >	N	T-Statistics	Degrees of Freedom (DF)	P-value	Interpretation	Decision
Content Strategy on Facebook Analytics	0.0705155	40	0.4357714	38	0.6654680	Strong Relationship	Reject H <sub>0</sub>
Visual Design on Facebook Analytics	-0.0191134	40	-0.117844	38	0.9068116	Very Strong Relationship	Reject H <sub>0</sub>
Relevance on Facebook Analytics	0.0335667	40	0.2070358	38	0.8370874	Very Strong Relationship	Reject H <sub>0</sub>
Audio Effects on Facebook Analytics	0.0010395	40	0.0064081	38	0.9949208	Very Strong Relationship	Reject H <sub>0</sub>
Compelling Headlines on Facebook Analytics	0.0705047	40	0.4357044	38	0.6655163	Strong Relationship	Reject H <sub>0</sub>
<i>Level of Significance 0.05</i>							

As the table reveals, all of the indicators reject the null hypothesis. Three of the items has very strong relationship namely between: Visual Design and Facebook Analytics with p-value of 0.09068116;

Relevance and Facebook Analytics with p- value of 0.8370874; and Audio Effects and Facebook Analytics with p-value of 0.9949208. Two of the items have strong relationships namely between: Content Strategy and Facebook Analytics with the p-value of 0.6654680; and Compelling Headline and Facebook Analytics with the p-value of 0.6655163.

Therefore, Online Post Features in Social Media Promotion and Facebook Analytics has a significant relationship where people can effectively use data information to make predictions, assess performance and identify trend to better understand the needs of the customers Szabó

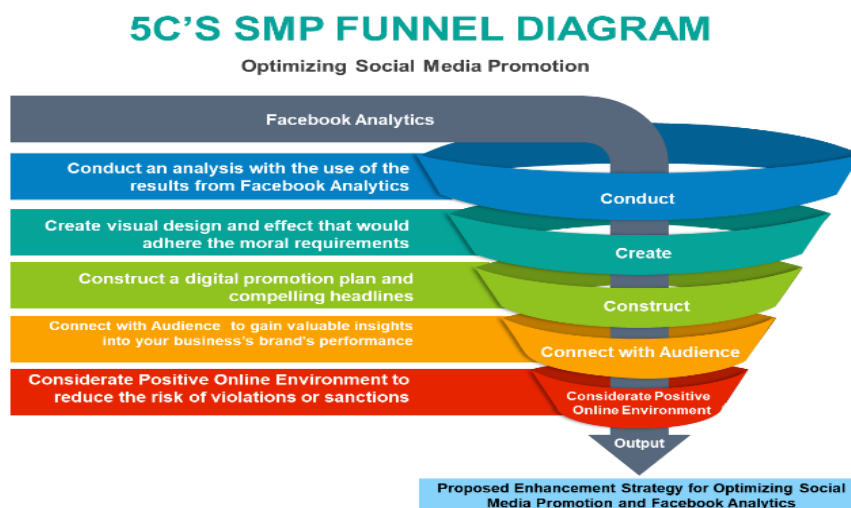
**Conclusions**

The following conclusion were carefully drawn from the findings of the study:

1. Audience responds more to posts that use visually appealing and creative content. Furthermore, colors, fonts, and layout of content influence audience engagement. Interactive elements such as polls or contests also make the posts more relevant to the targeted audience. Use of audio effects as well as attention- grabbing headlines increase audience engagement. It is also worth noting that consistency in posts and design responds well to the audience.
2. Owners/admins use a) Reach – to understand how many people are being exposed to their brand, b) Likes – to determine brand awareness and audience interest, c) Followers – to enhance the conversion rates of audience, d) Visitors – to assess participation in discussions and interactions, and e) Message – to receive inquiries from the audience.
3. Top problems encountered with Social Media Promotion are the following: a) Alignment – disconnect with public needs, b) Schedule of Posting – promotions appear not exactly during prime time, c) Digital Promotional Plan –user friendliness of page tools, d) Market Analysis – inaccuracy in data collection, and e) Statutory and Regulatory Requirements – page may not follow Facebook community standards.
4. Content Strategy and Visual Design are weakly but significantly correlated to Page Visitors. This may indicate that the audience tends to visit pages with visually appealing and creative content. Font, styles, and layout of the post may contribute to the appeal of the page.

**Recommendation**

**5C’S SMP FUNNEL DIAGRAM:  
Optimizing Social Media Promotion**



Using SMP 5C's Model practice explores Facebook analytics' potential for effective social media promotion and strategy.

C- **“Conduct”** proposing that Page Owners must conduct an analysis with the use of the results from Facebook Analytics to enhance audience engagement, utilizing high-quality visuals, infographics, video, user-generated content, storytelling, memes, GIFs, seasonal content, and consistency for a cohesive presence.

C- **“Create”** recommends creating visual design that adheres to moral requirements, using clear objectives, audience segmentation, engagement monitoring, paid promotions, influencer marketing, content optimization, monitoring Facebook Insights, and benchmarking against competitors. Aligning strategies with clear objectives enhances brand visibility and social media marketing success.

C- **“Construct”** referring to one of the problems encountered with social media promotion is connecting a digital promotion plan to create a compelling headline; defining goals, targeting audience, choosing the right digital channel, crafting value proposition, using emotional triggers, testing and optimizing, creating content calendar, engaging with audience, and monitoring results to ensure successful digital promotion plans.

C- **“Connect with Audience”** to improve Facebook Page Reach and gain insights, track organic and paid reach, explore post reach, pay attention to engagement metrics, monitor competitors, and integrate data sources. Tracking reach over time helps identify trends, while analyzing individual posts refines content strategy and identifies industry trends. Also, recommends optimizing Facebook Page Messages to increase engagement, maintain brand reputation, and user satisfaction. This includes enabling instant replies, creating categorization and tagging systems, setting SLAs, personalizing responses, using rich media, promoting Messenger, hosting Q&A sessions, responding to reviews, tracking metrics, advertising, and integrating with CRM systems.

C- **“Considerate Positive Online Environment”** recommends reviewing Facebook's Community Standards to create a positive online environment, promote respectful content, protect intellectual property, monitor user-generated content, promote authenticity, report violations, and be mindful of advertising guidelines. Owners/Admins should be updated on these standards and engage responsibly, avoiding spamming and excessive promotion. U-CARP Practice will put into effect the Proposed Crafting Strategy for Social Media Promotion Utilizing Facebook Analytics.

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