

“Thumbs up for social media marketing?”:

Corporate targeting on Facebook

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Agenda

- Introduction
- Relevance (OSNS, brand communication)
- Research Question
- Method
- Results
- Conclusions & Outlook

Relevance

- High weekly OSNS usage
- Facebook most important social network
- about 25 million active users in Germany
- Increase of 6% per half a year

Relevance

- Economic focus: brand communication
- Importance for economic success
- User-generated contributions with high influence

Relevance

How deal companies with new conditions?

Do they have strategies?

Are they overstrained?

Research Question

1. How are companies using Facebook in German speaking countries currently for targeting?

Method

- Qualitative research: interviews with experts
- Different types of companies
- Different branches
- Context experts
(advertising agencies
& consulting)

Method

no.	branch	position	company size
1	insurance	CMO	large
2	travelling	social media manager	large
3	food	online marketing manager	mid-sized
4	clothes	direct marketing & social media manager	mid-sized
5	decoration/painting	owner	small
6	food	owner	small
7	communication agency	social media consultant	-
8	communication agency	CEO	-
9	consulting	consultant	-
10	consulting	CEO	-

Results: goals and motivations

- economic goals
 - more sales
 - brand loyalty / affinity
 - ROI (large companies)
- communicative goals
 - reach new target groups
 - platform for exchange with customers
 - publicity (small companies)

Results: target groups

- mostly B2C oriented companies are on Facebook
- primary target group: customers & future customers
- sometimes really specific target group definition
- mostly really broad definition ("We want all customers!")
- get in contact with younger people

Results: strategic planning

- in general
 - few companies do (really) strategic communication
 - (re)actional behavior
 - campaigns
 - 50% use social media strategy

Results: strategic planning

- monitoring / target group analyses
 - no (mid-sized and small companies)
 - yes (large companies): evaluation before starting online activities
- time focus: long-term (all companies)
- content: mixed information and entertainment

Conclusion & Outlook

- different usage in different types of companies
- high usage -> trend to more strategy
- inclusion into companies overall strategy?
- other social media channels?
- internal organisation; personell responsibility?
- no representative data -> future research

Thank you for your attention!

