

Chapter 7

Facebook as Marketing Tools for Organizations: Knowledge Management Analysis

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ABSTRACT

Facebook has become widely known around the globe. This chapter applies marketing techniques to Facebook. The concern of using Facebook for both users and marketers is also elaborated in this study. Scenarios will help marketers to comprehend how knowledge management tools like plan-do-check-act (PDCA) and root cause analysis (RCA) are used in Facebook marketing. Other than the concern risk, the chapter presents the importance of using Facebook as well as the implication of these technique for future research.

INTRODUCTION

In the year 2003, people began to grow more comfortable by interacting with one another through social network sites (SNSs) (Treadaway & Smith, 2010, p. 7). The usage of SNSs become more beneficial when large number of users communicate (Anshari & Lim, 2017) and shared information amongst themselves. Boyd and Ellison (2010) distinguish social network as web-based services that enable users to; create a public or semi-public profile within restricted boundary of system, integrate with a list of other users that they share connection with and examine and traverse the users list of connections and those created by others within the system.

Nevertheless, SNSs not only allow users to interact and share information but also to assist users to extend beyond their own personal network. In case of organisation such as businesses, it allows them

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to tap into consumer behaviour with little amount of risk in financial investment (Stokes, 2010, p. 189; Anshari et al., 2016). Marketers for instance can obtain benefit from using this social network. Social network helps them to interact with customers and conveniently open up a new way to reach the potential customers. Indeed, to stand out and compete with other competitors, the presence of businesses within Facebook has become necessary.

Ever since Facebook was founded in 2004, it aggressively emerged into one of the world's dominant SNSs surpassing more than 1.1 billion active daily users by 2016 (Facebook, 2018). Thus, making them promising for target marketing audience rather than old traditional tactic of marketing to approach the customers (Noyes, 2018; Anshari & Alas, 2015). The previous method employed by marketers such as e-mail promotion, telemarketing and other type of approaches to distribute the information concerning to business products and services might still be effective (Tiago & Veríssimo, 2014). But these days to maintain long-term customer relationship, it is important to include web-based strategy. Facebook for instance have continue to revolve and its trends has gain more popularity among the digital marketers and organisations (Landicho, 2017). Facebook site enable users to develop their own personal profile and obtain opportunity to discover insights of others 'lifestyle and interests (Acar & Polonsky, 2007; Ahad, Anshari, & Razzaq, 2017). With Facebook as powerful portal for organisation and business to spread information about their products and services, the focus has been shifted from developing specific individual relationships to reaching the current and potential customers.

Nevertheless, the research on the social media particularly in Facebook marketing trends are quite minimal. Therefore, this paper will the theory of mantras and the modern risk management, the current practices of Facebook marketing tools exist, the scenario as well as their benefits alongside with critical success factors and risks concerns. Meanwhile the literature review will critically analyse the existing studies on social media and Facebook. Further suggestion on how organisations use Facebook as social marketing tool will be discussed in this study.

WEB 2.0 AND SOCIAL NETWORKS

The new advancement of technology has transformed the usage of internet into more social interactive environment (Allen, 2017). By facilitating the web 2.0 individuals able to communicate and develop online content easier (Lai & Turban, 2008; Montalvo, 2016). With the rise of SNS globally, people more incline to be more engaged in the sites (Mueller et al., 2011). Senecal and Nantel (2004) stated that by using the web 2.0 users especially customers able to gain access different knowledge and enlightenment provided by other customers' reviews and suggestions. Surrounded the web 2.0 there is a development of platforms that connect people together through social network. The ability for them to produce and share the online content with other users within social media and able to architect the success by participating in the community (Meadows-Klue, 2008; White, 2016). With the current situation, organisation especially marketers trying their best to utilise the usage of web 2.0 to bring benefits for their organisation.

Even though many scholars have debated on the topic of social networks and many theories have been developed on how SNS act as marketing tool for marketers, but the academic studies merely focus on social network as a whole. The work publishes earlier circulated on social media such as Twitter, Myspace, Facebook and others packed into one study (Charnigo & Barnett-Ellis, 2007). Chen et al. (2011) mention social media allows business to be more attractive and communicative. A possible platform where customers able to interact and become more familiar with each other may enhance the likelihood

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