

Social media platform Facebook

Facebook is a major social media platform in online marketing with around three billion monthly users worldwide. The Facebook social media platform enables users to network, share content and communicate with each other.

One of the important functions of Facebook in marketing is the creation of company pages. Companies can create a page to showcase their brand, share news and updates with their followers and strengthen customer loyalty. The page can serve as a platform for customer communication, allowing customers to ask questions, leave feedback and engage with the company.

Facebook also offers various advertising options such as adverts in the user's newsfeed, which can be displayed to specific target groups based on differentiated parameters. Interactive advertising formats such as competitions or surveys are also available.

Booking options

- | | | |
|----------------------|--------------------------------------------|-----------------------------------------------------|
| ✗ Demo booking tool* | ✗ Programmatic advertising | ✓ Marketing portals, Marketing automation platforms |
| ✓ Service provider | ✓ Self service tool, media buying platform | |

Media segment

- | | | |
|----------------|------------------------------------|----------------------|
| ✓ Internet | ✗ Out of home, digital out of home | ✗ Household, office |
| ✓ E-commerce | ✗ TV, cinema, moving image | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio | |
| ✓ Mobile | ✗ One-to-One | |

Media type

- | | | |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

Target group

- | | | |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✓ Business-to-Employee |
|------------------------|------------------------|------------------------|

Marketing objective

- | | | |
|---------------------------------------------|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase | |

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✓ Awareness | ✓ Purchase | ✓ Advocacy |
| ✓ Consideration | ✓ Retention | |

Ad media

- | | | |
|------------------------------------------|----------------------------------------|-------------------------------------|
| ✓ Advertisement, Banner | ✗ Google Business Profile | ✗ Roof objekt |
| ✗ Advertorial | ✓ Influencer | ✗ Sales talks |
| ✗ Annual report | ✓ Landing-page, microsite | ✗ Self service terminal |
| ✗ Appointment calender | ✗ Location Based Service | ✗ Shopping cart |
| ✓ Audio, radio spot, audio file | ✓ Mobile payment systems | ✗ Sign, labelling |
| ✗ Augmented Reality | ✗ Newsletter | ✓ Social media advert |
| ✗ Beach flag, flag, roll-up | ✗ Newspaper, magazine, periodical | ✓ Social media company page |
| ✗ Book, E-book | ✗ NFC | ✓ Social media posting |
| ✗ Brochure, flyer, inserts | ✗ Offer, quotation | ✓ Social media profile page |
| ✗ Catalogues, price lists | ✗ Office equipment | ✗ Sponsoring |
| ✗ Chat, chatbot | ✗ Office files | ✗ Spontaneous event |
| ✗ Company entries | ✗ Operating instruction, user manual | ✗ Structured company data records |
| ✗ Configurator | ✗ Passers-by addressing | ✓ Survey |
| ✓ Contact form | ✗ Petrol pump nozzle | ✓ Telephone and video call service |
| ✓ Content SEO-optimised | ✗ Postcard | ✓ Unboxing |
| ✗ Credit card | ✗ Poster, billboard, pillar | ✓ V-card |
| ✗ Customer card | ✗ Product live demo | ✓ Video spot, moving image |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling | ✗ Virtual Reality |
| ✗ Display stand, light box | ✗ Product sample | ✗ Virtual, voice assistant |
| ✗ E-mail, signature banner | ✗ Programmatic print | ✓ Vouchers, coupons, discount cards |
| ✗ E-paper | ✗ Promotional items | ✗ Web layer |
| ✗ Event | ✗ Push, text messages | ✗ White paper |
| ✗ Exhibition stand, event modules | ✗ Quality seal | ✓ WLAN for visitors |
| ✗ FAQ | ✓ QR code, link | |
| ✓ Games, competitions | ✗ Rental addresses, target group areas | |

Connected media channels

Affiliate programme
App (Advertising medium)
App (Brand, topic)
Audio streaming platforms
Community
Consulting, support, training
Customer loyalty programme
Digital signage, POS TV
Email, email newsletter
Event
Field sales force
Guerilla marketing action

Household distribution
Influencer marketing
Location-based service
Messenger
Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online comparison portal
Online directory
Online marketplace (Advertising medium)
Online shop (Brand)
Out of Home (OOH)
Podcast (Advertising medium)
Point of sale (POS), Showroom
Print mailing
Product, service (Advertising medium)
Product, service experience
Public Relation
Radio
Recruitment platform
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
SMS
Social media platform Instagram
Social media platform LinkedIn
Social media platform Pinterest
Social media platform Snapchat
Social media platform TikTok
Social media platform X
Social media platforms
Social-Media-Plattform Reddit
TV streaming platform, Connected-TV
Video streaming platform
Video streaming platform YouTube
Website (Advertising medium)
Website (Brand, topic)