An Analytical Study of the Facebook Content Management Strategies of Dominos India

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ABSTRACT

This paper attempts to take a dive into the Facebook marketing approaches and tactics of Dominos India. With this paper, there has been an effort to analyse the content at the Facebook page of Dominos, while trying to figure out which kind of content was able to build more relationship with the consumers on the basis of number of likes, shares and comments. A relationship between the aforementioned variables has also been established using the Pearson Correlation Coefficient. Also, a simple linear regression model has been applied to these variables to further prove on this relationship in order to attest to the fact that more posts on the Facebook page result in higher traffic and better engagement. Facebook marketing is about indulging in quality interactions with the consumers and then tapping their sentiments. An online brand community can be built to engage with consumers and brands thus have an opportunity to exploit the potential of social media. A brand community is a non-geographical, virtual community pertaining to a brand built on the foundations of the social relations among the various stakeholders/admirers of the brand. To develop a brand community the companies create a page on Facebook concerning a particular brand. The advantage of such a community is that not only it leverages a wider reach for a particular brand but it also lets all the members build connections around the brand. Here, the freely expressed opinion of individuals can be recorded and the results can be quantified to gauge changes over time. Analysis on the gathered data can be done using various analytical tools.

Keywords: Content Management, Dominos, Facebook Marketing, Netnography, Virtual Communities

INTRODUCTION

Organizations have moved way beyond the stage where marketers only focussed on offline marketing. With the market getting competitive at a rate difficult to capture and seize it has become imperative for an organization to delve into each nook and corner so as to make its presence felt and connect with the consumer in every possible way it can. New media and social networks have come to their respite at this hour. Organizations having realized the power of social networks have augmented their marketing strategies to strategically fit it into
their marketing plan. Every organization now days has a separate staff to handle online and offline marketing and moreover power of social media has become so vast that a company can’t afford to ignore it. Social media has spread its wings so wide that the organizations are ready to spend huge amount of money to make their presence felt in the social space such that a positive image is created around the brand. Every big organization today has its page on Facebook in order to keep in touch with their existing and future clients. Number of likes on their Facebook page has become important to reap since more likes are reflective of a better brand image, more engagement with the increased number of people thus connected via the likes and thus, increased credibility. Social media has changed the rules of the marketing game and to keep a track of this change and align with it, organizations need to concentrate in developing more engagement and constant interaction with its customers. Facebook marketing is significant for every organization as ‘network’ plays a crucial role in marketing. One thus cannot afford to ignore the hub of networks i.e. “Facebook”. With the advent of Digital Media and changing marketing norms due to social connectivity and networks such as Facebook, organizations have been trying to capture their market base in these spaces rigorously. Facebook provides the organizations with a vast space to build communities develop them and in a way humanize their brands by engaging with their current and potential customers. Facebook has evolved from being just a social networking site to a hen laying golden eggs for many organizations that have understood the power of social media and have left no stone unturned in reaping its fruits. The future of Facebook marketing holds huge potentials for organizations since the customers are tapped where they like to be. Pull marketing techniques which drive a stream of relevant traffic (in terms of customers) can be applied at Facebook and be used intelligently. Strategies should be well defined and designed such that Facebook marketing campaigns can reap humongous benefits for an organization.

**LITERATURE REVIEW**

It goes without saying that with the advent of Digital Media and a huge sprawl of social networking websites marketers have their hands full. A social network such as Facebook has come as a golden staircase so as to bridge the gap between the customers and the firms. Kevin Curran, Sarah Graham, Christopher Temple (2011), reflect as to how the changing face of mass media and the advent of new media has dawned upon in advertising. Facebook is the place to be for organizations since it facilitates demographic targeting and segmenting better. Using techniques such as content mining, netnography and aligning GPS with Facebook, marketers have been able to determine the customer likes and dislikes. Also, electronic word of mouth that is peer to peer interaction will help the consumers make purchase decisions. A smart marketer will leave no stone unturned to make sure it is in their favour. Robert V. Kozinets (2010), highlights importance of netnography and how it can be leveraged so as to gauge the customer insights and customer receptivity towards the brand and its activities. It demonstrates how insights can be used to inform marketing activities including brand perceptions, brand positioning and repositioning, segmentation studies, new product development and innovation, trend identification, new service models for co-creation of value, social media usage and opportunities for marketing campaign activation. By leveraging the power of netnography, marketers can make better business decisions, giving companies a unique competitive advantage.

Robert V. Kozinets (2002), also delves into the importance of netnography as a research tool in the online marketing domain. He has suggested that netnography can be a useful, flexible, ethically sensitive and unobtrusive method adapted to the purpose of studying the language, motivation and consumption linkages. He throws light on this in the context of a coffee shop’s online community. Morten Bach Jensen (2008)indicates as to where the resources should be directed so
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