



## **HOW TO HAVE EFFECTIVE RELATIONSHIP MARKETING USING FACEBOOK**

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### **Abstract**

The basis of relation of prospective clients with business is always dependent on trust, faith and transparency. That's the essence of "relationship marketing." In modern era, the popularity of online social networking has shifted the methods of connecting with consumers, stakeholders. And businesses that master both new and traditional ways of nurturing customer relationships are acquiring the largest portion of market share. Business is not only restricted to B2B or C2C aspect. The future of the business lies in people and the connection one can build up with them. People are connected by real things. Networking is always important when it is real and it is a useless distraction when it is false. The purpose of the paper is to find out the ways through which a loyal crowd of happy customers can be created by their engagement.

### **Introduction**

Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads. It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication. This approach often results in increased word-of-mouth activity, repeat business and a willingness on the customer's part to provide information to the organization.

### **Objective of the Paper**

- The foremost objective of this paper is to know the role of social media for effective relation build-up.
- How Facebook plays a vital role in nurturing the relationship of the company with prospective clients.

### **What is relationship marketing through social marketing?**

Social media has become a dominant force in consumer culture and is being exploited successfully by some of the world's leading businesses. It refers to the process that empowers individuals to promote their websites by gaining attention through Social Media sites and by tapping into a larger community that may not have been available via traditional communication channels. Social Media Marketing programs are usually centered



on efforts aimed at creating content to attract attention and encourage readers to share it by means of their social networks. A corporate message spreads more easily from user to user if it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. The world's top brands are using social media as a meaningful way of deepening relationships with their customers. Customers are connecting and having conversations about organizations through social media, whether organizations are actively engaged or not, and brands risk being compromised if they fail to participate. In order to respond effectively, organizations will need to make changes to process, policy and culture. What's needed is a social media strategy that is aligned to customers' requirements. Communicate clear policies and procedures to employees. Shift marketing, sales and service from broadcasting messages to having conversations. Manage and secure content to mitigate the risks of the two-way flow of information that social media enables. In fact, the whole organization should be involved and engaged in order to authentically deliver your social media strategy.

#### **How big is social media?**

The speed, breadth, depth and scope of social media penetration is astonishing. It took 13 years for television to reach a worldwide audience of 50 million. It took Facebook three years; and just another four years to reach over half a billion users worldwide. Social networking has become one of the dominant cultural phenomena in these digital times. The rapidity of this rise to prominence in everyday life for so many people, as well as its global impact, is remarkable. What had appeared to be simply another Western teenage fad was, in fact, being embraced by many different societies and groups of people around the world. A number of leading organizations have already recognized the importance of engaging their customers through social media. Firms such as BMW, Coca-Cola and Starbucks have been using YouTube, Facebook, Twitter and other social media mechanisms to grow awareness of their brand and products and to build customer loyalty. Social media usage in India increased in leaps and bounds. According to IAMAI, there are **134 million active users** of social media in India out of which **97 million** people are accessing it through mobile phones.

#### **Facebook**

This social platform was launched in 2004 .It is the most widely used social network globally. As the name suggests Facebook's initial purpose was to facilitate the sharing of photographs amongst friends. It has since expanded into a platform for social networking, and provides blogging, real-time chat, and application development, sharing, gaming and polling functionality. Facebook has now overtaken Google as the most visited site in the world and is a major platform for communicating with customers. In 2014, total active users worldwide reached 1.28 billion and in India there were 100+ million users of Facebook which has increased 125+ million users in 2015 and also increasing at rapid rate.

#### **Tips for successful marketing through Facebook**

To market your business successfully on Facebook, you need to understand Facebook's unique opportunities, and how it differs from other media. Just as you wouldn't run a radio ad on television, you shouldn't market on Facebook the way you'd market in a magazine or on your website.



- **Don't use Facebook for the 'hard sell'**

People regard Facebook as a fun social space where they chat to friends, check out photos and videos, and relax. You need to join conversations and become part of a community, rather than being a business 'outsider' who tries to sell aggressively.

- **Hard-sell tactics**

Using advertising slogans, posting repeatedly about a particular product or service, or providing lists of products and prices in isolation from any related conversation - will result in other users 'unfollowing' you. They may even post negative comments about your business.

- **Create a human voice for your business**

Facebook users like to talk to other people - not to an impersonal business. Whoever manages Facebook page must be able to write in a voice that sounds real and likeable, using a style that suits the business. They also need permission to express things in their own words, not in the company's jargon or 'official line'.

- **Post regularly**

Unlike traditional media (such as magazines or television), or other online media (such as web pages), social media are built around frequent updates. Statistics show that around 50% of all Facebook users check their page at least once a day, and they need to see that you are regularly posting new material. Some guides recommend posting at least once a day, but the core principles are to post when you have interesting content, and to judge how often your audience wants to hear from you.

- **Encourage comments and reply quickly**

Encourage other Facebook users to respond to your posts or to post their own comments about your business or a topic that's of interest to them and you. When they do post, respond quickly - within 24 hours is best. Failing to respond will weaken your Facebook friends' willingness to engage with you, and they will gradually drift away.

- **Use pictures and videos**

Pictures and videos are a major element of Facebook's appeal. Use them frequently to keep your friends engaged and entertained. For example: a clothing retailer could post photos of new stock as it arrives an architect or builder could post day-by-day pictures of a house under renovation a personal trainer could post an instructional video of how to do a particular exercise. Get interactive with offers, contests, games, surveys, etc. People like it when Facebook is fun, and when it delivers something that they can't get any other way. Research shows that discounts and giveaways are the most popular reason for a customer to follow a business's Facebook page. Likewise, contests and games can be used to liven up your page. Facebook can also be used to distribute customer surveys. If you do this, make sure that you keep surveys short, and provide a survey link that users can easily click, ignore or share with their friends.



- **Nurture your relationships**

It takes time to build good relationships with other Facebook users, so be patient. Engage sincerely in conversations, provide useful content, and develop rewards for loyal customers to help foster positive relationships.

- **Promote your Facebook page**

If you have a Facebook page, promote it throughout your business so that your social media works hand-in-hand with more traditional marketing methods. Provide your Facebook address on your letterhead, business card and website, in advertisements, and in your email signature.

### Examples of Companies Using Facebook for Relationship Marketing

#### Royal Enfield

- They have transformed their marketing strategy through rider mania program focuses on youth segment such as leisure motor cycling concept in India which ultimately results into increase in their revenue and positioning up their brand in better way.

#### Asian Paints

- Asian Paints Limited is an Indian chemicals company headquartered in Mumbai, came up with Digital Colors campaign on social platform on Facebook. Apart from Social media engagement, they also brought a contest on their website where the Audience was asked to share their Home stories and Vote for the best stories uploaded by other users, based on votes the top stories were selected and gift were given to the Uploaders.

#### Micromax

- Micromax is an Indian consumer electronic company headquartered in Gurgaon, Haryana used the social platform for the accomplishment of their main objective related to launch of their product. Through Facebook, they introduced famous Wolverine star, Hugh Jackman as their brand ambassador which drove 18,600 conversations within 72 hours on Facebook posts.

#### Government Initiatives

- **Swachh Bharat Abhiyan** –A campaign that encourages people to clean their surroundings and promote it on social networking sites like Facebook and twitter to inspire others. As awareness about campaign spreads, more and more people starts their own cleanliness drives in neighborhoods which will be a step towards cleaning cities and eventually the nation.
- **Make In India Initiative**–It touches 2.1 billion impression on Facebook and becomes the largest and fastest growing initiative ever on digital world. It focuses on attracting business houses to invest and manufacture in India, aims to make India global manufacturing hub while bring about economic transformation in the country.



### **Conclusion**

Facebook marketing is the newest way of marketing in 21<sup>st</sup> century which has emerged as the most powerful medium for marketing. Infact not only marketing but also helped companies in surviving the intense competition by building consumer relationship through Facebook. They should try to better understand the new soft skills required for success, and to improve their leadership and relationship skills through emotional and social intelligence. So we conclude that Relationships are the “new currency” and Facebook is the channel to earn it.

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