



Facebook Marketing: An Emerging Trend in Marketing Field

Farheen Ahmad

Assistant Professor-Marketing

MMS Department, Rajeev Gandhi College of Management Studies, Ghansoli, Navi Mumbai - India

ABSTRACT

What do Lady Gaga, CocaCola, Batman and Pampers Diapers all have in common? They all sell on Facebook offering friends, fans, and followers a privileged and personal point of purchase on the world's largest social networking portal. Something else that all four have in common is that they're all consumer brands; they have traditionally outsourced the business of getting products and services into the hands of consumers to retailers. So what's changed? Why are companies increasingly selling direct to consumers on Facebook? Tracking the emerging trend of 'facebook marketing/ f-commerce' – selling with Facebook this report provides a critical overview of facebook marketing .

It identifies the key risks and opportunities for brands in setting up shop on Facebook – and concludes that there exist a possibility/ big opportunity of Facebook marketing that will ideally be adopted in the near future by all existing brands/industries concerned. This report also advocates various f-commerce solution for brand pages on facebook to sell to their fans to activate brand advocacy. And lastly the report concludes by outlining emerging trends and new opportunities for brands and their agencies in the f-commerce space.

Keywords: Facebook, Marketing, F-commerce, Social Networking, Brand Advocacy.