

Evaluating the Location of Effective Product Advertising on Facebook Ads

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Abstract : Utilization of social media as a marketing tool is growing rapidly, including for SMEs. Social media allows the user to give product evaluation and recommendations to the public. In addition, the social media facilitate word-of-mouth marketing communication. One of the social media that can be used is Facebook, with Facebook Ads. This study aimed to evaluate the location of Facebook Ads, to obtain an appropriate advertising design. There are three alternatives location consist of desktop, right-hand column and mobile. The effectiveness and efficiency of advertising will be measured based on advertising metrics such as reach, click, Cost per Click (CUC) and Unique Click-Through-Rate (UCTR). Facebook's Ads Manager was used for seven days, targeted by age (18-24), location (Bandung), language (Indonesia) and keywords. The result was 13,999 total reach, as well as 342 clicks. Based on the results of comparison using ANOVA, there was a significant difference for each placement location based on advertising metrics. Mobile location was chosen to be successful ads, because it produces the lowest CUC, amounting to Rp 691,- per click and 14% UCTR. Results of this study showed Facebook Ads was useful and cost-effective media to promote the product of SME, because it could be view by many people in the same time.

Keywords : marketing communication, social media, Facebook Ads, mobile location

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