

facebook

IMPORTANCE OF FACEBOOK

Brand awareness - storytelling - advertising



700 M

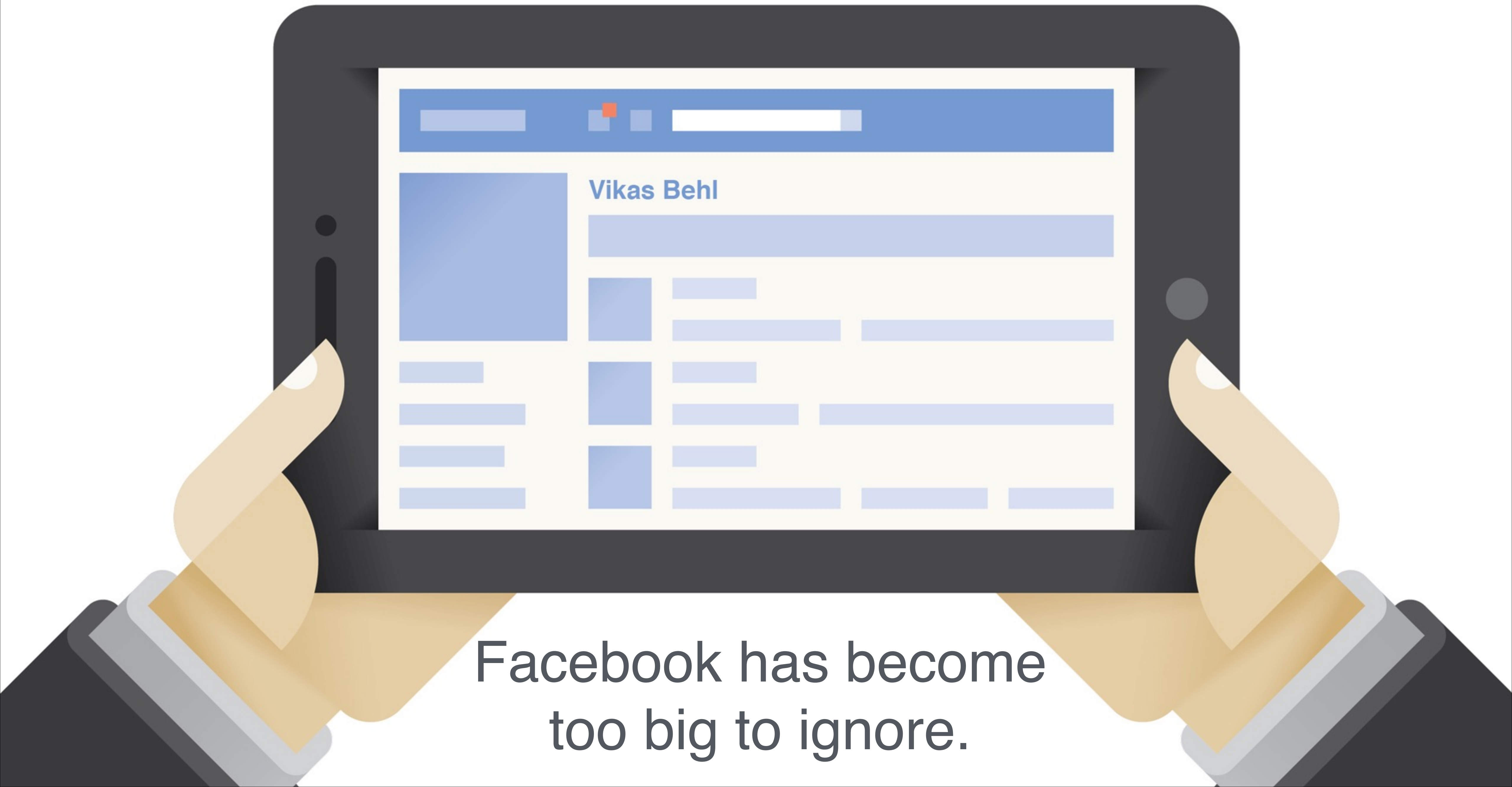
1.4 B

600 M

300 M

Let's look at some stats first


- 110 crore daily active users worldwide
- 1.25 crore daily active users in India
- Area of focus for most MNCs' marketing worldwide
- A hugely influential platform for businesses



Facebook has become
too big to ignore.

Why Facebook?

- Apart from a huge user base, Facebook is very important for businesses because of one simple fact - people trust their friends and families more than any type of marketing.
- If you share some product or service on your Facebook, that single share is worth 100 ads for that business.
- That's why Facebook is such an important a platform, you just can't afford to ignore it.

A hand is holding a black smartphone, which is slightly tilted. The screen of the phone is on, showing a blurred interface that appears to be a social media platform. In the background, a large, blue, out-of-focus Facebook logo is visible. The overall lighting is warm and soft.

75% of total social ad spend by world's leading
brands happens on Facebook

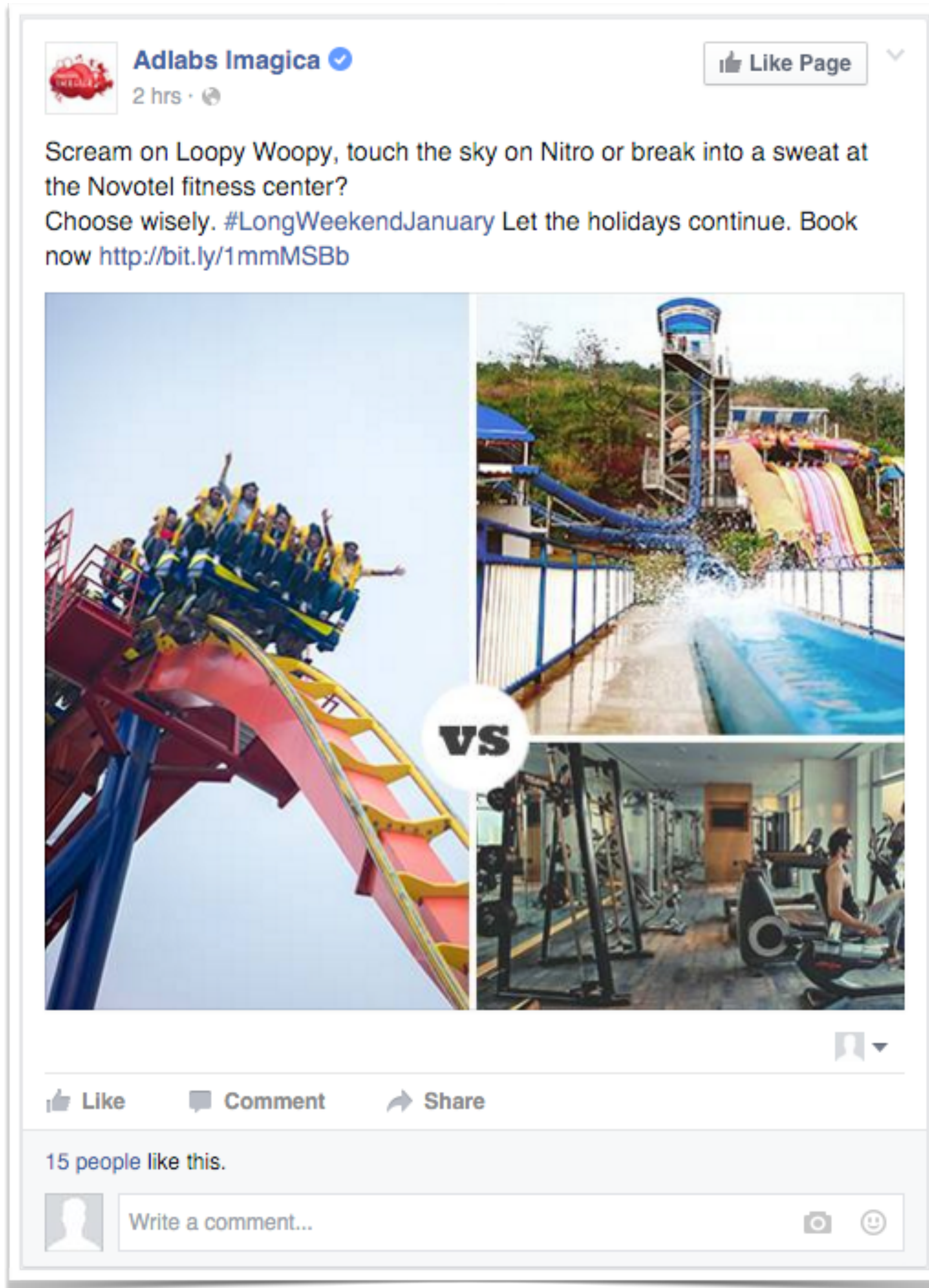
How can Facebook help you?

1. Brand awareness
2. Ads to instantly boost sales
3. Content marketing for brand loyalty
4. Unparalleled customer support

1. **Brand awareness**
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1. Brand awareness

- Social media's biggest strength is - boosting brand awareness.
- All you need is an effective content marketing strategy.
- Because people see what their friends interact with and share on their feeds, Facebook gives unmatched ability to spread awareness.



Brand awareness is extremely important in these times of cutthroat competition.

And no other platform, offline or online is better than Facebook at spreading brand awareness for you.

Smart businesses that understand the importance of adapting to change are leveraging Facebook to its full potential.

1. Brand awareness
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2. Ads to instantly boost sales

- Let's face it - businesses depend on sales.
- More sales is the ultimate goal of any marketing and advertising initiative.
- Facebook is the best place to advertise your business because of its extensive reach and high ROI records.

The image is a screenshot of the Vodafone India Facebook page. At the top, there's a blue navigation bar with the Facebook logo, a search bar, and links for Home, Friends, Messages, and a notification bell. The main header features a large green banner with the text "Get 40% more with Vodafone RED Postpaid" and "More Data, Talktime and SMS". Below this, there's a blue truck carrying a stack of boxes with various app icons. The Vodafone India logo is on the left, and the page name "Vodafone India" with a verified badge and "Telecommunication" is on the right. Below the header, there are buttons for "Shop Now", "Like", "Message", and a menu icon. The left sidebar shows the page's profile picture, the number of likes (1,349,480), and a list of friends who liked it. Below that, there's an "ABOUT" section with details about Vodafone India Ltd. and a "VISITOR POSTS" section. The main timeline shows a post from Vodafone India with Shubham Singhania and 3 others, dated December 30, 2015, at 10:10am. The post text says: "Gift someone a smile by donating your clothes, gadgets, toys and more by walking into any Vodafone Store in Jaipur or Jodhpur today." Below the text is a red banner with colorful bunting. On the right sidebar, there's a "Create Page" button, a "Recent" list of years from 2015 to 1994, and a "Sponsored" section. The sponsored ads include a yellow Datsun GO-Cross car and a government job advertisement for 20,000 posts.

Get 40% more with
Vodafone RED Postpaid
More Data, Talktime and SMS

Vodafone India ✓
Telecommunication

Shop Now Like Message

Timeline About Photos Events More

1,349,480 people like this
Hemant Saini and 17 other friends

Invite friends to like this Page

ABOUT

Vodafone India Ltd, Peninsula Corporate...
Mumbai, India

Ask for Vodafone India's phone

Typically replies within a few hours
Message Now

VISITOR POSTS

Jignesh V. Khambhayata

Status Photo / Video

Write something on this Page...

Vodafone India with Shubham Singhania and 3 others.
December 30, 2015 at 10:10am

Gift someone a smile by donating your clothes, gadgets, toys and more by walking into any Vodafone Store in Jaipur or Jodhpur today.

Upcoming Datsun GO-Cross
www.gaadimarket.com
Upcoming Datsun GO Cross 2016 – View Expected Price
Launch date, Images, Videos, & More

रेलवे में बिना इंटरव्यू के भर्ती
20000 Posts
10वीं, 12वीं, डिप्लोमा स्नातक पास
पूरी जानकारी यहाँ पढ़ें
upgovtjobs.com
रेलवे लेकर आया है बिना इंटरव्यू के
भर्ती 20000 पदों पर होगी भर्ती 10वीं
12वीं पास आवेदन करें

Facebook is probably the best place online for instantly boosting your sales with ads.

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3. Content marketing for brand loyalty

- People like to follow brands they love on Facebook.
- And it's brands' responsibility to keep them loyal with effective content marketing strategies.
- Content marketing is nothing but sharing what people want to see and further share. Information they love. Information they want to share with their friends.

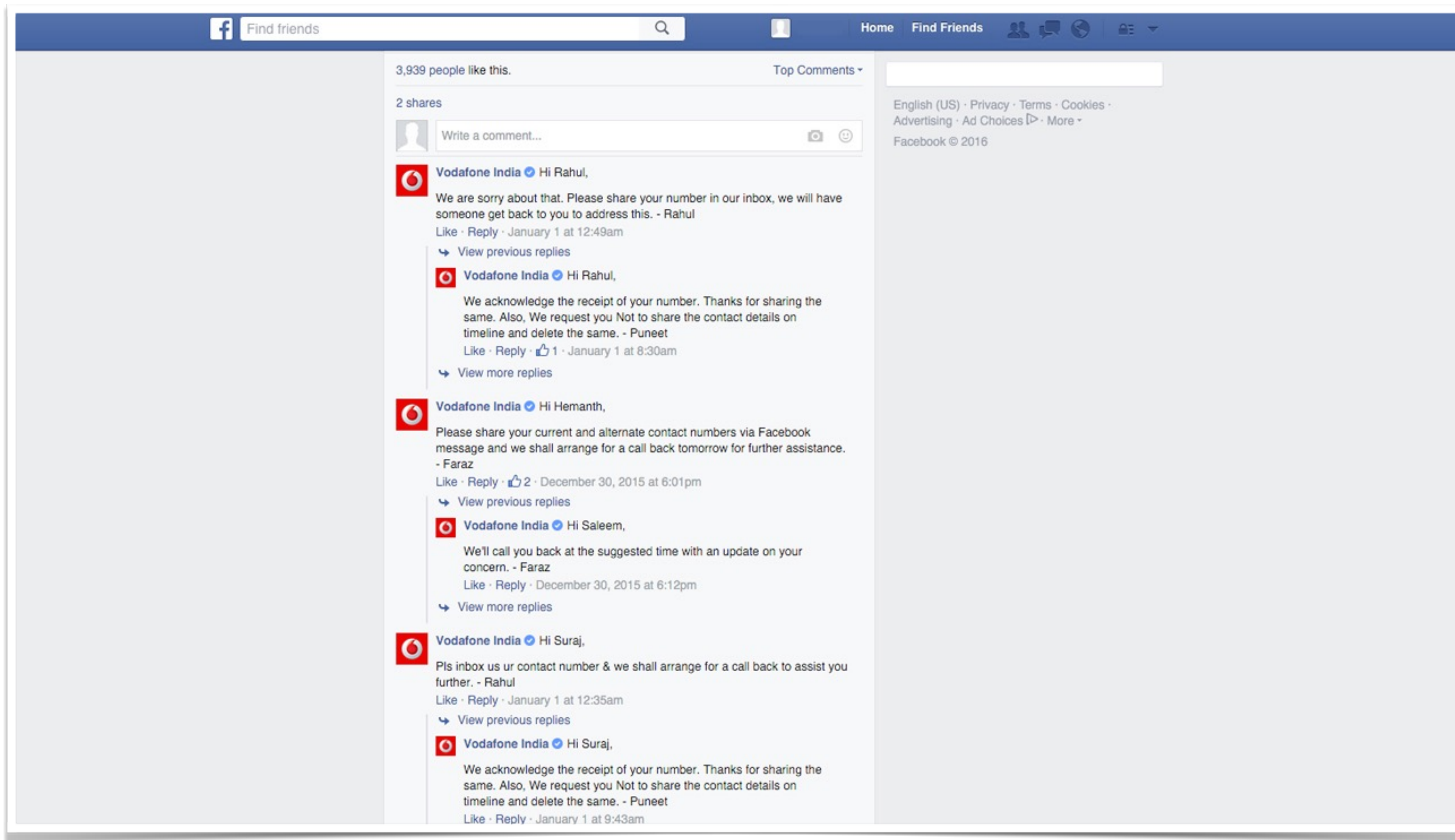
Facebook interface showing a post from Disneyland. The post text reads: "The restaurant is hosting a mid-day tea from noon to 3 p.m. beginning January 22, bringing the rich tradition of a royal afternoon respite to Disneyland Resort guests!" Below the text is a photo of a tea set with various pastries and drinks. The caption below the photo reads: "A Very Special Afternoon Tea Begins January 22 at Steakhouse 55 at the Disneyland Hotel". The URL "DISNEYPARKS.DISNEY.GO.COM" is visible. The post has 851 likes and 145 shares. A comment from Alisha Morgan is visible: "That's my birthday! And it's perfect because with my British blood, we always find a favorite place to have afternoon tea wherever we live or visit. As long as Steakhouse 55 uses real Devonshire cream for their scones (pronounced sk-on, not sk-own), I'll go! 😊". The right sidebar shows suggested pages like Maxim, I Support U.Sagayam IAS, Nicki Minaj, and Vogue, and games like Wonderland Escape and Spider Square.

Content is posting useful information that help people make decisions. Sometimes it needs to be entertaining.

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4. Unparalleled customer support

- Facebook has become a very effective platform for customer support.
- Big businesses from all over the world are leveraging it for handling customer issues and maintaining conversation with them.
- You can use Facebook as your one-stop spot for all customer interaction and issue handling.



As you can see above, Vodafone is redefining what customer conversation could be with Facebook.



Thank you

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