



Students Scientific Conference

The art of commercial manipulation

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Introduction

In recent years there have been a lot of competitions among the profit-oriented companies who are always enticing us to purchase with commercials, advertisements, sales and they also love using psychological tricks on us. Actually we notice most of these immediately, but there are some ways to advertise invisibly and when we notice this we are already become victims.

Since the society is able to produce more things we need and they are dying to reach more and more profit, they want to sell more and more so they have to find their way to let us know about their products. Actually, everything can be called advertising, which aims to familiarize goods or services with the audience. It could be even just a note on the gate, or a high-sounding brand name.

They realized the advertising can be more efficient, if they use more interesting and awareness rising messages. All of the companies trying to reach more and more people, not just who lives in the same city or country but they are trying to grow and grow and finding their ways to reach foreign places too. There are so many competitors and they have to be working on themselves more and more to become interesting or higher the awareness. There is a thing which we call advertising psychology which becomes an independent profession.

1. How shall we advertise?

In our modern world every day we meet with huge amount of advertisement almost every possible place. The available place and the people's capacity are limited so everyone is trying to put itself against the others to the forefront. They need for this constantly developing business some new methods and new tools because when something becomes general people will not even care anymore. It will not be interesting so they need something which can be better than the other company's advertisements.

The main problem with advertising is that if you found an amazing method or media where you can run your ads which become immediately successful other companies will copy your idea on the first place. So even your ads were successfully advertised those other companies will ruin your success and ruin the effectiveness of your ads. You always have to be open minded for new ideas, tricks, methods. You should create new ideas or recreate the old ones. The moving images and sound effects are more efficient than the traditional banner because these are making us to pay attention more. Therefore the TV commercials became so popular in all developed countries. However the possibilities of television are saturated and even the large number of ads caused the avoidance of adverts. The TV companies are trying to take steps to reduce this (for example the main commercial channels generally convey ads blocks at the same time) but do not constitute a long-term solution.

As a consequence it was anticipated the advertising industry will approach to other methods instead of traditional adverts. The best examples are given by the movies with spectacular, flashy sponsored emblems and logos. In most cases, it is obviously the sign of image and brand building, because we are not served any further, objective information about the advantage of their products. However, an appropriate movie's mood and effect can create such circumstances, which assist the brand and/or a single product to wider their reputation in public awareness and attach a positive image for them.

The opportunities of internet can't be missed as well, this segment of advertising market moves more and more capital nowadays. At this moment the vast majority of online commercials follows the traditional way, considering the web pages as simple brochure and covering every single free surface with animated framework. Competiting each other the number of these ads exceeded fast the health balance, they became intrusive excessively, as a result the average user ignore them, or use some kind of ad blocker services.

New generation of advertisement have just popped up, which try to arouse the consumer interest with interactive ads. Entertaining, playful, popularizing tools (for example hiding the offer in a mind-breaker) exist in small proportion before too, but this is the first medium which is able to insure real activity. In these simple, animated “games” usually we have to make an evident decision and give a helping hand to virtual characters, maybe find a tricky solution for a problem. Therefore the commercial so to speak entertain us in exchange for receive the message. In ideal cases positive feelings and reactions are induced in the target person instead of looking as a burden, which is hardly realizable with conventional methods.

We need to mention another huge advantage of advertising online: personalization. For that it is necessary to collect information regularly from the user’s behavior, which raises serious data protection problems, however this topic is not included in this essay, so we ignore it in further. One of the pro’s of interpreting legal user figures are that practically totally personalized commercials can be created. We meet them often and often; first of all it is well-known in searching programs, where the typed phrase refers to paid advertisements, furthermore it fits in your requirement as well, as a so called win-win situation. It literally means the target audience drastic narrowing, so these messages received only in the cases when we want it. As a consequence, we find it more useful than annoying, because they make the decision easier. Certainly narrowing the target audience is not available only in searching processes, given that based on the type of visited pages and red articles we are able to estimate the field of interest of the costumer. This method is only realizable with the combination of complicated science fields such as philology, mathematics, IT etc. On the other hand, thanks to their efficiency, we can expect fast spread in the following years.

2. Facebook as an advertising tool

2.1 What about Facebook?

We use Facebook every day. Who doesn’t? Nowadays almost everyone is available in this community site so why would not be a great idea to reach our customers through this site? That is actually brilliant, huge amount of people, huge amount of advertising chances. Think about it.

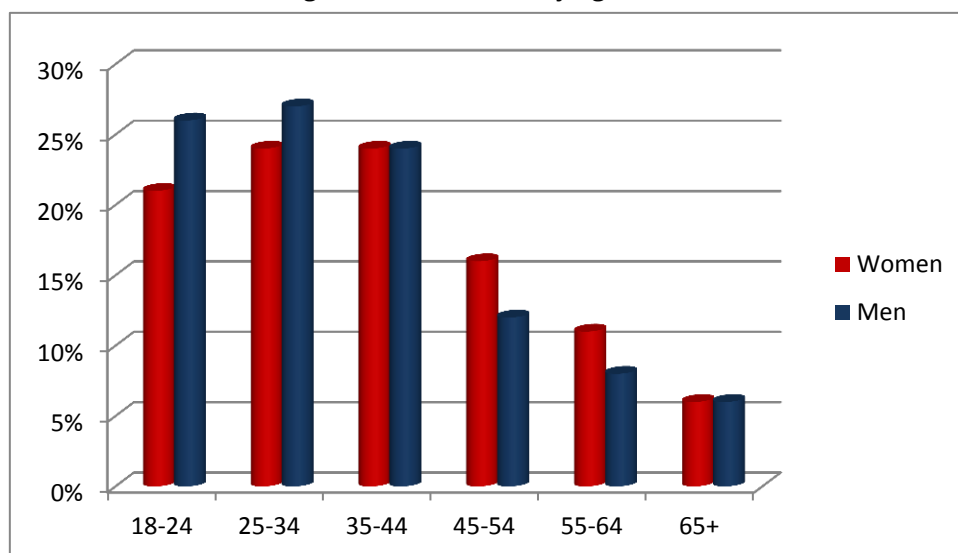
It can use as...

1. ...a blog. Anytime you can post stories or pictures. The general public could write comments to this or just give you likes. The advantage of using facebook is this is free, but on the other hand it is very difficult to search between the old posts.
2. ... a customer service. They can complain about the service, write observations, they can even find or search the items they lost in the streets or anywhere. You can show your satisfaction, rate shops, restaurants, gyms, whatever you want so others will find it, read it and they decide. If a lot of people left positive feedback they are more likely to go and use that service too.
3. ...a marketing tool. If you look at the average person's newsfeed you will see that about one in five post is an ad and even you do not want it the right side continuously will show advertisements.

2.2 Who do we achieve the help of Facebook?

The registration on Facebook has only one condition. The user's minimum age must be 13 years. That's the only condition, no other question or conditions. There is no other criteria so we can reach people with all kinds of properties or interest with right advertising options.

Figure 1: Distribution by age of users



Source: http://index.hu/tech/2012/07/06/a_nok_uralkodnak_a_facebookon/

This figure shows the distribution by age of the users. You can clearly see the older generation does have facebook account but not all of them, actually pretty rare to find a 70

years old grandmother on Facebook. Most of the users are between 18 and 44 years. There are almost equal number of men and women.

2.3 Profiles

Most of users have a **personal profile**. They can have maximum 5000 friends and they can like 500 pages. The ad function in this mode is not available.

We can create **groups**. It can be opened, closed or secret. In the open groups anyone can view the group, the posts and anybody can write new posts. In the closed groups only the members can see the post or the life behind that group. The secret groups can be seen only by members and become member just with someone's invitation.

We only can create ads with using the **business surface**.

This can be

- Local business or place
- Company, organisation or institution
- Brand or product
- Artist, band or public figure
- Entertainment
- Cause or community

Opportunities of these pages:

	Brand or product	Company, organisation or institution	Local business or place	Artist, band or public figure	Entertainment	Cause or community
Description	X	X	X	X	X	X
Web address	X	X	X	X	X	X
Email address		X	X		X	X
Telephone number		X	X		X	
Address		X	X		X	
Map			X		X	
Check-in		X	X			
Rating, reviews			X			

2.4 How to advertise?

The first step is to define the target that you want to achieve with your page. This can be increase revenue (e.g. web shop ad), become known or just trust building. You really need to find when will you post and it should be frequently. Not so good if you show yourself too often because that can be annoying but posting rare can be also a bad idea. The users will like to read your post, they will enjoy spending time on your page so you are getting closer to reach your goals. Everyone profits. Your followers are going to be happy and entertained and hopefully your business also starts to grow.

2.5 How to increase the number of your followers?

The editors of the pages can view the lists of the likes on a successful post. They are hunting people to invite them to like their pages who liked their post but have not liked their page yet.

On the other hand they usually give us a chance to invite friends to like those pages too. With this small trick they can be seen by more people, all they have to do is to wait and send invitations and check their follower's numbers which is increasing.

Figure 2: Your friends like it



Source: <https://www.facebook.com/>

2.6 Contents Production

If you want to reach and keep more and more Facebook users you need to reach them and make them to:

- Give a Like
- Be interested
- Follow
- Become a fan (comments)
- Wait for the new posts
- Purchase

2.7 The posts

The most important is regularity. Ads with picture could be more attractive and the users notice these earlier. However we need to pay attention to the amount of text on it. Up to 20% of the image could contain text. Contrast, colours are so important for a good visibility.

Figure 3: Ad with short text

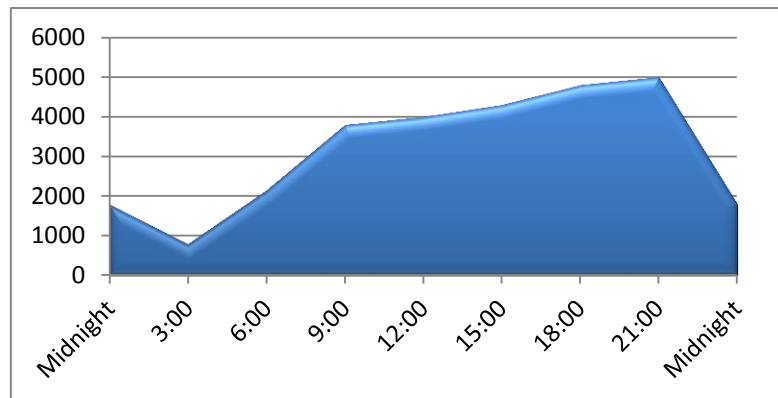


Source: <https://www.facebook.com/>

This picture shows that a short but concise text with a seasonal picture is reaching our eyes immediately and get our attention on the first place even we do not want it.

Also the most important thing is the timing. The goal is to reach more and more people with our posts.

Figure 4: Activity of users



Source:

http://rajongocsata.blog.hu/2013/03/31/mikor_aktivak_a_magyar_rajongok_a_facebookon

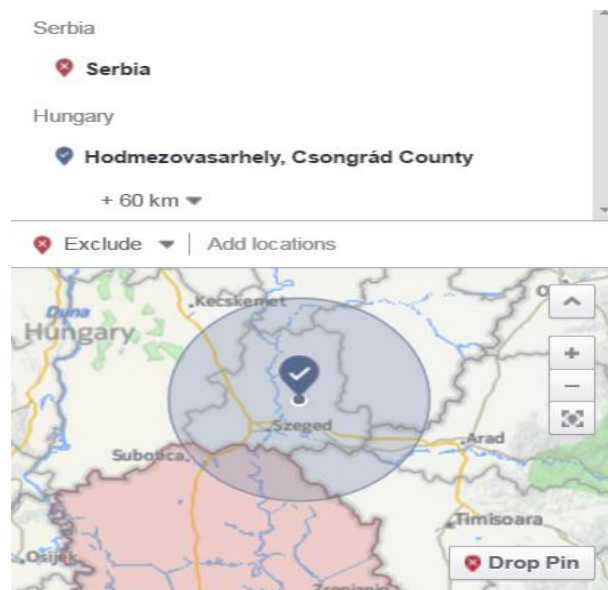
The picture shows the activity of users. It is clear that in the morning people are not active at all and they become active at around 9pm. This can be caused by everyday things like going to work or school. You should always post when majority of your target group are active. For this it is important to know the life cycles of your followers. This can be easily find out by testing. People like regularity, so if you find a right time you should post at the same time. The most of post could be scheduled in advance so you can prepare days earlier the posts and advertisement. The content is also important. Facebook uses filters to know which pages or posts are getting the most likes. If your post is not that popular they will not appear in everyone's own page. But if you made an excellent post, picture which gets tons of likes, the more people will be reached.

Types of campaigns:

- Boost your post
- Promote your page
- Send people to your website
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Collect leads for your business

2.8 Why does other advertisements appear on other people news feed?

Figure 5: Place of ads



Source: <https://www.facebook.com/>

The answer is very simple. If a company want so be seen they highlights their posts. This could be according to gender, age, city, interests, number of children, material status etc.. In the ad space options you can not only specify where you would like to advertising you can also give options about where you would not like to advertising (e.g. Hódmezővásárhely + 60km but just in Hungary).

Figure 6: Settings in ads

Relationship		
▼ Work		24,464,797 people
Employers	🔍	Demographics > Work > Industries > Business and financial operations
▼ Industries		Description: Includes Accountant, Accounting Manager, Auditor, Sales Manager, Financial Advisor, Chief Financial Officer, Dealer, Agent etc.
Administrative	☐	
Architecture and engineering	☐	
Arts, entertainment, sport and media	☐	
Business and financial operations	☒	
Cleaning and maintenance	☐	
		Report this as inappropriate

Source: <https://www.facebook.com/>

In ads settings you can choose the interests, material status, job, qualifications, which generation, political views, travel habits, specified phone holders of your target groups. What is more we are able to see how many Facebook user's can be reachable for us. The more money we spend on the Facebook ads the more people can see our posts.

Figure 7: Media

Media
Choose the image or video that you'd like to use in your adverts.

 Images Upload your own images, choose images from your Facebook Page or use stock images	 Slideshow Upload or choose 3 to 7 images that will play as a video	 Video Upload a video or choose one from your library
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Source: <https://www.facebook.com/>

We could make our advertisements with pictures, slide shows or videos. We should keep in mind that the text should not be more than 20% on the picture. We can make our ads more interesting, creating videos or slide shows. It automatically plays itself and the user's decision to allow the sound or they just want to make a quick check without any sound.

Summary

There are many forms of advertising on Facebook but one thing is certain: ads go through number of criterias before they can appear in our news feed. For many people it is incredibly amazing how many things are available about us on the internet and anybody could know lot of things about us without any question. Nowadays there are several ways to ban ads but just a few people use it. I think we should highly recommend to anyone to think twice before posting personal informations on Facebook. We live in a world where we can not be careful enough. Who knows who is following us? If we are lucky we only be annoyed by the ads not the creepy followers. There are more and more ads are available on Facebook, so the competition between the companies just keep growing, which is not a bad thing but sometimes they are trying to sell their products too aggressively. We must pay attention before we click on a link. Most of the webshops are not even selling anything. You just pay the price of the things you bought and you are waiting for it to arrive happily. But that happiness does not last longer when you realized you had been stiffed. There is no one to help you because probably that company does not even exist on that name, the link disappears just like your money. Their first goal is to get our attention and make us at the end of the process to become a shopper. I heard a quote recently. Let me share it with you: „If you are not on Facebook, you are not even exist”. Am I the only one here who think it sounds so harsh? Actually can we blame social media or ourselves? We are forcing ourselves to be active on these sites, we go to bed with our smartphones and we wake up next to them. Somehow we feel so lonely and empty, we collect likes to make ourselves happier. We have to be updated all day, otherwise we does not even exist. My advice is to be careful with social media and find a balance between your online and real life.

Sources

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A facebook az új TV

Hirdetések és kampányok menedzselése