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Introduction:

The Facebook Company, known worldwide, has managed to make its users real passionate to the point that they have a real feeling of belonging to the brand. Passionate about computing, Mark Zuckerberg, the creator of this social network is today the king of the world of social networks with 1,330 million daily active users on the Facebook network in the 1st quarter of 2013. Facebook is first of all an innovation, a simple but appreciated idea, any individual is indeed likely to adhere to the concept. While trying to connect all of Harvard's students in a network so that they could share pictures taken during the year, Mark Zuckerberg created a revolutionary site open to all and free. The success of a technological innovation often lies in the emergence of new technical possibilities (here Web 2.0) and new market expectations due to societal changes (here, the growing desire to share, the geographical distance of individuals becoming more common and the growing need to communicate) (Berthon et al., 2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. Business horizons, 55(3), 261-271. Later, he developed the mobile site, a strategic decision that has proven effective since today, each user has his mobile account that it feeds permanently.

The second secret of Facebook lies in its strategy of internationalization. While the platform was created on the Harvard campus, the network quickly spread to other universities, Americans over 13 years and then out of the US in order to ensure a worldwide reputation. Indeed, the network was, initially, appeared in the English-speaking countries to test the strategy. Once the development strategy was validated, Facebook was able to expand to the rest of the world and be translated into 24 languages. It is therefore in segments that the Facebook Company has managed its development. In order not to see Facebook run out of steam, Mark Zuckerberg, is always in search of innovative ideas, decided to establish a business model by setting up a personalized advertising distribution system in order to maintain (and increase) the number of 'business. An excellent strategy that allowed the company to revive its business.

Once these different strategies were implemented and successful, Facebook was diversified to the delight of its users. Then appeared new features such as chat, status, timeline, places, good plans or the button "I like" and sharing that have revolutionized the world of the web and connected Facebook to the rest of the web, in a society where intimacy is no longer a social norm.

Facebook marketing strategy

Segmented marketing strategy: Based on the principle of a community network focused on sharing and communication. After google, Facebook is the second most visited website and world’s largest social network. The company took its time to develop and get where it is now, following the logic of a segmented marketing strategy. Each time conquering an additional piece of market Facebook developed little by little, before conquering the world. In the beginning it was developed for students of Harvard, than it expanded to other US universities. The social network decided to open platform to all US individuals over the age of 13 with an email address after the immediate success of the network in university communities. Before translating the site into 24 additional languages and launching an outbreak on countries around the world Facebook followed the strategy by developing in the English-speaking countries. The Facebook Company proved that the market segment marketing strategy was long-term, and it guaranteed a successful and sustainable future.

Multi-brand strategy: Instagram and Whatsapp bought back by Facebook. Facebook has been a phenomenal success since it was created, this much that the social network became the first one to be listed on the stock market in 2012. In 2013 being the leader in the field of social networks, Facebook faced difficulty in increasing competition. The social network admitted that it encountered decline for young individuals (12-25 years), who preferred Snap Chat or Viber but than buying the Instagram and Whatsapp, Facebook group showed a clear change of strategy, it seemed adapting a multi-brand strategy (Albergotti, MacMillan, & Rusli, 2014).

Targeted advertising:

The main means of financing the social network, accessible free of charge to those wishing to register, is targeted advertising. The advertisers are offered with the opportunity to buy advertising space on the Facebook site so that they can make themselves visible to Facebook users. This methodology works because Facebook gathers a large amount of information about the taste, consumption habits and the interests of its subscribers. This information is collected through several Facebook tools, such as the "Like" button, working on the website of the network but also integrated with many other websites, or based on "keywords", used by the user in updating his status for example (John et al., 2017). In this way, it can offer advertisers to provide them with spaces to create highly targeted advertising messages, which greatly increases their potential impact. Recently, Facebook launched into new advertising formats by including ads directly in users' news feeds (news / sponsored notifications), and also targeted videos that get started automatically.

Conclusion:

Facebook and communication:" Facebook keeps you in touch with the people who matter in your life. "- Slogan Facebook. Facebook does not conduct traditional advertising communication campaign. Regulated by an innovative business model and constantly evolving, the social network does not seem to need conventional advertising to promote its offer and services. However, Facebook has still made promotional videos promoting one of its new services or to communicate around its corporate image and its philosophy (sharing, connection, communication, etc.). If Facebook maintains its position as leader of social networks, others are born and do everything to dislodge it. This is particularly true of the following social networks: Twitter, Google+, etc.

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