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Facebook and print magazines: A Study on the benefits of single- and cross-media advertising

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The Rochester Institute of Technology

Department of Communication

College of Liberal Arts

Facebook and Print Magazines: A Study on the Benefits of Single- and Cross-Media Advertising

by

Amanda B. Kelley

A Thesis submitted

in partial fulfillment of the Master of Science degree

in Communication & Media Technologies

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The members of the Committee approve the thesis of
Amanda B. Kelley presented on May 25, 2012.

Dr. Ki-Young Lee, Ph. D.
Assistant Professor of Communication
Department of Communication
Thesis Adviser

Robert S. Boehner, J. D.
Senior Lecturer, Executive in Residence,
Forman Chair for Teaching Excellence
E. Philip Saunders College of Business
Thesis Advisor

Rudy Pugliese, Ph. D.
Professor of Communication
Director, Communication & Media
Technologies Graduate Degree Program
Department of Communication

Patrick M. Scanlon, Ph. D.
Professor of Communication and Chairman
Department of Communication

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FACEBOOK AND PRINT MAGAZINES: A STUDY ON THE BENEFITS OF SINGLE- AND
CROSS-MEDIA ADVERTISING

Name: Amanda B. Kelley

Department: Communication

College: Liberal Arts

Degree: Master of Science in Communication & Media Technologies

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Abstract

Research regarding the utilization of Facebook as a marketing communication tool and effectiveness of cross-media advertising are vital as Facebook continues its eminent growth as a communication phenomenon and marketers look for enhanced ways to increase ad effectiveness. Drawing on extant website research (Schlosser & Kanfer, 1996; Kanso, Nelson & LeBlanc, 2005), this study examines the extent that marketers leverage the potential benefits of Facebook (data collection, mass collaboration, relationship and brand management, networking, global accessibility) and extent of integration between Facebook and print magazine ads. Content analysis results suggest that marketers are not equally and fully utilizing all benefits. Findings also reveal correlation between product category and utilization of benefit and lack of integration between print ads and Facebook.

Keywords: social networking sites, print media, Facebook, magazines, cross-media advertising

Facebook and Print Magazines: A Study on the Benefits of Single- and Cross-Media Advertising

A prominent question facing marketers today is how the increasing popularity, necessity, dependency, and capabilities of social networking sites (SNSs), specifically SNS giant Facebook, will impact the future content, form, and distribution of advertising and brand messages. While broadcast and print media, event marketing, promotions, in-store marketing, and product trials are all vital elements of the marketing communication mix, Facebook and other SNSs have become an indispensable platform for marketers to convey advertising messages and promote a brand. With the rise of consumerism, market fragmentation, and to stand out amongst the clutter, marketers have added Facebook and other SNSs to their orchestration of cross-media advertising.

Consumers' desire for speed, immediacy, and interactivity in relation to information, entertainment, and personal connections (Qualman, 2009) has made SNSs, such as Facebook, a major platform for marketers to engage with consumers, extend the reach of a brand, and gather valuable data on consumer segment preferences and expectations (Hensel & Deis, 2010; Pérez-Latre, Portilla & Blanco, 2010). Facebook currently reports 901 million monthly active users, of which 80% are outside of the U.S. and Canada, and 526 million daily active users on average in March 2012 (Facebook.com). With a global population of approximately 7 billion people and 901 million Facebook users approximately one out of eight people globally are logging on to and engaging with Facebook (Constine, 2012). Facebook's mass user base, appeal, and unique social networking environment alone warrant empirical research specific to marketers' effective or non-effective use of Facebook as a marketing communication tool (Taylor, Lewin & Strutton,

2011).

Research on the extent that companies take advantage of the unique benefits of websites (Kanso, LeBlanc & Nelson, 2005; Schlosser & Kanfer, 1996) are helpful in identifying the benefits of SNSs like Facebook. These website studies, while valuable, are limited and insufficient when applied to SNSs' distinct and unlimited networking potential and mass collaboration and participatory environment. This study expands upon website research conducted by Schlosser and Kanfer (1996) and Kanso et al. (2005) and analyzes how marketers are taking advantage of the inherent and unique potential benefits of SNSs, specifically Facebook. This study also analyzes the extent of integration between Facebook and print advertisements in five major U.S. magazines to contribute to the potential effectiveness of cross-media advertising. Focusing on the benefits of Facebook for business only, this study will discuss the potential marketing benefits of Facebook as a marketing communication tool, as well as the benefits of cross-media advertising between print magazine ads and Facebook pages.

Rationale

With the increasing need and desire to track and measure advertising effectiveness and return on investment (ROI), many marketers are adapting the marketing mix to include SNSs and cross-media advertising solutions. Facebook and other SNSs provide comprehensive, real-time data and insights, however, many companies are overwhelmed and ill equipped to analyze and act on the vast amount of data compiled (Day, 2011). In addition to slow analysis and response times, four key external factors are creating a growing gap between companies' ability to supply and meet consumers' demands and expectations. These factors are the rapid introduction and adoption rate of technology, consumers' ever-growing knowledge and expectations about

content delivery and accessibility, increased number of consumer contact points, and the growing necessity of targeting niche groups (Day, 2011). In order to close the gap, Day (2011) states that companies must employ new marketing means and “adaptive capabilities” including:

Vigilant market learning that enhances deep market insights with an advance warning system to anticipate market changes and unmet needs, adaptive market experimentation that continuously learns from experiments, and open marketing that forges relationships with those at the forefront of new media and social networking technologies and mobilizes the skills of current partners (p. 183).

Some companies are still attempting to acquire these adaptive qualities, while other companies are leading the way into the frontier of SNSs. *Elle*, a popular women’s fashion magazine, recently launched a shopping ecommerce app on the *Elle* Facebook page that allows consumers to “love,” “want,” “own,” and “buy” items from six editorially selected fashion trends (Indvik, 2012, “Elle tries Facebook”). While the concept of a shopping ecommerce app for fashion-related magazines seems somewhat obvious, many magazines have yet to take advantage of the additional point of sale opportunity. *Elle*, however, has employed adaptive capabilities that have allowed the company to ascertain unmet shopping needs of consumers, experiment with new features and extensions within the app, and leverage new ecommerce technology to achieve sales goals. This study will show how leveraging the unique potential benefits of Facebook, specifically data collection, mass collaboration, relationship management, brand management, networking, and global accessibility, can assist companies in executing adaptive capabilities.

Each medium, whether SNSs or print magazines, has a specific role in marketing brands and relaying advertising messages to different types of consumers. Research shows that online

and print media fulfill different needs and expectations for consumers and each medium leverages its inherent strengths and benefits to effectively convey messages (Bezjian-Avery, Calder & Iacobucci, 1998; Yoon & Kim, 2001). Understanding and leveraging a medium's strengths and inherent, unique characteristics can assist marketers in directly addressing consumers' needs and preferences with customized, relevant marketing content that increases awareness, demand, purchase, and brand loyalty.

Marketing content is important in conveying messages and influencing consumers, however, the medium that presents the message also impacts how consumers interpret and are affected by the message depending on their needs, preferences, and expectations of the medium (McLuhan, 1964). Bezjian-Avery et al. (1998) argue that "cognitive matching" of a medium's visual, verbal, and textual properties and a consumer's preference for visual, verbal, and textual presentation is essential for maximum persuasion. Stemming from this concept, it can be assumed that marketing messages presented in different media appeal to and are more gratifying for certain types of consumers, depending on their needs and expectations of the media (Yoon & Kim, 2001). Furthermore, Nysveen and Breivik (2005) found that print and online media produce more effective ads than radio, which also is supported by Siegel and Allik's (1973) conclusion that visual stimuli lead to better recall when compared to audio. These research studies illustrate how different media have a specific appeal and effectiveness when communicating with consumers depending on their needs, personal characteristics, values, goals, and expectation of the medium.

While print and online media each have distinct features, both also share characteristics that through integration can increase marketing productivity, better convey messages, and

increase ad effectiveness through new and engaging ways (Briggs, Krishnan & Borin, 2004; Wakolbinger, Denk & Oberecker, 2009). Marketers are spending time understanding the differences between consumers and realize that message and ad content need to be adapted, delivered, and integrated appropriately to meet the needs and preferences of different consumer segments. As such, empirical research and evidence is needed to assist marketers in understanding how to leverage the unique characteristics and benefits of individual platforms, modify marketing messages across platforms, and effectively address the needs, preferences, and expectations of consumers. Research studies and articles discuss the benefits of using Facebook as a marketing communication tool, however, as the social media landscape grows and changes, additional empirical research on the extent that marketers are effectively taking advantage of Facebook's unique environment and potential benefits are needed. This research will formally measure and analyze the extent that marketers are leveraging Facebook to its full marketing communication potential and how separate and combined effects of Facebook and print magazine ads may be leveraged for creative and profitable advertising solutions.

Review of Literature

Facebook and Social Networking Sites

Facebook, created by Mark Zuckerberg, was initially meant to connect college students allowing them to share milestones and experiences of college life (Facebook.com). Today, Facebook has grown to be a global phenomenon permanently solidifying itself in almost all facets of today's culture and forever changing the way the world communicates. As of March 2012, Facebook reported 901 million monthly active users, of which 80% were outside of the U.S. and Canada, and 526 million daily active users on average (Facebook.com). In relation to

business pages, in 2010 there were more than 3 million active pages on Facebook with over 5.3 billion fans and more than 1.5 million active local business pages (Todd, 2010). Facebook business pages will continue to grow as eMarketer analysts Hallerman, Williamson, and Elkin (2011) report that 82% of surveyed chief marketing officers said they planned to increase social media efforts in the next three years, most likely leading with Facebook.

The core and lifeblood of SNSs center around people and the desire to share identities and interests with a network of public individuals and personal contacts. The unique, interactive environment of SNSs, such as Facebook, provides a number of networking, communication, collaborative, consumer-generated, and social functions. Social networking sites allow users to connect with like-minded individuals and conduct multi-way conversations that provide social and emotional support, as well as create, gather, and share content and opinions in a personally-constructed network (Hensel & Deis, 2010; Weber, 2009; Joinson, 2008; Enders, Hungenberg, Denker & Mauch, 2008). In addition, SNSs satiate users' appetites for information, education, and entertainment related content through brand, business, people, and group pages (Hensel & Deis, 2010; Safko & Brake, 2009; Taylor et al. 2011). Companies are able to take advantage of consumers' mass desire for content, while simultaneously extending these needs to fit brand and business goals, by promoting cross-selling opportunities to various user groups and timely monitoring of feedback to address and foresee issues (Hodge, 2010). Subsequent to this are the opportunities to build credibility and brand image, as well as increase the reach of advertising messages and product information at lower costs than traditional media (Hensel & Deis, 2010).

Many companies realize and have come to understand that Facebook and other SNSs are necessary to reach mass and niche groups of consumers. Shane Company, a diamond and jewelry

retailer specializing in engagement rings, took advantage of Facebook's reach and targeting features to reinvigorate the brand amongst 18-34 year olds (*Best Practices Guide*, n.d.). The company used Facebook to become more relevant to its target market by utilizing targeted ads and polling and to cultivate relationships and interaction by encouraging consumers to share personal stories that reinforced the brand as "your friend in the diamond business" (*Best Practices Guide*, n.d.). Shane Company's use of Facebook was successful with over 20,000 people responding to the targeted polling ads that reinvigorated the brand, with subsequent relationship management maintaining the brand (*Best Practices Guide*, n.d.). Facebook and other SNSs are where more and more consumers are spending time connecting, collaborating, and gathering information (Taylor et al., 2011). Companies, such as Shane, recognize that advertising and brand messages must have a strong presence on SNSs in order to remain relevant and competitive ("Q3 '11 Internet Advertising," 2011).

Uses and gratifications of using Facebook.

To understand how consumers respond to and engage with online marketing through Facebook, it is necessary to identify consumer motivations for using and needing the platform in order to understand the platform itself (Hutton & Fosdick, 2011). Katz and Foulkes' (1962) theory of uses and gratifications surmises that individuals actively seek out media that fulfills their utilitarian and hedonic needs and expectations. Research studies (McQuail, 1983; Hutton & Fosdick, 2011) support the three primary categories determined from the theory where individuals use and gain gratification from media that relate to content (information, opinions, news, and entertainment), structural (filling and killing time), and social uses (identity management, connectivity, and interaction). Urista, Dong, and Day (2009) further support these

findings and found that young adults primarily use SNSs, specifically Facebook and MySpace, to fulfill needs and wants related to efficient and convenient communication, curiosity about or surveillance of others, popularity, and relationship formation and maintenance. This study supports and further defines the three categories of uses and gratifications previously researched, as well as applies the theory to Facebook.

Marketers realize, however, that uses, needs, and gratifications gained from Facebook and other SNSs vary from one person to the next (Joinson, 2008). Research conducted by Joinson (2008) found:

There are clear distinctions between the use of Facebook to maintain and re-create connections with friends, its use as a surveillance tool and for content delivery. There were also differences in reported uses by age, gender and occupational status. It may be that different demographic groups are motivated to use social networking sites for different purposes, with social connectivity and perpetual contact motivating younger (and female) users more than older (and male) users (p. 1035).

A study conducted by Nielsen (Hale, 2010) supports Joinson's (2008) research and found that more than 80% of Generation Xers (individuals ages 33 – 44) use Facebook and other SNSs to research and shop for products, check prices, and communicate with friends. Comparatively, the study found that Millennials (individuals ages 15 – 32) are more likely to use SNSs, including Twitter and Facebook, to share special deals and appealing products with their online networks and that Boomers (individuals ages 45 – 63) typically use SNSs for online shopping, to find special offers, and communicate with friends (Hale, 2010). Research also shows that frequency of use correlates to gratifications pertaining to social connections and increased time spent on the

site correlates to content related gratifications (Joinson, 2008). As such, marketers should create engaging content that fosters social connections to ensure both repeat visits and increased time spent on the site (Joinson, 2008). Highly interactive platforms, such as Facebook, that contain meaningful content and social connections are likely to increase consumers' overall experience and engagement with the platform, as well as increase and maintain the number of users (Mersey, Malthouse & Calder, 2010).

Potential Benefits of Facebook as a Marketing Communication Tool

The number of companies using Facebook and SNSs in the global marketing mix will continue to increase in the next few years (Hallerman, Williamson & Elkin, 2011). Hutton and Fosdick (2011) report that in 2010, 61% of active internet consumers ages 16 – 54 from around the world stated they managed a SNS profile within the last 6 months, a percentage that was up from 45% in 2008. Additionally, eMarketer ("Social Network Ad Revenues," 2011) shows that social network ad revenues worldwide are expected to reach \$9.99 billion in 2013 compared to \$2.38 billion in 2009. Companies that fully comprehend the potential benefits of SNSs, specifically Facebook, will be able to measure their effective use of the platform's unique features and explore innovative ways to take strategic advantage of Facebook as a marketing communication tool for global, national, and local markets (Kanso & Nelson, 2004).

Supporting these data, Li and Bernoff (2008), using 25 real-world case studies, show that companies have increased overall market knowledge of SNSs, generated revenue, and lowered costs. Hutton and Fosdick (2011), conducting a series of studies for Universal McCann, also concluded a number of key findings related to social media including (a) the decline in company and brand websites likely due to, in part, social media marketing, (b) migrating of content

sharing from specially-focused social media platforms (such as Flickr) to SNSs, (c) increase in media meshing where consumers actively use two media at once for full content and information gathering, and (d) increase in the creation of and participation in online brand communities with 60% of respondents stating they were more likely to purchase the brand. These studies show the growth and attractiveness of Facebook and other SNSs to both marketers and consumers depending on the uses, needs, and goals each hopes to fulfill.

For marketers, Facebook and other SNSs add a new element to the marketing mix and potential benefits that extend and supplement the reach and engagement of traditional online media. Research has been conducted on the potential benefits of websites as a marketing communication tool by Schlosser and Kanfer (1999) and replicated by Kanso et al. (2005). These studies determined nine benefits of websites including company information richness, ease of updating, feature information richness, collection of data, global exposure, customization, enhancement of customer-company relations, role playing, and purchase facilitation (Kanso et al., 2005). This study expands upon the nine benefits of websites and applies the concept to the potential benefits of Facebook pages as a marketing communication tool. Social networking sites are websites at the core, however, SNS platforms possess interactive, user-generated content and networking features that build upon and extend traditional online media. The following is a discussion of the six potential benefits of Facebook as a marketing communication tool.

Data collection.

Facebook and other SNSs has become a vital research and communication tool to access valuable consumer behavioral data and opinions (Boyd & Ellison, 2008; Li & Bernoff, 2008). In addition to containing personal information, such as email addresses, hobbies, education,

geographic location, gender, age, relationship and family status, and employer, Facebook's unique value comes from also containing psychographic data, contextual keywords, and tagging of user-generated content (Kettles & David, 2008; Taylor et al., 2011). These data allow marketers to inexpensively and immediately distribute messages and content to an extremely targeted level of consumer market segments and niche groups based upon single and multiple variables (Taylor et al., 2011; Li & Bernoff, 2008).

In addition to personal information available from consumers' profiles and adding of various applications and features, such as online games and contests, companies also have access to consumers' real-time opinions regarding products and services, as well as past and future purchases (Enders et al., 2008; Hensel & Deis, 2010). Fou (2008) clearly defines Facebook and SNSs as "the collective conversations and actions of customers, evidenced online" (p. 15) where marketers can survey consumers and "test messages with real customers in a real environment, listen to how customers describe their products or services to peers, or get ideas for new products or how to improve current products" (p. 15).

Facebook is one of the world's largest databases of market research and a leader in "pull" advertising (Mohmed, 2010; Fou, 2008). Facebook provides marketers the ability to direct questions, deliver real-time ads to specifically selected consumers based on profile data, keywords, wall posts, and status updates, and research the appeal and acceptance of new and current products (Rupert & Mason, 2009; Mohmed, 2010; Slutsky, 2011). Facebook's potential benefit of data collection stands apart from other SNSs as the platform not only matches real-time content to address ever-changing consumer trends, it also matches relevant content to specific consumer profile information and their immediate needs based on past and future

purchases within and outside of the platform (Slutsky, 2011; Shields, 2007). Facebook also allows marketers to measure the effectiveness of content targeted to specific consumers by examining analytics and bounce rates, mention of the product or brand within a consumer's network, and purchase (Bush, 2008).

The potential benefit of data collection is an extremely valuable feature to marketers to target consumer market segments, however, ongoing Facebook privacy concerns should be considered when collecting and using data for targeted Facebook ad campaigns. *Consumer Reports'* ("Facebook and Privacy," 2012) State of the Net study reported that 11% or approximately 7 million households using Facebook had privacy issues, such as someone hacking into their account, using log-in information without permission, and being harassed or threatened, which was up 30% from last year's report. Some privacy issues are due to poor choices made by users, as well as users not taking advantage of and setting proper privacy controls within Facebook ("Facebook and Privacy," 2012). Other privacy issues, however, relate to the ways in which Facebook packages and presents privacy controls and information, collects data, and controls who and how user data is shared with others, most of the time without users' awareness or intention (Taylor et al., 2011; "Facebook and Privacy," 2012). Facebook states that countless numbers of security, safety, encryption, and privacy checks and protocols are run daily to protect user information (Facebook.com; "Facebook and Privacy," 2012). To further alleviate users' growing privacy concerns, Facebook recently announced that it will be giving users access to greater amounts of their past Facebook activity, such as searches and page views while logged in and date and time of log-ins, that was not previously disclosed to users ("Facebook and Privacy," 2012). With continuing concern over privacy issues, marketers should be mindful of

users' apprehension and perceptions related to data collected for SNS advertising. Taylor et al. (2011) found that users do distinguish between relevant and invasive advertising on SNSs and that ads targeted to fulfilling users' exact needs and interests are more positively accepted. In general, marketers should be mindful of privacy concerns and consistently reassure consumers that privacy standards and regulations are being strictly upheld and that their privacy is not being abused (Taylor et al., 2011).

Mass collaboration.

Facebook and SNSs have forever changed the way the world communicates. Mass collaboration and consumer-generated content have become interwoven into the everyday communication landscape (Perez-Latre et al., 2010). Mass collaboration is defined by characteristics that include transparency, authenticity, audience participation, peer collaboration, and relevance (Tapscott & Williams, 2006). In regards to transparency and authenticity, marketers should note that the quality and credibility of both are highly valuable and appreciated among consumers and a lack of transparency and authenticity can possibly cause a boomerang effect (Urista et al., 2009; Jo, 2005). Consumer-generated media platforms like Facebook support consumers' needs to offer opinions and feedback, as well as access a valuable pool of resources and reviews from other consumers. Like-minded consumers with similar interests and values have the ability to share comments and opinions with both public and personal networks. A Nielsen study ("Friending the Social Consumer," 2010) conducted in 2010 reflects consumers' dependence on consumer reviews when making purchase decisions and reports that more than 40% of consumers went online to read consumer reviews and feedback before purchasing consumer electronics with 60% of those going online having visited a SNS.

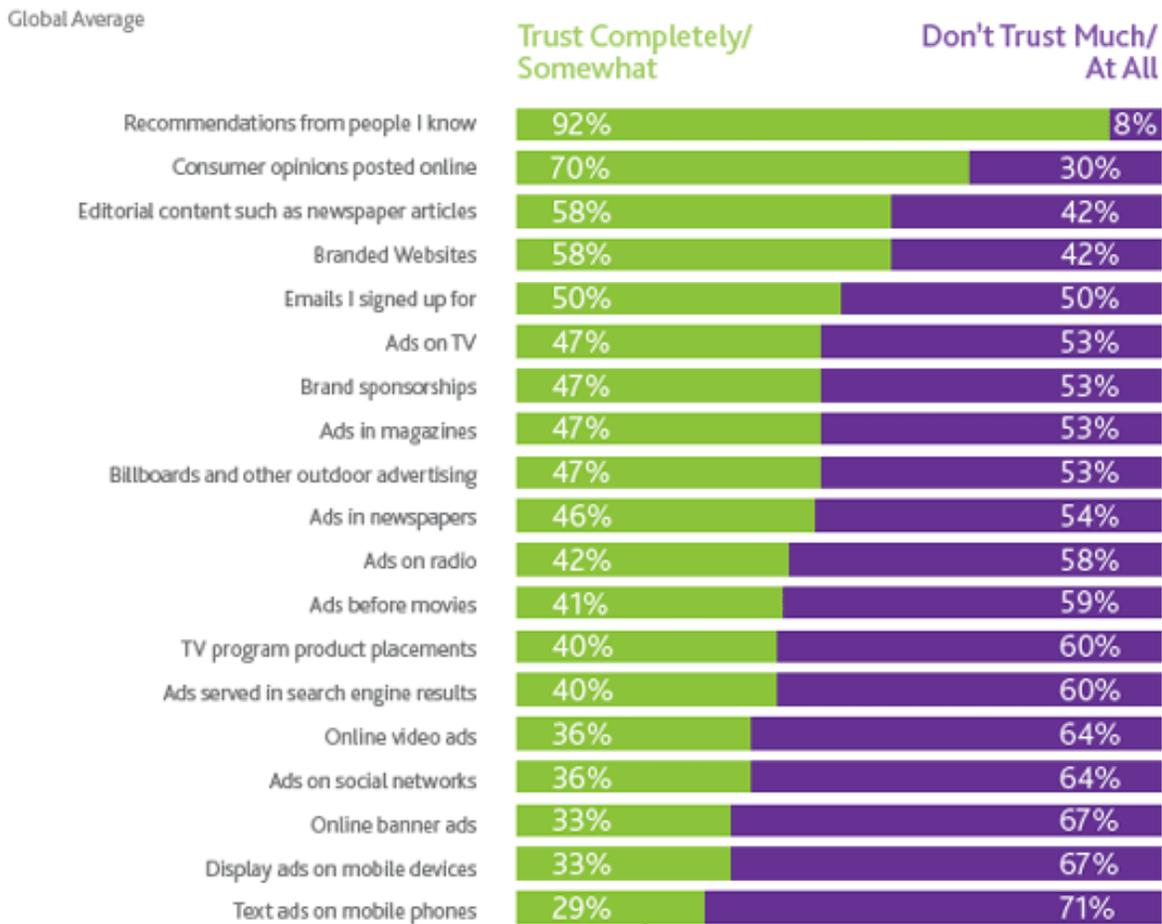
Mass collaboration allows consumers to share content that is “created, initiated, circulated, and used by consumers intent on educating each other about products, brands, services, personalities, and issues” (Blackshaw & Nazzaro, 2004, p .2). Additionally, mass collaboration is a major influence of consumer “awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation” (Mangold & Faulds, 2009, p. 358). This “collective intelligence,” or process of collectively sharing information and opinions, is a potential benefit of Facebook and other SNSs that aid consumers in managing and processing overwhelming amounts of mediated information (Jenkins, 2006).

An important fundamental element of mass collaboration is word-of-mouth (WOM) communication and recommendations, which Facebook and SNSs exponentially magnify (Mangold & Faulds, 2009; Perez-Latre et al., 2010). Consumers perceive WOM communication and recommendations from friends and family, in general and through SNSs, as more trustworthy and reliable when conducting information searches and making purchase decisions (Foux, 2006; Dhar & Chang, 2009). As shown in Figure 1, the extreme growth of SNSs and consumer-generated media has facilitated and increased consumers’ desire and dependence on WOM communication and recommendations to assist in the buying process, whether it be from close contacts or other consumers (“Consumer trust in online,” 2012). Nielsen reported that 92% of 2,800 participants in 56 countries trust recommendations from friends and family more than other forms of advertizing, which is an 18% increase from 2007. Additionally, 70% of participants reported that online consumer reviews are the second trusted advertising source, a 15% increase from 2008, and sponsored ads on SNSs, a new advertising platform included in Nielsen’s 2011 survey, obtain 36% of consumers’ trust.

Figure 1

Global Trust in Advertising

To what extent do you trust the following forms of advertising?



Source: Nielsen Global Trust in Advertising Survey, Q3 2011

Consumer trust in online, social and mobile advertising grows. (2012, April 10). *Nielsen Wire*. Retrieved from http://blog.nielsen.com/nielsenwire/media_entertainment/consumer-trust-in-online-social-and-mobile-advertising-grows/.

Facebook and SNSs enable consumers to collaborate and communicate with each other, as well as the company adding an additional contact point and element to the advertising and promotion mix (Mangold & Faulds, 2009; Garcia, 2009). The proven customer acquisition and

long-term carry-over effects of WOM communication (Trusov, Bucklin & Pauwels, 2009), compounded by Facebook and SNSs' broad reach and mass user base, also show how these platforms support relationship and brand management. Facebook, to support WOM communication and referrals, has developed a number of shopping applications that allows consumers to rate, gather information, and discuss a potential purchase with friends within their network (Cha, 2009).

Marketers can leverage WOM communication and referrals to increase contact points with current customers, gain access to new customers, share ideas and news, ask company- and product-related questions, market products and services to targeted customers, and identify influential customers to enlist sharing and disseminating product- and service- related information (Mohmed, 2010; Taylor et al., 2011). Consumers are more engaged with a product or brand when they can submit opinions and, subsequently, consumers who are engaged with a product or brand are more likely to communicate opinions through WOM, most likely using SNSs due to its reach and mass audience (Mangold & Faulds, 2009). Identifying and targeting these opinion leaders and heavy users would allow companies to leverage them for writing reviews and sharing information and opinions (Fou, 2008).

Using Facebook to target opinion leaders in both business and consumer markets to reach high-level decision makers could potentially benefit marketers due to the platform being where decision makers research and acquire a majority of information, spend most of their time, and feel that they receive information that is relatively unbiased (Schwartz, 2006). The benefits of targeting opinion leaders are (a) they are more exposed to and favor media, (b) have a high-involvement level with products and services which they enjoy discussing with their friends and

family, and (c) the views, positive and negative, of the opinion leaders are held in high regard and are sought after for advice, both of which shape beliefs (Katz & Lazarsfeld, 1955; Vernet, 2004).

Relationship management.

Relationship building is the core of Facebook and SNSs and a unique, fundamental element of mass collaboration that allows limitless two-way and multi-way conversations (Bush 2008; Mangold & Faulds, 2009; Perez-Latre et al, 2010). Facebook, and SNSs in general, enable companies to talk with a broad range of consumers and allows consumers to talk with one another, whether it's a friend or a stranger with similar interests (Boyd & Ellison, 2008; Mangold & Faulds, 2009). Jo and Kim (2003) found that interactive, multi-media sites have a significant positive effect on relationship building and reputation, which supports the importance of facilitating and building relationship between companies and consumers through Facebook and other SNSs.

Frequency of contact has become more important than frequency of message and many companies have yet to realize that consumers want to have two-way conversations with brands (Bush, 2008). Companies can potentially use Facebook and SNSs to tap into what consumers are thinking, include them in the innovation process, anticipate needs, and foresee issues, all of which increase customer satisfaction and foster relationships (Hodge, 2010). Monitoring and anticipating consumers' opinions and needs relate to Day's (2011) vigilant market learning capabilities where companies sense and make adjustments based on current consumer requests, behaviors, and needs. McCorkindale (2010) found, however, that approximately 80% of the companies analyzed did not have recent posts and activity on their Facebook and were not taking

advantage of building relationships through two-way communication. Frequent posting about company and brand news on a Facebook page shows consumers that the company is active on the page and responsive to and engaging with customers (McCorkindale, 2010), all of which increase transparency, authenticity, and credibility. Inactive Facebook pages and being unresponsive to consumer questions may lead to negative attitudes towards the company and brand creating a boomerang effect to one of the more valuable potential benefits of Facebook pages (Waters, Burnett, Lamm & Luce, 2009; McCorkindale, 2010). To take advantage of Facebook's potential relationship building benefit, companies should maintain frequent contact with their customers, as well as enable customers to learn about each other and share comments and opinions.

Marketers should also keep in mind that consumers are more likely to talk and share opinions about products and services that reflect their perceived self-image and desired image to others (Mangold & Faulds, 2009). Impression management, or identity management, on Facebook and SNSs refers to individuals' constructed online representation of self to others (Boyd & Ellison, 2008). Donath and Boyd (2004) found that the public display of information sharing and connections on SNSs validates users' constructed identity on their profiles. Marketers may be able to leverage individuals' need to share information that expresses their self-identity and increases self-esteem, reputation, and approval from others (Van Baalen, Bloemhof-Ruwaard & van Heck, 2005) by highlighting product and service aspects that enhance self-image and esteem.

Brand management.

The ultimate business and profit related goal for using Facebook and SNSs as a

marketing communication tool is to promote and sell products and services and increase brand awareness and brand loyalty. This statement is supported by findings reported by Mohamed (2010) who surveyed 20 top management staff from a total of five corporate companies on the reasons why corporate companies use SNSs. The top five reasons reported are (a) to broadcast a company's latest news and blog posts, (b) promote a company's products and services, (c) increase brand awareness, (d) having comparative advantage through marketing on social platforms, and (e) interact with customers to get their trust (Mohamed, 2010). To ensure long-term sales and profit, companies must effectively manage and promote their brand and Facebook can potentially assist companies in reaching this goal through brand and group pages. Hutton and Fosdick (2011) reported that the main reasons consumers join a brand community is "to participate, to feel they were part of a brand – more specifically, to get a 'front row seat' to the category's news, developments, and upcoming events" with "to get advance news of products" and "to learn more about it" being the two top reasons (p. 569).

Through brand communities and groups on Facebook, marketers can create and mold consumer conversations around specific talking points that promote products and services, the brand, company mission, and marketing goals to induce WOM conversations among the brand community members that would most likely extend the messages to their network (Mangold & Faulds, 2009). Findings reported by Hutton and Fosdick (2011) support the value of brand communities and shows that 58% of the study's participants that had joined a brand community in the past 6 months said they are more likely to buy the brand after joining. In addition to facilitating positive WOM conversions and purchase, brand and group pages also provide marketers a potentially beneficial platform to tell brand stories. Mersey, Malthouse, and Calder

(2010) suggest that “contacts,” which include marketing content related to the brand, “create experiences for the audience and thereby communicate the concept [brand story]...The audience’s ideas about the concept create expectations, which can also affect their experiences with the brand, including the actions they take beyond it and any co-creation of content with it” (p. 53). In other words, marketing content creates experiences that audiences engage with, relate to, and use to formulate the concept of a brand story. Consumers create ideas about the brand story based on personal experiences and values, which affects their relationship with the brand and personal future actions related to the brand. Consumers who are positively affected by memorable brand stories are more likely to repeat them and inadvertently become brand ambassadors and contacts for the brand (Mangold & Faulds, 2009).

Sharing engaging, multi-faceted brand stories on Facebook may potentially benefit companies in increasing brand awareness and brand loyalty. Facebook’s interactive and dynamic nature increases consumer engagement with the platform and consumers who are engaged with a medium are more responsive to advertising messages (Bronner & Neijens, 2006; Coulter, 1998). As suggested by Calder, Malthouse, and Schaedel (2009) consumers are engaged with a site when they are experiencing the site in a way that fulfills a need, expectation, or gratification, such as utilitarian and hedonic uses, or more specific to the potential benefits of Facebook, to collaborate, build relationships, or participate in a brand.

Networking.

Networking is arguably the most significant potential benefit of Facebook and SNSs and provides users the ability to connect to and maintain relationships with close friends and engage in new relationships with strangers and like-minded individuals. Facebook and other SNSs

provide users the ability to network, communicate, collaborate, share, and connect with an infinite number of people who share similar interests, values, and needs (Blackshaw & Nazzaro, 2004) whether it be through a product or brand page or a global or inner-network group. While the function and ability of networking is important, the display of one's connections to others is argued to be more significant due to behavioral influences where users' online identities are defined by their connections (Donath & Boyd, 2004; Boyd & Ellison, 2008; Dye, 2007). Donath and Boyd's (2004) study suggests that the display of who you know is more critical than what you know and that Facebook and other SNSs that identify common friends among users allow the possibility of an infinite number of connections that would have otherwise not been made (Boyd & Ellison, 2008).

A number of studies (Hutton & Fosdick, 2011; Ellison, Steinfield & Lampe, 2007; Boyd & Ellison, 2008) found that two of the top reasons individuals use SNSs is first, to maintain relationships with close offline friends and second, to network and meet new people. These two reasons correlate to Lampe, Ellison, and Steinfield's (2006) concepts of "social searching," the ability to view offline friends' online connections to find out more information about a person, and "social browsing," using SNSs to make new connections and meet like-minded individuals. Social networking sites, through social searching and social browsing functions, may increase connectivity and socialization by acting as "networked publics" that create a mediated space that allows close friends and strangers to communicate who are unable to meet in person (Boyd, 2008).

The potential benefit of networking that assists users in maintaining current relationships and creating new ones may also be leveraged by marketers to increase customer value and brand

awareness (Enders et al., 2008). Consumers like to network with like-minded individuals who share common interests and marketers can leverage this consumer need by creating an online community in Facebook that focuses on shared identities, interests, and values (Mangold & Faulds, 2009; Joinson, 2008). Marketers can potentially use networking and communities created in Facebook to increase brand awareness, reach, and for cross-selling opportunities by allowing consumers to experience a product and connect with those who know and use the product (Hodge, 2010; Mangold & Faulds, 2009). Additionally, according to Enders et al. (2007) marketers may be able to foster viral growth by allowing and optimizing online recommendations and invitations functionality, creating incentives for new members to join and for current members to invite others, and targeting opinion leaders and heavy users. To facilitate viral growth through Facebook groups, consumers must be able to learn about and have conversations with other members and the company, as well as learn about and share common interests and experiences to foster stronger online relationships (Mangold & Faulds, 2009). By including consumers in the acquisition and purchase facilitation processes through product and brand communities on Facebook, consumers may become active promoters of the specific product and brand as they recommend and share the product with their network (Taylor et al., 2011). A recent study by Nielsen (“Ad with friends,” 2012) supports this and shows that sponsored social ads on Facebook increase consumer ad recall by 55%, as compared to non-social ads, due to the inclusion of social, personal content that is shared within consumers’ networks. Social ads are “those served to users who have friends that are fans of or have interacted with the advertised brand and prominently call the relationship out, while non-social ads are served to the remainder of the Facebook population” (“Ad with friends,” 2012, para. 3).

For example, if a user's Facebook friend "likes" Macy's on Facebook, an ad will appear in the user's news feed and sponsored ad sidebar saying "John Smith Likes Macy's." Marketers may benefit from including social content in ads to engage consumers, increase ad awareness and recall, and peak interest and awareness in the brand to stimulate action by others in a consumers' network.

In addition to Facebook and other SNSs creating and strengthening weak community ties (Donath & Boyd, 2004), these sites also have the potential ability to expand and reach niche communities (Boyd & Ellison, 2008). Reaching the growing number of niche markets is becoming more imperative for marketers as these markets contain a significant array of potential profitable opportunities (Day, 2011). Facebook not only allows marketers to identify, target, and connect with niche markets, such as mothers, affluent consumers, and a range of possibilities based on demographic and social data, it also allows marketers to deliver valuable content and marketing messages relevant to each market (Mohmed, 2010; Day, 2011). Furthermore, users typically maintain online relationships when changing offline communities and the online content and display of connections, including those related to brands and products, assist users in communicating their interests and identity to a new number of connections and possibly future consumers (Dye, 2007; Ellison et al., 2007).

Global accessibility.

To remain competitive and ensure long-term profit, more and more companies are researching and targeting markets overseas. As such, marketers must have the ability to conduct research simultaneously in local and global markets to guide decisions that accommodate a broad

range of consumers' diverse needs and values (Douglas & Craig, 1999; Cateora & Graham, 2005). As Douglas and Craig (1999) explain:

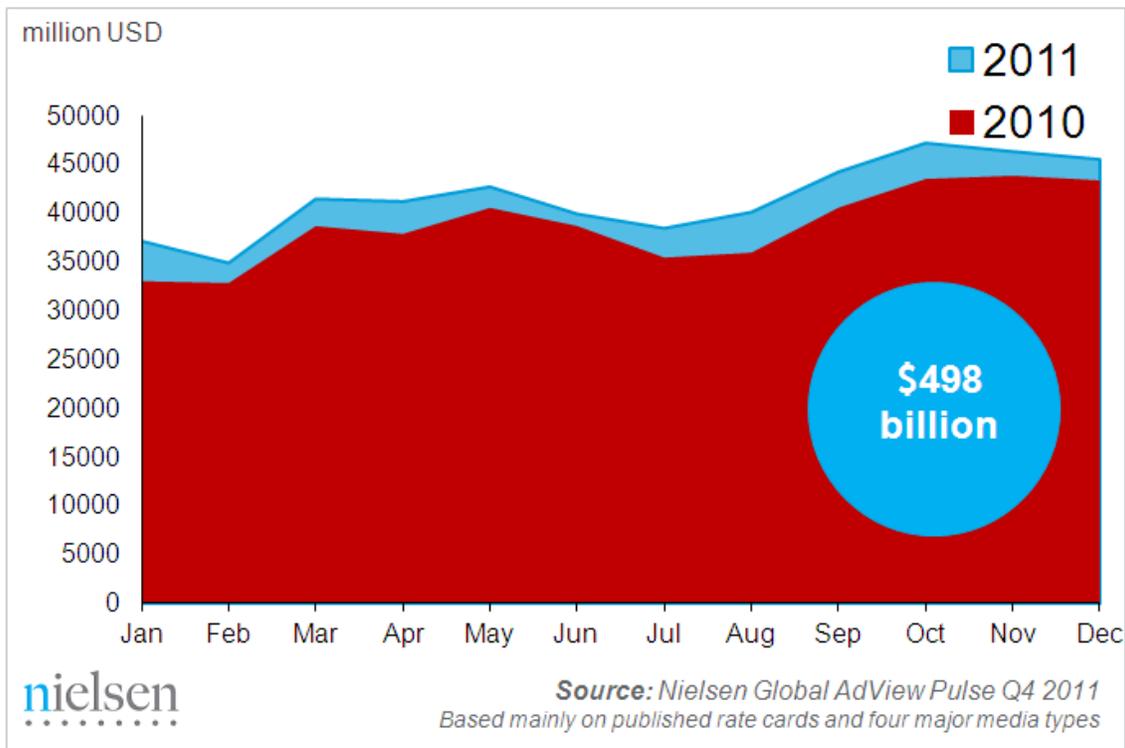
Established markets in industrialized countries are becoming more geographically integrated as direct vertical links and information flows are established between customers, retailers and suppliers. As a result, there is a growing need to conduct research spanning country boundaries, in order to identify regional or global market segments, or to examine opportunities for integrating and better coordinating strategies across national boundaries. At the same time, speed in collection and interpretation of results from multiple and geographically diverse sources become imperative in order to anticipate market change and devise an effective response strategy (para. 3).

With 80% of Facebook's 901 million monthly active users outside of the U.S. (Facebook.com), Facebook's potential benefit of global accessibility and reach may assist marketers in obtaining real-time data from and conducting timely research in both local and global environments to determine the correct course of action to meet different markets' needs (Douglas & Craig, 1999). To tap into global markets, marketers may leverage Facebook's ability to facilitate sharing and viewing of information on a global platform and for potential advertising, marketing communication, and direct selling goals (Cateora & Graham, 2005; Hoffman, Novak & Chatterjee, 1995). According to Nielsen ("2011 closed with 7.3 percent increase," 2012), global ad spending increased 7.3% to \$498 billion in 2011 compared to 2010 (see Figure 2). Nielsen also reported increases in ad spending for internet (24%), TV (10.1%), radio (9.7%), magazines (2%), and newspapers (1.1%).

Figure 2

Global Ad Spend in 2011

ADVERTISING EXPENDITURE TREND



2011 closed with 7.3 percent increase in global advertising spend. (2012, April 9). *Nielsen Wire*. Retrieved from <http://blog.nielsen.com/nielsenwire/consumer/2011-closed-with-7-3-percent-increase-in-global-advertising-spend/>.

Interestingly, Kanso and Nelson’s (2004) study on the potential benefits of websites found that a majority of the company websites analyzed, many with global operations, did not leverage the global accessibility feature websites facilitate. This study will analyze if marketers are also not leveraging the potential benefit of global accessibility on Facebook pages to tap into new global markets to promote long-term growth. Facebook and other social media are evolved from traditional online media and social media, in a sense, remediate traditional online media

environments, or the process of new media technologies improving upon or “remedying” prior technologies (Bolter & Grusin, 2000). Due to all websites being globally accessible, marketers that neglect addressing global audiences and markets may turn away potential consumers who relate the product and brand to only particular regions (Kanso & Nelson, 2004).

Overall, marketers who understand and leverage the potential benefits, distinct environment, and dynamic marketing communication features of Facebook may position themselves for long-term strategic growth. Leveraging the potential benefits of data collection and networking, marketers may collect an infinite amount of consumer and market data, real-time insights, and advanced notice of changing and unmet consumer needs to implement effective, relevant targeting of marketing content. Subsequent to collecting consumer data and collaborative insights, marketers may then leverage the valuable information gathered to build and foster relationships with consumers and increase brand awareness and loyalty through consistent, appealing, emotional-based discussions, information, and stories. Once marketers have established a genuine relationship and two-way interaction with consumers, the potential benefits of mass collaboration and global accessibility may exponentially expand the relationship and brand to consumers’ online and offline networks across the world. The six potential benefits of Facebook as a marketing communication tool also support Day’s (2011) adaptive vigilant marketing learning capabilities that employ advanced market insights, adaptive and continuous experimentation with social media and new technologies, and the activation of social media users interacting within and outside of SNSs. The employment of the potential benefits of Facebook as adaptive vigilant marketing learning capabilities may enable companies to reach new markets, remain relevant and competitive, and increase brand awareness and loyalty.

This study will analyze the potential business benefits of Facebook, specifically data collection, mass collaboration, relationship management, brand management, networking, and global accessibility, to provide marketers a set of features and guidelines to measure their effective use of the platform as a standalone marketing communication platform. Additionally, in today's over-mediated society, creative and integrated marketing solutions across multiple media are needed to allow brand and advertising messages to be seen and interpreted numerous times by consumers. As such, this study will also analyze Facebook as an element in cross-media advertising strategies, specifically the extent of integration and potential benefit of cross-media advertising between print magazine ads and Facebook pages.

Potential Benefits of Cross-Media Advertising between Print Magazines and Facebook

Cross-media advertising allows marketers to increase marketing productivity, convey and reinforce brand messages, and increase ad effectiveness by coordinating unified and consistent marketing communication across multiple media (Briggs et al., 2004; Wakolbinger et al., 2009). Mangold and Faulds (2009) further suggest that social media, including Facebook, should be considered a hybrid element of the promotion mix as it combines traditional one-way communication of companies talking with consumers, multi-way communication with consumers talking to one another, and real-time communication utilizing multiple media formats (audio, visual, textual, interactive) with globally accessible capabilities. Due to Facebook's mass user base and potential benefits that this study will analyze, marketers should consider including Facebook and other social media in their promotional mix and cross-media advertising campaigns.

Drastic decreases in print magazine subscription rates and advertising revenue paired with the desire to increase revenue streams for SNSs have marketers exploring ways to better integrate and leverage cross-media advertising strategies to increase marketing effectiveness and revenue. Each medium, online and print, has a specific role in marketing brands and messages to different types of consumers and a number of studies have been conducted to better understand the isolated and combined communication effects of single- and cross-media advertising campaigns. In relation to single-media effects, Sheehan and Doherty (2001) found that audiences are typically exposed to offline media first, including print media, and that the integration of online elements in print media would be beneficial, one way by promoting a URL through print media. In relation to cross-media effects, Havlena, Cardarelli, and de Montigny (2007) found that advertising across multiple media assists marketers in understanding how each medium impacts audiences' perception of the brand and influences purchase intention, as well as helps target the point in which purchase decisions are made. The concept of synergy is also important in understanding cross-media advertising effectiveness and is defined by Dijkstra, Buijtel, and Raaij (2005) as "occurring when different media with their specific strengths complement each other in a campaign or when the strength of one medium compensates for the weaknesses of another medium" (p. 377). Overall, Dijkstra et al. (2005) found that TV yields more cognitive and affective responses than print-only and internet-only ads, internet-only ads yield more cognitive responses due to the internet's facilitation of online direct buying, and multi-platform combinations have higher effectiveness than internet-only ads with insignificant differences between combined media and print-only campaigns. These findings suggest that combining advertising across print and online media is more effective than online-only advertising.

Furthermore, it can be deduced that print media are successful in conveying messages to audiences and that print media are needed to promote online media.

Building upon the reputation of print media.

Referring to Bolter and Grusin's (2000) concept of remediation, and according to Pashupati and Lee (2003), online media builds upon the reputation of print media. Marketers can potentially leverage the reputation of print media and consumers being exposed to marketing messages in print media first by promoting online platforms, such as Facebook pages, through traditional print platforms, such as print magazines (Unger, 1996). Gupta (cited in Kanso et al., 2005) supports this statement and reported that approximately two-thirds of surveyed study participants learned about a website through a print magazine. Furthermore, Robert Cohen, senior vice president and director of forecasting at McCann-Erickson Worldwide, explains the importance of integrating traditional print media and online media and that "more and more dot.com marketers who are getting involved in online transactions need magazines and other traditional media to get that message across" (O'Leary, 2000, p. 7). Kanso et al. (2005) found that publicizing a URL via print media is a primary way marketers are integrating print and online communications and determined four factors that are central when publicizing a URL via print media. The four factors include (a) whether the URL is clearly mentioned in the print version, (b) whether the information can be easily located on the web page, (c) whether the web page contains more visuals than the print version, and (d) whether the web page contains more information than the print version (Kanso et al., 2005).

Understanding the function of magazines, whether print or online, and how they are an important platform for advertisers to reach and build relationships with mass and niche markets

is necessary for successful cross-media advertising. In the beginning, magazines were simply collections of already printed literary material, but as political, economic, and social events began to unfold magazines through its publishers, editors, and writers developed a voice of its own and became an informer and interpreter of the scene (Mott I, 1957). Remaining true to their predecessors, today's print and online magazines continue to push the industry into new realms of content, purpose, and function acting as "tastemakers, guardians of culture, gossips, historians. Many modern magazines see their role as supportive, helping their readers cope with stresses and demands of contemporary life" (Janello & Jones, 1991, p. 152). Magazines reflect the interests, character, values, and ambitions of numerous groups within society by providing specialized information, entertainment, instruction, viewpoints, and advice. Audiences have loyally come to depend on magazines' content due to its specific writing style, particular quality and use of graphic and photographic elements, and, most importantly, its specialized content mirroring mass society trends and niche group interests (Janello & Jones, 1991). Due to magazines' loyal audience base and reach to niche markets, advertisers can potentially leverage ads in select magazine titles to target specific market segments and promote Facebook pages to increase brand awareness.

In relation to ads in print magazines versus online magazines, Dijkstra et al. (2005) found that print ads have higher cognitive responses than online ads which is attributed to print magazines' characteristic of forcing viewers to turn pages, increasing the probability that a reader will notice an ad, and the fact that a print page can be seen in one glance. Online magazines, however, require more active involvement of readers to scroll down pages, limiting a reader's ability to take in a whole page at once. Findings also show that print ads hold higher

affective responses and evaluative thought than online ads (Dijkstra et al., 2005). It can be argued that print magazines' physical and aesthetic qualities of presenting full page ads (opposed to banner ads and display ads only a few inches large) and glossy ads (that do not flash and pop-up to interrupt information/entertainment seeking goals) provide audiences more cognitive and affective responses.

Media meshing.

An important consumer-related element of cross-media advertising is "media meshing" or the deliberate and active use of two or more traditional and new media by users to enhance information and entertainment experiences (Hutton & Fosdick, 2011; "Media meshing grows in US," 2012). Hutton and Fosdick (2011) explain "meshing satisfies the consumer's need for immediate gratification to a query or concern. It also creates an interesting dynamic, where offline media acts as a trigger for online behaviors" (p. 568). For example, a reader sees a Quick Response (QR) code in a print ad and uses a smartphone or other mobile device to access the site linked to the code. Jenkins' (2006) concept of media convergence, where content flows between multiple media and consumers' media roaming behavior to augment a full information and entertainment experience, also supports the increased popularity of media meshing. Marketers should be aware that media meshing and media convergence are changing consumers' consumption of media and affects of advertising (Carlin, 2005). The traditional, sequential funnel of awareness, interest, demand, and activation has become a multi-faceted, oscillating movement with numerous access points that may affect consumers' response, retention, and awareness of advertising messages, ultimately impacting sales and revenue (Carlin, 2005).

The rapid adoption and overwhelming popularity of smartphones and other mobile devices, such as iPads, facilitate and increase the amount of media meshing among consumers (Hutton & Fosdick, 2011). According to Nielsen (“Smartphones account for half of all mobile phones,” 2012), as of February 2012 approximately 50% of U.S. mobile subscribers own a smartphone, a 38% increase over last year, with over two-thirds of consumers who purchased a mobile phone having chosen a smartphone over a feature phone. Nielsen (“Double Vision,” 2012) also conducted a specific study related to media meshing and the extent that consumers use tablets and smartphones while watching TV. In the U.S., 45% of consumers reported using a tablet daily while watching TV and 26% reported using a tablet several times a day while viewing TV programs (“Double Vision,” 2012). In relation to smartphone users, 41% of U.S. smartphones users reported using their phone at least once daily while watching TV (“Double Vision,” 2012). While this study focuses on print magazines and not TV, this data shows how prevalent media meshing and the adoption of mobile devices have become among consumers and it can be assumed that consumers are also using mobile devices to complement information and entertainment experiences with magazines and other print media.

Mobile devices provide consumers instant information, entertainment, and communication gratification anytime, anywhere (Laszlo, 2009). Consumers typically use mobile devices for two reasons: (1) to save time by accessing information as needed and when desired, such as looking up directions or checking the forecast and (2) to fill time by accessing entertainment and information related content, media, and applications to fill slow periods, such as during TV commercials (Laszlo, 2009). The high adoption rate of mobile devices by consumers, as well as consumers’ frequent use of mobile devices, has elevated mobile marketing

into the top major advertising platforms next to television and the internet (“Nearly 75% of Consumers Remember an Ad,” 2011). Mobile advertising offers marketers key opportunities through various channels and applications, such as QR codes to online destinations and online coupons redeemable in-store, to guide consumers to brick-and-mortar locations, events, and promotional websites to increase brand awareness, consumer relationships, and purchase facilitation (Laszlo, 2009). Mobile devices present a new advertising platform and marketers must assess and modify content accordingly to accommodate each platform and user. Advertisers are aware that mobile devices have smaller screens and touch functionality that differs from PC’s click functionality and, therefore, develop advertising campaigns that suit different media formats and are optimized for mobile viewing. For example, Facebook recognized users’ unique expectations when using mobile devices and developed an iPhone-specific interface to accommodate mobile users’ needs (Laszlo, 2009).

In relation to facilitating media meshing, research from Nielsen (“Nearly 75% of Consumers Remember an Ad,” 2011) shows that cross-media advertising increases consumers’ ability to recall an ad compared to when the ad is viewed on TV only. Of the group exposed to the TV-only ad, 50% of individuals correctly recalled the brand. Comparatively, of the group exposed to the ad across four media screens – TV, computer, smartphone, and tablet – recall of the brand significantly increased to 74% (see Figure 3). In relation to engagement, 39% of the group exposed to the ad across all four media screens were able recall details about the ad message, specifically that the car ad shown was for a 4-door sedan, compared to only 22% of the group recalling ad details from the TV-only ad exposure (see Figure 4). While TV remains the strongest media for brand awareness, research shows that cross-media advertising and the

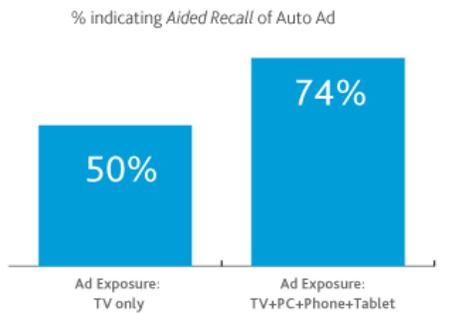
inclusion on online and mobile campaigns combined with traditional media campaigns have the highest overall impact on brand awareness and ad retention (“Nearly 75% of Consumers Remember an Ad,” 2011; Dijkstra et al., 2005).

Figure 3

Aided Recall of Auto Ad

Aided Recall of Auto Ad

"From the list below do you recall seeing any advertisements for the following brands?"



Source: Nielsen, Google Cross-Platform Ad Effectiveness Study, 2011.



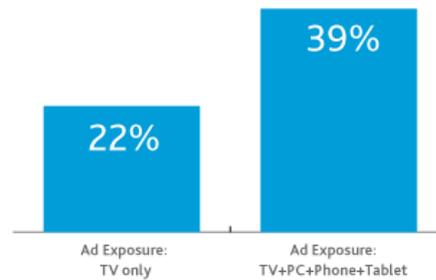
Figure 4

Engagement with Auto Ad

Engagement

"You mentioned you saw a video advertisement for [auto brand]..."

% properly indicating [auto brand] ad featured a four-door sedan



Source: Nielsen, Google Cross-Platform Ad Effectiveness Study, 2011.



Nearly 75% of consumers remember an ad when viewed across media platforms. (2011, September 29). *Nielsen Wire*. Retrieved from http://blog.nielsen.com/nielsenwire/online_mobile/nearly-75-of-consumers-remember-an-ad-when-viewed-across-media-platforms/.

Overall, companies and marketers depend on both print and online media to increase the number of times ads and marketing messages are viewed. Expanding upon earlier research conducted by Schlosser and Kanfer (1996) and Kanso et al. (2005), this study seeks to determine if companies are effectively integrating online marketing communication strategies, specifically Facebook, with traditional advertising media, specifically print magazines. An analysis of print magazine ads may show how and to what extent marketers are promoting online marketing

communications in print communications.

Research Questions

Continued empirical research must be conducted to assess the extent that marketers are effectively taking advantage of Facebook's unique environment and potential benefits, as well as the possible integration and effectiveness of cross-media advertising between print magazine ads and Facebook pages. This study focuses on the cross-media advertising strategy of utilizing Facebook as a marketing communication tool and publicizing the Facebook page in print magazine ads extending Kanso et al. (2005) and Schlosser and Kanfer (1999). As such, the following two research questions are addressed:

RQ₁: To what extent are marketers taking advantage of the potential benefits of Facebook as a marketing communication tool?

RQ₂: To what extent are Facebook pages and print magazine advertisements integrated?

This research will formally analyze and measure the extent that companies are leveraging Facebook's potential benefits as an adaptive and vigilant (Day, 2011) standalone marketing communication tool, as well as the combined advertising effects of Facebook and print magazine ads. Specific potential benefits of Facebook pages to be measured include data collection, mass collaboration, relationship management, brand management, networking, and global accessibility.

Methods

The top five domestic consumer magazines with the highest advertising revenue for 2011, as reported by the Association of Magazine Media (AMM; "Rate Card," 2012), were selected due to these titles being representative of industry advertising trends. The magazine

titles are *People*, *Better Homes and Garden*, *Sports Illustrated*, *Good Housekeeping*, and *Time*. The combined advertising revenue of these five magazine titles is approximately \$3.2 billion (“Rate Card,” 2012). Of the five magazine titles, *Better Homes and Garden* and *Good Housekeeping* are distributed monthly and *People*, *Sports Illustrated*, and *Time* are distributed weekly.

Following the procedures recommended by Kanso et al. (2005) and Schlosser and Kanfer (1999), only the most recent issue at the time of coding was evaluated (the week of May 7, 2012). Advertisements less than one-sixth of a page were excluded. Of the remaining print ads, those referencing a Facebook page through copy, graphic, and/or URL were analyzed along with the corresponding Facebook page.

When coding Facebook pages, only the 10 most recent company and consumer posts were coded as the last 10 posts reflect the most recent activity on the page and approximately one week’s worth of time if the company is posting at least once a day. To assess and measure the extent that marketers are taking advantage of Facebook pages, three specific features per benefit were identified that would assist in attaining each benefit. Each feature was coded as either present (1) or absent (0) on the Facebook page with a recorded cumulative score for each potential benefit being between 0 and 3.

The features specific to each benefit were identified using examples provided in research, data, and literature on the potential benefit. The following are the six benefits and the features identified for each: (a) data collection (e.g. Does the company post questions to consumers to gather feedback and preferences? Is a shopping app provided on the page to determine purchase behavior and trends? Does the company hold contests for consumers to enter to gather added

consumer data and preferences?), (b) mass collaboration (Does the company allow consumers to tag the company in photos to share with company and personal networks? Is there a Facebook like or recommend button present on the company's ecommerce website to share buying interest and activity with friends? Is the "people talking about this" total number at least 1% of the company's "total likes" number for the page that measures mass collaboration? Total likes is the number of individuals who have liked the page and the people talking about this number represents the number of individuals who have shared, liked, commented, or responded to content on the Facebook page (Facebook.com). Research conducted by Ehrenberg-Bass Institute (cited in Creamer, 2012) found that the benchmarked percent of people talking about this and Facebook fans' engagement with brands is approximately 1% of the page's total likes), (c) relationship management (e.g. Does the company respond to consumers' questions to build and maintain relationships? Are responses within 48 hours of consumers' posts to show company activity on the page? Are responses helpful and provide additional resources for more information to show genuineness?), (d) brand management (e.g. Does the company post news-related announcements to increase brand awareness? Do consumer-created Facebook group pages exist where consumers may act as brand ambassadors? Does the company link to and/or like the parent company and other company-related product/service Facebook pages to promote and build the brand?), (e) networking (e.g. Are a majority of company posts shared by consumers to reflect engagement with the page? Does the company provide consumers an incentive to share posts to facilitate engagement and sharing? Are product- and brand-specific events posted and shared on the Facebook page to encourage consumers to learn about and communicate with one another?), and (f) global accessibility (e.g. Does the company have Facebook pages for different

international regions to accommodate diverse needs and preferences? Is detailed company information provided on the page to clearly communicate the company mission and products/services? Does the company recommend or highlight avenues for offline and online purchase to facilitate purchase from any geographic location?).

Two additional variables coded to measure activity and engagement on Facebook pages are (1) is the most recent company post within the last 48 hours reflecting that the company is engaging with and active on the page? and (2) what is the overall theme or topic of consumers' most recent posts – question, positive feedback, negative feedback, other, or company does not allow and has disabled posts – to show how consumers are primarily using the page as a communication tool? Themes of posts were determined subjectively by the coders who used key indicators, such as question, affirmative, and dissatisfied language and phrasing.

To determine product category, the most predominant product featured in the ad was coded as one out of 12 product categories. Product categories were selected using AMM's Magazine Advertising Rate Card Revenue by Classification (2010). Categories included health and beauty, food and food products, apparel and accessories, retail, automotive, home furnishing and supplies, financial, insurance, and real estate, technology, public transportation, hotels, and resorts, periodicals, media services, and other.

To investigate the integration of Facebook pages and print magazine ads, a frequency analysis was conducted analyzing five factors used to define integration between the two media. The five factors included (a) if the print ad references a Facebook page, (b) the format in which the print ad references the Facebook page (copy, graphic, URL, copy and graphic, copy and URL, graphic and URL, or copy, graphic, and URL), (c) if the print ad contains an incentive or

benefit to visit the Facebook page, (d) whether the product visual featured in the print ad appears as the Facebook page's cover pic, and (e) whether the product visual featured in the print ad appears within the 10 most recent company posts. If the print ad contained a quick response (QR) code, a bar-like graphic that can be scanned with a mobile device that takes a user to an online source, was also coded. While QR codes typically link to websites and not Facebook pages, the presence of a QR code within a print ad may show general integration between offline and online media.

The author and a trained coder completed primary coding of all print ads and corresponding Facebook pages. To determine the reliability of the coding sheets, both coders independently analyzed 10 print advertisements and corresponding Facebook pages. Using the Holsti formula, the intercoder reliability coefficient mean was .98 for the print ads coding sheet and .89 for the Facebook pages coding sheet. Reliabilities for print ad variables were 1 for product category, 1 for format of Facebook reference, .9 for presence of incentive to visit the Facebook page, and 1 for presence of QR code. Reliabilities for Facebook page variables #2, #3, #4, and #5 were 1, 1, .8 and .8, respectively. For Facebook page variables related to the six benefits, reliabilities ranged from .9 – 1 for the three features of data collection, .9 – 1 for the three features of mass collaboration, .8 – .9 for the three features of relationship management, and .6 – .9 for the three features of global accessibility. All reliabilities were .9 for the three features of brand management and 1 for the three features of networking.

Results

The number of print ads with reference to a Facebook page in the five selected magazines ranged from 1 to 23. *Better Homes and Gardens* contained the most ads referencing Facebook

with a total of 23 ads, while *Time* had the least with only one ad referencing Facebook (see Figure 5). There were a total of 67 print ads ($n = 67$) referencing Facebook. Figure 6 shows that out of the 12 product categories, food and food products contained the most print ads referencing a Facebook page, approximately 34%, followed by health and beauty at approximately 29%.

Figure 5

Total Number of Print Ads With and Without Reference to Facebook by Magazine Title

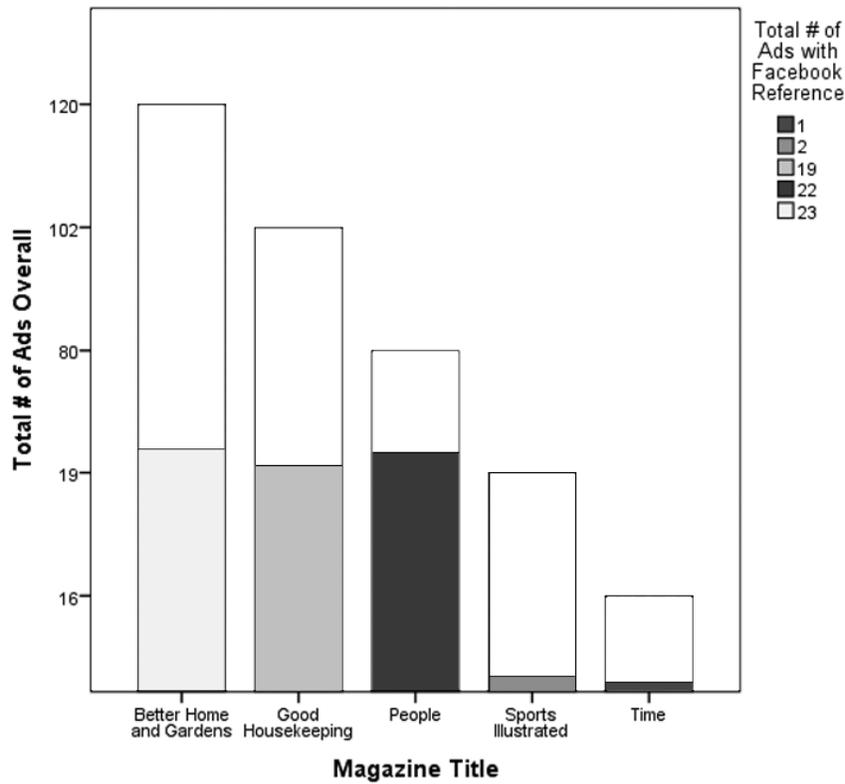
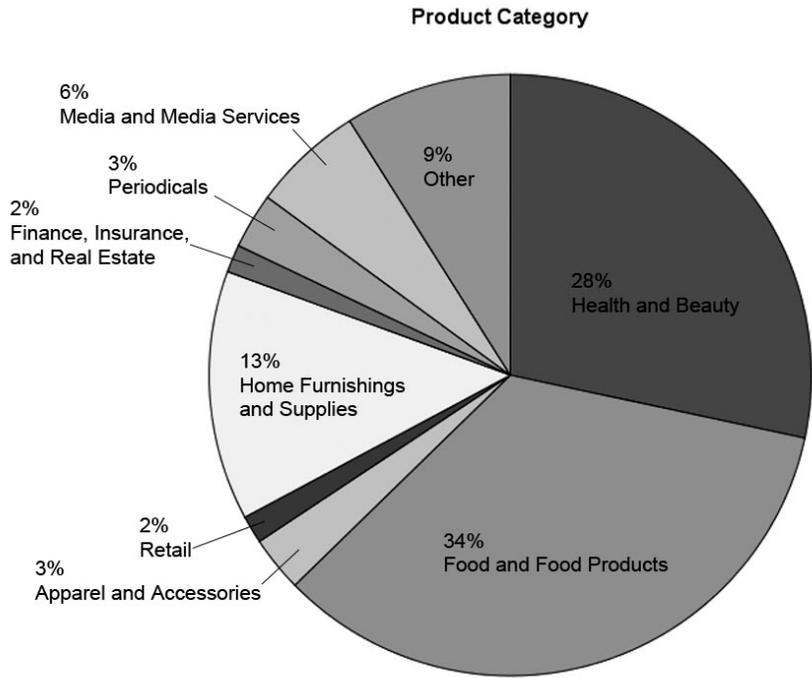


Figure 6

Product Category of Print Ads That Reference a Facebook Page



The first research question focused on determining the extent that marketers take advantage of the benefits of Facebook as a marketing communication tool. To assess the extent that the 67 Facebook pages incorporated features that would help them achieve the six benefits, the number of features present were totaled for each benefit with the highest possible score being 3 (incorporates three features of that benefit) and the lowest possible score being 0 (incorporates no features for that benefit). The results reveal that marketers do not fully and equally take advantage of the six benefits of Facebook pages as a marketing communication tool (see Table 1).

Table 1

Extent That Marketers Use the Potential Benefits of Facebook

	Data Collection	Mass Collaboration	Relationship Mgmt.	Brand Mgmt.	Networking	Global Accessibility
Mean	1.18	1.87	1.34	1.52	0.88	1.64

Note: n = 67

Marketers seem to utilize and focus on Facebook's benefits of mass collaboration and global accessibility. Approximately 50% of the Facebook pages contained at least two features of Facebook's benefit of mass collaboration (see Table 2), such as allowing consumers to tag the company in photos posted on the Facebook page and the people talking about this total number being at least 1% of the company's total likes. In relation to the benefit of global accessibility, 36% of the Facebook pages included two features (see Table 2), such as having specific Facebook pages for different international regions and providing detailed company information on the Facebook page. This data contrasts Kanso and Nelson's (2004) research that found that a majority of the company websites did not leverage the global accessibility feature websites facilitate. It appears that companies are leveraging, however, the unique benefit of global accessibility offered by Facebook pages.

While marketers are leveraging Facebook's benefits to compete in the expanding global economy and foster consumers' desire to collaborate on a mass level, marketers are not fully utilizing the benefits of networking and data collection (see Table 2). None of the Facebook pages contained all three networking features, such as providing consumers incentives to share posts like posting a quirky/appealing photo for users to share or challenging users to reach a certain number of shares for a post to receive a coupon. Although marketers have access to a wealth of consumer data, leveraging Facebook's specific data collection features provide

marketers brand-related data specific to a company's target markets. Approximately 54% of the Facebook pages utilized one data collection feature with almost 20% utilizing none of the features (see Table 2), such as posting questions to collect consumer data on preferences and buying behavior and including a shopping app that allows consumers to view and buy products, as well as increases the amount of data on purchase behaviors and trends. Networking and data collection features are relatively easy to incorporate on a Facebook page, however, these benefits do require more commitment and continuous effort on the part of marketers, which could explain why these benefits are not being fully utilized.

Table 2

Distribution of Facebook Features by Potential Benefit

Benefit	Number of Features Incorporated			
	0	1	2	3
1 Data Collection	18%	54%	21%	8%
2 Mass Collaboration	5%	25%	49%	21%
3 Relationship Management	51%	2%	10%	37%
4 Brand Management	13%	36%	36%	15%
5 Networking	31%	49%	20%	0%
6 Global Accessibility	8%	39%	36%	18%

Both benefits of relationship and brand management seem to be relatively considered by marketers with approximately 36% of Facebook pages incorporating one or two features of brand management (see Table 2). This includes such features as posting news announcements (less common with only 28% of the pages including news information, see Table C1) and liking the parent or master brand and industry affiliated Facebook pages (more common with 73% of pages liking other company brands and related Facebook pages, see Table C2). Table 2 also shows that the incorporation of relationship management features seems to be split with

approximately 50% of Facebook pages not taking advantage of any features compared to approximately 38% utilizing three features, such as responding to consumers' questions. The split may be due to the identified features primarily focusing on company responses to consumers' questions and reflect overall company response in general. Interestingly, approximately 22% of consumer-initiated posts were questions to the company (see Table C3) with approximately 59% of Facebook pages not responding to consumer questions (see Table C4), which supports findings reflected in Table 2 where relationship management and company response is lacking. Conversely, almost 80% of the Facebook pages contained recent company posts made within the last 48 hours (see Table C5). It can be assumed from these data that companies are active on the page, but choose not to answer consumers' questions. Table C3 also shows consumers' desire to engage with companies as almost 49% of consumer-initiated posts contained positive feedback showing the need for consumers to share satisfaction and approval with the company and others.

A Chi-Square test was conducted to analyze a possible correlation between product category and the extent that marketers take advantage of the benefits of Facebook as a marketing communication tool. Only the top two product categories of food and food products and health and beauty were measured in the test due to approximately 68% of Facebook pages falling within these two categories (see Figure 6). Results show that product category does correlate with four of the six benefits including data collection ($p = .012$), brand management ($p = .024$), networking ($p = .015$), and global accessibility ($p = .047$). No significant correlation was revealed between product category and mass collaboration ($p = .852$) and relationship management ($p = .322$). For health and beauty, 42% of Facebook pages utilized three features of

Table 3

Distribution of Facebook Benefit Features by Product Category

Product Category	Data Collection			Mass Collaboration			Relationship Management			Brand Management			Networking			Global Accessibility								
	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3	0	1	2	3				
Food and Food Products	9%	70%	13%	9%	4%	22%	52%	22%	30%	4%	26%	39%	9%	22%	47%	22%	13%	70%	17%	0%	9%	48%	39%	4%
Health and Beauty	16%	47%	32%	5%	11%	32%	37%	21%	68%	0%	5%	26%	0%	63%	21%	16%	37%	37%	26%	26%	5%	26%	26%	42%
Significance (p value)				.012			.852			.322			.024			.015			.047					

global accessibility and almost 48% of food and food product Facebook pages incorporated at least one feature (see Table 3). These data seem plausible as these industries typically distribute products worldwide due to their crossing-barrier appeal, as compared to insurance, retail, and home furnishing services, for example, which may only have local and national market appeal.

Overall, only an average of 34% of Facebook pages included at least one of the three identified features from all six benefits (see Table 2). It appears that marketers are incorporating a minimal amount of utilization of Facebook features to have some level of presence of each benefit on the page and amongst its fan base. The argument can be made that having at least one feature rather than multiple features is sufficient for marketers to successfully leverage a benefit. While this may be sufficient for companies, it fails to leverage the full potential of Facebook as a marketing communication tool to create an encompassing and engaging experience for consumers who expect specific needs to be fulfilled by a brand's use of the platform.

The second research question measures the extent of integration between print magazine ads and Facebook pages. The findings suggest that print magazine ads and Facebook pages could be more integrated in four of the five areas. Only about 20% of all print ads within the five magazines referenced a Facebook page, a relatively small amount considering the ease to create a Facebook page and promote the page within a print ad. This contrasts to findings reported by Kanso et al. (2005) that found almost 62% of print ads included a website URL. Of the print ads that referenced a Facebook page, however, approximately 50% used a format that included the Facebook page's direct URL allowing consumers to easily navigate to the page rather than conducting a search (see Figure 7). The most frequently used format to reference a Facebook page was by graphic only at approximately 25% (with the most common graphic used being the

lower case Facebook “f” icon), followed by graphic with URL at approximately 21%. Interestingly, approximately 15% of the print ads that referenced a Facebook page contained a QR code to a website with an additional 6% of print ads containing a QR code only. While this is somewhat out of the scope of this study, these data also suggest supplementary integration between print ads and online media. In relation to marketers presenting an incentive for consumers to visit a Facebook page, almost 50% of print ads used a Facebook reference format that included copy, yet approximately 84% of print ads did not leverage the benefit of stating an incentive. Incentives within copy could include simple statements such as, “Connect with us on Facebook for inside tips from the experts.”

Figure 7

Format of Facebook Reference in Print Ad

		Frequency	Percent	Cumulative Percent
Valid	Copy	3	4.5%	4.5%
	Graphic	17	25.4%	29.9%
	URL	3	4.5%	34.3%
	Copy and Graphic	13	19.4%	53.7%
	Copy and URL	5	7.5%	61.2%
	Graphic and URL	14	20.9%	82.1%
	Copy, Graphic, URL	12	17.9%	100%
	Total	67	100%	

The analysis further suggests a lack of integration between print ads and Facebook pages, specifically the absence of product visuals used in the print ads on the Facebook pages. Only about 28% of Facebook pages featured the product visual as the Facebook cover pic and only 19% of the Facebook pages included the product visuals within the 10 most recent company

posts. Overall, building on the reputation of print to entice consumers to visit a Facebook page does not yet seem to be fully taken advantage of by marketers.

Discussion

Based on mean scores, findings reveal that marketers are not fully taking advantage of Facebook's unique benefits, particularly networking, data collection, and relationship management. While incorporating networking, data collection, and relationship management features on a Facebook page is relatively easy, these benefits do require more commitment, time, and continuous effort on the part of marketers, which could explain why these benefits are not being fully utilized. With the abundant amount of current, newly released, and yet-to-come features of Facebook for marketing use, underutilization of Facebook's ability as a marketing communication tool will not provide companies and brands the vigilant market learning capabilities and achievement suggested by Day (2011).

Of the Facebook benefits and features that marketers utilize, most are taking advantage of the ability to share company and product information with a global user base of consumers and fostering mass collaboration to increase product and brand awareness. Less attention is given to networking, engaging with consumers through two-way communication, and collecting additional feedback, preference, and purchase behavior data outside of the information supplied in profiles. Simple actions to employ these benefits include timely and helpful responses to consumers' questions to foster relationships, creating appealing and engaging contests that reflect consumers' interests to gather added consumer data, promoting offline and online events to facilitate networking, and highlighting online and offline purchase avenues to increase purchase facilitation.

This study revealed that the benefit of networking, arguably Facebook's most valuable benefit, is the least utilized benefit by marketers. Explanations may lie in the fact that networking requires more creative and continuous effort by marketers to actively target, initiate, and maintain engaging content and communication with consumers. Additionally, marketers may be relying on in-person/in-store communication for networking solutions, a method with significantly less reach compared to Facebook's limitless reach. Healthy Choice provides a useful example of how a company may successfully utilize Facebook's networking benefits. Wanting to increase its Facebook community and promote trial of its frozen foods, Healthy Choice implemented an engaging viral coupon campaign where the discount increased with the more consumers that liked the page and signed up for the coupon (*Best Practices Guide*, n.d.). By providing consumers a mass incentive to share the post, the company successfully utilized networking benefits that increased its network 900% and leveraged its current fan base to spread the word to an exponential number of other consumer networks.

A number of Facebook data collection features are available to marketers, many of which are not being fully taken advantage of to collect consumer data on buying behaviors, preferences, and interests. Marketers that fully consider Facebook's benefit of data collection may include a shopping or ecommerce app on the page that allows consumers to view and buy products, as well as increases the amount of data on purchase behavior and buying trends. Approximately 8% of the Facebook pages researched contained a shopping/ecommerce app revealing that many companies have room for growth and can assess implementing this valuable benefit to a Facebook page. In relation to shopping apps on magazines' Facebook pages, *Time Out New York Magazine*, *Real Simple Magazine*, and *Elle Magazine* all recently introduced ecommerce apps

that sell tickets, provide a mobile gift guide, and shoppable trend guide, respectively (Indvik, 2012, “Magazines Get Serious”), and shows how some companies are leveraging the benefit of data collection through ecommerce apps.

In regards to relationship management and two-way communication, findings from this study update findings reported by McCorkindale (2010) who found only 20% of the 55 Facebook pages researched contained recent company activity and posts. In contrast, this study found approximately 79% of the 67 Facebook pages researched contained recent posts made within the last 48 hours of the time of coding. Findings from this study do support McCorkindale’s (2010) findings that companies are not fostering two-way communication with consumers. From these data, it seems that marketers have learned that activity on a Facebook page is vital in showing consumers that the company is active and aware of its consumers. On the other hand, marketers are still not fully utilizing Facebook to stimulate two-way communication with consumers to gather feedback, opinions, and preferences and to respond to consumer inquiries. The lack of two-way communication may be due to marketers not being able to commit to the time required to initiate and maintain conversations, unknowledgeable staff maintaining the page that cannot address consumer inquiries, or marketers unable to commit to Facebook’s environment of immediacy and transparency. Relationship management and fostering two-way communication assists companies in attaining vigilant market learning capabilities where companies sense and make adjustments based on current consumer requests, behaviors, and needs. To take advantage of Facebook’s relationship management benefit, marketers should maintain frequent and genuine contact with consumers, as well as enable consumers to learn about each other and share comments and opinions.

While marketers may be leveraging certain benefits more than others, data in Table 1 suggests a possible relationship between benefits where marketers may be utilizing two benefits to implement one of three marketing strategies (see Figure 7). This suggestion supports Schlosser and Kanfer's (1999) similar three-prong approach to website marketing strategies determined from their study. The two less utilized benefits of networking and data collection appear to enhance sales through shopping apps, collecting purchase and sales data, and increasing the user and consumer base. The two moderately utilized benefits of relationship and brand management create a second factor that seems to focus on a company's consistent two-way communication with consumers to foster relationships and promote the brand image. The third factor includes the two more frequently utilized benefits of mass collaboration and global accessibility that appear to focus on extending the reach and awareness of the brand and its products. In general, there seems to be three factors of Facebook marketing strategies: (a) increase purchase facilitation, (b) increase communication, and (c) increase reach. Drawing on data interpreted from Table 1, this suggested three-part approach proposes that marketers are primarily employing Facebook pages to increase reach into new markets by focusing on mass collaboration and global accessibility benefits and, secondarily, to increase communication with current and potential customers through the utilization of relationship and brand management benefits. These interpretations seem plausible as marketers are leveraging Facebook's unique global reach and barrier-crossing collaboration benefits to enter new global markets supported by an increase in global ad spending (see Figure 2). This strategy makes sense for marketers as Facebook is one of the more beneficial and less expensive platforms for reaching markets overseas to introduce and increase brand awareness, as opposed to traditional media.

Additionally, with over 80% of Facebook's monthly active users outside of the U.S and Canada, marketers have a captive and already engaged mass global user base to communicate with and gather data from. In relation to increasing purchase facilitation, marketers are not fully leveraging this Facebook marketing strategy through the employment of data collection and networking benefits, which may be due to utilizing other media and platforms for sales promotion, such as ecommerce websites and television. As reviewed, however, Facebook's unique benefit of mass collaboration facilitates in-network and mass WOM communication and purchase recommendations that hold more influence and trust amongst consumers (see Figure 1).

Figure 7

Benefits and Marketing Strategies of Facebook



This study also revealed that product categories, specifically food and food products and health and beauty, correlate with four of the six benefits. Regarding the correlation with the benefit of global accessibility, the global awareness, distribution, adoption, dependence, and broad and cross-barrier appeal of these industries may explain the correlation, as compared to insurance, retail, and home furnishing services, for example, that typically only have local and national market appeal. Additionally, the global consumer base, and subsequently the Facebook user base, for these industries are much broader and far-reaching. In relation to the connection with the benefit of brand management, food and food products and health and beauty products are personal products that directly affect and reflect a person's self-image and lifestyle, which may explain the correlation. Marketers in these industries may leverage Facebook's benefit of brand management more actively to create experiences and share brand stories to emotionally appeal to consumers' identity and lifestyle needs, values, and preferences (Mersey, Malthouse & Calder, 2010).

For correlation between product category and data collection, approximately 70% of the food and food product and 47% of the health and beauty Facebook pages utilized at least one feature of data collection (see Table 3). The frequency in which these industries test products, modify products to address changing consumer needs and preferences, and peoples' overall dependency on these products for sustenance and health may explain the significant correlation. As such, companies within these industries most likely aggressively utilize Facebook to ask consumers questions regarding appeal, opinions, improvements, ideas, and possible beta testing and sampling (Fou, 2008). Regarding correlation with the benefit of networking, a connection may be due to marketers in these industries wanting to enable consumers to experience and test

product and connect with those who know and use the product (Hodge, 2010; Mangold & Faulds, 2009) by leveraging the benefit of networking on Facebook pages. Marketers may be using Facebook's unique networking benefits to peak interest and awareness in the brand and to stimulate cross-selling, recommendation, and social sponsoring action by others within any given number of networks ("Ad with friends," 2012).

A lack of correlation between product category and the Facebook benefit of relationship management and mass collaboration may exist due to product category not affecting the extent that marketers foster and maintain relationships and two-way communication with consumers. Regardless of product type and user base, all companies should be fostering relationships and collaboration with and among customers and realize that consumers have a desire to communicate with companies and with others that like and use the brand.

Although this study does not directly assess whether incorporating the six Facebook benefits into one page leads to a successful page, there are numerous case studies that reflect the advantages and profits gained from employing the six benefits of Facebook as a marketing communication tool. Using data collection features that also leverage the benefit of mass collaboration, 1-800-Flowers.com uses the like button integrated with its products to determine the popularity of items that then leads to relevant, data-supported merchandising and product development decisions (*Best Practices Guide*, n.d.). To utilize brand management features, Red Bull created a scavenger hunt that pushes consumers to interact with the company's timeline and history in order to uncover answers and AT&T leverages the cover pic area to create a constantly changing montage of consumer photos building relationships with consumers (Ericksen, 2012). H&M, a global apparel retailer, is one of the leading companies to successfully engage

consumers through the utilization of all six benefits and features including consistent polling, event creation and sharing, promotional incentives, targeting national and local markets, and employing a series of appealing and relevant ads that support consumers' self-image ("Facebook Blue Ribbon Award", 2009). Marketers who understand and leverage Facebook's unique benefits, distinct environment, and dynamic marketing communication features may see an increase in profit and position themselves for long-term strategic growth.

Overall, it appears that marketers are using Facebook pages that same way as other traditional media to push one-way communications rather than leveraging Facebook's unique benefits as a marketing communication tool that fosters relationships, increases market and purchase data, and extends the awareness and appeal of the brand. Additionally, of the potential three Facebook marketing strategies outlined previously, it appears that marketers are focusing on increasing reach and communication. As suggested by Day (2011), more vigilant adaptive marketing capabilities through the full utilization of SNSs and Facebook benefits are required to provide advanced insights and leverage the platform's unique social technologies and users. Implementing the benefits of Facebook as an adaptive marketing communication tool will assist companies in remaining relevant and competitive, increasing brand awareness and loyalty, and reaching new markets. Ignoring the beneficial marketing communication features of Facebook pages may lead to companies falling behind competitors who fully realize and leverage Facebook to gain new consumers and convert competitors' consumers, as well as not remaining relevant in the eyes of a mediated society.

In relation to cross-media advertising, this study shows that Facebook pages are not frequently referenced in print magazine ads and that when referenced content from the print ad is

not promoted on the Facebook page. Cross-media advertising requires coordinated company efforts and an explanation for the lack of integration may be due to decentralized marketing departments and a disconnect between those administering the Facebook page and designing the ads (Kanso et al., 2005). Ultimately, if a print ad that references a Facebook page is successful in stimulating interest in and emotion with the product advertised, but then excludes incentive or mention of the product on the Facebook page, it defeats the purpose of including the Facebook reference in the print ad at all (Schlosser & Kanfer, 1999).

Including an incentive in the print ad may encourage consumers to visit a Facebook page possibly increasing the number of fans and fostering relationships with current and new consumers. Referring back to Nielsen's generation gap study (Hale, 2010), all generations use Facebook and SNSs to find deals and guide shopping experiences. As such, marketers could include a simple incentive in print ad copy, such as "Connect with us on Facebook for exclusive deals," that would not only encourage first-time visits to the page, but also repeat visits. Additional factors that would also be beneficial to include are highlighting a gap in consumers' knowledge enticing them to go to the Facebook page to gain exclusive knowledge (Kanso et al., 2005) and measuring how consumers participate in sharing and acting on content. Facebook recently announced a new "action measurement" feature that will allow marketers to analyze how consumers are responding to and engaging with ad content (Hernandez, 2012). In addition to seeing clicks made on posts and ads, marketers will now be able to view a range of actions made by users including likes, shares, comments, check-ins, photo tags, event confirmations, and use of and activity in apps (Hernandez, 2012). The new action measurement feature will assist

marketers in optimizing ads and content relevant to specific market segments and provide valuable data on how and which content consumers interact with the most.

Overall, marketers depend on the inherent and unique benefits of both print ads and Facebook pages to reinforce and increase the number of times marketing messages are viewed and to accommodate different consumer needs and preferences. Marketers may continue to build on the reputation of print media to promote online media and apply cross-media advertising to increase marketing productivity and increase ad effectiveness by coordinating unified and consistent marketing communication across multiple media (Briggs et al., 2004; Wakolbinger et al., 2009).

Conclusion

This study analyzed print ads from five U.S. magazine titles with an overall sample size of 67 print ads and corresponding Facebook pages. The sample size is relatively small and future research could increase the number of magazines to allow for a larger generalization of findings. Additionally, the five magazines selected cover a limited range of topics such as news, home, sports, and celebrity. Future studies could increase the number of topics/product categories to include technology, fashion, travel, and so forth or select one product category to further test the correlation between product category and the extent that each industry takes advantage of Facebook as a marketing communication tool.

Kanso et al. (2005) found that approximately 62% of print magazine ads included a URL, compared to findings from this study where approximately 20% of print magazine ads referenced a Facebook page. While the sample sizes differ, these findings suggest that marketers find more value in referencing a website URL rather than or in addition to a Facebook page. Referencing a

website is valuable and needed to promote a company and brand, however, Facebook pages provide consumers timelier, direct, dynamic, and engaging content and information. Ultimately, both websites and Facebook pages must be promoted and future research could measure the extent of integration and promotion between company websites and Facebook pages.

Additionally, with the growth and popularity of mobile media, future research could expand the analysis of integration and presentation on mobile media that typically have smaller screens for display and lower bandwidth for downloading online content.

An additional limitation is that the Facebook pages were coded during one randomly selected day within the given time period of the selected magazines' distribution date (week of May 7, 2012). Content on Facebook pages can change frequently and more reoccurring coding spanning a longer time interval, such as daily or once per week, may show more presence or absence of certain features and page trends.

Lastly, as with all content analyses, only manifest content is examined and additional methods in the form of surveys and experiments would be needed to show and support administrator and user perceptions and motivations in regards to the benefits of Facebook as a marketing communication tool. For example, future research could assess if marketers and consumers find all six benefits equally important or if certain benefits are more important and desired than others.

Further and continued research regarding the utilization of Facebook as a marketing communication tool and the effectiveness of cross-media advertising is vital as Facebook continues its eminent global growth and marketers look for new and innovative marketing capabilities.

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Appendix A**Coding Sheet – Print Magazine Ads**

Coder: _____

Date: _____ Ad ID Number: _____

General Coding Rules/Guidelines

1. Only ads one-sixth of a page and larger should be coded.
2. Duplicate ads found within the five magazine titles should be excluded.

Definitions

Ads = pages designed and displayed to sell products, goods, and services.

General Print Ad Characteristics

v1. Magazine title:

- 1 = People
- 2 = Better Homes and Gardens
- 3 = Sports Illustrated
- 4 = Good Housekeeping
- 5 = Time

v2. Product category of primary product in the ad

- 1 = Healthy and beauty (*medicines, proprietary remedies, eye glasses, medical equipment and supplies, pharmaceutical, fitness and diet programs and spas, cosmetics, beauty aids and products, personal hygiene, hair products, skin care*)
- 2 = Food and food products (*ingredients, mixes, seasonings, prepared*

foods, dairy, produce, meat, bakery goods, beverages, confectionary, snacks)

3 = Apparel and accessories (*ready-to-wear, underclothing, hosiery, footwear, apparel and apparel accessories, jewelry, watches)*

4 = Retail (*retail, department stores, discount department stores, variety stores, shopping centers, catalog showrooms)*

5 = Automotive (*automotive, automotive accessories and equipment, automotive dealers and services)*

6 = Home furnishing and supplies (*household furnishings and accessories, household appliances, equipment, and utensils, household supplies, household soaps cleansers, and polishes, audio and video equipment and supplies, building materials, equipment, and fixtures, home and building)*

7 = Financial, insurance, and real estate

8 = Technology (*communications, computers, software, internet, office machines, furniture, and supplies, business and technology)*

9 = Public transportation, hotels, and resorts

10 = Periodical

11 = Media services (TV, movies)

12 = Other

Primary product would be the most predominant product featured in the ad. If there is more than one product featured, select the most predominant product. If

all products have the same dominance in the ad, select a product at random.

Product categories were selected using AMM's Magazine Revenue by Class (2010).

v3. In what format does the print ad reference the Facebook page?

1 = copy

2 = graphic

3 = URL

4 = copy and graphic

5 = copy and URL

6 = graphic and URL

7 = copy, graphic, and URL

8 = other

Copy refers to written text, such as "Join us on Facebook." Graphic refers to the Facebook logo or Facebook related imagery. URL refers to the Facebook page's URL, such as "facebook.com/Revlon."

v4. Does the ad reference any benefits or incentive for visiting the Facebook page?

1 = Yes

2 = No

Benefit or incentive could include a coupon, giveaway, prize, exclusive promotion, latest news, etc.

v5. Does the print ad contain a quick response (QR) code?

1 = Yes

2 = No

QR codes are square, barcode-like graphics that can be scanned with a mobile device. Visual example:



Appendix B

Coding Sheet – Facebook Pages

Coder: _____

Date: _____ Facebook ID Number: _____

General Coding Rules/Guidelines

1. Only the 10 most recent company posts and comments within should be coded.
2. Items and apps listed in the “views” section, the company’s ecommerce website, and a Facebook search of the company name may also be included in coding as needed for applicable potential benefit features.

Definitions

Company post = a post originated by the owner of the page designated by the profile picture next to the post.

Company comment = a post by the owner of the page, designated by the profile picture next to the post, that is replying or commenting to a post originated by the company itself or a consumer.

Consumer post = a post originated by a consumer who likes the page.

Consumer comment = a post by a consumer who likes the page that is replying or commenting to a post originated by the company, another consumer, and their self.

Views section = the section underneath the cover pic on a timeline page format or on the left hand side under the profile pic on a wall page format that displays page features and apps.

Facebook search = the type-in search field located at the top of any Facebook page used to locate people, pages, places, groups, apps, events, music, web results, and posts.

General Facebook Page Characteristics

v1. Company name: _____

v2. Main content of cover pic:

1 = Product visual from print ad

2 = Product visual not from print ad

3 = No cover pic

Cover pic is the large image at the top of a Facebook timeline/wall. Product visual from the print ad would be the photographic and/or illustrative images of models, products, design, etc. shown in the print ad.

v3. Is the product visual from the print ad within the 10 most recent company posts?

1 = Yes

2 = No

v4. Is the most recent company post within the last 48 hours?

1 = Yes

2 = No

v5. Out of the 10 most recent consumer posts, what is the overall theme of post content?

1 = question

2 = feedback, positive

3 = feedback, negative

4 = other

5 = does not allow consumer posts

Question would be a consumer question about a product/service that the can may address. Feedback positive would include consumer comments regarding satisfaction with the product/service. Feedback negative would include consumer comments regarding issues, problems, and dissatisfaction with the product/good. Other would be a post sharing general information. Does not allow consumer posts means the “recent activity by others” module is absent.

Potential Benefits of Facebook Pages for Business-only

Data collection

v6. Shop/ecommerce app (*App that allows consumers to purchase products within Facebook and appears in the “views” section of the company Facebook page or through Facebook search*)

1 = Present 0 = Absent

v7. Company posts questions to consumers (*Company posts direct questions to consumers/fans asking for opinions, feedback, advice, or preferences*)

1 = Present 0 = Absent

v8. Contests (*Company posts or lists in the “views” section contests, sweepstakes, etc. for fans to enter*)

1 = Present 0 = Absent

Mass collaboration

v9. “People talking about this” total number is at least 1% of the company’s “Total Likes” number (*Based upon research conducted by the Ehrenberg-Bass Institute (cited in Creamer, 2012), the percentage of “people talking about this” is about 1% of a page’s total fans*)

1 = Present 0 = Absent

v10. Facebook recommendation or share link on company’s ecommerce website (*When navigating to the company’s ecommerce website, a Facebook share or recommend link is present for any given online product to purchase*)

1 = Present 0 = Absent

v11. Consumers tag the company in personal photos (*The company has not turned off the ability for people to tag the company in personal photos*)

1 = Present 0 = Absent

Relationship management

v12. Company responds to consumer questions/comments (*A majority of the 10 most recent consumer questions/comments posted on the timeline/wall are responded to by the company*)

1 = Present 0 = Absent

v13. Company responds to consumer questions within 48 hours (*A majority of the 10 most recent consumer questions posted on the timeline/wall are responded to by the company within 48 hours of the posting*)

1 = Present 0 = Absent

v14. Company responses to consumer questions are helpful (*Company responds with*

a direct, transparent answer/explanation and/or provides resources from more information)

1 = Present 0 = Absent

Brand management

v15. Company posts news announcements on the timeline/wall (*Company posts news items related to the company, such as press release and sponsorship information, on the timeline/wall*)

1 = Present 0 = Absent

v16. Links to parent brand, company extensions, and/or other company-related products/services (*Company likes or links to parent brand, company extensions, and other company products/services*)

1 = Present 0 = Absent

v17. Groups page (*At least one group page comes up when doing a Facebook groups search on the company name*)

1 = Present 0 = Absent

Networking

v18. Company posts are shared by consumers (*A majority of the 10 most recent company posts are shared by at least one consumer*)

1 = Present 0 = Absent

v19. Company offers consumers/fans of the page incentives to share posts (*Incentive to share posts could include deals and exclusive offers*)

1 = Present 0 = Absent

v20. Events (*Company posts events for consumers to attend that appear on the timeline/wall or views sections*)

1 = Present 0 = Absent

Global accessibility

v21. Company Facebook pages for international regions (*Company has additional Facebook pages for specific international regions*)

1 = Present 0 = Absent

v22. Detailed company information (*Company lists detailed company information in the "About" page or posts on the timeline/wall. "Detailed" is defined as more than a brief blurb and provides company overview, mission, or facts*)

1 = Present 0 = Absent

v23. Recommends/Highlights avenues for purchase (*Company lists brick and mortar locations, retailers, or ecommerce website in the "About" page, views section, or posts on the timeline/wall to facilitate online or offline purchases*)

1 = Present 0 = Absent

Appendix C**Tables**

Table C1

Company Posts News-Related Items

	Frequency	Percent	Cumulative Percent
Valid Absent	48	71.6%	71.6%
Present	19	28.4%	100%
Total	67	100%	

Table C2

Links to Parent Company/Extensions or Company-Related Brands

	Frequency	Percent	Cumulative Percent
Valid Absent	18	26.9%	26.9%
Present	49	73.1%	100%
Total	67	100%	

Table C3

Theme of 10 Most Recent Consumer Posts

	Frequency	Percent	Cumulative Percent
Valid Question	15	22.4%	22.4%
Positive Feedback	32	47.8%	70.1%
Negative Feedback	2	3%	73.1%
Other	11	16.4%	89.6%
Does Not Allow Original Posts	7	10.4%	100%
Total	67	100%	

Table C4

Company Responds to Comments/Questions

	Frequency	Percent	Cumulative Percent
Valid Absent	39	58.2%	58.2%
Present	28	41.8%	100%
Total	67	100%	

Table C5

Recent Company Post Within Last 48 Hours

	Frequency	Percent	Cumulative Percent
Valid Yes	53	79.1%	79.1%
No	14	20.9%	100%
Total	67	100%	