

**A STUDY OF CONTENT MARKETING COMMUNICATION
PERFORMANCE ON FACEBOOK FANPAGE:
CASE STUDY OF HOLLYWOOD HDTV**

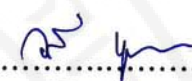


WASAN BUNTHAM

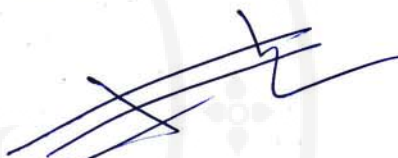
**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF SCIENCE
(INFORMATION TECHNOLOGY MANAGEMENT)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY
2015**

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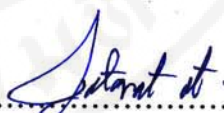
Thematic Paper
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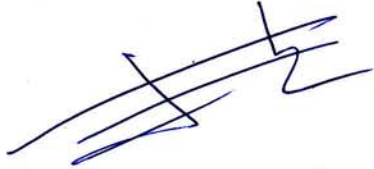
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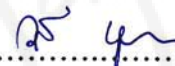



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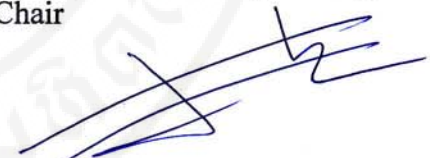
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was submitted to the Faculty of Graduate Studies, Mahidol University
for the degree of Master of Science
(Information Technology Management)


on
May 19, 2015

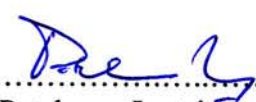

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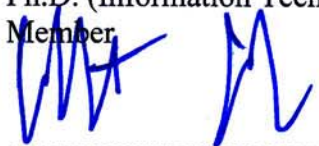

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ACKNOWLEDGEMENTS

The success of this thesis can be succeeded by the attentive support from my major advisor Asst.Prof. Supaporn Kiattisin for her valuable advice in choosing thesis topic which were so much beneficial for successful of this thesis.

I am grateful to Mr. Wasin Srisawat from Mahidol University, Major in Information Technology, Nakhon Pathom for his assistance on social media marketing and research concept. We are grateful to Co-advisor who provided helpful comments on a previous draft of this thesis. I am grateful to Partnerlink Network Co.,Ltd for support research data.

Finally, I am very grateful to my family members for attending to my study, care and love and great encouragement. This successfulness I dedicate to my parents and all the teachers who's the main source of inspiration to push me to future success. And I would like to thank all of those who I have not listed above.

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**A STUDY OF CONTENT MARKETING COMMUNICATION PERFORMANCE
ON FACEBOOK FANPAGE: CASE STUDY OF HOLLYWOOD HDTV**

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ABSTRACT

The objective of this research is to study the content of “Hollywood HDTV” Facebook fan page in relation to the impact on consumers in order to determine which content marketing category (i.e. photo, link, video, and status) is most efficient for communicating to consumers so that future marketing strategies can be improved. This study was based on all contents posted during a period of 3 months from October 1 to December 31, 2014 by using a Facebook Insight tool. The results reveal that the number of fan page users increased by 159% as a result of content marketing during the 3-month period. Each posted content was seen, on average, by about 4.1% of total users. In addition, the content was appropriate for the different purposes: product information was appropriate for video content; promotional campaign was appropriate for photo content; movie information was appropriate for photo content; lifestyle information was appropriate for link content; and news/festive information was appropriate for status content. The findings from this study can then be adapted and used for improving the communication performance needed to develop more effective marketing strategies in the future.

KEY WORDS : CONTENT MARKETING / FACEBOOK FANPAGE

80 pages

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การศึกษาประสิทธิภาพของการสื่อสารการตลาดเชิงเนื้อหาผ่านเฟซบุ๊กแฟนเพจ กรณีศึกษา
ฮอลลีวูด เอชดีทีวี

A STUDY OF CONTENT MARKETING COMMUNICATION PERFORMANCE ON
FACEBOOK FANPAGE: CASE STUDY OF HOLLYWOOD HDTV

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บทคัดย่อ

สารนิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษารูปแบบคอนเทนต์ของการสื่อสารการตลาด
ที่ผลต่อการรับรู้ผลิตภัณฑ์และเกิดการปฏิสัมพันธ์ของผู้ใช้งานเฟซบุ๊กแฟนเพจของธุรกิจฮอลลีวูด
เอชดีทีวี โดยใช้เครื่องมือ เฟสบุ๊กอินไซด์ในการเก็บรวบรวมข้อมูลของการโพสต์คอนเทนต์ตั้งแต่
เดือนตุลาคมถึงธันวาคม 2558 และนำข้อมูลที่ได้มาวิเคราะห์รูปแบบเนื้อหาแบ่งออกเป็น รูปภาพ
ลิงค์ วิดีโอ และบทความ ที่เหมาะสมกับวัตถุประสงค์ของการสื่อสารการตลาด จากผลการศึกษา
พบว่า มีการเพิ่มของจำนวนประชากรผู้ใช้งานเพิ่มมากขึ้นร้อยละ 159 จากประชากรเดิม โดยการ
โพสต์คอนเทนต์จะมีผู้ใช้งานเห็นคอนเทนต์คิดเป็นร้อยละ 4.13 จากจำนวนประชากรของแฟนเพจ ซึ่ง
รูปแบบของคอนเทนต์ที่เหมาะสมกับเนื้อหาการสื่อสารการตลาดที่เกี่ยวข้องกับผลิตภัณฑ์ คือ รูปแบบ
วิดีโอ รูปแบบของคอนเทนต์ที่เหมาะสมกับเนื้อหาการสื่อสารการตลาดที่เกี่ยวข้องกับการกิจกรรมส่งเสริม
การขาย คือ รูปแบบรูปภาพ รูปแบบของคอนเทนต์ที่เหมาะสมกับเนื้อหาการสื่อสารการตลาดที่เกี่ยวข้อง
กับภาพยนตร์ คือ รูปแบบรูปภาพ รูปแบบของคอนเทนต์ที่เหมาะสมกับเนื้อหาการสื่อสารการตลาดที่
เกี่ยวข้องกับไลฟ์สไตล์ คือ รูปแบบลิงค์ และรูปแบบของคอนเทนต์ที่เหมาะสมกับเนื้อหาการสื่อสาร
การตลาดที่เกี่ยวข้องเหตุการณ์ปัจจุบันหรือเทศกาล คือ รูปแบบบทความ ซึ่งสามารถนำผลที่ได้จากการ
วิเคราะห์มาประยุกต์ใช้เพื่อเป็นแนวทางในการปรับกลยุทธ์ของการสื่อสารการตลาดที่ดีของธุรกิจ
ต่อไปในอนาคต

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CHAPTER I

INTRODUCTION

1.1 Background information and the significance of the problem

Lifestyle of Thai populations both urban and rural has recently changed to pay more attention to social network for communications, entertainment, and news update. This change reflects that social network has become the one of the indispensable parts in people's life. As a result of the coverage of high-speed internet and communication technology, people can easily get access to the news feed, the product information as well as the advertisement with the lower cost which results in the evolution of marketing channels to promote goods and services.

Thailand's Internet User Profile 2014 reported that internet plays significantly more roles in routine life. The average internet usage has risen from 32.3 hours/week (or 4.6 hours/day) in 2013 to 50.4 hours/week (or 7.2 hours/day). In other words, almost one third of the day is spent with internet especially for the smartphone with the average usage of 6.6 hours/day [1].

Currently, internet, being no longer a tool for checking emails, is more widely used for online shopping, to search for restaurant, hotel reservation, and online entertainment including movies. This indicates that we are evolving into a digital age when lifestyles of people has been changed accordingly

It cannot be denied that mobile devices now become the fifth basic needs of human beings. Such devices are meant to also cover laptops and tablets, which are heavily used for internet access. As a consequence, the consumer behavioral change can be seen in relation to more consumption of contents and services through internet. Simultaneously, the market expansion of smartphone together with the lower price of tablets have also resulted an easier and faster access to all contents and available services through internet. In other words, the computer is no longer the hardware required to get access to the internet. Thus, age barrier for adults and seniors to the use of mobile devices experienced in the past is now eliminated.

Business sectors have then taken this opportunity to give more priority to digital marketing given the significant growth of online business or “e-commerce” lately. E-commerce is conveniently able to reach the target consumers not only by promoting their goods and services to the potential buyers, but also by introducing the information to visitors.

The online business chosen for this study is the digital streaming media service providers which offer the online premium access to the copyrighted movies, known as Hollywood HDTV. This service provides an access to Hollywood movies, Asian movies, and Asian series with high definition quality through the application on both iOS and Android smartphone. The service is also available through the website. The subscription is on either monthly basis or yearly basis to get the unlimited access to all available contents. Marketing strategy of this business has covered both conventional campaign and online promotion. The key activities include roadshow, billboard ad, flyers, etc.

In the middle of this digital age, business sectors have turned into the digital marketing to expand the market growth through the social network, i.e. Facebook, Twitter, Instagram, and YouTube. The recent survey revealed the top 3 social network applications, given as: Facebook (93.7%), Line application (86.9%), and Google+ (34.5%). Therefore, Hollywood HDTV has chosen Facebook as the main channel for marketing campaign by creating a community page of movie lovers in order to promote the business. As compared to other social network applications, Facebook is considered a good choice to be able to reach the consumers effectively and efficiently [1].

Facebook has played an influential role in the significant change of people’s lifestyle. Information can be made accessible worldwide in seconds with the minimal cost and is able to initiate the relationship between products and consumers successfully. Undoubtedly, Marketers and business sectors pay more attention to utilize Facebook as one of their main channel of communications with consumers.

There are variations of online marketing strategy from brand to brand depending on the goal and objectives of each business. However, one common focus is to get as much awareness of the brand as possible from consumers. Therefore, the

social network and online application have been brought into the attention to drive the business growth as desired.

In order to have more interaction between Facebook users and the fan page, an appropriate content marketing is prerequisite. Content marketing, the one of the marketing tools to attract the attention from consumers, is also to initiate a relationship with consumers by means of sharing a meaningful content. Content marketing is ultimately intended for any event that is in favor of the business. A meaningful content would undoubtedly lead to more number of likes, comments, and shares which hence results in a widespread of such content in a social network.

Facebook utilizes an algorithm to filter what to show in newsfeed. Users who never visit the page will not see any post from the page in their newsfeed. The most important duty of page administrator is to make the use of content marketing to create the interaction between users and the page so that more and more users are able to see content posted by the page through their newsfeed.

As mentioned above, the content marketing may not directly be used for product sales or convince customers to buy the products. On the contrary, content marketing is in fact intended to attract attention or create brand awareness among consumers via posted contents being interested by the consumers. Therefore, the connecting point between target group and brand exists.

Considering the trend of consumer behavioral changes towards the heavier use of social network resulting in higher chance of success of online business, the purpose of this study is to understand the usability of Facebook fan page of Hollywood HDTV in relation to the impact of consumers in order to come up with the way forward to modify the marketing strategy for more efficient communications to consumers, and ultimately more success of the business.

1.2 Objectives of study

To study the content of Hollywood HDTV Facebook fan page in relation to the impact of consumers.

1.3 Scope of work

1.3.1 Target group is Hollywood HDTV Facebook fan page members.

1.3.2 To conduct the consumer analysis by using Facebook insights to come up with the way forward to modify the marketing strategy for more efficient communications to consumers and ultimately more success of the business.

1.4 Expected result

1.4.1 To have understandings on the content of Facebook fan page that is impactful to consumers.

1.4.2 To come up with the way forward to modify the marketing strategy for more efficient communications to consumers and ultimately more success of the business.

1.4.3 To increase the number of members and the awareness of the products.

CHAPTER II

LITERATURE REVIEW

Under the research topic of “A study of content marketing communication performance on Facebook fan page: Case study of Hollywood HDTV”, all relevant concepts, theories, and previous researches are described in this chapter, as follows.

- 2.1 Concept of Integrated Marketing Communications,
- 2.2 Concept of Digital Marketing,
- 2.3 Content Marketing concept,
- 2.4 Theory and concepts of social network concept,
- 2.5 Fundamental business concept of Hollywood HDTV,
- 2.6 Related research.

2.1 Concept of Integrated Marketing Communications

2.1.1 Communication process

Communication is one of the human’s activities used for exchanging the opinions, information, knowledge, experiences, values, attitudes, etc. Any communication is meant for common understanding as well as influential impact among people. Communication can then be recognized as a process to transfer thoughts as well as information from one to another with various purposes, e.g. teaching, influencing attitude, and entertaining. The components required for a continuous process of communication are reviewed in details below.

Communication process components

Components of communication process are defined differently. Roger’s concept, defining the communication as the process of sending the receiver with

message through the channel, results in a feedback or a response was reviewed here [2].

There are 6 components as follows.

1) Source or Sender

The source or sender can either be a person or a group of persons working together as the organization. The source will communicate by speaking, writing, and using any gesture to let others understand the purpose of communication. There are at least 4 critical factors that impact the performance of any communication, given as: communicating skills, gesture, attitude, knowledge, social class, and culture.

2) Message or Information

Message is a stimulus to be sent to, which is decoded and understood by a receiver. The message needs to be on purpose and being structured so that a receiver can understand. Hence, an easily understood and appropriate message needs to be selected to send for the better communication.

3) Message Channel

A channel is a mean to transfer the message, that maybe in the form of light, sound, and media, given as: radio, TV, broadcast, and newspaper. A channel is typically determined by the format and the stability of the message.

4) Receiver

The receiver can also either be a person or a group of persons working together as the organization. There are a few factors to determine the performance of the receiver consisting of communication skills for reading, listening, and interpreting the message based on the purpose, attitude, knowledge as well as social class and culture of the receiver

5) Effect

The performance of communication or the perception of receiver towards the source, including message and channel, can be either positive or negative feeling. An example is the positive effect of the promotional campaign during the festive season

which helps to accelerate the decision-making process to purchase a product. Communication may influence the receiver to change the behavior, attitude, and belief.

6) Feedback or Response

Feedback or response is a reaction from a receiver which can be supportive to or be against the message sent by the sender. Feedback or response can be considered as a success or failure factor of the communication.

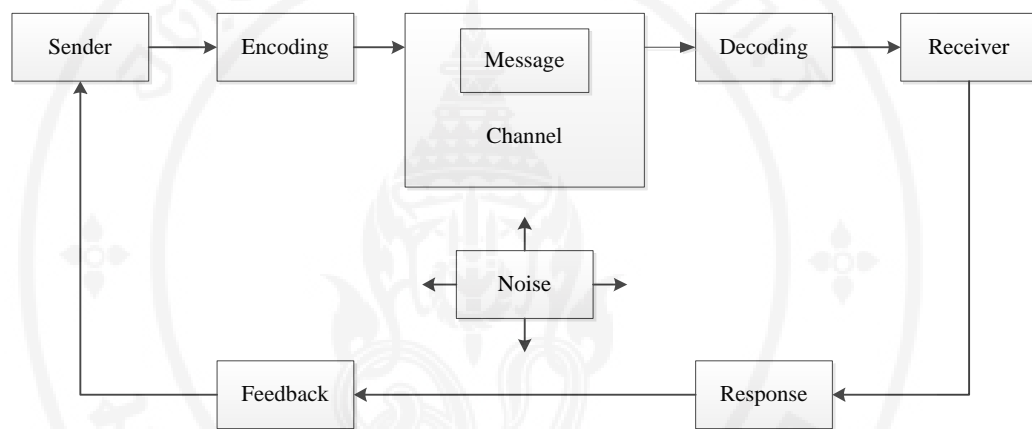


Figure 2.1 The model of communication process [3].

2.1.2 Integrated Marketing Communication

Integrated marketing communication is defined as an activity meant to convey the message and create the understanding and acceptance between business units and consumers with the ultimate goal to obtain satisfactory responses. Integrated marketing communication is one of the marketing tools to be utilized with the other 3 tools to address consumers' needs, including Product, Price, and Place. The communication itself will be used to send the information of products and services to the consumers for getting the acknowledgement of the products and leads to the intents of purchase. In order to have an efficient communication, all marketing tools need to be extensively understood in relation to strength, weakness, advantages, and disadvantages so that the most appropriate tool can be selected to best fit the business objective. It can then be said that the integrated marketing communication is an integration of communication science and marketing science [4].

2.1.3 Elements of promotional mix

Promotion is one of the components to market any product or service. Promotional mix consists of advertising, personal selling, public relations, sales promotion, and direct marketing. All of these elements will be used for giving information products, inviting for a product trial, and remembering product benefits.

1) Advertising

Advertising is paid for non-personal mass communication with clearly identified sponsors. Immediate responses from end users cannot be obtained.

2) Personal selling

Personal selling is a two-way communication between buyers and sellers meant for presenting the product, creating trust, and finally purchasing the product.

3) Public Relations

Public relations is an effort to build a relationship between organization and communities meant for contributing to the long term goal of creating the corporate image.

4) Sales promotion

Sales promotion is the activity on demand to stimulate the growth within a week. Too often promotion might damage the products as well as the corporate image.

Sales promotion is intended to:

- Attract the new users,
- Hold the current customers,
- Load the present users,
- Boost the product usage,
- Trade up,
- Reinforce the brand advertising.

5) Direct marketing

Direct marketing is for directing the contact with customers to offer a prompt response to purchasing, inquiries, shop visits. This includes face-to-face, direct mail, catalog, phone, and online marketing via internet.

Table 0.1 Strength and weakness of promotional mix [5].

Promotional mix	Mass or Personal	Strength	Weakness
Advertising	Mass	Being efficient to reach people	High overall cost and no feedback
Personal selling	Personal	Immediate feedback and selective customers	High cost per session and variable messages among salespeople
Public relations	Mass	Credible information	Difficulty for getting the cooperation from media
Sales promotion	Mass	Flexible, fast, and effective influence	Being easily copied and leading to promotion wars
Direct marketing	Personal	Being quickly prepared and facilitating a good relationship with customers	Low response rate and high cost of data management

2.1.4 Analysis of consumer behavior

Consumer behavior refers to a decision and an action of consumer in relation to a purchase of products or services. An analysis of consumer behavior is a research to study the consumer desire and behavior to purchase the products and services. Understanding in consumer behavior helps the marketers to come up with the marketing strategy that can efficiently address the consumer satisfaction. A typical set of questions as part of the analysis of consumer behavior comprises of 6Ws and 1H [6].

- The consumers (Who)

To get the demographic characteristics of consumers: gender, age, income, and occupation.

- **The products (What)**

To get to know what consumer wants.

- **The reasons (Why)**

To study what the reasons behind product purchase are: basic needs and psychological needs.

- **The influencers (Whom)**

To know whether there are other persons who influence the intent of purchase.

- **The timing (When)**

To know when, which period, how often the consumer buys products.

- **The channel (Where)**

To know which channel the consumer use to get information for facilitating the decision making.

- **The method (How)**

2.1.5 Marketing Mix concept

The most well-known set of elements of marketing mix is 4Ps, given as Product, Place, Price, and Promotions [7].



Figure 2.2 Four P's of marketing [8].

1) Product

Scope, quality, level, brand, warranty, and after-sell service need to be taken into consideration.

2) Price

The consideration must cover the promotional price and payment conditions. Price is a key factor for consumers to differentiate and value the products from the different brands.

3) Place

Location and accessibility is the other factor of marketing. Accessibility includes not only for physical contact, but also for communication.

4) Promotion

Promotion covers all means to get to contact with consumers, including personal selling, sales promotion, and public relations.

2.2 Concepts of digital marketing

Digital marketing is an online marketing activity through a combination of internet and technology making the use of social network. The strategy of digital marketing varies from business to business dependent on the creativity. Digital marketing has now become popular among marketers to achieve the organizational goals. The advantages of digital marketing are described here.

- 1) To expand consumers from nationality to internationality.
- 2) To have around-the-clock contact with consumers.

Public relations, transactions, and after sell service can be done any time without working hour limit.

- 3) To get update on the business move from competitors.

Marketing strategy of competitors can be predicted from monitoring websites, blogs, and fan page of competitors

- 4) To get benefits from statistical data.

Marketing strategy can be planned by making use of statistical data, including the number of visitors, popular page contents, and time spent for each post.

2.2.1 Digital Marketing tool

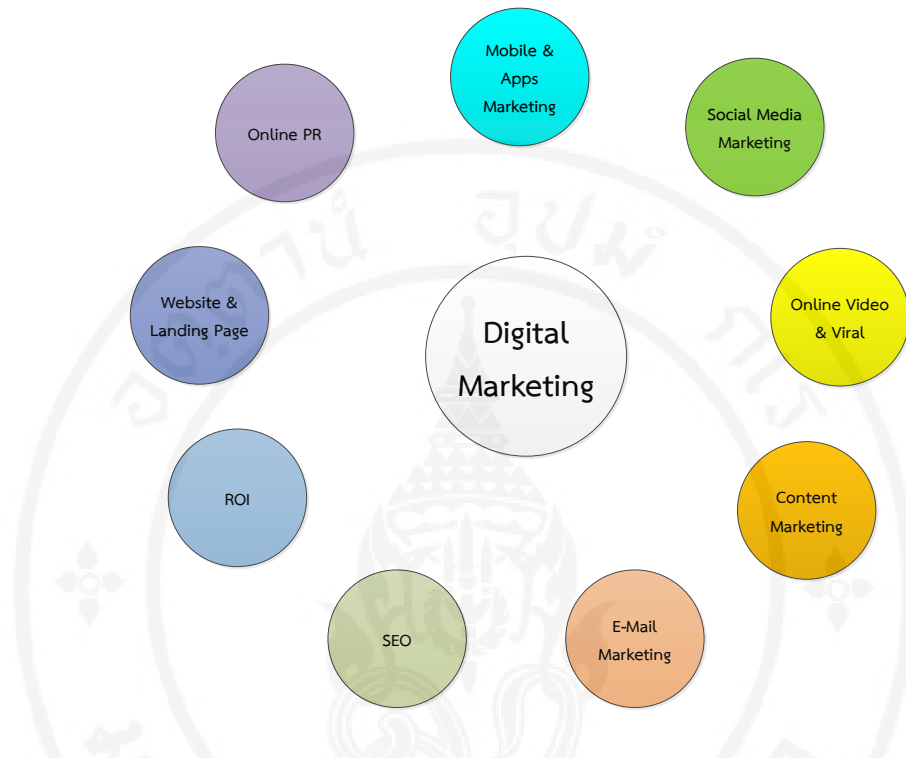


Figure 2.3 Digital Marketing tool [9].

1) Online PR

Public relations is to create awareness, understanding, attitude towards brand, and product through the online channel by utilizing the proper tools and strategies.

2) Mobile & App Marketing

Marketing activity through mobile applications can easily reach consumers to communicate about sales promotion and brand image, and to build consumer database as one of the strategies of Customer Relationship Management (CRM).

3) Social Media Marketing

It is marketing activity through social media network.

4) Online Video & Viral marketing

Creating the awareness and recognition of product brand leads to more purchase by posting viral online video to be widespread by sharing from one to another.

5) Content Marketing

Marketing activity through content can address consumer needs and can be widespread by word of mouth.

6) E-Mail Marketing

It is marketing activity through e-mail to communicate about news, updates, and promotions.

7) SEO

It is to make the website appear in the top list of popular search engine like Google.

8) ROI

ROI (Return on Investment) is a tool to evaluate the performance of investment on each marketing activity.

9) Website & Landing Page

It is to create friend's link from the website to provide more information.

2.3 Content Marketing concept

2.3.1 The definition of content marketing

Content marketing is a marketing tool which utilizes a content to attract attention from the target consumers. The advantages of content marketing include easy access from consumers and low cost. Content marketing can also help to create a good attitude towards the brand. The core component of content marketing is unavoidably “a

content” which needs to be unique, recognizable, and direct to the point. More importantly, the content must be shareable leading to a viral content [10].

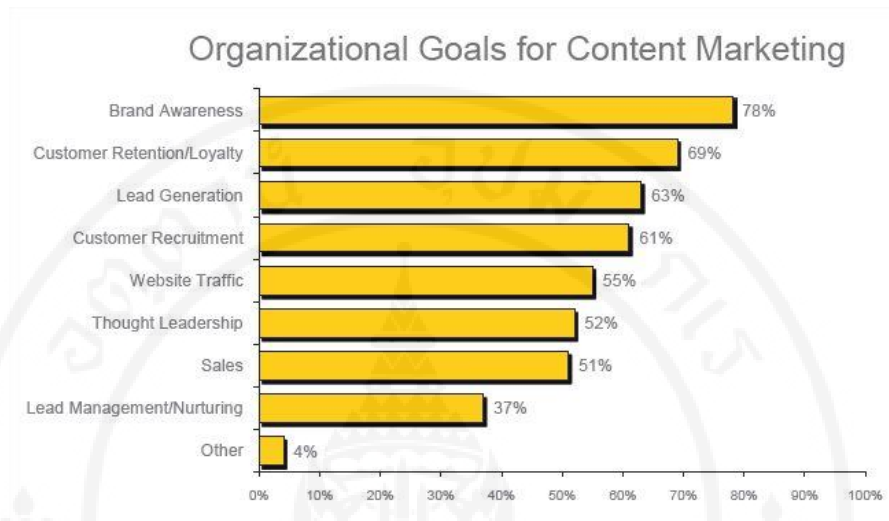


Figure 2.4 Organizational Goals for Content marketing.

2.3.2 Identification of target consumers

Target consumers must be identified as one of the first things to do for content marketing. To know who the consumers are provides guidance on which content or which level of language would be appropriate. Customized content helps to draw the attention and brand awareness. There is no fixed rule of content marketing so that it is really up to the judgment of marketers. It can be either forming a team to be responsible for content marketing or outsourcing a specialist.

Content marketing plays a significant role in all types of marketing strategy. Examples are listed below.

- Social media marketing,
- Search Engine Optimization (SEO),
- Public Relations,
- Pay Per Click (PPC),
- Inbound marketing.

2.3.3 Format of content marketing

1) Article

An informative, useful content, is undoubtedly more likable than a full content of advertisement. One of the ways to impress consumers is to write about something that is of interest, never reviewed by others, or reviewed by others but not good enough. This approach is considered to better serve consumer needs. If the content can be continuously produced, the consumers would ultimately be impressed. Importantly, the content must be related to the brand [11].

2) Infographics

Infographics can be more interesting than the full content of text. Infographics can better and faster communicate with consumers. Infographics is also appropriate for simplifying the complicated content with the aid of colors to attract more attention [11].

3) Video

Content in the format of video is one of the interesting approaches. An example is using a video content to promote the business of providing the online training to design the websites. A free access video of elementary course is able to impress the potential customers which is expected to be widespread by word of mouth. However, a disadvantage of this format is a higher cost than any other format. The disadvantage may be desirably perceived by customers that the business has put so much effort to provide the useful content [11].

4) Social Media

Making the use of social media cannot be overlooked, since it is one of the fastest channels nowadays to reach consumers. A fan page that provides a regular update on news and the considerate responses to inquiries will be able to create a good brand image [11].

2.3.4 To make content interesting

1) Content to create inspiration

It can be the phrase, sentence, proverb, idiom, and photo that can draw the attention by being able to encourage/empower the customers. An example is a commercial advertisement from the insurance company or cellphone company that reflects the lifestyle and how supportive people are. This kind of content is always touching, being memorable, and leading to viral by word of mouth.

2) Content to generate idea

This kind of content may persuade people to decide to buy the products easily. An example is a photograph showcasing how to decorate a room with a lamp. This kind of content tends to generate the idea to all customers including ones who are not interested in buying in the first place.

3) Content to give instruction

Content about how-to is one the most interesting content. The topics are given that people are interested in the items, including automobile, cellphone, and electrical appliances. If informative content can be provided, it will draw customers' attention and will be shared quickly.

4) Content to provide troubleshooting

Apart from the content about how-to that is able to draw attention, content to provide how to solve problem can also be interesting to a number of people. Especially, if this kind of content is given by the sellers, customers would feel more confident with the brand. Troubleshooting can also be about other topics, not limited to just appliances [12].

5) Content to connect with emotion

Infographics are mostly used to connect with people. A good example is pictures of foods that are always successful in making people want to taste the food products [12].

2.3.5 Advantage of content marketing

1) Brand recognition

This is considered the most obvious advantage since the brand will be recognized after being seen by a group of customers, and being more widely recognized through the content sharing on social media or word of mouth.

2) Brand loyalty

After brand awareness is obtained successfully, the next task is to gain the brand loyalty. Truthful and beneficial content is a prerequisite for obtaining loyalty from customers.

3) More followers/customers

With brand recognition and loyalty, it is more likely to have more number of customers/followers on website/fan page. Website traffic will be automatically higher which leads to more efficient communication in the future.

4) Sales growth

Ultimately, sales growth will be satisfactory without any further advertisement.

2.4 Theory and concepts of social network concept

2.4.1 The definition of social network

Social network is an online community where all users are able to get connected to one another unlimitedly through the service providers, including Facebook, Blogger, Hi5, Twitter, and Instagram (some of them are no longer in use). The effortless connections result in a virtual community that is expanding so easily by making friends with others' friends. Any content or post, shared onto the network can

be seen by everyone. This convenience makes the social network become the heaviest used channel chosen by marketers to promote their products and services.

Concepts of social network are mostly seen as for the purpose of sharing resource, exchanging information within a group of people or an organization for any particular event. However, social network is recently viewed as an online community or a connection via internet. Wikipedia has defined social network as a social structure made up of nodes that are interconnected. Each set of connected nodes may also have the connections with other sets with the different level of relationship with complexity and purpose [12].

Social network hence means an act of people for connecting, getting to know, and communicating among one another through service providers which are available on internet website resulting in an online community. The website allows people to make friends, provides service/tools to create their own page. This makes all users be able to share information, identity, and topics with others, and get connection very easily. That ultimately results in an expanding community as shown in Figure 2.5.

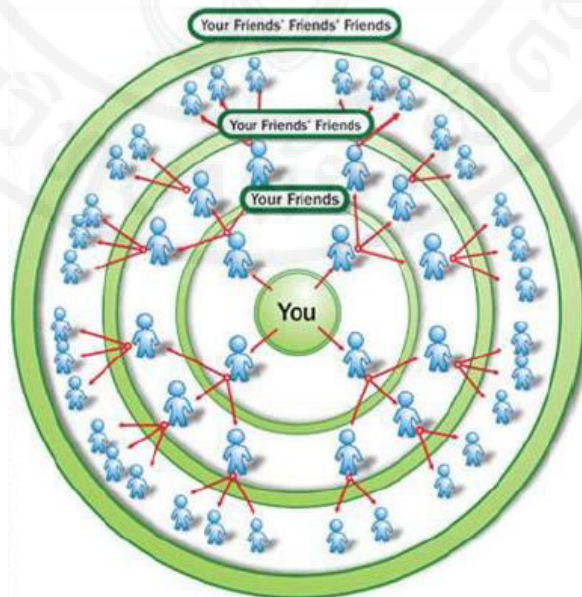


Figure 2.5 Social Media Network.

The number of websites providing services for social networking has been recently increasing, including www.facebook.com, and www.twitter.com, which enables a relationship among friends and expands into a network.

2.4.2 Type of Social network

1) Blog or Weblog (Website + Log)

The content is chronologically sorted from newest on top and lowest at bottom of the page. Nowadays, a number of blogs are mostly bundled into one community blog where bloggers and readers can get connect, comment, follow, and vote.



Figure 2.6 Blog.

2) Microblogs

It is a website for sending short messages to mostly update the status or current situation such as Twitter.

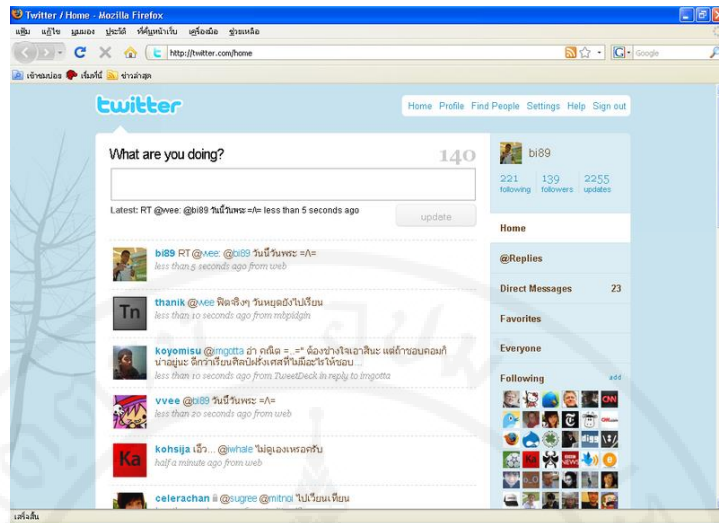


Figure 2.7 Microblogs Twitter.

3) Social network

The website is specifically developed for social networking, including Facebook, LinkedIn, Myspace, and Hi5. Main features include content sharing of text, photo, video, article, song, and weblink. Users can also express the feelings, have the participation by clicking ‘Like’, voting, discussing, and commenting on any content.



Figure 2.8 Facebook social network.

4) Bookmark Social Site

These sites allow the users to save, and organize the links to any number of online resources and websites. A great feature of these services is the ability for the user to “tag” links, which makes it easier for the user to search, and invariably shares with their followers. Stumble Upon is a popular example of a bookmarking site.



Figure 2.9 Instagram.

5) Collaboration Network

A website is meant for a collaboration with sharing information.

WikiPedia is an online free-access encyclopedia that can be written, and edited freely by users. It is also available in Thai language.

Google Maps, the individual map, can be created and shared with others which results in the available information for each place.

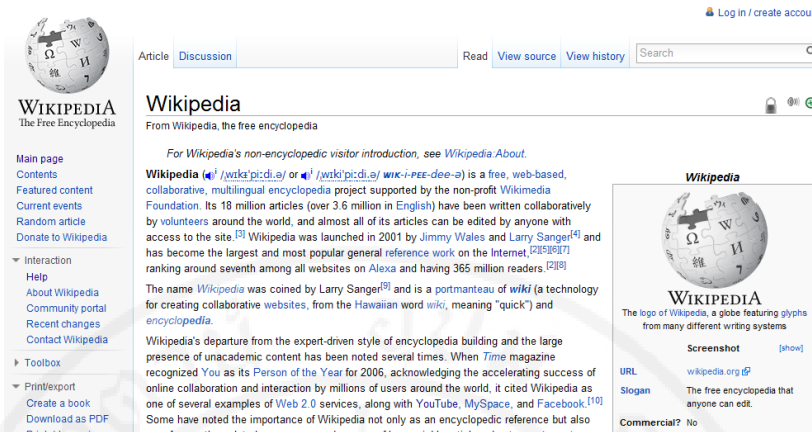


Figure 2.10 Wikipedia.

6) Peer to Peer (P2P)

A direct connection between clients. Skype adopt this principle to develop a program for making internet calls.



Figure 2.11 Skype.

2.4.3 Roles of social media in business

Social media are utilized to create the business opportunity, especially for business that needs to expand the channel of sale, business that needs to catch up with new trend in the social network, business that plans to make the efficient use of budget spent, and business that needs to draw the close attention from consumers. The factors that make social media attractive are described as follows [13].

1) Cost reduction

Cost of online marketing is lower than any other type of marketing.

2) Flexibility

A variety of social networking website can be selected to fit with products.

3) Accessibility

Content can be seen anywhere, anytime by anyone.

4) Free/Ease/Speed

Internet is now widely available. Online marketing is a paperless model, environmental friendliness, and free of transportation cost.

5) Customer relationship

Prompt response to customers can be done through social media system. Central Department Store uses Twitter to spread news, promotions, and sales to customers.

6) Tractability

Statistical data can be collected.

Since social media is cheap and easy to use, it becomes the popular tool for several types of business around the world. Digital channel is very useful for new product launch since it can help reach the customers easier and the customers' feedback can be used to have product improvement that more address the needs. Using social media also looks modern and helps the brand to be recognized.



Figure 2.12 Top ten of Facebook page Stats in Thailand [14].

2.4.4 Facebook insights tool

Facebook Insight is a tool embedded in Facebook page to analyze the trend and behavior of visitors. It can be accessed at www.facebook.com/insights. Following information can be obtained from Facebook insight [15].

1) Overview

The number of Likes, Reach, and engagement is shown as follows.

Page Likes: Total and new.

Post Reach: The total number of unique people who were shown our Page and posts.

Engagement: The total number of unique people who engaged with our Page, as well as the totals of different engagement types.

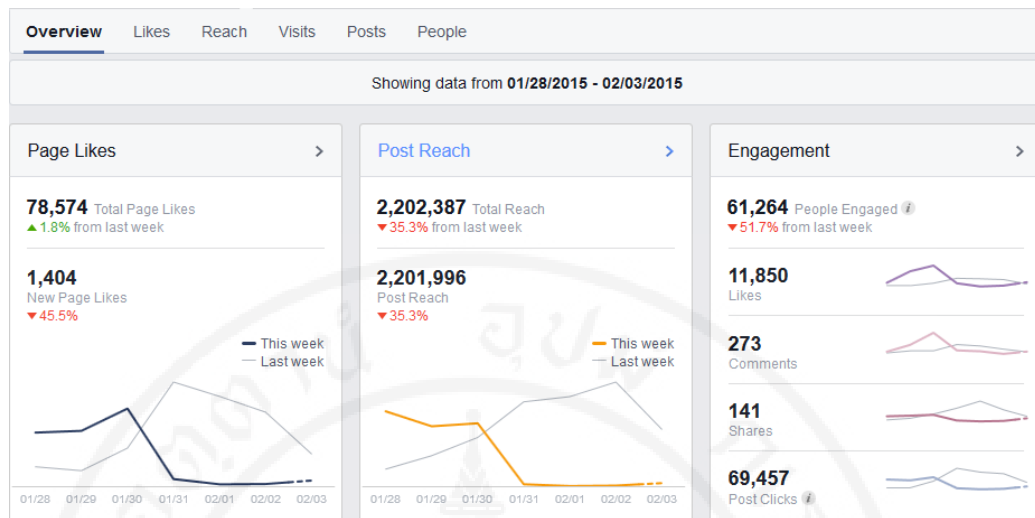


Figure 2.13 Facebook insights' overview tab.

2) Like

The number of visitors, who like any content on the page, movement of members, and changes from week to week, can be monitored.

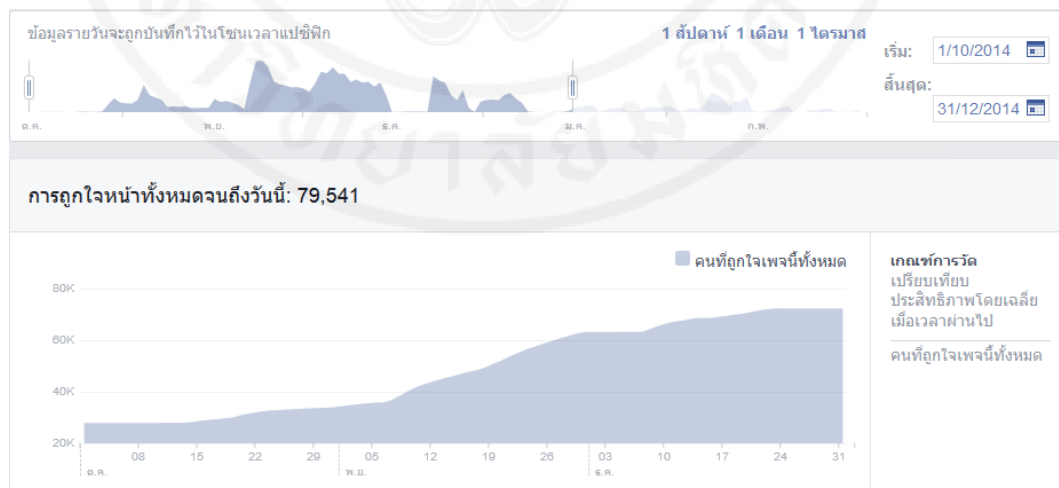


Figure 2.14 Facebook insights' like tab.

3) Reach

It is the Post Reach, which is broken down by paid and organic.

Engagements are given as.

- Visitors who like,
- Visitors who comment,
- Visitors who share,
- Visitors who click.

4) Post

It is the in-depth information about content that enables more dimensional analysis.

Best Post type

The post performing the best can be found here.

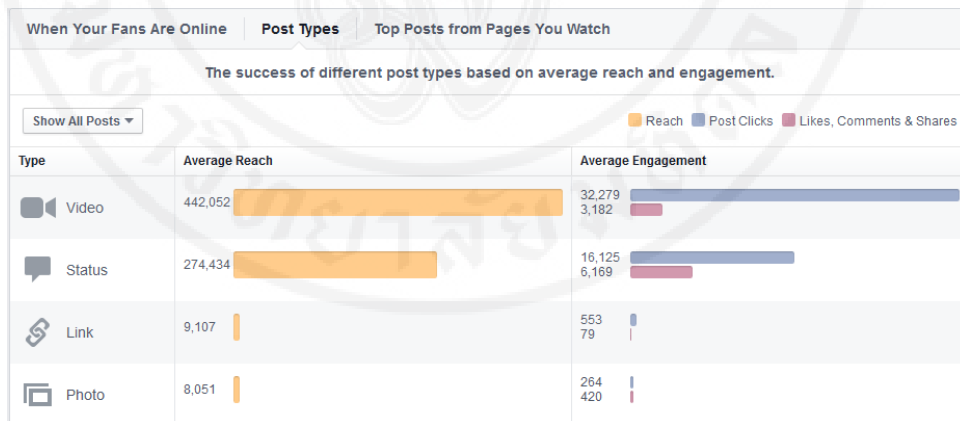


Figure 2.15 Facebook insights' Post tab.

When Your Fans are Online

The period with most visits can be analyzed (weekly basis).

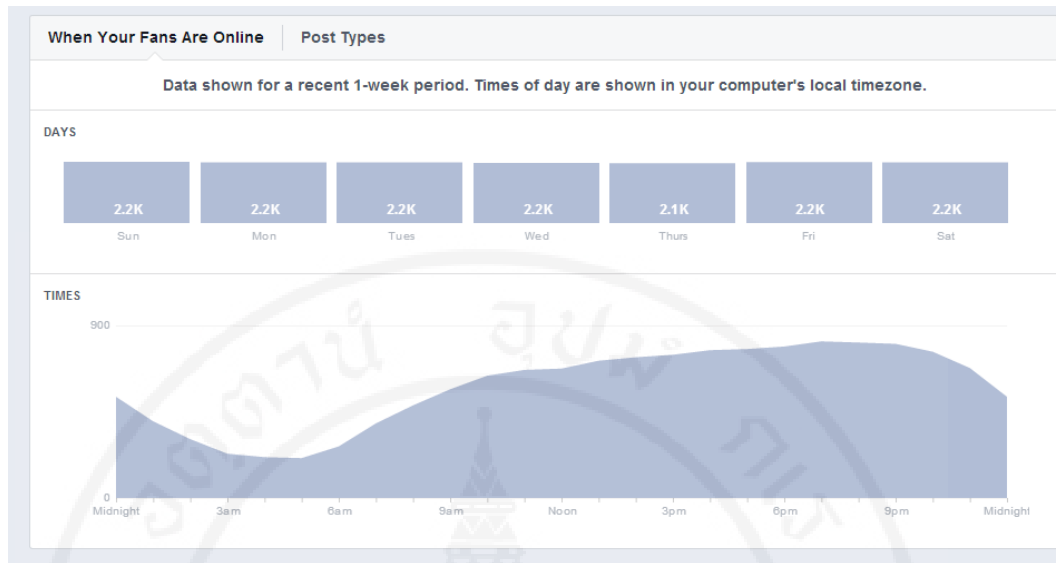


Figure 2.16 Facebook insights' when your fans are online.

5) People

Demographic characteristics of likers are captured here, including age and gender. Percentage of total is calculated. This section helps to guide which content is fit for each group of visitors.

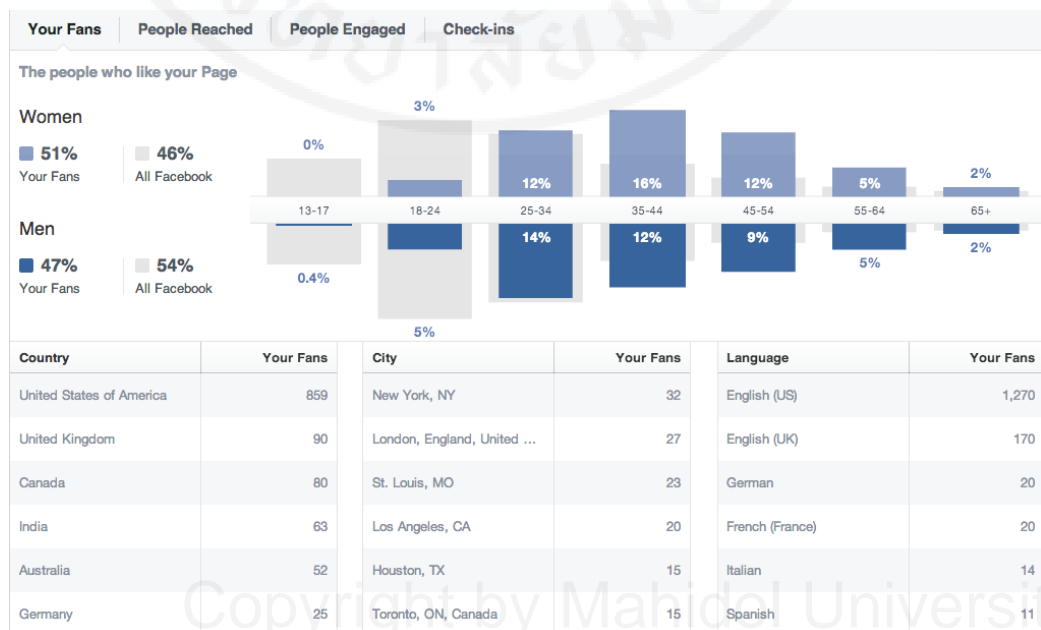


Figure 2.17 Facebook insights' People tab.

2.4.5 Facebook EdgeRank algorithm

Since Facebook page can be easily created with almost free of charge, it has been widely used as one of the marketing tools regardless of the size of business to have the tangible statistical data, including the number of likers. It has to be kept in mind that having 10,000 fans does not necessarily imply that any content posted is seen by all of the fans. A collective statistical data even showed that on average any posted content was seen by only 16% of the total number of fans. Another interesting finding is about 90% of Facebook users who have never again go back to see the page being liked before. It is doubtful then how Facebook deals with such amount of posts to be shown in everyone's newsfeed. This is why EdgeRank comes into action. EdgeRank is a formula created by Facebook to sort all the posts in the newsfeed. It can be noticed that some of the posts in newsfeed are actually not recent, while some are just posted recently. This is different from the way of Twitter works by chronologically sorting all the posts. There are 3 components in the formula as shown in Figure 2.18 [16].



$$\sum u_e w_e d_e$$

Affinity Weight Time Decay

Figure 2.18 EdgeRank algorithm.

1) The Affinity Score (u)

This score is based on how one user interacts with another user, including clicking like, commenting, visiting/sharing link, and sending message. The more the interaction is, the higher the score will be.

2) The Weight Score (w)

All actions do not have the same weight. To post a comment has more weight than to click like meaning that the post we commented will be ranked higher in our newsfeed than the post we liked. Our preferred type of post will also be monitored

by Facebook. This means if the user prefers to comment on status, more of the status will be shown in the newsfeed than any other type of post. Therefore, although user A shares the exact same list of friends with user B, their newsfeed can never be the same.

3) Time Decay (d)

The older the post is, the lower the score will be. However, it is also dependent on how frequent the users log in to the page. For non-frequent users, the old post can still be shown in the newsfeed.

This explains why some posts appear in our newsfeed more frequent than other posts. To maintain EdgeRank is then important for any brand to ensure the posted contents to reach the target groups by consistently being shown with the high rank in their newsfeed. Otherwise, no matter how many fans the brand has, the campaign can never be successful with low-EdgeRank page.

2.4.6 Facebook new feed algorithm

With new algorithm of Facebook for managing the posts in newsfeed, it results in more selective posts that will be shown in newsfeed. According to statistical information from Facebook, approximately 1,500 posts can be populated in one's newsfeed within a day. The posts can possibly be raised up to 15,000 per day for users having lots of connections. It can obviously be seen that it is almost impossible that all the posts will be read. Not surprisingly, the organic reach has been reported to decline by over 50% during a 2-year period from Feb 2012 to Mar 2014.

Feb 2012 = 16%;

Sep 2013 = 12.60%;

Nov 2013 = 10.15%;

Dec 2013 = 7.83%;

Mar 2014 = 6.51%.

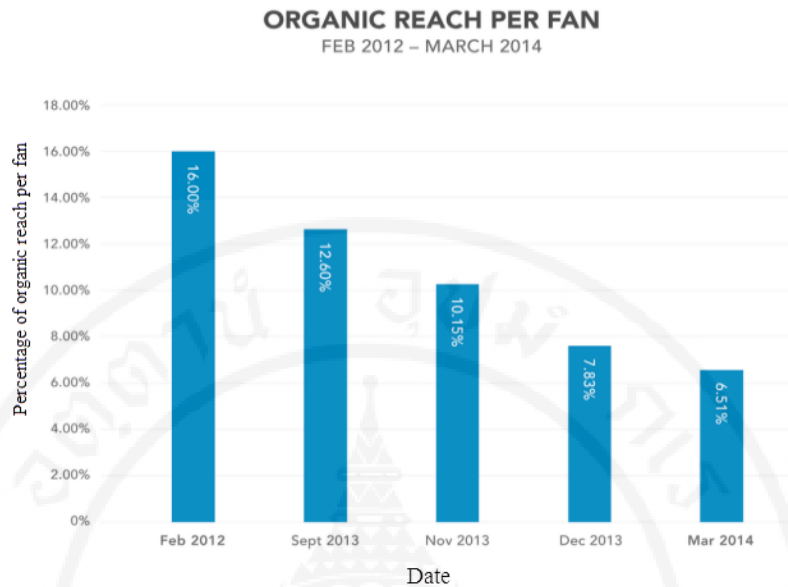


Figure 2.19 Organic reach per fan.

In fact, the logic used by Facebook is driven by the interactions of users with other pages in order to entertain users not to get bored easily with the similar pattern of posts in their newsfeed. With the other goal to make profit, Facebook chooses not to populate all posts chronologically in the same way as Twitter or Instagram does.

2.4.7 How Facebook choose what to show in newsfeed

Unlike the previous EdgeRank used by Facebook to manage posts in newsfeed, Facebook currently uses the new algorithm which considers more than 100,000 different factors to filter and choose what to show in newsfeed. All factors can be categorized into 5 key groups [17], given as.

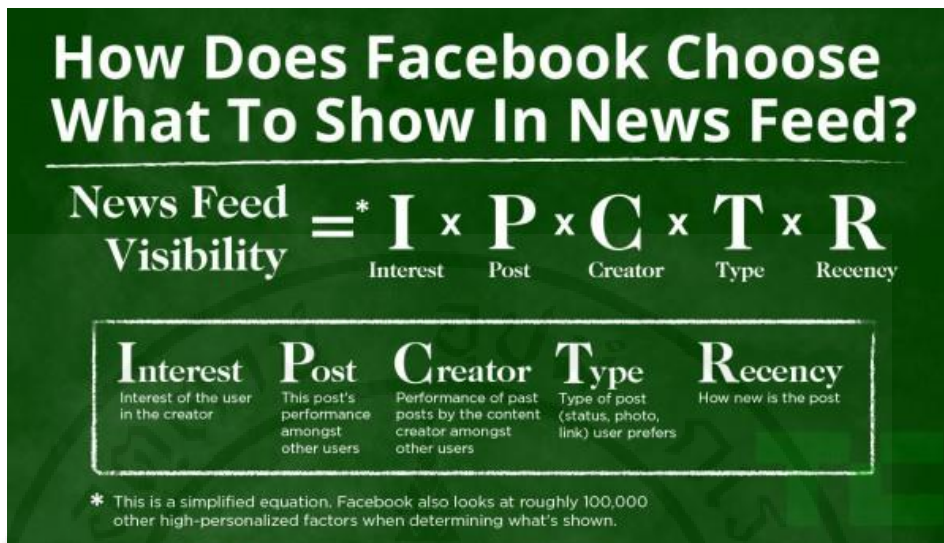


Figure 2.20 Facebook algorithm to choose what to show in news feed.

- 1) **I for Interest:** It is the interest of the user in the page, given as the number of likes, shares, and comments in the page.
- 2) **P for Post:** This is the post's performance among other users, given as how other users are interested in the current post.
- 3) **C for Creator:** It is the performance of past posts among other users, given as the number of likes, shares, and comments for past posts.
- 4) **T for Type:** It is the type of post user prefers.
- 5) **R for Recency:** It refers to how new the post is.

2.4.8 Facebook boost post fan page

Post boost is another tool that can be used to promote particular posts to be shown in newsfeed of fans, friends of fans. Posts can also be boosted to show in newsfeed of target groups categorizing by gender, age, and interests. Post boost comes with cost so that budget needs to be taken into account. To boost post by specifying target groups is considered very effective since it helps to deliver the message to the potential customers.

Post boost allows a post to be seen by other users who do not even click like for the page. Facebook gives the opportunity to advertise the page which results in more likers.

Reach more people by boosting your post
Learn More

Audience People who like your Page and their friends [?]
 People you choose through targeting [?]

Maximum Budget **B32,700**

Est. People Reached **630,000 - 1,700,000** of 3,400,000
Your budget and targeting determine how many people your post will reach.

More Options ▾

By clicking "Boost Post," I agree to Facebook's Terms and Advertising Guidelines.

Figure 2.21 Boost post model to diversify our user Fan page.

Reach more people by boosting your post
Learn More

Audience People who like your Page and their friends [?]
 People you choose through targeting [?]

Location **Countries** ▾
Thailand x

Age 18 ▾ - 65 ▾

Gender

Interests Enter 4-10 interests...

Maximum Budget **B32,700**

Est. People Reached **400,000 - 1,100,000** of 6,100,000
Your budget and targeting determine how many people your post will reach.

More Options ▾

By clicking "Boost Post," I agree to Facebook's Terms and Advertising Guidelines.

Figure 2.22 Boost post model to spread our target audience.

2.5 Business concept of Hollywood HDTV

Under the **Hollywood Movies Company Limited** (HWCL), Hollywood HDTV is Thailand's no. 1 online movies service provider as we license copyrights of first class movies directed by professional directors from "MPA" (Motion Pictures Association Group), called Major Studios of Hollywood Studios. The service also includes Asian and Thai movies, which are directed by well-known film directors in Thailand and Asia as well. The customers can get immediate access to premium movies everywhere via iOS, Android devices and computers using the streaming system.

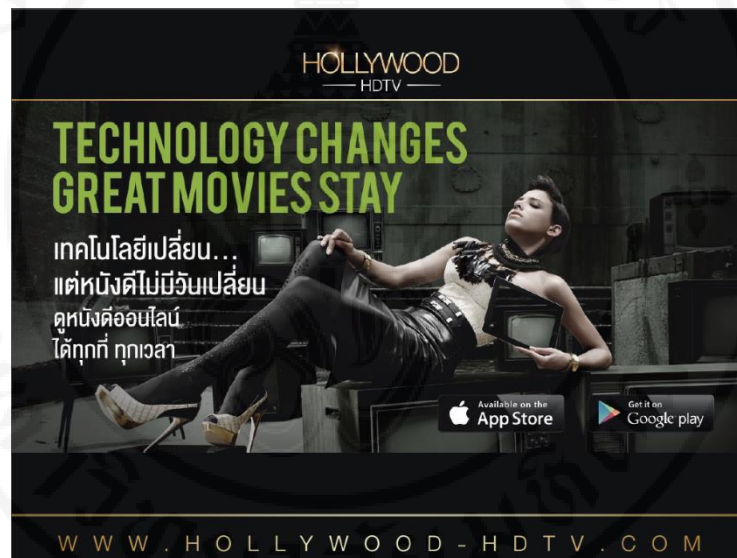


Figure 2.23 Hollywood HDTV brand slogan.

Today everyone uses smart phones for playing game, and watching TV or movies online. HOLLYWOOD HDTV can be viewed at any time via Smartphone and Tablet for both iOS and The Company has developed system relay through world class technology by Adaptive BritRate Streaming to make the bandwidth less for supporting the 3G and Wi-Fi networks. Movies come with Thai/English subtitle for selection as needed.

2.5.1 Distribution Channels

The service can be purchased at www.Hollywood-hdtv.com, Boomerang Shop, B2S and Mangpong branch.



Figure 2.24 Distribution Channels.



Figure 2.25 Hollywood HDTV Movie Pass.

2.5.2 Public Relations Channel



Figure 2.26 Hollywood Brochure.



Figure 2.27 Hollywood HDTV Video Introduction.



Figure 2.28 Hollywood HDTV Digital Billboard.



Figure 2.29 Hollywood HDTV Train.



Figure 2.30 Hollywood HDTV event.



Figure 2.31 Hollywood HDTV Magazine AD.

2.6 Literature review

Voracharusrunsi [18] from the content analysis showed that there were 4 types of Facebook fan pages' marketing content, given as: marketing information, content that urging consumers' buying, online event and sales promotion activities, respectively. In addition, there are 4 presentation tactics of Facebook fan pages' marketing content, including: photo, video, link and text. According to the survey research, it shows that satisfaction on types of facebook fan pages' marketing content were at high level. The satisfaction on presentation tactic of content and buying intention were at moderate level.

Khunwithaya [19] content analysis were used to collect the data period from February – July 2013 on 3 Facebook Fan pages as Biore Thailand, Neutrogena Thai and Pond's Thailand. The result of research showed that overall format of content as photo were used to communicate on Facebook Fan page as majority similarity in 3 Facebook Fan page. And type of contents about sales promotions were used in Biore Thailand and Pond's Thailand as majority while Neutrogena Thai used the type of content as about lifestyle the most. Attitude towards content on Facebook Fan page is correlated with buying decision in positive way.

Rattanaphanthong [20] this research studied top three of FMCG consumer good's Facebook fan pages: ICHITAN, Pepsithai, and Oishi Drink Station. The data were collected for 90 days from 1 October 2012 – 31 December 2012. There were five types of marketing public relations message used on consumer products' Facebook fan pages: basic information, online advertising, online marketing public relations, online sales promotion, and online relationship communication. Online sales promotion was the most prevalent type of marketing public relations message used by the three brands. There were three Facebook applications used by the three brands: links, photos, and status updates. Among these three Facebook applications, links and photos were used for all type of marketing public relations message, mainly found as online sales promotion type. Status updates were used through only online relationship communication.

CHAPTER III

RESEARCH METHODOLOGY

This qualitative research is to collect the information about online contents in relation to the marketing communications on Hollywood HDTV Facebook Fan Page by using Facebook Insights as a tool. The data are analyzed to understand the nature of online contents that are impactful to consumers. The analysis results will be used as the guideline to come up with the way forward to modify the marketing strategy for more efficient communications to consumers and ultimately more success of online business in the future.

Research methodology will be described as follows.

- 3.1 Literature review,
- 3.2 Identification of study population and samples,
- 3.3 Data collection,
- 3.4 Identification of research tools,
- 3.5 Data analysis, data processing, and presentation of the findings.

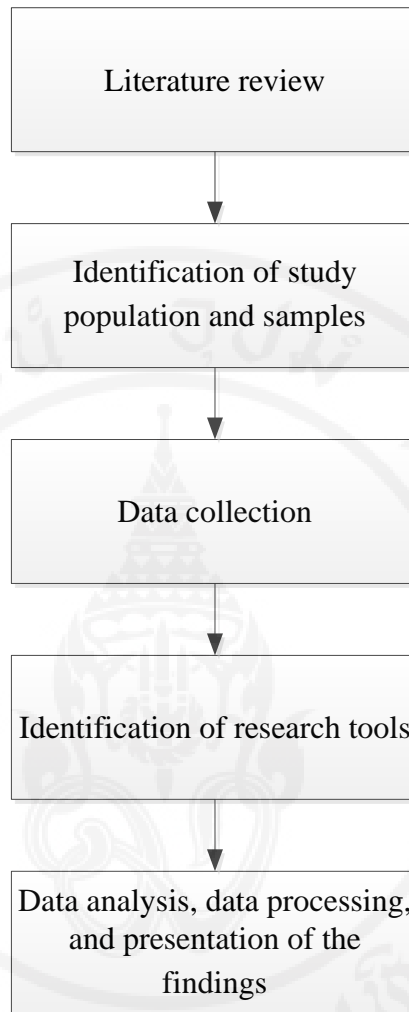


Figure 3.1 Research methodology framework.

3.1 Literature review

The study relevant theories and previous researches are reviewed in Chapter II and used as the guideline to design in this research.

3.2 Identification of study population and samples

Study population

Study population is a group of Facebook users who liked Hollywood HDTV Facebook Fan Page which made available since December 2014. Facebook insights Tool is used to classify age, gender, and location of user in this population. The details will be described in Chapter IV.

Samples

This qualitative research uses the purposive sampling to collect the information about online contents in relation to marketing communications on HOLLYWOOD HDTV Facebook Fan Page. The samples include text, photos, links, and video clips that were posted online since December 2014.

3.3 Data collection

Primary source of data is collected from Facebook users who like HOLLYWOOD HDTV Facebook Fan Page via all online contents posted by Admin Page. The contents include text, photos, links, and video clips about product information, promotional campaign as well as movie synopsis. The contents were randomly posted daily within the day to test the effectiveness and efficiency of each type of the contents.



Figure 3.2 An example of posted content.

3.4 Identification of research tools

1) Research tool is Facebook insights providing the statistical data as graphs. Descriptive analysis is carried out to obtain the following information, given as:

- The number of users who liked the page,
- The number and type of users in population,
- The amount of content that actually reach users (Post reach),
- The ratio of users who interacted with the content (Engagement),
- The best time of day/the best day of week to post,
- The most effective and efficient type of content.

2) Data export into the Excel file format which covered the data during October to December 2014. The exported data is analyzed together with Facebook insights

Figure 3.3 Data export from Facebook Insights.

Details of posted contents are classified as follows

Category 1: Formats of the contents are analyzed on the basis of frequency, given as:

- Status,
- Photos,
- Links,
- Video.

Category 2: Contents of the posts are analyzed on the basis of products and objectives, given as:

- Product information,
- Promotional campaign,
- Movie information,
- Lifestyle information,
- News/Festive information.

3.5 Data analysis, data processing, and presentation of the findings

All the collected data are analyzed and processed in relation to the followings.

Qualitative data,

All collected data are analyzed and processed by the investigator together with the experienced advisor. The analysis results are presented in table format of frequency distribution, percentage and excel graph in terms of the following items, given as:

- 1) Study populations and samples.
- 2) Analysis of the content to be posted for the effective communication.
- 3) Analysis of the content to be actually seen by the users (Post organic reach).
- 4) Analysis of the content that draws the interaction between page and users.
- 5) Analysis of the objectives of content that draws the interaction between page and users.

All of the above qualitative data was further analyzed by descriptive statistics to find out the most effective and efficient format and type of content posted online in order to meet the objective of this study to come up with the way forward to the modify marketing strategy for more efficient communications to consumers and ultimately more success of the business of Hollywood HDTV.

CHAPTER IV

RESULTS AND DISCUSSION

The objective of this research is to study the content of Hollywood HDTV Facebook fan page in relation to an impact to consumers. The study was based on all the posted contents during a period of 3 months (92 days) from October 1st to December 31st, 2014 by using a systematic sampling plan. Facebook insights was used to export all relevant data to be analyzed according to the planned research methodology. Results are presented in different sections as follows.

4.1 Study populations and samples

a) The number of users who liked the page

Table 4.1 The number of users who liked the page from October 1st to December 31st, 2014.

Month	Like
Before October 2014	27,873
October 2014	6,133
November 2014	29,154
December 2014	9,112
Total Like	72,272

From Table 4.1 shows the impact of content marketing applied during a period of 3 months from October to December, 2014. The number of users who liked the page increased from 27,873 to 72,272 people at the end of year 2014 which equates to about 159% increase. Figure 4.1 shows an increasing trend as per 5-day basis.

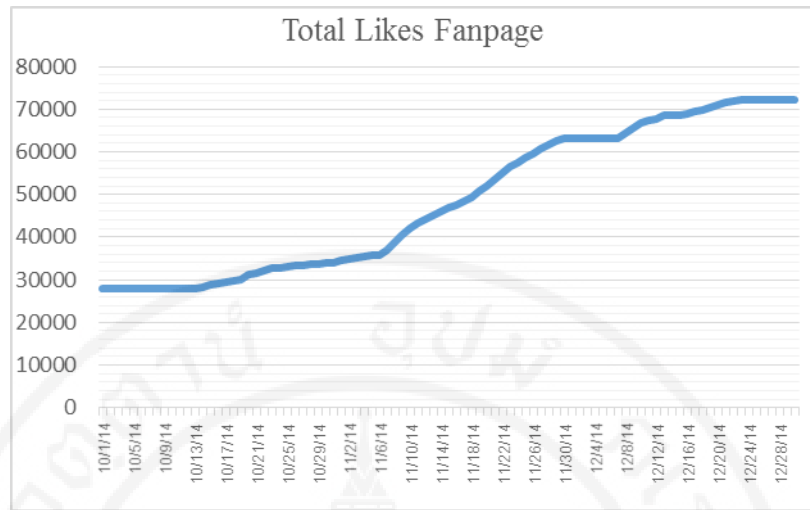


Figure 4.1 shows an increasing trend as total like fan page.

b) The number and type of populations

Table 4.2 The number of users who liked the page from October to December 2014 categorized by gender.

Gender	Users	Percentage
Women	20,236	28%
Men	52,036	72%

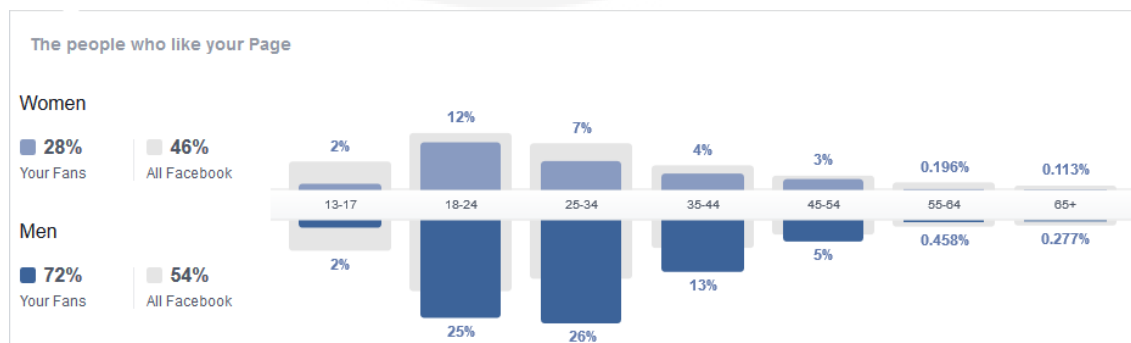


Figure 4.2 The number of users who liked the page from October to December 2014 categorized by gender and age.

From Figure 4.2, it can be concluded from the figure that the majority of the users is men aged 25-34 years old who are in the working age. The second rank is men aged 18-24 years old who are in the studying age. This indicates an opportunity to attract more attention from women users to expand the brand awareness to a wider group on one hand. On the other hand, consistent public relations is required to retain the existing consumers and hence gain the brand loyalty.

c) The best time of day to post content

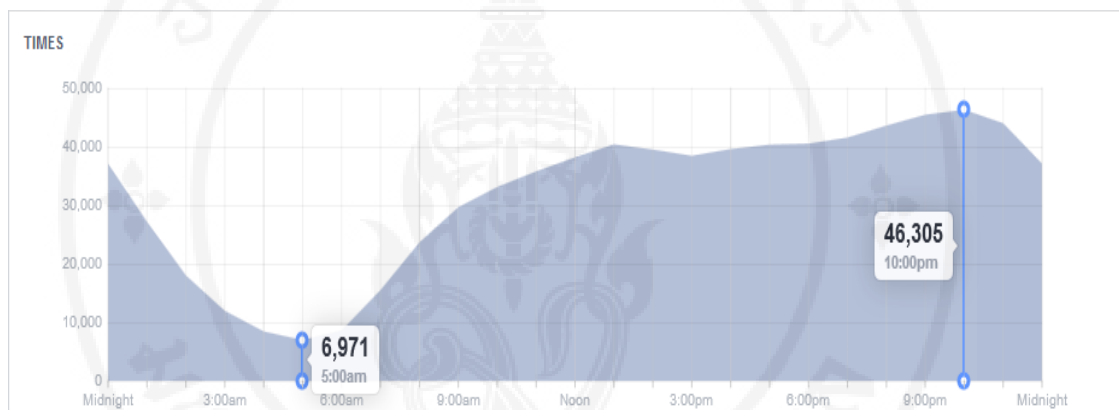


Figure 4.3 The period of the day with the most and the least number of users.

There are 6,971 people who are online at 05:00 pm, while there are 46,305 people who are online at 10:00 pm. Figure 4.3 shows an increasing trend of the number of users during 09:00 am and 10:00 pm. This is consistent with the majority of users who are men in both working and studying age. This period is then considered a prime period for posting content that will be seen by a large number of users.

4.2 Analysis of content to be posted for effective communication

a) The number of content posted per month

Table 4.3 The number of content per month.

Month	Unit of Content
October-14	87
November-14	81
December-14	69
Sum	237

b) Frequency of posted content categorized by types of the content

Table 4.4 Frequency of posted content categorized by types of the content during October to December 2014.

Content Type	Amount	Percentage
Status	8	3%
Photos	196	83%
Links	28	12%
Video	5	2%
Sum Total	237	100%

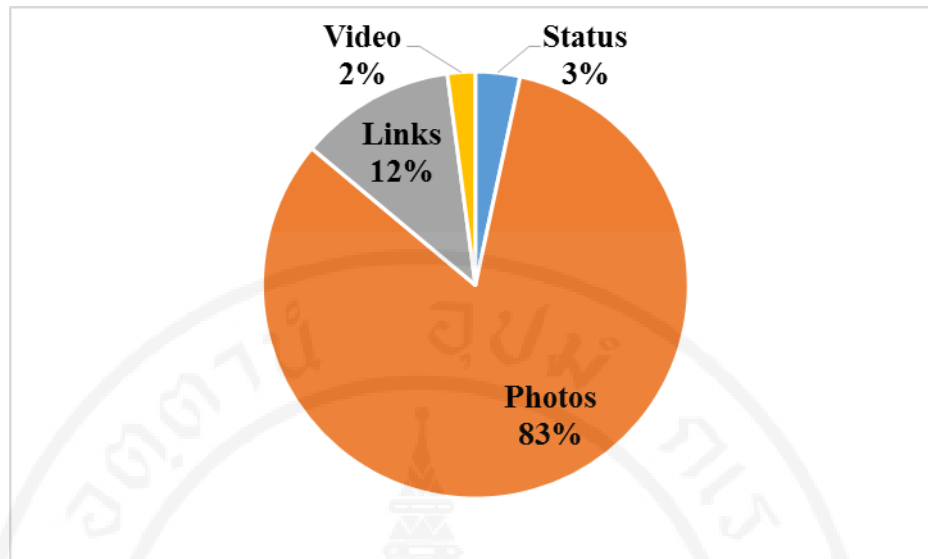


Figure 4.4 Type and frequency of posted content during October to December 2014.

Figure 4.4 shows that photos are the most frequent posted content with 83% of all contents posted. From Figure 4.5, this type enables an integrated communication of photos and messages which is better visualization and more attention from consumers.



Figure 4.5 An example of posted photo.

c) Frequency of posted content categorized by objectives of the messages

Table 4.5 Frequency of posted content categorized by objectives during October to December 2014.

Objectives Type	Amount	Percentage
Product information	24	10%
Promotional campaign	16	7%
Movie information	131	55%
Lifestyle information	44	19%
News/Festive information	22	9%
Sum Total	237	100%

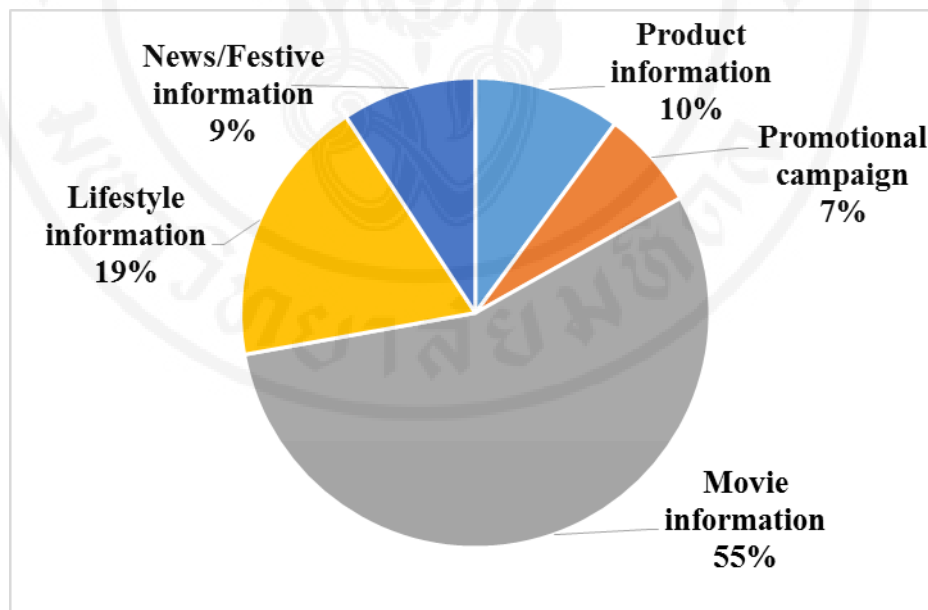


Figure 4.6 Frequency of posted content categorized by objectives of the messages during October to December 2014.

From Figure 4.6, it is clearly noted that the majority of posted contents are about movie information with 55%. This content delivers information about movies by providing a movie synopsis, leading casts, awarded movies. This content is expected to create more interest in the application.



Figure 4.7 An example of posted content about with information.

d) Frequency of posted content categorized by types and objectives of the messages

Table 4.6 Frequency of posted content categorized by types and objectives during October to December 2014.

Content Type	Objectives Type	Amount	Percentage
Status	Product information	1	0.33%
	Promotional campaign	1	0.33%
	Movie information	3	1%
	Lifestyle information	1	0.33%
	News/Festive information	2	1%

Table 4.6 Frequency of posted content categorized by types and objectives during October to December 2014. (cont.)

Content Type	Objectives Type	Amount	Percentage
Photos	Product information	16	7%
	Promotional campaign	14	6%
	Movie information	119	50%
	Lifestyle information	29	12%
	News/Festive information	18	8%
Links	Product information	3	1%
	Promotional campaign	1	0%
	Movie information	9	4%
	Lifestyle information	14	6%
	News/Festive information	1	33%
Video	Product information	4	2%
	Promotional campaign	0	0%
	Movie information	0	0%
	Lifestyle information	0	0%
	News/Festive information	1	33%
Sum Total		237	100%

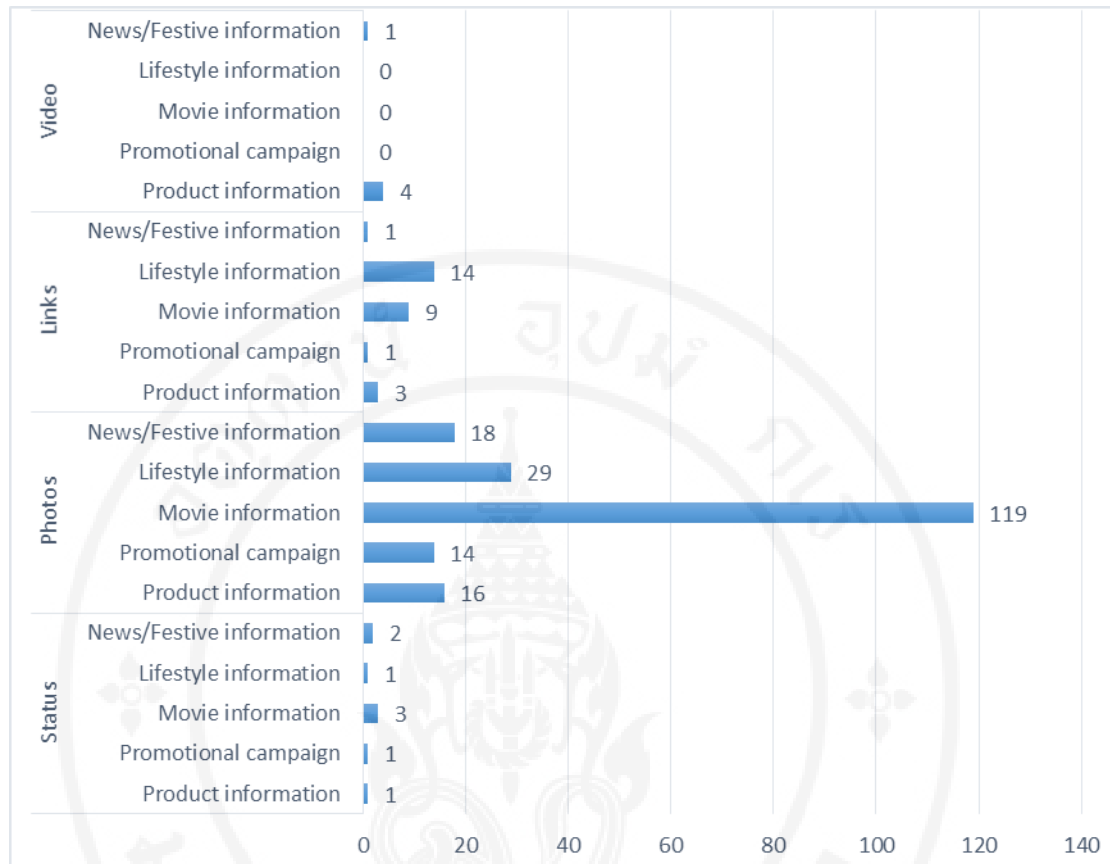


Figure 4.8 Frequency of posted content categorized by types and objectives during October to December 2014.

Figure 4.8 shows that the posted photos of movie information are the most frequent content posted during October and December 2014 with 119 times which closes to 50% of the total 237 posts, as shown in Table 4.6. Messages about movie can also be delivered together with the posted photos in order to attract the attention of users.



Figure 4.9 An example of posted photo about movie information.

4.3 Analysis of content to be actually seen by the users (Post organic reach)

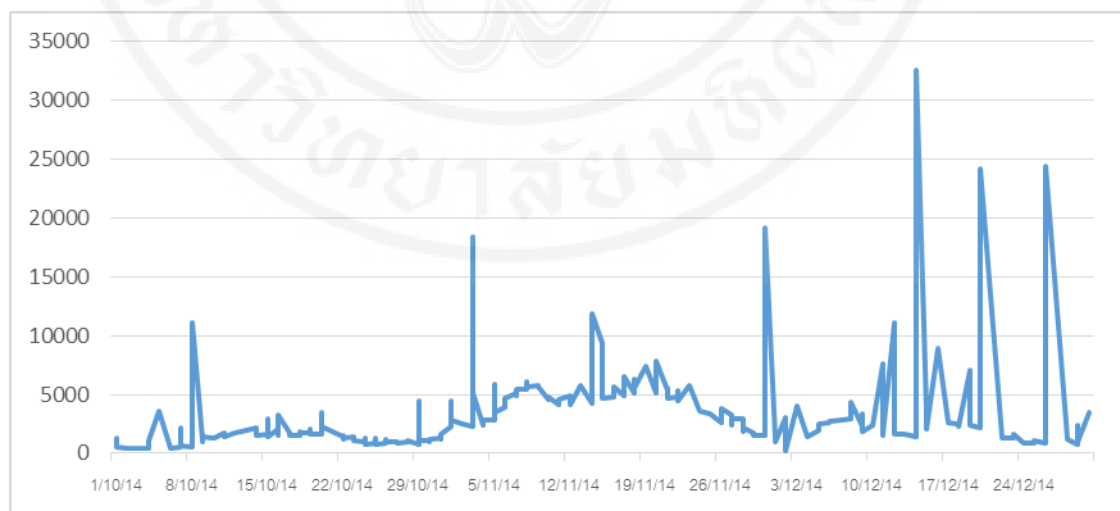
a) Post organic reach

Post organic reach is one of the critical factors for Facebook fan page. To extent the posted content which will be seen by the users, it depends on the effectiveness of content marketing. The goal is to gain more engagement from the users through the number of likes, shares and comments which consequently results in posts being shown in users' newsfeed. The results of Post organic reach is shown in Table 4.7.

Table 4.7 Monthly post organic reach during October to December 2014.

Month	Unit of Content	Total reach	Mean Total reach	Total Like	Reach (%)
July-September 14	223	227,850	1021	27,886	3.66%
October-14	87	123,434	1,419	34,006	4.17%
November-14	81	362,006	4,469	63,160	7.07%
December-14	69	222,523	3,225	72,272	4.46%
Total	237	707,963	2,987	72,272	4.13%

Table 4.7 reveals that from 87 contents posted in October, each seen content is approximately 1,419 users. This number closes to 4.2% out of total 34,006 likers. There were 81 posted contents in November. On average, each seen content it about 7.1% or 4,469 of 63,160 likers. Based on 69 contents posted in December, each content was seen by 3,225 users out of 72,272, likers which is about 4.5%.

**Figure 4.10** Trend of post organic reach during October to December 2014.

Looking at overall picture of the posted contents during the 3-month period, 237 contents are posted with average reach of 2,987 out of 72,272 users. This reach can

be translated to 4.1% of total users. Outstanding spikes, as shown in Figure 4.7, will be explained together with Table 4.8 by listing top 10 of post organic reach, as follows.

Table 4.8 Top 10 of post organic reach during October to December 2014.

No	Type	objectives	Date	Time	Day	Post Total Reach
1	Link	Lifestyle information	14/12/14	5:09 AM	Sunday	32560
2	Link	Movie information	26/12/14	10:28 PM	Friday	24392
3	Link	Lifestyle information	20/12/14	10:45 PM	Saturday	24232
4	Link	Lifestyle information	30/11/14	5:45 AM	Sunday	19128
5	Link	Lifestyle information	3/11/14	3:00 AM	Monday	18416
6	Link	Movie information	14/11/14	11:47 PM	Friday	11844
7	Link	Movie information	12/12/14	12:25 AM	Friday	11112
8	Link	Lifestyle information	8/10/14	8:55 PM	Wednesday	11092
9	Photo	Product information	15/11/14	3:38 AM	Saturday	9372
10	Link	Movie information	16/12/14	12:40 AM	Tuesday	8884

Table 4.8 shows that 9 out of 10 most reach belongs to the posted contents as a link about either lifestyle information or movie information. It is noticeable that most of the contents with high reach are posted on Friday to Sunday. This makes sense since people tend to be able to have more time to visit the page during weekend. It can also be foreseen that the content posted during the peak time when most users are online will get high post organic reach.



Figure 4.11 The content with highest post organic reach.

4.4 Analysis of content that draws interaction between the page and users

a) Top 10 most liked content

Table 4.9 Top 10 most liked content during October to December 2014.

No.	Type	objectives	like	Date	Time	Post organic reach
1	Link	Lifestyle information	431	20/12/14	10:45 PM	24232
2	Link	Movie information	206	26/12/14	10:28 PM	24392
3	Link	Lifestyle information	179	3/11/14	3:00 AM	18416
4	Photo	Movie information	166	17/11/14	5:33 AM	6500
5	Link	Lifestyle information	148	14/12/14	10:09 PM	32560
6	Photo	Movie information	142	2/12/14	6:17 AM	3080
7	Photo	Movie information	134	20/11/14	5:43 AM	6196

Table 4.9 Top 10 most liked content during October to December 2014. (cont.)

No.	Type	objectives	like	Date	Time	Post organic reach
8	Photo	Movie information	127	27/11/14	12:01 AM	3250
9	Photo	Lifestyle information	118	16/10/14	10:00 PM	3234
10	Photo	Movie information	114	28/11/14	3:35 AM	2984

Type of content that was most liked is as either link or photo, while the objective of the content that was most liked is about either lifestyle information or about movie information. The users might find the informative and useful content so that the number of likes is high. When the content was posted, it can also be one of the important factors to make it seen by a number of users.

**Figure 4.12** Most liked content.

b) Top 10 most commented content

Table 4.10 Top 10 most commented content during October to December 2014.

No.	Type	objectives	comment	Date	Time	Post organic reach
1	Photo	Movie information	22	2/12/14	6:17 AM	3080
2	Photo	Movie information	17	17/11/14	5:33 AM	6500
3	Video	Product information	14	5/10/14	10:20 PM	3576
4	Photo	Lifestyle information	11	16/10/14	10:00 PM	3234
5	Link	Lifestyle information	10	15/12/14	12:23 AM	3588

Table 4.10 Top 10 most commented content during October to December 2014. (cont.)

No.	Type	objectives	comment	Date	Time	Post organic reach
6	Link	Lifestyle information	9	14/12/14	10:09 PM	32560
7	Photo	Movie information	9	13/11/14	12:20 AM	5820
8	Photo	Lifestyle information	9	8/11/14	11:34 PM	5676
9	Link	Movie information	8	26/12/14	10:28 PM	24392
10	Photo	Movie information	7	28/11/14	9:01 PM	2187

Posted photo ranks the 1st and the 2nd place that received highest number of comments, followed by posted video and posted link. Either about movie information or lifestyle information is the objective of the content that has received highest number of comments.

**Figure 4.13** Most commented comment.



Figure 4.14 An example of users’ comments to the posted content.

c) Top 10 most shared content

Table 4.11 Top 10 most shared content during October to December 2014.

No.	Type	objectives	share	Date	Time	Post organic reach
1	Link	Movie information	73	26/12/14	10:28 PM	24392
2	Link	Lifestyle information	28	20/12/14	10:45 PM	24232
3	Link	Movie information	20	16/12/14	12:40 AM	8884
4	Link	Movie information	19	12/12/14	12:25 AM	11112
5	Link	Lifestyle information	18	8/10/14	8:55 PM	11092
6	Link	Lifestyle information	17	14/12/14	10:09 PM	32560
7	Video	Product information	13	5/10/14	10:20 PM	3576
8	Status	Product information	9	15/10/14	3:26 AM	2929
9	Photo	Lifestyle information	8	19/10/14	6:30 AM	2075
10	Link	Lifestyle information	8	3/11/14	3:00 AM	18416

Type of content mostly shared by users is as the link about lifestyle information, movie information or product information.



Figure 4.15 Most shared content.

4.5 Analysis of objective of content that draws interaction between the page and users

This section is to find out which type of content is most appropriate for each objective of content.

a) Lifestyle information

Table 4.12 Engagement per post of users for lifestyle information.

Type	Amount	comment	like	share	engagement	engagement /post
Link	14	45	1249	100	1394	100
Photo	29	55	1337	62	1454	50
Status	1	0	12	0	12	12
Video	0	0	0	0	0	0

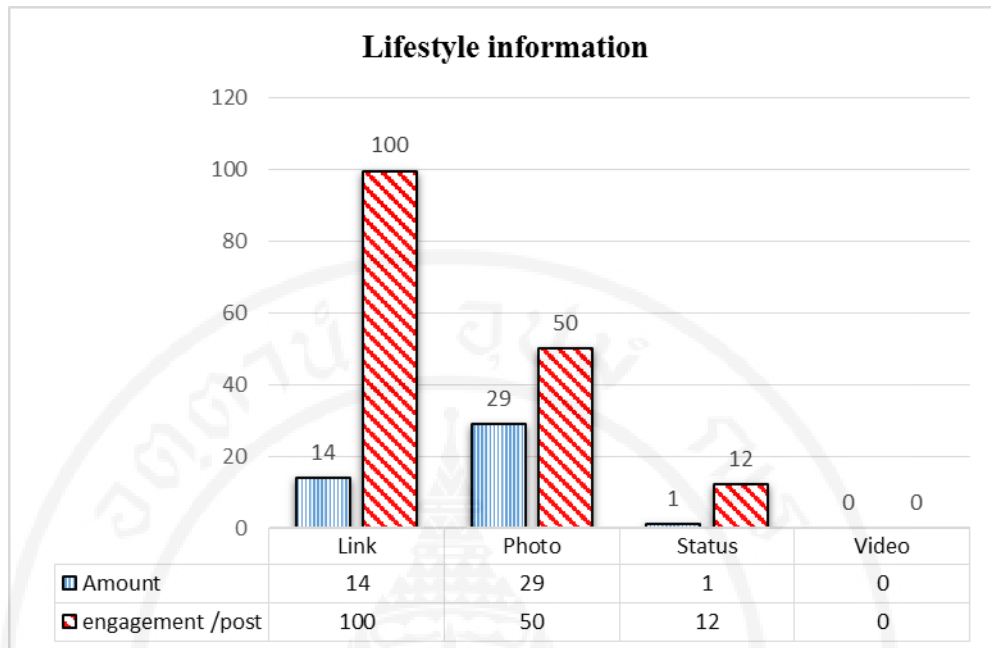


Figure 4.16 Engagement per post of users for lifestyle information.

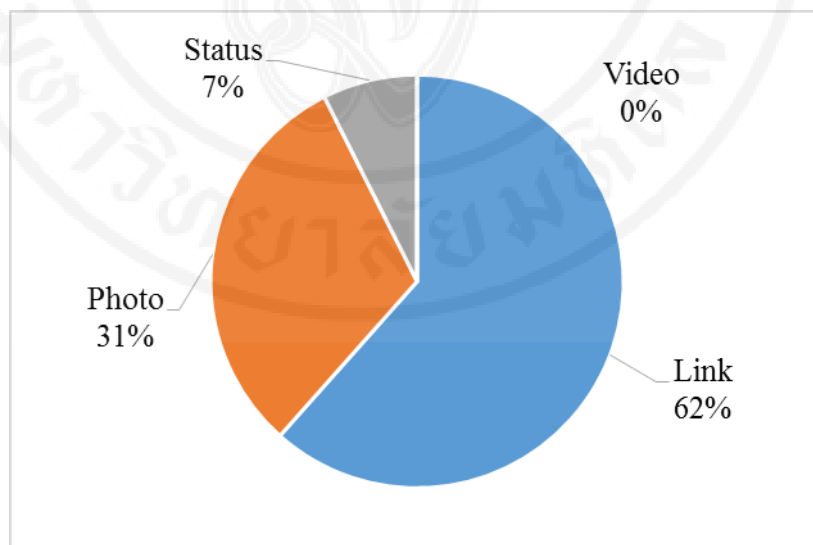


Figure 4.17 Percentage of engagement per post of users for lifestyle information.

Taking the value of engagement per post into account, the content about lifestyle information should be posted a link followed by as a photo. A link to external website, e.g. pantip.com and youtube.com to get access to the relevant information would make the content more interesting which results in more engagement between

fan page and users. Figure 4.18 is an example of content with link to another forum talking about a fiction model of movie leading casts to inspire the users who have a lifestyle of collecting fiction models.



Figure 4.18 Posted content as the link about lifestyle information.

b) Movie information

Table 4.13 Engagement per post of users for movie information.

Type	Amount	comment	like	share	engagement	engagement /post
Link	9	18	634	129	781	87
Photo	119	699	20904	500	22103	186
Status	3	1	125	4	130	43
Video	0	0	0	0	0	0

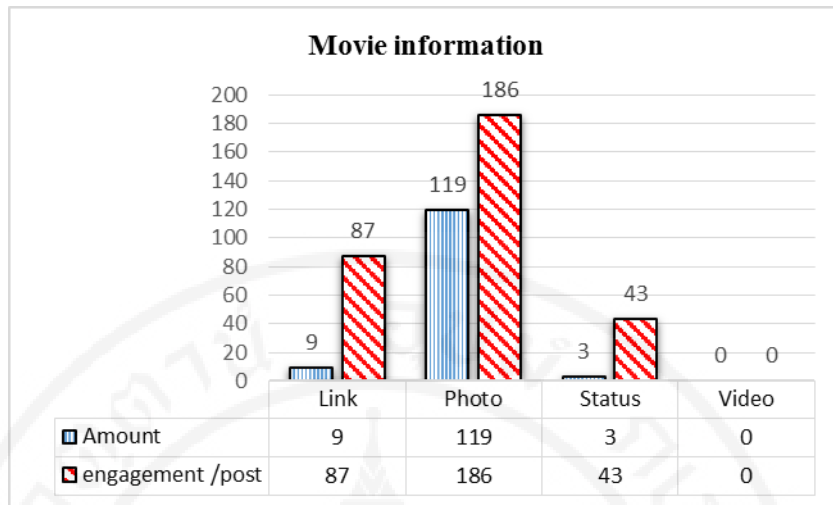


Figure 4.19 Engagement per post of users for movie information.

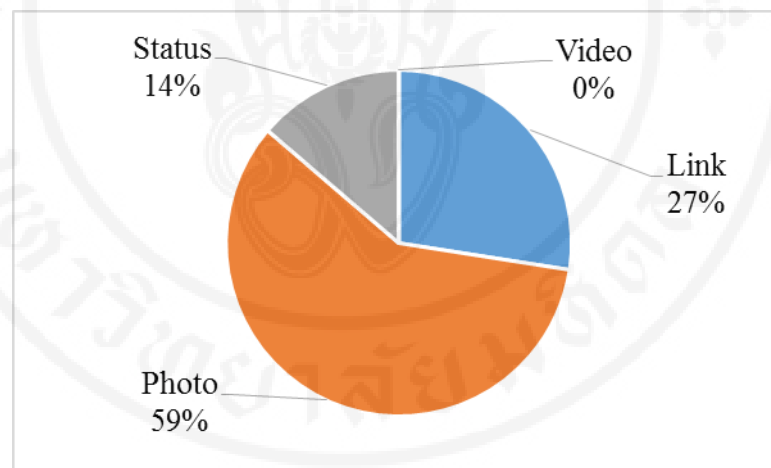


Figure 4.20 Percentage of engagement per post of users for movie information.

Taking the value of engagement per post into account, the content about movie information should be posted as the photo followed by the link. A nice photo collage incorporating messages about movie leading casts is efficiently able to attract the attention of users. Figure 4.21 is an example of the content with the photo combining 5 popular movies about gangster being available in the application. Photo content helps to initiate the interactions from users to like, share or comment.



Figure 4.21 The posted photo content telling about movie information.

c) News/Festive information

Table 4.14 Engagement per post of users for news/festive information.

Type	Amount	comment	like	share	engagement	engagement /post
Link	1	0	9	0	9	9
Photo	18	13	498	8	519	29
Status	2	110	14297	250	14657	7329
Video	1	1	709	20	730	730

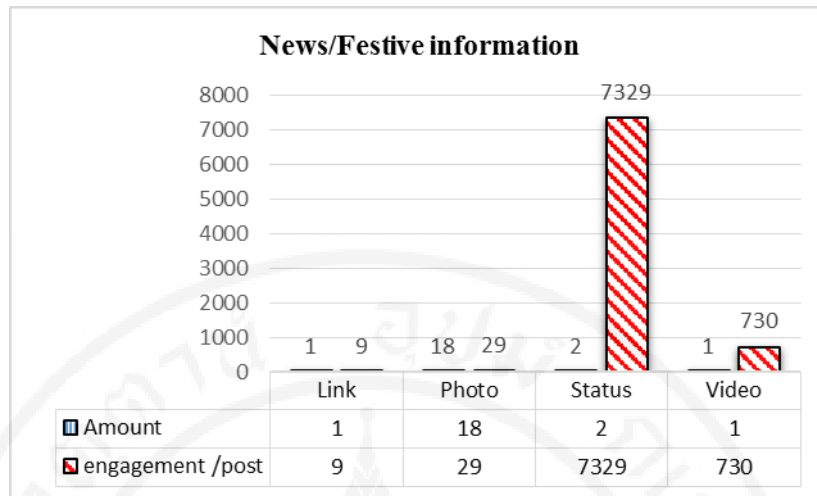


Figure 4.22 Engagement per post of users for news/festive information.

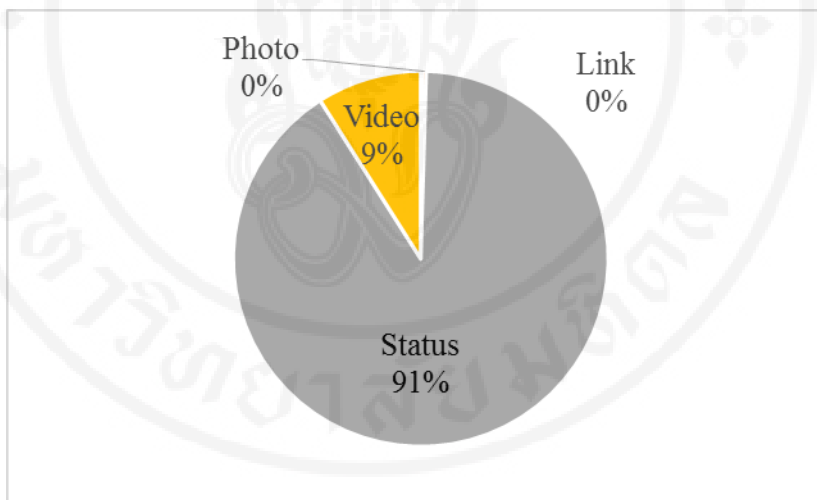


Figure 4.23 Percentage of engagement per post of users for news/festive information.

Taking the value of engagement per post into account, the content about news/festive information should be posted as a status. However, after taking a closer look, it turns out that such post is boosted so that the content is seen by more number of users and more engagement. As shown in Figure 4.24, it is a news content about what is going on during the year including a recommendation of movies which resemble such events. Another example is the content about an event of ‘ice bucket challenge’ which was posted together with an introduction of the biographer movie telling about

patients suffering with ALS. With the approach, users are able to consume news simultaneously with gaining enjoyment. This leads to a suggestion of using the status content together with the photo content for news/festive information.



Figure 4.24 The posted status content announcing the news/festive information.

d) Product information

Table 4.15 Engagement per post of users for product information.

Type	Amount	comment	like	share	engagement	engagement /post
Link	3	10	80	8	98	33
Photo	16	123	5342	134	5599	350
Status	1	7	25	9	41	41
Video	4	120	5603	1036	6759	1690

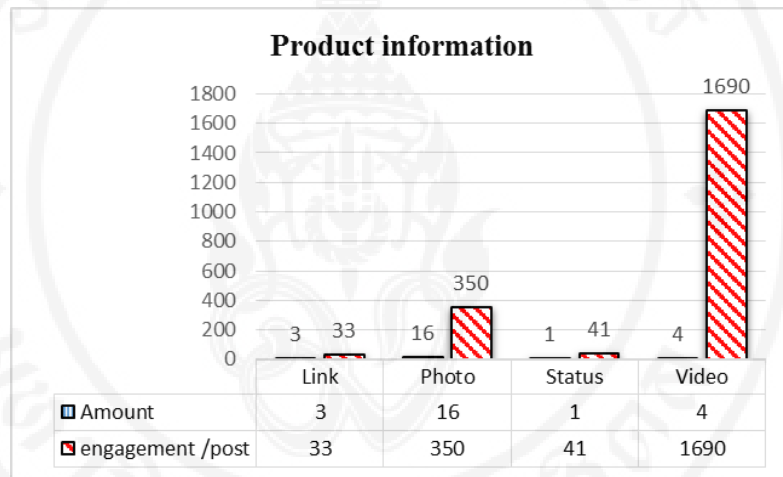


Figure 4.25 Engagement per post of users for product information.

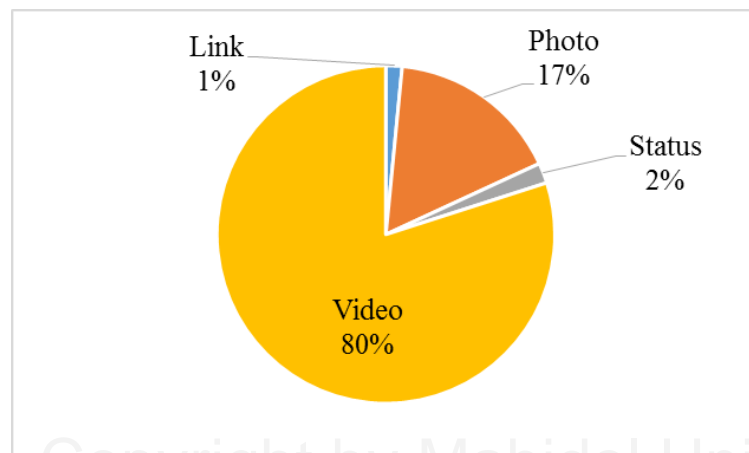


Figure 4.26 Percentage of engagement per post of users for product information.

Taking the value of engagement per post into account, the content about product information should be posted as the video followed by as the photo. Video content is efficient in a way that the relatively more detailed information about the product can be provided, including: the product description, how to subscribe, and payment method. Video content allows the users to easily understand the messages. On the other hand, photo content can also attract the users through a nice shot with interesting messages.



Figure 4.27 The posted video content telling about product information.



Figure 4.28 The posted photo content telling about product information.

e) Promotional campaign

Table 4.16 Engagement per post of users for promotional campaign.

Type	Amount	comment	like	share	engagement	engagement /post
Link	1	0	20	0	20	20
Photo	14	182	22497	114	22793	1628
Status	1	0	15	1	16	16
Video	0	0	0	0	0	0

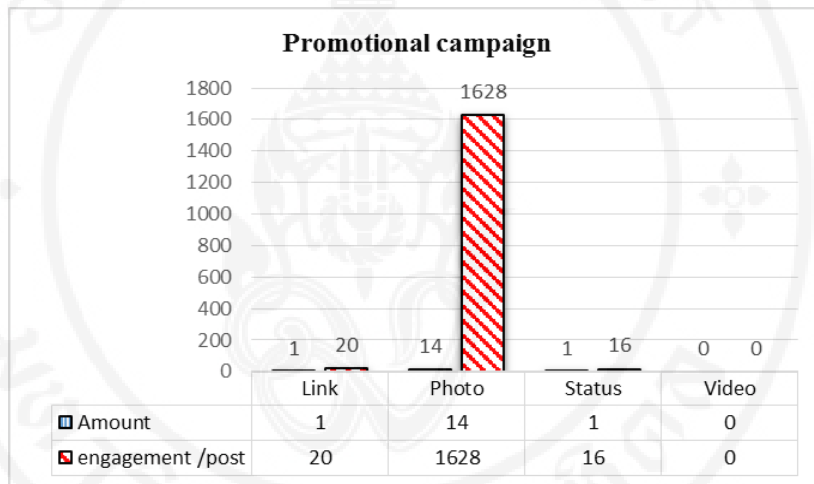


Figure 4.29 Engagement per post of users for promotional campaign.

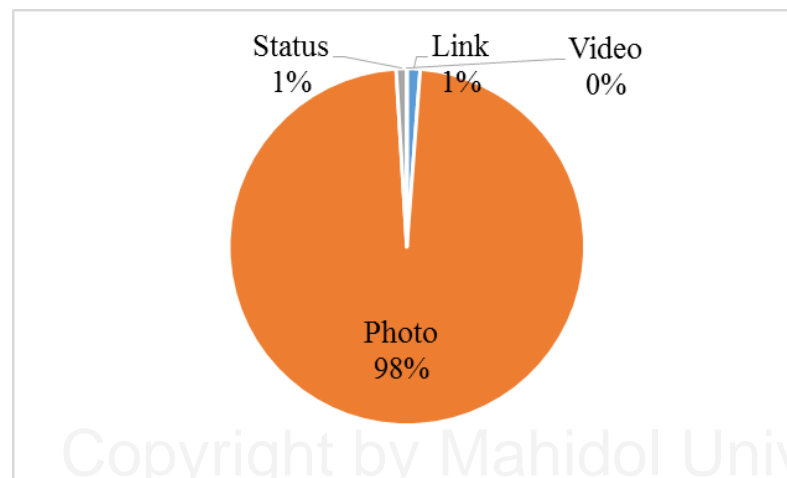


Figure 4.30 Percentage of engagement per post of users for promotional campaign.

Taking the value of engagement per post into account, the content about promotional campaign should be posted as a photo. The message on the photo can be taken away quickly resulting in more awareness among consumers. Figure 4.31 is an example of a photo content telling about the promotional campaign by offering a free movie ticket to the first 100 customers who subscribe for a 30-day movie pass and pay by credit card.



Figure 4.31 The posted content photo telling about promotional campaign.

4.6 Discussion

According to the results mentioned above, the following points can be considered for improving the performance of content marketing through Facebook fan page.

- An introduction of content marketing during from October to December 2014 successfully increased the number of Facebook fan page users.

- The majority of the fan page users with 72% of all user are men aging 25-34 years old who are in the working age and are considered as the potential customers with relatively more purchasing power. The second rank is men aging 18-24 years old who are in the studying age. This indicates an opportunity to attract more attention from women users to expand the brand awareness for a wider group on one hand. On the other hand, consistent public relations is required to retain the existing consumers and to gain the brand loyalty.

- There is an increasing trend of the number of fan page users during 09:00 am to 10:00 pm. This is consistent with the majority of users who are men in both working and studying age. This period is then considered a prime period for posting content that will be seen by a large number of users.

- A consistent post during a day and a month keeps the page moving which leads to more engagement and reach from the fan page is users through likes, shares, and comments.

- Photos content are the most frequent posted content with 83% of all marketing and during October to December 2014. Photo content is popular on Facebook because it is easy and more effective. On the contrary, video content was rarely posted due to consuming time for a production.

- The majority of posted contents are about movie information with 55% of all content. The content delivers the information about movies, including: the movie synopsis, the leading casts and the awarded movies. This content can be used to create more interest in the application.

- The posted photos about movie information are the most frequent content posted during October to December 2014 by 50% of all content. Messages about movie can also be delivered together with the posted photos in order to the attract attention of users.

- The posted contents during the 3-month period, 237 contents are posted with the average reach of 2,987 out of 72,272 users. This reach can be translated to 4.1% of total users. The consistent post with the selective types of content will be able to boost the interaction between page and users. The link contents about either lifestyle information or movie information posted during weekend can be expected to gain the high reach

- Type of content that was most liked is either as a link or as a photo, while the objective of the content that was most liked is either about lifestyle information or about movie information. The users might find such content informative and useful so that the number of likes is high. The content was posted can also be one of the important factors to make it seen by a number of users.

- Posted photo ranks the 1st and the 2nd places that received the highest number of comments, followed by posted video and posted link. Either movie information or lifestyle information is the objective of the content that receiving the highest number of comments.

- Type of content mostly shared by users is as a link information about lifestyle, movie and product.

- Content of lifestyle information focuses on topics related to individual's preference, e.g. movie quotes and collections. Link (61%) and photo (31%) are the types of content yielding most engagement from users. This is in line with the findings that Link contents about lifestyle information is expected to gain the high reach resulting in more engagement.

- Content of movie information is to share the interesting topics relating to movies, including the must-watch movie and leading casts. Photo (59%) and Link (27%) are types of content resulting in most engagement from users. Photo content helps to initiate interactions of users to like, share and comment, while the link of external website, e.g. pantip.com, youtube.com to get access to relevant information may help make the content more interesting which thus results in more engagement between fan page and users.

- Content of news/festive information is to update on events of the movie festival. Status (91%) is a content type receiving most engagement from users. An option boost post is one of the strategies to make more seen content by other users who do not follow the fan page. It is recommended to use the status content together with a photo content for news/festive information to allow users to consume news simultaneously with gaining enjoyment.

- Content of product information covers the product description, instructions, page subscription, channel of sale, etc. Video (80%) and Photo (17%) are the types of contents with the highest engagements of users. Video content is efficient

in a way that the relatively more detailed information of product can be provided to allow the users with the easily understanding messages. A downfall of video content is that the production is time consuming. On the other hand, the photo content can be the due to easiness of producing, while it can attract the users through a nice shot with interesting messages.

- Content of the promotional campaign is mainly for public relations of product-related events. Photo (98%) is the content type leading to the highest engagement from users. Special events with reward always attract attention of users to have more engagement with the fan page.

- Photo content is appropriate for movie information, promotional campaign and lifestyle information. The link content is appropriate for lifestyle information, movie information. The video content is appropriate for product information. The status content is appropriate for news/festive information.

CHAPTER V

CONCLUSION

The objective of this research is to study the content of Hollywood HDTV Facebook fan page in relation to the impact of consumers to determine which type of content marketing is most efficient to communicate to consumers so that a future marketing strategy can be improved. The study is based on all the posted contents during a period of 3 months (92 days) from October 1st to December 31st, 2014 by using a systematic sampling plan. The results reveal that the number of fan page users is increased by 159% as a result of content marketing during the 3-month period; the majority of fan page are men aging 25-34 years old. There is an increasing trend of the number of users during 9.00 am to 10.00 pm which can be considered a prime period for posting content. Each posted content was seen on average by about 4.1% of total users. Considering the results of post organic reach, a content should be posted during Friday to Sunday. Link content can be easily seen by users, while contents about lifestyle information and movie information are most likeable. Each type of content is appropriate for different purposes; a photo content is appropriate for movie information, promotional campaign, and lifestyle information; a link content is appropriate for lifestyle information, and movie information; a video content is appropriate for product information; and a status content is appropriate for news/festive information.

5.1 Suggestions for future content marketing plan of Facebook fan page

- With the change of algorithm for Facebook fan page to select what to show in News feed of users that results in fewer chance of a content being seen,

Facebook Fan page should keep posting a content consistently to keep the page moving. The posted content must be catered to the needs or interest of the users.

- Consistent public relations among men is required to retain the existing consumers, while the new activities to attract more attention from women users to expand the brand awareness to the wider group are also needed.

- The content should be posted on weekend during 9.00 am to 10.00 pm to gain the high reach.

- Type of content needs to be selected to fit with the objective. The photo content is appropriate for movie information, promotional campaign, and lifestyle information; the link content is appropriate for lifestyle information, and movie information; the video content is appropriate for product information; and status content is appropriate for news/festive information.

- A content marketing plan must be up-to-date and flexible to reflect the current situation in the market.

5.2 Future recommendations

- This research is based on the Facebook fan page with randomly posted contents in terms of type and frequency. Further research focusing on a fan page with controlled posted contents should be conducted to verify the findings.

- Findings from this research is only limited to Facebook. Further research focusing on another social media applications, including Instagram and Line should be carried out.

- This research is only based on the data from Facebook Insights which may limit the scope of findings. Further research extending to a satisfaction survey among users should be performed in order to come up with the more extensive suggestion to improve the performance of content marketing.

- More in-depth analysis of the performance of each content type for different purposes should be conducted.

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