



5 Ways You Can Execute an Effective Market Research Campaign on Facebook

Running a successful Facebook marketing campaign is not exclusive to a select few; anyone can do it. There is no standard set of rules to running a successful campaign. There are, however, logical and practical recommendations that can be followed that can help you create a successful campaign.

1. Use Facebook Pages To Help You Reach Your Target Audience

One of your early goals on Facebook should be to reach out to as many people as possible. Create a sense of urgency with your content in order to elicit more engagement. The more people you can reach, the more likely your followers will share your content with their followers.

Your goal should be to build a community of followers and influencers with interesting and shareable content. Spending some time and money along with interaction and engagement will dictate your will help dictate the overall success of your campaign on Facebook. Some ways to do this include:

- Posting an open-ended question asking for feedback
- Posting a poll
- Posting a link to a survey
- Posting a link to your website or blog
- Posting images and video content

2. Tailor To Your Audience

It's no secret that social media is used more widely among younger demographics; however, while most of these platforms are dedicated to youth, Facebook is actually trending towards an older demographic.

As a result, it is important to tailor your page to your audience. Ask yourself, who does your brand appeal to? When you know this, you can create a page that has content and messaging that caters towards your target audience, which will increase overall engagement.

3. Personalize Your Page + Empower Your Customer

Personalizing your campaign is a critical step in creating a successful Facebook market research strategy. Audiences engage more frequently with brands they can relate to. Your brand should have a personalized feel, and thus, so should your Facebook page. Your main concern should be making sure that your content is reflect the overall message of your campaign.



Personalized replies and conversations with your audience not only encourages audience participation, but it is a catalyst for network growth, as your followers will be more likely to share your content with their friends and followers. Personalization gives off the impression that a brand is directly interacting with the user, serving as a great motivation factor.

4. Schedule to Post at The Right Times



Do you have great content but you are still not seeing great engagement numbers? Examine the times at which you are posting your content and evaluate whether or not you need to change your strategy.

Posting at the right times will ensure better engagement, and every social platform is different. Facebook engagement rates tend to be highest around noon and in the evenings, when people have more time to peruse through their timeline.

5. Provide Great Content

As we know, especially with social media, content is king. Users are inundated with so many feeds from multiple channels that your content is likely to be overlooked if it isn't creative. Your content should be noteworthy and appeal to your target audience.



Use lots of imagery, catchy hooks and relevant hashtags to make your content more shareable. Content with images or video are more likely to be shared than those just plain text. By providing a healthy mix of creative written and visual content, you provide variety for your audience that will spark more engagement, allowing you to conduct more effective market research.

Understanding your audience—while providing great content—will be key factors for being successful on Facebook. Creativity and innovation is significant in drumming up interest in your brand, but there are some other factors that will aid your original content.