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### **The Usage of Facebook Marketing Tactics on Facebook Fan Pages: A Study of the Use of Marketing Tactics on Facebook Fashion Pages**

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#### **Abstract**

Social media outlets constitute excellent vehicles for fostering relationships with customers. One specific way to create relationships with customers is to create brand fan pages on social networking sites. According to the 2019 January report by Statista has confirmed that Facebook is the most widely used site for social media marketing. This study examines how Facebook marketing tactics are used on Facebook fan pages. The study was conducted exclusively on Facebook fashion fan pages. The study was carried out with three main research objectives. Identifying Facebook marketing tactics that can be used for fashion marketing, identifying the Facebook marketing tactics used by the highest volume fashion fan pages on Facebook and to identify the Facebook marketing tactics used by Sri Lanka's highest volume Facebook fashion fan pages. To achieve these objectives, the content analysis methodology, and study of secondary sources

were used as a qualitative data collecting method. For the sample, I selected top five Facebook fashion marketing fan pages and the top five Facebook fashion marketing fan pages in Sri Lanka. Those were selected from the Social Bakers web site which provide information on Facebook audience. Accordingly, it was found that the use of Facebook marketing tactics positively influence to the reach of Facebook fan pages. The research also revealed that the use of marketing tactics in Sri Lankan fashion fan pages are less than 50%

**Key words:** Facebook, Marketing, Tactics, Fan page, Fashion Marketing