

Using Facebook App to Increase the Interaction with Applications

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Abstract: Facebook has been the most powerful social network on the planet. With around a billion active users, Facebook presented a unique opportunity to connected and earned the loyalty of your ideal audience. Through creating Facebook plan and policy to set goals using Facebook strategies, like understanding the Facebook posting algorithm to achieve maximum interaction with Facebook business page via making my page significantly more appealing to audience using many ways like employ third-party Facebook applications which integrated beautifully with WordPress, Facebook advertising, payment gates, and I have been built a plan to manage the strategies and analysis business. Lastly completed my interaction with customer when connected Facebook page with my Wordpress website to build a shop using Woocommerce plugin and all the limitless possibilities provided by Wordpress to used it for selling, and the Facebook for marketing the brand to achieve all the goals.

Keywords: Facebook business, Facebook Apps, Branding, Wordpress, Woocommerce, advertising.

I. INTRODUCTION

Over the past few years, online social networks have attracted an enormous as following, with close to 90% of undergraduate students in the United States using one or the other social network on a regular use. As a result Facebook is now among the top ten visited websites on the Internet. Online social networks have an inherent viral property in that applications' user base can incur exponential growth given the quick spread of information much like real-world social networks. Furthermore, through open developer platforms, large networks such as Facebook have recently opened their doors to developers across the world, enabling even unprofessional developers to create applications by leveraging the under- lying social graphs. The introduction of these third-party applications has led to even higher traffic on the corresponding social networks [1].

In this project, we will cover how the small businesses can't afford to be active without a lot of resources or devoted marketing staff with your customer base and can't drive well traffic to your website or store and why Facebook should become a key marketing tool to help you grow your business. Specifically, we look at Facebook's massive marketing potential, its expansive capability to reach your ideal audience, and the core strategies you can implement today to seamlessly add Facebook to your marketing program and make the brand most nearest to customer social live ,and build a good lovely relationship with the customers. As Megan Adams (Social media marketing expert) said: using Facebook for your business is a powerful platform to connect with your customers. And your presence on Facebook serves as a cornerstone for your online identity. The first step to fetching your business on Facebook is to create a Facebook Page. It's

there you'll publish content and interact with your friends. With a Facebook Page, visitors can stay connected with your brand, read the latest news, share a conversations, and share interesting content with their friends [2].

Social media marketing is a long-term commitment. So be sure you have the resources to maintain it. The most important thing to remember is go where your customers are, don't make them come to you [3].

II. LITERATURE SURVEY

With over 1.7 billion people, Facebook has redefined the notion of mass media. These days, many companies use Facebook to post updates, advertise, host contests, and publish news. Facebook is a pay-to-play platform. Organic posts, that is your regular unpaid updates, don't have the same reach without paid promotion.

Many Brands have applied many facebook marketing strategies to increase the interaction with audience like Rosewholesale which is a sub-company of Yigou International group, located in Shenzhen, China, started in 2013. And Miswag.net is the first and biggest online shopping website in Iraq, started in 2014.

Presented a web application for shopping system and connecting it with social media with some differences in methodology to makes your page significantly more appealing to your audience and improves user experience you can use many ways to its fullest potential for social media marketing like employ third-party Facebook applications, Facebook advertising, and building a plan to manage the strategies and analysis your businesses [4].

III. AIM OF THE PROJECT

Using the most influential social media network in the world "Facebook" to effectively marketing for small business with limited resources to help them grow and reach their goals, through connect and build relationships with customers and earn the loyalty of the ideal audience for developing their business, and this is done by creating a plan and policy to determine goals for the brand by understanding the Facebook algorithm, data analysis, use Facebook strategies to publishing, producing, and publicity and build consciousness for their business.

Plus to embed third-party applications and linking it with website. As well as create a connection between Facebook social plugins with brand page on Facebook. In addition to understanding the restructuring of the advertising campaign, reach the goal of advertising in the highest level of accuracy, and get the best target audience.

IV. PROPOSED WORK

The connection between Facebook and online store using many tools and technologies through build an online store using WordPress and the WooCommerce plugin which is one of the most popular and trusted ecommerce solutions for WordPress. WooCommerce provides advanced store management for physical and digital products, and this section shows how to navigate the orders, shipping settings, add products, manage sales, and customize your store's layout. Plus, learn how to use the plugin with external services for shipping.

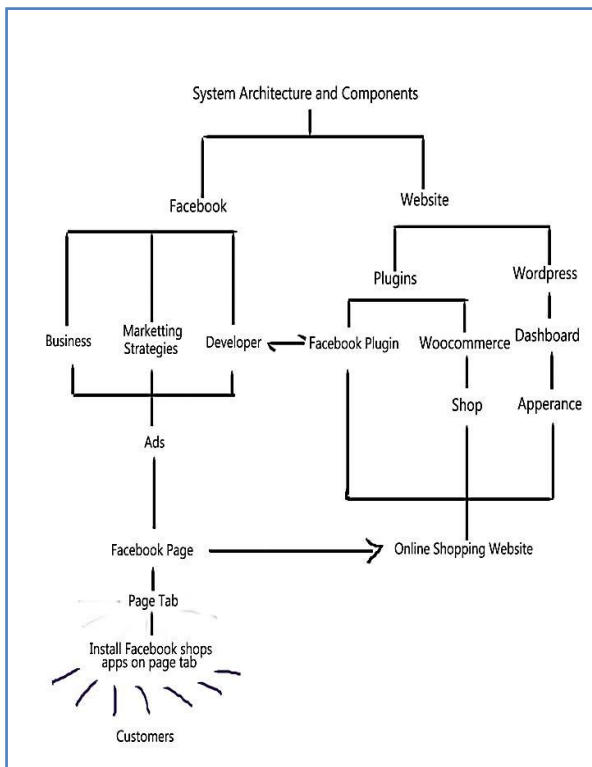


Fig. 1. System Architecture and Component

Then you need to understand the social media to marketing your product or service, using Facebook for developer, Facebook for business, Facebook apps, and some tools and technologies to management my page. See the Architecture, as shown in Fig. 1.

To understand each of Its components as the following:

A. Facebook For Business

Over a billion people use Facebook to connect and share the things they care about. Whether you're just getting started with Facebook for your business, or you're ready to optimize your Facebook presence to meet specific goals. Facebook has a specific URL just for help you to grow your business as a website in [16]. There are many customization must done to optimizing your business on Facebook:

1. **Facebook Page:** Any marketing that you do on Facebook, allbegins with a Facebook Page. A Facebook Page is where you house all your business information. Think of it a bit like your own website hosted on Facebook. Your Page gives your business a voice and presence on Facebook, and is a place to share information about your business directly with your customers. The Page is strictly for business and personal brands. It also collects likes. With a Page, you gain insights and analytics with your engagement, where a personal profile does not have that capability. You also are able to create advertising campaigns with your Facebook Page. They work really well for personal brands as well, like authors, accountants, and consultants.
2. **Choose a Username:** To make it as easy as possible for people to find you. One of the ways to do this is by creating a Facebook username. Basically this is the convenient way that people can find your page when searching on Facebook. It also is connected to your vanity URL so people can type directly into their web browser to easily find your page. Having this set up helps people find you on Facebook when they simply search in a Google search.
3. **Shop Button:** It's an instruction to your audience to encourage an immediate response. When you add a shop to action on your Facebook page, you've a large opportunity to drive better engagement with your fans.
4. **Schedule Facebook Posts:** Maintaining a Facebook page can be a very time-consuming activity. With the schedule a post feature on pages you can pre-schedule posts and schedule it in future, so you don't have to be on the page at all times.
5. **Facebook Events:** It's a unique type of Facebook post and they act the same as a regular post, with the commenting, liking, and sharing abilities, also allow you to invite people to let your audience know about an event that you're running for your business.
6. **Facebook milestone:** Your Facebook page tells a story of what your business is about. It lets you highlight key moments for your business and shows up on your page's timeline.

7. Ratings and Reviews Work: This is a great way to add social proof for your business. Basically, it's a cue to people who see your reviews that they might wanna check out your business because other have already been there. You can manage them on page so you can manage your reputation and create some additional promotion for your business.
8. Page Insight Tool: It's help you to determine if your Facebookpage is growing and you're posting the right content, you'll see all analytical data from your Facebook page, track your likes, provides all information and it's really helpful in understanding what's getting clicked on and who's clicking on it. With Insight tool you can understand your audiences.
6. Choose #Hashtag to your brand, everything has a relationship with brand will show in Hashtag, especially if in a large event.
7. Try to hear the words that people are saying about your company in outside, and try to cooperate with them to understand their problems and how to solve it.
8. Give interest to review button on Facebook, because it will give great support to your company, It will be considered as a recommendation from the customers and you will get the confidence of the other customers, so try to make it positive and if there were negative feedback, thank them and try to solve problems to not be repeated again.

B. Marketing Strategies

Your brand is more than your logo, name or slogan. It's the entire experience your prospects and customers have with your company, product or service. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers [5].

While brand strategy is a long-term marketing support for a brand, based on the definition of the characteristics of the target consumers. It includes understanding of their preferences, and expectations from the brand [6]. So you must know the best strategies to deal with all these customers [7]:

1. Facebook allows you to create a customized background that shows your brand in its best light. There are a ways to build credibility with your background. Like make it consistent in look and message with your website.
2. Facebook pages for business also allow you to customize the tabs of the page so that visitors can click through to additional information. Use this space wisely to offer some type of lead capture might that include a podcast, a quiz, a white paper or article, an eBook or a shop.
3. Having your Facebook best practices in place provides an excellent foundation for using the website for more advanced personal brand building.
4. In social media you have to build a friendly relationship with customers as if they are your friends, because if they loved you, then you will be the first choice to them when buying their needs of the company's products.
5. Treatment the negative feedback on social network, as watch and pay attention and Facebook very well, do not left any post or comment without reply for a long time, understand customer's question well in order to respond properly saturated or restitution to question the first time, you should apologize to the customer at the beginning and the more explicit apology makes the customer feels that you are really interested in him, if a particular problem has been resolved thank the customer that's helped you to pay attention to this problem, response should be publicly as the negative feedback was publicly.

C. Facebook For Developers

Facebook have one of the most robust service APIs available, of all the social media platforms. Here, I'll get set up as a Facebook developer and start exploring all the many options they make available. It allow you to build, grow and monetize your apps with Facebook, Messenger, and Internet.org.

1. Build Apps: Application runs on many platforms, via hosted it by an external server, that's means the application works within Facebook, but has not been hosted by Facebook. To create new Facebook app first go website in [15], and drop down the row, then click : add a new app, as shown in screenshot below

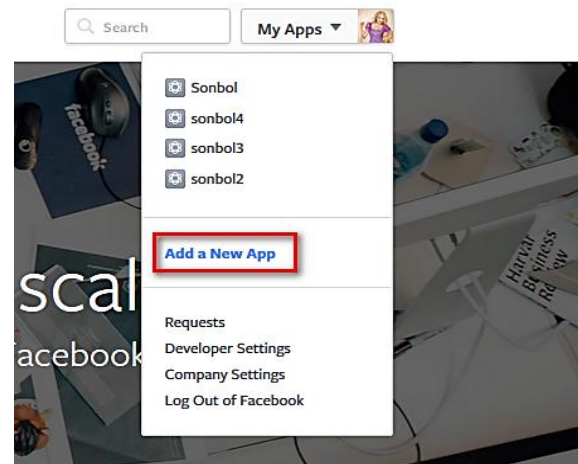


Fig. 2. Add a new app

2. Applications platforms: Facebook allowed many platforms to provide more space for the user to enter the favorite applications on Facebook to managing and using it. The applications platforms as iOS, android, Facebook canvas, website.
3. Programming Languages: Applications are programmed by the languages supported Web sites such as: HTML, PHP, Java Script, and Other SDKs.
4. Dashboard: App dashboard, contains the application ID, and the security code the application, the application version, also contains some statistics in terms of working and new and existing users, and contain many other features.

D. Implementation Website Shop

Build an online store using WordPress platform and the WooCommerce plugin, one of the most popular and trusted ecommerce solutions for WordPress. Similarly setup plugins works with Facebook and put the login to Facebook, etc.

1. Wordpress: is an open source content management system was initially released 27th May, 2003 by MattMullenweg and Mike Little. WordPress is an Open Source project, which means there are hundreds of people all over the world working on it. As a result 27% of the web uses WordPress [8].The WordPress dashboard is a first screen which will be seen when you log into the administration area of your site which will display the overview of the website. It is a collection of gadgets that provide information and provide an overview of what's happening with your shop. You can customize your needs by using some quick links such as writing quick draft, replying to latest comment, etc.
2. Theme: Is changing the design of your website, often including its layout. Changing your theme is changes how your site looks on the front-end, i.e. what a visitor sees when they browse to your site on the web. Here we will use Storefront theme. with Wordpress you can customize it.
3. Plugin: Is a piece of software containing a group of functions that can be added to a WordPress website. Its extend and enlarge the functionality of WordPress. [9]
4. Woocommerce Plugin: It's a powerful, extendable e-commerce plugin that helps you sell anything. Woocommerce is the first plugin in ecommerce world, It's give you the ability to add a shop and calculate orders that give you purchased item, the shipping to items and the total amount. Also giving a report about the total sales in days, week, month, year. Also Add the pages, shop, account, checkout, and cart. [10]
5. Facebook Plugins: Allow your visitors to comment, login, register and share with Facebook also post on their Facebook wall. This plugin work with my Facebook business page through Facebook App ID, so you have to create a App from developer. Facebook. Some of these plugins I have been used:

- Facebook All
- Facebook feed WD
- Facebook
- FB Save Button
- Facebook Messenger
- Bot sale for woocommerce
- Woocommerce shop to Facebook
- Woocommerce social media share button
- WP Facebook Messenger

E. Facebook Advertising

Facebook Ads is an actions created by a business on Facebook that's served up to Facebook users based on user activity, demographic information, device use information, advertising and marketing partner-supplied information,

and off-Facebook activity.[11] Advertising help to grow your business, makes it easy to find the right people, capture their attention and get results. We can target adverts to people based on how they engaged and when they engaged and create an experience that is relevant to where they are in the process of investigating our products.[12]

Facebook offers powerful and unique ways to show your adverts to the people who are most likely to care about your business. There are many tools on Facebook makes it easy to find the right people, capture their attention and get results, like Adverts Manager, Facebook pixel, Power Editor. [13]

F. Tools and Technologies

It's to improve your social media management and add efficiency to your workflow. there are some tools to invest like Pagemodo, or Buffer, IFTT, Raven, Every Post, Buzzsum, Startafire. [14]

V. CONCLUSION

Facebook helps people to discover your business, and reach to them and built a good lovely relationship with my fan to converts them to customers by means of Facebook account for business use and build out your page in a way that promotes your brand with strategies for increasing your reach with Facebook ads and boosted posts, and tracking your return on investment with Facebook Insights, which reports likes, page views, and more.

Also Facebook for developers is effective means to explore our developer products and add it to build better with our set of powerful development tools by adding Facebook login and other Facebook plugin on my website, this led to grow the reach and engage an audience at the scale of Facebook by sharing on Facebook from apps and websites.

As well as the flexibility of Wordpress with Woocommerce plugin and other Facebook social plugins led the people to moving their interaction on website using Facebook accounts without need to new registration, hence making the Wordpress shop have limitless possibilities. Finally advertising on Facebook makes it easy to find the right people, capture their attention, understand your audience better and get results, therefore the large number of people on Facebook could reached with cost much less as with TV.

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