

**THE ROLE OF SOCIAL MEDIA IN THEATRE PRODUCTIONS MARKETING:
A FOCUS ON FACEBOOK**

BY

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BENIN CITY.**

AUGUST, 2021.

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**A PROJECT WORK SUBMITTED TO THE DEPARTMENT OF THEATRE
ARTS, FACULTY OF ARTS, UNIVERSITY OF BENIN, BENIN CITY.
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD
OF BACHELOR OF ARTS (B.A) IN THE THEATRE ARTS DEGREE FOR THE
2020/2021 ACADEMIC SESSION.**

AUGUST, 2021.

DECLARATION

This project is based on a study undertaken by **OSADEBE FESTUS**, **MATRICULATION NUMBER: ART1601592** in the Department of Theatre Arts, Faculty of Arts, under the supervision of DR. VINCENT O. DIAKPOMRERE, in the Department Of Theatre Arts.

All ideas are the products of my personal research and the view of others used were duly acknowledged.

OSADEBE FESTUS
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CERTIFICATION

This is to certify that this research work was carried out by Osadebe Festus Matric No: ART1601592 in partial fulfillment for the award of Bachelor of Arts (B.A) degree in the Department of Theatre Arts, University of Benin, Edo State.

DR. VINCENT O. DIAKPOMRERE
(Project Supervisor)

DATE

DEDICATION

I dedicate this project to Almighty God, who has been my guide and guard from my birth to the present stage of my life.

ACKNOWLEDGMENTS

First of all I render my utmost acknowledgement and appreciation to God my creator who has being my source and friend from birth till date and even till eternity

I want to also appreciate my wonderful supervisor Dr. Vincent O. Diakpomrere for always ensuring I am serious with this project work even when I was no longer interested.

I am indeed grateful to Mr. and Mrs. Obikpi and Late, Mr. and Mrs. Osadebe for their undying love and support from the beginning of my birth till this present day.

I am grateful to my wonderful and intelligent siblings. Miss Blessing Obikpi, Miss Grace Obikpi, Miss Endurance Obikpi, Master Daniel Obikpi and Master Precious Obikpi for their love and support throughout my stay in school and throughout this project.

I also want to appreciate my Aunty, Mrs. Angela Uwagbale for being a constant support system to me. I want to also appreciate my friends; Valentine, Funmi, Misan, Juliet, Abundance, Elder, Abies and Onome for their support all through my stay in school.

I express my heartfelt appreciation to all those who have contributed in one way and several ways to the success of this research work.

I am also grateful for all the lecturers who have imparted knowledge into me from the beginning of my stay in school till now especially Mr. Chuks Omessah and Dr.

Mudiaga Akpughe for always been available to offer every kind of academic help possible at any time.

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ABSTRACT

In the reality of an economic recession and increasing competition in all sectors of the economy, companies strive to find more effective and efficient ways to increase brand awareness and market their services. This research looks at the role of social media in theatre productions marketing. Developing an effective viral marketing strategy within the social media landscape requires being aware of the current usage of social media by theatre arts in their attempt to market the services to their target audiences. There is a growing interest in social media marketing research with only modest research available in the arts field. The questions that form the basis for this research are: To what extent can Facebook be applied as a good social media for marketing theatre productions in our modern day society? How does marketing on Facebook influence audience patronage for theatre productions? What are the benefits when marketing theatre productions via Facebook. However, deduction from this study has shown that Social media was seen as most effective in increasing brand awareness and building strong fan community.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND TO THE STUDY

Social media is a form of electronic communication which facilitates interaction based on certain interests and characteristics. Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers.

Nowadays social media becomes part of a person's life. Social media such as Facebook, Twitter, Instagram or LinkedIn has a numeral number of users and keeps growing every day. It is estimated that over 500 million people are interacting with social media (Ostrow, 2010; 5). The numbers of social media users growing have attracted marketers. Marketers have recognized social media marketing can be an important part of their marketing communication strategies.

Social media are elements of the new media and according to Danny Shea in The Huffington Post (accessed 20th June 2010) have become the highest activity on the internet. The rapid growth of social media activities that have been observed over the last two to three years are indicative of its entry into mainstream culture and its integration

into the daily lives of many people. In parallel with this, social media have also gained considerable attention from the academic and business worlds.

Social media isn't really new. While it has only recently become part of mainstream culture and the business world, people have been using digital media for networking, socializing and information gathering almost exactly like now for over 30 years." Social media started as a concept many years ago but has evolved into sophisticated technology .The concept of social media can be dated back to the use of the analog telephone for social/business interactions (Sean Carton, 2009: 7).

Observers have noted a wide range of positive and negative impacts of social media use. Social media can help to improve an individual's sense of connectedness with real or online communities and can be an effective communication (or marketing) tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties and governments.

Facebook started as a local social network made for the students of Harvard. It was developed by a sophomore, Mark Zuckerberg. Facebook was actually made by hacking Harvard's data base containing identification images of students (Charlene Croft, 2007: 3). The initial idea was actually to compare the faces of students with images of animals, for entertainment purposes. However, due to the potentially damaging contents of the site, the creators decided to put it down before it caught the attention of school authorities. The application was shut down, but the idea of creating an online community

of students came to existence. The platform was then improved and sooner than they expected, Facebook was released in campuses other than Harvard. Thereafter, high schools were already starting to get attracted to the idea of having online communities, thus opening the website to the younger population. In 2006, facebook.com ultimately offered the opportunity to the rest of the world. As 2007 approached, the registrants reached an overwhelming digit- roughly a million dozen. Facebook has grown to become the biggest and most popular social networking site today with a population of above 500 million active users (Facebook statistics, 2012).

1.2 Statement of Problem

It is recorded that at least four million, seven hundred and fourteen Nigerians are on Facebook, with a good number of them being young (Facebook statistics, 2012).

However, there is no comprehensive knowledge of their activities as well as how this form of media can impact on various aspects of life. This thesis examines the relationship between social media and its usage by Nigerian youths. The study specifically focuses on using social media (Facebook) to market play production.

According to John Vivian, the future of communication has been predicted to depend to a great degree on electronic modes. Academics, business men and professionals in various fields propose various uses of social media and new media generally. These and many more decisions will be made based only on available data concerning these media (1999: 24).

1.3 Significance of Study

Fundamentally, it is essential we understand current usage and behaviour and identify potential problems so that they can be addressed. This can be seen in the amount of academic studies on social media within the last seven years (Wikipedia, 2000).

However, Danah Boyd has gathered a collection of research about social networking sites that lists approximately one hundred and fifty research papers, three books, and seven research reports published in the years 2003-2010 (Boyd, 2010: 21). According to Boyd, None of these papers covers Africa. This shows a lack of research that concerns the African region and especially Nigeria where this form of media is greatly used.

Therefore the overall motivation for conducting this study is to contribute to research about social media in Nigeria. This research would also create a platform for further research in this field and how it affects theatrical performance as well as other spheres of life.

This research would provide useful data for market researchers, marketing and product development professionals as well as educators as to how they can maximize social media for optimum benefit in their various fields.

1.4 Research Objectives

The objectives of the study are to:

- Provide evidence-based insights into the social media phenomenon which can be used to inform current understanding of usage and marketing.
- Identify some of the current and potential future issues around people's use of Facebook for marketing.
- Seek to understand how people are using Facebook as a marketing tool.
- Understand the use of Facebook by people in Nigeria especially the youth as a marketing tool for theatre production.
- Understand the attitudes towards Facebook and the wider issues that may arise from Facebook.
- Explore any effect of this form of media on the marketing skills of the Nigerian youth.

1.5 Research Questions

1. To what extent can Facebook be recommended as a good social media for marketing theatre productions in our modern day society?
2. How does marketing on Facebook influence audience patronage for theatre productions?

3. What are the benefits of marketing theatre productions via Facebook?

1.6 Methodology

The methodology that would be adopted in carrying out this research is the qualitative research method. Under the qualitative research method, the researcher would be adopting Textual Analysis method where information would be gotten from available documentation found in the Library or Online. Furthermore, in carrying out this study, data would be this collected using a questionnaire.

Therefore, to achieve the aims and objectives of this study, materials would be sourced from both primary and secondary sources.

1.7 Scope of Study

The scope of this study covers the role; extent and relevance of Enhancing play production publicity through activities on social media. However, the focus is limited to Facebook.

1.8 Limitation of Study

The issue of finance posed as a challenge is due to the fact that the economic wherewithal to buy books etc. often created great obstacles.

1.9 Definition of Terms

As words may have different meaning in different contexts, the following definitions are given as they are intended to be understood for the purpose of this study.

Facebook: - Facebook is a social networking site that makes it easy for you to connect and share with family and friends online (Online Source).

Social Media: - Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities (Online Source).

Marketing: - Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good (Online Source).

Theatre Production: - A finished theatrical production (or product) is any work of theatre, such as a staged play, musical, comedy or drama. Theatrical productions also extend to other performance designations such as Dramatic and Nondramatic theatre, as well as Dance theatre (Online Source).

Theatre: - Theatre is a collaborative form of performing art that uses live performers, usually actors or actresses, to present the experience of a real or imagined event before a live audience in a specific place, often a stage (Online Source).

CHAPTER TWO: LITERATURE REVIEW

2.0 OVERVIEW

This chapter borders on the review of existing literature (books, papers and records of empirical researches) on "The role of social media in theatre productions marketing: focus on Facebook.

2.1 SOCIAL MEDIA

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is Internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications.

While social media is ubiquitous in America and Europe, Asian countries like Indonesia lead the list of social media usage. More than 3.8 billion people use social media.

Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth or with many people simultaneously.

Globally, there are more than 3.8 billion social media users. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million.

According to the Pew Research Center, social media users tend to be younger. Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media in 2002. Further, these users tend to be better educated and relatively wealthy, or earning over \$75,000 per year (Online Source).

Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support.

Social media's role in helping businesses promotion is significant. It facilitates communication with customers, enabling the melding of social interactions on e-commerce sites. Its ability to collect information helps focus on marketing efforts and market research. It helps in promoting products and services, as it enables the distribution of targeted, timely, and exclusive sales and coupons to would-be customers. Further, social media can help in building customer relationships through loyalty programs linked to social media (Online Source).

2.2 HISTORY OF SOCIAL MEDIA

Social media may have roots in the 1840s introduction of the telegraph, which connected the United States.

Early computing

The PLATO system launched in 1960 offered the early forms of social media features with 1973-era innovations such as Notes, PLATO's message-forum application; TERM-talk, its instant-messaging feature; Talkomatic, perhaps the first online chat room; News Report, a crowdsourced online newspaper, and blog; and Access Lists, enabling the

owner of a note file or other application to limit access to a certain set of users, for example, only friends, classmates, or co-workers.

ARPANET, which first came online in 1967, had by the late-1970s developed a rich cultural exchange of non-government/business ideas and communication, as evidenced by the network etiquette (or 'netiquette') described in a 1982 handbook on computing at MIT's Artificial Intelligence Laboratory. ARPANET evolved into the Internet following the publication of the first Transmission Control Protocol (TCP) specification, (Specification of Internet Transmission Control Program) (Vint Cerf, Yogen Dalal and Carl Sunshine in 1974; 4-5). This became the foundation of Usenet, conceived by Tom Truscott and Jim Ellis in 1979 at the University of North Carolina at Chapel Hill and Duke University, and established in 1980 (Tom Truscott, Jim Ellis, 1979; 41).

A precursor of the electronic bulletin board system (BBS), known as Community Memory, had already appeared by 1973. True electronic BBSs arrived with the Computer Bulletin Board System in Chicago, which first came online on February 16, 1978. Before long, most major cities had more than one BBS running on TRS-80, Apple II, Atari, IBM PC, Commodore 64, Sinclair, and similar personal computers (Derfler, Jr, 1980; 2). The IBM PC was introduced in 1981, and subsequent models of both Mac computers and PCs were used throughout the 1980s. Multiple modems, followed by specialized telecommunication hardware, allowed many users to be online simultaneously.

Compuserve, Prodigy and AOL were three of the largest BBS companies and were the first to migrate to the Internet in the 1990s. Between the mid-1980s and the mid-1990s, BBSes numbered in the tens of thousands in North America alone. Message forums (a specific structure of social media) arose with the BBS phenomenon throughout the 1980s and early 1990s. When the World Wide Web (WWW, or 'the web') was added to the Internet in the mid-1990s, message forums migrated to the web, becoming Internet forums, primarily due to cheaper per-person access as well as the ability to handle far more people simultaneously than telco modem banks (Online Source).

Digital imaging and semiconductor image sensor technology facilitated the development and rise of social media. Advances in metal-oxide-semiconductor (MOS) semiconductor device fabrication, reaching smaller micron and then sub-micron levels during the 1980s–1990s, led to the development of the NMOS (n-type MOS) active-pixel sensor (APS) at Olympus in 1985, and then the complementary MOS (CMOS) active-pixel sensor (CMOS sensor) at NASA's Jet Propulsion Laboratory (JPL) in 1993. CMOS sensors enabled the mass proliferation of digital cameras and camera phones, which bolstered the rise of social media (Online Source).

Data compression

An important feature of social media is digital media data compression, due to the impractically high memory and bandwidth requirements of uncompressed media. The most important compression algorithm is the discrete cosine transform (DCT), a lossy

compression technique that was first proposed by Nasir Ahmed in 1972. DCT-based compression standards include the H.26x and MPEG video coding standards introduced from 1988 onwards, and the JPEG image compression standard introduced in 1992. JPEG was largely responsible for the proliferation of digital images and digital photos which lie at the heart of social media, and the MPEG standards did the same for digital video content on social media (Nasir Ahmed, 1991; 5) The JPEG image format is used more than a billion times on social networks every day, as of 2014 (Online Source).

Development of social-media platforms

The development of social media began with simple platforms. GeoCities was one of the earliest social networking services, launched in November 1994, followed by Classmates.com in December 1995 and SixDegrees.com in May 1997. Unlike instant-messaging clients (e.g., ICQ and AOL's AIM) or chat clients (e.g., IRC, iChat, or Chat Television), SixDegrees was the first online business that was created for real people, using their real names. As such, according to CBS News, SixDegrees is "widely considered to be the very first social networking site," as it included "profiles, friends lists and school affiliations" that could be used by registered users. Thereafter, Open Diary was launched in October 1998; LiveJournal in April 1999; Ryze in October 2001; Friendster in March 2003; the corporate and job-oriented site LinkedIn in May 2003; hi5 in June 2003; MySpace in August 2003; Orkut in January 2004; Facebook and Flickr, both in February 2004; YouTube in February 2005; Yahoo! 360° in March 2005; Bebo in

July 2005; the text-based service Twitter, in which posts (called tweets) were limited to 140 characters, in July 2006; Tumblr in February 2007; Instagram in July 2010; and Google+ in July 2011. Research from 2015 shows that the world spent 22% of their online time on social networks, thus suggesting the popularity of social media platforms. It is speculated that the increase in social media's popularity is due to the widespread daily use of smartphones (Online Source).

2.3 HISTORY OF FACEBOOK

A "face book" is a student directory featuring photos and basic information. In 2003, there were no universal online facebook at Harvard, with only paper sheets distributed and private online directories. Zuckerberg told the Crimson that "Everyone's been talking a lot about a universal face book within Harvard. ... I think it's kind of silly that it would take the University a couple of years to get around to it. I can do it better than they can, and I can do it in a week." In January 2004, Zuckerberg began writing code for a new website, known as "TheFacebook", with the inspiration coming from an editorial in the Crimson about Facemash, stating that "It is clear that the technology needed to create a centralized Website is readily available ... the benefits are many." Zuckerberg met with Harvard student Eduardo Saverin, and each of them agreed to invest \$1,000 in the site. On February 4, 2004, Zuckerberg launched it under the name of "TheFacebook", originally located at thefacebook.com (Phillips, Sarah, 2007; 3).

Zuckerberg also stated election to his intention to create a universal website that could connect people around the university. According to his roommate, Dustin Moskovitz, "When Mark finished the site, he told a couple of friends ... then one of them suggested putting it on the Kirkland House online mailing list, which was ... three hundred people." Moskovitz continued to say that, "By the end of the night, we were ... actively watching the registration process. Within twenty-four hours, we had somewhere between twelve hundred and fifteen hundred registrants." Just six days after the launch of the site, three Harvard University seniors, Cameron Winklevoss, Tyler Winklevoss, and Divya Narendra, accused Zuckerberg of intentionally misleading them into believing that he would help them build a social network called HarvardConnection.com, but instead using their idea to build a competing product. The three complained to the Crimson, and the newspaper began an investigation. Zuckerberg knew about the investigation so he used TheFacebook.com to find members in the site who identified themselves as members of the Crimson. He examined a history of failed logins to see if any of the Crimson members had ever entered an incorrect password into TheFacebook.com. In the cases in which they had failed to log in, Zuckerberg tried to use them to access the Crimson members' Harvard email accounts, and he was successful in accessing two of them. In the end, three Crimson members filed a lawsuit against Zuckerberg which was later settled (Carlson, Nicolas, 2010; 12).

Membership was initially restricted to students of Harvard University. Within the first month, more than half the undergraduate population at Harvard was registered on the

service. Zuckerberg was joined in the promotion of the site by Saverin (business aspects), Dustin Moskovitz (programmer), Andrew McCollum (graphic artist), and Chris Hughes. In March 2004, Facebook expanded to Stanford, Columbia, and Yale. This expansion continued when it opened to all Ivy League and Boston-area schools. It gradually reached most universities in the United States and Canada. Facebook was incorporated in the summer of 2004, and the entrepreneur Sean Parker, who had been informally advising Zuckerberg, became the company's president. In June 2004, Facebook moved its base of operations to Palo Alto, California. The company dropped 'The' from its name after purchasing the domain name facebook.com in 2005 for \$200,000. By December 2005, Facebook had 6 million users (Online Source).

On October 1, 2005, Facebook expanded to twenty-one universities in the United Kingdom and others around the world. Facebook launched a high school version in September 2005, which Zuckerberg called the next logical step. At that time, high school networks required an invitation to join. Facebook later expanded membership eligibility to employees of several companies, including Apple Inc. and Microsoft. On December 11, 2005, universities in Australia and New Zealand were added to the Facebook network, bringing its size to 2,000+ colleges and 25,000+ high schools throughout the United States, Canada, Mexico, the United Kingdom, Australia, New Zealand, and Ireland. Facebook was then opened on September 26, 2006 to everyone aged 13 and older with a valid email address. Late in 2007, Facebook had 100,000 business pages, allowing

companies to attract potential customers and tell about themselves. These started as group pages, but a new concept called company pages was planned (Riva Richmond, 2007; 4).

In October 2008, Facebook announced that it would set up its international headquarters in Dublin, Ireland. In 2010, Facebook began to invite users to become beta testers after passing a question-and-answer-based selection process, and a set of Facebook Engineering Puzzles where users would solve computational problems which gave them an opportunity to be hired by Facebook. As of February 2011, Facebook had become the largest online photo host, being cited by Facebook application and online photo aggregator Pixable as expecting to have 100 billion photos by summer 2011. As of October 2011, over 350 million users accessed Facebook through their mobile phones, accounting for 33% of all Facebook traffic. On March 12, 2012, Yahoo! filed suit in a U.S. federal court against Facebook weeks before the scheduled Facebook initial public offering. In its court filing, Yahoo! said that Facebook had infringed on ten of its patents covering advertising, privacy controls and social networking. Yahoo! had threatened to sue Facebook a month before the filing, insisting that the social network license its patents. A spokesperson for Facebook issued a statement saying "We're disappointed that Yahoo, a long-time business partner of Facebook and a company that has substantially benefited from its association with Facebook, has decided to resort to litigation" (Online Source).

On March 12, 2012, Yahoo! filed a suit in a U.S. federal court against Facebook weeks before the scheduled Facebook initial public offering. In its court filing, Yahoo! said that Facebook had infringed on ten of its patents covering advertising, privacy controls and social networking. Yahoo! had threatened to sue Facebook a month before the filing, insisting that the social network license its patents. A spokesperson for Facebook issued a statement saying "We're disappointed that Yahoo, a long-time business partner of Facebook and a company that has substantially benefited from its association with Facebook, has decided to resort to litigation". The lawsuit claims that Yahoo!'s patents cover basic social networking ideas such as customizing website users' experiences to their needs, adding that the patents cover ways of targeting ads to individual users. In 2012, Facebook App Center, an online mobile store, was rolled out. The store initially had 500 Facebook apps which were mostly games. On April 24, 2014, Facebook and Storyful announced a new feature called FB Newswire. In addition to the Android and iOS mobile app, Facebook develops another Android app called Facebook Lite which uses less data. Another project from Facebook is called Facebook Zero, which allows users to use a mobile text-only version of Facebook for free, without paying for mobile data when using some mobile network operators.

In May 2018, the company announced their own dating service, called Facebook Dating (Online Source).

2.4 FACEBOOK AS A SOCIAL MEDIA TOOL

Mark Zuckerberg and his friends, while he was a student at the Harvard University, in February 2004 founded The Facebook. The website was initially limited to Harvard students alone until September 2006 before it became opened for public use. According to Croft 2007, in August 2005, The Facebook dropped the The and Facebook.com was registered for \$200,000. The network opened up, and within months anyone with a valid institutional email address from over 30,000 organizations across the planet was eligible for membership, including high school students, government employees, and the corporate community. He added that between May 2006 and May 2007 Facebook traffic grew by an astonishing 89% (Online Source).

Today anybody above the age of 13 is eligible to register an account of Facebook. This has enabled a wide range of communication and trade activities between individuals and organizations. Rarely will you see any corporate body or individual businesses without a Facebook account. The Wikipedia reported that Facebook already had 100,000 business pages by late 2007. This allowed companies to promote themselves, attract customers and increase their business base (Online Source).

Facebook is a tool for connecting people with those around them. And, as with any social media tool, marketers have an opportunity to use Facebook to expand their online footprint and directly engage with customers and prospects (Urban, 2012; 2).

The growth in popularity and user base of Facebook is beneficial for publicity. One will be wrong not to exploit the free channel for a marketing opportunity, owing to the ever-increasing number of users signing in by the day. Irrespective of a company's production line, Facebook satisfies the place for reaching out to a vast audience since potential customers are likely to visit the site on a daily basis. It will be ideal to share the company's updates and information using pictures, videos etc., get feedbacks and complaints from the comments posted and make an adjustment to suite consumers tastes. This role is as beneficial to the consumers, in terms of getting quick access to products information, as it is to the company (in terms of sharing products information within the fastest means possible) (Online Source).

2.5 FACEBOOK AS MARKETING TOOL

Distinct from other social media, Facebook data is quite reliable and useful to comprehend customer's patterns and behaviours (Casteleyn, Mottart, & Rutten, 2009; 23). From looking through the Facebook site, users action can be distinguished from the news feed at the right end corner of the sites where top stories and most recent can be viewed by the users. Nevertheless, let's face the reality, users can create their own profile base on whatever they wish to do but it is not necessary the users would provide a valid and accurate information about themselves (Doyle, 2007; 17, Palmer & Koenig-Lewis, 2009; 12, Treadaway & Smith, 2010; 9). For instance, an individual would create different name rather than using his or her real name and manipulate his or her profile details and

status in Facebook. Nevertheless Casteleyn et al. (2009) pointed out that by using Facebook, marketers may be able to obtain valuable information from the users' profile, post and preferences. After all, not everyone uses Facebook to create a different version of them. Other most likely use Facebook to find the common interest and preferences of other individual users. Hence, by understanding the customers (users) preferences, it will help marketers to plan ahead and target their market segmentation. In the same time position themselves one step forward against their competitors (Acar & Polonsky, 2007; 57, Treadaway & Smith, 2010; 21). The next section, we will further highlight the approach that can be useful for the marketers when targeting customers in Facebook.

1. Making the Most of Your Facebook Business Page

A Facebook page is a great free marketing tool for businesses. These pages let businesses identify themselves not just through listing product offerings and services, but also by sharing links, images, and posts on a customizable page to give a better sense of a business's personality and character.

Facebook business pages are a great spot to develop brand identity and show your human side.

Ultimately one should consider what the key audience would want to see. Share social media images, links, videos, anything, as long as it is connected to your business and it seems like something your target audience would enjoy. Use Facebook Insights to see what resonates most with your audience.

A theatre company specializing in all kinds of theatre productions might also post an article about play production, dance or music. etc. (Online).

2. Facebook Advertising: Classic Ads

Facebook offers its own form of advertising with Facebook ads, which appear in the side columns of the Facebook site. These classic ads are referred to more specifically as Marketplace Ads. They include a headline with copy, an image, and a click-through link to a Facebook page, a Facebook app, or an outside website.

Implementing Facebook advertising into your Facebook marketing strategy is one possible technique for increasing likes or driving website clicks (Online Source).

Facebook Advertising Features Include:

- Demographic targeting by Facebook user data on age, location, education, and interests.
- The ability to set ad budgets. Ad testing, in which multiple ad versions can be run simultaneously in order to compare ad designs and setup.
- Built-in ad performance measurement tools. The ability to advertise for your particular area, great for local businesses.

Using Facebook advertising to increase your “Likes” can be very beneficial once a user likes your page, they essentially become followers of your business page, and your posts will appear on their Facebook news feed.

This results in more users interacting with you and your brand, forming relationships that may end up translating to conversions in the future (Online Source).

3. Hosting Facebook Contests

Running Facebook contests, sweepstakes, or promotions is another Facebook marketing tactic that can increase fans and brand awareness.

When conducting a Facebook contest, be aware that contests can't be hosted through Facebook itself (meaning you can't ask for likes as entries, have people write answers in the comments, etc.) Businesses must use a third-party app for creating their Facebook contest, then direct users to the app from their Facebook page.

There are plenty of paid tools to help you do this, as well as some free ones. Shortstack offers a number of free contest templates, so long as your page has under 2,000 likes. Pagemodo also has a free option. Many third-party Facebook contest apps offer free versions, but your options with them are limited (Online Source).

4. Facebook Promoted Posts

Facebook Promoted Posts let Facebook page owners pay a flat rate in order to have their individual Facebook posts reach a certain number of users, increasing a specific post's reach and impressions. Some businesses have asked why someone should have to pay to ensure that a post is seen by users. If a user has liked my page, they should always see my posts on their news feed, shouldn't they? The answer to this question is no,

because it assumes that users spend every waking moment of their life on Facebook's news feed. For the health and safety of your Facebook fans, we hope this isn't true!

If a fan of yours happens to be looking at their news feed when you post your story, they are likely to see it, but even then there is no guarantee if their news feed is swamped by other posts. That's where Promoted Posts comes in, it ups your chances of being seen on a user's news feed. Facebook Promoted Posts are shown to existing fans, with an added option to reach friends of fans.

Promoted Posts are easy to set up, just click the button beneath any of your page posts.

While the flat rate simplifies the process, Promoted Posts lack the targeting options offered by other Facebook ads (Online Source).

5. Sponsored Stories

Sponsored Stories are a type of Facebook ad that shows a user's interactions, such as a Facebook like, to the user's friends.

Sponsored Stories seeks to capitalize on the "word of mouth" marketing concept. If a user sees that three of his friends like a certain page, he is more inclined to pay attention. The goal of Sponsored Stories is to have a user take the same action as their friends. Advertisers can choose to show friend's "likes" if they want more page likes,

show friends who have “claimed this offer” if a business wants more users to claim offers, etc.

While the action performed by a friend liking a page or claiming an offer is automatically posted in a user’s news feed, these posts easily get overlooked. Sponsored Stories get preferred positioning, capable of appearing in news feeds and the right side bar. Sponsored Stories is also the only ad format available on mobile devices.

Sponsored Stories don’t only apply to likes or offers – they can be used with any Facebook Open Graph app. If a friend has just installed Scramble With Friends on Facebook, Sponsored Stories can show users that their friend has just played the Scramble game, with an invite to “challenge them,” “play with them,” or any similar variation.

Facebook claims that Sponsored Stories have 46% higher CTRs and 20% lower CPCs than regular Facebook ads, making them a very serious strategy for marketing on Facebook.

Facebook Sponsored Stories can be created easily through the Facebook ad create flow. Open Graph Sponsored Stories with a customized call to action require advertisers to use a third-party provider (Online Source).

6. Facebook Open Graph

Facebook Open Graph lets businesses label a user's action with their app. Billions of interactions are posted with Facebook Open Graph every day.

Businesses can create third-party apps that connect to a user and post a notice on Facebook when a user performs a specific action with the app. Facebook's Open Graph allows for creative interactive options outside of the standard "like" and "comment." Posts can suggest that users listen, taste, read, and it's up to businesses to get creative.

Virtually any time a site or app prompts users to sign in to Facebook, it has something to do with connecting the user with the Facebook Open Graph (Online Source).

Spotify is a great example of how Facebook Open Graph becomes a powerful Facebook marketing tool.

It all starts with a Facebook login prompt. This is followed immediately by a permission request, which many users click through with little thought. It was discovered that people had given permissions to 130 apps. Once permission has been obtained, Spotify is able to stream what songs a user is listening to on a friend's news feed.

Noticed that users are given a variety of options, they can like the song their friend is listening to, listen to the song themselves, or star it as a favorite in Spotify.

Open graph actions like these are unique enough to stand out from the cluttered craziness of a user's news feed.

Many Facebook games make frequent use of Facebook open graph actions, posting a notice when a user has completed a level or won an achievement. Open graph actions are being categorized as a new type of consumer story, taking advantage of the word of mouth phenomenon. Open graph posts are more meaningful to users because they are being generated by a familiar friend, not simply a brand, making them the latest and greatest of Facebook marketing tools (Online Source).

7. Facebook Exchange (FBX)

Facebook Exchange lets advertisers take advantage of ad retargeting on Facebook through real-time bidding. Advertisers can target audiences based on web history data, when a user visits a product page on a retailers website, but fails to make a purchase, the retailer can then display an ad for that same product on Facebook with FBX.

While Facebook retargeting ads were only relegated to the side columns, recently these ads have been allowed to appear in news feeds, the most valuable Facebook real-estate. This is great news for FBX advertisers, since response rates for news feed ads are 10 to 50 times higher than that of ad placements in the right column (Online Source).

2.6 MARKETING POTENTIALS OF SOCIAL MEDIA (FACEBOOK)

Marketing is an ancient art and has, since the day of Adam and Eve, been practiced in one form or the other. In the modern world, Marketing is everywhere; most of the task people do and most of the things people handle are linked to marketing.

Marketing is an activity. Marketing activities and strategies result in making products available that satisfy customers while making profits for the companies that offer those products. Marketing touches all aspects of life, for example; selling of newspapers, dress, food, mobile phones and internet connection. Marketing has its imprint on them all depending on the product and the context/experience the imprint may be visible or subtle. But it is very much there. Marketing permeates most of your daily activities. Marketing is an omnipresent entity.

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or Good. It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses (B2B marketing) or directly to consumers (B2C marketing). Regardless of who is being marketed to, several factors apply, including the perspective the marketers will use. Known as market orientations, they determine how marketers will approach the planning stage of marketing (Peter Drucker, 1954; 32).

Marketing is currently defined by the American Marketing Association (AMA) as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". However, the definition of marketing has evolved over the years. The AMA reviews this definition and its definition for "marketing research" every three years. The interests of "society at large" were added into the definition in 2008.

The development of the definition may be seen by comparing the 2008 definition with the AMA's 1935 version: "Marketing is the performance of business activities that direct the flow of goods, and services from producers to consumers".

The newer definition highlights the increased prominence of other stakeholders in the new conception of marketing (Online Source).

Recent definitions of marketing place more emphasis on the consumer relationship, as opposed to a pure exchange process. For instance, prolific marketing author and educator, Philip Kotler has evolved his definition of marketing. In 1980, he defined marketing as "satisfying needs and wants through an exchange process", and in 2018 defined it as "the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return" (Philip Kotler, 1980; 13).

A related definition, from the sales process engineering perspective, defines marketing as "a set of processes that are interconnected and interdependent with other functions of a business aimed at achieving customer interest and satisfaction". Besides, customers some definitions of marketing highlight marketing's ability to produce value to shareholders of the firm as well. In this context, marketing can be defined as "the management process that seeks to maximize returns to shareholders by developing relationships with valued customers and creating a competitive advantage". For instance, the Chartered Institute of Marketing defines marketing from a customer-centric

perspective, focusing on "the management process responsible for identifying, anticipating and satisfying customer requirements profitably" (John K, 2008; 25).

In the past, marketing practice tended to be seen as a creative industry, which included advertising, distribution and selling, and even today many parts of the marketing process (e.g. product design, art director, brand management, advertising, inbound marketing, copywriting etc.) involve the use of the creative arts. However, because marketing makes extensive use of social sciences, psychology, sociology, mathematics, economics, anthropology and neuroscience, the profession is now widely recognized as a science. Marketing science has developed a concrete process that can be followed to create a marketing plan (Subin Im, 2004; 114).

2.7 HISTORY OF MARKETING: The Impact of the Digital Revolution

The philosophy behind marketing products or services to consumers has been around for centuries. Even in pre-literate societies, artisans would give their goods a namesake design so consumers could discern their quality with a glance, a rudimentary form of branding and advertising.

However, the impact of marketing has grown considerably since the introduction of the printing press in the 1400s. This device revolutionized communications on a mass scale, providing businesses with a quick and cost-effective way to reach potential customers. This laid the framework for a consumer-focused culture, and opened the door for businesses to engage in modern marketing activities.

Most marketers are aware of major industry shifts caused by the digital revolution, but what was marketing like before then? How did marketers leverage the tools and techniques available to them across the centuries to convey value and engage with audiences? More importantly, how did marketers develop measurements to help them optimize their efforts before the digital revolution? (Eric H. Shaw and D. G. Brian Jones, 2006; 582).

Even thousands of years ago, people naturally ended up branding things - such as mosaic advertisements preserved from a successful businessman's house in Pompeii. Commerce continued to grow slowly over the years as merchants traveled to heavily trafficked "market towns" and realized they needed to stand out among merchants with similar offerings. As international trade became commonplace, the need for marketing became more pressing. Then, in the 1400s, the introduction of the printing press revolutionized our ability to communicate, and ever since, we've been looking for new ways to connect consumers with the products and services they need.

The power of print media and its ability to reach more people faster did not go unnoticed. Within a decade of the introduction of the printing press, the first recorded print advertisement was made in the 1450's. After this, the use of print skyrocketed, and with it, came more sophisticated advertisements. From the first magazine ad in Benjamin Franklin's General Magazine in 1742, to the introduction of direct mail advertisement in 1862, advertising the number of print ads during this time skyrocketed.

By the time radio advertising entered the marketing landscape, it didn't take long for radio ad spend to overtake print. Similarly, the introduction of Television ads in 1942 added even more opportunity for brands to reach consumers across a growing media landscape (Stanley C. Hollander, Kathleen M, D.G. Brian Jones and Laura Farlow Dix, 2005; 25-26).

- **Marketing Shifts to the Consumer**

As more brands began leveraging mass communication to advertise their products and services, it didn't take long to recognize the need to understand the effects of their advertising efforts and how the media mix could be optimized. In fact, the need for focused, professional marketing efforts was noted back in 1902, when the University of Pennsylvania offered the first marketing course, dubbed, "The Marketing of Products."

When broadcast media entered the scene, it was the first time marketers needed to manage what they saw as a large number of marketing channels. Brands were spending millions of dollars on print, radio, and television advertising, and as a result, they needed to understand where and when those channels performed. In order to generate the highest marketing ROI for advertising dollars, marketers began to shy away from engaging consumers with generic messaging and set out to understand the consumer. As a result, modern marketing and performance measurement was born (Online Source).

- **The Introduction of Marketing Performance Measurement**

Soon after the introduction of broadcast media, the marketing landscape was saturated with advertisements from the scores of brands vying for the attention and business of consumers. In turn, marketers had to develop strategies that went outside of traditional, “spray and pray” methods of sending advertising to as many people as possible. Thus, the first modern marketing measurement concept, “marketing mix,” was introduced to the marketing industry.

First coined in 1952 and made popular in 1964 by Neil Borden, the marketing mix focused on outlining the key ingredients needed to understand what a product or service provides consumers, and how marketers can best align those ingredients to market products and services effectively. It was in this marketing mix strategy that the first iteration of the “marketing mix four Ps” was realized.

In his initial marketing mix outline, Borden identified product, promotion, place, and price as the four key ingredients for marketing success. In other words, the marketers that could understand the demand for the product, the price consumers would pay for it, the promotions that got their attention, and the place those promotions could be put in front of consumers, would have the most successful marketing campaigns. Over the years, this concept was expanded upon, eventually leading to the first modern marketing measurement strategy, marketing mix modeling (MMM).

When MMM was first created, the marketing mix used to engage audiences were limited to print, broadcast, and out-of-home advertising. This made it possible for marketers to collect long-term, aggregate data that could determine the relationship between marketing mixes and their overall impact on sales. Taking into consideration the four Ps of marketing, marketers could then aim their efforts toward placing the right message, in front of the right consumer, at the right time (Online Source).

The Digital Revolution and a New Era of Marketing

- When the first wireless phone was invented in 1972, it kicked off a wave of emerging technologies. In its wake, the first personal computer entered the new digital scene in 1975.

From there, digital technology and the subsequent advertising used to capitalize on those technologies exploded. Soon, everyone had their own personal computer, interconnected to each other via a new communications technology: the modern internet. By the early 90's, the first search engines emerged to help users navigate the web, bringing with them early variations of search engine optimization and advertising.

Smartphones and tablets have also allowed for highly sophisticated browsing and engagement on-the-go, and marketers have been quick to leverage the new opportunities for better marketing and revenue growth. As the digital landscape continues to evolve, marketers have found themselves trying to reach consumers with a variety of touch points across a number of different digital channels. This complex digital marketing mix meant

marketers needed to rethink how they measured the impact of their brand messages. As a result, digital attribution was born (Online Source).

- **The Emergence and Evolution of Digital Attribution Models**

Digital technology brought new opportunities for rapid, granular marketing measurements. Prior to this, media mix modeling (MMM) was the preferred measurement technique for print and broadcast media. However, it relied on long-term measurements and provided broad insights into the overall effectiveness of marketing efforts. With digital, marketers could see engagements faster, and needed marketing analytics that could keep up.

As technology evolved, consumers were gaining access to a wider variety of digital platforms both in-home and on-the-go. Subsequently, marketers found themselves engaging with consumers across these channels, which in turn meant marketing measurement efforts were growing equally complex. However, with digital channels, marketers could see when and where consumers were engaging with their marketing. This level of visibility was a result of leveraging attribution models to better understand the impact these channels had on driving conversions.

Initially, digital attribution was rudimentary. Marketers looked at the digital channels immediately preceding a conversion, known as “last click” or “last touch” measurements, and assigned those channels with the most value for optimizing a campaign. However, as consumers began engaging with media across a number of

devices, the marketing mix used to engage consumers grew more complex. In order to understand which ads were driving revenue across the digital mix, marketers adopted multi-touch attribution, which scored multiple touch points across the consumer's path to purchase.

As flaws in attribution models were identified, marketers began adopting lift studies, which as the name implies, "lifts" the consumer touch points across a specific digital channel (like mobile for example), and scores the value of each touch point in increments, the greater the role of the touch point, the greater value that would be placed on that touch point (Online Source).

- **The Shift Toward Unified Marketing Measurement**

While digital attribution models are effective at measuring the digital marketing landscape, consumers still engage with the print and broadcast media that's been around for decades. Today, the digital revolution has made it possible to leverage effective marketing performance tools that expand marketing measurement capabilities well past digital attribution.

Now, marketers can accurately measure their efforts across the marketing mix as part of a comprehensive, unified marketing attribution strategy which provides marketers with a 360° view of their marketing efforts online and offline. Thanks to the digital revolution, marketing measurements can now help marketers provide fluid, personalized experiences that are tailored to individual shoppers (Online Source).

- **Final Thoughts**

Since gaining the capabilities for mass communication, marketing efforts have gone from simple, rudimentary messages that “intruded” on the consumer, to a more refined process aimed at understanding the consumer. In this effort, the marketing mix model was developed, and remained a staple measurement marketers could rely on up until the digital takeover.

Once digital technology entered the stage, it revolutionized the way consumers and brands interact. What’s more, the role of marketing measurements grew as the number of channels exploded. With the right marketing insights and optimization platform, marketers are now able to gain previously unimaginable insights into the behaviors of the consumers they engaged with. As technology evolves, so do the measurements and capabilities of today’s marketers culminating in the modern marketing we know today (Online Source).

2.8 HISTORY OF MARKETING IN NIGERIA

The whole history of marketing in the country can be divided into three main eras: the pre-colonial era, colonial era and the post-independence era.

The pre-colonial era, which lasted from the dawn of time until 1860, can be called the age of simple trade. What was available was mostly harvested by hand and had a very limited supply. Economic activity was focused around trade in resources and exploration.

Apart from regular trade, there was also barter, which was actually more prominent in the era. Exchange of goods for other goods prevailed over exchange of goods for money (Online Source).

During colonial era (1860-1960), production era came to replace the simple trade era. Thanks to the emergence of mass production, product option availability in the market place has significantly increased. Several regions specialized in mass production of certain products, such as groundnut, palm oil and cocoa. Consumer demand became more saturated. Businesses had strong competition, so they could not just easily sell their products to consumers. In order to do that, they had to work harder, and think of ways of making their products more attractive to the consumers if they wanted to win against the competition (Online Source).

With the arrival of the post-independence era after 1960, companies realized that they could no longer use the old marketing models to sell their products. During this era, businesses decided to consolidate their marketing-related activities, including public relations, sales promotion and advertising, and create a single department. They finally realized that marketing was the thing that kept business alive (Online Source).

In the post-independence days, businesses came to terms with the idea that they should be doing their best to cater to their consumers, as consumers' needs were the most important thing when it came to selling products. Marketing was no longer compartmentalized, it actually became the goal of business. This was the time when the

customer became the king, and all employees became involved in the marketing effort, directly or indirectly.

Over the years, Nigeria also saw the arrival of the relationship marketing. Its main idea is that the relationship with a customer is very important. A mutually beneficial long-term relationship built on trust is at the core of relationship marketing (Online Source).

Alongside the aforementioned relationship marketing exists another era of marketing. The development of technologies resulted in the emergence of mobile/social marketing era. It focuses on social exchanges and connections between consumer and a business in real time. During this era, this connection is active pretty much 24/7, where the businesses can connect to potential and existing consumers at any time they want and vice versa.

As the post-independence era does not yet have an end date, it can be said that Nigeria is currently living in the age of mobile/social and relationship marketing. Customers are still considered kings and all efforts go to satisfy their needs. And with the help of technology, businesses and consumers can stay in touch and build their relationship 24/7 (Online Source).

2.9 TYPES OF MARKETING

There are so many types of marketing, but here, we will be looking at the types of marketing that is related to this research.

1. Traditional Marketing

Traditional marketing refers to brand promotion on any kind of channel that has been around since before the advent of the internet. Because information wasn't as easily accessible and readily available, the majority of traditional marketing relied on outbound tactics such as print, television ads, and billboards.

2. Outbound Marketing

Outbound marketing refers to intrusive promotion such as print ads, TV ads, cold calling, and email blasts. This marketing method is called "outbound" since the brand is pushing their message out to all consumers to spread awareness whether they are in need of it or not.

3. Inbound Marketing

Inbound marketing, on the other hand, is focused on attracting customers rather than interrupting them. The majority of inbound marketing tactics fall under digital marketing as consumers are empowered to do research online as they progress through their own buyer's journey (more on that later).

The focus for inbound is on creating valuable experiences that have a positive impact on people and your business to pull prospects and customers to your website with relevant and helpful content. Once they arrive, you engage with them using conversational tools like email and chat and by promising continued value. Finally, you delight them by continuing to act as an empathetic advisor and expert.

4. Digital Marketing

Digital marketing is the opposite of traditional marketing, leveraging technology that didn't exist traditionally to reach audiences in new ways. This type of marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. We've broken some of these down in more detail below.

5. Search Engine Marketing

Search engine marketing, or SEM, includes all activities in the effort of ensuring your business's products or services are visible on search engine results pages (SERPs). When a user types in a certain keyword, SEM enables your business to appear as a top result for that search query. The two types of SEM include search engine optimization (SEO) for organic search results and pay-per-click (PPC) advertising for sponsored SERPs.

To get started with SEO, you must familiarize yourself with search engine ranking factors and produce content for search engines to index.

To get started with pay-per-click SEM, you must work with the search engine you're looking to purchase placements with. Google Ads is a popular choice. There are also ads management tools to make creating and managing PPC campaigns a breeze.

7. Content Marketing

Content marketing is a key instrument in inbound and digital marketing because content is what allows audiences as well as search engines, such as Google, to find the information they need on the web. By definition, it involves creating, publishing, and distributing content to your target audience. The most common components of a content marketing program are social media networks, blogs, visual content, and premium content assets, like tools, eBooks, or webinars.

With content marketing, the goal is to help your audience along their buyer's journey. First, identify common FAQs and concerns your buyers have before they are ready to make a purchase. Then, create an editorial calendar to help you create and manage your content. It also helps to have a content management system to make publishing easy.

8. Social Media Marketing

Social media marketing is creating content to promote your brand and products on various social media platforms like Facebook, Instagram, LinkedIn, and Twitter. Remember your audience as you create content. No one logs on to social media looking for something to purchase, so think through what types of content that is useful, informative, entertaining, and/or compelling. Your unique content should be tailored to the specific platform you share it on to help you boost your post's reach.

In order to make publishing content across platforms easy, there are a number of social media tools out there such as that simplify the process.

9. Video Marketing

Video marketing is a type of content marketing that involves using video as a medium. The idea is to create videos and upload them to your website, YouTube, and social media to boost brand awareness, generate conversions, and close deals. Some video marketing apps even allow you to analyze, nurture, and score leads based on their activity.

10. Voice Marketing

Voice marketing is leveraging smart speakers like Amazon Alexa and Google Home to educate people and answer questions about their topics of interest. Optimizing

your website for voice search is very similar to optimizing for organic search, but beyond that, you can also get inventive by creating a Google action or Alexa skill.

11. Email Marketing

Email marketing involves sending educational or entertaining content and promotional messages to people who willingly subscribe to your receive messages from you. The primary goal is to deepen your relationship with the customer or prospect by sending marketing messages personalized to them. Pushing that idea further, you can also use email marketing to nurture leads with content that moves them along the buyer's journey.

Depending on your location, you must stay compliant with GDPR, the CAN-SPAM Act, and other regulations governing email. At their core, they boil down to responsible commercial email sending: Only send to people who are expecting messages from you (i.e. they've opted in), make it easy for them to opt out, and be transparent about who you are when you do make contact.

With that in mind, the first thing you'll need to do is strategize how you'll build your email list, the database of contacts you can send email to. The most common mechanism is through lead capture forms on your website. Then, you'll need email marketing software and a CRM to send, track, and monitor the effectiveness of your emails. To push your email strategy further and maximize productivity, you may also want to look into email automation software that sends emails based on triggering criteria.

12. Conversational Marketing

Conversational marketing is the ability to have 1:1 personal conversations across multiple channels, meeting customers how, when, and where they want. It is more than just live chat, extending to phone calls, texts, Facebook Messenger, email, Slack, and more.

When you're getting started, you'll first identify which channels your audience is on. The challenge, though, is being able to manage multiple channels without slow response times, internal miscommunication, or productivity loss. That's why it's important to use conversational marketing tools, such as a unified inbox, to streamline your efforts.

13. Buzz Marketing

Buzz marketing is a viral marketing strategy that leverages refreshingly creative content, interactive events, and community influencers to generate word-of-mouth marketing and anticipation for the product or service the brand is about to launch. Buzz marketing works best when you reach out to influencers early and have a plan in place to generate suspense and perhaps even mystery. To track your buzz marketing efforts, it's best to use social listening software to keep a pulse on how your audience is responding.

14. Influencer Marketing

Influencer marketing is designed to tap into an existing community of engaged followers on social media. Influencers are considered experts in their niches. These individuals have a large influence over an audience you might be trying to reach and can be helpful marketing to those buyers.

To get started with influencer marketing, you must first create your influencer marketing strategy and define what type of influencer you're targeting (their niche). Then, you'll want to create a list of criteria that would make an influencer in that niche a good fit with you, considering things such as the size of their audience, how active that audience is, and the vibe on their profile.

From there, you can find influencers and reach out to them by:

- ★ Manually searching on social media
- ★ Using an influencer marketing platform
- ★ Hiring an agency to do the influencer research and outreach for you

From there, you'll want to understand that the influencer is the one who knows their audience the best, so maintain a good relationship with that individual and allow them some creative freedom with how they handle your promotion.

15. Acquisition Marketing

While all types of marketing is geared toward acquiring customers, the majority of types have broader and softer goals such as improving brand awareness or driving traffic. In contrast, acquisition marketing is laser-focused on acquiring customers.

Acquisition marketing is an umbrella type of marketing that employs the tactics and strategies of other types of marketing but focuses on how to turn those marketing benefits into revenue. Ultimately, the focus is on lead generation from the results you get driving website traffic from inbound marketing, including content, social media, and search engine marketing.

Once you have website traffic, you must turn that traffic into leads and, eventually, sales. That's where acquisition marketing comes in. Acquisition marketing may involve a number of tactics to turn a website into a lead generation engine, including offering premium products, launching education hubs, tightening the copywriting on the site, conversion rate optimization, and lead optimization. It may even include a lead optimization and nurturing strategy to facilitate the hand-off between marketing and sales.

16. Contextual Marketing

Contextual marketing is targeting online users with different ads on websites and social media networks based on their online browsing behavior. The number one way to make contextual marketing efforts powerful is through personalization. A CRM

combined with powerful marketing tools such as smart CTAs can make a website seem more like a “choose your own adventure” story, allowing the user to find the right information and take the right actions more effectively.

17. Personalized Marketing

The goal here is to be thought-provoking and generate discussion so that your brand is remembered and associated with positive sentiment.

In order to begin brand marketing, one needs to deeply understand the buyer's persona and what resonates with them. One must also consider the position in the market and what makes one unique from competitors. This can help shape the values and what one stands for, giving the fodder for storytelling campaigns.

18. Brand Marketing

Brand marketing is shaping your brand's public perception and forging an emotional connection with your target audience through storytelling, creativity, humor, and inspiration.

The goal here is to be thought-provoking and generate discussion so that your brand is remembered and associated with positive sentiment.

In order to begin brand marketing, you need to deeply understand your buyer persona and what resonates with them. You must also consider your position in the market and what

makes you unique from competitors. This can help shape your values and what you stand for, giving you fodder for storytelling campaigns.

19. Stealth Marketing

Stealth marketing is when a brand hires actors or celebrities or uses pseudonyms to promote their product or service without consumers realizing they're being marketed to. Some examples of stealth marketing are hiring actors to subtly promote products to the public, sockpuppeting, paying influencers to post about a product or service without disclosing that it's actually an ad, creating fake viral videos, and product placement in movies.

20. Guerrilla Marketing

Guerrilla marketing is placing bold, clever brand activations in high-traffic physical locations to reach audiences in a creative and cost-effective way, grow brand awareness, and spread the word about your brand. Examples of guerilla marketing include altering outdoor urban environments, targeting indoor locations such as train stops, and promoting during a live event without permission from the sponsors.

21. Native Marketing

Native marketing is when brands pay reputable publishers to collaborate in the creative process of crafting a sponsored article or video that covers one of the publisher's main topics and looks like a regular piece of content on their website. They also pay these

publishers to distribute this sponsored content to their massive audience through social media and their website. In sum, when brands pay for a publisher's native advertising services, they can leverage their editorial expertise and reach to help their brand tell captivating stories to a bigger and better viewership.

In order to benefit from native marketing, you'll need to either reach out to media publications yourself or go through a native advert network that helps find and facilitate ad placement.

22. Affiliate Marketing

Affiliate marketing is when an online retailer rewards a website with a commission for each customer they refer through their promotion of one of the online retailers' products. The website, often called an affiliate, will only get paid when their promotion generates a sale.

If you already have marketing assets that are performing, such as a website that generates traffic or an engaged network on social media or elsewhere, affiliate marketing is a great way to further leverage those assets. Choose a product or brand that closely aligns with what you sell (but does not compete with you) and promote it to your audience.

23. Product Marketing

Product marketing is bringing a product to market and driving demand for it. This includes deciding the product's positioning and messaging, launching the product, and ensuring salespeople and customers understand its benefits and features. This can be done through many of the marketing methods discussed in this article but with a focus on the product rather than an organization as a whole (Online Source).

2.10 FUNCTIONS OF MARKETING

Understanding the core functions of marketing can help you better focus your efforts and strategies to support your business. Not to mention, it's a whole lot easier to show ROI and relevant KPIs if you know exactly what the marketing department is expected to deliver.

So without further ado, let's dig into the 7 functions of marketing and take a look at how they align with overarching business objectives.

1. Promotion

When people map out their marketing goals, promotion is usually at or near the top of that list. Getting your name in front of prospective customers, building brand awareness and raising your company's profile are major priorities for every marketing department.

Promotional strategies often overlap with other business units and awareness-building activities, such as advertising and public relations. From a marketing perspective, promotion can include everything from content marketing and email marketing to social media and influencer marketing.

People don't need to tell you how important these efforts are to inbound marketing and generating qualified leads. It's no wonder promotion has long been considered an essential component of the marketing mix.

2. Selling

Readers are often cautioned about the dangers of coming on too strong and sales with the marketing content. The risk alienating targeted audience by consistently delivering overt sales pitches in the content and making it seem like the only goal is to get people to buy something from the company.

The truth is part of every marketer's job is to sell their products to customers ideally, though, it's done with more nuance. Every marketing decision, from your brand messaging to your campaign themes, should support the ultimate goal of increasing sales. Once you've grabbed the attention of a potential customer, whether that's a consumer or B2B prospect, marketers need to go to work nurturing that lead and guiding them through the sales funnel so they're primed to make a purchase when they finally make contact with your sales team.

That means continually making the case for your brand and gradually incorporating more product-centric talking points in your marketing communications. By the time they're ready to speak with a sales associate, prospects should know how your goods or services stack up against competing products.

3. Product management

Designing a new product that better meets customer needs and fills a gap in the marketplace doesn't happen by coincidence or sheer luck. It takes a lot of thorough market research to figure out what people want and how to deliver the best product possible. Marketing teams may identify new growth opportunities when:

- Speaking with prospects.
- Running competitor analysis.
- Incorporating feedback gleaned from customer support services into marketing strategies.

In those cases, marketing research is the fire that fuels product development. Who better understands your target market than your marketing team?

4. Marketing information management

Strategic marketing is driven by data. Every good marketer knows that the more information you can gather about your target customer, industry competitors and market trends, the more successful your marketing efforts will be.

All of that juicy info is as good as gold, so there's no reason to keep it locked away in some silo. One of the core (yet sometimes overlooked) functions of marketing is to collect this valuable data, distill it down to action items and useful takeaways and share it with other departments that might find it useful.

Sales teams, for instance, can always use more in-depth marketing insights to help them refine their pitches to:

- ✓ Address the latest industry trends.
- ✓ Respond to competitor messaging.
- ✓ Speak directly to the pressing customer concerns.

5. Pricing

Marketing research can also inform how brands set the price of a product. Effective pricing is as much art as it is science, and brands need to find that sweet spot that balances how customers value your goods or services with the cost of production and delivery as well as accounting for the current price of competing products.

The perceived value of your brand directly impacts your pricing strategy, just look at the price difference between a luxury fashion brand like Hermès and more budget-conscious retailers like Old Navy. The several thousand dollar price tag disparity for a single handbag can't be chalked up to production costs and quality control alone. Hermes customers are paying as much for the brand as they are the product itself.

Marketing research sheds light on your brand's reputation and helps you better understand how much your target audience values your brand. That's on top of all the competitor analysis and industry research critical to setting a fair asking price for your wares.

6. Financing

Financing may not initially seem like a top concern for the marketing team to worry about, but think about it this way: If the department can't secure space in the budget to fully support the next marketing campaign, how are you going to meet your goals?

When people think about financing, they often focus on the up-front costs of getting a new business off the ground. But, in reality, financing is an ongoing concern for business owners and company leaders, who need to make difficult budgeting decisions year after year and quarter after quarter.

By helping generate more revenue, expand into new markets and reach more potential customers, marketing teams can demonstrate their value to the organization at large. And that makes it easier to secure the financing they need on a departmental level. Effective marketing management is key in that regard. A marketing program that gets the most value out of available resources and applies the right strategies to engage and nurture qualified leads can show undeniable ROI.

7. Distribution

Choosing the right distribution channels comes down to understanding who your target customer is, how they view your brand and where they expect to find you all marketing-centric issues. You would never expect to find a Rolex watch for sale at the Dollar Store, after all. Those brands represent two very different market demographics.

Marketing managers and their supply chain counterparts need to be aligned whenever a new product, promotion or campaign is launched so companies can have all of their distribution ducks in a row. If marketers do their job well, they will generate a ton of buzz leading up to that product release or promotional event, pushing customer demand to the limit. That marketing win can quickly turn into a PR nightmare if the supply chain isn't prepared to meet demand.

Successful marketing activity also helps businesses secure funding from third parties, like getting a loan from a bank or an investment from a venture capital firm. Any organization, whether it's an independent firm or a financial institution, wants to see that businesses have a comprehensive marketing plan that will help build the brand, tap into markets and produce healthy revenue over the long run (Online Source).

2.11 THEATRE MARKETING

Theatre marketing is a specialty within the marketing and sales profession. Theatre requires more than advertising an upcoming show or selling tickets. It needs

research, analytical and decision-making skills, writing and design abilities, and the willingness to work closely with patrons of the arts (Online Source).

Theatre can be defined as a performance for the purpose of entertainment, information, education or communication. The performance can take place either in a building meant for theatrical performances, in the street or market square. “As much as theatre entertains, it also has the capacity to provoke thought or action about significant issues” (Illah, 4). However, Theorists argued that theatre has thrived in the hand of the bourgeois for such a long time. They used it as an instrument of oppression and coercion. This created a class in the society that fostered and aided the oppression of the masses placing theatre in the hands of the privileged few in the society. Be that as it may, dramatists like Arthur Miller began to project the tragic situation of the common man with his work, *Tragedy and The Common Man*. His theory was further developed by Augusto Boal who removed theatre from enclosure of conventional stage craft to place it in the hands of the masses. Boal’s treatise is contained in his work, *Theatre of the Oppressed*. According to Ngugi Wa’ Thiongo, theatre is a weapon and it is the people who should use it. In specific respect to Africa he wrote: “If theatre is going to grow in Africa, it must be fairly based on the lives of the peasants and workers” (6)

Therefore, theatre has evolved over the years to become a communication tool for development. In what is known as Theatre for Development, theatre is part of the process of changing habits, attitudes, values and practices that may be, in some cases no longer

relevant. It allows everybody to take part (participation) in an activity (problem) that concerns them (development) (Augusto Boal, 1979; 7).

CHAPTER THREE

RESEARCH METHODOLOGY

Preamble

This chapter focuses on the description of the research methodology used in the study. It discusses the research design, population of the study, sample size, sampling techniques, and instrument for data collection, method of data collection, validity and reliability of the research instrument, and method of data analysis.

3.1 The Study Area/Research Design

The study area is the University of Benin, Ekenhuan Campus, Benin City and the study would use the descriptive survey design. This is because, in the view of Wimmer and Dominick (2006), survey design allows researchers to examine many variables (demographic and lifestyle information, attitudes, motives and intentions among others) (Ohaja, 2003; 14), avers that survey is usually employed in studies of attitudinal and behavioral trends with the researcher seeking to uncover their demographic psychological underpinnings. Since this study is on the assessment of the Role of social media in theatre productions marketing, focusing on Facebook, survey design is indeed the most appropriate design for this study. Moreover, using survey design enables the researchers to collect a large amount of data with relative ease from the population of study. The design involves drawing a set of items on various aspects of a subject to which selected members of a population are required to react.

3.2 Population Of The study

In the parlance of research, population refers to the total number of people under study. This number must be located within a specific geographical space and within a given time. In order to ensure precision and clarity in a given research, population must be defined in terms of content, extent and time (Babbie. E, 1989; 57). Content in this regard means the number of people; extent means geographical space, while time refers to the actual period the study was conducted. The population of this study therefore include students of Theatre Arts Department, University of Benin. This population is specifically chosen because its members are in good position to provide the research with the needed information.

3.3 Sampling Procedures and Techniques

A research sample refers to a group of people, objects, or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalize the findings from the research sample to the population as a whole.

For the purpose of this research, a sample size of two hundred (200) respondents is randomly selected form 200 level to 300 level of the department of theatre arts, University of Benin.

3.4 Sampling Instruments

The instrument employed for the sampling of the opinions of respondents in this research is the questionnaire. The questionnaire which is divided into two (2) sections, consisting of twenty (19) close-ended questions to which respondents were required to provide simple answers like yes or no, depending on their opinions and beliefs. The first section of the questionnaire consists of six (6) questions boarding on the personal details of the respondents. The second section consists of twelve (12) questions which seek to gauge the individual opinions, beliefs, perceptions, and preferences of the respondents.

3.5 Validity and Reliability of Instrument

The validity and reliability of the questionnaire are predicted on the fact that the questions have been fashioned out to address the core focus of this study which is the role of social media in theatre productions marketing. In addition, the questionnaire was presented in a simple language, easily accessible to the respondents and aimed at deriving clear and logical responses from the respondents.

3.6 Method of Data Collection

The method that was adopted for the collection of the copies of administered questionnaire was the personal approach/retrieval by the researcher. The researcher administered the copies of the questionnaire on a person to person basis, which in turn aided the easy retrieval of the copies in order to avoid any loss. This approach was very

helpful and useful to the respondents and the researcher as it provided an avenue for the clarification of issues within the ambit of research processes.

3.7 Method of Data Presentation and Analysis

The data collected from administration of questionnaire are graphically arranged and presented in tables alongside simple percentages to analyze the data gotten from respondents respectively. An interpretation of the tables was also done to analyze the data. The interpretation is further complemented with an analysis of findings.

CHAPTER FOUR:

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter dwells on the evolution, analysis and graphical presentation of the research findings. It is peculiar to all researches to have a simple presentation of outcome. It is important to note that the use of social scientific methods such as survey does not call for over simplification of data. Thus, it is rational for researcher to speak with graphics and make some explanation in line with the garnered data.

This research would tender the ability of social scientific presentation as it is peculiar to it. The questionnaire are analyzed in line with the research questions and presented thus;

4.2 DATA ANALYSIS

The findings are analytically presented as follows;

TABLE 1: NUMBER OF QUESTIONNAIRES

Questionnaire	Frequency	Percentage (%)
Questionnaire retrieved	196	98%
Questionnaire not retrieved	4	2%
Total	200	100%

Source: Field survey, 2021.

The above table, 200 questionnaires were administered and 196 were retrieved while 4 were not retrieved. It is logical to surmise that 98% of the total number of questionnaires distributed was retrieved while 2% were not. Hence, the response rate for this research is 98%.

However, the 4 questionnaire were not retrieved because they were not submitted by correspondents while the researcher was retrieving them.

TABLE 2: Gender of Respondents

Sex	Frequency	Percentage (%)
Male	66	34%
Female	130	66%
Total	196	100%

Source: Field survey, 2021.

Table two indicates that out of the total number of 196 respondent 66 (34%) were male, while 130 (66%) were female. The essence of this gender classification is because it has been observed that sex does not hinder an individual's use of social media.

TABLE 3: Age of Respondents

Age	Frequency	Percentage (%)
15 - 25 Years	194	98.979%
26 - 35 Years	2	1.020%
36 Years and Above	-	-
Total	196	100%

Source: Field survey, 2021.

Table three indicates that out of the 196 respondents 194 (98.979%) fell under the age 15 years - 25years, while 2 (1.020%) were within the bracket 26years - 35years. This age classification in this study implies that young people are believed to be more social media savvy than old ones.

TABLE 4: Marital Status

Variables	Frequency	Percentages (%)
Single	196	100%
Married	-	-
Total	196	100%

Source: Field survey, 2021.

Table four showcases that 196 of the respondents are single. This status requirement was used because it is generally observed that single people are more committed to the use of social media.

TABLE 5: Educational Status

Educational Status	Frequency	Percentage (%)
O' LEVEL	187	95.408%
B.A/M.SC/M.ED	9	4.591%
MA/MSC/M.ED	-	-
PHD	-	-
TOTAL	196	100%

Source: Field survey, 2021.

Table five indicates that out of the 196 respondents 187(95.408%) have O' level, while 9(4.591%) have B.A/M.SC/M.ED. This requirement for the educational status of the respondents became imperative in order to ascertain if the respondents are literate enough to understand the questionnaire and the social media and are capable of using the technology that accompanied social media.

TABLE 6: Religion of Respondents

Religion of Respondents	Frequency	Percentage (%)
Christian	196	100%
Muslim	-	-
Traditional	-	-
Total	196	100%

Source: Field survey, 2021.

Table six shows that 196(100%) respondents are Christians.

TABLE 7: Level of Respondents

Level of Respondents	Respondents	Percentage (%)
200	160	81.632%
300	36	18.367%
TOTAL	196	100%

Source: Field survey, 2021.

Table seven shows that 160 of the respondents representing 81.632% were 200 level students while 36 respondents representing 18.367% were 300 level students, this implies that the respondents were majorly 200 level students.

TABLE 8: Do you have a Facebook account?

Variables	Frequency	Percentage (%)
Yes	196	100%
No	-	-
Total	196	100%

Source: Field survey, 2021.

Table eight showcases that all the respondents 196(100%) have a Facebook account.

TABLE 9: If yes, how often do you visit Facebook?

Variables	Frequency	Percentage (%)
Very Often	190	96.938%
Often	6	3.061%
Total	196	100%

Source: Field survey, 2021.

Table nine shows that 190(96.938%) respondents uses Facebook very often, while 6(3.061%) uses Facebook often (moderately), which means majority uses Facebook frequently.

TABEL 10: Facebook is less data consuming and easy to Understand.

Variables	Frequency	Percentage (%)
Yes	196	100%
No	-	-
Total	196	100%

Source: Field survey, 2021.

Table ten shows that 196(100%) respondents agreed that Facebook is less data consuming and easy to understand.

TABLE 11: Who uses Facebook more?

Variables	Frequency	Percentage (%)
Young People	196	100%
Old People	-	-
Total	196	100%

Source: Field survey, 2021.

Table eleven indicates that 196(100%) young people uses Facebook, which means young people uses Facebook more than the old people.

TABLE 12: Did you get to know about the play production Ozidi by 400level students on Facebook?

Variables	Frequency	Percentage (%)
Yes	190	96.938%
No	6	3.061%
Total	196	100%

Source: Field survey, 2021.

Table twelve shows that 190(96.938%) respondents got to know about the play production Ozidi by 400level students, while 6(3.071%) respondents didn't know about the play production via Facebook. This implies that Facebook is effective for marketing play production.

TABLE 13: If yes, which of the Facebook activity did you get to know about the play production?

Variables	Frequency	Percentage (%)
Facebook Post	193	98.469%
Facebook story	3	1.530%
Tags	-	-
Sponsored Post	-	-
Total	196	100%

Source: Field survey, 2021.

Table thirteen reveals that 193(98.469%) respondents got to know about the play production Ozidi via Facebook post, while 3(1.530%) knew about the play production via Facebook story.

TABLE 14: If you got to know about the play production via Facebook post, story, tag, or sponsored post, did you share it with your friends?

Variables	Frequency	Percentage (%)
Yes	189	96.428%
No	7	3.571%
Total	196	100%

Source: Field survey, 2021.

Table fourteen displays that 189(96.428%) respondents shared the Facebook post (Ozidi play production) with their friends, while 7(3.571%) respondents did not share with their friends. This means marketing on Facebook spread faster because of the share button.

TABLE 15: Facebook is wildly popular, because of this; can Facebook be recommended as a good social media for marketing theatre productions in our modern day society?

Variables	Frequency	Percentage (%)
Yes	196	100%
No	-	-
Total	196	100%

Source: Field survey, 2021

Table fifteen shows that 196(100%) respondents agreed that Facebook is a good social media for marketing theatre productions because of its popularity.

TABLE 16: Audience patronage in theatre productions can be positively influenced by Facebook activities when properly used for marketing.

Variables	Frequency	Percentage (%)
Yes	196	100%
No	-	-
Total	196	100%

Source: Field survey, 2021.

Table sixteen shows that 196(100%) respondents believed that when Facebook is properly used for marketing, it can influence the audience patronage in theatre productions.

TABLE 17: Marketing is all about networking, selling, promoting, and advertising.

Variables	Frequency	Percentage (%)
Yes	196	100%
No	-	-
Total	196	100%

Source: Field survey, 2021.

Table seventeen shows that 196(100%) respondents agreed that marketing is all about networking, selling, promoting and marketing.

TABLE 18: Marketing can be more effective on Facebook because, it gives the marketer a broader chance to get to a targeted audience.

Variables	Frequency	Percentage (%)
Yes	194	98.979%
No	2	1.020%
Total	196	100%

Source: Field survey, 2021.

Table eighteen reveals that 194(98.979%) respondents agreed that Facebook is effective in marketing, because it gives a broader chance to get a targeted audience, while 2(1.020%) respondents disagreed.

TABLE 19: Marketing on Facebook covers a wide range of audience because, it's the oldest form of social media.

Variables	Frequency	Percentage (%)
Yes	196	100%
No	-	-
Total	196	100%

Source: Field survey, 2021.

Table nineteen shows that 196(100%) respondents believed that Facebook has a large range of audience, because it's the oldest form of social media.

4.3 DISCUSSION OF FINDINGS

In a bid to satisfy the thrust of this research, an objective appraisal of all the research questions so as to achieve clarity and holistic representation of data goes thus:

The research questions are however stated thus:

RESEARCH QUESTIONS

- To what extent can Facebook be recommended as a good social media for marketing theatre productions in our modern day society?
- How does marketing on Facebook influence audience patronage for theatre productions?
- What are the benefits of marketing theatre productions via Facebook?

RESEARCH QUESTION 1: To what extent can Facebook be recommended as a good social media for marketing theatre productions in our modern day society?

ANSWER: Nigerians believe that Facebook is best used for marketing for the following reasons:

- They believe that Facebook can be used for marketing theatre productions because of its popularity.
- The research shows that Facebook can be used for marketing theatre productions because it's the oldest form of social media.

- The research also shows that Facebook uses less data, this makes it affordable for everyone to use.
- It also shows that Facebook is very easy to understand.
- According to the research, Nigerians spend more time on Facebook, making Facebook more effective for marketing theatre productions.

Table 9, 10, 15 have given a clear cut justification to substantiate this stance.

RESEARCH QUESTION 2: How does marketing on Facebook influence audience patronage for theatre productions?

ANSWER

It has however been deducted from the data analysis that Facebook marketing has a great influence on audience patronage for any theatre production. This is connected with most of the respondents' responses, marketing on Facebook give the chance of having large audience at any theatre productions, because Facebook has a larger range of active audience.

Table 16, 18 and 19 lend credence to the afore mentioned stances on research question 2.

RESEARCH QUESTION 3: What are the benefits of marketing theatre productions via Facebook?

ANSWERS: From this research, Nigerians believe that there are numerous benefits from marketing theatre productions via Facebook:

- They believe that marketing theatre productions via Facebook can increase audience patronage for a theatre performance.
- They also believe that marketing theatre via Facebook will bring more funds (money) to the theatre.
- The research also shows that marketing theatre productions via Facebook will expose theatre performances like; dance, drama and music to a wider audience.

Table 15, 16, 18 and 19 have given a clear cut justification to substantiate this research.

CHAPTER FIVE:

SUMMARY, RECOMMENDATIONS AND CONCLUSION

Preamble

This chapter focuses on the summary of the study, recommendations, conclusion, contribution to knowledge and suggestions for further studies.

5.1 SUMMARY

The purpose of this study as stated in the first chapter was to understand the role of social media in theatre productions marketing, focusing on Facebook. The positive effects of social media (Facebook) marketing were highlighted, and they include: connectivity and communication- which talked about how Facebook connects people together from all walks of life. Another notable influence is awareness: it was discussed that Facebook creates awareness for people to be informed, this is because it creates a platform for people to meet with individuals from various fields, and students are giving the platform to follow anyone in their field to gain information. Facebook is also used mostly by young people, another positive effect Facebook is the ability for students to network; meeting new people and establishing relationships. It was also discovered that social media can be used for research purposes. The study was based on the use of a questionnaire administered to the students of the department of theatre arts, University of Benin, Benin City, Edo State, Nigeria. It also took a cursory look at various related

literatures by theorist, who have written on related topics. Clearly, this literature largely agrees with the qualitative findings in this particular study.

The findings also showed that marketing theatre productions via Facebook can be achieved. Facebook has positive influence on creating awareness and can be used for various reasons. Therefore, the findings of this study are as follows;

- ★ Facebook can influence audience patronage for any theatre production to a very large extent.
- ★ Facebook can be used to access up-to-date information retrieval, interact with fellow student, pleasure/entertainment, partaking in school activities, uploading pictures/videos among other things.
- ★ Marketing on Facebook covers a wide range of audience because, it's the oldest form of social media.
- ★ Facebook is less data consuming and easy to understand.
- ★ Marketing is more effective on Facebook because of its broader chance to get to a targeted audience.

5.2 RECOMMENDATIONS

Considering the literature review and questionnaire results the following major recommendations were formularized.

- Social media should become an integral part of the marketing strategy for theatre productions. It is essential for theatre to realize that traditional advertising gradually becomes less effective over time. Today audience uses Web 2.0 sites to attain valuable information. Moreover, audience are savvier, taking advantage of modern technologies, e.g. using social media for ticket purchase and accessing to downloading and streaming audio/video music files.
- Developing social media marketing should be strategic and well planned. Leveraging social media tools spontaneously without any concrete plan may not bring effective results in promoting theatre productions. Theatre should think strategically to monetize social media tools and achieve the desired results.
- For creating brand awareness and building a fan community, it is very important to involve fans with interesting conversations, posting blogs, or active discussions boards. The topics of marketing messages in social media should appeal to the customers (audience).
- Once the target audience is defined, the next step is developing marketing tactics that will appeal to the customer's' needs and interests.
- Concrete objectives should be defined when developing social media strategy.
- The content should be interesting to web users of a venue.
- When creating a social media tactic, the theatre company should always be innovative.

5.3 CONCLUSION

As a result of this study the development of social media (Facebook) marketing for theatre productions was documented. The major findings are summarized and represented here. It is however suffice to say that, it's logical to believe that social media marketing for theatre productions will greatly influenced audience patronage for all theatre productions. This implies that when social media marketing is well planned and used it will yield good result.

Thus, this study showed that theatre can use various social media (Facebook) tools to achieve their marketing objectives at various level of effectiveness. However, the tactics and tools of social media (Facebook) marketing used by theatre are still limited. The recommendations provided in this study can be used to achieve better results of social media (Facebook) marketing in theatre.

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APPENDIX

Department of Theatre Arts,
Faculty of Arts,
University of Benin,
Benin City.
Nigeria.

July, 2021.

Dear Respondent,

REQUEST FOR THE COMPLETION OF ITEMS IN QUESTIONNAIRE

I, Osadebe Festus, a final year student of the above named institution/department. I am conducting a research on the topic; The role of social media in theatre productions marketing: focus on Facebook. The research is my project work, and it is in partial fulfillment of the requirements for the award of Bachelors of Art (B.A) degree in Theatre Arts.

You have been carefully selected to provide information that would aid this study. All the information you provide would be used for the sole purpose of this study. Your anonymity is also protected based on the principles/ethics guiding the conducts of research.

Thanks in anticipation for your time, understanding and corporation.

Yours Sincerely,

Osadebe Festus
Researcher

INSTRUCTIONS:

Please tick in {✓} the appropriate columns that best describes your disposition

SECTION A: RESPONDENT BIO DATA

1. Gender. Male () Female ()
2. Age. 15-25years () 26-35years () 36years and Above ()
3. Marital Status of Respondent. Single () Married () Divorced ()
Separated ()
4. Educational Attainment. O' level () B.A/M.Sc/M.ed () Ma.Msc/M.ed
() Phd. ()
5. Religious affiliation Christian () Muslim() Traditional()
6. Level 100-200 () 300-400 () Part-time ()

SECTION B

7. Do you have a Facebook account? Yes () No ()
8. If yes, how often do you visit Facebook? Very often () Often () Not often ()
Never ()
9. Who uses Facebook more? Young People () Old People ()
10. Did you get to know about the play production Ozidi by 400level students on
Facebook? Yes ()No ()
11. If yes, which of the Facebook activity did you get to know about the play
production? Facebook Post () Facebook story () Tags () Sponsored Post ()
12. If you got to know about the play production via Facebook post, story, tag, or
sponsored post, did you share it with your friends? Yes () No ()

13. Facebook is wildly popular, because of this, can Facebook be recommended as a good social media for marketing theatre productions in our modern day society? Yes () No ()
14. Audience patronage in theatre productions can be positively influenced by Facebook activities when properly used for marketing. Yes () No()
15. Marketing is all about networking, selling, promoting, and advertising. Yes () No ()
16. Marketing can be more effective on Facebook Because, it gives the marketer a broader chance to get to a targeted audience. Yes () No ()
17. Marketing on Facebook covers a wide range of audience because, it's the oldest form of social media. Yes () No ()
18. Facebook is less data consuming and easy to understand. Yes() No()