

The phenomenon of targeting Facebook users by using Facebook groups/pages to promote products/services without the need for advertising and marketing companies

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ABSTRACT:

Facebook groups and pages became a powerful advertising and marketing tool in helping advertisers to attract new customers and engage current ones with creative presentations and exclusive content, community, and support. Today, though, with the power of Facebook groups for business, advertising products, brands and services, advertisers can have an extra opportunity to build loyal and virtual customer communities in a way that just wasn't possible before. ⁽¹⁾

This paper aims to clarify that successful and creative Facebook groups can be a strong effective advertising tool. Facebook groups seems to look like a community center, where customers contact, seek information, talk, and share ideas, where each group unites customers with certain and common interests.

The goal is to get direct responses and advertise with low cost or without. Get customers interested in starting a conversation with the advertiser and stay niche related, instead of going into every forum or group looking for sales, promotions, and offers for their preferred products/services. ⁽²⁾

The study helps to understand how powerful Facebook advertising groups/pages are in enriching modern advertising and reaching a very wide category of Facebook customers and users letting them immerse in these advertising groups creating large calls of actions.

Besides stating the difference between Facebook pages, groups, personal profiles, benefits of Facebook pages, different types and advantages of Facebook advertisements.

Some examples are discussed and illustrated for Facebook advertisements, located in different groups, statistical procedure was utilized in analyzing the questionnaire of the proposed Facebook groups for ads in Egypt.

Introduction:

With over 2 billion active Facebook users on a monthly basis, 1 billion of which are members of various groups, Facebook became a marketing gold mine. Facebook page became a must for any marketing company, as this social media behemoth has recently been strongly investing in Facebook groups by introducing various new features and tools that can help customers reach new targeted audiences and grow their community pretty fast in a more comprehensive, professional and less effortless way.⁽³⁾

Statement of the Problem:

The present study mainly tried to answer the subsequent questions:

Q1: How can Facebook groups/pages be a powerful advertising and marketing tool?

Q2: How can Facebook advertising pages/groups help to attract new customers and engage current ones with exclusive content, community, and support?

Q3: How can creative Facebook groups and marketing strategies be effective in capturing the attention of Facebook customers?

Objectives:

This study aims to:

1. Explain that Facebook functions as a community customer support tool.
2. Highlight that Facebook community affects and supports social learning, listening and watch party applications that acts as a learning and engaging tool to a lot of Facebook customers.
3. Search and analyze the effectiveness of using Facebook ads and groups in advertising besides the remarkable growth of this type of ads that provide valuable insights and responses to ad customers.
4. Understand that Facebook pages/groups based on advertising became a place for customers, consumer, companies, institutions and advertisers to connect with each other.

5. Confirm that all positive feelings that come from customer connection can turn over into feelings of goodwill for any advertised brand or product, and build an active community that draws in new customers.

Importance:

1. Facebook with all its ads, pages and groups created wide range of opportunities to easily and cheaply promote creative new communities in order to reach and grab new customers.
2. Advertising using Facebook pages/groups became an important way to connect with a wide range of customers and audience on the world's largest social media network.
3. The ever-changing Facebook algorithm can make it a challenge to connect organically with fans. But Facebook's micro-targeting features allow advertisers to reach their exact target audience.
4. Facebook ads can display any advertising message in front of customers who are most likely to want specific products or services they are searching for.

Hypotheses:

Five potential underlying hypothesis are going to be discussed:

- H1:** Using Facebook pages/groups in advertising is an effective and quite inexpensive way in promoting brands, products and services.
- H2:** Long term results are going to be reached as more customers will likely turn to loyal customers in future.
- H3:** Facebook advertising pages and groups automatically engage interested customers on a more personal level.
- H4:** Facebook pages and groups allows engaging with customers in personal discussions and getting valuable feedbacks.
- H5:** Advertising and promotional groups and pages on Facebook allows gaining priceless insights on how to improve ad content/brand/product/services.

Theoretical Framework:

About 1.4 billion customer and more are using Facebook groups every month. Nowadays, with the aid of Facebook pages and groups that are initiated for business, advertising and connection, brands and products as well as companies gained an opportunity to build what is known as fan communities in a way that just wasn't possible before.⁽⁴⁾

Everyone can create their own Facebook page or group, make it popular and share specific contents. Customers who wants to post their own adverts could choose already existing groups and advertise there by contacting the group administrator, discussing terms and conditions of the page or group. Some groups allow free advertising. This tool is great as it simplifies the targeting process – advertisers can get a group of customers with similar interest, but it is better to find the appropriate group for the advertised product/service.⁽⁵⁾

1- Facebook personal profile/page/group:

• Facebook personal profile:

Facebook profile is considered a personal profile of any Facebook user that includes his/her profile picture and cover photo, some personal or public posts created or shared by that user, in which they can show their own feelings, laughter, sadness, news and even photos in public. Friends can make comments, tags and post on their walls.⁽⁶⁾

• Facebook page:

Facebook pages serve the same purpose as personal profiles, they're a platform for broadcasting a point of view and creating an authentic, public presence with pictures and posts to share with public or private friends.⁽⁷⁾

Facebook pages are the official place for private business, public-facing Facebook identity. It is a place for business updates and practical information. It's visible to anyone on the internet via search engines, and only official brand representatives can create one.

With a Facebook page for business, Facebook users can collect audience analytics, add a call to

action or search for helpful applications and services. Liking, messaging, saving posts, sharing and commenting are available on posts of Facebook pages.⁽⁷⁾

Facebook group:

Facebook groups are a place for fans/customers/readers to visit and bond around how much they love and appreciate brands, products, services that are presented in posts of the group. This is a place for discussion, weird memes, rallying around common causes, learning about different products and services introduced, and getting access to exclusive knowledge.⁽⁸⁾

2- Advantages of Facebook groups and pages concerning advertising:⁽⁹⁾

- Advertising, announcing and promoting any brand/ product/ or service effectively and quite inexpensively.
- Grabbing and reaching a lot of customers and consumers who are interested in what is promoted and turn them to become loyal customers.
- Reach and contact with customers and consumers in a more personal level.
- Gain and collect precious and valuable direct feedbacks from personal contacting and personal discussions with customers.
- Gain priceless conclusions and visions in improving contents, brands, products and services.

Creating a personal file, groups and pages on Facebook will not necessarily be successful and attractive to consumers and customers on its own, but some other factors must be considered for the success of any advertisement displayed on Facebook through different groups or pages, some different strategies must be followed to attract customers and market goods/services in an innovative way and emerging marketing strategies.

3- Types of Facebook groups:

Business Facebook groups have three privacy settings that the advertiser can choose from, which include (public, private and visible, private

and hidden), those three types are going to be explained below in points: ⁽¹⁰⁾

- **Public:**

Public Facebook groups allows anyone to see what members post or share. If they have a Facebook account, they can also see a list of members, admins and moderators.

- **Private and visible:**

Private Facebook groups still show up in searches, but potential members need to be manually accepted by the administrators. It's like they're knocking on that door, waiting to be let in.

Only current members can see who belongs to the group, and what they're posting and sharing. (Anyone on Facebook, however, can see who the administrators and moderators are.), it's exclusive, but still accessible.

Private-and-visible groups are a great option for businesses using Facebook groups. It's searchable but still controlled.

- **Private and hidden:**

Private and hidden Facebook groups don't show up in searches at all. Secret Facebook groups have the same privacy settings as private-and-visible groups (only current members can see posts and membership list), but they're hidden to the general public. ⁽¹⁰⁾

4- Benefits of Facebook groups for advertising and business:

- **Business Facebook groups acts as a direct line to customers:** ⁽¹¹⁾

Customers/consumers joining any of public/private business groups are considered to be loyal customers, as they participated in that business group by their own desire. They can also easily exit from the group whenever they wish.

Facebook business groups have the opportunity to gain some real insights from customers who know the business best. Watch, learn, ask for feedback, and then actually use it.

- **Advertising and business Facebook groups build long-lasting relationships with customers:** ⁽¹²⁾

Customers/consumers always originate a high level of loyalty towards the companies that treat them well, besides inviting and promoting that company to their wide community and engaging a lot of new customers directly and regularly to build also invaluable loyalty and high trust.

- **Advertising and business Facebook groups increase the organic reach to the group and page:** ⁽¹³⁾

Facebook's algorithm is designed to prioritize content from Facebook groups with high engagement. The more advertising and business Facebook groups are posting and interacting, the further this groups will appear and reach the newsfeeds continuously.

5- Advantages of Advertising and business Facebook groups:

⁽¹⁴⁾

- Influencing significantly and forming a clear difference in different societal issues due to its wide spread and large number of customers and users.
- Acquiring new knowledge and skills of all kinds, such as drawing, cooking, sports and arts, through the videos and interactive lessons presented to it.
- Considering it a window for informing and disseminating various news as they happen.
- Find friends or relatives after a long break, and reconnect with them, regardless of their location.
- A means to obtain news and developments in various scientific, religious and cultural fields.
- Advertising, marketing, entertainment and recreation.
- Expressing opinions on events prevailing in the world or in any field of life.
- Forming new friendships that suit the customer's preferences and transcend narrow geographical boundaries.

6- Disadvantages of Advertising and business Facebook groups:

⁽¹⁵⁾

- Wasting hours, wasting time, and missing many jobs that could benefit the customer himself and benefit others.

- Lack of personal contact with family and friends, due to spending a lot of time on Facebook.
- Spreading home secrets and the privacy that should be preserved.
- Using it as a way to show off some unreal appearances, which opens up a space between consumers for comparisons and dissatisfaction with oneself, the surrounding environment and the social level.
- Use it as a source for some unethical material from videos, talks, etc.
- It causes some health risks, especially if it is used for very long periods, such as tired eyes, neck pain, and others.
- Use it as a means of abuse and bullying at times.
- Causing disagreements that occur as a result of different discussions on some sensitive topics and not accepting the other opinion, especially since writing alone does not convey the idea as clear as if the conversation was direct
- Exploiting it to spread sedition and misleading news.
- Sometimes it is used as a tool for cybercrime.

7- Advertising and marketing objectives in reaching business goals: ⁽¹⁶⁾

- **Advertising awareness:** Introducing new brand to new customers or reminding customers with old or modified brands, products and services.
- **Accessibility:** Presenting adverts and business pages and groups to as many customers and consumers as possible.
- **Guidance:** Pointing to a specific webpage, app, or Facebook Messenger conversation.
- **Engagement:** Reach a wide range of targeted audience to increase the number of post engagements or Page Likes, increase attendance of event, or encourage customers to claim a special offer.
- **App installs:** Get customers and consumers to install a specific app.
- **Video views:** Get more customers to watch advertiser videos.
- **Lead generation:** Get new customers and consumers into certain sales funnel.

- **Messages:** Encourage customers to contact the advertisement or the business using Facebook Messenger.
- **Conversions:** Get customers to take a specific action on the website (like subscribe to a list or buy a product), with a certain app, or by using Facebook Messenger.
- **Catalog sales:** Connect the Facebook ads to certain product catalog to show customers and consumers the ads for the products they are most likely want to buy.
- **Store traffic:** Drive nearby customers to bricks-and-mortar stores.

8- Important tips for creating effective advertising and business Facebook groups: ⁽¹⁷⁾

- **Determining advertising / business Facebook group purpose:**
Determining the group/page purpose will facilitate finding right customers and targeted audience more easily. It will also help in determining the exact type of interaction and relationship the advertiser or business owner must have with their customers, or consumers to have between themselves.
- **Creating the right advertising / business group privacy and community:**
Groups and pages can be made in public, closed or secret groups, with catchy and easy keywords and group names to appear with high volume on Facebook search and other search engines.
- **Promoting advertising and business groups/pages to the right targeted audience:**
In order to well promote advertising and business groups/pages, they must be promoted to the right customers/consumers and targeted audience. This will make the groups grow faster and easier in a short period of time. Customers with the same interests will communicate with each other in an interactive way that will reflect positively on the posts and make them engaged and active. ⁽¹⁶⁾

- **Creating original contents in advertising/business groups and pages:** Quality content should be the fundamental building block of advertising and marketing Facebook group. Only with the right, original content the advertiser will be able to build a healthy society that will grow organically, have value and stay engaged.
- **Getting engaged with customers/consumers daily in groups and pages:** Finding out the best time of day is very important for members (when most of them are online) in order to post the best content for the targeted customers. Most FB users are online around 11 am and 7 pm, but this can vary quite a bit.
- **Using the technique of the “Word of Mouth & Referral Programs” in advertising/marketing:** For advertisers who are tired of ads and want to promote their product in a more organic way, the word of mouth ads is the next step used.

According to Viral Loops, “word of mouth is the primary factor behind 20% to 50% of all purchasing decisions and also it’s 10 times more effective than traditional advertising, as customers are really sick and tired of being pushed to buy things.”⁽¹⁷⁾

9- Types of Facebook ads: ⁽¹⁸⁾

- 1- **Image ads:** are simple ads and a great way to get started with Facebook advertising.

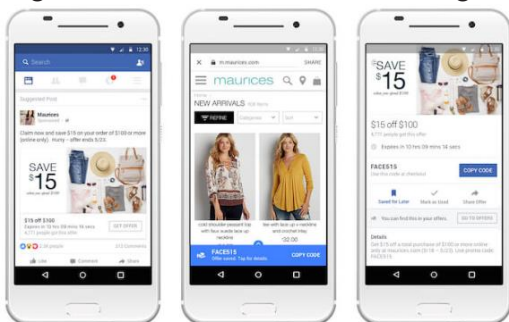


Figure (1) Facebook image ads examples ⁽²⁴⁾
<https://instapage.com/blog/facebook-offer-ads>

- 2- **Video ads:** Video ads can run in News Feed and Stories, or they can appear as in-stream ads in longer Facebook video

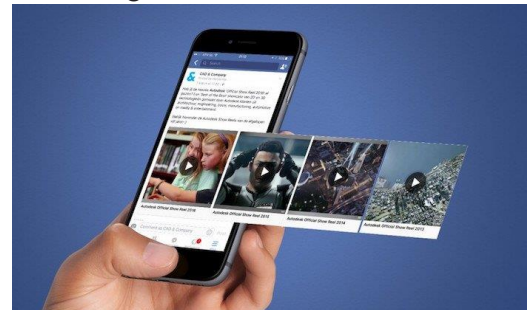


Figure (2) Facebook video ads examples ⁽²⁵⁾
<https://neilpatel.com/blog/how-to-fine-tune-your-facebook-video-campaign/>

- 3- **Video poll ads:** This mobile-only Facebook ad format incorporates an interactive component with video polls. It’s a brand-new type of Facebook paid advertising,

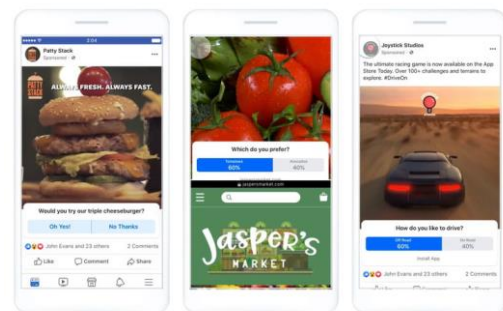


Figure (3) Facebook video poll ads examples ⁽²⁶⁾
<https://www.impactplus.com/blog/facebook-rolls-out-video-poll-ads-expands-on-playable-and-ar-ads-ahead-of-holiday-season>

- 4- **Carousel ads:** A carousel ad uses up to 10 images or videos to showcase a certain product or service or different products and services.

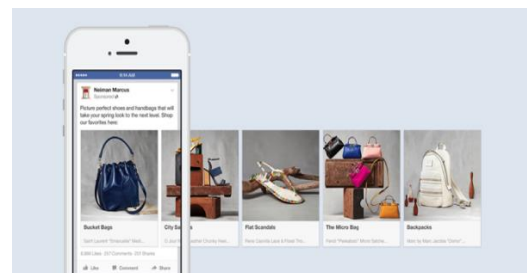


Figure (4) Facebook carousel ad examples ⁽²⁷⁾
<https://www.bluefrogdm.com/blog/why-use-facebook-carousel-ads>

- 5- **Slideshow ads:** Slideshow ads offer an easy way to create short video ads from a collection of still photos, text, or existing video clips

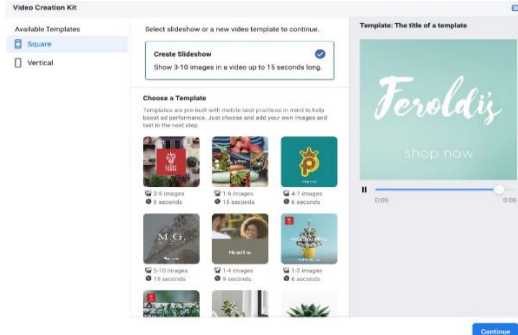


Figure (5) Facebook slideshow ads examples ⁽²⁸⁾
<https://bigspy.com/blog/facebook-slideshow-ads>

- 6- **Collection ads:** These are Facebook paid ads, which are offered only for mobile devices, allow to showcase five products that customers can click to buy.

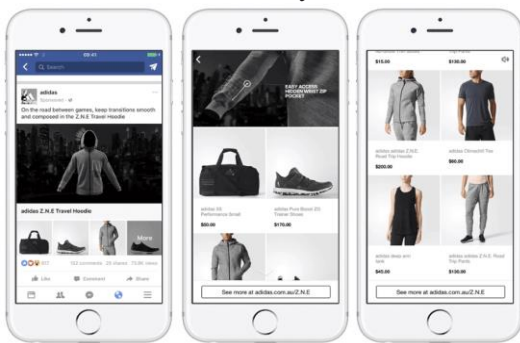


Figure (6) Facebook collection ads examples ⁽²⁹⁾
<https://thenextcoop.com/facebook-collection-ads/>

- 7- **Instant experience ads:** Instant Experience ads used to be called Canvas. They're a full-screen ad format that loads 15 times faster than a mobile website outside of Facebook

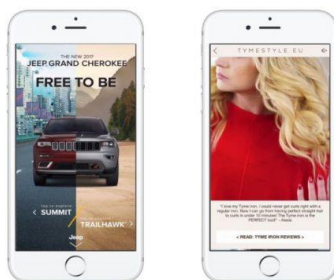


Figure (7) Facebook instant experience ads examples ⁽³⁰⁾
<https://www.adweek.com/performance-marketing/facebook-canvas-is-now-instant-experience/>

- 8- **Lead ads:** Lead ads are only available for mobile devices because they're specifically designed to make it easy for customers to give their contact information without a lot of typing.

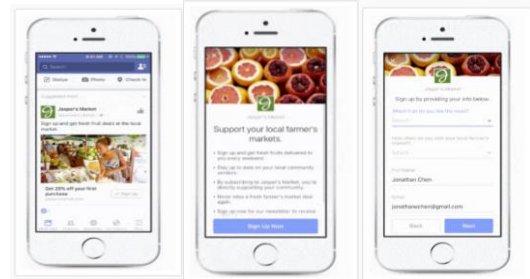


Figure (8) Facebook leads ads examples ⁽³¹⁾

<https://adespresso.com/blog/facebook-lead-ads/>

- 9- **Dynamic ads:** Dynamic ads allow advertisers to promote targeted products to the customers most likely to be interested in them.

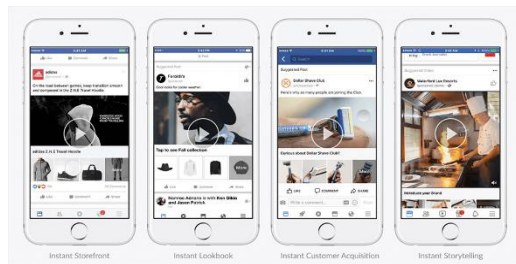


Figure (9) Facebook dynamic ads examples ⁽³²⁾

<https://medium.com/leadza/key-insights-into-getting-positive-results-from-facebook-collection-ads-b5bc95638a98>

- 10- **Messenger inbox ads:** Facebook Messenger ads give the promoter access to the 1.3 billion consumer who use Messenger every month. When creating the ad, advertiser can simply choose Messenger as the desired placement. Besides the need to select Facebook feed.



Messenger Ads

Click-to-Messenger ads

Sponsored Messages

Figure (10) Facebook messenger inbox ads examples ⁽³³⁾

<https://blog.shoppop.com/ultimate-guide-facebook-click-to-messenger-ads/>

11- Stories ads: Scientific American found that 72% of millennial won't rotate their phones to watch widescreen videos. Stories ads are a full-screen vertical video format that allow advertisers to maximize screen real estate without expecting viewers to turn the screen.



Figure (11) Facebook stories ads examples (34)
<https://blog.hootsuite.com/increase-facebook-engagement/>

12- Stories augmented reality ads: Augmented reality ads use features like filters and animation to allow customers to interact with brands. This ad format is new to Facebook, but 63% of U.S. Internet users say they have already tried an AR brand experience.

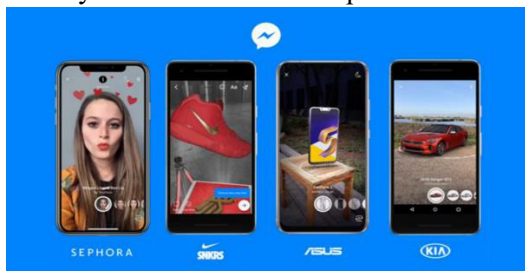


Figure (12) Facebook augmented reality ads examples (35)
<https://ar-vision.ca/2022/01/28/facebook-ar-ads-the-metrics-to-track-with-examples/>

13- Playable ads: This is another new ad format that incorporates interactivity. Advertisers create a game experience that encourages people to interact with their creative content. (17)



Figure (13) Facebook augmented reality ads examples (36)
<https://www.campaignlive.co.uk/article/facebook-expands-playable-ads-transparency-brands/1585977>

14- Event ads: Some brands organize regular events to increase brand awareness or generate more leads, by using Event Ads on Facebook, advertisers can boost their event promotion on their Omnipotent channel. (19)

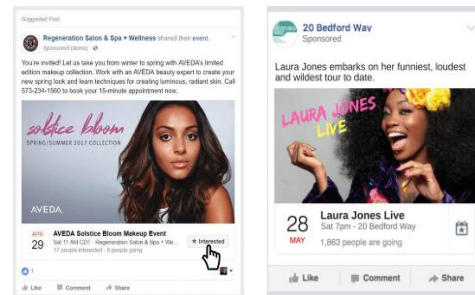


Figure (14) Facebook augmented reality ads examples (37)
<https://20bedfordway.com/news/facebook-event-marketing/>

15- VR ads: Facebook takes a step toward building the metaverse, opens virtual world app to everyone. In Horizon Worlds, users of Facebook's Oculus virtual reality headsets can create a legless avatar to wander in the animated virtual world. There, they can play games and interact with other users' avatars. (20)



Figure (15) : Courtesy of Meta, Facebook is opening up Horizon World, its virtual reality world of avatars, to anyone 18 and older in the U.S. and Canada. (38)

<https://www.cnn.com/2021/12/09/facebook-opens-horizon-worlds-vr-metaverse-app.html>

Methodology:

The research is exploratory and descriptive in nature. Observational, and critical writing is adopted, in collecting theoretical information associated with the phenomenon of targeting Facebook users using Facebook groups in advertising products and services without the need for advertising and marketing companies.

As the deal has become direct between the advertiser and the consumer in ordering the goods and services that are displayed on the Facebook pages with all its details, whether the type of the commodity, its name, location, price and details, with the possibility of home delivery, which increases the recipient's curiosity to obtain the product without any effort. Followed by presenting some Facebook advertisements made by Facebook users in different groups concerning different issues

A large number of different Facebook advertisements were monitored, classified and analyzed, with a questionnaire made to Facebook users and group admins of Facebook pages and selling groups about their satisfaction with using and dealing with Facebook and its features in entertaining and promoting their ads and products.

This research also includes the analytical part and a questionnaire about Facebook advertising groups submitted to 150 recipient of all ages included admins of Facebook groups, Facebook customers, Facebook advertisers in different groups, besides Facebook users who leave comments to ask for more information about advertised services and products on Facebook sites and groups dealing with different services and products.

Facebook Advertising Statistics: (21)

- In April 2021 the potential reach of Facebook Ads is 2.11 billion users (22)
- In April 2022, Facebook reports that 2.14 billion people can be reached through ads. Quarter-on-quarter reach grew by 0.5% (15 million).
- 43.4% of Facebook's ad audience is female and 56.6% is male.
- The average cost per click for any Facebook ad is \$1.72
- Facebook's global advertising audience can reach 18.4% of males aged between "25-34".
- Facebook's global advertising audience can reach 12.6% of females aged between "25-34".
- Advertisers could reach 999.8 million users on Facebook Messenger in April 2022,(a) placing it 7th in our ranking of the world's most 'active' social media platforms.

- Messenger's potential advertising reach of the population aged 13+ is 16.1%
- The average engagement rate for video posts is 0.07%
- The average engagement rate for image posts is 0.10%

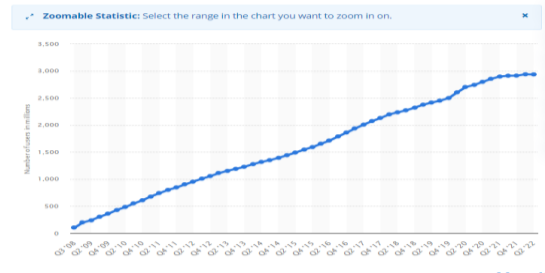


Chart (1) shows the Number of monthly active Facebook users worldwide as of 2nd quarter 2022 (39)
<https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

Example 1: Facebook group advertisements of domestic and foreign tourism companies to promote their trips:

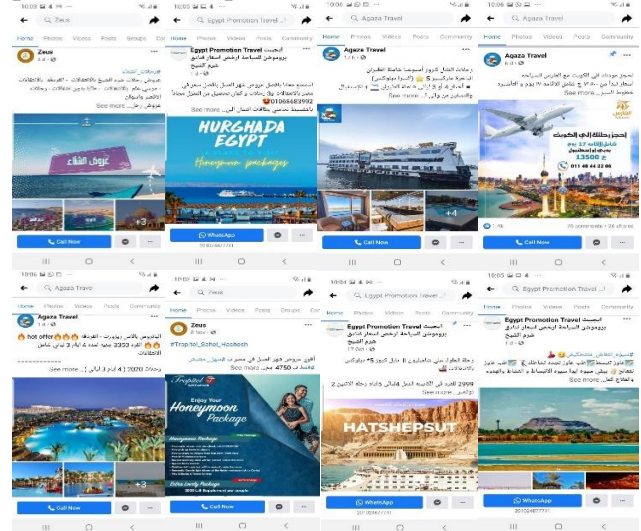


Figure (1): some touristic advertisements on different Facebook groups and pages (40)
www.facebook.com

Advertisements analysis:

Advertisement subject	Some advertisements of tourism companies through their private groups on the Facebook page about trips to some different cities for the purpose of promoting their companies

Advertisement idea	The basic idea of advertisements depends on promotion and spread with making appropriate invitations to obtain the attention of the customers through offers and discounts made by groups of tourism companies to attract the largest number of Facebook users who are looking for recreational or international trips, whether internal or external
Target audience	Facebook users
Used technique	Facebook advertisements on Facebook pages and groups
The type of advertisement used	Lead ad, as it is only available for mobile devices because they're specifically designed to make it easy for customers to give their contact information without a lot of typing, such as calling or directing to other social media websites/ apps.
Visual elements	Slogans, promotions, and images are used
How successful the advertising is	This type of advertisement is considered successful because of the interaction of Facebook users with it through comments, inquiries and the rate of participation in the pages of tourism companies

Table (1) advertisements analysis:

Example 2: Facebook group advertisements for men, women and children clothes:

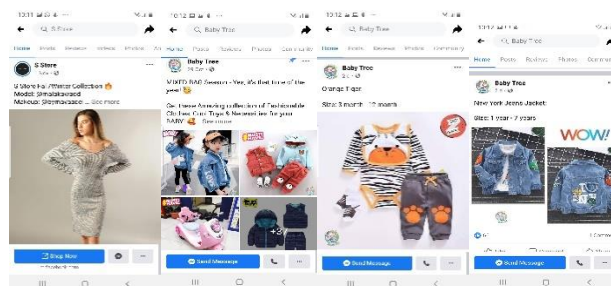
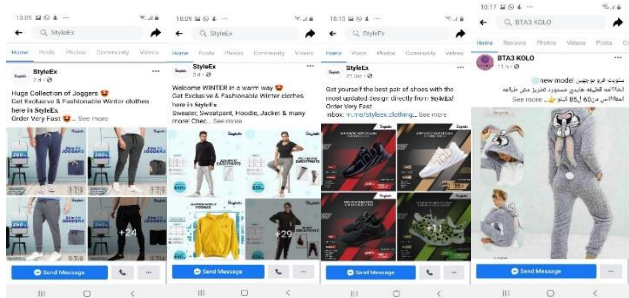


Figure (2) some clothing advertisements on different Facebook groups and pages (40)

www.facebook.com

Advertisements analysis:

Advertisement subject	Some ads for women's, children's and men's clothing promoted by some Facebook groups through different pages in which the product is displayed using interesting methods of product images displayed with writing all the details of sizes, prices and colors
Advertisement idea	The principle ideas of advertisements depends on promotion and spread with making a lot of interesting posts in order to obtain the attention of the customers through offers and discounts made by these clothes groups to attract the largest number of Facebook users who are looking for recreational or creative fashionable wear, whether in their country or abroad.
Target audience	Facebook users
Used technique	Facebook advertisements on Facebook pages and groups
The type of advertisement used	Facebook Messenger ads, as the promoter access to the 1.3 billion consumer who use Messenger every month. When creating the ad, advertiser can simply choose Messenger as the desired placement. Besides the need to select Facebook feed.

Visual elements	Slogans, promotions, and images are used
How successful the advertising is	This type of advertisement is considered successful because of the interaction of Facebook users with it through comments, inquiries and the rate of participation in the pages of fashion and clothing.

Table (2) advertisements analysis:

Example 3: Facebook group advertisements about different home products and supplies:

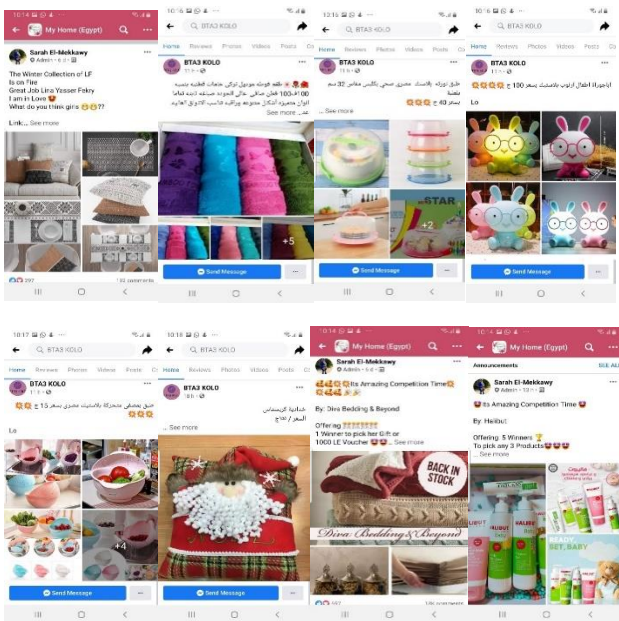


Figure (3) some home products and supplies advertisements on different Facebook groups and pages (40) www.facebook.com

Advertisements analysis:

Advertisement subject	Some ads for different home products and supplies promoted by some Facebook groups through different pages in which the product is displayed using interesting methods of product images displayed with writing all the details of dimensions, prices, usages and colors
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Advertisement idea	The principle ideas of advertisements depends on promotion and spread with making a lot of interesting posts in order to obtain the attention of the customers through offers and discounts made by these product groups to attract the largest number of Facebook users who are looking for recreational or creative home accessories, whether in their country or abroad.
Target audience	Facebook users
Used technique	Facebook advertisements on Facebook pages and groups
The type of advertisement used	Facebook Messenger ads, as the promoter access to the 1.3 billion consumer who use Messenger every month. When creating the ad, advertiser can simply choose Messenger as the desired placement. Besides the need to select Facebook feed.
Visual elements	Slogans, promotions, and images are used
How successful the advertising is	This type of advertisement is considered successful because of the interaction of Facebook users with it through comments, inquiries and the rate of participation in the pages of home products, accessories, appliances and supplies.

Table (3) advertisements analysis:

Recruitment of the participants and sample size:

The sample was selected (150 recipient) who were subjected to these advertising groups and pages and seen the advertisements above. The questionnaire was distributed to them in order to identify their opinions regarding the phenomenon

of targeting Facebook users using Facebook groups in advertising products and services without the need to advertising and marketing companies.

Table (4) sample percentage for study 1.

	Distributed questionnaires	Returned questionnaires	Excluded questionnaires	Analysis questionnaires
No.	150	140	20	120
Per.	100%	93%	13%	80%

The questionnaire form was designed to measure the response of Facebook users towards the different advertisement shown on different groups and pages with some simple questions, and the results related to the questionnaire statistical analysis was as follows:

Table (5) results of questionnaire related to statistical analysis for study 1

Elements of designing questionnaire	T. Agree (%)	Agree (%)	Disagree (%)
Do you participate in many groups on Facebook in all fields?	99.1%	0.8%	0%
Have you ever bought any product from a group or Facebook page?	95%	3.6%	1.4%
Have you ever dealt with a page or group on Facebook promoting ads or services of any kind?	98.9%	1%	0.1%
Do you benefit from Facebook ads, groups and pages in your social life?	87.9%	9%	3.1%
Do you find it difficult to	3.7%	2.3%	95%

communicate with any advertisement that you want to know its details, whether in comments or through personal messages?			
Do you agree that the existence of many groups and pages on Facebook is considered a kind of competition between companies and the customer benefits from it in the first place?	89%	8.4%	2.6%
If you find a group or page of ads on Facebook that offers good offers and products, you can recommend and add your friends?	90%	5.9%	4.1%
Do you know a friend or relative who has a page or group and sells products or promotes services on Facebook?	91.3%	5.1%	3.6%
Do you find this type of advertisements successful, easy and attract your attention to search more about what you want?	90.9%	5.8%	3.3%
Does the use of pictures and graphics in Facebook group and page ads	98.7%	1.3%	0%

enhance the advertisement value and make it easier for the viewer to easily understand and remember it?			
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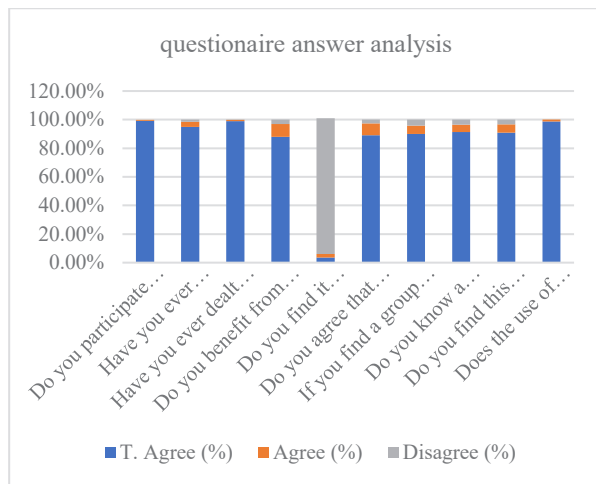


Chart (2) shows the analysis of the questionnaire

Questionnaire results estimated from the above tables results showed that:

1. The questionnaire proved that 100% of those who answered the questionnaire participate in many groups on Facebook in all fields.
2. 98.6% of Facebook users actually bought products and things from Facebook pages and groups, through them or through their friends
3. 99.9% of Facebook users already dealt with a page or group on Facebook promoting ads or services of any kind
4. 96.9% of Facebook users have gained many benefits from Facebook ads, groups and pages in their social life, Including some entertainment, fun and immersing with a virtual community, in addition to meeting some of their needs by purchasing some products, participating in various contests and offers, buying some supplies and discounted tools.

5. 97.3% didn't get any difficulty in dealing with Facebook ads, as soon as a comment is made from a Facebook user on a specific topic or advertisement, the consumer is contacted directly via messenger messages or responding to the private messenger so that it includes all the details, which makes it easier for the customer and the advertiser to communicate quickly and reduce the effort from both parties.
6. 97.4% agreed to the idea of competition between Facebook groups and pages, This is simply due to the fact that the group or page that is transparent in announcing details and prices and making offers that are not fake is able to grab and attract many customers to it and achieve some different gains.
7. 95.9% of Facebook users are keen to benefit their friends, relatives and family by sending those good pages and groups that contain special offers for anything in which to participate in, in order to popularize interest.
8. 96.4% of Facebook users know a friend or relative who has a page or group and sells products or promotes services on Facebook, and this represents a very large number.
9. 96.7% find this type of advertisements successful, easy and attract your attention to search more about what they want.
10. According to Facebook users who answered this question, they saw that the use of pictures and graphics in Facebook group and page ads enhance the advertisement value by 100% and make it so close to the truth and nature.

General Results:

1. With roughly 2.93 billion monthly active users as of the second quarter of 2022, Facebook is the most used online social network worldwide.⁽²³⁾
2. Facebook groups and pages can be a powerful advertising and marketing tool as a result of the large presence of Facebook users on pages/groups all the time, alerting with notifications on their profile of any new events.

3. Facebook advertising groups help to attract new customers and engage current ones with exclusive content, community, and support
4. Creative Facebook Groups and marketing strategies are very effective in capturing the attention of Facebook customers as they always search for what is new and different making comparisons between pages and groups.
5. Facebook pages/groups based on advertising became a place for customers, consumer, companies, institutions and advertisers to connect with each other

General Conclusion and discussion:

- 1- Facebook functions as a community customer support tool which supports good advertising and communication.
- 2- Rebranding as Meta could give Facebook a much-needed opportunity to focus on technology building which will later be reflected in advertising technology.
- 3- Facebook is quickly transforming from an online application to the world of metaverse, then to virtual reality and augmented reality technologies, which helps advertising and advertisers to communicate their ideas and advertisements in a broad and innovative way to the world.
- 4- Facebook (FB), which renamed itself Meta Platforms on 28 October, is one of the most successful tech companies of all time. Since its launch in 2004, the social media giant has grown in leaps and bounds to encompass billions of users across its platforms: Facebook, Instagram and WhatsApp.
- 5- Facebook community affects and supports social learning, listening and watch party applications that acts as an advertising, learning and engaging tool to a lot of Facebook customers.
- 6- Using Facebook ads and groups in advertising is very effective besides the remarkable growth of this type of ads.
- 7- These typee of ads provided by facebook valuable insights and responses to advertisers from deferent customers.
- 8- Facebook pages and groups based on advertising became a place for customers, consumer, companies, institutions and advertisers to connect with each other.
- 9- All positive feelings that come from customer connection build an active community that draws in new customers.
- 10- Facebook adverts created wide range of opportunities to easily and cheaply promote creative and new brands and products in order to reach and grab new customers.
- 11- Advertising using Facebook pages and groups became an important way to connect with a wide range of customers and audience on the world's largest social media network
- 12- Creative Facebook groups and marketing strategies are very effective in capturing the attention of Facebook customers.
- 13- The existence of many groups and pages on Facebook is considered a kind of competition between companies and the customer benefits from it in the first place.

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