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Improving Social Media Response to Endorsement Marketing in an Endorser-Product Page

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ABSTRACT - Celebrity endorsers and social media are staples in modern-day marketing. In Facebook, where these two collide, timeline posts are the main vehicles for landing endorsement marketing objectives. Here, we investigate how they are communicated, what their attributes are and, most importantly, if they work at all. We show how to measure fan responses according to page administrator objectives and to improve communication materials design in an Endorser-Product page. Content analysis via descriptive coding categorized naturally-occurring 1:43 BSKIN Timeline posts into sell types and extracted consumption and reach scores from fan responses, where 77 percent of posts had low consumption and 95 percent had short reach. For improved social media response, we recommend page administrators to publish materials using similar techniques as higher-scoring posts from the 1:43 BSKIN Endorser-Product Page: pictorial, 2-way conversations anchored on the endorser while offering additional material reward, using hard sell qualities for optimal reach and soft sell qualities for consumption.

Key words

SNS Marketing, Social Media Endorsement Marketing, Facebook Data Analysis