

Social Media Activation Campaigns and Online Marketing Effectiveness: A Study of Manufacturers of Fast Moving Consumers Goods in Nigeria

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Abstract: *This study examined the influence of social media activation campaigns of manufacturers of fast moving consumers' goods in Nigeria. The population for the study was thirty-five (35) listed manufacturers of fast moving consumers' goods quoted in the Nigerian Stock Exchange. The Taro Yamane's formula was used to arrive at a sample size of 20 manufacturers of fast moving consumer goods. More exclusively, the study adopted the simple random sampling technique to draw three (3) management staff from each of the 20 companies studied, to arrive at 60 management staff for the complete sample. By means of an online investigation and a quantitative research analysis approach, data was accumulated from Facebook messages across 20 sampled manufacturers of fast moving consumers' goods. The preference of this design is that, it offers the researchers the opportunity to engender a great quantity of data from diverse businesses and establishments, in that way making available a legally binding generalization of research discoveries. The analysis was executed by means of the simple regression method to test the hypotheses at 0.05 level of significance. The results demonstrated that social media activation campaigns has a strong, positive and significant influence on the metrics of online marketing effectiveness (click-through-rate, cost-per-click and cost-per-impression). The study therefore, concludes that social media activation campaigns significantly and positively influences online marketing effectiveness of manufacturers of fast moving consumers' goods in Nigeria, and recommends that, manufacturers of fast moving consumers' goods should proffer social media activation campaigns programs that consistently enhance online marketing effectiveness through improvements in click-through-rate, cost-per-click and cost-per-impression..*

Key words: *Click-through-rate, Cost-per-click, Cost per-impression, Online marketing effectiveness, Social media activation campaigns.*

INTRODUCTION

It is unworkable to envisage online existence devoid of engaged and energetic users. Specifically online marketing is the principal appearance of online advertising (Rutz & Bucklin, 2011), and it stands as a service presented by Internet search engines in the course of which advertisers decide

on detailed keywords and generate textual advertising anchored on consumers' search entries. In view of this, the concept of social media activation emerged to play a prominent role in enhancing online marketing effectiveness.

Social media has become ever-present, with more people accessing Web-based content by identifying links on social media than through express searches (Public Health England, Social Marketing Strategy, 2014-2017). With the of Web 2.0, the behavior of social media users have transformed from advent customers to contributors as customers are now able to create, interact, collaborate and share while consuming content hitherto in the operations of business, it has become accepted and very important channel through which prospects, consumers, customers and organizations interact (Seimodei & Nwokah, 2021). Therefore, as a platform used by the public (Schein *et al.*, 2017), it presents an ideal opportunity for brand promotion. Social media also brings substantial change to the way organizations and individuals can communicate (Kietzmzn *et al.*, 2012; NHS UK, 2017). Social media activation campaign can provide firms with the prospect to circulate marketer-generated content on platforms such as Facebook or Twitter, and enticing customer engagement behaviours. The formation of advertising content can be facilitated by Social media, which permits firms to get in touch with social media users and to correspond with them (Goh, 2013).

Accordingly, businesses can build up dealings with their customers and put up new affairs with prospective customers (Welger, 2017). Successful business organizations use integrated marketing communication through electronic media to form and maintain relationship with consumers, ensuring that all brand messaging is consistent across both traditional and non-traditional marketing channels. This way, the firms can communicate and connect with their customers on a personal level (Peltier, Schibrowsky, & Schultz 2003). Interestingly, social media platforms have become promising tool for brands and their marketing campaigns.

Given the level of awareness on online marketing effectiveness and social media activation campaigns are drifting towards the purchase and consumption of goods and services. In response to this consumption quest, marketers in the 21st century are adopting consumers' engagement strategies that are expected to bring about online marketing effectiveness in terms of click-through-rates, cost-per-click and cost-per-impression, ie specially in fast moving consumer goods manufacturing firms.

Arising from the foregoing, this study contends that a firm's online marketing effectiveness resulting from the application of social media activation campaigns depends largely on the configuration of available resources at the disposal of the firm. Such valuable configuration is reflected in social media activation campaigns which ultimately lead to online marketing effectiveness in terms of increase in click-through-rates, cost-per-click and cost-per-impression.

Meanwhile, the theoretical meaning and foundations of the social media activation campaigns concept have been established in the marketing literature (SeyedAlireza & Manoochehr, 2019; Gummerus *et al.*, 2012; Zhang *et al.*, 2011, Van Doorn *et al.*, 2010; Achterberg *et al.*, 2003; Millen & Patterson, 2002). However, to date, there is still a relative deficit in empirical studies on social media activation campaigns in general and even fewer exist on behavioural engagement with social media activation campaigns (Bitter *et al.*, 2014; Gummerus *et al.*, 2012; Hollebeek & Chen, 2014).

Again, there are insignificant studies probing the influence of social media activation campaign on online marketing effectiveness. Even though investigations have allied some types of engagement to online banner advertising (Calder *et al.*, 2009), much have not discovered how social media activation campaigns influences online marketing effectiveness, specifically, click-through-rates, cost-per-click and cost-per-impression.

Further, despite the importance of search engine advertisement and the fact that more and more companies are using this technique internationally, very little research has attempted to analyze how manufacturers of fast moving consumer goods (FMCG) can make use of this new type of ads in Nigeria. In fact, it's quite palpable that there is a drought in research done with reference to social media activation campaigns and online marketing effectiveness of manufacturers of fast moving consumer goods locally and internationally. Given the lacuna in empirical scholarship on the subject (in both marketing and communication literature and predominantly as relevant in developing countries), this paper empirically model the effect of social media activation campaigns on online marketing effectiveness of manufacturers of fast moving consumers goods in Nigeria through click-through-rates, cost-per-click and cost-per-impression.

LITERATURE REVIEW AND HYPOTHESES

Theoretical Foundation

Bourdieu's Social Capital Theory

The prime theoretical foundation of behavioural engagement with social media activation campaigns derives from Bourdieu's social capital theory, which proposed that social networks have an assortment of value, and are reliant upon network magnitude, and interactivity (Bourdieu, 1986; Zinnbauer & Honer, 2011). Behavioural engagement with social media activation campaigns shoot from a multi-disciplinary theoretical perspective – as well as marketing (Lin *et al.*, 2015), sociology (Bourdieu, 1986), psychology (Achterberg *et al.*, 2003), and information systems (Millen & Patterson, 2002) – and from marketing practice (Weinberg & Pehlivan, 2011; Zinnbauer & Honer, 2011). This theory is useful to the study as it ascertains how the manufacturers of fast moving consumer goods perceive the relative advantage in Bourdieu's Social Capital Theory. If these firms acknowledge interacting effect of social media by attracting rewarding consumers' behavioural engagement with social media activation campaigns, they stand to gain in terms of enhancing their online marketing effectiveness.

The Concept of Social Media Activation Campaign

Kaplan and Haenlein (2010: 61) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” Sinclair and Vogus (2011, 294) cite O'Reilly's (2005) explanation of social media as: “social media is a broad term that describes software tools that create user generated content that can be shared.” This present study defines social media as a

rendezvous that facilitates the flow of information on goods and services, which will lead to a rewarding outcome between firms and customers.

Social media activation campaigns (SMACs) involve “encouraging customer communications on company’s own website or through its social presence”(Chaffey, 2011:46). Social media activation campaigns is one central *modus operandi* in online marketing which firms can employ to share out their messages to their target audiences. Social media activation campaigns aspire to engender brand conversations amid consumers, by the use of *earned media* that contributes to brand narratives and raise visibility as communications go viral (Van Noort, Antheunis & Van Reijmersdal, 2012). Participation in social media activation campaigns involves consumers’ altitude of endeavor, energy and time used up on SMACs, or their eagerness to expend such endeavor and time for the period of the campaigns on activities such as chatting, sharing and co-creating with the brand and/or other customers (SeyedAlireza & Manoochehr, 2019).

Harmonizing this line of reasoning, and accentuating the magnitude of interactivity, research in psychology and information systems distinguish the significance of inspiring behavioural engagement in social environments (i.e. involvement with social activities and interactions) in contexts such as online community networks (Zhang *et al.*, 2011, Achterberg *et al.*, 2003; Millen & Patterson, 2002). For instance, the dedication of a member to hang about in the group and network with other members underscore social identities and social capital with the affordances of Facebook (Zhang *et al.*, 2011). Further, generating online mechanisms that smooth the progress of conversations also kindles interactivity (Millen & Patterson, 2002).

Consistent with this line of thinking, social media activation campaigns lengthen the matter-of-fact appliance of social currency by taking account of how consumers act together with other consumers and brands in chatting about a brand in online social platforms. In this paper, and in line with preceding work (Gummerus *et al.*, 2012; Van Doorn *et al.*, 2010), the researchers focus on social media activation campaigns in an explicit perspective, and spotlights on its manifestations on online marketing effectiveness outcome. Gummerus *et al.* (2012) remark that this type of engagement is frankly linked to the appearance of new media, which makes out that consumers transmit out a quantity of brand-related behaviors that did not subsist a decade ago, such as online deliberations, and involvement in online brand communities. Hence, Marketing executives and brand managers have a venerable interest in engaging with consumers through social media (De Vries *et al.*, 2012). Such endeavors are delineated as structuring social media activation campaigns to elicit brand engagement, which passes on as the interactive behaviors in the midst of consumers and brands via social media.

The Concept of Online Marketing Effectiveness

Online marketing is a wide-ranging term that refers to an assortment of promotional techniques positioned to reach customers through digital technologies. Online marketing Yasninet *et al.* (2015) refers to it as symbolizing a broad selection of service, product and brand marketing strategies which for the most part use Internet as a nucleus promotional intermediate in addition to mobile and traditional TV and radio. Online marketing effectiveness is considered one of the most active multi-channel marketing strategies required by organizations for the accomplishment of set goals and objectives (Seimodei & Nwokah, 2021).

This paper defines online marketing as means of utilizing the electronic media by marketers to promote products or services. The main objective of online marketing is attracting customers and allowing them to interact with the brand through digital media. Online marketing is one brand of marketing being extensively used to promote products or services and to reach consumers using online channels. Online marketing is the new showground for market communication and the highest of the list of different media constitutes Facebook, Blogs, Twitter, Youtube and LinkedIn (Seimodei & Nwokah, 2021; Seimodei, Okwandu & Nadube, 2021).

Online marketing effectiveness is a means for marketers to understand how their campaigns perform. Waghmare (2012) noted that, many countries in Asia are taking advantage of online marketing through opportunity, which is necessary for sponsoring competition and transmission of Internet technologies. Marketers sought for a medium capable of reaching out to customers effectively, and found the solution in online marketing which broadens further than internet marketing including channels that do not have need of the use of Internet. It takes account of mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media (Yasin, Tasneem & Fatema, 2015). Technical advancement relating to improvement of hardware, software, statistics and information assist online marketers in analyzing the effectiveness of specific advertising and managerial objectives by using viable indicators in attaining actual consumer engagement (Seimodei, Okwandu & Nadube, 2021)

Technical advancement relating to improvement of hardware, software, statistics and information assist online marketers in analyzing the effectiveness of specific advertising and management objectives by using visible indicators in attaining actual consumer engagement (Seimodei & Nwokah, 2021; Seimodei, Okwandu & Nadube, 2021). Technical advancement relating to improvement of hardware, software, statistics and information assist online marketers in analyzing the effectiveness of specific advertising and managerial objectives by using viable indicators in attaining actual consumer engagement (Seimodei, Okwandu & Nadube, 2021).

Measures of Online Marketing Effectiveness

The results of researches (Davidaviciene & Tolvaisas, 2011; Rosenkrans 2009; Jensen 2008; Lee 2007) of online marketing effectiveness prove, that there are no established dynamics of measurement of online marketing effectiveness, however, current online marketing effectiveness is measured in terms of click-through-rates (CTR), cost-per-click (CPC), cost-per-impression (CPM), and return on investment (ROI) (Bolos *et al.*, 2016; Goodwin, 1999). This present study adopts click-through-rates, cost-per-click and cost-per-impression as the metrics of online marketing effectiveness.

Click-through rate (CTR)-is the percentage of total ad views that upshot in clicks, and it is a powerful solution. The number of times people see a company's ad divided by how often they click it, is called the click-through rate. Click through rate is calculated by the number of subscribers that have clicked on at least one linkage in email marketing campaign. The ideal ad click-through rate takes time to determine. The performance of online advertising is generally calculated by ads Click-Through Rate (CTR) or the revenue from advertisers (Yan, Liu, Wang, Zhang, Jiang & Chen, 2009).

Cost-Per-Click-Cost-per-click is under the broader sunshade of paid search marketing. With the CPC method, companies can only pay when people click on advertisements. In theory, company's ad expenses should predict a straight increase to site traffic (Matthew, 2019). Cost Per Click (CPC) - is an Internet advertising model used on websites, in which advertisers pay only when their ad is clicked, not each time an ad is publicized. As a form of digital advertising, cost-per-click (CPC) is the actual price paid to a publisher every time an online user clicks on a company's ad (Matthew, 2019).

Cost-Per-Impression-Cost-per-impression is a common online advertising setting in which web publishers post display ads on their websites for an agreed upon number of impressions (guaranteed delivery), and charge based on the cost-per-impression (CPM1) pricing scheme (i.e., an advertiser pays a certain price for each impression made of hisad). Cost-per-impression is a kind of online advertising where the marketers who invest in it get compensated whenever internet users click on their ads and engage with them.

On the contrary, marketers using paid search also measure impressions. This is the number of times an ad is displayed to a person. For example, an individual might navigate to a page that loads an ad in the sidebar. If the content shows an advertisement, but the individual doesn't interact with it, that instance is an impression, but not a click.

Review of Empirical Literature

Scholars have conducted empirical studies to investigate the concept of social media activation campaigns and online effectiveness in various industries with different results for instance, Seimodei and Nwokah (2021) investigated the relationship between behavioural social media engagement campaigns and e-marketing effectiveness of health care firms in Nigeria. The population of the study was thirty-seven (37) healthcare firms in Nigeria. One hundred and seventy employees of the healthcare firms were drawn to provide data for the study. Results from the analysis revealed that behavioural social media engagement campaigns has positive and significant relationships with click-through-rates, cost-per-click and cost-per-impression which are measures of e-marketing effectiveness.

Lee, Hosanagar and Nair (2018) investigated the effect of social media advertising content on customer engagement by means of data from Facebook messages crosswise 782 companies, by means of an amalgamation of Amazon Mechanical Turk and natural language processing algorithms. This data set were applied to investigate the relationship of a variety of categories of social media marketing content with user engagement—identified as Likes, comments, shares, and click-through-with the messages. The study revealed that, definite unswervingly informative content, such as deals and promotions, oblige consumers' corridor to conversion (click-through). These outcomes continues after integrating rectifications for the nonrandom targeting of Facebook's EdgeRank (News Feed) algorithm and so reveals more intimately user reaction to content than Facebook's behavioral targeting.

Bitter and Grabner-Krauter (2016)examined the effects of customer engagement behavior in online social networks on other consumers in order to appreciate how online social connections affect decision making, by exploring how dissimilar variations of a brand-related Facebook post activate diverse response reactions. The outcomes of both experiments reveal that information posted by a close friend is professed to be more analytical. For users not acquainted with the restaurant brand, negative posts from strong ties bring on the highest diagnosticity levels.

Hamza and Ala' Atef (2015)studied the impact of one dimension of Search Engines which is Pay per click advertisements (PPC) on magnetizing customers and online advertisements effectiveness by means of a quantitative research analysis approach in accumulating data. The study distributed one hundred and seventy (170) questionnaires on thirty (30) firms that adopted E-marketing in Jordan, and retrieve done hundred and ten (110) questionnaires and out of them eighty-seven(87) questionnaires were only usable and used for statistical analysis. The study revealed that using pay-per-click advertisements (PPC) has direct effect on attracting customers and online advertisements effectiveness at ($\alpha \leq 0.05$) level at companies using E-marketing in Amman city.

Javornik and Mandell i(2012) examined behavioral perspectives of customer engagement with three Swiss FMCG brands, by investigating intensityof the behavioral outlook in the social media setting. By means of an online investigation and a focus group, the study investigates the willingness of customers to engage with three Swiss premium food brands online and offline. The findings demonstrate that customers are not willing to engage with FMCG brands if they are not being offered a distinctive value proposition.

SayedAlireza and Manochchr (2019) examined ‘consumer’ engagement with social media activation campaign’, conceptualizing consumers’ engagement with social media activation campaigns as tools for improving interactions between brands and consumers and reported that consumers’ engagement with social media activation campaigns is a second order construct encompassing three first order dimensions: cognitive, emotional, and behavioural engagement.

From the review of literature, the following research model was designed:

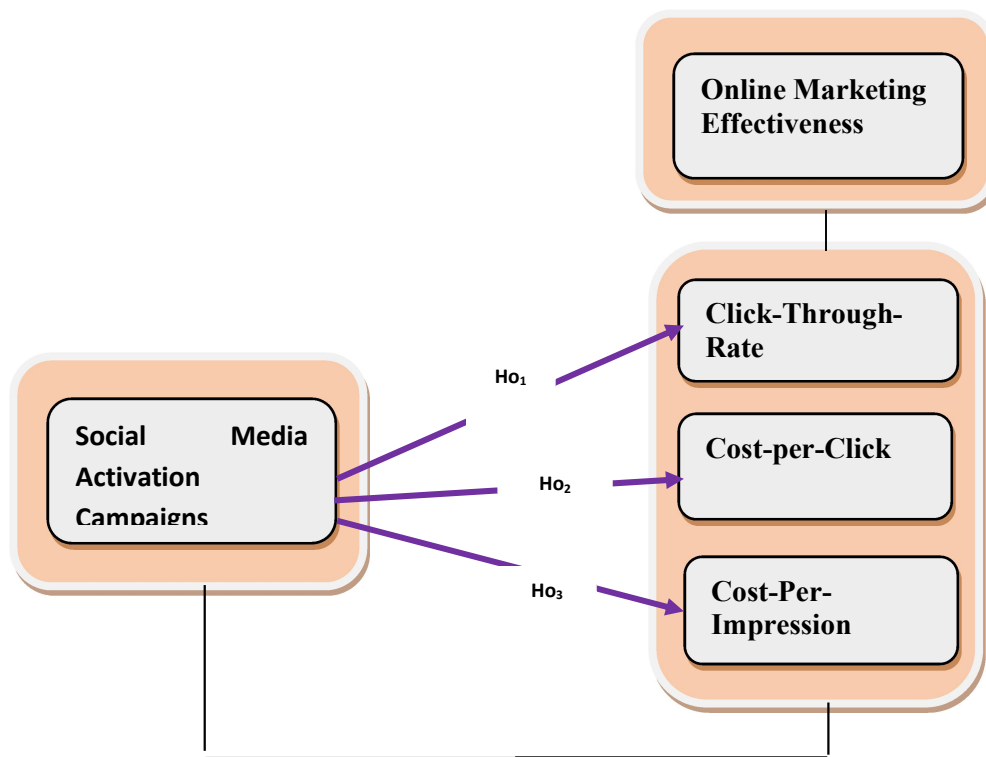


Figure 1:Conceptual framework of social media activation campaigns and online marketing effectiveness of manufacturers of fast moving consumers goods in Nigeria.

Source: Researchers Desk, 2022

From the research model, the following hypotheses were formulated:

H₀₁: Social media activation campaigns do not have significant influence on click-through-rate of manufacturers of fast moving consumers' goods in Nigeria.

H₀₂: Social media activation campaigns do not have significant influence on cost-per-click of manufacturers of fast moving consumers' goods in Nigeria.

H₀₃: Social media activation campaigns do not have significant influence on cost-per-impression of manufacturers of fast moving consumers' goods in Nigeria.

METHODOLOGY

For the purpose of this study, the survey method of research design was employed on a population of thirty-five (35) listed manufacturers of fast moving consumers' goods quoted in the Nigerian Stock Exchange. The Taro Yamane's formula was used to arrive at a sample size of 20 manufacturers of fast moving consumer goods. More exclusively, the study adopted the simple random sampling technique to draw three (3) management staff from each of the 20 companies studied, to arrive at 60 management staff for the complete sample. By means of an online investigation and a quantitative research analysis approach, data was accumulated from Facebook messages across 20 sampled manufacturers of fast moving consumers' goods. The preference of this design is that, it offers the researchers the opportunity to engender a great quantity of data from diverse businesses and establishments, in that way making available a legally binding generalization of research discoveries. The analysis was executed by means of the simple regression method to test the hypotheses at 0.05 level of significance.

RESULTS

Statistical Test of Hypotheses

Decision Rule

Significant/probability value (Pv) < 0.05 (level of significance = conclude significant influence.

Significant probability value (Pv) > 0.05 (level of significance = conclude insignificant influence.

Influence of Social media Activation on Click-Through-Rate

Table 1: Influence of Social Media Activation Campaigns on Click-Through- Rate (N=60).

Model	RR Square	Adjusted R Square	Std. Error of the estimate
1	.872	.764	.703
a. Predictors: (Constant), Social media activation campaigns			
b. Criterion Variable: Click-through- rate			

Given that for hypothesis one, the significant is .000 which is less than 0.05; there is a significant, effect of social media activation campaigns on click-through-rate with the R (Coefficient of Correlation) indicating that, there is 87.2% direct relationship between social media activation campaigns and click-through-rate. R-square value of 76.4% shows that social media activation campaigns can affect click-through-rate to a high degree. The researchers also used ANOVA to test the hypothesis in this section. The results were presented in Table 2.

Table 2: One way ANOVA of Social Media Activation Campaigns on Click-Through- Rate (n=60).

of Squares	Df	Mean Square	F	Sig.	
Between Groups	77.074	1	77.074	374.879	.0000
Within Groups	23.849	59	206		
Total	100.94	60			

a. Criterion variable: Click-through-rate

b. Predictor: Social media activation campaigns

Table 2 shows that there is difference in mean between social media activation campaigns and click-through-rate $F(dfB, dfw) = F(481,1) = 374.879$, $p < 0.05$. Significant value is 0.01, $r(1,481)$. This agrees with the regression result in Table 1

Influence of Social Media Activation Campaigns on Cost-Per-Click

Table 3: Influence of Social Media Activation Campaigns on Cost-Per-Click (n=60).

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.681	.464	.459	.2.391

a. Predictors: (Constant), Social media activation campaigns

b. Criterion: Cost-per-click

Given that for hypothesis two, the significant is .000 which is less than 0.05; there is a significant, effect of social media activation campaigns on cost-per-click with the R (Coefficient of Correlation) indicating that, there is 68.1% direct relationship between social media activation campaigns and cost-per-click. R-square value of 46.4% shows that social media activation campaigns can affect cost-per-click to a moderate degree. The researchers also used ANOVA to test the hypothesis in this section. The results were presented in Table 4.

Table 4: One-way ANOVA of Influence of Social Media Activation Campaigns on Cost-Per-Click(n=60).

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	485.482	1	485.482	84.925	.0000
Within Groups	560.228	59	5.717		
Total	1045.710	60			

a. criterion: Cost-per-click

b. Predictor: Social media activation campaigns

Table 4 shows that there is difference in mean between social media activation campaigns and cost-per-click $F(dfB, dfw) = F(481,1) = 84.925$, $p < 0.05$. Significant value is 0.01, $r(1,481)$. This agrees with the regression result in Table 4.

Influence of Social Media Activation Campaigns on Cost-Per-Impression

Table 5: Influence of Social Media Activation Campaigns on Cost-Per-Impression (n=60).

Model	RR Square	Adjusted R Square	Std. Error of the estimate
1	.776.603	.553	.08878

a. Predictors: (Constant) Social media activation campaigns

b. Criterion: Cost=per-impression

Given that for hypothesis three, the significant is .000 which is less than 0.05; there is a significant influence of social media activation campaigns on cost-per-impression with the R (Coefficient of Correlation) that there is 77.6% direct relationship between social media activation campaigns and cost-per-impression. R-square value of .60.3% shows that social media activation campaigns can influence cost-per-impression to a high degree. The researchers also used ANOVA to test the hypothesis in this section. The results were presented in Table 6.

Table 6: One-way ANOVA of Influence of Social Media Activation Campaigns on Cost-Per-Impression(n=60).

Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	096 1	1096	12.146	.0000

Within Groups	063 59	199 481	008
Total	1.59 60		

a. criterion: Cost-per-impressions

b. Predictor: Social media activation campaigns

Table 4 shows that there is difference in mean between social media activation campaigns and cost-per-impression. $F(dfB, dfw) = F(481,1) = 12.146, p < 0.05$. Significant value is 0.01, $r(1,481)$. This agrees with the regression result in Table 5.

DISCUSSION OF FINDINGS

This study examined the predictive power of social media activation campaigns on online marketing effectiveness. To explore the influence of social media activation campaign on online marketing effectiveness, theoretical, conceptual and empirical evidence from extant literature was laid bare. Accordingly, the first, second and third hypotheses wanted to agree on the end product of social media activation campaigns on measures of online marketing effectiveness (click-through-rate, cost-per-click and cost-per-impression) using the simple regression analysis. The hypotheses were affirmed in the null form, statistically tested and discarded. The alternative hypotheses that there is a significant influence of social media activation campaigns on measures of online marketing effectiveness (click-through-rate, cost-per-click and cost-per-impression) were acknowledged. The concept of social media activation campaigns as calculated in this study dealt with issues adjoining on social media activation campaigns as a confirmatory energizer of measures of online marketing effectiveness (click-through-rate, cost-per-click and cost-per-impression). It turns out to be ostensible that social media activation campaigns make measures of online marketing effectiveness regimented and accordingly proficient of transporting realistic outcome.

From our result, we grasp that when social media activation campaigns are fittingly incorporated and executed, it rubs on positively on measures of online marketing effectiveness. Above and beyond, there is an established statistical proof that, as companies executes and sustains their social media activation campaigns to smoothly contact and fit into place with customers, they over and over again trigger positive click-through-rates, cost-per-click and cost-per-impression that metamorphose to rewarding online marketing effectiveness. Thus, the transfer affect linked with the brand's search engine advertising is prone to increase consumers' intention to click on the search engine advertisements and craft a succeed in purchase. This is because, in the course of social media activation campaigns, consumers can access information any time and any place where they want, and with the presence of social media, consumers do not just rely on what the company says regarding their brand but also they can follow what the media, friends, associations, peers, etc., are saying as well (Yasnin *et al*, 2015). This is in line with the findings of Seimodei and Nwokah (2021) which is of the view that behavioural social media engagement campaigns positively and significantly relates to e-marketing effectiveness of healthcare firms in Nigeria. Also, our discovery agrees and sustains the findings of Lee *et al.*, (2018) who found that confident steadfastly informative content, such as deals and promotions, accommodate consumers' passageway to conversion (click-through).

CONCLUSION AND RECOMMENDATION

The purpose of this study was to find out the effect of social media activation campaign on online marketing effectiveness of manufacturers of fast moving consumers' goods in Nigeria. Social media activation campaigns have quickly become vital for businesses to succeed in online marketing effectiveness, especially click-through-rates, cost per click and cost-per-impression advertising. The findings presented by this study show that there is a statistically significant effect of social media activation campaigns on online marketing effectiveness. In view of these findings, the study therefore concludes that social media activation campaigns significantly and positively influences online marketing effectiveness of manufacturers of fast moving consumers' goods in Nigeria, and recommends that, manufacturers of fast moving consumers' goods should proffer social media activation campaigns programs that consistently to facilitate the achievement of online marketing effectiveness goals and objectives through the improvements in click-through-rate, cost-per-click and cost-per-impression.

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