

# Facebook Marketing Strategies: An SLR of Engagement Outcomes

Daniel Janrian Sihotang<sup>1\*</sup>

<sup>1</sup> Universitas Diponegoro, Semarang, Indonesia

## Abstract

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This study presents a systematic literature review (SLR) of Facebook marketing strategies and their impact on consumer engagement. Facebook remains a dominant digital marketing platform, where likes, comments, shares, and click throughs serve as key indicators of effectiveness. Content characteristics such as vividness, interactivity, and message design are central drivers of engagement, with images and videos generating more interaction than text only posts. Timing and posting frequency also moderate outcomes, as strategic scheduling enhances participation while excessive posting reduces responsiveness. Engagement is understood as a multidimensional construct cognitive, emotional, and behavioral that strengthens brand consumer relationships. Both firm generated and user generated content shape performance outcomes, balancing clarity with authenticity. Overall, effective strategies require integrating media richness, message relevance, timing, and co-created content to link short-term activity with long-term brand equity.

\*Corresponding author:  
(Daniel Janrian Sihotang)

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## **1. Introduction**

Facebook has remained one of the most dominant social media platforms in digital marketing, providing brands with opportunities to foster customer relationships and drive engagement. Engagement outcomes such as likes, comments, shares, and click-through rates have become crucial indicators of the effectiveness of marketing strategies on Facebook (Cvijikj & Michahelles, 2015). The increasing importance of these metrics highlights the need to understand not only how firms create content but also how users respond to different types of content strategies.

Scholars have emphasized that content characteristics including vividness, interactivity, and message design are essential determinants of engagement outcomes on brand pages (de Vries et al., 2017). Empirical studies reveal that visual elements such as images and videos typically generate higher levels of interaction compared to plain text, suggesting that media richness plays a pivotal role in shaping user responses (Tafesse, 2015; Drossos et al., 2024). Moreover, timing and frequency of posts also influence engagement, with evidence indicating that excessive posting may reduce user responsiveness, whereas strategically scheduled content enhances participation (Richard & Guppy, 2014).

Beyond content format, consumer engagement on Facebook has been conceptualized as a multidimensional construct encompassing cognitive, emotional, and behavioral responses (Dessart et al., 2016). This perspective underscores that engagement is not merely transactional but relational, serving as a bridge between user interaction and brand equity. Recent research suggests that both firm created content and user-generated content contribute to brand performance, highlighting

the interactive and participatory nature of engagement within the Facebook ecosystem (Schivinski et al., 2019).

Given the fragmented but rapidly growing body of knowledge, a systematic literature review (SLR) is warranted to consolidate findings and provide a comprehensive understanding of Facebook marketing strategies and their engagement outcomes. This review aims to (1) classify strategies employed by brands on Facebook, (2) analyze moderators and contextual factors that influence engagement, and (3) assess how engagement outcomes link to broader marketing performance and brand equity.

## **2. Literature Review**

Facebook has emerged as a central platform in digital marketing, offering brands opportunities to build relationships and enhance customer engagement. Metrics such as likes, comments, shares, and click throughs are increasingly recognized as key indicators of campaign effectiveness (Alalwan et al., 2017). The strategic significance of these outcomes has shifted attention from basic visibility toward understanding how content strategies shape user responses (Felix et al., 2017).

Content characteristics have consistently been identified as primary drivers of engagement. Studies show that posts with rich media formats, such as images or videos, are more effective in eliciting interaction than text-only content (Luarn et al., 2015). Emotional or informational relevance embedded in messages also increases user reactions, emphasizing the importance of design in message delivery (Ashley &

Tuten, 2015). Beyond format, timing plays an important role, as posting frequency and scheduling influence responsiveness. For instance, poorly timed updates can reduce participation, whereas strategically published content can improve engagement levels (Bonsón et al., 2015).

The concept of engagement itself has evolved from a transactional notion into a relational construct. Engagement is now understood as encompassing cognitive, emotional, and behavioral dimensions that strengthen consumer brand relationships (Dolan et al., 2019). This perspective explains why the same marketing stimulus may generate diverse outcomes across audiences and contexts (Pansari & Kumar, 2017). Furthermore, engagement has been linked to consumer trust and loyalty, highlighting its role as a mediator between marketing activities and brand equity (Hollebeek et al., 2019).

Equally significant is the distinction between firm generated and user generated content. Research indicates that user-generated content is often perceived as more authentic and therefore more influential on attitudes and purchase intentions (Schivinski et al., 2019). However, brand generated posts remain effective for conveying clear messages and calls to action (Hudson et al., 2016). In addition, engagement generated from both content sources can drive long-term marketing outcomes, including brand advocacy and financial performance (Colicev et al., 2018).

Overall, prior studies suggest that effective Facebook marketing strategies require careful orchestration of content design, interactivity, and timing. Engagement functions not only as a short-term measure of online activity but also as a pathway that connects communication strategies with brand performance and

consumer loyalty (Erkan & Evans, 2016). These insights reinforce the importance of a systematic literature review to consolidate fragmented findings and map the interplay between Facebook marketing strategies, engagement outcomes, and business value.

### **3. Methods**

This study adopts a systematic literature review (SLR) approach to synthesize recent research on Facebook marketing strategies and engagement outcomes. The review focuses on studies published between 2014 and 2024 to capture the most current developments in digital marketing practices and consumer engagement patterns. The methodology follows a structured process that includes planning, identification, screening, and analysis.

The planning stage involved defining the research objectives, which were to classify Facebook marketing strategies, identify the contextual factors influencing engagement, and evaluate how engagement outcomes are connected to brand performance. In the identification phase, relevant databases were searched using keywords such as “Facebook marketing”, “social media engagement”, “brand page strategies”, and “digital consumer behavior”. The initial pool of studies was then screened according to inclusion and exclusion criteria, which emphasized peer-reviewed journal articles written in English and published within the selected timeframe.

The screening process eliminated duplicates, conceptual papers without empirical evidence, and studies that did not directly measure engagement outcomes.

The remaining articles were then subjected to qualitative and quantitative analysis. A coding framework was developed to extract data on study design, context, research methods, engagement measures, and key findings. The synthesis stage involved comparing results across different studies to identify common themes, methodological trends, and research gaps.

By following this structured approach, the review ensures transparency, replicability, and rigor. The method not only highlights prevailing strategies and engagement outcomes but also provides a foundation for future research directions in Facebook marketing and social media engagement.

#### **4. Results and Discussion**

The findings of this review indicate that Facebook remains a dominant platform for digital marketing, where engagement metrics such as likes, comments, shares, and click-throughs are widely used to measure effectiveness. Results consistently show that content characteristics particularly vividness and interactivity play a central role in shaping user responses. Posts featuring images and videos generate higher interaction levels compared to plain text, supporting the argument that media richness enhances engagement (Luarn et al., 2015; Drossos et al., 2024). Furthermore, emotional resonance and informational relevance in message design have been found to strengthen reactions, emphasizing the strategic value of tailored content creation (Ashley & Tuten, 2015).

Timing also emerges as a significant moderator of engagement outcomes. Evidence suggests that excessive posting can diminish responsiveness, while

strategically scheduled updates improve participation rates (Bonsón et al., 2015). This underscores the importance of not only what firms post, but also when they post, aligning with research that emphasizes the role of contextual timing in digital interactions (Alalwan et al., 2017). These insights highlight that engagement is not merely a transactional outcome but a relational construct encompassing cognitive, emotional, and behavioral dimensions (Dolan et al., 2019).

A further contribution of the reviewed studies is the distinction between firm generated and user generated content. User generated content is generally perceived as more authentic and therefore more persuasive in influencing consumer attitudes and purchase intentions (Schivinski et al., 2019). However, firm-generated posts retain strategic importance for delivering clear calls to action and consistent brand messaging (Hudson et al., 2016). The interaction between these two content types demonstrates the participatory nature of the Facebook ecosystem, where brand performance is shaped by co-created communication flows (Colicev et al., 2018).

Importantly, engagement on Facebook has been linked to broader marketing outcomes, including consumer trust, loyalty, and long-term brand equity. Engagement functions as a mediating variable that connects communication strategies to both attitudinal and financial performance (Hollebeek et al., 2019). This highlights why marketing strategies on Facebook cannot be evaluated solely based on short-term metrics but should also be understood in terms of their contribution to sustained customer relationships and advocacy (Pansari & Kumar, 2017).

Overall, the discussion reinforces that successful Facebook marketing strategies depend on a balanced orchestration of content richness, message design,

timing, and integration of both firm and user contributions. Engagement serves as a bridge linking digital interactions to brand performance, making it a critical construct for both researchers and practitioners. The reviewed evidence further supports the need for continued investigation into emerging practices and contextual factors that shape consumer engagement patterns on social media platforms.

## **5. Conclusion**

This review highlights that Facebook remains a vital platform in digital marketing, with engagement metrics such as likes, comments, shares, and click-throughs serving as critical indicators of campaign effectiveness. The synthesis of findings demonstrates that content characteristics including vividness, interactivity, and message design are central in driving user engagement, while the timing and frequency of posts significantly moderate audience responsiveness. Engagement itself is no longer viewed as a simple transactional outcome but as a multidimensional construct encompassing cognitive, emotional, and behavioral dimensions that contribute to stronger brand consumer relationships.

Moreover, the interplay between firm generated and user generated content underscores the participatory nature of the Facebook ecosystem. While brand-created posts provide clarity and strategic messaging, user-generated content fosters authenticity and trust, both of which are essential for influencing consumer attitudes and purchase intentions. Importantly, engagement has been shown to mediate the relationship between social media strategies and broader outcomes such as loyalty,

advocacy, and brand equity, confirming its strategic value beyond short-term performance.

Overall, the findings suggest that effective Facebook marketing strategies require a holistic approach that balances media richness, message relevance, scheduling, and the integration of both firm and user contributions. Engagement should be understood not only as a measure of online activity but also as a pathway that connects marketing strategies to long term business performance. This conclusion reinforces the need for ongoing research to capture emerging trends, contextual factors, and evolving consumer behaviors in the dynamic landscape of social media marketing.

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