

Analyzing the Impact of Facebook Ads Marketing Campaigns: Case Study - EMS Fitness Industry in Romania

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Abstract— Social and digital marketing offers significant opportunities to organizations, through lower costs, improved brand awareness and increased sales. This study investigates the effectiveness of Facebook Ads marketing campaigns in maximizing performance within the Electro Muscle Stimulation (EMS) fitness industry. Through a case study analysis, this research assesses the impact of targeted Facebook Ads campaigns on the growth and engagement of EMS fitness studios. Data was collected from a sample of EMS studios that implemented Facebook Ads, analyzing key metrics such as reach, engagement, conversions, and return on investment (ROI). The results indicate a significant increase in brand awareness, customer engagement, and membership conversions as a direct result of Facebook Ads. Furthermore, the study highlights the importance of tailored ad content, strategic targeting, and consistent monitoring for optimal campaign performance. The findings provide valuable insights for EMS fitness businesses seeking to enhance their marketing strategies and capitalize on the potential of digital advertising platforms like Facebook Ads.

Index Terms— Brand awareness, EMS fitness industry, Facebook ads, innovative marketing campaigns.

I. INTRODUCTION

In the modern context of business development, it is crucial to possess the most advanced, sometimes even revolutionary knowledge, other than conventional. We will emphasize the importance of branding and marketing; even in marketing, as a constituent part of economic theory, it is possible and even necessary to make new scientific hypotheses, because marketing itself is always at the cutting edge of all novelties and changes, since it is the most sensible part of business as related to the changes of customer preferences, external economic environment, psychological factors of behavior of customers and companies' employees themselves [1].

According to European Commission data, approximately two-thirds of Europe's economic growth from the last decades has been generated by innovation. Every euro invested in the program European Research and Innovation Horizon Europe can generate a return of up to 11 euros of GDP over 25 years. The Commission expects investment in research and innovation to generate up to 100,000 new jobs in research and innovation between 2021 and 2027 [2], [7].

II. THE ROLE OF STRATEGIES IN MARKETING AND BRAND

In the modern conditions of business, dealing with a brand is perceived as a certain way of communication, establishment of trust-based relations between a company and a customer. From this point of view company's success will first depend on the extent to which its products harmoniously fit in the overall picture of the world around the

target audience, company's interests are aimed at, as well as on the degree of importance of a place occupied by the company and its products in this world view [1].

People spend an increasing amount of time online searching for information on products and services, communicating with other consumers about their experiences and engaging with companies. Organizations have responded to this change in consumer behavior by making digital and social media an essential and integral component of their business marketing plans [12].

Marketing means the strategies and tactics an organization undertakes for attracting consumers to promote the buying or selling of a product or service. Active marketing is about receiving messages from potential buyers to create ways to influence their purchasing decisions [6].

Traditionally, marketing approaches focus on the marketing mix. With all this, instead of focusing on the traditional marketing mix of the "4Ps" (product, price, distribution and promotion) or the "7Ps" adopted in the field marketing services (product, price, place, promotion, staff, processes and physical evidence), entrepreneurs emphasize the importance of promotion and have identified one of the strengths of their business, being the nature of personal contact with customers and their focus on the four I's (information, identification, innovation and interaction).

Promotion is part of the marketing mix. The promotional activity communicates the benefits of the products or actions of potential and current customers. The tools used in the promotional mix are advertising, direct marketing, sales promotion, public relations, personal sale, and sponsorship [4].

The marketing function in companies is hampered by constraints such as the cash flow deficit, lack of marketing expertise, business size, tactical issues customer-related and strategic customer-related issues. However, despite these restrictions, most small businesses successfully use marketing to generate sales.

A useful advertising campaign uses a combination/mixture of different media to generate better excitement for a brand. For instance, if the concerned product is related to a younger audience, then social/online media platforms, such as Twitter, Instagram, YouTube, and Facebook, might be the best medium to reach the target audience. Some other consumer groups (audience) may respond positively to other mediums such as radio, television, or print ads [6].

III. SOCIAL MEDIA MARKETING RESEARCH: FACEBOOK ADS

Marketers are increasingly advertising online to push marketing messages to consumers. Online channels include display and mobile technologies, email, search engine, and social media marketing [11].

Market orientation - to achieve success in the market, companies should focus on market-related positioning factors and adopt a more structural design flexible for marketing management. In this sense, companies solve their problems by marketing, focusing on the degree to which new products or services meet objectives their commercial and financial, and of course the vision. In turn, this se focuses on competitive differentiation achieved through innovation, enabling training, and maintaining an important competitive advantage, which is necessary for innovative marketing.

Customer Orientation - customer satisfaction and customer orientation are closely related to successful small firms, where significant emphasis is placed on personal relationships in development customer base and the importance of customer satisfaction to ensure competitive advantage, found that one of the key aspects of marketing strategies for companies is purpose them to be innovative in customer orientation [2]. Common features of such marketing are identifying customer groups through a process of exclusion rather than using strategies more traditional ones like segmentation, targeting and positioning. This innovative approach to customers is crucial in establishing a competitive advantage for firms. This is special important for small and medium-sized enterprises, affecting the level of customer satisfaction and, in turn, the company's performance [3].

In article [6], the authors demonstrated that Facebook Ads have a much better impact on sales compared to classic means of advertising such as newspapers, magazines, street advertisements. Numerous statistical tools are available to compare the impact of advertising on sales. We found that using online media for advertising has three times higher sales than print media.

Among the most popular online advertising platforms, Facebook is the most important social networking site (fig. 1, fig.2).

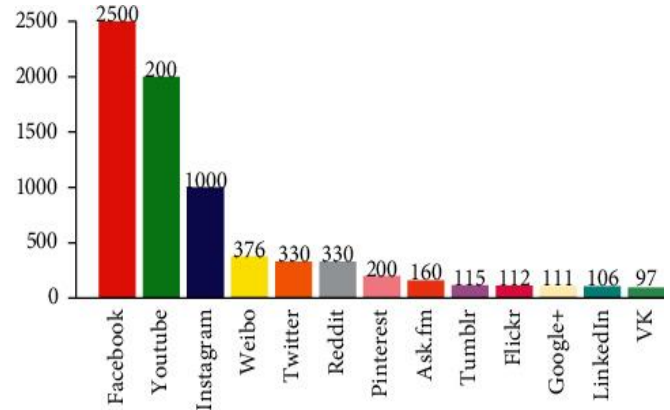


Fig. 1 Users (in millions) of most popular social networks

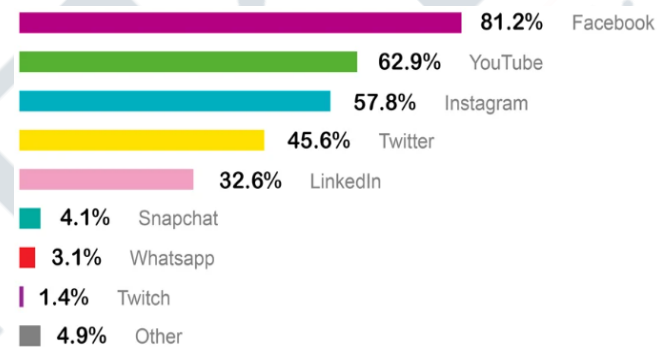


Fig. 2 Business video posts content on (2023 statistical report)

Facebook ads offer several key advantages for business and marketers looking to reach their target audience effectively such as, massive reach, highly targeted advertising, cost-effective, diverse ad formats, easy and creation and management, engagement and interaction, advanced analytics and insights, retargeting, mobile optimization and testing and optimization.

IV. CASE STUDY: BODY TIME ROMANIA FACEBOOK ACCOUNT

The successful marketing of a product depends on the consideration of four key elements – the product itself, its price, how it is promoted, and where it’s sold. This combination is called the marketing mix, and it’s used as a tool for planning product launches and campaigns [11].

In [6], [7], [10] are presented some of the results that online advertising is the best option because it has a variety of different technologies, and people are encouraged to use social networks more than ever before (buying on social media platforms is different from regular online shopping).

Organizations use various tools for analyzing and capturing data from social media and managing multi-channel communication. However, companies tend to lack sufficient knowledge on emerging technologies such as

Artificial Intelligence (AI) with many organizations exhibiting low levels of adoption and utilization of Machine Learning (ML) analytical tools [8], [12].

In this article we will treat the impact of social media (Facebook Ads) on a medium business (electro muscle stimulation fitness gyms) united under the “Body Time Romania” brand.

EMS training has gained popularity for its efficiency in delivering intense workouts in shorter periods, attracting fitness enthusiasts seeking time-efficient solutions. However, successful marketing strategies are crucial for attracting and retaining clients.

Body Time Romania is a fitness company, with fourteen locations, that specializes in providing Electro Muscle Stimulation (EMS) training services in the country. EMS is a training method where electrodes placed on the client's body deliver electrical impulses to muscles, stimulating muscle contractions. This type of training promises quick and effective results in a shorter amount of time compared to traditional workouts.

Body Time introduced this training technique to Romania and offers personalized EMS sessions for its clients. EMS workouts are designed to simultaneously activate multiple muscle groups, accelerating fat burning and muscle toning.

From 2011, when the first location was opened, until 2015, the business did not heavily rely on online advertising and to a very small extent on Facebook ads. Starting in 2016, the marketing strategy changed, with the company increasingly investing larger sums in advertising campaigns on Facebook and Instagram. This resulted in significant annual growth, and the number of locations across the country reached fourteen [9].

In 2024, the company has set a growth target of 25%, even amidst current inflation conditions of 20% and government tax increases for companies. To achieve this growth, the company is investing on average 10-15% more each month compared to 2023 in online marketing campaigns.

The marketing budget is structured as follows: 80% - Facebook and Instagram Ads campaigns, 10% - Google Ads, and 10% - radio, press, articles, etc. advertisements.

In the following charts, we will analyze the company's performance over the past four years, starting from 2021, considering them particularly relevant, especially after the Covid-19 pandemic. The first figure (fig. 3) shows the total amount invested in Facebook Ads from February 2021 to March 2024 (654,791.59 RON, equivalent to 131,000 EUR), the impact in millions of people per year, CPM (cost per thousand impressions), and the number of displays in millions of people per year.

The campaigns are changed quarterly, monthly, or whenever necessary, especially when the targeted indicators are not met by that specific advertisement, for each city separately.

In figures 4 and 5, is shown the evolution of reach, impressions, and total spent amount between the period of

2022-2023 and 2023-2024. It can be observed that with an 18% increase budget of period March 2023 - March 2024 compared to the previous period of March 2022 - March 2023, the number of people who viewed the ads increased by 30% (reach). This translates very simply into a higher number of ad conversions into customers and a higher purchase frequency.

A Facebook advertising account provides a wide range of data and information that you can view and export for more detailed analysis and customized reports. Here are some details about the data you can access in a Facebook advertising account:

1. Account summary:
 - Total cost of campaigns and ads.
 - Total number of clicks, impressions, and conversions.
 - Average cost per click (CPC), average cost per thousand impressions (CPM), average cost per action (CPA), and other performance metrics.
2. Campaign performance:
 - Details about each campaign: name, budget, duration.
 - Number of clicks, impressions, conversions for each campaign.
 - Costs associated with each campaign and comparison to set objectives.
3. Ad details:
 - Performance of each ad within a campaign.
 - Number of clicks, impressions, conversions for each ad.
 - Costs associated with each ad and their efficiency in achieving objectives.

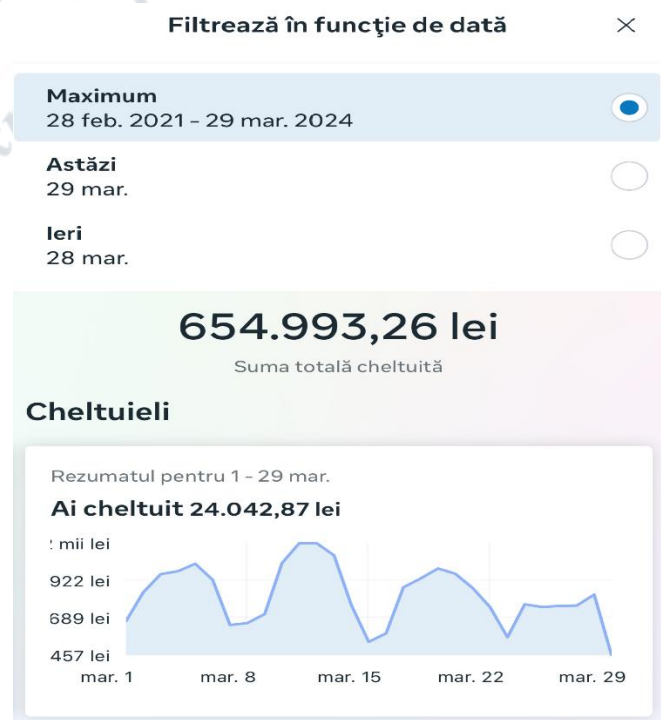




Fig. 3 The account's performance during the 2021-2024

4. Target audience:
 - Details about the targeted audience: age, gender, location, interests, etc.
 - Information about how the audience size has evolved and the effectiveness of targeting them.
5. Content performance:
 - Metrics related to posted content, such as number of likes, comments, shares.
 - Total engagement of the audience with organic and paid posts.
6. Reports and graphs:
 - Ability to create custom reports and graphs to visualize the evolution of campaigns and account performance over time.
 - Graphs for comparing key metrics such as costs and performance between campaigns or ads.

Had delivery Search and filter Mar 1, 2022 – Mar 29, 2023

Pivot table Group breakdowns Reset column widths Format Customize

Account name	Reach	Impressions	Frequency	Amount spent	Attribution setting
Body Time	1,164,164	19,015,106	16.33	lei231,846.50	Multiple attribution settings
Total results 1 / 1 row displayec	1,164,164 Accounts Center accounts	19,015,106 Total	16.33 Per Accounts Center account	lei231,846.50 Total spent	Multiple attribution settin...

Fig. 4 2022-2023

Had delivery Search and filter Mar 1, 2023 – Mar 29, 2024

Pivot table Group breakdowns Reset column widths Format Customize

Account name	Reach	Impressions	Frequency	Amount spent	Attribution setting
Body Time	1,451,140	20,688,276	14.26	lei269,826.70	Multiple attribution settings
Total results 1 / 1 row displayec	1,451,140 Accounts Center accounts	20,688,276 Total	14.26 Per Accounts Center account	lei269,826.70 Total spent	Multiple attribution settin...

Fig. 5 2023-2024

7. Data export:

- Ability to export data in common formats such as CSV or Excel for further analysis or integration with other analytics platforms.

It is important to note that the details available in a Facebook advertising account may vary depending on the level of access and permissions granted. Additionally, Facebook offers a powerful reporting and analysis tool that allows campaign managers to continuously optimize and improve the performance of their campaigns.

V. CONCLUSION

Nowadays, no one doubts the fact that the trademark is one of the company’s most valuable assets. Considering the value of marketing in business survival and connectivity between customers and sales, it’s timely for businesses to engage in programs that may influence a customer's decision for products purchase. This is where advertising and product management are essential.

It is known that around two billion people are using Facebook worldwide every day. Businesses are interested in exchanging information, marketing products, and interacting with current and potential customers to ensure a better understanding of the targeted customers (fig. 6). There is a need to understand the relationship between Facebook advertising and the benefits of this advertising.

With social media platforms in perpetual beta mode, which is the consistent release of new functions, change is constant in social media platforms. This makes it challenging to research social media marketing and the metrics associated with social media. While some social media metrics may remain consistent, such as number of followers, likes and shares, other metrics emerge that may be useful. For example, social media influencers, also known as influencers, are individuals with the ability to influence others by promoting and recommending brands and market offerings on social media.

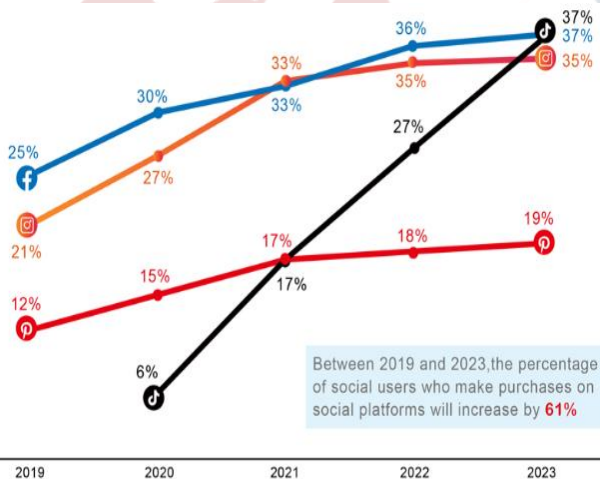


Fig. 6 Purchases on social platforms from 2019 to 2023

Facebook is another medium of advertising considered in this work which can be accessed through the Internet easily. However, the Internet facilities may not be available everywhere and most of the time, and the advertisement might get lost [6].

Overall, this research provides valuable insights and recommendations for marketers and businesses aiming to maximize the impact of their Facebook advertising campaigns. By understanding the intricate dynamics of audience targeting, ad formats, content optimization, and mobile responsiveness, businesses can effectively navigate the Facebook advertising landscape and achieve their marketing objectives with precision and efficiency.

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