

DIGITAL PHOTOGRAPHY PROMOTION THROUGH FACEBOOK AND CUSTOMER ENGAGEMENT

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ABSTRACT

Many social networking sites can be used by businesses to engage with customers. Therefore, it is used extensively in the digital photography industry in Sri Lanka. This research's primary objectives were to study digital photography promotion through Facebook and its effect on increasing customer engagement and the photography industry's challenges in the long term. In the literature on social networking, sales promotion and customer engagement, there is insufficient understanding of how the photography industry recognises its online promotion initiatives, seeks customer engagement and competes with other industry businesses. Hence, qualitative methods are appropriate for addressing these gaps since little prior understanding exists of this particular research problem. This study was conducted from ten digital imaging businesses as a single case using semi-structured interviews in the Western Province in Sri Lanka. This research also used secondary data gathered from the participants' social media accounts, which helped the researcher obtain a basic idea about the participants before the discussion and verify the responses' accuracy. The NVivo statistical package analysed the collected data through the thematic narrative form and represented in storylines. A variety of information about social media use in engaging clients has been uncovered in this research. These findings can contribute to the emerging literature on social networking and customer engagement in the photography industry and serve to meet customer engagement challenges through social networking in the long term.

Keywords: *customer engagement, Facebook promotion, photography, social networking.*

1.1 Background of the study

Nowadays, business is turning their business promotional activities through social networking. The widespread usage of social networking technologies has drastically changed businesses and customer engagement (Aral et al., 2013). One of them is the digital photography industry, which is rapidly growing worldwide. According to Transparency Market Research, raising photography as a hobby and improving photo sharing on social media sites are two factors driving the sector's rise. The visual information should be displayed in areas where most targeted client interactions occur. It is like looking for a particular species in a big forest. But, at the end of the day, everyone will gather in one location to engage with one another and meet their needs. People visit their Facebook pages to meet their friends and satisfy their wants, just as animals go to a lake in the evening to quench their thirst. Facebook business pages, in particular, are a tool that was introduced in 2007 to enable businesses to connect and communicate with their customers, and there were more than 60 million commercial pages hosted on Facebook as of 2017 (Yang et al., 2019). Facebook enters into the picture as one of the most suitable places to engage with customers (Goh et al. 2013, Kiron et al. 2013). According to the Statistics Portal, Facebook has 1,590 million users, making it the most popular social networking site. On December 31, 2014, Sri Lanka had five million six hundred eighty-nine thousand eight hundred internet users, while on November 15, 2015, it had 3,400,000 Facebook subscribers (Internet world stats, 2016). Because of the low cost, wide-coverage, and quick communication, Facebook has become the most preferred way of communicating with customers. Thus, Facebook has become the most prominent virtual place where most Sri Lankans spend their time. In order to accomplish the targeted outcomes, customer engagement is vital. Customer engagement goes hand in hand with online marketing (Maziol, 2016). Depending on the customer's demands, mentality, and stage in the decision-making process, the interaction occurs at various touchpoints. As a result, the engaging strategy should be unique and well-timed.

1.2 The problem of the study

Given the importance of SMEs to the Sri Lankan economy, it is vital to find methods and resources that may be used to help them grow and succeed. Every business owner is in a competition to attract and keep clients. For the majority of SME owners, Facebook is the centre of attraction. Most digital photographers start a Facebook fan page when their business is up and running. Nonetheless, the question remains: do they get a good return on their investment? To their efforts. Are they able to keep customers engaged? Even though Facebook appears to be a cost-free client engagement platform, it is not. There are charges involved when employing specialised features to direct a post to a specific audience and promote the posts to present them at the top of their target audiences' news feeds

On the other hand, SME owners must devote substantial time to the Facebook activity. As a result, if some methods do not adopt and use Facebook, the time and money spent on Facebook activities will be wasted. They will receive a better return on their investment if they are concerned about well-established consumer engagement techniques. "How could the digital photography industry in Sri Lanka increase their client interaction via Facebook?" is the study's overall research problem.

1.3 The objective of the study

This research intends to achieve the following objectives.

1. To examine the adoption and use of Facebook for customer engagement in the digital photography industry.
2. To investigate the digital photography industry's customer engagement strategies.

1.4 Research Questions

The following research questions were obtained from the study described above.

1. How does the digital photography industry use Facebook to engage with customers?
2. What are digital photography's typical social networking strategies for customer engagement?

1.5 Scope of the study

This study mainly focuses on customer engagement strategies used by the digital photography industry in Sri Lanka. Digital photography industry owners use various SNS to engage with customers. Furthermore, due to the high usage and popularity of Facebook among Sri Lankans, this study examines the adoption and usage of Facebook as a strategy of customer engagement.

1.6 Limitations of the study

1. While many social media platforms are utilised for customer engagement, this study focuses solely on Facebook, which is the most popular social media platform.
2. By confining the case study method to only ten cases, minimal generalisable insights may emerge.

1.7 Literature Review

Small and medium-sized businesses (SMEs) are critical to the Sri Lankan economy. According to Jayasekara and Thilakarathna (2013), the contribution of SMEs to Sri Lanka's total Gross Domestic Product increased by 12% between 2010 and 2011. In Sri Lanka, SMEs are entitled to 80 to 90 percent of the overall number of businesses and 35 percent of the entire workforce (SME Finance forum, 2014). Weerakkody (2013) considers SMEs the economy's backbone because of their essential role in providing jobs, improving human resource quality, fostering entrepreneurial culture, supporting large-scale industries, and developing new business prospects.

Digital media has a direct impact on digital photography. SNS, photo sharing sites, and blogging sites have turned digital photography on its head, resulting in a significant company in the digital photography market (Transparency Market Research). The internet is also described as a necessary evil that impacts consumers' daily lives in this study. Because of its negative consequences, such as less physical interaction, the internet is referred to as "evil." People are spending more time on social media sites such as Facebook, Instagram, and YouTube due to the advancement of digital media. "On Facebook, visual content—both images and videos—has the highest organic reach and is expected to grow even more in 2016." (Smith, 2016, p. 1). According to Smith (2016), social media accounts for eight billion video views and two billion photographs per day. According to Mazereeuw (2015), people will recall only 10% of what they hear and only 65% of what they see by the end of the day.

Many small business owners fail to balance client effort and engagement (Browne, 2016). Customers must be able to travel quickly and efficiently to be attracted. Customer engagement is inextricably related to emotions. As a result, clients must be provided with a memorable experience. This can be accomplished through increasing affordance, which will lower the amount of effort required by clients. One technique to boost affordance is to keep things simple.

With 91.57 percent usage in April 2017, Facebook has become the most popular Social Networking Site (SNS) in Sri Lanka (Stat counter Global Stats, 2017). As a result, Small and Medium Enterprise (SME) owners turned to Facebook to engage their customers. The client interaction techniques of ten SMEs in the Sri Lankan digital photography business are compared in this study.

SNS – Web sites provide a "virtual community" for people interested in a particular subject or just "hang out" together. People create their profile by including their personal information (name, date of birth, race, nationality, religious views, relationship status, etc.), photos and other information they like to share. After becoming users, they can communicate with others via text messages, voice messages, video conferencing, commenting, etc.

Facebook – The dictionary defines Facebook as “an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others.”

Customer engagement – Carter (2015) stated customer engagement as the depth of a customer's relationship with a brand. Sedley defines customer engagement as the "repeated interactions, which strengthen the emotional, psychological and physical investment a customer has in a brand."

1.8 Methodology

This research relies heavily on both primary and secondary sources of information. First, data was gathered from interviews with the ten owners, Facebook profiles, and related photographic industry documentation.

1.8.1 Sampling Techniques

Sample selection is conceptually driven and done according to the purposeful sampling criteria. Ten digital photography industries that fall within the SME sector in Sri Lanka that have been functioning for more than ten years in the Western Province were chosen among 29 according to the Ministry of Industry and Commerce's definition.

Table 01: Sample

| Name of the studio | Type | Location | Field |
|--------------------|-------------------------|---------------|------------------------------------|
| Studio A | sole proprietorship | Kollupitiya | Weddings, All other events |
| Studio B | sole proprietorship | Maharagama | Weddings, Modelling, other events |
| Studio C | sole proprietorship | Bathtaramulla | Weddings, Modelling, Wild Life |
| Studio D | Private limited company | Battaramulla | Weddings, Birthdays |
| Studio E | sole proprietorship | Nittambuwa | Weddings, Birthdays and all events |

| | | | |
|----------|---------------------|--------------|----------------------------------|
| Studio F | sole proprietorship | Gampaha | Weddings, Birthdays, Baby, Other |
| Studio G | sole proprietorship | Gampaha | Weddings, Other |
| Studio H | sole proprietorship | Kalubowila | Weddings, Baby |
| Studio I | sole proprietorship | Kiribathgoda | Weddings, Music Videos |
| Studio J | sole proprietorship | Gampaha | All types of events |

1.9 Data Analysis and Findings

The analysis began by reading and re-reading through the transcript and highlighting essential quotes made by the participants. All the highlighted quotes were entered into a table by separating them according to the research questions. Then, sub-themes were developed after identifying patterns of the participants' quotes. A brief description of each theme was given at the end of the document. Transcripts were reviewed again to identify any themes that were unable to discover from the first reading. Finally, major themes were found from the analysis and quotes were selected to clarify the reason for identifying the themes.

Three main themes emerged from the conversation transcripts regarding how photography owners could improve their customer engagement via Facebook, Facebook to engage customers and challenges and barriers of Facebook usage. All the themes are listed below, along with the evidence from the transcript.

Table 2 Themes and sub-themes

All the sub-themes and significant themes that emerged from the transcripts are shown as a summary in table

| Sub-themes | Main Theme |
|---|-------------------------------------|
| 1. Traditional social networking strategies 2. Non-traditional social networking strategies | Common social networking strategies |
| 1. Gaining more audience on Facebook 2. Audience responses and owner reactions 3. Benefits and costs of Facebook 4. Success of Facebook adoption 5. Sales value | Facebook to engage the customer |
| 1. Lack of knowledge of social media 2. Lack of usage of tools, techniques and methods 3. Cost of Facebook 4. Privacy issues 5. Winning the competition | Challenges of Facebook usage |

1.9.1 Common social networking strategies

SMEs do not use extensive advertising or promotional campaigns. They always try to stick with cost-effective marketing strategies. However, social networks make a significant impact on their businesses. Two sub-themes were identified: traditional social networking strategies and non-traditional social networking strategies.

- **Traditional social networking strategies**

When the researcher asked about the social networking methods, all the participants mentioned word-of-mouth communication as a powerful tool for creating networks.

The participant stated, "Word of mouth (WOM) communication also plays a major role, and I give priority to those customers".

In his response, he mentioned the importance of WOM communication, and he prioritises the customers created by WOM communication. Further, he mentioned that he would create a chain of customers through WOM communication. "When I completed a wedding, the next weddings of the relations or the friends of the couple will come to me." (Studio J)

Participants said that he gained more customers through WOM, and he compared it to Facebook.

"WOM communication also helped me gain more customers. I think both Facebook and WOM communication have an equal value in gaining more customers". (Studio F)

Another participant also provided a similar response but in a healthy manner. He said that they(customers) would consider him as their family wedding photographer.

"After their wedding, they are suggesting me for his relations and friends, and then I became their family wedding photographer". (Studio C)

A participant

gave a different answer.

"Word-of-mouth words often forget things, but if you experience it through your own eyes, it is unforgettable. So, it is important to use social networks to confirm what is said through WOM" (Studio I)

- **Non-traditional social networking strategies**

All ten cases use Facebook as an active social networking strategy. They consider it the most valuable social networking tool. On two occasions, the participant said about the importance of Facebook as a social networking tool.

"I mainly use Facebook to engage with customers", "75% of customers came to know about me through only Facebook".

So, three fourth of the total customers are created through Facebook. Other participants said that his primary customer engagement tools are Facebook messages and telephone calls. He also mentioned that it is his usual practice to post on Facebook.

"Mostly I use Facebook messages and Telephone calls to engage with customers", "Usually I post on Facebook".

According to a participant, he uses social networking to break free from rivalry.

"Nowadays, though we are smart, people do not know us when we have no social media networks. So now we have been dragged into those as the field becomes competitive day by day. So, therefore, I am using a FB page too."

1.9.2 Facebook to engage customers

This central theme emerged from four sub-themes; gaining more audience on Facebook, audience responses and owner reactions, benefits and costs of Facebook and success of Facebook adoption.

1.9.2.1 Gaining more audience on Facebook

According to the identified themes, there are three things to consider for gaining more audience on Facebook; perfect creation of a post, perfect timing of a post, and promotions.

- **Perfect creation of a Facebook post.**

All participants were given the same responses regarding the creation of Facebook posts.

Participants stated, "I do not post a large number of photos at the same time. I upload only a few at a time. Usually, I upload five to six best photos to one wedding album of a customer" (Studio A)

"I always upload best photos and videos like in a pre-shoot or events like birthday parties." (Studio B)

Other participants stated that

"I always try to upload unique videos and photos and before I upload, I edit it properly to enhance the quality, and I always try to upload story type photos." (Studio C)

"I do not just post photos to Facebook. Instead, I upload selected few photos which are edited perfectly, and I am confident that they become famous definitely."

"I always upload different types of photos and videos." (Studio E)

"I upload only a few selected photos I take at all weddings and events" (Studio F)

"I wish to upload best and unique photos always which are edited perfectly. As well as I like to upload every pre-shoot what I have done" (studio G)

"As per my experience, if I upload lots of photos, the number of likes I will get is at a deficient level. If I upload one photo more post likes, more page likes will be there. Based on this, I do not upload all the pictures." (Studio H)
Rohan stated

"In these days my studio depends on Facebook, so I upload best photos and video." (Studio I)

Studio J gave a different answer for this.

"I am not uploading my best photos as it will always be at risk of plagiarism and the uniqueness of my photos will fade away." (Studio J)

Perfect timing of a Facebook post.

The researcher was able to gather similar responses regarding the timing of a Facebook post.

The participant stated, "Usually, I select a time around after 6.00 p.m., Sometimes I post early in the morning around 5.00 a.m. to 6.00 a.m. Because even I used to check my phone once I woke up." According to their responses, it is clear that most people check their social networks in the morning before starting their work. Therefore, this becomes a perfect time to publish a Facebook post (Studio A)

Another participant stated, "In my opinion, between 5 a.m. and 6 a.m., many use social networks. So that is the time to win the attention of our customers." (Studio B)

The participant stated, "I upload Facebook posts around 7.00 p.m. or 5.00 a.m. Because now, everybody has a habit of looking at their phone and checking Facebook notifications once they wake up. If not, they will check their Facebook profile once they get home after work." He targeted a perfect time where the right audience will be online. (Studio D)

The participant stated, "Most of the time I post early in the morning". Further, she mentioned, "I update my Facebook page on Saturday and Sunday". Weekends also provide an excellent time to publish Facebook posts when most people are in their homes. (Studio H)

- **Perfect promotion of a Facebook post.**

Publishing a perfect post with perfect timing will increase the audience, but perfect promotions are needed to maximise the audience's engagement and keep the audience live.

1.9.2.2 Responses of audience and the reaction of the owners

Responses of the audience are an essential factor in aligning business activities to achieve success. A response may be positive or negative, and the audience who create the response can be customers or non-customers. Therefore, themes emerged from participants show four types of responses: positive and negative responses from customers and positive and negative responses from non-customers.

- **Positive responses from customers.**

These represent satisfied customers. Participants said that I get good comments through Facebook reviews most of the time. This means that they have satisfied customers. Participants also mentioned that most of the clients reviewed their page and shared.

- **Negative responses from customers.**

These represent unsatisfied customers. Participants disclosed that different customers have different requirements. For example, some need us to be like their employees. In that kind of case, we maintain our standards. While doing so, there may be dissatisfied customers. Further, one participant said that it is impossible to satisfy a customer fully.

- **Positive Responses from non-customers.**

These represent Facebook Fans. They have not taken any services from you, and they will not be getting services in the future, but they will stay with you forever.

One participant said, "I prefer the word "Fan" more than loyal customers. Because there are married people who share my wedding albums." As all the participants are in the wedding photography business, the single females and males in the marrying age can become future customers. However, his wedding albums are shared by married people who have no intention to become a customer of one participant. He further disclosed, "Sometimes I get stars for no purpose."

Others responded, "reviews without a description show non-customer reviews." In both scenarios, they talked about a fan.

Another participant also talked about Facebook fans. "The girl at the restaurant said to me "I am a huge fan of your work", she told me about my photos with her memory. She was a fan of my Facebook page. She also said that most of her Facebook fans are photographers, and they follow her like a guru. Another participant also mentioned, "My fans are following me waiting to see that one photo." Fans make a large impact by increasing the audience and helping to decline negative Responses from non-customers. These represent the people doing anti campaigns by using fake Facebook accounts. A participant mentioned some people, "There are people who use fake Facebook accounts to do anti campaigns, but I still have not faced that kind of situation." Therefore, each type of audience response required a reaction from the owner. These reactions differ from person to person.

The participants identified three types of reactions; neutral, positive, and hostile. Next, the researcher asked the participants regarding their actions towards a negative response.

- Neutral reaction.

The participant said, "If I reply to a negative comment, it will attract more audience and become a major topic. So, I let it bury with the time. I do not delete." So, he will not reply and will not delete the negative comment.

- Positive reaction.

Another participant mentioned, "I think I would reply to that negative comment. However, deleting it is not appropriate. If I delete the people who already saw the photo will think negatively, and the person will be motivated to give more negative comments." He has a different point of view. He thinks that if he deletes the comment, the others might get a wrong impression of him.

- Negative reaction.

The participant responded, "If someone tagged him/herself in a photo of my customer, I will remove the tag and ban him from the page because customers are permitted to upload their photos not to misuse them." He had not faced any negative comments, but people tagged their names on his customers' photos. It is kind of a negative response from non-customers. Thus, he takes negative actions in those situations. (Studio C)

1.9.3.3 Benefits of Facebook adoption

The researcher asked about the reasons for using a Facebook page for their businesses. A participant said, "the majority of the couples in the age of marriage are using Facebook, and we can send a message to all of them very quickly & easily with Facebook." So, one reason is that Facebook has high reachability to the target market. He further described, "With Facebook, I can upload a photograph by myself. Just after a photoshoot even before I come to the studio." He said that if he wanted to upload new photos to the website, he had to select the photos and send them to the website developer, and it takes time to deliver something to the audience. With Facebook, the middleman removed and was able to upload photos whenever he needed to. This has been enabled due to the user-friendliness of Facebook, and anyone can use it. Through Facebook, he sent a message to a large audience within a few seconds.

When considering time, creating a post, uploading a post, promoting a post, monitoring a post, and replying to the customers are included. Two participants stated that they had already given up the websites due to lack of time. One participant said, "Replying to all the comments is impossible and even just liking each comment takes much time." This proves that even they do not have enough time to like their customer responses.

Another participant said that the time spent on Facebook differs from time to time. "The amount of time used for Facebook marketing activities changed from one campaign to another."

There is a tendency of SMEs to delegate Facebook activities to another person. It was identified with the responses provided by one participant. He said, "In the beginning, I handled the Facebook page by myself, but now I recruited two persons." During the interview, it was clear that he is looking for an undergraduate to recruit to monitor Facebook activities. So, the person's salary will be considered a cost of Facebook. In addition, the opportunity cost of the money invested in Facebook should also be considered. From the commencement of the Facebook page, a participant has invested six thousand USD, and others have invested one thousand two hundred USD. These costs were incurred by boosting 'post' campaigns and 'like' campaigns.

1.9.3.4 Success of Facebook adoption

The success of Facebook can be measured by comparing the achievement of preset goals. However, all the ten participants do not measure their success of Facebook usage adequately. So, the researcher asked the participants how to measure Facebook success. One participant replied, "I do not have a method to measure the success of the Facebook promotion. I can get an idea about the success by looking at page likes, but all the page likes are not customers." He has roughly taken the idea by looking at the number of page likes. However, he knows that all the likes do not represent customers where it will not be a perfect measure of success.

Other participants also said that she does not have a measure of success but gets an idea by looking at comments and messages.

"I do not measure the success of Facebook. I just got an idea about social media success by looking at clients' comments. For example, if I upload one photo today, I am getting around ten inquiry messages."

Compared to the previous respondent's method, this is a little bit advance. Because she has quantified the inputs and outputs where she can say that she receives ten comments for one post. On the contrary, another participant said, "I measure the success of social media by looking at Facebook reviews, number of shares, comments, likes and number of calls we get." He is taking a set of responses to measure success. Further, he mentioned, "The amount we invested for one boost post is compared with the advance payments received by the customers after seeing that post. If we deposit 15,000 Rupees in the Facebook account, we may get three or four customers due to that post." His measure of success is better compared to others.

1.9.3 Challenges of Facebook usage.

Since consumers receive free booklets with their newspapers, there are problems associated with Facebook adoption. Therefore, if someone decides to use Facebook, they should consider all of the benefits, drawbacks, and obstacles that come with it. The obstacles were divided into four sub-themes based on the replies gathered by the researcher: lack of awareness of social media, lack of use of tools, tactics, and methods, privacy issues, and winning the competition.

Lack of knowledge of social media.

There are a large number of social networking sites. However, before adopting any social media for business, the owner must do a small study of the most used social media in business operations. In other words, what are the most used social media by the customers? Also, consider the nature of the product or the service offered. All the participants did not do any prior research before selecting a suitable social media.

Participants said

"I used the experience gained through my personal Facebook account. I did not do any prior research. However, I knew that it would be a useful tool with the general knowledge I had on Facebook."

"I did not do a special study before using social media for business. So I had a normal idea and knowledge on the benefits of Facebook."

He further mentioned, "No assessments were made before choosing a social media, with my knowledge I felt that the FB was the best method. I do not have a clear idea about Twitter. Instagram also rarely used." These responses provide a clear idea about the level of knowledge of social media.

Other respondents had a better idea about the level of popularity of different social media in Sri Lanka. "Most Sri Lankans use Facebook and the Instagram users in Sri Lanka also increase, but there are only a few who use Twitter accounts." However, she also had not done any research before adopting social media.

Lack of usage of tools, techniques and methods.

There are specific tools and techniques which can be used to monitor and measure social media engagement. Few of them are free to use, but most of them should be purchased. As the number of responses increases day by day, it is impossible to use a manual method to monitor and measure customer engagement. Nevertheless, all the participants are not using any tools to measure or monitor Facebook activity.

Participants stated, "No special tools are used to monitor for customer conversations", "I have not used any specific tools to monitor customer conversations", "I do not use any tools to monitor customer conversations."

Even though they said they were not using any tools to monitor, they were using Facebook Insights, a built-in tool to measure the responses. It was identified by the researcher when the participants talked about the response rate and the number of people talking about the page.

Cost of Facebook

Even though Facebook is not charging money for creating a Facebook page for business, people may have to spend some coins if they want their posts to reach the right audience. The researcher identified two kinds of costs of Facebook; the opportunity cost of the money invested in Facebook promotional activities and the opportunity cost of the time spent on Facebook activities.

Privacy issues.

A social networking site is where most of the privacy issues emerge. Facebook pages can be viewed by anyone when they are published. However, the administrators have somewhat control over the privacy settings. When you

increase privacy, the responses you can get will be reduced. For example, if you increase privacy by limiting the commenting ability of the audience, the number of responses you will get will be reduced.

Participants stated, "I have given the freedom everyone to comment. No approvals are needed. Therefore, most of the time I get comments saying that my photos are artificial."

In order to get more responses, he has enabled everyone to comment on his page. However, unfortunately, as a result, he is getting negative comments.

Another participant also said the same thing. "Anyone can comment and like on my Facebook page posts. So there is no need to approve the comments by the administrator, but Facebook posts required admin approval."

He has increased a little bit of privacy by enabling admin approvals for posts made by others.

Some customers specifically inform the photographers not to publish their photos on Facebook. "They asked for copyrights also. Not to publish these photos anywhere." Further, he mentioned, "there is no need to take special permissions unless they specify not to post them or they asked for copyrights. Some Muslim couples and bible society catholic couples specially request me not to post their photos."

Most of the time, the religious and cultural aspects are bound with privacy issues. Responses gained from some participants clearly show the religious impact on privacy. They stated, "very rarely do customers allow me to post their photos. Because most of my weddings shoots are Muslim weddings. If I do two hundred weddings, only around ten are permitted to upload their photos". She had to face this due to Facebook privacy issues. She further said "Some clients like if I only post their photos on Instagram because sharing the photo is limited. Instagram has a better privacy than Facebook". Due to these privacy issues, she uses her Instagram profile actively.

Winning the competition.

There are countless photographers in Sri Lanka. The competitiveness is also at a high level. Most photographers are SMEs, and they use the Facebook page as a customer engagement tool. Everyone tries to gain more audience than others. Therefore, to get selected by customers as their wedding photographers, you should be different. So, photographers do many innovative things; new locations, angles, techniques, technology, etc. However, when posting a photo to your Facebook page, you will have to face the risk of imitation.

Participants stated, "When we do something new, others will imitate that it is the most challenging. They try to find the same location and take a similar shot." Therefore, the photos uploaded on most of the photographers' Facebook pages are highly edited to catch the eye of the customers. Nevertheless, the customers will not get the same quality unless they use the best printing sheets.

Especially customers compare the photos uploaded in the photographers' Facebook page, which are edited to catch the eye of the audience by enhancing clarity, sharpness, saturation, etc. the customer will not be able to see the actual outcome, which is the printed photograph. They make decisions based on Facebook photos, not the printed sample albums comparisons made on Facebook, increasing competitiveness.

Out of the ten participants, Few are unique with their achievements and awards. Having international and local awards separates them from the other photographers. In order to achieve those victories, he must participate continuously in them. However, one participant stated, "Before I use Facebook, there were unpublished new photos with me. However, we release most of our new photos to Facebook. So, there are no new photos to preview in exhibitions. So, the opportunity I had to do exhibitions was delayed."

1.10 Conclusion

People should never create Facebook pages in a hurry. Just publishing a Facebook post does not gain a large audience. In order to get a large audience, it should be well planned. It should include unique single or few photos; it should be posted from 5.00 a.m. – 6.00 a.m. or 7.00 p.m. – 8.00 p.m. Finally, boost post campaigns or like campaigns can be used if wanted to increase the audience further. However, doing those campaigns during long weekends and festival season is not suitable. Audience responses are an essential aspect of customer engagement. There are four types of responses; customer positive, customer negative, non-customer positive and non-customer

negative. You can identify what type of person has given the response by considering its nature. Then, the reactions can be taken accordingly. Fans are essentially same as the satisfied customers.

Listen to the unsatisfied customers and resolve their issues. Block the fake profile as soon as discovered. Learning to use Facebook is not complex as maintaining a website. It can be started and maintained by the owner himself. It can be used to send a message to a large audience without a cost. If investing in Facebook, it should be measured that you are getting a reasonable response or not.

Time spent on Facebook must be managed. Most people are online from their mobile devices, which will increase their response rate. Creating and publishing posts can be done according to a timetable. It will save money. Assigning another person to manage social media is like giving a weapon to an unknown person. He may protect you, or he may finish you off. Social media of a business are like a mirror image of the business. Therefore, delegating social media management to another person should be very careful. There are many tools to measure customer engagement and social media success. The decision making of the owner can be improved using these kinds of tools. Privacy issues must be considered when using Facebook as a customer engagement tool. In Sri Lanka, there are few religions. Therefore, one should consider the religious impact before using Facebook as a tool. Facebook success can be checked by the free inbuilt software called Facebook Insights. In order to win the competition, you should innovate. However, there is a possibility of imitation once you upload it to Facebook. Should not publish photoshoot locations if they have a unique value.

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