

**FACEBOOK USAGE FOR MARKETING MEASUREMENTS
(BY THE EXAMPLE OF BANKING PROVIDERS IN BULGARIA)**

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Abstract:

This article delves into measuring the dynamics of fan activity on the Facebook pages of courier services providers in Bulgaria by key indicators for 2018. In order to determine the overall performance of the selected group of pages a comparison between them and a leading Facebook business page is made. On that basis, some key conclusions are drawn and social media marketing strategy guidelines are presented.

Keywords: Facebook page; Facebook activity; content, shares; social network

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