

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

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**Abstract**

This article delves into measuring the dynamics of fan activity on the Facebook pages of non-banking personal credit providers in Bulgaria by key indicators for 2022. 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; fan page; social network

**JEL:** O33; O35

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