Abstract

Talking about running a lasting business, a social media presence is critical. Understanding the interest of all users & based on it, publishing the required information as per their tastes is an
Marketing Tactics Improvement by Looking out the Key Users from Facebook

important factor, when it comes to establishing a social media presence that makes an impact. For advertising campaign, discovering the appropriate target markets and audience is an important stage in the market research.

Identifying the target users, Designing of market strategy/plan, Building the marketing network (groups) & Statistical analysis of categories are the four important tasks we aim to focus on. Categories have been found based on their influence by using clustering technique. Further this paper helps to extract emotional feelings of the user so that any related articles, posts or videos can be posted to that user.

References

- Facebook Graph Api details : http://developers.facebook.com/docs/reference/api/
- http://zesty.ca/facebook/
Karuna C.Gull, Akshata Angadi, Seema C.G, Suvarna G. Kanakaraddi, “A clustering technique to rise up the marketing tactics by looking out the key users” 2014 IEEE International Advance Computing Conference (IACC)

**Index Terms**

Computer Science

Information Sciences

**Keywords**

Clustering, FCM, K means, Facebook Graph API