

*Facebook marketing is the most popular method for online marketing today. You will hardly find any business now without a Facebook presence. The main advantage of Facebook marketing is its vast audience. According to Facebook, there are currently over one billion daily active users on average. The number of businesses using Facebook is growing rapidly around the world, even in our country. From large conglomerates to small businesses, most are on Facebook. Both large and small companies are promoting their products on Facebook. In Bangladesh, like most of the world, Facebook marketing has created opportunities for women entrepreneurs who can now sell different products from their home. Many fashion boutiques have flourished over the last few years solely depending on Facebook for their marketing efforts. Even though the number of Facebook “likes” seems to be related to the popularity of the brand, research shows that the key performance indicator is the Facebook Engagement Factor (F.E.F), i.e., the number of people interacting with the page. This research paper contains survey results and in-depth analysis of 50 fashion boutiques in Bangladesh that use Facebook for marketing their products, the majority of which are run by women. They use paid advertisement, word of mouth, and frequent posts as tools to promote their page. The Facebook Engagement Factor, not the number of likes, is the determinant of how well the page is doing. Small business owners who market their products through Facebook pages thus have to concentrate more on increasing F.E.F than the number of likes of their page in order to be successful.*