Custom Neural Networks To Analyze Market Demographic Data: July 27th 2013

Introduction: These figures are related to a project that utilizes machine learning to analyze market demographic data and provide the user with customized suggestions for Facebook page content/ Advertising/Marketing Strategies.

It makes suggestions about:
- What content should be displayed
- How it should be displayed
- In what form it should be displayed
- How often should it be displayed
- Who should it be marketed to.

8 hours later

In a very short amount of time (a matter of days) we have grown the FB page likes for Indie Review Magazine from 10k likes to almost 18k likes. We were able to do this with the assistance of the custom neural networks I developed to analyze the market demographic data for OnlyTheIndies.com and Indie Review Magazine.

We had two goals.
1. Increase page likes
2. Increase fan engagement with the FB page, external locations online, and offline.

We have succeeded in all areas.

Looking at the figure on the next page you can see that while our page likes continued to climb steadily, once the training phase was complete. Our fan engagement increased dramatically over a course of a few days. At the start of the steep growth we had conducted the training phase, the level off point marks more training. Based on the results we obtained after following the software's suggestions we made appropriate changes, and eventually achieved linear growth after less than 2 months of investigation.

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In 24 hours, after making some changes our “people talking about this” soared from around 3.3k people to 6.4k people. As you can see from the graph below, our likes are beginning to stabilize. We believe this is due to a reduction in advertising. At this point we are slowing progress down in the hopes to stop advertising completely at 20k likes. We will then investigate options for growing the FB-page via increase user interaction with our page content and having them share the content in order to bring in new likes.

For those who are interested in learning more about this project, please contact Collaborations@ITSmoleculardesign.com at this time we are considering making the software available for commercial use once it has cleared beta testing and we’ve repeated these results on different FB-pages with unrelated content.

If you would like to assist us in that matter, we’d need admin access to your Facebook page, and information about your market demographic.

With that data in hand, we would then need a couple of months to train our neural network - which would require trial and error ads being run on your Facebook page, and other external online locations (if you utilize any).

The ads would be run at our expense, but we would ask that you turn over full control of your FB page to us if that is the case, if you would like to retain control and login rights to your FB-page, we ask that you cover the cost of the ads, and set a budget with us prior to beginning any work on your page.

We were able to accomplish significant growth on a shoestring budget. Our ads averaged a cost per like of 0.01 cents USD.

Depending on your content, we believe that we can also achieve similar results for your Facebook page, once the necessary background work is conducted to locate your best target demographic, and customize your advertising/ marketing strategy to only attract those people who are the most likely to not only click on your ads and like you page, but also engage with your page and external online and offline locations on a regular basis.

Relevant Websites:
OnlyTheIndies.com
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