

# Social Media Organic Promotions for Online Entrepreneurs

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**Abstract:** As the theory of marketing has expanded and new methods of market orientation have arisen, marketers have been increasingly focusing on identifying their customers. This has assisted in the collection of massive quantities of data for businesses to improve the efficiency of their Facebook marketing. This study's goal is to investigate the factors impacting the Effectiveness of Facebook Organic Promotions. Organic promotions are effective when marketers follow best practices. Therefore, this research focused on the techniques and skill sets that should be practiced by Sri Lankan Facebook entrepreneurs to bring out the most reaches of Facebook business pages. The sample of this research is Facebook users with a total of 384 and the research has used the Convenience sampling technique. This research has used primary data collection, which has been gathered via questionnaires. This research has used the multiple linear regression analytical technique. In this research Caption and Content both have a positive and significant relationship with the Effectiveness of Facebook organic promotions.

**Keywords:** Caption, Content, Effectiveness of Facebook organic promotions.

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