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Use of social computing  
methodologies amidst a  
changing technological  
landscape

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# Overview

Research Question

Literature Review

Viral Marketing

Influencers

Market trends & customer preferences

Recommendations

Further research

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# What is social computing?

- Social computing is the science behind the interaction of individuals with computers and the various networks that result from the connectability of these machines

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# Advantages of Social Computing

- Enhanced innovation
- Increased productivity
- Improved employee relations and engagement
- Attracting and keeping younger workers
- Promotions and public relations

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How are companies using social computing methodologies like viral marketing and social media analysis to provide lasting benefits amidst changes in technologies and customer preferences?

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## Viral Marketing

Process of encouraging honest communication among consumer networks that causes intentional consumer to consumer sharing of information (K. Motoki et al., 2020)

- Possible through internet
- Treats people and their computers as hosts
- Encourage sharing
- Exponential Exposure

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# Viral Marketing: Examples

## HOTMAIL

- 1996, embedded advertisement to join their service in users messages
- 20,000 users → 1 million users in less than a year
- By 2001 had 30% of the market share (Rivier University, n.d.)

## ALS ICE BUCKET CHALLENGE

- 2014, attached name to existing viral internet challenge
- \$115 million in donations (Kagan 2022)

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## Viral Marketing: Benefits

- Increased awareness of brand
- Increased market share/ donations
- More cost effective
  - Only responsible for initial message
- Greater ability to reach niche consumer markets
  - No longer have to target specific groups

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# Viral Marketing: Success Factors

- Simple and memorable
- Understand business
- “Value, self, and social factors” underlie consumer sharing behaviors
- Awareness  $\neq$  business value
  - Negative outlook or disingenuous following
  - Airbnb ‘Floating World’ example

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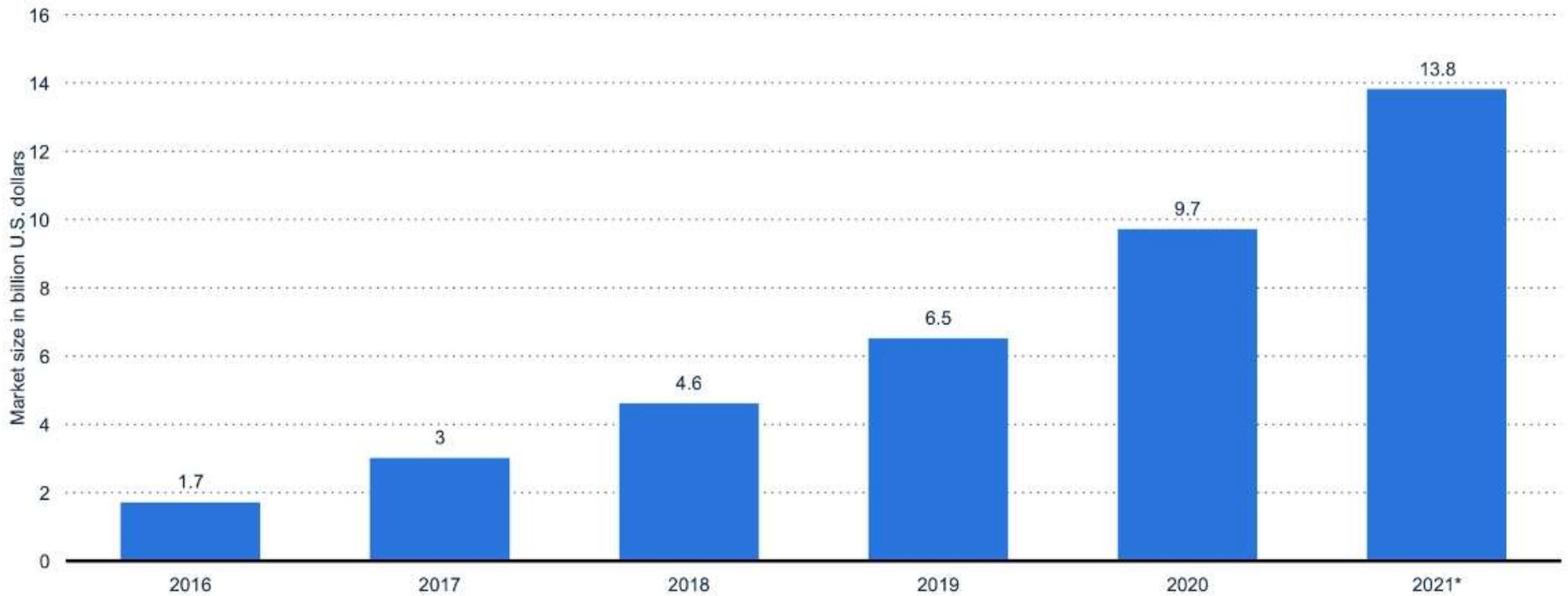
# Influencer Marketing

- Increased brand awareness in an already saturated field
  - Exposure from influencers with large followings puts brands at the forefront of networks
- Trust
  - Influencers have loyal followings that relate to them and trust them
- Targeted marketing
  - Brands attempting to reach a specific audience can target a wide range from niche to broad
- Cost-effective
  - Companies are making \$6.50 for every dollar spent on influencer marketing (Zhang, 2021)
- Higher engagement (Leung et al., 2022)
  - A 1% increase in influencer marketing spend leads to an increase in engagement of 0.46%
- Originality and authenticity
  - Influencers who make lots of original content attract more attention and seem more knowledgeable



# Influencer marketing market size worldwide from 2016 to 2021 (in billion U.S. dollars)

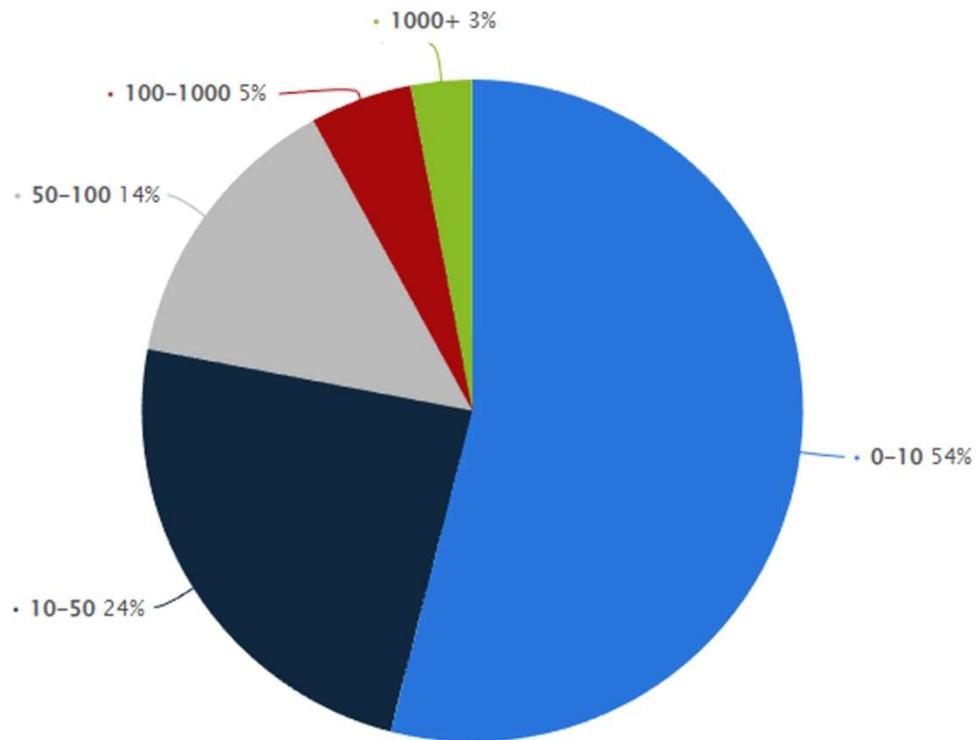
Global influencer marketing value 2016-2021



(Santora, 2023)

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## Number of Influencers brands worked with worldwide as of March 2022



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# Consumer Preferences

- **Social media users are not a fan of advertisements**
  - 74% of users believe there are too many ads (Gitlin, 2022)
  - 63% say they see the same things advertised constantly
  - 44% say the ads they see are irrelevant to them
- **Advertising effects on brand likability**
  - 40% of consumers like ads that save them money or give special offers (GWI, 2022)
  - 38% say they want to be entertained by advertisements
  - 52% of consumers say seeing too many ads for a brand negatively affects their perception
  - 39% strongly dislike ads that block the content they are trying to access

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# Digital Advertising Effectiveness

- Companies are spending lots of money on digital marketing
  - US digital advertising spending has increased over 100% over the last five years (The CMO Survey, 2022)
  - Spending on digital marketing now total over \$200 billion (PricewaterhouseCoopers, 2021)
  - On average 14.5% of US companies entire marketing budgets are for social media (The CMO Survey, 2022)
  - With almost 3 billion social media users, companies are “going where the people are” (Dwivedi et al., 2021)
- Despite consumer disdain for ads, the spending pays off
  - 64% of internet users say they typically find out about new products from social media (Gitlin, 2022)
  - 48% say they have bought something after seeing a social media advertisement (GWI, 2022)

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# Recommendations

- Develop a digital marketing strategy capable of keeping up with trends
- Harness the power of big data to identify and target potential customers
- Make social media ads entertaining and engaging by working with influencers
- Identify ways to differentiate your brand in a saturated market

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# Areas for further research

- Psychology surrounding social computing
- Examples of successful influencer campaigns
- Social network and social media analysis
- Risk management aspect of influencer marketing

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