ABSTRACT. The objective of this paper is to emphasize the increasing importance of social media and social marketing on the Web, measuring and optimizing marketing investment in social media, and viral marketing communication. Weber observes that marketing’s role has changed, and the social web is promoting that change. Vollmer and Precourt contend that the emergence of new media, models, and metrics creates challenges and opportunities for more effective marketing and advertising. Woerndl et al. assert that information dissemination and sharing among individuals is rapid when word-of-mouth occurs. Lindgreen et al. posit that viral marketing can hugely lower the cost of promotion and boost the speed of adoption. 

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1. Introduction

Weber points out that the Web is rapidly becoming the most important marketing medium. Marketing has to wrap around the social web. Vollmer and Precourt hold that marketing is being reborn as a
consumer-centered craft. Participation in the future of marketing and advertising is mandatory. Woerndl et al. assert that at the core of viral marketing is the transmission of marketing messages through various Internet-based channels by peers (a technique which utilises the Internet to transmit and spread messages among individuals who will filter and forward the messages to their peers). Lindgreen et al. insist that successful viral marketing message may build an emotional connection between a company and its customers.

2. The Increasing Importance of Social Media and Social Marketing on the Web

Weber observes that marketing’s role has changed, and the social web is promoting that change. Marketing’s traditional tools for getting the word out are growing rusty. The explosion of media choice has undermined the mass marketing model. There are new rules for measuring marketing success in a social web context. Weber maintains the new marketing creates the platform of true interactivity. The best web sites will combine professional and user-generated content. Viral marketing is word-of-mouth over which you have no control. The new marketing will be collateral-free. Weber reasons that recruiting to the social web consists of two toolkits: digital media marketing and digital media relations. Facebook is defining an age of non-intrusive marketing. The social web is not just a channel or another medium for marketing messages. Sterne claims that search is a regular part of regular online marketing and not a social media activity. Doing old things in new ways is essential when it comes to online marketing and measuring online marketing. Driving results through social media has become an important component of the marketing strategy.

Kotler and Lee believe that social marketing can help people move up and out of poverty: social marketing has been applied to influence behaviors that reduced poverty and improved the quality of lives. Social marketing develops constructive approaches to support desired behavior changes. Commercial marketing uses a set of principles and practices that can be applied effectively in the social realm. Social marketing relies heavily on voluntary compliance. Social marketing initiatives are likely to require new and different ways of doing business for the nonprofit, providing an important solution for corporations that want to contribute to poverty reduction.
kovec et al. claim that viral marketing exploits existing social networks by encouraging customers to share product information with their friends. Some services used by individuals to communicate are natural candidates for viral marketing. Viral marketing is a diffusion of information about the product and its adoption over the network. Leskovec et al. examine the properties of the recommendation network in relation to viral marketing.⁴

3. Measuring and Optimizing Marketing Investment in Social Media

Vollmer and Precourt contend that the emergence of new media, models, and metrics creates challenges and opportunities for more effective marketing and advertising. Many companies will make sweeping changes in the way they approach marketing, advertising, and consumers. Marketing requires new strategies and tools to connect effectively with consumers. The transformation of media and advertising has profound implications for the way in which marketing is organized. Agencies are struggling to get a grip on the effectiveness of marketing spending. Successful marketing is about increasing the percentage of hits and reducing the number of errors. The current models of brand marketing, advertising agency management, and media advertising sales become obsolete.⁵ Domingos says that ignoring the network value of customers may lead to very suboptimal marketing decisions. Word-of-mouth marketing may not be effective in some markets.⁶

De Bruyn and Lilien state that viral marketing uses consumer-to-consumer (or peer-to-peer) communications to disseminate information about a product or service. Marketers can leverage the power of interpersonal networks to promote a product or service. In a viral marketing context, unsolicited emails are more likely to be opened if they come from close and trusted sources. Online marketers seeking to implement “send-to-a-friend” and “viral marketing” campaigns have faced substantial challenges. Viral marketing is a new phenomenon that keeps evolving in a dynamic marketplace.⁷ Wortman holds that a consumer’s purchasing decisions are influenced by recommendations and referrals from his family, friends, and colleagues. We should find the optimal group of individuals to target for marketing efforts in order to trigger the widespread adoption of a new product or innovation.⁸
4. Viral Marketing Communication

Woerndl et al. assert that information dissemination and sharing among individuals is rapid when word-of-mouth occurs: viral marketing is firmly positioned in the e-marketing domain, and fits into marketing communications, can impact on consumer behaviour by influencing consumer perceptions, attitudes and views, and is inexpensive in comparison to many other forms of advertising and marketing campaigns. Woerndl et al. emphasize that there are risks and challenges that marketers have to face when engaging in viral marketing campaigns (the biggest risk is the lack of control associated with viral marketing campaigns). There are five key issues that influence viral marketing campaigns: the overall structure of the campaign, the characteristics of the product or service, the content of the message, the characteristics of the diffusion and, the peer-to-peer information conduit. Viral communication is interaction between message sender and receiver about a worthwhile issue. The intention of social interaction is not viral marketing.

Lindgreen et al. say that the advent of technology has meant a viral message can travel farther and faster than a traditional referral: viral marketing is a tool that is within marketers’ control (they can actively use to encourage product adoption and word-of-mouth referral). Viral marketing may involve consumers who know each other and those who do not (it can be used for both promoting and distributing products), and reduces the potential payback window to a few hours, raising the risk associated with marketing expenditure to ensure widespread product trial or adoption. A key part of any viral marketing message’s success, is the message. Lindgreen et al. posit that viral marketing can hugely lower the cost of promotion and boost the speed of adoption. The role of emotions is pivotal in viral marketing. Brands, products, or services most susceptible to viral marketing are unique, highly visible, naturally susceptible to word-of-mouth discussion, early entry, or simple in the underlying idea. Lindgreen et al. notice that people generally engage in viral marketing when they receive freebies. Products should be services built around the viral message. Viral marketing is effective as a means of drawing high response rates. Consumers may feel they are being exploited by viral marketing campaigns.
5. Conclusions

Weber puts it that the benefits of marketing to the social web should be apparent. With the advent of the social web, the new marketing means segmenting by what people do and feel. Vollmer and Precourt note that the old marketing models are rapidly declining in value. Refinements in marketing efforts can be made in real time on digital media. Woerndl et al. say that viral marketing communication aims to create an environment where customers and consumers transmit messages without the involvement of the original source. Lindgreen et al. maintain that companies should choose carefully which customers should first pass on a viral marketing message. For viral marketing to work there must be something uniquely powerful about the message.

REFERENCES


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