

WHO IS BEST FOR DIGITAL MARKETING CAMPAIGN IN AFRICA?

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Abstract

This work analyses Africa's top twitter influencers and government officials to determine which rank of influencers is fit for the digital marketing campaign in social media. We study the types and degrees of influence within the twitter network. First Indegree influence, the number of followers of a user, which directly indicates the size of the audience for that user, second is popularity or retweet influence which is measured by the number of Retweets and Likes users get. In this paper we will rank the influencers according to the indegree influence and the retweet influence. And also we will see the relationship that exists in the top ten influencers on the age of their accounts and the average tweets they tweet per day. We will also see the common hashtags they used when tweeting. Based on these measures we will investigate the dynamics of influence of a user. First, popular users who have high indegree are not necessarily influential in terms of spawning retweets or mentions. Second, most influential users can hold significant influence over a variety of topics.

1 INTRODUCTION

Meeting your business objectives and moving a customer through the customer journey from ice-cold prospect to raving fan requires actions. Every digital marketing campaign requires assets like content and landing pages. But those assets aren't enough to ensure the success of a campaign ; you need the ability to make those assets visible. In order to reach a lot of traffic , using the most influential people is something one can't escape. The notion of influence plays a vital role in how businesses operate and how a society functions - for instance, see how fashion spreads (Gladwell 2002) and how people vote (Berry and Keller 2003).

The big question is How will you identify the most influential personnel?

Studying influence patterns however has been difficult, this is because influence is not measured in terms of spawning retweets or mentions, also the number of friends, of followers or the number of tweets are not necessarily the measure of influence of a user. What about the age of the account of the user or the average tweets a user makes in a day, does it really mean that the user is influential ? We address this problem in the context of twitter network, an online social networking service with millions of users and an impressive flow of messages that are published and spread daily by interactions between users. Twitter has different types of users but the greatest utility lies in finding the most influential ones.

Our study presents insights that have direct implication in the design of social media and the digital marketing campaign .Analysis of the two influences score; popularity score (indegree) and the reach score (Retweet) provides a better understanding of the different roles users play in

social media. Indegree represents the popularity of a user, retweets represent the content value of one's tweets. Hence the top users based on the two measures have little overlap. Also the account age and the average tweets per day does not necessarily make one gain influence but by focusing on posting creative and insightful tweets that are perceived as valuable by others as opposed to simply conversing with others .

2 DATASET

The dataset for this project comes from two sources, first is through web strapping and second is through streaming from twitter. We acquired a list of Africa top 100 influential people from <https://africafreak.com/100-most-influential-twitter-users-in-africa> website and the Influential government officials from <https://www.atlanticcouncil.org/blogs/africasource/african-leaders-respond-to-coronavirus-on-twitter/#west-africa> . This formed our sample population for this project. We then streamed data from twitter for the users that we obtained from the websites.

2.1 DATA PROCESSING

We got a list of 100 users from Africafreak through web scraping using python, and also a list of 36 government officials from the second website. In streaming the users' data from twitter, some accounts were suspended and were not operational and we deleted them from our list. Also some accounts had no friends, followers, no tweets nor retweets, we also deleted the names from our list.

Because it is hard to determine the influence of users who had few tweets we borrowed the concept of active users from the (measuring user influence in twitter: The million follower fallacy) and focused on those users with some minimum level of activity. We ignored users who had posted fewer than 50 tweets.

We remained with a list of 93 twitter influencers and 36 government officials influencers.

3 ANALYSIS

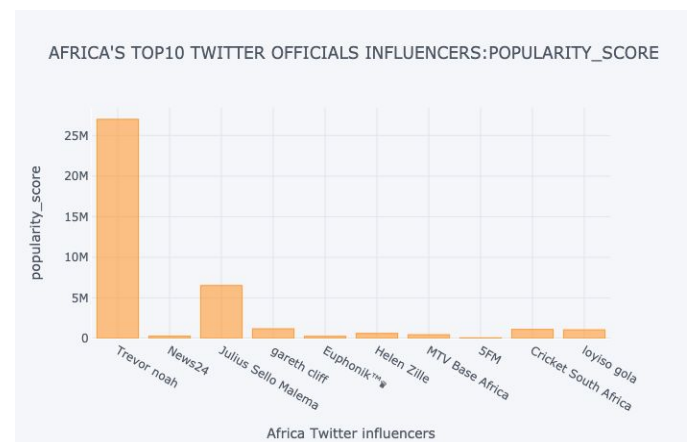
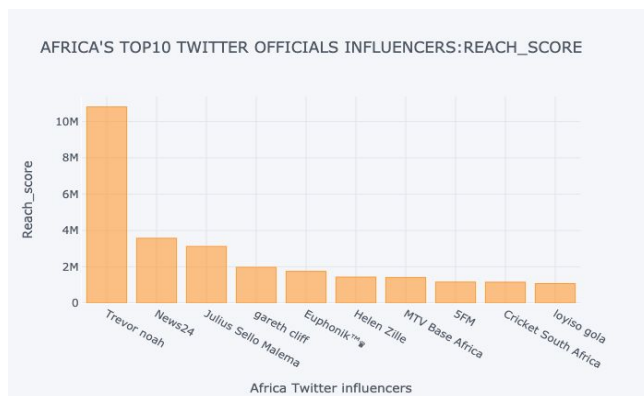
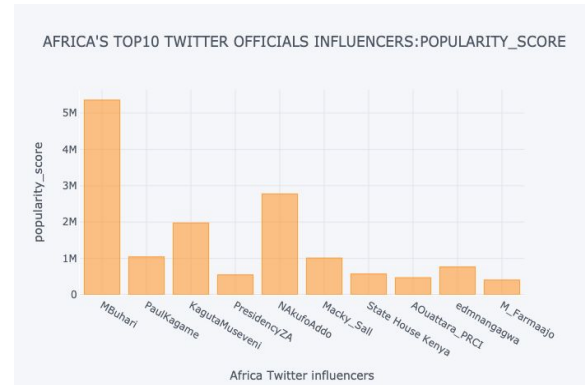
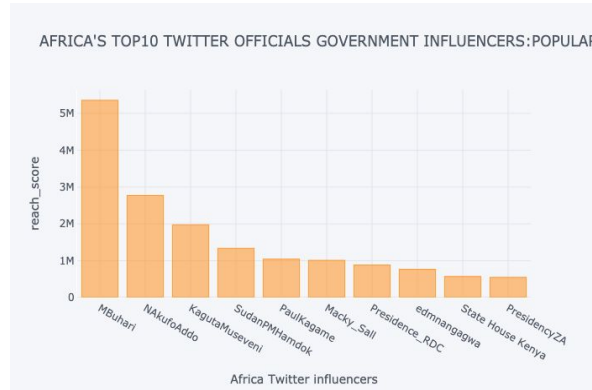
Through an analysis of the followers count, number of likes, number of retweets, number of tweets they have shared, and the number of people they follow, we scored each user in the following ways;

1. Popularity score- first, users can pass along interesting pieces of information to their followers. This information is equally liked by the followers and then passed to other followers, this act is known as retweeting. To determine the popularity score of each user we added the number of retweets and the likes that each user received for the tweets they tweeted. This is what we call retweet influence, one measure of influence.
2. Reach score- users interact by following updates of people who post interesting tweets. To determine the reach score of each user we subtracted the number of followers one has with the number of who they follow. The second measure of influence which is Indegree influence, which is the measure of the size of Audience.

After calculating and getting the popularity score and reach score of each user we, plotted a bar graph to show the distribution of the scores, who has the greatest popularity score and reach score.

4 RESULTS

We were able to get the top 10 twitter influencers and also government officials for both the popularity score and also the reach score. Below are the bar plots for these categories.



5 DISCUSSION

To get more information on the top influencers, We went deep to compare other metrics of their accounts. First is there was little overlap between the popularity score and the reach score for the top ten influential personnel. We also compared the age of their twitter accounts and the average tweets per day and it was clear that the account age nor the average tweets per day does not make one gain any influence. Instead we checked on each user, the most commonly used hashtags in their top ten retweets and it was clear that nearly everyone had used unique hashtags. This showed that each influencer had majored in some topic, which tells that an ordinary user can gain influence by majoring in a certain area and posting creative content.

6 LIMITATIONS

In carrying out the project, there were some limitations that were a barrier to getting more insights on the centrality of influence in digital marketing campaigns. One of them was in getting data from twitter where we could only stream 3000 - 4000 tweets only and also there was a

limitation in the number of requests you could make. This limited us in the data we can get and the analysis we can perform.

7 CONCLUSION

This project performs an analysis on the most influential people in twitter by comparing different metrics around the users. The results of the projects provide guidance on how to get the most influential person and also it gives insights on how to gain influence . This information will help a company or a business to conduct a viral online marketing and also help an ordinary twitter user.

References

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2. What is Digital Marketing Campaign? By Ryan Deiss, Russ Henneberry