Because of the diverse and extremely large costumer and user base in the 21st century marketplace enabled by technology (new and emerging), smart businesses and other organizations engage the concept: “marketing 4.0”to efficiently meet the dynamic needs and capture diverse costumers behaviors while achieving own business goals.

Some important characteristics of marketing 4.0 as explained by Meta AI Assistant (2024) include: “**costumer-centricity**: putting the costumer at the center of all marketing efforts and tailoring experiences to their needs and preferences” and “**personalization**: using data and technology to create highly personalized and relevant marketing messages and experiences”.

Looking at the content distribution system of of major new digital media and social media platforms, like Facebook, Instagram, YouTube, Tiktok, X, etc, you would recognize the traits of marketing 4.0, this is what is popularly known as **algorithm.**

As defined by Meta AI Assistant, “Social media algorithms refer to the complex systems that govern what content is displayed to users on various social media platforms, such as:

1. Facebook
2. Instagram
3. Twitter
4. LinledIn
5. Tiktok

These algorithms aim to personalize the user experience by prioritizing content that is most to engage and interest each individual user”.

Simply put**, algorithm is what the content is and who wants this content.**

As of April2024, top three social media platforms have over 7.5 billion users accumulatively (Bernhadt, 2024, par 1, 3).

You would agree that figure mentioned above are quite large, and as expected, these numerous individuals hovering on each platforms are there with different orientations, perceptions, expectations, they are from divers societies, and cultures, they have different needs, and desires, depending on their ages, gender, and occupations, feelings, and realities per time.

While some of these vitals are static, others are dynamic and therefore call for the use of data and technology for effective content distribution on social media, by social media algorithm.

To ensure their algorithm’s efficiency, YouTube, Instagram, Facebook, Tiktok, X, LinkedIn, and the likes, all employ machine learning; a specialized artificial intelligence system that analyses user data, present and previous behaviors, engagements and interactions within their platforms. The distribution system called algorithm, feeds on those information to show specific contents to groups of users who would be interested in and would possibly engage with such contents every time they log in to their platforms. Also, to satisfy users on their platform, these notable organizations engage in the practice of ethical and legal sharing of data with other business outside their apps to learn more about their costumer’s behavior and interests, this way they show users contents that they have interacted with or inquired about, outside of their platform. This way, they are able to retain more loyal users and subscribers on their sites for longer periods. At Meta, they call it “**business integration**”. As published on Meta Help Center (2024), “we offer tools to businesses and organizations that help us give people a better experience across Meta technologies while also letting businesses and organizations reach the right people for their business”.

Also, to ensure optimal distribution of your video on any new media platform, constantly seek to know what their priority is per time; including new products or features, community standards or guidelines. Note that changes will always occur, and those changes also affect the algorithm system. Typical examples are the vertical short form video formats: “reels” and “shorts” recently rolled out by the two video distribution giants, Facebook and YouTube.

Through several recent communications, Facebook promises to push out more videos in vertical format.

While the similar short form video feature from YouTube records over 70 billion views everyday as elaborated by Hannah Macready and Paige Cooper (Par. 39, 40). Their very insightful writing however notes that the YouTube Shorts algorithm is unique as it prioritizes showing very diverse set of content to users as they swipe through, unlike traditional YouTube videos which are shown to users based on their individual preference. Meanwhile, the most important thing is that this short form video option is a place for your content or brand to be discovered by billions of subscribers per day. Look at the figure again, 70 billion views every day.

As a video content creator, do everything possible to create and share content that is high quality, and interesting enough for your audience to watch repeatedly and will easily and willingly share with others. It’s the primary way to succeed as a creator.

Few years ago, there was this Christmas ad on DSTV sports channel that paints a good picture of content and algorithm interestingly: a young boy had received a present for Christmas, the boy then takes his present away to unwrap in his bedroom, you could see the curiosity on his face as he continues to take off the wraps, in the end, he discovers the content was only a pair of socks, the disappointment on his face was crystal clear. Then the voice over goes on: “don’t give them socks, give them what will give them joy, give them Serena, Mo Salah, give them DSTV”.

The popular saying lives on: “**content is king**”, and the algorithm is his messenger.

The good news is, our favorite tech and social media companies: YouTube, Facebook, Instagram, Tiktok, X, LinkedIn, etc, all provide insights, resources and tools to help creators understand their platform and audiences, so you can create and distribute relevant content that will be carried about by their respective algorithms to widespread audiences on their platforms in your favor.

Below are popular social media user data analytics tools that creators could use to their advantage in understanding audiences and researching topics, concepts and evaluating content ideas that may be relevant, important and widely sought after and appreciated.

YouTube Analytics, Facebook Insights, Hootsuite, Twitter Analytics, Moz key word Explorer, Google Analytics, and Meta AI Assistant, which is a new large language model, created to process and generate human-like language.

Always remember, if you want the algorithm to work in your favor, don’t give them socks!

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