

# **Delivery 1.2: Analysis of social contracts, interpersonal reality and value creation in digital marketing era.**

The creation of value is a complex process influenced by a multitude of factors. Notably, social contracts and interpersonal realities emerge as interconnected concepts that play a significant role in this context. However, both companies and individuals often fail to fully exploit their potential digital value, particularly in terms of monetary gains.

To address this issue, the present practical guidance aims to provide a comprehensive definition of digital value and explore possible common strategies for value creation. The primary audience for this work comprises organizations seeking to maximize their digital value and digital marketers, as it is believed that they can leverage the theories proposed in this study to enhance their financial outcomes.

Initially, this research will delve into illustrative instances such as Instagram, Blockchain, and the Metaverse to solidify the concept of value. Within the Instagram context, specific cases involving notable content creators like Chiara Ferragni and business strategies implemented by companies such as Unieuro, Nike, and Casio will be analyzed. In the case of Blockchain, a focus will be placed on examining instances such as NFTs and Bitcoin, which exemplify value dependent on scarcity. Furthermore, in exploring the Metaverse, a comparative analysis will be conducted to identify commonalities and differences with marketing done on Instagram, and potential value of the Metaverse, specifically in facilitating collaborative and creative workspaces, will be envisioned.

Lastly, the study will endeavor to integrate these examples with the theoretical frameworks of social contracts and interpersonal realities found in existing literature, with the ultimate goal of exploring a unifying theory for value creation.