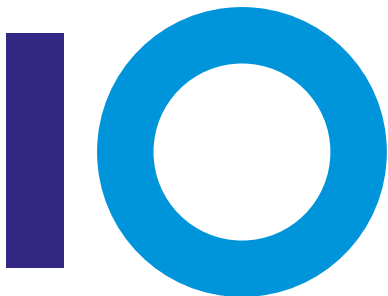


Analysis of the usage of social addons in viral marketing in Republic of Macedonia



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Social Addons?

- Like
- Tweet
- +1
- Simple hyperlinks with icons that allow users to share, recommend, rank or just comment any article they read on a web page



Figure : Social addons



Conversion rate

- Best known quality measure which shows what proportion of the visitors from different sources within a defined time period convert to specific marketing outcomes
- Conversion rates can be expressed in two different ways
 - at visit level (visit or session conversion rate)
 - the unique level (visitor conversion rate)
- Sharing from users, the visits and conversions can be used defining three coefficients usable in grading specific social networks and the effect of social network on business



Effect of social networks

$$\frac{\textit{Conversions}}{\textit{Social Actions}} \quad (1)$$

1 How often social sharing leads to conversion.

$$\frac{\textit{Conversions}}{\textit{Social Visits}} \quad (2)$$

2 How often shared links on social networks leads to conversion.

$$\frac{\textit{Social Visits}}{\textit{Social Actions}} \quad (3)$$

3 How often sharing on social networks leads to increased site traffic.



Methodology

Hypothesis

Social addons increase the viral effect on some story (news)

- Hypothesis 1 - The time spent browsing social network sites increases, as the age decreases.
- Hypothesis 2 - Social sites are mostly visited from home, with the purpose of keeping a friendship.



Methodology

Hypothesis

- Hypothesis 3 - More time spent browsing social network, leads to more often usage of social addons.
- Hypothesis 4 - Among users of social sites, stories about life and entertainment are more popular than news and sports.
- Hypothesis 5 - By using social addons news are spreading faster (are becoming viral).



Methodology

Users

- The research is conducted by surveying two independent groups
 - 565 Internet users (mainly consuming and sharing)
 - 24 Web site or blog owners (mainly offering or aggregating)
- The research was conducted in September 2013 and lasted 3 weeks



Results

Results from Internet users

50.4% male and 49.6% female

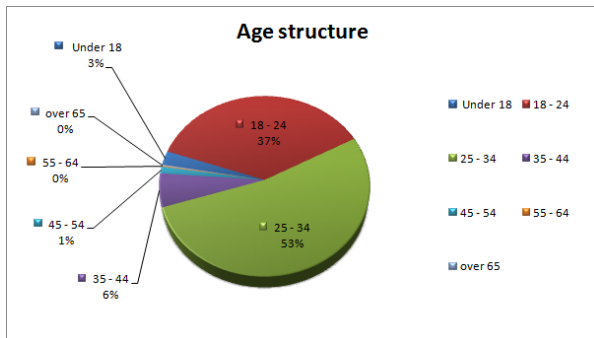


Figure : Age structure



Results

Results from Internet users

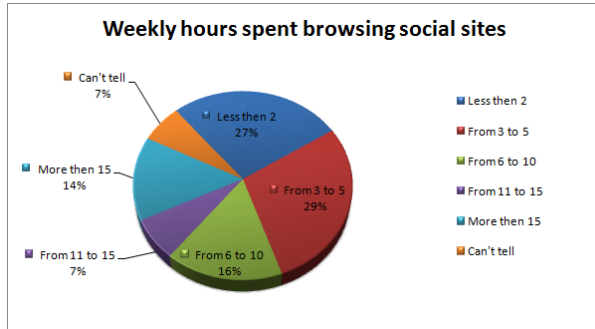


Figure : Weekly hours spent browsing social sites.

Avarage 6.2 hours



Results

Results from Internet users

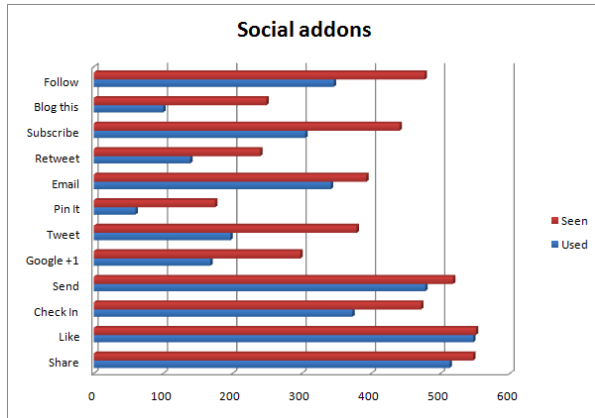


Figure : Social addons.



Results

Results from Internet users

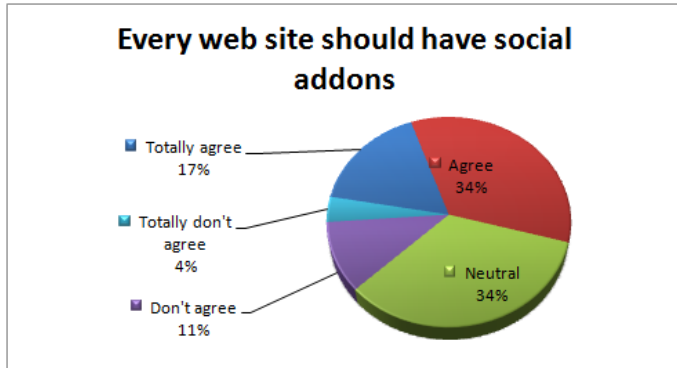


Figure : Every web site should have social addons.



Results

Results from Internet users

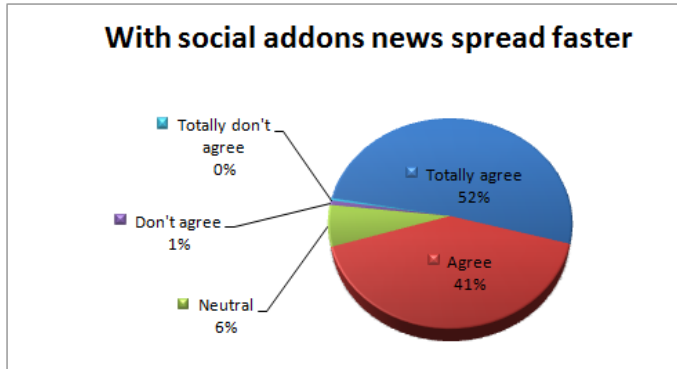


Figure : With social addons news spread faster.



Results

Results from web site owners

Second questionnaire has total 24 responders (owners of web sites or blogs in R. Macedonia)

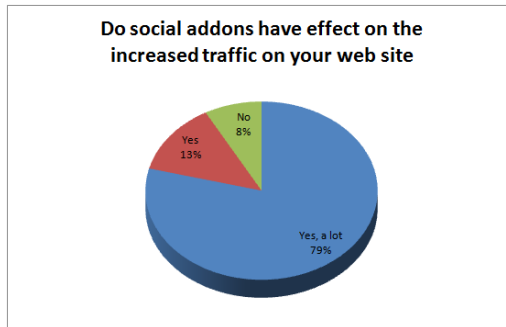


Figure : Do social addons have effect on the increased traffic on your web site.

Conclusion

Results from the survey are **confirming** most of the presented hypothesis

- The results for the age structure **doesn't conclude** the first hypothesis
- The second hypothesis about **the location** of the users browsing social sites is **confirmed**, and the results are also showing that **friendship** is not the dominant motivation for browsing social sites, the **fun** is stated as most answered choice.



Conclusion

- Users spending **most hours weekly** using social networks, are **most often users** of social addons, confirming the third hypothesis.
- The fourth hypothesis concerned with the type of content shared is also confirmed, since **life style** and **fun** stories are most shared stories.
- The fifth and final hypothesis is confirmed both from users and from owners.



Questions

Thank you for your attention

Questions?

