

ANNOUNCEMENT

Bachelor Thesis

KEYWORDS

- Social media
- Influencer marketing
- Human Brands
- Empirical analysis

TOPIC: IDENTIFYING THE SUCCESS DRIVERS OF SOCIAL MEDIA POSTINGS

The growth of social media platforms (e.g., Instagram and Facebook) allows its users to market themselves as influencers (e.g., Kim Kardashian). Nowadays, professional influencers have millions of followers and thus they reach even more consumers than local radio stations. Hence, influencers are an interesting marketing instrument for companies, which allows for effective advertising, risk spreading, and direct consumer responses through backchannels (Bakshy 2011).

Up until to now, the number of followers is one of the most important variables determining the price of an influencer campaign. However, reaching a high number of followers is not always the main objective for companies employing influencer marketing (Patel 2017). For example, a performance campaign may intend to achieve a high conversion rate (clicks on a link) or a branding campaign may aim to generate positive consumer feedback (i.e., number of positive comments or likes). Thus, there is a need to understand which factors drive specific success metrics. Those insights would allow for a more realistic pricing and a better selection of influencers.

The aim of this thesis is to identify the success drivers of various campaign objectives (i.e. maximizing consumer response rates or comment polarity). Potential drivers may be post-specific (e.g., image quality, topic, attractiveness of caption), influencer-specific (e.g., gender, age or number of followers), follower-specific (e.g., age, gender, interests) or even context-specific (e.g., time of the year, location). As a first step, the student will have to identify common success metrics and evaluate how they can be measured. In a second step, empirical methods (e.g., regression analysis) should be used to analyze a given Instagram dataset to investigate which factors drive the success metric of interest.

Deep math and data analysis skills are required to write this thesis. Thus, math understanding and/or python/R-programming skills are highly recommended.

LITERATURE:

- **Bakshy, E., Hofman, J. M., Mason, W. A., & Watts, D. J. (2011):** Everyone's an influencer: quantifying influence on twitter. In Proceedings of the fourth ACM international conference on Web search and data mining (pp. 65-74). ACM.
- **Patel, D. (2017):** How To Measure The ROI Of An Influencer Marketing Campaign. Forbes. <https://www.forbes.com/sites/deeppatel/2017/04/21/how-to-measure-the-roi-of-an-influencer-marketing-campaign/#180bd0f96348>

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APPLICATION

Applications with CV and transcript of records should be sent to Christian Hotz-Behofsits (christian.hotz-behofsits@wu.ac.at).