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Drivers of interactivities in Social Media Marketing - an empirical analysis

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SUMMARY / KURZINFORMATION

Topic	Interaction between the fans and the brand is essential for successful social media marketing on Facebook. Therefore, the study examines different drivers which may have a certain influence on the interaction between fans and a specific brand. In the study the interactivity was measured in form of the number of Likes, Comments and Shares a posting of a brand receives. The study deals with the question of how a brand posting on Facebook should be designed and constructed in order to achieve a maximum of Likes, Comments and Shares.
Content	- Theoretical basics about the perception of brand posting from previous literature from print ads and online ads - Design and results of a empirical study - Discussion including managerial implications, theoretical implications and limitations as well as avenues for future research
Character	empirical
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Abstract

The aim of this empirical study was to investigate the different drivers which influence the liking, commenting and sharing on a brand fan page posting on Facebook. The central question of the study was how a brand posting has to be constructed in order to achieve a maximum of Likes, Comments and Shares. Therefore 120 postings of a German TIME company were analyzed. Based on previous literature on print ads and online ads different design features of the postings and the content of the postings were detected as possible influencing factors. The number of Likes, Comments and Shares of a posting was taken into account in four different ways with the aim to make as accurate and meaningful statements about the drivers as possible. The data, which were collected directly from the brand page and through a questionnaire, were evaluated by a bivariate correlation analysis. The results suggest that an invitation to respond and an interesting, provocative and funny posting content lead to maximum of Likes, Comments and Shares. Furthermore the findings of the study suggest several theoretical and practical implications for brand postings on Facebook. The analysis concludes with propositions for future researches on the drivers of interactivities in social media marketing.