

Future of Business and Finance

Francisco J. Martínez-López
Yangchun Li
Susan M. Young

Social Media Monetization

Platforms, Strategic Models and Critical
Success Factors

 Springer

Future of Business and Finance

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Francisco J. Martínez-López
Department of Business
Administration 1
University of Granada
Granada, Spain

Yangchun Li
School of Management
Zhejiang University of Technology
Hangzhou, China

Susan M. Young
Gabelli School of Business
Fordham University
New York, NY, USA

ISSN 2662-2467

ISSN 2662-2475 (electronic)

Future of Business and Finance

ISBN 978-3-031-14574-2

ISBN 978-3-031-14575-9 (eBook)

<https://doi.org/10.1007/978-3-031-14575-9>

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This Springer imprint is published by the registered company Springer Nature Switzerland AG
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Preface

Social media has become a dominant presence in our everyday lives. We use Facebook to make friends and observe posts shared by others. YouTube is an online platform we use to watch interesting videos and listen to music. TikTok, a social video app, has gained momentum among Gen Z users. LinkedIn is a professional social networking site we use to build professional networks. Social media platforms essentially penetrate every aspect of our society from presidential elections to philanthropic social campaigns. People can use social media platforms for shopping, discovering interesting products or services and they are an ideal place for tourists to find destinations for their next trip. The platforms have also helped establish a large number of digital celebrities and influencers. Their opinions and views considerably influence how we interpret world events. Facebook, Instagram, Twitter, TikTok, and many other social media platforms are offered free of charge, so how do they earn profits and survive? The companies behind these social media platforms are not non-profit organizations. With this question in mind, we delve into the history of social media, observe the business practices of social media companies, and attempt to uncover the dynamics of social media monetization. We study social features and economic models of social media platforms and present a holistic view of social media monetization.

In many cases, social media monetization is not straightforward or explicit. Many social media platforms impose restrictions on the creation and sharing of commercial content or social media advertisements. The commercialization of a social circle can be disturbing and annoying for users. People do not enjoy unwanted commercials when socially interacting with friends. Therefore, social media platforms need to be deliberate when monetizing their users. Powered by frontier technologies such as machine learning, data mining and analytics, and cloud computing, social media platforms have demonstrated how these technologies can be used in advertising and social commerce, and, most importantly, how to earn profits with these technologies. When we swipe left or right on a social media platform, the monetization system of the platform is automatically recording and processing our actions. The algorithmic system memorizes our actions, analyzes our preferences, and monetizes users by pushing social media content, explicitly or implicitly, that contain advertisements or commercial features. How a social media platform monetizes its users is novel and offers a glimpse of future advertising and Internet commerce. Social media has been

touted as the most effective channel for advertisers to reach target customers. Social media platforms even offer advertisers automatic and efficient budget spending options and bidding strategies in advertisement auctions. Advertisers' bids, advertisements' relevancy, and viewers' estimated action rates are all considered when deciding what content to be displayed for which viewers. This algorithm-based content recommendation mechanism is then beneficial to both advertisers and viewers. The social media platform earns profits on the basis of this reciprocal relationships.

This monetization model is exciting from a business viewpoint, because it concurrently considers the heterogeneity of social media users and the interests of advertisers. It offers personalized content recommendations for social media users. In contrast, traditional mass media such as television and newspapers rely on feeding audiences the same programs or media content. Another encouraging aspect of social media monetization is that social media platforms can create a gig economy based on the media platforms. YouTubers create and share videos on YouTube to obtain a share of YouTube's advertising revenue. Premium social media content can cause users to become addicted to the media platform, which makes the platform more attractive for advertisers. Social media platforms have become a user-driven content production and exchange platform and many content producers are able to earn a living from the platforms. Social media features have been largely diversified in recent years: social ecommerce, live streaming, subscribed content, etc. These new features enable ordinary people to participate and reach monetization through their talents.

However, social media monetization presents a set of problems which may suggest that there are trade-offs along with the benefits. We question whether monetization should be the underlying algorithmic logic, or the sole metric, in deciding which piece of social media content is displayed for which users. In other words, is it ethical for a social media company to merely see users as monetizable resources? This monetized interpretation of user attention is problematic and raises serious ethical issues, which may eventually jeopardize a social media company's long-term success. This book critically reviews social media platforms' existing problems, analyzes these problems in depth, and offers strategies for potential resolutions and theoretical contributions for social media research.

Social media monetization is based on algorithmic content recommendations. Driven by the needs for monetization, the algorithm may inevitably be biased and unfair. The algorithmic system prioritizes those social media posts with greater monetization potential. In this case, social media pushes social media content which may seem more attractive, more relevant, and more addictive for users. The experiences of social media users are therefore determined by backend algorithms. The algorithms know each users' interests and preferences, and consistently feed users desirable content. This preference-based monetization model may not be satisfactory for users but instead create forms of addiction. Apart from creating more social media addicts, monetization is achieved by leveraging users' private data. Many social media platforms offer an application programming interface (API) to third parties which provides access to user data and allows third parties to collect

insights about social media users. The data accessibility benefits third parties, and at the same time leaves opportunities for a significant breach of privacy. Moreover, this algorithmic monetization system will demonetize particular videos or video channels following specific content moderation policies and guidelines. Social media demonetization like YouTube's Adpocalypse also creates considerable impact on the gig economy and the social media platform. A demonetization policy allows a social media platform to determine which content follows their policy, which jeopardizes free speech on social media, and thus may lead to a polished, sanitized, and "family-friendly" content ecosystem.

This book is comprised of four parts. Part I (Chap. 1) introduces the social media monetization issue and discusses the importance of examining this issue. Part II (Chaps. 2–5) offers an overview of social media monetization and introduces potential monetization strategies for various parties. Part III (Chaps. 6–9) focuses on how firms such as brands and retailers use social media to earn profits and build markets. Part IV (Chaps. 10–14) shifts attention to the social media platforms, delves into how social media platforms reach monetization, and discusses the side effects of social media monetization. We conclude with Chap. 15, which adopts a futuristic approach and identifies potential monetization strategies and issues in the era of frontier technologies such as big data, artificial intelligence, and smart devices. This academic monograph has received financial support from Research Start-Up Fund of Zhejiang University of Technology (Grant number: 2021132007929).

Granada, Spain
Hangzhou, China
New York, NY

Francisco J. Martínez-López
Yangchun Li
Susan M. Young

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About the Authors

Francisco J. Martínez-López, MSc in Marketing, and European PhD in Business Administration (2005), with Extraordinary Doctoral Prize, from the University of Granada (Spain), is a Professor of Business Administration at the University of Granada and at the Open University of Catalonia (Barcelona, Spain). He has been a visiting researcher at the Zicklin School of Business (CUNY, USA), Rutgers Business School (Rutgers University, USA), Aston Business School (Aston University, UK), the University of Chicago Booth School of Business (USA), the Michael Smurfit School of Business (University College Dublin, Ireland), LUISS Business School (Rome, Italy), and the Complutense University Business School (Madrid, Spain).

Yangchun Li is a lecturer at Zhejiang University of Technology (China). He obtained his doctorate from the University of Granada (Spain). His research interests include social media monetization and e-commerce return management. His work has been published in *Journal of Business Research*, *Electronic Commerce Research and Applications*, *Journal of Retailing and Consumer Services*, *Journal of Organizational and End User Computing*, *Journal of Global Information Management*, etc.

Susan M. Young, who holds a PhD from the University of Southern California, is an associate professor at the Gabelli School of Business, Fordham University. She studies financial decision-making, investor use of financial information, and capital-market responses. Her work has been published in *Human Resource Management Journal of Management Accounting Research*, *the Accounting Review*, *the Journal of Business, Finance and Accounting*, *Review of Behavioral Finance*; and *Accounting Horizons*. Professor Young has previously held positions at Emory University, Baruch College of the City University of New York and is an adjunct faculty member at Columbia University.

Part I

An Introduction to Social Media Monetization



1.1 The Business Value of Social Media

Social media is gaining momentum in generating commercial value. According to recent social media statistics, social media ad revenue for the year 2017 reached a staggering \$41 billion (see Singh, 2018). These statistics also found that 87% of shoppers reveal that social media plays a role in helping decide what to purchase, and 90% of brand followers try to contact brands via social media (see Singh, 2018). According to Facebook's financial report from the fiscal year 2018 (Facebook, 2019), Facebook's total revenue is \$16,914 million, which is predominately driven by its advertising business (\$16,640 million). Social media is not solely a platform to increase brand awareness, but is also used to sell products such as smartwatches, facial masks, phone cases, speakers, and VR products (see Singh, 2018). The ROI produced by social media is surpassing emails which were deemed the most profitable marketing channel previously (Boyle, 2018). There are several real-world examples that have shown that brands can garner monetary value by launching social media campaigns; Nike sold out their new products—Air Jordan III “Tinker” shoes—in a record 23 min via Snapchat (Dickey, 2018). Another example is Umbro, an English athletic brand that ran ads on Facebook and stated that ad viewers' purchase intentions increased by 6% (Keath, 2012). Finally, State Bicycle promoted cycling-related events to Facebook users and achieved \$500,000 sales from this campaign (Keath, 2012).

The commercial value that social media can offer can be encapsulated in “6C”: content, community, commerce, connection, collaboration, and conversation (Singh, 2018). First, social media empowers advertisers to generate and spread content. Social media content has commercial features by which users can click to download/view/purchase and complete commercial activities. In addition, social media analytic tools and methods can be employed to analyze users' behavioral pattern and preferences (Ketonen-Oksi et al., 2016). Second, social media organizes users into interrelated communities. Communities can offer financial and nonfinancial values for companies (Iskoujina et al., 2017), including product sales, product awareness,

corporate reputation, and brand loyalty. Companies can use communities to find their targeted customers because members of a community share similar interests or goals. Third, social media enables companies and brands to sell products and establish marketplaces for e-commerce activities. Most social media companies allow retailers to use hypertext links to lead shoppers to external commercial websites and complete purchases. For example, Instagram has recently allowed buyers to buy things directly through their platform (Frier, 2019). Fourth, social media offers more capacity to reach potential customers by taking advantage of numerous connections. Without social media, most brands can only directly contact a handful of followers. With social media, brands can reach many more followers through such followers' connections with others (Martínez-López et al., 2015). Fourth, social media is an online collaboration platform by which an extensive number of users can jointly create value for brands or companies. Social media enables collaborative marketing tactics by which social media users can generate e-word-of-mouth (eWOM) for brands or report pain points in companies' business processes (Garcia, 2017). Last, social media enables peer-to-peer conversations. One of the pain points in traditional e-commerce is that traditional e-commerce cannot offer a social shopping experience. Even though traditional e-commerce can offer a cheap and broad selection of products and brands, shoppers may still not feel satisfied because they do not want a solitary shopping experience (Parker, 2017). Shoppers sometimes want to share product photographs and reviews with fellow users, and many brands try to satisfy shoppers' social needs. Social media can also offer other noteworthy commercial values when fused with inspiring technical and commercial features such as mobile payment, quick response code readers, artificial intelligence, cloud computing, and Big Data analytics. Given these opportunities, consumers can use social media apps to conduct commercial activities in more common situations, such as paying a check directly to a restaurant. The "6C" represents the core commercial values that social media offers.

In summary, social media possesses enormous commercial value. It will play a more and more crucial role in the future business world. Companies can realize monetization by embracing the effective use of social media.

1.2 Challenges and Problems that Firms Need to Consider in Social Media Monetization

Though social media can bring about many benefits for business, this book advises business leaders to not launch into their social media monetization plans without considering its drawbacks. In other words, companies need to consider how to overcome pitfalls before and after launching their social media monetization strategies and learn to adjust or abandon such strategies if those strategies fail or do not reach the company's expectation.

Companies need to understand that the success of a social media monetization strategy relies on user-generated content. However, social media enables all online users to co-create value as well as co-destroy value. One example of this destruction

involved negative online product reviews shared by social media trolls. In particular, social media users can complain about a company's products or services by sharing bad consumption experiences or posting to a company's social media account. If the company cannot quickly and effectively respond to social media complaints, negative online reviews can undermine the company's online image. This example implies that user-generated content is not beneficial to companies in all cases.

From a user's perspective, people do not want the overcommercialization of their online social circle. Imagine people are in a social gathering and a merchant suddenly appears selling a product to them; these people would likely feel uncomfortable (Clemons, 2009). On Instagram, users can find plenty of photographs of things such as luxury cars and houses shared by their friends. These photographs present the property owners' decadent lifestyle and may make many viewers feel like they are in a worse life than most other users (Galer, 2018). Though social media companies get consent from users, users would still be wary of anyone misusing their social media data and content. For example, Facebook ran into several crises related to how they cope with the misuse of Facebook users' data and content. Up to 87 million Facebook users' data were improperly shared with Cambridge Analytica (Badshah, 2018). This scandal shows that Facebook "deceived consumers by telling them they could keep their information on Facebook private, and then repeatedly allowing it to be shared and made public" (Brodkin, 2019). Every Internet platforms involves similar privacy risks, but social media data become more vulnerable as people spend more and more digital time on social media (Galer, 2018) and social media data can reflect many aspects of an individual such as location information, preferences, and behavioral patterns.

Free riding is another drawback of social media. Users who discover products or services on social media may eventually complete purchases at other places. In the case of Instagram, US Internet users who found brands on Instagram eventually complete purchases on the brand's website (40%), Amazon (29%), the brand's physical store (20%), other e-retailers (17%), or other bricks-and-mortar stores (14%); only 19% of purchases are directly completed via Instagram (Garcia, 2018). Companies or brands need to consider this free riding behavior before monetizing social media. Their marketing dollars may be spent for the benefit of others. In addition, conversion rates are of paramount importance for the performance of Internet business. Touted as the future of digital advertising, social media does not always lead to a satisfactory conversion rate. Social media platforms' conversion rates such as Facebook, Twitter, Snapchat, and YouTube all are lower than Google and Bing (Priceconomics, 2018).

Research reveals that it appears difficult to make a profit from social media. In a survey of Fortune 500 companies, over 80% of CMOs revealed that they did not find that the use of social media brought about new customers (see John et al., 2017). Twitter, the well-known social media platform reported its first-ever profitable quarter after having been public for 4 years (see Flynn, 2019). This company finally reported \$91 million in profits for the fourth quarter of 2017 (see Flynn, 2019). From a brand's perspective, it seems that opening a social media account, accumulating likes and followers, or running social ads is not necessarily associated with more

sales. John et al. (2017) conducted 16 studies and found no evidence that following a brand on social media alters consumers' buying behaviors. These researchers also found that liking a brand's Facebook page does not change consumers' purchasing behavior (John et al., 2017).

In summary, business leaders need to consider the drawbacks of social media when devising their social media monetization strategy. Even social media giants such as Facebook and Twitter did not cope well with drawbacks in their pathway toward monetization.

1.3 The Importance and Necessity of Studying Social Media Monetization

This book examines how economic agents (brands, firms, and social media platforms) make money using social media platforms. Though a handful of researchers and practitioners have studied several aspects related to social media monetization, their contributions are largely limited by their strategic focus on a particular economic agent or a certain research context. We provide a brief summary of the prior literature below.

Clemons (2009) examined the complexity of monetizing online social networks. The author explored why advertising-based business models are dying and revealed approaches that companies can use for online social networks to earn a profit (Clemons, 2009). We note that as this article was written a decade ago, advances in technology have brought about fundamental changes for social media platforms. For example, the emergence of social media payment technologies has transformed how users use social media. Social media wallets make money transfer among users easier and faster. Our book formulates how economic agents use social media to make profits considering such technological changes. Also, while Clemons presents several approaches or business models that social media companies can use to monetize, social media monetization is not only an issue of selecting a proper monetization approach or business model, but also an entire process of how companies identify monetization opportunities and harvest monetary value from them. This process encompasses opportunity identification, approach to business modeling, planning, specifying strategies and tactics, and implementing the monetization plan. Our book will remedy this gap in the literature by providing a holistic solution for social media monetization.

Sokhatska and Oleksyn (2012) constructed a roadmap toward monetization for companies or brands using social media. In contrast to their work, our book extends the analysis to additional economic agents such as social media companies. This extension is not solely a matter of considering more economic agents who can earn money from social media. Social media companies or platform providers should also consider how to improve in-platform brands' monetization performance. If brands can garner more sales and traffic from running ads on social media, they should be more willing to pay a higher ad fee to the platform, which in turn improves the platform's monetization performance. Our book will consider all major forms of

social media monetization and view social media as an entire business ecosystem. We will offer helpful insights for improving all economic agents' monetization activities from a holistic perspective. Specifically, after a critical analysis of approaches to improving monetization performance for brands, this book will offer solutions for social media companies to cultivate a value co-creation ecosystem in which each party can benefit from collaborating with others.

Dohrmann et al. (2015) argued that social media companies need to balance social welfare and monetary income and they revealed how business model changes affect monetization performance. However, as previously noted, business models are not the sole determinant in influencing monetization performance. If monetization opportunities of a business were not real money-making opportunities and misidentified as opportunities by entrepreneurs, any business model would not remedy this strategic mistake and successfully earn money. In fact, strategy is a crucial component of the successful monetization of social media. Our book considers the interdependent relationship between strategy and business models and offers a pathway toward monetization that encompasses both.

Zajc (2015) explained why social media users willingly provide "free labor" by continually generating monetizable content. Most social media companies do not pay users for their content creations. Instead, social media platforms use user-generated content to attract advertisers and earn increased ad revenue. Zajc (2015) argued that the exploitation of such free labor on social media unveils a unique economic process in which users tolerate this exploitation and social media companies profit from user-generated content. However, this article focuses on more conceptual and theoretical discussions of this economic process and delivers less practical implications for social media companies or brands to improve monetization performance. In contrast, our book will connect more closely to the practical aspects of social media and point out roadmaps for monetizing social media. Diverse business cases will be discussed in this book. Furthermore, as we will take into account different forms of economic agents' characteristics and will approach the newest social media practices, original contributions regarding previous research will be made.

Several monetization-related articles (e.g., Lambrecht et al., 2014; Voigt, 2016) have studied how companies make money in general Internet business contexts such as World Wide Web. However, the social media context can alter companies' money-making practices. Social media monetization can entail conventional monetization approaches used by general Internet business such as advertising, e-commerce, commissions, donations, and premium service. However, the unique characteristics of social media could alter some of the conclusions got by previous Internet business research. For example, social media includes novel interactive elements among users such as online video streaming. There are companies that have employed the interactive feature to monetize social content by encouraging users to buy e-gifts for streamers. In general, it is to specify yet how a firm incorporates social media's social and interactive components into their business model and strategy. Therefore, it is interesting to specifically study the monetization issue in social media contexts.

Studying social media monetization is important and necessary in a practical sense as well. The number one mistake that entrepreneurs make is that they focus too much on technology, storytelling, leadership, and organizational growth instead of monetization (Rettig, 2018). Entrepreneurs need to consider monetization before they launch their business (Vijayashanker, 2014). Companies can identify customer needs and to what extent customers are willing to pay for their value proposition. Before offering a developed product, firms can present crucial benefits for early customers and anticipate the performance of their monetization strategy. This book will provide a holistic solution for how brands, firms, and social media companies use social media to make money. The insights presented should prove helpful in improving monetization performance and increase the likelihood of monetization success.

In conclusion, it is as important as it is necessary to study social media monetization because this topic can lead to both interesting theoretical and practical implications.

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Part II

A Strategic Framework for Social Media Monetization



How Companies Can Exploit the Commercial Value of Social Media Through Advertising

2

2.1 Social Media Advertising: What It Is and Why It Is Important

Social media advertising is becoming a winning strategy for firms, brands, and retailers (He & Shao, 2018). Statistics demonstrated the staggering growth of the global social media advertising market: Marketers' spend on social media advertising had grown to over \$89 billion in 2019; it was estimated that this ad spend would produce a yearly growth rate of over 8% and likely reach over \$100 billion in 2020 (Zote, 2020). In contrast to traditional media's limited reach capability, promotional messages on social media can connect and reach over one billion customers (Shareef et al., 2019; Schulze et al., 2014). Social media also outperforms traditional print media because it incorporates more social, informative, and interactive elements in firm–customer communication (Alalwan, 2018; Barreda et al., 2016; Lee & Hong, 2016; Mangold & Faulds, 2009; Swani et al., 2017; Wu, 2016). Although social media ads cannot be directly converted into sales, the promotion of such ads can be a facilitator in building customers' awareness toward brand or product, spread brand and product-related knowledge to customers influencing customers' brand or product perceptions, and eventually nudging customers to make purchases (Alalwan et al., 2017; Duffett, 2015; Kapoor et al., 2018).

Surprisingly, many marketers and researchers understand social media advertising as a form of online advertising focusing on social networking services, which lacks a more precise definition that reveals the essence of social media advertising. For instance, marketing professionals understand social media advertising as “social advertising is any advertising in which you're paying the social media company to display your content” (Sherman, 2019a, 2019b). In fact, if social media only was deemed as an advertising platform equivalent to platforms such as TV, radio, and newspapers, crucial commercial value behind social media advertising could be overlooked by marketers and firms. For example, some informal user-generated organic ads could lead to more superior business outcomes than formal social media ads (Shareef et al., 2019). Traditionally, print media like newspapers and

billboards is a unidirectional communication platform, in which marketers develop ad content (Shareef et al., 2019) and users can only passively receive commercial information. In contrast, social media is a bidirectional communication platform whose social elements enable social media users to add value (e.g., shares, likes, and comments) to marketer-generated social ads. Social media advertising also differs from traditional advertising due to more advanced targeting capabilities (Deshpande, 2019). Traditional advertising employs a carpet-bombing approach, wherein ads are delivered to an audience regardless of their demographic and contextual background; social media enables marketers to target ideal customers based on their geographic, demographic, and behavioral attributes (Deshpande, 2019).

There is a handful of literature that sheds light on this conceptual issue of social media advertising and incorporates social and information elements in illuminating its concept and characteristics. Social media advertising can be understood as a form of advertising based on social information in developing, targeting, and forming firm–customer communication (He & Shao, 2018). This special advertising follows a value co-creation logic. By using comments, sharing, and other functions embedded in social media platforms, users can engage in the social media advertising processes (Azeem & Haq, 2012; He & Shao, 2018). In 2009, the Interactive Advertising Bureau referred to social media advertising as running “an online ad that incorporates user interactions that the consumer has agreed to display and be shared. The resulting ad displays these interactions along with the user’s persona (picture and/or name) within the ad content” (see Chu, 2011, p. 32). It is plausible that this definition incorporates social elements such as user interactions and user persona in defining social media advertising. However, user interactions and user persona are not always included with social media ads. For example, YouTube’s in-stream ads do not involve user interactions now. In this case, social media ads are akin to traditional TV ads. Therefore, based on the above discussion, social media advertising refers to commercial or noncommercial content which incorporates social or informative elements that can be displayed or shared on social media for fulfilling commercial purposes and building public awareness. Social elements refer to social or interactive features such as sharing, commenting, and liking. Informative elements encompass content (e.g., product and brand information) displayed on social media and content formats (e.g., texts, pictures, and videos) supported by social media. In practice, different social media ads show different orientations. Facebook ads such as sponsored posts include social elements and informative elements. Facebook users can share, comment, and like sponsored posts as well as access product or brand information by viewing ad content. YouTube ads such as in-stream ads focus on offering informative content toward viewers. YouTube viewers cannot socially add value to such ads now.

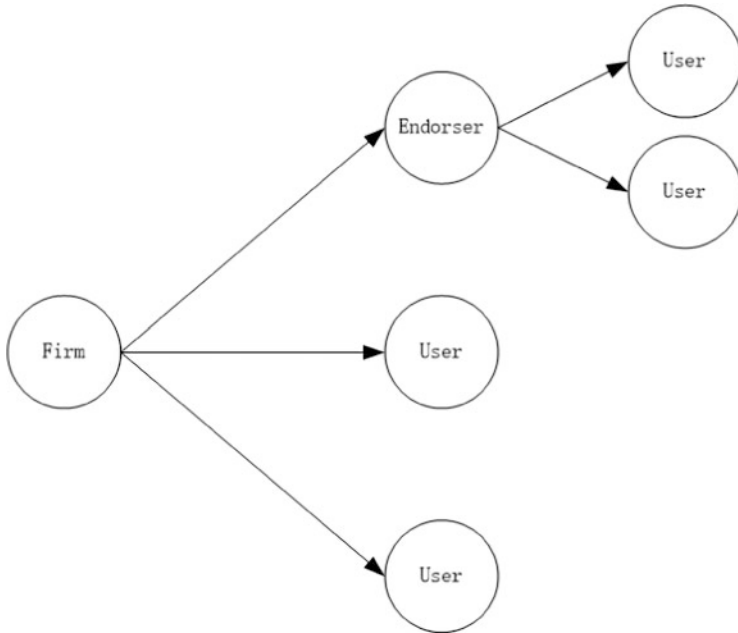


Fig. 2.1 Push-based social advertising

2.2 Push-Based Social Advertising

Push-based social advertising refers to proactively pushing commercial messages to recipients via social media (Higgs, 2008). In push-based social advertising, social ads are adaptations of traditional mass media ads such as TV ads and newspaper ads into social media contexts. Push-based social advertising entails explicit commercial messages delivered through social media (Taylor et al., 2011). Push advertising is a traditional advertising strategy, which employs a direct, straightforward structure (see Fig. 2.1). The major goal of push-based social advertising lies in the direct promotion of products and services to consumers (John et al., 2017). There are a variety of push ads in social media. Firms and brands use such ads to market their products and services.

Banner ads are a form of push ads widely seen in social media websites and platforms. Banner ads are clickable banners in-between content viewed by website visitors or app users. In order to increase the public awareness of banner ads, content that viewers want to access could be overlaid with banner ads. It is expected that such banner ads could hardly achieve marketing purposes because such ads' appearance is usually annoying for viewers who desire to access contents behind banners. In particular, marketers should be aware that the rise of ad blockers could be used to block their banner ads shown in viewers' devices. Ad blockers are widely available in many browsers such as Chrome, Firefox, Opera, Safari, and Internet Explorer

Web browsers (Shewan, 2019). Therefore, marketers can seek other ad forms which are less likely to be blocked by ad blockers. For example, native ads, which look and read like other regular contents, can be out of reach for ad blocking technology (Shewan, 2019).

Albeit Facebook's advertising business model has been controversial due to its infringement of user data privacy, technological innovations made by Facebook have described what social ads should look like in practice. Many other social media platforms offer similar advertising features used by Facebook. Over 65 million firms run their business on Facebook and 4 million of them are running social ads (Quick, 2018). Regarding ad spend on Facebook, the average cost per click in the United States was only 26 cents, which is considerably low, and an affordable option for small businesses with limited budgets (Quick, 2018). Sponsored posts and Facebook ads are two means by which brands and retailers can push product and service information directly to consumers. Sponsored posts refer to posts that a firm pays for influencing a larger audience (Main, 2018). We conclude these posts can be a form of push-based social advertising if their aim is to increase public awareness of products or services. Sponsored posts can be created through a Facebook business profile and run for 7 days at most (Main, 2018). A sponsor can frame an ad as a friend's story sharing the person's real experience with a product, which can be integrated into the news feed and mixed with other organic contents (Cox, 2011; Lin & Kim, 2016; Villiard & Moreno, 2012). This enables viewers to be involved in an immersive brand experience and gives viewers access to the information (e.g., likes and shares) added by fellow users (Dyrud, 2011; Lin & Kim, 2016).

In the eyes of Facebook, sponsored posts are not designed for social advertising. These posts are simply purchased to get more visibility. The goal of sponsoring a post can be commercial or noncommercial. In contrast, "Facebook ads" are advertising features Facebook offers for advertisers. Before running a Facebook ad, firms will be asked about the goals of their ad campaign (Sherman, 2019a, 2019b). For example, specific marketing or advertising goals need to be set before launching Facebook ads. Facebook will run such ads to reach a specific audience based on established marketing goals. In other words, Facebook ads offer more sophisticated targeting and customization that help brands and retailers zero in on their target customers (Sherman, 2019a, 2019b).

Facebook's advertising model has also caused considerable controversy. Facebook can offer more precise advertising because its ad appearance is based on users' profile information and use pattern, therefore more reliable for advertisers in contrast to banner ads (Barreto, 2013; Lin & Kim, 2016). Vast amounts of personal information were shared on user profile pages (Van Reijmersdal et al., 2017). Information such as age, gender, and hobbies is publicly accessible for advertisers (Van Reijmersdal et al., 2017). Advertisers use such information for commercial purposes, reaching target customers (Köster et al., 2015; Van Reijmersdal et al., 2017; Villiard & Moreno, 2012). But research also revealed that Facebook users' concerns about privacy negatively influence users' attitude toward Facebook advertising (Lin & Kim, 2016; Taylor et al., 2011). The unexpected appearance of sponsored ads in users' news feed could also provoke their perceived intrusiveness