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EXPLORING THE RELATIONSHIP BETWEEN DIMENSIONS OF BRANDED CONTENT AND INTERACTIVITY ON TWITTER: A DATA-DRIVEN CONTENT MARKETING APPROACH

Abstract:

The purpose of this paper is to investigate the relationship between dimensions of branded content and interactivity on Twitter. A data-driven content marketing perspective was adopted within a business-to-consumer (B2C) context by focusing on some social metrics of a flag carrier airline brand. A pragmatic worldview allowed the researchers to test four hypotheses to examine the relationship between dimensions of branded content and their interaction level on Twitter. Facepager was used as a data collection tool. The analysis indicates that there is a significant relationship between the type of visuals, number of hashtags, character count, branded content grouping and more interactivity for the brand's tweets. Further work is required to identify more dimensions of branded content to measure interactivity on social media with a larger sample and more social media platforms. The results extend the literature on data-driven content marketing and facilitate our understanding of how social metrics could assist brands to focus on best performing social media posts for more engagement.

Keywords:

Branded content; business-to-consumer (B2C); content marketing; data-driven content marketing; interactivity; social metrics; Twitter

JEL Classification: M00, M31, M30