

A Review of Persuasive Multimedia Content (PMC) for Social Media Advertising

Muhammad Abdul Malik, S., SobihatunNur, A. S., and Nassiriah, S.

Abstract—The aim of this paper is to present persuasive multimedia content (PMC) for social media advertising based on the reviews of literature in persuasive advertising and social media domain including social media core concept, advertising, content strategy and campaign. This paper of research differs from other content marketing research because it focuses on adaptation of persuasion approaches in social media advertising. The included components will be used in helping researcher or advertiser to enhance engagement among social media users and further to persuade them. The advertisements content that contain persuasive multimedia elements like text, image, video and audio will be adapted in social media tool as well as social media advertising. Then, the advertisements that have been integrated with these persuasive multimedia contents can help to increase the number of views by social media users and ultimately can improve sales of products or services.

Index Terms—advertisements (ads), multimedia elements, persuasion, persuasive advertising, persuasive multimedia content, social media, social media advertising, social media campaign, social media content strategy.



1 INTRODUCTION

SOCIAL networking sites become a necessary part of organization and a widespread technology for business activities. Through social networking sites, users can perform various tasks such as survey for local businesses, search for products or services, compare prices of the products and services and make decision. This interaction among users in business has revolutionized better communication with larger growth in society daily lives [1]. Besides that, social media as a part of social networking sites becomes a primary outlet and expressive medium for people interaction, information sharing and others in order to express their visual arts [2]. It is also a part of the most pervasive internet technological trends [3].

The impacts of social media as the most pervasive internet technological trends can be found in various fields such as politic, health, finance, education and business. In business world, social media offers much potentials and advantages to organizations as it is designed to bring the products or services into business that seeks users' custom [4]. It offers online advertising which enables organizations to promote their products or services to consumers. Based on tremendous impact of social media, many sectors use it for internal and external operations [5]. Accordingly, social media can play role as supplementary advertising platform to improve information delivery.

The popularity of using social media as an advertising platform becomes an explosive phenomenon due to the improvement of people living standard [6] which allows them to communicate and further collaborate with other. This kind of advertising has become a staple of the media mix as marketers look to leverage their campaigns to drive valuable word of mouth and influence [7].

In order to drive valuable word of mouth and influence, comprehensive strategy should be taken by companies or organizations to promote products or services especially through online advertising via social media tools. It is because advertising plays an important role for long-term brand capital building for a business and the emergence of digital media has led organization to focus on people response [8]. The emergence of social media that strengthened with persuasive multimedia content enables advertisers to get into social media users' minds as potential customers. It is important to grab their attentions and make them engage with the advertisement on social media page. Additionally, social media is about human psychology whereby the successful delivering message should brush up the fundamentals of influence [9]. With emphasis persuasion approaches towards advertisement in social media advertising, then it is likely can enhance social media users' attraction further persuade them to buy products or services. Based on the importance of persuading the social media users to the advertisements for products or services, this paper will propose the integration of persuasive multimedia content (PMC) with social media technology as an alternative way for online advertising.

2 PERSUASIVE MULTIMEDIA CONTENT

Persuasive multimedia content (PMC) refers to combination of information with multimedia contents that appeal to end users [10]. It provides strictly factual

-
- Muhammad Abdul Malik, S. is with the School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia, Kedah 06010. E-mail: maliksaedon@hotmail.com
 - SobihatunNur, A. S. is with the School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia, Kedah 06010. E-mail: sobihatun@uum.edu.my
 - Nassiriah, S. is with the School of Multimedia Technology and Communication, Universiti Utara Malaysia, Malaysia, Kedah 06010. E-mail: nasiriah@uum.edu.my.

information [11] where psychology approach is required in order to enabling advertisers to get into customers' minds. When advertisers got customers' minds, PMC will likely persuade the customers to join with online group, give a call or make online purchase [12].

Furthermore, the component of persuasive advertising becomes an important technique in order to keep an organization in the eyes of people who make a decision in purchasing or rejecting certain products or services [13]. Despite the content in social media page can be written by everybody, but if the content is not persuasive if is unable to achieve its purpose to engage with social media users. According to [14], in order to achieve superior reach and engagement, advertising content should be better designed because it becomes an important issue for marketing on social media platform. The content of persuasive advertising can be consisting of several multimedia elements such as text, image, video and sound. The study of persuasive multimedia content of social media advertising has identified three components to be embedded in advertisement as shown in Fig. 1.

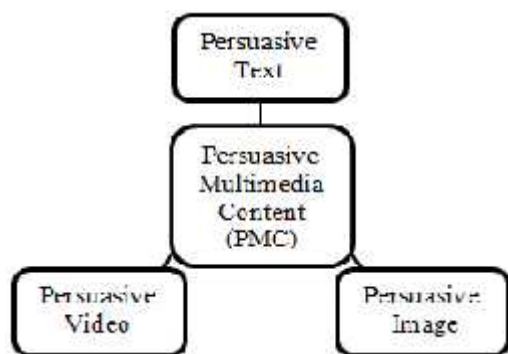


Fig. 1.Components of Persuasive Multimedia Content.

Based on the literature, text is helpful multimedia element because it can be used to create stories. According to [15], stories are useful way of combining rational and emotional appeals into an easy-to-digest message. In business environment for instance, text is an essential element to tell about history of brand and success or satisfaction of customers. While image and video are also important multimedia elements for content and they have been used in many of preceding recipes and tips [15] that aim to tell audience about the provided products or services. These types of content are exist on social media page where customers can view or listen through variety of computerized devices to get information and knowledge as well as entertainment.

Based on these superiorities, persuasive multimedia content for business promises three benefits [16]. Firstly, persuasive content can grab users' attention and keep them on the page, increasing the likelihood of sales. Secondly, persuasive content invokes action from users and convinces them towards products or services thus increase sales. Thirdly, good quality content with

persuasive approaches will improve the business reputation. It also will improve customers' trust and they will remember the products or services more than they would otherwise. Furthermore, this persuasive multimedia content should be spread out to meet audience and social media platform has been selected as the advertising platform.

3 SOCIAL MEDIA

Social media is a new set of collaboration and communication tools that enable people to interact and build connection with individual voices to a community where it is not available previously in other tools [17]. It is a multi-way conversation by sharing content among users [18]. The content of social media basically consists of text, photos and video that is used online with the intention to share with internet users. It has become an important tool for social networking and content sharing that allow variety of interactions among internet-based users to help them to do many things [19].

In business world, social media gives a new opportunity for organizations and diverse social media technologies have begun to spread out. According to [20], many studies indicate that nearly 80 percent from organizations used at least one form of social media for marketing endeavors. Besides that, marketers use social media as well as Web2.0 tools to collaborate with consumers for business activities but most of them still not implement well towards social media [21]. Table 1 as below, shows the social media components that will be reviewed in this paper.

TABLE 1. COMPONENTS OF SOCIAL MEDIA DOMAIN

Social Media Domain
Core Concept
Advertising
Content Strategy
Campaign

3.1 Social Media Core Concept

Social media is built of content, communities and Web 2.0 technologies [22]. Social media is associated with three components and is called as social media core concept as shown in Fig. 2.



Fig. 2.The Core Concept of Social Media [22].

Based on Fig. 2 above, content of social media

fundamentally refers to user generated content (UGC) which consists of new content, modified content and categorized content. The new content is included with texts, images and video while modified content is like video mixed, compilations and mash-up services. In addition, categorized content consists of reviews and playlists.

Secondly, Web 2.0 associated with web applications enabling users to interact with others. The association between them becomes more interactive due to the facilities provided such as information sharing, user-generated content, and online collaboration on Wikipedia. Through Web 2.0, user can change website content among other users in the several categories of social media such as forums and online communities, microblogs, social networking sites and others.

Lastly, communities are an essential of social media component because it plays role in term of human interaction and group formation. The creation of content and information are made by a community and it serves as efficient analyzer in order to find interesting materials such as produce infographics and parody videos. Online communities already existed before Web 2.0 due to the evolution of internet but communities in Web 2.0 are more engageble because they are possible to bring new manifestations.

3.2 Social Media Advertising

Social media advertising refers to online-based advertising used to deliver message to users. It used to display ads on social networking sites to persuade users to buy advertisers' products or services [23]. Social media advertising becomes a valuable source of products or services information shown in advertisements to help users in making purchase decisions. Through social media advertising, the business and organizations can take advantage about users' demographic information from various tools of social media such as Facebook, Twitter and YouTube.

This kind of advertising has become a trend in business world and organizations use it to leverage advertising campaigns to grab valuable word of mouth and influence [7]. It becomes a larger component of organizations' advertising budgets with a greater share of consumers' time spent online [14]. Social media advertising concerned about human communication, thoughts and behavior [24] as well as organizations can tell the stories of products or services in order to get audiences' attention. Result of using this approach with powerful elements indicates that social media advertising is useful to support brand goals. Blog is an example of social media advertising tool that should be managed strategically to influence, inform and entice potential consumers [25].

3.3 Social Media Content Strategy

Content insocial media advertising basically formed based on four pillars. The content in social media page

can be variety and its strategy not only creating and uploading good content but must be able to have the value of the content efforts [26]. There are four pillars should be considered about content strategy in social media advertising involving space, production, repurposing and promotion as described as below:

Space.Space pillar is important to advertisers because they will face with problem in target market. Therefore, thought leadership, ideas, insights and education will be used to handle the problem. After the advertisers have their own spaces, they probably to think about the existing problem amongtheir potential customers. Furthermore, advertisers can create a valuable content for the potential customers in their own spaces of advertising.

Production. Production pillar is about yielding content which is derived from ideas to gain a valuable content. The ideas inside minds need to bring out in order to produce content and advertisers will play roles to brainstorm the ideas and get the information. They need a person that has capability to take the information and put it into a compelling and coherent message. This production used to get raw materials out minds through interview or draft documents or create outline and other ways. Then advertisers take these raw materials and make them deliverable to customers.

Repurposing. When production pillar is deliverable to customers, advertisers will follow the repurposing pillar. This pillar commonly known as taking the existing raw materials that created earlier and presents in a different ways. After engaged in a content strategy, advertisers intend to focus on content development and enhancement thus they try to fulfill the missing content strategy opportunities.

Promotion. Promotion pillar describes about the published content must be seen by users as potential customers. It not adequate when advertisers only feel that producing content was good after once published but actually the content should be engageble with users. Production phase needs proper approaches because it not difficult to implement but the discipline around it is difficult.

Furthermore, the content must go through internet and received to users. By conducting social media campaign, the content will be spread out and can be seen by other social media users around the world.

3.4 Social Media Campaign

Social media campaign promises a way to spread message to customers that can transcend languages and culture [27]. It is essential way to ensure branding of products and services are consistently spread out across many markets. In order to make business advertising meet with its effectiveness, social media campaign must be integrated with meticulously mimic

to deliver message in all social media channels [28]. It not only add-on and afterthought but it has to be properly integrated with all advertising communications [28].

According to [28], there are two objectives of social media campaign i) to drive immediate sales and ii) to drive future sales. To achieve these objectives, social media campaign needs establish consistent and clear relationships between social media and traditional marketing efforts in order to catch customers' attention. When the attention successful be caught, advertisers have to funnel their customers into own marketing model through web page and influence them to take action towards the products or services. Social media campaign is involved consumer response process that begins at the Awareness level of the Communications Effects Pyramid and finish at the Repurchase or Regular Use level of the pyramid as shown in Fig. 3 as below:

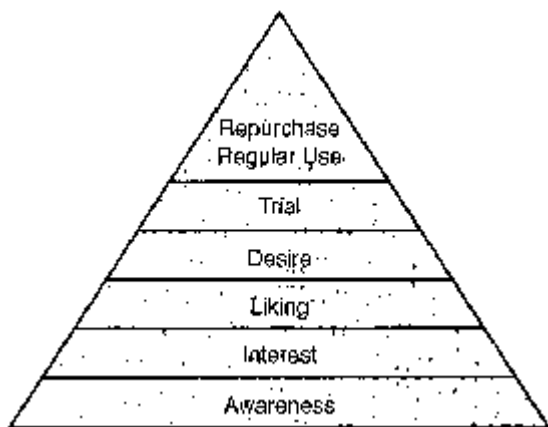


Fig. 3. Communication Effect Pyramid [26].

Based on communication effect pyramid in fig. 3, consumers are aware about products or services and they became knowledgeable to create interest and further like the products or services. Then, consumers have a desire to purchase the products or services and it can leverage feelings. After the desire successful leveraged consumers' feelings, they will intend to try the products or services. Furthermore, consumers will develop a strong conviction and then purchase the products or services. they may repurchase and become regular customers and encourage other customer population to involve within the campaign.

Through the social media campaign, social media users as potential customers will keep talking about the products and services and the dialogue continuously spread inside and outside the community. Moreover, organizations can get best benefit from virtual relationship building from customers. For this reason, organizations need to take attention regarding to positive issues further try to avoid from being negatively impact to rapport building. In addition, organizations have to foster positive attitudes and interesting things about them to telling a story in order to convince customers. Accordingly, these issues

will encourage customers to be responsive and stimulus in communication and voluntarily disseminate relevant content in the campaign [29].

4 DISCUSSION AND CONCLUSION

Researcher found that multimedia content in social media advertising becomes psychological impact when integrated with approaches of persuasion. It is because feelings and emotions are essential attributes in driving decision-making of the products or services. The persuasive multimedia content in advertising is proved it is not only to increase attention, it also to ensure the persuasive communication mechanism in its own right [30]. The successful persuasive advertising may benefit advertisers in term of customers' emotion, thought and behavior change. Fig. 4 depicted the integration of both persuasive multimedia content and social media advertising that produces persuasive multimedia content for social media advertising.

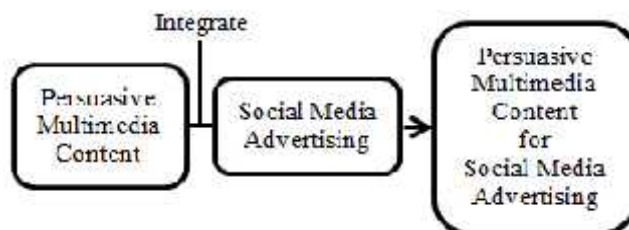


Fig. 4. Integration of Persuasive Multimedia Content and Social Media Advertising.

Therefore, by embedding persuasive multimedia content in advertisement, consumers' beliefs towards the products or services will likely increase as well as influence them in purchasing decision. The beneficial implication also been shown that persuasive multimedia content in persuasive advertising is capable to build strong relationships between advertising and customers. Such informative online videos should grab people's attention and excite their imaginations. The information presented in the informative online videos might influence recipients' feelings and interpretation of the information [31]. There are two benefits of persuasive multimedia content advertising exposure categorized as directly and indirectly benefits. For direct benefit it is becomes a chance for advertising and creating advertisement or promotion for short time and long time to build an audience to expand campaign more interactively and simultaneously. The indirect benefit it is becomes a way to improve and build reputation to other potential customers.

In conclusion, the interesting information of the persuasive multimedia content for social media advertising will entertain viewers and reflect effectively on the person who shares the information. The information that spread out in the social media channel is possibly increasing the number of person who views the information. When the information were successful

delivered to other people through social media advertising, then it probably persuade them and can enhance their engagement with the products or services. Eventually, this scenario can improve performances in term of sales and business sustainability in the future.

ACKNOWLEDGMENT

I would like to express my deepest gratitude to my supervisors, Dr. SobihatunNurbinti Abdul Salam and Dr. NassiriahbintiShaari for their constructive suggestion, guidance and consistence support during this paper write up. I would also like to thank their continuous faith and support to me.

REFERENCES

- [1] G. Powell, S. Groves and J. Dimos, "ROI of Social Media: How to Improve the Return on Your Social Marketing Investment", New Jersey: John Wiley & Sons, 2011.
- [2] A. Lenhart, M. Madden, A. R. Macgill and A. Smith, "Teens and Social Media: The Use of Social Media Gains a Greater Foothold in Teen Life as they Embrace the Conventional Nature of Interactive Online Media", *Pew Internet and American Life Project*, 2007.
- [3] M. Phan, "Do Social Media Enhance Consumer's Perception and Purchase Intentions of Luxury Fashion Brands?", *Vikalpa*, vol. 36, no. 1, pp. 81-84, 2011.
- [4] D. Brydon, "Social Media's Research Potential", *University of Manitoba Reader's Forum*, pp. 22-25, 2010.
- [5] Deloitte, Social Media in Government: Tools to Improve Agency Operation. *A GovLab Study*, 1-7, 2011.
- [6] S. Yuan, J. Hao, X. Guan and H. Xu, "The Effect of Social Media on Tourism Destination Marketing: A Media-Synchronicity-Theory based Exploration", *IEEE*, pp. 1-4, 2012.
- [7] Microsoft, "Social Advertising", *Advertising*, <http://advertising.mi-crosoft.com/en-us/social-media>. 2013.
- [8] K. Hosanagar, "Informative or Persuasive? What's the Best Advertising Message for Facebook?," available at <http://facultygsb.stanford.edu/nair/documents/Business2Community.pdf>, Feb. 2014.
- [9] B. Clark, "The Psychology of Social Media Marketing," *Success Secrets of the Social Media Marketing Superstars*, M. Meyerson, eds., Canada: Entrepreneur Press, 2010.
- [10] S. Y. Lee and J. O. Lee, "Human Values for Authorizing Persuasive Multimedia Contents", *International Journal of Multimedia and Ubiquitous Engineering*, vol. 8, no. 3, pp. 139-149, 2013.
- [11] T. R. Nevett, *Advertising in Britian: A History*. London: Heinemann, 1982.
- [12] A. Robinson, "How to Write Persuasive Content to Market your Business", *Dot Impact*, <http://www.dotimpact.co.uk/write-persuasive-content-market-business/>. 2013.
- [13] S. Mandora, "Persuasive Advertising Techniques", *Buzzle*, <http://www.buzzle.com/articles/persuasive-advertising-techniques.html>. 2012.
- [14] D. Lee, K. Hosanagar and H. S. Nair, "The Effect of Advertising Content on Consumer Engagement: Evidence form Facebook", *Wharton Working Paper*, pp. 1-41, 2013.
- [15] C. Jones, "Ten Recipes for Persuasive Content", *UXmatters*, <http://www.uxmatters.com/mt/archives/2008/12/ten-recipes-for-persuasive-content.php>. 2008.
- [16] NZ Website Services Limited, "Persuasive Content", *NZ Website Service Limited*, <http://www.nzwebsiteservices.com/services/persuasive-content>. 2014.
- [17] C. Brogan, *Social Media 101. Tactics and Tips to Develop Your Business Online*. New Jersey: John Wiley & Sons, Ins, 2010.
- [18] A. Bagdasarian, "2010 Student Paper: Using Social Media to Grow Your Business", *Graziodio Business Review*, pp. 13, 2010.
- [19] D. Evans, *Social Media Marketing An Hour A Day*. Indiana: John Wiley & Sons Inc., 2012.
- [20] J. Lovett, *Social Media Metrics Secrets: Do What You Never Thought Possible With Social Media Metrics*. Indianapolis, Indiana: Wiley Publishing, Inc, 2011.
- [21] S. Parise, P. J. Guinan and B. D. Weinberg, "The Secrets of Marketing in a Web 2.0 World," *The Wall Street Journal*, <http://online.wsj.com/article/SB122884677205091919.htm> l. 2008.
- [22] P. Kangas, S. Toivonen and A. Back, "Ads by Google" and other social media business models", *VVT Tiedotteita. Research Notes*, pp. 1-59, 2007.
- [23] S. Neti, "Social Media and its Role in Marketing", *International Journal of Enterprise Computing and Business Systems*, vol. 1, no. 2, pp. 1-15, 2011.
- [24] C. Hackley, "Theorizing Advertising and Promotion," *Advertising and Promotion: An Integrated Marketing*, C. Hackley, 2nd eds., United State of America: SAGE Publications, pp. 31-66, 2009.
- [25] iePlexus, "Social Media", *iePlexus*, <http://www.ieplexus.com/solutions/social-media/>. 2009.
- [26] G. Gow, "The Four Pillars of Content Strategy", *Business to Community*, <http://www.business2community.com/content-marketing/four-pillars-content-strategy-0617909>. 2013.
- [27] J. Lannon, "Developing Brand Strategies across Borders", *Marketing and Research Today*, pp. 160-170, 1991.
- [28] J. Turner and R. Shah, *How to Make Money with Social Media: An Insider's Guide on Using New and Emerging Media to Grow Your Business*. New Jersey: FT Press, 2011.
- [29] L. D. Hun, "Korean Consumer & Society: Growing Popularity of Social Media and Business Strategy", *SERI Quarterly*, pp. 112-117, 2010.
- [30] R. Heath, *Emotional Persuasion in Advertising: A Hierarchy-of-Processing Model*. United Kingdom: University of Bath, 2007.
- [31] J. K. Hsieh, Y. C. Hsieh and Y. C. Tang, "Exploring the Disseminating Behaviors of eWOM Marketing: Persuasion in Online Video", *Springer*, vol. 12, pp. 201-224, 2012.



Muhammad Abdul Malik, S. obtained his BSc. in Multimedia followed by MSc. in Information Technology from Universiti Utara Malaysia, Malaysia. Currently he is a Ph.D student at the School of Multimedia Technology and Communication, Universiti Utara Malaysia. His research interests include persuasion, advertising, persuasive advertising, persuasive (multimedia) content and design, social media, social media advertising, rural tourism and Malaysian homestay industry.



Sobihatun Nur, A. S. received her BSc. in Information Technology and MSc. in Information Technology from Universiti Utara Malaysia, Malaysia. She received her Ph.D from Universiti Sains Malaysia, Malaysia. She had been working as program coordinator of multimedia and currently a Senior Lecturer at the School of Multimedia Technology and Communication, Universiti Utara Malaysia. Her specific areas of interests include persuasive technology, multimedia content and design and educational multimedia.



Nassiriah, S. obtained her BSc. in Computer Science from American University, Washington D.C., USA, followed by MSc. in Computer Science (Multimedia System), Universiti Putra Malaysia (UPM), Serdang, Malaysia. She received her Ph.D in Web Information System from Lincoln University, New Zealand. She is a researcher in software and information technology; her specific areas of interest include Web Information System, Human Computer Interaction (HCI), and User Experience (UX) evaluation.