Born to win. Using heuristic cues for maximizing e-WOM on Twitter

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Abstract

We live in a digital world where companies and brands need to promote themselves efficiently, as they can reach global customers with a simple mouse click. However, with billions of messages sent every minute, it becomes complicated for firms to capture users' attention, especially on microblogging platforms where speed and immediacy prevail. Customers cannot individually process every single message they get on social media, so firms need to develop strategies to engage their customers effectively. Consequently, the aim of this study is to determine which elements on Twitter stimulate the diffusion (retweeting) of messages across this microblogging community. By means of this research, we empirically prove with that an effective writing style on Twitter (using heuristic cues) can significantly increase message diffusion for brands and companies without increasing their costs. Therefore, not only the results are significant, but also convenient for companies and brands of all sizes and activity sectors.

Keywords: *marketing communicationsq; social media; message diffusion*

Track: Digital Marketing & Social Media