

Investigating the influence of creators' social media content on follower conversion into paying subscribers

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Abstract

Social media creators can monetize content on creator crowdfunding platforms like Patreon by selling subscriptions that grant paying subscribers access to exclusive posts. Paid subscriptions are attractive for creators as they can generate substantial income while securing independence from advertisers. To drive traffic to subscription-based crowdfunding platforms, creators must convert social media followers into paying subscribers, but there is limited understanding of the factors influencing this conversion. Combining creators' YouTube social media content with data from their Patreon profiles, we provide first insights into how creators' rhetorical and posting styles on social media affect follower-to-paying-subscriber conversion. Directly speaking to followers enhances conversion, while expressing negative emotions attenuates it. Moreover, sharing lengthier content and uploading relatively more exclusive than free content increase conversion. Our findings help creators adjusting their content strategies to enhance crowdfunding success.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing, Information Systems*

Track: Digital Marketing & Social Media