

The Impact of Large-scale Media on Online Marketing

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Abstract. This study aims to explore the relationship between large-scale media (referring to individuals or companies with a large number of followers on social media) and marketing, and to utilize the influence of large-scale media to increase product sales and brand exposure. Specifically, the paper first introduces the concept of centrality, including degree centrality, closeness centrality, and betweenness centrality, as well as their applications in social networks. Then, this study regards large-scale media as nodes in the social network and proposes the centrality concept of large-scale media. Next, this study analyzes the influence and propagation effects of large-scale media in the social network, thereby highlighting the importance of large-scale media in marketing activities. Finally, through empirical analysis, the paper verifies the positive impact of the centrality of large-scale media on product sales and brand exposure. The findings of this study suggest that marketing professionals need to pay more attention to the role and value of large-scale media, and strengthen cooperation with large-scale media in marketing strategies. At the same time, this study proposes suggestions for optimizing marketing strategies using centrality methods, such as finding and cooperating with large-scale media with greater influence, and establishing a relationship network with central nodes. These suggestions can help improve product sales and brand exposure, thus bringing better business benefits to enterprises.

1 Introduction

Social media has become an indispensable part of people's daily life, and more and more people use social media to get the latest information, exchange experiences and build social relationships [1]. Among them, large-scale media (individuals or businesses with a large number of followers on social media) occupy an increasingly important position in social media and have greater influence [2]. According to surveys, more than 70% of consumers say they refer to opinions and comments on social media when purchasing products or selecting services [3]. Therefore, large-scale media has become one of the important factors influencing product sales and consumer choices.

In addition to influencing consumer choices, large-scale media can also enhance brand awareness and reputation through brand marketing. Large-scale media have strong influence and propagation power and can recommend brand information to their fans and social circles through their own social media accounts, thus achieving the goal of brand promotion. After years of development, social media has formed a complete marketing system and tools, and large-scale media play an important role in this system.

However, there are some differences between large-scale media and micro media in social media. On the one hand, large-scale media have more resources, higher visibility, and greater influence, which can more directly affect consumer purchasing decisions. On the other hand, micro media are closer to consumers and can better

understand and meet their needs. Therefore, different marketing strategies need to be adopted for different types of media when conducting network marketing, fully utilizing their advantages and characteristics. This study aims to explore the influence and mechanism of large-scale media in network marketing, providing valuable reference and guidance for relevant enterprises and marketing professionals. Specifically, this study will focus on analyzing the role of large-scale media in network marketing, and exploring the characteristics, mechanisms, and differences between large-scale media and micro media. The paper will use a combination of theoretical analysis and empirical analysis, first explaining the concept of centrality, then clarifying the centrality of large-scale media and its impact on marketing. Finally, this study will summarize the research results and propose some practical implications and inspiration.

2 Literature review

2.1 The influence of social media on consumer purchase decisions

Danescu-Niculescu-Mizil et al. found that emotional expression and language style on social media can influence consumer purchase decisions [3]. Gruzdt et al.'s empirical research found that product promotion information on social media has a significant impact on

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consumer purchase decisions, increasing consumer purchase intention and rate [4].

2.2 The role of large-scale media in social media

Barker and Bormann's research shows that the characteristics and marketing effects of large-scale media are related to their centrality in social networks. Central nodes have greater influence than ordinary nodes, and can directly and quickly promote brands, services, or products [5]. Wang et al.'s empirical research shows that large-scale media can spread brand information to their fans and social circles through social media platforms, increasing brand awareness and reputation, thereby positively impacting consumer purchase behavior [6]. Liu et al.'s research found that large-scale media have more followers and discourse power on social media, better expanding brand influence, and positively influencing consumer purchase decisions [7].

2.3 Strategies and effects of social media marketing

Kapferer and Bastien's research shows that in the marketing of luxury goods, social media marketing strategies should focus on brand image building and emotional experience transmission to increase consumer awareness and trust in luxury goods [8]. Hoffman and Fodor's research shows that social media has a range of marketing strategies for promoting products and services, which require the use of certain indicators such as ROI to measure their effectiveness [9]. Osei-Frimpong et al.'s empirical research found that factors such as trust, social influence, and value for money on social media can impact consumer purchase intention and behavior.

The main characteristic of this study is the exploration of the impact of centrality of large-scale media on network marketing in social media, using a combination of theoretical analysis and empirical research, helping relevant enterprises achieve better performance.

3 Methodology and discussion

3.1 The concept and measurement methods of influencer's influence

An influencer refers to an individual or organization with a certain reputation and popularity on social media platforms. Influencers have become an indispensable force in the field of marketing. The measurement of an influencer's influence has been a topic of great interest.

There are two methods to measure the influence of influencers. The first is based on data such as the number of followers, comments, and likes on social media platforms, using these indicators to evaluate the influencer's influence and judge their value [10]. The second is based on user data from social media, using regression analysis to identify users who follow the

influencer and are more likely to purchase a certain product or service.

3.2 The relationship between influencers and macro-influencers

Macro-influencers in the network usually refer to traditional media such as television and radio. Influencers promote products and services by accumulating popularity and influence on social media. Although influencers have far greater influence than traditional media in the eyes of young consumers, there are significant differences in the way they influence and their effects. Influencers are more personalized, emotional, and interactive. Macro-influencers focus more on wide coverage and market share.

3.3 Analysis of large-scale media marketing

An analysis of the marketing strategies, resource allocation, and coverage range of large-scale media allows for the evaluation of its effectiveness in online marketing.

By analyzing market response, brand awareness enhancement, and sales growth resulting from large-scale media advertising, it is not difficult to understand its impact on company marketing activities.

Considering the advantages and disadvantages of different large-scale media platforms such as television, radio, billboards, newspapers, etc., along with positioning strategies for different target audiences.

3.4 Marketing effectiveness of large-scale media

Analyzing metrics such as exposure rate, click-through rate, and conversion rate of large-scale media advertising to evaluate its marketing effectiveness.

Studying the influence of large-scale media advertising on consumer purchasing decisions, such as purchase intention, brand loyalty, and word-of-mouth propagation.

3.5 Differences and connections between large-scale media, macro-influencers and top influencers

Analyzing the marketing strategies employed by large-scale media advertising and macro/top influencers, including collaboration methods, content dissemination, and audience coverage.

Comparing the breadth of reach offered by large-scale media advertising with the depth offered by macro/top influencers, as well as differences in branding, word-of-mouth marketing, and user engagement.

Through the above analysis, it is reasonable to gain in-depth understanding of the impact of large-scale media on online marketing. Additionally, by comparing its advantages, disadvantages, and marketing effectiveness with macro/top influencers, this analysis helps businesses make more informed marketing decisions.

Taking into account factors such as cost, ad lifespan, and market competition, conducting a business-oriented evaluation of the return on investment and cost-effectiveness of large-scale media advertising.

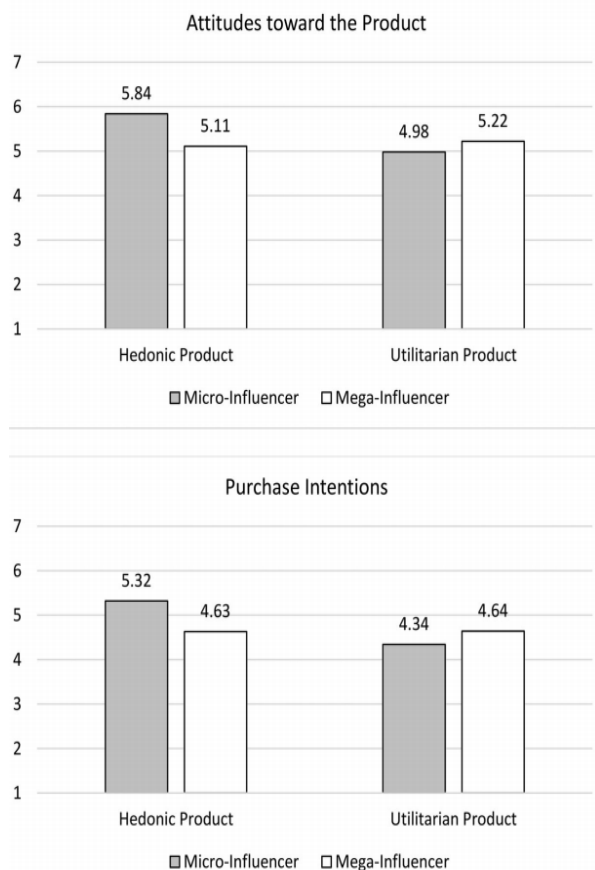


Fig. 1. The analysis of masses' purchase intention for utilitarian and functional products *错误!未找到引用源。*

Figure 1 shows that when the product is utilitarian (but not hedonic) in nature, consumers show more positive attitudes and higher purchase intentions towards products endorsed by large influencers (compared to micro-influencers). The reasons for this include their wider reach, greater brand visibility, higher influencer authority, and better content production capabilities.

Figure 1 is from Rebecca K. Britt, Jameson L. et al.'s research, listing indicators such as engagement, followers, and likes for different account types (including large and small accounts) [11]. It shows that large accounts have higher average followers, likes, and shares per post, indicating that large media can reach a broader audience and gain more attention through social media.

This section mainly introduces the concept and measurement methods of influencer's influence, the relationship between influencers and macro-influencers, and the influence of top influencers on marketing strategies. With the popularization of social media, influencers have gradually become an indispensable part of the field of marketing. Through data analysis and chart display, it can be seen that top influencers have had

a significant impact on enterprise marketing and will continue to be an increasingly important marketing strategy in the future.

4 The online marketing effectiveness of large-scale media

The effectiveness of large-scale media in online marketing can be assessed by examining specific case studies. These examples highlight the impact of major media platforms on product sales, brand awareness, and consumer engagement. This analysis provides valuable insights into the effectiveness of large-scale media in driving marketing outcomes.

One notable case involves a renowned large-scale media platform partnering with a leading electronics brand. Through strategic advertising campaigns, the media platform showcased the brand's innovative features, competitive pricing, and customer reviews. As a result, the sales of the featured electronics product increased significantly, demonstrating the positive influence of large-scale media in boosting product sales.

In another case, a popular large-scale media platform collaborated with a fashion brand aiming to expand its market reach. By leveraging the media platform's extensive audience base and utilizing engaging content formats such as sponsored studies, videos, and social media promotions, the brand successfully enhanced its brand awareness among the masses. The increased visibility led to increased website traffic, positive user engagement, and ultimately, higher sales figures.

A well-known large-scale media platform partnered with a food and beverage company to drive consumer engagement. Through interactive contests, enticing visuals, and informative studies, the media platform encouraged consumers to actively participate and share their experiences with the featured products. This campaign not only generated buzz and excitement but also increased social media mentions and user-generated content, amplifying the brand's presence and fostering a sense of community around its offerings.

These case studies exemplify the significant impact that large-scale media can have on online marketing. By effectively utilizing the expansive reach and persuasive power of major media platforms, businesses can experience notable improvements in product sales, brand awareness, and consumer engagement. However, it is essential for companies to carefully strategize their campaigns, tailor their messages to the target audience, and select suitable large-scale media platforms to maximize the desired marketing outcomes. Through a thorough analysis of such case studies, businesses can gain valuable insights into the potential benefits and best practices of incorporating large-scale media into their online marketing strategies (see Table 1).

Table 1. Linear mixed models for analysis of affective, social, and cognitive processing content in tweets 错误!未找到引用源。

Predictor	Statistic	Affective	Social	Cognitive processing
Intercept	Estimate (SE)	8.7443(0.9493)	9.6905(0.5239)	6.3188(0.3794)
Influencer type	Estimate (SE)	1.1801(1.8987)	-1.3390(1.0477)	0.2006(0.7587)

5 Limitations and outlooks

The research mainly focuses on influencers on social media and does not include influencers on other platforms or media, such as television and radio. Secondly, this study did not fully consider the complexity of consumer psychology and behavior, and only analyzed it through data and charts. Finally, the studies cited in the paper are limited in scope and do not fully demonstrate the influence of influencers on marketing strategies. Future research needs to explore more dimensions and conduct in-depth analysis to comprehensively evaluate and understand the role of influencers in the field of marketing.

6 Conclusion

This study mainly studies the impact of influencers on marketing strategies. In terms of the concept and measurement methods of influencer's influence, this study introduces two main measurement methods, which are based on data from social media platforms and regression analysis. Regarding the relationship between influencers and macro-influencers, this study points out that although there are differences in the way influencers and traditional media influence, both are indispensable parts of marketing strategies. Regarding the research on the impact of top influencers on marketing strategies, this study lists several related studies, pointing out that top influencers can increase brand awareness, sales, etc. However, the paper also mentions some limitations, such as not considering the complexity of consumer psychology and behavior, and not involving other types of influencers.

In conclusion, the main point of the paper that influencers have become an indispensable part of enterprise marketing strategies, and their influence is gradually surpassing traditional media. Although there are significant differences in the way influencers and traditional media influence, they are both essential parts of marketing strategies. In the future, with the development of social media, influencers will become more and more important. However, this study has some limitations, such as not considering the complexity of consumer psychology and behavior and not involving other types of influencers.

Based on these findings, it is recommended that future research should further explore the role of influencers in marketing strategies and their influencing factors. More attention should also be paid to consumer psychology and behavior to better evaluate and

understand the role of influencers in the field of marketing. For enterprises, they should evaluate the effectiveness of working with influencers based on their own situation, constantly update and adjust their marketing strategies, and better utilize the popularity and influence of influencers to promote their products and services.

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