

# E3 Model For Social Media A Web 2.0 Innovation

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**Abstract:** Evolution of Web 2.0 has led to various innovations in the practices that were being used by corporate then and now. Social media being one of such innovations of web 2.0 has vivid advantages over the traditional media of communication. Business unlike the past; cannot run with only objective of economic benefits they are expected to work for sustainable development of the society where they function. Survival in the competitive environment requires adoption of socialistic approach by business entities. This research article is a serious endeavor of drawing stands from various social media campaigns undertaken by corporate to satisfy their economic and social objectives. The study has identified five successful campaigns done by corporation for social welfare. The thorough analysis of those social media campaigns lead to the discovery of “E3 Model”. The article has tried to interweave the elements of ‘E3’ with the successful campaigns, thereby proving that “E3 Model” can lead to successful social media campaign with potential to reap benefits of strong brand image and social development.

**Key Words:** Campaigns, E3 Model, Social benefit, Social Media, Sustainable development & Web 2.0

## I. WEB 2.0 INNOVATION: SOCIAL MEDIA & ITS USAGE

Transformations are inevitable part of competitive landscape, which engulfs all business entities. Every corporate organization has to ensure that it utilizes an appropriate mixture of all marketing strategies to survive all competitive line of attack. One major marketing mix element that organizations have to carefully create being “Promotion”, the significance of various media of communication has increases. Unlike the past traditional media doesn't offer much to these business entities when it comes to reaching the potential customers in innovative ways, leading to birth of new ventures of media one of them being ‘web’. A new innovation that has come is advent of web 2.0, which offers users to do more than just retrieve information and passive consumption. Web 2.0 offers vivid advantage to organizations as company's now can directly reach out their end customer and transact with them leading to more active participation, creation and sharing of information. Examples of Web 2.0 features include social networking sites and social media sites (e.g., Facebook), blogs, wikis, video sharing sites (e.g., YouTube), hosted services, Web applications ("apps"), collaborative consumption platforms, and mashup applications. According to “Global Digital Report 2018”, the number of internet users has reached 4.021 billion and the social media users is 3.196 billion (increased by 13%) worldwide. The report pointed that largest increase in social media usage was found in Saudi Arabia followed by countries like India, Indonesia and Ghana owing to improvements in technology and easy accessibility of social media. The

reports of Statista shows, that there were 250 million active social media users in India as of January 2018 which is expected to be around 258.27 million social network users by 2019. The report pointed that most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook continues to command the largest audience, and the time users spend on the site is growing. Facebook is projected to reach close to 319 million users in India by 2021. These figures show the potential capability that this media has in terms of reach. Besides reach, usage of social media by corporate can offer various advantages like cost effectiveness, two-way conversations, possibility of brand advocacy, creation of a brand personality and stable source of traffic to list down as few. Owing to such benefits majority of business entities are exploring this platform aggressively for achieving both economic and social objectives. Business entities function in society as a result it is a need of an hour that business should work to pay back to the society via various welfare initiatives. One prominent way in which business function for the welfare of society is via various social deeds aimed at providing benefit to backward classes and also people those are physically and mentally challenged. Business today are working towards contributing to the society via various campaigns one of them being the usage of digital or social media, due to the increased penetration & usage of social media platforms worldwide. Social media campaigns have been preferred now a day's owing to the benefits those companies get in terms of reach and spreading awareness among the general public.

## II. USAGE OF SOCIAL MEDIA FOR CAMPAIGNS: LITERATURE & RESEARCH QUESTIONS

### Evidence from Literature

Reaping the benefit of social media requires a careful strategy formulation and implementation. Various companies have used social media as a platform to collaborate with their present and potential users for various purposes like creation of brand image for economic objective or reaching the general public for social deeds. The focal of using web 2.0 innovation is to improve interaction with customers thereby increasing the sales (Celaya 2008), it offer a participatory environment leading to trust and value to public (Ros, 2008). Digital environment survives on the pillars of sharing, communication, conversation, and cooperation owing to which the central position is occupied by the customer which makes them the decision makers for success and failure of any business entity and its campaigns (Madinabeitia, 2010). Dove had used social media for social commentary with its campaign “Campaign for Real Beauty”. They aimed at promoting the product so as to urge women to purchase the product. That campaign was a huge success and it generated a lot of interest due to its nature (M. A. Malathi Sriram, 2013). The success of any communication via social media depends on adoption of appropriate strategy for information, response and involvement. There are 3 particular strategies available concerning PR and stakeholders: the “stakeholder information strategy”, the “stakeholder response strategy” and the “stakeholder involvement strategy”. The stakeholder information strategy mainly aims to provide objective, company related information to the public (Morsing und Schultz, 2006, 326f.). When applying a stakeholder response information strategy, feedback and opinions of stakeholders are considered. There is a true stakeholder dialogue but only based on the information provided by the enterprise itself (asymmetric communication; Osburg, 2012, 473). If companies are eager to implement open and interactive communication with stakeholders they should follow a stakeholder *involvement* strategy. Both, companies and stakeholders are defining the contents (symmetric communication). It “... assumes a dialogue with its stakeholders. Persuasion may occur, but it comes from stakeholders as well as from the organization itself, each trying to persuade the other to change” (Morsing und Schultz, 2006, 328). Social Media usage can lead to two way communications which can be very useful for companies if they have good staff to understand and relate to customer needs. Smaller companies still seem to be less interested in social media – or they do not have adequate know how to use resources (Meixner et al., 2013, p. 32). These results were similar in case of SMEs, where expert interviews were conducted to get insights about CSR

communication through social media and the results revealed that majority of them in the SME in the agri-food sector were not able to reap the benefit of social media because SMEs were following concepts that large-scale enterprises already successfully applied (Meixner et al., 2015). A research study concluded that despite the benefits that are being offered by social media lot of companies are not using this medium to communicate their Corporate Social Responsibility programmes. The study was undertaken by analyzing the presence of selected companies in social media platforms and online corporate reputation. It was evident that despite the potential benefits being offered by the media companies were not using it (Vicente-José Ros-Diego et. al., 2011). Social media has immense potential if used appropriately, with reference to this a research was undertaken to identify the factors that influence effectiveness of social media. 39 factors were involved in the study of them the following were revealed as the primary factors influencing advertisement on social media: sales, content reach, traffic to website, impressions, frequency, relevance score, leads and audience growth (Jurgita Raudeliunien et. al., 2018). Thus, it was evident from the literature that social media had immense potential which could be explored by corporate houses for both economic and social objectives attainment.

## III. RESEARCH QUESTIONS & OBJECTIVES

The results of past research highlights the fact that Social Media is a very powerful tool to convert monologues into dialogues but this potential has not be used appropriately by the companies. Thus, this research began with the objective of identify the successful social media campaigns in Indian context as there is lack of research in Indian surroundings even though the numerical figures highlight the fact that number of social media users in India is very high. The literatures have shown the potential of social media converting “*monologues into dialogues*”. So the research aimed at analyzing selected campaigns and ***observing if web 2.0's major advantage was obtained by those companies?*** The second major benefit of social media, is in terms of its reach and cost effectiveness. So this research aimed at analyzing those successful campaigns and finding the objective behind them in terms of reach of those campaigns and the benefits that has been delivered to the company. ***How much social objective of the company has been reached by usage of social media campaigns?*** These campaigns would have followed some common patterns of execution that would have gone unnoticed by those who have failed in their social media campaigns. ***So what were the common practices that were adopted by those companies to gain success in their objective?*** Based on evaluation of the campaigns identify the elements that are necessary to create a successful social media campaign in

Indian context. Thus based on the following questions the following objectives were framed:

- To identify few successful social media campaigns run with social objective in Indian context
- To scrutinize common elements among selected successful social media campaigns
- To measure if successful Indian campaigns have encashed such benefits of dialogues towards social development.

**Methodology:** Accomplishment of research objectives was done by selecting successful social media campaigns done by Indian companies, which has received accolades.

Selection of campaigns was done on parameters such as: objective of the campaign (socialistic in nature), the campaign should have use web 2.0 innovation i.e. social media for its effectiveness, the campaign should have some note worthy figures of its reach in terms of social media usage and lastly it should be a renowned/famous campaign. Based on these criterions the social media campaign done by TATA ‘Saalam Loans’, Nivea India – Mom’s Touch, Mahindra & Mahindra -“#SeedTheRise”, OMRON India-#PayWithYourVoice and Standard Chartered - #GoodDeedMarathon were selected, a summary of fulfillment of the above mentioned criterions has been presented in form of a table below:

**Table: 1 Summary - Criterion’s to identify social media campaign**

Campaigns	Social Objective	Usage of SM	Reach	Accolades
Tata - Saalam Loans	Assisting the needy people	Yes	One of the stories of Saalam Loan has received ‘30523’ Facebook likes. More such stories and their reach available on their webpage <sup>i</sup> .	Nominated for ‘Best Social Community Building and Engagement’ campaign – Webby Award 2018 <sup>ii</sup> .
Mahindra & Mahindra - “#SeedTheRise”	Raising funds for farmers, from urban crowds	Yes	Facebook Stats Twitter Stats Impressions: 74K Likes: 138K Retweets: 55K.  Logical Indian facebook page where on an average 3.4 million page views are hit. Reached out to nearly 4,000 donors <sup>iii</sup> .	Considered among Innovative Social Cause Campaigns
NIVEA India – ‘Mom’s Touch’	Supporting mothers from marginalized communities	Yes	Digital film got 800K views within one week of being uploaded on Nivea India YouTube channel <sup>iv</sup> .	Top 16 best digital marketing campaigns for Q3 2015.
OMRON India – #PayWithYourVoice	Creation of the world’s largest audio-library of poems for the visually impaired.	Yes	The campaign trended at No. 1 on Twitter in India for three days straight, and at the No. 3 spot globally, with over 13,000 tweets using the campaign #. Within the campaign duration, they got over 25,400 unique website visits <sup>v</sup> .	Campaign India’s Digital Crest Awards (CIDCA) - Social cause supported by a corporate/brand – Shortlisted for 2016 <sup>vi</sup> Bronze award – 55 <sup>th</sup> CLIO Award <sup>vii</sup>
Standard Chartered - #GoodDeedMarathon	Giving chance to Mumbaikars to do something good.	Yes	The campaign was a huge success and attracted 3007 registrations, 40,454 facebook fans, 2 million impressions and 1.2 million unique reach on Facebook. <sup>viii</sup>	Among 25 Best Indian Social Media Campaigns of 2013.

Source: Compiled by author from various secondary sources (Endnotes available)

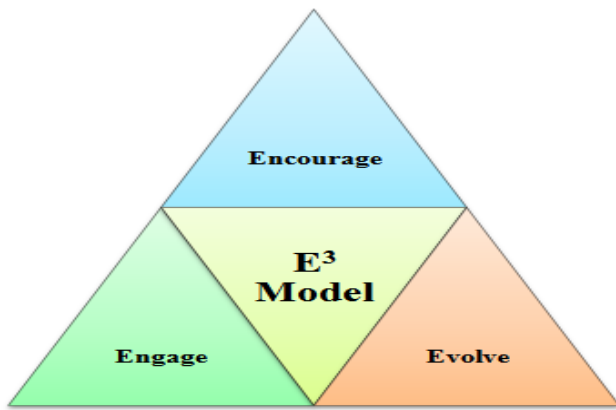
**E<sup>3</sup> Model:** Careful evaluation of these above mentioned campaigns helped in identification of elements that were existent in all these models. The success of any social media campaign depends on these basic elements presented in **E<sup>3</sup> Model: Encourage – Engage – Evolve**. According to this model a social media campaign must be aiming at ‘Encouraging’ its public to participate in the campaign. The campaign should have the potential of interweaving the social deed with the involvement of public/target audience so as to maintain curiosity and interest among the target audience. These campaigns should run series of activities whereby the participants are ‘Engaged’ in the initiative from the start of the event till the end of the campaign, every ‘Like’, every ‘Share’ should be reckoned and informed to the people so as to keep the charm of the event

very high. ‘Engage’ parameter of this model tries to leverage the benefit of web 2.0 – conversion of monologues to dialogues. The campaign at the end should give information to the participants and public - how their combined efforts have helped them achieve a social deed for their country and countrymen i.e ‘Evolve’. The campaign should show the social effects that it had on the society and inform the same to general public.

**Interweaving E<sup>3</sup> Model with selected Social Media Campaigns:**

**Tata – ‘Saalam Loans’**





- **Encourage:** This initiative was launched to overcome the loophole that existed in the organized financial sector, where to get approval of loan a common man has to fill many forms which are evaluated and checked based on their CIBIL score and sanctioning of loan depends on their credibility. The initiative invited people to upload their stories on website as an alternative of filling application.
- **Engage:** Person would be considered for credit evaluation basis on the ‘Salaams’ (likes) received by each story, a stipulated number of likes were to be crossed to become eligible for credit evaluation. This approach of the initiative kept the applicant and general public engaged in the campaign.
- **Evolve:** This campaign has reaching 21 million people, and generating 237 million impressions with the help of 21,867 Tweets from 1918 Contributors, the campaign generated tremendous buzz on Twitter too. These 1918 contributions demonstrates the success the company has received in contribution towards the social cause of extended a help to deserving individuals who do not have access to organized credit.

#### Mahindra & Mahindra “#SeedTheRise”

- **Encourage:** They encouraged participants to contribute for prosperity of farmers by launching a film which featured film actor ‘Nawazuddin Siddiqui’. The film appealed viewers to visit the website to gauge knowledge about the campaign and 5 unique projects (Income Enhancement, alternate Livelihood, Sustainable cultivation, Information & Education) in which general public could contribute. This film created awareness among general mass towards the initiative.
- **Engage:** The campaign involved series of activities and roped in prominent entities to make the campaign more live and interesting for public. It had involvement of celebrities, food bloggers, comedians, city-specific curation, Twitter handles,

live chats with the NGOs involved, the various food challenges that celebrated top farm produce, along with the intuitive donation website and appeal film which made this campaign informative and people-driven where they were highly engaged.

- **Evolve:** Donations poured in for #SeedTheRise through digital amounting to INR 1 crore, which was matched by Mahindra with another INR 1 crore, to add up to INR 2 crore for the farmers, making their campaign a huge success. Thus, the company via this social media campaign could generate a attractive figure to contribute towards the cause of lending helping hand to farmers.

#### NIVEA India - ‘Mom’s Touch’

- **Encourage:** Real inspiring stories of sacrifices were called for from the underprivileged children of Aseema schools. These were then recorded (in Hindi) and developed into a digital video to let the mothers know how much their children valued their sacrifices and how special they are.
- **Engage:** The video was promoted on YouTube, Facebook, Twitter, and NIVEA India Website to attract attention to the inspiring stories and thus, spread awareness about the cause.
- **Evolve:** 400 mothers of children in Aseema schools and 90 mothers from Ahmedabad were felicitated, selection for recognition was based on 100% attendance of student and discussion with mothers. 270 mothers of one school in Behrampura slum area are currently provided ration support for education of their children<sup>ix</sup>.

#### OMRON India – #PayWithYourVoice

- **Encourage:** The objective of this campaign was to create country’s largest library of poems for differently able people i.e. the visually impaired. For which then encouraged general people to record any poem of their choice and submit it to a specific website. A promotional ad film featuring Farhan Akhtar was made to invite contributions.
- **Engage:** Participants would get a chance to meet OMRON’s brand ambassador Farhan Akhtar, if their poems get more likes. With an objective of increasing participation the company has recently tied-up with ebay, where the first 125 submissions would win a Rs. 400 voucher from eBay, using which they can shop on the platform.
- **Evolve:** The campaign has been a huge success with participation from many people including celebrities. The website of ‘your voice their world’ shows a whopping figure of 4004 poems being recorded till now for visually impaired people.

#### Standard Chartered - #GoodDeedMarathon

- **Encourage:** The campaign began with a launch film asking people if they could do one good deed today, what it would be? Thereby influencing Mumbaikars to be a part of the campaign. The first 2000 people who register on the app will get a Good Deed Marathon starter pack which contained a letter and a band. The idea behind the band was to wear it, do good and then pass it on to someone else, while telling them to do the same – basically a strategy to encourage people to be a part of this campaign.
- **Engage:** Participants were asked to submit their good deeds on the app through text, video, photo or even by tweeting using the hashtag #gooddeedmarathon which kept them engaged as they would spend time looking for the comments, likes and shares that their ‘good deeds’ would receive. The whole journey of the Good Deed Marathon was available on the Good Deed Marathon Instagram page.
- **Evolove:** The campaign was a huge success as it attracted 3007 registrations, who contribute towards small or big ‘good deeds’ in those 15-20 days in Mumbai.

#### IV. CONCLUSION

Effectiveness of web 2.0 innovation i.e. social media by company for social cause can be enhanced by following appropriate strategies. The analysis of selected campaigns has lead to creation of ‘**E<sup>3</sup> Model**’ that has been utilized by these companies for sustainable development. Every company that is willing to use social media for social cause needs to explore these dimensions so as to attract more participation from people living in society. Every element of the model can be explored using different tool and tactics but the essence of the model should be achieved to gain success in the campaign. Social campaigns have the power to convert monologues into dialogues; this potential of social media should be explored by appropriate Encouragement & Engagement of public, thus leading to Evolvement of society and its participants. Thus, careful analysis of these campaigns has identified the major aspects to be considered by the marketer. Each of these elements needs to consider comprehensively with vivid dimensions to explore the maximum reach and benefit of the campaign.

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