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Content Blending Growth Manager and corporate identity of the IT company Ideals as a hybrid viral marketing strategy

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Abstract. The relevance of the study is determined by increasing competition in the digital environment and the declining effectiveness of traditional advertising tools, which encourages companies to seek new approaches to building organic reach and audience engagement. This issue is particularly significant for information technology companies whose audiences are characterised by a high level of digital literacy and a critical attitude toward direct advertising. Under these conditions, a promising direction is the combination of viral content with personalised communications and corporate visual brand identity. The aim of the article was to substantiate the effectiveness of combining the Growth Manager's content with the corporate identity of the company Ideals as a hybrid viral marketing strategy, based on the generalisation of the results of an empirical study of viral advertising campaigns. The methodological framework of the study included content analysis, comparative analysis, generalisation, and analytical evaluation of audience engagement metrics with digital video content. The empirical basis was formed from cases of viral video content analysed within a master's research project on the activities of a communication agency specialising in the creation of short creative video formats. The study found that viral mechanisms effective in the activities of creative agencies can be adapted to the communications

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of information technology companies, provided that the personal expert content of the Growth Manager is integrated with the corporate brand identity. It is proven that such a hybrid model contributes to increased organic reach, audience engagement, and the formation of trust in the brand. The practical value of the study lies in the possibility of applying the proposed hybrid strategy by information technology companies to enhance the effectiveness of digital communications without a significant increase in advertising costs

Keywords: corporate communications; personal brand; digital communications; marketing approaches; viral content

Introduction

The growing need for IT companies to move from situational viral “spikes” in digital communications to managed promotion models that ensure a combination of a high level of audience engagement and stable brand anchoring determines the relevance of research in the field of viral marketing. Under conditions of digital competition, the integration of personalised expert content with corporate identity acquires particular importance, as it makes it possible to increase trust in the brand and the effectiveness of communications in professional communities. In global practice, viral marketing is increasingly viewed not as the “accidental success” of an individual video, but as a managed communication system that combines psychological triggers of dissemination, the algorithmic visibility of platforms and the strategic anchoring of the effect to the brand. C. Lou & S. Yuan (2019) emphasised in the work that the decisive factor in brand promotion is not the mere fact of high reach, but the ability of content to stimulate active audience actions (sharing, commenting, recommending) and to transform these actions into stable attitudes towards the brand. Other scholars, Y.K. Dwivedi *et al.* (2021), found that the power of a viral message is linked to the emotional and social relevance of the content for a specific group of users, as well as to a format that facilitates “social transmission” in networks.

In parallel, another trend is strengthening: the growth of trust in personalised expert messages in professional communities. D. Venciūtė *et al.* (2023) argued that the quality and usefulness of an employee’s professional content, as well as its perceived credibility, form a parasocial bond with the audience, which indirectly improves attitudes towards the company’s brand. In turn, N. Tonsing (2025) concluded that internal organisational mechanisms and management practices can purposefully enhance employees’ activity on social networks, turning the presence into a scalable communication resource.

In contemporary research on digital branding, special attention is paid to the role of consistent communication and visual identity in forming a holistic perception of the brand. In particular, according to the studies of K.M.M. Mohamed (2025), brand identity and commercial outcomes depend on the consistency of communication signals and the brand’s ability to form recognisable semantic and visual associations at different digital touchpoints. At the same time, I.K. Hwang & H. Lee (2025) underlined that the visual construction of identity in video formats on social platforms is directly linked to the formation of brand awareness and stability of perception.

Research on digital communications is increasingly focusing on the mechanisms of forming trust, visibility, and audience engagement through content and self-presentation. In this context, L. Gomez-Vasquez *et al.* (2024) noted that content strategies and repeated self-presentation patterns in hashtag ecosystems explain how professionals form trust, visibility and “attention capital” in digital communications. Extending this logic from the individual to the organisational level, M. Mudrov (2025) showed that the visibility, reputation, and recognisability of a personal brand are also relevant for corporate communications through public representatives of the company.

Further studies emphasise the content and value dimension of communications. In particular, L. Yuliana *et al.* (2025) proved that engagement and advocacy mechanisms are strengthened when brand messages are aligned with the value orientations of the audience. In the same vein, K.M.M. Mohamed (2025) highlighted the role of visual storytelling as a tool that simultaneously increases engagement and ensures the cultural relevance of messages, which directly affects content dissemination.

At the same time, analysis of contemporary scholarly sources shows that, despite thorough elaboration of individual components of viral marketing – the psychological mechanisms of content dissemination, the personal branding of specialists and the formation of corporate identity in the digital environment – the issue of the integration within a single managed strategy remains insufficiently explored. In particular, the academic literature lacks a systematic analysis of how personalised expert content of a company’s public representatives can be aligned with corporate identity in order to ensure not only short-term virality, but also long-term brand anchoring in the IT sector.

It is precisely this research gap that determines the relevance of this study and defines its focus. The aim of the work was the theoretical justification and applied generalisation of an approach in which the content of the Growth Manager as a public expert is integrated with the corporate identity of an IT brand, forming a hybrid viral marketing strategy. The following objectives were set in the study: to summarise modern approaches to the virality of content in social networks and to analyse the impact on attitudes towards the brand; to determine the role of corporate identity and visual integrity in forming recognisability; and to develop a conceptual model of a hybrid strategy for IT companies based on the empirical cases examined in this work.

Materials and Methods

The functioning of modern communication agencies in the digital environment takes place under conditions of the dominance of short video content, algorithmic ranking of posts and a high dependence of effectiveness on users' behavioural reactions. The study was carried out using a combined methodological approach that integrates theoretical and empirical methods of analysing digital marketing communications. The overall logic of the work envisaged the sequential implementation of the following stages: forming the theoretical basis of the research; selecting and analysing empirical cases of viral video content; quantitatively measuring indicators of audience activity and engagement; conducting a comparative analysis of results between cases and with market reference values; and summarising the data obtained in the form of a conceptual hybrid model of viral marketing for IT companies.

The object of empirical analysis was the Instagram page of the PR agency "People Media" (PR Agency "People Media" Instagram page, n.d.), which was chosen due to its active presence in the digital environment and its systematic use of video formats as a key tool of professional communication. This agency represents an example of a modern PR structure that combines an expert stance with elements of personalised and culturally relevant self-presentation, which makes it an illustrative case for analysing the mechanisms of forming brand identity in social networks. Within the framework of in-depth analysis, two video posts in the short video format (Reels) were selected: "If positions in IT were memes" (PR Agency "People Media" Instagram page, 2025a) and "If Trump were your team leader" (PR Agency "People Media" Instagram page, 2025b). The choice of these particular posts was determined by the high comparability in formal characteristics (video format, length, structure of presentation), as well as by the different communication strategies these posts implement. The first post appeals to the professional experience and internal codes of the industry community through a humorous interpretation of typical work situations, whereas the second is based on the use of a recognisable public figure aimed at a wider audience. Thus, the selected video reels make it possible to analyse how different narrative and visual approaches within a single brand affect the mechanisms of engagement, recognisability and expert positioning. The sample was formed according to the criteria of organic dissemination, professional relevance, the presence of a personalised expert component and comparability of presentation formats.

The units of measurement of audience activity were quantitative indicators of user interaction with the content, namely the number of views, likes, comments and shares. To measure the overall level of engagement and the intensity of interaction, Engagement Rate (ER) metrics widely used in digital marketing were applied. The first indicator (ER^1), which reflects the overall level of audience engagement through the ratio of the number of interactions to the number of followers, was calculated using the formula

$$ER^1 = \frac{(L + C + R)}{F} \times 100, \quad (1)$$

where L is the number of likes, C is the number of comments, R is the number of reposts and F is the number of followers. The second indicator (ER^2), which made it possible to assess the intensity of interaction through the ratio of the number of interactions to the number of views, was calculated by the formula

$$ER^2 = \frac{(L + C + R)}{V} \times 100, \quad (2)$$

where V is the number of views. The use of these indicators made it possible comprehensively to assess the effectiveness of viral dissemination. For the interpretation of the results obtained, reference values adopted in SMM analytics practice were used: an engagement rate of up to 1% was considered low, 1-3% average and above 3% a high level of engagement. Additionally, the study used the virality coefficient, which reflects the ability of content to be disseminated organically by users. The Virality Coefficient (VC) was calculated as the ratio of the number of reposts to the number of video views by the formula

$$VC = \frac{R}{V}, \quad (3)$$

where R is the number of reposts and V is the number of views. This indicator makes it possible to assess the share of the audience that initiates further dissemination of the content. A coefficient value below 0.5% was interpreted as low, 0.5-1% as average and above 1% as high, indicating the presence of a viral effect. The virality coefficient was applied uniformly to all empirical cases to ensure the correctness of the comparative analysis.

Comparison of the results of both cases was carried out by juxtaposing the absolute and relative indicators of each case with each other. This approach made it possible to identify recurring patterns of virality and to assess the effect of integrating personalised expert content with elements of corporate identity. The qualitative aspect of the study was implemented using the method of content analysis aimed at identifying emotional triggers, the level of professional relevance of messages, the presence of a personal narrative and visual markers of identity. The quantitative and qualitative results obtained were summarised using the method of logical modelling in order to develop a hybrid viral marketing strategy for IT companies. At the same time, the study had certain limitations. In particular, a high number of views does not always correlate with a high level of audience engagement, and the algorithmic features of the Instagram platform may influence reach indicators regardless of the quality of the content. However, the use of relative engagement metrics makes it possible partially to minimise these limitations.

Results

A characteristic feature of the digital environment under study is that the virality of content is determined not so

much by the scale of the account as by the structure of audience engagement and the relevance of the narrative for specific social and professional groups. Under such conditions, even content created by small agencies is able to compete with the output of large brands. In turn, the content of “People Media” is characterised by a much higher interaction intensity relative to the number of followers. It is important to emphasise that some of the agency’s video posts exceed

the size of the audience by hundreds of times, which is a typical sign of viral dissemination. This result indicates effective activation of the platform’s algorithmic mechanisms and a high level of correspondence between the content and the interests of the target segments. The recorded indicators point to a significant level of organic dissemination and active behavioural interaction of users. The indicators for each type of interaction are presented in Table 1.

Table 1. Metrics of the viral effectiveness of the reel “If positions in IT were memes”

Metrics	Value
Views	570,878
Likes	22,100
Comments	126
Reposts	38,900
Personal reposts to the page	3

Source: compiled by the authors on the basis of the PR Agency “People Media” Instagram page (2025a)

To assess the ability of the content to spread organically among users and to reflect the intensity of its transmission, the VC was applied, which showed a result of 0.068:

$$VC = \frac{38,900}{570,878} = 0.068.$$

A value below one indicates that the content did not reach the level of self-sustaining exponential dissemination, but it does have clear signs of successful organic distribution within the platform’s algorithmic mechanisms. For the quantitative assessment of the level of user engagement in interaction with the video content, the ER indicator was used and, after substituting the empirical data obtained during the analysis, the result was 10.7%:

$$ER = \frac{38,900 + 126 + 22,100}{570,878} \times 100 \approx 10.7\%.$$

The value obtained indicates a high level of audience engagement, which significantly exceeds the average industry indicators for entertainment video content on the social network Instagram (2-6%). This testifies to the high relevance of the topic, successful creative execution and effective correspondence to the expectations of the target audience. The study of the qualitative reactions of the audience showed a predominantly positive tone, since a significant proportion of comments contained phrases such as “relatable” or “I can confirm this”, which indicates the resonance of the topic and a high level of audience self-identification with the content presented. It is important to note that no negative reactions or critical remarks were recorded, which makes it possible to assert that the content was perceived positively by the audience. The structural composition of the video, the use of familiar images, contrasting headlines and dynamic editing point to a professionally constructed visual model aimed at maximising the stimulation of views and primary interaction. The topic related to the IT sphere provides both narrow and at the same time mass segmentation, which positively influences organic reach. At the same time, the analysis showed limited use of elements that

directly stimulate communication (questions, interactive narrative, calls to action), which partly explains the low level of commenting.

The particularly telling feature in this case is the high share of reposts, which indicates the audience’s willingness to share the content on the social networks. The calculated virality coefficient confirms the existence of stable organic scaling, even in the absence of self-sustaining exponential growth. The analysis of comments demonstrates the dominance of a positive tone and markers of professional self-identification. Summarising the analysis results, it may be asserted that the video reel of the PR agency under study demonstrated high engagement potential, a significant number of positive reactions and a noticeable empathic response from the audience. $ER \approx 10.70\%$ makes it possible to classify this content as a highly effective viral product with powerful organic reach, which not only retains attention but also actively motivates the audience to share it voluntarily. The results obtained from the analysis of the first case make it possible to form an understanding of the level of audience engagement and the structure of its interaction with video content.

A different model of audience interaction is demonstrated by the second case – “If Trump were your team leader” (PR Agency “People Media” Instagram page, 2025b). The use of a public figure with a high level of cultural recognisability provided a much broader audience reach compared with the first case. At the same time, the engagement structure indicates the predominance of discursive over repost activity. The increased number of comments in the second case indicates the intensification of users’ cognitive and emotional interaction. However, the lower virality coefficient shows that the content stimulates chain dissemination to a lesser extent. This makes it possible to interpret this case as an example of a discursive engagement model oriented towards generating public resonance.

In the current conditions of digitalisation, content with a high potential for viral dissemination acquires strategic importance for strengthening brand identity and expanding the

coverage of target segments. The reel “If Trump were your team leader” is an example of the effective use of meme-based themes and a culturally relevant character to achieve broad

organic reach, which is particularly relevant now during martial law. To assess the effectiveness of the reel, the main user interaction metrics were analysed; these are presented in Table 2.

Table 2. Metrics of the viral effectiveness of the reel “If Trump were your team leader”

Metrics	Value
Views	992,455
Likes	38,600
Comments	412
Reposts	21,700
Personal reposts to the page	2

Source: compiled by the authors on the basis of the PR Agency “People Media” Instagram page (2025b)

The data obtained indicate a high level of views and substantial user activity in the form of reposts, which is a key indicator of content virality. To assess user engagement according to the ER indicator, which is calculated by the formula mentioned in the analysis of the first case:

$$ER = \frac{38,600+412+21,700}{992,455} \times 100 \approx 6.12\%.$$

Additionally, the Virality Coefficient was determined, which according to the formula equals:

$$VC = \frac{21,700}{992,455} = 0.021.$$

The value obtained is below the threshold (1), which indicates the absence of a self-sustaining viral dissemination effect. At the same time, the indicator points to moderate organic virality – that is, the content is shared by users, but without exponential growth in reach. During the analysis, several limitations were identified, namely: the relatively small number of comments indicates limited discursive activity of users; the comparatively low proportion of likes relative to views ($38,600 \times 100\% / 992,455 = 3.88\%$ (about 3.9%))

points to potential opportunities to increase the interactivity of the content through calls to action. To assess and compare the effectiveness of user interaction with the video content, a comparative analysis was carried out, presented in Table 3. The analytical results of the calculations of the integral engagement indicator (Engagement Rate) point to substantial differences in the effectiveness of audience interaction with video content across the two cases. Despite higher absolute reach indicators for Case 2 (except for reposts), Case 1 is characterised by a higher level of relative audience engagement. This means that the content of Case 1 was more effective in stimulating active user interactions per unit of views, whereas Case 2 showed mainly broader reach but less intensive dissemination. Comparison of the virality coefficients of the two viral reels indicates differences in the scale and intensity of the organic dissemination of video content. Thus, Case 1 is characterised by a higher level of viral potential, since almost two thirds of all interactions fell precisely on reposts. At the same time, both virality indicators are below the threshold value of 1, which indicates the absence of a self-sustaining exponential dissemination effect in both cases.

Table 3. Comparison of audience engagement metrics (Case 1 and Case 2)

Indicator	Case 1	Case 2	Difference
Views	570,878	992,455	+421 577
Likes	22,100	38,600	+16 500
Comments	126	412	+286
Reposts	38,900	21,700	-17,200
Engagement Rate (ER), %	10.70	6.12	-4.58
Virality Coefficient	0.068	0.021	-0.047

Source: compiled by the authors on the basis of the official Instagram page of the PR Agency “People Media” (n.d.)

The comparative analysis carried out showed that different creative concepts of video content form different types of audience engagement. Content based on professional self-identification (Case 1) provided the maximum viral effect and a high Engagement Rate, whereas content built on a personalised public image (Case 2) activated discursive interaction but lagged behind in indicators of organic dissemination. The comparison of the two cases makes it possible clearly to delineate different mechanisms of viral interaction. Content based on professional self-identification demonstrates a higher potential for

organic dissemination and more effectively activates the platform’s algorithmic mechanisms. In contrast, the use of public images provides broader reach and stimulates discussion. Detail of the research results by types of audience engagement makes it possible to describe more deeply the nature of users’ interaction with video content and to refine the mechanisms of viral effect formation. On the basis of the empirical data collected, it is appropriate to distinguish three basic types of engagement: passive, reactive and active, each of which influences the communicative effectiveness of video materials in different ways.

Passive engagement manifests itself in the form of views and reflects the primary level of audience contact with the content. Both cases under study demonstrate high view indicators, which indicates effective initial distribution of the videos and the correspondence of the format to the requirements of Instagram's algorithms. At the same time, numerous views are not a sufficient condition for forming a viral effect, since this indicator does not reflect the depth of user interaction with the content.

Reactive engagement encompasses user actions in the form of likes and reflects the emotional perception of the video material. Within the first and second cases, the proportion of likes in relation to the number of views is relatively stable and lies at a level typical for entertainment video content. This indicates that both videos elicited a positive reaction from the audience, but likes as a form of interaction mainly perform the function of individual approval and have a limited impact on further dissemination of content.

The most significant for assessing viral potential is active engagement, which includes comments and reposts. It is this type of interaction that reflects users' willingness to go beyond passive consumption and to participate in the process of disseminating or discussing content. The analysis of the results revealed substantial differences between the cases in terms of the structure of active engagement. For the first case, a dominant share of reposts is characteristic, which indicates a high level of social relevance of the video material and its ability to function as a marker of professional self-identification. In contrast, in the second case active interaction manifests itself mainly in the form of comments, which points to strengthened discursive activity and emotional discussion.

The results obtained confirm that different formats of viral content form different models of audience engagement. Content oriented towards shared professional experience stimulates more active dissemination and contributes to algorithmic scaling, whereas content based on public and culturally recognisable images activates discussion but is less likely to be transformed into repost interaction. Thus, structural analysis of the types of engagement makes it possible not only to assess the effectiveness of video content quantitatively, but also to refine the nature of the viral effect formed within each individual case.

Discussion

Research by L.D. Hollebeek *et al.* (2014) demonstrated that the virality of short video formats is formed not only by the size of the account or the number of followers, but also by a combination of the audience's behavioural responses and the social relevance of the narrative. In the first case, "If positions in IT were memes", the main engagement mechanism was professional self-identification, which transformed views into reposts as a social action ("this is about us, I am sharing it with my own circle"). G.H. Duong *et al.* (2020) noted that content spreads more actively when it reinforces a sense of group belonging, demonstrates

shared codes or status within a community, rather than merely eliciting an emotion. C. Ashley and T. Tuten (2015) likewise emphasised that socially valuable content stimulates active user participation, including likes and shares, whereas content that focuses only on an emotional reaction has lower virality.

The second case ("If Trump were your team leader") illustrated a discursive model of engagement: broader reach was accompanied by an increase in comments, but chain-like reposting was weaker (Virality Coefficient = 0.021). I.P. Cvijikj & F. Michahelles (2013) indicated that user activity manifests itself depending on the social relevance and cultural context of the content. The observations conducted in this study confirm that content which stimulates discussion does not always turn into reposts, but rather provokes conversation, which corresponds to the modern conclusions of P. Bitrián *et al.* (2021) regarding different forms of interaction in social media.

Personalisation and trust play a particular role in the cases, especially in professional communities. Thus, K.N. Lemon & P.C. Verhoef (2016) concluded that parasocial ties between the audience and a brand employee indirectly increase positive attitudes towards the company. In the first case, this was manifested through active reposts, where the Growth Manager acted as the "face" of the content, building trust and engagement. L. Gomez-Vasquez *et al.* (2024) added that personal branding in social media shapes visibility, "attention capital" and the audience's willingness to share content. S. Hudson *et al.* (2016) additionally noted that user interaction with a brand in a digital environment depends on social, cultural and emotional factors, which fully resonates with the findings obtained regarding the role of cultural relevance and systemic identity.

Cultural and social relevance of content is another key factor of virality. In Case 1, professional memes were used that were understandable and relevant to a specific IT community, whereas Case 2 appealed to a broader cultural image of a public figure. K.M.M. Mohamed (2025) underlined that visual storytelling is effective only when it corresponds to the cultural and social expectations of the audience, and W.O. Falana *et al.* (2024) added that consistent stylistic elements and recurring visual markers stabilise brand perception and increase recognisability.

An equally important aspect is the brand's systemic identity. M.D. Veirman *et al.* (2017) pointed out that integrating content with corporate markers transforms short-term virality into lasting recognisability. In this case, Case 1 had a high repost coefficient, but without brand identity the virality remained "anonymous". Therefore, combining the personalised content of the Growth Manager with the company's systemic identity makes it possible to transform organic reach into a strategic result.

The empirical results confirm the conclusions of Y.K. Dwivedi *et al.* (2021) and S. Rakshit *et al.* (2022), according to which social media influence brand perception through Electronic Word of Mouth (eWOM) and user interaction. P. Bitrián *et al.* (2021) stressed that user

activity is a key factor of engagement, which correlates with this study's analysis of different behavioural models in Cases 1 and 2.

Personalisation also creates risks: a high level of attention may become attached to the person rather than to the brand. J.G. Moulard *et al.* (2015) and K. Sokolova & H. Kefi (2020) showed that audiences distinguish between sincere and instrumental messages. Expert content, humour, or insights from an employee build trust, whereas a direct advertising message is often ignored. In this study, the Growth Manager acted as a "trust point", and brand identity served as an "anchor", which ensured strategic consolidation of the viral effect. Extended analysis shows that the virality of Case 1 is stimulated by group self-identification and "sharing motivation", whereas Case 2 activates discussion motivation through a recognisable public figure. I. Erkan & C. Evans (2016) and I.K. Hwang & H. Lee (2025) emphasised that such different behavioural models enable companies to adapt content to different goals: rapid scaling, discussion or brand consolidation. Hence, for the IT company Ideals, an optimal solution is a hybrid strategy which combines: (1) personalised content from the Growth Manager as a source of trust and relevance for a professional audience and (2) systemic corporate identity as a mechanism for accumulating brand capital even in situations of rapid viral reach (Venciūtė *et al.*, 2023; Tonsing, 2025). This approach makes it possible to maximise the impact of viral triggers while simultaneously ensuring brand stability and trust in the team. Thus, the study's results confirm current approaches in viral marketing and social media, emphasising that a combination of personalisation, cultural relevance and systemic identity makes it possible to achieve maximum user engagement and strategic consolidation of the brand. In addition, comparison of the two cases showed that different audience behavioural models can be combined in a flexible strategy that simultaneously provides broad audience reach and supports a positive attitude towards the brand.

Conclusions

The study made it possible to carry out a comprehensive analysis of the mechanisms of forming a viral effect in the format of short video content and to substantiate the expediency of combining personalised expert content from the Growth Manager with the corporate identity of an IT company as a hybrid viral marketing strategy. On the basis of empirical analysis of two viral cases from the PR agency "People Media", it was established that the effectiveness of viral campaigns is determined not by absolute reach indicators, but by the structure of audience engagement and the type of users' behavioural reactions.

The results of the first case showed that content built on the audience's professional self-identification forms a model of viral interaction, with the dominance of reposts. It is precisely this type of active engagement that ensures a high coefficient of organic dissemination and effective activation of Instagram's algorithmic

mechanisms. The second case demonstrated a different model of engagement, oriented mainly towards discursive activity. The use of a public figure with a high level of cultural recognisability provided a much broader reach, but was accompanied by lower virality indicators. This makes it possible to conclude that content capable of provoking discussion does not always turn into chain dissemination if it is not anchored in the audience's group identity. Thus, different creative approaches form distinct types of interaction, which must be taken into account when developing viral strategies.

Comparative analysis of the cases showed that, in order to achieve a strategic viral effect, it is advisable for IT companies to combine the advantages of both models. In this context the proposed hybrid strategy, which integrates the Growth Manager's content with elements of corporate identity, makes it possible simultaneously to ensure high relevance and trust in the message and to fix the viral effect to the brand. Personalised expert content performs the function of a trigger of engagement and trust, whereas identity ensures recognisability and accumulation of brand capital even under conditions of rapid organic scaling.

The practical significance of the obtained results lies in the possibility of the use by IT companies to build controlled viral communications without a substantial increase in advertising expenditure. The proposed approach can be adapted to the activities of Growth Managers, SMM specialists and digital communications teams, taking into account the specifics of a professional audience. The scientific novelty consists in substantiating an integrated approach that combines viral mechanisms (emotional-professional triggers and network dissemination) with the Growth Manager's personal expert channel and corporate identity tools, which makes it possible simultaneously to achieve short-term organic reach and long-term accumulation of brand capital. The empirical data collected are useful for developing strategies for creating highly effective video content and for forming an improved system for measuring digital communication activity in the context of social media. Prospects for further research are related to expanding the empirical base through analysis of a larger number of cases, other social platforms and the dynamics of indicators over time. It is also advisable to study the impact of the hybrid strategy on IT companies' long-term business indicators, in particular brand loyalty, conversion and reputational capital in professional communities.

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Conflict of Interest

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Поєднання контенту Growth Manager'a та корпоративної айдентики IT-компанії Ideals як гібридна стратегія вірусного маркетингу

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Анотація. Актуальність дослідження зумовлена зростанням конкуренції у цифровому середовищі та зниженням ефективності традиційних рекламних інструментів, що спонукає компанії шукати нові підходи до формування органічного охоплення та залучення аудиторії. Особливої значущості ця проблема набуває для інформаційно-технологічних компаній, аудиторія яких характеризується високим рівнем цифрової грамотності та критичним ставленням до прямої реклами. У таких умовах перспективним напрямом є поєднання вірусного контенту з персоналізованими комунікаціями та корпоративною візуальною ідентичністю бренду. Метою статті було обґрунтування ефективності поєднання контенту Growth Manager'a з корпоративною айдентикою компанії Ideals як гібридної стратегії вірусного маркетингу на основі узагальнення результатів емпіричного дослідження вірусних рекламних кампаній. Методологічну основу дослідження становили методи контент-аналізу, порівняльного аналізу, узагальнення та аналітичної оцінки показників взаємодії аудиторії з цифровим відеоконтентом. Емпіричну базу було сформовано на основі кейсів вірусного відеоконтенту, проаналізованих у межах дослідження діяльності комунікаційного агентства, що спеціалізується на створенні коротких креативних відеоформатів. У результаті дослідження було встановлено, що вірусні механізми, ефективні у діяльності креативних агентств, можуть бути адаптовані до комунікацій інформаційно-технологічних компаній за умови інтеграції персонального експертного контенту Growth Manager'a з корпоративною айдентикою бренду. Доведено, що така гібридна модель сприяє підвищенню рівня органічного охоплення, залученості аудиторії та формуванню довіри до бренду. Практична цінність дослідження полягає у можливості використання запропонованої гібридної стратегії інформаційно-технологічними компаніями для підвищення ефективності цифрових комунікацій без суттєвого зростання рекламних витрат

Ключові слова: корпоративні комунікації; персональний бренд; цифрові комунікації; маркетингові підходи; вірусний контент
