A Case Study of Clubhouse: The Effectiveness and Potential Drawbacks of Using Influencers in Social Media

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Background

Clubhouse, an invitation-only social media launched in April 2020, promotes real-time auditory communication through a virtual room. It brings an opportunity to marketing, public relations and other relevant industries using influencers as the latest communication tool and strategy to achieve integrated communication and business goals. This project investigates how industry practitioners use influencers in Clubhouse based on its effectiveness and the potential drawbacks.

Research Questions

This proposed project aims to accomplish the following:

1. Investigate how Clubhouse became a trending new media
2. Examine how influencers affect the media use
3. Analyze the purpose of industry practitioners to use Clubhouse

Objectives

This project would analyze the effectiveness and the potential drawbacks of using a celebrity in Clubhouse. As a reference for practitioners in marketing, media or the communication industry, results from this project could establish an effective strategy plan on audio-based social media to build long-lasting relationships and interactions with customers.

Methodology

Content Analysis

Determined the concept relationships and analyzed content patterns by reviewing Clubhouse by other researchers or editors' content as the secondary data which allows a closeness to data.

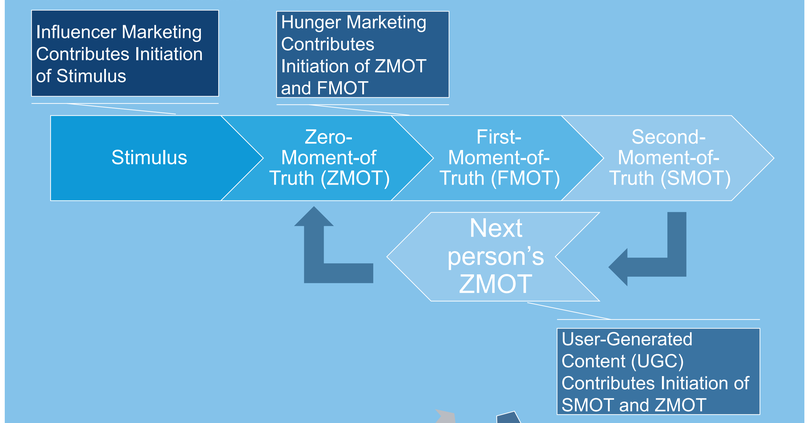
Case Study

Comparing the characteristics and competitiveness between Clubhouse events, based on the target demographic profile to ascertain the purpose and the potential comment drawback under the strategy.

Findings

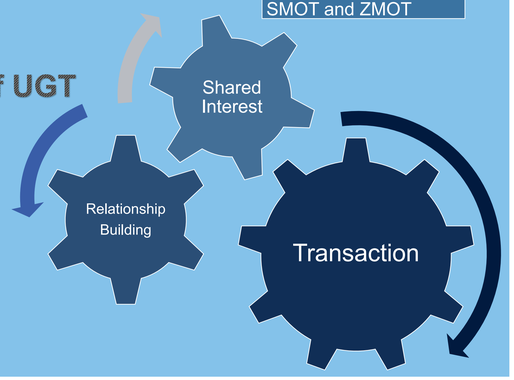
RQ 1

Moment of Truth



RQ 2

Three principles of UGT in Clubhouse:



RQ 3

Purpose of industry practitioners to use Clubhouse analyzed through successful fundraising cases in Clubhouse:

Conclusion

To make better use of Clubhouse as a communication tool:

- Influencer
  - The biggest incentive to use Clubhouse
  - The recommended strategy to use in Clubhouse's marketing
- Content Marketing and Infused Analysis
  - As supportation against shortcomings and improve efficiency
  - Create narrowed content with reduced effort, lower threshold and simpler infrastructure
  - Choose suitable influencer as the speaker with promotion tools, keyword marketing of topic, relevant social media account share and well-organized content, to maximize the source's effectiveness and create larger benefit