

Toward Mass Interpersonal Persuasion Marketing: Design Guidelines for a New Type of Internet Marketing

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Abstract—The open platform provided by SNSs leverages the power of mass interpersonal persuasion worldwide. This leveraging capability has the power to empower third-party applications of SNSs. Instead of mass-media persuasion, mass interpersonal persuasion by applications opens up new opportunities of marketing. The author proposes a framework called Mass Interpersonal Persuasion Marketing (MIPM). MIPM is a new marketing framework that fits into this era of Internet social networking services. The author discusses the unique characteristics of MIPM and the differences between legacy marketing and MIPM.



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