Brief Report

Operating system use Pattern in Accessing a Digital Marketing Content Posted in LinkedIn

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ABSTRACT

Digital marketing has gained increasing momentum with the collateral surge in popularity of online media. In this context, knowledge about the operating systems used to access such digital content is vital, as this will help optimally formulate the digital content to ensure its compatibility with the operating systems used. Hence we analysed the pattern of operating systems used to access digital marketing content posted in one of our platforms in LinkedIn. We provide here a relative frequency of different operating systems used, which we believe will be useful for all those involved in designing digital marketing content.

INTRODUCTION

Digital content marketing is a growing business, which has surged in the recent times due to extensive expansion in the use of online media and electronic devices.[1,4-7] Digital content marketing while being an environmental friendly option also offers an extensive global reach at a rapid phase, which is yet another reason for its popularity. Due to considerable variations in the platforms used by electronic devices,[1] it becomes essential to formulate digital marketing content to make it compatible with the different platforms used. Hence an understanding of the patterns of these platforms used by consumers is essential. Our pharmaceutical distributors group on LinkedIn, which has over twenty thousand clients globally, offers us an option of evaluating the consumers preferences in accessing digital marketing content. Here we evaluated the pattern of operating system used by the LinkedIn pharmaceutical distributors group members to access the digital marketing content posted in this group.

MATERIALS AND METHODS

The pattern of operating system used to access multiple digital marketing contents posted as an announcement over 12 months period in the LinkedIn pharmaceutical distributors group was assessed using Affiliate Manager (©2016 JROX Technologies, Inc) tracking system. The digital marketing content was posted to the group once every four-weeks, in the first week of each month and this pattern was kept consistent throughout the study duration (April 2015 to March 2016). We compared this operating system use pattern with the global trend reported by Statcounter[1,2] and Stackoverflow,[1,3] which are available online. For simplicity we have categorised the operating systems into following categories i.e., 1) Apple OS, 2) Linux, 3) Microsoft windows and 4) others (including platforms on mobile devices). The data from 954 responses over a period of 12 months was analysed using descriptive statistics.

RESULTS

We observed a predominant (44.08%) use of Microsoft windows operating system in our study group to access the digital marketing content posted to our LinkedIn group, which was followed by 28.17% users using the Apple operating system (Figure 1A). 12.25% of the users used the Linux operating system while 15.50% of the users used other operating system, which also included operating system on mobile devices (Figure 1A).

Although our observation of predominant Microsoft windows operating system users is consistent with reports from other database such as Statcounter[1,2] and Stackoverflow,[1,3] despite based on different criteria's (Figure 1B and C), the relative proportional use of the different operating systems was considerably different from our observations (Figure 1B and C). The Apple OS, Linux, Microsoft Windows and other OS use pattern of 8.18%, 1.5%, 85.92% and 4.4% respectively reported by Statcounter (Figure 1B) was drastically different from our data and that reported by Stackoverflow (26.2%, 21.5%, 52.1% and 0.2% for Apple OS, Linux, Microsoft Windows and other operating systems respectively) (Figure 1C).

DISCUSSION

Knowledge about the operating system use patterns among consumers is very vital information for designing optimal and effective digital marketing content.[4-7] Apparently such knowledge is very scarce in the public domain.[1] Hence we assessed the pattern of operating system use among the pharmaceutical distributors group on LinkedIn to access digital marketing content and compared it with the operating system use patterns reported by other database based on a much broader and non-specific consumer background perspective. Interestingly we observed a consistent predominance use of Microsoft Windows operating systems in our and other database that we studied, although the relative proportionality of operating systems used differed considerably. Over 70% of all users used either Microsoft Windows or Apple OS operating systems, which although not surprising is vital information in design of digital marketing content. Interestingly we observed a greater number of users using mobile device operating systems to access digital marketing content compared to that reported by other database, which may be probably due to our digital marketing content posed on LinkedIn, which is increasingly accessed on mobile devices. We hope our study, which specifically looked at a selective user group and their preferred operating systems to access digital marketing content will be valuable to all those involved in designing optimal and effective digital marketing content,
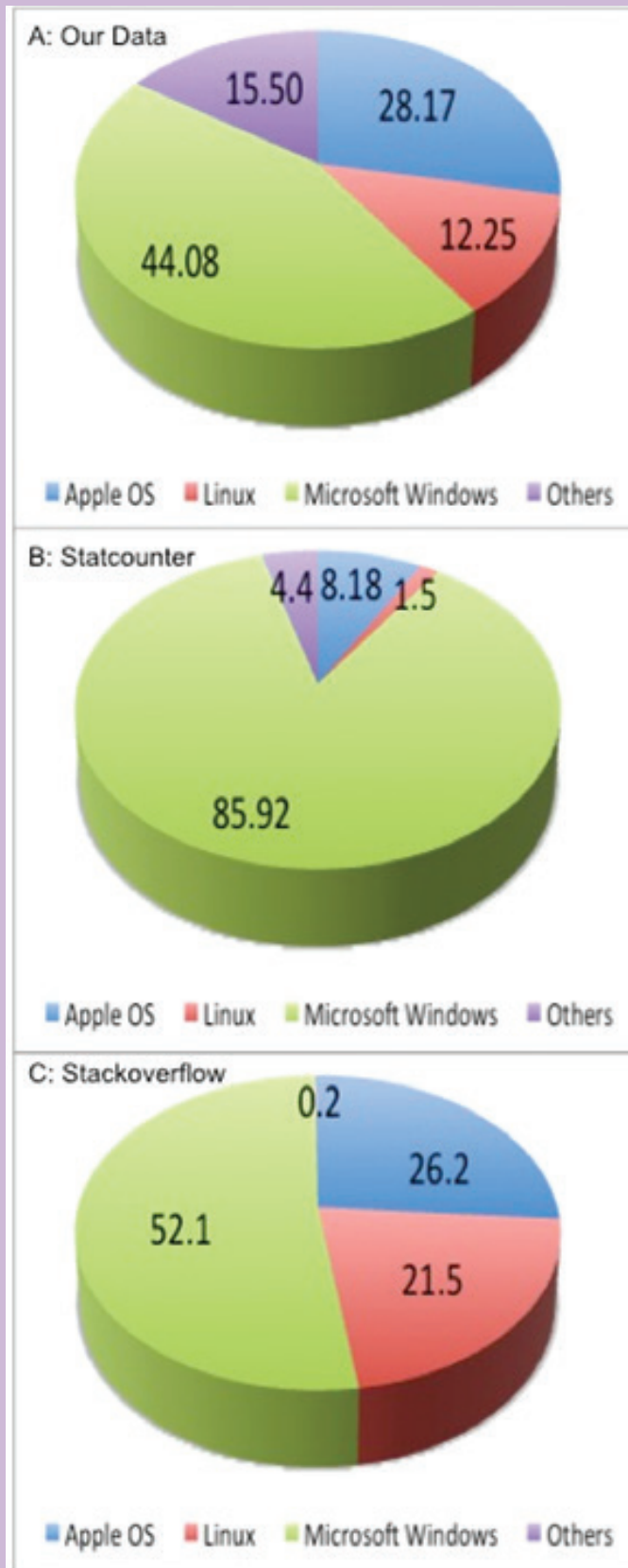
Figure 1: The percentage users using various operating systems to access the digital content marketing posted on the pharmaceutical distributors group on LinkedIn (A) was assessed based on feedback from 954 users. The percentage use pattern of various operating systems that reported in Statcounter[2] (B) and Stackoverflow[3] (C) database is shown.

which can be targeted at users of Microsoft Windows and/or Apple OS operating systems for optimal reach.

CONCLUSON

We conclude that Microsoft office and Apple OS are the operating systems predominantly used by our LinkedIn group.

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CONFLICT OF INTEREST

The author declare no conflict of interest.

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SUMMARY

- Microsoft office and Apple OS are the predominantly used operating systems.
- Operating systems use patterns are necessary for optimal content development.

ABOUT AUTHOR

Dr Kumar: Is a Clinician, Drug Discovery Scientist, Entrepreneur and Science journalist with over 15 years of research and teaching experience in pharmacology and regenerative medicine. He has Extensive international experience with over 80 peer-reviewed publications. He has attracted investments from several national and international organisations at various stages of his carrier. He has successfully directed several projects in preclinical /clinical pharmacology, specifically in cardiovascular pathophysiology, diabetic complications, medical devices, arthritis, and regenerative medicine, which has resulted in either patentable products and/or high impact publications.

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