

Review of: "Marketing Strategy Of “Tilik” Short Film Analyzed By Social Network"

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Potential competing interests: No potential competing interests to declare.

This research covers an interesting case of study from the perspective of films and social media as fundamental platforms for its marketing. It is a research with potential that has some areas of improvement.

First, a reorganization of the section of the paper is recommended following the structure of an academic article:

Introduction – Literature Review – Objectives, hypothesis, research questions – Materials and methods – Results – Discussion – Conclusion - Limitations

1. Introduction

The authors address the importance of the mentioned case of study, though it is recommended they support these facts with sources or academic references (e.g. “Tilik short film reached the peak of the increase in searches on Google”, “[Tilik] is different from short film which are usually discussed only in certain circles”, “the distribution channel for short film is different from feature films”).

In this direction, it is necessary to include a theoretical academic frame that not only explains these previous aspects but also frames them in the current state of the art on films, social networks, marketing and the rest of the topics that overlap with this research, its background and its motivations. The authors write some of them in their “Literature review” section. However, it should be expanded in a larger context.

2. Research questions and objectives

The authors address the relevance of the object of study. The main objectives (a,b,c) are clear but there is a statement that is not suitable for an academic paper and it is recommended to reformulate it: “even if you end up using other channels such as Youtube (...) then nothing will be as successful as Tilik’s film”.

3. Research limitations

Research limitations are well addressed.

4. Materials and methods

More details about what variables and how are they analysed are needed. How are they codified? Are they standardized? How reliable is the software employed, what are its selection patterns if they are automated? Why codify August and

September? How is the data processed?

5. Results

Results are interesting, though they need to be in cohesion with the method explained in detail to understand where are they coming from. The authors provide some clear examples and figures, which are great to understand the data.

Descriptive analysis is good.

6. Conclusion

Conclusions are ok. It is recommended that the authors expand them and connect them to academic references.

7. Abstract

It is also recommended that the abstract includes a couple more details to frame the research, especially for those academics interested that may be unfamiliar with the case of study. It would be also great if the method could be a little more detailed, e.g. providing the sample or the period of analysis. Cohesion and context between the method of analysis and the conclusions given are also important to address in this part: why are movieholics “aspects that need attention” and in what way? Why can “this variable” be “a concern”?