



REVIEW ARTICLE

UTILIZING SOCIAL MEDIA IN DIGITAL MARKETING: TIPS AND TRICKS

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ABSTRACT

Digital marketing that utilizes social media has become an effective strategy for increasing brand awareness and reaching a wider audience. In this research, we explore tips and tricks for utilizing social media in digital marketing with a focus on increasing brand awareness. A quantitative descriptive method was used using secondary data from the We Are Social report on social media and internet use in Indonesia in January 2023. These data provide insight into the behavior of social media and internet users, as well as reveal the potential and challenges in utilizing social media as a tool for effective marketing.

KEYWORDS

Digital marketing, Social media, Brand awareness, Tips, Tricks.

1. INTRODUCTION

Social media has become one of the most powerful and effective digital marketing platforms in recent years. The development of technology and internet connectivity has enabled billions of people around the world to connect easily through various social media platforms. With so many active users every day, social media has become a strategic place for businesses to promote their brands, products, and services.

The role of social media in digital marketing is increasingly important due to changes in consumer behavior. Many people are spending more time on social media platforms, searching for product information, reading reviews, and interacting with brands directly. This is why many companies are starting to shift focus from traditional marketing methods to digital marketing strategies that are more integrated with social media.

Social media also offers unique opportunities to interact directly with the audience. The company can respond to comments, messages, and questions from users quickly and in-depth. This makes it possible to build closer relationships with consumers and strengthen brand loyalty.

Social media also provides a variety of marketing features and tools, such as paid advertising and campaign performance analysis. These features allow businesses to optimize target audiences, measure campaign effectiveness, and make strategy changes if necessary. However, keep in mind that social media also has its challenges. High competition and changing platform algorithms can force companies to be more creative and innovative in reaching their audience. Therefore, companies need to have a mature and sustainable strategy to exploit the full potential of social media in digital marketing.

Problems in utilizing social media in digital marketing can include several aspects that companies must pay careful attention. First, intense competition on social media platforms is one of the main challenges. With so many businesses vying for audience attention, achieving optimal visibility for content and campaigns is becoming increasingly difficult. Additionally, constantly changing social media platform algorithms can also impact organic reach, causing content to not be seen by the desired target audience.

Second, managing interactions with the audience is also an important issue. In the fast-changing world of social media, slow or ineffective responses to consumer comments, messages or complaints can negatively impact brand perception. This can lead to dissatisfaction and loss of potential customers. Additionally, a lack of understanding of audience preferences and needs can lead to less relevant content and campaigns, resulting in less engagement and interaction with the audience overall.

The purpose of this research is to identify and analyze digital marketing strategies that are effective in increasing brand awareness through social media. This research will focus on the most relevant and popular social media platforms used by the target audience, especially among millennial and Z-generation consumers, considering that they are the main users of social media.

This research provides guidance and recommendations to companies or businesses in optimally utilizing social media as a digital marketing tool. These recommendations will be based on the results of data analysis and information that has been collected from secondary sources and surveys conducted on target consumers. Thus, it is hoped that this research can provide valuable insights for companies to develop more effective digital marketing strategies and strengthen their brand awareness in this competitive digital era.

2. THEORETICAL BASIS

A relevant concept that can be used is the User Engagement Concept (Claussen et al., 2013; O'Brien and McKay, 2018). This concept focuses on user interaction and involvement with content or campaigns presented by companies or brands via social media. The User Engagement concept states that the higher the level of user involvement with content or campaigns, the greater the positive impact on brand awareness, interaction, and conversion. Factors that influence user engagement include content quality, relevance, visual appeal, and the responsiveness of the company to interactions with users.

In this research, the User Engagement Concept can be a basis for analyzing the effectiveness of digital marketing strategies on social media in increasing user engagement with the content and campaigns offered by the company. By understanding the aspects that influence user

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engagement, companies can optimize their content to achieve desired marketing goals and create positive experiences for users.

Social media is a platform or website used to interact, share content, and communicate with other people online. Social media platforms allow users to create and share content such as text, images, videos, and links with other users or within their networks. Some examples of popular social media platforms include Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok. Social media has become a vital means of communication in the digital era, facilitating the exchange of information, forming online communities, and enabling easier and faster social interactions around the world.

Digital marketing is a form of marketing that uses digital platforms and tools to promote products, services, or brands to target audiences over the Internet. Digital marketing involves various strategies, such as paid advertising, search engine optimization (SEO), content marketing, email marketing, social media marketing, and so on. The main goal of digital marketing is to reach targeted audiences, increase brand awareness, build relationships with consumers, and encourage desired actions, such as purchases or conversions. Digital marketing is becoming increasingly important as technology develops and consumer habits become increasingly connected to the internet, so companies must adapt to more effective and efficient marketing techniques in the digital world.

3. LITERATURE REVIEW

In this literature review section, relevant previous research will be briefly explained. This review will begin with research which is based on the Uses and Gratifications Theory (UGT) to explore the influence of satisfaction obtained from using WeChat on Chinese consumers' purchase intentions towards South Korean brands (Chen et al., 2021). A total of 2,276 respondents from ten cities in China - Beijing, Shanghai, Guangzhou, Shenzhen, Ji'nan, Nanjing, Zhengzhou, Wuhan, Chengdu, and Xi'an - were part of the study. The structural equation analysis method (SEM) and PROCESS analysis were used to examine the data. The satisfaction that Chinese consumers gain from using WeChat, such as functional information, entertainment information, social interaction, brand interaction, and self-concept, has a positive influence on brand identity. In addition, the brand identity of South Korean brands is positively correlated with the purchase intentions of consumers in China. More importantly, this research finds that the relationship between SNS (social networking service) content marketing and purchase intentions is influenced by consumers' regulatory focus and the social responsibility performance of South Korean companies regarding COVID-19 in China. The findings from this research can expand the existing theoretical framework in applying the Uses and Gratifications Theory to social media. In addition, the results of this research are the opinion of several authors who state that the use of local social media can have a positive impact on the promotion of foreign brands. The theoretical and practical implications of this research are also discussed.

Then proceed with research using exploratory methods (Mason, Narcum, Mason, & Awan, 2021), which examines how the COVID-19 pandemic has led to an increase in consumer social media marketing behavior in the United States (US). Previous research on the impact of pandemics has generally focused on preventive health behaviors, but little attention has been paid to the impact of pandemics on consumer behavior. To fill this gap, the Consumer Decision Making Model is used as a framework to investigate changes in consumers' social media behavior as they carry out various consumer decisionmaking processes. More specifically, the questionnaire was used to collect survey data from 327 U.S. consumers. Analysis of Variance was conducted to examine the average difference in consumer use of social media as a consumer decision-making tool. Research findings show that consumers have increased use of social media as a tool to identify products, gather information about products, evaluate products, and make product purchases. These findings show the growing importance of social media marketing since the COVID-19 pandemic began.

Forwarded by research (Shahbaznezhad, Dolan, & Rashidirad, 2021), which seeks to understand the role of social media content in user engagement behavior. More specifically, we investigated, the direct effects of formats and platforms on users' passive and active engagement behavior, and we assessed the moderating effect of content context on the relationship between each type of content (rational, emotional, and transactional) with user engagement. The dataset used contained 1,038 social media posts and 1,336,741 and 95,996 fan likes and comments, based on Facebook and Instagram, respectively. The results showed that the effectiveness of social media content on user engagement is influenced by the context of the content. These findings contribute to understanding

users' engagement and experience with social media. The study is the first to empirically assess the behavioral construct of social media engagement through the effects of content type and content context on multiple social media platforms.

Followed by research which seeks to take a quasi-historical perspective on digital marketing and social media (Zahay, 2021). This article traces digital marketing from its roots in direct and interactive marketing to the present day. This article suggests a broad view of digital marketing to include co-creation and customer engagement. Next, this article outlines the challenges faced by practitioners due to the spread of marketing technology. Finally, this article reviews suggested research directions for digital marketing and proposes learning organizations and value creation as ways to integrate digital marketing research

After that, research discusses digital marketing transformation which is an important element in a business's long-term plan (Hien and Nhu, 2022). Apart from that, choosing the most optimal and appropriate marketing strategy is also not an easy thing in the B2B (Business-to-Business) business scope. Based on the theory of planned behavior and consumer behavior theory, this research aims to explain the influence of digital marketing forms on customer attitudes toward digital marketing and purchase intentions. The research sample consisted of 210 potential customers, namely important people in the company's B2B purchasing chain. After being tested using the partial least squares structural equation modeling technique, the results showed that 3 of the 4 forms of digital marketing were considered important and appropriate. Besides that, this research also found that brand awareness only moderates the relationship between attitudes toward digital marketing and customer purchase intentions. The results of this research will help managers determine the right direction for business strategy to adapt and develop the business even in difficult situations.

Lastly, Research seeks to examine the increasing use of social media which has encouraged brands to integrate social media into their marketing communication channels, because this has become an urgent need to determine overall brand identity, brand image, and company performance in today's marketing competition (Rehman et al., 2022). This research aims to trace the development and progress of the IMC (Integrated Marketing Communication) concept, and how this is changing the way marketing communications are carried out. Additionally, this research highlights the importance of social media, and how it can significantly influence consumer behavior. This research develops a theoretical framework through a systematic review in a context that serves to integrate the existing IMC conceptual framework with social media (SM) also known as consumer-generated media (CGM) and offers implications for understanding the use of social media as a tool for improving marketing practices. This research reviews and explains the relationship between social media/consumer-generated media and IMC through improved IMC results in a modern marketing communications approach. The findings of this research provide a stepping stone for future research and application in the field of marketing mix, to build a strong foundation for physical and virtual brands in the minds of customers.

4. RESEARCH METHODS

The research method used is a quantitative descriptive method with a secondary data approach. This method aims to describe the characteristics or phenomena being studied systematically and accurately using numbers and statistical data. The secondary data approach will collect data from pre-existing sources, such as scientific literature, research reports, articles, and other public data relevant to the research topic of digital marketing strategies and brand awareness on social media.

5. DISCUSSION

A report from We Are Social shows that by January 2023, there are around 167 million people in Indonesia who are actively using social media. This number is equivalent to 60.4% of the total population in the country. However, there was a decrease of 12.57% in the number of active social media users compared to the previous year which reached 191 million users. This is the first decline in a decade. Keep in mind that this decline is due to data revisions made by We Are Social in January 2023, so the latest data cannot be compared directly with figures in previous years. Although the number of active social media users has decreased, people in Indonesia still spend quite a long time playing on the platform. On average, they spend 3 hours and 18 minutes every day, which places Indonesia as the country with the tenth highest social media playing time in the world. Meanwhile, the number of internet users in Indonesia will reach 212.9 million in January 2023. Unlike social media, the number of internet users increased by 3.85% compared to the same period in the previous year. The

majority, 98.3%, use mobile phones to access the internet. In addition, the average Indonesian uses the internet for 7 hours 42 minutes every day. This shows how important the role of the internet and smartphones in the daily lives of Indonesians (Widi, 2023).

6. AUTHOR'S OPINION

The report from We Are Social in January 2023 provides interesting data about social media and internet use in Indonesia. This data provides an overview of the digital behavior trends of Indonesian society and can be an important reference in digital marketing strategies for companies and businesses. Firstly, the 12.57% decline in the number of active social media users compared to the previous year was the main highlight. This decline attracted attention because previously the number of active social media users in Indonesia continued to increase every year. However, this decrease was caused by data revisions carried out by We Are Social so the 2023 data cannot be directly compared with the previous figures. This emphasizes the importance of precision and accuracy of data in research and statistical analysis.

Second, even though there has been a decline in the number of active social media users, the time Indonesians spend playing on these platforms remains quite high, namely an average of 3 hours 18 minutes every day. This fact shows that social media is still an important part of the daily lives of Indonesian people and is a potential medium for marketing and branding campaigns. Furthermore, the increase in the number of internet users which reached 212.9 million in January 2023 confirms that the internet remains a major need for Indonesian people. This is in line with global trends where the internet is increasingly becoming an integral part of everyday life and becoming a major source of information and entertainment.

The fact that the majority of internet users (98.3%) use mobile phones to access the internet shows the increasingly dominant role of mobile devices in connecting society with the digital world. This underscores the importance of optimizing marketing strategies for mobile-friendly and responsive platforms to reach a wider audience.

With an average duration of 7 hours 42 minutes every day, Indonesians are proven to spend a significant amount of time in cyberspace. This fact offers companies and businesses a great opportunity to create content that is relevant, interesting, and valuable for consumers. By understanding the behavior of internet and social media users, companies can develop more effective and efficient digital marketing strategies to reach target audiences and increase brand awareness and interaction with consumers in this digital era.

7. COMPANY DIGITAL MARKETING STRATEGY

Data on social media and internet usage in Indonesia presented in the We Are Social report in January 2023 has important implications for companies' digital marketing strategies. There are six points that must be considered:

- I. **Data Adjustments:** Data revisions by We Are Social emphasize the importance of relying on accurate and reliable data in making marketing decisions. Companies need to ensure that the data used for analysis and marketing strategies is the latest and valid data so that there are no errors in interpretation and evaluation.
- II. **Focus on Effective Social Media:** Despite a decline in the number of active social media users, time spent gaming on these platforms remains high. Companies can focus their marketing efforts on the social media platforms that are most effective in reaching their target audience. By understanding user preferences and behavior, companies can optimize content and campaigns for the platforms most relevant to their audience.
- III. **Developing Interesting Content:** With the significant amount of time Indonesians spend on the internet, it is important for companies to develop content that is interesting and relevant to their audience. Content that is creative, useful, and entertaining is more likely to attract user attention and engagement, thereby increasing brand awareness and engagement with consumers.
- IV. **Responsive to Mobile Devices:** Most internet users in Indonesia access the internet via mobile phones. Therefore, companies must ensure that their websites and marketing campaigns are optimized for mobile devices. A user experience that is responsive and easily accessible from mobile devices will increase the chances of engagement and conversion.

V. **Utilization of Consumer Data:** Data about the behavior of Internet and social media users can also be used to gain insight into consumer preferences, interests, and needs. Companies can use this data to craft more personalized and relevant campaigns, as well as to increase the efficiency of target marketing.

VI. **Adopt Data-Driven Strategies:** The data provided by the We Are Social report can help companies adopt more data- and analysis-based marketing strategies. By using a data-driven approach, companies can measure campaign performance, track consumer behavior trends, and make more informed decisions to achieve their marketing goals.

To face the ever-changing digital marketing environment, companies must stay abreast of trends and changes in consumer behavior. By utilizing relevant data and information from We Are Social reports and other sources, companies can develop more adaptive, creative, and effective digital marketing strategies to increase brand awareness, interaction, and conversions on social media and the internet as a whole.

8. SOCIAL MEDIA IN DIGITAL MARKETING

In the context of utilizing social media in digital marketing, the data presented in the We Are Social report in January 2023 becomes very relevant. The number of active social media users reaching 167 million people shows that social media remains an important and strategic platform for reaching target audiences. Even though there is a decrease compared to the previous year, this number still shows great potential in reaching a wide audience.

The fact that people in Indonesia spend an average of 3 hours and 18 minutes every day on social media confirms that this platform is a great place to spread marketing content and increase engagement with the audience. An interesting, relevant, and useful content marketing strategy can help create more active interactions with users, thereby increasing brand awareness and brand image on social media.

Regarding internet use, the adoption of mobile phones as the main device for accessing the internet by 98.3% of internet users shows the importance of utilizing digital marketing that is responsive to mobile devices. Companies should ensure that their websites and marketing campaigns are optimized for mobile devices to make the user experience better and more accessible, which in turn will increase the chances of engagement and conversions.

This data can also help companies identify relevant consumer trends and behavior. By utilizing insights from this data, companies can develop digital marketing strategies that are more effective and in line with consumer preferences and needs. The use of data based on consumer behavior can also help companies personalize customer experiences and deliver content that better suits their audience's interests and needs.

Apart from that, data about the time Indonesians spend on social media and the internet every day can help companies in planning the schedule and frequency of their marketing content. Knowing when is the right time to publish content and interact with your audience can impact engagement levels and overall campaign effectiveness.

To utilize social media in digital marketing, companies must always adapt to changing trends and user behavior. The data from the We Are Social report can be a valuable guide for optimizing digital marketing strategies, increasing engagement with audiences, and achieving desired marketing goals in this increasingly competitive digital era.

9. TIPS AND TRICKS

Here are some tips and tricks for utilizing social media in digital marketing to increase brand awareness:

I. Know the Target Audience

Before starting a marketing campaign on social media, get to know who your target audience is. Know their preferences, interests, and needs so that the content you present is more relevant and interesting to them. This will help increase engagement and interaction with the right audience.

II. Creativity in Content

Create creative, unique, and engaging content to differentiate your brand from competitors. Use images, videos, and text that attract attention and trigger positive emotions in your audience. Creativity in content will help increase the appeal and shareability of your content.

III. Branding Consistency

Make sure your brand branding is consistent across social media platforms. Use the same logo, colors, and style to build a strong brand image that is easy for your audience to remember.

IV. Active Engagement

Actively interact with users who comment or interact with your content. Respond to questions, comments, and complaints quickly and politely. This will improve your brand image and build positive relationships with consumers.

V. Utilization of Paid Advertising

Take advantage of paid advertising features on social media to reach a wider and more precise target audience. Choose an ad type that suits your marketing goals, such as carousel ads, video ads, or ads in Instagram Stories.

VI. Story-Based Content

Use story-based content (storytelling) to convey your brand message more interestingly and emotionally. Stories that are inspiring or entertaining will attract more attention and create an emotional connection with the audience.

VII. Monitor and Analyze Performance

Always monitor and analyze the performance of your marketing campaigns on social media. Use data and analytics to identify what is working and what needs improvement. Continuous evaluation will help you optimize your marketing strategy.

VIII. Collaboration and Influencer Marketing

Consider collaborating with influencers or well-known social media accounts that are relevant to your industry or niche. Influencer marketing can help increase your brand exposure and reach a wider audience.

By following the tips and tricks above, companies can increase the effectiveness of digital marketing campaigns on social media, increase brand awareness, and build positive relationships with audiences. By focusing on creativity, active interaction, and data analysis, companies can utilize social media as a powerful marketing tool to achieve desired business goals.

10. CONCLUSION

In conclusion, utilizing social media in digital marketing is an important and effective strategy for increasing brand awareness and interaction with the audience. Some tips and tricks that can help companies achieve these goals are:

- I. Get to know your target audience well so that the content presented is more relevant and interesting to them.
- II. Creativity in content is the key to differentiating a brand from competitors and attracting audience attention.
- III. Maintain branding consistency to build a strong brand image that is easy for the audience to remember.
- IV. Active interactions with users help build positive relationships and increase engagement.
- V. Take advantage of paid advertising to reach a wider and more targeted audience.
- VI. Use story-based content to convey brand messages more engagingly and emotionally.
- VII. Always monitor and analyze marketing campaign performance to identify what is working and needs improvement.
- VIII. Consider collaborations with influencers or well-known accounts on social media to increase brand exposure.

By implementing these tips and tricks, companies can optimize their social media presence and create a positive experience for their audience. Effective digital marketing on social media will help strengthen brand awareness, increase interaction with consumers, and ultimately, have a positive impact on overall business success.

Suggestions and Recommendations

For further research in the field of utilizing social media in digital marketing, several suggestions and recommendations can be explained. First, research can focus on the influence of visual content on user interactions on social media. The study of the types of visual content that most attract users' attention and effective strategies in creating viral visual content will provide valuable insights for companies to increase user engagement. Furthermore, research could examine differences in the use of social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and others. The study of different audiences on each platform and effective strategies to interact with them will help companies optimize their presence on various platforms.

The influence of influencer marketing in digital marketing is also worthy of investigation in future research. A study of how collaboration with influencers affects brand awareness, user engagement, and increased product sales will provide valuable insight for companies in utilizing influencer marketing strategies effectively. Additionally, research into hashtag usage and trends in social media will provide insight into how companies can leverage these tools to increase visibility and reach a wider audience. The study of how companies use analytical data from social media to measure the performance of marketing campaigns and make strategic decisions in digital marketing would also be an interesting topic.

Future research could also look at the influence of a crisis or reputation problem on a company's image on social media and the steps taken to address the situation. A comparative study of the use of social media in digital marketing across various industries will provide insight into the best trends and strategies that companies can implement within their industry. By conducting research in these areas, it is hoped that a deeper understanding will be gained of how to optimally utilize social media in digital marketing.

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