

Social Media Marketing Strategy

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Abstract

The Internet can deliver various information and services at the lowest cost without time and space constraints while targeting the world among all existing means of communication. Unlike traditional media such as TV, newspapers, and radio in the past, promotions through mobile environments allow target customers to use two-way low-cost, high-efficiency promotional strategies regardless of time and place. With the development of the Internet, social media has developed into a place to acquire information about favorite companies and their products. Social media greatly contributes to the production of text, photos, videos, and various networks, and has expanded global communication and communication media through the interaction and sharing of various information. In addition, through social media, users can communicate in various ways, reveal themselves, and share and exchange information such as knowledge and personal thoughts. In line with these changes, corporate marketers and sellers are striving to provide consumers with appropriate information more quickly. We aim to find out about social media marketing strategies useful for companies.

Keywords: *Social Media Marketing, Virtual Brand Community, User-Generated Content, Consumer's Sentimental Toward Marketing (CSM,) The Innovation Adoption Process (IAP)*

1. Introduction

With the rapid growth of the social media and mobile markets, consumers' tendencies and product consumption tendencies are also rapidly changing. Current consumers are actively leading consumption as subjects of consumption activities, not passive attitudes. As a result, the effect of advertisements focused on passive consumers such as TV, radio, newspapers, and magazines, which are established media, is gradually decreasing, and the influence of social media, in which consumers are the main agents, is increasing.

Social media refers to a software tool that can produce and share user-generated content in a comprehensive sense [1]. With the recent rapid expansion of the Internet market and the emergence of social media, the relationship between these two areas has become close. Among them, video media called content are emerging

one by one, and consumption tendencies are rapidly changing. The share of media channels that most people encounter, such as previous TV and newspapers, is gradually decreasing, and information delivery channels from individuals to individuals such as YouTube, TikTok, and Instagram are increasing. With the advent of smartphones, many people access social media platforms during small spare times such as commuting time and meal time. The biggest feature of YouTube is that videos filmed and edited by individuals are gaining popularity. An important factor in social media that provides a place for users to communicate is an individual called influencer [2].

Numerous studies have been conducted on social media marketing, but most of them were based on experiments or assumptions. These studies did not deal with exactly how companies benefit from introducing social media marketing, but only conducted research on what social media is and how social media affects consumer behavior. This paper intends to discuss social media marketing strategies through existing theoretical considerations.

2. Social Media Marketing Strategy

2.1. Social Media Marketing

Social media is derived ideologically and technically from the framework of Web 2.0 among Internet-based applications [3]. Web 2.0 refers to a place where content can be freely moved, shared, and changed and evolved among users in a new way that users use the Internet. It is not defined by technology itself, but by telling people what they do with this technology, and by creating and consuming new information rather than simply obtaining information, adding value to the extent permitted by the community [3]. Social media comprehensively refers to software that allows users to exchange content created and must meet the following requirements. First, applications on social media must have a user's profile, and second, they must be able to comment on each other's content with tools that connect users and users. Third, for social media marketing, users must be able to join the community according to their tastes and interests [4].

Consumer Sentimental toward Marketing (CSM) is one of the indicators used by researchers and indicates how well consumers will accept social media marketing [4]. CSM is an indicator of consumers' general thoughts on marketing in the market. Individual perception of the overall market plays an important role in determining their consumption. In order to successfully carry out marketing campaigns using social media, consumers must be open to accepting new technologies. Consumer inclusion in technology is the most important factor in establishing a company's marketing plan. In order to confirm consumers' acceptance of technology, companies need to analyze the trend of the target market through reactive advertisements. The Innovation Adoption Process (IAP) is another indicator of consumers' acceptance of new technologies and is a process that individuals go through when making decisions about innovation [4]. This process consists of 5 steps (1) acquisition of knowledge about innovation 2) formation of innovative attitudes 3) decision to adopt and select innovation 4) implement innovation 5) decision-making. The innovation adoption process greatly helps marketers develop successful social media marketing [4]. Innovative technologies such as powerful search engines, advanced mobile devices and interfaces, P2P communication vehicles, and social networks have opened the way for marketers to introduce a variety of products to more buyers.

Meanwhile, shopper marketing is a new concept created by these innovative technological advances. Shopper marketing is a concept that contains marketing plans and implementations for all processes from the first time consumers' desire to purchase through purchase, consumption, repurchase, and recommendation occurs [5]. In addition, cognitive suitability is one of the things that sellers should consider in shopper marketing, and is an indicator of the similarity between the newly recruited product and the existing product. As more and more people find it convenient to purchase products on social network services (SNS), the

likelihood of purchasing products naturally increases. Sales on social networks can expose them to a wider variety of consumer groups, which is of great help in finding new sellers. The more diverse social media users are, the easier it is to reach more target markets. This strategy provides an effective means for sellers to promote businesses and products to potential consumers. Shopper marketing provides a venue for store activities in which companies improve products, create clear messages, and discover sellers, which shows how important social media marketing is.

2.2. Virtual Brand Community

The most important tool for social media marketing is the Virtual Brand Community (VBC). The virtual space brand community can be seen as a group derived from interest in a specific brand or product. The brand community is a group of people who are interested in a specific brand or product and is a space that creates and consumes the value and meaning of the brand overall. The more consumers trust their brand community, the higher their participation and loyalty to the brand [6]. Several studies have shown that these brand community relationships create new forms such as Electronic Consumer to Consumer Interaction (eCCI) [7]. Opportunities to hang out with others are the basis of consumer experiences, and SNS has become a new way for consumers to communicate with other consumers and between companies. As a result, eCCI has more influence on consumers' consumption decisions than traditional marketing pursued by brands. Seven important factors determine the success of eCCI-based marketing. These seven factors include content, security, comfort (in terms of emotional aspects between products and consumers), quality, atmosphere, convenience, and sociality. Examples of eCCI include posting questions about the fit or color of a product displayed online, and other consumers answering questions. This dialogue can provide greater trust than a company being the subject of direct response. Consumers pay more attention to products and businesses when there is a device that can provide feedback to them. Companies need to conduct customized services through feedback from consumers when carrying out social media strategies. Customization refers to the production or service of a product that reflects the needs of a specific consumer [8]. Companies can represent the brand's personality and strengthen brand preferences and loyalty by customizing social media [9].

2.3. User-Generated Content

The most important thing on social networks is individuals who consume and produce content rather than technology [2]. User-generated content leads to an economic aspect for marketers. These contents greatly help establish brand value. User-generated content is a collection of social media utilization and a comprehensive name for public posts created by users. With the emergence of social media, corporate marketing strategies do not only proceed at the stage of stakeholders with capital, but communication between consumers and consumers also plays an important role. This way of individuals provides a company with a means to connect with other individuals who are potential consumers. In this way, the degree of connection with other individuals on an individual social network can be converted into goods value. These individual activities can be regarded as social capital, and there are six factors in social capital: affiliation, identity, information, advocacy, utility, and conversation [10]. The characteristic of this capital is that the increase and decrease in the involvement of companies are managed by individual consumers. Once the brand permeates the daily lives of consumers, individual interactions with the brand increase, leading to social capital growth, which leads to an increase in brand loyalty [10].

Meanwhile, Consumer-Generated Advertising (CGA) is an advertisement created by consumers to persuade consumers and sell products [11]. According to a paper comparing CGA and Firm-Generated Advertising (FGA), CGA and FGA concluded that they elicit different reactions. In the case of FGA, more aesthetically positive public opinion was formed with the high completeness and the advantages created by experts, but

consumers expressed more favor with CGA. This interest led to more communication and response between individuals by creating a community, resulting in higher confidence in CGA. Consumers listened to opinions and information focusing on other consumers' experiences of purchasing products directly rather than advertising by companies that only strive to sell products. One of the most representative factors of CGA's success is 'fun', and the more interesting and fun the content is, the more individuals show a favorable attitude toward it.

It is argued that the act of sharing posts by social media users is closely related to self-development behavior [12]. Consumers are more likely to share the advertisement with other individuals if they feel that it matches their disposition and identity. Consumers are more responsive to information created by individual consumers, or word of mouth, than information generated by brand marketers [13]. The most important part of social media marketing is communication with consumers. Companies should create their official accounts on multiple social media, thereby creating space to communicate more with other individuals [14]. Companies should develop marketing strategies to make consumers feel that their identities and tendencies coincide. In addition, companies should analyze users' reactions and post content suitable for each type of social media such as blogs and content communities so that individuals can select various types of information such as simple information, detailed information, and videos as needed [15].

3. Conclusion

In order for companies to have an in-depth and wide consumer base, they must establish themselves on various social media platforms. It is necessary to attract viewers and make them become consumers not only through information on the product but also through content that lead to fun and interest. Information transmitted from consumers to consumers evokes greater curiosity than information produced by companies. Consumers trust reviews of products purchased by individuals at their own expense more than information generated by corporate marketers. And unlike the existing product information delivery method, all official information about the product can be searched with a click. Therefore, it is important for many consumers to generate more professional reviews and word of mouth based on official information. Examples of individual consumers' act of raising a company's brand awareness include delivering advertisements to friends on social media such as Facebook, following advertisers, or posting comments on advertisements, exposing brands to other individuals, that is, friends, contributing to brand awareness.

Marketing should be carried out in the direction that products can be exposed naturally by approaching consumers with information delivery-oriented content that gives fun and interest, not advertisements that emphasize the advantages of the product. In addition, customized content is important in social media marketing because it differentiates corporate brands from other competitors. Customized content highlights the brand's personality and allows consumers to gain brand loyalty.

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