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Marketing Strategy Through Social Media

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Abstract. Social media networks or new media are one of the most widely used communication media by all people or the wider community today. The purpose of this study is to analyse marketing communication through social media. This research used descriptive method, to present a complete picture of the situation related to several situations of variables examined. The results revealed that marketing communication using social media has an effect on consumer interest in buying goods offered through social media such as marketing conducted by Instagram social media most frequently visited by people today. This study discusses the marketing strategies that are involved in social media instagram. These results make social media one of the suitable media to deliver a marketing communication. So that this marketing technique is expected to help online sellers in managing their business. This marketing technique has more real time advantages in serving customers to invite more customers to develop online businesses that have been built.

1. Introduction

The world of digital media marketing is changing at a phenomenal pace. Its constantly evolving technologies, and the way people are using them [1]. These is bringing individuals to fill their life style, and catch all informations they need by an efficiency ways. The development of technology that increasingly advanced raises new tools and ideas and thanks to the advanced technology the entrepreneurs take advantage of technology, especially with the presence of various social media and marketing strategies [2]. According to Dr. Ir Eddy Soeryanto Soegoto, Marketing Is a Product in the form of goods and services that can be known, understood, and liked by the public or consumers need to be marketed. To obtain maximum income, the marketing process must be planned through a good marketing strategy namely by examining the current income situation, including opportunities and setting goals and developing marketing strategies. [3] According to Tito Siswanto, the development of more modern technology and information, encourages changes in conventional communication to modern communication which is a digital lifestyle. To support the realization of such communication, the internet is an important element in the creation of modern marketing communications. Until finally, online social media appeared that offered ease of marketing communication with online systems. Because of the low cost and ease of access, it is not uncommon for this media to be carried out by companies in marketing their products. [4] According to Varadarajan, R, marketing strategies can be defined as an integrated organizational decision pattern that determines crucial choices regarding products, markets, marketing activities, and marketing resources in the manufacture, communication, and / or delivery of products that offer value to customers in exchange with the organization and thus allow the organization to achieve certain goals. Among the fundamental issues for strategic marketing as a field of study are questions about how business marketing strategies are influenced by demand-side factors and supply-side factors.



[5] According to Ozuem, Wilson The current abundance in supply forces businesses to react by implementing customer relationship management strategies whose purpose is customer loyalty. Such strategies, which take into account all interactions with customers, are essential for creating close relationships with customers is the most profitable thing. [6] According to Rust, Roland T., Katherine N. Lemon, and Valarie A. Zeithaml, some service companies will implement pure transaction marketing strategies. Even highly standardized service operations include direct contact with customers, and customers really feel the production and delivery process. Therefore there are part-time marketers and functional quality effects, so we cannot talk about pure transaction marketing situations. However, the more standard this process is, the more dominating are the core services and technical quality of the production and delivery processes and the less difficult to manage personnel from a marketing point of view.[7]

According to Thackeray, Rosemary The second generation of Internet-based applications (ie, Web 2.0), where users control communication, holds the promise to significantly increase promotional efforts in social marketing campaigns. Web 2.0 applications can directly engage consumers in the creative process by producing and distributing information through collaborative writing, content sharing, social networking, social bookmarking, and syndication. Web 2.0 can also increase the power of viral marketing by increasing the speed at which consumers share experiences and opinions with a wider audience. [8] According to Lisette de Vriesa, Sonja Genslera, Peter S.H. Leeftinga Social media is an excellent vehicle for fostering relationships with customers. One special way to do this is to create a brand fan page on social networking sites. Companies can place brand posts (containing videos, messages, quizzes, information, and other material). [9] According to Nina Michaelidou, Nikoleta Theofania Siamagka, George Christodoulides Various tools can be used to support B2B brands, including the internet and other interactive technologies. However, research on how organizations use Social Networking Sites (SNS) to achieve brand goals is still limited. [10] According to Richard Hanna, Andrew Rohm, Victoria L. Crittenden Consumers are adopting increasingly active roles in creating marketing content with their respective companies and brands. In turn, companies and organizations look for online social marketing programs and campaigns in an effort to reach consumers where they 'live' online. [11] According to Yubo Chen, Scott Fay, Qi Wang Social Media provides an unparalleled platform for consumers to publish their personal evaluations of the products purchased and thus facilitate word of mouth communication. This paper examines the relationship between consumer posting behavior and marketing variables such as price and product quality and explores how these relationships evolved when the Internet and consumer review websites attracted more universal acceptance.

The role of Social Media is very influential in increasing economic progress in the online sales business that has a very wide opportunity. The purpose of this study is to analyze strategy of marketing communication with social media. This research uses descriptive method, to present a complete picture of the situation related to several situations of variables examined. These results make social media one of the suitable media to deliver a marketing communication. So that this marketing technique is expected to help online sellers in managing their business.

2.Method

This study used descriptive method to find out the variables related to Strategy and Marketing in Social Media, and the sources related to the study. So that it could analyze how much influence social media marketing.

3. Results and Discussion

Since now the era has all been using technology especially Instagram is the social that is most frequently visited by the world community, in the marketing strategy here the thing to do is to sell their products with a view that attracts the attention of buyers [12]. By uploading products sold with unique images, using people famous in marketing, with discounts or promos offered, good service in

receiving orders from customers. Many people buy goods or social media products because prices are cheaper and far more instant and simple (Figure 1).



Figure 1. Celebrity Endorsment. This Figure was adopted www.instagram.com, was taken on March 12, 2019

In the first picture that is carried out in the Instagram social media disocial marketing strategy is to use services better known as endorsement by famous people or also by a celebrity. This method is a method that is often used by product owners to market their products with the services of artists or famous people. And the results are significant, in line with the artists themselves, they have fame known by many people and also have followers who have a lot of social media influential people can know about the products offered by the artist (Figure 2).

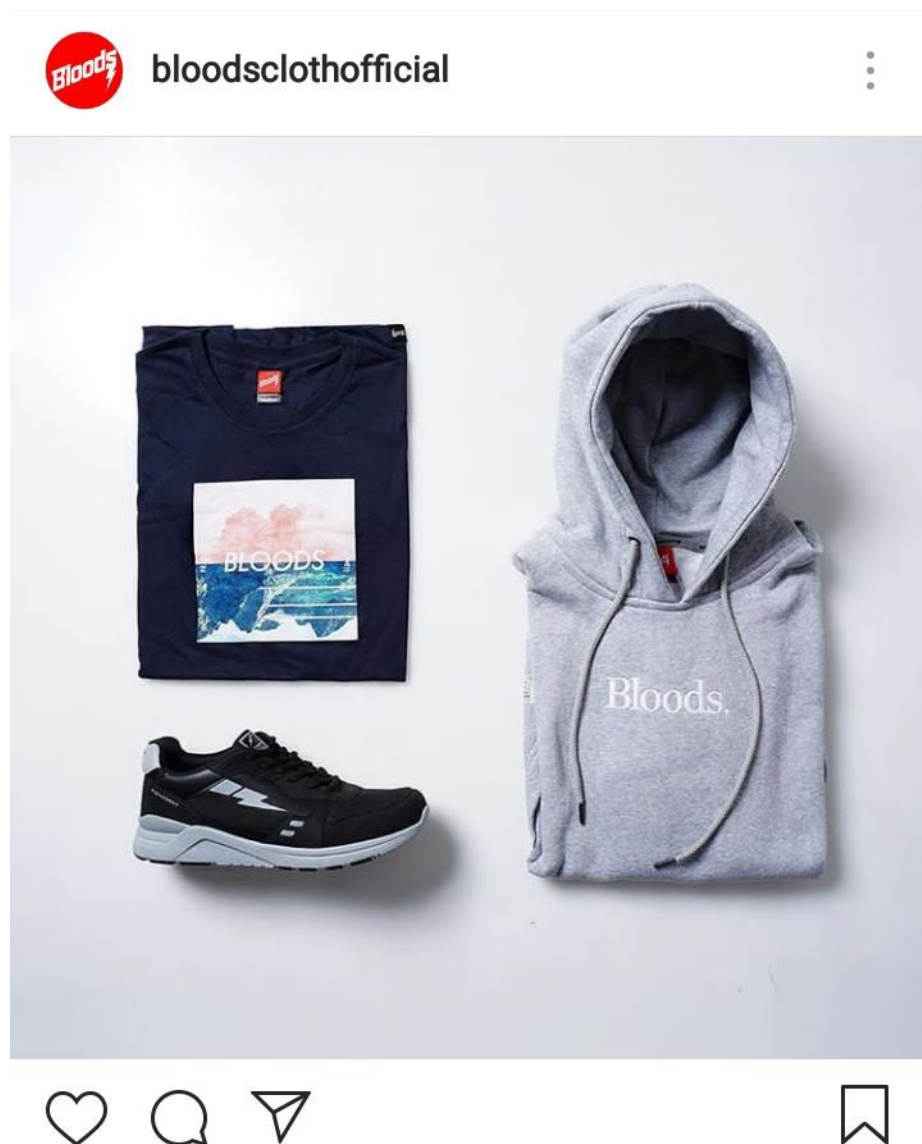


Figure 2. Attractive display. This Figure was adopted www.instagram.com, was taken on March 12, 2019

Figure 2 is a marketing strategy with an attractive appearance, basically Instagram is a social media where everyone is uploading images or videos to be seen by everyone in this case an attractive appearance influences sales, an attractive and unique appearance can make a product like this is because of the unique appearance of the buyer can glance at the items offered (Figure 3).



Figure 3. Promo Discount. This Figure was adopted www.instagram.com, was taken on March 12, 2019

In the third picture is to do a promo or discount this is the thing that is most liked by everyone because many people who send cheap goods and the quality of social media apparatus is dominated by teenagers. This is done to get more customers and expect permanent customers loyal to the product offered and usually this promo can be done every month or every important day or a certain celebration (Figure 4).

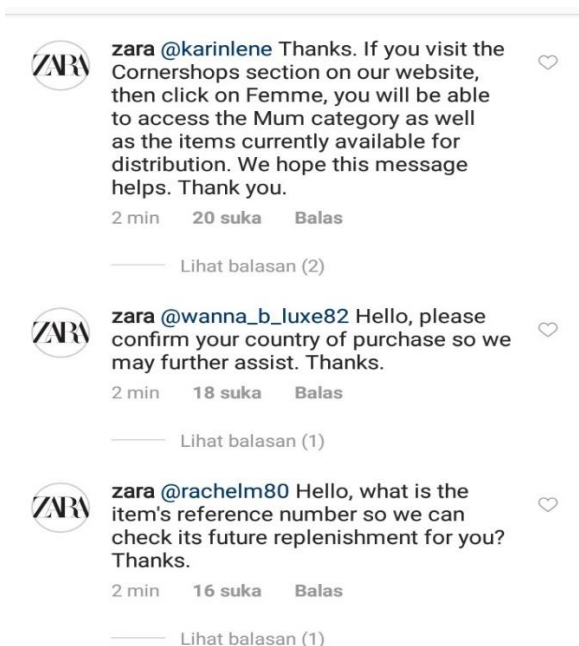


Figure 4. Good Service. This Figure was adopted www.instagram.com, was taken on March 12, 2019

In Figure 4 is a good service, in this strategy, this is a very important thing in doing marketing social media because the wide area can be reached by many people so in the service must put forward good, effective and friendly communication so that it can make a good impression such buyers are as fast response, if anyone asks is answered and also other services that can satisfy customers. If the customer is given good behavior then the customer will also be happy and will give good feedback to us if the customer is going to buy (Figure 5).

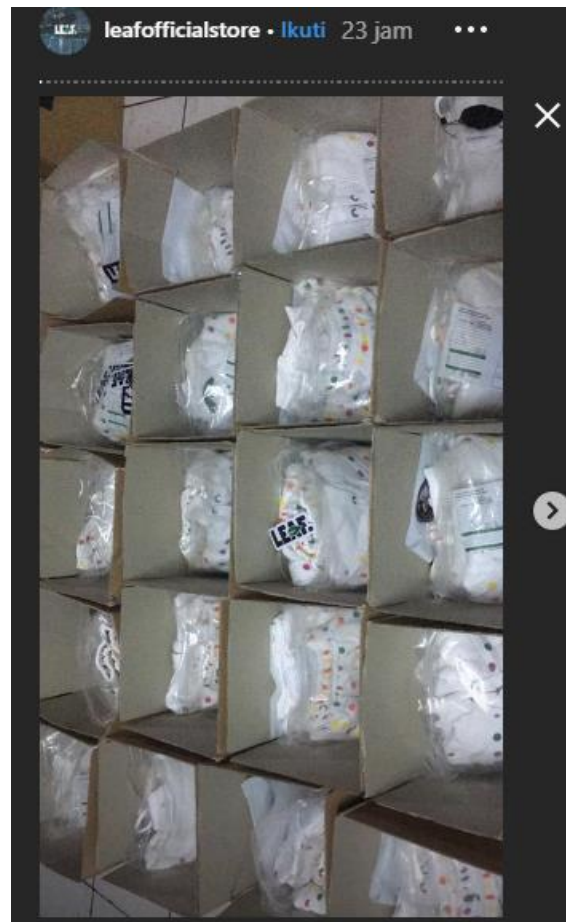


Figure 5. Monitoring Of Activities. This Figure was adopted www.instagram.com, was taken on March 12, 2019

In Figure 5 of Insta Story Instagram usage, Insta Story is the latest feature launched by Instagram that functions the same as uploading photos or videos but is only stored for 24 hours, unlike Instagram posts that have long periods of time even forever. But now the activities that are very often done are rather than viewing posts, this can also be used as a way to market products or monitor production activities such as reports of availability of goods, product manufacturing processes and others. Based on this research, it is expected that it can improve product marketing, increase popularity and provide marketing targets offered.

4. Conclusion

Rapid technological development from year to year makes a new innovation emerge especially with the presence of the social media performance now makes it easier for everyone to do something. In this case social media becomes a large field to be used as a tool to promote goods or sell goods offered through social media. Especially with the unique creativities that make social media especially

Instagram the most widely used for medium to small businesses. With the ease of technology now becoming instant by shopping online buyers can order and interact anywhere, make transactions by transfer and goods arrive at home.

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