

Social Media Strategy Approach

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Abstract

This article aims to investigate two main areas: first, to examine the reasons for businesses to create brand pages on social media, as well as their use, tactics and policies, and the expected outcomes; second, how users benefit from these pages, as seen from the company's perspective. In this study, a qualitative research methodology was applied. Initial evidence of the steps taken by their organizations was obtained through face-to-face interviews with 15 marketing managers who oversee their companies' social media presence. activities, including initial evidence of the steps taken by businesses, the reasons behind their involvement, and the results achieved. The main activities of the companies included prize competitions, announcements of new goods and services, fan interaction, provision of useful information, and customer support. With fans, offering useful guidance and information, and handling complaints from customers. The main forces behind this trend were the growing influence of social media, the existence of rivals, strategies from the head office, and the need to save expenses. Engaging with customers, fostering a relationship with them, raising brand recognition, and promoting customer engagement advertising goods and services, and acquiring new clients. The main expected outcomes for the firms were stated to be higher sales and more focused client acquisition. Given the qualitative character of the study and the developing area of social media research, the findings of this investigation should be regarded as preliminary and exploratory in nature, since the social media environment in which they are being refined is still being worked out. Interviewing companies from other industries and social media users would yield a more thorough comprehension of the topic. This essay offers suggestions for social media management strategies as well as some opportunities for business managers. Given the growing importance and penetration of social media in business, this article provides an exploration of how businesses can use social media content.

Approaches To Social Media Strategy

Abstract

Artikel ini bertujuan untuk menyelidiki dua area utama: Pertama, lihat alasan perusahaan membuat situs media sosial, serta strategi, kebijakan, dan hasil yang diharapkan. Kemudian, lihat bagaimana pelanggan mendapatkan manfaat dari situs ini dari perspektif perusahaan. Penelitian ini menggunakan metodologi penelitian kualitatif. Untuk mendapatkan bukti awal dari tindakan yang telah diambil oleh organisasi mereka, lima belas manajer pemasaran yang mengawasi aktivitas media sosial perusahaan diwawancarai secara pribadi. Pertanyaan-pertanyaan tersebut mencakup bukti awal dari tindakan yang telah dilakukan perusahaan, alasan di balik keterlibatan mereka, dan hasil yang dicapai. Kegiatan utama perusahaan termasuk pertandingan dengan hadiah, pengumuman barang dan jasa baru, dan berhubungan dengan penggemar, penyediaan informasi yang berguna, dan dukungan pelanggan. Dengan para penggemar, memberikan panduan dan informasi yang berguna, dan menangani keluhan dari pelanggan. Pendorong yang mendasari hal ini termasuk meningkatnya popularitas media sosial, kehadiran pesaing, taktik kantor pusat, dan tekanan untuk mengurangi biaya. Berinteraksi dengan konsumen, membangun atau memperkuat hubungan dengan mereka, meningkatkan kesadaran merek, mendorong keterlibatan konsumen, mengiklankan barang dan jasa, dan mendapatkan klien baru. Hasil utama yang diantisipasi untuk perusahaan adalah penjualan yang lebih tinggi dan akuisisi klien yang lebih terfokus. Temuan dari penelitian ini masih terus disempurnakan dalam hal media sosial; Sehingga, temuan penelitian ini harus dianggap sebagai awal dan eksploratif. mengingat sifat kualitatif dari penelitian ini dan bidang penelitian media sosial yang terus berkembang. Melakukan wawancara dengan organisasi di berbagai industri dan pengguna media sosial akan memberikan pemahaman yang lebih komprehensif tentang pokok bahasan. Makalah ini menawarkan saran untuk strategi manajemen media sosial serta beberapa peluang bagi para manajer bisnis. Mengingat semakin pentingnya dan semakin luasnya penetrasi media sosial dalam bisnis, artikel ini mengeksplorasi bagaimana bisnis dapat menggunakan konten media sosial.

JEL Classification: Marketing Articles.

INTRODUCTION

In the increasingly advanced digital era, social media has emerged as one of the most powerful instruments for marketing and communication. Social media sites like Facebook, Instagram, Twitter, LinkedIn, and TikTok are utilised for purposes other than just private communication, but have also become strategic tools for businesses to build brands, engage with customers, and increase sales. With the increasingly complex social media ecosystem, an effective strategy is the key to achieving success.

Over the past ten years, the Internet has expanded quickly, offering users a plethora of new possibilities. Social media is currently utilised for more than just information collecting and easy contact; it can also be used to express thoughts and feelings. Social media is “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and enable the creation and exchange of User-Generated Content,” according to Kaplan and Haenlein (2010, p. 61). Social media has swiftly risen to the top of the global communication preference list, having experienced rapid growth in just four to five years since its inception (Dong-Hun, 2010).

Social media is being used by businesses more and more for marketing and brand development (Gallaughier and Ransbotham, 2010), as the platforms are rapidly becoming embedded in society (Dickey and Lewis, 2010). However, a small minority of businesses

find this unsettling new surroundings (Kaplan and Haenlein, 2010).

Actually, social media provides a wider and more sophisticated channel for customer interaction (Thackeray et al., 2008). This digital media is interactive, so buyers and sellers may talk to each other as well as each other and exchange information. Businesses can go beyond dialogue to engage in a triologue with their customers, where clients engage in meaningful interactions with the company and one another (Hlavinka and Sullivan, 2011; Lipsman et al., 2012; Mangold and Faulds, 2009). Social media gives businesses the opportunity to engage with both present and future customers and to form communities that collaborate in real time to identify issues and discover solutions. These exchanges change the traditional roles of suppliers and customers in a business relationship. As a matter of fact, in peer-to-peer interactions, customers add value by generating knowledge and can affect other people's purchase decisions (Sashi, 2012).

Social media provides companies with a huge opportunity to reach a wider and more diverse audience. However, this opportunity also comes with huge challenges. Each social media platform has different user characteristics and demographics, which require unique approaches and strategies. Companies that are able to adapt their strategies to the dynamics of each platform will be better able to maximize the benefits of their social media presence.

Even if it's been said that social media is maybe the best way to develop relationships (Bartlett, 2010; Hackworth and Kunz, 2010; Monseau, 2009; Selina and Milz, 2009), little is known about the actual use of social media by businesses. A small number of academic studies (Dong-Hun, 2010) have focused on how businesses can benefit from social media, while the majority consider it to be a novel marketing instrument that improves the efficacy of marketing communications (Kozinets et al., 2010; Trusov et al., 2009; Dholakia and Durham, 2010). As far as we are aware, not many research have examined the motivations behind, possible advantages of, and strategies employed by companies for their corporate fan pages on social media platforms like Facebook, Twitter, or YouTube.

By offering empirical insights into the motivations driving the establishment of brand pages, or fan pages, by businesses on social media, as well as their usage and expectations, the current study seeks to close this gap. In addition, the study seeks to ascertain, from the company's perspective, the benefits that users derive from using these pages.

The structure of this paper is as follows. First, the terms social media and online brand communities are defined. The field study methodology is discussed in the second section, and then the results are presented. We conclude by reviewing the findings and suggesting management applications, constraints, and future research paths.

LITERATURE REVIEW

In this journal, researchers examine and analyze previous research relevant pertaining to social media strategy approaches.

Technology 2.0

Since O'Reilly's initial proposal in 2005, the phrase Web 2.0 has been used. Web 2.0 is described as "a collection of open-source, interactive, user-driven online applications that expand the experiences, knowledge, and market power of users as participants in business and social processes" by Constantinides and Fountain (2008, p. 232). Web 2.0 tools make it possible to efficiently create, share, distribute, modify, and enhance information items. This promotes the growth of unofficial user networks and the free exchange of ideas and knowledge. Businesses now have more ways to reach and engage consumers through Web 2.0, including direct, personal interactions and learning about their desires and perspectives (Constantinides and Fountain, 2008; McKinsey, 2007). Because of their recognition of this potential, marketers are using this idea in their campaigns more frequently (McKinsey, 2007). Web 2.0 can be divided into five large groups, according to Constantinides and Fountain (2008): communities, blogs, social networks, forums, and content aggregators.

Web 2.0 refers to the evolution of the web from static, read-only pages to more interactive, user-driven platforms. Web 2.0 has changed the way people communicate and socialize. Web 2.0

apps are categorised by Kaplan and Haenlein (2010) according to the features of social media and social networking, showing how these platforms support online social interactions. Boyd and Ellison (2007) emphasize the importance of social networks in shaping digital identities and building online communities.

Web 2.0 also impacts the digital economy, especially in terms of online marketing and business. Constantinides and Fountain (2008) explain how companies can leverage social media for marketing, branding, and customer engagement. Berthon et al. (2012) discuss the concept of user-based marketing, where consumers actively participate in producing content and value for brands.

Brand Community

One type of Web 2.0-based community is the brand community. Web 2.0 has revolutionized the way consumers and brands interact, bringing about significant changes in the formation and management of brand communities. Brand communities in Web 2.0 are groups of users who gather on digital platforms such as social media, forums, blogs, and content sharing sites, with the aim of sharing experiences, knowledge, and loyalty to a particular brand.

A brand community is “a specialized, geographically unbounded community based on a structured set of social relationships among admirers of a brand,” according to Muniz & O’Guinn (2001, p. 412). A brand community is a

subculture with its own beliefs, mythology, hierarchy, rituals, and vocabulary formed by a group of people who are enthusiastic about a particular brand (Cova and Pace, 2006). As a crucial platform for consumer contact strategies, businesses leverage brand communities (Dholakia et al., 2004; Kane et al., 2009; McAlexander et al., 2002; Brodie et al., 2011).

McAlexander, Schouten, and Koenig (2002) introduced the concept of brand community that focuses on consumer-brand, consumer-consumer, and consumer-product relationships. In Web 2.0, these relationships are strengthened through social media platforms that offer two-way communication and continual participation. Schau, Muñiz, and Arnould (2009) investigated how brand community practices such as sharing, impression management, and information dissemination shape brand identity and loyalty.

Customers derive value from the various activities they engage in both online and offline. While businesses want to communicate with devoted clients, mould members' perceptions of the brand, provide information, and gather data about clients (Algesheimer et al., 2005). People can participate in various activities in these communities, include offering assistance to other consumers or relating one's own experiences (Nambisan and Baron, 2009). Furthermore, a sizable portion of users engage in passive activities like reading comments left by others. Park and Cho (2012) contend that reading reviews left by users on prior experiences with

products or services is one of the primary reasons users frequent social networking sites.

Social media

Social media has recently been incorporated into business marketing and brand-building initiatives, although the term "online brand communities" originally referred to World Wide Web communities (Kaplan and Haenlein, 2010).

Social media has ingrained itself into daily life and is crucial to the development and maintenance of brand communities. social media sites like YouTube, Twitter, Instagram, and Facebook enable dynamic interactions between brands and consumers, as well as between consumers themselves. This literature review aims to explore how social media impacts brand communities, covering the benefits, challenges, and dynamics involved.

Attracted by the large user base, businesses have established brand communities on social media sites like Facebook, whose monthly active user count is reportedly over one billion. (Facebook, 2013). According to Sigala and Marinidis (2009), social media channels are low-cost, easy-to-navigate, and Internet and mobile technologies that are scalable and enable the sharing of content created by users. Comm (2009) defines social media as "content created by its audience." Strauss and Frost (2009) define social media as "online tools and platforms that enable internet users to collaborate on content, share insights and experiences,

and connect for business or pleasure." Kaplan and Haenlein (2010) define social media as "a group of internet-based applications that build on the ideological technological foundations of Web 2.0, and that enable the creation and exchange of User Generated Content." Definitions of social media vary. Although a definitive typology of the various forms of social media does not yet exist. Differentiating between social networking sites (like Facebook), professional networks (like LinkedIn), video sharing sites (like YouTube), and picture sharing sites (like Flickr) is standard procedure, social bookmarking sites (such as Delicious, Digg), user forums, blogs (such as Blogger), microblogging (such as Twitter), and social information sharing (such as Wikipedia). The ability to interact socially in previously unachievable ways and on a previously unreachable scale is what unites social media for both people and company owners (Fischer and Reuber, 2011).

Why Companies Use Social Media

Recent data indicates that marketing spending earmarked for social media are increasing. According to Lippman et al. (2012), this indicates that businesses are becoming more and more interested in establishing a social media presence, interacting with followers, influencing their experiences, and even exploiting their voice to increase marketing effect. Several factors explain this move towards social media (Gillin, 2007):

- Response rates are down. Due to spam and indifference, consumers

are ignoring traditional internet marketing methods like banner ads and emails.

- Technological advances. New gadgets, an expanding internet user base, and an ever-expanding IT infrastructure all contribute to the allure of social media.
- Demographic changes. People have turned to internet media, especially Traditional media outlets and young people are using them less and less.
- Bias towards clients. People value trust more than brands while using the internet, and they are more likely to trust friends and other users.
- Cheap. At a much lower cost, viral campaigns can generate more engaged consumers than broadcast campaigns.

With these advancements and the great potential for social media use in marketing, a major problem for marketing managers is how to use social media and find ways in which social media may support marketing strategies and contribute to marketing objectives.

Early research on online communities has attempted to explain the reasons behind the potential interest of businesses in social media. According to Kozinets (2002), There are two things that generate interest in online brand communities: word-of-mouth and market research. Actually, the rise of online media has contributed to the expansion of electronic word-of-mouth (eWOM) (Chu and Kim, 2011). Many online platforms, such as social networks, blogs, forums, and online communities, are home to electronic

word-of-mouth (eWOM) (Dwyer, 2007; Hung and Li, 2007; Phelps et al., 2004; Thorson and Rodgers, 2006). Because of the freedom users have to create and share brand-related content within their social networks, social media is the ideal medium for digital word-of-mouth (eWOM) (Vollmer & Precourt, 2008). According to Kozinets (2002), social media platforms offer new ways for consumer contact, but also present new opportunities for marketing researchers to build strong relationships with customers and gain insights into their preferences, desires and aspirations.

The following briefly summarizes the conclusions of subsequent research on the reasons for social media use, as well as the anticipated goals and benefits:

- Customer relationships can be successfully produced and strengthened by brands (Bartlett, 2010; Hackworth and Kunz, 2010; Monseau, 2009; Selina and Milz, 2009). Social media not only strengthens the bond between businesses and their clients, but also opens up new avenues for interaction between them. This allows businesses to engage in dialogue with their clients more effectively and enhance their communication. The ease of touch, volume, speed and character of these encounters have all undergone significant modifications (Gallaughier and Ransbotham, 2010).
- Companies have the ability to communicate with people who are unable to do so in other ways (Dong-Hun, 2010; Newman, 2003). Compared to mass media, social media reaches a wider audience with

content. Social media forms a “small world” network (Newman, 2003) where information may be readily shared with a huge number of people since it takes less time to transmit it and the network is created by voluntary connections.

- Brand Social media may be used to increase and develop brand recognition (Fanion, 2011; New Media Age, 2010). Social media networks provide companies access to millions of individuals. Social media has a huge user base, thus having a company's brand visible on these sites may assist educate and disseminate information about the business (O'Flynn, 2012).
- Social Revenue can rise via social networking connections (New Networking Age, 2010). Social media sites for brands have a higher chance of being visited by users, which boosts website traffic and e-commerce. Sony is a good example; the corporation claimed in February 2012 that it used Twitter to earn an extra million pounds in sales. Similar to this, Dell said in June 2012 that sales had grown by \$3 million as a result of its Twitter presence (O'Flynn, 2012).

But because social media platforms are always changing and have many uses, businesses are really experimenting, trying different approaches to using social media and observing how competitors are using it. The benefits and expected outcomes are currently unknown and require further research.

It is worth mentioning that social media offers benefits to businesses, but there

are also dangers associated with its use. For example, unfavourable comments posted by people on Facebook are among the most common and unexpected situations (Dekay, 2012). According to a recent survey, a large number of businesses ignore or delete such comments. Furthermore, not all businesses that respond to criticism do so in a way that explains how these comments can be turned into opportunities for productive dialogue (Dekay, 2012). Ineffective management of these circumstances might lead to unfavourable word-of-mouth among social media users. As a result, creating a suitable reaction plan for unfavourable word-of-mouth poses a big issue for companies using social media (Hennig-Thurau et al., 2010; Roehm and Tybout, 2006); failure to do so can have detrimental effects on the company's sales and brand image (Corstjens and Umblijs, 2012).

The present investigation delves into the rationale for the establishment of brand pages and highlights the advantages of social media marketing, usage strategies, and expected benefits for businesses using social media. In addition, from a manager's perspective, the study aims to provide initial evidence on the potential benefits that users can receive from using these sites.

METHODOLOGY

Both academics and businesses are largely unaware of the social media landscape, which is relatively new and rapidly evolving. To meet the requirements of the current study, a qualitative exploratory technique was

used. Facebook brand pages created by companies constituted the study population. The target companies were selected based on a variety of factors, including the quantity of followers their Facebook pages have and the kinds of goods they sell, in order to guarantee a trustworthy and thorough sample of companies. In Greece, where the study was conducted, The most popular social media platform is Facebook. Facebook fan pages are used by almost 94% of Greek businesses active on social media (Advocate/Burson-Marsteller, 2012). In February 2013, 3,971,980 people (or 35.2% of the Greek population) were using Facebook (Socialbakers, 2013). This figure represents 78.7% of Greek internet users overall (Socialbakers, 2013).

Fourteen out of eighteen Greek businesses with the most admirers on their Facebook pages (Socialbakers, 2013) accepted to participate in the study. These fourteen companies catered to the travel and tourism, media, consumer electronics, telecommunications, mobile phones, food and drink, and computer and technology sectors. Key data were collected through in-depth, face-to-face interviews with managers of digital marketing in charge of each business's social media presence (Churchill and Iacobucci, 2005). The interview process was based on an interview guide written with the demands of the study in mind.

There are three parts to the interview guide. The first section discusses how businesses use social media. More precisely, the enquiries centre on the motivations for firms' use of social

media, the social media platforms they utilise, and the kinds of activities they carry out on such platforms. The questions in the second section focus on the reasons behind developing brand pages and the intended consequences. In reality, there are concerns over the "why" of their social media activity as well as the anticipated results for the business. The final section asks questions on how customers use brand fan sites and what advantages they think they get.

Each interview lasted for almost ninety minutes. A voice recorder was used for each interview, and notes were taken for each interview. The tapes were converted using transcripts. Content analysis was used to categorize recurring topics from the data analysis. The researchers searched the literature for consistent references to the components they had identified and sought in their study. Discussion topics were also categorized using terminology from the literature. Three main stages comprise the data analysis process: description (which relies largely on actual respondent statements), analysis (which finds key elements, themes, and relationships), and interpretation (which provides meaning in context) (Wolcott, 1994). Important results were categorised into higher-order constructs and dissected by subject.

RESULTS

This section presents the findings obtained from the data analysis that has been carried out.

Outside Factors Influencing Brands' Use of Social Media

Eight firms stated that 2010 was the year they first appeared on at least one social media site. Brands' first responses to the question of when they first became active on social media ranged from 2007 to 2011. Managers then presented explanations for the reasons that guided their choice to use social media. The following reasons were most frequently cited:

1. Popularity growth and acceptance of social media. Social media is the online trend that is expanding the quickest, according to a poll of managers worldwide. They determined that in order to stay current with technology, their brand had to change as well.
2. Social media's viral nature. It is also mentioned that social media platforms have a tendency to become viral. Digital managers undoubtedly want people to talk about their companies online. They understand that social media is the best medium for business promotion. Many of them provide instances of how this may occur: Using Facebook apps, sharing or like content, and allowing re-Tweets are a few ways to rapidly promote a company or message.
3. Competitors' social media presence. Many managers interviewed said that a good incentive to join a social media site is if a competitor is already using it. Many of them thought that ignoring a competitor's social media pages, even though they offer significant benefits, was a mistake on the part of the brand.

4. Headquarters social media strategy. Certain managers are compelled, particularly in the case of multinational corporations, to employ the standard procedure selected by the headquarters. Therefore, the Greek department should create a domestic page on social media if the global company has one.
5. The need to reduce expenses. Businesses are seeking for low-cost methods to market their brands because of the economic crisis, and social media allows them the chance to do so while keeping expenses low.

Activity on Social Media Brand Pages

Each of the businesses we spoke with has a Facebook fan page; nine have YouTube channels; seven have Twitter profiles. Apart from these popular websites, one firm uses Foursquare and Flickr. All of the businesses did, however, concur that their most popular social network is Facebook.

According to all of the managers who answered, the two most common and important social media activities for businesses are regularly interacting with consumers and hosting competitions with prizes (such discounts, coupons, or even freebies). Simple pleasantries like "Good morning," "Have a great week," and asking about a user's plans for the day or weekend are examples of everyday communication.

Introduced by eight companies, the third important activity is the launch of new goods and services. Companies provide information about new

products, including prices, features, and retail locations.

Through their fan sites, the majority of the firms questioned also offer practical guides and information for everyday life. Managers make it clear that this is more than simply basic communication, even if it may be perceived as a kind of interaction between businesses and customers since they also offer guidance and a certain amount of comprehension about issues that come up in day-to-day living. Finally, four businesses admitted that, although it was not their initial plan, they started by responding to user requests and offering first-rate customer service or complaint handling. Although resolving complaints is not intended, it is almost impossible to avoid it considering that social media serves as a direct line of communication between businesses and their users around the clock. Regarding complaints and comments from clients, these businesses often follow the practice of methodically answering each question or criticism.

Expected Benefits of Social Media Brand Sites

Six categories emerged from managers' answers to enquiries about the objectives they hope to accomplish and the anticipated outcomes of their company's social media brand sites:

1. Building, strengthening and enhancing relationships with clients: Almost all managers surveyed stated that a personal relationship is established between the business and its users through social media communication with customers.

Now that businesses can interact with their clients on a regular basis, both users and companies can develop a "sense of connection". The relationship is strengthened since this type of communication is more individualised for each customer.

2. Many people think that, similar to how friends interact in real life, social media interactions provide the easiest and most useful means of communicating with customers and attending to their demands. According to management, customers "don't hesitate to send a message to the company or express something they want." Furthermore, social media platforms allow us, as a company, to respond immediately to messages from clients regarding questions, requests or suggestions. "Fans communicate with us every day by posting messages on the company's Facebook page in the same way they do with friends. People feel comfortable sharing their opinions about the brand and even sharing their current state of mind with us."
3. Increase brand awareness and word of mouth: More than half of the managers polled said that social media gives customers a great way to find out more about a business. Because of the numerous contests, rewards, and—most importantly—the viral power of messages shared among social media users, a brand may quickly gain a lot of exposure and buzz among a big number of people. As stated earlier, "it is possible to make the world talk about you through a well-managed fan page." Consequently, companies

employ the "Like" button, Twitter retweets, and Facebook news feeds to entice customers to spread their content.

4. Reach More precisely contact new audiences: companies seek to use social media platforms to connect with more individuals. A bigger benefit is being able to concentrate brand efforts on a particular fan base. The majority of social media platforms that are frequently used provide businesses a range of tools that let them get fan demographics and customise their social media strategy to their fan base's interests.
5. Promote product use and assist with marketing campaigns: Nearly half of the organisations' managers concur that Facebook posts are a simple and efficient way to promote various marketing initiatives. As one said, "We found through testing that by combining these messages with messages about competitions and fun, we could post some marketing-related messages without annoying our fans." By doing this, we were able to advance all of the company's goals more discreetly. In particular, businesses utilise social media to promote, recall, and increase the use of their goods and services. Companies that sell quick food or coffee frequently publish examples of this kind of material in the morning or during lunch.
6. Engagement: Every company surveyed stated that they anticipate getting the most out of their interactions with like-minded individuals. "Social media is the best way to talk to your fans," they said. Businesses have a free, open channel

that is available around-the-clock for everyday communication with their fans.

7. . In a matter of minutes, consumers can talk to their preferred brands in the same way they would talk to a friend and receive a response. There can be a sense of engagement between people and brands when communication is direct. Expected benefits of this strategy also include increased revenue, brand loyalty, and customer acquisition.

Benefits for Brand Page Visitors

About half of consumer activity on a brand's social media accounts is related to competitions, thirty percent is user-to-user conversations, and twenty percent is customer questions, comments, complaints, or gratitude.

Managers said that, aside from tangible rewards and other financial benefits, the primary source of motivation for customers to participate on the brand's website is the social connection with other users. Users chat with each other, ask questions, or simply enjoy the whole process, even when there are contests. In addition, visitors seek information and ask about past experiences of others who have used or purchased goods or services. Some users have developed lasting interpersonal relationships through regular chats and exchanges of opinions on their personal Facebook pages. Several managers interviewed said that they frequently see brand-related user interactions, such as those ending with "hey, add me if you want" or "I'll tell you more in a private message." These types of

discussions indicate that some people are staying in touch beyond the brand's fan page. As a result, the brand's Facebook site often serves as an excellent place to socialize, and users can benefit from any connections that may arise.

DISCUSSION

The aim of this research is to enhance comprehension of how companies formulate their social media plans. This may be accomplished by combining the data into a flowchart (refer to Figure 1) that shows the steps businesses take to decide how to present themselves on social media.

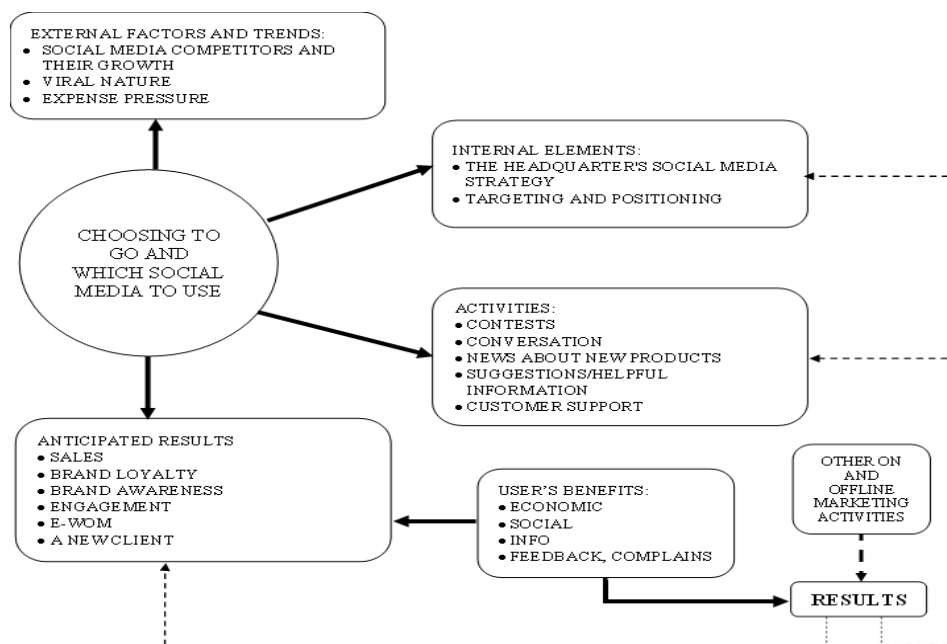


Figure 1. Flowchart

Social media may be used by a business for both internal and external objectives. These outside factors include social media's quick rise to fame and development, its viral nature, the existence of rivals on the site, and—as was previously mentioned—the low-cost solutions offered by social media platforms. The internal components include corporate strategy, placement, and targeting, the latter of which acts as the general framework around which all marketing endeavours should revolve. For example, a brand is more likely to

have a significant social media presence if its target market is young people. Furthermore, a business selling gadgets is probably engaged on social media. Businesses select the social media platforms that work best for their marketing and whether to activate them based on these internal and external variables. For businesses looking to engage in a fully interactive relationship with their customers, An ideal fit would be a Facebook fan page. Media companies that can disseminate short educational

messages, like radio and television stations, newspapers, or online news portals, are more likely to choose a Twitter account. Brands with visually appealing messaging, like those in advertisements, tend to favour YouTube channels. However, the majority of businesses surveyed prefer to use a mix of social media channels, using each as needed for their overall social media strategy. A further concern that is particularly relevant for businesses with global operations is choosing the right social media network for each region in which they operate.

After a company makes the decision to utilise social media, it has to organise, carry out, and keep an eye on certain activities on the social media platform of choice. Popular activities include making instructions and information available, advertising new products or services, chatting with users, creating competitions that award users with prizes and followers, and delivering top-notch customer support. All of these operations should complement and drive synergy with the company's other offline and online marketing initiatives.

Businesses expect their social media presence to yield many unique benefits. Customer involvement is the most significant one that was cited. The concept of consumer involvement first surfaced in reaction to the possible that Web 2.0's interactive features and Capabilities offer the ability to alter the dynamics between merchants and customers. Most professionals who wish to use social media to boost corporate performance have acknowledged its importance and

create lasting, emotionally connected relationships (Mitic and Kapoulas, 2012; Pagani and Mirabello, 2011; Sashi, 2012). Many firms also see word-of-mouth marketing as a major advantage. Experts are completely in agreement that social media is a potent tool that may raise a business's profile and disseminate the most successful kind of advertising—"word-of-mouth"—to a worldwide audience (Kumar et al., 2007). (Burrus, 2011). The so-called viral spread of knowledge is accelerated and catalyzed by social media, which functions like a giant word-of-mouth advertising machine (Chan and Ngai, 2011; Dellarocas, 2003; Godes and Mayzlin, 2004; Jalilvand and Samiei, 2012). This mechanism acts as an amplifier, harnessing positive customer references and combining them with more observable material than other Internet advertising formats (Neff, 2010). Businesses must exercise caution, though, as this same mechanism has the capacity to disseminate resentment, wrath, and mockery just as swiftly. Monitoring customer to customer communication gives businesses market intelligence and enables them to magnify positive messages, fix errors, and reduce losses. Of course, increasing sales is the ultimate goal, whether achieved by cross-selling or up-selling, increasing consumption, or acquiring new customers.

Lastly, a review of the business's social media presence's overall performance will be conducted, triggering feedback systems at several levels. The business might first update its positioning and

targeting approach (referred to as "internal factors"). Subsequently, the business may reevaluate the outcomes it had hoped to achieve from its social media presence; finally, the business can modify or create new social media initiatives in response to the outcomes.

Regarding the benefits for users, studies show that in addition to the financial benefits of contests, the main advantages for users are the social interactions and potential friendships they have with other users. Yen and Gwinner (2003) and Colgate et al. (2005) claim that social advantages in the online environment have been disregarded, but this suggests their existence. According to several authors (Garretson, 2008; Hart and Blackshaw, 2006; Hennig-Thurau et al., 2004), users ask users who have previously used or purchased a service or product for feedback and past experiences as part of this exchange. Lastly, the fact that certain customers register complaints that are made publicly apparent serves as additional feedback mechanism that enables others to evaluate the company's treatment of complaints (Jin, 2012).

Finally, considering how engagement, word-of-mouth, loyalty, sales, and new client acquisition goals are set, the difficulty in quantifying outcomes that may be clearly linked to a business's social media presence should not be overlooked. Developing key performance indicators (KPIs) that reliably gauge a brand's social media activities' outcomes is a problem.

IMPLICATIONS FOR MANAGERS

Managers may employ direct marketing to retain users and potential customers near the brand name and daily contact channels of social media. This is a great possibility to turn casual users into fans and loyal customers. Sales may be increased by using strategies like unique pricing, contests, offers, marketing messaging, and even leveraging the page as a direct sales channel in addition to bringing people closer to the company.

Social media brand channel managers should concentrate on encouraging positive word-of-mouth among social media users. Because they may interact and connect with other customers and non-customers in a number of ways, customers have the ability to influence others in their social networks. They may support or oppose others' brand experiences. Consumers who have a deep emotional connection with a merchant can serve as brand ambassadors for them when speaking with both clients and non-clients.

According to the CEOs surveyed, one of their primary motivations for using social media is to raise brand recognition. Businesses should consider increasing their presence on multiple social networks, as additional social media platforms attract more visitors to the internet.

Furthermore, as more and more businesses use social media, managers must consider the behavior of their competitors and strive to stay one step ahead. This may mean that companies

must create a a customised strategy designed for social media, backed by the appropriate team of experts. Businesses must be fully transparent about the role that social media plays in enhancing or replacing their existing marketing campaigns. Any possible overlaps between social media and other online and offline activities need to be carefully considered and dealt with. For example, such synergies can increase traffic to a company's store or website. Additionally, creating KPIs will allow businesses to assess the success of their social media campaigns.

Businesses should encourage commentators and "likers" to be active on their social media pages, as interaction is the main advantage of having a presence on these platforms. This will inspire more people to comment and like the page and make purchases. Companies should manage this user-generated content in addition to producing original content that benefits users of the brand's social media page and encourages them to engage in transactional behavior. While contests seem to be a suitable structure for this type of content, there are other information-based options that should be explored. To maximize the benefits of their relationship with the community, Rewarding and motivating people who participate more on the page is a good idea.

Finally, to develop methods to provide value to consumers and fulfil or even surpass their anticipations for advantages, businesses must pay attention to the factors that drive social media users to become brand fans, the

material they find most enjoyable, and the perceived benefits.

LIMITATIONS AND RESEARCH IMPLICATIONS FOR THE FUTURE

This research is an effort to learn how businesses use different social media platforms at their disposal and what kind of benefits they expect. The results should be viewed as because the current study is qualitative in nature and social media research is a quickly evolving topic, it is exploratory. Businesses from other market sectors should be approached to offer a more nuanced perspective on companies' social media behavior, even if the businesses being interviewed are well-known, successful brands with a sizable following on social media. Furthermore, a longitudinal examination of social media strategies is required to see how companies adapt their methods over time.

Given the diversity of social media platforms and their different audiences, The question of whether platform is better for their marketing needs to be addressed by marketers. It is also important to solve the problem of managing multiple social media sites in multiple countries simultaneously. Therefore, the findings of this study cannot be applied to all social media platforms because each platform delivers messages to its audience in a unique way, and the participating companies mainly use Facebook, Twitter, and YouTube.

Many businesses consider one of the main advantages of their social media

efforts to be customer involvement. Furthermore, the Marketing Science Institute has recognized it as a top research priority (Bolton, 2011, p. 272). Given that more people are spending time on social media, it is reasonable to look at consumer involvement in this setting (Kaplan and Haenlein, 2010; Ouwersloot and Odekerken-Schroder, 2008). Brodie et al. (2011) found that a number of relationship outcomes, such as emotional commitment, loyalty, satisfaction, and trust, are highly correlated with consumer involvement. Empirical measures of the influence of involvement on brand perceptions and attitudes will help managers develop and implement their social media strategy more effectively in the future.

Furthermore, this perspective neglects any real investigation into customers' perspectives on their behavior and reasons for engaging with a brand's fan page on social media. Although research indicates that consumer participation should result in perceived relationship advantages from participating in brand communities, businesses still presume that social media interactions are how customers connect with their brands (Gummerus et al., 2012). Social media utilisation will help us better grasp what customers expect from partnerships and whether those relationship-building activities are successful by examining how social media participation is related to relationship benefit features. Future quantitative research ought to concentrate on the advantages of relationships that consumers actually perceive and anticipate from using social media in their interactions with a business. By engaging in community

behaviours, customers can gain informational advantages (Dholakia et al., 2004) as well as social benefits (Colgate et al., 2005; Yen and Gwinner, 2003), for example—benefits that have previously been overlooked in online environments. Consumers can also benefit from other types of relationships, such as those that provide entertainment (Gummerus et al., 2012).

About how a business uses social media, another current issue is the potential dangers and drawbacks. These risks include responding to unfavourable remarks, rumours, and word-of-mouth, as well as unpredictable and uncontrolled brand advocate behavior on social media.

Future research on the implications of social media use on public policy and society at large would be fascinating, as the current study solely examined how social media can affect customer-brand relationships. For instance, further research on the possible advantages of social media for enhancing citizen-public service connections would shed light on the ways in which these tools can impact citizens' quality of life. Social media platforms will also impact citizens' relationships with politicians and government. Barack Obama's use of Twitter during the 2008 US presidential election is a classic example. Similar to how social media has brought consumers and businesses closer together, social media also has the power to boost public openness and citizen participation policy. In the end, social

media platforms' participatory nature may result in new types of interpersonal communication, resulting in collaborative projects and activities that will improve society as a whole.

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