



The Enhancement of Social Media Engagement as a Marketing Strategy for a Clothing and Accessories MSME

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Abstract. Marketing in an MSME is one of the main components to maintain the MSME afloat in its market competition. Utilizing social media as a marketing strategy can increase sales and customer retention through regular interactions and time-based customer service. An MSME that sells clothing and accessories has great potential to market its products. Business Coaching is carried out on clothing and accessories SMEs using a descriptive qualitative approach. Data were collected through in-depth interviews and surveys to the owners, employees, and customers of the MSMEs. The aim of this study is to optimize MSME's marketing channel. Instagram display improvements are made on the MSME's social media which is expected to increase customer engagement as the beginning of increasing sales.

Keywords: Business Coaching · Marketing Strategy · Social Media

1 Introduction

MSMEs substantially make contributions to financial increases with the aid of using growing employment opportunities, exports, and innovation activities. Thus their overall performance is huge for developing countries. Achieving the overall performance targets for SMEs is important; however, maintaining the overall performance stage is greater critical. The sustainable overall performance suggests an organization's environmental sustainability practices, supported with the aid of using powerful organizational effect control of SMEs of their running environment [1]. Firms ought to behave enterprise responsibly whilst growing earnings for the owners. Such social media utilization hurries up sustainable overall performance. Several sorts of facts can be finished via feedback, two-way communicate with users, consumers, shareholders & stakeholders, and necessities to preserve the enterprise's overall performance. In addition, social media utilization advances enterprise alliances with the aid of using permitting collaborative facts and information sharing, which complements an organization's overall performance [2].

Arrange strategies related to the use of social media according to the strategies, goals, and needs of a business. How social media can be used to support different aspects of trade strategies including customers' participation, dispersing advertising and

marketing content, as well as acquisitions and only Customer maintenance [2]. Social media, essentially, provides bonds between employees and customers, representing a duct to gather the information that can be used to support the organization's products in the market. And providing customer service in a new way. In recent years, a large number of growing companies have applied social media use, a phenomenon capable of changing Practice and organizational relations [3]. It provides powerful channels to cooperate with online collaboration with customers, suppliers, and partners, which can improve the creative capacity of the organization and can increase organizational capacity to find new ideas as well as product development and products [1].

The summary above shows the potential of social media use and also highlights the need for in-depth studies focusing on the specifics of MSMEs. To gain a competitive advantage, MSME must focus on positioning its uniqueness. This means growing their social media, which means networking skills will be crucial. Therefore, the objective of the study is to explore the use of social media tools and their influence on MSMEs.

1.1 Digital Marketing

In addition to being a standard marketing channel supplemented by digital components, digital marketing is a new marketing strategy that differs from traditional marketing in terms of characteristics and dynamics. When deciding if a mixed communication strategy will be more effective, this must be understood [4]. The marketing mix's dimensions for internet marketing or digital marketing in terms of promotion include [5], the first website in the total digital marketing plan, where online activities will be targeted directly at potential clients, is a website liaison with the digital world as a whole. This step is possibly the most crucial. The section of a website known as search engine optimization organizes the information so that it is simple for internet users to find. Online public relations refers to the use of online communication tools like blogs, RSS feeds, and news releases to enhance brand perception and/or establish an organization or corporation as an authority in a certain industry. Social networking services, like Facebook, Instagram, and LinkedIn, provide options for marketing. E-mail marketing is the practice of using e-mail in digital marketing campaigns to keep in touch with both current and new clients who are open to receiving information via e-mail. Customer relationship management (CRM): One of the crucial components of digital marketing is preserving connections with current clients and forming profitable alliances with them. The dimensions of internet marketing or digital marketing in terms of promotion as part of the marketing mix include [5].

1.2 Social Media

The Internet, which enables quick collaboration and knowledge sharing, has been the most significant technological advancement of the previous 30 years. Technology advancements have significantly altered how businesses communicate with their partners and clients [6]. Organizations can collaborate more effectively thanks to social media's collaboration tools [7]. With the use of these tools, businesses may effectively contact their target audiences at a minimal cost. Social media is being used more and more by businesses as a vehicle for communication, which is changing how businesses function and engage with their clients and suppliers [8]. Recent literature emphasizes

social media's significance by arguing that users should take social media content into account when establishing connections and making purchases [8] and by emphasizing its crucial role in the formation of consumer culture. For instance, text can act as a cultural resource that users rely on when attempting to understand the world and its consumption practices [9].

Social media is often associated with marketing. Indeed, social media started out as a complementary addition to all marketing activities because of its advertising- and marketing-related focus. Town. According to a Hootsuite survey from 2020, the primary reasons people use social media tools are to publish general updates (58.5%), communicate with clients directly (57.8%), and send marketing messaging (53.4%). To establish a local reputation, draw in more clients, and increase revenue, small enterprises must work together in a network structure in a single location [2].

Almost everyone has access to social media today. As a result, social media marketing initiatives are continually changing and offer the opportunity to create more intimate social connections than traditional marketing techniques. Social media is typically used to encourage users to engage with intriguing content, which they frequently spread around their buddy network. Forums, email, social networking, virtual reality, online gaming, blogs, portals, and other forms of social media are employed, and each type requires a different amount of effort [2].

1.3 Steps for Digital Marketing on Social Media

Several steps must be taken in developing a strategy for using digital marketing [10]:

The first step is creating social media marketing objectives. First of all, the goals and objectives of using social media should be determined in advance by the company so that it can determine the role of each social media used. This is because each media must have its own features, advantages, and disadvantages. Without clear goals, companies cannot evaluate their success in conducting marketing efforts through social media. The goals themselves must have the characteristics of SMART goals which consist of specific, measurable, achievable, realistic, and time-related [10]. The next stage is conducting a social media audit. In this case, a company should have a clear picture of each of its social media. Starting from who is responsible, and what functions are carried out. That way it will help to focus on one desired goal according to the advantages of each social media itself [10]. After that, choose the Most Relevant Social Media Platform. Choose a platform that best fulfills the mission and goals you want to be achieved by the company. Each social media has its own audience that must be treated differently. If the company has an old platform, it must be updated in order to achieve better results. To expand the reach of content, cross-promoting social platforms can be used. In general, social media profiles should be filled in completely, and images and text should be optimized [10].

Getting social media inspiration deals with some strategies in looking for benchmarks and inspiration from other social media accounts, both good ones moving to a similar or unrelated field. This step is actually quite simple to do but is often neglected. Several ideas about content from social media are obtained after looking at other social media accounts [10]. Then create a Content Plan and Editorial Calendar. The next step is to make a plan regarding the content that will be used on social media, as well as on the editorial calendar to provide direction on when to post. Having good content and the right

time to upload it is essential for social media marketing success. In creating a content marketing plan, there are several things to consider, what content will be created and promoted through social media, who creates the content, how often will the post be done, who is the target audience for each content created, and how to promote the content. After answering these questions, the next step is to create an editorial calendar containing the desired date and time for uploading content [10]. The last step is to test, evaluate and adjust the social media marketing plan. The most important step in implementing a social media strategy is of course realizing it based on the plan that has been made. Companies may conduct initial tests to see how the public reacts to the content, post times, features used, and other aspects. This will be an evaluation for the company, and a guideline for making adjustments to the plans that were previously set. Currently, almost all social media have provided detailed analysis features. In addition, companies can also directly ask their followers both offline and online and provide insights for future improvement of the company's social media [10].

2 Method

Business Coaching is carried out on clothing and accessories SMEs using a descriptive qualitative approach. Qualitative research is an interpretation method for describing, decoding, translating, and obtaining meaning, not frequency, which is more or less.

A natural phenomenon in the social world [11]. Data collection in this Business Coaching activity uses a qualitative approach by conducting interviews and observations of the parties involved. In addition, in the early stages, surveys and focus group discussions were conducted to hear opinions from MSME product users as initial data. A qualitative approach is used in Business Coaching by extracting information from sources related to the research.

The survey form used in this study was an online questionnaire via a computer or smartphone. Because this questionnaire is intended for primary data collection, the distribution uses convenience sampling so that data and information collection can be completed more quickly. The purpose of the survey is to hear what the target market thinks about the appearance of MSME social media. The total number of respondents who participated in the survey was 128. Ideally, a study needs to be done for the entire population, but in this thesis, the population of users in Indonesia is too large so it is difficult to include every individual in the population.

Interviews in this business coaching were conducted with MSME owners, staff, and customers. Interviews were conducted in an unstructured manner, which is a way to verbally obtain information from respondents with the aim of identifying important issues relevant to the problem situation, without preparing a pre-planned sequence of questions [12].

The collected data will then be analyzed through business process analysis, Business Model Canvas analysis, STP (Segmenting, Targeting, Positioning) analysis, internal and external analysis, and leads to a SWOT analysis.

A gap analysis will be carried out by identifying the real conditions that are currently occurring and the problems and causes that must be corrected so that this company can achieve its intended target. Knowing the gap between the two will help identify problems.

Table 1. Results analysis based on interviews and surveys

Tools	Actual Condition	Ideal Condition	Gaps	Code
BMC, STP, Mixed Marketing, SWOT	Monotonous and Unorganized Instagram contents	Interesting Instagram content	Require to create interesting contents	1. Marketing channel 2. SOP
BMC	Unsynchronized and unintegrated inventory reading between website and the story	Synchronous and integrated listing of products available on websites and stores	There is no system that matches inventory on the website and the store	Inventory
MC, STP, SWOT	Almost all of the customers are male	Varied customers	Need to add women’s products	Product Variation
Customer Relationship	Inconsistent engagement of Instagram Followers	Increasing Instagram follower engagements	Require contents that interacts a lot with followers	1. Marketing Channel 2. SOP
Poster’s Five Forces	Overlapping social media competitors	Busy MSME social media	Need to create interesting content	1. Marketing Channel 2. SOP

When the problem is clearly identified, the right solution can be arranged so that the Business Coaching process can run well. Show in the following Table 1.

3 Result and Discussion

From the results of the analysis based on interviews and surveys that have been carried out, there are several problems found in the MSME. These problems will then be given an assessment based on how high the urgency of the problem is. Then after determining the value of each problem, the weight of the ability of the MSME to solve the problem is also determined, where the higher the scale means the better the ability of SMEs to solve problems. Figure 1 is the graph of the Pareto analysis as follow:

Based on the results of the analysis carried out, this business coaching activity will propose improvements for MSMEs, namely to resolve online marketing channels and make SOPs for posting on Instagram. According to in Hollensen, Kotler, & Opresnik, [10], the steps or stages that must be taken in developing a strategy for using digital marketing are as follows.

Creating social media marketing objectives. The results of discussions and interviews with MSMEs set the goal of using social media as the main marketing tool, namely Instagram. Therefore, Instagram from MSMEs must be made as attractive as possible which can attract customers to buy MSME products. This can be done by using the features offered by Instagram to maximize its business activities. As from the literature from Ryan and Jones [5], Instagram is one of the dimensions of internet marketing

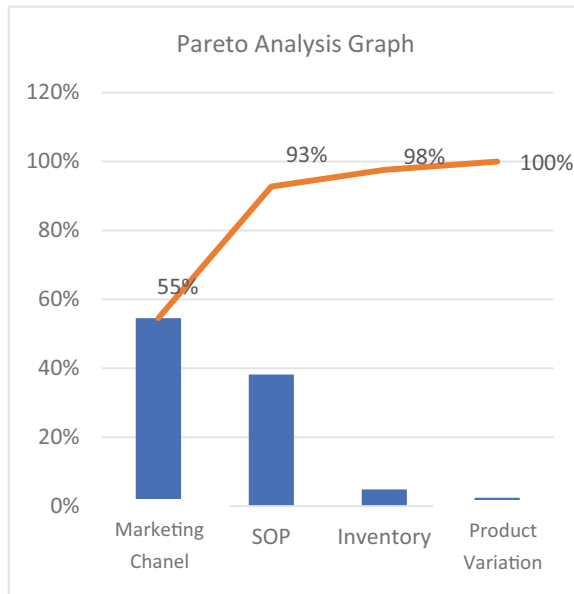


Fig. 1. Pareto Analysis

or digital marketing in terms of promotion as part of the marketing mix. These social media enable organizations to reach their customers at a relatively low cost and a high degree of efficiency. The MSMEs can also use this social media as a communication channel, a phenomenon that is changing the way companies operate and interact with their customers and suppliers [8].

Conduct a social media audit. From the results of the discussions carried out, these MSMEs have not paid much attention to the appearance of the profile and the content of the content uploaded to the platform. So that corrective steps are needed so that the use of this online channel can be more optimal.

Choose the Most Relevant Social Media Platform. After the survey was conducted, Instagram was chosen as the social media to be improved. The reason is that Instagram has become the main online platform for customers to find the products they are looking for and is a social media that has developed and has been widely used by many people.

For getting social media inspiration in the optimization process, benchmarks were carried out on several accounts that were considered to have developed their Instagram accounts very well. This account is a competitor of this MSME which has a larger number of followers. Several ideas were obtained in creating content to be uploaded on MSME social media after the benchmark was carried out.

Creating a content plan and editorial calendar. The next step is to make a plan regarding the content to be used on social media, as well as an editorial calendar to provide direction on when to post. In this study, a posting calendar was also carried out as a direction for these SMEs in planning and preparing content to be uploaded.

Test, Evaluate, and Adjust Social Media Marketing Plan. Evaluation is the most important step in implementing a social media strategy. Currently, almost all social

media have provided detailed analysis features. In this study, the evaluation was carried out by analyzing and comparing the data contained in Instagram Insight.

Referring to the stages above, the things that are done in the process of optimizing Instagram social media in this research are as follows:

a. Product Photoshoot Activities

From the survey results, it was found that the angle, background, and lighting of the photo are among the important things that followers pay attention to. According to respondents, the quality and appearance of photos from MSMEs are less attractive and need to be improved. Therefore, to support the need for quality photos, photoshoot sessions were held for some of these MSME products. The photo shoot is assisted by a model who will wear MSME products. According to the author, this photoshoot activity is very important to do because in addition to giving a more serious impression by displaying product photos. Most of the photos uploaded on their Instagram accounts are photos with the background of the MSME shop itself so that visually it is not too focused on the appearance of the product used by the model. Figure 2 show some photos from photoshoot activities that have been edited and will be used in this UMKM promotion activity.

With a white background, or plain, the photo above looks simple and clean. In addition, according to the survey results, respondents stated that the white background allows them to focus more on seeing the products offered. The results of this photo shoot have good image quality and do not break when zoomed. With photos like this, the MSME Instagram feed will look harmonious, orderly, and attractive.

b. Making Posting Standard Operating Procedure (SOP)

In carrying out activities for uploading social media content, there is no Standard Operating Procedure (SOP) owned by this MSME. There are no standardized procedures or formats to provide direction in carrying out uploading activities. Uploading activities are based on habits that have been carried out so far. Whereas SOPs are important to have as a guide used to ensure the company's operational activities run smoothly [6]. In order to maintain the harmony of the appearance of the Instagram feed along with captions or descriptions for each content, the author proposes to create and implement an SOP so that everything goes smoothly and no important things are left behind. This SOP can provide a systematic and consistent standard direction in posting. This SOP also



Fig. 2. Photoshoot

contains procedures for taking product photos that will be promoted on social media. The information contained in Instagram Insights is very valuable because it can be a measurement tool to compare the extent to which the resulting reach is seen from certain promotional activities that have been carried out. So that it will be seen whether the efforts in carrying out promotional activities on this Instagram account are successful or not in achieving the desired target, and it is important to formulate a social media marketing strategy.

The profile view is the main page of the Instagram account when other users visit. So that the profile display should provide the important information needed so that it can be captured by potential customers. A neat and orderly appearance can certainly attract more attention and make it easier for readers to understand the contents of the description provided and can show the professionalism and seriousness of the business account (Fig. 3).

Social media tools give businesses a cost-effective and highly effective way to reach their customers [8]. Social media is being used more and more by businesses as a conduit for communication, which is changing how businesses function and engage with their clients and suppliers. After the image was posted on the MSME's Instagram, information was gathered that MSME owners could review. Figure 4 show Instagram's insight as follows:

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Fig. 3. SOP on Instagram Posting

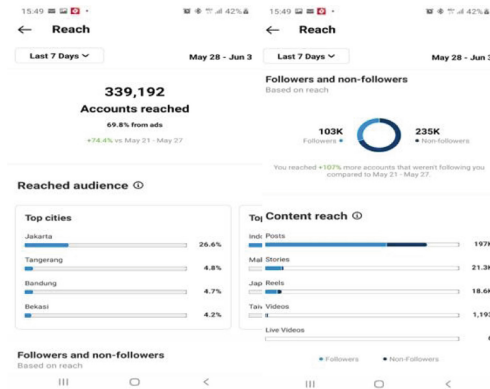


Fig. 4. Instagram's insight

description provided and can show the professionalism and seriousness of the business account.

4 Conclusion

The conclusion of this series of Business Coaching activities for MSMEs is that there are problems that need to be helped to solve, including the not-yet optimal use of online marketing channels, namely Instagram social media and the application of SOPs for uploading on Instagram. The use of Instagram social media owned by MSMEs has been optimized to support its business marketing activities. In this MSME Instagram account, business development is carried out so that it can optimize the use of Instagram by utilizing the Instagram Insights feature. In addition, a series of stages that have been carried out include the development of Instagram profiles and photo shoot activities for MSME products. The second proposal is in the form of making and implementing guidelines for uploading on the Alaskaki Concept Instagram social media account in order to make it easier for MSMEs to maintain harmony in the appearance of Instagram social media.

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