Twitter Campaign and How Commercial Blogs are Useful for Community Marketing in Indonesia

M. Pradana[a], A. Pangarso[a]

[a]Faculty of Business and Communication, Telkom University
Jl. Telekomunikasi Terusan Buah Batu, Bandung 40257, Indonesia

Abstract

Indonesia is currently recognized as the one of the countries in the world with most social media users. The business world sees this opportunity by combining the use of both blog and social media. A lot of companies introduce their products to society by organizing campaigns of citizen journalism in order to create buzz on their products. A number of so called celeb-tweets (Twitter users and bloggers who are normal citizens but possess a large number of readers or followers) are paid as endorsers to review the newly launched products and introduce them to their followers. This paper is intended to analyze social media strategies under the 4C's principles: connection, creation, consumption and control. These principles are the consumer's motivations that lead to the companies' return on investments (ROI), which is measured by active participations of the online society.

1. Introduction

Within the last decade, the popularity and the number of users of social networking platforms such as Facebook, Twitter, Youtube and Google+ are rising. Twitter itsef, rapidly gained worldwide popularity with over 500 million registered users as of 2012, generating over 340 million posts everyday, which are known as *tweets* [1]. In the business world, the interest in social media use is also growing. The tendency is now that there has been a shift in consumer's role, from being passive recipients of information to becoming active generators of information [2]. Therefore, social media is a common marketing tool used by companies nowadays.

By taking traditional forms of marketing and improving upon them with social networking, a successful marketing strategy can be successful if done right, which ultimately results in an increase of clientele, brand awareness and revenue [3]. Social media efforts are developed under the 4C's principles: connection, creation, consumption and control. These principles are the consumer's motivations that lead to the companies' return on investments (ROI), which is measured by active participations such as a social media comments, review, share, or recommendations [4].

As of the middle of 2012, Indonesia is recognized as the 4th country with the most social media users [5]. Looking at this potential, lots of industries in Indonesia are utilizing social media platforms in their businesses. They use social media, blogs, and all other platforms in order to touch wider customers or merely to advertise their products, next to the conventional advertisements they have been doing in televisions, newspapers, and other traditional media. This paper is intended to analyze the use of these platforms and find out whether it will be effective according to some marketing literatures.

Nowadays, as the role of social media has been growing in significance. Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 which allows the creation and exchange of user-generated content [6]. Corporate decision makers try to identify ways in which firms can make profitable use of various social media applications, such as YouTube, Facebook, Instagram, Path and Twitter. Social media is preferred as a powerful marketing tools because it can reach wide range of people and enable the companies to directly interact with their customers, next to a fundamental reason that social media is less costly than any traditional marketing activities [7]. It also offers better market monitoring, companies can gather information about what kinds of new product are popular among the customers, which in the end will enable the spreading of word-of-mouth (WOM). Also, with social media platforms, companies can establish relationship with other media, such as advertising agency, magazine and newspapers, because most of them also use social media platforms nowadays. Also, companies cannot do much since their social network activities are dependant to the social media provider, which leads to more risks of negative feedback getting out of control [8]. Social

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* Corresponding author. Tel.: +62-821-93187891
E-mail address: mahir.pradana@telkomuniversity.ac.id

media industry can be used in establishing trends, reporting news and opinion, and generating buzz. Through social media, publishers can monitor trends, and 'listen' conversations online about their products [9].

Indonesia is one of the countries with the most social media users. Facebook, for example, has not had an office in Indonesia, yet it has grown very rapidly. Nowadays there are over 30 million Facebook users in the country. The reason behind the fastly growing number of users in Indonesia, besides the country's large population, is because people love publicity, do not fret much about privacy and gleefully follow trends [10]. Hence, it is important to see how Indonesia makes the most use of the social media platforms in business. Nowadays, companies exist on several social media platforms, for example Twitter, as well as company blogs and mobile phone social media platforms. After knowing effective social media strategies of each company, it is important to know what are the opportunities and limitations of using social media platforms in publishing business.

The discussion of this paper is constructed based on literature review toward the existing literatures about the same topics. Findings and further development on discussions are explained on the hindmost part of the paper.

2. Literature Review

This is the part where we discuss social media functions, the motives along with the opportunities and risks of using social media for marketing activities based on what has been stated in the existing literatures.

As a set of activities, marketing is a process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society in general. Furthermore, according to Kotler, marketing is the set of human activities directed at facilitating and consummating exchanges [11]. Therefore, we can say that marketing is 'the art of communicating' products to the customers besides seeling them.

Formal approach of traditional marketing was known as 4 (four) Ps, which are the goods that becomes the core of the business (Product), the way of delivering information about the product (Promotion), the value concept of the product (Price), and the access to the product (Place) [12]. As time changes, the concept was developed into a new 7P. 7 (seven) Ps is an additional marketing model that refers to the already mentioned four Ps. The three additional points are 'Physical evidence', which includes elements within the store -- the store front, the uniforms employees wear, signboards, etc., 'People', which consists of the employees of the organization with whom customers come into contact, and the last one, 'Process', which is the whole activities and systems within the organization that affects its marketing process. In the digital era like nowadays, technologies have provided all those elements online, even without direct or face-to-face contact.

It has been mentioned above that technology nowadays enables us to do any marketing with the help of internet. Therefore, the world recognizes a new concept of marketing, which is online marketing. Online marketing gains advantages in using internet sources in order to get in touch with customers. Online marketing has its strength in rapid delivery of data and information between the people involved [13].

According to Schradi (2009), there are two ways of conducting online marketing: passive and active. Using passive online marketing means a company builds a website which provides the information to the customers without doing any significant activities to reach out customers. On the other hand, active online marketing does the otherwise, the company tries to reach potential buyers on the internet. Schradi argues that active online marketing is somehow more useful because there is an aspect of customer loyalty where customers need incentives to visit the web page more than once, for example with news, forum, services, blogs, raffles and many other possibilities [14]. We can add some more to those incentives, such as online games, quizzes, trivias, etc.

By taking advantage of internet technologies, or widely known as 'Web 2.0', companies are using social networking sites to promote and relay information about their brands (Kaplan & Haenlein, 2012). Therefore, online marketing is a new form of the traditional marketing mix (7Ps) that we discussed before. Online marketing is a hybrid element of the marketing mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another [15]. These days, online marketing becomes priority for companies because they can get immediate updates and reach wide range of customers.

Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content [6]." An overview of the launch dates ranging from 1997 up to 2006 can be seen in the figure below.

* Corresponding author. Tel.: +62-821-93187891

E-mail address: mahir.pradana@telkomuniversity.ac.id

1997 — SixDegrees.com

1998

1999 — LiveJournal
AsianAvenue — 1999 — BlackPlanet

2000 — MiGente

2001 — Cyworld
Ryze —

Fotolog — 2002 — Friendster
Syblog —
LinkedIn — Couchsurfing
Xing — 2003 — MySpace
Last.FM

Facebook — Flickr
2004 — Dodgball
Catster — Hyves
Yahoo! 360 —
Cyworld — YouTube
2005 — Bebo
Ning — AsianAvenue
QQ —
Windows Live Spaces — 2006 — MyChurch
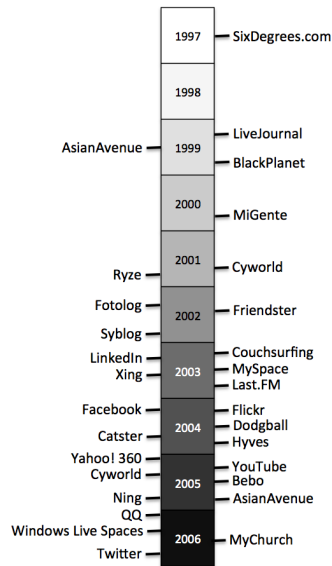Twitter —

Figure 1: The Development of Social Media through the Years [16]

Nowadays, with the development of smartphones and portable computers, social media applications and platforms can be accessed everywhere and at any time. Social media nowadays offers a handful of variations, which are designed for different purposes. The table below shows the types of social media platforms and applications according to their purposes.

Purposes	Platform
Private Networking	Social media, Myspace, Google+
Professional Networking	LinkedIn
Diary / Journal	Blog, Twitter, Path
Photos	Flickr, Instagram
Videos	Youtube, Vine, Vimeo
Hobby	Goodreads, Fantasy Football

Table 1: Social Media Platforms According to Their Purposes

Boyd and Ellison (2007) defined social network platforms as a web-based social media applications that enable the creation and maintenance of relationships (networking) [16]. Every human is believed to already have their own networks and circles of friends, so social platforms only facilitate in connecting and making them bigger. Kaplan and Haenlein divided six different types of social media platforms: collaborative projects (for example, Wikipedia), blogs and microblogs (for example, Twitter), content communities (for example, YouTube and DailyMotion), social networking sites (for example, Facebook), virtual game worlds (e.g., World of Warcraft, Fantasy Football), and virtual social worlds (e.g. Second Life) [6].

According to Kaplan and Haenlein (2010), a segmentation of the market can be undertaken, in order to differentiate existing platforms from another. The platforms are differentiated between social presence and the degree of self presentation. According to Shao (2009), people use social media because of three motives. The first one is because they want to consume information and entertainment. The second motive is to participate in social interaction and community development, and the last one is to produce self-expression and self-actualization. Self-representation is the motive that is underlined by most experts. Users obtain self-representation from the utility of the network, and they can also gather information, expand network, and spread their influences in peer group [18] Foster (2010) argues that social media assures someone's participation in social communities by reserving his membership inside the community by providing connections while at the same time maintains value of the user's privacy [19]. We can see that most features in social media are designed for entertainment, self-expression, and connecting people.

Kim, Sohn and Choi (2011) investigated in their study how cultural contexts shape the use of communication technology by examining the motives for and patterns of using social network sites [20]. They argue that the social media avidity might differ in different countries, according to the characteristics of the counties' cultures. People in a collectivistic society, for example in Asian countries such as India and Indonesia, are more dependant to social media than those who live in individualistic oriented societies (Hofstede, 2001) [21]. However, aside of some differences, basic underlying motives for using social network sites (seeking friends, social support, entertainment, information, and convenience) are very similar between the countries with different cultures.

* Corresponding author. Tel.: +62-821-93187891
E-mail address: mahir.pradana@telkomuniversity.ac.id

According to Hoffman and Fodor (2010): In order to maximize the effectiveness of social media efforts, the managers must recognize two things. First, it is certain that customers are the ones having control of their social media experiences, but it does not mean that company cannot integrate them into their social media strategies. A social media manager can have at least a framework of how customers can participate in building the brands image in social media. For example, companies can invite the involvement of bloggers and give them incentives. Some companies already hire endorsers on Twitter to promote their products, the people whom are widely known as 'celeb-tweets'. Second, the dynamic movement and constant change of social media must be appreciated by the companies. Most companies ignore this fact as most of them only take for granted that social media and its practices are fixed with consumer behaviour concept. A good social media manager must know that this is not the case. Social media is merely a way to detect and reach potential customers, but it needs to be taken care of carefully if the company wants optimum result [22].

Furthermore, according to Hoffman and Fodor (2010), the concept of social media marketing should be carried out under 4C's: connections, creation, consumption, and control [22]. The concrete implication is to make active investments between the customers in the various forms in social media, such as blog comments, active participation, private endorsements, review, or merely a recommentdation to their peers. In the context of social media, online marketing is the modern implementation for Word of Mouth Marketing (WOM). The WOM concept is based on the flow of information that consumer give to their friends and acquaintances in terms of product and service reviews to give much greater confidence than marketing messages [23]. The aim of the WOM marketing is, therefore, to promote communication between satisfied consumers and their environment. According to Henning-Thurau et al. (2004), the rapid development of web-based communication, has created a new kind of WOM, the so-called electronic Word of Mouth (eWOM) [24]. The act of liking, commenting and sharing of corporate Social media or Youtube, or re-tweeting a post on corporate Twitter is part of the eWOM.

From internal marketing perspective, there is still often great skepticism about social media. The consequence of having active social media activities is that the flow of information might be overwhelmed. As already mentioned above, social media users are globally connected and can anytime get into the eWOM process 24 hours a day, seven days a week. Therefore, there will be demand to respond to consumers' inquiries or requests on time. Without the support of the management in the form of adequate resources for social media, failures are unavoidable (Henning – Thurau, 2004)

According to Kaplan and Haenlein (2011) three basic criteria which makes viral marketing effective and that must be met: "the right people need to get the right message under the right circumstances". Viral marketing can be driven by three kind of people, which are market maven, social hubs and salespeople [6].

Most of the time market maven create the message and transfer to social hubs. If market maven created message is not effective then salespeople make it more effective and then transmit to social hubs. Generally, this message needs to be more effective because this message would help to trigger emotions of the receiver. These message can be either positive (e.g., joy) or negative (e.g., disgust, fear) [6]. Success of viral marketing can be influence by delivering right message to right people in right environmental condition.

Another major risk is the chance of exposing bad feedback from the consumers. Social media offers consumers a great platform to communicate their dissatisfaction with certain products and services, to the public (for example, through blogs) or to existing contacts (through a social network platform). This shift of power in favor of the consumer therefore bears risks for companies, as dissatisfied consumers can reveal their frustrations to a worldwide audience. Consequently, the intended eWOM activities can in the end become negative eWOM, as not everything posted in the social media can be controlled by the corporate [25].

	Opportunities	Risks
External Point of View	+ Market Information(Monitoring) + Cheap and Fast Market Research + WOM Marketing + Possibility to build relations with other media.	
Internal Point of View		- There is no such things as tangible social media resources - Well-planned strategy needs to be developed - Dependance to the social media provider - Demand of fast and consistent updates - Negative feedback is out of control
Optimal Design of Consumer Relationship	+ Well-defined social media strategy + Active involvement in social Media + Balance between Social Media marketing and Direct Marketing	- Social media is seen merely as a tool -> Consumers feel they are not taken seriously.

* Corresponding author. Tel.: +62-821-93187891

E-mail address: mahir.pradana@telkomuniversity.ac.id

Besides being information receivers, companies can also send messages to customers and expect them to spread the information to their networks or peers though social media. One other opportunity is to establish networks in the form of partnership, as most companies also use social media platforms nowadays. In the case of publishing companies, they can collaborate with advertising agencies, magazines and newspapers. All can be done easily and less-costly with social media platforms.

The ideal costumer relationship with social media can be achieved through active involvement, well-planned strategy, and balance between direct marketing and social media marketing. The last point should be underlined, otherwise customers will feel that they are only 'virtual entity' and not taken seriously in real life.
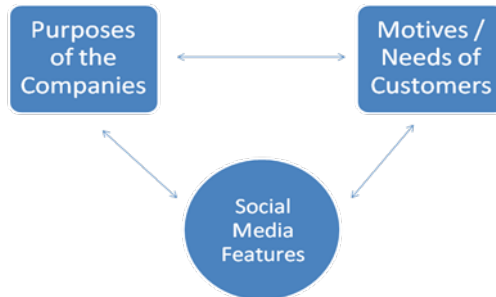

Figure 2: The Relationship of Motives and Interests in Social Media Marketing

The figure above shows how three major disciplines are involved: computer science (social media functions), marketing (business goals) and psychology (motives and needs of users). The arrows imply the relationship between the units.

To companies, social media is regarded as a useful marketing tool. As we have discussed before, social media marketing is the modern implementation for Word of Mouth Marketing (WOM), which is based on the flow of information that consumer gives to their friends and acquaintances in terms of product and service reviews to give much greater confidence than marketing messages [23]. The objectives of the companies that use social media primarily include the acquisition of insights concerning the customer and the spreading of eWOM (electronic Word-of-Mouth).

To users, the use of social media are based on three basic needs: to consume information and entertainment, to participate in social interaction / community development, and to produce self-expression and self-actualization [17]. Social media offers some fulfillment towards customers' needs of information and entertainment. Their features, such as videos and photo upload enable the spreading of information and self-production of entertainment. Through social media networking platforms such as Social media, they also fulfill the needs of self-actualization and networking.

3. Discussions, Findings and Recommendations

	Company	Customer
1.	The more active companies publish social media posts...	The more active customers will behave (the more 'likes', retweets, comments and shares)
2.	What kinds of posts?	
	- Posts that need participation from customers (competitions and events). Examples: writing challenge, a launch event, etc.	Feedbacks are binding / participatory (likes, comments, shares).
	- Posts that only communicate products (promotions, background). Examples: tag synopsis, date of release of products, etc.	Feedbacks are not binding (only high numbers of likes, but lack of comments and shares)
4.	How to avoid negative comments?	Avoid too much advertisement. Mix the posts with trivia / competition / fun posts.
5.	What triggers customers' questions?	To know more about competitions and events (participatory contents)
		Information gathering (any posts from the company)
6.	How to handle customers' questions?	Regularly provide answers or useful links.

Table 3: Final Recommendations

The act of commenting, sharing and re-publishing a post on corporate social media platform is part of the electronic word-of-mouth (eWOM) [24]. Since our focus of discussion is specified on the social media 'Twitter', we can conclude that when companies use the options 'reply', 'retweets' and other Twitter features then interact with customers, they are actually within the ongoing process of eWOM.

Therefore, we believe it is important to picture a mapping about the types of posts conducted by company and

* Corresponding author. Tel.: +62-821-93187891

E-mail address: mahir.pradana@telkomuniversity.ac.id

customers. A clear mapping can be pictured in the table below:

	Types of Company Posts	Explanation	Types of Activity	Types of Customers Posts	Explanation	Types of Activity
1.	Promotion	Posts intended to introduce new products	Tweet	Praise	Positive Feedback toward certain posts / product	Comments, Reply, Retweets
2.	Product Development	Posts intended to gather customers' feedback for the sake of research and development	Tweet, Tweet with pictures, Reply	Criticism	Negative Feedback toward certain posts / product	Comments, Reply
3.	Background	Posts explaining the story behind products	Tweet, Tweet with pictures, Reply	Advices / Support	Suporting Feedback toward certain posts / product	Comments
4.	Events	Posts informing offline events related to the promotion of products	Tweet, Tweet with Pictures	Questions	Enquiries about products	Reply
5.	Competitions	Posts intended to engage customers in online games/ contests	Tweet, Reply, Online Contests	Others	Any other posts, mostly unrelated posts or activities	Retweets

Table 4: Types of Posts

Some studies have already been conducted about social media, but the study focus continues to grow as the technology of social media itself keeps growing every day. As an author, the only thing that this observation can deal with social media is to add new findings for more research in the future.

From an economic perspective, the findings of this study are interesting for the following reasons. Firstly, the question of how the marketing communications for high-involvement products can be performed in social media as a platform, which relies on the commitment of the users. There, we found that the emotional factor plays a big role in how customers posts on social media.

These contents are not so much discussed in the existing literatures. Most of them talk about users' motives in using social media and general social media strategies that become more and more common these days, but so far, I do not see so many of the literatures that talk about which of the Social media contents that are the most important in measuring customers' involvement or even loyalty. From the observation conducted on this paper, we have pulled a conclusion that those aspects can somehow be measured by counting the numbers of feedbacks (comments, likes, shares) and comparing them into other content categories, mainly companies' posts.

Through a focused and motivated conscious customer care activities, companies can gain advantages by eWOM (Electronic Word of Mouth) from internet users. Praise for a company, a product or a service is contagious in a good way, which spreads easily throughout social media. For businesses, it has never been so easy and cheap to obtain support for their products and services as what happens in today's highly networked social media age.

However, the study about motives and needs of these promoters is still not enough. The studies in social media are still relatively young, therefore, there have not been many literatures specifically talk about motives. It shows that further research is needed to obtain more information.

Last but not least, further research into the social media activities of modern-day companies are highly recommended. The analysis of the collected content analysis could also be reused for other issues and studies in the topic of social media.

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E-mail address: mahir.pradana@telkomuniversity.ac.id