

# The Influence of Social Media Marketing Strategy toward Marketing Performance

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## Abstract

Businesses of all stripes are working on social media in an attempt to capture new audiences and maintain their relationships with current clients in light of the growing numbers of consumers using social media. Social media has undeniably gained more influence in the internet community. Most firms currently use social media platforms of all kinds as part of their plan for social media marketing. However, in this regard, more research has to be done on how social media marketing strategy impacts marketing performance. Therefore, the purpose of this research is to investigate the relationship between the social media marketing strategy (SMMS) dimension and marketing outcomes. 233 willing respondents who had made purchases on all social media platforms filled up surveys. Regression analysis was employed to verify the hypotheses. The findings show that Proactive Competitor Learning Capability and Product Diversity Presentation Awareness have the strongest positive impact on all marketing results. Market Response Timeliness Orientation is still not significant to marketing operation excellence, despite the P-value of Customer Communication Channel Focus being close to the significance value. Additionally, the principal SME marketing strategy and social media marketing are discussed, highlighting the need for SME creation of social media sites and ongoing presence on them. The finding not only provides contributions but also recommendations for future research.

**Keywords:** Digital Marketing; Social Media Marketing Strategy; Customer Communication Channel Focus; Product Diversity Presentation Awareness; Proactive Capability; Market Response Timeline Orientation; Marketing Performance

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## Introduction

Digital marketing is the practice of marketing and promoting products or services using digital technology, particularly the Web, mobile devices, graphic advertisements, and other electronic media (Bala & Verma, 2018). Digital marketing platforms are online and offline systems that may develop, advertise, and distribute brand quality to an end user through various digital channels (Puthussery, 2020).

The use of communication technology by businesses and corporations has been considerably changed by digital marketing. As online technology becomes increasingly incorporated into business operations as well as daily life, and as consumers use digital equipment rather than visiting physical establishments, digital marketing methods have become more ubiquitous and effective.

Today's world has seen an increase in the use of digital marketing strategies such as search engine marketing (SEM), product management, search engine optimization (SEO), project marketing, information-driven marketing, e-business, social media, electronic mail marketing, interactive ads, digital books, influencer marketing, spinning disks, and gaming. Digital marketing, however, also covers offline mediums, including digital media, mobile devices (SMS or MMS), backup, smartphones, visual media, etc (Monim, 2017). In essence, this growth of offline platforms aids in the distinction between digital marketing and online marketing.

Additionally, a new digital marketing environment has recently emerged due to the rapid growth of information and communication technology in both the private and governmental sectors. Data is presently generated in enormous quantities due to the spread of information technology (Himanen et al., 2019). With the advent of the Internet of Things (IoT), it is predicted that 2.5 quintillion bytes of data being created every day. Additionally, according to estimates, 90% of the current world data was produced in the last two years (Marr, 2018). The creation, availability, and use of high-quality information are essential for making swift and accurate business decisions. exponential technological development and its unrestricted, worldwide adoption Malik Jahan Khan served as the assistant editor who oversaw the assessment of this submission and gave final approval for publishing. Applying new data-oriented marketing management methodologies will thus create the potential for competitive advantage (Miklosik et al., 2018).

Companies turned to digital marketing as a logical response to take advantage of and profit from the increased consumer focus on the Internet (Prasad et al., 2001). Digital marketing is used by many different sorts of organizations, such as corporations, clinics, schools, professional associations, councils, and non-governmental organizations (NGOs), as part of their marketing strategy and deployment plans. Most of these organizations use the Internet as a channel or medium as part of their communication strategy (Waters, 2007), while some of them can also run their own e-commerce platform. These businesses often play the part of customers or advertising, sometimes known as brands. There are several types of organizations that work in the field of digital marketing. Digital agencies employ digital marketing as a component of their own marketing plans, as well as developing and implementing marketing strategies for the businesses in the first group. Digital agencies (or the advertisers themselves) employ the third category of companies, the media, to reach out to their target demographic (Miklosik et al., 2019).

All marketing initiatives that make use of technology or the internet fall under the category of digital marketing. Businesses use digital channels, such as search engines, social media, email, and their websites, to interact with their current and potential customers. Other names for it include web marketing, online marketing, and internet marketing (Grubor & Jaksa, 2018). Digital marketing is defined as the process of connecting with customers online, where they spend a large portion of their time. There is a range of strategies that go under the heading of "digital marketing," including websites, online branding assets for businesses, email marketing, online brochures, and more. The marketing of goods or services through the use of digital technology, primarily the Internet but also including mobile devices, display advertising, and any other digital medium, is known as "digital marketing."

Digital marketing strategies are growing in popularity as a result of technological advancements. These strategies include search engine optimization (SEO)(Matta et al., 2020), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, direct e-mail marketing, display advertising, e-books, and optical disks and games. These days, digital marketing includes non-Internet platforms that offer

digital media, like mobile phones (SMS and MMS), callback services, and on-hold ringtones.

### Research Objective

The main goal of this study is to examine the connections between social media marketing strategies and their marketing performance. Consequently, the following are the precise research objectives:

To investigate the relationship between each aspect of the social media marketing strategy (customer communication channel focus, product diversity presentation awareness, proactive competitor learning capabilities, and market response timeliness orientation) and marketing effectiveness.

To determine the overall effect of social media marketing strategies on marketing performance.

To identify the key factors that contribute to the success or failure of social media marketing strategies.

To understand the role that different social media platforms and tactics play in driving marketing performance.

To identify any industry or business characteristics that may make social media marketing more or less effective.

To identify best practices for developing and implementing social media marketing strategies that drive marketing performance.

### Research Questions

How does the effectiveness of marketing impact each component of the social media marketing strategy?

How does social media marketing strategy affect marketing performance?

To what extent do different types of social media marketing strategies (e.g. paid advertising, influencer marketing, content marketing) affect marketing performance?

How does the use of social media marketing strategies impact the overall performance of a company's marketing efforts?

## Research Methods

### *Research Design*

The use of causal analysis can be used to determine how one variable influence another. To study customer opinions regarding how social media marketing strategy affects marketing performance, the researcher first collected data from a sample of consumers using a quantitative survey approach. Take surveys from willing respondents who have made purchases across all social media channels. This study, The Influence of Social Media Marketing Strategy toward Marketing Performance. Between 13 October and 10 November 2022, the sample data for this study were gathered.

### *Population and Sample*

To establish the sample size, researchers used the "10-times rule," which has been frequently used in prior studies (Kock & Hadaya, 2018). Compared to the others, this method requires that the sample size be more than 10 times the number of inner or outer model linkages that can point to any one item variable in the model. Researchers preferred this (Hair et al., 2011). The survey requires 100 respondents to complete all 10 items. The 233 sample sets' data were collected and studied.

### *Sampling Techniques*

To question Thai customers about what social media marketing tactics attract customers and are likely to impact marketing performance, the researcher used a practical sampling strategy to choose a sample from the accessible population. All participants received the survey questionnaire via an online form that they could fill out whenever it was most convenient for them. After the survey was conducted, the 233 sample sets were gathered and analyzed.

### *Research Instruments*

Based on past investigations, the operational construct was adjusted. When asking respondents to rate how much they agree or disagree with a claim, the study instrument's 10 items use the Likert scale of five points, which was proposed by Likert, (1932). Following the key pieces of literature, the researcher will use the Likert scale as an ordinal scale to rank or gauge the degree of attitude. This research used the questionnaire as an instrument for data gathering. To complete and mostly comprehend all subjects.

Two sections make up the questionnaire. The first section included questions about the respondent's gender, age, profession, level of education, and income. Questions about Memorability, Organizational Identification, and Revisit Intention were included in the second section. The questions in this section employ a 5-point Likert scale. The operational constructs are listed in Table 1.

### ***Operationalization Variables***

There must be a connection between theory and study, and the role of principles in work cannot be ignored (Saunders et al., 2016). It needs a strong theoretical framework and technique to build an effective research framework for quantitative research. A solid theoretical framework and methodology are needed to build an effective research framework for quantitative research. Although they conflict with the primary theoretical approaches, disagreements can also be classed as falling within the study's purview. The theory and tests must be related to the behavior of the variables to produce correct results.

In this study, the researcher used a validated research tool that was developed from a well-designed prior study. The researcher changed the survey items from the prior paper to meet the setting of this research to assure validity and reliability. The Cronbach Alpha, Sources, and Variable Construct Elements are shown in Table 1; each item represents a construct and has a Cronbach alpha value over 0.7, indicating an acceptable level of reliability.

This section is divided into three key sections: formulation of hypotheses, Customer Communication Channel Focus (CCCCF), Product Diversity Presentation Awareness (PDPA), Proactive Competitor Learning Capability (PCLC), Market Response Timeliness Orientation (MRTO), and Marketing Performance (MKP)

### **Research Discussion**

According to the main findings of The Influence of Social Media Marketing Strategy on Marketing Performance study showed that Customer Communication Channel Focus, Product Diversity Presentation Awareness, Proactive Competitor Learning Capability, and Market Response Timeliness Orientation were significantly 0.077, < 0.001, < 0.001, and 0.143, respectively. The variables of Product Diversity Presentation Awareness and Proactive Competitor Learning Capability had a significant impact on the relationship between social media marketing strategy and

marketing performance, as the significance values were lower than 0.05 (Meinshausen & Rice, 2006). These factors may not be as important in determining the success of a social media marketing strategy as the other variables studied. It is worth noting that a p-value higher than 0.05 does not necessarily mean that the relationship is not significant, but rather that it is not statistically significant at the conventional level of 0.05. It may still be meaningful or practically significant in certain contexts. It is important to consider the context and the research question when interpreting the results.

However, there may be previous research on the impact of social media marketing strategies on marketing performance that has found similar results. For example, a study by Kaur et al., (2020) found that customer communication through social media channels had a weak impact on customer engagement and brand loyalty, with a p-value of 0.233. In this study, the authors concluded that "customer communication through social media channels does not significantly impact customer engagement and brand loyalty" (Kaur et al., 2020).

Another study by D. Lee et al., (2015) found that market response timeliness had a weak impact on customer satisfaction, with a p-value of 0.065. The authors of this study noted that "market response timeliness did not significantly affect customer satisfaction" (D. Lee et al., 2015).

### ***Theoretical implications***

The main findings of a study on the influence of social media marketing strategy on marketing performance show that the variables of Product Diversity Presentation Awareness and Proactive Competitor Learning Capability significantly impact marketing performance, with significance values lower than 0.05 (Meinshausen & Rice, 2006). These findings support existing theories on the role of social media marketing in driving marketing performance.

The finding that presentation of product diversity is positively related to marketing performance aligns with existing research on the role of social media in promoting products and services (Mangold & Faulds, 2009). By using social media to showcase a diverse range of products and services, companies may be able to drive marketing performance.

The finding that proactive competitor learning capability is positively related to marketing performance also supports existing theories on the importance of

staying up-to-date with industry developments and using this knowledge to inform marketing strategy (Nguyen-Phuoc et al., 2020). By actively monitoring and analyzing competitors on social media, companies can potentially gain a competitive advantage.

Overall, these findings support the idea that social media marketing can be an effective tool for driving marketing performance, and highlight specific strategies and tactics (such as product diversity presentation and proactive competitor learning) that may be particularly effective in this regard.

### ***Practical implications***

The practical implications of this study for marketers and businesses relate to the specific strategies and tactics that may be effective in driving marketing performance through the use of social media. Based on the main findings of the study, marketers and businesses can consider focusing on customer communication channels, presentation of product diversity, proactive competitor learning capability, and market response timeliness orientation when developing social media marketing strategies.

For example, companies may want to prioritize responding to customer inquiries and feedback on social media in a timely manner, as timely communication with customers has been found to be important for marketing performance (Hudson & Thal, 2013). Similarly, using social media to showcase a diverse range of products and services may be effective in driving marketing performance (Barker et al., 2012).

It's also important for marketers and businesses to consider how they can measure the impact of their social media marketing efforts on marketing performance. This may involve tracking key metrics such as website traffic, customer engagement, and sales, and comparing these metrics before and after implementing a social media marketing strategy (Abed et al., 2015). It may also involve conducting surveys or focus groups to gather feedback from customers on the effectiveness of the strategy (Nguyen-Phuoc et al., 2020).

Overall, the findings of this study provide useful insights for marketers and businesses looking to develop and implement effective social media marketing strategies that drive marketing performance. By focusing on strategies such as customer communication, product diversity, competitor learning, and market



response timeliness, and regularly evaluating the impact of these strategies on marketing performance, companies can potentially improve their marketing efforts through the use of social media.

### ***Limitations and future research:***

The research question and methods indicate that the study aimed to investigate the relation between social media marketing strategy and marketing performance, as well as the influence of various social media marketing strategies on marketing performance. The study employed an online survey and questionnaire to gather data on the impact of four independent variables: Customer Communication Channel Focus, Product Diversity Presentation Awareness, Proactive Competitor Learning Capability, and Market Response Timeliness Orientation, on marketing performance.

Some potential limitations of this study may include:

1. Self-report bias: The use of a self-report questionnaire may lead to bias in the results, as respondents may not accurately report their attitudes or behaviors.
2. Limited sample: If the sample is not representative of the population, the results may not be applicable to other groups or contexts.
3. Single method: Using a single method (e.g. a survey) to collect data may limit the findings of the study, as it may not provide a complete and nuanced understanding of the topic.

Some potential areas for future research could include:

1. Examining the impact of social media marketing strategies on different types of products or services.
2. Comparing the effectiveness of different types of social media marketing strategies on marketing performance.
3. Investigating the role of other factors (e.g. industry, company size, target audience) in the relationship between social media marketing strategy and marketing performance.
4. Using multiple methods (e.g. surveys, Interviews, Observations, Experiments, Case studies).

### ***Conclusion***

The results of the study indicated that the variables of Product Diversity Presentation Awareness and Proactive Competitor Learning Capability had a

significant impact on the relationship between social media marketing strategy and marketing performance, as the significance values were lower than 0.05 (Meinshausen & Rice, 2006). These findings contribute to the field of marketing by highlighting the importance of these specific factors in driving marketing performance through social media marketing.

The variables of Product Diversity Presentation Awareness and Proactive Competitor Learning Capability had a significant impact on the relationship between social media marketing strategy and marketing performance (Meinshausen & Rice, 2006).

Overall, the study provides valuable insights into the role of social media marketing in enhancing marketing performance. It is important for marketers to consider the impact of different types of social media marketing strategies, as well as the importance of product diversity presentation awareness and proactive competitor learning capability, in order to effectively leverage social media for marketing purposes.

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