

# An Impact Analysis of Social Media Strategy for a Customer Engagement of an Indonesian Pop Band (ADA Band)

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Brand engagement  
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**ABSTRACT**

Social Media has been a supportive yet crucial marketing tool to help one's business grow larger by simply being a right medium to accommodate the customer's critics, suggestions, and opinion about its products. This paper examines the application of 10 steps of Social Media Strategy to an Indonesian Pop Band: ADA Band to see a real time marketing effect which resulted to a customer engagement for a long term marketing impact. This research will conclude the study of Word of Mouth (WOM) effect, which happens through several Social Media such as Twitter and YouTube. The topics of tweets and YouTube videos are chosen, made, and published. Then, the insight from the public conversation are gathered and processed to see the impact of each published Twitter and YouTube content. The whole steps are successfully proved from the achievement of significant increases in each given targeted metrics.

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**1. INTRODUCTION**

Social Media has been a big phenomenon since the birth of Web 2.0 [1]. Almost every people in this world are registered to more than one Social Media account such as Facebook, Twitter, Instagram, MySpace, YouTube, and Path etc. This trend has become a habit that affects every social ladder, both man and woman with high ranges of age from 9-50 years old [2]. From this given facts and with its huge scope communicational impact, Social Media has lead itself to be the best appropriate marketing tools to help the company achieve larger and more potential market without spending too much in marketing cost [3]. The marketers know that the traditional marketing will no longer affect too much to the company's revenue.

With the help of Social Media, the Customer Engagement is more likely to happen because everybody are now talking about every little things they've experienced as a customer through it, the exchange of Information happens here. Why? Because the Customer Engagement happens when the expected Customer Value is met with the Actual Customer Value [4], and with the emergence of Social Media, the business is now dealing with the customer who can share their thoughts or opinion to its product, online This could be good yet bad to the company's resemblance on public. Based on this, people are now more likely to be influenced by other's thoughts that have been shared in their Social Media account.

The stream of conversation made is critical enough to determine the mindset of other's opinion. In every communication there will be two edges: senders and receivers, any conversation happened in several Social Media platforms, the comprised information will be either positive, negative or even the combination of both [5]. When a person talks about a person, a brand, a product or anything in Social Media, others will see it and able to respond to it directly. The communication happens and a topic created, this is what the authors called by Word of Mouth (WOM). When Word of Mouth is evenly distributed to every section of market, Viral Marketing takes place. The term of Viral Marketing is actually derived as the possible outcome from the Word of mouth itself. This result is actually the thing, which is expected from every marketer owing to the fact that the role of Social Media is evidently strengthen the dispersion of the information in regards to

the low cost of distribution [6]. This long tail of Social Media slowly creates a fogging effect about the brand that has been virally marketed will impact to a brand recognition [7].

With the help of Social Media, the brand recognition will be boosted up in association with a positive eWOM creating a value both to the company and the consumers. In this research area, the author will describe the 10 steps of Social Media Strategy to get an in-depth analysis regarding the impact of Social Media Strategy to an Indonesian Pop Band: ADA Band.

This research is aimed to observe the increasing number of followers, number of mentions, number of ReTweets of the Indonesian Pop Band Twitter account and also the number of viewers in their YouTube account for 3 consecutive months based on 5 topics: Personal Tweets, Marketing Tweets, Question & Answer Tweets, Informational Tweets, Fun Tweets. This research is done to because of the problem encountered by the band after they have been vacuum for one year in Indonesian music industry and want to publish their new album "Masa Demi Masa" with single "Intim Berdua".

According to Kaplan, Social media is defined as 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 [8]. Social Media has helped marketers to spread out their products or new upcoming products, so then they could capture a higher target market. Marketers now understand that developing a Social Media Strategy have become one of critical aspect of their huge part marketing strategy plan [9]. A study has shown that Social Media Strategy has several advantages such as increasing brand engagement and awareness, driving organic business growth, providing real-time product feedback, enhancing overall marketing and public relations efforts [10],[11],[12]. From the emergence of Social Media, a conversational stream made by the consumers of the product could be captured. This eWOM in Social Media has helped the business to increase their sales [13].

## 2. RESEARCH METHOD

Marketers have applied Social Media Strategy to place their business so it could strengthen their position in today's competitive markets [14]. This research is using 10 steps in total of Social Media Strategic Plan (Figure 1), which is proposed by Sally Falkowl; a digital PR and Social Media strategist. These are a step-by-step explanation on what marketers should do on a Social Media, start from listening the online conversation, then analyzing the current status of the business up until the phase where the marketers need to maintain the engagement effect to keep the business rigidly floats on the surface.

1. Mapping the Social Graph: Map out the online operating environment (who and where they are connected to.
2. Listen to the Actual Online Conversation: in order to capture the information about public's interest, the association the band's related topics and the aimed positioning to optimize the whole strategy.
3. Analyze the Gaps, Trends, and Opportunities: Processing the public's response about Ada Band's existence, seize the opportunities based on the public's response or expectation and create a new breakthrough based on the comparison with the other successful Indonesian bands.
4. Define Metrics and Statistics: Based on the insight of the analysis, now the goals are set to meet the public's demand.
5. Find the Key Influencers: Next is to find the brand ambassador.
6. Develop a Content Strategy: Create a high quality content to captivate the public's awareness of Ada Band.
7. Perform Tactical Planning: Optimize the "marketing" through right tools.
8. Create and Publish Content: After the tools have been chosen, bundle the content with an extraordinary complementing element to increase the engagement effect. The authors published five different topics of Tweets and Two types of YouTube Videos:
  - (a) Personal Tweets
  - (b) Marketing Tweets/Videos
  - (c) Informational Tweets
  - (d) Question and Answer Tweets
  - (e) Fun or Quiz Tweets /Videos
9. Engage and Facilitate Content: Provide list of a different approach than a normal conversation to create a higher bonding with the stakeholders.
10. Measure and Review: Measuring the success of all steps and maintains the relationship with the communities creating a non-stop cycle conversation.

### 3. RESULTS AND ANALYSIS

The data gathered for this research are coming from two Social Media Platforms: Twitter and YouTube. These data, both from Twitter and YouTube are recorded from 8th of March 2013 until 8th of June 2013. The results and analysis of the 10 Steps of Social Media Strategy will be discussed as follows:

**1. Mapping the Social Graph & 2. Listen to Online Conversation:** To be able to see the public's opinion about ADA Band, the authors gathered a word cloud from TagXedo, a free Internet based word cloud generator right before the 10 steps of Social Media Strategy is applied and after the steps have been implemented.



Figure 1. ADA Band Word Cloud (Before)



Figure 2. ADA Band Word Cloud (After)

Figure 1 depicts that ADA Band is associated with several words such as its personnel band's name, "Indonesia", "Lagu", "IndonesianAllStars", and "Cinta". In comparison with Figure 2, which is the word cloud that has been extracted at the last week of this research, the authors see number of related words is increased with clearer band's image: "ADA Band", "Intim Berdua", "ArmadaFamilies", "Hits" "askadaband", "donnieADA", "Musik", "Cinta".

**3. Analyze the Gaps, Trends, and Opportunities & 4. Define Metrics and Statistics:** After the authors have seen the actual conversation regarding ADA Band, the authors did some research about what is actually happening in today's world regarding to a music industry, e. g: the way famous bands did their marketing through official music videos, what they have and they not have published in social media, and the behavior of Indonesian music listeners. Based on the facts gathered, the authors finally knew that the measurable success are performed and measured through the increase of number of followers, number of mentions received, number of RT received, number of YouTube viewers and number of YouTube likes.

**7. Perform Tactical Planning:** The authors choose to publish every single content to any social media platforms, such as Twitter, YouTube, and Facebook all at the same time.

**8. Create and Publish Content & 9. Engage and Facilitate Content:** The authors managed to create and publish five different types of tweets (Table 1) and three YouTube video topics (Table 2).

Table 1. ADA Band Tweets Responses

Type of Tweets	Topics	Date / Time Published	# of Mentions (avg)	# of ReTweets (avg)
Personal	Daily Information	Daily	152	52
Marketing	Launching Album #MasaDemiMasa	Based on Events	148	38
Informational	ADA Band Tour Schedule	Based on Events	185	86
Question and Answer	#askadaband	Weekly	192	127
Fun / Quiz	Free ticket for ADA Band live at BENS Radio Free CD & T-Shirt of #MasaDemiMasa	Based on Events	183	60

Table 1 shows the response of @ADA\_INDONESIA (ADA Band's Official Twitter account) follower from each type of tweets published. It shows the number of engaging conversation made between @ADA\_INDONESIA with the followers are significantly higher when the authors published Question & Answer Tweets which reaches number of 192 of mentions and 127 RTs, followed by Informational Tweets which defines the schedule of ADA Band got 185 response of Twitter Mentions on average and 86 Twitter

RTs on average. This means that the followers are more likely to give response to the tweets contains a reward for them or strong information about the band itself.

Table 2. ADA Band YouTube Responses

YouTube Topic	Months	Viewers	Likes	Dislikes
ADA Band Harlem Shake	3	11,733	84	4
ADA Band Intim Berdua Video Lyrics	2	62,428	176	7
ADA Band Intim Berdua Video Clip	1	117,381	390	13

In Table 2, it shows three published videos where the number of viewers increase is perpendicular to the number of likes. In here the number of viewers in each videos published in YouTube shows a quite high good response from public from the number of likes recorded. The results of consumer's feedback help us to decide what kind of content to be published next in order to maintain the Customer Engagement that has been made earlier.

**10. Measures and Review:**

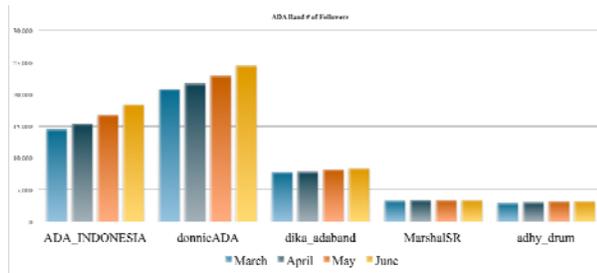


Figure 3. ADA Band Twitter Followers Growth

The authors start to measure the impact of 10 Steps of Social Media Strategy. Figure 3 shows an increase every month in the number of followers in the band main twitter account as well as in every personnel's twitter account. The exponential increase is strongly related to each other. When there is an increase in @ADA\_INDONESIA twitter account, an increase also happens in the other five personnel's account. It means when a person follows @ADA\_INDONESIA, that person is most likely to follow the band personnel's but not vice versa.

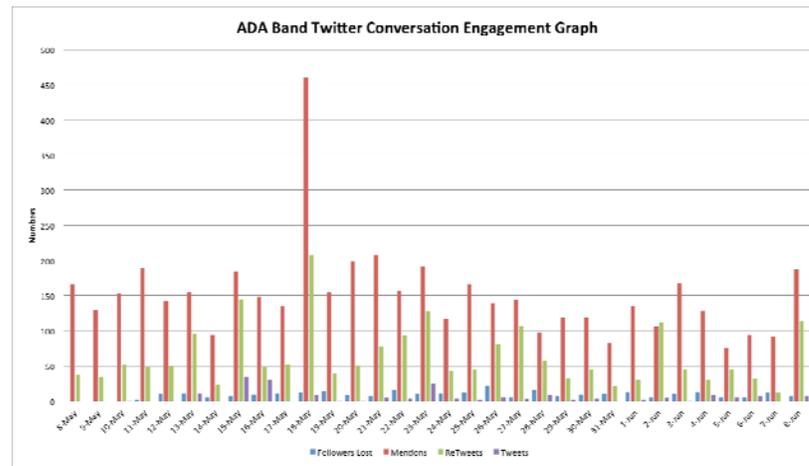


Figure 4. ADA Band Twitter Conversation Engagement Graph

The authors also conducted a two weeks trial where the authors did not publish anything both from ADA Band Twitter and YouTube account. This strategy is used to measure the impact of engagement made on the first month of 10 steps of Social Media Strategy implementation. In Figure 4, starting from May 11th, the authors only tweets about 10 tweets per day (mostly Informational Tweets) through @ADA\_INDONESIA, but still generating a great number of mentions and RTs received. The engagement is clearly show on the graph where the conversation is still going on without even being triggered as much as when 10 steps of Social Media Strategy was firstly implemented.



Figure 5. ADA Band Tweets VS Followers Growth

The authors also made a comparison between the number of tweets posted through @ADA\_INDONESIA with the growth of followers start from the first day of 10 Steps of Social Media Strategy was implemented into ADA Band social accounts up until the end of the research. The graph in Figure 5 shows the effort made to increase the number of followers have been decreased as the time goes by the engagement has achieved.

#### 4. CONCLUSION

This paper is an impact analysis of Social Media Strategy application for an Indonesian Pop Band: ADA Band. The authors have successfully made significant increases in five KPI such as the number of followers (3,893 new followers within three months), number of mentions received, number of RTs received, number of YouTube viewers and number of YouTube likes by implementing 10 steps of Social Media Strategy. In conclusion, 10 Steps of Social Media Strategy has helped to solidify the Brand Engagement of ADA Band. This also proves that 10 steps of Social Media Strategy are suitable to be implemented in any type of creative industry businesses to grab more market in certain limited number of time.

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