

**SOCIAL MEDIA MARKETING STRATEGY TO ATTRACT NEW POTENTIAL  
JOB SEEKERS AND INCREASE BRAND AWARENESS  
IN ASIA PACIFIC REGION  
(A STUDY CASE OF CONNECTINGPM)**

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**ABSTRACT**

*This study employs quantitative research to establish which social media platform is appropriate for ConnectingPM in the Asia Pacific market and social media marketing strategy according to ConnectingPM's current situations. This strategy intends to maximize company sales by increasing brand awareness and attracting new job seekers. During the internship, information was gathered through desk research and questionnaires. The research indicates that the familiarity of project management recruitment services in Asia Pacific is still low and ConnectingPM should focus more on LinkedIn to increase customer brand awareness. Social media marketing strategies are also described in this study, focusing more on LinkedIn social media, but remaining active on other social media so that social media channels can complement each other. In addition, social media content that is relevant to the ConnectingPM case is also explained.*

*Keywords: social media marketing, brand awareness, strategy, recruitment services*

**PRELIMINARY**

ConnectingPM is a PaaS (platform as a service) company based in the Netherlands and USA. It was established in 2020 with the former name PMRehab. The founder was originally focused on supporting companies to maximise employees as their strongest and valuable asset. After rebranding and a name change to ConnectingPM in 2021, that focus was expanded to help enterprises accelerate the integration and optimization of their IT project management capabilities. ConnectingPM offers a range of solutions that include comprehensive services to support project management professionals and companies with human-centric solutions to maximise service delivery. The services that ConnectingPM are planning to provide relate to assessing and appraising individuals, upgrading skills, optimising project delivery and improving professional service responsiveness for pre-sales activities.

ConnectingPM is developing a PaaS platform, which connects project management professionals with companies using a unique recruitment advertising network solution called ConnectingTalent targeted for candidates and recruiters. ConnectingTalent for candidates is designed for people who are looking for a Project Management position/role.

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With a feature called Candidate Assessments using 3P Excellence Standards, it is able to recognize each of candidates' personal, professional, and project skills. This solution reshapes traditional recruitment by presenting the candidates' skills and experience anonymously, allowing the recruiters to select and compare using quantitative qualities. Meanwhile, ConnectingTalent for Recruiters is a solution that provides worldwide job sourcing for recruiters looking to hire Project Management professionals. Other solutions that ConnectingPM provides are PM Accelerator, PM Orchestrator, and PM Responder.

Before rebranding as ConnectingPM, PMRehab had used several social media, such as Facebook, Instagram, LinkedIn and Twitter. At that time, PMRehab did not focus on one social media, instead, they promoted through several social medias. However, after the rebranding, ConnectingPM still cannot reach the brand awareness that is needed.

The goal of this research was to establish which social media is the most effective and suggestions on how to run the most effective social marketing plan strategy to maximise brand awareness and attract new potential job seekers to increase company sales. Therefore, the title given in this research is **“SOCIAL MEDIA MARKETING STRATEGY TO ATTRACT NEW POTENTIAL JOB SEEKERS AND INCREASE BRAND AWARENESS IN ASIA PACIFIC REGION (A STUDY CASE OF CONNECTINGPM)”**

## **THEORITICAL FRAMEWORK**

### **Social Media Marketing**

Globally, the number of people using social media is steadily increasing. Over the previous decade, social media users have grown faster than internet users. Individual motivations for utilising social media include information searching, information sharing, entertainment, leisure, and social engagement (Whiting & Williams, 2013). Social media can also be used to deliver medical services such as appointments, medical enquiries, personal information management, and medical charge payments, which can improve patient experiences and increase access to medical treatment (Chen & Wang, 2021). Organisations or businesses frequently use social media as a medium or instrument for marketing communications. Using social media as a commercial communication tool requires more than just the internet and technology; it also necessitates the use of communication tactics and strategies (Wigmo & Wikström, 2010).

According to Santoso (2017), social media marketing is a type of marketing that uses social web technologies such as blogging, microblogging, and social networking to generate awareness, recognition, and even action for a brand, product, business, individual, or group, either directly or indirectly. Social media plays a role when a company's marketing operations shape individual relationships with customers and provide possibilities for reaching customers (Kelly et al., 2010).

Through social media marketing, businesses aim to increase brand recognition, website traffic, interaction and conversation with their target audience, conversion building, brand association and brand identity (Zuhdi et al., 2019). Content marketing is the most effective way for a startup to compete with larger corporations that spend more money on web advertising and public relations (Loktionova, 2022). Organic content has a longer shelf life than advertising, which cease to draw leads as soon as they are deactivated. Content may take the lead by exhibiting brand values, offering helpful information to consumers, and cultivating a brand-centred community. It also allows for more direct client interaction and lead generation.

### **Relationship between Social Media Marketing and Brand Awareness**

The social media marketing method has a big impact on marketing since it enables the improvement of product and service quality. In this instance, brand awareness is

involved in the initial phase of social media marketing. Brand awareness is the ability of targeted customers to notice and recall a brand within a certain product or service category (Tritama & Tarigan, 2016). Companies that excel in business competitions possess significant brand awareness because customers are likely to choose products or services from well-known brands which drives sales growth.

One of the measurements of brand awareness is engagement rate. The engagement rate percentage is calculated by summing all engagements per post and dividing by the total number of page followers (Gogolan, 2022). This is an important measure since it indicates that the audience is resonating with the material. A high engagement rate indicates the health of the audience, which includes audience responsiveness, the number of genuine or real followers, the type of material that the audience is interested in, and brand awareness (Chen, 2021). ElAydi (2018) found that social media is intended to increase or enhance brand recognition, which might also lead to future sales revenue growth. This exposure should help businesses by enhancing their brand's social media recognition, thereby expanding their online presence and area of influence.

In addition, the impact of social media marketing on brand awareness includes attaining a high brand reach, allowing users to participate in brand debates, and increasing traffic or the number of followers as well as the feedback they provide. Content sharing, and credibility have the most impact on brand awareness among social media marketing operations. Companies should be connected and engaged with customers by raising the number of visitors who like brand posts, as this encourages content sharing and conversation, this will boost the number of users added to the company's circle of influence (ElAydi, 2018).

## **METHODOLOGY**

This study employs quantitative research to establish which social media platform is appropriate for ConnectingPM in the Asia Pacific market and social media marketing strategy according to ConnectingPM's current situations. The primary data for this research are collected from interviews and survey. Secondary data sources are books, journals, publications, and sites or other supporting sources. In this study, the purposive sampling method is used as the sampling method.

## **RESULT AND DISCUSSION**

### **Analysing Current Position of ConnectingPM using SWOT Analysis**

ConnectingPM's strengths are its capabilities and resources, which can be used to create a sustainable competitive edge in the marketplace. Human resources, critical talents, activities, and procedures are all sources of strength. ConnectingPM's strengths are written down below:

1. Redefines traditional recruiting by shortlisting and selecting candidates anonymously and therefore objectively, based on quantifiable data points
2. Job applicants are short-listed and evaluated anonymously with a very subjective viewpoint. Prior to a profile request, the candidates remain anonymous.
3. Support diversity and inclusion
4. No standard resume/CV or job description is required to be qualified for a job
5. PM Expertise introduced into recruiting process
6. Insights on inter(personal) skills relevant to Project Management & company culture

ConnectingPM's weaknesses are areas, abilities, or skills that it lacks. It further inhibits the company's capacity to develop a long-term competitive advantage. Weaknesses result from a lack of financial resources, processes, human resources, and prior expertise. ConnectingPM's weaknesses are written down below:

1. Repetitive content and lack of online/social media presence
2. Low brand awareness
3. Many substitute competitive products
4. Lack staff or expertise.

ConnectingPM has the opportunity to establish the brand globally. And there are still many competitors that have not used this business model/strategy. Next is the remote staffing 'phenomenon'. Adam Gill stated that ConnectingPM have always given candidates the opportunity to work remotely in addition to being on-site or locally available. The purpose is to bring awareness to the fact that we are a part of a "global community" and that it is very feasible for a project manager to do their duties efficiently from a location away from the office (personal communication, March 23, 2022).

The other opportunity is the job vacancy industry. Lastly, in the interview, Adam Gill said that internal recruitment is also an opportunity that ConnectingPM has. "With the insights we obtain for project management professionals, we are in a unique position to be able to recruit resources, internally, to provision Professional Services roles for future phases, services and solutions" (A. Gill, personal communication, March 23, 2022).

Threats are scenarios that a company must encounter in order to deal with numerous types of unfavourable environmental conditions that produce setbacks. Price wars through competition may emerge since ConnectingPM competes with a varied range of companies in both domestic and international markets. And this is one of the threats that ConnectingPM faces.

According to the interview with Adam Gill, the initial threat is ConnectingPM's new concept. ConnectingPM's approach to its project management recruiting solution is new. It focuses on the candidate's personal, professional, and practical skills at the centre of what ConnectingPM does. It also maintains a highly subjective viewpoint because candidates remain anonymous prior to a profile request. Because this is a new approach, it will take some time for potential customers to understand how it works, how it will support and enhance their operations, and what the value of the service is to them.

Following that, the next threat is believed to be ConnectingPM's competition. And finally, ConnectingPM's next threat is limited engagement with potential candidates: During these early phases, ConnectingPM's provisioning is constrained to providing in-depth profiles for potential candidates. "We currently do not have a mechanism in place to act as an employment agency, nor are we in a position to provision 'Professional Services' by allocating individuals to customer project or program tasks. We are planning to include these types of engagements in future phases and this needs to be communicated clearly to our target customer base" (A. Gill, personal communication, March 23, 2022).

### **The Familiarity of Digital Recruiting Platform in Asia Pacific**

During this research, a survey was conducted to understand more about digital recruiting platform awareness in Asia Pacific. The survey was distributed in 14 developing and developed countries in Asia Pacific. The number of respondents is 103, who are senior Project Managers or equivalent, those who will or are pursuing a career as a Project Manager, and people who are interested in Project Management.

Technology and digitization have had a positive impact on the labour market and employment processes over the past decade. However, it was only at the end of 2019 that the human resources department as a whole began to fully adopt the digital trend (Jones, 2021). Based on the survey, 82 out of 103 respondents are often actively looking for new job opportunities on social media. For job boards or job websites, 54 respondents actively use this platform. Meanwhile, 15 respondents chose to register directly through the company's official website. And only 1 respondent does not use any digital platform to find a job.

The next question is about the most used social media. Based on the survey, 97.1% respondents use LinkedIn as their preferable job alerts. This happens because candidates are aware that LinkedIn helps them to build online personal brands and through LinkedIn, they can have an insight of companies culture, activity, content and an open role. With a significant gap with LinkedIn, job posting websites come in at number two with 52.5%, followed by Instagram with 33%, Facebook with 11.7% and then Twitter with 9.7%.

In accordance with a study conducted by Geyser (2021), LinkedIn ranks as the best network for creating organic results, and for visitors, LinkedIn is a place to obtain relevant and important content to add new knowledge, particularly about businesses.

### The Familiarity of Project Management Platform in Asia Pacific

This research also wanted to know about the familiarity of project management platform in Asia Pacific. In addition to specialty career offers, this job search website also features specialised forums and publications. Because the more specialised a job board is, the greater the probability that candidates will find a position that matches their abilities and expertise. With the advantages offered, it appears that many candidates are unfamiliar with niche job sites, especially project management platforms.

Based on data, Only 13.6% of respondents already use and are aware of project management recruitment/selection services, while half of it or 7 respondents are still uncertain about how to use them. In the meantime, 66% of respondents, or 68 people, were unaware of the existence of project management recruitment/selection services and 20.4% of respondents are aware of its availability but have never utilised or accessed it. This reveals that the platform awareness is extremely poor.

### Target Market of ConnectingPM in the Asia Pacific Market

The target market consists of the most desirable consumers for marketing business products. This target is selected based on the product or service characteristics so that the marketing is effective (Qiscus, 2021). In ConnectingPM's analysis of its target market in Asia Pacific, the following data collected were age group, gender, geographic location, and empl status. This information was gathered from 103 respondents in 14 developed and developing Asia-Pacific countries.

Hence, people who responded to the questionnaire met ConnectingPM's criteria and qualified to be included in the target market as potential customers.

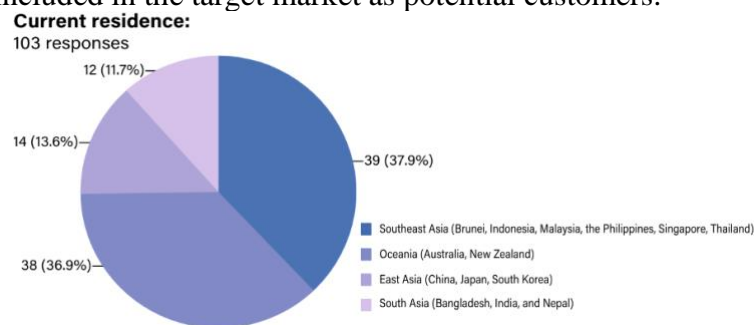
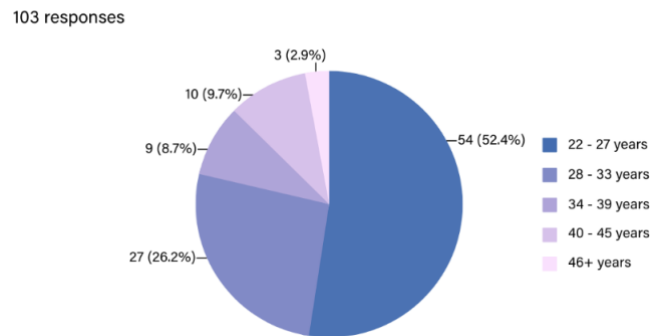


Figure 1. Current residence of respondents

According to Figure 1, the respondents reside in 14 developing and developed Asia-Pacific countries. (Brunei, Indonesia, Malaysia, the Philippines, Singapore, Thailand, Australia, New Zealand, China, Japan, South Korea, Bangladesh, India, and Nepal). These 14 countries were chosen because they are both developed and developing countries in the Asia-Pacific region. Doing business in developing countries offers the advantages of resources, competitive costs, and marketing opportunities, which determine the efficiency of doing business, thereby allowing the business to expand revenue and market dominance which eventually generates high profits (Zaytsev, 2014).

As reported in the survey, the majority of respondents came from Southeast Asia and Oceania with 37.9% and 36.9% of the 103 respondents, respectively. The rest are from South Asia with 12 respondents and East Asia 14 respondents.

Age group:



**Figure 2. Respondents age group**

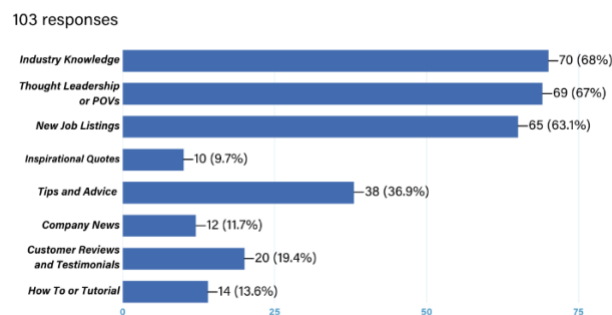
Based on Figure 2, the respondents who are most interested in this service are between the ages of 22 and 27. This survey is distributed equally among project management networks, communities for recent college graduates on Facebook, and acquaintances. In conclusion, it can be stated that ConnectingPM is targeting the age group of 22 and 27 years old; but there is a strong probability of targeting prospective customers aged 28 to early 30s.

### Social Media Content Trends in Asia Pacific

This section will discuss the types and topics of content most in-demand and getting much attention in the Asia Pacific. The data presented is based on a survey conducted in 14 developing and developed Asia-Pacific countries.

Based on the survey result, the respondents' top 5 types of content are webinars/live streams, infographics, videos, blog posts/articles, and reports.

What topic of content do you prefer?



**Figure 3. Content topics preference of respondents**

Beside the content preference, by observing the results from the survey shown in Figure 3, 68% of the respondents are more interested in industry knowledge, 67% interested in thought leadership, 65% are interested in getting new job alerts, next 35.9% would like to see tips & advice content. Meanwhile the rest on the bottom four, sequentially, are testimonials, tutorials, company news, and inspirational quotes. It is important because ConnectingPM should also share the content on the topics that the audience desire.

### CLOSING

#### Conclusion

Based on the results, we can conclude that ConnectingPM should be more focused on LinkedIn to increase customer's brand awareness. To maximise social media, ConnectingPM also should focus on building organic content that help to establish a

relationship and drive audience/target market involvement as well as brand exposure. ConnectingPM should improve the use of its social media and then can create brand awareness. For instance, the marketing team of the company starts to differentiate the use of each ConnectingPM's social media. Hence, Connecting PM must share a variety of content to avoid viewers seeing repetitive content.

According to internal analysis, the ConnectingPM service product has strengths such as an anonymous candidate selection method based on the candidate's 3P Excellence Standards assessment, which eliminates the need for traditional resumes/CVs format submission. In addition, candidates obtain insight into their personal, professional, and project management skills. ConnectingPM also supports diversity and inclusion initiatives in order to make objective and unbiased recruitment decisions regardless of gender, ethnicity, name, nationality, etc. However, Connecting PM's target market in Asia Pacific is still lacking of familiarity with Project Management recruitment/selection services, as well as the immaturity of Connecting PM's social media strategy.

Other than LinkedIn, ConnectingPM is advised to focus also on Instagram, Facebook, and Twitter, which are being used as corporate identities and for the development of the target market on social media in the future. Thus, ConnectingPM social media channels can complement each other.

### **Managerial Implications**

The 5Ss is implemented and should adhere to the SMART model, because these 5 Ss have helped to establish the objectives and determine how to measure them. First, wider distribution to customers and diversified activities and content on social media can help to increase the traffic, conversion rate, and engagement. Those play an important role in raising brand awareness and enhancing sales. Next is to make a two way conversation to get closer to audiences by creating a dialogue, asking them questions, and educating about relevant industry knowledge. Following that, it is necessary to reduce promotion and operation cost which can be accomplished by maximising the use of social media as the primary communication with customers. Lastly, it is essential to extend the brand online in order to instil the brand's values in a completely new media.

The strategies that will be discussed in this chapter involve targeting, positioning, sequencing and integration. Targeting strategies is ConnectingPM targeted unemployed or employed professionals seeking project management roles. The positioning is the candidates are not required to submit CVs in this case, but rather to participate in the assessment. Then, without revealing the candidate's identity, this result will be provided to the recruiter, ensuring that the recruiting results are solely based on the candidate's talents. The candidate can also use this assessment to determine his/her potential or skills.

The sequence strategy is in the instance of ConnectingPM, brand awareness should be cultivated first by enhancing organic content, and then sales would follow along. The integration strategy is the customers must be treated differently based on their preferences and age group. The objective of a marketing strategy is to define unique marketing target markets, and the services provided will state the main purpose of use. And the tools strategy is to use LinkedIn serves as a route for communication, whereas the website is the primary sales platform. Other platforms, such as Instagram, Twitter, and Facebook, serve as support channels that assist in increasing traffic, diversifying marketing content, and expanding ConnectingPM's social media presence.

The tactics used in this report for ConnectingPM is the marketing plan will begin with a statement of particular objectives, followed by a description of specific strategies for each platform. The tactics include the type of content, topic of content, main social media channels, and a few suggestions.

To avoid repetition of social media content, this section presents action items, especially for LinkedIn and Instagram as well as a social media schedule for ConnectingPM so that the schedule is integrated and can provide relevant information. Action plan and implementation consist of scheduling actions and determining which social media to use on each day of the week. This is done to prevent the same appearance on the same platform so that audiences can enjoy content across ConnectingPM's social media platforms.

ConnectingPM should to elaborate and enhance content for social media. This can be done by researching content topics for social media regularly. Keep up with current trends and refine the approach by conducting in-depth content research and distributing surveys to potential ConnectingPM consumers over a set period of time. The marketing team should consider creating content types and topics according to the interests of the target market. After that, the marketing team should discover the most shared content formats by seeing which content formats resonate the most with the audiences. Finally, examine the average shares on each social media platform for the issue and determine which has the most traction.

In order to optimise the social media marketing approach, a content calendar or content planner can be used to schedule content distribution in advance. A social media content calendar is a spreadsheet or calendar that is used to schedule social media posts in advance. There are numerous online services accessible to simplify the procedure, such as Canva Pro and CoSchedule.

### **Recomendation for The Future Research**

For future research, it will be necessary to examine social media trends and the growth of social and digital media marketing strategies to ensure the validity of the results. Next researcher also should distribute the questionnaire more evenly throughout the Asia-Pacific nations to retain the validity of the research, allowing the study to be generalised to represent the Asia-Pacific market.

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