CRITERIA FOR MEASURING INFLUENCE OF THE SOCIAL MEDIA MARKETING STRATEGY FOR AGILITY STARTUP

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ABSTRACT

This paper aims to give an outlook regarding what types of criteria the company Agility Startup should focus on in order to improve their social media marketing strategy. The research was conducted to give a compact outlook on what types of Key Performance Indicators should be looked at in order to give a picture regarding the firm's performance on their social media marketing efforts. To complete the research, the author has utilized desk research by using various sources such as journals from Saxion Library, Google Scholar, and Elsevier. The results show that Agility Startup should be focusing on different types of factors for each social media platform that they use, with some overlap between each program on the KPIs. The company should also look at other varying factors in the users of social media marketing.

Keywords: Social media marketing, key performance indicators, brand awareness

INTRODUCTION

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Agility Startup is a startup consulting firm for certain aspects of revamping a company, such as applying the Scrum framework for firms looking to make their workload more agile and analyzing a company's situation regarding their brand identity and/or purpose and then giving advice regarding what the company should do to improve their branding. The company is based in The Hague, a city within The Netherlands. The services available from Agility Startup from their website include Business Resilience, Agile Transformation, Brand Accelerator, Agile Training, and Leadership Coaching.

Agility Startup is currently developing their brand awareness from the very beginning. One of the methods that Agility Startup has decided to use to increase their brand awareness is by using content marketing. The forms of content marketing being used by Agility Startup include social media marketing, blogs, eBooks, and in the future, email marketing will be implemented. For social media marketing, Agility Startup will use the platforms of Facebook, Twitter, Instagram, and LinkedIn. Social media marketing can have various effects towards a brand, such as for their brand awareness, brand image, and brand loyalty (Bilgin, 2018). Social media marketing has also affected various industries, such as the airline industry (Seo & Park, 2018), for luxury brands (Godey et al., 2016), and the transportation industry (Moslehpour et al., 2021).

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RESEARCH PROBLEM

As Agility Startup is a company that is starting from the ground up, the brand awareness for the company is very small. Currently, the company is mainly using content marketing to promote their brand. One of the methods being used by the company for increasing brand awareness through social media marketing from platforms such as Facebook, Twitter, Instagram, and LinkedIn. The role of the Internet, as well as the role of social media, has become vital in the changing marketing scenario. The takeaway for marketing strategists is clear: understanding how technology shapes the market and, more importantly, utilizing social media as a tool in the marketing toolbox become strategic imperatives if businesses are to survive in the age of the empowered customer (Constantinides, 2014). In social media marketing, a few aspects need to be focused on, such as the content, the process, the workers within the firm, the technological capabilities, and a proper plan (Pour et. al., 2021). Objectives are also important towards social media marketing, as well as CRM and the integration of social media within the company's internal systems (Larimo & Leonidou, 2021).

Activities on social media marketing have an effect on brand awareness and are important in keeping the company's name within the minds of consumers (Bilgin, 2018). Social media marketing has a tremendous impact on helping companies and customers identify new avenues of connection. Brands consistently improve consumer loyalty and communicate more with their target audience (Almestarihi et al., 2021). More and more organizations are switching to digital business methods in this new era of marketing. Therefore, it is essential for businesses to comprehend how to compete in the field of digital marketing while enhancing their social media campaigns, which would ultimately enhance the brand. (Kavisekera & Abeysekera, 2016).

RESEARCH METHOD

To garner the data required for the advisory report, an accumulation of primary data from the company Agility Startup and secondary research through desk research was used. The primary data was garnered through a questionnaire from the company's CEO, Bruno Fon. With the answers from the company, the data was used to the 2nd sub question in the advisory report.

Secondary research in the form of desk research was used to answer the first sub question, third sub question, and fourth sub question. The information garnered for each sub question answered by desk research was from journals and trustworthy websites with reliable information. To answer the first sub question, each social media being used by Agility Startup was used as keywords to find each KPI for each respective social media. With the third sub question, journals about factors that affect social media marketing were used to answer the sub question. The fourth sub question used journals related to each type of objective being questioned in the list.

ANALYSIS AND DISCUSSION
Organizational Scheme for Social Media

The roles of the social media manager within Agility Startup are as follows:

1. Creating and implementing social media strategies to raise brand recognition, draw followers, and encourage interaction.
2. Producing and gathering interesting and pertinent information for numerous social networking sites, including Facebook, Twitter, LinkedIn, and Instagram.
3. Managing social media accounts, which includes creating, planning, and posting material.
4. Tracking industry and social media trends to spot chances for interaction and content creation.
5. Interacting with our online community, promptly and professionally responding to questions, comments, and messages.
6. Monitoring and examining KPIs and social media metrics to evaluate the success of our social media initiatives.
7. Working together with the marketing team to integrate social media initiatives into overall marketing campaigns.
8. Remaining current with developing platforms, tools, and best practices for social media.

The roles of the content manager in Agility Startup are:

1. Creating a content strategy with an emphasis on thought leadership, education, and engagement that supports our marketing and communication objectives.
2. Producing interesting and enlightening content, such as blog entries, whitepapers, case studies, and infographics.
3. Conducting in-depth research on subjects, trends, and best practices in the business to create material that is pertinent and beneficial.
4. Working with internal teams, external contributors, and subject matter experts to collect data and produce interesting content.
5. Keeping track of the content calendar, making sure that content is delivered on time, and upholding a regular publishing schedule.
6. Content optimization for SEO, including the use of pertinent keywords, meta descriptions, and formatting strategies to increase search visibility.
7. Tracking the effectiveness of content, examining metrics, and formulating data-driven recommendations for content improvement.
8. Keeping up with the latest platforms, technologies, and trends in content marketing to improve the content strategy.

Social Media Platforms & Usage

Agility Startup is currently trying to garner a new following on their social media pages as their social media is brand new. The platforms used for social media marketing and the current usage for each social media are as follows:

    a. Instagram

Instagram is a mobile app for taking and sharing photos (and videos), and it has quickly gained popularity in recent years. Agility Startup is uploading informative content towards their Instagram page as well as Instagram Reels that are also instructional and teaches users on Scrum.

    b. LinkedIn

Specifically, for the business community, LinkedIn is a social networking platform. The website's objective is to make it possible for registered users to create and maintain professional networks of people they know and trust. On LinkedIn, Agility Startup is focused on delivering explanatory and simple content relating towards Scrum. The firm also delivers newsletters on their webpage.

    c. Twitter

Twitter is a social networking and news website where users exchange brief messages known as tweets. Tweeting is the practice of sending quick messages to your Twitter followers in the hopes that they would find them informative and entertaining. The content from Agility Startup on Twitter is focused on short length information about Scrum and its practices.

    d. Facebook

Facebook is a social networking website where users can talk live, view short-form video, post comments, exchange photos, and link to news or other noteworthy online material. The content from Agility Startup on Facebook consists of medium length posts about the practices of Scrum as well as short-form video content.

Social Media KPIs
General Overview

According to research done by Hassan & Shiratuddin (2013), the commonality between the criteria used on Facebook, Twitter, and LinkedIn are as follows:

Table 1 - Common Elements Between Facebook, Twitter, and LinkedIn (Hassan & Shiratuddin, 2013)

No.	Facebook	Twitter	LinkedIn	Common Elements
1.	Like	Favorite	Like	*Likes*
2.	Comment	Reply	Comment	*Comments*
3.	Subscribers	Followers	Follow	*Followers*
4.	Events	Events	Not Available	*Events*
5.	Share	Retweets	Share	*Shares*
6.	Statuses	Tweets	Status	*Posts*

Table 1. 1 - Common Elements Between Facebook, Twitter, and LinkedIn (Hassan & Shiratuddin, 2013)

Research done by Ribo (2015) indicates the connecting KPIs between all social media platforms, which are:

Table 2 - 6 Common KPIs for Social Media Marketing (Ribo, 2015)

Activity	Reach	Engagement	Acquisition	Conversion	Loyalty
Content rate	Fans and reach	Amplification rate	Viewed pages	Total conversions	Brand ambassadors
Rate of publications	Growth rate	Applause rate	Unique sessions	Conversion rate	Return rate
Average response time	Brand notoriety	Conversation rate	% of social visits	ROI	Client satisfaction
Response rate	Post reach	Audience engagement	Leads	Conversion cost	Customer testimonials

Facebook

Research done by Podobnik (2013) indicates the KPIs that are used to assess the social media marketing campaigns on Facebook. The KPIs used for Facebook SMM strategies are:

Table 3 - KPIs for Facebook Social Media Marketing (Podobnik, 2013)

Key Performance Indicator	Measurements
Brand's fans/followers	Brand's reach
Change of followers	Brand's growth
Number of followers engagement	Brand's engagement
Change of talkers	Brand's popularity

Instagram

For the social media platform Instagram, the KPIs for Instagram SMM indicated by research done by Primasiwi et. al. (2021) are the community developed by the influencer (Community), the experience on the page (Interaction), the cost of interaction (Rate Card), and the qualities of the influencer (Value of Influencer). For Instagram, according to Park & Namkung (2022), there are four sub dimensions that could describe the functions of Instagram marketing, which are for interaction, for entertainment, customization for the user's preferences, and trendiness of current content.

Twitter

Nunez (2013) lists the KPIs that can be used for Twitter, which will be listed in the table below:

Table 4 - KPIs for Twitter SMM (Nunez, 2013)

Notoriety	Engagement	Loyalty/New Clients
Total number of Tweets	Number of mentions	Number of questions received from Twitter
New followers	Number of replies	Visits to the website from Twitter
Number of RTs	Number of mention of hashtag	
Hashtag impressions	Number of clicks	

LinkedIn

On LinkedIn's company page, the analytics that could be found on the page are the content analytics, the follower analytics, the visitor analytics, the leads analytics, the competitor's analytics, the employee advocacy analytics, and the talent brand analytics (LinkedIn, 2023).

Factors of Social Media Marketing

The family income of consumers and their opinions on social media marketing are significantly correlated. The attitude toward using social media for marketing purposes improves as income levels rise. One of the key findings is that customers' attitudes about social media marketing are influenced by their use of social media, knowledge of social media, participation in social media, and level of anxiety associated with it (Akar & Topcu, 2011).

Customer engagement also has an effect on social media marketing, as social media gives marketers fantastic opportunities to grow their market share and interact with their consumers, while also enabling customers to contact the business or one another. Customer engagement is significantly impacted by the following five factors: Trust in information, privacy concerns, perceptions of dependability, social media security, and usage of social media. The better they interacted, the more customers believed an organization to be secure and trustworthy. Five criteria have been identified as those that affect customer involvement, depending on the kinds of posts consumers love. These can be summed up as aspects affecting client engagement: vividness, interactivity, product explanation, entertainment, and fresh material (Farook & Abeysekara, 2016).

CONCLUSION

Agility Startup currently uses four social medias for their marketing, which are Facebook, Instagram, Twitter, and LinkedIn. Based on research done in the previous chapters, there are some KPIs that are specific between each social media and there are KPIs that overlap between them. Every KPI must be paid attention to, as they give a good look on how the marketing strategy for each platform is going. That way, for future marketing endeavors, Agility Startup can adjust and replan their tactics accordingly to achieve the goals and numbers they want to obtain from the market.

Several outside factors can also affect the SMM efforts of marketing, such as income, customer engagement, and knowledge of the social media platform. To make sure that Agility Startup's marketing campaigns are effective, it is important to know the characteristics of the users the company is targeting. That way, a general picture regarding the personas or businesses that the firm is trying to connect with can be imagined and then the marketing efforts can be tweaked based on the needs and likes of the analyzed/targeted market.

RECOMMENDATIONS

Some recommendations that could be applied to help Agility Startup's efforts in measuring the success of their SMM campaigns are:

a. **Use the KPIs given in this report**
   To make sure each social media has its own proper plans regarding the goals on each respective platform, the KPIs on this report should be used. That way, the numbers

calculated for the campaigns on each social media can be calculated accordingly and the changes necessary can also be done properly.

b. Give someone a specific role to measure KPIs

To measure the KPIs properly and get the maximum results from the SMM efforts, a new or old employee should be given a role to calculate the KPIs on each social media. This will help in giving the right estimations for each KPI, which will then help create better plans for future SMM campaigns.

c. Platforms to use to measure KPIs

Each social media platform has its own integrated KPI tracking system. The systems that can be used are listed below:

- *Facebook: Facebook Insights*
  Using Facebook Audience Insights can help a company gain insights towards demographics, page likes, locations, etc.
- *Twitter: Twitter Analytics*
  With Twitter Analytics, a company can get the numbers related to the activity of their tweets and the data of their followers.
- *Instagram: Instagram Insights*
  Instagram Insights helps a user to give information regarding accounts reached, accounts engaged with, interaction with content, follower activity, and many other metrics.
- *Linkedin: Linkedin Analytics*
  LinkedIn Analytics gives information regarding your content, followers, visitors, leads, competitors, employee advocacy, and the employee brand.

These integrated analytics elements can help Agility Startup measure the KPIs given in this report which will then help the company create a proper marketing plan in the future.

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