



Digital content marketing strategy on social media Instagram @billacreative.id to increase brand engagement with MSMEs in 2023

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ABSTRACT

Keywords

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Along with the development of technology, especially the internet and the large number of people using smartphones, the growth of the digital advertising industry in Indonesia continues to increase. The large number of existing advertising agency companies is a challenge for advertising agencies themselves because competition is increasingly fierce. Therefore, every agency must have a good and attractive marketing communications strategy to be able to compete with similar businesses. One way is to implement content marketing to increase brand engagement with customers. The implementation of content marketing must be accompanied by choosing the right strategy, otherwise, brand engagement will not be achieved. One creative agency in Yogyakarta that is trying to implement this strategy to increase brand engagement is Billa Creative Agency. Billa Creative Agency is part of PT Billa Corp Indonesia, which provides social media marketing, branding, and digital creative services. The main focus is to support Micro, Small and Medium Enterprises (MSMEs) and business owners. This research aims to determine the digital content marketing strategy on social media Instagram @billacreative.id in increasing brand engagement with MSMEs in 2023. The theoretical framework consists of digital content marketing strategy and brand engagement. This research approach is qualitative with descriptive methods. Obtain data from interviews as well as additional supporting data. The result of this research will show how the digital content marketing strategy carried out by @billacreative.id can increase brand engagement with MSMEs via Instagram.

1. Introduction

Along with the development of technology, especially the internet and the large number of people using smartphones, the growth of digital advertising agencies in Indonesia continues to increase. The large number of existing advertising agency companies is a challenge for advertising agencies themselves because competition is increasingly fierce. Prospective clients will select and determine which agency they will choose to help manage their business. Therefore, every agency must have a good and attractive marketing communications strategy to be able to compete with similar businesses.

Currently, marketing communication strategies have been developed by utilizing social media. According to Nurudin (in Azmie, 2015), through social media people can help, edit and publish their content. The emergence of various types of social media is not only useful for personal interests but also creates opportunities to carry out marketing communications efforts for products or services. One way is to implement content marketing. According to Kotler et al., (2019), content marketing is a marketing communications strategy that includes several stages from creating, and curating, to

distributing content to increasing the attractiveness, relevance and benefits of the content. The content presented should be content that is useful and relevant to customers rather than just posting products or services.

As said by Kotler et al., (2019), to get a good response and engagement, the content created must be valuable for customers, not just content that is directly related to the brand. Apart from being a tool for managing content marketing, social media can also be used to get closer to customers and can even invite them to interact and follow a brand, this is often called brand engagement. Hoeffler & Keller; Weiger et al., (in Xi & Hamari, 2020) said that brand engagement is important because brand engagement is naturally one of the most important determinants of brand equity. The strategy that must be had to be able to create brand engagement is how to process digital content marketing so that it remains attractive and appropriate it can increase brand engagement.

One of the creative agencies in Yogyakarta that is trying to implement this strategy is Billa Creative Agency. The main focus is supporting Micro, Small and Medium Enterprises (MSMEs) and business owners to achieve their goals. MSME players still have a low understanding of managing social media, as stated by the CEO of Billa Creative Agency, where currently there are still many business owners, especially MSMEs, who have a low understanding of effective strategies for managing social media (Aprilia, 2023). Based on data from the Ministry of Communication and Information (Kominfo), in 2022 around 32% of the total 64 million MSMEs in Indonesia will have gone digital. This means that there are still 68% of MSMEs in Indonesia that have not utilized digital technology to market their products. The number of MSMEs that do not understand the use of digital technology to market products is still high. The founder and CEO of Billa Creative has a vision to increase understanding and use of technology such as social media among MSMEs and business owners. Billa creative has a social vision and mission to help MSMEs, but cannot be separated from profit. This is also a challenge for Billa Creative to carry out marketing communications via Instagram which can generate emotional relationships or engagement with customers, in the sense of retaining MSMEs who are already customers or getting new customers.

The Instagram used for marketing communication purposes by implementing this digital content marketing strategy is @billacreative.id. This account is considered quite effective as a marketing communications medium, especially with a high total number of followers compared to competitors. However, here it cannot be shown that engagement between Billa Creative and its audience was achieved. Judging from the number of likes, comments, shares or engagement, it is unstable and still relatively low. This is the same as what Social Media Strategist Billa Creative said in an interview on September 2, 2023, who said that "Billa's total followers increased, but overview engagement decreased". To increase brand engagement, the right digital content marketing strategy is needed.

Digital content marketing is a research topic that has attracted the attention of several researchers. Several previous studies discussing digital content marketing can be reviewed as follows, the first research was conducted by Pandrianto & Sukendro (2018), with the title Content Marketing Message Strategy Analysis to Maintain Brand Engagement. The second research was conducted by Setiawan & Rachmawati (2019), Eiger's Digital Content Marketing Strategy Through Instagram Social Media. The third research from Saraswati & Hastasari (2020), Digital Content Marketing Strategy on Mojok.co Instagram Social Media Accounts in Maintaining Brand Engagement. This research is different from several previous studies, this time it focuses on digital content marketing strategies to increase brand engagement with MSMEs via Instagram @billacreative.id. This research aims to describe the digital content marketing strategy on social media Instagram @billacreative.id in increasing brand engagement with MSMEs in 2023.

2. Method

This research uses a descriptive qualitative approach to study how the digital content marketing strategy carried out by Billa Creative Agency on its Instagram social media account increases brand engagement. A descriptive qualitative approach was used in this research so that researchers could see the process and describe the digital content marketing strategy on social media Instagram @billacreative.id in increasing brand engagement in depth. Nawawi (in Shabrina, 2016) said that qualitative research is to reveal facts and/or to reveal problems or situations as they are. According to Sadhiarta (2020), the descriptive method is defined as an effort to describe or study certain

conditions, situations or social phenomena. Data collection techniques use in-depth interviews and documentation. To obtain data through interviews, researchers used purposive sampling techniques. In retrieving information from informants, consideration is the basis, so the term purposive can be interpreted as the intent, purpose, or use that is the basis for selecting information sources (Yusuf, 2017). Researchers used three stages in analyzing data according to Miles and Huberman (in Yusuf, 2017), namely data reduction, data presentation, and verification or conclusion. Researchers carry out triangulation which is an effort to increase the accuracy and validity of research data.

3. Result and Discussion

4.1. Presenting the Results

The digital content marketing process carried out by @billacreative.id begins with setting goals, marketing targets, research, then planning and creating content according to content pillars, distribution and strengthening, and evaluation.

"At Billa there is already a deck. It contains an overview of what Billa Creative is, what its goals are, and whose marketing targets it is. So we do research first, then goals, then research competitors. Then, once we have the deck, we decide what content pillars we want, that are tailored to the target audience we write in the deck. Incidentally, Billa's target is MSMEs/business owners, which means the content pillar is about online marketing, because this is digital, there's some offline too. The portfolio also creates brand awareness, to show that Billa has been trusted and has handled anything like that. Usually, when business owners want to use a service, they do research first, they want to understand who the clients are. For example, skincare, what is the portfolio like" (Lu'lu'ul M., Interview, September 22, 2023)

"Content monitoring is usually 1 x 24 hours to see the insight. The ER is calculated per 1x24 hours. For example, we post now at 7 pm, check at 7 pm the next day. That's specifically for reels, if it's a regular post then it's mainly a report, usually top posts, by reach, impression, engagement, like that" (Lu'lu'ul M., Interview, September 22, 2023)

"If the check is for evaluation, maybe one month at least. For example, in October, let's say what we updated, we check in September, August or the last 6 months. Seeing content that is increasing, we just have to ATM (observe, imitate, modifications) or just develop the content that is increasing" (M. Novianang Prasetyo, Interview, October 16, 2023)

Apart from increasing sales, Billa's digital content marketing goal is also to build brand awareness and increase engagement with its target market. The target market on social media is more towards people who have authority in determining who will use Billa Creative's services. The content created has the aim of branding that Billa is an expert in the field of social media management so that it will raise awareness and engagement from customers. The content strategy carried out is to present educational content in the form of images and videos. Apart from that, Billa presents trending content or current issues that are relatable to the audience.



Fig 1. Billa Creative Instagram content (source: Instagram @billacreative.id)

Content with high engagement is trendy, current-issue content that relates to the audience. Meanwhile, content that still produces low engagement is educational content in image format.



Fig 2. examples of content with high engagement (source: Instagram @billcreative.id)



Fig 3. Examples of content with low engagement (source: Instagram @billcreative.id)

Billa does research and plans before publishing content. The finished content will be distributed to Instagram @billcreative.id. Content upload time is based on insight research or tools for effective content upload times.

"When I post, I usually look at the insights or tools on the dashboard. But usually it's 6 AM, only sometimes it's 12 PM for the lunch break to upload, or in the afternoon it's uploaded at 5PM" (Lu'lu'ul M, interview, September 22, 2023)

However, the content upload schedule itself has not been carried out regularly in recent times.

"In the same sense, in the last few times, no. Just recently, I used to often miss out on not creating content, because we have to take care of clients, so I just let it flow, sis" (M. Novianang Prasetyo, interview, October 16, 2023)

Sometimes some of the content on social media Instagram @billcreative.id is not always optimal according to the content plan that has been planned, because there are several internal factors regarding insufficient human resources. Several times Billa just randomly posted content to keep his account looking active.

"We have always focused on organic, but now there are changes that I have to make at another job desk. So now on Instagram, the important thing is to upload it first." (Lu'Lu'ul M, Interview, 22 September 2023)

To strengthen content related to his followers, Billa interacts with followers, by replying to comments, responding to incoming direct messages (DM). Apart from interacting with followers, Billa also uses ads to strengthen his content. Because Billa has been verified from Instagram, Billa's next plan is to take advantage of the available subscription facilities. Apart from that, Billa also uses the 'collaboration post' feature with other Instagram users who have high followers to strengthen his content.



Fig 4. Billa's efforts to strengthen the content (source @billcreative.id)

4.2. Create a Discussion

The @billcreative.id account has been present on Instagram since 2020, the first content was distributed in April 2020. To increase brand engagement, Billa Creative uses a digital content marketing strategy on Instagram. The main aim of Billa Creative's content marketing is to increase brand engagement which will have a positive impact on sales, apart from that, to embed in the minds of the audience that Billa Creative is an agency that is an expert in its field. To achieve the goals that have been set, planning is needed with appropriate steps and strategies. Kotler et al., (2019) stated that content marketing strategy consists of several stages, starting from determining goals, mapping target markets, planning content, creating content, distributing content, strengthening content, evaluating content, and improving content. Based on the results of interviews and content documentation on instagram @billcreative.id, the digital content marketing strategy carried out by Billa Creative has several similarities and differences from the stages put forward by Kotler. The digital content marketing strategy implemented by @billcreative.id goes through several processes, namely:

a. Setting goals

Billa creative aims to carry out a digital content marketing strategy on instagram, apart from increasing sales, it is also about building brand awareness and increasing engagement with its target market. This is by the statement of Kotler et al., (2019), goals can be classified into two categories, namely related to sales and related to brands which include brand awareness, loyalty and brand loyalty.

b. Mapping target market

Billa creative's target market is business people and MSMEs. So, on social media it is more directed towards people who have the authority to decide who will use Billa Creative's services, such as entrepreneurs, MSME owners, or workers who have the authority to choose to use the service of a creative agency. When mapping the target market, Billa analyzes pains, problems related to the target market, and triggers before creating a content pillar.

c. Content Research

Before starting planning and creating content, Billa conducted research in the form of competitor research, content research and trend research. If there is a trend, is it included as content on Billa or not.

d. Planing content

After determining the goal, the next stage that Billa creative agency takes is planning the content that will be created. In content planning, the content pillars are formulated, an editorial plan is created, scripts for video content and visual copy for feeds. The content that will be created is content that is related to the target audience. The type of content presented is educational and promotional content. Meanwhile, the types of content, videos, carrousels and single content. The content created has the aim of branding that Billa is an expert in the field of social media management so that it will raise awareness and engagement from customers.

e. Create content

When the deck or content plan has been formed, the Social Media Specialist produces content according to the plan that has been created. The design of the content feeds is assisted by the designer, while the video shoot for educational or fun content is taken by the videographer, but sometimes the Social Media Specialist does it herself. Then, for the talent in the video, ask for help from other employees, and this talent is optional.

However, sometimes some of the content created by @billacreative.id is not always optimal according to the content plan that has been planned, because there are several internal factors regarding insufficient human resources. Several times Billa just randomly posted content to keep his account looking active.

f. Disseminate content

After the content is created, the content material is then distributed to social media owned, namely @billacreative.id. The instagram social media account is managed by Billa Creative itself. Content upload time is based on insight research or tools for effective content upload times. However, the content upload schedule itself has not been carried out regularly in recent times, initially uploading content once a day has become erratic.

g. Strengthen the content

In strengthening the content, Billa Creative makes efforts to improve the quality of the content created. Billa tries to create content that is relatable to the target audience. Apart from that, taking advantage of the latest trends or topics that can be used as content that is still in line with Billa Creative's goals and target market. Billa Creative also uses the 'collaboration post' feature with other instagram users with high followers to strengthen content.

What Billa Creative does to strengthen content related to its followers is interaction between media admins and followers, by replying to comments and responding to incoming direct messages. Apart from interacting with followers, Billa also uses ads to strengthen content. Because, Billa has been verified from instagram, Billa's next plan is to take advantage of the available subscription facilities.

h. Evaluate content

Billa Creative carries out evaluations by monitoring content that has been shared. See which content is effective or much in demand by the target market and which content is less popular. Billa content is evaluated from the total likes, comments, or engagement in a piece of content. The response from followers is also a consideration of the content that has been presented.

Highly engaged content is trend current issue content that is relatable to the audience. Meanwhile, content that still produces low engagement is educational content in image format.

i. Improve content

The final step in content marketing carried out by Billa creative is to improve the content to continue to improve the quality of the content that will be presented. If the content is not of interest, Billa researches again, or does testing for other content. If the content being shared is of great interest to the target, then Billa creates similar content by using the ATM technique (*Amati, Tiru, Modifikasi*), developing content with high engagement.

After the evaluation stage, Billa does not regularly repeat the goal setting and target audience mapping stage, because generally the goals and target audience are always the same as those set at the beginning. Goals and targets are long-term.

Digital content marketing is related to brand engagement activities for a brand. According to Paine's view (in Saraswati & Hastasari, 2020), three reasons make engagement important on social media:

- a. Engagement is the first step to building a relationship between customers and brands. Billa Creative seeks to increase interaction with followers through the comments column of the content presented, responding to incoming direct messages, as well as utilizing features on Instagram to continue interacting with its followers. The content presented is also selected and packaged casually, paying attention to topics that relate to the audience to foster an emotional connection with the target.
- b. Engagement with followers helps in promotions that can support the brand. When brand engagement increases, the level of trust in the brand will also increase, people who see the interactions that occur on Instagram social media can give rise to the urge to follow the account or even potentially become potential Billa Creative customers.
- c. Engagement between the brand and its followers will make the brand better. If the content presented is good and in accordance with the target market, it will get good engagement too. Billa Creative continues to strive to develop the quality of the content presented through the evaluation stage and considers critical suggestions from its followers.

4. Conclusion

After conducting research, it can be concluded that the digital content marketing strategy carried out by @billacreative.id in increasing brand engagement goes through several stages, namely setting goals, mapping target markets, content research, planning content, creating content, disseminate content, strengthening content, evaluating content, and improving content. The content strategy carried out is to present educational content in the form of images and videos. Apart from that, Billa presents trending content or current issues that are relatable to the audience. Efforts made to increase brand engagement are interacting with followers by utilizing features on instagram, using ads, and planning to use subscription content obtained from verified instagram. In its implementation, Billa was less than optimal with the content plan that had been planned.

Suggestions for the future, Billa Creative can be more consistent in uploading content so that it can always be remembered by its target market, and the presentation of content can be more varied with content that is fun and suits its target market, namely business owners or MSMEs. Apart from that, Billa can also present content that makes MSMEs interested in getting involved and also interested in using services by presenting content that sells in the sense of content that offers what benefits they will get if the MSMEs are connected or become Billa Creative customers. Next, need to pay attention to the social media management job desk in creating content so Billa can focus on running digital content marketing for marketing communications.

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