

Role of Social Media Marketing to Enhance the Supply Chain and Business Management

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Abstract— Combining the social interaction and technology social media provide a low cost tool. Many companies are leveraging more robust social platforms to better plan and control their supply chain. The purpose of this article is to provide researches of the supply chain management a reference with the main concepts of social media: Twitter, Flickr, Instagram, YouTube, Facebook, Viber, and Google +, Pinterest etc. Drawing on social capital theory, this study uses a sentiment analysis approach to investigate the impact of social media usage by supply chain partners on supply chain performance. With the help of social media it is very easy to interact with customer and other people and it can make the community of the customers. It is possible assemble a network of clients where it can draw in them with quality substance and these stages additionally enable to present the product. With the help of the social media it provides an approach to contacts with companions, Potential customers and clients. It customizes the "brand" and makes it possible to spread the content in colloquial ways, however supply chain managers to adjust their supply chain strategies to have a sustainable competitive advantage

Keywords; social media;supply chain management, business, platform;facebook;twitter.

1. Introduction

Marketing through social media provide promotion to the services and products based on the supply chain, because it increase the visibility of the products to the many users. With the help of the social media sites it is possible to exchange the knowledge, experience, and ideas. It also creates the social network through social media sites. The networking of social media is the part of Web 2.0 trends. This trend describes the way of changes that software developer and user utilize the web. With the help of the web it can increase the knowledge exchange and creativity of the contents. A user can participate and collaborate in the web by using open applications and services. It is a interaction and user driven way. The content that user can access; the user can share, repurpose, create and remix that. Some applications like RSS and Ajax are affordable and accessible by the user and it support principle of Web 2.0 like user empowerment [1].



Figure 1. Social media networking

With increasing the social media sites social media marketing is very commonly used in marketing world. These social media sites include Twitter, Flickr, Instagram, YouTube, Snapchat, Facebook, Viber, Google +, Pinterest, LinkedIn etc. The social media marketing is performing by these social media sites. It is difficult for the user to identify the organization of that social media platform because most organization and company have their own site of company. So it is useful to develop a website like LinkedIn, Facebook, and YouTube. With the help of the social media marketing in low cost the content or information about the product can reach to many people and it can be recognized easily. By simply promote the business on these website provide a great exposure to business because networking of social media consists of many established business communities and organizations. It can allow by the sites to create its own community and allow user to add or delete the user from that group or community. Some company continuously promotes their product by putting the information on the user's profile page. Social media marketing is a very power tools, it provide supplement of many other marketing approaches instead of replacing that methods. Many organization still work on search engine and web advertising to get the traffic on their websites. Social media marketing create attractive contents to promote the user on its social media network. A business related message transfer form one user to another because it is present in the way that it come from a third party that is trusted [2].

Table 1. Connect social metrics to business goals

Traffic	Follower Growth	Engagement	Reach/Impressions	Conversions
Revenue/Lead Generation	Brand Loyalty	Brand Loyalty	Brand Awareness	Revenue
Establishing Authority	Brand Awareness	Brand Awareness	Establishing Authority	Lead Generation
Conversions	Customer Growth	Audience Growth	Audience Growth	Customer Growth

2. Literature review

As per the standards of Web 2.0 and trade of client produced content, while likewise encouraging association and coordinated effort between members [3], social media marketing including all web based methods and approaches. Some applications consists of blogs and microblogs like Twitter, person to person communication locales like Facebook and MySpace, virtual universes like Second Life, communitarian ventures like Wikipedia, content network destinations like YouTube, Flickr and the sites which create on feedback like online forums [4].

The teacher of advertising and Red Envelope founder Scott Galloway described that extravagance brands are presently fabricating connections through Facebook, culminating the exchange and client audits on the web. It noticed that organizations are currently constructing their very own informal communities. In 2010 Dutta, Soumitra presented that internet based life are changing the manner in which we work together and how pioneers are seen. With the assistance of the online life promoting in ease the substance or data about the item can reach to numerous individuals and it very well may be perceived effectively. By essentially advance the business on these site give an incredible presentation to business on the grounds that systems administration of internet based life comprises of many set up business networks and associations. It can permit by the locales to make its own locale and enable client to include or erase the client from that gathering or network.

3. Social media marketing goals

3.1. Social Media and the Supply Chain

The use of modern communications tools within supply chains is lagging behind their usage for other operational functions, such as human-resources strategies and marketing. Social media has been used mostly by business-to-consumer (B2C) to enable companies to promote their brands and market their products to consumers [5]. From a business perspective, the early adopters are young professionals who already use these tools (such as Facebook, twitter, LinkedIn, and blogs) in their personal lives, and the focus has been largely on enhancing external communication, awareness, and thought leadership.

There are several goals of social media are given below:

1. Increase the traffic of website
2. Enhance the awareness about brands
3. Make identity of brand and provide positive brand association
4. Create the communication
5. Improve and enhance the communication with key customer and user

4. Social media marketing strategy

People started using social media for personal purposes are now turning it into professional and competitive use. This change has impacted the marketing strategies for many industries which includes Supply Chain Management industry. Social marketing provide the advertisement of the business. The strategy of social media helps to getting its goals. Social media marketing steps are given below:

1. Set the social media marketing goals that should be actionable
2. Take review of the users
3. Set the priorities
4. Always take knowledge of competition
5. Curate and Create engaging content
6. Set time for the most important work
7. Get and optimize the result

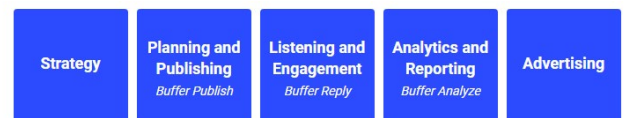


Figure 2. Social media marketing strategies

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness (these metrics illuminate your current and potential audience)	Followers, shares, etc.
Turn customers into advocates	Engagement (these metrics show how audiences are interacting with your content)	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions (these metrics demonstrate the effectiveness of your social engagement)	Website clicks, email signups, etc.
Improve customer retention	Consumer (these metrics reflect how active customers think and feel about your brand)	Testimonials, social media sentiment, etc.

Figure 3. Social media marketing plan

5. Social Media Marketing Resources

Platform of social media is always rising. When facebook started then users only can share text but we can see that now in these days many contents like images, live videos and stories can share on facebook. Marketing world of social media is always changing according to time. There are several resources that provide the social media marketing are given below:

1. Marketing Blog
2. Marketing Guide of Social Media
3. Listening and Engagement Guide of Social Media
4. Analytics Guide of Social Media
5. Advertising Guide of Social Media

6. Results

By providing an investigative look into how social media may influence supply chain performance which is overall an understudied research question, the current study offers several potential academic and managerial contributions. First, although the social capital theory has found its applications in supply chain management research, it has not been studied in a social media domain. There are no investigative reports relating social media and supply chain management. To the best of our knowledge, the current study is the first attempt to investigate the effect of social media on supply chain performance. Second, our findings have implications for practitioners. Social media marketing through facebook is very common and simple way in the field of marketing. Because it has user who daily spend time on facebook. Any content which show on the user account page, visible to him. There are over 2 billion users are on facebook and there are all type of users exists which helps to explore any kind of business [5].



Figure 4. Forms of social media marketing

There are almost 562 million users are using LinkedIn. It provide to making connections and networks. It shows the details of the user that connected through LinkedIn. It also provide a great platform for promoting any kind of business [6].

Form all around the world Currently, Twitter has 307 million monthly users. Its uncommon development has driven numerous organizations to consolidate it as an apparatus in their social media marketing plan. It's a viable promoting stage that can likewise be utilized to manufacture customer/buyer connections. The short structure instantaneousness it offers is not normal for some

other web based life stage—a primary explanation behind its incredible ubiquity [7].

Some blogs are relevant to social media marketing and it helps to grow the business. Blogs help to provide the chance to make contents that related to business for their users [8].



Figure 5. Blogs related to social media marketing

Marketing on Instagram is most promising platform in social media marketing. By using Instagram it is possible to manage social media of a small system, huge enterprise and it is possible to advertise our personal product or brand [9].



Figure 6. Instagram uses

All over the world there are almost one billion users uses the WhatsApp application. WhatsApp has over one billion users across the globe. Of its one billion users, about 200 million are only from India. Numerous little and huge scale organizations utilize application which based on Facebook, as their clients by leaving their WhatsApp numbers on Facebook and other internet based life stages. WhatsApp has declared its new application called "WhatsApp Business" which is currently in a testing stage; this will assist organizations with connecting and discuss effectively with its shoppers guaranteeing credibility. [10-13].

Nowadays, it is mandatory for an organization to introduce creative techniques and processes to make the operation more streamline, improve the efficiency and making highest profit to stay on top given the level of competition in market. Many organizations fail to notice Supply Chain Management part while making other processes better. They mostly look for the inter-organizational operations rather than whole chain which is

really reaches to end consumer. It makes the SCM less effective and disorganized. But this can be handled by the new generation advancement in technologies and involvement of people in it.

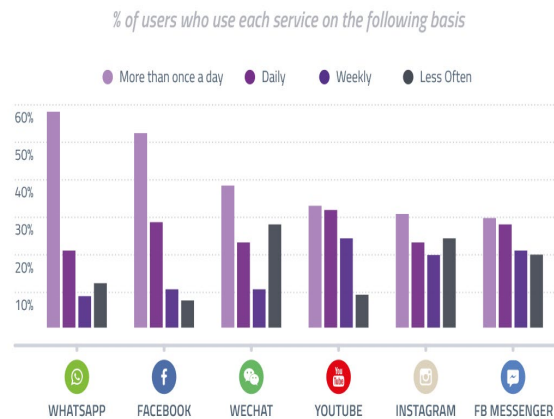


Figure 7. uses of social media marketing resources

7. Conclusion

Customers are starting to use supply chain “report cards” to grade the performance of their suppliers. The report cards are more accurate and more frequently produced than was previously possible. Marketing through web based life give advancement to the administrations and items, since it increment the deceivability of the items to the numerous clients. With the assistance of the social media destinations it is conceivable to trade the learning, knowledge, and thoughts. It additionally makes the informal community through web-based social networking destinations based on supply chain. There are a few social media stages are exists. The case of social media stages are: Twitter, Flickr, Quora, Instagram, YouTube, Snapchat, Facebook, Viber, Google +, Pinterest and so on. With the assistance of social media it is exceptionally simple to connect with client and other individuals and it can make the network of the clients.

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