# IMPROVING THE SOCIAL MEDIA MARKETING ON BRANDING FOR THE SAFYINA DESIGN STUDIO

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# IMPROVING THE SOCIAL MEDIA MARKETING ON BRANDING FOR THE SAFYINA DESIGN STUDIO

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# DEDICATION

ii

*This work is entirely dedicated to my devoted parents and beloved husband, without whose constant support this research paper was not possible. A special feeling of gratitude to my siblings and Suri Nelissa who always cheer me up. To my dedicated supervisor, thank you for guiding me on this journey. I also want to remember Cici whose always with me till his last breath, thank you for the 10 years of memories.*

# ACKNOWLEDGEMENT

# ABSTRACT

In the last few years, the usage of social media sites as part of a company's marketing plan has grown substantially. Despite its popularity, there is limited research to answer some of the issues about social media effecting the branding. The purpose of this study is to develop an effective social media marketing strategies to improve the branding on The Safyina Design Studio. At the same time, the research aim to provide an intervention plan hence evaluate the effectiveness of the intervention of applying a social media integration, practising social media brand consistency and setting up analytics tool. Social network theory and brand identity model underline the model framework for this research. This study used a mixed-method approach that included interview, surveys and observation. The data was analysed using Thematic Analysis and the Statistical Package for Social Sciences (SPSS). As a result, the intervention of the social media marketing strategies found to be significant towards the branding. Therefore, future research are recommended to further investigate a more suitable approach in improving the social media marketing for branding or a similar studies.

**Keywords:** social media marketing, social media strategy, branding, brand awareness.

# ABSTRAK

Dalam beberapa tahun kebelakangan ini, penggunaan laman media sosial sebagai sebahagian daripada strategi pemasaran syarikat telah berkembang dengan ketara. Walaupun penggunaan sosial media sangat popular, terdapat kajian terhad untuk menjawab beberapa isu mengenai media sosial yang mempengaruhi penjenamaan. Tujuan kajian ini adalah untuk membangunkan strategi pemasaran media sosial yang berkesan untuk menambah baik penjenamaan pada The Safyina Design Studio. Pada masa yang sama, penyelidikan ini bertujuan untuk menyediakan pelan intervensi dan seterusnya menilai keberkesanan intervensi menggunakan integrasi media sosial, mengamalkan konsistensi penjenamaan media sosial dan menyediakan alat analisis yang sesuai. Teori rangkaian sosial dan model identiti jenama menggariskan rangka kerja untuk penyelidikan ini. Kajian ini menggunakan pendekatan kaedah campuran yang merangkumi temu bual, tinjauan dan pemerhatian. Data dianalisis menggunakan Analisis Tematik dan Pakej Statistik untuk Sains Sosial (SPSS). Maka keputusan kajian ini iaitu strategi pemasaran media sosial didapati signifikan terhadap penjenamaan. Oleh itu, untuk penyelidikan di masa hadapan disyorkan untuk mengkaji lebih lanjut pendekatan yang lebih sesuai dalam menambah baik pemasaran media sosial untuk penjenamaan atau kajian yang serupa.

**Kata kunci:** pemasaran media sosial, strategi media sosial, penjenamaan, kesedaran jenama.

# TABLE OF CONTENTS

# LIST OF TABLES

# LIST OF FIGURES

**FIGURE NO.**                                    **TITLE**                                                        **PAGE**

# LIST OF ABBREVIATIONS

xiv

APP    Applications

FB     Facebook

IG     Instagram

LP     Landing Page

ROI    Return of Investment

SEO    Search Engine Optimization

SM     Social Media

SMP    Social Media Platform

SMM    Social Media Marketing

# LIST OF APPENDICES

# CHAPTER 1

# INTRODUCTION

## 1.0 Introduction

The recent growth of technology innovation has created multiple opportunities for marketing online setting especially on social media related. Social media marketing is currently an essential part for promoting and making a brand value. According to Chi (2011), social media marketing is defined where consumer is dubbed as marketers and brands are social currency. He also mentioned that social media marketing is a message to consumer understanding. Branding is important to a company to differentiate their products and services which are the outcome products based on consumers need. It reflects the value of the products or and services which represent their identity. New businesses must learn how to effectively use social media marketing to strive in the competitive business environment (Paquette, 2013).

Bilgin (2018) defined that social media is an online application program, platform, or mass media tool that enables users to communicate, collaborate or content sharing. The social media on affecting the actions of consumer behaviour encompasses a wide variety of practises ranging from educating, exchanging ideas to raise consciousness towards the purchase behaviour. This leads companies to be more interactive in marketing and innovative in order to offer good and services more accessible via online.

As for branding, it is very crucial for businesses as it will impact the company on how consumer perceived the brand and to be get recognitions. Branding is very important in order to increase the business value and makes it an appealing investment because the branding has been established. Strong branding positively leaves an impression towards the consumer in which the brand itself is reliable and it helps to create trust with consumers and potential clients.

1

The rational for this study was commenced by an interest in social media and how to improve the usage of social media leverage with branding. Previous study shows a lot of impact of social media marketing towards brand awareness. Nonetheless, research done by Zulkifli and Ayuni on the title "New Business Set Up for Branding Strategies on Social Media-Instagram" is the closest study that concerned on social media networks and branding. Zulkifli and Ayuni work are more focused on building branding using social network on Instagram. Therefore, there is not a lot improving the usage of social media for building branding, hence, this study is to investigate effect of the social media phenomenon on branding towards an organization and its implementation.

For this chapter it will consist of the six sub chapters such as case company information, problematic situation, research questions, researcher's role and the significance of study.

## Background of the Case Company

For this case study, The Safyina Design Studio is a creative design studio that focuses on content creation and illustration services for entrepreneurs for their campaigns and branding. It was newly established on 2019 and currently their studio is located in Petaling Jaya, Selangor, Malaysia. Their company previously had done a campaign for few local and international brand such as Young Living, Dutch Lady, Terrabellesa, UMMA, Omma Esabel and many more.

The company's vision is 'realizing the full potentials for all the creative community & entrepreneurs with proper direction of branding & creative contents and turning creative passion into opportunity' and their mission is to serve people to create wondrous visual contents and illustrations for social media branding and campaigns and assist the direction for all the start-ups' personal branding to all the local & international brands to level up their

marketing games. They are devoted to leverage with their clients to provide them opportunities in creative ideas.

**Figure 1.1 The Safyina Portfolio**



Source: https://dumpor.com/v/thesafyina
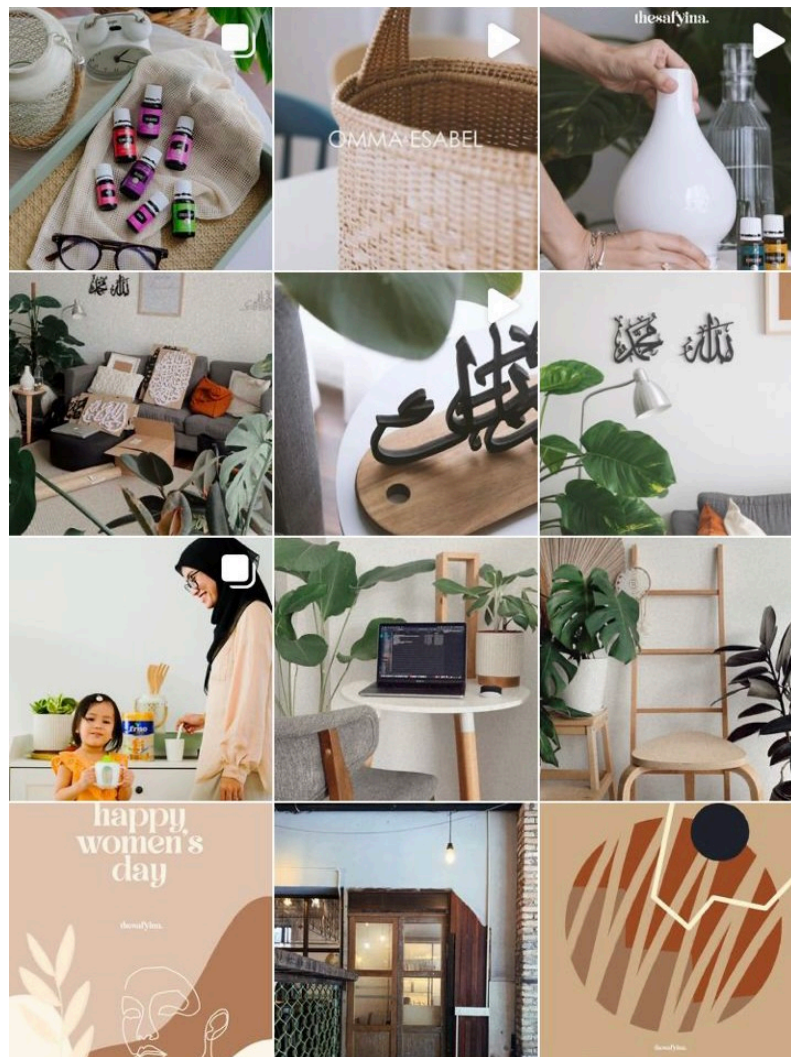
## 1.2 Problem Statement

Based on digital influence lab.com (2020) , about 71% of Malaysians uses social media with 26 million users having an account on social media platform. According to statistics provided, 73% of consumers were influenced by a brand's social media presence during

purchasing decision (digitalinfluncelab.com, 2020), Animoto.com (2020) reported that 93% of marketers gained a new customer from social media and about 88% are satisfied with the return on investment (ROI) of their marketing strategies on social media. The top 3 platforms for marketers to post content are Facebook, YouTube, and Instagram.

With the current trend of social media as a marketing tool, the traditional advertising is losing its influence. Hence, nowadays companies tend to follow the trend. This action research problem can be apprehended as does social media marketing can build the brand to increase the engagement. Social media marketing is defined as using social media platforms to connect with clients to build branding awareness, increase sales and website traffic. To understand the issues there are several problems face by the company, there are:

1. Lacking in integrated social media marketing approach.

2. No clear strategy of using social media platform to increase the traffic to the site.

3. Lack of brand awareness to attract client as well as to improve the company visibility in client acquisition.

As a result, the lack of knowledge and skills using social media for branding has influenced the company. The following chapter will further discuss in detail how the factors and issues that related to the research. Hence, the suggested solution will be provided to improve the usage of social media for branding on The Safyina Design Studio.

## 1.2.1 Problem Formulation

A SWOT analysis is done to understand the problem of this company. The objective of SWOT analysis is to analyse the strength, weakness, opportunities, and threats in order to plan for strategy intervention for the company to improve.

**Table 1.1: SWOT Analysis for The Safyina Design Studio**

| | Strength | | Weakness |
|---|---|---|---|
| **S1** | Unique ideas and concept within the companies | **W1** | Lack of brand awareness from potential client |
| **S2** | Provide under one roof creative services for e-commerce (studio, photography, styling, content editing) | **W2** | Lack of experience in social media strategy, tools, platform, and analytics |
| **S3** | Many or recurrent clients are well known | **W3** | Lack of sufficient skills |
| **S4** | Cross-training employee is applied within the company | **W4** | Low amount of capital |
| **S5** | Meeting deadlines & budget | **W5** | Limited number of staff |
| | **Opportunities** | | **Threats** |
| **O1** | Potential to expand business locally & international. | T1 | More competitive forces from current competitors, substitutes and new entrants |
| **O2** | Room for expanding to another business. | T2 | Client's inability to pay due to uncertain economic situation |
| **O3** | Take advantage of trends in social media | T3 | Advertisement fails to attract or retain clients |
| **04** | Innovate with new ways to develop creativity | T4 | Responsibility to ensure that less waste resources such as props, papers are used. |

Source: Author

## 1.3 Research Question

- What are the problems and factors that influence the social media marketing on branding towards the company?

- What is the intervention imposed to improve the company branding through social media marketing?

- What is the impact of intervention proposed to the company in order to increase their branding?

## 1.3.1 Research Objective

- To investigate the factors that influencing the social media marketing on branding.

- To propose appropriate intervention on social media marketing strategies to improve the branding of the company.

- To evaluate the effectiveness of the intervention implemented by The Safyina Design Studio

## 1.4 Researchers Role

Qualitative research is used when there is minimum topic is known, the research context is misunderstood, the research is not quantifiable, the nature of the problem is not clear or the research need to be re-examined (Klooper, 2008). For this research, the approach of qualitative and quantitative is used. My role in this study is as observer as I collected the data and conducted an analysis instrument from interviews, journals, and questionnaire to discover the patterns. Hence, there is a potential there would be a bias on my research which could affect the results of the research. However, this research could help me understand the process of the study and there would be an intervention outcome from this research.

## 1.5 Research Ethics

For this research I intend to respect the dignity and worth of the people involved while I'm conducting this research. Also, I aim to inform people about the use of the information I collected from whose I am interviewing or doing a survey and permission to establish the information I had gather. As for the information I have received on this research should be

disclosed and only used only for this research. I intend to acknowledge the reference I used and work accordingly to as what the research is. For this research, I would ensure that all the writings and the work I produced is in my own words. My research has been approved by the supervisor including the company used for this research and deemed appropriate to be conducted.

## 1.6 Significance of Study

This research study aims to improve the usage of social media marketing on branding for The Safyina Design Studio. Past research had identified many factors that influencing social media marketing and its effectiveness on engaging branding towards business and this study will also assess the impact of social media marketing in developing branding. Currently the approach of social media marketing as part of the strategies to improve the companies branding seems to be trending. Identifying the issues could help the company get an idea for them to resolve their issue. Besides, the finding of this study to improve their social media marketing on branding could help their business significantly and able to help them grow their potential in business.

Furthermore, this study includes intervention which makes it different than the previous study. Thus, the finding of this study will benefit other companies that associated with digital marketing. Also, this study provides guidance to The Safyina Design Studio to make strategies in social media marketing on their brand. For example, efficient strategies such as integrated social media platform, etc that is related to the issues will be identified and suggested accordingly based on the outcome.

## 1.7 Definition of Terms

For a better understanding of this research, the following terms are defined in the context of this research.

Social media: websites and applications that enable users to create and share content or to participate in social networking.

Branding: wording or design used to identify a particular brand.

Online: Communications via network to a host system, the data or information located within database system.

SEO: Search engine optimization, practice of increasing the quantity and quality of traffic to the website through search engine results.

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