

## DIGITAL MARKETING STRATEGY: THE EFFECTIVENESS OF SOCIAL MEDIA IN ATTRACTING NEW CUSTOMERS

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### Abstract

This study aims to evaluate the effectiveness of social media in attracting new customers as part of a digital marketing strategy. Data was collected through a literature review on the theme of social media platforms used by companies. Results show that social media has significant advantages in reaching a wide and diverse audience, enabling direct interactions that encourage customer trust, as well as providing in-depth analytical tools to measure campaign success. The findings emphasise the importance of social media integration in a company's marketing strategy to increase visibility, engagement and conversion of potential customers. The conclusion of this study underlines that investing in social media marketing is a strategic move that can provide long-term benefits for companies.

**Keywords:** Strategy, Digital Marketing, Effectiveness, Social Media, Attracting New Customers

### Introduction

The development of information and communication technology has brought significant changes in various aspects of life, including in the world of business and marketing. The business world includes all activities related to the production, distribution, and sale of goods or services to achieve profit, whether carried out by individuals, companies, or organisations. It involves various aspects such as management, operations, finance, and strategy, all of which play a role in creating value for consumers and stakeholders (Fletcher, 2020). On the other hand, marketing is a process or strategy undertaken to identify, attract, and satisfy customer needs and wants through the creation and communication of offers of value. Marketing includes various activities such as market research, product development, promotion, distribution, and sales, all of which aim to build and maintain profitable relationships between companies and their customers (Syahvitri & Sugianto, 2022).

In today's digital era, traditional marketing that relies on print media, television, and radio is starting to transform into digital marketing that utilises the internet and various digital platforms. One of the most prominent is the use of social media as a marketing tool (Rudy & Zhafran, 2022).

Social media, such as Facebook, Instagram, Twitter, and LinkedIn have become important platforms for businesses to interact with customers, build brands, and implement marketing strategies. With the ability to reach a wide and diverse audience, social media offers great potential to attract new customers and retain old ones. In addition, through social media, businesses can monitor market trends, get real-time feedback, and accelerate the dissemination of information about their products or services. By advertising on social media, companies can also take advantage of more specific targeting based on user demographics, interests, and behaviours, making marketing more targeted and potentially increasing conversions and sales (Moriuchi, 2021).

However, despite its great potential, the effectiveness of social media in attracting new customers is not always guaranteed. Many factors influence the success of a social media marketing strategy, including the content presented, frequency of posting, interaction with customers, and the use of paid advertising. In addition, the increasingly fierce competition in the digital world requires businesses to continuously innovate and optimise their marketing strategies (Green & Smith, 2023).

This research, therefore, aims to explore and analyse how social media can be effectively used in marketing strategies to attract new customers. Through this study, it is expected to provide useful insights for businesses, especially SMEs (Small and Medium Enterprises) who want to maximise the potential of social media in marketing their products and services.

In this context, the study will focus on the various strategies used on social media and evaluate their success in attracting new customers. As such, the results of this research are expected to serve as a practical guide for businesses in developing and implementing effective and efficient digital marketing strategies.

## **Research Methods**

The study in this research uses the literature method. The literature research method or literature review is a systematic process of identifying, evaluating, and interpreting scientific works or documents relevant to a particular topic or field of research. This method involves collecting various sources such as books, journals, articles, theses, and research reports that can provide in-depth information about the background, theories, and previous findings (Setiowati, 2016); (Syahran, 2020). The main purpose of literature research is to understand the existing knowledge landscape, identify research gaps, and provide a strong theoretical foundation for new research. Thus, this method is important to ensure that the research conducted has continuity

with previous studies and can contribute significantly to the development of science (Helaluddin, 2019).

## **Results and Discussion**

### **Digital Marketing Strategy Through Social Media**

Digital marketing through social media is an increasingly vital approach in the modern business world, where almost everyone has access to platforms such as Facebook, Instagram, Twitter, LinkedIn and TikTok. This strategy involves various steps designed to reach, engage and convert audiences into loyal customers. In this context, social media serves not only as a communication tool, but also as an important channel for brand building and accelerating business growth (Baines et al., 2022).

The first step in a digital marketing strategy through social media is to set clear goals and objectives. These goals can range from increasing brand awareness to driving direct sales or improving customer engagement. Specific and measurable goals-for example, increasing the number of Instagram followers by 20% in three months or achieving 10,000 page views through a Facebook Ads campaign-help businesses to focus and measure the success of the strategy implemented (Stoychev, 2020).

Understanding who the target audience is is another key component. This involves in-depth research into the demographics, interests, behaviours, and preferences of the desired audience. With analytics tools available on social media platforms, businesses can customise their content and campaigns to be more relevant and appealing to specific audience segments. The use of buyer personas can be very helpful in identifying and understanding the needs and wants of the target audience (Chaffey & Smith, 2022).

Content is king in a digital marketing strategy through social media. Developing relevant, engaging and valuable content is key to attracting and retaining audiences. This can include various formats, such as daily posts, articles, videos, infographics, interactive content, and stories. In addition, it is important to ensure that content is tailored to each platform and make use of unique features such as Instagram Stories, Facebook Live, or Twitter Threads to maximise engagement (Hodson, 2023).

In addition to organic content, the use of paid advertising is an important element in digital marketing strategies through social media. Platforms such as Facebook Ads, Instagram Ads and LinkedIn Ads offer precise targeting based on variables such as age, location, interests and user behaviour. By investing in paid advertising, businesses can expand their reach, increase brand visibility, and accelerate the achievement of marketing goals. Regular measurement and analysis of ad performance also helps in customising campaigns for better results (Wiryany et al., 2023).

Continuous monitoring and in-depth analysis is the final but crucial step in a digital marketing strategy through social media. Using analytics tools provided by social

media platforms and third-party services, businesses can track content performance, engagement rates, and conversions. This makes it possible to identify what is working and what needs to be improved. In addition, listening to feedback from audiences and interacting directly with them can provide valuable insights that help in the development of more effective strategies in the future (Lies, 2021).

A comprehensive and focused implementation of a digital marketing strategy through social media not only helps in achieving short-term business goals but also builds strong and sustainable relationships with customers, which is a key foundation for long-term growth.

### **The Effectiveness of Social Media in Attracting New Customers**

Social media has become one of the most effective marketing tools in attracting new customers in this digital age. With billions of active users across platforms such as Facebook, Instagram, Twitter and LinkedIn, the opportunity to reach a wider audience has never been greater. Companies can leverage demographic segmentation and user behaviour to deliver more targeted and relevant messages. This allows businesses to capture the attention of potential customers more efficiently compared to traditional marketing methods (Elmoussa et al., 2023).

One of the main advantages of social media is the ability to interact directly with potential customers. Through comments, direct messages and other interactive features, companies can build a more personalised relationship with their audience. This direct interaction not only increases engagement but also strengthens customer trust and loyalty. In addition, feedback from customers can be used to improve the services or products offered, making businesses more responsive to market needs (Kumar & Singh, 2020).

In terms of branding, social media allows companies to create a strong and consistent image at a relatively low cost. Through visual content such as photos and videos, as well as narrative content such as blogs and reviews, companies can convey their brand values and personality more effectively. An engaging and creative campaign can increase brand visibility and capture the attention of potential customers, even if they have never heard of the product or service before. Viral marketing is also a phenomenon that allows brand messages to spread widely in a short period of time (Hewett & Shantz, 2021).

The analytics and metrics available in social media platforms allow companies to measure the effectiveness of their campaigns in real-time. Data such as the number of likes, shares, comments, clicks, and conversions can be analysed to understand what is working and what is not. This information is invaluable for optimising existing marketing strategies and improving campaign performance in the future. The ability to perform A/B testing also allows for the testing of different campaign elements to find the most effective combination (Benson, 2022).

Finally, social media provides opportunities for collaboration and influencer marketing that can significantly increase brand exposure. Working with influencers who have a large and relevant follower base can be an effective way to reach new customers. Influencers can also provide authentic reviews and promote products organically, which tend to be trusted more by their followers compared to traditional advertising. Thus, the effectiveness of social media in attracting new customers is very real and provides various advantages that modern companies cannot ignore (Caballero, 2024).

In conclusion, social media has proven itself to be a highly effective tool in attracting new customers in today's digital age. With the ability to reach a wide audience, interact directly, and build personal relationships, social media allows companies to attract the attention and foster the trust of potential customers more efficiently than traditional methods. In addition, social media also enables strong and consistent branding through engaging and creative content.

The ability to measure campaign effectiveness in real-time through analytics and metrics available on various social media platforms gives companies an edge in optimising marketing strategies. The information gained from this data can be used to steer campaigns towards better results. Plus, collaboration with influencers provides additional opportunities to increase brand exposure and create more trust in customers.

Overall, social media offers significant advantages in attracting new customers, making it an essential element in modern marketing strategies. Companies that are able to utilise the potential of social media well can enjoy increased visibility, engagement, and conversions that ultimately drive their business growth.

## **Conclusion**

Social media has proven to be a highly effective digital marketing tool in attracting new customers. This is due to its ability to reach a very wide audience, not limited by geographical boundaries, and offer a variety of content formats that can be customised to the audience's preferences. Through direct interaction with users, companies can build deeper personal relationships and increase trust in their brand.

In addition, advanced analytics capabilities allow companies to monitor and measure the effectiveness of their campaigns in real-time. Data gleaned from social media platforms provides important insights into customer behaviour and preferences, enabling the adjustment of marketing strategies for more optimal results. By using social media, companies can adopt a more responsive and flexible approach, and respond to customer needs more quickly.

Finally, the combination of high visibility, direct interaction and detailed analytical capabilities makes social media a key component in digital marketing strategies. Companies that are able to utilise the full potential of social media tend to see a significant increase in the number of new customers, greater engagement, and

ultimately, higher conversions. Thus, investing in social media marketing is a wise and profitable move in the long run.

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