

Social Media Marketing Strategies For Increasing Customer Engagement

Beni Mulyana Sopian*

University Widyatama, West Java. Indonesia

*Corresponding author: beni.mulyana@widyatama.ac.id

ARTICLE INFO

Article history:

Received : 3 July 2025

Accepted : 21 July 2025

Available : 31 July 2025

Keywords:

Customer Engagement, Digital Communication, Marketing Strategies, Qualitative Study, Social Media Marketing

ABSTRACT

Introduction. This study explores the strategic role of social media marketing in enhancing customer engagement. Utilizing a qualitative approach, data were collected through semi-structured interviews with business leaders who have successfully implemented social media strategies. **Data Collection Methods.** Thematic analysis revealed four key themes: the types of marketing strategies employed, the social media platforms utilized, methods for measuring success, and the challenges and advantages associated with social media use. **Data Analysis.** Thematic coding was used to interpret patterns and extract key insights that inform strategic practice. **Results and Discussion.** Findings indicate that effective social media marketing strategies—such as consistent content creation, interactive communication, and personalized customer experiences—significantly contribute to increased customer engagement. **Conclusion.** The study underscores the importance of adapting marketing strategies to the dynamic nature of social media platforms to foster meaningful customer relationships.



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1. INTRODUCTION

In today's digital era, social media has become a powerful tool for businesses to connect with their target audiences, build brand awareness, and foster long-term relationships with customers. As consumer behavior shifts towards digital platforms, the importance of effective social media marketing (SMM) strategies continues to grow. Companies are not only using social media to promote products and services but also to create meaningful engagement that enhances customer loyalty and satisfaction. This paper aims to explore various strategies that businesses can implement to increase customer engagement through social media platforms.

The rapid development of digital technology has transformed the way businesses interact with consumers. Social media platforms such as Instagram, Facebook, TikTok, and Twitter have shifted from being mere communication tools to strategic marketing channels. Engagement metrics—such as likes, shares, comments, and mentions—are now critical indicators of customer involvement and brand connection. However, many businesses still struggle to convert online visibility into genuine customer engagement.

Engagement is no longer limited to one-way communication; it requires creating interactive, valuable, and personalized content that resonates with the audience. In an increasingly competitive market, businesses need to understand and apply effective social media marketing strategies to capture attention, foster dialogue, and build trust with their customers. By doing so, they not only enhance customer experience but also strengthen their market position and brand equity.

2. LITERATURE REVIEW

Social media marketing has evolved as a significant domain in digital marketing, particularly in enhancing customer engagement. Numerous studies have explored various aspects of social media strategies, including content creation, timing, platform selection, influencer marketing, and customer interaction. These strategies are designed to build a more dynamic and reciprocal relationship between brands and customers. The literature indicates that successful social media campaigns often hinge on

the brand's ability to provide consistent value, personalized communication, and responsive service—elements that collectively influence consumer perception and behavior.

Moreover, researchers have emphasized that engagement on social media is not solely determined by promotional content but also by the perceived service quality delivered through digital interactions. As businesses increasingly rely on online platforms, service quality becomes a critical differentiator in sustaining competitive advantage.

2.1 Service Quality

Service quality in the context of social media marketing refers to the degree to which a business meets or exceeds customer expectations through its online presence and interactions. According to Parasuraman, Zeithaml, and Berry (1988), service quality is traditionally measured by five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions can be adapted to evaluate service delivery in social media environments.

- **Tangibles:** Visual elements such as graphics, layout, and content presentation play a vital role in shaping customer perceptions.
- **Reliability:** Consistency in content delivery and fulfillment of promises made through posts or advertisements.
- **Responsiveness:** The speed and quality of replies to customer inquiries, comments, or complaints.
- **Assurance:** The ability of the brand to convey trustworthiness and competence through its social media communication.
- **Empathy:** Personalized engagement and attentiveness to customer needs and feedback.

Studies have shown that higher perceived service quality on social media platforms leads to greater customer satisfaction, which in turn positively influences engagement behaviors such as sharing content, providing feedback, and brand advocacy. Thus, improving service quality

through social media channels is a crucial component of any strategy aimed at increasing customer engagement.

2.2 Servicescape

The concept of *servicescape*, originally introduced by Bitner (1992), refers to the physical environment in which a service process takes place and how it influences customer perceptions and behaviors. In the context of social media marketing, servicescape evolves into a **virtual servicescape**, which includes the layout, design, interactivity, and aesthetics of a brand's social media presence.

Virtual servicescapes consist of various elements such as visual appeal (colors, themes, fonts), navigation ease, interactivity features (polls, stories, live chat), and overall coherence of the content environment. A well-structured and visually attractive social media page enhances the user's browsing experience, promotes trust, and encourages deeper engagement.

Recent studies suggest that customers are more likely to engage with a brand that offers an appealing and user-friendly digital environment. For instance, the way a brand designs its Instagram feed, organizes highlights, or uses interactive tools (like story quizzes or comment prompts) can significantly affect user involvement. Therefore, a strategically designed servicescape in social media settings serves not only as a medium of communication but also as an engagement enhancer.

2.3 Customer Satisfaction

Customer satisfaction is a key outcome of successful social media marketing and a strong predictor of customer engagement. It refers to the degree to which a customer's expectations are met or exceeded by the brand's performance, including its digital interactions and value delivery through social media platforms.

In the context of social media, customer satisfaction is influenced by factors such as:

- Content relevance and value: Whether the content shared is informative, entertaining, or beneficial.

- Timely and helpful responses: How quickly and effectively the brand addresses customer inquiries or complaints.
- Personalization: The extent to which content or responses feel tailored to the individual.
- Consistency and credibility: Reliability of messages, brand tone, and authenticity in interactions.

Satisfied customers tend to show stronger emotional connections with brands, leading to increased likelihood of sharing content, participating in discussions, and remaining loyal over time. According to recent findings, social media satisfaction significantly impacts brand trust, word-of-mouth behavior, and long-term engagement. Thus, fostering customer satisfaction through consistent, interactive, and value-driven social media strategies is essential for enhancing customer engagement.

2.4 Customer Loyalty

Customer loyalty refers to the long-term commitment of customers to repeatedly engage with and support a brand, often demonstrated through repeat purchases, positive word-of-mouth, and sustained interaction. In the realm of social media marketing, loyalty is no longer solely based on product quality or price, but also on the quality of digital relationships and emotional bonds created through online experiences.

Loyalty on social media can manifest as consistent interaction with content, following and promoting brand activities, and defending the brand in public discussions. Emotional connection, trust, and perceived value are key drivers of this loyalty. Studies have shown that when customers feel heard, appreciated, and personally connected to a brand via social media, they are more likely to become brand advocates.

Brands that implement strategic content planning, user-generated content campaigns, loyalty rewards programs, and active two-way communication can cultivate deeper loyalty. Over time, loyal followers not only remain engaged but also become key influencers who amplify the brand's reach organically.

2.5 Proposition

Based on the review of the relevant literature, this study proposes that effective social media marketing strategies—particularly those focused on improving service quality, optimizing servicescape, enhancing customer satisfaction, and fostering customer loyalty—have a significant impact on customer engagement.

The propositions for this research are as follows:

- **P1:** Higher perceived service quality on social media positively influences customer engagement.
- **P2:** A well-designed and interactive social media servicescape enhances user engagement.
- **P3:** Increased customer satisfaction with social media interactions leads to stronger engagement behaviors.
- **P4:** Customer loyalty developed through social media marketing strengthens long-term engagement and advocacy.

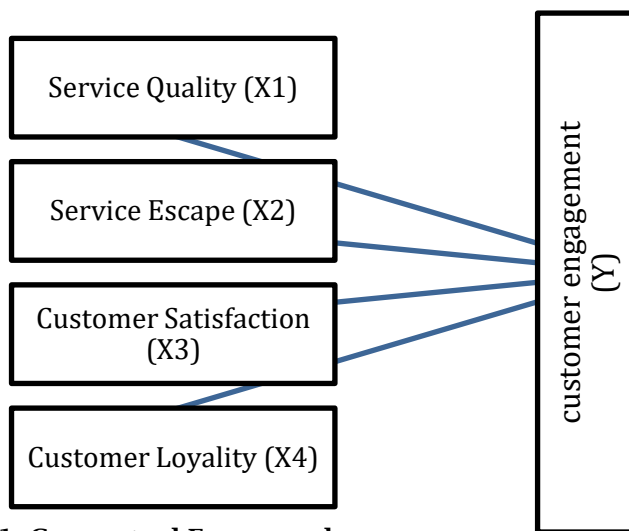


Figure 1. Conceptual Framework

These propositions provide the conceptual framework for investigating how businesses can leverage specific social media strategies to build and sustain high levels of customer engagement.

3. METHODS

3.1 Research Design

This research adopts a qualitative research design aimed at exploring the strategic role of social media marketing in enhancing customer engagement. The method was chosen to capture in-depth insights from business leaders regarding the implementation and impact of social media strategies. The research design was exploratory in nature, focusing on discovering themes and strategic practices.

3.2 Participants and Sampling

Participants in this study consisted of business owners and marketing managers from companies actively implementing social media strategies. Purposive sampling was used to select 8–10 informants based on their experience in social media campaign planning and execution.

3.3 Data Collection Techniques

Primary data were collected through semi-structured interviews conducted both in-person and online. Interview topics included types of strategies used, platforms utilized, success metrics, challenges faced, and perceived impact on engagement. All interviews were recorded (with permission) and transcribed for analysis.

3.4 Data Analysis

Interview transcripts were analyzed using thematic analysis, following the process of coding, theme identification, and interpretation. Manual coding was applied to remain close to the data and improve result accuracy.

3.5 Research Ethics

Participants gave informed consent and were assured confidentiality and anonymity. This research adheres to ethical guidelines for voluntary participation and use of data for academic purposes only.

4. RESULTS AND DISCUSSION

This section presents the results derived from interviews with business practitioners regarding their use of social media marketing strategies and how these strategies influence customer engagement. The findings are discussed based on the thematic categories identified through qualitative analysis.

4.1 Types of Social Media Strategies Used

Participants reported using a combination of strategies to attract and retain customer attention. The most common tactics included:

- Consistent content posting (e.g., daily product updates or behind-the-scenes content)
- Interactive features such as polls, quizzes, and live sessions
- Influencer collaboration to expand reach and authenticity
- User-generated content campaigns to foster community participation

These strategies aim not only to increase visibility but also to cultivate a sense of belonging and emotional connection with the audience.

4.2 Platforms Utilized

Instagram and TikTok emerged as the most popular platforms due to their visual appeal and engagement-friendly algorithms. Facebook was preferred for targeting broader demographics, while Twitter was used for real-time interaction and brand voice consistency.

Each platform required tailored content and engagement techniques, suggesting that platform-specific strategies are critical to maximizing effectiveness.

4.3 Engagement Metrics and Evaluation

Participants measured success through key performance indicators (KPIs) such as:

- Like and comment counts
- Story views and click-through rates
- Share and save metrics
- Follower growth rate
- Conversion to website or direct message (DM)

The emphasis was on active interactions rather than passive impressions, reinforcing the importance of engagement over mere exposure.

4.4 Challenges and Advantages

Challenges included algorithm changes, content fatigue among audiences, and maintaining authenticity in branded communication. Advantages included cost-effectiveness, real-time feedback, and the ability to humanize the brand through direct interaction. Businesses that successfully balanced consistency and authenticity experienced more sustainable customer engagement growth.

4.5 The Role of Service Quality and Servicescape

Echoing the literature, participants emphasized that responsiveness, personalization, and visual coherence in content significantly influenced how customers engaged with the brand. Brands with professional, interactive, and visually appealing social media pages reported higher levels of engagement.

4.6 Synthesis with Prior Research

These findings support previous studies that highlight the importance of strategic content planning, emotional connection, and customer-centric communication. In line with Parasuraman et al. (1988), dimensions such as empathy and reliability proved essential in digital customer satisfaction and loyalty.

5. CONCLUSION

3.1 Conclusion

In the evolving landscape of digital marketing, social media has emerged as a vital platform for businesses seeking to increase customer engagement. Through the review of relevant literature, it is evident that several key factors significantly influence customer engagement in the context of social media marketing. These include service quality, which ensures customer needs are met efficiently and responsively; service scape, which shapes user perception through visual and functional online environments; customer satisfaction, which fosters positive sentiment and trust; and customer loyalty, which encourages long-term interaction and advocacy.

The findings suggest that brands must go beyond mere presence on social media platforms and focus on strategic, value-driven interactions that prioritize customer experience. Social media marketing is not only about visibility, but about building meaningful relationships through authentic, responsive, and engaging practices.

3.2 Recommendation

To maximize customer engagement through social media marketing, businesses are recommended to:

1. **Enhance Service Quality**

Ensure timely, accurate, and empathetic responses to customer inquiries and feedback. Use automation where necessary but maintain a human touch in communication.

2. **Optimize the Servicescape**

Create visually appealing, easy-to-navigate, and interactive social media pages that reflect brand identity and invite engagement.

3. **Prioritize Customer Satisfaction**

Regularly assess audience preferences and provide relevant content that delivers value—whether educational, entertaining, or inspirational.

4. **Build and Reward Loyalty**

Implement loyalty initiatives such as exclusive content, shout-outs, or giveaways for engaged followers to strengthen brand-customer relationships.

5. **Monitor and Evaluate Engagement Metrics**

Use analytics tools to track engagement patterns (likes, shares, comments, click-through rates) and adjust strategies accordingly for continuous improvement.

By integrating these strategic components, companies can not only boost customer engagement but also drive brand loyalty, advocacy, and long-term business growth in the competitive digital marketplace.

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