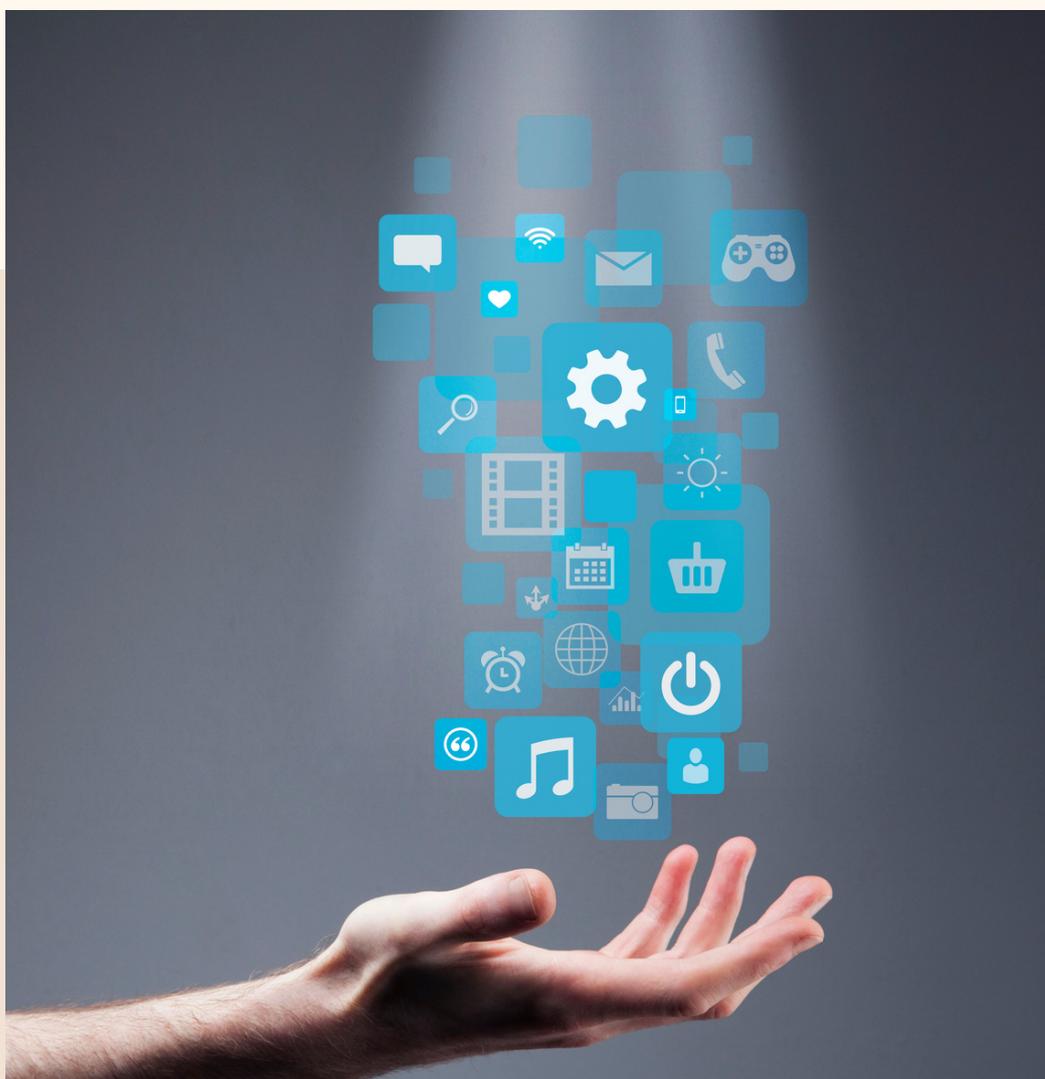


# NAVIGATING THE SOCIAL MEDIA LANDSCAPE

HOW STARTUPS & SMES CAN  
MAXIMISE THEIR IMPACT





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# KEY TAKEAWAYS

01

A strong social media strategy is crucial for in order for companies to reach a larger audience and build meaningful relationships with potential customers.

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02

Building a brand online requires consistency, creativity, and authenticity. Brands need to understand their target audience, use the right channels, and create content that resonates with their followers.

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03

Tracking and measuring social media metrics is essential for understanding the effectiveness of a brand's social media strategy.

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# INTRODUCTION

Social media has revolutionised the way businesses interact with their customers, making it a vital tool in the modern business landscape. With over **506.3 million people using social media in Southeast Asia**, startups and SMEs in the region are increasingly leveraging these platforms to reach potential customers and build their brands.



However, with the sheer number of businesses and individuals using these online platforms, it can be rather challenging for startups to establish themselves in this crowded and highly competitive market. In this landscape, it is crucial for startups to develop a well-planned social media strategy that is aligned with their brand's goals and relevant to their target audience.

By leveraging various online platforms, startups can engage their audience and build meaningful relationships. Social media provides businesses with the opportunity to reach a larger audience and connect with potential customers beyond their immediate physical location.



With a social media strategy, startups and SMEs can effectively utilise social media platforms to:

- ***Achieve their business goals***
- ***Build their brand***
- ***Engage with their audiences***

Without a well-planned strategy, businesses risk wasting time and resources on ineffective methods and struggle to differentiate themselves from the crowd. A clear and targeted strategy helps businesses to optimise their social media presence, increase their reach and connect with potential customers.

# DEVELOPING A SOCIAL MEDIA STRATEGY FOR YOUR BUSINESS



Creating a social media strategy is a critical first step for startups and SMEs to maximise their impact online. A well-planned online strategy can help businesses achieve their goals, reach their target audience, and build a strong online presence.

When developing a strategy, it's important to align it with your brand's overall goals and objectives. Consider what you want to achieve through socials, whether it's increasing brand awareness, driving website traffic, or generating leads. It's also crucial to consider your target audience and tailor your social media strategy according to their interests and preferences.



Different online platforms appeal to different audiences. It's essential to select the platforms that best resonate with your target audience and yet align with your business objectives as well. For instance,



01

***LinkedIn is effective for B2B marketing or professional networking***

02

***Facebook & Instagram are great for building relationships with customers and increasing brand recognition***

Nike is a brand with a strong social media presence and they mainly utilise platforms such as Instagram and Twitter, where they engage their audience through user-generated content, influencer partnerships, and compelling visuals. They are also known for their innovative and engaging social media campaigns that revolve around inspiring athletes.



Image courtesy of [Nike](#)

Another thing to note when developing your social media strategy is to set measurable goals to track your progress and make the relevant adjustments when required. Some examples of measurable goals include increasing followers, engagement rates, or website traffic. Creating a content calendar can help you stay organised and consistent in your social media efforts as well.

***(Pro-tip: Plan your content in advance and ensure that it aligns with your social media strategy and goals.)***

# BUILDING YOUR BRAND ON SOCIAL MEDIA

Social media platforms provide businesses with a unique opportunity to build brand awareness, connect with their target audience and establish a loyal following. Whether you're just starting out on socials or interested in taking your media strategy to the next level, these tips will provide you with actionable insights and practices that will help your brand build a strong online presence and maximise its impact on social media.



## *CREATING A STRONG BRAND IDENTITY*

First of all, your brand identity is the foundation of your social media presence. It's essential to establish a strong, consistent brand identity that resonates with your target audience. This would include developing a brand voice, visual identity, values, and missions that align with your business goals and values.



## *STRATEGIES TO INCREASE BRAND AWARENESS AND LOYALTY*

The next step is to identify and craft strategies that can increase brand awareness and loyalty. Social media provides businesses with various opportunities to do so. For example, hosting giveaways, contests, and promotions can potentially attract new followers and encourage engagement. Another method would be to collaborate with influencers or partner with other brands. These ways can help increase your reach and establish your brand as a thought leader in your industry.

## *MAXIMISING ADVERTISING OPPORTUNITIES*

Creating an effective advertisement can be rather tricky, but when it is well-executed, it has the potential and power to reach a wider audience and promote your brand at the same time. It may be useful to start by targeting specific demographics and interests, and businesses would be able to create highly effective social media ad campaigns that drive traffic to their website and increase sales.

## *KEEPING UP AND STAYING CURRENT WITH TRENDS*

As social media is constantly evolving, it's crucial for brands to stay up-to-date with some of the latest trends and emerging platforms. By doing so, businesses ensure that they continue to stay relevant and adapt their social media strategy in order to better connect with their target audience.



## *ENGAGING YOUR AUDIENCE*

Being engaged with your audience is a critical aspect of building a strong social media presence. Social media platforms serve as a tool to provide businesses with the opportunity to interact with their customers and establish a personal connection with them. It helps to respond to comments, messages, and reviews promptly as they help build trust and credibility with your audience. This in turn encourages user-generated content, such as customer reviews and testimonials, which further builds social proof while increasing brand loyalty. By engaging with your audience and building a community around your brand, startups, and SMEs have the ability to establish a strong online presence and increase customer retention.

# TRACKING AND MEASURING YOUR SOCIAL MEDIA PRESENCE

Tracking and measuring your online presence is a key aspect of any successful social media strategy. Without proper tracking and analysis, it could be challenging to determine if your efforts and strategies are making a difference and if your brand's online presence is helping to achieve business goals. Key Performance Indicators (KPIs) are metrics that are used to track and measure the performance of your social media efforts. These metrics could include likes, comments, followers, website traffic, and conversion rates.



To track and measure your online media presence effectively, it's important to use social media analytics tools. These tools can help provide you with valuable insights into your social media performance, allowing you to make data-driven decisions about your media strategy. Here are some analytic tools that you can consider using next time to track your brand's online presence:



01



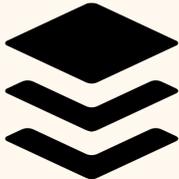
*Google Analytics*

02



*Sprout Social*

03



*Buffer Analyze*



Once you have identified the relevant KPIs you want to track and selected the appropriate analytics tools, it's time to start analysing your data. Using the data obtained, gain insights into what has been working and what has not. To put it in perspective, if you notice a particular post has a higher engagement rate than others, try to identify and pinpoint why that post was successful. After identifying it, replicate those elements in your future posts.

Tracking and measuring your social media presence is an ongoing process. Thus, it's important to diligently monitor and analyse your data and make changes to your media strategy accordingly. By continuously doing so, you can optimise your online media efforts and in turn, maximise your impact on social media platforms.



# CASE STUDIES

In this competitive market, it may be difficult to find a unique way for your business to differentiate itself from the rest. However, there are some local businesses that have successfully managed to navigate the social media landscape. These businesses have developed a strong media presence and engaged with their target audience to increase awareness and loyalty. Let's take a look at these 3 businesses:



# 1. LAZADA



Image courtesy of [Marketing-Interactive](#)

Let's first take a look at Lazada, a Singapore-based e-commerce company. While Lazada first started as an online marketplace for retailers to sell their products in Southeast Asia, they knew that social media would play a crucial role in connecting with their target audience and building brand awareness. Therefore, they used a multi-channel approach that involved creating engaging content, collaborating with influencers, and leveraging paid advertising on socials (e.g. Instagram, Facebook, Tik Tok). As a result, the social media campaigns helped them reach millions of potential customers, increased their brand awareness, and even drove sales significantly.

## 2. PETRONAS

Malaysian oil and gas company, Petronas, is another example, where they utilised social media to connect with their audiences during the COVID-19 pandemic. During the 2020 Hari Raya Aidilfitri celebrations, the company launched a fully animated Web Film titled “Antara Dua Jendela”. The purpose of the film was to provide comfort to people that they are not alone in facing the tough challenges brought on by the pandemic. Additionally, it encourages people to appreciate the small, often overlooked pleasures in life.



Image courtesy of [Petronas](#)

The film was a huge success, with the video receiving 5.9 million views on YouTube. This video helped to reinforce Petronas’s brand values of unity, togetherness, and supporting one another during difficult times. This shows how businesses can leverage social media to connect with their audiences during significant events or moments. Thus, by tapping into the emotional and cultural significance of Hari Raya, Petronas was able to engage with its audience and build stronger relationships with its customers.





Social media is truly a powerful tool for startups and SMEs to reach potential customers. However, with so many businesses turning to the tool, it can be rather challenging for businesses to establish themselves in this crowded and competitive market. By applying these insights, startups, and SMEs can leverage social media effectively to achieve their business goals, build their brand, and ultimately drive growth.

Still having difficulties navigating this digital landscape or looking to utilise social media as part of your marketing strategy? Reach out to us today at [hello@syncpr.co](mailto:hello@syncpr.co) and one of our consultants will be in touch with you.

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