

Independent Final Report



**Effectiveness of Social Media Marketing:
Experiment of Facebook and Instagram in Indonesia**



By

James Edward Thedjasurya

52114619

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Certification Page

I, James Edward Thedjasurya (Student ID 52114619) hereby declare that the contents of this Independent Final Report are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.

All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

JAMES Edward Thedjasurya

2016/05/25

Summary

The idea behind the study is that to fully utilize the capability of something, we need to measure the capability of it. Same idea applied in the study of effectiveness of social media. This independent study will measure the effectiveness of Facebook and Instagram in Indonesia as a marketing tool.

The background of this research is that these days, social media marketers are still searching for the best platform to show their share of presence in the place where most people are spending their times with, or if not, they want to put their presence in the place where their target customers are abundance. This require constant monitoring on which area actually gather people the most and whether the trend will continue that way in the future. How different social media with its uniqueness can helps on stirring up customer's engagement, interest, and drove them to inquire about our business.

The questions that I want to address in this experiment are:

- How does continual brand exposure impact on the number of people subscribing (page like / follower) to your social media account?
- What kind of content get more engagement from user in what sort of way? (Post like, comment, share?)
- How does continual social media marketing impacts on the search ranking of brand's website?
- How does social media marketing plan contribute to customer contacting the brand? (Inbound marketing)

The methods that I will use in the experiment are comprised by using two social media (Facebook and Instagram) to continually post new content every day for 30 days regarding information related to the business or the latest promotion that the business is having.

During these period, all interaction between customers and engagement the customers have to each account and individual post of each respective social media are being recorded and are analyzed. Based on the variables observed in the experiment, we could analyze the correlation of different type of post and the impact of routine posting of new content on either social media thus concluding the impact it has on the business.

1. Introduction

A Large Billboard sign on a street, stash of magazine promoting different products, or even “Yellow Pages” which most of us that live in the earlier era will still remember. That’s several from a lot of ways to gain brand awareness, getting customer attention, hoping to strive and beat the competition or in essence “Marketing”. Comparing it to the present, somehow the growing young generation are growing unbeknownst to some of these thing. Young generations might not even know what a Yellow Pages is. In what way does the current leading companies approach their potential new customers? Yes. Globalization influences the way consumers consume information for the better or worse.

Globalization have invited Internet to the equation that change the whole world. The Yellow Pages directory has been replaced by online Directories that are constantly updated and can be “searched” programmatically. Magazines are being converted to e-Magazine and delivered digitally to phones and computers the minute it was released. Billboards are changed to Large TVs that is larger than a bedroom that plays advertisement 24 hour / 7 days a week. Consumers have slowly shifted from a world where information is scarce to a world where information are abundant and overflowing. It is a fact that the Internet had changed the way people consume information.

These days, social media marketers are still searching for the best platform to show their share of presence in the place where most people are spending their times with. This require constant monitoring on which area actually gather people the most and whether the trend will continue that way in the future.

Some shifts have occurred multiple times in the history of internet. Viral websites that were the world's number one have been abandoned and crumbled down to their death. Take Friendster for example, after being hit by newer social media platforms that attract more audience, the social media giant finally gave in to the new era and closed down its service in 2011 based on the article friendster shuts down service (2011). Even BlackBerry Messenger that was exclusive for BlackBerry users has opened up to different platforms such as iOS and Android to survive.

Enough proof is there to remind people again and again that things don't stay static in the internet world. Contents keep changing, users keep moving, and what seems to be the most prominent place for business to delve into might not even be here in several years. It is very beneficial for marketers to find the most effective way that works and using platforms that are predicted to still be around for quite some time.

Understanding the importance of social media as a marketing tool, marketers should apprehend how effective it is to use social media platforms correctly. One of the benefits that social media gives to marketers is to delve on a more targeted communication. Rather than broadcasting a marketing message to a broad audience, social media marketing enables brands or businesses to have a "persona" that is represented as an account or user in that particular social media. Social media users that have an interest in this business or brand can then "follow" this persona to get all the latest information. This persona is now becoming a gateway for the business to share information to people that already have an interest in this particular brand.

Moreover, social media also allow the business to analyze the demographic of their follower, giving huge benefit for online marketer to increase the business's brand intelligence. According to Melissa Barker (2013), Brand Intelligence are referred to "Information that businesses can collect about their customers, from basic demographics to topics of discussion to detailed feedback". In addition, brand intelligence also leads the customer to feel that the business is more personal.

While business or brand is not a single person, an organization with lots of component consists of a lot of customer. The persona built in the social network can be the point of contact for customer to communicate with the firm, shifting the game from business to person into person to person communication.

Utilizing social media also makes the business more credible. In most cases, customers' comment can be directly seen by other people. Therefore, both positive and negative feedback and how the business handle the customer can be seen publicly. This kind of approach will push across to customer as a more reliable information and the feedback from the business can be observed by other customer.

From the cost perspective, social media is also cost friendly to use. Generally, social media are free to use. Thus, other than the time cost of "Managing" that social media such as pushing new information or posting promotion, it cost no money. When the marketer want to increase exposure of the brand and want to "advertise" on the social media, it is still more affordable than advertising in other media such as television and magazine.

Knowing the strength and weaknesses of different social media will be very advantageous on developing a marketing plan for a brand. After all, there are various social media platform that are made available to use. With all the resources that are available, marketer need to decide which social media and in what way should marketer extend the brand existence in. This experiment will be an exploratory project based on marketing principles on how to be effective in the usage of social media as a marketing tool. Though “social media” is a very broad category to focus on, this project will focus on the research of Facebook and Instagram as a marketing portal in Indonesia using the marketing principles that have been studied with the help of external monitoring tool known as Google analytics. The purpose of this project will be to analyze the contribution to acquisition and conversion of customer and observe the effectiveness of social media by delivering content regularly to brand’s audience to increase brand awareness and drive the engagement that the brand deserve.

2. Literature Chapter

2.1 Social media marketing. Definition, purpose, benefit

Social media marketing are generally defined as “The process of gaining traffic or attention through social media sites.”, by searchengineland (2015). This process of marketing using the help of social media site have gained a lot of attention for its benefit.

Demers (2014) listed some huge benefit that could be gained through social media. One of them is to increase brand recognition. Social media is undoubtedly one of the way to increase the visibility of a business, and any added visibility to a business is indeed valuable.

Second benefit for social media marketing is that it can improve customer’s loyalty to a brand. Bell (2013) have researched on establishing brand loyalty with social media through Starbucks’s use of Twitter. Most of Starbucks’s Twitter post are replies to customers’ engagement and that results on 60% of all tweets showing enjoyment on the brand.

Besides loyalty, social media marketing also affects the conversion of customers to the company. After all, any post that are made within social media can also be classified as an opportunity to convert customer to the brand. Moreover, the higher is the quality content that are being put on the social media, the more likelihood that people will want to share the content to their friends. Every interaction they make to each of post is an approach that give extra opportunity to convert more customer.

Furthermore, based on a research conducted by Hubspot (2015), the conversion rate of social media are analyzed to be 100% more effective compared to outbound marketing.

According to *Outbound Marketing - Traditional Isn't Always Best* (2013) , outbound marketing is “the traditional form of marketing where a company initiates the conversation and sends its message out to an audience. Examples are TV commercials, radio, print advertisement, email blast...”. In addition, higher number of follower signify higher credibility on a brand and could help increase the potential to convert.

Subsequently, Social media means a potential increase of Inbound traffic to a website.

When marketers delve into the world of social media, their customer expand not to only in those who are already familiar with a brand, but also for new visitor that are new to the brand. Scrutinizing on the social media reputation (other people comments about the brand, the level of interaction with customer, and what are the other people talking about the brand) it might lead them to go to the brand’s website and thus leading them to become a new potential customer for the business.

Having people openly talking about a brand’s product, commenting, and having genuine interaction with social media persona, company will have higher Brand Authority among their customer. Whenever a customer want to brag their products, they often turn to social media and with that compliment, new customer that see the post will want to follow the brand as well.

In terms of cost effectiveness, research from Kusinitz (2014) shows that 95% marketer that use 6 hours per week on social media effort does increase their exposure for their business. This does not include the paid advertising that places higher exposure. In addition, cost of paid advertising are relatively low compared to other media.

As mentioned above, unlike direct contact to customer service via email or by phone, interaction in social media is visible to other customers. Every interaction made publicly with customer, helps to enrich the experience in customer. When a user compliment or complain about the product, the business can directly respond to it and the respond will be publicly publicized. This experience will enhance customer experience and show the sign that the business care about whom it serve.

Brand Intelligence are also one of the major benefit from social media marketing. Other than demographic data of the customer, comments and remarks on what people are discussing regarding the brand can also be monitored. One example of this benefit can be seen on mcDonald's case Forbes (2011) where there are trending story on twitter where McDonalds charge \$1.5 more for African-American customers per transaction. Due to the insight McDonalds got from their Twitter account, they were able to respond quickly to obstruct the hoax issue and put it to rest before it gets out of control. In a simple words, it is a huge benefit to be able to detect early problems before it gone viral and uncontrollable. Another example could be the Kryptonite Bike Lock Fiasco case Melissa Barker (2013, p. 41), where the bad issue are handled by the help of social media.

Lastly, these examples are from the technical point of view where Social media increase the rank of website through search engine. Social media exposure could increase the rank of a website and in turn drive more traffic to the brand's website.

Establishing a brand in social network blurs the boundaries between the consumer and the company to a connection between people. This close connection sometimes can be linked by the company involved in social network as a "risk" of tainting their brand image if the

social network are not managed properly, and that's not completely false. Looking from the advantage the company gained by involving in social network, the risk may seem justifiable for marketers, and are defined as *brand intelligence* (Melissa Barker, 2013).

Some other gains by having a close relation with the businesses customer are:

- ✓ Bridge connection from business's customer (closer relation with its customer)
- ✓ User generated Idea, where customer can post and contact the company to generate crowd-sourcing idea for new products e.g : “what product do you want to see next?” type of campaign
- ✓ A portal for customer complain instead of monitoring other social media activity across different platform.
- ✓ Create interest in people to buy the products or service that are being promoted.

Conditions

Firstly, in order to be effective in social network marketing attempt, marketers should be thinking of a content that is engaging for the people to discuss and share. The marketing attempt shouldn't be very obvious.

Secondly, be aware that there are sometime different type of account in a social network which have subtle differences. Facebook as one of the largest social network have different type of accounts such as *Pages, Profiles, Groups and Community Pages*. Most commercial business want to create the *Pages* for their business due to the extra functionality they gain from it (eg. Facebook insight).

Managing a social network account needs a lot of dedication due to the high risk of damaging brand reputation if it is not managed properly. A proper management for social network needs “persistence, consistency, and genuine intentions.” as suggested by Melissa Barker (2013).

2.2 Types of social media

Social media contains different type of interaction, Sorokina (2015) divide social media into 8 category, starting from the most popular use as a Relationship Network.

Relationship Network

This type of social media have a purpose to connect people that user know in the real world by creating a profile using user’s real name and their actual data. The user then befriend other people or business that the user know. In a relationship network, the system allows communication with befriended or followed user. It also combines every communication in a place whether it is a private message, a “wall” of updates, or timeline. Seidman (2015) on her discussion of relationship network stated that often the network are used as the next phase after a face-to-face meeting. This could help businesses to connect with people on personal level. Examples of popular relationship network are Facebook and Twitter.

Media Sharing Network

Media sharing network are characterized from the primary media type that are shared among users. While some relationship network can also share media content (such as Facebook being able to share image, and videos too) but the media sharing network are

strongly leaning to a specific media type. For example, Instagram are mainly focused on image sharing even though it have the capability to share videos. Youtube and Vimeo are characterized by video as the primary communication channel. Patel (2015) suggest that one of the behavior of user in social media are to search for information, and in his words he described “a Visual content in social media is electric” suggesting huge impact of visual media to the audience.

Review Site

When people want to find more information about certain location, reviews, films, or specific business that they want to look at, there are social media that are focused on giving customer review on a certain business type. For example, Yelp provides its user with review of popular restaurants on their location, Site such as trip advisor actually listed a lot of sightseeing location for tourist to find a good spot in the area that they’re going to with review from actual people’s experience. Another site that utilize users’ comment or public opinion are imdb for film review, or even Airbnb that are largely affected by review from other people.

Discussion Board or Forums

Discussion board have been around even before the relationship network emerge. In a forum, user discuss topics or questions to gain collective information from various perspective of the forum or discussion board’s member. Most discussion board doesn’t require real information to be registered and thus the enable the user to discuss or answer

the topic anonymously. Some popular discussion board / forums that are popular now are Reddit, Quora, or Digg.

Publishing platform

Blogs are one of the prime example of publishing platform. It is characterized by a site where the user can share the content they wrote to the world. The type of content on the publishing can be varied from a mixture of different elements such as pictures, video, and text. The type of social publishing platform varies from a very flexible platform such as Wordpress and Blogger, to the very restricted content (micro-blogging) such as twitter that can only utilize text type content within 140 character limit.

Bookmarking Sites

Bookmarking sites are websites that collect its content from various different third party sources. This type of social network gives its user the ability to collect content from other site, let them share it with other user, or use it privately as a place to collect quality information.

This site could recommend similar content that might interest the user based on the type of bookmark they have collected. This kind of system could benefit business that optimize their website to be “bookmark friendly”, such as make an interesting headlines or images. Examples of popular Bookmarking site that are still going until now are stumble upon and Pintrest.

Interest based Network

Other than relationship network, there are other website that aims to collect user with the same interest to share information together. Website that are dedicated to discuss, share, and / or cultivating interest in a particular area are called Interest based Network.

This kind of website could be useful to explore the latest trend in that particular area, and can be a very useful information for business that are striving there. Examples of Interest based network are last.fm that focuses on music, or goodreads that focuses on books.

E-commerce

E-commerce are striving as a way to sell products or services over the internet. This type of social media usually merged with other type of social media to boost up the interest of potential customers to buy the product or services.

Having different type of community helps people find what they are looking for, whether it's from friend recommendation on relationship network, discussion board, some suggestion on blogs or interest-based network. These type of social media have several advantages compared to a brick-and-mortar store such as gathering multiple supplier in one place and have virtually unlimited shelf space for displaying the product to customers.

There were still some type of social media that haven't been discussed yet, or some that are arguably a mixture of more than one social media type such as Twitter (Relationship Network or Social Publishing platform), but the type discussed in here are some of the major classification of the different type of social media that are most popular and exist today.

2.3 Measurement of effectiveness

2.3.1 Page / Account Metrics

Page like / follower

When an account have higher *page like* or *follower* linked into the account, the account have better impact on every content that it posted on the corresponding social media.

Facebook (2015) explain that Page like / Follower are a very important factor in determining the effectiveness of social media marketing. While social media offers different function and benefit to its customer, but one of the definitive metrics to be looked upon on the most used social media by marketers is the number of account that “befriended” an account or in the more marketing words, “subscribing” to the updates.

The effect of more page like / follower that an account have are directly proportional to the number of people that have chances on getting an impression of the advertising effort.

Visits

Visits doesn't mean to be physically come to the business. It refers to the number of customer that goes into the site. Number of visit is not always easily measurable like the page like / follower metrics where in most social media is open for public to see (how much people liking / following this brand or giving good review about the brand). This metrics signifies the potential Lead for a business that doesn't actually subscribing to the account's update, but might show interest in seeing the account's page.

2.3.2 Per Post Metrics

Besides the overall metrics that works for brand related information, for every post / advertising effort, there are more specific metrics to measure the effectiveness of each post. Post can be analyzed to get better understanding of what kind of information that the customer would like to see and getting engaged the most.

Reach / Impression

The Reach of a post signify the numbers of times the post have been seen by other people. It is different than Visit where customer doesn't have to go into the account page to be counted as a Reach or Impression. As long as they see the advertisement, it will already counts. Once a user have "befriended" brand's social media account, any updates the account posted will have a chance to be shown in the user's update feed on that social media. Facebook for business (2015) shows the correlation between those two. Impression shows how many times the post has been seen by other people. It is important to note that one person can have multiple impression contributing to the *total number of impression per post*, while reach indicate how many people have seen the post. On the reach metrics, one person can only be counted once regardless how many times they see the post.

With the same arguments as the page visit metrics, it is sometimes not that easy to measure the reach / impression of a post or advertising effort when the social media doesn't support a way to track it. For example, *Path* enables marketer to see which of their follower has seen their post. Facebook has a tool called *Facebook Insight* to track this but twitter and Instagram doesn't give the data of this metrics.

Likes

Many of the social media that are tightly related to relationship network and media sharing network have a system for users to signify their interest or their positive acknowledgement of the post published by other account. This is often in a form of simple action that a user perform like a click of a button on the published content. This is generally known as *liking* the post

The more “likes” that a post have, signifies high favorability of that post content and can indicate higher quality content. Facebook (2015) in its help page stated that

“Clicking Like below a post on Facebook is an easy way to let people know that the user enjoy it without leaving a comment. Just like a comment, the fact that the user liked the post is visible below it.

For example, if user click Like below a friend's video:

- *People who can see the video will be able to see that the user liked it*
- *A story will be posted on the user’s Timeline that they liked their friend's video*
- *The person who posted the video will get a notification that the user have liked it*

”

This is one example of the significance of how getting like from customer could influence the reach of the post significantly and help spreading the post to others that are not following the brand yet. In other hand some other social media such as Instagram doesn't

shows the post on friend's home screen when a person like a post. This difference means a lot for marketer because "like" in Instagram doesn't contribute the same significance as the "like" in Facebook in terms of adding discoverability. In contrast, research done by Elliot (2014) observe Instagram as the best medium to attract customer engagement.

It is vital to understand the importance of like in a specific social media before determining the successfulness of the post based on this metrics.

Comments

Similar as the like metrics, comments signifies people's engagement with the post. The difference of comments from the like metrics are comments gave more insight on what kind of engagement that the person experience from the post. A comment can be regarded as the discussion part of post where people can give their impression, question, or stir up a discussion for the topic relevant to the post. In other cases, people can also express their negative sentiment towards the topic posed by the post.

Shares

Shares is an even better metrics that shows the number of times that a published content has been valued enough by a user that they want to show it to other people. This metrics give at least the same or more contribution to the chance that the content will get more exposure from people, and could give more insight on what kind of things are deemed more valuable for the intended customers. Bradley (2013) suggest that over-sharing would be good, and people generally want to share things that resonate with them

2.3.3 Traffic contribution

If a company have a dedicated website for the brand, social media presence could contribute the traffic to the website in two ways.

Direct link

This is the controllable aspect of traffic contribution metrics. When marketer post a link to a brand's website from social media account, people that follows the brand in the social media but not monitoring the brand's website can also have a chance to know that the brand have published a new content.

Direct linking to brand's site have the benefit of being able to better monitor the number of visit from a specific post. Direct linking from different social media account to the same place in brand's website could also enable marketer to see which social media are actually contributing more on getting traffic to the website. Marketers can decide how much time they spend on a certain social media from the weight of traffic contribution it gave to the brand's website.

Some social site avoid direct linking due to people tendency to overuse the link to promote their own site. Still, user always find a way to do it as described by Beck (2014) where she suggest an alternative way to put a direct link in a social media that doesn't allow it.

SEO (Search Engine Optimization) Reputation

Besides having a dedicated website for a brand, having multiple social media presence increases the reputation for the site and help positioned a brand better in *Search Engine*. For example, having multiple presence of brand's website on the first page of Google search engine result pages (brand's website and some of connected social media account such as Twitter, Facebook, Instagram, etc) have better chance to eventually lead the customer to the brand's website due to having multiple choice from the search result that still ultimately ends there.

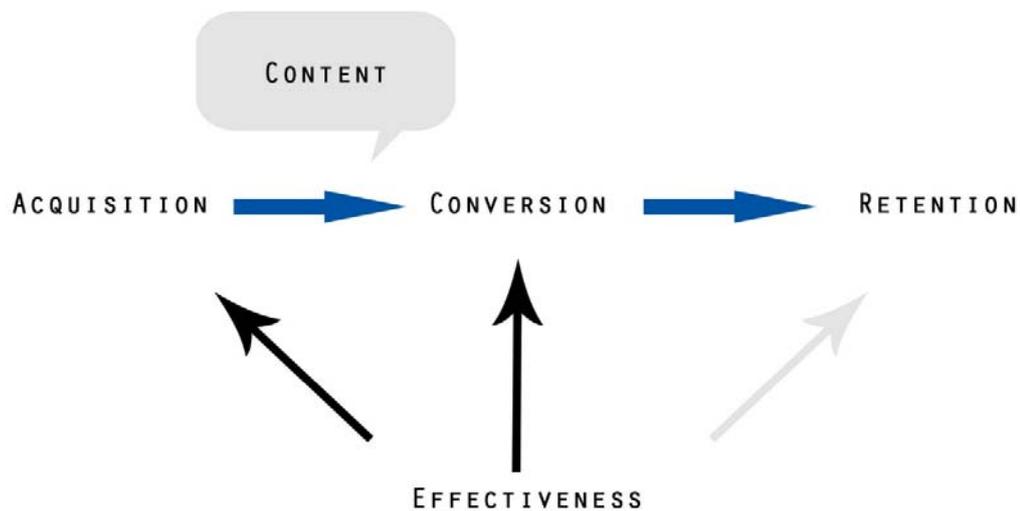
2.3.4 Actual Acquisition, Conversion, and Retention Metrics

Blending the general outbound offline and online marketing, marketing strategy layout the foundation of the terms that usually are used in a marketing effort. Marketing effort for customers are divided into three segment by Roberts (2013):

1. Acquisition
2. Conversion
3. Retention

Customer Acquisition can have different perception by how it means to different type of marketers. According to Roberts (2013), "acquisition in marketing can be defined as getting the customer to engage in a behavior that permits further contact- signing up for a newsletter, for example. For the social media marketer, *acquisition* may be defined as getting additional fans or followers on a social network page".

Customer acquisition is different from *Customer Conversion*. A conversion happens when a person buy a product or service, or in other words, from an interested customer to a paying customer. Company can influence the customer that they have acquired and convert them into buyer by giving them direct marketing, but customer conversion doesn't have to be strictly obtained only from the acquired customer (e.g : a converted customer recommend the service to their friend thus their friend directly converted into buyers).



Retention happens when a buying customer is pleased with the product or service that the brand offer, and thus will be willing to continue being a customer of the brand. A positive customer retention could bring in more people to buy the brand's product.

While these information (acquisition, conversion, and retention) are previously gathered offline, online tool such as social media can help to contribute or provide these data as well.

By providing quality content to social media account, people can be willing to subscribe to future content, willingly giving their data which serve as a marketing *lead* to enter a promotion or contest, and ultimately use any product or services being promoted and be converted as real buyer.

Measurement

There are various ways that these metrics can be measured. For example, setting a promotion or subscribing to a newsletter to always get the latest information from the brand by entering their data. Marketer can count how many person are subscribing and measure the effectiveness of the marketing effort versus the number of new leads they get by people subscribing to ad promotion. This is a measurement of acquisition.

From the number of leads obtained, they can see the conversion rate of the acquired customer that finally turn into buyers because of that promotion. This ratio can be counted as the conversion ratio.

Lastly, the number of customers that are satisfied with a brand's product or service can be monitored on how positive or negative they mention a products in their social media account, and how many of the converted customer are interested to engage with the brand's latest information.

2.4 Facebook's use of newsfeed

What is a Facebook newsfeed? As different social media have different mechanism on the way they show contents to its user, the complexity of data processing involved to filter the content that are presented to the user also varies significantly.

This filtered content, that sometimes are referred differently in many media are called wall, home, news feed, or referred as some other names. In Facebook, this area where latest content from various different user combined are called "NewsFeed". Facebook as the social network site with the biggest number of user (discussed in the next section) are using a fairly complex evaluation to filter content from around the world to be presented to each user. The evaluation involve comparing the account's relationship with others, the stated interest, and many more as been explained in Facebook help page (2015). Newsfeed algorithm of Facebook are always changing and improving in the aim of providing the best quality content of each user.

The mechanism behind Facebook's Newsfeed

Usage of Links

El-Arini (2015) suggest that user tends to click visible link (showing the *URL* address) better than hidden link on post image (clickable image). For status update from page account, Facebook treats it differently than status update from normal user, thus it doesn't increase the chance of more visibility in someone's news feed. If the status update contains link, it's better to make it in the form of link share as it provide more engagement.

Adjustment on Like-bait type post

From the way Facebook news feed is handled, an engagement from a user in Facebook will be directly visible in the news feed of accounts that the user befriended. This mechanism drives marketer to post things that demands engagement so that user that see the post are more promptly to engage with the post such as liking it, sharing it, or making a comment on the post without providing benefit to the user. This activity done by marketer are better known as “like-bait”.



Facebook mark like-bait as a spam content by Groove (2014)

As cited from Erich Owens C. T. (2014) on Facebook news room, “The improvement we are making today better detects these stories (like-bait) and helps ensure that they are not shown more prominently in News Feed than more relevant stories from friends and other Pages. This update will not impact Pages that are genuinely trying to encourage discussion among their fans, and focuses initially on Pages that frequently post explicitly asking for Likes, Comments and Shares.”

El-Arini (2015) From Facebook news talks about their newest News Feed algorithm. Facebook determine the “Like bait” scheme from the amount of time that a user spend on the targeted link page before going to Facebook again. The lesser time user spend on the linked website before coming back will indicate that the post might have little or no quality to it, and Facebook will remove or put it down in the news feed.

From the explanation from the Facebook news feed, it shows that marketing strategist can still use the headline psychology technique (Chapter 2.5), but they have to make sure the user spend quite some time on the targeted page before they wander away to other location (it will have a negative influence to the post).

Trending post have higher chance to reach people

When a post got a lot of engagement, Facebook will rebound the post, meaning that it will put the news higher in the newsfeed so it has higher chances to be seen again by the same user rather than being buried down in the newsfeed. In marketing perspective, the more attractive a post is and the more engagement that the post get, the higher chance for people

to see it again and get even more engagement. Erich Owens D. V. (2014) from Facebook newsroom stated that “This means that when a friend or Page that are connected to posts about something that is currently a hot topic of conversation on Facebook, that post is more likely to appear higher up in News Feed, so the subscribed user can see it sooner. “

Promotional content get less attention

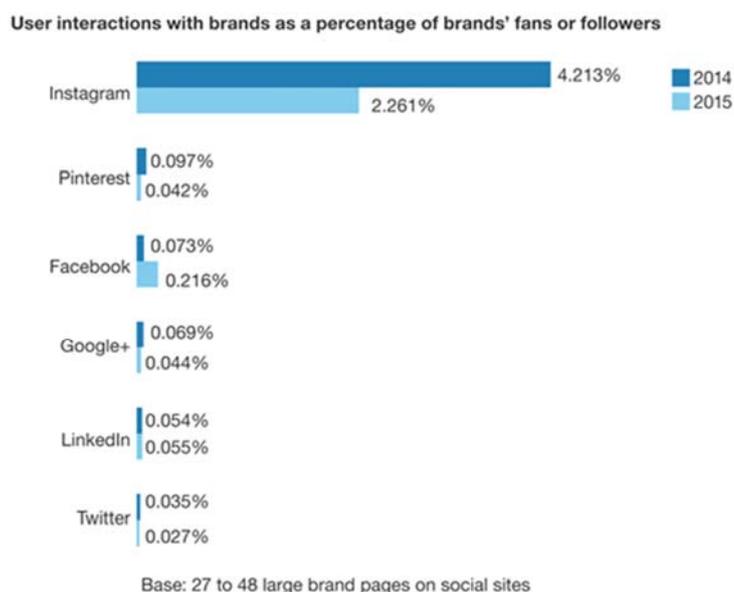
Facebook for business (2014) explain that promotional content that urge people to do something will be less shown in newsfeed. If marketer want to attract people to increase the engagement to a page, non-promotional content have better chance to show up in people’s newsfeed and having higher number of reach. On the other hand, if the marketer are aiming for conversion, promotional content is an acceptable choice

2.5 Social media marketing engagement

Aside from just attracting users to follow or liking a brand account, engagement of customers are also an essential section on determining the successfulness of achieving brand awareness. Engagement can come in any sort of interaction that the social media allows to do to get involvement with business. This action can vary from liking / following the brand’s account, commenting on the brand’s post, or sharing the information to their friends with some sort of mechanism that are offered by that social media (e.g: share button on Facebook, twitter’s re-tweet, Instagram’s send to).

Of course each of the Social Network Site have different implementation of all the general features described previously, but the intention of those feature ultimately are translated into its marketing counterpart which represents the way marketer can spread information or awareness to more people and make people more interested in what are being offered.

A study done by Forrester (2015) on analyzing more than 3 million user interaction in more than 2,500 brand post on 7 social network shows dramatic differences in the engagement rate of brand post in Instagram over several other popular social media. Even though it's observed that there are sharp drop in engagement rate of Instagram through the year 2014 and 2015, but Instagram engagement rate are still higher than the others.



Source: Forrester's Q1 2014 US Top 50 Brands Social WebTrack and Forrester's Q1 2015 US Top 50 Brands Social WebTrack
 127843 Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Beside statistics on the engagement rate, the quality of the post itself does matter. There are research done on the effectiveness of different media type that can stir up engagement, but

the most common media type that are mostly involved in every social media are text. Even in a Media sharing network such as YouTube, text plays a huge role in attracting engagement to the media, in a more specific place called Headlines.

According to Statistic Brain Research Institute (2015), the attention span of human to decide whether something is interesting or not and continue to pay attention is about 8.25 seconds. 1 second less than that of a goldfish (9 seconds). As described in the Social media Examiner by Ganguly (2015), the first 2 – 3 words of a headlines really plays role on grabbing people's attention.

There are several characteristics of headlines that attracts people attention, derived from headline psychology (Smith, 2014). Some of them are:

1. Surprise elements

E.g : “Where’s our money?” isn’t something we expect to hear from Windows Mobile Developers. (From Ars Technica)

2. Questions

E.g : What Should Your New Password Be? (From BuzzFeed)

Who’s fighting to save the internet now? (From the Verge)

3. Curiosity

E.g : The countries where it’s Easiest To become a self-made billionaire (From Business Insider)

Why Do Chinese URLs Use Numbers, Not Letters? (From Gizmodo)

4. Negatives

E.g : 10 Ways the Internet is Destroying you (From Listverse)

5 product design mistakes you need to avoid (From VentureBeat)

5. How To

E.g : How to turn your iPad into a desktop with these remote access apps (From Gigaom)

How to Protect Yourself from the ‘HeartBleed’ Bug: Change These Passwords Right Now (From TheBlaze)

6. Numbers

E.g : 5 Can’t-Miss Apps: LiveLens and More (From Mashable)

5 Pitfalls for Mobile App Startups (From SitePoint)

7. Audience Reference (Using “you”, or make them feels it’s directed to them)

E.g : The Best Google Docs Features You’re Probably Not Using (From Lifehacker)

Finally: You can open and process Raw images in your browser (From the Next Web)

8. Specificity (Quantifiable concrete facts, shows your article’s depth)

E.g : Apple iPhone 6 Rumors: New Headphones With Biometric Sensors Possibly Coming With iOS 8 (From International Business Times)

Twitter Plunges as More Shares Hit Market (From The New York Times)

Using this technique will improve post attraction towards users. Some bad marketers use this technique to attract customer’s attention and provide no content on the actual article.

2.6 User base and Growth of Facebook and Instagram

Marketing campaign will be potentially more effective if it is done on a place where there are plenty of audience, and even more effective if it is done on a place where the target audience is abundance.

In this project, to provide significant improvement for the business, it is vital to know about the businesses target audience. *Koki Kecilku* is a Kids Cooking store in Indonesia that give cooking class for kid age 3 – 12 years. The main office are located in Tangerang, Indonesia, and their customers are mainly moms ranging from age 20 - 40.

From these description, there are a lot of selections of social media to choose from such as Facebook, Google plus, and Twitter. Some emerging social media platform that are also gaining popularities in Indonesia are Path, Pintrest, and Instagram (Pramuadji (2014).

Based from survey on GlobalWebIndex from Lukman (2015), Facebook still dominate the social network platform in Indonesia, having 14% market share, while Instagram take about 7% of the market share in Indonesia.

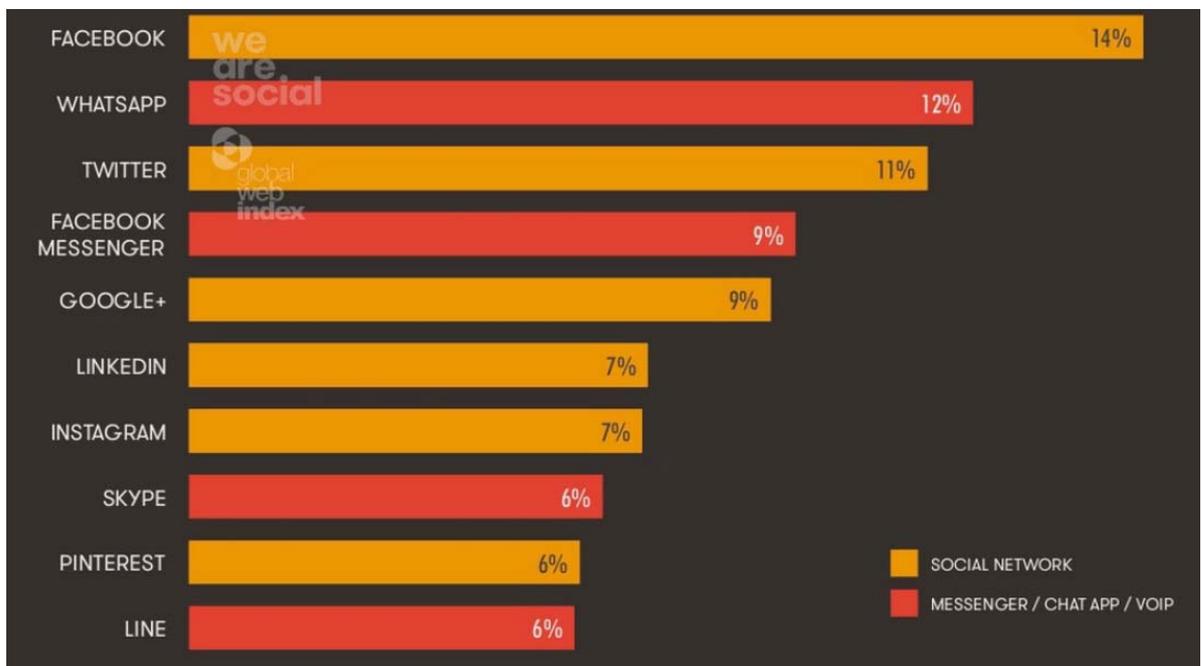


Figure 1 - GlobalWebIndex, 2014, Figures represent percentage of the total national population (Indonesia) using the platform in the past month

When comparing the size of the population using social media platform in the world, Facebook are still the most widely used social media in the world, with more than 1 billion users shown by Jones (2013), and the amount of active users reaching more than 1.5 billion Statista (2016). Instagram in other hand have recently getting a growth spurt of the number of members and active user which is around 36% for member's growth and 64% in terms of active user growth. CNBC reported that in the last quarter of 2015, Instagram user have reach 400 million active users beating twitter in terms of number of registered user as shown by Kharpal (2015).

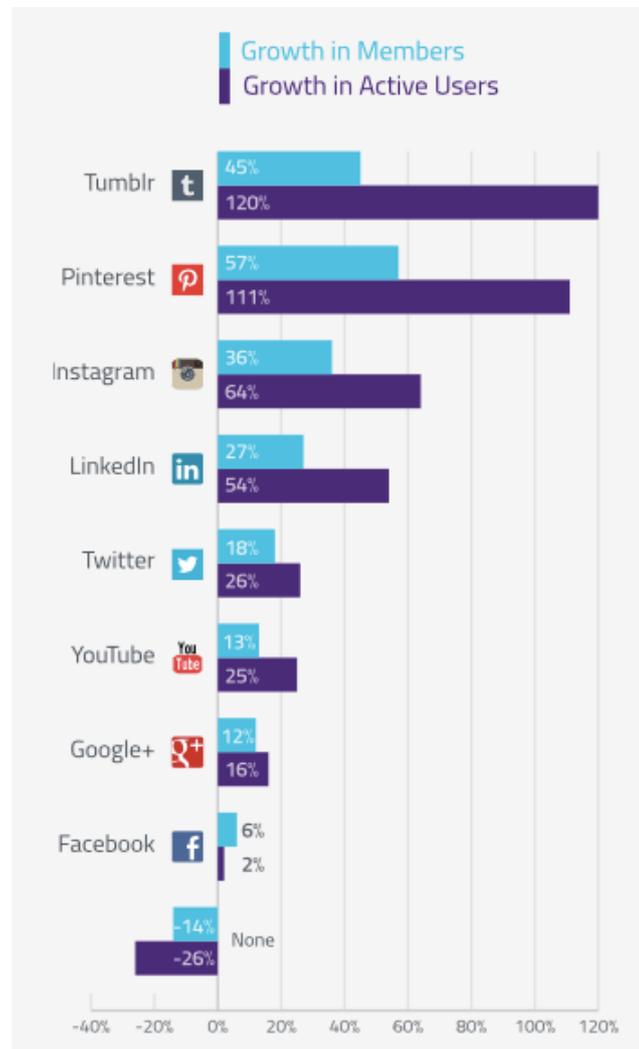


Figure 2 - 8 useful social media statistics for 2015 by Brynley-Jones (2015)

Demographics

Delving into the demographics of the audience, Facebook users research conducted by pewreport as quoted from Patterson (2015) found out that a significant portion of Facebook users are on the range of 18-29, which is the target age of this business. Instagram as one of

the rising social media platform have also been gathering a lot of attention in younger audience - Walton (2015).

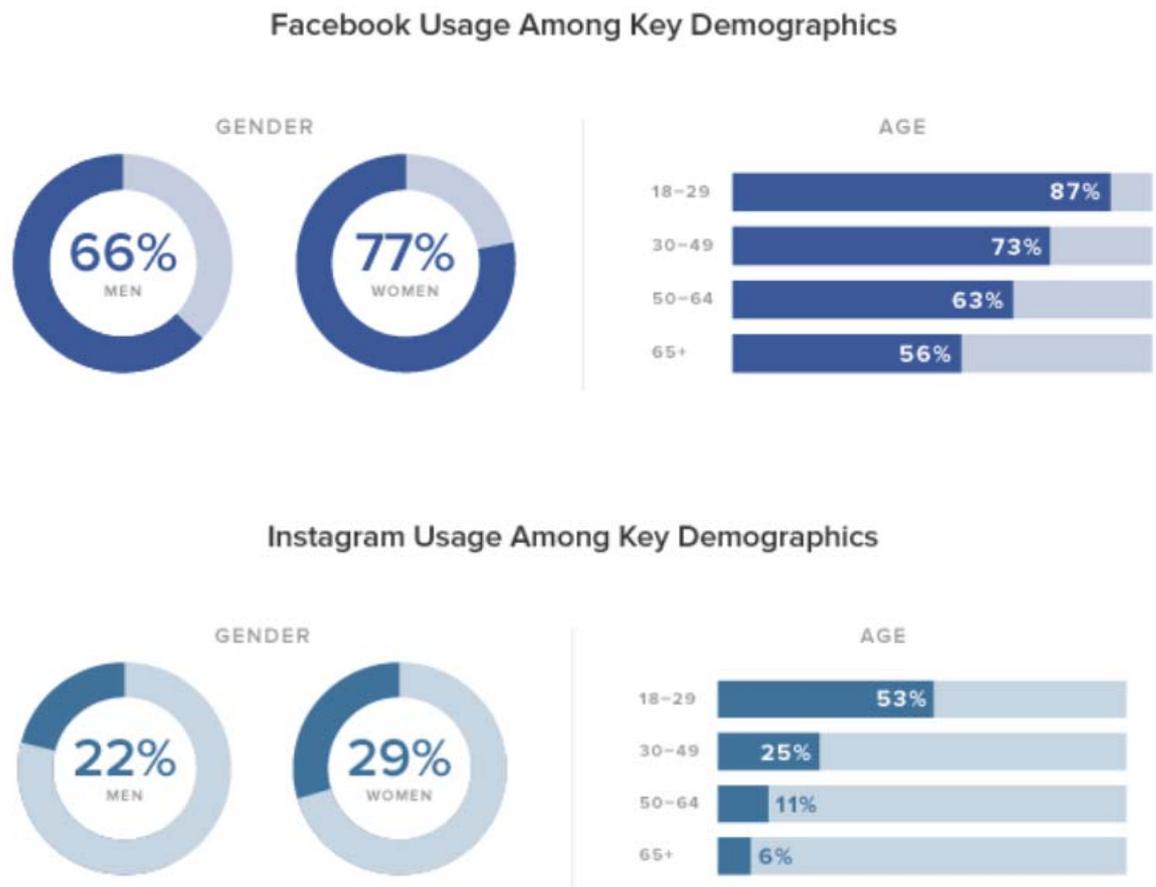


Figure 3 - Patterson (2015) Facebook demographic data are based on the Pew report as well as the self-reported information from over 1 billion Facebook profiles of users over the age of 18 pulled from the Facebook, and Instagram demographic are based off page 7 of the Pew Research Center Demographics of Key Social Networking Platforms study.

The percentage on the graph are representing the population of adults that uses internet in the world that are on the specific age or gender. In this case, 87% of internet consumer age 18 – 29 in the world are using Facebook, and 53% of them are using Instagram.

3. Research Method

3.1 Method (General) experiment

Shuttleworth (2013) define some simple steps to conduct a scientific experiment. The experiment that are going to be undertake will follow these steps:

Addressing general question

Before partaking in the experiment, general questions that marketer want to get the answer to are required to be addressed. Of course some questions scope are very broad and it is difficult to test thoroughly, thus getting a sample of the population to experiment on is important.

Narrowing down

In this stage, it's important to start taking into account the limitation including budget, time, technology, or ethical conduct that might interfere with the experiment and drove the general questions to a specific area experimented on to address the general question

Designing the experiment

This stage involve the practical steps of what are going to be done for the experiment, addressing the controllable variable, and make sure the steps will get the result needed to answer the specific questions being experimented on. It is also crucial to find a large enough sample population to validate the result of the experiment

Observation

The progression on the experiment that are designed. During this step, the effect of manipulated variables to the resultant variable that are being analyze will be recorded.

Analysis & Conclusion

Data that are taken from the observation stage are gathered and the cause and effect relation are being identified. Here are the steps where the conclusion of the question are being answered.

3.2 Research environment

General questions

This project will be an experiment on knowing “*How effectiveness is social media marketing for a brand or businesses?*”. Due to the scope of the questions are too wide having a large combination of social media that can be used and different type of business that are available, the experiment are then narrowed down to scope that are realistic to the condition of the experiment.

Narrowing down

The goal of this project is to evaluate the effectiveness of planned marketing strategy that utilize Facebook and Instagram to connect and engage audience for the brand without the use of paid campaign to a kids cooking lesson business named “Kokikecilku” in Indonesia.

The project utilize Facebook and Instagram as the social media platform due to:

- The business has already have its social presence in both social media (Facebook and Instagram) but abandoned it halfway. Being “Abandoned” in this sense means that the account has not publish new update for more than half year before this project take over the social media account publishing responsibility.
- The sample population of both present social media platform are almost similar where the present standing of both social media as follows: Facebook started with 2088 page like and Instagram started with 2717 follower.
- As previously researched that Instagram are more engaging than Facebook as a social media platform. The result gathered by the project should show more dynamic changes in the measured metrics in Instagram as people are more engaged by the content posted in Instagram. E.g. More new follower or lost follower change as the Instagram user are more engaged with the content of the post whether they like it or not.

There are a lot of effort in the marketing world to pinpoint the general guidelines of doing marketing campaign in the internet media and how to do it effectively in every platform.

The guidelines are difficult to define due to the rapid changing factor of the internet, and it is different for every social media platform on how people argued on using it “effectively”.

Designing the experiment

The experiment will consist on doing a 30 day marketing campaign using both Facebook and Instagram as its social media marketing medium. The business will provide 30 days promotion coupons that can only obtained through either one of the social media by entering their personal details: name, email address, contact number, kid’s name, and age to

the promotion. Customers who fill these data will get a 1 month free cooking class promotional voucher when they register their kids for at least 3 months.

From 19 March 2016, every day for 30 days there will be new photo post with descriptions at 3:00 pm (GMT+07:00.) in both Facebook and Instagram that will be featuring the business.

Direct link to the promotion page are posted once every 4 days in both social media to remind customers about the promotion. Between those days, each social media account will publish informational or educational content related to the business or kids cooking to increase the brand awareness.

Examples of such promotional post are (translated in English):

“Now KokiKecilku opens at AEON Department store in BSD! Let’s join the celebration with 1 month free lesson promotion for new registrant, special for the first 50 person. Get the voucher at <http://www.kokikecilku.com/promo-Facebook>”

And examples of the posts between the promotion as:

“What are the skills that are being learned and the list of menu that we use for our students? Yummm! <http://www.kokikecilku.com/about-us/kurikulum-kokikecilku/>”

The content in the post and website are also focused on a certain “targeted keyword”.

Targeted keywords are one of the measurement used to test the effectiveness of the content to drive traffic. As most people start their internet surfing experience from a search engine, they will write certain words on the search engine and will receive a list of the most relevant site for that “keyword”. When designing content for a post or site, it is very

important to know the kind of keyword to target since a person can visit the company's website directly from search engine and not via a social media account.

The complete list of the post for 30 days (including the pictures) are available in the appendix. During these period, the impact of the marketing effort on various variable are being measured.

1. Number of page like / follower on both social media
2. Each post's engagement rate (like, comment, share)
3. Number of people following the link from Instagram and Facebook to the promotion page
4. Number of people filling the promotion form and actually converted into customer
5. Impact on the number of enquiries (calls, emails, or direct message) of the promotion
6. Search Engine position after the promotion on targeted keyword:

Targeted keyword	English translation
kursus masak anak	kids cooking course
kursus masak anak jakarta	kids cooking course jakarta
kursus masak anak tangerang	kids cooking course tangerang
sekolah masak anak	kids cooking school
sekolah masak anak jakarta	kids cooking school jakarta
sekolah masak anak tangerang	kids cooking school tangerang
les masak anak	kids cooking lesson

les masak anak jakarta	kids cooking lesson jakarta
les masak anak tangerang	kids cooking lesson tangerang
kelas masak anak	kids cooking class
kelas masak anak jakarta	kids cooking class jakarta
kelas masak anak tangerang	kids cooking class tangerang

3.3 Data collection

3.3.1 Facebook Insight

The first tool used to gather data for the experiment is Facebook Insight. It is a tool to monitor the audience, the growth of page like, and specific performance for every post that are made in the area of *Reach* (number of impression) and engagement in any sort (number of post like, comments, and share on the post).

All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/16/2016 5:01 pm	 Promo Gratis hanya tinggal hari ini dan besok! Tinggal tersisa 6 v			146	0 0	Boost Post
04/15/2016 5:01 pm	 Menu @kokikecilku Seri 2! Tebak dari Negara apa masakan ini ber			190	1 1	Boost Post
04/14/2016 5:01 pm	 Kids Quote Seri 8: "Biasakan makan teratur sejak dini. Tidak perlu			190	0 1	Boost Post
04/13/2016 5:01 pm	 Pengadonpun perlu diceriakan dengan warna. Tidak lama lagi Ko			170	1 1	Boost Post
04/12/2016 5:01 pm	 Minggu terakhir pembagian voucher gratis kursus 1 bulan dari kok			163	0 0	Boost Post
04/11/2016 5:01 pm	 Kids Quote Seri 7: "Biarkan anak Anda tahu bahwa Anda memiliki			156	0 0	Boost Post
04/10/2016 5:01 pm	 Menu @kokikecilku diambil dari mancanegara! Tebak dari Negar			279	8 2	Boost Post
04/09/2016 5:01 pm	 Kids Quote Seri 6: "Menyebutkan berbagai bentuk bahan masakan			181	0 0	Boost Post

Example of Facebook Insight Page

Using Facebook insight, the interaction of people with each of the post could be observed down to the number of impression, and subsequently each engagement metrics. The number of new likes and lost like can also be observed daily from the main Facebook insight control panel.

3.3.2 Daily follower change on Instagram

For data gathered from Instagram, there are no in-built tool from Instagram to monitor all the metrics automatically. There are some external tool to help monitor these metrics but for this experiment, each day's new follower and lost follower will be manually monitored for Instagram account's follower.



Instagram profile page that indicate the number of post, followers and the following of the account.

3.3.3 Each post engagement (comments & like)

Other than the overall follower data collection in Instagram, the engagement level of each post are also monitored in terms of the number of likes / comment people have on each post.

Unlike Facebook that gives the reach metrics or the number of “impression” for every post, Instagram actually doesn’t give out the information on how many times does the post been seen by other people. Hence, comparison of the reach metrics from Facebook post to Instagram can’t be done due to the unavailability of the data.

3.3.4 Promotion and Web Traffic

During the experiment, a specific page will be set up on the company’s dedicated website to enable customer to give more information about the promotion. The collected information can be used as the Lead for future contact. Direct link to the page are different

and are observed in *Google Analytics*. The page consist of the promotion information along with form to be filled in order to receive the promotion.

Dapatkan GRATIS 1 Bulan Kursus Senilai Rp.650.000

Kabar gembira bagi para Mommy!

Kaki Kecilku telah hadir di AEON Mall BSD. Dalam rangka pembukaan cabang baru ini, kami memberikan Promo Free Kursus masak anak untuk 1 Bulan Khusus untuk cabang Gading Serpong dan AEON Mall.

Promo terbatas untuk 50 pendaftar pertama!

Gratis! termasuk di dalam promo

- ✓ Resep dengan langkah Mudah
- ✓ Semua bahan – bahan Masakan
- ✓ Penggunaan peralatan Masak
- ✓ Lembar Pengetahuan Makanan
- ✓ Lembar Aktifitas Sesuai Resep
- ✓ Hasil Makanan dibawa pulang
- ✓ Evaluasi perkembangan anak

Klaim promo dengan mengisi form »
Voucher akan dikirim melalui E-mail

Isi Form untuk Mendapatkan Voucher Gratis Kursus Masak

 Follow @kaki.kecilku 2.7k

Nama Orang tua *

E-mail anda *

Nomor Telepon *

Nama anak *

Usia anak *

KLAIM VOUCHER



Website landing page for customer to grab their promotion coupon. Customer has to fill their name, email address, phone number, child's name and child's age to claim the voucher.

Clicking the “Claim voucher” button will send all the data entered in the form to the company’s email address and thus the data can be stored as potential lead to the business. Customers that have given their data are considered as an “Acquisited customer” and the rate of that customer who use the voucher to register to the business are also measured as a “Converted customer”.

Search Engine Contribution

Other than direct traffic received from clicking a link from social media post to the landing page, activity in social media also improve the ranking of all related brand's web page including the brand's dedicated website.

The rankings of brand's website along with either of the social media account page are measured before and after in Google SERP (Search Engine Result Page). Higher ranking for a specified target keyword in Google means a lot because it increases the chances of people coming in contact to the brand and not with it's competitor. E.g. Having higher ranking for general keyword such as "kids cooking class" instead of the brand name will increase the chance for people to stumble upon the business even if they haven't heard about the business yet.

3.3.5 Calling customer and Converted Customer

Other than online metrics gathered from the internet, the project also measure the amount of calls, emails, or direct message that the customer initiate (inbound instead of outbound) and ask them where do they received information about the business.

The data are used to analyze the contribution of social media marketing to the development of customer interest to the business and whether the marketing effort produce significant result.

4. Result

The results of the experiment will be divided based on different perspective of effectiveness of the social media to the success of the campaign that answers the questions imposed on the research.

Those aspects of effectiveness of continual brand exposure are on:

- The Page Follower / Growth of the brand
- Individual post including what type of post attract more interaction
- Search ranking of the social media and the brand's website
- Number of converted customer and those who initiate contact with the brand

4.1 Impact on Page / Follower growth

During 30 days monitoring on Page and Follower growth, we found that there are similarity and contrast on the data received in both Facebook and Instagram. Those data are:

Facebook and Instagram Follower / Like Growth

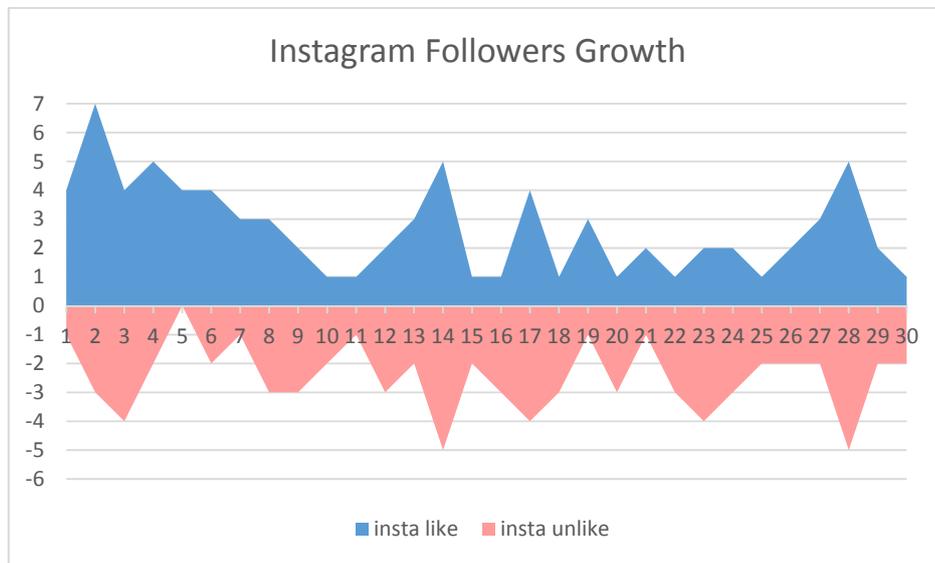
day	fblike	fb unlike	net like	insta Follow	insta unFollow	net Follow
1	3	-1	2	4	-1	3
2	1	0	3	7	-3	7
3	1	0	4	4	-4	7
4	0	-1	3	5	-2	10
5	1	0	4	4	0	14
6	0	0	4	4	-2	16
7	1	0	5	3	-1	18
8	1	0	6	3	-3	18
9	0	0	6	2	-3	17
10	0	0	6	1	-2	16
11	0	0	6	1	-1	16
12	1	0	7	2	-3	15
13	0	-1	6	3	-2	16
14	1	0	7	5	-5	16
15	1	-1	7	1	-2	15
16	0	0	7	1	-3	13
17	0	-1	6	4	-4	13
18	1	0	7	1	-3	11
19	0	0	7	3	-1	13
20	0	-1	6	1	-3	11

21	1	0	7	2	-1	12
22	0	-1	6	1	-3	10
23	1	0	7	2	-4	8
24	0	0	7	2	-3	7
25	1	0	8	1	-2	6
26	2	-1	9	2	-2	6
27	0	0	9	3	-2	7
28	0	0	9	5	-5	7
29	0	0	9	2	-2	7
30	0	0	9	1	-2	6

Result Table 1 – Page Like / Follower Growth



Result Figure 1 - Facebook Page Like Growth



Result Figure 2 – Instagram Followers Growth

Area above 0 signifies the number of new follower “subscribing” to the page / account on the social media, while the area below 0 represent the number of existing follower that “unsubscribe” from the update by unliking or unfollowing the social media account.

Similarity

During the 30 days experiment period, there seems to be very little improvement in the total follower of each account. Facebook has a total of +9 *page like* and Instagram have a total of +6 *followers* after the experiment.

With similar results from both Instagram and Facebook, it doesn’t support the idea that more content exposure from a brand’s social media account leads to reaching more people to see the content and urge them to like or follow the brand’s account.

Differences

The result shows significant differences between the volatility of Facebook page like and Instagram follower's growth. Comparing Result Figure 1 and 2, the act of Following and Unfollowing in Instagram shows more dynamic changes in terms of the number of new people following and people Unfollowing the brand's account per day.

In Facebook, the growth of follower are more stable with at range only between +3 to -1 page like per day. With more dynamicity on the growth of followers in Instagram and taking into account that it perform about the same net like / follow after the experiment, it shows that new follower might be *more trivial* in Instagram compared to getting a page like in Facebook.

4.2 Individual post engagement

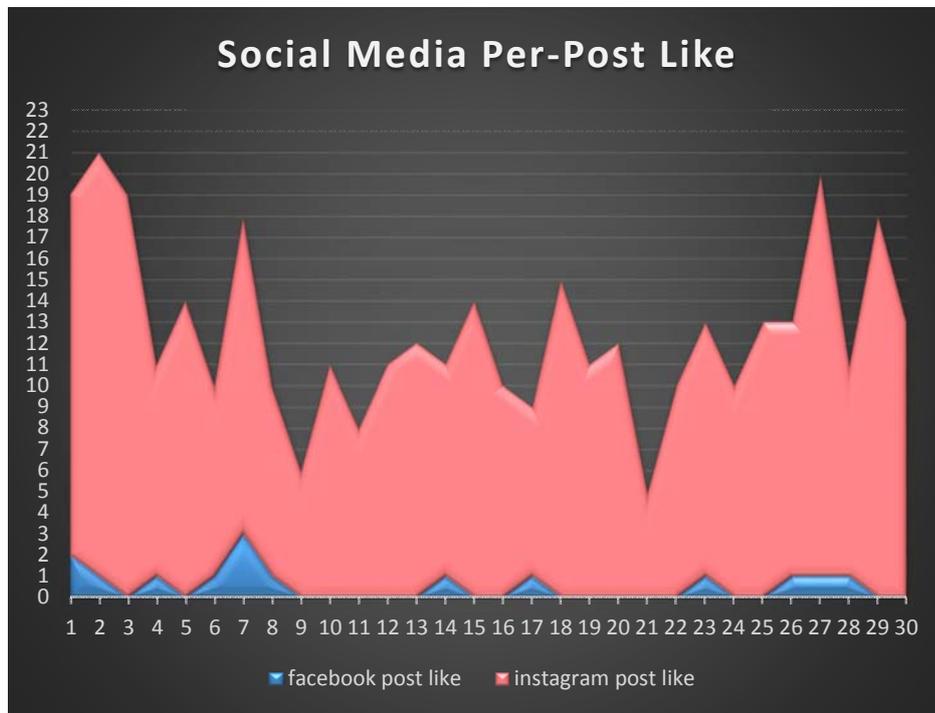
The table below are results after monitoring the engagement and reach of each post on daily basis for 30 days:

Day	fb post like	Fb post comments	fb Reach	insta post like	insta comments*	Type of Post
1	2	0	343	17	0	promo
2	1	0	255	20	0	picture
3	0	0	277	19	0	picture
4	1	0	299	10	0	picture
5	0	0	239	14	1 [1]	promo
6	1	0	350	9	1 [2]	picture
7	3	0	338	15	0	quote
8	1	0	214	9	0	picture
9	0	0	361	6	0	promo
10	0	0	199	11	0	quote
11	0	0	194	8	0	picture
12	0	0	192	11	0	picture
13	0	0	206	12	0	promo
14	1	0	208	10	0	quote
15	0	0	179	14	0	picture
16	0	0	169	10	1[3]	quote
17	1	0	361	8	0	promo
18	0	0	184	15	0	picture
19	0	0	170	11	0	quote
20	0	0	225	12	0	picture
21	0	0	284	5	0	promo
22	0	0	181	10	0	quote
23	1	1[4]	279	12	0	question
24	0	0	156	10	0	quote
25	0	0	163	13	1[5]	promo
26	1	0	170	12	1[6]	question
27	1	0	190	19	0	quote
28	1	0	190	10	2[7,8]	question
29	0	0	146	18	0	promo
30	0	0	184	13	0	picture

Result Table 2 – Per-Post Engagement comparison

*the comments will be listed on the table in the next page indicated by the [<number>] in

the Result Table 3



Result Figure 3 – Social Media Per-Post Like

Post Like

From Per-Individual post perspective, there are huge differences between the amounts of engagement that are received by Instagram post compared to the like that are received in Facebook post. Facebook post get between 0 to 3 likes with mostly comprised of 0 likes, and have a standard deviation of 0.78 like.

Again, in Instagram, similar to the result on the follower / page like comparison, the range are bigger and more dynamic. Instagram post like ranged from between 4 to 21 with a standard deviation of 3.77 like. Other than the significant difference in the number of like received, the range of like that each post received varies nearly 5 times that of Facebook

post. This result shows similar result that getting likes in Instagram are more volatile than Facebook.

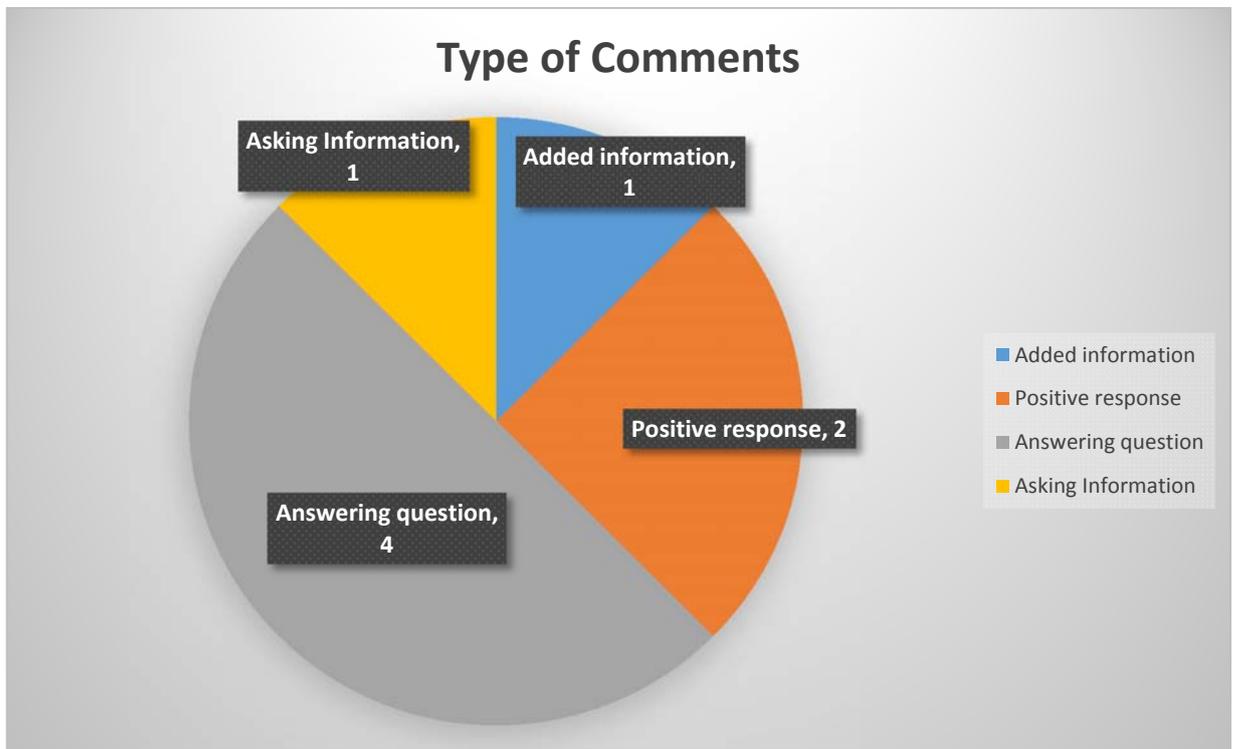
Post Comment

From Result table 2, it can be seen that almost all comment comes from Instagram and there is only 1 comment that comes from Facebook. This is aligned with the post-like engagement metrics where Instagram post attract more likes and users are more likely to leave comments.

All Comments list

#	Actual comment	*translation	Type of comments
[1]	buat daerah bsd dan GS nih	This is for BSD and GS area	Added information
[2]	great	great	Positive response
[3]	ih aku suka deh sama post kamu yang satu ini.. Selera kita sama yaaa... :)	A, I like this specific post.. we have the same taste... :)	Positive response
[4]	jepang	Japan	Answering question
[5]	bagaimana caranya bs dpt voucher gratis??	How to be able to get free voucher??	Asking information
[6]	bangett	Very	Answering question
[7]	mexico	Mexico	Answering question
[8]	eh kalo kebab turki deh	Ups, if it's kebab then it's turkey	Answering question

Result Table 3 – Comment list elaboration



Result Figure 4 – Type of Comments on overall post

Collecting all the comments received in the post, some comments are observed to be an expression of interest to the post, whether they want to be helpful by giving additional information, wanting to know more about the post, or just stating their positive response, but 50%(4 comments) of the time, people will comment when there are questions posed in the post. In other words, Question type post have better chance to be commented by people.

Reach / Impression

While it is a privilege to get customer engagement to a post, the number of like / comment alone can't be the only deciding factor of how many people that have been impacted by the content. Like the advertisement on real world such as on billboard or magazine, the purpose of those advertisement are not limited to getting a phone call or a purchase from the

customer. The advertisement also serve the purpose of reminding customer that the brand are still active, creating something new, and still care about their customers.

Instagram doesn't allow it's user to peek into the number of times the post are served to follower, and thus the project can't conduct impression comparison between Instagram and Facebook. In Facebook, the provided tools allow it's user to gauge the "reach" of each post down to the numbers presented below:



Result Figure 5 – Per-post Facebook Reach

Result Figure 5 shows how many times each post from Facebook has been seen by users. The figure shows drastic differences to the post like / comment engagement of each post compared to the impression it made to other user.

There are two major observation from this post reach chart. First, even though there are decent number of reach per post per day, but overall, the number of reach is going in a downtrend. Second, there is a sudden jump in day 17 where the number of impression suddenly rise. That is when the post mention:

“Due to the high demand, this 1 month free cooking lesson promotion continues to the middle of April! Get it Now!”

Where it utilize the marketing principle of creating a sense of urgency and pointing that the promotion are of high demand.

4.3 Influence on page ranking on Google SERP (Search Engine Result Page)

Before the start of the project, the page are not ranked in the first 2 page on Google’s SERP at all on the targeted keyword. At the end of the experiment, the rank are being tested once more on each of the targeted keyword. The results are as follows:

Target Keyword:	(Translation)	page	position	Facebook	Instagram
kursus masak anak	<i>kids cooking course</i>	1	1,2	9	-
kursus masak anak jakarta	<i>kids cooking course jakarta</i>	1	1	1	-
kursus masak anak tangerang	<i>kids cooking course tangerang</i>	1	1	1,2	-
sekolah masak anak	<i>kids cooking school</i>	1	2,3	page2(4)	-
sekolah masak anak jakarta	<i>kids cooking school jakarta</i>	1	2	-	-
sekolah masak anak tangerang	<i>kids cooking school tangerang</i>	1	1	6,8	-
les masak anak	<i>kids cooking lesson</i>	1	1	page2(6)	-
les masak anak jakarta	<i>kids cooking lesson jakarta</i>	1	1	page2(1,2)	-
les masak anak tangerang	<i>kids cooking lesson tangerang</i>	1	1	7,8	-
kelas masak anak	<i>kids cooking class</i>	1	2,3	page2(6)	-
kelas masak anak jakarta	<i>kids cooking class jakarta</i>	1	2	page2(4,5)	-
kelas masak anak tangerang	<i>kids cooking class tangerang</i>	1	1	2	-

Result Table 5 – Improvement of website rank on Google’s Search Engine Result Page (SERP)

Having multiple landing page and different social media account of the same brand increase the exposure of the brand from search engine. In 30 days, all the main website have reached in the page 1 on Google's organic (non-paid) SERP, and the website placed mostly on the top 3 website on the targeted keyword.

The brand's Facebook page in other hand performed lower than the actual dedicated website, but have shown quite well positioning mostly on the first 2 page on Goggle's search result page.

Unexpectedly, the brand's Instagram account doesn't have the slightest improvement in Google result page (doesn't shown at all in any of the targeted keyword on the first 2 page) despite having nearly identical content posted everyday as the Facebook account's.

4.4 Acquisition and Conversion from the promotion link from social media

Measuring the external influences beyond the scope of the each social media metrics, this section will measure each social media ability to not just give like or comment, but to give their personal details as a lead for the company.

Total Promotion Filled: 47 form		
	Instagram	Facebook
% From Total	34%	66%
Total Form filled (Acquisition)	16 form	31 form
Voucher used (Conversion)	11 customer	10 customer
Conversion rate	68.75%	32.26%

Result Table 4 – Conversion rate from Acquisition to Conversion

There is a slightly different method for the customer to give out their data. In Facebook, user can directly give out the address of the promotion form. For a customer to get to the form, it is as simple as a click of a button. In Instagram, the system doesn't allow user to give link in the post, thus for a customer to get into the promotion form page, they have to manually type the link in the browser. This is not a simple task for a computer illiterate customer.

From the number of form filled, Facebook contributed 66% from the total form filled thus it is nearly twice as effective as Instagram on the effectiveness in the acquisition of the customer.

Instagram have way higher rate for customer conversion. People that fill the promotion from Instagram have more than double the chance to actually become a customer of the business than people that fill the form in Facebook.

4.5 Growth on the number of people that inquire about the business

Before experiment ~8 - 12 enquiry / week (about 40 enquiry per month)
 less than 5 people heard it from social media, most of them know via website or external sources

During the 30 days experiment	total of 137 inquiry	342.50%	increase
	52 people said from web	37.96%	
	45 people said from FB	32.85%	
	30 people said from Insta	21.90%	
	10 people said from other media (magazine, etc)	7.30%	
		100.00%	

In the aspect of direct contact from customers, there are huge significant increase (about 342.5%) of the number of people asking more information about the service during the 30 days period. A total of 54.75% of people inquiring about the business (75 customer) admit that they knew the business from either Facebook or Instagram, and it is already nearly doubled the amount of inquiry from before the experiment begun. This result also haven't even taken into account the number of customer that claim to know the brand from website

despite arriving from the social media account first since there are also 52 people that claims that they know the business from the website.

5. Conclusions

The marketing effort to the business using Facebook and Instagram does increase the sales and brand awareness of business. Even so, despite the increase of inquiries to the business, the increment of overall page and follower are not significant. The reason might be due to the main target of the experiment is to be effective in social media marketing for the brand and not focusing enough on how to increase each respective social media account's follower. Different approach could be used if the goal of the experiment is to increase the follower and the method could either be collaborating with other people that have a lot of follower ("influencer") to advertise the brand to their own follower, or making it mandatory for people to like / follow the page to get the promotion.

In the dynamic aspect of page like / follower growth, following a person in Instagram might have less consequences than following a person in Facebook, thus allowing people to be more impulsive to follow new people and then regret it afterwards (and unfollow the account). This could explain the reason behind high volatility of new follower and lost follower growth on Instagram but more stability on Facebook.

The act of "liking" a page or post in Facebook will enable all the "friend" of that account have a chance to see this activity in the newsfeed. This implication might made the decision of liking a page or post to be less impulsive and might give a second thought for the user if it is okay for their friends see that they like the page. As the picture below shows, when a friend likes a post on Facebook, other than showing the post in friend's news feed, it's also add a button to directly like the page that publish the post.



We can see Friend's like in Facebook news feed

In Instagram, the implication of liking a post or following an account is not as visible as it is in Facebook. Activity of Instagram account are separated in different place, and the home (or news feed) in Instagram are filled with only the latest post from friends excluding their activity. Since their like, or follow activity is not easily exposed to their friends, it might make the user engage in the impulsive behavior on liking a post on other Instagram account.

This difference could explain why the number of like on posts of Instagram are higher than Facebook. People think less cautiously due to the little consequence it has for giving like to a post.

The impact of this different engagement behavior on Facebook and Instagram implied that the weight of a post like in Facebook are more than the like in Instagram. In other words, getting a like in Facebook made the post have better visibility to other customers and better

chance of getting more people to like the page while getting a like in Instagram post doesn't.

In term of getting in feedback, the result shows that Instagram have higher chances for people to leave comment on the post thus it can be more dynamic if marketer want to perform customer satisfaction analysis

5.1 Success Factor

Reflecting on the success of this experiment, some speculation can be made on factors that contribute to the success beyond the performance of the measured indicator. Some of it could be due to the nature of the business.

The business being promoted here are a cooking business involving kids. People most often will take extreme care to give the best choice for their children compare to what they give to themselves. This tends to result in making a course for kids really difficult to start with due to the lack of reputation.

Social confirmation plays a big role on convincing moms to involve their kids on the cooking class. Even though the number of likes per post on Facebook is not that high, but the number of enquiries per month increases by huge margin. Other than the impact gain from social media exposure, people that are calling for more information may spread the words to their friends and create a reputation for the brand. In this case, the impact of marketing effort done in social media have an indirect impact to the social confirmation factor that are not measured in this project that attributes to the success of the project.

5.2 Social word of mouth

Like what had been discussed on the external factor, the performance data received (number of follower and post like) doesn't explain the substantial margin increase of the number of inquiry receive during the project (increase of nearly 350%). There has to be other factor that put in play such as the social confirmation by word of mouth.

How does social word of mouth correlate in social media? Some social media does this brilliantly to help marketers promote their product. When customer like a product of services, sometimes they will recommend their peers to use the same product or service as well. This is a common behavior that happen when a customer is very pleased with the product and only if there is a person that they can recommend it to. For example, even if a customer really like classes offered by KokiKecilku, there need to be a condition where the customer can recommend it to their friend. For example the closeness of the relationship, the needs of the person they're talking to, and many other factor.

In Social media, as long as a user are connected in the friend's network, other friends can see the activity of this user, such as when this user like a new page. When a social media user see their friends liking a post of a service they don't know about, it give more credibility to the service effectively as if the person have done the social word of mouth in person.

What is the contribution of the like from people that they know to the credibility of a service? Likes from a person that the reader know makes the post more relevant and put

them in context. It is a similar situation to when a friend's recommendation feels more credible than the words of the company itself. This "publicized post like" that are shown in a relationship network functions like the word of mouth to boost credibility of the campaign, making the campaign looks more relevant to them.

5.3 Intrusive or Relevant

On the topic of relatedness, probably one of the main strength of using social media in comparison to the traditional marketing media is customer awareness. In regular traditional marketing, we have limited control on what the consumer see. The advertisement effort are created to appeal for general audience due to the lack of information on the interest of each customer. The drawback of this traditional approach is when the customer have no interest in the advertisement, they will not respond to it. Even, campaign that doesn't have any relevance to the consumer but are still served to them can sometimes feel intrusive to their privacy.

Social media marketing enable personalization of advertisement to the user. Information that are presented to the user are made as relevant as possible based on their interest. For example, when a friend like a certain post, it might be relevant to their friend thus having higher chance for their friend to see the post as well. Other personalized example are when a user often look for a certain type of information, the social media might give you some sort of recommendation on what to follow. This could explain why the reach metrics

constantly get higher rates in our experiment while the number of likes or comment are lacking.

5.4 Acquisition and conversion

On terms of acquisition of the promotion form filled, Facebook perform way better on attracting people to the landing page. Consumption behavior in both Instagram and Facebook are similar in which both social media gather all content on a single page that user can just scroll down to see more content. Due to how Facebook system works that allow links to be placed inside the post, it is a huge boost factor that people can visit the promotion form in a single click. In Instagram, the user have to type the link themselves which might push away people from visiting the link.

Other than the technical differences, there are also difference on how people perceived privacy in Facebook. Facebook are more categorized as a Relationship network and people use it as a way to connect with people they know. When they see the post in Facebook newsfeed, if they see it because one of their friends like the post or page, it has higher credibility and act as a social confirmation that the promotion is good, and they are more likely to visit the page.

In Instagram, the point of the social network is to share media that are mainly consist of photos. People that went for Instagram are mostly for the sake of media consumption and seeing quality photo. When they see a post that talks about promotion, user have higher tendency to just continue scrolling to see the next post.

Regarding the conversion rate from people that filled promotion form, Instagram has double the chance for those customer to actually convert to buyers. As the reasons above, since customer that filled the data in Instagram need more effort to fill the promotion form, most likely the person that filled the form would already have willingness to become a buyer thus the reason for higher conversion rate on Instagram.

In the topic of getting acquisition and getting leads for the business, regardless of the social media metrics result, customer that made direct contact to the business increase nearly 350% from before the experiment happen with more than half of the customers claiming that they know the business through Facebook or Instagram.

The reason might be because of the nature of the business where it involved services. Customer that develop interest in the service would rather directly contact the business for more information rather than liking or commenting the post itself.

5.5 Strength of different social media

Now based on the analysis of both social media, there are patterns that can be more useful for a specific type of business or industry.

Beginning with Instagram. With higher user engagement and heavily focused on image. Business that focuses on offering eye pleasing product will perform better in a media sharing platform. On Instagram, people will compete on creating attracting content that people will be interested on. Fashion, Food, Photography, or basically other business that can keep producing eye pleasing content will have higher chance to flourish in Instagram as

the competitor have to compete with pictures or video to steal engagement from your products.

From the experiment result, Instagram are better on creating hype or “buzz” on a short period of time. There are more activity going on in Instagram with lower level of commitment from the customer. This is not necessarily a bad thing, it can be well applied to certain type of campaign that require quick response that doesn’t focus so much on long term growth. Instagram could be a good tool if the brand is looking for a way to quickly increase brand awareness.

In Facebook, the published content can varies in type from plain text, link to external site, image / videos, and other advance feature such as time promotion, photo tile or carousel. The newsfeed algorithm are also more complex than Instagram. Facebook relies heavily on the “relational” aspect of the user. If a business have a dedicated website and a section where they pushed new update there, Facebook will be a much viable choice since it can post link to your original site (Instagram can’t). Due to the relational aspect of Facebook, if the way a business use social media is to post content that can stir up discussion, controversial content, and hot news, Facebook will work better for that business. Facebook has been very actively used in the past as a starting point of viral campaign such as the popular ALS bucket challenge, or unique music video such as PSY’s gangnam style.

Experiment result shows that Facebook have slower activity compared to Instagram, but in contrast, people that like or follow the page doesn’t leave easily. This result is very different to the behavior of user in Instagram. In effect, customer involvement in Facebook

is not as dynamic as it is In Instagram, but it is a better environment to focus on growth, and loyalty to the brand.

The experiment are only done in Facebook and Instagram, but by observing other social media that have similar characteristics, marketers could guess what type of interaction they can expect from the social media.

For example, since Linked in user mostly use the social media for a means to improve their career and professional life, Linked in does not focus on the high engagement rate like Instagram does, or growing a brand loyalty like Facebook. From the nature of the social media, linked in is focused on creating quality content for its user.

5.6 Wider influence – Google SERP and direct inquiry

For Google page rank aspect, the effect of using two social media that continually post new content everyday seems to complement each other on raising the page rank. Before the continual post, the business already have dedicated website and both Instagram and Facebook account, but the business rarely posted anything on social media and the website have been hacked and never been updated for nearly 6 month.

During the course of 30 days experiment, while new content are posted every day on both social media, the website are also being developed daily thus have shown updates every day when the page are crawled by Google. Also, the words that are used in the post and website are already aimed at the target keyword before the experiment begins. This might

be the huge contributing factor on the reason why the page rank of the websites are improving drastically.

Interesting enough, Instagram account didn't come up in any of the keywords while Facebook shows up in the first two page on most of the keyword despite having nearly identical post every day. The reason on this difference of page rank performance might be due to:

- Instagram are mostly an image sharing media, and image can't be processed as easy as text in the search engine result page
- Instagram main platform is on mobile device, thus having very limited capability on what can be done on a desktop website. People that are using Instagram use the dedicated application instead of searching it from Google. While Facebook have a dedicated mobile application, Facebook have full functionality in desktop and thus higher number of people coming from search engine to Facebook hence increasing its position in the page ranking
- During the experiment, post on Facebook always got published first before posting the post in Instagram. Google search engine have the ability to see similar post between 2 different pages and thus they strive to increase the rank of the original content creator and lower the rank of the person that copy the content. In this case, maybe the algorithm decides that Facebook has the original copy and Instagram only copy the content from Facebook. If this is the case, it explain why Instagram post of the brand doesn't show up at all in the target keywords.

6. Limitation

Due to the large scope of the experiment, there some constraints that have to be taken into consideration towards the controlled variable on the experiment. Also, tackling the general question that involve “social media” will be very difficult to generalize due the fast paced growth and transformation of social media. Some limits of this observation might affect the result of the experiment:

1. Time constraint on the experiment limits the span of the observation to 30 days. When observed in longer time period, the data can be analyzed in greater depth and the impact of the experiment in other aspect such as customer retention could be observed.
2. The number of possible audience of both possible audience to give impression on are not equal between Instagram and Facebook where Instagram have about 2700 follower and Facebook have 2100 page like.
3. There are no means to measure the number of impression of each Instagram post. Unlike Facebook that have helper tools (Facebook insight) to automatically summarized impression of every post, all data from Instagram have to be fetched manually. External tools can help marketer periodically fetch the data but it can't fetch data that are not publicized by Instagram such as number of impression.

4. The content and type of post that are published every day are nearly identical between Facebook and Instagram as a way to control content variation, except for the use of hashtag. In this experiment, hashtag are only used on Instagram. Edgerank Checker (2013) suggest that using hashtag for post in Facebook and Instagram have opposite impact to the engagement rate of each post whereas it has negative influence to Facebook and hugely positive influence to Instagram. Other studies such as Kerr (2013) suggest that hashtag provide no positive benefit on Facebook. It is possible that there are more ways to get more effective in each social media other than the technique used in this experiment such as posting in different type of day, post type, and many more. Using other techniques might change the result of the experiment

5. Deeper level engagement per post basis like comments can't be analyzed due to the insufficient amount of comment received to make a conclusive deduction.

6. The original source of customer inquiries (where customer are asked from which media do they hear the business from) can be slightly inaccurate as there might be interaction from multiple source of information. For example, a customer starts seeing the business from Facebook, follow a link to the website and call the customer service stating that they know the business from website, where instead it the origin should be stated as from Facebook.

7. References / Appendix

Appendix

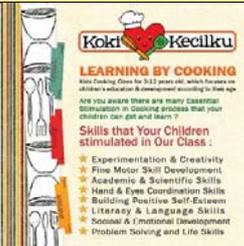
*shaded row represents post that are talking about the promotional campaign.

	Image	Facebook	Insta
1		Kokikecilku sekarang buka di AEON mall BSD lho! Yuk buruan ikut memeriahkan suasana Kokikecilku dengan promo Gratis 1 bulan kursus untuk 50 pendaftar baru pertama. Dapatkan vouchernya di http://www.kokikecilku.com/promo-Facebook	sekarang buka di AEON mall BSD lho! Yuk buruan ikut memeriahkan suasana @kokikecilku dengan #promo Gratis 1 bulan kursus untuk 50 pendaftar baru pertama. Dapatkan vouchernya di http://www.kokikecilku.com/promo-instagram #promosi #gratis #kursusmasakanak
2		Seperti apa ya kemampuan yang dipelajari dan menu-menu yang dimasak oleh murid-murid kami? yummm! http://www.kokikecilku.com/about-us/kurikulum-kokikecilku/	Menu-menu @kokikecilku sangat menarik dan beraneka ragam! Ngga akan bosan deh masak bareng koki kecilku. #kursusmasakanak #menumasakan #kursusmasak #promo
3		Memasak bukan hanya sekedar hobi biasa lho! Selain merangsang kreativitas, memasak juga memicu syaraf motorik dan persepsi anak dan masih banyak lagi kegunaan yang penting untuk tumbuh kembang anak	Spider spaghetti, kreatif dan menarik 😊 senang sekali melihat si kecil serius memasukkan spaghettinya #menumasakan #photomoment #seriousface #kidscooking #kursusmasakanak #kokikecilku
4		Terkadang memasak bisa memakan waktu atau melelahkan. Tapi jika mengingat senyum si kecil saat melahap bekalnya, rasanya senang sekaliii apalagi saat si kecil menyuguhkan makanan kreasinya untuk mommy nya www.kokikecilku.com	Terkadang #memasak bisa memakan waktu atau melelahkan. Tapi jika mengingat senyum si kecil saat melahap #bekal nya, rasanya senang sekaliii. Apalagi saat si kecil menyuguhkan kreasinya untuk mommynya @kokikecilku =D

5		<p>Ayo sebar dan daftarkan anak anda selama promo masih berlangsung! langsung saja dapatkan vouchernya di www.kokikecilku.com/promo-Facebook</p>	<p>Dapatkan Voucher GRATIS 1 bulan #kursusmasakanak bersama @kokikecilku , buka link di profile kami (www.goo.gl/M9AdVk) dan klaim voucher anda! #promo #kidscooking #kokikecilku #vouchergratis</p>
6		<p>Yuk ikutan mendekorasi Easter Egg bersama @kokikecilku. Datang aja langsung di Kokikecilku AEON Mall, ssshhh! Sudah claim voucher gratis nya belum?</p>	<p>Yuk ikutan mendekorasi Easter Egg bersama @kokikecilku. Datang aja langsung di Kokikecilku AEON Mall, ssshhh! Sudah claim voucher #gratis nya belum? #kidscooking #promonya #kursusmasak #easteregg #cookiedecorating</p>
7		<p>Kids Quote Seri 1: “Setiap anak adalah unik. Refleksikan kelebihan mereka dalam bentuk komentar positif. Tak lama citra diri anak akan segera meningkat. Misalnya, putri Anda tidak begitu pandai pelajaran menghafal, tapi sangat baik di matematika.”</p> <p>Like jika setuju ☺ Share jika berguna bagi kamu <3</p>	<p>Kids Quote Seri 1: “Setiap anak adalah unik. Refleksikan kelebihan mereka dalam bentuk komentar positif. Tak lama citra diri anak akan segera meningkat. Misalnya, putri Anda tidak begitu pandai pelajaran menghafal, tapi sangat baik di matematika.”</p> <p>Like jika setuju ☺ Follow untuk melihat quote seperti ini <3</p> <p>#kidsquotes #kidsquote #tumbuhkembanganak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>
8		<p>Keamanan dalam memasak juga merupakan salah satu prioritas kami di kokikecilku. Maka dari itu semua alat masak kokikecilku aman untuk anak, dan lucu rupanya ^^</p>	<p>Keamanan dalam memasak juga merupakan salah satu prioritas kami di kokikecilku. Maka dari itu semua alat masak @kokikecilku aman untuk anak, dan lucu rupanya ^^</p> <p>#kidsfriendly #kidfriendly #safecoooking #kidstool #kidscooking #cookware #kids #cookingclass #kreatifitas #lesmasakanak</p>

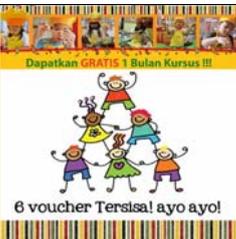
9		<p>Terima kasih untuk para pendaftar promo KokiKecilku! Sudah banyak voucher yang kami kirimkan kepada pendaftar.</p> <p>Gampang kok caranya! Tinggal follow instagram KokiKecilku dan isi datanya, tidak sampai 5 menit! Buruann sebelum kehabisan</p> <p>www.kokikecilku.com/promo-Facebook</p>	<p>Terima kasih untuk para pendaftar promo KokiKecilku! Sudah banyak voucher yang kami kirimkan kepada pendaftar.</p> <p>Gampang kok caranya! Tinggal follow instagram KokiKecilku dan isi datanya, tidak sampai 5 menit! Buruann sebelum kehabisan</p> <p>#promo #kidscooking #kokikecilku #vouchergratis #kursusmasak #kursusmasakanak #event #kids #cookingclass #kreatifitas #lesmasakanak #kelasmasakanak</p>
10		<p>Kids Quote Seri 2: “Tunjukkan kepercayaan pada diri sendiri, maka anak-anak Anda akan mengikutinya.”</p> <p>Like jika setuju ☺ Share jika berguna bagi kamu <3</p>	<p>Kids Quote Seri 2: “Tunjukkan kepercayaan pada diri sendiri, maka anak-anak Anda akan mengikutinya.”</p> <p>Like jika setuju ☺ Follow untuk melihat quote seperti ini <3</p> <p>#kidsquotes #kidsquote #tumbuhkembanganak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>
11		<p>Semua mata menuju ke adonan ayooo~</p>	<p>Semua mata menuju ke adonan ayooo~</p> <p>#koordinasimatatangan #motorikhalus #konsentrasi #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>
12		<p>Motivasi kami di @kokikecilku adalah saat kami melihat senyum anak happy ketika memasak. Terima kasih atas kepercayaan anda terhadap kami</p>	<p>Motivasi kami di @kokikecilku adalah saat kami melihat senyum anak happy ketika memasak. Terima kasih atas kepercayaan anda terhadap kami ☺</p> <p>#photomoment #happyface #senyum #senyumlebar #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>

13		<p>Kelas kami terdiri dari murid berumur 3 – 12 tahun, dan tentu kebutuhan setiap anak berbeda.</p> <p>Kursus masak anak pertama yang berfokus pada edukasi 「www.kokikecilku.com」 promo berakhir pada awal bulan April</p> <p>www.kokikecilku.com/promo-Facebook</p>	<p>Kelas kami terdiri dari murid berumur 3 – 12 tahun, dan tentu kebutuhan setiap anak berbeda.</p> <p>Kursus masak anak pertama yang berfokus pada edukasi 「www.kokikecilku.com」 promo berakhir pada awal bulan April</p> <p>#promo #kidscooking #kokikecilku #vouchergratis #kursusmasak #kursusmasakanak #event #kids #cookingclass #kreatifitas #lesmasakanak #kelasmasakanak</p>
14		<p>Kids Quote Seri 3: “Anak juga sering merasa kesal karena tidak diberi kesempatan untuk mencoba oleh orang-orang dewasa di sekitarnya. Seharusnya, bila memang anak keliru melakukan sesuatu, katakan saja langkah-langkah apa yang harus ia lakukan”</p> <p>Like jika setuju ☺ Share jika berguna bagi kamu <3</p>	<p>Kids Quote Seri 3: “Anak juga sering merasa kesal karena tidak diberi kesempatan untuk mencoba oleh orang-orang dewasa di sekitarnya. Seharusnya, bila memang anak keliru melakukan sesuatu, katakan saja langkah-langkah apa yang harus ia lakukan”</p> <p>Like jika setuju ☺ Follow untuk melihat quote seperti ini <3</p> <p>#kidsquotes #kidsquote #tumbuhkembanganak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>
15		<p>Warna warni peralatan memasak @kokikecilku. Selain bermanfaat dan menyenangkan, bentuknya harus lucu agar dapat merangsang anak untuk berkarya</p>	<p>Warna warni peralatan memasak @kokikecilku. Selain bermanfaat dan menyenangkan, bentuknya harus lucu agar dapat merangsang anak untuk berkarya</p> <p>#kidsfriendly #kidfriendly #safecooking #kidstool #kidscooking #cookware #kids #cookingclass #kreatifitas #lesmasakanak</p>

16		<p>Kids Quote Seri 4: “Ajarkan buah hati untuk melakukan beberapa pekerjaan sendiri. Anda mulai bisa mengajarnya dari hal-hal yang sederhana, seperti saat ia makan, menyikat gigi dan mandi.”</p> <p>Like jika setuju 😊 Share jika berguna bagi kamu <3</p>	<p>Kids Quote Seri 4: “Ajarkan buah hati untuk melakukan beberapa pekerjaan sendiri. Anda mulai bisa mengajarnya dari hal-hal yang sederhana, seperti saat ia makan, menyikat gigi dan mandi.”</p> <p>Like jika setuju 😊 Follow untuk melihat quote seperti ini <3</p> <p>#kidsquotes #kidsquote #tumbuhkembanganak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>
17		<p>Karna tingginya permintaan, promo kursus masak gratis 1 bulan berlangsung hingga pertengahan bulan April! Dapatkan vouchernya sekarang!</p> <p>www.kokikecilku.com/promo-Facebook</p>	<p>Karna tingginya permintaan, promo #kursusmasak gratis 1 bulan berlangsung hingga pertengahan bulan April! Dapatkan vouchernya sekarang! http://goo.gl/M9AdVk</p> <p>#promo #kidscooking #kokikecilku #vouchergratis #kursusmasakanak #event #kids #cookingclass #kreatifitas #lesmasakanak #kelasmasakanak</p>
18		<p>Apa sih yang dimaksud dengan belajar dengan memasak? KokiKecilku hadir menjelaskan mengapa banyak sekali kemampuan yang dipelajari anak dari memasak.</p>	<p>Apa sih yang dimaksud dengan belajar dengan memasak? KokiKecilku hadir menjelaskan mengapa banyak sekali kemampuan yang dipelajari anak dari memasak.</p> <p>#kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak #motorik #tumbuhkembanganak #konsentrasi #belajarmemasak</p>
19		<p>Kids Quote Seri 5: “Jangan bosan-bosan untuk mengajari mereka tentang banyak hal, karena anak-anak memang akan membutuhkan waktu yang lebih lama untuk belajar.”</p>	<p>Kids Quote Seri 5: “Jangan bosan-bosan untuk mengajari mereka tentang banyak hal, karena anak-anak memang akan membutuhkan waktu yang lebih lama untuk belajar.”</p> <p>Like jika berguna 😊 Follow untuk melihat quote seperti ini <3</p>

		Like jika berguna ☺ Share jika berguna bagi kamu <3	#kidsquotes #kidsquote #tumbuhkembanganak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak
20		<p>Walaupun dibilang peralatan masak anak dan aman untuk anak, bukan berarti peralatannya tidak lengkap ataupun masakannya sederhana.</p> <p>Selain guru – guru kami berlatar belakang dalam Edukasi dini, mereka juga sangat fasih di bidang kuliner! – www.kokikecilku.com</p>	<p>Walaupun dibilang peralatan masak anak dan aman untuk anak, bukan berarti peralatannya tidak lengkap ataupun masakannya sederhana.</p> <p>Selain guru – guru kami berlatar belakang dalam Edukasi dini, mereka juga sangat fasih di bidang kuliner!</p> <p>#kidsfriendly #kidfriendly #safecoooking #kidstool #kidscooking #cookware #kids #cookingclass #kreatifitas #lesmasakanak</p>
21		<p>Jejeran juniorChef yang sedang diajari guru @kokikecilku untuk mengadon. Hari ini kita mau buat apa ya?</p> <p>Bagi yang belum pernah, bisa merasakan kokikecilku di Program Sekali Kunjungan http://www.kokikecilku.com/our-service/program-sekali-kunjungan/. Kalau tertarik, join dengan voucher *o*</p> <p>www.kokikecilku.com/promo-Facebook</p>	<p>Jejeran juniorChef yang sedang diajari guru @kokikecilku untuk mengadon. Hari ini kita mau buat apa ya?</p> <p>Bagi yang belum pernah, bisa merasakan kokikecilku di Program Sekali Kunjungan. Kalau tertarik, join dengan voucher *o*</p> <p>#promo #kidscooking #kokikecilku #vouchergratis #kursusmasak #kursusmasakanak #event #kids #cookingclass #kreatifitas #lesmasakanak #kelasmasakanak</p>
22		<p>Kids Quote Seri 6: “Menyebutkan berbagai bentuk bahan masakan dan menyetak adonan membuat anak belajar geometri”</p> <p>Like jika berguna ☺ Share jika berguna bagi kamu <3</p>	<p>Kids Quote Seri 6: “Menyebutkan berbagai bentuk bahan masakan dan menyetak adonan membuat anak belajar geometri”</p> <p>Like jika berguna ☺ Follow untuk melihat quote seperti ini <3</p> <p>#kidsquotes #kidsquote #tumbuhkembanganak #kidscooking</p>

			#kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak
23		Menu @kokikecilku diambil dari mancanegara! Tebak dari Negara apa masakan ini berasal ☺	Menu @kokikecilku diambil dari mancanegara! Tebak dari Negara apa masakan ini berasal ☺ #photomoment #happyface #senyum #senyumlebar #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak
24		Kids Quote Seri 7: “Biarkan anak Anda tahu bahwa Anda memiliki “keyakinan” akan kemampuan mereka. Alih-alih mengkritik semua yang dilakukan anak, biarkan mereka melakukannya sendiri dan dapat memanggil Anda kapan saja saat mereka membutuhkan bantuan.” Like bagi yang setuju ☺ Share jika berguna bagi kamu <3	Kids Quote Seri 7: “Biarkan anak Anda tahu bahwa Anda memiliki “keyakinan” akan kemampuan mereka. Alih-alih mengkritik semua yang dilakukan anak, biarkan mereka melakukannya sendiri dan dapat memanggil Anda kapan saja saat mereka membutuhkan bantuan.” Like bagi yang setuju ☺ Follow untuk melihat quote seperti ini <3 #kidsquotes #kidsquote #tumbuhkembanganak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak
25		Minggu terakhir pembagian voucher gratis kursus 1 bulan dari kokikecilku. Apakah ada dari anda yang belum kebagian? Voucher berlaku sebulan dari tanggal klaim voucher^^ www.kokikecilku.com/promo-Facebook	Minggu terakhir pembagian voucher gratis kursus 1 bulan dari kokikecilku. Apakah ada dari anda yang belum kebagian? Voucher berlaku sebulan dari tanggal klaim voucher^^ #promo #kidscooking #kokikecilku #vouchergratis #kursusmasak #kursusmasakanak #event #kids #cookingclass #kreatifitas #lesmasakanak #kelasmasakanak

26		<p>Pengadonpun perlu diceriakan dengan warna. Tidak lama lagi KokiKecilku akan mulai menjual peralatan masak anak untuk di rumah. Tertarik?</p>	<p>Pengadonpun perlu diceriakan dengan warna. Tidak lama lagi KokiKecilku akan mulai menjual peralatan masak anak untuk di rumah. Tertarik?</p> <p>#kidsfriendly #kidfriendly #safecooking #kidstool #kidscooking #cookware #kids #cookingclass #kreatifitas #lesmasakanak</p>
27		<p>Kids Quote Seri 8: “Biasakan makan teratur sejak dini. Tidak perlu harus banyak, asal teratur. Jangan sampai lupa memberikan makanan saat dimana ia seharusnya makan. Terutama sarapan.”</p> <p>Like jika berguna ☺ Share jika berguna bagi kamu <3</p>	<p>Kids Quote Seri 8: “Biasakan makan teratur sejak dini. Tidak perlu harus banyak, asal teratur. Jangan sampai lupa memberikan makanan saat dimana ia seharusnya makan. Terutama sarapan.”</p> <p>Like jika berguna ☺ Follow untuk melihat quote seperti ini <3</p> <p>#kidsquotes #kidsquote #tumbuhkembanganak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>
28		<p>Menu @kokikecilku Seri 2! Tebak dari Negara apa masakan ini berasal ☺</p>	<p>Menu @kokikecilku Seri 2! Tebak dari Negara apa masakan ini berasal ☺</p> <p>#cooking #kebab #healthyfood #kelasmasak #kidscooking #kokikecilku #kids #cookingclass #kreatifitas #lesmasakanak</p>
29		<p>Promo Gratis hanya tinggal hari ini dan besok! Tinggal tersisa 6 voucher saja untuk para mommy dan daddy yang ingin mendaftarkan anaknya.</p> <p>Klaim sekarang juga! Voucher berlaku 1 bulan dari tanggal klaim.</p> <p>www.kokikecilku.com/promo-Facebook</p>	<p>Promo Gratis hanya tinggal hari ini dan besok! Tinggal tersisa 6 voucher saja untuk para mommy dan daddy yang ingin mendaftarkan anaknya.</p> <p>Klaim sekarang juga! Voucher berlaku 1 bulan dari tanggal klaim.</p> <p>#promo #kidscooking #kokikecilku #vouchergratis #kursusmasak #kursusmasakanak #event #kids #cookingclass #kreatifitas #lesmasakanak #kelasmasakanak</p>

30		<p>Berdasarkan hasil penelitian sekitar 50% kapabilitaas kecerdasan orang dewasa telah terjadi ketika anak berumur 4 tahun,</p> <p>Masa ini sangat kritis bagi anak untuk mempelajari pendidikan kognitif.</p>	<p>Berdasarkan hasil penelitian sekitar 50% kapabilitaas kecerdasan orang dewasa telah terjadi ketika anak berumur 4 tahun,</p> <p>Masa ini sangat kritis bagi anak untuk mempelajari pendidikan kognitif.</p> <p>#kidsfriendly #kidfriendly #safecooking #kidstool #kidscooking #cookware #kids #cookingclass #kreatifitas #lesmasakanak</p>
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