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PT. GEONET INFOMEDIA DIGITAL MARKETING STRATEGIES TO MAINTAIN CUSTOMER RETENTION THROUGH SOCIAL MEDIA

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Abstract

In today highly competitive market worldwide, the increasing users of the internet make the businesses starting to shift from traditional marketing to modern marketing. Digital marketing used for companies to engage customers and also communicating with clients, PT. Geonet Infomedia face a problem of low customers retention and are looking to find a solution by maintaining communication and increasing awareness towards the social media. While the company tried creating content through social media, the company needed the right content to utilize their brand and resolving their problem. This research examines the condition of internal and external condition of the company to propose a solution for their social media's account. This research is conduct trough literature review to provide solutions towards the PT. Geonet Social media account, which is done by qualitative method using 7p's marketing mix, VRIO analysis and content analysis for their internal condition, for the external analysis will be analyse by porter five forces and customers analysis. Data is obtained by in-depth interview with 4 clients and internal of PT. Geonet Infomedia, the result of the interview then analyse using SWOT and Customer Decision journey, throughout the frameworks, the result is use for proposing digital strategies on each social media account to maintain their customer and increasing the retention rate.

Keywords: customer retention, social media, content, digital strategies, retention rate. Users of internet

INTRODUCTION

In today's highly competitive market worldwide, business faces shifting from traditional to modern one of the factor that change the business is the internet and information revolution, technology advancements and the Internet have opened up new possibilities for network changes between businesses (Chircu and Kauffman 2000). The presence of the internet bring ease in many convenient ways for the needs

of the daily activity, as the internet users keep rapidly increasing, According to Datereportal (2021), Indonesia had a 73.3% internet penetration rate in 2021, and 61.8% of the country's population used social media, according to the research. This percentage increased by around (1.0%) between 2021 and 2022. Many people referred to this as the "e-business revolution" since it allowed for new ways to do business online as the internet and the digital era of electronics have become commonplace (Apăvăloaie, 2014).

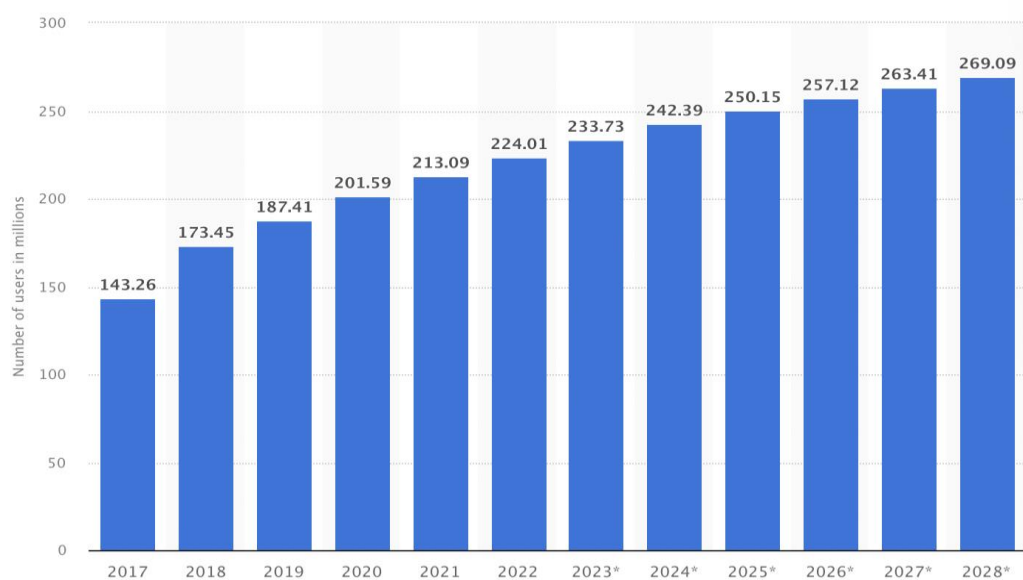


Figure 1 internet users in Indonesia from 2017 to 2022 with forecasts until 2028
Source : Statista, 2023

The internet has completely changed the way of how the business operate. Businesses can easily access a worldwide audience because of the development of e-commerce and social media. Yet, the effects of the internet on businesses are not without some part of difficulties, such as increased competitiveness, cybersecurity concerns, and the need for ongoing technological and customer behaviour adaptation (Westerman et al, 2014). Although that the internet have positive impact for the business and the evolution of the industries, but the side of positive might impact the business process which led to competition for the business, the internet provide ease for the users. PT. Geonet Infomedia who use traditional marketing receive a problem with the emerging of business in the same sector of geographical mapping, as the only one of the authorize reseller for the products of satellite mapping Geonet can't be at ease because people will always look for the information based on the internet and through digital information Geonet should provide the information of the company businesses.

With the situation of how the internet effected the business nowadays and market situation such as, the level of competitive market and economic, can impact a company ability to get the customer and also at the same time it is important to maintain customers to remain loyal. However, maintaining customers loyalty can be challenging, especially in a competitive market where customers have many options to choose from. Factors such as customer satisfaction, loyalty programs, and personalized communication have been identified as critical to improving customer retention rates. According to Kumar & Pansari (2016), Customer retention may also be impacted by the market environment. For instance, to keep their customer base in

a highly competitive market, businesses may need to place more emphasis on pricing competitiveness and customer service. Also, during an economic downturn, consumers could become less brand loyal and more price sensitive.

With the aforementioned of the condition of the market and situation for PT. Geonet Infomedia, maintaining customers to remain loyal is the main issue alongside with the business to growth PT. Geonet need to acquire new / potential customers. The importance of implementing the right strategies to make the business to sustain are maintaining the customer retention. A key element of any effective business plan is customer retention. Businesses can raise client lifetime value, boost their bottom line, and build a devoted customer base that will sustain them for years to come by prioritizing the requirements of existing customers and putting retention strategies into place. According to Bain & Company (2022), Profits can rise by between 25% and 95% by simply raising client retention rates by 5%. This demonstrates the enormous value that customer retention can have for a company, especially in terms of sustainability and long-term revenue development. Businesses can develop a devoted customer base by prioritizing customer satisfaction and putting in place efficient retention strategies. Loyal customers not only bring in repeat business but also act as brand ambassadors, assisting in the recruitment of new clients via word-of-mouth recommendations. Purpose the research to understand PT. Geonet Infomedia's internal and external business environment. To evaluate and develop a right strategy to be implemented by PT. Geonet Infomedia to increase customers retention

METHOD

Alignment of Research Objectives, Frameworks, and Methodology. According to the table above, the first objective of the research is to have a knowledge condition for the internal and external of PT. Geonet Infomedia which faced the retention problem as stated in the business issue, the framework used for exploring are Porter Five Forces as the tools to determine how competitive PT. Geonet Infomedia and the industry involved in, customer analysis to understand which segment the business are approaching or going to maintain, the last one is VRIO which is important tools that help understand the business core competencies product or services ultimately to its customers. After having an understandable knowledge of the business condition and the business issue at the company, the research will followed by doing analysis for the current strategy and proposing new retention strategy. There are two frameworks for obtaining that objective which are the general analysis and the thematic for proposing a new retention, the thematic that will be used for this research is the Customer Journey Decision by Mckinsey, while the general tools for evaluating will used Content analysis, SWOT and the marketing mix.

The data collection method is a crucial aspect for research study, as it determines the quality and reliability of the findings, analysis process and to gain deeper conclusions. The method for collecting data is divided into two categories quantitative and qualitative, as for the method that will be used for obtaining the data from PT. Geonet Infomedia and their clients will be using the qualitative methods which can gain deeper information as a B2B model.

Quantitative research begins by describing individual differences in terms of universally applicable "standard" variables, even while different individuals exhibit varying degrees or ratios of the variables (such as intellect, extraversion, or tolerance

for ambiguity) which led to qualitative method should be done with the right speaker to achieve the most suited answer. The goal of quantitative research is to demonstrate if there are cause-and-effect links among the variables (Cropley, 2022). Therefore to obtain environmental analysis by doing qualitative method can be done in several ways, which led to different types of qualitative, interviews are the most frequently used in qualitative research for narratives, however this is not always the case. In certain cases, the researcher and those being examined do not even have direct interaction called “Types and Patterns Analysis” (Hawking and Mlodinow, 2010) .

In depth interview is the most common qualitative method, this research will conduct interview with several parties from the internal company and the external parties (client), according to Cropley (2022), qualitative method can be irrelevant when the question is too general or when the speaker from the client have no context about the question, but qualitative method also have an advantage of letting researchers to collect in-depth information from participants directly, delving into their ideas, feelings, and experiences in-depth and in their own words. therefore this research will highly choose the speaker from internal and external that are relevant with the question. After having in depth interview with the related parties the result will be combine with other analysis tools to produce insight that can be evaluate to proposed another retention strategy for PT. Geonet Infomedia, which can be used as a recommendation. Overall, the goal of an interview in research is to gain a deeper understanding of the both parties perspective.

Based on the methods of colleting the data, this research will continue to analyse the information that has been gather, by conducting systematic approach through literature review, articles and collecting relevant information from other sources to analyse the existing data. Due to the collection method of this research using only in depth interview with different parties, the method of analysis will also be only using narrative analysis from the information gathered by the interviews.

Narrative analysis entails gathering narrative data from a variety of sources, including interviews, narratives that have been spoken or written, personal diaries, and social media posts. To find reoccurring themes, patterns, or structures in the tales, the data is then transcription and analysed using a range of methods, classification, and thematic analysis. This research will elaborate the information given from the internal and external parties on how the business experiences, challenges faced by the internal and external condition of the client using the product and services. By using this tools of analysis the researcher can obtain a comprehensive insight from the speaker that will help this research to achieve the objective of the research.

HASIL DAN PEMBAHASAN

SWOT Analysis

After analysing the internal and external environmental condition of PT. Geonet Infomedia which indirectly indicates the current SWOT of the company. The SWOT analysis goal of the research is for enabling the company to eliminate certain disadvantages and also enabling the company to use the strength and opportunity for their business to sustain and maintaining their customers, while the problem of the current situation are the low retention rate, SWOT analysis also able to eliminate those threat by looking at the root of the problem. Strengths,

weaknesses, opportunities, and threats are the four categories used in the SWOT analysis of both internal and external elements. The goal of using SWOT analysis in strategic decision-making is to choose or form and put into effect a plan that is compatible with both internal and external elements (Murali et al., 2014). Thus referred to the result of the environmental analysis of PT. Geonet Infomedia, the SWOT outcome are classified as the following:

Strength

a. Extensive variety of products for customers

PT. Geonet Infomedia have a various product lines which integrate for geographical needs, the company offer product mainly used for GIS, which are ArcGIS, Global Mapper, Data East and Avenza system, this product also came in various version which the customer will be explained about the use of each product, another program that the company offer is also New Century, which are a software accommodate to assess the risk and data for building a pipeline or other needs that are similar for a plantation or oil & gas sector, the other software that the company offer are PIX4D, Agisoft and Terra this product used for photogrammetric processing of digital image. The variety of product shows that the competitiveness of the company in this industry is high based on the resources.

b. Strong partnership with external parties

In terms of selling the product, PT. Geonet Infomedia have become an authorize reseller for one of their product which is Global Mapper, this put the company at an advantage of being the company that will be directly link to a customer that willing to buy the product, as a reseller PT. Geonet also have an advantages in terms of profitability, another partnership that the company have is collaborating with other vendor which is ESRI Indonesia, this partnership helps the company to become a vendor on a project which can be seen on their website.

c. Formed by strong internal expertise

Based on the organization PT. Geonet Infomedia is formed by expertise on their industry which understand the business and have the capabilities to serve and utilize the product that the company are offering, the company itself already have the experience on using such tools, with the experience of the company that have been through government project and now currently pursuing project on a private sector the company shows how capable the internal handling the project.

d. Competitive Edge of serving and selling

Businesses may gain an advantage over rivals by being able to provide both goods and services. By adding service components into their offers, they may use their experience in service delivery to increase the value and distinctiveness of their goods, or vice versa. This is also shown by the business model that PT. Geonet Infomedia pursuing, the approach of selling product and also generate another income by doing services.

e. Strong Company Image

The company of PT. Geonet Infomedia is formed in the 1994 and still operating until now, although the business was formed as a consultant on geographical sector, which now is also selling product, the image of the company that still running in the same industry with such long time will easily

gain the trust of the customer, which is also mentioned in the interview, that the company have advantages when facing other vendors by such the company have longer existing or operation.

Weakness

a. Vulnerability to Economic Conditions

Some of the products that PT. Geonet Infomedia offering are directly partnering with the original distributors, the distributors itself located in America in which when the customer going to buy the product, the product itself is affected with the current condition of the currency, which make the product price is fluctuate.

b. Digital Marketing Promotion

In the current condition of PT. Geonet Infomedia, the company have already formed social media's to engage the customers, but the lack of promotion that the company have uploaded is still not sustainable, the company social media content is rarely updated. The content of the current social media also should be updated based on the customer preferences.

c. Limited time to connect with users

Due to the users mainly going to sites making the communication heavily dependent to time, some companies may only use the product and not the services that the company offer, some users have lack of time and experience for using the software that can impact the software rating.

d. Low existing of exclusive content

As a company that mainly focus on Geographical sector, the existing content on the social media is heavily celebrating the national days, and also hiring / opening job vacancy, the company can promote content that explain their specific product or services.

e. The license model of the product

Due to the products license that are perpetual, which is one time buy only for a specific period of time and version, the company unable to generate or offers any subscription for the product.

Opportunity

a. Increase Online Promotion

With the current situation where everyone is using the internet and social media which the company already created, PT. Geonet Infomedia can create promotion through online promotion such as using ads or search engine optimization.

b. Entering E-commerce to expand the market

Looking to the activity of people that tends to search product online, the e-commerce is a platform that a company can utilize, According to the interview people tends to look for low price with good quality a software tends to be fake licenced, so entering this e-commerce can promote the company by luring customers.

c. Collaboration with other external parties

PT. Geonet Infomedia have already strong partnership with other parties which advantage the company for their operation, the company can try to make a collaboration with the existing client or with other existing company in the same industry.

d. Technology Advancements

With the internet users rapidly increasing, PT Geonet Infomedia can develop their internet present for giving the customers the best experience while also enabling the company to innovate throughout the technology advancements.

e. Generate informative content for customers

The most liked content of PT. Geonet Infomedia on social media's are the job vacancy and also the post where the company explain about the benefit of using a software, this kind of content enable the user and customers to understand the product.

Threats

a. Dependence on Key Personnel

The current situation of the company is relying, to the external parties for some of the activities of the company, PT. Geonet Infomedia should tackle this problem by maintaining good relationship with the parties, or utilize the internal resources for having competitive advantages.

b. Product offered in not standard price

Based on the result of the in-depth interview with the sales marketing, there are many customers to look for a low priced product, this enable for other parties that sell pirated product to have a threat in the business that PT. Geonet Infomedia is pursuing, although the product that the company offer have slightly updated due to the condition of the geographical condition.

c. Low Customers Satisfaction

For some customers that only buy the product from PT. Geonet Infomedia, there are some lack of experience on using the product which not enables the clients to utilize the program, this resulting customers to have a low satisfaction, the other factor also when customers came for only asking about the product specification where they buy on other companies which makes the customers need to put more money for using the product.

d. Customers only use the services

There are certain clients that not willing to pay a high price for a high specification product, which therefore they choose to buy on other companies or parties that may be pirated product, this perform a challenges towards the company profitability for selling their products.

e. Exclusiveness from competitors

A threat that could possibly came from the competitors are their exclusiveness or selling or offering their product towards better promotion, this threat also show the weakness of the current condition of PT. Geonet Infomedia digital marketing.

Customer Journey Decision Analysis

In exploring the business issue of PT. Geonet Infomedia of low retention rate of customers, therefore the author decide to look at the customer purchasing activity by analysing using a thematic framework Customer Journey Decision, the framework of Customer Decision Journey emphasizes the significance of keeping consumers involved all through the decision-making process, as well as the ever-changing nature of customers' behaviours. According to McKinney (2009) there are four stages in the customers journey which are the initial consideration, active evaluation or the process of researching potential purchases, closure and lastly the post purchase.

Due to the research limitation and resources of performing a B2B analysis with the customer journey decision, the author only able to gather 4 existing clients from PT. Geonet Infomedia in which already mentioned in the Customer Analysis, this thematic analysis will analyse furthermore about the customers activity by analysing each stage of the framework which is already stated in the paragraphs above.

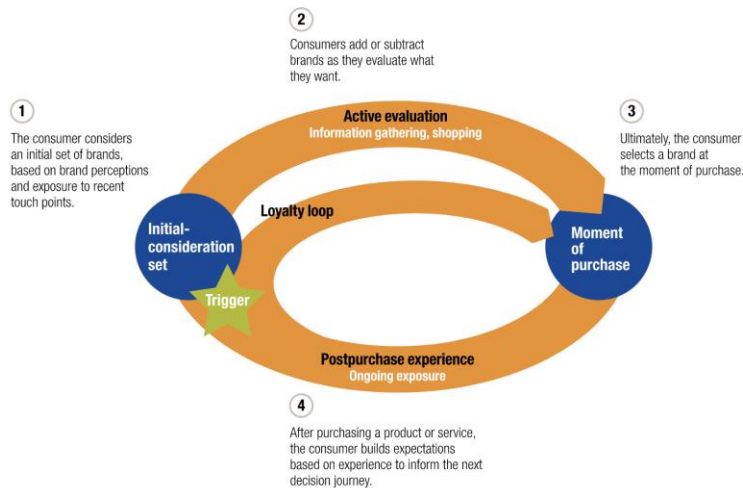


Figure 2 McKinsey Customer Journey Decision
Source: (Mckinsey, 2009)

1. Initial Consideration

The first step in the purchase decision process is for the consumer to recognize they wants or needs the product or service on offer. When businesses take the time to learn about their consumers' wants and requirements, they may better personalize their products and services to meet those demands (Abdul & Madhavi, 2017). Based on the 4 clients of PT. Geonet Infomedia, the initial consideration of using the product and services is because the needs for completing the project, and the tools that the company offer are matching for the works that the companies is pursuing. Another factor for consideration is the client needs to know about the company before they are able to consider the product and services, which is why from the four respondents they know about the product and the tools that the company is offering, but the company and services that PT. Geonet Infomedia offering itself have low familiarity among the users. In which that the company have a problem about making their brand image among the customers, this problem may also lead due to low activity in the promotion and digital existence, the business also know that the state that the company were engaging the customers back then is still using word of mouth, while currently is trying to build an image for their digital existence.

2. Active Evaluation

As soon as a customer recognizes a need, they will begin weighing the merits of various solutions, including those offered by the organization. Customers are now filled with information from a wide variety of sources, including the increase of social media and mobile applications (Abdul & Madhavi, 2017) . Companies are also dealing with and expanding marketing

strategies in the face of increasing media and channel fragmentation. Customers shop smart by scouring a variety of resources and comparing their findings to their available options. In this phase the customers basically will weighting the possible product and services they will choose, according to the 4 respondent, there are highly consideration and evaluating the options that exist, which are the price different from each option, the benefit of after purchasing the product, and the insurance that they will get, while for the services they consider are the resources that they offering, the company portfolios or experiences and other beneficials benefits that the company will get, in terms of PT. Geonet Infomedia the company offer free installation and quick learning session to use the product so the clients will be able to use and develop the program themselves. As mentioned in the interview, clients also consider about customer service availability, because some program may need maintenance or an update therefore it is also an important factor.

3. Closure

The Purchase Phase follows, and it entails all of the contacts between the consumer and the company that occur when the customer is making a purchase of a product or service. It's defined by actions like deciding what you want, placing an order, waiting for it, being treated politely by the employees, paying for it, and eventually taking possession of it. Although the 4 clients that are being interviewed is still using the product and services from PT. Geonet Infomedia, they stated that the moment of purchasing the or the decision of using the product is because it meets the requirements of what the companies is looking for, and as for the services the clients is using it because of PT. Geonet Infomedia company background, while some of the respondent say that the company is choose because of winning the vendor.

4. Post-Purchase

According to Abdul and Madhavi (2017), After a consumer has purchased a product or service, their continued involvement and communication with the company is crucial. Customers are more likely to return for future service events if their previous experiences have been pleasant. In contrast to the various occurrences that might occur during the buying phase, the post-service phase is often a one-time occurrence. The after purchase also divided into 2 stages which are bond and advocate or switch, because the current respondent only limited to the bond, the advocate and switch stage will be referred to the internal interview which stated that many customers, tends to stop using product or services due to the price and lack of informative knowledge on using the product.

As for the post purchase clients have a bit of problem in exploring the product because there are too many tools to look at, the clients mentioned about they will be needing a workshop or training to able to develop the product to be able to optimizing the use of it, this is align with the research objective to tackle the problem of retention due to lack of informative knowledge on the product, the company need to maintain good relation with the existing client and also able to share informative knowledge on their products that they offer, the clients cant rely heavily on communication because the user is usually going to sites. PT Geonet Infomedia should try to scale their clients experience on using their product also monitoring what are

the issue of their clients on using some tools. Customers who have good experience on the product or experience good services tends to go back (re-buying it), on terms on the product because it's a perpetual license, the client might have a change on buying the updated version.

5. Business Solution

Based on the findings of the environmental analysis and thematic framework used for this research, there are key points of findings of the internal condition and external condition, based on the analysis and research goal of this research is to proposed a new digitalization strategy for PT. Geonet Infomedia, the research also aim to enable the company to increase the low retention rate from their customers. Rather than focusing on switching costs and barriers, customer retention management initiatives that are founded on value-based commitment and support are more likely to succeed (Fullerton, 2003). Therefore the author emphasises to maintain the position of PT. Geonet Infomedia social media's with some new updated content that are relevant for their customers and also relevant towards the platform.

Social media's can tackle the issue of customers problem based on their activity for wanting to be able to use the product seamlessly, by that PT. Geonet Infomedia itself should aware that the content that they promoting should be informative, as an issue of the lower engagement rate from each social media itself PT. Geonet Infomedia might consider looking through the algorithm of social media, or optimize search engine for increasing the engagement rate. Online connection is contingent not just on the medium of technology, but also on the persons who choose to utilize such facilities, a view supported by Wiertz & de Ruyter (2007). 69% of organizations expanded their usage of video content in content marketing in 2019 (Beets and Handley, 2018), making it the fastest-growing category of content. To utilize the existence of each social media, the company should understand each use of social media and trending content for a better engagement, there for these following paragraphs will explain about the solution for customers retention based on each social media:

YouTube

According to the content analysis of PT. Geonet Infomedia YouTube account with the current subscribers of 27, the first thing that the company can try is to build awareness from their clients and potential customers, and for the content to be able to viral and mostly engage the YouTube users, according to West (2010), there are several elements that could make the video receive more engagement which are, music, duration and presence of celebrity, this was proved by the research of Dianthe (2016), showing the effect of music impacting the numbers of views towards the content 3,01%, the duration 0,76%, and the presence of someone influential is 13,26%, this relevant tools can be an option for PT. Geonet Infomedia to increase their numbers of viewers, while the tools is not significantly improve the numbers of viewers, the company should evaluate the content their uploading.

For PT. Geonet Infomedia to be able to increase their subscribers as well as their viewers here are the proposed strategy for the company YouTube account:

a. Increasing Their Numbers of Subscribers and build Awareness

The current YouTube company account is still lacking on the numbers of subscribers, increase that number the company can try to engage the current users and partner to follow each other account creating awareness on the internal environment of the company and existing partner and customers could be a good start to increase awareness.

b. Optimizing Search Engine

Increase your exposure and audience by optimizing your YouTube channel for search engines. PT. Geonet Infomedia can do some keyword research to find the right terms to include in your video's title, description, tags, and closed captions for the videos to have a better chance of showing up in searches and recommendations.

c. Create Compelling and Engaging Content

Company should focus and making high quality content to captivate the viewers, the content should be informative, using good visuals and editing to keep the video interesting, for the current content that are mainly webinar could use some editing and visualisation, content should also be diverse so the viewers could enjoy various content.

d. Promoting The Channel

The company should consider investing on online advertising and collaborating with influential person to promote their channels. The company should also leveraging the customers base.

According to the research of Hollebeek at al., (2014), engagement are highly contextual, as for the concept of video based social media there are 4 strategies aspect that play a huge role for customer engagement which are, interactivity, By providing user-generated content and a platform for two-way communication, social media platforms help marketers reach and engage with their target audiences (Van Laer et al., 2013). Attention, to gain the customers interest the video can be illustrated in an interesting way such as animation, good thumbnail (Campbell, 1995; Nilsson, 2006). Emotion, when consumers have happy feelings in response to branded material, they are more likely to have favourable opinions of those brands (Chen et al., 2015). And last one is cognition.

Facebook

Facebook account of PT. Geonet Infomedia is currently having 27 followers and a total of 24 likes, because in the current condition of the company wanting to expand their market existence therefore the company should build an awareness towards their customers and potential customers. According to Cvijikj and Michahelles (2013), Facebook engagement was hypothesized to be affected by posting time, media type, and content, following the analysis that Facebook is for family and friends which most of the content is broadcasting. To enable the company for engaging the customers on Facebook, here are the following propose strategy for the Facebook account:

1. Define company Facebook purpose

Begin by deciding what it is you hope to accomplish with the contents. Is your goal to raise consciousness about your company, attract more people to your website, make more sales, or just to share an informative information, the content strategy will benefit from a thorough understanding of the company goals.

2. Select The Target Audience

Learn more about the demographics, interests, and pain points of your intended audience through market research. This will guide the development of material that is more likely to resonate with individuals and meet their requirements.

3. Brainstorming Contents

Collaborate with a group of imaginative people to come up with content ideas that will appeal to your intended audience. Think about utilizing a variety of mediums, such as written postings, videos, infographics, podcasts, and social media updates. Consider what your target audience would find helpful, interesting, entertaining, or engaging, and focus on providing it.

4. Plan a Timeline for Uploading Content

Make a content calendar that specifies when and where each piece of content will be published as well as its topic and format. Consistency is maintained and efficiency is increased. To make your material more fresh and relevant, think about mentioning important events, holidays, or dates related to your sector.

According to Kim et al., (2015), content type impact different engagement depending on the industry, for utilizing Facebook company account the company can utilize this different types of content, which are task oriented: Persuasive messaging, the unveiling of brand-new offerings, the availability of online coupons, promo codes, and sweepstakes. Interacted oriented contents: Non-brand-related content, such as holiday greetings or questions asking for audience participation. Or Self oriented contents: Details about the business, its goods, and its marketing and promotional efforts. Or the company can implement all different types of content depends on the brainstorming.

Twitter

Social media platform especially twitter enable users to engage in communication, PT. Geonet Infomedia twitter account currently only having a small number of followers and numbers of tweets being posted on the account, although twitter can reach a high number of viewers by using a trending hashtag but using too much hashtag to reach engagement can breach the brand image, according to Pamar (2015), twitter account should be used as a real time communication with consumers, making it more easy for user to engage directly with the brand, based on the types of twitter account PT. Geonet can try to use their account as *brand customer services* or *Brand Interactivity*. The proposing strategy for the twitter account of the company based on those two type can lead to an advantage which are:

1. Brand Customer Services:

Twitter allows for instant, one-on-one interaction with clients in real time. Businesses may show their dedication to customer service by immediately responding to questions, concerns, and suggestions from their clientele. This has the potential to boost client happiness and confidence.

Twitter chats are generally public, so other users may observe how a business deals with customer support inquiries. Companies may demonstrate their dedication to problem resolution and superior service by responding to

client complaints in an open and honest manner. Their image and prestige as a company can benefit from this.

Twitter's character count restriction promotes succinct, issue-specific communication, which aids in swift problem solving. It paves the way for speedy and effective resolution of client concerns. Companies may avoid more problems and bad PR if they respond to customer complaints as soon as they are raised.

2. Brand Interactivity:

Companies may have real-time conversations with their consumers thanks to Twitter. Companies may create a more intimate and lasting relationship with their customers by actively engaging with them through social media. This kind of interaction is beneficial to building relationships with consumers and demonstrates that the business cares about what they have to say.

Companies may create relationships with their consumers and encourage brand loyalty by engaging with them on Twitter. Companies may make their consumers feel valued and appreciated by having dialogues with them, listening to their issues, and providing tailored replies. This has the potential to boost client retention rates and encourage word-of-mouth advertising.

Businesses may exploit the social nature of Twitter to solicit feedback, ideas, and articles from their followers. Follower participation in polls, questions, and challenges may yield useful information, ideas, and product development.

Instagram

The Instagram account of the company is the most followed social media that the company have, the possibility of having a bigger change for getting lots of engagement than the other social media, Using the tools social media platforms give, businesses may efficiently foster client connection and establish an online presence. According to Handley (2016), For business purpose, Instagram is embedded with various features which can serve as powerful tools to satisfy diverse business needs, the Instagram provide the business to create an account business that is specifically used for promoting their business with much inside information about their engagement of viewers and traffic. To utilize the tools that already provide in Instagram PT. Geonet Infomedia can utilize the platform by using the social media features like Post, stories and reels, while the current content of the company is not well established therefore the author propose the strategy for using the Instagram to increase the engagement and awareness towards the brand and services which are:

1. Be consistent with your brand's visual identity on Instagram.

Create brand recognition by sticking to a consistent color palette, typeface, and other visual features. Maintaining uniformity in branding is essential to building brand awareness and credibility.

2. Various Content promotion.

High-quality images, moving pictures, carousel posts, narratives, and interactive material like polls and quizzes should all find a home in your social media strategy. Try out several content formats to find out what your target audience enjoys the most.

3. Storytelling and interesting captions

Write some interesting captions to go along with your photos. Engage your listeners in discussion by sharing personal anecdotes, posing thought-provoking questions, or offering insightful advice. To increase the exposure of your content, make use of trending hashtags.

4. Consistency and timeliness of postings.

Schedule your posts at the peak times of your audience's activity as determined by your Instagram Insights. Maintaining a regular presence and publishing schedule encourages consistent participation.

According to Coelho, de Oliveira & de Almeida (2016), high Instagram engagement can be reached by providing Promotional postings that include popular businesses and engaging content. Photos and videos captured at events, with a focus on promoting certain businesses. The material or concept belongs to the user. Information: Facts and figures regarding a brand's associated activities, locales, opportunities. Marketing: such as quizzes that incentivize followers to take part by offering prizes.

LinkedIn

LinkedIn is different from the other social media, which are more focusing on social networking, used by experts all over the world which cover most of the industry that companies have, LinkedIn enables users to connect with companies, potential clients and expert in the areas, which focused on business and working environment (Damjanovic et al., 2012). As PT. Geonet Infomedia uses this social media to connect with their users and potential clients, which is shown that the followers of the company have reached 438 followers, which is stated by Mr. Zaenul that in LinkedIn the social media is more segmented based on the industry of business we're operating. LinkedIn has created an opportunity abundant to improve business-to-business (B2B) customer relations in today's climate of digital transformation, connectivity, and social networking sites (SNS) (Cawsey and Rowley, 2016). As the current state of the company LinkedIn account who have already connect with customers and still looking for potential clients, the company can improve the connection by providing content to promote their brand.

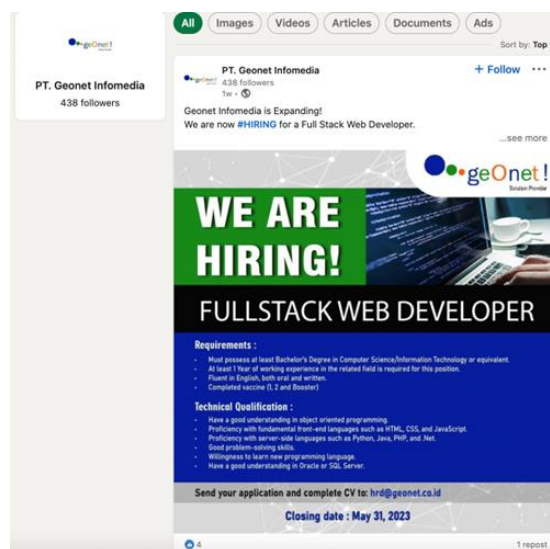


Figure 3 PT. Geonet Infomedia LinkedIn Account
Source: (Geonet)

As the usage of social media develops worldwide, researchers have been increasingly interested in the influence of social media in the context of B2B. Several have emphasized the huge potential in building business ties using social networking platforms LinkedIn, where functions are geared around assisting enterprises develop brands, build relationships and interact with existing and future customers, to achieve those function on LinkedIn, the company should utilize the profile account of the company, which is by:

1. Give them something worthwhile and instructive to read:

Post helpful, informative articles on LinkedIn that address your customers' problems and offer advice on how to fix them. Instead of pushing your products and services in a pushy manner, concentrate on providing value and expertise. This establishes your business as an authority and maintains interest among your clientele.

2. Develop meaningful connections with your target audience:

Show them how much you cherish the connection you share by responding to their postings, congratulating them on professional successes, and communicating with them on an individual basis. Relationship-building and loyalty-building are both aided by personalized encounters.

3. Maintain consistent communication:

Inform your clientele of any changes, improvements, or impending releases to your product or service. Highlight the advantages of these changes and how they meet their changing demands in regular communications via LinkedIn posts, articles, and customized messaging. This shows your dedication to improving your services constantly and keeps your clients interested.

4. Provide access to information and resources by developing specific materials

Reports, white papers, webinars, and invitations to special events are all examples of what may fall under this category. By giving them access to exclusive features and material, you can keep your consumers interested and build loyalty.

Implementation Plan & Justification

The implementation plan for PT. Geonet Infomedia, to increase the awareness from social media and to tackle the problem of low customer retention because of having low informative and awareness in social media will be shown in the table below (Next page).

Based on the implementation plan for PT. Geonet Infomedia to increase the customers engagement and maintain communication towards their customers, the company social media Facebook, YouTube, Twitter, Instagram and LinkedIn have different strategy for the company to weight and asses which one should be put first. The implementation plan consist of the strategy for content planning to be uploaded regularly for the company to maintain their position on the social media, the strategy also consist of brainstorming ideas which the company in the recent year already form a team of marketing, execution for monthly basis and evaluating the content also customers engagement.

Contents may consist of various or different types of content, the company is free to decide which content to be uploaded, but according to the research the content that highly receive engagement are informational, entertainment, remuneration and social post (Luarn, Lin & Chiu, 2015). Some of the strategy

may not be conducted effectively due to various content on each social media but the company may have control of all social medias in time. The company social media should consider using tools to increase their profile promotion, or research about the social media traffic to gain more engagement, with the current numbers of followers and subscribers the company may generate low number of analysis due to the small numbers of the followers, therefore the company should try to engage existing clients to help the digital marketing of the business.

CONCLUSION

PT. Geonet Infomedia is a company that provide products and services which focused on Geospatial Technology, the company is established on 1994 and as the business grow and competitor arise, customers start to shift resulting low retention rate. PT. Geonet Infomedia is trying to change the business from traditional marketing to modern marketing which is by digital marketing.

Based on the environmental analysis of PT. Geonet Infomedia, the internal condition already have some competitive advantages by providing different product lines and services, partnering with external parties and also be an authorize reseller in Indonesia for selected product, and in terms of social media the company need to conduct more various content promotion and customers engagement in each platform, by providing informative content about their products to help the customers. Low engagement from the customers is determine by the current situation of content being uploaded in the social media, most of the clients use different platform and not aware of other social media that the company provide, PT. Geonet Infomedia may announce to the existing customers while still engaging potential customers by utilizing each of the platform that are being used.

PT. Geonet Infomedia need to address the problem of customers leaving because of low satisfaction from the product by providing knowledge on webinar or existing social media contents, platforms that are used can be utilised by the company, in terms of price the company may add promotion towards customer loyalty program to retain the problem of low rate customer retention..

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