THE EFFECTIVENESS OF BRAND CONTENT STRATEGIES AND ENGAGEMENT OF FACEBOOK PAGES AMONG SME IN KELANTAN

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The Effectiveness of Brand Content Strategies and Engagement of
Facebook Pages among SME in Kelantan

by

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ABSTRAK

Facebook Pages adalah satu landasan antara pengguna Facebook dan pengguna yang lain. Kedua-dua pihak boleh menghantar pesanan di dalam mana-mana bentuk maklumat yang boleh dibaca. Di antara pengguna yang menggunakan akaun peribadi untuk mengiklankan produk tetapi keluasan parameter iklannya adalah sedikit. Mereka boleh mencapai rakan Facebook mereka sahaja. Dengan menggunakan akaun peribadi juga boleh mengakses dan mengiklan produk di dalam 'Group' dan 'Buy and Sell Group'. Mereka bleh mencapai jutaan pelanggan yang berpotensi dengan mengiklankan produk di dalam 'Group'. Mempunyai penonton yang banyak tidak semestinya akan membawa kepada pelanggan yang banyak. Kerana, di dalam landasan Facebook, terlalu ramai peniaga yang bersaing antara satu sama lain untuk mengiklankan produk. Media social adalah landasan yang bijak untuk membuat hubungan dengan pelanggan. Untuk menjadi lebih spesifik, mereka membuat penjenamaan di dalam Facebook. Organisasi perniagaan boleh memuat naik status yang mempunyai maklumat, video, gambar dan lain-lain di dalam Facebook Pages. Daripada status itu, pemegang akaun boleh membuka dan melihat semula semua status yang dimuat naik di dalam Facebook Pages. Seperti contoh adalah 'Group','Event', dan 'Instagram'. Alat yang kedua adalah 'Insight'. Kita boleh melihat prestasi dan perhatian pelanggan. Pemegang akaun boleh membuat penambahbaikan jka mereka lihat prestasi mereka berkurang. Kita boleh melihat statistik ini di dalam alat yang disediakan di dalam Facebook Pages. Selepas itu adalah 'Brand Content Strategies'. Ini adalah strategi yang sangat membantu untuk Facebook Pages. Ianya mengandungi 'Brand Content Vividness', 'Brand Content Interactivity', dan 'Brand Post Consistency'. Kesemua ini boleh meningkat keberkesanan penggunaan Facebook Pages.

The Effectiveness of Brand Content Strategies and Engagement of Facebook Pages among SME in Kelantan

ABSTRACT

Facebook Pages platform is a channel network between a Facebook user and another user. Both parties can deliver message in any kind of readability things provided. Some of the user, they only use personal account for product advertisement. But the parameter is very small. They can reach their friends and follower only. By using personal account, there is another features that they can promote their brands or product. The features is Group and Buy and Sell Group. They can reach millions of potential customer by make a posting inside the group. Having a lot audiences does not means that having a lot of customer. Because they is a lot of Facebook user compete each other for promoting their brand and product. Social media have been an excellent platform for encourage relationship with customers. To be more specific, they create a brand pages on Facebook. The business organization can make a post that containing information, video, picture or other material at the pages. From that post, customer can like and comment on the post. Besides that, liking and commenting process can bring the successful target reach by the admin. It can increase the popularity of the post if people keep liking and commenting. There is a lot of Facebook Pages features that can bring effectiveness of marketing through Facebook. The first features is Page. An admin can review all the posts that have been posted. Furthermore, they can review depends linked community. For example is group, Events, and Instagram. Second features is Insight. We are able to check the performance of intention from the customer. By checking the performance of the Facebook Pages, an admin can make an improvement when they know the performance is decreasing. It is because the performance result in Facebook Pages is separated by several component. So that, we know the bad performance come from where. Next is the component in Brand Content Strategies. This is the most helpful approach for Facebook Pages. Moreover, Brand Post Strategies have brand post vividness, brand post interactivity, and brand post consistency. All of these features stated can bring effectiveness for business marketing.

CHAPTER 1

INTRODUCTION

1.1   Introduction

This research is about the effectiveness of Brand Content Strategies and Engagement of Facebook Pages among SME in Kelantan. The objective of this study is how the Facebook Page's user among the SME in east coast use the Brand Content Strategies effectively. A review from the research, under Brand Content Strategies we classified 3 component are used in this Facebook Page Guideline. It is brand vividness, brand interactivity and brand consistency. All these content can lead to engagement without pay. They can reach the customer that having a high desire about the product character. But the key of effectiveness is the way their handling the brand. It can be their headlines, characteristic of the picture, posting schedules, and many more. Besides, this information can support the Brand Content Strategies and engagement of Facebook Pages among SME in Kelantan

1.2   Background of Study

Basically, this study is about e-commerce. In a study of Teo (2005) he claimed globally business are increasing by using internet as a marketing activities. Expanding of Internet has made the communication between business and customer extremely effective. In term of costing, it reduce a lot because the travelling costs, product and services and geographical boundaries relation have been prevented by internet networking relation. In this research also said that the internet has changed the gameplay of marketing competition. A lot of firm started to realize the important by leveraging on the internet to run their business.

Internet revolution has bring the biggest change towards business compare with barter. Its replace each other according by research Reichheld (2000). He also claimed internet give a lot of good things to consumer and business till no one can make argument about existing of these online platform. Internet revolution have ease people for trading item and

Based on study by Kozinets (1999) existing of internet and electronic tribes, the managers need to be effective in this new environment. Managers need to come out with strategic implications to tackle the new environment. Business organization have to maintain their sale to keep sustain in market. In

movement of internet business, managers need to tackle which platform need to use.

Kiang (2000) said the existing of internet can give a big opportunity for marketers as a commercial medium. In this research, they focus on how internet is use for virtual storefront whereby the product sold can directly reach the customer. He also claimed that product characteristic can give a big impact for marketing in internet.

1.3   Problem Statement

Based on research by Daniel M. Romero (2011) growth of Social Media have ease millions of people to share any content widely. They are huge contribution in social network due to countless number product reviews, news, opinion and discussion that discussed in social network such as Facebook and Twitter. Influence people by using social media have a strong relationship. In this research, they found that they need to compete each other to attract attention and influence other people to deliver message. Not only the companies are using this medium but the celebrity also need to use the medium to scarce attention from the community. As a result, this medium can bring the intention of the medium user by making an opinions and ideas. Next, all these function

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of the social media can give an opportunity for individual or organization to make an agenda towards the public.

Facebook Pages platform is a channel network between a Facebook user and another user. Both parties can deliver message in any kind of readability things provided. Some of the user, they only use personal account for product advertisement. But the parameter is very small. They can reach their friends and follower only. By using personal account, there is another features that they can promote their brands or product. The features is Group and Buy and Sell Group. They can reach millions of potential customer by make a posting inside the group. Having a lot audiences does not means that having a lot of customer. Because they is a lot of Facebook user compete each other for promoting their brand and product.

According to Hoffman (2010) social media have been an excellent platform for encourage relationship with customers. To be more specific, they create a brand pages on Facebook. The business organization can make a post that containing information, video, picture or other material at the pages. From that post, customer can like and comment on the post. Besides that, liking and commenting process can bring the successful target reach by the admin. It can increase the popularity of the post if people keep liking and commenting.

There is a lot of Facebook Pages features that can bring effectiveness of marketing through Facebook. The first features is Page. An admin can review all the posts that have been posted. Furthermore, they can review depends linked community. For example is group, Events, and Instagram. Second features is Insight. We are able to check the performance of intention from the customer. By checking the performance of the Facebook Pages, an admin can make an improvement when they know the performance is decreasing. It is because the performance result in Facebook Pages is separated by several component. So that, we know the bad performance come from where. Next is the component in Brand Content Strategies. This is the most helpful approach for Facebook Pages. Moreover, Brand Post Strategies have brand post vividness, brand post interactivity, and brand post consistency. All of these features stated can bring effectiveness for business marketing. But what method to use to increase the probability of marketing effectiveness.

1.4   Research Questions

To achieve mentioned objectives, the formulated research questions for this study are as follows:

1. Does the brand post vividness affect the engagement of Facebook Pages among SME's in Kelantan.

2. Does the brand post interactivity affect the effectiveness of Facebook Pages among SME's in Kelantan.

3. Does the brand post consistency affect the effectiveness of Facebook Pages among SME's in Kelantan.

1.5   Research Objective

Due to the importance of the effectiveness of Brand Content Strategies mentioned in previous section, this research is aimed and measure the effectiveness of Brand Content Strategies toward SME's in Kelantan. Next, to achieve the aims of this research, the following objectives are created:

1. To examine the brand post vividness on the engagement of Facebook Pages among SME in Kelantan.

2. To examine the brand post interactivity on the engagement of Facebook Pages among SME in Kelantan.

3. To examine the brand post consistency on the engagement of Facebook Pages among SME in Kelantan.

1.6   Scope of Study

As discussed in the previous section, this study will cover about the effectiveness of Brand Content Strategies. Which means, it only have in Facebook and Facebook Pages only. Furthermore, the number of online traders in Malaysia for year 2017 is 52900 which is using the Facebook as a business platform. To be specific the area of the study will focus in Kelantan.

1.7   Limitation of Study

There is a constraint in this research whereby there is a several district that not actively using Facebook Pages. Another factor is time constraint which is very short to finish the questionnaire and the reports. Financial factor also is the reasons why this research is using quantitative method. It can reduce the financial and time usage.

1.8   Significance of Study

This subchapter will discussing about the significance between the independent variables and the dependent variables. The independent stated is the brand post vividness, brand post interactivity, and brand consistency. Next, the dependent variables is engagement of Facebook Pages among SME's in Kelantan.

Firstly, the brand post vividness is one of the factor that can bring the engagement of the Facebook Pages. As a theory of brand post vividness and research of two way communication model, there is a lot of scholars and practitioners using the words "dialogic" and "dialogue" to define the ethic and practice to public. When there is a two way communication between Facebook Pages and the follower it will increase the engagement and can bring the effectiveness of marketing. The term of dialogue is necessary with relational communication theory and philosophy. It shown that the theory is an important step to understand how the organization create relationship with other organization and public interest. This study defining the real concept of brand vividness which is very important in Facebook Pages.

Basically it is two way communication between an organization and other organization or public interest but this research examine the significance

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between the factor of effectiveness and effectiveness of Facebook Pages Guidelines. They is a few step need to be followed according to this research to have a very good brand post vividness. This is the reasons why the theory of the brand post vividness need to be applied.

The second one is brand post interactivity. Brand post interactivity is how all people keep connected each other. Not only for business but for expressing the emotion and sharing knowledge. The different between this factor compare to others is the degree of influence that happen in communication process. This research will examine the significance between brand post interactivity and the effectiveness of Facebook Pages Guidelines. Brand post interactivity concept is a top agenda for business nowadays. Because the concept of interactivity is to maximize the tools or the features provided in the Facebook Pages. Consultant is a decision makers that can identify the way to create profit using brand post interactivity. They providing the guidelines to be use by the admin of the Facebook Pages. This guidelines will increase the engagement of the followers organically due to brand post interactivity concept. Based on this huge interest, this research found that the understanding of level of influences is limitless. This research are seeking for a clarification. This study started to describe the concept of interactivity and related it with Web 2.0 and User Generated Content (UGC).

Next, the brand post consistency. Consistency in marketing can builds the connecting part of any kind of brand identity. When the homogenous appearance having a lack visibly, the problem in consistency will occur. Referring to communication method, inconsistency message to customer or in any general business will lead to confusion by customer and they will think that this brand don't have any stands. At the same time, customer will assume a stance of mistrust towards the brand. The problem come from the inconsistency that will lead weak brand identity assumption.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

There is a lot theory that has been used to explain and define the effectiveness of marketing. Since there is a lot of theories that been used, this review will come out with several theories or model that suitable with this study. By using this theory, the research will be more focused and can get accurate result. The theories that been used in this study is Integrated Marketing Communication (IMC), Science Design Method, Integrated Marketing Method, and Technology Acceptance Model (TAM). This review also will cover the independent variables and dependent variables which is important for this research. Although this paper is showing a lot theories and model, this paper chapter generally focuses on the emgagement Facebook Pages among SME in Kelantan.

2.2 Science Design Method

This research are using the design research to strategize all the strategy that have been planned. Design research method is the most famous and accepted by the researcher because of its structure and discipline method to make sure all the step are recorded well. According to Ahmad Alturki (2011), design research is the most accepted approach and have a dramatic growth. It is also come out as a guideline that have been cited so many time. This design research has their own specification towards any research. Furthermore, this approach have been useful and important. Depending on this design also is very beneficial because it have their own specification to carry a research. There is two types of design research. The first one experimentation and exploration, and development and applicant of theories. The purpose of this theory is to stimuli reflection, definitions, and the most effective classification. Another perspective also put the design research as an important method to record all the activity and data analysis for the research (Donald A. Norman, 2014). This design research has two type whereby need to be understand and clear for any exploration and experimentation. Next, the theory of design research will bring the reflection, effective classification, and the definition. Design research can record all the activity and researcher can easily collect the data by using this method.

2.3   Integrated Marketing Method

The study of Kliatchko, J. (2005) IMC is the skill of strategic management and knowledge. It including the planning, directing and monitoring. All the process and the activity mission is parallel with the company or organization vision and objectives. Having a plan and corporates with IMC program it will change a view of the company itself and will demands a wide and comprehensive of the company. Some of the company group or organizational structures, the need of 'marketing culture' is necessary to organization philosophy and objective. Next, marketing communication doesn't only not focusing within organization but it also involves all aspect of business. The marketing communication shouldn't go too far at the first place. IMC suggests that marketing have to grow organically by implementation of the organization because the spirit of the marketing communication will influence others and will affect all the department and level of management. In this study, a proper planning of marketing should cover all business operation. This study shown that the definition of IMC and the function of IMC in an organization. Discussing about the plan, the growth and the culture which is very important for improvement in an organization. The plan also need to be clear and effective. IMC can't directly use to potential audience directly but need to strength up in internal organization at the first place. Then, the influence

of the marketing culture will growth organically in the organization or department. All department and level of organization need to have IMC to have a holistic effectiveness in delivering message.

2.4   The Effectiveness of Brand Content Strategies on Facebook Page among the SME in Kelantan

Business marketing is a marketing that run by an organization, government or any institution. It will bring the organization reach their sales target depends on the time set up by the head of the organization. Business marketing is not necessarily between the business organization and customer, we have business to business marketing too. Based on study Olsen, G. D. (2004) effectiveness of marketing is the way to build perception to customer about the goodness about our product. In this research also they found, by making a charity program it will bring a good look and perception about the product sell. When they two product with a different brand in one place, what can different them if they have a same price and quality. In this research they found that by making a charity, potential customer will choose the brand that making cause relation marketing compare with another brand. It's proved that, to make an effectiveness marketing we can't only using price approach only. We need to figure something new that psychologically can attract people.

One of the biggest marketing platform in the world is Facebook. Facebook can allow us to share any information using picture, video or writing. We only need to sign up using email and we are free to keep connected with others. A result from Owyang (2010) a marketers need to use Facebook Pages for business marketing purposes. Not all business can sustain in the market if they don't have direct relationship with customer in social media networking channels. Facebook Pages have their own features that can make   marketers reach their targeted audience. The features is Publishing Tools. From Facebook Pages, Publishing Tools is the cost based marketing strategy that occur payment for any advertisement. There is 5 tools in the Publishing Tools which is Posts, Videos, Sounds, Lean Ads Form, and Canvas.

The most important thing in doing an advertisement in Facebook Pages is the customer's intention according by Zulkifly (2014). There is a lot of marketers making an advertisement but what element can differs between the same product and quality. Purchase intention depends on potential customer level of contribution. Furthermore, to grab the attention of potential customer towards the product and services promoted, most of the Facebook Pages user choose to make a creative strategies for advertisement. There is a lot of element that can forcing the potential customers to view the product and services that have been promoted. They need it, because the customer have their power to

skip unattractive advertisement. A result from this research also said the advertisement will appear as the 'Sponsored Stories' and 'Suggested Posts'. Basically the native advertisement was a trend in year 2013. They found when doing a native advertisement there is a lot potential customer attracted with the post and lead them to click and figure out more.   Generally, action from potential customer is very important for an advertisement. If not, it will bring a waste for the Facebook Pages user in term of time and money. There is a lot of skill to attract the intention of the customer. Not only the copywriting skill but a picture, video and post scheduling can be big factor to lead them to ask and figure out more about the product or services promoted.

2.5   Brand Post Vividness

According to Pin Luarn (2015), vividness is defined as a brand post stimulates towards various senses by comparing information in combining text message and photo format. Furthermore, it can deliver vivid information on a product or services by reading the description from text written. Next, it also can have a high capability to deliver information about product and company itself. By looking at the point written, vividness is a type of posting that combining text message and photo. It also can deliver information of any kind of product as long there is a description and a picture that can increase the

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capability to understand about the product and the companies. Vividness also can be defined as the way of the brand stimulates the individual sense by combining pictures, colors and dynamic animations. More focus, vividness brand type post got more like, share and comment than less vivid post in Singapore. The consumer will know more about the information of product if more vividness (Patrick F. Bruning, 2017). This researcher also revealed, images and videos attract more consumer engagement than caption-only post. Post that contain image/videos and caption can have more powerful sources engagement. In other research, Landström (2015) concrete and imagery-provoking, emotionally interesting or temporally and or spatially proximate can be described as vivid. Next, a live testimonies are spatially and temporally more instant than video testimonies they accepting as more vivid.

2.5.1   Emotionally Interesting

Multiple biological system in our body can stimuli and respond due to the emotional events. These process will create intentional and attraction which is triggered the incoming stimuli. It is include the process of deliver the information which contain emotion material which can stimuli people to attracted (Dennis L. Molfese, 2017). Nevertheless, this research are defined the true definition about emotional matters which can stimuli and gain respond

from any people that receive the emotional events. By making an emotional post, it can stimuli and attract people to make a respond. The audience will respond by deliver an information or any argument until they satisfied and experienced that post. In other research made by Kara Bently (2017), emotionally intense will lead to the argument that will remembered and experienced. Furthermore the effect of emotion intense will influence and socially desirable respond by other people making another explanation. Emotion also can create a beneficial influence for future well-being. Emotion will lead any person to make an argument so that they satisfied by experiencing the emotion of the thing presented. Next emotion will affect people to make any respond which lead to an explanation. By using emotion, we can create a beneficial influence towards targeted group. The power of influencing by emotion can lead to positive effect or negative effect. By combining Facebook Page post and emotionally intense, it will make huge effect because once they see the post it will stimuli and the desire to make an explanation will increase. Emotion effect will create a negative effect and positive effect. By looking on this matter, Facebook Page post can serve the beneficial influence for future well-being.

2.5.2   Concrete and Imagery Provoking

Based on research made by Olivier Trendel (2017), they have a result which by using image-based information is more effective than using text-only. This image-based information can change positive attitudes implicit into negative attitude implicit. Concrete and imagery provoking also can give a huge impact which is changing the consumer attitudes. Imagery provoking can direct instruction to consumer to imagine the scene changed implicit attitudes. The process of stimulation will increase by vivid visual mental imagery of counter attitudinal valence. From this we can see, image based information can be more effective than using text only. It have a capability to change attitudes implicit from positive into negative. Consumer attitudes can be change by using concrete and imagery provoking. Cognitive task can be portrayed by an effort continuum, which can produces a parallel metacognitive experience. From this research, metacognitive experience can trace a valuable information that lead to formation of judgment. This subjective experiences can fluency the level of understanding and the difficulty to understand any information. There is an example that we can see from this research, reading a text that have a bigger font can be more easy to understand compare to smaller font. Even though the type of font is same (Raquel Gurrea,2016). Imagery provoking also can change the consumer attitudes. The reason why this thing can happen is because the

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changing of cognitive into the metacognitive experience. Metacognitive experience can make consumer trace a valuable information that can lead to formation of judge. This kind of subject can increase the level of understanding from hard to understand into easy to understand. According to Carlos Flavian (2016), imagination is a main strategy made for consumer to understand and evaluate the e-commerce environments. The increasing of vivid can increase the level of understanding of the consumer. The way to make consumer easy to understand is mainly using the imagination because it can also evaluate the e-commerce environments. To increase the level of understanding of consumer, they need to increase the level of vivid.

H1: There is a significant relationship between brand post vividness and engagement of Facebook Pages among SME in Kelantan

2.6   Brand Post Interactivity

Interactivity is referring to a natural characteristic of face to face in a conversation. The concept of interactivity have been applied since the past decades in term of mediated communication contexts. Interactivity has been defined as an interaction between one customer and another customers. It also facilitated by media word of communication systems (Min Yang, 2017). Face to face conversation is a natural characteristic of interactivity. Furthermore, this

concept is been applied since past decade by using mediated communication which is structured and good to be applied. The definition is an interaction between two customers and facilitated by a system. According to Anand Kumar (2013) the meaning of interactivity depending on who we are and the context being referred to. He also defined the meaning of interactivity in term of application. For example is website, videoconferencing and online gaming. When it comes to interactivity, the first thing that will come out in people's mind is the bidirectional flow of information between two parties which is the sender and the receiver in communication.

However, the effectiveness of interactivity still depending on the feedback and the respond. The important element in interactivity is the availability and access of the channels. The meaning of "availability" referring to channels that used for the communication. For example is television that use text, picture and voice. They also have access to use the channels so that the process of interactivity can be completed. By referring to this researcher, there is no fix meaning of interactivity. It is depending the person that using the term. There is several application that can be example of effective, which is online gaming, videoconferencing, and website. Even though when we discussing about interactivity the first thing come out in people's mind is bidirectional flow of information between two parties, the effectiveness of interactivity still depending on the feedback and the response.

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As mentioned in research by Bongwon Sea (2017) the user of the modern device has become worse compare with the old one. The reason why this problem exist is the increasing of the complexity of the software in the devices. There is a lot of software or any social media platform that operates in devices. The increasing of amount of software lead to a huge competition among themselves. This era has changed very fast due to increasing of the technologies. There is a lot of platform or software that created to make sure there is interaction between one parties to other parties. Existing of huge amount of software and social media platform made the competition getting bigger. As studied by Kuan-Yu Lin (2018) interactivity have their own critical factor which is the quality of the communication. If any organization or platform made a very great communication with the consumer or member, they will perceived the great level of interactivity in virtual community. To achieve the high performance of interactivity, they need the high quality of communication. The quality of communication can be increase by fulfilling the respond and message that the member and the consumer need and attract with.

As stated by Khaldoon Nusair (2017) interactivity is very important for building a brand. The effectiveness of social interactivity is depending on the act a user performs when handling a websites. A very common subsection that the researcher have for the social interactivity activity, pertains between the social media platform itself and consumers, which is the consumer's behavioral

intentions. From this research, they have come out with fundamental competency to develop a strong relationships with consumers by reciprocal a communication system. The information contain in the communication delivery process is the elaboration of product related.

Moreover, interactivity also can lead to potential effect on developing online branding. According to Travis K. Huang (2018), perceived control and perceived responsiveness have a strong relationship with brand post interactivity. To gain consumers commitment the virtual of communities was proven by level of interaction. Next, it can influences the community member in term of purchasing intention. Based on the literature written, to achieve the high level of brand pot interactivity the researcher need to perceived control and perceived responsiveness due to the strong relationship they have.

H2: There is a significant relationship between brand post interactivity and engagement of Facebook Pages among SME in Kelantan

2.7   Brand Post Consistency

Based on research made by Britta Balogh (2011), consistency in marketing can builds the connecting part of any kind of brand identity. When the homogenous appearance having a lack visibly, the problem in consistency

will occur. Referring to communication method, inconsistency message to customer or in any general business will lead to confusion by customer and they will think that this brand don't have any stands. At the same time, customer will assume a stance of mistrust towards the brand. The problem come from the inconsistency that will lead weak brand identity assumption. The company or any organization that handling the consistency may face a problem when competing the other brand through all the channels and business. From this research, it is proved that consistency in marketing play a biggest part in brand identity. The problem in consistency will appear due to lack of visibly. Inconsistency message can lead to confusion and bad assumption about the brand. They will think that this brand don't have stands in marketing. Next, customer will mistrust about the brand and information that the company or organization deliver. As eloquently stated Yan Liu (2017), proposing too much consistency may hurt the performance of the product. The past research stated that if a product looks too similar or same visual posting in social media, it will become less noteworthy and will lead to boring.

Next, level of variety in aesthetic design can simplify product customization to perform in targeted group. Difference type of aesthetic is designed depends on the different type of demanded functionalities by customer. As stated before, the performance of the product may hurt if proposing too much brand consistency. By using the similar or same visual

postng in social media it may become less noteworthy and get boring. Consistency can be divided to strategic and tactical for performance benchmarking (Mohammad Z. Meybodi, 2015). It is important in brand post consistency because to measure a performance in any objective stated, they need to have strategic and tactical. Those element also can give a huge impact towards organizational process. From the research, it stated that strategy need to put a target or objective that can be achieved. Due to the research is about the social media marketing, the organizations also need to have a social media marketing plan so that can fulfill the need of strategic. Same goes to tactical, the need to have a daily and weekly planning so that the measurement can be scales and measure based on the performance.

H3: There is a significant relationship between brand post consistency and engagement of Facebook Pages among SME in Kelantan

CHAPTER 3

RESEARCH METHODOLOGY

3.1   Introduction

In this chapter it will cover research paradigm, data, primary data, sources of data, instrument of data collection, questions for primary data collection, secondary data, sources, relationship between primary and secondary data and sampling.

3.2   Research Paradigm

For this research, a quantitative method has been chosen. This is because, for a quantitative research it is a systematic way of an empirical investigation to observe a phenomenon via statistical and computational technique. This research will be focus on all of the online traders in Malaysia. Thus, by doing a quantitative method, all of the opinions of the online traders are counted. Qualitative method will have a broader coverage of others online traders' opinion in which is indirectly it will contribute to a greater

understanding of the effectiveness of marketing through FB Ads Publishing Tools.

3.3   Research Design

PHASE — ACTIVITY — RESULTS — OBJECTIVE

1. IDENTIFYING THE PROBLEM
1.1 SURVEY ON FACEBOOK PAGES
1.2 LITERITURE REVIEW
RESEARCH PROBLEM
- THEORY RELATED
SOCIAL MEDIA CONCEPT

2. RECOMMENDATION
2.1 PROBLEM BACKGROUND
2.2 IMPORTANT ELEMENT FOR ENGAGEMENT
BACKGROUND OF STUDY
VISIBILTY ELEMENT

3. DEVELOPMENT
3.1 DEVELOP AN ELEMENT
3.2 DEVELOP A GUIDELINES
FACEBOOK PAGES GUIDELINES

4. ASSESMENT
4.1 EXPERT VALIDATION
4.2 SME ASSESMENT
4.3 SEMINAR
4.4 FREE GUIDELINES FOR SME
4.5 MONITORING
ASSESMENT AND TEST RESULT
RESEARCH OBJECTIVE

5. CONCLUSION
5.1 FINDING AND ANALYSIS
5.2 REPORT
5.3 RESEARCH FINDING
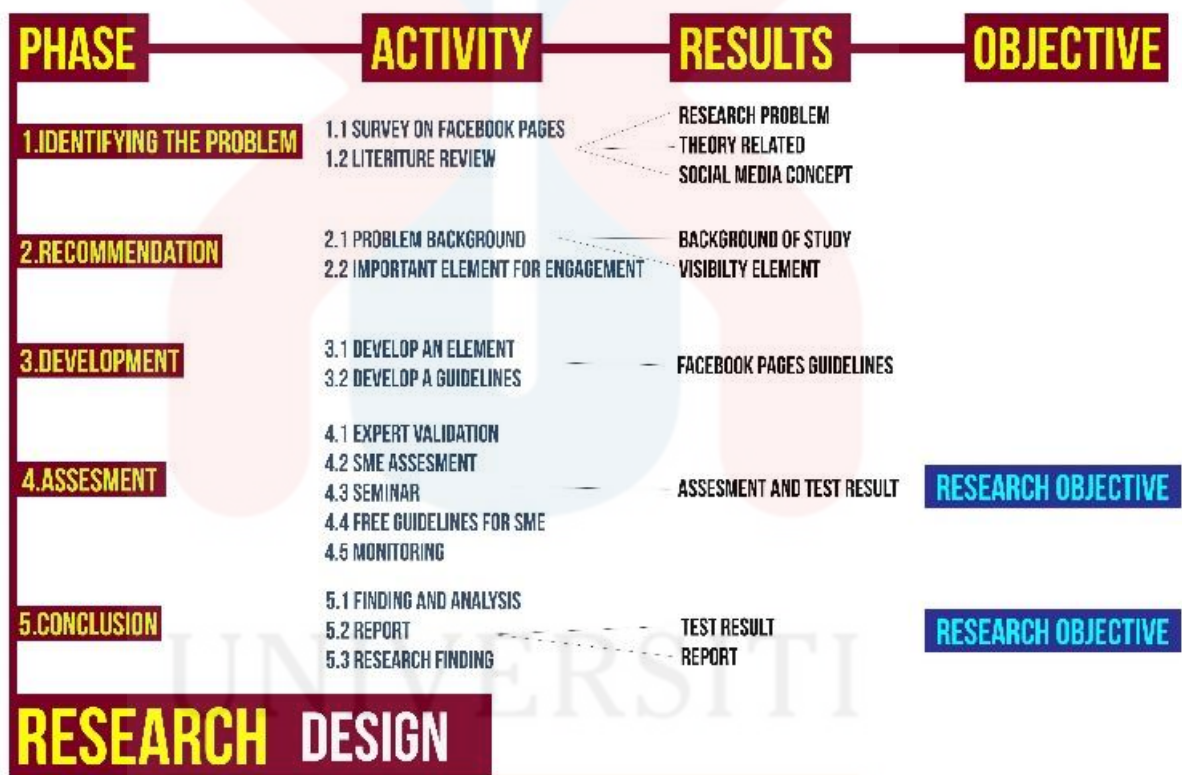TEST RESULT
REPORT
RESEARCH OBJECTIVE

RESEARCH DESIGN

Figure 3.3

Research design has been used from the previous study by Hafizi (2017) for Facebook Marketing. Due to the problem of the Engagement of the Facebook

Pages among the SME in Kelantan, this research is conducted base on this research design. The first step is identifying the problem which is there a survey on Facebook Pages and making a literature review. From this activity, we can have research problem, theory related and social media concept as a results. For the next phase, this research design will make a recommendation. The activity develop a problem background and important element for engagement. We can have background of study and visibility element as the results. For the development phase it will be conducted using element and a guidelines. As a results, this research will come out with a Facebook Pages Guidelines. Furthermore, in assessment phase which is 4th phase there is 4 activity need to be done. It include the expert validation, SME assessment, Seminar, Free Guidelines for SME and Monitoring. In the conclusion phase, the activity is finding and analysis, report and research finding.

3.4   Research Framework

Research Framework The purpose of this research is to discover the effectiveness of marketing through FB Ads Publishing Tools among online traders in Malaysia via public relation, social media, direct marketing, sales promotion and advertising. Within this section, it explains the proposed theoretical framework for the research.

As a general rule, the key of theories that are underpinning the theoretical framework of the suggested study are public relation, social media, direct marketing, sales promotion and advertising. Based on all of the formulated hypotheses above, the theoretical framework can be conceptualized as in Figure 3.1.
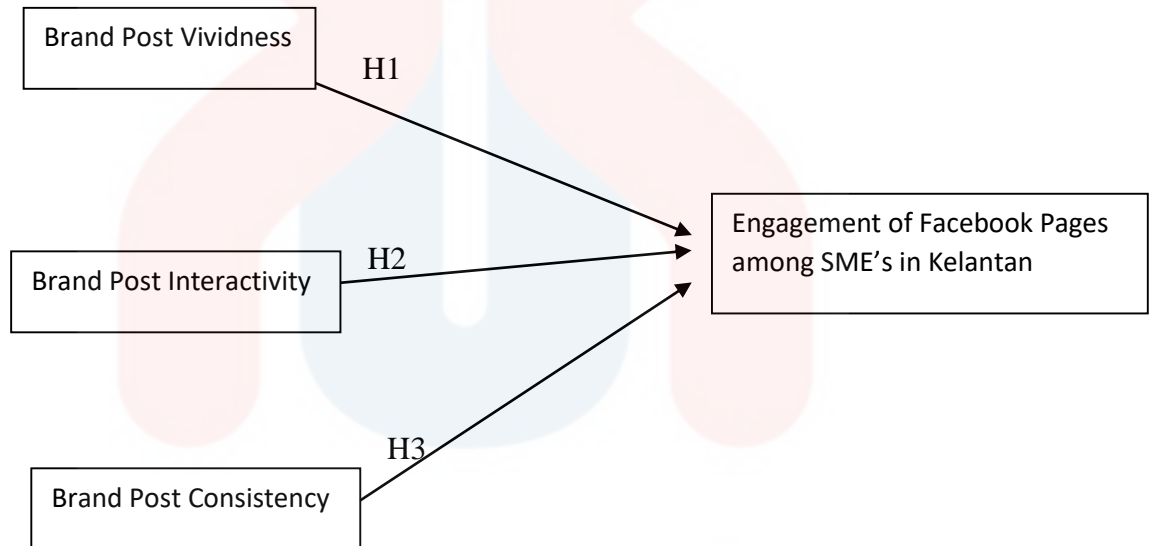

Figure 3.1

3.4.1 Research Hypothesis

H1: There is a significant relationship between brand post vividness and engagement of Facebook Pages among SME in Kelantan

H2: There is a significant relationship between brand post interactivity and engagement of Facebook Pages among SME in Kelantan

H3: There is a significant relationship between brand post consistency and engagement of Facebook Pages among SME in Kelantan

3.5 Data

3.5.1 Primary Data

In this research, the research uses primary data to collect data. Primary data are collected to enhance the findings of this research. Primary data is the data collected specifically to fulfil the data needed in the study and to answer the research questions. Questionnaire is one of the examples of primary data that will used in this research that researcher will collect the data through structured questionnaires.

3.5.1.1 Source of Data

The source of data will be solely from the respondents.

3.5.1.2 Instrument of Data Collection

Since it is a quantitative research, it is its nature to must have a generalization of the data. Thus, a method of questionnaires has been chosen. The respondents are all of the online traders in Malaysia. The questionnaire will be distributed via online. The link of the questionnaire will be forwarded to all of the online traders via all of the big groups in Facebook. But firstly, they will be informed about the objectives of the study so that the respondents will have the intention to spend their time to answer the questionnaire. Besides that, in order to engage with more respondents, the link will be shared through Whatsapp and Telegram as well.

3.5.1.2.1 Questions for Primary Data Collection

The constructed questions are based on the objectives of the research. The type of questionnaire use is structured questionnaire. A structured questionnaire is emphasizes on the uniformity of the questions that will be

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asked to the respondents. Each respondents will received the same set of questions. However, the researcher is not allow to add on any kind of questions later to the respondents as the main purpose of structured questions is the uniformity of the questions asked so that a uniform set of answers can be gained. The set of questions proposed is as below:

1. Does the brand post vividness affect the effectiveness of marketing through engagement of Facebook Pages among SME in Kelantan

2. Does the brand post interactivity affect the effectiveness of marketing through engagement of Facebook Pages among SME in Kelantan

3. Does the brand post consistency affect the effectiveness of marketing through engagement of Facebook Pages among SME in Kelantan

3.5.2 Secondary Data

Secondary data is the resources that are from previous studies. The secondary data was used to build up the theoretical framework.

3.5.2.1 Sources

The sources of secondary data are from journals and Facebook page.

3.5.3   Relationship between Primary and Secondary Data

In this research, the secondary data will be gathered first. This is to provide the researcher with all of the suitable theories which will be used and tested. Later, the information from the primary data will be used to prove or reject the selected theories. Lastly, all of the theories provided by the secondary data will be rejected or confirmed from the gathered primary data.

3.6   Sampling

The type of sampling that will be used for this research is the probability sampling. Based on this sampling, the respondents will be selected based on the criterion that has been determined for the research. For this research, the respondents must be an online trader in Malaysia. This is because, a probability sampling is very concern with the categorization of the selected respondents of the study. The reason of choosing the probability sampling is to gain a general knowledge from the group of respondents with more specifically. For probability sampling, there are a few type of methods that can be used such as simple random sampling cluster. However, in this research, a simple random sampling has been chosen.

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3.6.1   Simple Random Sampling

The simple random sampling technique is a probability sampling technique. This sampling technique is valid only if target population is homogenous in the term of the characteristics of interest for the study. In simple random sampling, each and every member of the population has a same chance to be chosen as the respondent. According to Domestic Trade, Cooperatives and Consumerism Deputy Minister, Datuk Henry Sum Agong, on his press conference on August 2017, the latest number of online traders that has registered with SSM was approximately 53,285 in total. Thus, according to the table of Krejcie and Morgan (1970) the total amount of sample that needs to be chosen was 150 respondents.

TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN POPULATION

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
        "S" is sample size.

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities",
Educational and Psychological Measurement, 1970.

Table 3.1 Table of Krejcie and Morgan (1970)

3.7   Data Analysis

Data analysis is the way of how the researcher will analyze the data. The data analysis used is a deductive data analysis. This is because, the data is meant to test the theory. It begins with the selection of theory that is going to be studied. Afterwards, hypothesizes are constructed followed by the collection of primary data. Lastly, the theory will be tested in term of acceptance or rejection based on the primary data collection.

3.7.1   Procedure for Data Analysis

Purpose of data analysis is to collect info based on the topic that under consideration. Statistical Package for the Social Sciences (SPSS) is used to analyze the research data. In this study, research need to comparison, justification and exploration purpose of the information. Furthermore, the objective of data analysis has chosen the right way to translate the meaning of raw data into useful information.

3.7.1.1 Reliability

Reliability is the extent to which the assessment instrument produces consistent and stable results.

3.7.1.2 Descriptive statistics

Descriptive analysis is used to describe variables. Descriptive statistics will be instrumental in helping to interpreting and comprehend the data samples and provide the initial phase in data analysis. It helps to simplify the data into a more manageable form.

3.7.1.3 Correlation

Correlation analysis is used to explain the force and the direction of linear relationship between these factors. In other words, the level of change in one variable will be associated with changes in other variables can be measured by using correlation analysis. Generally, the correlation coefficient is between less than 1.00 to over than 1.00. Therefore, when the value is more than 1.00, it means there is a positive linear relationship between both variables, and when the value of less than 1.00 represents completely there is no systematic equation between the two variables. For an example, this test use to measure the relationship between brand post vividness and engagement of Facebook Pages among SME's in Kelantan.

CHAPTER 4

RESULTS AND DISCUSSION

4.1   Introduction

In this chapter, it was describe the result gathered from the analysis of the research. This data analysis is used to test if the objectives of this research are achievable and to find out if the questions in the questionnaire are reliable. This section also finds out the characteristics of the sample and determines the accuracy of hypothesis. The data was analysis by SPSS Version 20 (Stastical Package for Social Science) and the last result of statistical analysis was presented in this chapter. There were three type of analysis have been used in this study:

1) Reliability analysis Cronbach's Alpha

2) Frequencies analysis

3) Pearson's Correlation Coefficient

4) Linear Regression

4.2   Descriptive Analysis
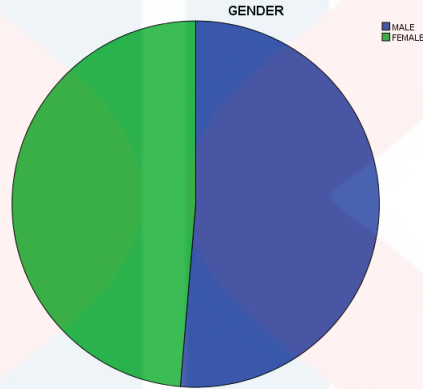
4.2.1   Gender

Figure 4.2.1

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	51.3	51.3	51.3
	Female	73	48.7	48.7	100.0
	Total	150	100.0	100.0	

Table 4.2

Based on the Figure 4.2.1 and Table 4.2.1, it show the number of respondents that involve in this research which male is 77 persons and female 73 persons with the total 150 persons.
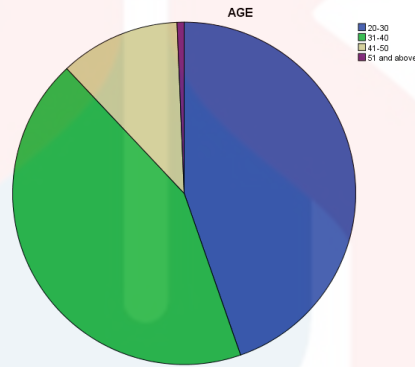
4.2.2   Age

AGE

20-30
31-40
41-50
51 and above

Figure 4.2.2

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	67	44.7	44.7	44.7
	31-40	65	43.3	43.3	88.0
	41-50	17	11.3	11.3	99.3

	51 and above	1	.7	.7	100.0
	Total	150	100.0	100.0	

Table 4.2.2

Based on the Figure 4.2.3 and Table 4.2.3, it show that the number of respondents by age. There is 67 persons from 20-30 years old, 65 persons from 31-40 years old, 17 form 41-50 years old and 1 persons from 51 years old above. The highest number of respondent comes from 20-30 years old.
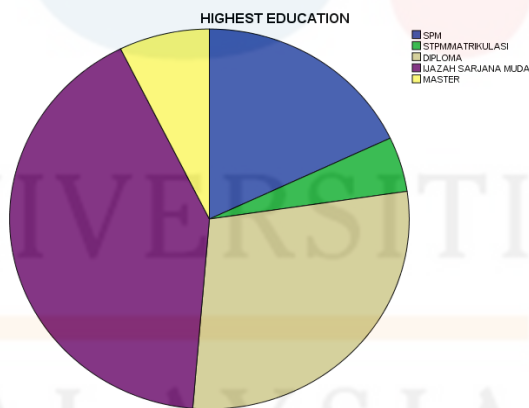
4.2.3   Highest Education

Figure 4.2.3

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HIGHEST EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Spm	27	18.0	18.0	18.0
	Stpm/Matrikulasi	7	4.7	4.7	22.7
	Diploma	43	28.7	28.7	51.3
	Ijazah Sarjana Muda	62	41.3	41.3	92.7
	Master	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

Table 4.2.3

Based on the Figure 4.2.3 and Table 4.2.3, it show that the number of respondent by highest education. There is 27 persons from SPM, 7 persons from Stpm/Matrikulasi, 43 persons from Diploma, 62 persons from Ijazah Sarjana Muda, and 11 persons from Master. The highest frequency is from Ijazah Sarjana Muda.
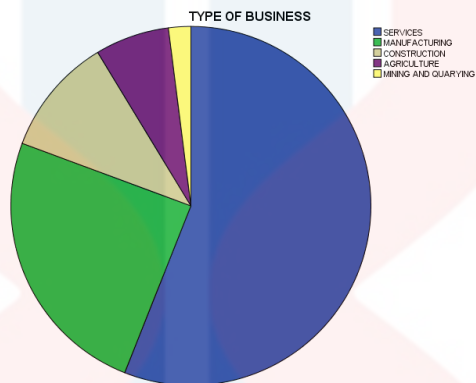
4.2.4 Type of business

TYPE OF BUSINESS
- SERVICES
- MANUFACTURING
- CONSTRUCTION
- AGRICULTURE
- MINING AND QUARYING

Figure 4.2.4

Type Of Business					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Services	84	56.0	56.0	56.0
	Manufacturing	37	24.7	24.7	80.7
	Construction	16	10.7	10.7	91.3
	Agriculture	10	6.7	6.7	98.0
	Mining And Quarying	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Table 4.2.4

Based on Figure 4.2.4 and Table 4.2.4, its shows the numbers of type of business that own by respondent. There are 84 persons from Services, 37 persons from Manufacturing, 16 persons from Construction, 10 persons from Agriculture, and 3 persons from Mining and Quarying. The highest number of respondent is from Services.
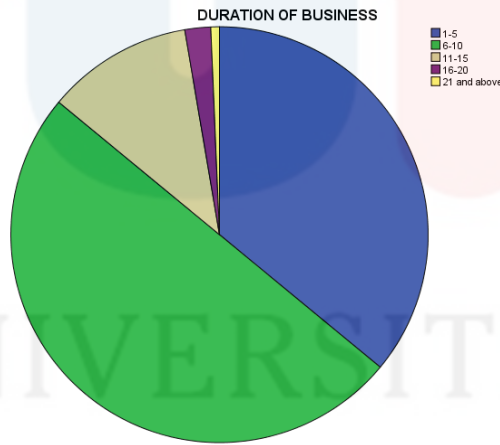
4.2.5   Duration of business

Figure 4.2.5

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Duration Of Business					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5	54	36.0	36.0	36.0
	6-10	75	50.0	50.0	86.0
	11-15	17	11.3	11.3	97.3
	16-20	3	2.0	2.0	99.3
	21 and above	1	.7	.7	100.0
	Total	150	100.0	100.0	

Table 4.2.5

Based on Figure 4.2.5 and Table 4.2.5, it shows the frequency of duration of business. There is 54 persons from 1-5 years, 75 persons from 6-10 years, 17 persons from 11-15 years, 3 persons from 16-20 years, and 1 person from 21 and above

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4.3   Reliability Test Cronbach's Alpha

Reliability test is to identify the stability of the data that was gathered. Moreover, the reliability testing was done with the purpose of checking whether the data obtained from the survey is reliable or not for the research.

The coefficient alpha will represent as Cronbach's alpha that was used to assess reliability. The highest internal consistency reliability will determine if the Cronbach's alpha is closer to 1 and if reliability indicates less than 0.6, therefore it will consider as poor. The Cronbach's alpha higher than 0.7 is consider as good and acceptable (Hair, 2003). The further information is stated in Table 4.3.1 below.

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

Table 4.3.1: Rule of Thumbs about Cronbach's Alpha Coefficient size

Reliability Statistics	
Cronbach's Alpha	N of Items
.877	4

Table 4.3.2

According to the reliability analysis in Table 4.3.2, it can conclude that the coefficient Alpha for reliability of variables is 0.885 which the consistency and stability is very good. This means that the overall variables with 38 items could be accepted in this study.

4.4   Correlation

Correlational design provides an opportunity to predict score and explain the relationships among variables. A correlational is a statistical test to determine the tendency or pattern for two or more variables or two sets of data to vary consistently (W.Creswell, 2008). The objective of this test to determine whether the correlational coefficient is statically significant and to identify which hypothesis should be accepted and rejected. If the relationship is

significant, the researcher must decide what strength of association is acceptable.

Coefficient Range (r)	Strength of Association
0.91 to 1.0 / -0.9 to -1.0	Very Strong
0.71 to 0.90 / -0.70 to -0.90	High
0.41 to 0.70 / -0.41 to -0.70	Moderate
0.21 to 0.40 / -0.21 to -0.40	Small but definite relationship
0.01 to 0.20 / -0.01 to -0.20	Slight, almost neglible

Table 4.4.1: Rule of Thumbs of Correlation Coefficient Size

All the hypotheses used in this research Based on objectives below:

1. To determine the relationship between personality traits (extraversion, neuroticism and openness to experience) and liking behaviour.

2. To determine the relationship between personality traits (extraversion, neuroticism and openness to experience) and broadcasting mode of interaction.

3. To determine the relationship between broadcasting mode of interaction and liking behaviour.

4. To ascertain if broadcasting mediate the relationship between personality traits and liking on FB brand pages.

Correlations		Mean_Iv_1	Mean_Iv_2	Mean_Iv_3	Mean_Dv
Mean_Iv_1	Pearson Correlation	1	.633**	.531**	.511**
	Sig. (2-Tailed)		.000	.000	.000
	N	150	150	150	150
Mean_Iv_2	Pearson Correlation	.633**	1	.761**	.679**
	Sig. (2-Tailed)	.000		.000	.000
	N	150	150	150	150
Mean_Iv_3	Pearson Correlation	.531**	.761**	1	.720**
	Sig. (2-Tailed)	.000	.000		.000
	N	150	150	150	150
Mean_Dv	Pearson Correlation	.511**	.679**	.720**	1

		.000	.000	.000	
	Sig. (2-Tailed)				
	N	150	150	150	150
**. Correlation Is Significant At The 0.01 Level (2-Tailed).					

Table 4.4.1

H1: There is significant relationship between Brand Post Vividness and the engagement of Facebook Pages among SME's in Kelantan

From the Table 4.4.1, we can figure out that the relationship between mean_iv1 and mean_dv. It show the ($r = 0.511$, $p = 0.000$). Since value of $r > 0.3$, $r < 0.5$ and value of $p < 0.05$ therefore there is significant relationship between Brand Post Vividness and Engagement of Facebook Pages among SME in Kelantan and hypothesis is accepted.

H2: There is significant relationship between Brand Post Interactivity and the effectiveness of Facebook Pages among SME's in Kelantan

From the Table 4.3.4, we can figure out that the relationship between mean_iv2 and mean_dv. It show the ($r = 0.679$, $p = 0.000$). Since value of $r > 0.3$, $r < 0.5$ and value of $p < 0.05$ therefore there is significant relationship between Brand Post Interactivity and Engagement of Facebook Pages among SME's in Kelanan and hypothesis is accepted.

H3: There is significant relationship between Brand Post Consistency affect and effectiveness of Facebook Pages among SME's in Kelantan

From the Table 4.3.4, we can figure out that the relationship between mean_iv3 and mean_dv represent relationship between openness to experience and liking behaviour. It show the ($r = 0.380$, $p = 0.000$). Since value of $r > 0.3$, $r < 0.5$ and value of $p < 0.05$ therefore there is significant relationship between openness to experience and liking behaviour and hypothesis is accepted.

4.5   Linear Regression

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.436	.286		1.522	.130
	MEAN_IV_1	.108	.079	.097	1.369	.173
	MEAN_IV_2	.277	.099	.258	2.788	.006
	MEAN_IV_3	.492	.088	.471	5.569	.000
a. Dependent Variable: MEAN_DV						

Table 4.5

Based on the result, there is a significant relationship between Brand Post Vividness and Engagement of Facebook Pages ($\beta = 0.471$, T-Value =5.569,

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P-Value=0.000 (<0.05). Brand Post Consistency give high effect on Engagement of Facebook Pages.

4.6   Chapter Summary

In this chapter, it was describe all the result gathered from the analysis of the research. This data analysis is used to test if the objectives of this research are achievable and to find out if the questions in the questionnaire are reliable or not.

CHAPTER 5

CONCLUSION AND LIMITATION

5.1   Introduction

This chapter discusses the overall interpretations, perception, and conclusion of the study. This research focuses on the effectiveness of Brand Content Strategies for Facebook Pages among SME In Kota Bharu. This chapter also discusses on the research finding and research implication, research limitation and suggestion for the future research. Finally, this chapter answers all the research questions as mentioned in chapter 1.

5.2   Discussion

This study is proposed and tested among the SME in Kelantan. There is 3 independent variables that contribute to engagement of Facebook Pages (1) Brand Post Vividness, (2) Brand Post Interactivity, (3) Brand Post Consistency and dependent variables is Engagement of Facebook Pages among SME in Kelantan. In general, all the results is positively significant with the research objectives and the research questions.

As stated in Chapter 4, the variables cannot be approved using the demographic variables which is gender, age, highest education, type of business. The results is obviously different and cannot made all the variables turn into a significance variable. The researcher don't focus much about demographic variables.

In other words, these study has completely achieved all the objective of the study. As a result, the brand content strategies is successfully can help SME in Kelantan. The result shows that (1) Brand Post Vividness (0.511), (2) Brand Post Interactivity (0.679), and (3) Brand Post Consistency (0.380).

Furthermore, this research has successfully evaluate the correlation coefficient for dependent variables.

5.2.1   Overall and Interpretation of the Results

The Facebook Pages marketing need to be used for all the SME's so that they can maintain and keep a positive relationship with customer or potential customer. Why they need those Brand Content Strategies? It is because, they can make an effective engagement by using their posting. So this research is to study the effectiveness of brand content strategies for Facebook Pages.

In advance, this study or consistency in support the variables analysis. It's not necessary for those in the SME only but there is a few student need those strategies for helping their business and organization.

The result shows that (1) Brand Post Vividness (0.511), (2) Brand Post Interactivity (0.679), and (3) Brand Post Consistency (0.380).

After giving all guidelines and giving a free seminar. Majority of the respondent realize that the importance of brand content strategies in their Facebook Pages

5.3   Implications to Research and Practice

This research need to be applied among the SME because there is a lot of weakness made by them in handling a Facebook Marketing. This guidelines can be used for marketing consultant. Even though the cost is very small but the impact is very huge.

The number of respondent is very small. In this research there are 150 audience that participate in using the guidelines. Some of them already run the Facebook Pages Ads for their marketing purposes and some of them still don't have a Facebook Pages.

5.4   Limitation of the Research

        For the limitation in this research, there is several things that limited those study. The number of respondent is very small due to time and cost budget. If the budget was high and the research period is long, this research will conducted in a huge scale.

        Even though there is a lot of respondent take the guidelines for free, but there is still some people don't fill up the form provided by the researcher. Another limitation is the use of paper. For cost saving, the researcher use Google Form so that all the work can be done immediately with a small cost. Last but not least is the research cannot conducted outside from Kelantan due to capability, cost and the time provided by the MGSEB.

5.5   Suggestions

        In my suggestion, the future study can propose the other data collection method such as in interview with the sustain business only. In this study, the only data collection method use is that the research is conducted through questionnaire in the Google Form because of financial and time constraint.

The total of sample size also need to be increased. A huge sample size would be needed to increase the generalization in the research. For example is from taking the SME in Kelantan, we can take SME in east coast.

5.6   Conclusion

In a conclusion, overall research shows that the importance of a brand content strategies use as a guideline. All SME need to concern about existing method and the way to make a marketing. All the SME already look all the post but they don't know for what reason the page admin do that posting in their status. This result of study prove that the guidelines is needed to create and engagement and strong up the brand content strategies. So, the guidelines is very relevance to be used not only for SME but it can be anyone who need engagement for the Facebook Pages marketing.

Back to the purposes of this study that to measure the effectiveness of brand content strategies for Facebook pages among SME in Kelantan. This study evaluates all variables to successfully determine the engagement in Facebook Pages. Moreover, the study is examines based on the significant demographic which is gender, race duration of business, type of business and education background.

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BRAND CONTENT STRATEGIES FOR FACEBOOK PAGES

2018 GUIDELINES FOR SME

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Part 1: Brand Post Vividness

Introduction

Brand Post Vividness is defined as a brand post stimulates towards various senses by comparing information in combining text message and photo format. Furthermore, it can deliver vivid information on a product or services by reading the description from text written. Next, it also can have a high capability to deliver information about product and company itself. By looking at the point written, vividness is a type of posting that combining text message and photo. It also can deliver information of any kind of product as long there is a description and a picture that can increase the capability to understand about the product and the companies. Vividness also can be defined as the way of the brand stimulates the individual sense by combining pictures, colors and dynamic animations. More focus, vividness brand type post got more like, share and comment than less vivid post. The consumer will know more about the information of product if more vividness.

Emotionally Interesting

Multiple biological system in our body can stimuli and respond due to the emotional events. These process will create intentional and attraction which is triggered the incoming stimuli. It is include the process of deliver the information which contain emotion material which can stimuli people to attracted

Sad Emotion

Sad Emotion is one of the effective ways to create an engagement for Facebook Pages. By looking on the sad situation, audience will triggered to put a sympathy and want to spread it to all their friends by make a like, comment and share. This is an example of the dead of Aiman Nosri 27. He has been killed at the Taman Selayang Baru. The story of the victim can be made as an example

Step 1: Choosing a Picture and Video

All the picture need to be cleared and the video need to have the audio including the visual.

Step 2: Using a suitable text and caption

Innalillahiwainnailahirojiun. 😭 😭

Salam Takziah kepada pemandu grab yang mati dibunuh di Selayang...
Dengar kata trip last dia bawak mapren a.k.a. Awang Hitam sebelum gagal
dikesan oleh pihak keluarga. Tau2 jer polis jumpa dah mati kena jerut kt
kerusi belakang...

Dah sampai masa company e-hailing ketatkan syarat penumpang, sbb so
far driver semua berdaftar, tapi penumpang hanya perlu email id jer... Dah la
skrg ni senang2 orang luar masuk Malaysia lepas tu buat macam tempat
diorang sendiri.

Aiman Nosri,27 tahun dipercayai mangsa bunuh ditemui dalam kereta
miliknya di tempat letak kenderaan Taman Selayang Baru.

Mangsa dilaporkan hilang dua hari lalu sebelum ditemui dalam keadaan
terlingkup di bahagian penumpang belakang dalam kereta jenis Perodua
Myvi.

Timbalan Ketua Polis Daerah Gombak, Superintendan Tey Kong Seng
berkata, pihak polis menerima aduan daripada bapa tiri mangsa yang
mengatakan kereta lelaki itu ditemui di kawasan letak kenderaan Taman
Selayang Baru.

Bertindak atas laporan itu, sepasukan polis bersama pengadu ke lokasi
sebelum menemui mangsa dengan kesan melecet pada lehernya.

Mangsa berasal dari Nilai, Negeri Sembilan itu ditemui dalam keadaan
terlingkup di tempat duduk penumpang belakang, namun tiada kesan
kecederaan yang ketara pada badan mangsa.

Mayat dihantar ke Hospital Kuala Lumpur dan kes disiasat mengikut
Seksyen 302 Kanun Keseksaan iaitu bunuh!

Semoga Ditempatkan Bersama2 Orang2 yang beriman.

Aamiin.

kredit: Cahaya Hidayah Dalam Ilmu
video: Buletin bernama

The text and caption need to be cleared, structured and easy to understand.

Including the details of the cases, date and location

The caption need to be written in emotion ways such as the example given

Emoji is needed depends on the situation and emotion used. If the posting is about sad emotion, we need to put sad emoji to strength up the level of vividness through sad emotion.

Step 3: Combine those two element

After completed the picture/video and the caption. Those combination can be post in the new status in Facebook Pages

Happy Emotion

Happy emotion is the most interesting posting in Facebook which is can increase the engagement and increase the level of Brand Post Vividness in Facebook. There is a lot of factor that can effect happiness such as good news, money, beautiful things and many more. The example for this part is the beautiful of women football player from China.

Step 1: Choosing a Picture and Video

All the picture need to be cleared and the video need to have the audio including the visual.

Step 2: Using a suitable text and caption

Zhao Lina, wanita dengan tinggi 187 cm.. merupakan keeper cantik asal China. Apemacam?? On x on??😍😍

For this example, the caption written is short because everyone is well known about the situation which is FIFA World Cup 2018.By putting the name of the player, it will triggered people especially a man to like, comment and share.

Step 3: Combine those two type of post

Zhao Lina, wanita dengan tinggi 187 cm.. merupakan keeper cantik asal China. Apemacam?? On x on??😍😍

After completed the picture/video and the caption. Those combination can be post in the new status in Facebook Pages

Angry Emotion

Usually angry emotion come from the bad news or the bad perception. It will make people emotionally angry and triggered negative vibes. The way them make express their emotion in Facebook, they will make a comment, share with a caption and make an angry reaction in like button.

Step 1: Choosing a Picture and Video

All the picture need to be cleared and the video need to have the audio including the visual

Step 2: Using a suitable text and caption

Jumlah rampasan yang dikaitkan dengan bekas PM, Datuk Seri Najib Razak mengikut kategori:

* Wang tunai (dalam 35 beg): RM116 juta

* Barang-kemas (dalam 25 beg, 12,000 jenis barangan): RM442 juta

* 567 buah beg tangan (37 jenama): RM51.3 juta

* Jam tangan (423 utas, 100 jenama): RM78 juta

* Cermin mata (234 bingkai, 34 jenama): RM374 ribu

Menurut Pengarah JSJK Bukit Aman, Datuk Seri Amar Singh Ishar Singh, jumlah keseluruhan barang rampasan dalam anggaran RM900 juta - RM 1.1 billion.

The caption stated is based on the information collected by the police.

The perception of audience is angry because its will come out with the bad perception when it comes to police and the former of prime minister.

Step 3: Combine those two element

Jumlah rampasan yang dikaitkan dengan bekas PM, Datuk Seri Najib Razak mengikut kategori:

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After completed the picture/video and the caption. Those combination can be post in the new status in Facebook Pages. Audience will reflected based on their angry emotion.

Greedy Emotion

Greedy emotion will appear when it comes to reward offered by any individual or organization. Usually they will use money or their own product. Depends on the budget and the strategy. Next, they will make a contest to increase the engagement of the audience. They will create a term and condition to let audience like, comment and share. If they fulfill the term and condition, they will win the prize.

Step 1: Choosing a Picture and Video

For this kind of posting, the picture need to fulfill the objective. In this picture, the admin try to make a sale and create a contest at the same time. The picture have to be cleared and interesting. Same goes to the product or services promoted.

Step 2: Using a suitable text and caption

[LAST DAY]
PERCUMA JAM TANGAN SWAROVSKI, beli 2 botol dari wakil jualan kami dan anda bakal dimasukkan dalam cabutan bertuah menang Jam Tangan Swarovski. Tarikh pembelian pada 29 Mei - 31 Mei 2018.

Cara pembelian hanya comment "NAK SWAROVSKI"

TERHAD UNTUK 10 YG TERAWAL SAJA

The caption written need to be details. From the item itself until the date of announcement for the winner. From this, audience will trust and organically make an engagement by hitting the like, comment and share button.

Step 3: Combine those two element

[LAST DAY]
PERCUMA JAM TANGAN SWAROVSKI, beli 2 botol dari wakil jualan kami dan anda bakal dimasukkan dalam cabutan bertuah menang Jam Tangan Swarovski. Tarikh pembelian pada 29 Mei - 31 Mei 2018.

Cara pembelian hanya comment "NAK SWAROVSKI"

TERHAD UNTUK 10 YG TERAWAL SAJA

After completed the picture/video and the caption. Those combination can be post in the new status in Facebook Pages. Audience will reflected based on their desire towards the material offered

Concrete and Imagery Provoking

This image-based information can change positive attitudes implicit into negative attitude implicit. Concrete and imagery provoking also can give a huge impact which is changing the consumer attitudes. Imagery provoking can direct instruction to consumer to imagine the scene changed implicit attitudes. The process of stimulation will increase by vivid visual mental imagery of counter attitudinal valence. From this we can see, image based information can be more effective than using text only. It have a capability to change attitudes implicit from positive into negative. Consumer attitudes can be change by using concrete and imagery provoking. Cognitive task can be portrayed by an effort continuum, which can produces a parallel metacognitive experience.

Politic

Politic matters can give a huge impact towards audience. It is because not everyone have a same ideology in politics. It may be sensitive towards people that against our political parties.

Step 1: Select a picture and video

The picture need to be clear and the message was clear. From the picture we can see two political person which is from BERSATU and PARTI KEADILAN RAKYAT.

From the picture we can see the relationship between these two politicians.

The message need to relate from what they have in the picture.

There is a hidden message behind those two person. 'UMNO TIDAK PERNAH BERUBAH'

The more creative you choose a picture, the more vividness the Facebook Pages can get for the posting.

Step 2: Using a suitable text and caption

The caption made up by the admin may provoke the opposition parties. This is one of most high vividness in Malaysia. Due to government changing. A lot of people may get sensitive and directly make an engagement for this post.

Step 3: Combine the picture and the caption

Gambar ini diambil pada tahun 1995. Mesej dalam banner tu betul. Takziah UMNO kerana memilih Zahid. 😄

UMNO TIDAK PERNAH BERUBAH

👍 Like   💬 Comment   ➡ Share

The caption written may strength up the level of engagement in this post.

Short caption is enough when the situation happen at that time is already story everything. A simple message can make a lot of people being emotional and triggered to make an engagement.

Therefore, choosing a picture and making a caption have to give a high impact to engagement.

Religion

If you post Facebook statuses about religion, you will almost certainly get a mixed response. If you are willing to take the rough with the smooth, then go right ahead and publish religion Facebook statuses. However, those who prefer peace and quiet might be better off easing up on Facebook statuses about religion.

Step 1: Choosing a picture

KEBENARAN UNTUK SEMUA   TARIKH : 29 JUN 2018

SENTRAL MEDIA

BASMI KRONISME , LIBERAL, PUAK MURTAD, KUFUR DAN GOLONGAN YANG INGIN MENGHANCURKAN ISLAM DI MALAYSIA

"MERUNGKAI KEZALIMAN REJIM MAHATHIR DAN MENGUBATI VIRUS YANG MERACUNI MINDA RAKYAT MALAYSIA"

INI FAKTA BUKAN AUTA   Buletin Eksklusif SM

DAJAL BETINA MUNCUL

"Tunda Solat Jumaat kepada hari Sabtu untuk keadilan semua golongan masyarakat"

Syaitan ini menyatakan Solat Jumaat perlu di anjak kepada hari Sabtu

K LUMPUR : kontroversi terbaru yang telah dicetuskan oleh syaitan liberal yang dilihat cuba bermain api. Terkini satu kenyataan menyeru Solat jumaat ditukar pada hari sabtu memang babi. Si tua nak mampos Farida bersama syaitan Fahaman liberal dari UK jelas nampaknya sudah semakin berani menetapkan 'peraturan sendiri' apabila mencadangkan Muslim di negara itu melaksanakan Solat Jumaat pada Sabtu.
Cadangan pemindahan hari tersebut dijalankan melalui sebuah petisyen 'Saturday Reformist Jumaah' yang dipercayai diketuai oleh seorang kolumnis akhbar Malay Mail Online,Farouk A Peru.
Farouk yang juga merupakan salah seorang penulis buku G25, mengatakan alasan pemindahan tersebut dinilai kerana hari Jumaat merupakan hari yang sibuk untuk golongan bekerja di UK

" Memang babi punya manusia"

This is a provocation made by the Farida.

This post have made SM Sentral Media. The way they made a vividness post is using a lookalike picture of newspaper.

People will think it is from newspaper but it is not.

Step 2: Using a suitable caption

SM nasihatkan G25 henti mengelirukan ummat Islam atau isytihar murtad. ATAU kembali syahadah.

Penulis Farouk A Peru menulis tentang perkara ini dan aktif di MalayMail online juga terlibat menulis dalam buku Kumpulan G25 Malaysia.

Rujuk:
https://www.g25malaysia.org/

http://www.ohmymedia.cc/broadcast/lokal/kempen-tukar-solat-jumaat-ke-hari-sabtu-giat-dijalankan-di-malaysia-11676/

https://thecoverage.my/bahasa/berita/dunia/malaysia-kempen-tukar-solat-jumaat-ke-hari-sabtu-giat-dijalankan/

The caption is contain with the sources of information if the audience are not satisfied with the posting.

They just put a simple caption explaining the picture.

Even though the picture already tells everything

Step 3: Combining picture and caption

SM nasihatkan G25 henti mengelirukan ummat Islam atau isytihar murtad. ATAU kembali syahadah.

Penulis Farouk A Peru menulis tentang perkara ini dan aktif di MalayMail online juga terlibat menulis dalam buku Kumpulan G25 Malaysia.

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https://thecoverage.my/bahasa/berita/dunia/malaysia-kempen-tukar-solat-jumaat-ke-hari-sabtu-giat-dijalankan/

These posting might be dangerous for those who use it. Do to the sensitivity of religion. Nowadays there is a lot of people bravely use the religion for personal use.

Part 2: Brand Post Interactivity

Introduction

Interactivity is referring to a natural characteristic of face to face in a conversation. The concept of interactivity have been applied since the past decades in term of mediated communication contexts. Interactivity has been defined as an interaction between one customer and another customers. It also facilitated by media word of communication systems (Min Yang, 2017). Face to face conversation is a natural characteristic of interactivity. Furthermore, this concept is been applied since past decade by using mediated communication which is structured and good to be applied. All those techniques can be mix with the Brand Post Vividness because it will give a huge impact on engagement

Perceived Control

Perceived control (PC) can be defined as the belief that one sees he or she has control over their inside state, behaviors and the place or people or things or feelings or activities surrounding a person.

There are two important dimensions:

- Whether the object of control is in the past or the future
- Whether the object of control is over outcome, behavior, or process

Perceived Responsiveness

Perceived responsiveness is a core feature of close, satisfying relationships.

But how does responsiveness originate?

Can people create relationships characterized by high responsiveness, and consequently, higher quality relationships?

We suggest that goals contribute to cycles of responsiveness between people, improving both people's relationship quality. Here is the way:

- Interpersonal goals initiate responsiveness processes in close relationships
- The self-perpetuating nature of these processes
- Responsiveness evolves dynamically over time through both intrapersonal projection and reciprocal interpersonal relationship processes

Perceived Personalization

Perceived Personalization, broadly known as customization, consists of tailoring a service or a product to accommodate specific individuals, sometimes tied to groups or segments of individuals. A wide variety of organizations use personalization to improve customer satisfaction, digital sales conversion, marketing results, branding, and improved website metrics as well as for advertising. Personalization is a key element in social media and recommender systems.

Non Verbal Communication

Nonverbal communication plays an important role in how we convey meaning and information to others, as well as how we interpret the actions of those around us. The important thing to remember when looking at such nonverbal behaviors is to consider the actions in groups. What a person actually says along with his or her expressions, appearance, and tone of voice might tell you a great deal about what that person is really trying to say.

1. Facial Expressions

Facial expressions are responsible for a huge proportion of nonverbal communication. Consider how much information can be conveyed with a smile or a frown. The look on a person's face is often the first thing we see, even before we hear what they have to say.

While nonverbal communication and behavior can vary dramatically between cultures, the facial expressions for happiness, sadness, anger, and fear are similar throughout the world.

2. Gestures

Deliberate movements and signals are an important way to communicate meaning without words. Common gestures include waving, pointing, and using fingers to indicate numeric amounts. Other gestures are arbitrary and related to culture.

In courtroom settings, lawyers have been known to utilize different nonverbal signals to attempt to sway juror opinions. An attorney might glance at his watch to suggest that the opposing lawyer's argument is tedious or might even roll his eyes at the testimony offered by a witness in an attempt to undermine his or her credibility. These nonverbal signals are seen as being so powerful and influential that some judges even place limits on what type of nonverbal behaviors are allowed in the courtroom.

3. Paralinguistic

Paralinguistic refers to vocal communication that is separate from actual language. This includes factors such as tone of voice, loudness, inflection, and pitch. Consider the powerful effect that tone of voice can have on the meaning of a sentence. When said in a strong tone of voice, listeners might interpret approval and enthusiasm. The same words said in a hesitant tone of voice might convey disapproval and a lack of interest.

Consider all the different ways simply changing your tone of voice might change the meaning of a sentence. A friend might ask you how you are doing, and you might respond with the standard "I'm fine," but how you actually say those words might reveal a tremendous amount of how you are really feeling. A cold tone of voice might suggest that you are actually not fine, but you don't wish to discuss it. A bright, happy tone of voice will reveal that you are actually doing quite well. A somber, downcast tone would indicate that you are the opposite of fine and that perhaps your friend should inquire further.

4. Body Language and Posture

Posture and movement can also convey a great deal on information. Research on body language has grown significantly since the 1970's, but popular media have focused on the over-interpretation of defensive postures, arm-crossing, and leg-crossing, especially after publishing Julius Fast's book Body Language. While these nonverbal behaviors can indicate feelings and attitudes, research suggests that body language is far more subtle and less definitive than previously believed.

5. Proxemics

People often refer to their need for "personal space," which is also an important type of nonverbal communication. The amount of distance we need and the amount of space we perceive as belonging to us is influenced by a number of factors including

social norms, cultural expectations, situational factors, personality characteristics, and level of familiarity. For example, the amount of personal space needed when having a casual conversation with another person usually varies between 18 inches to four feet. On the other hand, the personal distance needed when speaking to a crowd of people is around 10 to 12 feet.

6. Eye Gaze

The eyes play an important role in nonverbal communication and such things as looking, staring and blinking are important nonverbal behaviors. When people encounter people or things that they like, the rate of blinking increases and pupils dilate. Looking at another person can indicate a range of emotions including hostility, interest, and attraction.

People also utilize eye gaze a means to determine if someone is being honest. Normal, steady eye contact is often taken as a sign that a person is telling the truth and is trustworthy. Shifty eyes and an inability to maintain eye contact, on the other hand, is frequently seen as an indicator that someone is lying or being deceptive.

7. Haptic

Communicating through touch is another important nonverbal behavior. There has been a substantial amount of research on the importance of touch in infancy and early childhood. Harry Harlow's classic monkey study demonstrated how deprived touch and contact impedes development. Baby monkeys raised by wire mothers experienced permanent deficits in behavior and social interaction. Touch can be used to communicate affection, familiarity, sympathy, and other emotions.

In her book Interpersonal Communication: Everyday Encounters, author Julia Wood writes that touch is also often used as a way to communicate both status and power. Researchers have found that high-status individuals tend to invade other people's personal space with greater frequency and intensity than lower-status individuals. Sex differences also play a role in how people utilize touch to communicate meaning. Women tend to use touch to convey care, concern, and nurturance. Men, on the other hand, are more likely to use touch to assert power or control over others.

8. Appearance

Our choice of color, clothing, hairstyles, and other factors affecting appearance are also considered a means of nonverbal communication. Research on color psychology has demonstrated that different colors can evoke different moods. Appearance can also alter physiological reactions, judgments, and interpretations. Just think of all the subtle judgments you quickly make about someone based on his or her appearance. These first impressions are important, which is why experts suggest that job seekers dress appropriately for interviews with potential employers.

Researchers have found that appearance can play a role in how people are perceived and even how much they earn. One 1996 study found that attorneys who were rated as more attractive than their peers earned nearly 15 percent more than those ranked as less attractive. Culture is an important influence on how appearances are judged. While thinness tends to be valued in Western cultures, some African cultures relate full-figured bodies to better health, wealth, and social status.

9. Artifacts

Objects and images are also tools that can be used to communicate nonverbally. On an online forum, for example, you might select an avatar to represent your identity online and to communicate information about who you are and the things you like. People often spend a great deal of time developing a particular image and surrounding themselves with objects designed to convey information about the things that are important to them. Uniforms, for example, can be used to transmit a tremendous amount of information about a person. A soldier will don fatigues, a police offers will wear a uniform, and a doctor will wear a white lab coat. At a mere glance, these outfits tell people what a person does for a living

Consumer-consumer Interaction

Socialization externalization combination internalization represents the creation of knowledge from tacit knowledge to new tacit knowledge, and the ''combination'' from explicit to explicit in this model.

The more modes of communication virtual brand communities use for interactions, the more opportunities they have to create new knowledge through the process of socialization and combination. That is to say, membership involves important tacitly understood components requiring close personal contact, and further computer-mediated communication, which could be useful for the creation of explicit knowledge. Moreover, sectors in an organization begin to interact with each other do new vision and valuable inspiration appear. Although they have different professional backgrounds, admirers of branded goods come together to form a group to help each other solve problems or acquire knowledge and information about products. If they actively inspire each other and exchange their views and opinions sufficiently in this process, they very often end up with success in creating more knowledge and innovation

Consumer-seller Interaction

Both the style and content of buyer-seller communication are determined by a number of personal, organizational and product-related factors. For example, the personal life styles and backgrounds will often determine the style of communication the buyer or the seller chooses to engage in. Similarly, organizational training and orientation will also mould the buyer or the. Seller with respect to the style of communication he is expected to engage in. Finally, the content of communication is likely to be determined by product-related variables such as market motivations, buyer and seller plans and technology or competitive structure of industry.

Part 3: Brand Post Consistency

Introduction

Brand Post Consistency in marketing can builds the connecting part of any kind of brand identity. When the homogenous appearance having a lack visibly, the problem in consistency will occur. Referring to communication method, inconsistency message to customer or in any general business will lead to confusion by customer and they will think that this brand don't have any stands. At the same time, customer will assume a stance of mistrust towards the brand. The problem come from the inconsistency that will lead weak brand identity assumption. The company or any organization that handling the consistency may face a problem when competing the other brand through all the channels and business.

Strategy

Strategy has been studied for years by business leaders and by business theorists. Yet, there is no definitive answer about what strategy really is.

One reason for this is that people think about strategy in different ways.

For instance, some people believe that you must analyze the present carefully, anticipate changes in your market or industry, and, from this, plan how you'll succeed in the future. Meanwhile, others think that the future is just too difficult to predict, and they prefer to evolve their strategies organically.

For instance, many successful and productive organizations have a corporate strategy to guide the big picture. Each business unit within the organization then has a business unit strategy, which its leaders use to determine how they will compete in their individual markets.

In turn, each team should have its own strategy to ensure that its day-to-day activities help move the organization in the right direction.

At each level, though, a simple definition of strategy can be: "Determining how we are going to win in the period ahead."

Tactical

Involving or pertaining to actions, ends, or means that are immediate or short-term in duration, and/or lesser in importance or magnitude, than those of a strategy or a larger purpose.

The terms tactic and strategy are often confused: tactics are the actual means used to gain an objective, while strategy is the overall campaign plan, which may involve complex operational patterns, activity, and decision-making that govern tactical execution. The United States Department of Military defines the tactical level as "the level of war at which battles and engagements are planned and executed to accomplish military objectives assigned to tactical units or task forces. Activities at this level focus on the ordered arrangement and maneuver of combat elements in relation to each other and to the enemy to achieve combat objectives."

If, for example, the overall goal is to win a war against another country, one strategy might be to undermine the other nation's ability to wage war by preemptively annihilating their military forces. The tactics involved might describe specific actions taken in specific locations, like surprise attacks on military facilities, missile attacks on offensive weapon stockpiles, and the specific techniques involved in accomplishing such objectives.

Social Media Marketing Plan

Social media is a vital marketing channel for businesses of all sizes. The common question a few years ago, "why should our business use social media?" is now being replaced with, "how can our business grow with social media marketing?".

As a social media marketer, this makes me very excited. What doesn't make me excited is how many businesses are still trying to market on social media without a documented strategy. In this post, you will learn the seven steps your business must take to create an effective social media marketing strategy.

Step 1: Audit Your Current Social Presence

Before you strategize about where you are headed, take a quick look at where you are. A few areas to consider when auditing your business's social media presence are:

- Which networks are you currently active on
- Are your networks optimized (photo and cover images, bio, URL, etc.)
- Which networks are currently bringing you the most value
- How do your profiles compare to your competitors' profiles

Step 2: Document Who Your Ideal Customer Is

You will want to get as specific as possible with this part. For example, if you identified your target market as parents it would be ok. However, if you identify your ideal customer as a parent that lives in the United States, is between 30 and 50 years of age, earns over $70,000, primarily uses Facebook and has an interest in outdoor activities you will have much more success.

Even the best marketers will fail if they are marketing to the wrong audience

Step 3: Create A Social Media Mission Statement

Your social media mission statement will drive your future actions, so make sure you put some thought into it. This statement will make it clear exactly what you plan to use your social media presence for and should reflect your brand identity. Keep in mind your ideal customer when trying to create this statement.

An example mission statement might be "to use social media to educate current and potential customers about digital marketing, with a focus on social media marketing." Once you have this statement documented, it will make it simple for you to decide what to share and create.

If it doesn't align with your mission statement, forget about it. Businesses that post randomly without a guiding mission will fail. People follow experts, not generalists.

Step 4: Identify Key Success Metrics

How will you determine if your social media marketing efforts are successful? I am not just talking about gaining more followers, I am talking about making money. Afterall, it is hard to rationalize spending time and money on something that isn't improving the bottom line.

A few metrics to consider measuring are:

- Conversion Rate
- Time Spent on Website
- Reach
- Brand Mentions
- Sentiment
- Total Shares

Step 5: Create and Curate Engaging Content

Sadly, many businesses jump straight to this step. Hopefully, this post has made it clear that there are several vital steps that you must take before you start creating and curating engaging content to share on your social media channels.

Let's now discuss the fun part, posting to social media. You know who your ideal customer is and you used that information to create your social media mission statement. Armed with this information it should be easy for you to begin creating and curating content. So, what exactly is considered content? Here are a few examples of content you could create:

- Images
- Videos
- Blog Posts
- Company News
- Infographics
- eBooks
- Interviews

The list of content ideas goes on and on, but make sure you focus only on forms of content that align with your mission statement, as well as your skill set. Content is what fuels social media, so it is crucial that you consider creating high quality, engaging content as a top priority.

Step 6: Invest In a Social Media Management Tool

Most marketers have a secret, they leverage tools to boost their productivity. Ok, maybe it isn't a secret, but without tools, marketers would face constant burnout (many do even with tools). When it comes to social media, having a social media management tool allows you to scale your efforts with ease.

One of the main benefits of a social media management tool is the ability to schedule posts ahead of time. Remember that content calendar you created? Make sure your scheduled posts in your social media management tool align with your content calendar.

Step 7: Track, Analyze, Optimize

This may be the most important step when it comes to succeeding on social media. Even the best social media marketers rely on trial and error. It might seem basic, but tracking your results, analyzing the data and then making tweaks to optimize them is crucial.

Each previous step should be re-evaluated after you have had time to analyze the results of your marketing efforts. Let the data drive you. If it is telling you Facebook or Twitter is your most effective channel, consider doubling down.

A great social media strategy is never set in stone. It is a constant work in progress that changes when necessary. So get out there, create a strategy and start optimizing it as you continue to grow and learn more about your business and your audience.

Target

Your target customers are those who are most likely to buy from you. Resist the temptation to be too general in the hopes of getting a larger slice of the market. That's like firing 10 bullets in random directions instead of aiming just one dead center of the mark--expensive and dangerous.

Try to describe them with as much detail as you can, based on your knowledge of your product or service. Rope family and friends into visualization exercises ("Describe the typical person who'll hire me to paint the kitchen floor to look like marble...") to get different perspectives-the more, the better.

Here are some questions to get you started:

- Are your target customers male or female?
- How old are they?
- Where do they live? Is geography a limiting factor for any reason?
- What do they do for a living?
- How much money do they make? This is most significant if you're selling relatively expensive or luxury items. Most people can afford a carob bar. You can't say the same of custom murals.
- What other aspects of their lives matter? If you're launching a roof-tiling service, your target customers probably own their homes.

Generational marketing, which defines consumers not just by age, but also by social, economic, demographic and psychological factors, has been used since the early 80s to give a more accurate picture of the target consumer.

A newer twist is cohort marketing, which studies groups of people who underwent the same experiences during their formative years. This leads them to form a bond and behave differently from people in different cohorts, even when they're similar in age. For instance, people who were young adults in the 50s behave differently from people who came of age during the tumultuous 60s, even though they're close in age.

To get an even narrower reading, some entrepreneurs combine cohort or generational marketing with life stages, or what people are doing at a certain time in life (getting married, having children, retiring) and physiographics, or physical conditions related to age (nearsightedness, arthritis, menopause).

Today's consumers are more marketing-savvy than ever before and don't like to be "lumped" with others--so be sure you understand your target market. While pinpointing your market so narrowly takes a little extra effort, entrepreneurs who aim at a small target are far more likely to make a direct hit.

Daily

This action can be implemented as one or more specific tasks by using daily tactical. Strategy need to be done first so that the details of the daily tactical can be done. What to do? What to bring? What to target? This is a several reasons for daily tactical so that the objectives of the organization can be achieved. In Facebook Pages cases, the things that we post need to align with the tactical.

Weekly

By using weekly tactical, we can see the progress due to observation and implementation all techniques. Weekly is better daily because the period is much longer than daily so the implementation is more effective. When we do weekly tactical, the marketing post for Facebook Pages is related and might have their storyline. That is what the audiences need which is the continuity post.

BRAND CONTENT STRATEGIES AND ENGAGEMENT OF FACEBOOK PAGES TOWARDS SME IN KELANTAN

This survey conducted to study the effectiveness of brand content strategies and engagement of Facebook Pages/ Kajian ini dilakukan untuk menkaji keberkesanan strategi kandungan penjenamaan dan penglibatan di Facebook Pages

*Required

Section A : Background

1. **1. Gender/Jantina** *
   Mark only one oval.

   ◯ Female/Wanita

   ◯ Male/Lelaki

2. **2. Age/Umur** *
   Mark only one oval.

   ◯ 20 - 30 years

   ◯ 31 - 40 years

   ◯ 41 - 50 years

   ◯ > 51 years

3. **3. Highest Education/Pelajaran tertinggi** *
   Mark only one oval.

   ◯ SPM

   ◯ STPM/Matrikulasi

   ◯ Diploma

   ◯ Ijazah Sarjana Muda

   ◯ Master

   ◯ PHD

4. **4. Type of Business/Jenis Perniagaan** *
   Tick all that apply.

   ☐ Services/Servis

   ☐ Manufacturing/Perkilangan

   ☐ Construction/Pembinaan

   ☐ Agriculture/Agrikultur

   ☐ Mining and Quarrying

5. **5. Duration of business/Tempoh perniagaan** *

Mark only one oval.

- ( ) 1 - 5 years
- ( ) 6 - 10 years
- ( ) 11 - 15 years
- ( ) 16 - 20 years
- ( ) > 21 years

Section B : Facebook Pages

Facebook Pages

6. **1. How many Facebook Pages do you have/ Berapa jumlah Facebook Pages yang anda ada** *

Mark only one oval.

- ( ) One/Satu
- ( ) More than one/Lebih dari satu

7. **2. Frequency posting in a day/Kekerapan memuatnaik dalam sehari** *

Mark only one oval.

- ( ) 1 times per day/Sekali sehari
- ( ) More than 1 times per day/Lebih dari sekali

8. **3. Usually posting using/Kebiasaan memuatnaik menggunakan** *

Mark only one oval.

- ( ) Facebook Pages/Facebook Pages
- ( ) Personal Account/Akaun peribadi
- ( ) Other: _____

9. **4. How much time you spend to create a post in a day/Berapa tempoh masa diluangkan dalam sehari untuk memuatnaik** *

Mark only one oval.

- ( ) More than 1 hours/Lebih dari 1 jam
- ( ) Less than 1 hours/Kurang dari 1 jam

Section C : Brand Post Vividness

Part 1 : Emotionally Interesting/Menarik secara emosi

Please rate your level of effectiveness of engagement based on the scale below/Sila ukur kadar keberkesanan terhadap penglibatan di skala di bawah

10. **1. By using sad emotion/Dengan menggunakan emosi sedih** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

11. **2. By using happy emotion/Dengan menggunakan emosi bahagia** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

12. **3. By using angry emotion/Dengan menggunakan emosi marah** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

13. **4. By using greedy emotion/Dengan menggunakan emosi tamak** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

Part 2 : Concrete and Imagery Provoking

Please rate your level of effectiveness of engagement based on the scale below/Sila ukur kadar keberkesanan terhadap penglibatan di skala di bawah

14. **1. By using Politic/Dengan menggunakan Politik** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strong Agree/Sangat bersetuju

15. **2. By using religion/Dengan menggunakan agama** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

Section D : Brand Post Interactivity

Part 1 : Brand Post Interactivity/Interaksi Penjenamaan

Please rate your level of effectiveness of engagement based on the scale below/Sila ukur kadar keberkesanan terhadap penglibatan di skala di bawah

16. **1. Perceived Control/Kesedaran kawalan** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

17. **2. Perceived responsiveness/Kesedaran maklum balas** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat Bersetuju

18. **3. Perceived Personalization/Kesedaran peribadi** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagreee/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

19. **4. Non Verbal Communication/Komunikasi Bukan Lisan** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

20. **5. Consumer-consumer interactions/Interaksi pelanggan-pelanggan**
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat Bersetuju

21. **6. Consumer-sellers interactions/Interaksi pelanggan-penjual**
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat Bersetuju

Section E : Brand Post Consistency

Part 1 : Brand Post Consistency/Konsisten dalam penjenamaan

22. **1. Strategy/Strategi** *
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat tidak bersetuju

23. **2. Target/Target**
Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Sangat Bersetuju/Sangat tidak bersetuju

24. **3. Social Media Marketing Plan/Perancangan Pemasaran Sosial Media**
Mark only one oval.

	1	2	3	4	5	
Srongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

25. **4. Tactical/Taktikal** *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

26. **5. Daily/Harian**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

27. **6. Weekly/Mingguan**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

Section F : Engagement of Facebook Pages among SME's in Kelantan

Please rate your level of effectiveness of engagement based on the scale below

28. **1. Does this brand content strategies lead to 'Like' /Adakah strategi kandungan penjenamaan ini mendorong ke 'Like'**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

29. **2. Does this brand content strategies lead to 'Comment' /Adakah strategi kandungan penjenamaan ini mendorong ke 'Comment'**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	◯	◯	◯	◯	◯	Strongly Agree/Sangat bersetuju

30. **3. Does this brand content strategies lead to 'Share' /Adakah strategi kandungan penjenamaan ini mendorong ke 'Share'**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	⬭	⬭	⬭	⬭	⬭	Strongly Agree/Sangat bersetuju

31. **4. Does this brand content strategies lead to Engagement of Facebook Pages/Adakah strategi kandungan penjenamaan ini mendorong ke penglibatan 'Facebook Pages'**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	⬭	⬭	⬭	⬭	⬭	Strongly Agree/Sangat bersetuju

32. **5. Does this brand content strategies lead to effectiveness of social media marketing of your business/Adakah strategi kandungan penjenamaan ini membantu pemasaran sosial media dalam perniagaan anda.**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	⬭	⬭	⬭	⬭	⬭	Strongly Agree/Sangat bersetuju

33. **6. Does this brand content strategies increase your sales/Adakah strategi kandungan perniagaan ini menambah jumlah jualan anda**

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree/Sangat tidak bersetuju	⬭	⬭	⬭	⬭	⬭	Strongly Agree/Sangat Bersetuju

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