MARKETING INNOVATION THROUGH SOCIAL MEDIA: A CASE STUDY OF A TECHNOLOGY COMPANY

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Abstract

This article discusses the impact of marketing innovation through social media on the performance of technology companies. Social media marketing innovation includes the creative use of various platform features, data-driven strategies, and active interaction with customers. Through the literature results obtained, this study found that social media plays an important role in increasing brand visibility, strengthening relationships with customers, and optimising marketing decisions. The analysis showed that companies adopting this strategy experienced significant improvements in brand awareness, customer satisfaction, and operational efficiency. Thus, marketing innovation through social media drives the growth and success of technology companies in an increasingly competitive business environment.

Keywords: Marketing Innovation, Social Media, Technology Company.

Introduction

In the ever-evolving digital era, social media has become one of the most important and effective marketing tools for companies in various industries. Especially for technology companies, social media serves not only as a communication platform, but also as a strategic tool to identify market trends, interact directly with consumers, and promote the latest products and services (Golzadeh & Gharachorloo, 2021).

Social media allows companies to reach a wider audience globally at a lower cost compared to traditional marketing methods. The interactivity offered by social media platforms also allows companies to communicate directly with consumers, provide quick responses to queries and feedback, and build more personalised relationships and customer loyalty (Firdaus, 2023). In addition, the ability to utilise analytical data provided by social media helps companies understand consumer trends, identify the most potential market segments, and measure campaign effectiveness in real-time. This

makes social media a very powerful and efficient tool in modern marketing strategies (Sobouti & Alavijeh, 2024).

As the number of social media users around the world increases, technology companies face challenges and opportunities to create marketing innovations that are able to attract attention and meet changing consumer expectations. Innovation in marketing through social media requires companies to be more creative in creating content, utilising data analytics to understand consumer behaviour, and establishing more personal relationships with target audiences (Putri & Christin, 2024).

However, although social media offers various advantages, tech companies still often face problems in adapting their marketing strategies to technological developments as well as dynamic social media consumption patterns. Lack of understanding of specific platforms, lack of engaging content, and difficulty in measuring the effectiveness of marketing campaigns are often the main obstacles (Hardey, 2024).

Therefore, overcoming problems in marketing strategy, especially when using social media, requires a structured and sustainable approach. Firstly, it is important for companies to have a deep understanding of their target audience. This can be achieved through analysing social media user data, surveys, and market research (Zerres, 2024). By understanding consumer demographics, preferences and behaviour, companies can create more relevant and engaging content. In addition, companies should utilise analytics tools available on social media platforms to track the performance of marketing campaigns in real-time. Regular evaluation periods allow for quick identification of less effective content or strategies so that adjustments can be made immediately (Liao, 2023).

Second, consistent and responsive interaction with consumers is key to overcoming challenges in social media marketing strategies. Companies need to ensure there is a dedicated team or personnel handling social media activities, including responding to consumer comments, questions, and complaints in a fast and professional manner. Using technology such as chatbots can also improve efficiency in this communication (Judijanto et al., 2024). In addition, it is important to keep abreast of the latest trends in social media and digital technology to ensure the company's strategy remains relevant and innovative. With a combination of deep understanding of audiences, utilisation of analytics, and proactive interaction, companies can overcome various problems and increase the effectiveness of their marketing strategies through social media (Baines et al., 2022).

Thus, this article calls for further research to explore how technology companies can utilise social media more effectively and innovatively.

Research Methods

The study in this research uses the literature method. The literature research method, or literature review, is an approach that involves collecting and analysing relevant written sources to answer research questions or solve specific problems. In this method, researchers identify, evaluate, and integrate theories, concepts, and findings from various sources such as books, journal articles, previous research reports, and other documents (Firman, 2018); (Suyitno, 2021). The purpose of literature research is to gain a comprehensive understanding of the topic under study, highlight gaps in existing knowledge, as well as provide a theoretical basis for further research. The use of this method allows researchers to build strong arguments and support their research with existing empirical evidence, as well as avoid duplication of previously conducted studies (Jelahut, 2022).

Results and Discussion
The Use of Social Media in the Marketing Strategy of Technology Companies

The use of social media in the marketing strategies of tech companies has a significant impact in building brand identity, expanding market reach, and increasing engagement with audiences. Tech companies often utilise platforms such as Facebook, Twitter, LinkedIn, Instagram, and YouTube to promote their products and services. Social media provides a direct and interactive communication channel between companies and consumers, enabling faster and more effective dissemination of marketing messages. These platforms also allow companies to showcase their latest innovations, provide real-time updates, and educate audiences about the features and benefits of their products (Afriadi & Angelita, 2024).

One of the main advantages of using social media in marketing strategies is the ability to reach a more specific target audience. Through the use of demographic and user behaviour data, technology companies can create highly segmented and personalised advertising campaigns. For example, targeted adverts can be shown to users based on their interest in technology, occupation, geographic location and previous online activity. This approach increases the likelihood of conversion and results in higher ROI compared to traditional marketing methods (Dhyani & Sharma, 2022).

In addition, social media allows tech companies to build communities and increase user engagement. Through engaging content such as tutorials, webinars, live streaming, and Q&A sessions, companies can engage their audience more deeply. An active and loyal community on social media can become valuable brand advocates, who voluntarily promote products and services to their networks. The feedback gained from these interactions also provides valuable insights into consumer needs and preferences, which can be used to improve products and marketing strategies (Zaman et al., 2024).

A presence on social media also gives tech companies the opportunity to showcase their brand personality and values. By sharing relevant and inspiring content,

such as customer success stories, sustainability efforts, and social initiatives, companies can build an emotional connection with their audience. This strategy helps create a positive brand image and makes companies more human in the eyes of consumers. In addition, providing quick responses to consumer queries and complaints on social media demonstrates the company's commitment to good customer service (Nguyen et al., 2024).

Finally, social media is not only useful for B2C (business-to-consumer) marketing but also B2B (business-to-business). Platforms such as LinkedIn are particularly effective for connecting technology companies with other professionals and organisations. Through in-depth content such as case studies, white papers, and blog articles, companies can establish authority in their field and attract the attention of potential business clients (Mehta, 2024). Overall, an integrated marketing strategy through social media is essential for tech companies to remain competitive in this rapidly evolving market.

Marketing Innovations Done Through Social Media

Social media marketing innovation has been key for many companies in strengthening marketing strategies and achieving more efficient results. One of the key innovations is the use of Artificial Intelligence (AI) and Machine Learning to personalise content and ads. Through complex data analysis, AI can identify user preferences and behaviours, so that the ads displayed are highly relevant and in line with the individual's interests. Predicting consumer behaviour also allows companies to be more proactive in directing marketing campaigns and maximising conversions (Balchin, 2021).

In addition, the rise of Influencer Marketing has brought significant changes in the way companies interact with consumers. By working with influencers who have a large and loyal following on social media, companies can utilise the trust and credibility of these influencers to promote their products or services. The use of reviews, unboxing and testimonials from influencers is often more effective in attracting consumer attention than traditional advertising. Authenticity and personal engagement make this content more trustworthy to the audience (Pornsrimate & Khamwon, 2021).

Video marketing has also evolved with platforms such as YouTube, Instagram Reels, TikTok, and Facebook Live. More than just posting promotional videos, companies can now use live streaming to launch new products, hold Q&A sessions, or give live tutorials. This format provides real-time interaction with the audience, creating a sense of urgency and an opportunity for immediate feedback. Creative and attention-grabbing short videos are also effective in conveying a message in a short period of time, matching the content consumption preferences of today's audiences (Smith, 2020).

In addition to videos, interactive content such as polls, quizzes and augmented reality (AR) are also growing in popularity. By getting the audience to participate directly, this type of content not only makes for a more engaging experience but also

increases user engagement and time spent interacting with the brand. For example, AR can be used to allow users to virtually 'try on' products before buying them, such as testing makeup or furniture at home, increasing the chance of conversion by providing an immersive experience (Sharma & Taneja, 2025).

Finally, User-Generated Content (UGC) has become an important part of social media marketing strategies. UGC involves users creating and sharing content that showcases a particular product or service. This can be in the form of photos, videos, reviews, or testimonials. UGC campaigns not only create more content for brands without high costs, but also provide strong social proof. When potential customers see people like them using and enjoying the product, trust in the brand increases, driving purchase decisions (Pei & Mayzlin, 2022).

These innovations show how important social media is in shaping the modern marketing landscape. By utilising the latest technologies and trends such as AI, influencers, video, interactive content and UGC, companies can build more effective, engaging and sustainable marketing strategies.

The Impact of Marketing Innovation Through Social Media on Company Performance

Marketing innovation through social media has a significant impact on company performance, affecting various aspects from branding to sales. Firstly, one of the key impacts is increased brand visibility and reach. Social media provides a vast and dynamic platform where companies can reach a global audience quickly and efficiently. Innovations such as AI-personalised messaging and targeted advertising help companies achieve better market segmentation, ensuring that their messages reach the right audience at the right time, which in turn can increase brand awareness (Bojanowska & Kulisz, 2023).

Furthermore, innovations such as Influencer Marketing and User-Generated Content (UGC) play a role in increasing brand credibility and trust. When consumers see products reviewed or promoted by people they trust or other users, they tend to feel more confident in the quality and reliability of the product. The effect of this approach is increased customer loyalty and the formation of a strong community around the brand, something that is extremely valuable in a competitive business environment (Sajjad & Zaman, 2020).

Marketing innovation also enables improvements in operational efficiency and ROI (Return on Investment). By utilising analytics data from social media platforms, companies can measure campaign performance in real-time and adjust them to be more effective. This means that resources can be allocated more wisely, minimising wastage and ensuring that every dollar invested in marketing delivers maximum results. The measurement of KPIs and other metrics becomes more accurate, providing important insights into what is working and what needs to be improved (Tuten & Hanlon, 2022).

In addition, there is a positive impact on customer interaction and engagement. Innovations such as live streaming video and interactive content create a two-way communication channel between a company and its consumers. This not only increases engagement, but also provides valuable feedback for companies, allowing them to understand customer needs and preferences more deeply. More significant interactions can result in better customer satisfaction and experience, which can lead to increased customer retention (Rishi & Bandyopadhyay, 2025).

Lastly, social media marketing innovations drive increased sales and revenue growth. With effective marketing strategies and well-segmented target audiences, companies can increase conversions and encourage more customers to make purchases. Customised marketing efforts using the latest technologies add value to customers, which often makes them more willing to make further purchases. Ultimately, the impact of these innovations is seen in improved bottom lines and sustainable company growth (Kapoor et al., 2025).

Thus, marketing innovations through social media have a significant impact that can improve company performance in various aspects. By increasing brand visibility and reach, building credibility through strategies such as influencer marketing, and utilising analytics for operational efficiency, companies can achieve better results at a lower cost. In addition, increased interaction and engagement with customers through these platforms can deepen relationships and improve customer satisfaction. Ultimately, these innovations support increased sales and sustainable revenue growth, making social media a very important tool in modern marketing strategies.

Conclusion

From some of the literature obtained, the results of this study show that;

Firstly, the use of social media as a marketing tool in technology companies has proven to be effective in increasing brand visibility and appeal. With the various features that social media platforms have, technology companies can communicate their messages in creative and engaging ways, reach a wider audience, and build strong brand awareness. This is especially crucial given the fast-paced and highly competitive technology sector.

Secondly, innovations in social media marketing strategies help tech companies build and strengthen customer relationships. Through active engagement on social platforms, companies can respond quickly to queries and complaints, provide more personalised support services, and gather direct feedback from customers. In the long run, this constant interaction not only increases customer satisfaction but also builds brand loyalty and trust.

Thirdly, the implementation of marketing strategies supported by social media analytics allows tech companies to make more data-driven decisions. By deeply understanding user trends, preferences and behaviour, companies can design more

targeted and relevant marketing campaigns. Analytics enable greater efficiency in marketing budget management and allow companies to accurately measure ROI. Overall, marketing innovations through social media not only increase the effectiveness of marketing campaigns but also contribute significantly to the long-term growth and success of technology companies.

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