

Digital Marketing

Week 7:

Social Media Marketing & Influencer Marketing

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Jakarta International University, Indonesia

Learning Objectives

- Define the key concepts of Social Media Marketing (SMM) and Influencer Marketing.
- Identify the major social media platforms used for digital marketing and their characteristics.
- Explain the role of content strategy and audience engagement in SMM.
- Differentiate between types of influencers (e.g., nano, micro, macro, mega) and their roles in marketing campaigns.
- Evaluate the benefits and challenges of using influencer marketing as part of a digital strategy.
- Analyze real-world examples of successful SMM and influencer campaigns.
- Apply basic strategies to design a simple SMM or influencer marketing plan targeting a specific audience.

Introduction to Social Media Marketing

Social Media



What is Social Media Marketing?

Social Media marketing means utilizing social platforms to promote a brand, connect with an audience, and drive marketing goals.

Key features:

Two-way communication, real-time feedback,



Owned, Earned, & Paid in SMM

Owned Media



Content and platforms controlled by a brand.

Websites, blogs, social media pages.

Earned Media



Publicity gained organically from customers, media, or influencers.

Reviews, shares, word-of-mouth.

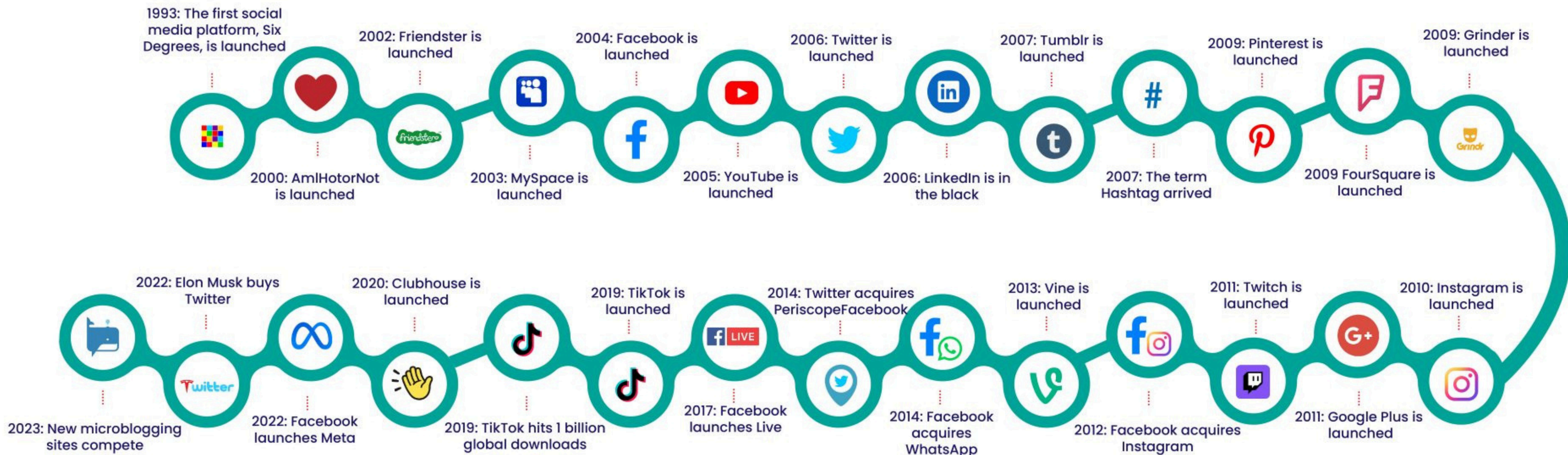
Paid Media



Promotional efforts requiring monetary investment.

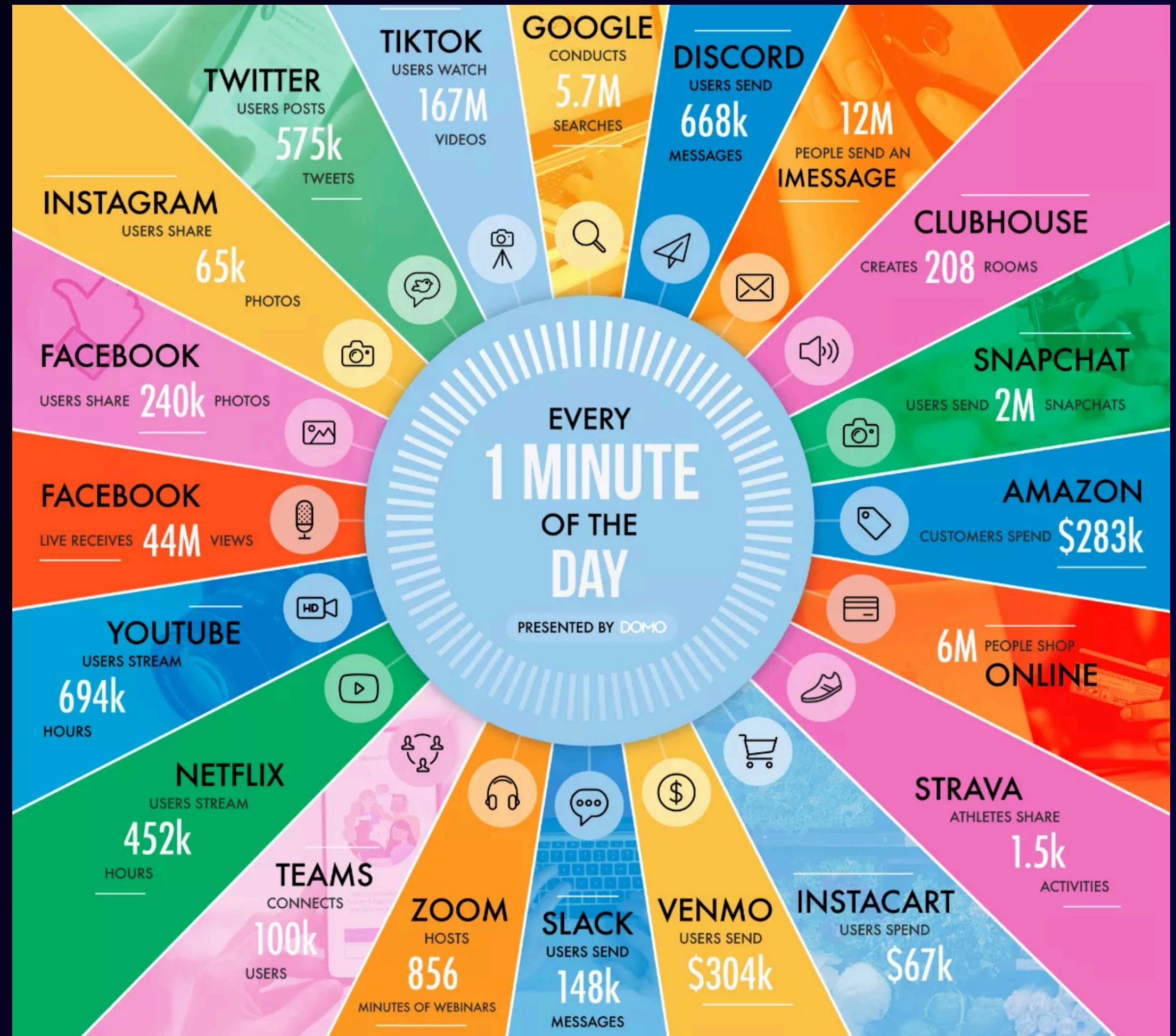
Google Ads, social media ads, influencer partnerships.

Evolution of Social Media Marketing



Why Social Media Marketing Matter Today?

- 5+ billion internet users worldwide
- 60% of global population uses social media
- Avg. time spent: 2.5+ hours/day
- Consumers trust peer reviews & social proof



What happen on the internet for every 60 seconds?

Source: Visual Capitalist
<https://www.visualcapitalist.com/from-amazon-to-zoom-what-happens-in-an-internet-minute-in-2021/>

Understanding Social Media

The Social Media Funnel

AWARENESS

Attract new users

ENGAGEMENT

Build relationships

CONVERSION

Turn followers into customers

ADVOCACY

Loyal fans promote you



Major Social Media Platforms

APR
2025

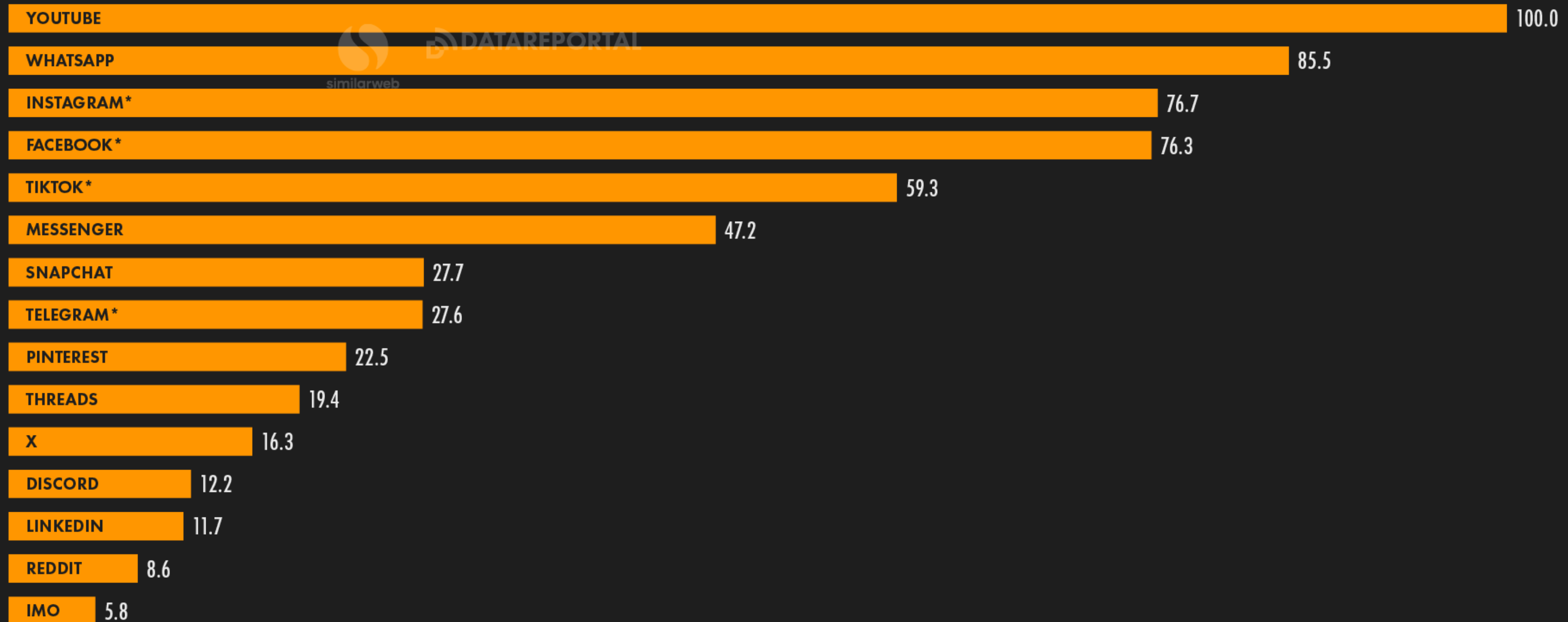
SOCIAL MEDIA APPS: ACTIVE USER INDEX

INDEX OF THE NUMBER OF SMARTPHONE HANDSETS USING EACH PLATFORM'S MOBILE APP IN MARCH 2025

NOTE: THE DATA SOURCE THAT INFORMS THIS CHART HAS CHANGED, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: SIMILARWEB APP INTELLIGENCE. NOTES: BASED ON A SELECTION OF APPS ONLY. FIGURES BASED ON THE NUMBER OF ANDROID PHONE AND IPHONE HANDSETS ON WHICH EACH PLATFORM'S MOBILE APP WAS OPENED IN MARCH 2025. (*) DENOTES AGGREGATE VALUE FOR MULTIPLE APPS (E.G. PRIMARY AND "LITE" VERSIONS). VALUES COMPARE EACH PLATFORM'S APP USERS WITH THE APP USERS OF THE MOST USED PLATFORM. DOES NOT INCLUDE DATA FOR CHINA. ADVISORY: VALUES ARE BASED ON SMARTPHONE HANDSETS, NOT UNIQUE INDIVIDUALS OR ACCOUNTS. SOME INDIVIDUALS MAY USE MULTIPLE HANDSETS, WHILE SOME HANDSETS MAY ACCESS MULTIPLE ACCOUNTS. COMPARABILITY: SOURCE CHANGE. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Platform Demographics

APR
2025

FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THESE TABLES



GLOBAL OVERVIEW

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST FEMALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	12.1%	15.0%	15.9%	17.9%	20.8%
INSTAGRAM	24.5%	19.8%	15.4%	13.9%	10.8%
FACEBOOK	5.9%	10.9%	13.0%	14.5%	16.5%
WECHAT	7.9%	11.5%	15.8%	12.8%	12.4%
TIKTOK	16.3%	11.2%	8.8%	8.0%	5.3%
DOUYIN	6.8%	7.4%	9.2%	7.0%	5.9%
X	3.2%	2.5%	1.7%	1.7%	1.7%
TELEGRAM	2.5%	2.4%	2.6%	2.5%	2.3%
MESSENGER	1.5%	2.2%	2.3%	2.6%	3.0%
LINE	0.5%	1.0%	1.3%	2.6%	3.3%

FAVOURITE SOCIAL MEDIA PLATFORMS AMONGST MALE INTERNET USERS

SOCIAL PLATFORM	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64
WHATSAPP	13.8%	15.7%	17.4%	19.8%	23.0%
INSTAGRAM	25.1%	17.7%	11.5%	9.2%	6.8%
FACEBOOK	8.4%	14.0%	15.3%	16.6%	18.1%
WECHAT	8.9%	11.7%	15.2%	13.5%	11.8%
TIKTOK	10.6%	7.1%	6.2%	5.8%	4.6%
DOUYIN	6.3%	7.3%	7.8%	6.6%	5.5%
X	4.4%	4.7%	3.7%	3.8%	3.1%
TELEGRAM	3.6%	3.4%	3.5%	3.2%	3.0%
MESSENGER	1.8%	2.3%	2.3%	2.3%	2.5%
LINE	0.7%	0.9%	1.3%	2.2%	3.2%

Platform User Behaviour

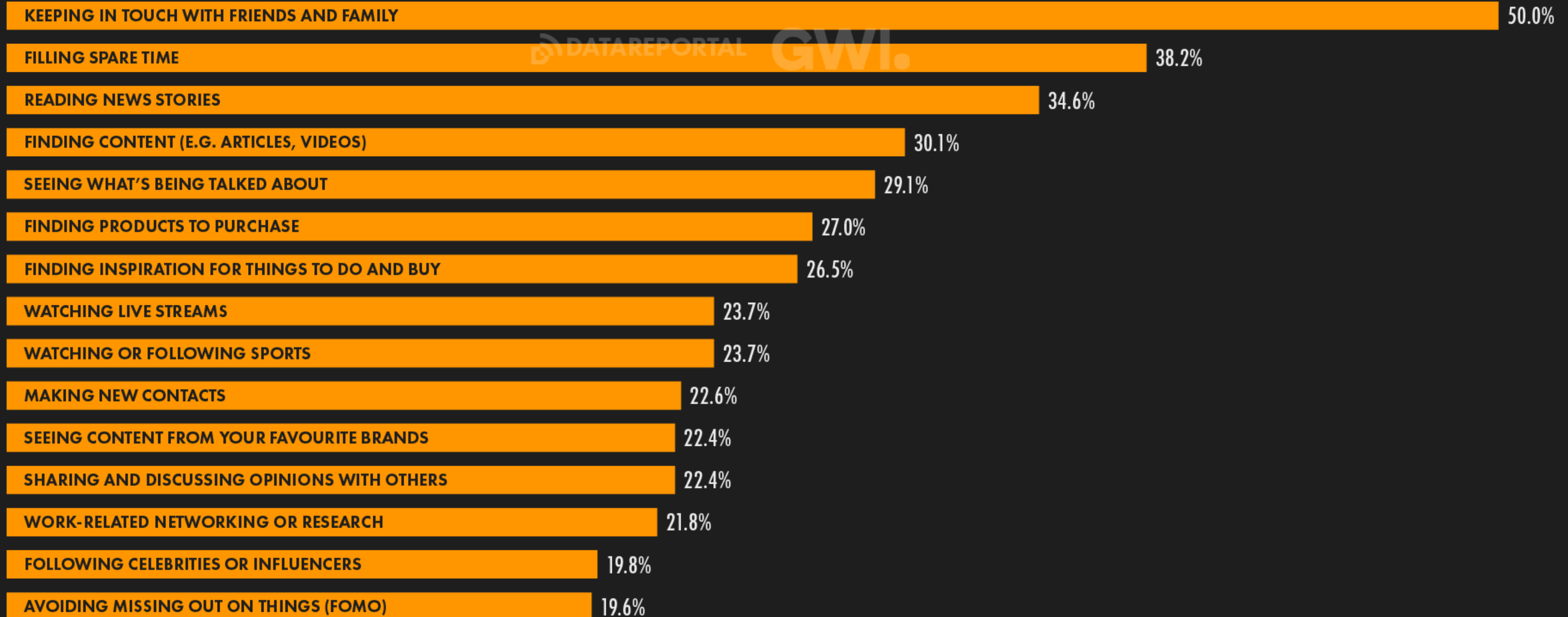
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW



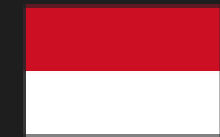
Source: Data Reportal
Digital 2025: Global Overview Report
<https://datareportal.com/reports/digital-2025-global-overview-report>

Overview of Social Media Use in Indonesia

FEB
2025

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



INDONESIA

NUMBER OF SOCIAL MEDIA USER IDENTITIES



143
MILLION



QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]

we
are
social

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



+2.9%
+4.0 MILLION



AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



3H 08M
YOY: -1.3% (-3 MINS)

GWI.

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



7.9
YOY: +1.3% (+0.1)

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



50.2%



SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



62.7%



SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



67.3%



FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



46.0%

we
are
social

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



54.0%

Platform User Behaviour in Indonesia

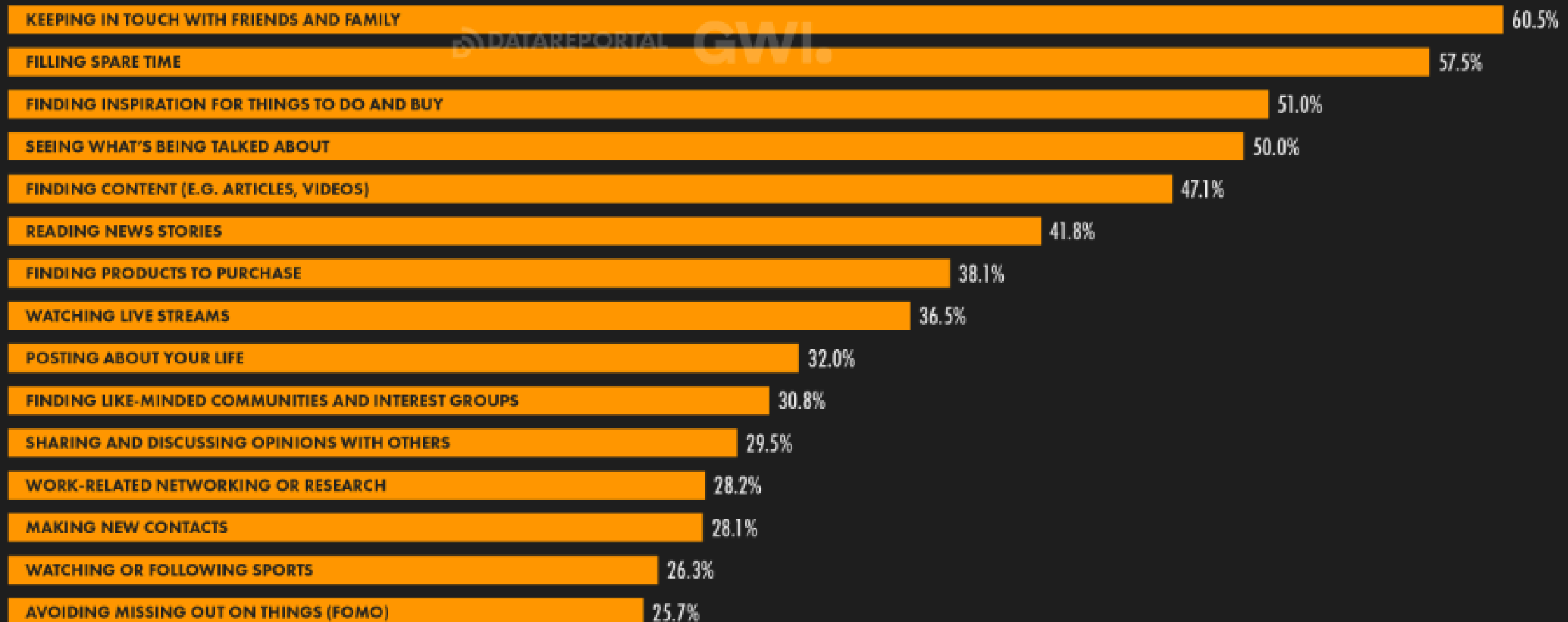
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2025

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16+ USE SOCIAL MEDIA PLATFORMS



INDONESIA



Most Used Social Media Platform

FEB
2025

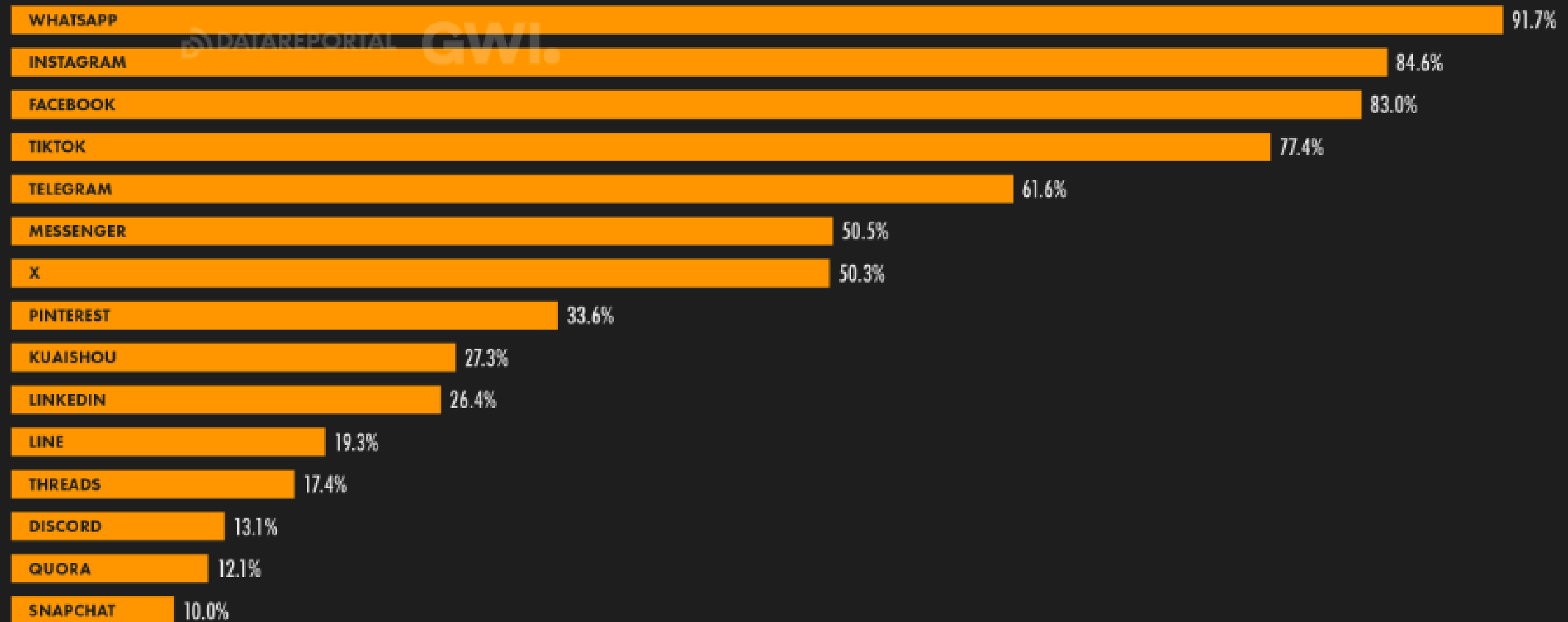
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING










INDONESIA



Source: Data Reportal
Digital 2025: Global Overview Report
<https://datareportal.com/reports/digital-2025-global-overview-report>

Characteristic of Popular Social Media Platforms

Platform	Key Audience	Primary Use
 WhatsApp	16–50, global users	1-to-1 communication, customer service, broadcast messages
 TikTok	Gen Z, entertainment	Short-form video, trends
 Instagram	18–34, visual-driven	Lifestyle content, stories, reels
 facebook.	25–55, broad reach	Community building, ads, events
 X Twitter	News, opinion-based users	Real-time updates, brand voice
 YouTube	All ages	Long-form video, how-to content
 LinkedIn	Professionals, B2B	Career content, thought leadership

Developing a Social Media Strategy

The Social Media Strategy Framework

1. Objectives

Set SMART social goals

Brand awareness, engagement, lead generation, sales

Example:

Increase website traffic from Instagram by 20% in 3 months.

2. Audience

Define your ideal customer persona

Example:

Young professionals (25–35) who value eco-friendly products and shop online frequently

3. Platform Selection

Choose the right channels

Example:

- Instagram + TikTok for visuals and Gen Z;
- LinkedIn for B2B updates

4. Content Strategy

Decide what and how to post

Content pillars:

Eco-tips, Product features, Behind-the-scenes, Customer stories

5. Execution Plan

Plan your workflow and tools

Use Canva for design, Buffer for scheduling, assign roles for posting and replying to DMs

6. Measurement

Track KPIs and success metrics

Engagement rate, video views, click-throughs, follower growth

7. Optimization

Refine based on data and feedback

A/B test post times; switch from static images to reels if they perform better

Social Media Policies and Guidelines

Why Are **Social Media Policies** Important?

- Protect the brand's reputation
- Ensure consistent messaging
- Reduce legal risks
- Empower employees with clear rules

What **Should** a Social Media Policy Include?

- Brand Voice & Tone
- Content Approval Process
- Do's and Don'ts for Employees
- Dealing with Negative Comments
- Legal & Ethical Guidelines
- Influencer Disclosure Rules



Case Study: Nike

Social Activism Meets Brand Storytelling

- Strong brand values: diversity, perseverance, inclusion
- Emotionally powerful storytelling through video
- High-impact visuals with split-screen athlete clips
- Celebrity and athlete endorsements (e.g., Serena Williams, Colin Kaepernick)
- #YouCantStopUs hashtag to encourage UGC and support

Results:

- Strong brand values: diversity, perseverance, inclusion
- Emotionally powerful storytelling through video
- High-impact visuals with split-screen athlete clips
- Celebrity and athlete endorsements (e.g., Serena Williams, Colin Kaepernick)
- #YouCantStopUs hashtag to encourage UGC and support



Source: Youtube
<https://www.youtube.com/watch?v=GbQomqb28os>

Case Study: Spotify Wrapped

Turning Data Into Shareable Moments

Campaign Name: **Spotify Wrapped**

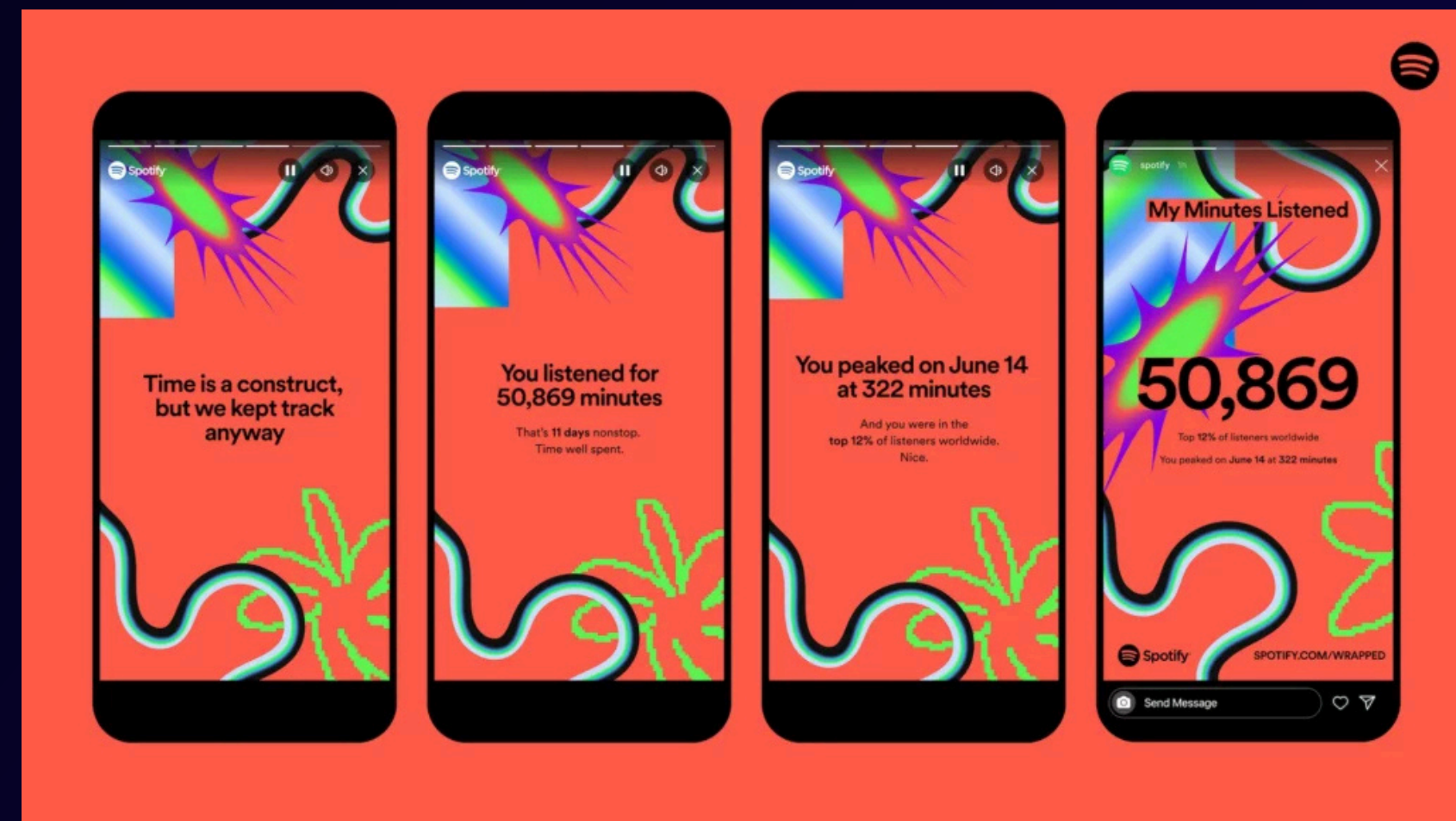
Launched: Annually, every December

Platforms: Instagram, TikTok, Twitter/X, Facebook

- Personalized user data summaries (top songs, artists, genres)
- Shareable, interactive Stories format
- Gamified quizzes and “listening personality” badges
- Integration with influencers and creators
- Strong use of FOMO and social proof

Results:

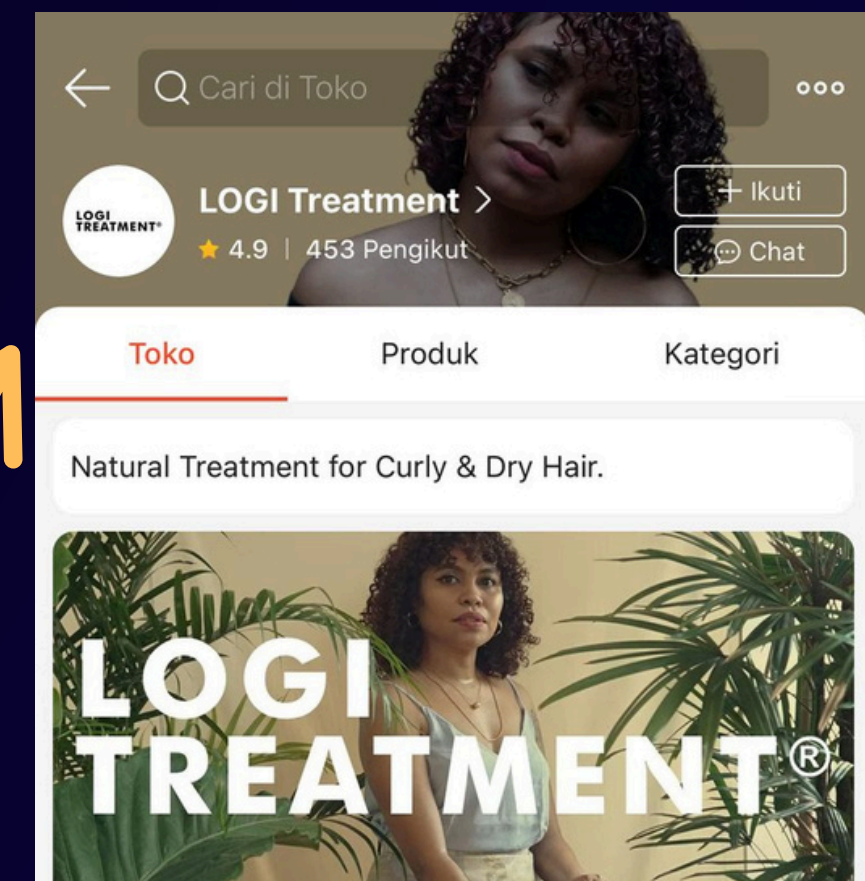
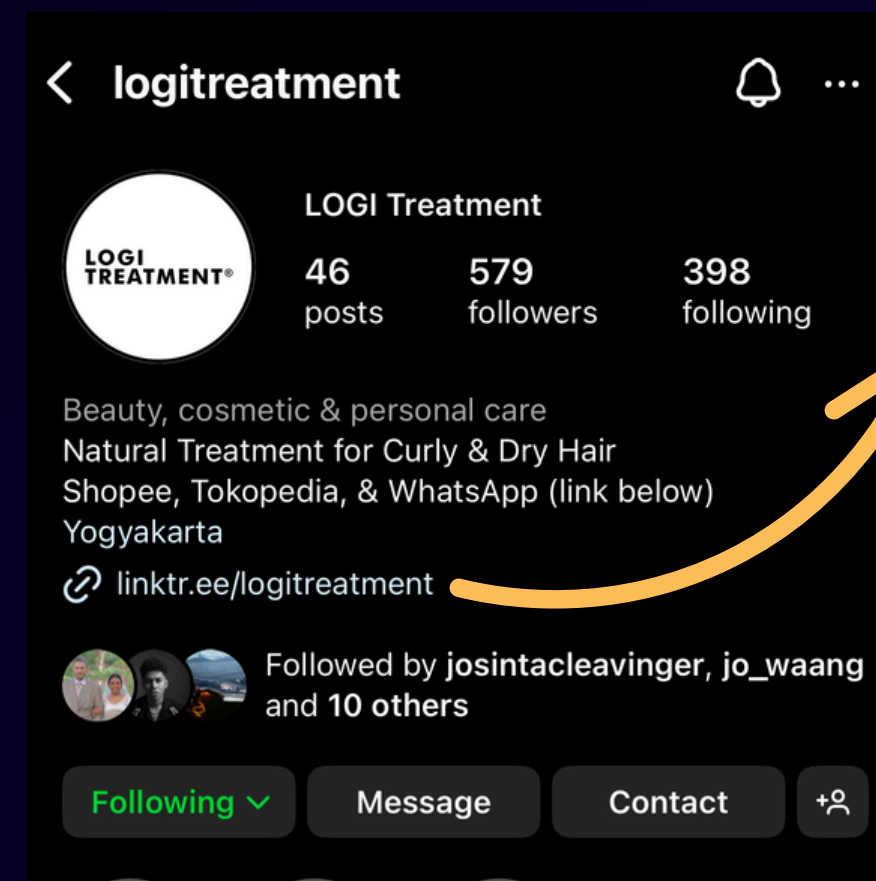
- Millions of users sharing Wrapped Stories
- Organic reach through UGC (user-generated content)
- Massive boost in brand engagement & app re-installs
- Viral trends on TikTok and Twitter every year



Source: <https://eduparx.id/blog/update/spotify-wrapped/>

Future Trends in Social Media Marketing

- Short-form video (Reels, TikTok) & Vertical Video
- Social commerce (buying directly via social apps)
- AR/VR & Metaverse Experiences
- Rise of micro-influencers
- AI-Powered Personalization
- Authenticity Over Perfection
- Values-Driven Content

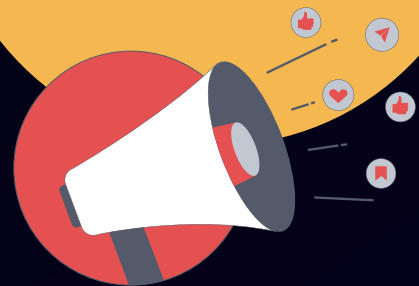


Key Metrics for Social Media Success

Engagement Metrics



Reach & Impressions



Follower Growth



Click-Through Rate (CTR)



Conversions



Return on Ad Spend (ROAS)



Share of Voice (SOV)



Influencer Marketing Fundamentals

What is Influencer Marketing?

Influencer Marketing is a strategy that leverages individuals with influence to promote brands.

Why it works:

Trust, authenticity, peer recommendations

Types of Influencers (Nano, Micro, Macro, Celebrity)

Influencer Type	Follower Range	Characteristics & Advantages
Nano-Influencers	1,000 – 10,000	Highly engaged, authentic, trusted by a close-knit community.
Micro-Influencers	10,000 – 100,000	Niche experts with loyal audiences.
Mid-Tier Influencers	100,000 – 500,000	Larger reach while maintaining decent engagement.
Macro-Influencers	500,000 – 1 million	Well-known personalities with broad reach.
Mega-Influencers	Over 1 million	Celebrities and global icons with massive audiences.

Platform-Specific Influencer Content Examples

Platform	Content Type	Audience Focus
Instagram	Visual storytelling, Reels	Lifestyle, inspiration
Tiktok	Short-form creative videos	Gen Z, trends, entertainment
Youtube	Long-form reviews, tutorials	In-depth learning, demos
Pinterest	Inspirational boards, images	Planning, discovery
X (Twitter)	Real-time updates, threads	News, conversation
LinkedIn	Thought leadership, B2B	Professionals, networking

Common Models of Influencer and Brand Partnerships

Sponsored Content

Brand pays for a post, video, or story featuring its product

To boost brand awareness or new product launch

Product Gifting

Free product is given in exchange for an honest review or post

For smaller budgets or nano/micro influencers

Affiliate Marketing

Influencer earns commission for each sale through a custom link

For conversion-focused campaigns

Brand Ambassador Program

Long-term relationship with repeated promotions

c

Co-creation/ Collaborations

Influencer helps design or create a product/collection

For deep brand alignment and hype

Takeovers

Influencer temporarily runs the brand's account (e.g., Stories)

For special events or behind-the-scenes access

Finding the Right Influencers for Your Brand

Criteria	What to Look For	Why It Matters
Audience Match	Their followers match your target customer	Right message to the right people
Engagement Rate	Likes, comments, shares—not just follower count	Shows influence and trust, not just reach
Content Style	Their aesthetic and tone match your brand	Keeps your campaign authentic and on-brand
Credibility	They are seen as experts or trustworthy in their niche	Builds trust in your product
Past Brand Collabs	Look at previous campaigns and results	Shows professionalism and results
Platform Fit	They're active where your audience is (e.g., TikTok vs. LinkedIn)	Avoids mismatch between audience and platform
Budget Alignment	Their rates or terms fit your budget	Helps you plan and measure ROI

Building Relationships with Influencers

1. Start with Genuine Outreach
2. Communicate Clearly
3. Respect Their Creativity
4. Engage Regularly
5. Deliver on Promises
6. Share Performance Feedback
7. Think Long-Term



Legal and Ethical Considerations in Influencer Marketing

Legal Requirements:

- Disclosure of Sponsored Content (e.g., #ad, #sponsored)
- Data Privacy Compliance (e.g., GDPR, PDPA)
- Truth in Advertising (avoid false or misleading claims)
- Intellectual Property Rights (respect music, images, trademarks)

Ethical Best Practices

- Be **transparent** and **honest** with followers
- Promote **only products you believe** in or use
- **Avoid** promoting harmful or age-inappropriate products
- Be **inclusive and culturally sensitive** in content



Measurement & Optimization

Evaluating Influencer Campaign Effectiveness

Engagement
Rate

Reach &
Impressions

Follower
Growth

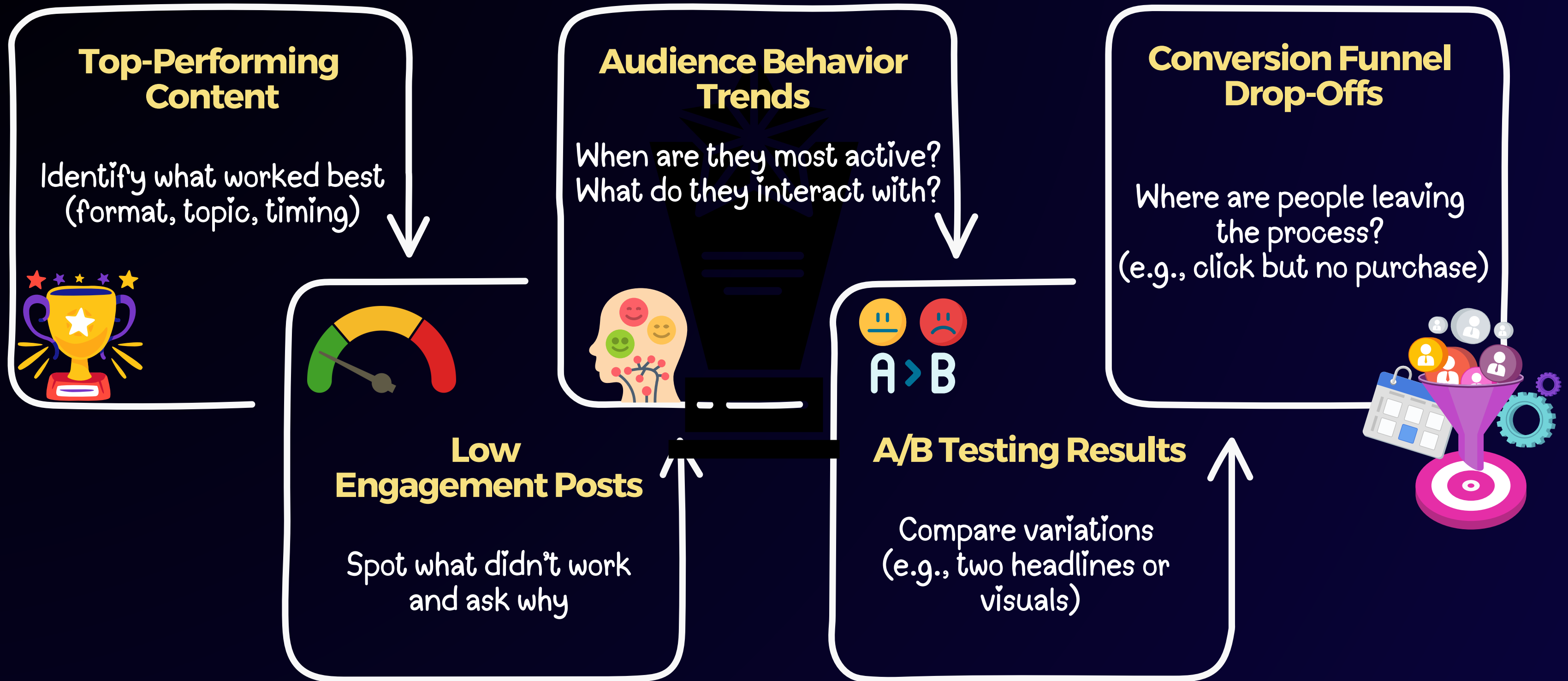
Click-Through
Rate (CTR)

Conversions

Use of Promo
Codes / Affiliate
Links

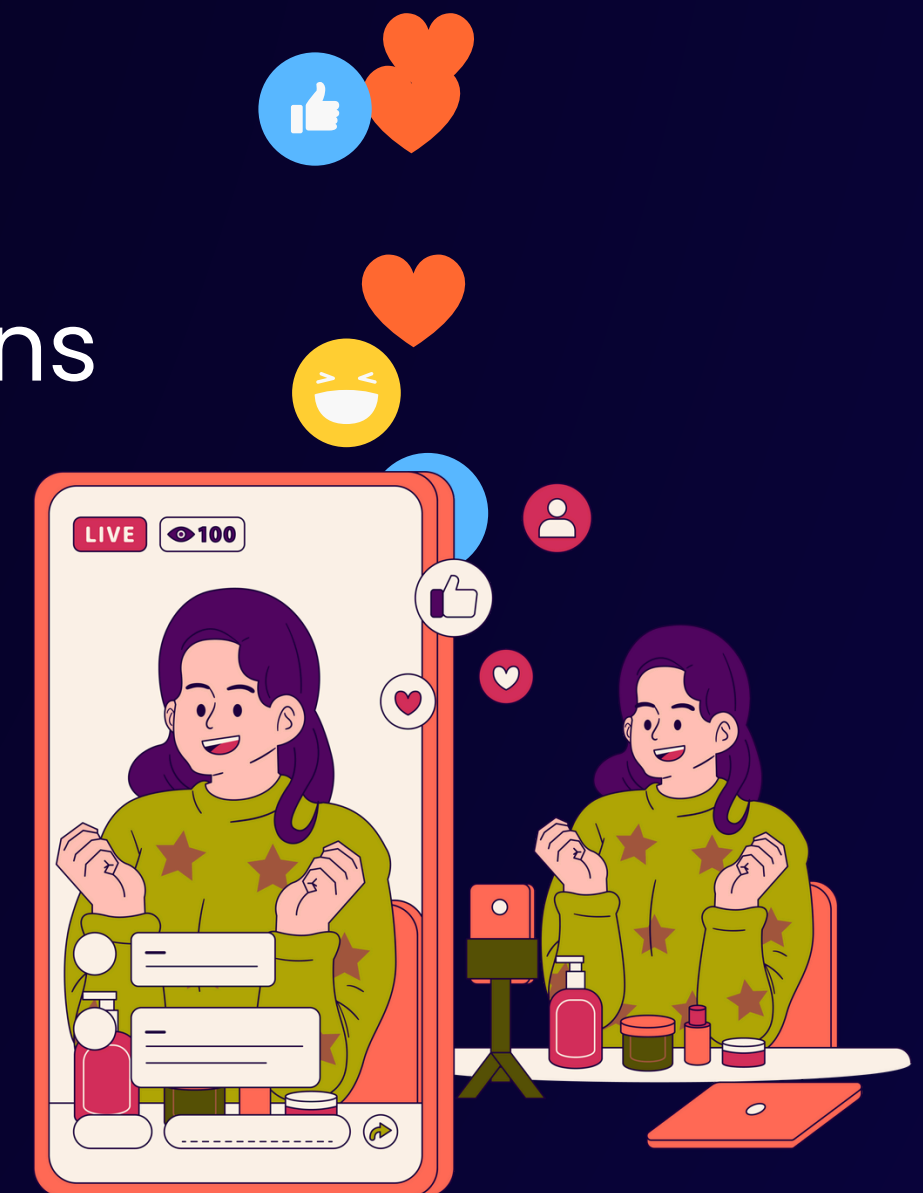
Brand
Sentiment &
Mentions

Optimizing Campaigns Based on Data



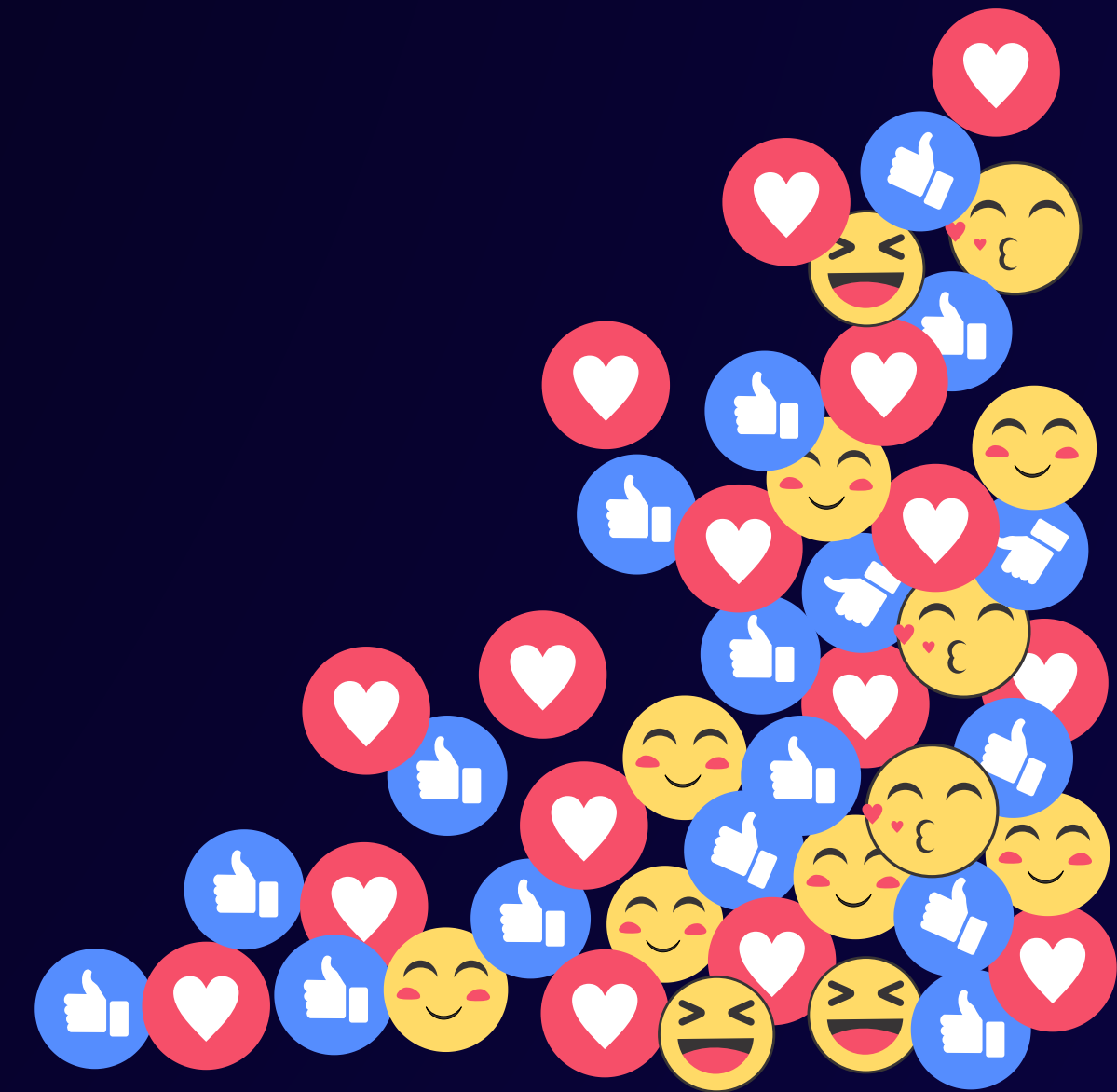
Key Trends in Influencer Marketing to Highlight for 2025

- The Rise of Micro and Nano Influencers
- Authenticity and Transparency Take Center Stage
- The De-influencing Movement
- Long-Term Partnerships Over One-Off Collaborations
- B2B and LinkedIn Influencer Marketing
- Co-Creation and Collaborative Campaigns
- The Growth of Audio and Live Content
- Virtual Influencers and AI-Driven Campaigns
- Niche Communities and Decentralized Platforms
- Performance-Based Influencer Marketing



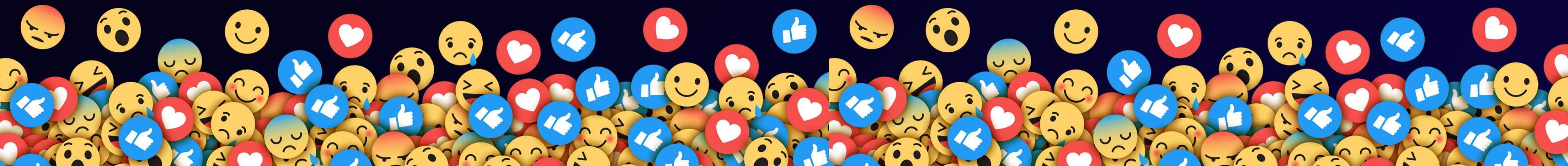
Key Challenges in Implementing Social Media Marketing (SMIM) and Influencer Marketing in Indonesia

- Saturated Influencer Market
- Evolving Algorithms and Platform Changes
- Authenticity and Consumer Trust
- Legal and Ethical Concerns
- Cultural and Regional Diversity
- High Cost of Influencer Campaigns
- Measurement and ROI Attribution
- Fake Followers and Engagement



To overcome these challenges, brands and influencers in Indonesia should:

- Focus on niche specialization and authentic storytelling.
- Diversify content and platforms to mitigate algorithm changes.
- Use analytics tools to vet influencers and measure real engagement.
- Localize campaigns for different regions and cultural groups.
- Stay informed about evolving regulations and industry best practices.
- Explore partnerships with micro-influencers for cost-effective, authentic engagement



Key Takeaways

- Social media marketing and influencer partnerships are indispensable for Indonesian brands seeking to connect with large, engaged audiences.
- Success relies on platform-specific strategies, authentic influencer collaborations, and leveraging technology for personalized, interactive experiences.
- Challenges such as digital literacy and access must be addressed to ensure inclusivity and maximize campaign effectiveness.
- Real-world case studies from tourism, e-commerce, and real estate sectors illustrate the tangible benefits of well-executed SMM and influencer marketing in Indonesia.

Thank You.

– Social Media Marketing & Influencer Marketing –

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