

FUTURE SOCIAL MEDIA MARKETING TRENDS IN THE ERA OF INDUSTRIAL SOCIETY

Dony Martias

Universitas Islam Negeri Sultan Syarif Kasim, Indonesia

E-mail: dony.martias@uin-suska.ac.id

Abstract

Social media is an effective way to market products and services widely which can increase sales and advance business. Social media still has a lot to offer in facilitating communication between businesses and their customers for the purpose of providing better service. The presence of social media continues to grow along with technological developments. Currently, social media is not only a space for communication, but also for self-expression and a means of promotion. This is because most people's lives are connected to social media. The future of social media in marketing is exciting, but also uncertain. It is important to consider the future of social media in the context of consumer behavior and marketing, as social media has become a vital marketing and communications channel for businesses, organizations and institutions, including those in the political field. Social media as technology is, centric but not entirely technological, an ecosystem in which a diverse and complex set of behaviors, interactions and exchanges involving many different types of actors are interconnected.

Keywords: Marketing, Social Media, Industrial Society.

INTRODUCTION

Society means a group of people living in an area, working together and depending on each other to achieve their life goals through available institutions and organizations. Industrial society is a group of people who are involved in technological, economic and corporate relations in production centers. Industrial input towards community members shapes attitudes and behavior which are reflected in attitudes towards work (Dahrendorf, R, 2019). Therefore, industrial society has certain values that shape their attitudes and behavior in working to achieve their life goals. In the process of life, they have insight, attitudes, mentality and values such as respect for time, accuracy, productivity and entrepreneurship.

The business environment is always changing all the time, while the technology used today is increasingly developing as time goes by which makes developed countries begin to change. One of them is the change to use society 5.0 which was initiated by Japan. This concept suggests that we can

apply modern-based science to serve human needs (Alves, H., et al, 2016). The aim of this concept is to create a society where people can truly feel and enjoy comfort. Business actors who still run their business using traditional methods have fewer and fewer market opportunities because many companies have now moved to digital business, therefore they have gained a lot, one of which is that the market share owned by business actors is getting wider.

The impact has also resulted in many delivery service companies growing and competing to enliven the digital business development competition. In this new era of society 5.0, we don't have to feel confused, let alone bother doing something. For example, now we can send goods easily without any hassle, it only takes a matter of days for the goods to reach the buyer's hands, this will increase productivity for the company (Shenhar, A. J., et al, 2007). This is proof that when many large companies experience losses, Japanese companies can profit and expand their market share, as is happening now.

Social media is used by billions of people around the world and is quickly becoming one of the defining technologies of our time. Facebook, for example, reported having 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019 (Facebook 2019). Globally, the total number of social media users is expected to grow to 3.29 billion users by 2022, which is 42.3% of the world's population (e-Marketer 2018). Considering the huge potential audience available who spend many hours a day using social media across various platforms, it is not surprising that marketers have embraced social media as a marketing channel (Yadav, M., & Rahman, Z, 2017).

Academically, social media has also been embraced, extensive research on social media marketing and related topics, such as online word of mouth (WOM) and online networks has been developed. Despite what academics and practitioners have studied and studied over the last 15 20 years on this topic, due to the fast-moving and ever-changing nature of social media and how consumers use it (Pan, B., & Crotts, J. C, 2016). The future of social media in marketing may not just be a continuation of what we've seen.

It is important to consider the future of social media in the context of consumer behavior and marketing, as social media has become a vital marketing and communications channel for businesses, organizations and institutions, including those in the political field. In addition, social media is culturally important because it has become, for many people, the primary domain through which they receive much information, share content and aspects of their lives with others, and receive information about the world

around them (even though that information may have varying degrees of accuracy). questionably. Vitrally, social media is always changing (Li, F., et al, 2021). Social media as we know it today is different than it was a year ago (let alone a decade), and social media a year from now will likely be different than it is today.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Strategic Planning and Marketing Process

Many companies operate without a formal plan. In new companies, managers are so busy that they don't have time to plan. In long-established companies, many managers argue that they have done everything perfectly without formal planning and therefore planning is not that important (McDONALD, M. A. L. C. O. L. M, 2016). They refuse to take the time to put together a written plan. They argue that the market changes too quickly for plans to be useless, that planning ends up just adding to the contents of the trash can.

However, formal planning provides a number of benefits, namely, encouraging management to think ahead systematically and improving interactions between company executives. Formal planning encourages a company to improve its policies and sharpen its goals, allows for better coordination of company actions, and provides clearer performance standards for control. And good planning helps companies anticipate and quickly respond to environmental changes as well as better preparedness to face sudden developments (Musibau, A. A., et al, 2011).

Companies usually prepare annual plans, long-term plans, and strategic plans. The annual plan describes the marketing situation at the relevant time, company goals, marketing strategy for the year, action program, budget and control. A long-range plan describes the major factors and forces affecting an organization over the next several years. Long-term plans are reviewed and

adjusted every year so that the company always has the latest long-term plans.

The company's annual plan and long-term plan cover the most recent (ongoing) businesses and set out how to make them run smoothly. Management must also plan which businesses the company must maintain and what types of new businesses it needs to look for. Strategic planning involves companies taking advantage of opportunities in their ever-changing environment (David, M. E., et al, 2017). We define strategic planning as the process that develops and maintains a strategic fit between an organization's goals and capabilities and changing marketing opportunities.

Strategic planning, determining other planning stages in the company concerned. Relies on developing a clear corporate mission, supporting goals, a sound business portfolio, and coordinated functional strategies. Strategic planning is the process of developing and maintaining strategies that match organizational goals and capabilities as well as changing marketing opportunities (Rahman, K. M., 2016).

The Role of Social Media in the World of Marketing

Currently marketing via social media is really needed by companies because customers have used social media platforms for socializing, searching for information and shopping. As millennials nowadays, social media is certainly not something new.

Social media is a digital platform that facilitates its users to facilitate interactive or two-way social interactions. Social media based on internet technology can change the pattern of information dissemination from previously one-way to two-way. Marketing via social media is currently very much needed by companies because customers have used social media platforms for socializing, searching for information and shopping (Appel, G., et al, 2020).

Social media is an effective way to market products and services widely which can increase sales and advance business. It is not surprising that more and more companies are now implementing social media marketing in their business (Stephen, A. T, 2016). Here are some of the roles of social media in the world of marketing that we need to know:

1. Increase Customer Loyalty

As a businessman who targets millennial customers, you must know that social media marketing is an effort to get them attached to a brand. Through social media, it is easier for customers to communicate directly

with brands so they can find information about products. That way, customers will feel satisfied and their questions can be answered well.

2. Increasing Brand Awareness

By implementing a social media strategy, your business will gain brand recognition because through social media the business will be easily recognized by the general public and even increase brand awareness. Create interesting content so that the audience is interested and allows this content to be shared with other people. Apart from that, you can also try to build good interactions with them on social media which will boost the company's reputation.

3. Cost Effective

Currently social media is part of the most effective and efficient marketing strategy. You simply register and create a free profile for all social media platforms and every paid promotion at a relatively low cost compared to other types of marketing promotions. To try marketing via social media, you can use low-cost advertising first. Over time, if you see a good effect from this marketing, you can increase the marketing budget.

4. As Market Analysis

Another advantage of using social media marketing is gaining broader customer insight. You can find out about what they love, what they hope for, and what they don't like and even know their habits. Through social media, companies can conduct research to find out whether customers are satisfied with existing services or not and find out trends that are currently popular in the market (Sharma, S., & Verma, H. V, 2018).

Social Media in the Near Future, Integrated Customer Service

The current state of customer service via digital channels is expected to undergo a significant transformation in the near future. To date, many companies rely on social media as a customer support channel, using it to respond to individual inquiries and resolve issues. It is anticipated that in the not too distant future, social media-based customer service will become increasingly specialized, individualized, and widespread (Guo, Y., Fan, D., & Zhang, X, 2020). As a result, customers will be able to interact with businesses whenever and wherever they like, and issues will receive a quicker and more direct response. Sometimes, customer service will adopt proactive and preventive tactics, especially if the customer doesn't realize he or she has a problem in the first place.

Social media still has a lot to offer in facilitating communication between businesses and their customers for the purpose of providing better service. Dedicated mobile apps and private messaging features on social media sites facilitate customer assistance. However, it appears that the business makes an effort to facilitate client contact at all times. Customer service procedures are further complicated by the fact that many businesses now demand that buyers use dedicated apps for their goods or browse different social media sites to find contacts from their online business. In such cases, customers may instead decide to stop consuming the product or engage in negative WOM, instead of connecting with the company to raise any concerns they may have (Mensah, K., & Amenuvor, F. E., 2022).

Customer service on social media in the near future appears to be more efficient and far-reaching. In recent reviews of the future of customer relationship management, the presence of “invisible CRM” as a system of the future that will make customer engagement simple and accessible to customers. New platforms have emerged to make the relationship between customers and companies easy (Lorenzo-Romero, C., et al, 2014). Mostly through instant messaging apps for businesses, which several leading tech companies have recently launched as business-related features on existing platforms (e.g., business contact features in Facebook Messenger and WhatsApp).

This technology allows businesses to communicate directly via social media messaging services with their customers. Amazon, Apple, Facebook, and Google are in the process of, or have already released early versions of the platform. Customers can message companies, ask them questions, or even order products and services through messaging systems, which is done using chatbots and virtual assistants. This practice is expected to become more widespread, especially as it will place companies onto the social media messaging platforms that their customers already use to communicate with others. It provides faster responses, can be economically scaled through the use of AI-driven chatbots, and, even using chatbots, can provide a more personalized level of customer service (Denga, E. M., et al, 2022).

Companies, looking to better understand and emulate human interactions, will invest a lot of R&D efforts to develop better Natural Language Processing, voice and image recognition, emotional analysis, and speech synthesis tools. For example, Duplex, Google's newest AI assistant, can already call its own service and book reservations for its users seamlessly. In the future, AI systems will act as augmenters of human capabilities,

allowing us to achieve more, in less time, and with better results (Sutherland, K., et al, 2020).

For marketers, this will reduce the need for call centers and agents, reduce points of friction in service and increase convenience for customers. However, some raise the question that increased reliance on automation may result in a loss of compassion and empathy. In recent research, Force showed that interacting with a product system on social media lowered people's empathy. In response to those concerns, and to educate and incentivize people to interact with machines in the same way they do with humans, Google programmed their AI assistant to respond in a better way if you use a polite approach, rather than a commanding one . While this may help, more research is needed to understand the effects of an AI-rich world on human behavior. Additionally, future research could examine how consumer-generated data can help companies predict consumer stress in advance. Another interesting avenue for research is to better understand the differences in consumer engagement between various platforms, and the long-term effects of service communication with non-human AI and IoT (Arman, S. M, 2014).

Social Media by Non-Humans in the Future

Social media can be thought of in several different ways. In a practical sense, it is a collection of software-based digital technologies, usually presented as applications and websites that provide users with a digital environment where they can send and receive digital content or information through some type of online social network (Asur, S., & Huberman , B.A, 2010). In this sense, we can consider social media as the main platforms and their features, such as Facebook, Instagram and Twitter. We can also practically use social media as another type of digital marketing channel that marketers can use to communicate with consumers through advertising. But we can also think about social media more broadly, seeing it less as a digital media and specific technology service, and more as a digital place where people do important parts of life. From this perspective, it means social media becomes less about a particular technology or platform , and more about what people do in these environments.

Based on the perspective of this definition, and thinking about the future, social media as a technology, centric but not strictly technological, ecosystem in which a diverse and complex set of behaviors, interactions and exchanges involving different types of interconnected actors (individuals and

companies, organizations, and institutions) can occur. Social media is widespread, widely used, and culturally relevant. The perspective of this definition is intentionally broad because we believe that social media has essentially become almost everything content, information, behavior, people, organizations, institutions that can exist in an interconnected networked digital environment where interactivity is possible. It has evolved from just an online example of WOM behavior and the creation and sharing of content or information. It spreads across societies (and geographic borders) and is culturally prominent at both local and global levels (Bhimani, H., et al, 2019).

Bots on social media are not only a problem for social media users but also an annoying concern for marketers. Given that companies often assess the success of marketing on social media through metrics such as Likes, Shares, and Clicks, the existence of bots poses a growing threat to accurate marketing metrics and ROI estimation methods, such as attribution modeling (Dwivedi, Y. K., et al, 2021) . Likewise, when these bots act as “fake followers,” it can affect the value of the account's follower audience. It can also be used maliciously by individuals and companies, as demonstrated in a New York Times Magazine exposé documenting a marketplace used by some influencers to buy “fake” followers to increase their social media reach. As discussed above in relation to influencer marketing, where it is commonplace for influencers to be paid for posts at a rate proportional to the number of their followers, there is a perverse incentive to game the system by having “fake” non-human bot followers. However, this erodes consumer trust in the social media ecosystem, which is a growing issue and short-term problem for many companies that use social media channels for marketing purposes.

However, there are times when consumers know they are interacting with a bot, and don't seem to mind it. For example, a number of virtual influencers (created with CGI, as previously mentioned) appear to amass sizable audiences, despite the fact that they are clearly not human. One of these most popular virtual influencers, Lil Miquela, has over 1.5 million followers on Instagram despite openly admitting, “I'm not a human... I'm a robot.” Future research may attempt to understand the underlying appeal of these virtual influencers, and the potential boundary conditions of their success (Linke, A., & Zerfass, A, 2012).

Another category of social bots that is gaining increasing attention is therapy bots. The app aims to support users' mental health by checking in with them proactively, “listening” and chatting with users at any time and recommending activities to improve users' well-being. Similar bots are used to

“train” users, and help them quit maladaptive behaviors, such as smoking. Interestingly, by being explicitly non-human, these agents are perceived to be less judgmental, and may be easier for users to confide in (Kimmel, A. J., & Kitchen, P. J, 2016).

Finally, the Internet of Things revolution has ushered in opportunities for a number of real products and interfaces to “communicate” via social media. For example, in what started as a design experiment, “Brad,” a connected toaster, was given the ability to “communicate” with other connected toasters, and tweet his “feelings” when neglected or underused. Although these experiments were intentionally designed to ask questions about the future of consumer-product relationships, the proliferation of autonomous tangible devices suggests a future where they have a “voice,” even without humans (Appel, G., et al, 2020). Going forward, we believe the presence of bots on social media will be more normalized, but also more regulated. Furthermore, consumers and companies will be increasingly interested in how bots communicate and interact with each other outside of human involvement.

CONCLUSION

Choosing to use marketing via social media is the main choice made by business actors. Currently, the use of social media has become the main pillar in conveying information. One of the advantages of social media is that it has a lot of potential for the progress of a business. The Indonesian people are so interested in social media services that various platforms continue to come to Indonesia. Various new social media platforms continue to be introduced, and interestingly they always find the right market share in Indonesia. The future of social media in marketing is exciting, but also uncertain. Social media as technology, centric but not strictly technological, is an ecosystem in which a diverse and complex set of behaviors, interactions and exchanges involving many different types of interconnected actors (individuals and companies, organizations and institutions) can occur. Social media is widespread, widely used, and culturally relevant.

REFERENCES

Alves, H., Fernandes, C., & Raposo, M. (2016). Social media marketing: a literature review and implications. *Psychology & Marketing*, 33(12), 1029-1038.

- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing science*, 48(1), 79-95.
- Arman, S. M. (2014). Integrated model of social media and customer relationship management: A literature review. *International Journal of Information, Business and Management*, 6(3), 118.
- Asur, S., & Huberman, B. A. (2010). Predicting the future with social media. In 2010 IEEE/WIC/ACM international conference on web intelligence and intelligent agent technology (Vol. 1, pp. 492-499). IEEE.
- Bhimani, H., Mention, A. L., & Barlatier, P. J. (2019). Social media and innovation: A systematic literature review and future research directions. *Technological Forecasting and Social Change*, 144, 251-269.
- Dahrendorf, R. (2019). Class and class conflict in industrial society. In *Social Stratification, Class, Race, and Gender in Sociological Perspective*, Second Edition (pp. 105-111). Routledge.
- David, M. E., David, F. R., & David, F. R. (2017). The quantitative strategic planning matrix: a new marketing tool. *Journal of strategic Marketing*, 25(4), 342-352.
- Denga, E. M., Vajjhala, N. R., & Rakshit, S. (2022). The role of digital marketing in achieving sustainable competitive advantage. *Digital Transformation and Internationalization Strategies in Organizations*, 44-60.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International journal of information management*, 59, 102168.
- Earley, M. A. (2014). A synthesis of the literature on research methods education. *Teaching in Higher Education*, 19(3), 242-253.
- Guo, Y., Fan, D., & Zhang, X. (2020). Social media-based customer service and firm reputation. *International Journal of Operations & Production Management*, 40(5), 575-601.
- Kimmel, A. J., & Kitchen, P. J. (2016). WOM and social media: Presaging future directions for research and practice. In *Word of mouth and social media* (pp. 4-19). Routledge.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51-70.

- Linke, A., & Zerfass, A. (2012). Future trends in social media use for strategic organisation communication: Results of a Delphi study. *Public Communication Review*, 2(2).
- Lorenzo-Romero, C., Constantinides, E., & Brünink, L. A. (2014). Co-creation: Customer integration in social media based product and service development. *Procedia-Social and Behavioral Sciences*, 148, 383-396.
- McDONALD, M. A. L. C. O. L. M. (2016). Strategic marketing planning: theory and practice. In *The marketing book* (pp. 86-120). Routledge.
- Mensah, K., & Amenuvor, F. E. (2022). The influence of marketing communications strategy on consumer purchasing behaviour in the financial services industry in an emerging economy. *Journal of Financial Services Marketing*, 27(3), 190-205.
- Musibau, A. A., Oluyinka, S., & Long, C. S. (2011). The relationship between strategic planning and the effectiveness of marketing operations. *International Journal of Innovation, Management and Technology*, 2(5), 390.
- Pan, B., & Crotts, J. C. (2016). Theoretical models of social media, marketing implications, and future research directions. In *Social Media in Travel, Tourism and Hospitality* (pp. 73-86). Routledge.
- Rahman, K. M. (2016). Strategic Planning and Marketing Models. In *Strategic Marketing Management in Asia* (pp. 59-110). Emerald Group Publishing Limited.
- Sharma, S., & Verma, H. V. (2018). Social media marketing: Evolution and change. *Social media marketing: Emerging concepts and applications*, 19-36.
- Shenhar, A. J., Milosevic, D., Dvir, D., & Thamhain, H. (2007). Linking project management to business strategy. Project Management Institute.
- Snyder, H. (2019-). Literature review as a research methodology: An overview and guidelines. *Journal of business research*, 104, 333-339.
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current opinion in Psychology*, 10, 17-21.
- Sutherland, K., Freberg, K., Driver, C., & Khattab, U. (2020). Public relations and customer service: Employer perspectives of social media proficiency. *Public Relations Review*, 46(4), 101954.

Yadav, M., & Rahman, Z. (2017). Social media marketing: literature review and future research directions. *International Journal of Business Information Systems*, 25(2), 213-240.