

# Dual Road Approach of the ‘Suspended Dead’ Brand XYZ Shampoo’s Social Media to Create Assumed Brand Awareness

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## ABSTRAK

Di awal tahun 2017, pemilik merek XYZ ingin kembali menghidupkan kembali merek yang mati suri kembali ke pasar. Kampanye pemasaran pertama kali dilakukan melalui Media Sosial untuk menciptakan Kesadaran Merek. Penelitian ini bertujuan ini memahami penerapan Pendekatan Dual Road yang diterapkan Merek dalam mengelola asset Media Sosialnya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif untuk mendeskripsikan pelaksanaan serta menjelaskan data analitis performa Media Sosial, dan juga menggunakan metode eksploratif untuk secara kreatif memahami isu lebih dalam dan luas. Hasil dari penelitian ini menunjukkan bahwa penerapan pendekatan Dual Road, yang terdiri dari Pendekatan ‘Jalan Non-Tol’ dan Pendekatan ‘Jalur Tol’ oleh merek XYZ menghasilkan pencapaian yang secara signifikan berbeda dalam mendukung terciptanya asumsi Kesadaran Merek.

**Kata Kunci:** Media Sosial, Pendekatan *Dual Road*, Kampanye Sosial Media, Aktivitas Sosial Media, Kesadaran Merek

## ABSTRACT

In early 2017, XYZ brand owners revived its ‘suspended dead’ brand back to the market. The company decide to utilized Social Media as the initial channel to create Brand Awareness. This study uses a qualitative approach with descriptive methods to describe its implementation and explain the analytical data based on their Social Media performance, also using exploratory methods for more creative in-depth and broad understanding on the issue. The results of this study indicate that the application of the Dual Road approach, which consists of the ‘Non-Toll Road’ and the ‘Toll Road’ approach by the XYZ brand resulted in significantly different achievements in the effort to create assumed Brand Awareness.

**Keywords :** Social Media, Dual Road Approach, Social Media Campaign, Social Media Activation, Brand Awareness

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## **BACKGROUND**

Brand XYZ cannot be considered as new born brand. It is a 'suspended dead' brand which was recognized by generations mostly born in their 70's and 80's. According to the client, it's been decades since the brand had conducted campaigns to its market. Hence the brand has only been known by a few and is in need of communications to induce traction in the market.

The XYZ's brand owner is aware that the brand needs to initially create awareness in the market. However, they only had a tight budget available for the brand campaign, considering it has been decades suspended, and since then have not generated outstanding income for the company. Plus, the company's shareholders have a strict policy on investing budget in marketing communication activities, and mostly allocate or spend the money more on sales promotion tactics. The limited financial situation led the brand XYZ's new Product Manager to utilize digital channel to initially campaign to its targeted market, mainly through Social Media.

Various advantages has made marketers to utilize Social Media as a marketing platform. For companies with tight finance condition such as brand XYZ's company, Social Media has become the main alternative

channel to reach their customers. Learning from the global recession started in recent decades, many companies preferred to employ Social Media as their main channel to reach, interact, and build relations with the company's stakeholders, mainly customers due to its cost reducing advantage (Kirtis, Karahan, 2011).

Social Media, besides it is cost reducing, it is also interactively facilitating. According to Ward (2010), Social Media is considered as a type of online media that facilitate conversation between brand and its customers, unlike any other existing conventional media which is cannot facilitates participation from the customer's side (Kirtis, Karahan, 2011). This enabling feature for users and consumers alike, has made Social Media as an empowering and a popular media, and for companies and marketers, its cost reducing and interactive advantages has made Social Media very attractive.

*detik.com* published a research conducted by We Are Social, in collaboration with Hootsuite, a Social Media Management Platform, which said that 130 million Indonesians are actively connected to Social Media (Haryanto, 2018). NielsenWire (2010) also concluded that utilizing Social Media is a popular online activity, particularly using Social Networking Site (Michaelidou et al,

2011). Social Media popularity amongst Indonesian consumers has also led brands to adopt the platform as its channel for brand communication. Moreover, Social Media—if it combined with other campaign efforts, is also believed to be able to lifted up brand sales (Fulgoni, 2015). Although many cases show the success of various brands in achieving their marketing objectives through social media, there are still various challenges in terms of Social Media Management.

In the context of Brand XYZ, its challenge was to take benefit of Social Media, to maximize limited budget and to achieve its marketing objective. A study shows that engagement through Social Media, particularly through Facebook Page, has a positive effect on consumer's brand awareness and ultimately affect the purchase-intention in decision making process (Hutter, Hautz, Dennhardt, füller, 2013). As same as traditional media, communicating through Social Media also have a significant impact on brand equity and strongly influence brand image (Bruhn, Schoenmueller, Schäfer, 2012). The latter is also important for brand XYZ as its product pricing targeted to middle upper consumer group. The image of quality and premium brand image is assumed to be the pivotal consideration for the targeted segment to purchase the brand.

Therefore premium looks, positive messages, and other creative contents is important to build all that brand dimensions.

To strategize and to implement the Social Media Marketing activities, The brand XYZ's company hired an agency to develop brand XYZ's social media assets and to administer its Social Media account. The Social Media Maintenance Project ran for about 1 year from March 2017 to March 2018. The objective of the project is to create brand awareness through Facebook and Instagram, and build up its fanbase throughout the year.

The strict policy on marketing communication investment resulted a low budget on Social Media Campaign. Like most clients, they expect high impact from a low budget effort. Therefore, the new product manager decided to utilize the Social Media organically, which is feeding the timeline with regular and consistent content without paid or promoted contents, and paid advertising for the first 6 months. During the subsequent period, as the company observed poor achievement in the assumed Brand Awareness Key Performance Indicator, the company decided to invest more and utilize the inorganic method to campaign. From the background above and the situation explained earlier, the focus of this study is to learn on how the Dual

Road Approach in social media created the assumed brand awareness of Brand XYZ, a ‘suspended dead’ shampoo brand. The objective of this study is to understand the difference between the Non-Toll Road Approach and Toll Road Approach on creating brand awareness on social media.

## **RESEARCH METHODOLOGY**

Social Media utilization by brand has now become more and more common in practice; unfortunately, there was still little understanding about the practice and few literatures that discussed the issue. Therefore, to understand further about Social Media and specifically about this case, this study utilizes qualitative approach with both descriptive and explorative methods. According to Neuman (2006, P.33), it is possible for certain studies to have multiple purposes—hence multiple methods. However, one purpose is usually dominant than the others.

As the purpose of this study is to understand the Dual Road approach in Social Media to Create Brand Awareness in the case of XYZ brand, hence the descriptive method is required to describe the analytical data of the social media performance and to describe the implementation of the Dual Road as it is. The exploratory method is required to creatively generate new ideas,

conjecture, and hypotheses. Descriptive research presents a picture of specific details of a situation, social setting, or relationship, while Exploratory research examines a little understood issue or phenomenon to develop preliminary ideas and move toward refined further research questions (Neuman, 2006, P.33;P.35). Hopefully this study will be able to trigger more questions for future research.

The data of this study is collected from secondary data, mainly Social Media performance reports. The agency has monthly social media reports that were submitted to the client for their perusal. However, this study only accesses the highlighted social media performance reports that shows the brand XYZ’s social media performance from January 2017 to December 2017. The report gave this study an extensive view of the Dual Road approach implementation result. It shows performance graphic that significantly show the different result between the Non-Toll Road approach and the Toll Road approach.

The secondary data other, aside from the reports, is the initial Digital Marketing proposal for the brand XYZ. The proposal provides a comprehensive implementation plan of the digital marketing efforts including the social media aspect. From both proposal and report, this

study will have authentic data from the case. This study is also an actual case that the researcher was involved in as part of the consulting party regarding the project. Therefore, as a direct observer of the project, this study will include the first perspective on the Dual Road approach in brand XYZ social media and describe the challenges, the anxiety, etc on the social media managing project.

## **RESEARCH FINDINGS AND DISCUSSION**

Social Media is now a primary option for marketers with a tight budget to communicate their products, services, or brands. In Indonesia, Television is still the main advertising media. The PriceWaterHouse Cooper states that until 2021 they still dominate the advertising landscape with 53.8% market share (Hermawan, 2017). Consistent with the previous data, Nielsen (2014) also state that TV is still the main medium in Indonesia with 95% coverage both in and outside Java. Unfortunately, not all brands in Indonesia can afford a television campaign.

The recent data shows that the internet advertising market and internet consumption in Indonesia has grown strongly in 4 recent years. This has become one of the reasons why many marketers start to invest their money in developing digital

assets, including social media assets. Beside its cost advantage, Social Media is also advantageous as it is a more user-centric media than the conventional ones. User-Centric means more control, choices, and flexibility that put the end user into consideration (Quesenberry, 2016, P.25).

Social Media defined as a computer-mediated tool that allows people to create, share, or exchange information, ideas, and pictures or videos in virtual communities and networks (Quesenberry, 2016, P.24). Through social media, people can create and share information and ideas. In context of this study, the brand also has the opportunity to create and to share information and ideas.

Social Media is also recognized as an Interactive Media whereas interactivity or two-way communication occurs between consumers and producers. Interactivity in Interactive Media fundamentally changed the relationship between communicators and audience (Borchers, 2005). McMillian and Jang-Sun Hwang (Quesenberry, 2016, P.30) explain the consumer's perceived interactivity as the characteristic that appear in three elements: direction of communication, user control, and time. The direction of communication refers to the ability to provide mutual conversations

between parties. The second key characteristic of interactivity is user control, which means the ability to give user control over content and navigation option when utilizing the media. The Time characteristic refers to speed of message deliverance at a moment. The less responsive, the less interactive is perceived.

Smith, Wollan, and Zhou (2011, P.10) explain that there are at least 5 characteristics that differentiate Social Media with other media: (1) It enables one-to-many or many-to-many conversations. Some use peer-to-peer as a more 'dialogue' sense of description; (2) It enables consumers or users to create and post content. Today Indonesian Netizens recognize them as Content Creators or simply Creators; (3) It is really easy to use. The users of Social Media demographically stretch from the younger to more mature users; (4) Highly accessible to everyone, highly scalable, and operates in real time; and (5) It is entirely open for public and transparent.

From the explanation above, Social Media can be defined as a computer-mediated interactive tool where users can exchange messages. In this study, this definition will be utilized to explain the messages exchanged through Brand XYZ's Social Media account in order to create brand awareness amongst its target market. In the implementation of Social Media Management, there

are two methods that can be performed in order to generate brand awareness: Organic and Inorganic.

Social Media is continuously evolving. In terms of usership, it grows rapidly. It is completely accessible for everyone, very easy to use, and it is "free". Everyone can create an account without purchase. Not only individuals create their Social Media accounts, but also Groups, Communities, Brands, and even Companies create their "free" account in Social Media Platforms, especially popular platforms such as Facebook, Twitter, and until recently Instagram. As the variety of users adopt Social Media to communicate with their audience, today's Social Media is not only serving social needs, but also serving commercial needs.

At the beginning, Social Media emerged as an entertainment tool, subsequently it became a marketing phenomenon due to its advantages (Kirtiř, Karahan, 2011). The platform provides firms an opportunity to build relationships with customers, employees, communities, and other stakeholders (Felix, et al, 2016). In the first era, Social Media was all about engagement, today it is about acquisition and conversion (Gurd, 2018). Social Media is not just about conversation and content anymore, it is now become a channel to achieve marketing objectives. It can be about

customer relations, new customer base acquisitions, drive retention, advertising, and more. Social Media has now turned into Social Commerce. This evolution of Social Media utilization, has also changed the way Social Media serves all of its users.

Managing Social Media can be implemented organically and inorganically (Advance Ohio, 2018). In the realm of branded social media communication, the two types of implementation are also known as “organic” and “paid” (Fulgoni, 2015). Generally, the differentiation between organic and inorganic social media is the involvement of financial spending. The organic social media marketing means utilizing free tools provided by each Social Media platform, while the Inorganic Social Media Marketing means utilizing paid tools such as Display Advertising or promoted messages which will be distributed vastly and directly to the targeted audience segmentation.

Facebook, as a popular Social Media Platform in the world, has changed its algorithm which mirrors Google’s SEO. The objective of this change was to make its users more comfortable when using the platform by providing content that matters personally to them. The consequences of these changes ultimately impact parties that wants to convey their messages and interact

with their audiences, particularly brands. As Social Media will only show content that suit the interest of an individual, hence not all marketing or sponsored content can appear in any user’s timeline or wall. Therefore, it is the role of inorganic paid method to extend the message’s reach of marketing or sponsored messages (Banner, 2016). However, it does not mean that to optimize Social Media Performance users must rely heavily on the inorganic method. The organic approach is also important.

The organic social media method put back the meaning of the word social in social media. The free tools provided by the Social Media Platform helps users to understand more about their audiences. It provide statistics that show which content is more engaging and it provide ways to directly interact with the followers. As explained earlier, that the social media algorithm creates content personalization, hence the reach of organic messages can be little. Combining the organic method with inorganic paid method will boost the organic message’s reach. In short, these two methods should be considered and combined by products, services, or brands to create the assumed brand awareness.

Brand Awareness is an important variable to determine if a brand is indeed a strong brand or not. A survey by DDB Agency to

Marketing Directors concluded that 65% stated that brand awareness is the major characteristic of a strong brand (Kapferer, 2008, P.16). Brand Awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991, P.62). Brand Awareness is the degree to which a consumer can recognize or recall certain brands and associate them with certain product or service categories. The first task of any communication attempt is to shift the 'unaware of brand' consumers to recognize the brand. Therefore, for a suspended brand that had not campaigning for decades, needs to initially rebuild brand awareness to achieve the next consumer journey's objective.

People utilize Social Media platforms to create brand awareness, although there are no specific tools in the platform to measure brand awareness. A data collection from 1000 UK B2B SMEs in a Social Media study on B2Bs, showed that a majority 82% companies utilize Social Network Sites—Social Media—to increase brand awareness (Michaelidou et al, 2011). However, the computer-mediated interactive tool only has analytical tools that provide measurement of how many audience members have seen the messages that, by objective, were created to build brand awareness linkage. There are no tools that

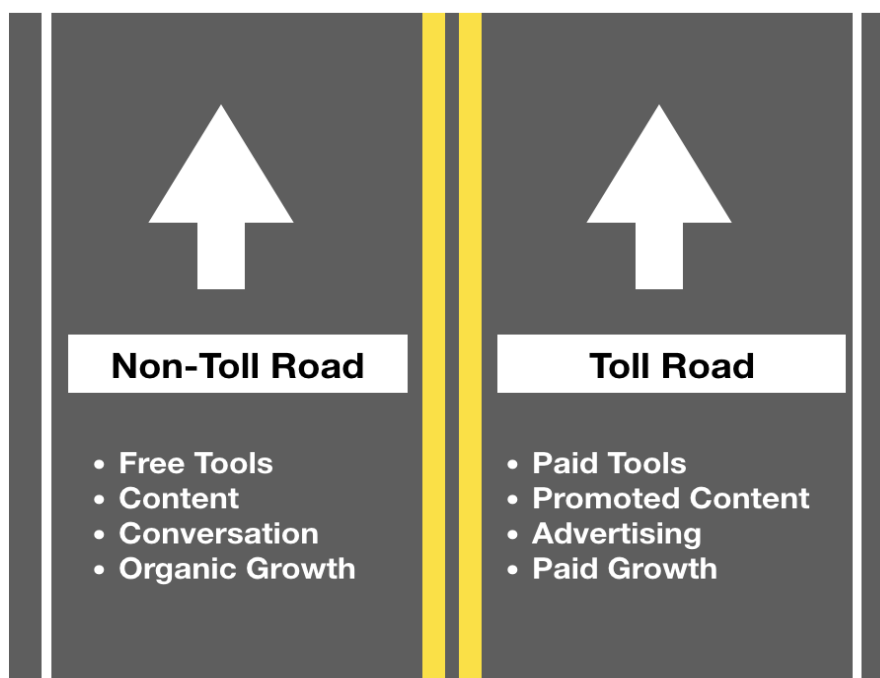
specifically measure if audiences are able to recognize if a brand is a member of a certain product or service category, and there no tools provided to ensure the establishment of brand awareness. However, the Social Media—in this case Facebook and Instagram—provide tools to increase the audience's opportunity to see the brand message. Therefore, the Social Media users can only assume that the more people see the messages, the more people are assumed to be able to creates the brand awareness linkage—the link between a brand and its category—from the brand awareness message's exposure. In the Facebook Ads Manager Dashboard, Facebook explain that its brand awareness advertising objective is to reach people who are more likely to pay attention to the communicator's ads and hence increase awareness for your brand. It means that the inorganic paid ads only increase the opportunity to see in the hope that it will increase the possibility for establishment of the assumed brand awareness.

The measurement indicators that are frequently utilized to measure brand awareness are Impression, Reach, and Engagement. Impression is a number that indicates times in which a particular advertisement is viewed on a particular page. Impression is often called an ad view (BrickMarketing,



2018). The more times people see the ads, the more the number increases. One person can view ads many times, hence it is not a unique number tied to a number of persons reached. On the other hand, Reach measures the total number of people who see the communicator's message (York, 2018). While Engagement measures the total number of actions that people take involving the

communicator's message (Facebook, 2018). In Facebook particularly, action forms can be reactions, comments, clicks, and also shares. In short, the brand can conclude that the higher the impression, reach, and engagement, the higher the opportunity of people to see the communicator's messages and hence be assumed to establish brand awareness in their mind.



**Image 1- Image illustration of Dual Road Approach**

**Source: Research Illusion**

From the concept's explanation above, the Dual Road approach in Social Media refers to the duality of Organic and Inorganic Method in managing Social Media, and it is an analogy of a two type traffic road heading towards the same direction: The Non-Toll Road, and the Toll Road (See Image.1).

The Dual Road approach emerge in the context complexity of the Social Media landscape evolution and the desire to achieve both social and commercial objectives particularly brand awareness objective.

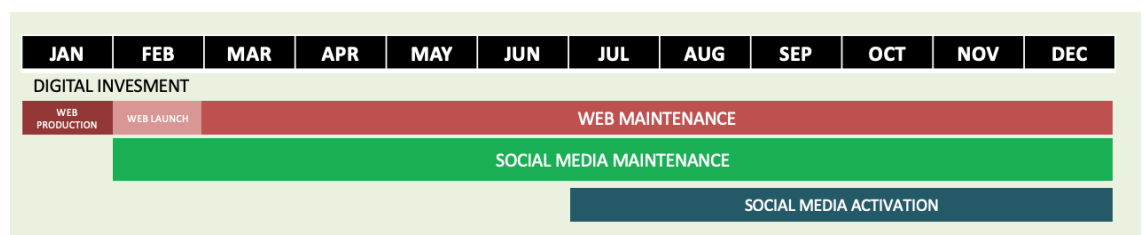
The idea of the Dual Road approach came from the question of how to effectively manage social

media assets and achieve the brand awareness objective. Both Organic and Inorganic approach can be implemented, but respectively has its challenges and its consequences. Brand XYZ created its Social Media Assets in January 2017. However, due to some internal issue, the Social Media implementation got delayed until February 2017. According to the Brand XYZ's initial digital proposal, the implementation of the brand's digital activity was explained in an overall timeline (see image 2). From the image, Brand XYZ developed two digital assets: Brand Website and Social Media Account. In the case of the Brand, the Social Media accounts created are in Facebook and Instagram.

The Website development, which includes designing and the programming process, starts in January and will be launched in February. The maintenance period starts from March until December. From the timeline, brand XYZ divided the Social Media Implementation into two parts: Social Media Maintenance and

Social Media Activation. The Social Media Maintenance refers to feeding consistent and continuous Social Media Content. This Social Media Maintenance part required the agency to create regular content that suits the interest of brand XYZ's consumer segmentation which is Female, 30+ years, Professional, Entrepreneurs, Full Time Household Mom, Someone who cares and is aware about their outer appearance, socially active, open minded, quality oriented, value over price minded, Middle Upper Economic Class, and live in the Urban and Suburban Area.

Further more from the Social Media Maintenance, is the Social Media Activation part, defined as the effort to push the number of engagement. The Social Media Activation plan includes contests that were meant to push audience' participation. The contests invite audiences to follow certain game rules which involves the brand XYZ's product usage, and the winners of the contest will be rewarded.

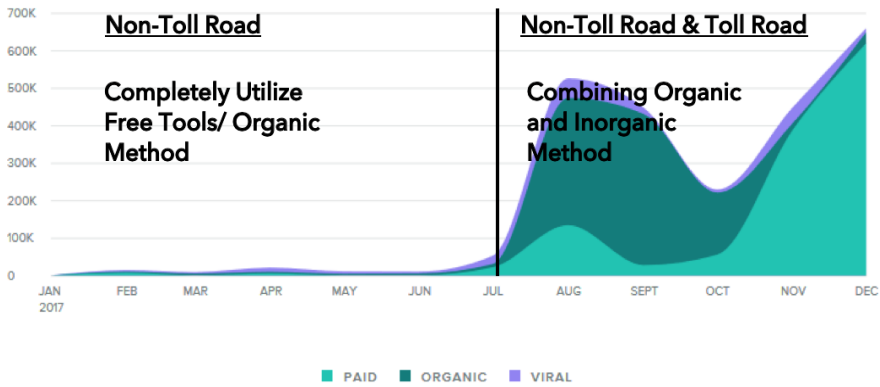


**Image 2 - Overall Timeline of Brand XYZ Digital Implementation**  
**Source: The Agency Proposal of Brand XYZ Digital Marketing Plan**

The key to any campaign is the key message. For decades, the brand XYZ's status is "Suspended Dead". There is no presence in the market, and zero campaign. It is assumed to have zero awareness in the market. But for more mature target audiences, the brand might still have a footprint in mind. This initial attempt to return to the market is equal to recreating

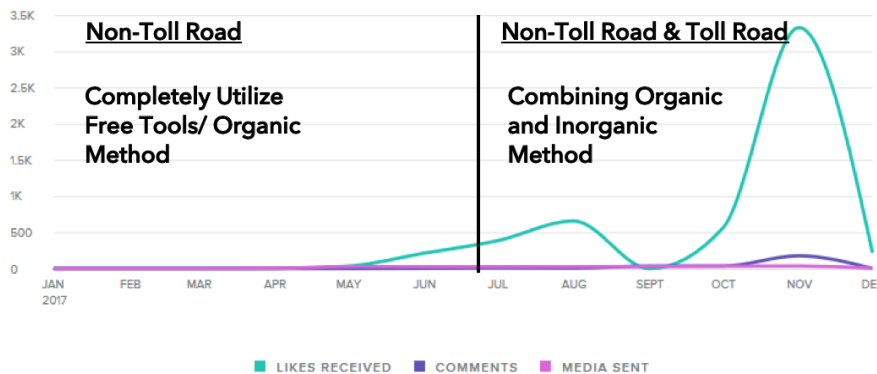
brand awareness. The agency needs to recommunicate the brand through Social Media Content that can create linkage between the brand with its product category: Shampoo. The Agency came up with a content strategy and it is part of the primary implementation of the Social Media Maintenance of the Brand XYZ's Social Media assets.

PAGE IMPRESSIONS, BY MONTH



The graphic show the acquisition of impression in Facebook every month, during the period January - December 2017

AUDIENCE ENGAGEMENT, BY MONTH



The graphic show the acquisition of engagement in Instagram every month, during the period January - December 2017

**Image 3 - Overall Timeline of Brand XYZ Digital Implementation Source: Brand XYZ Social Media Performance Highlight from January – December 2017 utilizing Sprout Social Analytical Tools**

The Agency came up with two types of content: Fact and Tips. The Fact contents were related to product information. The Fact content could be about its product function, usage,

main ingredients, and etc. While Tips content were about lifestyle that relates to the consumers and ultimately the product itself. The two types of content were part of the

effort to build brand awareness by communicating the product itself and the brand role in the life of the consumers.

In line with the thinking framework explained above, the Dual Road Approaches is an analogy to explain the brand effort to create brand awareness. Learning from Image 3, the Non-Toll Road approach, which being implemented from January to June 2017, generated a low number of

impression and engagement. On the contrary, when the Product Manager decided to utilize the paid tools, the brand generated a sharp rise of impression in Facebook, and a slight increase in Instagram. The graphic image shows that the paid tools increase the opportunity to see the brand messages. Therefore it is more favourable to utilize the inorganic method in order reach more people and hypothetically create more massive assumed brand awareness.



**Image 4 - #XYZStory Social Media Activation Promotional Content Source: Brand XYZ Social Media Performance Highlight from January – December 2017 utilizing Sprout Social Analytical Tools**

As explained in the previous paragraph, Social Media can be defined as a computer-mediated interactive tool where users can exchange messages. In the case of brand XYZ, the Social Media Maintenance mainly conducted in January to June 2017, was maintained organically—zero paid tools. Within that period, the brand

fed its Social Media Account timeline with creative content that relates to the brand and its consumers. From the content strategy, the agency that handled the project applied the idea and came up with loads of content. One content was uploaded daily to fill up the Social Media Timeline with ‘Quality-Branded Messages’.



Link Clicks:	-	Full Views	-
All Clicks:	180	Partial Views	-
Organic Impressions:	18,594	Total Reactions:	4,326
Total Reach:	39,456	Like	4,317
Paid Reach:	26,067	Love	8
Organic Reach:	13,389	Wow	1
Engaged:	4,551		
Talking about this:	4,425		
Comments:	-		
Shares:	13		
Negative Feedback:	-		
Engagement:	11.53%		

**Image 5 - #XYZStory Social Media Activation Content Performance**  
**Source: Brand XYZ Social Media Performance Highlight from**  
**January – December 2017 utilizing Sprout Social Analytical Tools**

The Free tools provided by Social Media Platform enable brand XYZ to send messages (content) to its audiences. The platform also provide free analytical tool to observes the content performance in real time. The number of impression, reach, and engagement can be observed directly and it help the brand to learn the type of messages that will engage

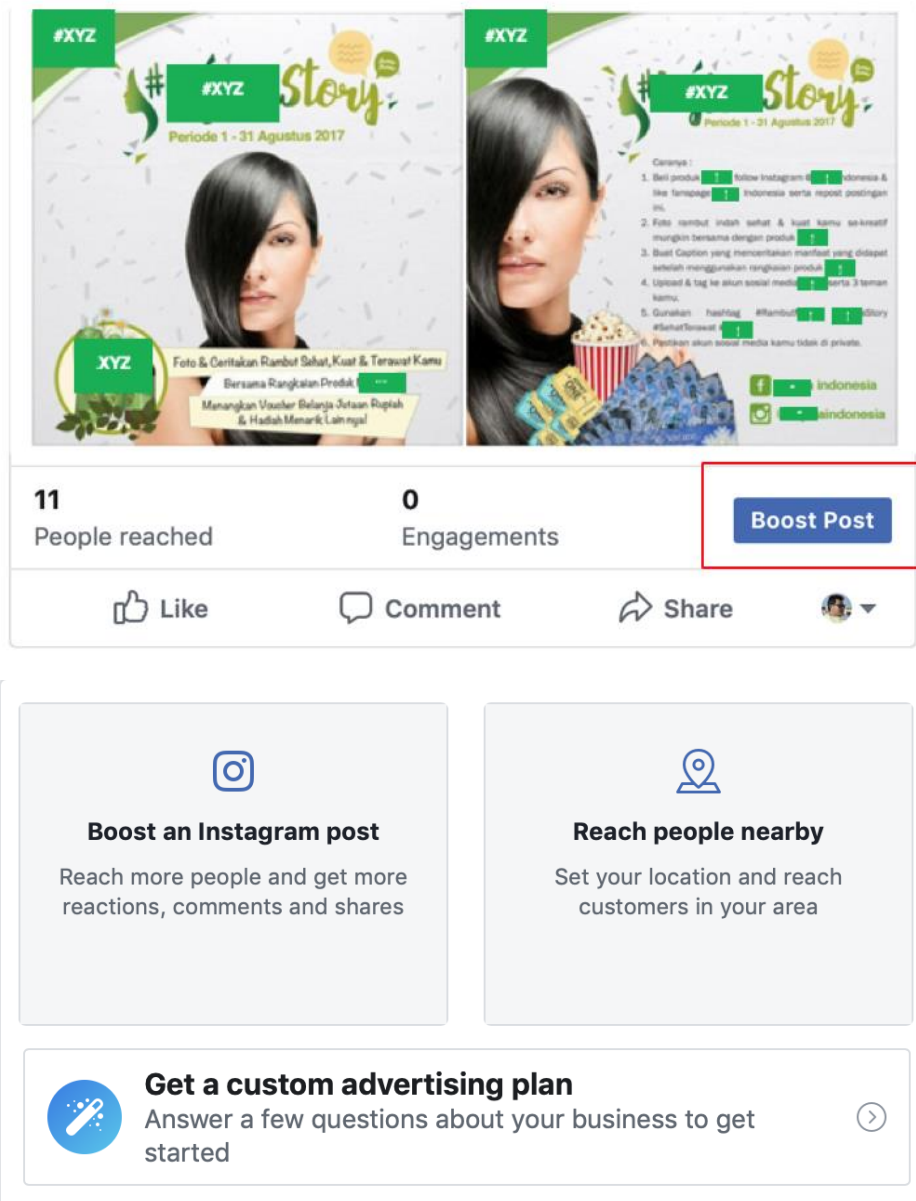
the most with the target audiences. Furthermore, The brand will also be able to converses interactively with the audiences. Whether it is through the comment section or inbox—which is work like a social messenger apps in the platform. Although the free tools truly help the brand to understand more about its audiences, it is also will resulted in

an organic growth, which is a tendency slow growth.

The algorithm changes in Social Media platform has create more challenge for brand to reach more people to see their branded messages. The free tools facilitate brands to understand the type of content that they should create in the platform. However, it does not support brands to reach more people. In the context of brand XYZ, the

brand awareness messages created will only reach limited number of people— if brand XYZ does not utilize the paid tools provided by the platform. If the brand decide to continue their effort with the pure Non-Toll Road Approach, which is will resulted in an organic slow growth, hence the brand needs to implement more creative organic effort to optimize its Social Media Asset performance.





**Image 6 – Facebook and Instagram Paid Tools**  
**Sources: Facebook Page Dashboard**

In brand XYZ's context, the organic effort means connecting the online Social Media activity with the offline realm. The offline marketing efforts, such as sales promotion, event marketing, shopper marketing, etc, may incur financial expenses, however, if such efforts can attract consumers to connect with the

brand's social media accounts, hence the brand has the opportunity to build fanbase and relationship with them within the platform. A well maintained relationship ultimately can incur retention, loyalty, and advocacy. Beside connecting the Online Social Media with the offline marketing effort, a brand can also

conduct Social Media Activation to push consumers participation.

Social Media Activation or Social Activation is an act to transform Social Media followers from voyeurs—in this case means people who get satisfaction by only observe their own Social Media timeline, into participants, and ultimately, into evangelist—someone who likes to talk about and share the brand messages to others (Zhang, 2014). A social activation is an effort to push fans and followers to directly participate in brand activities. Those activities can be in form of contest, coupon redemption, photo and experience sharing, and furthermore content creation challenge.

In the case of XYZ brand, The Social Media Activation Programs were implemented simultaneously with the Toll Road Approach due to its small numbers of existing fans and followers during the Non-Toll period. Therefore, to boost the number of fans and followers—and ultimately push participation in the Social Activation program, the brand needs to utilize paid ad to promote its Social Media Activation program. One of the most participated Social Media Activation program was the #XYZStory Photo Contest (See Image 4). The contest asked people to take photo of themselves with their best hairdo, and narrate the product XYZ benefit in the caption section. To participate

in the contest, the audiences are required to follow XYZ's social media account, and mention 3 friends in the caption as a form of invitation to participate in the contest. The winner of the contest will be rewarded with interesting prizes such as shopping and movie vouchers.

The journey to awareness is a long road. To hasten the journey to destination, one may pay certain amount of money to enjoy the toll road and reach the destination quicker. The brand XYZ paid its way to its destination—the impression Key Performance Indicator (KPI)—by utilizing paid tools provided by the Social Media Platform. Referring to #XYZStory Photo Contest data (See Image 5), it is clear that the paid tools does support the brand messages to get across to a larger audiences. From the analytical data, the Social Activation Program's Paid Reach exceeds Significantly the Organic Reach. Therefore, it is best for Social Media users to combine both the organic effort such Social Media Activation to push Social Engagement with the Inorganic Toll Road Approach.

Differ from the Non-Toll Road Approach, The Toll Road Approach involves paid tools of the Social Media platform. In the context of creating brand awareness or reaching more people, the paid tools enable brands to boost their content reach and create a customized

advertising plan (See Image 6). By utilizing these tools, the outreach of the brand message will be exposed to more massive audiences and the brand will gain paid-inorganic growth which tends to grow faster, as faster as Toll Road.

Brand XYZ's Social Media Marketing implementation was not an easy project to manage. The project becomes more challenging as most of the client has little understanding on Social Media as marketing communication platform. Brand XYZ is the first brand portfolio that adopt Social Media as their central marketing communication platform. Therefore, managing client expectation was as challenging as gaining higher number of fans and followers. Clients, the product manager and the company owner, tend to look fans and follower as the indicator of Social Media success. This situation is an urge for the agency to explain further about their understanding on Social Media practice and the situation of the brand. As half of the project timeline purely utilized the Non-Toll Road method, the number of fans and followers increase during the period were very poor. It was pretty challenging to reach more people and to increase fanbase if solely take benefit of Social Media's free tools.

The fanbase performance indicator has emerges external

services that assist brands to increase their fanbase. Brand XYZ utilizes bloggers to promote the brand social media channel to blogger networks. There are 100 bloggers involved during the last half of project period, which were divided into three Social Media Activation Group. Each Bloggers are required to purchase XYZ shampoo, participate in the Social Activation contest, and share the contest promotional content to their Social Media account. However, this attempt was not reach the expected result due to two reasons: (1) The low influence of Bloggers in their Social Media Account—since they're blogger, hence they're more influential in the weblog; (2) the change of Social Media algorithm that limited the exposure of brand content. Therefore this type of effort should also be supported with paid ads or boosted content.

The other effort to increase the fanbase of the Brand XYZ's Social Media is to utilized an automated follow system that is also provided by external services. The system works like a robot which job is to auto-follow social media accounts that will likely to follow back the brand XYZ's account. This system work mainly in Instagram, and there are plenty of parties that provide such services. The system supports the agency well enough to increase the number of fanbase—or at least meet the client expectation.

However, the question arise from this service is that does the accounts that follow back were real and active social media accounts, or is it a fake accounts.

The Toll Road approach is a paid social media management method. The paid tools can be from the internal of the platform, and also from the external services which is outside the platform. Shortly, the Toll Road approach is a paid way to more exposure. The Social Media algorithm change and the paid tools provided by internal and external platform seem to mimic conventional mass media to create commercial exposure. The more money you spend, the more frequency, and the more ad view. Possibly, the future of television will be in Social Media. More people will watch personalized content on it, and more people will be able to be reached through the platform.

## CONCLUSION

Social Media currently not only utilized by individuals or groups alike, but also by brands or companies for commercial purposes. One of the marketing objectives to utilize Social Media is to create assumed Brand Awareness. Social Media platform does not provide specific tools to measure brand awareness, but it provides tools to measure how many people see and engage with the brand messages. In

the context of the suspended brand XYZ, the brand messages were meant to build brand awareness linkage and also to remind the previous users about the brand.

To create assumed brand awareness—or at least to reach more people, brand can utilizes the Dual Road Approach of Social Media. Either use the Non-Toll Road Approach or the Toll Road Approach. Each approach has its advantages and its drawbacks. The Non-Toll Road may be resulted in an organic-slow growth and at the same time it is a method that put quality content and conversation as the prime focus, plus it is “free”. The Toll Road is a fast lane method to reach more audiences, and it is required financial expenses. The more expenses spent, the more impression, reach, and engagement that brand will received. However, the question arise is does it reflect the “real” engagement that hypothetically will be best reflected in the Non-Toll Road Approach.

The Toll Road involved financial expenses. The expenses spent to paid services from both internal and external services. The internal paid tools include ad view and promoted content that will extend the outreach of the brand messages. The external paid tools which include paid sponsored utilizing other influential media accounts and paid auto-follow system. Currently the first one is

quite popular, which is now known as the utilization of paid Key Opinion Leader (KOL) in Social Media. This popularity has pushed the emergence of a new celebrity on the social media realm. The second one is also quite popular. Not only auto-follow services, now there are also external services that provide auto-likes service—which will push a content to be appeared in the search feed—and also follower purchase service which the authenticity of the follower account may be in doubt.

In shorth, both Non-Toll Road and Toll Road Approach can be adopted separately. However, it is recommended for brand XYZ to continue to combine both approaches to optimize its Social Media performance. As it is a long suspended dead brand, it is advisable for the brand to continue to boost its brand messages outreach to more massive audiences. As for the

existing users, the brand also needs to maintain its fans and followers to retain their loyalty and gain advocacy.

## CREDITS

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