



## Social Media Communication Strategy BusinessB-To-B in an Effort to Increase Customer Loyalty

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### Abstract

A Business-to-Business (B-to-B) operation is one that demands customer loyalty. Unlike B-To-C (Business-to-Customer) Business, B-To-B (Business-to-Business) Industry has a target market of other businesses or organizations. However, the use of social media to increase B-to-B customer loyalty is still the widely discussed topic. This study aims to determine the use of social media in B-To-B businesses in building B-To-B consumer loyalty. The research was conducted on B-To-B companies which also have a target market of business customers using descriptive qualitative methods. The results of the study indicate that communication activities on social media carried out by companies are in the form of content management, advertising, and digital activities. Companies use social media to increase consumer awareness of products or services with their advertising features, and enhance brand image by presenting content that reflects the company's image. Social media is also considered to be able to increase engagement with customers through content that is considered useful for customers. Social media communication is not done to increase customer loyalty to the company. To gain customer loyalty, the company strives to provide services or products that meet customer expectations, prices that are in accordance with customer capabilities, and the total experience gained while using the service. Social media is also considered to be able to increase engagement with customers through content that is considered useful for customers. Social media communication is not done to increase customer loyalty to the company. To gain customer loyalty, the company strives to provide services or products that meet customer expectations, prices that are in accordance with customer capabilities, and the total experience gained while using the service. Social media is also considered to be able to increase engagement with customers through content that is considered useful for customers. Social media communication is not done to increase customer loyalty to the company. To gain customer loyalty, the company strives to provide services or products that meet customer expectations, prices that are in accordance with customer capabilities, and the total experience gained while using the service.

**Keywords:** Business-To-Business, Communications, Customer Loyalty, Social Media

### A. Introduction

Achieving customer loyalty is an ideal for every company. According to McIlroy & Barnett (2000) is a consumer's commitment to doing business with the company. They are those who buy products or use the company's services repeatedly, and at the same time recommend these products and or services to friends or colleagues. (Martinus & Chaniago, 2017). Loyalty is said to be high if customers make purchases at certain companies rather than other companies (Kotler, 2009).

Loyalty is very important because it can reduce operational and marketing costs by reducing customer acquisition costs. Decreased marketing and operational costs



due to loyalty has a positive relationship with profitability (Hallowell, 1996; Rowley & Dawes, 1999) thus affecting the success of the company. Companies also have the potential to increase sales value because loyal customers are usually less sensitive to price, buy more often and/or more. Furthermore, they have a lower tendency to switch brands and are able to create strong word of mouth and business referrals (Bowen & Chen, 2001; Hallowell, 1996; Rowley & Dawes, 1999)

Business B-To-B or Business-to-Business, is a business that also requires customer loyalty. Unlike the B-To-C (Business-to-Customer) Business, the B-To-B Business has a target market of business entities or companies. (Qurniawati & Nurohman, 2019). The B-To-B target market has its own complexities. This is partly because decisions are made by more than one person from various business functions (Sholikhah, LM, & Huda, 2021). In addition, they are well-trained and knowledgeable professional buyers, skilled at assessing competitive offers (Kotler & Keller, 2009). With their business mindset, B2B business customers prioritize effectiveness and efficiency and focus on benefits, and always want to make rational purchasing decisions (Dubbelink et al., 2021). Therefore, as explained by Watch, A., & Gyamfi (2006) in "Maintaining Customer Relationships in B2B Marketing" states that it is necessary to develop strategic plans and the best performance to manage and maintain relationships with B-To-B business customers. Companies must focus on building relationships that are not only transactional, but more relational, coordinating, and communicating (Safitri et al., 2020). Communication activities through social media are one of the efforts to influence B-To-B customers.

The presence of social media users is growing rapidly to 4.20 billion worldwide, an increase of more than 13% year on year, according to We Are Social and Hootsuite (Riyanto, 2021), very attractive to the company. Companies have also responded by increasingly using social media to promote their goods or services. According to social advertising automation platform Smartly.io of 300 global senior marketing executives on corporate engagement in advertising on social media, 74% said they spend at least 30% of their current marketing budget on social media, while another 12% spend more than 50% of their budget or more. This figure is quite significant, as two-thirds of the brands surveyed have a budget of at least USD 20 million per year and the global pandemic that has accelerated the shift to digital has also accelerated the brand's recognition by target consumers.

With the foray of B-To-B business into communication through social media, business people certainly hope to achieve the ultimate goal of all businesses, namely loyalty. (Safitri et al., 2020; Wijaya & Putri, 2013). According to Yoshida et al. (2018), social media is seen as important as an online platform that allows consumers to create various content, communicate with each other, and build relationships with other consumers. Social media has an important role to influence consumers to buy products online (Liang & Turban, 2011). This is supported by Altaf (2014) & Prasat, et al. (2014), which states that social media positively and significantly influences consumer purchasing decisions and can affect consumer loyalty (Rishipal, 2014). Chang et al. (2009) and Nadeem (2015) strengthens that social media can influence and build consumer loyalty because it is related to marketing strategies.

Other things that affect loyalty according to previous research from C. Damayanti & Wahyono (2015) and Román (2010) is consumer satisfaction which also has a

significant influence on consumer loyalty. It is also supported by other research from Akbar & Parvez (2009), Deng et al. (2010) and Thakur & Singh (2011) shows that customer satisfaction can significantly affect consumer loyalty. However, there are studies with different results ((Shahin et al., 2011); (Wisana (2011) in (Hijjah & Ardiansari, 2015)), which highlights that consumer satisfaction has no significant effect on consumer loyalty. In essence, satisfaction will be positively related to the level of consumer resilience, this indicates that long-term relationships with business partners are created because of satisfaction with company performance. (Rauyruen & Miller, 2007). This must be done for the sake of long-term needs so as to create a sustainable competitive advantage (Sustainable Competitive Advantage).

The influence of communication through social media on business makes researchers want to find out more about whether this also occurs in B-To-B businesses. This is because the B-To-B business has a different business model from business in general (S. Damayanti et al., 2021; Johnson, 2017). The current study examines the effect of B-To-B communication strategies on different social media platforms (Swani et al., 2014), the difference in treatment of each purchasing process (Diba et al., 2019), and confirm the positive influence of social media in creating sales opportunities (Rodriguez et al., 2012), buyer satisfaction (Agnihotri et al., 2016b), brand performance and retailer performance (Rapp et al., 2013). However, the use of social media in increasing B2B customer loyalty is still much debated. Researchers want to know the use of social media in B-To-B businesses in achieving B-To-B consumer loyalty. This research was conducted on companies that have a target market of business customers who actively use social media as a means of communication with customers. The research method used is descriptive qualitative. The results of this study can be a reference for B-To-B businesses in utilizing social media communication to build customer loyalty.

Social media, social media in a business context is an interaction between individuals and or business organizations (consumers and producers), in the form of text, images, videos, or networks. (Berthon et al., 2012; Kietzmann et al., 2011; Mangold & Faulds, 2009). This means that in social media, companies can carry out various two-way activities in various forms, such as exchanging information, collaborating, and getting to know each other in written, visual and audio visual forms.

Ultimate (2016) also defines social media as a digital marketing tool that can reach all circles. With a relatively affordable fee or even no cost, companies can use social media to create communities, build relationships, and exchange information with others (Kurniawan & Harjati, 2020). Social media has a wider reach and is more accessible for companies that promote their products through social media compared to conventional marketing (Ahmed & Zahid, 2014; Pane, 2014).

The increase in social media makes consumers more informed about product knowledge (A. Kaplan & Haenlein, 2019; RS Kaplan, 2011; Mangold & Faulds, 2009; Singh et al., 2008). Social media plays a very important role in developing business organizations, especially with matters relating to brand communication, product types and product specifications as an attraction for consumers. (Bruhn et al., 2012; Schultz & Peltier, 2013). The use of social media, among others, through blogs, social networking, Facebook, and Instagram, is a strategic step in marketing products.

According to As'ad & Alhadid (2014), social media marketing has several dimensions, namely Online Communities, Interaction, Sharing of Content, Accessibility and Credibility. Through social media, businesses can build online community relationships with the followers they get during their interactions (Piranda et al., 2022). The interactions that occur are activities carried out while exchanging information or sharing content, with the convenience of accessing social media accounts in an easy way at an affordable and reliable cost.

The use of social media has now also penetrated into the Business-to-business or B-To-B sector (Vasudevan & Kumar, 2018). Companies in a B-To-B context use social media as a communication tool to improve customer relationships, support sales and build their brands, as a search and find tool for information and product services (Andersson & Wikström, 2017). According to Kholisoh & Maheasy (2017), the use of online media in B-To-B can be interpreted as an online business communication system between business people or between one company and another company. B-To-B companies from various industries can leverage social media as part of their digital marketing mix. Furthermore, large companies tend to have more adequate resources to exploit social media, and most of the success stories of B-To-B corporate social media use are related to them. Therefore, the size of the company is considered to affect the use of social media tools (Järvinen et al., 2012).

Companies that use social media have several marketing agendas, including creating brand awareness, promoting business offerings and increasing interactivity with potential customers in order to build relationships with customers (Agnihotri et al., 2016; Järvinen et al., 2012). B-To-B companies that have implemented social media can measure marketing performance using web analytics measurement practices, experience improvements in meeting marketing objectives (Järvinen & Karjaluoto, 2015; Järvinen & Taiminen, 2016).

This is in line with observations by Li (2011) and PR Smith (2011), that social media is useful to increase brand awareness, and or to communicate them online. Social media is also used to manage their reputation (Jussila et al., 2014; Michaelidou et al., 2011). Other research shows, in MSME businesses with a B2B business model, attracting new customers and fostering customer relationships are the most important social media goals (Michaelidou, Siamagka and Christodoulides, 2011b). Some companies identify increased customer engagement, more effective customer support, and lead generation as goals of their social media strategy.

Social media platforms are changing the way companies conduct marketing activities and are even increasingly seen as a sales tool through building peer-to-peer relationships and placing a focus on network development (Arnaboldi & Coget, 2016; Song et al., 2016). In other words, engagement and interaction between marketers and customers through social media can increase trust and inter-organizational commitment (Agnihotri et al., 2016a). Furthermore, other studies have shown that aligning marketing activities for example with potential customers on one social media, with other marketing activities such as online data can result in a consultative, strategic and customer-focused sales approach (Guesalaga, 2016; LaForge et al., 2009). In other words, the interaction between B-To-B businesses and customers in communication through social media can generate insights about potential customers, which can then be leveraged to be retargeted by the sales team in the

future. This also means that the greater the competence and knowledge of the organization in communicating via social media, the more successful its implementation will achieve its goals (Guesalaga, 2016).

Hasani et al. (2017), Lacoste (2016) and Williams & Chinn (2010) added that social media affects the acquisition phase and the relationship orientation phase. Social media was found to have more influence on the acquisition phase than on the relationship process (Sashi, 2012). B2B businesses were also found to have a relatively lower level of importance on relationship orientation compared to other business models. One explanation that can be used is that B2B businesses have carried out direct relational marketing with customers, with two-way direct dialogue (Ford, 1980; Grönroos, 2009).

Instagram comes from the merger of the words "instant" and "gram" which comes from the word "telegram". This means that this application is expected to be able to provide fast and instant information, such as Telegram (Primary, 2018). Instagram is a medium that favors visual content, be it images or videos (Tamimy, 2017). Instagram provides great opportunities for its users to take and share photo and video content with other users.

According to datareportal.com, the number of Instagram users in Indonesia in 2022 is 99.15 million people, as of February 2022. This data also states that the reach of Instagram ads compared to the total number of internet users is 48.4%. This shows that the choice of marketing communication strategy through Instagram is the right one.

From this data, Instagram also has the potential to be an effective marketing channel for B-To-B companies. According to the Pew Research Center on the socialmediaexaminer.com page, as many as 40% of all internet users aged 30-49 years use the platform. As Instagram users continue to grow, the target audience for B-To-B is also growing, providing more business opportunities. With only 30% of B-To-B companies utilizing Instagram, the competition between B-To-B on Instagram is relatively low, there is plenty of room to stand out and reach the target audience. While Instagram is not the only sales-driving channel for B-To-Bs, it can help companies strengthen their image and awareness.

Business-to-business (B-To-B) is the sale of products or services provided by a business to other businesses, not to customers. Frost & Strauss (2016) mentions B-To-B marketing includes products for businesses, governments, and institutions for the needs of business operations, for resale. Some of the differences between B-To-B and B-To-C are expressed by experts as follows. Kotler et al. (2006) argues that one of the main differences between B-To-B and B-To-C is that in B-To-B there is a closer supplier and customer relationship and lasts for a longer period of time than in B-To-C. Coviello & Brodie (2001) added that B-To-B companies take a more relational approach to their market share, while B-To-C companies are more transactional. This is because the B-To-B buying process is longer and more formal because it involves specific purchase details and requires formal approval (Kotler & Armstrong, 2014).

B-To-B buyers are also more complex than B-To-C where the B-To-B buying process often involves large sums of money, technical and economic considerations and interactions with people at different levels in the buying organization. More frequent and repeated data exchange with mutually agreed data formats. In fact, B-



To-B shoppers are more likely to understand the product they want (Johansson et al., 2006). So, buyers and sellers become more dependent on each other (Kotler & Armstrong, 2014).

In terms of communication, Fills & Fills (2005) said that in B2C the communication is one-way, in B2B, the interaction between buyers and sellers is active, especially in conveying all the product specifications they want (Johansson et al., 2006). The two parties usually have known each other and been in touch for a long time before. Loyalty is a psychological condition related to attitudes towards products. Consumers will form beliefs, determine likes and dislikes, and decide whether they want to buy the product or not (Hasan, 2014). Based on this definition, loyalty is more of a routine buying behavior, which is not random with purchases that occur no less than twice. Customer loyalty is considered a function of satisfaction, which means that when satisfaction is achieved, customer loyalty will be created (Fečiková, 2004). Loyalty, ideally can be seen also in the behavior of customer retention (customer retention) or the total share of customers (total share of customers).

The evaluation can be shown through consumer behavior, the intensity of repeat purchases, and positive word of mouth recommendations (Liao, 2012). Loyal customers are reflected through behaviors including regular repeat purchases, buying across product and service lines, referring others, showing immunity to pulls from competitors (Griffin, 2004). Loyal consumers will buy more (Fatona, 2010).

Several studies state that consumer satisfaction and loyalty can be influenced by social media. As revealed by the study Ansari (2013) that the marketing strategy through social media has a significant influence on the level of satisfaction which will later affect consumer loyalty (Chang et al., 2009). Nadeem (2015) also added that social media can influence and build consumer loyalty because social media is related to marketing strategies.

## **B. Method**

The research was conducted using a descriptive qualitative approach, as well as a constructivist paradigm towards 1 (one) B2B company. according to Saryono (2010) Qualitative research is research that is used to investigate, find, describe, and explain qualities or features that cannot be explained, measured or described through a quantitative approach. So, this study wants to explore to describe the social media communication strategies that B2B businesses do in increasing customer loyalty.

The data collection technique in this case study is the interview technique. In the interview process, researchers will ask questions to informants related to research topics directly with structured methods and supported by data searches related to research to support the interview process. The stages of interviews carried out are; introduce the researcher himself, explain the purpose of the visit, explain the interview material, and ask questions (Yunus, 2010).

## **C. Results and Discussion**

### **1. B-To-B Business**

Based on the results of interviews, respondents said that the products or services owned by their companies, including Brand Development, Digital Development and Digital Marketing. The company has a target audience, namely businesses that require marketing and communication activities to market their products or services,

with various objectives ranging from building a brand image, gaining awareness, increasing interest, providing education to business customers, to achieving sales and establishing good relationship with customers.

Like B2B businesses, in terms of pricing, it is said that pricing is not fixed, because it is adjusted based on needs and agreements with clients. This is in line with Kotler & Keller (2009), which states that BtoB's business customers are a skilled group in assessing business offerings. Dubbelink et al. (2021) also revealed that effectiveness and efficiency are the main considerations in B-To-B business by optimizing benefits, so that purchasing decisions can be rational. In this case, the respondent also agrees that the company must be able to fulfill the considerations of effectiveness and efficiency in the offerings provided in accordance with customer expectations. When the company can provide more value in these considerations, the company will also get more value from customers.

The company has a business process starting from getting a brief from a prospective customer, followed by a concept proposal and a price quote according to a brief from the company. These two materials will be included in the pitching process for potential customers to be compared with other competitors. Prospective customers will negotiate including specifications, prices and promised targets, if the initial concept is deemed appropriate and has advantages over existing competitors. The prospect's decision is based on management meetings in the prospect's organization. After winning the pitching, the company will provide the promised service and ensure that the service is able to accompany the client to ensure that all services run smoothly according to the existing agreement. Finally, when the service ends, the client will conduct a performance review and the results obtained. If it is in accordance with the agreement, the customer will be satisfied, and if not, vice versa. However, in most cases, no matter how good the results are, clients have their own company policies that sometimes don't always depend on the end result of the service, for example, the policy is to change vendors every year, or have to re-pitch vendors at the end of each collaboration. This indeed causes the position of the vendor or company to be very fragile, especially after the service is completed. Clients have their own company policies which sometimes do not always depend on the final result of the service, for example, the policy is to change vendors every year, or have to hold a pitching of vendors again at the end of each collaboration. This indeed causes the position of the vendor or company to be very fragile, especially after the service is completed. Clients have their own company policies which sometimes do not always depend on the final result of the service, for example, the policy is to change vendors every year, or have to hold a pitching of vendors again at the end of each collaboration. This indeed causes the position of the vendor or company to be very fragile, especially after the service is completed.

In marketing strategy, the company has 2 (two) main marketing activities. The first is new client acquisition, namely the company's efforts to get new clients. The respondent companies take advantage of many digital marketing activities, including social media. Meanwhile, to get potential customers who have the potential to have large transaction values or make purchases in large quantities, the company uses a personal selling strategy where the company appoints a reliable marketer who can be a representative of the company, especially in terms of negotiation, to approach and

influence target customers, introduce products or services, and provide the best offer. Such target customers are considered worthy of special services according to the value they will provide. Other marketing activities carried out are client maintenance. The company prepares a special team to be dedicated to providing complete service during the cooperation period to achieve and maintain customer satisfaction with the aim of repeat purchases (customer retention).

The interesting thing is that promotions carried out by companies currently tend to follow trends by using digital marketing instruments to gain awareness to customer loyalty. Starting from promotion through Search Engine Marketing (SEM), by activating the position of the company's website on the Google page to get the top position, advertising on social media to managing content through social media. The use of social media is inseparable from the rapidly increasing number of social media users, including users from the business environment. In addition, research on the effectiveness of social media greatly influences the company's decision to conduct marketing communications using this media.

## **2. B2B Social Media Strategy**

The social media platforms used by the respondent companies are Facebook, Instagram, Youtube and LinkedIn. Facebook and Instagram are managed with the same content management with various purposes, including presenting the company's brand image, attracting new customers, and providing education to customers or potential customers. Meanwhile, Youtube is only used to upload company content assets in the form of videos without specific engagement targets. Meanwhile, LinkedIn is used to present companies in the midst of professionals who incidentally consist of many companies that are the company's target market. Of all the platforms used, Instagram is the main choice for communication activities on social media because it is felt that it is more widely used with complete features so that it can present the company well and can generate relationships or engagement with customers or potential customers. On the other hand, Instagram also has the potential to be a very effective marketing channel for B2B companies, because with only 30% of B2B companies utilizing Instagram, competition between B2Bs on Instagram is low, and there is plenty of room to stand out and reach an audience. Although not the only sales driving channel for the company, social media really helps companies strengthen their image and awareness. Instagram also has the potential to be a very effective marketing channel for B2B companies, because with only 30% of B2B companies leveraging Instagram, competition between B2Bs on Instagram is low, and there is plenty of room to stand out and reach an audience. Although not the only sales driving channel for the company, social media really helps companies strengthen their image and awareness. Instagram also has the potential to be a very effective marketing channel for B2B companies, because with only 30% of B2B companies leveraging Instagram, competition between B2Bs on Instagram is low, and there is plenty of room to stand out and reach an audience. Although not the only sales driving channel for the company, social media really helps companies strengthen their image and awareness.

In its management, respondent companies use various content strategies, including using content forms that are considered appropriate, current trends and considering the influence of algorithms on content forms such as videos, images, and



gifs, reels, stories to advertising features (ads). For the content itself, the manager creates content about trends, insights, company portfolios, activation and others. This is in accordance with what was said by Mangold and Faulds (2009a), Kietzmann et al. (2011) and Berthon et al. (2012), that social media in a business context is interaction in the form of text, images, videos, or networks. This means that in social media, companies can carry out various two-way activities in various forms, such as exchanging information, collaborating, and getting to know each other in written, visual and audio visual forms.

Initially, the use of social media in the respondent's company was to increase awareness and engagement. What is meant by increasing awareness is how social media can bring companies to reach new potential customers. Meanwhile, engagement is to increase the customer's sense of involvement with the brand. But over time, according to respondents, the social media approach is more effective in building a company's image. With content management carried out, customers or potential customers use it more to validate the company's image. Meanwhile, to gain awareness of potential customers, the most effective activity is the use of advertising features (ads) on social media by setting the desired audience profiling target with a certain budget. Li (2011) and Smith & Zook (2011) that brand awareness and communication can be increased through social media and reputation can be managed through social media (Michaelidou, Siamagka & Christodoulides, 2011a; Jussila, Kärkkäinen & Aramo-Immonen, 2014). Meanwhile, from the analysis of the division of phases, social media is felt to be more influential in the acquisition phase than it affects the relationship process (Sashi, 2012). This is consistent with B2B businesses which were found to have a relatively lower level of importance on relationship orientation compared to other business models. One explanation that can be used is that B2B businesses have carried out direct relational marketing with customers, with two-way direct dialogue (Ford, 1980; Grönroos, 2009).

Another thing that respondents said was that the use of social media on behalf of the company can also build interpersonal bonds between marketers and customers. Interestingly, once connections with customers are established on social media, professionals tend to turn to more traditional face-to-face communication (e.g., business meetings, client visits). (Lacoste, 2016). This is due to the more complex nature of B-To-B relationships which contain a lot of confidential information that cannot be shared online. Likewise, research conducted by Iankova et al. (2019) shows that B2B organizations use social media platforms more for initial relationship acquisition and transaction facilitation, than for relationship maintenance purposes, such as retention, advocacy, and engagement.

### **3. The Role of Legal Politics in the Development of Islamic Banking in Indonesia**

From the experience and assessment of the company so far, respondents see that customer loyalty is more dependent on the total value received by the customer and the internal policies of customer management. The total value received by the customer is the concept provided, the results of activities and services during the cooperation period compared to the costs incurred. The higher the value, the higher the level of customer satisfaction which will affect their loyalty to the company. It is as mentioned by Kotler & Keller (2009) where B2B business customers with a

business mindset prioritize benefits, effectiveness and efficiency in every decision (Dubbelink et al., 2021).

Another thing that affects is the assessment of the service while working together, including the speed of response, the ability to solve problems, master the field being worked on and have a good attitude towards customers. Furthermore, Hasan (2014) states that loyalty is a psychological condition related to attitudes, beliefs, likes and dislikes towards products to decide whether they want to buy the product. In a B2B context, customers have less switching costs because they have the same professional capabilities as suppliers. Marketers in a professional context discuss values, keep promises and engage in trade fairness. A customer is well aware of their preference for integrity, and, as such, deliberately avoids misleading and influencing decision-making by acting prudently. In other words, engagement and interaction between marketers and customers through social media can increase trust and inter-organizational commitment (Agnihotri et al., 2016a). Other research has also shown that aligning marketing activities in social media with other marketing activities such as online data can result in a consultative, strategic and customer-focused marketing approach. (Guesalaga, 2016; LaForge et al., 2009).

#### **D. Conclusion**

B-To-B companies have business models and business processes that are different from B-To-C businesses, where B-To-B businesses are very dependent on joint company decisions, taking into account the elements of effectiveness and efficiency as well as the value that can be obtained from cooperation. The results of cooperation affect the level of satisfaction, which in the end will also affect customer loyalty. However, in the business model of the respondent's company, there are other things that affect loyalty, namely the policies or regulations of the customer's company. This means that how well the value obtained for the level of consumer satisfaction, which consists of what is obtained compared to costs, will still depend on the company's decision or policy to make the next purchase.

Social media is one of the strategies used by companies to communicate with customers and potential customers. The purpose of using social media is to present the company's brand image, attract new customers, and provide education and information to customers or potential customers, to content management needed by customers and potential customers. Instagram is the focus of activities chosen based on the proximity of the media to customers. To achieve a certain level of awareness, companies use advertising on social media. Meanwhile, to increase engagement, the company carries out content management according to the needs of the company and customers. And in general, social media is more useful for presenting brands, especially for potential customers.

However Researchers also found that there are other activities that accompany these social media activities, such as the use of SEM (Search Engine Marketing) to increase awareness, personal selling for special customer approaches that are carried out specifically as well as services during collaboration which greatly affect the level of customer satisfaction. Thus, the use of social media for B-To-B businesses has a special approach that must involve other activities, which are felt to influence purchasing decisions, increase customer satisfaction and loyalty.

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