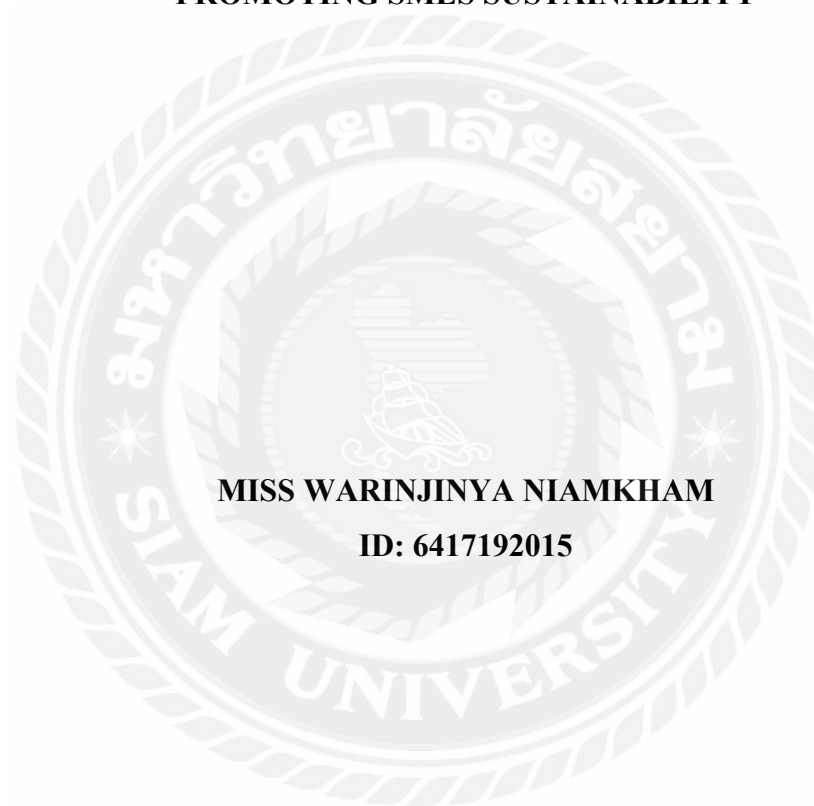




**THE IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON
PROMOTING SMES SUSTAINABILITY**



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**SUBMITTED AS A PARTIAL FULFILLMENT REQUIRED FOR THE MASTER
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
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ABSTRACT

The primary advantage of social media is the establishment of an online presence on various platforms, facilitating the engagement of small and medium-sized enterprises (SMEs) with a broader geographical audience and potential customers. The significance of social media and marketing strategies in SMEs cannot be overstated, as they serve as invaluable communication channels and enable SMEs to gain a deeper understanding of their customer base. The effective utilization of social media platforms allows small and medium-sized enterprises (SMEs) to attract a vast number of new users while simultaneously maintaining direct communication with existing customers, thereby enhancing the brand experience and reputation on a daily basis. It is imperative for SMEs to recognize social networks as an indispensable tool for fostering growth. This research paper aims to enhance comprehension of the factors that influence the sustainability of SMEs. The conceptual approach employed in this paper relies on a thorough literature review and the analysis of secondary data from reputable sources such as articles, online websites, news publications, journals, and books. The challenges faced by SMEs encompass difficulties in accessing financing, a deficiency in information infrastructure tailored to SMEs, inadequate utilization of information technology, the ramifications of the Covid-19 pandemic, a scarcity of content on social media platforms, issues related to strategy execution, and the need for effective business differentiation. The findings reveal

that the sustainability of SMEs is closely tied to their social media and marketing strategies, encompassing elements such as content marketing, live streaming, search engine optimization, word-of-mouth marketing, customer satisfaction, customer engagement, customer services, technology integration, and innovation.

Keywords: social medias, marketing strategies, sustainability.



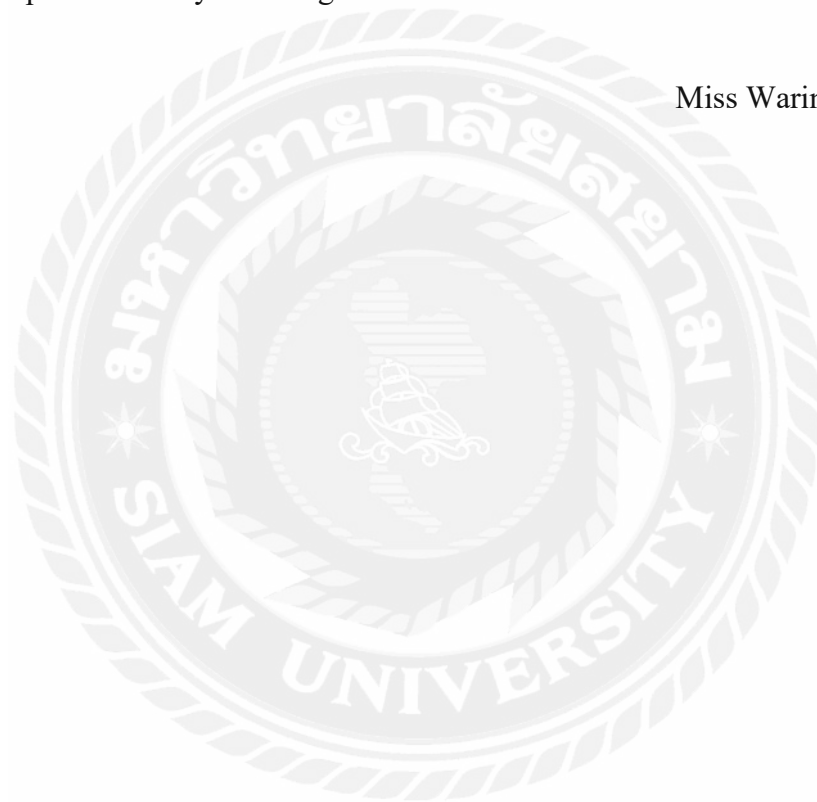
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CONTENTS

ABSTACT	A
ACKNOWLEDGEMENT	C
CONTENTS	D
LIST OF FIGURES	E
1. Introduction	1
1.1 Background	1
1.2 Research Problem	2
1.3 Objective	5
1.4 Scope	5
1.5 Significance	5
2 Literature Review	6
2.1 Social Medias	6
2.2 Marketing Strategies	8
2.3 Sustainability	9
2.4 Past Research	12
3. Methodology	14
4. Findings and Conclusion	15
5. Recommendation	16
References	19

LIST OF FIGURES

Figure

Figure 1: social medias, marketing strategies, sustainability



1. Introduction

1.1 Research Background

Today, small and medium-sized enterprises or known as SMEs are considered as major factors in the growth of the industrial structure and create the biggest profit margins for the country. Small and medium-sized enterprises (SMEs) play a crucial role in the economy of a country, employing a substantial portion of its workforce and contributing significantly to the generation of government revenue through taxes, including income taxes and household income through profits, salaries, and other sources (Clement et al., 2022). SMEs possess a remarkable degree of adaptability, enabling them to adjust the size of their production facilities and modify their core technical processes as the circumstances demand, thereby serving as a catalyst for the country's development (Mário et al., 2022). Despite their significance, empirical research on SMEs remains limited, highlighting the need for further investigation into this economically relevant sector. In the European Union, for example, SMEs are 99.8% of companies, representing 66.6% of jobs (Comissão Europeia, 2019). Moreover, the organization also needs to be prepared that unpredictable changes in the environment give an impact to the operation and performance of the organization too. There are very common business obstacles that could possibly happen along the way such as feeling overwhelmed, losing motivation, experiencing tunnel vision, forgetting brand identity, running out of capital and losing sight of industry. However, if the organization or entrepreneur are strong enough, there is a possibility and opportunity to overcome these obstacles and survive an economic downturn.

The contemporary era is characterized by the digital revolution, which has seen the widespread adoption of internet-enabled devices such as smartphones and tablets, as well as the integration of social media platforms and messaging applications into the daily lives of young people globally. Social media has emerged as a transformative mode of communication that has fundamentally altered the manner in which individuals and organizations interact with each other. According to Elna et al. (2022), in 2021, a total of 4.7 billion people were connected to the internet, with 4.3 billion accessing it via social media, equating to 55.1% of the world's population (We Are Social & Hootsuite, 2021).

Additionally, a substantial proportion of users, approximately 57%, follow their preferred brands on these platforms (Chen, 2021). Social media has become a crucial channel for the dissemination of interactive and impactful brand-related communications between brand managers and consumers. The range of topics discussed on social media is vast, and it has also been adopted as a marketing tool in the digital age to raise brand awareness, improve search engine rankings, increase conversion rates, enhance customer satisfaction, build brand authority, and foster brand loyalty (Motahara et al., 2022). Social media platforms such as Facebook, YouTube, Twitter, and microblogs have come to occupy a central role in marketing communications (Bruhn, Schoenmueller, & Schafer, 2012). For marketers, the advent of social media has presented new challenges in understanding consumer behavior on social networks and navigating business strategies in interconnected computer-mediated social environments (CMSEs) (Yadav, De Valck, Hennig-Thurau, Hoffman, & Spann, 2013). People use social media primarily to seek out information and engage in social interaction (Greenwood et al., 2016). A study conducted in 2016 found that approximately 79% of online Americans used Facebook, while roughly one-third of online adults used Instagram (Greenwood et al., 2016). The Covid-19 pandemic has further accelerated the shift towards social media marketing and altered online shopping behaviors, with customers increasingly opting for contactless payments, social media shopping, and delivery of orders via social media channels. Causal information has been shown to play a crucial role in decision-making by providing supportive reasons for choices and clarifying the value of various options (Irina et al., 2022).

1.2 Research Problems

According to a study conducted by DOACA in 2022, the number of bankruptcies witnessed a decline in the year 2020, which can be attributed to the implementation of various economic support programs by different governments, as well as an increased leniency on the part of creditors. The COVID-19 pandemic had a severe impact on small and medium-sized enterprises (SMEs) across various industries in the European Union, particularly in the accommodation and food services sector (-37.8%), transport and storage

sector (-16.1%), administrative services sector (-13.3%), and production sector (-9.8%). The pandemic has served to highlight the significance of the SME sector in a country's economy, thereby elevating the significance of this issue. It is imperative to note that nearly 90% of SMEs reported that they were economically impacted by the consequences of the pandemic, with the lack of access to finance being one of the most pressing problems faced by these businesses. In conclusion, the COVID-19 pandemic has had far-reaching implications for the global economy, with micro, small, and medium-sized businesses, both family-owned and otherwise, bearing the brunt of the crisis. It is a massive upheaval to career, social media, and worldwide economic systems. The virus has spread and is extremely infectious, with inconsistent progress in every region of the globe, having a significant impact on everyone. Due to the ongoing economic downturn, it is exceptionally hard and pivotal for small and medium-sized enterprises (SMEs) to control their expenses and acclimate. In order to interact with customers, going online and being visible on social media has become one of the most key developments to emerge during the Covid-19 pandemic. It has created numerous opportunities to address various problems. During the pandemic, the internet remains a lifeline for small and medium-sized enterprises (SMEs), enabling them to survive. It's indeed essential to remember that whenever a business goes out of business or shuts down, the organization must lay off employees, which has a significant impact on the entire country and society, including businesses, employees, families, and the whole economic system. One of the most frequent obstacles for SMEs is attracting customers, trying to implement a successful online marketing strategy, retaining customers, productive workflow, and cash flow. In addition, SMEs may also lack of livestream equipment, access to innovation and technology, which can be detrimental to their brands in myriad ways such as customers will be unaware of your company's excellence, you are unaware of what your customers are saying about you online, and you have no strategy to engage your target audience. Social media marketing is less expensive than traditional advertising and it is considerably more challenging to establish a reputation as a thought leader. During a crisis, a lack of social media presence can be disastrous, this could be due to a number of external factors, including generation, lack of effective

equipment, inability to create content, internet accessibility, and inability to begin using social media platforms which is challenging to disseminate information about new products and upgrades, and less likely to be aware of the activities of your competitors. Information and communication technology, global standards, and internationalization all play a part in how competitive SMEs are. Understanding how SMEs respond to the latest business environment issues is crucial to defining competitiveness, therefore, fostering competitiveness through innovation and knowledge is the best method to battle the COVID-19 economic crisis' repercussions, as evidenced by the innovative high-level e-commerce practices of existing worldwide SMEs resulting in a rise in employment and turnover. However, given the fierce lack of access to financing limits the potential of the majority of SMEs. The widespread utilization of social media has become ubiquitous across various industries and business entities of differing magnitudes, affording companies the opportunity to generate and disseminate content produced by their users. It has been posited by Fan et al. (2021) that the adoption of social media by small and medium-sized enterprises (SMEs) can lead to an enhancement in organizational performance. SME obstacles include a lack of autonomy, unclear direction, insufficient resources, functional fixity, apprehension of failure, customer rejection, never changing or adapting to the present circumstance, not thinking proactively, and never enhancing rationalization. According to (Roussy-Parent, 2021), Creativity implies a complex cognitive process of observation, selection and association in order to make something new and noteworthy for society. The correlation between internationalization and creativity entails integrating seemingly unconnected materials to generate new entities, new connections, or new processes that are initially perceived as unusual but finally result in a precise plan. Values, on the other hand, are a more challenging issue, but developing an individual's knowledge of personal values can provide some relief. There can be strategic, value-oriented, perceptual, and self-confidence-related mental obstacles to creativity. The true objective must be to facilitate the process of idea generation. Successful entrepreneurs are the ideal combination of inventiveness and business acumen. Effective entrepreneurs can identify unresolved issues and then create businesses to solve them. They have learned

to integrate the broad picture, or the challenge, with the daily picture, or the particulars of company operations. Despite the fact that this pandemic has been especially detrimental to small businesses, they may have a distinct advantage. The size of a corporation can impact its adaptability. For instance smaller businesses have fewer workers and individuals to organize or educate. This means SMEs owners can hasten the process if they want to establish a new approach or incorporate new ideas which is similar to ships, the longer and more difficult it is to turn a larger boat.

1.3 Objectives of the study

As the world changes following the Covid-19 pandemic, the study will investigate the impacts of social media marketing strategies on promoting sustainability, determine how to reimagine marketing in the next normal, and learn more about SMEs products or services, and survival during the pandemic in order to ensure the business's continued existence.

1.4 Scope of the study

The impact of social media marketing strategies on promoting SMEs sustainability is inadequately understood. The scope of the study is limited to collecting documents and related work to synthesize collaborative information to support the research subject matter. The focus is on social media marketing strategies on SMEs promoting sustainability research, COVID-19 impact on marketing research, and proposed COVID-19 social media marketing strategies research. The analysis examines the expansion of social media, marketing strategies, and SMEs sustainability from 2017 to 2022.

1.5 Research Significance

There is a gap in knowledge of the impact of the Covid-19 pandemic on many countries based on SMEs businesses. The importance of investigating the impact of the COVID-19 pandemic on the SMEs will:

- Provide a recommended guideline for a successful SMEs business

- Highlight about social media marketing strategies on social media platforms
- Highlight about success factors for continuous economic growth in order to survive the economic downturn

2. Literature Review

2.1 Social Medias

Social media, as characterized by Andreas (2015) and Kaplan & Haenlein (2010), can be understood as a conglomerate of internet-based applications that build upon the technological and conceptual foundations of Web 2.0 and enable the generation and exchange of user-created content. In contemporary society, social media has become an essential aspect of personal and professional life, and companies can leverage a range of techniques and strategies to engage with prospective and current customers, identify new target audiences, and cultivate customer loyalty.

By employing user-generated content and categorization, social media can distinguish itself as a unique grouping. Consumers are afforded an avenue to express their views and opinions on products, services, and pricing offered by various organizations. Marketers have embraced social media marketing to bolster their brand identity, foster interaction with customers, and establish strong relationships with their audience (Qing et al., 2022). Small and medium-sized enterprises (SMEs) in the V4 countries, according to Belás et al. (2021), have widely adopted social media as a means of operation in the 21st century due to its agility and adaptability for both customers and business owners (Civelek et al., 2020). It presents a major opportunity for SMEs with limited profit margins to expand their reach and establish an online presence via various platforms such as Facebook, Twitter, Instagram, LinkedIn, and Tiktok. By doing so, SMEs can communicate directly with their target audience, develop a company voice, and foster a sense of community.

An alternative approach in social media marketing is content marketing, which refers to the creation and dissemination of valuable, brand-related content to current or prospective customers or other target groups through digital channels with the aim of

achieving strategic business objectives (Clemens, 2021). When content marketing results in heightened levels of cognitive, emotional, and behavioral customer engagement, it can enhance customer brand trust, foster positive brand attitudes, and increase customer perceptions of brand value, thus positively impacting the focal organization's business objectives. SMEs must maintain a focus on specific goals and identify areas where they can have the greatest impact, whether through targeted advertisements or social media posts.

The widespread adoption of social media has revolutionized the world, making it an expansive platform for raising awareness, building brand reputation, and going viral. A noteworthy function of social media is video live streaming, which enables users to broadcast live footage over the internet to a target audience in a cost-effective and simplified manner for SMEs (Goh et al., 2021). With live streams being watched for over 20 billion hours in 2020 (Aghadjanian, 2020), the livestreaming industry is projected to surpass \$180 billion by 2027 (Yanev, 2020).

Live streams are real-time video broadcast tools that allow users to engage with their online audience in a synchronous manner, as opposed to the basic asynchronous features of social media platforms where time-lags occur in communication. It is an effective digital marketing tool that can help reach a wider audience, expand the brand, and drive sales, as the adage "seeing is believing" suggests (Beijing Review, 2020). The necessary equipment for live streaming include a camera, microphone, capture card, lighting setup, tripod, encoder, and internet access. SMEs can choose the platform that best fits their business, such as Facebook, LinkedIn, or Tiktok, and should keep in mind their target audience and which platform they primarily use. The advantages of live streaming include high-quality streams, greater audience potential, versatility in content use, convenience, analytics tracking, customer support, distraction-free streaming, video monetization, reliable global delivery, customizable video player, cost-effectiveness, integration with external tools.

2.2 Marketing Strategies

In March 2020, the World Health Organization declared a pandemic caused by the novel coronavirus, COVID-19, that would spread rapidly (World Health Organization, 2022). The pandemic resulted in a significant decline in income for a majority of small and medium-sized enterprises (SMEs) in Thailand, with some struggling to cover their costs for rent, production, and employee compensation, as they were unable to control their expenses. To contain the transmission of the virus, countries worldwide were compelled to enforce lockdowns.

For a business to attract new customers and achieve growth, it must first comprehend its demographic, consumer audience, and brand positioning, as well as the persistent issues faced by its customers. Word-of-Mouth (WOM), defined as oral, person-to-person communication regarding a brand, product, or service between a sender and receiver perceived to be non-commercial (Arndt, 1967), has proven to be a valuable tool for small businesses. Positive WOM is its ability to “go viral” through self-replicating processes which can bolster a buyer's confidence and trust in their purchase, as customers are more likely to trust people they know rather than advertisements on social media platforms (Hu et al., 2019). Additionally, WOM can impact the perception and experience of a website's usability and visual appeal (Milica, 2019).

In today's digital age, viral marketing plays a crucial role in influencing customer purchases, as people prefer to trust the experiences shared by their friends and family members. Companies and organizations can harness the power of social media to spread their brand identity and tap into review platforms, customer reviews, loyalty programs, and employee social connections to increase their brand awareness. The key to success for SMEs lies in delivering exceptional customer service and ensuring customer satisfaction, which is defined as the client's overall evaluation of the disconfirmation between expected and perceived service performances (Ertemel et al., 2021). Satisfied customers are crucial for customer loyalty and the long-term success of SMEs, as they can share information about the company with their professional, personal, and social networks, attracting more customers. To establish long-term success and competitiveness, SMEs must focus on

cultivating client relationships, as the most important factor for customer loyalty is repeated purchases and recommendations from the customer (Kyurova et al., 2021).

Finally, it is important for SMEs to stay ahead of the competition through popular online marketing strategies, such as Search Engine Optimization (SEO). Recent research shows that 81% of consumers look for product and service information through search engines, making SEO a crucial component of an effective marketing strategy (Leung, 2021). Without SEO, SMEs struggle as fighting an uphill battle; however, the company can implement SEO services into their business plan, such as constructing a functional and user-friendly website for SMEs, that will help the business attract new customers and increase sales revenues. The benefits of SEO for Small and medium enterprises include attracting more customers through organic search, generating a trustworthy web experience for customers, managing relationships with audiences and prospects, encouraging a focus on user experience, enhancing brand awareness, being trackable, and strengthening other marketing initiatives. Consequently, the simplest alternative in marketing strategies is to provide customers incentives and discounts. This could be in the form of a percentage off your products or services, or even a miniature postcard with an inspirational or motivational quotation and the name of your enterprise and Small and medium-sized enterprises (SMEs) can also offer loyalty programs that reward clients for continuous patronage as well.

2.3 Sustainability

In the wake of the global impact of the Covid-19 pandemic, the well-being and prosperity of the economy are heavily dependent upon the resilience and adaptability of small and medium-sized businesses (SMEs). As such, it is imperative for SMEs to undertake innovative measures in order to survive in the current circumstances. Isensee et al. (2020) conducted a review which delved into the interplay between organizational culture, sustainability, and digitalization within the context of SMEs (Renata et al., 2022). It is imperative for SMEs to adapt to the changing consumer landscape, which has been altered by the pandemic and now reflects new societal trends such as increased consumer

spending on digital entertainment, e-commerce, e-payments, home-delivered cuisine, and home-cooked meals. This shift in consumer behavior has also resulted in an increased expenditure on home office renovations and furniture, as well as the widespread adoption of remote work arrangements. Consequently, consumer preferences have become more technologically oriented and are less responsive to traditional marketing techniques. SMEs can respond to these changes by adopting a variety of strategies such as securing financing, utilizing virtual teams, delegating authority and granting greater autonomy to employees, capitalizing on crisis-borne opportunities, innovating or imitating, differentiating products and services, utilizing and developing cutting-edge technologies, effectively allocating resources, maintaining efficient IT systems, leveraging personal relationships, fostering technological innovation, streamlining sales processes, revising financial strategies, and delivering positive customer experiences (Wojciech et al., 2021).

The initial step is for small and medium-sized enterprises (SMEs) to utilize technological innovation to gain access to prospective customers and identify social signals that indicate their interest in their products or services. Advertising placements on social networks are the most efficient method of contacting individuals. If you are considering advertising on Facebook, you must determine who your consumers are, what they enjoy, and what makes them special among Facebook's 750 million users. Therefore, small and medium-sized businesses (SME) with a brick-and-mortar location should protect themselves from the covid-19 virus and use online channels to promote or expand their business. The second step entails enhancing the sale process or modifying the financial strategy, such as incorporating a payment, Omni Channel, Shopee Pay, E-wallet, Gopay, Link Aja, Jenius, Dana, Go Mobile, and online transaction sales procedure (Michelle et al., 2022). For offline stores, SMB owners may convert the space into a showroom to display products, a test-and-go location, or a food delivery pick-up location. SMEs can only survive if they create an exceptional client experience. They may achieve this by fostering customer loyalty, improving your conversion rate, simple navigation techniques, simple checkout system, rapid website page loading, universal compatibility of devices, testing of websites and social media. If your SME is an e-commerce company, you will

need to simplify the checkout process for your customers. While the checkout process must be safe and secure, it should not require visitors to navigate through multiple pages to complete their purchases. Consequently, they would likely abandon their online shopping basket. Moreover, numerous e-commerce businesses benefit from a one-page checkout process for customers. Some businesses combine their checkout procedure with social networking site logins in order to collect information about their customers without requiring them to enter it manually. The speedier customers can depart with their items, the more likely they are to make a purchase. With more people using smartphones and digital tablets to access websites, it has become essential for businesses to consider designing mobile-friendly websites. Not only must the design be compatible with multiple devices, however, the user experience must also be transferable too. If small and medium-sized businesses (SMEs) do not accommodate smartphone users, they run the risk of alienating a substantial portion of their target audience and losing sales opportunities. According to Maria (2022), for Small and Medium Enterprises (SMEs) to attain added value and maximize employment opportunities, it is imperative for them to be competitive, efficiently utilize existing market resources, possess the capacity to readily adapt to changing market conditions, embody innovation, and so forth (Mărginean, 2018).

Furthermore, the design of a premium user experience for smartphone and tablet users necessitates taking into consideration the various ways in which individuals interact with their devices to carry out various tasks. For instance, the utilization of touch screens instead of a mouse might influence the design of a website, requiring the need to make buttons larger and eliminate drop-down menus to facilitate task completion without hindrance. A useful approach to enhance a website's functionality is to have the provider integrate it with existing platforms such as Geographic Information Systems and social media, with features such as readily accessible contact information, visually appealing design, and eye-catching visuals (Dana, 2021). Customer loyalty, which refers to a customer's disposition towards a service and is shaped by their cumulative experiences with the service over time, serves as a crucial component in the sustainability of SMEs. Customer loyalty helps enhance customer engagement, impacts brand affinity and loyalty,

improves the customer experience, increases customer retention, drives sales and revenue, elevates the customer lifetime value, reduces attrition rate, fosters brand advocates, facilitates customer acquisition, and provides access to first-party data.

In conclusion, customer loyalty has a profound impact on all the key performance indicators crucial to the success of an organization. If customers are satisfied, they are more likely to continue purchasing products or services from the SMEs, spend more, exhibit reduced volatility, and become brand ambassadors. Retaining customer loyalty is indispensable to the success of a company, as acquiring new customers typically incurs higher costs and results in lower spending compared to loyal repeat customers.

Ultimately, the most important aspect is that customers have a positive experience with both products and services. In addition, SMEs business owners must have a deeper understanding of the customer's pain point than of the product itself by prioritizing the rapid modification of consumer behavior in the wake of COVID-19 such as recognizing and comprehending the evolving needs of the customer. To reflect the new behavior, it is necessary to update the style and keep up to date with the trends. For instance, restaurants assert that the majority of consumers continue to dine out rather than prepare meals at home due to the establishment's freshness and ambiance, however, internet sales are also required. Therefore, they should be accustomed to ordering online and promoting their menus and promotion through social media platforms. Alternatively, SMEs business offline store should designate a distinct area for customers who choose to wander outside by providing an experience that is superior to online shopping would also encourage more people to visit the stores and lead to purchasing decisions.

2.4 Past Research

Multiple academic studies have explored the impact of the COVID-19 pandemic on small businesses, and the majority of findings suggest a decline in viability and an alarmingly high rate of bankruptcy. The likelihood of a full recovery from the ramifications of the pandemic is limited. If the prospects for small and medium-sized enterprises (SMEs) remain constricted due to the COVID-19 crisis, it will result in a further deterioration in

their sustainable development, caused by a lack of effective management and financial strain. It is unfortunate to observe that SMEs continue to face challenges and the pace of job losses within these businesses and organizations is escalating. The trend of SMEs research has tenaciously focused on major characterization of promoting businesses through social media by using SMEs and involvement in sustainability operations. Since the origins to the current time, many scholars have aimed to focalize the approach of SMEs. According to multiple studies, the concurrence definition of SMEs possesses components of social media, marketing strategies, and sustainability of SMEs.

The research surrounding SMEs has increased with support of an abundance of individual case studies and literature review. The diversity of marketing strategies of SMEs are widespread from countries such as Thailand, Saudi Arabia, India, Bangladesh, Poland and many more. The materials from the scholars' research include areas of SMEs in social media to the same degree of content making, attractions, live streaming and increase in customer engagement. In particular, the study such as (Hussian, 2018) that investigates the factors affecting the success of SMEs in social media. The results of the investigation states the success of social media depends on the creation of high-quality content, the quality of live streaming, and the development of engaging forms of customer involvement in order to attract more potential consumers and increase brand awareness.

Only in recent years due to the COVID-19 pandemic, there has been a shift to investigate SMEs concerning the relationship of COVID-19 impact. Nevertheless, indistinguishable studies of SMEs prior to the COVID-19 pandemic and studies entirely focused on COVID-19 can come together and be synthesized to investigate new gaps. During the COVID-19 pandemic the stage of SMEs has turned to projects of recovery for well-established SMEs. As well as, analysis surrounding the importance factors of SMEs modification and resilience of marketing strategies, these topics of research are present in articles such as (Hussian, 2018) investigates the COVID-19 socio-economic impact on SMEs. The investigation determined there was a lack of customer engagement due to lockdown measures. There was income loss for SMEs running the businesses. In addition,

the pandemic crisis disrupted job security and increased the distress in the community. SMEs businesses are in a fragile state however, there is a forecast of recovery.

Conceptual Framework Model

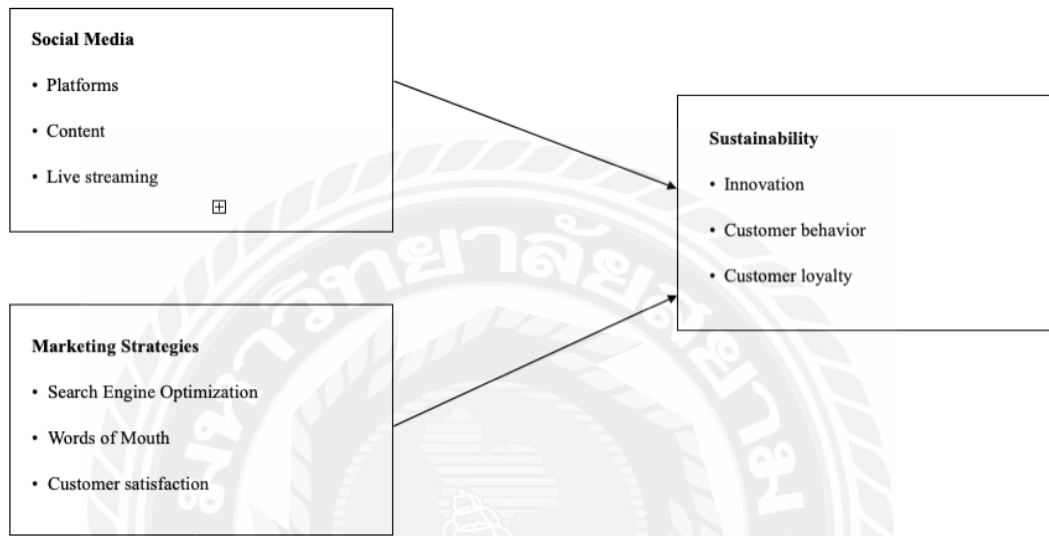


Figure 1:

Elements of Figure 1 are as follows:

Social media: (Andreas, 2015), (Clemens, 2021), (Goh et al., 2021)

Marketing Strategies: (Leung, 2021), (Hu et al., 2019), (Ertemel et al., 2021)

Sustainability: (Renata et al., 2022), (Wojciech et al., 2021), (Ertemel et al., 2021)

3. Methodology

The researcher utilized secondary data from sources such as Google Scholar, EBSCO, and other websites between the period of August to December 2022 for data collection. This research has demonstrated the influence of Social Media Marketing Strategies on the promotion of sustainability for Small and Medium Enterprises (SMEs).

4. Findings and Conclusion

The consolidation of the findings of existing studies to support the proposed conceptual framework suggests current SMEs business are dependent on social media, marketing strategies and sustainability – pertaining to this study which is the SMEs as well as the impact of COVID-19 and economic sustainability. Furthermore, SMEs do have a direct correlation to the COVID-19 impact or vice versa.

Even while there is a desire to transition to increase the sales through social media online platforms, there is evidence that attracting potential clients will be challenging. Additional research indicates that businesses with a strong collaborative distinction have a greater operational success rate and a cohesive recovery plan. For instance, small and medium-sized enterprises (SMEs) have committed to maintain lockdown to prevent the transmission of coronavirus and to perform ongoing evaluations of the COVID-19 pandemic. Under better control, the SME's regulations and procedures to continue operations are more restricted. Especially after the consequences of the pandemic, the integrity of SME sales revenues is a crucial aspect for the growth drivers of the global economy.

The results of the systematic literature review indicate that COVID-19 has caused considerable disruption within SMEs. SMEs have garnered increased interest in promoting their businesses through social media; however, as a consequence of the recent COVID-19 pandemic, many SMEs have faced unprecedented challenges. The management techniques of small and medium-sized enterprises (SMEs) should adjust to the new COVID-19 legislation. The recovery stages have indeed begun as a result of reduced purchasing limitations and customer behavior accreditation. Recovery is in reach if the initiation of recovery plans begins as soon as possible.

The process of research became difficult to find income-based achievement of SMEs; however, through the analysis of the literature review, the broader research in each separate key word can generalize the outcome of the business of SMEs. Thousands of local SMEs business owners have struggled during the COVID-19 pandemic. SME businesses will

stand a chance to compete if the impact is examined and success and strategies are highlighted.

If recovery is implemented effectively, socioeconomic advantages will improve after the COVID-19 outbreak, and communities' overall standard of living will increase. It is comprehensible that the impact of COVID-19 on SMEs was immediate and detrimental. Promoting the brand reputation and operations by using marketing strategies such as posting content, live streaming alternatives, and spreading Words of Mouth on social media platforms of SMEs is essential because it allows the community to attract potential customers, reach engagement, build brand reputation, and sell its products and services.

Evaluation of the business impact of SMEs through a review of the literature can be arduous. The background of SMEs requires a limited amount of consideration. There are only a few literature reviews of social media marketing strategies studies that discuss the business of SMEs. Additionally, COVID-19 is a relatively modern virus. There is limited investment in the stages of influence that the COVID-19 pandemic has bestowed upon SME social media marketers. The distinction between each domain is distinct.

Appreciation of SMEs business impact through literature review can be arduous. The background of SMEs has a finite amount of attentiveness. There are only selective literature reviews of SMES marketing strategies on social media and sustainability studies discussing the SMEs business. Furthermore, COVID-19 is relatively present day. There are limited amounts of investment in the stages of impact the COVID-19 pandemic has bestowed to SMES promoting on social media. The separation of each scope is definite.

5. Recommendations

The SMEs sector must build confidence and cease to fear COVID-19. The SMEs will necessitate directions on how to construct effective marketing strategies. In order to recover from the deleterious consequences of the COVID-19 pandemic, it is essential to develop a solid marketing tactic plan to regain standard revenue. Numerous operations are enthusiastic to re-open their doors and resume operations as soon as possible; however, there are significant risks that must be identified. Strong social media marketing strategies

will establish a long-term prevention strategy. It will take time to recover from the consequences of COVID-19, and small and medium-sized businesses (SMEs) should establish a timeline for each phase of reconstruction and recovery in loss profits. SMEs will require additional assistance and guidance. The utilization of social media in marketing has facilitated the evolution of direct-to-consumer advertising, which has had a profound impact on the global economy (Hussian, 2018). In order to swiftly recover from the adverse effects of the pandemic, it is imperative to establish financing mechanisms to counter losses, enhance revenue growth, and establish recovery metrics. The implementation of marketing strategies must be carried out with meticulous planning and evaluation before they are disseminated via social media. In response to the COVID-19 pandemic, small and medium-sized enterprises (SMEs) will have to adapt their policies and procedures. Providing education and training on disaster risk mitigation, both initially and on an ongoing basis, is a necessity for future crisis management.

Even though small and medium-sized enterprises (SMEs) have positive socioeconomic effects on the health and stability of the economy, their high level of dependence makes them susceptible to crises. SMEs should continue to be regarded as a tool that can aid in generating additional revenue. The economic diversification of the SME sector should become a priority. To promote their brand to customers, SMBs should indeed continuously develop a method for shifting from a single income source to multiple sources, both offline and on social media platforms. SME process of marketing long-term growth; however, they must strategize and invest in related activities such as creating content, enhancing great customer experience, understanding the pain point of products, and tracking performance. Small and medium-sized enterprises can continue to collaborate when investing in an alternative source of revenue. The coalescence of the Small and Medium Enterprise (SME) community serves as a catalyst for the aggregation of knowledge and perspectives. Through this unity, the SME community is poised to accomplish its objectives, including augmenting sales revenues, fortifying brand recognition, embracing the paradigm shift brought forth by the "new normal", leveraging technology to gain a competitive advantage, elevating customer engagement and loyalty,

and optimizing relationship management practices. Such efforts are aimed at averting a prolonged recovery period, fostering enduring relationships between businesses and consumers, and facilitating a deeper understanding of customer demand (Shabbir et al., 2020).



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