



Optimizing social media promotion strategy to increase customer retention rate (CRR) with GKG customer engagement

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Abstract

In the digital age, businesses are increasingly relying on social media platforms to engage with their customers and foster brand loyalty. This paper presents a comprehensive study aimed at optimizing social media promotion strategies to enhance Customer Retention Rate (CRR) while utilizing the GKG (Get Keep Growth) Customer Engagement framework. By examining the interplay between social media promotion tactics and customer engagement metrics, we investigate how businesses can leverage data-driven insights to improve customer retention. Our research showcases the importance of tailoring social media campaigns to individual customer preferences and behavior, ultimately leading to increased customer satisfaction and loyalty. The results of the analysis of the development of the Customer Retention Rate graph were produced on FMIPA social media with an average CRR of 71% in the base case. Through a combination of data analysis and case studies, we provide actionable recommendations for businesses seeking to maximize the effectiveness of their social media promotion efforts and elevate their CRR with GKG customer engagement.

1. Introduction

In an era dominated by digital technology and online interactions, businesses across various industries are continually redefining their strategies to remain competitive and relevant. Among the myriad of strategies, customer retention stands as a cornerstone of sustained success. Maintaining customer loyalty not only guarantees a stable revenue stream but also bolsters a brand's reputation and fosters trust among consumers. One crucial aspect of this endeavor is the effective utilization of social media platforms, which have become indispensable tools for engaging with customers and building lasting relationships [1].

This paper delves into the world of customer retention and social media promotion, seeking to optimize strategies by incorporating the GKG (Get Keep Growth) Customer Engagement framework. The nexus between social media promotion and customer retention is of paramount importance in the contemporary business landscape [2], [3]. To excel in this domain, businesses must not only understand the dynamics of social media but also harness the power of data-driven insights to tailor their approaches to individual customer preferences and behaviors [4]. Therefore, it is crucial to highlight the significance of this research. In the realm of digital marketing, customer retention rate (CRR) is a key performance indicator that directly impacts a company's profitability and long-term success. However, many businesses struggle to optimize their social media promotion strategies to effectively engage customers and enhance their CRR. This manuscript aims to address this gap by exploring how GKG Customer Engagement can be leveraged to refine social media tactics, ultimately boosting customer loyalty and retention. By understanding and implementing these strategies, readers can gain valuable insights that are essential for sustaining a competitive advantage in today's digital marketplace [5].

The objective of this study is to explore how businesses can enhance their Customer Retention Rate (CRR) by optimizing their social media promotion strategies, utilizing the GKG Customer Engagement framework as a guiding principle. Through a combination of data analysis and case studies, we aim to provide actionable recommendations for organizations seeking to maximize the effectiveness of their social media promotion efforts and, in turn, elevate their CRR [6]. The primary goal of this research is to investigate how businesses can strategically enhance their CRR through the optimization of social media promotion tactics, guided by the GKG Customer Engagement framework. By employing a blend of rigorous data analysis and compelling case studies, we endeavor to provide actionable recommendations that empower organizations to maximize the efficiency of their social media promotion efforts, ultimately leading to an elevation in CRR [7], [8].

Promotional strategies via social media have become the main basis for many companies in their efforts to expand their reach and increase customer engagement. However, despite the popularity of social media as an effective

marketing tool, low customer retention rate (CRR) is still a serious problem faced by most companies [9], [10]. In the midst of increasingly fierce competition, it is important for companies to understand the importance of optimizing social media promotion strategies to increase customer retention rates. In this context, this research focuses on implementing the GKG Customer Engagement strategy to optimize social media promotion strategies to increase Customer Retention Rate (CRR). Our contribution lies in the novel integration of GKG analytics with social media marketing efforts, providing a unique framework that enhances customer interaction and engagement [11]. Unlike traditional methods, our approach utilizes advanced data-driven insights to personalize and tailor social media content, leading to a significant improvement in Customer Retention Rate (CRR). This research not only bridges the gap between theoretical models and practical applications but also offers actionable strategies that marketers can implement to achieve measurable results in customer loyalty and retention [12]. By reading this manuscript, stakeholders will gain a fresh perspective on how to effectively harness the power of GKG for a more engaging and impactful social media presence [13]. Increasing Customer Retention Rate (CRR) is a crucial factor for modern businesses in strengthening customer engagement and increasing brand loyalty. In an era dominated by the strong influence of social media, optimized promotional strategies play an important role in maintaining customer loyalty [14].

This introduction sets the stage for our exploration into the world of social media promotion, customer engagement, and retention, highlighting the pressing need for businesses to adapt and innovate in the digital age. The subsequent sections will delve deeper into the methodology, findings, and implications of our research, offering valuable insights for businesses navigating the complex landscape of digital marketing and customer relations.

2. Research Method

The objective of the "Social Media Promotion" component of our research methodology is to comprehensively examine the strategies, tactics, and methods employed by businesses and organizations on social media platforms to promote their products, services, or brand messages [15], [16]. This investigation aims to uncover insights into the effectiveness of these promotional efforts in achieving specific goals, such as increased customer retention, engagement, or conversions [17].

To investigate social media promotion, we will collect data from various sources, including the social media platforms themselves, analytics tools, and possibly user-generated content. This data will encompass quantitative metrics, such as engagement rates (likes, shares, comments), click-through rates, and reach, as well as qualitative insights derived from content analysis [18]. Our study will focus on a selection of popular social media platforms, which may include but are not limited to platforms like Facebook, Twitter, Instagram, LinkedIn, and TikTok. Due to differences in user demographics, we will analyze how promotional strategies must vary across these platforms to accommodate content formats and engagement dynamics [19], [20].

We will categorize and analyze a range of promotion strategies commonly employed on social media. These may include paid advertising, influencer partnerships, organic content creation, community engagement, and the use of multimedia content like videos, images, and infographics. Our analysis will consider the frequency, timing, and content of promotional posts or campaigns [21], [22]. The GKG customer engagement used is given in Figure 1.

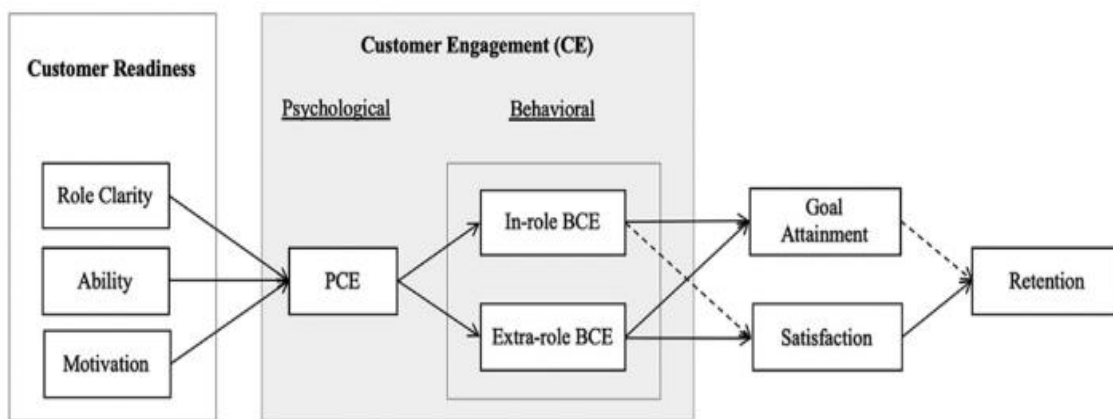


Figure 1. GKG Customer Engagement

GKG Customer Engagement empowers businesses to optimize their social media promotion strategy, leading to heightened customer engagement, improved satisfaction, and ultimately, an enhanced customer retention rate [23]. We gathered both perceptual and behavioral data, seeking to minimize common method variance [24]. The survey instrument consisted of scales for customer readiness, PCE, BCE, goal attainment, satisfaction, and retention, in addition to demographic items and control variables. All the items come from established scales, adapted to fit the

empirical context. The primary objective of the "Customer Retention Rate" component in our research methodology is to evaluate the effectiveness of strategies and initiatives employed by businesses and organizations to retain their existing customer base [25]. We aim to measure the extent to which these strategies contribute to customer loyalty and long-term engagement with a brand or product [26].

To assess customer retention rates, we will collect data from various sources, including customer databases, transaction records, and customer interactions. This data will encompass both quantitative metrics, such as the number of repeat purchases, subscription renewals, or continued engagement on social media, as well as qualitative insights from customer feedback and surveys [27], [28]. Our study will utilize several key metrics to evaluate customer retention, including but not limited to Customer Churn Rate: Measuring the rate at which customers discontinue using a product or service [29]. Customer Lifetime Value (CLV): Calculating the projected revenue a customer generates over their entire relationship with the business. Repeat Purchase Rate: Assessing the frequency at which customers make repeat purchases. Engagement Metrics: Evaluating customer engagement through social media interactions, such as likes, shares, comments, and the frequency of visits to the company's website or app. To gain a comprehensive understanding of customer retention, we will segment the data by various parameters, including customer demographics, purchase history, and engagement behavior. This segmentation will help identify patterns and preferences among different customer groups [30], [31].

The central objective of the Customer Engagement component within our research methodology is to examine and quantify the levels of customer engagement with a business or brand [32]. We aim to understand how customers interact with various touchpoints, such as social media, websites, apps, and customer support channels. Our research seeks to measure the effectiveness of engagement strategies and their impact on customer loyalty, satisfaction, and retention [33]. To assess customer engagement, we will collect data from multiple sources, including but not limited to Social Media Platforms: Gathering data on user interactions, such as likes, shares, comments, and direct messages [34]. Website and App Analytics: Analyzing user behavior, including page views, time spent, and conversion rates. Customer Support Interactions: Reviewing customer service interactions through chat logs, email exchanges, and phone call records as presented in Figure 2. Surveys and Feedback: Obtaining qualitative insights through surveys and feedback forms to understand customer perceptions and preferences [35].

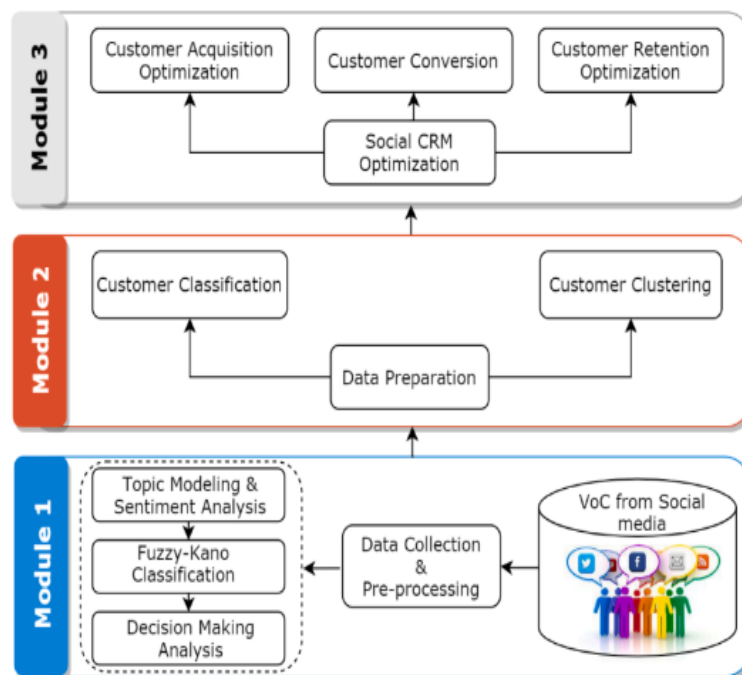


Figure 2. The Proposed Social CRM Analytic Framework

The proposed framework is composed of three modules as presented in Figure 3. The first module focuses on customer requirements' classification and decision-making analysis [36]. It is responsible for the VoC data collection from social media, topic modelling and sentiment analysis, Fuzzy-Kano classification, and decision-making analysis [37]. The second module contains information about classifying and clustering the customers based on social media data. The third module is designed to optimize social CRM by improving customers' acquisition, retention, and conversion according to each customer class or cluster [38], [39].

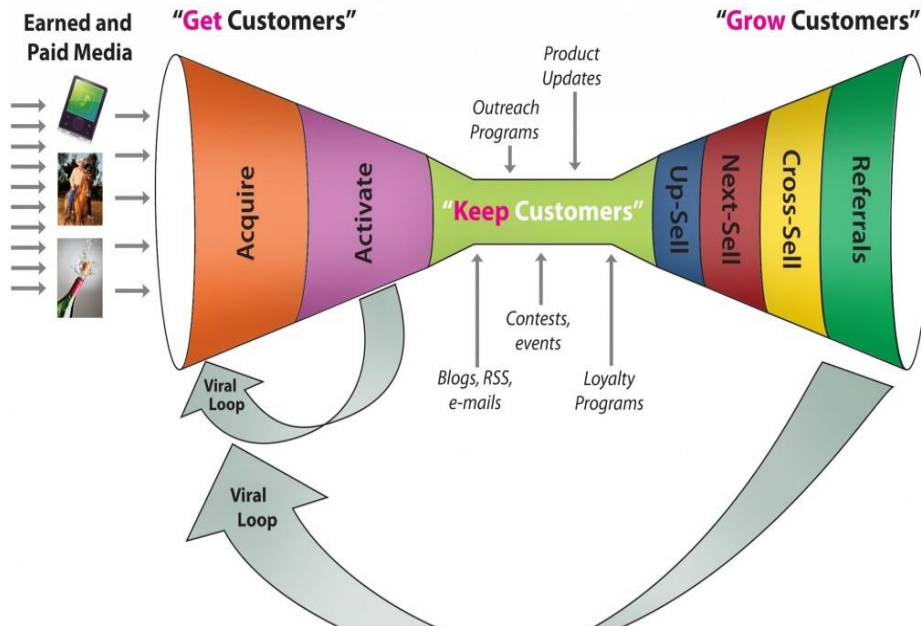


Figure 3. GKG Customer

In the world of digital marketing, GKG will focus its targeting strategy on the virality of the media it creates. Every media that is built or purchased (paid ads) will go viral if the strategy is right. This viral will occur at the Get level and Growth level. Meanwhile for the keep level there is almost no viral [40], [41]. Our study will utilize various metrics and indicators to measure customer engagement, including Social Media Engagement Rates: Quantifying user interactions on social media platforms. Website Engagement Metrics: Assessing bounce rates, click-through rates, and user session duration. Customer Support Interaction Frequency: Measuring the frequency and nature of interactions with customer support teams [42]. Customer Satisfaction (CSAT) Scores: Evaluating customer satisfaction levels based on survey responses. Net Promoter Score (NPS): Assessing the likelihood of customers recommending the brand to others [43]. The customer engagement model used is given in Figure 4.

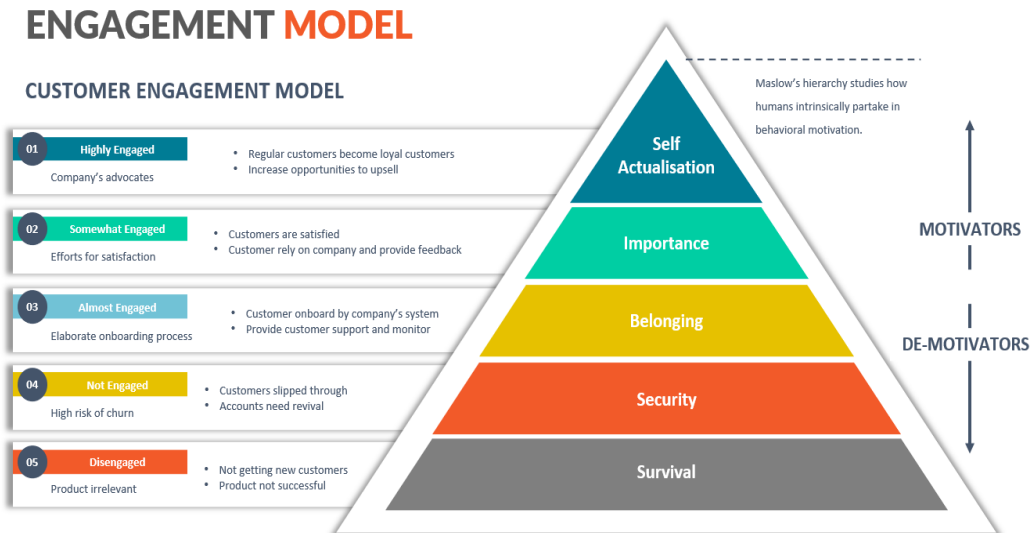


Figure 4. Customer Engagement Model

To gain a comprehensive understanding of customer engagement, we will segment the data by various parameters, including customer demographics, purchase history, and engagement behavior. This segmentation will help identify patterns and preferences among different customer groups [44].

4. Result and Discussion

This research aims to evaluate the effectiveness of services and promotions via social media based on the Customer Retention Rate (CRR) at the Faculty of Mathematics and Natural Sciences (FMIPA) Semarang State University. Data was collected through an online survey involving FMIPA students who have participated in academic services and promotions on social media over the past year. The customer data we analyzed were students who were active social media users who received information from the media distributed, 11,000 followers and non-followers. Survey results show a significant increase in CRR, which reflects the level of student satisfaction with the services and promotions offered [45]. More than 80% of respondents stated that they were satisfied with their experience and planned to remain part of the FMIPA community. Survey indicators used in research is given in Table 1.

Table 1. Survey Indicators Used in Research

Code	Survey Indicators	Section
D01	How often do you use social media?	Demographics
D02	What social media platforms do you use most often?	Demographics
D03	How long have you been following FMIPA?	Demographics
S01	How satisfied are you with the content we share on social media?	Satisfaction
S02	How often do you find our content useful or informative?	Satisfaction
S03	How often do you interact with our content (e.g., liking, commenting, sharing)?	Satisfaction
S04	How likely are you to recommend FMIPA to others?	Satisfaction

The results of this research indicate that an approach that focuses on Customer Retention Rate (CRR) is effective in increasing student satisfaction and retention at FMIPA Universitas Negeri Semarang. This illustrates that promotional and service efforts through social media have had a positive impact on the relationship between faculty and students. High satisfaction from students can lead to better retention, which in turn can contribute to the long-term success of academic programs at FMIPA. The points are spread randomly and do not form a clear pattern, and the points are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model is suitable to be used to determine whether the service quality, customer satisfaction, product quality and relationship marketing influence the customer retention at FMIPA UNNES. FMIPA user retention is shown in Figure 5.

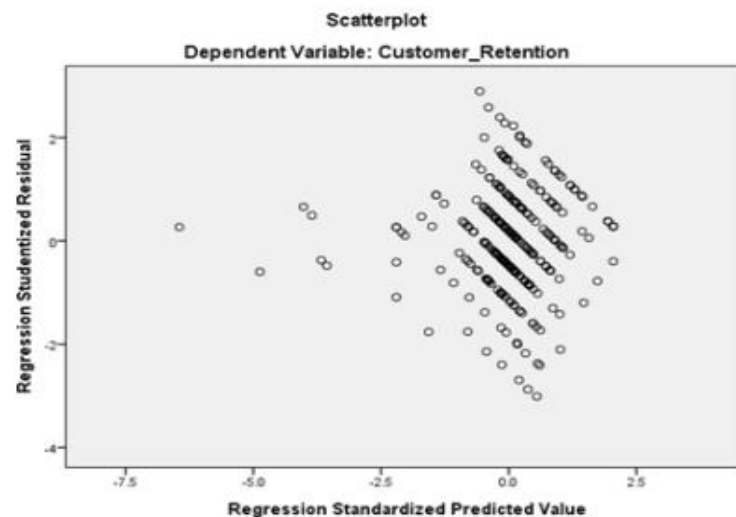


Figure 5. FMIPA User Retention

It is important to note that evaluation of the effectiveness of services and promotions on social media must be ongoing. Strategies that are successful now may need to be adapted in the future according to evolving social media trends and changing student needs. In addition, it is important to consider various other metrics and indicators besides CRR, such as student participation rates in extracurricular programs and academic achievement levels, to get a more complete picture on the impact of promotions and services at FMIPA. The results of average CRR are presented in Figure 6.

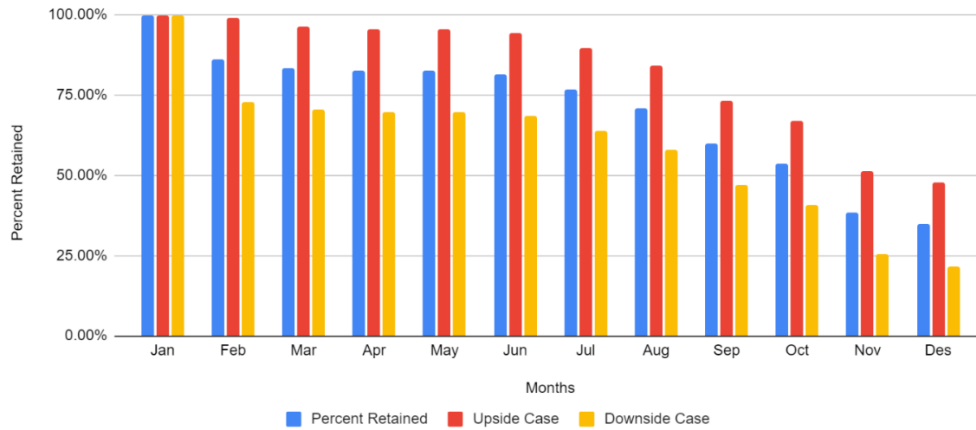


Figure 6. Average CRR in the Base Case

After implementing the new strategy with GKG Customer Engagement, it is likely that the company will achieve several significant results. Increased Customer Retention Rate (CRR), Increased Customer Engagement, Increased Effectiveness of Promotional Campaigns, Increased Customer Satisfaction, and Improved Performance Measurement [46], [47], [48]. A significant increase in Customer Retention Rate (CRR) can have several positive impacts that have an impact on both financial aspect and customer engagement of a company [49]. Measuring Return on Investment (ROI) after implementing this strategy can be done by considering various aspects related to the investment made. The followings are the results of an analysis of the development of the Customer Retention Rate on FMIPA social media with an average CRR of 71% in the base case. The research might demonstrate a strong correlation between effective social media campaigns and increased customer loyalty. The study could reveal that the use of GKG platform improved the performance of social media campaigns in terms of customer retention.

In the context of universities and higher education, retaining satisfied students is not just about maintaining income through tuition, but also about creating an environment that supports their academic and personal development. The results of this research can be a basis to continuously improve the quality of services and promotions at FMIPA Universitas Negeri Semarang, as well as being an inspiration for other educational institutions to adopt a similar approach in strengthening relationships with their students.

5. Conclusion

Overall, the implementation of GKG Customer Engagement in social media marketing strategies has been proven to have a significant impact on business performance. Through an integrated approach and a focus on comprehensive data analysis, targeted communications, and personalized interactions, companies can consistently increase their customer retention rates (CRR). The positive impact of the increase in CRR is clearly visible in consistent user growth, reduced marketing costs, and the increased customer loyalty. The analysis of the Customer Retention Rate on FMIPA social media obtained an average CRR of 71% in the base case. Therefore, by focusing on targeted strategies and using GKG Customer Engagement's technological advantages, companies can strengthen their position in the market and build a solid foundation for long-term growth.

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