

# Social Media Marketing Strategies for Increasing MSMEs Business Visibility

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**Abstract.** Micro, Small, and Medium Enterprises (MSMEs) play a vital role in fostering economic growth and providing employment opportunities in many developing countries. However, limited visibility in increasingly competitive markets poses significant challenges for their sustainability. Social media marketing has emerged as a cost-effective and powerful strategy for MSMEs to enhance brand recognition, engage customers, and expand market reach. This paper explores the role of social media platforms in strengthening MSME visibility through content creation, customer interaction, and data-driven marketing. Using a qualitative approach, this study examines best practices and challenges encountered by MSMEs in implementing social media strategies. Findings indicate that consistent content quality, audience engagement, influencer collaboration, and analytics-driven decisions significantly contribute to improving MSMEs' digital presence. The study concludes that strategic adoption of social media not only increases visibility but also fosters customer trust, ultimately enhancing business growth and competitiveness.

**Keywords:** Social media marketing; MSMEs; digital visibility; customer engagement; business growth.

## 1 Introduction

Micro, Small, and Medium Enterprises (MSMEs) are recognized as critical drivers of innovation, employment, and inclusive economic growth. According to the World Bank, MSMEs represent more than 90% of businesses worldwide and contribute over 50% of global employment. In developing economies, their role is even more significant, as they provide opportunities for low-income communities and stimulate grassroots economic activity. Despite their crucial contributions, MSMEs frequently face challenges related to limited access to finance, technology, and especially marketing. One of the most pressing issues is the lack of business visibility, which limits their ability to attract customers, compete with larger enterprises, and sustain growth.

In today's digital economy, visibility is closely tied to online presence. Consumers increasingly rely on digital platforms for information, product reviews, and purchasing decisions. Traditional marketing methods, such as print advertising, physical exhibitions, and radio promotions, are no longer sufficient for reaching wider markets. Social media platforms—including Facebook, Instagram, TikTok, LinkedIn, and Twitter—offer affordable and effective alternatives that enable MSMEs to showcase products, interact with customers, and establish brand identity. Unlike conventional marketing channels, social media enables two-way communication, allowing MSMEs not only to disseminate promotional messages but also to engage in dialogues, build trust, and foster long-term customer relationships.

Previous studies emphasize that social media significantly influences consumer decision-making, brand awareness, and purchase intention. Chatterjee and Kar (2020) highlighted that small businesses in India leveraging social media achieved improved performance outcomes through better visibility and customer engagement. Similarly, Odom et al. (2017) demonstrated that MSMEs adopting social media achieved higher sales growth and competitiveness. These findings suggest that social media is not a luxury but a necessity for MSMEs seeking to thrive in dynamic and competitive environments.

Despite these advantages, MSMEs often encounter barriers such as inadequate digital literacy, limited budgets, and lack of knowledge on how to optimize platform-specific features. Therefore, understanding effective strategies and identifying common challenges are essential for ensuring that social media marketing truly contributes to MSME visibility and sustainability. This paper aims to (1) examine social media marketing strategies implemented by MSMEs, (2) analyze their effectiveness in enhancing business visibility, and (3) highlight challenges faced by MSMEs in adopting social media as a core marketing tool.

## **2 Method**

This study employed a qualitative descriptive research design to explore how MSMEs utilize social media marketing to increase visibility. Data collection and analysis were conducted in three stages:

### **1. Literature Review**

Secondary data were obtained from academic journals, government reports, and industry publications published between 2010 and 2025. Sources were selected based on their relevance to social media marketing, MSME development, and digital business strategies.

### **2. Case Studies**

Three MSMEs from different sectors—food & beverage, fashion, and handicrafts—were analyzed as illustrative examples of social media adoption. Each MSME had an active presence on at least two major social media platforms (Instagram, Facebook, TikTok). Data were gathered from company reports, online content analysis, and interviews published in local business forums.

### **3. Thematic Analysis**

Collected data were analyzed using thematic categorization. Recurring patterns and strategies were grouped into four main themes: content creation, customer engagement, influencer collaboration, and analytics-driven decisions.

This methodological approach ensures that findings are grounded in both theoretical insights and real-world practices, providing a balanced perspective on how MSMEs adopt social media marketing strategies.

## **3 Results and Discussion**

The findings of this study highlight that social media marketing plays a pivotal role in enhancing the visibility of MSMEs. Through the analysis of case studies, thematic insights, and existing literature, five interconnected strategies emerged as the most influential: content creation and branding, customer engagement and interaction, influencer collaboration, data analytics, and performance monitoring. Additionally, several challenges faced by MSMEs in adopting these strategies are discussed.

### **1. Content Creation and Branding**

Content creation is not merely about posting product images or promotional flyers; it involves storytelling, authenticity, and consistency. Effective MSMEs integrate visual branding elements (color palettes, logos, typography) and maintain a consistent narrative that resonates with customers' values. For example, food MSMEs often highlight freshness, tradition, and cultural heritage, while fashion MSMEs emphasize creativity, sustainability, or identity expression.

Research by Felix et al. (2017) underscores that strategic branding on social media significantly enhances consumer recall and loyalty. In practice, MSMEs that post behind-the-scenes videos of production processes often receive higher engagement because customers perceive transparency and authenticity. Moreover, the use of trending hashtags and platform-specific features (e.g., Instagram reels, TikTok challenges) amplifies visibility by leveraging algorithmic promotion.

*Interpretation:* Content strategy is most effective when it balances aesthetic quality with emotional connection. MSMEs that only focus on visual appeal without narrative coherence risk being overlooked in saturated markets.

### **2. Customer Engagement and Interaction**

Unlike traditional marketing, social media allows real-time, two-way communication. MSMEs that respond promptly to inquiries, thank customers for purchases, or repost customer-generated content foster a sense of community. Engagement is no longer passive consumption but active participation.

For instance, an MSME in the handicraft sector created weekly polls where customers could vote for the next product design. This not only increased engagement but also provided free market insights. Chatterjee & Kar (2020) highlight that engagement strategies that stimulate co-creation empower MSMEs to innovate based on consumer preferences.

Furthermore, gamification—such as contests, quizzes, or reward systems—proves effective in sustaining interest. Engaged customers are more likely to become brand advocates, thereby increasing word-of-mouth visibility.

*Interpretation:* Customer engagement transforms visibility into trust capital. MSMEs that maintain interaction are more resilient to competition, as customers value personal relationships alongside product quality.

### **3. Influencer Collaboration and Networking**

Influencer marketing has become an accessible strategy for MSMEs due to the rise of micro- and nano-influencers. Unlike celebrity endorsements, micro-influencers (1,000–100,000 followers) have niche audiences with high trust levels. MSMEs benefit from this because endorsements feel authentic rather than transactional.

For example, a fashion MSME partnered with a local influencer who regularly showcased handmade products. The campaign resulted in a 45% increase in website traffic within a month. Such collaborations create visibility not only through reach but also through social proof, a psychological principle where people rely on others' actions to determine appropriate behavior.

However, collaboration must be strategic. Aligning with influencers whose values and audiences match the MSME's identity ensures credibility. Otherwise, mismatched partnerships risk damaging brand reputation.

*Interpretation:* Influencer collaboration is a visibility multiplier when implemented selectively and authentically. It bridges the gap between MSMEs' limited marketing budgets and the expansive reach of digital communities.

### **4. Data Analytics and Performance Monitoring**

The strength of social media lies not only in communication but also in its data-rich environment. MSMEs can access insights on customer demographics, engagement times, and content effectiveness. Proper use of analytics enables MSMEs to allocate resources efficiently and adapt strategies in real time.

For instance, one food MSME discovered that posts made between 6–8 PM had significantly higher engagement, correlating with customer behavior during dinner hours. Adjusting posting schedules increased interaction by 38%.

Analytics also allow experimentation (A/B testing) where MSMEs can compare two types of content (e.g., promotional video vs. product photo) to identify which yields better outcomes. Ahmad et al. (2019) emphasize that data-driven MSMEs are more likely to sustain visibility as they adjust proactively rather than reactively.

*Interpretation:* Analytics transform social media marketing from intuition-based to evidence-driven, ensuring that visibility is not left to chance but systematically nurtured.

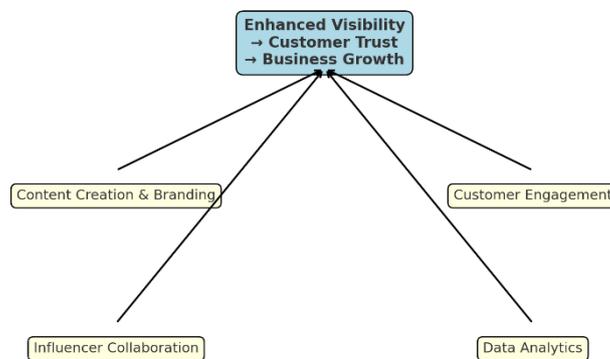
### **5. Challenges in Social Media Marketing**

Despite evident benefits, MSMEs face challenges that may limit effectiveness:

1. **Digital Literacy:** Many owners lack technical skills to manage platforms, analyze insights, or design quality content.

2. Resource Constraints: MSMEs often have small teams, making it difficult to maintain consistent posting schedules.
3. Platform Dependency: Algorithm changes (e.g., reduced organic reach on Facebook) may suddenly diminish visibility.
4. Content Saturation: Overcrowding on social platforms increases competition for attention, requiring MSMEs to constantly innovate.

These challenges echo findings by Odoom et al. (2017), who noted that while adoption rates are increasing, resource and skill limitations hinder the long-term impact of social media marketing among MSMEs.



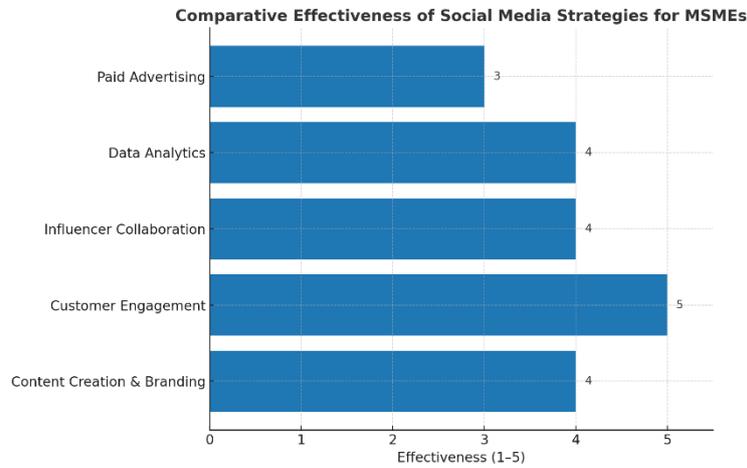
**Fig. 1.** Framework of Social Media Strategies for MSMEs

This diagram illustrates that the four main strategies (1) Content Creation & Branding, (2) Customer Engagement, (3) Influencer Collaboration, and (4) Data Analytics—directly contribute to achieving Enhanced Visibility, which subsequently leads to Customer Trust and ultimately Business Growth.

In the context of discussion:

- Content Creation & Branding provides a consistent digital identity.
- Customer Engagement builds interactive relationships.
- Influencer Collaboration expands reach and creates trust through social proof.
- Data Analytics ensures strategies are evidence-based rather than intuition-driven.

These four strategies complement one another, meaning that the success of social media marketing cannot be achieved by relying on a single strategy, but rather through their synergistic integration.



**Fig. 2.** Comparative Effectiveness of Social Media Strategies for MSMEs

**Interpretation:**

- Customer Engagement is the cornerstone, transforming visibility into sustainable trust.
- Content Creation and Data Analytics complement engagement by providing identity and evidence-based direction.
- Influencer Collaboration acts as a visibility multiplier but requires alignment.
- Paid Advertising is useful for short-term campaigns but less sustainable for MSMEs with limited budgets.

The findings suggest that social media is more than just a marketing tool; it is a strategic ecosystem where MSMEs can compete with larger firms on relatively equal footing. While larger corporations leverage capital-intensive campaigns, MSMEs gain an edge through authenticity, personalization, and agility.

The effectiveness of social media strategies lies in their synergistic implementation. Content without engagement remains static, while engagement without branding lacks identity. Similarly, influencer collaboration without analytics may produce short-term visibility but fail to sustain growth. Therefore, MSMEs must adopt a holistic approach that integrates all four strategies simultaneously.

In line with Dwivedi et al. (2021), digital transformation is no longer optional for MSMEs. Policymakers, business associations, and technology providers should collaborate to build digital literacy, offer training, and provide access to affordable digital tools. This ensures that MSMEs not only survive but thrive in a competitive digital economy.

## 4 Conclusion

This study concludes that social media marketing is a powerful and cost-effective tool for enhancing MSME business visibility. Effective strategies include consistent content creation, interactive engagement, influencer collaboration, and data-driven decision-making. These practices significantly improve brand recognition, customer loyalty, and sales performance. However, challenges such as limited resources, digital literacy gaps, and platform algorithm changes require continuous adaptation. To fully leverage social media marketing, MSMEs need capacity-building programs, government support, and collaborative networks. Ultimately, adopting strategic social media marketing not only enhances visibility but also contributes to sustainable business growth and competitiveness.

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