

Developing Social Media Marketing Visual Contents to Increase Engagement Rate (A Case Study of Healthy Tails Animal Clinic in Malang City)

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Abstract: Implementing strategies and measuring the effectiveness of social media marketing are still hindered by numerous obstacles. Empirical evidence about how valuable media is to marketing is mostly anecdotal, superficial, and speculative. Meanwhile, social media marketing is often understood as traditional marketing which is limited to layout, typography, and decoration alone, instead of how aesthetic design can affect awareness, engagement, or conversion. This applied research uses a case study approach and will focus on both visual design and copywriting to increase engagement. In addition, testing the effectiveness of social media marketing on the business sector of Healthy Tails veterinary in Malang will also be taken into consideration. Using qualitative and quantitative methods, as well as a digital marketing development framework developed by Piñeiro-Otero & Martínez-Rolán, this applied research resulted in 30 content titles divided into 11 themes and scheduled for 6 posts per week. The result of this research is that after implementing the project, the ERR increased by 125%, while the ER remained both before and after implementation, and the ERI increased by 133%. From the results of the data analysis, it can be concluded that there is an increase in the engagement rate from the implementation of the social media visual content design that has been developed.

Keywords: digital marketing, social media, copywriting, engagement, visual content.

1. INTRODUCTION

Not only creative designers, but people across the globe have also now entered an era anticipated by Sperka almost two decades ago. An era called Advanced New Media, where graphic design problems are not only seen as visual problems, but also have diffused further into experiential design, interaction design, and sensory design. (Sperka & Stolar, 2005). The shift from print-based media (traditional media) to screen-based media (new media) brings creative designers to a wider perspective in giving shape to content, rather than dwelling on layout and decoration issues alone.

What Sperka calls "The future of graphic design" is happening today, when the volume of cross-disciplinary activity in graphic design has become denser, and into a much broader discipline, not only designing, but also writing, communicating, and editing. It implies that knowledge of psychology, philosophy and culture is needed by a creative designer to create the appropriate information structure (Sperka & Stolar, 2005). The strengthening of public activities in the digital space due to the COVID-19 pandemic in the last 2 years has changed many aspects in human life. Life views, lifestyles, ways of thinking, including how to consume are now determined by what is shown on the digital screen (Nirwana, 2020). The term "Digital Marketing" has become so popular among those who want to start growing economically in a pandemic situation. Digital marketing, social media marketing, and e-commerce are the "saviors" of the public's economy during the pandemic, and the new post-pandemic reality. It is also in line with the era of a new medium or environment for graphic design to evolve in the future, or as Sperka said as "The future of graphic design".

Unfortunately, digital marketing as an economic savior during the pandemic and also as a new graphic design environment, has not found established theories and concepts that are ready to be implemented. I argued that the implementation of the strategy and how to measure the effectiveness of social media marketing are still facing challenges. He continued that empirical evidence about how valuable social media is to marketing is mostly anecdotal, superficial and speculative (Lal *et al.*, 2020). Furthermore, graphic design/visual communication is still understood as a traditional marketing method which is limited to layout, typography, and decoration alone, instead of how aesthetic-design can affect awareness, engagement, or conversion (purchasing). Using a case study approach, this applied research will focus on both visual design and copywriting to increase engagement, as well as testing the effectiveness of social media marketing in the business sector of Healthy Tails veterinary clinic in Malang.

2. LITERATURE REVIEW

In reality, "digital marketing" is often placed opposite "traditional marketing". Traditional marketing as it is widely understood, is an effort to carry out marketing activities through conventional/analog media such as newspapers, television, radio, direct selling, public relations, outdoor media (billboards, etc.), or

below the line media such as pamphlets, brochures, posters, and such. Digital marketing is a business or method to market a brand or product using supporting media in digital form (Musnaini, 2021). Therefore, Piñeiro-Otero & Martínez-Rolán (2016) considered digital marketing as a projection of conventional marketing (traditional marketing), but the tools and strategies are carried out via the internet. However, within digital marketing, the uniqueness of the digital world and its use for marketing has driven the development of channels, formats, and languages that have resulted in tools and strategies that were previously unthinkable offline (Piñeiro-Otero & Martínez-Rolán, 2016).

Based on the medium, Piñeiro-Otero & Martínez-Rolán divided digital marketing into 3 categories; 1) Owned media; 2) Earned media, and 3) Paid media. Owned media is a channel owned by the company. Earned media is content developed by external users, and obtained for free, such as mentions, shares, and more. Paid media is space or content on a certain platform that must be paid for by users, such as display ads or retargeted ads (Piñeiro-Otero & Martínez-Rolán, 2016). Inspired by the concept of Lieb & Owyang (2012), Piñeiro-Otero & Martínez-Rolán developed digital marketing categories according to its media or channels as Converged Media as shown in Figure 2.1.

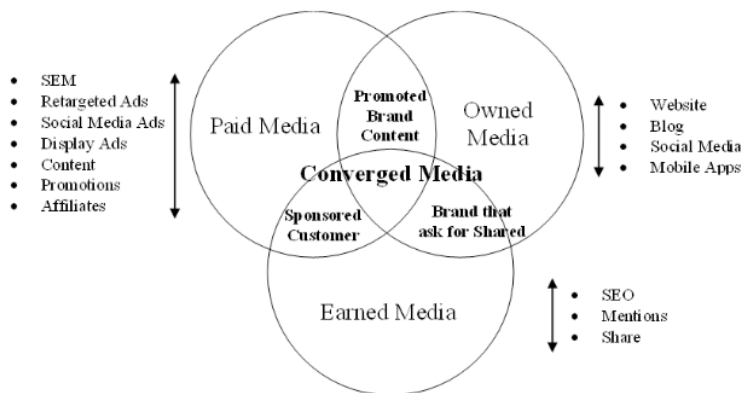


Figure 1. Converged Media
(Lieb & Owyang, 2012; Piñeiro-Otero & Martínez-Rolán, 2016)

This applied research focuses on the realm of social media marketing, both in terms of organic social media (posts, stories, reels), social media ads, recommendations by influencers, paid promote as well as organic reviews, mentions, and shares. In other words, it includes converged media as far as being in the features of social media platforms, be it owned media, paid media, and/or earned media. The focus on social media is decided because this channel allows the creation of marketing campaigns that are faster and easier, able to reach a wider and larger audience, and

able to measure the effectiveness faster and easier (Lal *et al.*, 2020). Both social media and converged media as a whole will become a tool for marketers in leading potential customers to the marketing funnel, namely the path taken by potential customers with the brand (customer journey). Digital marketing practitioner and CEO of B Squared Media has developed a social media marketing funnel consisting of awareness, engagement, and conversion stages, complete with KPI (Key Performance Indicator) for each stage (Sellas, 2016) as shown in Figure 2.

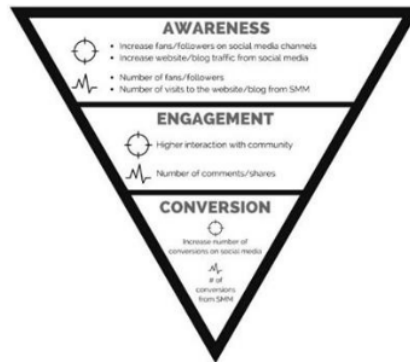


Figure 2. Social Media Marketing Funnel; Awareness, Engagement, dan Conversion (Sellas, 2016)

Referring to Sellas' model, our applied research uses on the objectives of awareness and engagement. Brand awareness is defined as a consumer's ability to identify a brand when it is presented to them, which increases with a person's exposure to see it, hear the name or think about it (Yapa, 2017). In relation to brand awareness, a study conducted by (Yacub & Mustajab, 2020) shows that social media marketing has a significant role in brand awareness, especially in Instagram platform, and is followed by Facebook.

The next stage of brand awareness is brand engagement (customer engagement), which is defined the level of customer state of mind that is motivating, brand-related, and context-dependent characterized by a certain level of cognitive, emotional, and behavioral activity in brand interactions (Cuevas-Molano *et al.*, 2021). Engagement is characterized by increased interaction with the built community, comments and also shares (Sellas, 2016). In addition, Lal *et al.*, (2020) provided more specific instructions in measuring awareness and engagement in social media marketing. Some of them are listed in Table 1 below.

Table 1. Key Marketing Outcomes (Lal *et al.*, 2020)

Effect of Social Media Marketing	Metrics	Key Findings	Marketing implications
Brand Awareness	The number brand mentions, the number of unique visits, search ranking, bookmarked, etc.	Brand awareness is a reflection of the presence of the brand in the minds of consumers, and has a significant influence on purchases.	To increase brand awareness, attractive and informative content is needed.
Customer Engagement	Follower size, member size, subscriber size, the number of user generated content, total responses in a survey, etc.	Customer engagement increases emotional connection with the brand, which in turn will increase sales.	Producing entertaining content and making it easier for customers to get involved.

3. RESEARCH METHOD

In general, the research method used in this study is a combination of qualitative and quantitative (mix method), because in designing the hypothetical products/by-products we used qualitative data and the data were analyzed qualitatively. In addition, quantitative data, analysis, and instruments in the form of scale techniques are implemented during the product testing stage. Specifically, the method used in this research is the Research & Development (RnD) method, which is a research method that produces a product (can be in the form of a model or module), and

the effectiveness of a product can be assured. Development research methods are used to find a model, or develop a model (Saputro, 2017). By researching various kinds of literature reviews about the development method of social media marketing research and development research methods, a flow chart of the design of the Social Media Organics Development Method can be formulated as the development flow chart synthesized from Saputro (2017) and Piñero-Otero & Martínez-Rolán (2016) as illustrated by Figure 3.

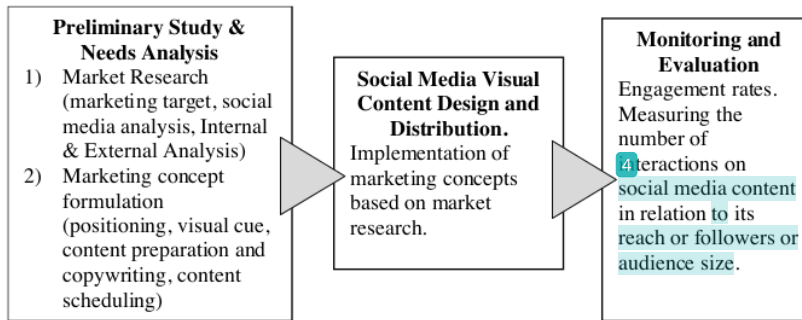


Figure 3. Social Media Marketing Media Development Method

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4. RESULTS AND DISCUSSION

4.1. Preliminary Study

The preliminary study in this case is a data collection activity that will be used as a basis in formulating concepts or strategies that will become the basis for running social media marketing. Preliminary studies were conducted with market research and the formulation of the concept of social media marketing. Market research was conducted using qualitative data collection methods, namely interviews, observations, and literature studies, followed by qualitative data analysis to formulate the concept of social media marketing.

4.1.1. Market Research

a). Determining the Target Market (Marketing Target) and Social Media Analysis

Market segmentation is the actual process of identifying market segments and the process of dividing the broad customer base into sub-groups of consumers both existing and potential customers. Determining the target market means identifying the most profitable market segments (Camilleri, 2018a). The data on market segmentation was obtained through interviews with business owners (Healthy Tails Animal Clinic) and also observations on business activities and social media activities. From the Healthy Tails Insight on Instagram social media activity during May 19 to June 19 2022, 530 accounts were reached. This range means that the number of users who viewed posts, stories, reels, IGTV, or IG Live within a certain period of time,

in this case 30 days, are 79.21% (441) of the audience that was successfully reached were followers, while the rest (21.79%, or 89-119 accounts) were non-followers. In the same timeframe, the resulting impression was 11,139. The number of profile activities that occurred within a period of 30 days was 347 activities, consisting of 314 Instagram profile visits, 20 visits to the link embedded in the bio, and 3 call buttons.

Engagement (interaction) on Instagram is the number of likes, comments, shares, and saves. As for interactions during the months of May 19 to June 19, 2022, there were only 14 interacting accounts occurred, of which 12 interactions were carried out by followers and 2 others by non-followers. The total number of @healthytails followers is 908 as of June 19, 2022. The most active time for @healthytails followers on social media is around 18.00 WIB on all days. From interviews, as well as observations on business activities and social media activities, it is possible to identify market segments. Identification of market segments does not only use four Kotler & Keller variables, namely geographic, demographic, psychographic, and behavioral segmentation (Kotler & Keller, 2007), but also product-related variables. Product-related segmentation is a variable that depends on the product or service to be marketed, related to the purpose of consumption, the length of the trip to get the product or access to services, and it is related to the area of origin of the consumer (Camilleri, 2018b).

Table 2. Marketing Target

Marketing Target	Geographic	Demographic	Psychographic	Behavioral	Product Related
Location :	Indonesia, East Java Province, Malang City and Malang Regency.	Age 25-40 years. Female gender mostly. Life cycle: adult, college/married, has children.	Social class: lower-middle class.	Buying behavior: complex.	Aims to get maximum service, even though the distance traveled is quite far
Medium-large city (100,000 – 1,000,000 inhabitants). Urban.	Family: parental, monogamous, nuclear family. Income below or equal to the minimum wage of Malang (Rp. 3,000,000 / month)	Lifestyle: Nurturers and functionalists.	Personality: melancholy, phlegmatic (popular psychology).	Usage: light-medium users Purchase time: seasonal-rare The benefits sought: great benefits at a low cost. Loyalty: loyal	

Source: Researcher Data and Analyzed According to (Camilleri, 2018b; Kotler & Keller, 2007)

b). Internal & External Analysis

Piñeiro-Otero & Martínez-Rolán (2016) argued that the development of internal and external analysis is one step in formulating a digital marketing strategy. Internal analysis is relevant for determining weaknesses and strengths, and should address aspects related to production, trade, organizational and financial issues, and management attitudes. As for the external analysis, its purpose is to determine the threats and opportunities (Sammut-Bonnici & Galea, 2015). Internal analysis and external analysis both refer to the SWOT matrix (*Strengths, Weakness, Opportunities, and Threats*) (Piñeiro-Otero & Martínez-Rolán, 2016).

Internal and external analysis were carried out qualitatively by collecting qualitative data through interviews and observations of business owners, customers, and digital footprints on the Google Review of the Healthy Tails clinic. The results of this inventory will then be reviewed and concluded including problem solving, improvement, development, and optimization strategies (Sarwono & Lubis, 2007). From the results, we can review and conclude the following problem solving, improvement, development, and optimization strategies:

1) Problem solving strategy

Healthy Tails Clinic's most immediate problems are limited human resources and infrastructure. In this case, the types of services are also limited. Therefore, focusing on one main service and several support services becomes a problem-solving strategy. In addition, there is tight competition for the same type of product/service and for identical target audiences, while the brand awareness stage is still low (unaware of brand – brand recognition). For this reason, it is necessary to develop brand personality on existing marketing channels.

2) Improvement

Service improvements are made by facilitating clinic visits and emphasizing the importance of examinations at the clinic (visits). This convenience is carried out by improving the ease of making reservations, for instance, by adding features to the Instagram social media channel and exposing testimonies of customer satisfaction as well as publishing it on the marketing channel.

3) Development

Healthy Tails Clinic is not widely known, even by animal owners in the city of Malang and its surroundings. On the other hand, brand equity is also low. However, there is a bonus of middle-class demography in Indonesia, which has implications for the increasing number of pet owners, although most of them are not well educated about animal welfare and health. Consequently, we need a marketing channel that is able to develop brand personality and also educate new pet owners.

4) Optimization

Optimization was carried out on Instagram as a digital marketing social media channel, which was initially the target audience at the stage of being aware of the brand into engagement (interacting) stage. This is done to increase brand equity, provide education through social media content based on customer issues, as well as maintain and improve relationships with existing customer bases.

4.1.2. Formulating the Concept

By reviewing the target audience, conducting an analysis of existing social media as well as internal and external analysis of the Healthy Tails animal clinic, the formulation of the visual content concept on Instagram which includes positioning, determining the visual mood board, determining copywriting, scheduling content, as well as visual content visualization was carried out.

a). Positioning

Positioning statements are internal guidelines used to align companies when making decisions regarding advertising, marketing, strategy, and so on. At least the positioning statement contains the following questions: Who are the customers being served? What can be given to them that competitors can't? Why should they be loyal to the company/brand? (Saqib, 2021). Based on the consideration of the target market, focus on customer satisfaction, education, and good relations with the existing customer base, a positioning statement can be stated as; "Healthy Tails animal clinic provides measurable, transparent, and professional medical services to pets for residents of Malang city and its surroundings, middle class, phlegmatic, loyal, and want to get great benefits who need medical assistance for their pets because Healthy Tails animal clinic provides sincere service and prioritizing education and a sense of kinship".

b). Determining Visual Mood Board

Mood boards are visual artifacts that are commonly used in various organizational research processes. In many occasions, the use of mood boards as visual material is claimed to be able to produce significant changes in the study of management and organization. Generally, the creative industry, especially the fashion and design industry, has an established tradition of working visually by grouping to certain themes or what is known as a mood board. Mood boards are often used in the design process to explore a certain "mood", specific themes, on a particular consumer world, and are also often used in communication between designers and clients (Endrissat *et al.*, 2016). In developing organic social media digital marketing media, mood boards are used to describe the aesthetic vision of the previously identified target audience. The results of this mood board will be a source of inspiration in designing visual marketing materials on Instagram.



Figure 4. Mood board on Pinterest
(Source: Researcher's Data)

In the preparation of the mood board, Pinterest (pinterest.com) is used as a platform for compiling the mood board. Mood board is a set of social media visual content designs chosen because they are considered to express a certain “mood” and represent the visual aesthetic tastes of a predetermined target audience. The preparation of this project’s mood board is done by searching the Pinterest search engine with the keywords “pet shop”, “pet”, “pet Instagram post”, “pet design”,

“veterinary”, “medical”, and “health care”. As a result, it can be observed that turquoise is the color commonly used in every design that appears with the keywords “veterinary” and “healthcare”, and yellow is commonly used in every design that appears. From the observations, it is determined that 2 main colors and 3 derived colors will become the color palettes as shown in table 3 below.

Table 3. Color Palettes for Social Media Visual Content Design with Color Coding

Color	Color 1	Color 2	Color 3	Color 4	Color 5
Code	#F6B11A	#152E4C	#0D7693	#0FB1AD	#FFFFFF

(Source: Researcher's Data)

In addition to color palettes, from the design of social media visual content with the keywords “pet”, “veterinary”, and “healthcare”, information was also obtained about photography styles, layouts, and illustration images as visual elements of social media visual content design. The elements of photography are mostly showing cats and dogs in dramatic poses. The

layout style of the social media visual content design that has been collected from Pinterest shows the use of a flat graphic design style. From this inspiration, 6 main designs (masters) can be designed that will be used as visual content templates for Healthy Tails animal clinic social media as shown in Figure 5, 6, and 7.



Figure 5. Social Media Visual Content Template for Daily Care Tips. (Source : Researcher's Data)



Figure 6. Social Media Visual Content Template for Medical Treatment. (Source : Researcher's Data)



Figure 7. Social Media Visual Content Template for General Information. (Source : Researcher's Data)

c). Content Formulation and Copywriting

The visual content of social media is formulated using a Design Thinking approach. This approach is used with the aim that the content which is designed or produced is truly meaningful (valuable) for the target audience that has been set, so that it can attract their interest and ultimately result in a high engagement rate. From a product development point of view, Design Thinking is generally understood as an analytical and creative process that engages a person in regards to experiment, prototype models, gather feedback, and redesign (Razzouk & Shute, 2012). At the same time, Design Thinking provides a solution-based approach to solve various problems (Dam & Teo, 2018).

²¹ Design Thinking consists of 5 phases, namely: 1) Empathize; 2) Define; 3) Ideate; 4) Prototype; and 5) Tests. The Empathize stage is to identify the right users (consumers), and find their needs. In its implementation, this content formulation and copywriting phase implements the Empathize, Define, and Ideate phases, using data obtained from in-depth interviews with customers regarding several matters related to raising animals. The Define stage means defining the problem clearly, and synthesizing it in an appropriate problem statement. The Ideate stage is more about generating ideas which includes exploring broad solution spaces and focusing on the quantity and diversity of ideas before evaluating and selecting ideas (Kernbach & Naberogoj, 2018). In this development research, the prototype stage is nothing but a hypothetical product in the form of social media visual content design, while the test stage is the effectiveness test stage. Practically, in the formulation of content and copywriting, the Design Thinking approach stages used are 1-3, namely Empathize, Define, and Ideate. The

process can be described in three stages of Design Thinking as follows:

1) Empathize

In this stage, 30 customer pain points were successfully identified, such as: "Dogs or cats are prone to getting fleas when they are outside the home", or "Owners have difficulty when they have to travel for a long time".

2) Define

In the define stage, a search for the root of the problem is carried out and categorizing the problems (pain points) is initiated, which then followed by grouping them into certain themes as problem statements (Cirucci & Pruchniewska, 2022). In this stage, 30 pain points then grouped into 11 themes as problem statements.

3) Ideate

In this stage, by considering the problems faced by customers, along with positioning, and the need for brand personality development, as well as increasing brand equity as formulated in the SWOT analysis, 30 content topics (titles) were decided which were the answers (solutions) to the previously mentioned problems. 30 content titles are divided into 11 themes as has been done in the define stage. The 11 content themes are: 1) Familiarizing certain behaviors with pets; 2) Traveling and transportation of pets; 3) Pet sitting; 4) Breeding pets; 5) Manage pet waste; 6) Handling newborn pets (baby animals); 7) Understanding various diseases and animal health disorders; 8) Pet health and hygiene; 9) Animal and Human communication; 10) Bringing pets to the clinic; and 11) Understanding pet food.

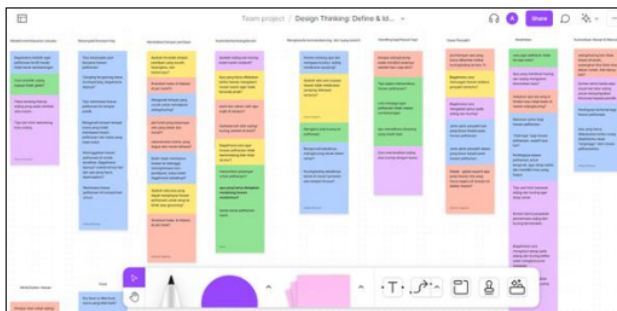


Figure 8. 11 Content Themes and 30 Content Topics (Titles) As Information Solutions to Customer Pain Points, Using the Figma Feature on the Figma Platform (Source: researcher's data)

After the topics are decided, which incidentally are also information on solutions from customer pain points, these topics are developed into titles. From the title, it is developed into solution ideas and information which includes headlines, sub-headlines. The

verbal/text elements are adjusted to the previously identified target audience and the characteristics of the Instagram ²⁸ platform). Some of the content that has been compiled can be seen in the Table 3.

25 **Table 3.** One of the Contents that was Compiled

Identity	Slide 1	Slide 2	Slide 3	Slide 4	Slide 5	Slide 6
2e	Headline	Title	Title	Title	Title	Title
Bringing pets to the clinic	Reasons for visiting a vet	The expert	Appropriate action	Protect and Prevent	Time to go home!	Okay? Want to know more about vet?
Caption	Subheadline	Bodytext	Bodytext	Bodytext	Bodytext	Bodytext
Hi pawrents! Still not sure whether to visit a vet or not? Check out our post about..., ourselves? etc.	Why should we go to a vet if we can treat it ourselves?	Vets can easily explain what happened to your pets. Great isn't it? So, how can a vet know that quickly?, etc.	From the examination results, the doctor will determine what action is appropriate to give to your pets... etc.	The vet will advise you what pawrents can do so that their pets don't get the same disease and get other diseases.	Vets can also predict when your pet will recover and be able to sure go home. So pawrents whether can breathe easy while waiting for theirvet or pets treatment process, etc.	Still not sure whether to visit a vet or not?

(Source: Researcher's Data)

d). Content scheduling

Content distribution is scheduled from June 21 to August 21, 2022, or carried out for 48 working days, with 6 posts per week (Monday-Saturday). In factual content planning, 25 content was obtained, but in the implementation, some hard-selling content was added at the end of the week, information about the main types of services that are the focus of business, holiday

greetings, and also information related to medical procedures that have been carried out by Healthy Tails animal clinic as a "portfolio". Content scheduling is done using Rock.so website-based software. Rock.so is a collaborative All-in-one messaging application equipped with tasks, files, notes that can be used to send messages, assignments, and share files with each other in the cloud.

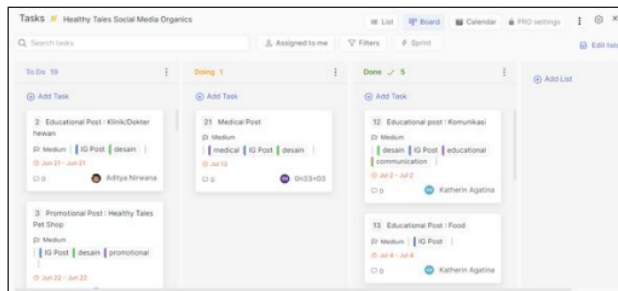



Figure 9. Content Scheduling and Task Organization on the Rock.so App (Source: Researcher's Data)

36 **4.2. Designing and Distributing Social Media Visual Content**

Social media visual content is done by referring to the mood board, concept, and scheduling that has been formulated. The design is done with reference to positioning, brand personality development, brand equity enhancement, color palettes, design styles, templates, and copywriting that has been planned in advance. At this stage, 48 complete social media visual content designs were obtained along with captions and hashtags used to optimize engagement. Distribution of visual content was carried out on June 21 to August 21, 2022, or carried out for 48 working days, and was divided into two periods. The first period was from June

21 to July 21 2022, while the second period was from July 22 to August 21 2022. The social media visual content designs that have been designed are 48 visual contents, where each content can be a single post or a multi-post. Table 4 contains some of the results of social media visual content design along with captions and hashtags, as well as the number of accounts that were successfully reached (Reach/R), the number of interacting accounts (Engagement/E), and the number of interactions (Post interaction/P) on each visual content posts. The following is one of 48 social media visual content that has been designed, along with captions, hashtags, number of engagements, reach, and post interactions.

Table 4. Social Media Visual Content that has Been Posted

Date	Konten Visual Media Sosial	Caption	Hashtags	R	E	P
June 24		<p>☐☐ Weekend is here pawrents!. Planning to take your pets for a trip?</p> <p>To some pawrents, travelling will be more pleasant when their pets come along.</p> <p>But there are preparations to be made before pawrents can take their pets on a trip? Like what?</p> <p>Just listen to it so you don't get upset. Does anyone have experience traveling/traveling with Anabul? share in comments dong Pawrents!</p> <p>Stay tuned! Do you have any experience travelling with your pets? Share them in the comments, pawrents!</p>	<p>#petshopmalang #aksesoriskucingmalang #pecintakucing #pecintakucingmalang #dokterhewanmalang #traveling #jalanjalan #catlovermalang #kucinglucu #pecintakucingmedan #travel #indonesia #kucingindonesia #pecintakucingindonesia #dokter #travelgram #taskucingmalang #kucingkampung #vaksinkucing #travelphotography #klinikhewanmalang #holiday #kucingcantik #praktekdokterhewanurabaya #kucingjakarta #instatravel #pesonaindonesia #penitipankucingmalang #kucingimut #petshopsidoarjo</p>	309	34	33

(Source: Researcher's Data)

4.3. Monitoring and Evaluation

Evaluation is carried out regularly every week in an iterative manner. Although in many ways planning has been carried out, it is open to improvisation in order to respond to every engagement that occurs in each post. Monitoring is done by observing engagement on each post which consists of variables like, comments, share, save, variables accounts reached, accounts engaged, interaction on posts with static images, as well as plays and content interactions post in the form of videos or posts. All of these variables are needed to calculate the Engagement Rate (ER). Engagement rate is a way of measuring the number of interactions social media content relative to its reach or followers or audience size. These interactions can include reactions, likes, comments, shares, saves, direct messages, mentions, click-throughs, and so on depending on the features provided by the social media used. There are several ways to measure the level of engagement, but there are at least 3 ways that can be used to measure engagement

based on the position of the number of interactions with the other three variables, (Sehl & Sien, 2022) which are:

1) Engagement Rate by Reach (ERR)

Engagement rate by reach (ERR) is the position of engagement relative to reach, and is the most commonly used to calculate engagement. ERR measures the percentage of people (accounts) who decided to interact with content after they see it, whether in the form of likes, comments, shares, or saves. This formula can be used to find out the engagement rate for single posts, as well as the average engagement rate for multi-posts within a certain period of time. Calculating ERR can be done by dividing the total engagement in one post with the total reach of that post, then multiplying the result by 100. To determine the average ERR, add up all the ERRs of the posts you want to know the average of, and divide by the number of posts.

$$ERR = \frac{\text{Total engagements per post}}{\text{Reach per post}} \times 100$$

$$\text{Average ERR} = \frac{\text{Total ERR by post}}{\text{Total post}}$$

Placing engagement relative to reach can be a more accurate measure than placing engagement relative to number of followers because not all followers always see all content. Non-followers may also have been exposed to posts via shares, hashtags, and possibly other means such as inclusion of posts on the explore page as well as the Instagram algorithm.

this formula measures engagement by followers on a particular post. In other words, not much different from ERR, but ER tells the level of engagement of followers with content. Calculating ER can be done by dividing the total engagement in one post with the number of followers, then multiplying the result by 100. To determine the average ER, add up all the ERs of the posts you want to know the average of, and divide by the number of posts.

2) Engagement Rate by Posts (ER)

Engagement rate by posts (ER) places the total engagement in a post relative to followers. Technically,

$$ER = \frac{\text{Total engagements per post}}{\text{Total followers}} \times 100$$

$$\text{Average ER} = \frac{\text{Total ER by post}}{\text{Total post}}$$

While ERR is a better way to measure engagement rate based on how many people viewed a post, ER replaces reach with followers, which is generally a more stable metric (Sehl & Sien, 2022). If reach tends to fluctuate, this method is often recommended to measure engagement rate more accurately.

many people viewed content, impressions track how often the content appears on the screen. This metric is often used for posts that are paid content which needs to be evaluated for effectiveness based on the number of impressions. Calculating ERI can be done by dividing the total engagement in one post with the number of impressions, then multiplying the result by 100. To determine the average ERI, add up all the ERIs of the posts you want to know the average of, and divide by the number of posts.

3) Engagement Rate by Impressions (ERI)

Another metric that can be used to measure engagement rate is to place total engagement on each post relative to impressions. While reach counts how

$$ERI = \frac{\text{Total engagements per post}}{\text{Total impressions per post}} \times 100$$

$$\text{Average ERI} = \frac{\text{Total ERI by post}}{\text{Total post}}$$

ERR, ER, and ERI calculations were carried out in 17 periods. The first period is month n to July 2022, the second period is June to July 2022, and the third period is July to August 2022. In the first period, social media visual content design is not/has not been implemented, while in the second and third, social media visual content design has been implemented. The first period is not a full month or 24 working days, because the posts uploaded are inconsistent (one day, one post), so the status of 24 posts in the first period are

not uploaded in the same month, but 24 posts back during the period of 2 years. This allows the number of engagements on one post in the first period to have a high total number, because to this day it is still possible for people to see it and engage with them. Tables 5, 6, and 7 show the calculation of ERR, ER, and ERI in the first, second, and third periods. While Figure 10 is a graph of the growth of ERR, ER, and ERI in the three periods, and Figure 11 is the average growth of ERR, ER, and ERI in the 3 periods.

Table 5. ERR, ER, and ERI during N Month - June 2022, before Implementing Social Media Visual Content Design

No	Post	Engagement				Rate			Ket
		TE	R	I	F	ERR	ER	ERI	
1.	Post 1	15	485	590	800	3%	2%	3%	Post
2.	Post 2	33	576	728	812	6%	4%	5%	Post
3.	Post 3	34	607	750	811	6%	4%	5%	Post
4.	Post 4	22	547	678	816	4%	3%	3%	Post
5.	Post 5	25	543	713	816	5%	3%	4%	Post
Etc, up until									
24	Post 24	25	468	658	908	5%	3%	4%	Post
Average Engagement Rate						ERR	ER	ERI	
(n month - June 2022)						4%	4%	3%	

(Source: Researcher's Analysis)

Table 6. ERR, ER, and ERI during June-July 2022 after Implementing Social Media Visual Content Design

No	Post	Engagement				Rate			Ket
		TE	R	I	F	ERR	ER	ERI	
1	Post 1	783	533	1091	908	147%	86%	72%	Ads
2	Post 2	41	352	499	908	12%	5%	8%	Post
3	Post 3	21	312	429	907	7%	2%	5%	Post
4	Post 4	34	310	422	909	11%	4%	8%	Post
5	Post 5	15	160	197	911	9%	2%	8%	Post
Etc, up until									
24	Post 24	13	255	331	953	5%	1%	4%	Post
Average Engagement Rate						ERR	ER	ERI	
(June-July 2022)						13%	6%	9%	

(Source: Researcher's Analysis)

Table 7. ERR, ER, and ERI during July-August 2022, after Implementing Social Media Visual Content Design

No	Post	Engagement				Rate			Ket
		TE	R	I	F	ERR	ER	ERI	
1	Post 1	27	1284	1246	953	2%	3%	2%	Ads
2	Post 2	21	365	464	953	6%	2%	5%	Post
3	Post 3	12	328	417	954	4%	1%	3%	Post
4	Post 4	8	232	301	955	3%	1%	3%	Post
5	Post 5	19	292	377	957	7%	2%	5%	Post
Etc, up until									
24	Post 24	14	247	288	981	6%	1%	5%	Post
Average Engagement Rate						ERR	ER	ERI	
(July-August 2022)						5%	2%	4%	

(Source: Researcher's Analysis)

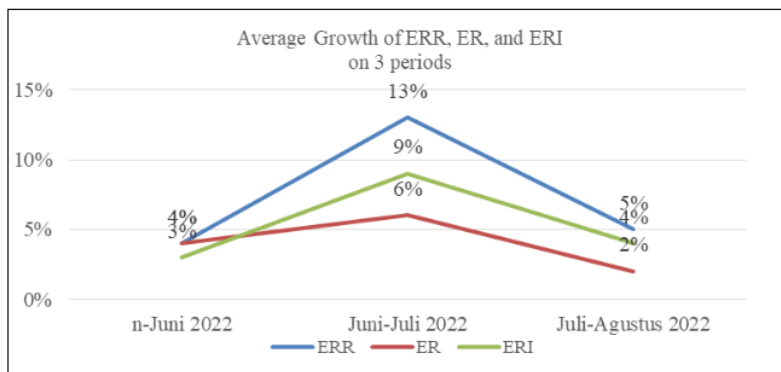


Figure 10. Average Growth of ERR, ER, and ERI on Three Periods
(Source: Researcher's Analysis)

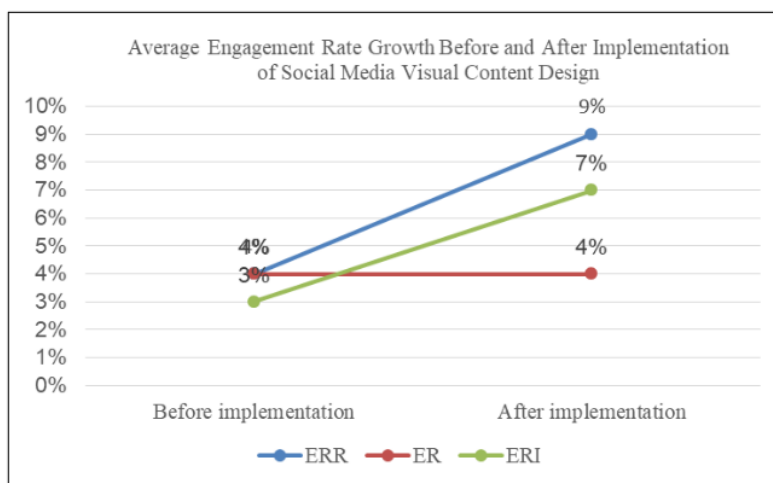


Figure 11. Average Engagement Rate Growth before and after Implementation of Social Media Visual Content Design
(Source: Researcher's Analysis)

Figure 10 shows that there is a significant increase in the engagement rate, from ERR which was originally 4% in the first period, increasing by 225% to 13% in the second period, the original ER of 4% in the first period increased by 50% to 6% in the first period. Second, and the original ERI was 3% in the first period, increasing by 200% to 9% in the second period. However, there was also a decrease in the engagement rate from the second period to the third period; ERR which was originally 13% in the second period, fell -61.5% to 5% in the third period; ER which was originally 6% in the second period, fell -66.7% to 2% in the third period; and ERI which was originally 9% in the second period, fell -55.6% to 7% in the third period. However, from the point of view of the growth in the average engagement rate before and after the implementation of social media visual content design, there is an increase in the engagement rate. Prior to implementation, the ERR was 4%, then increased by 125% to 9%; while ER

remained both before and after implementation, and ERI increased by 133% from 3% before implementation to 7% after implementation. From the results of data analysis, it can be concluded that there is a significant increase in the engagement rate from the implementation of the social media visual content design that has been developed.

5. CLOSING STATEMENTS

5.1. Conclusion

Referring to the research objective which is developing visual content design for social media to increase engagement, as well as testing the effectiveness of digital marketing in the business sector of the Healthy Tails animal clinic, we can safely conclude that this development research objective has been achieved. The development of social media visual content design is first carried out by conducting market research; namely determining the target market and

initial analysis of social media as well as conducting internal and external analyzes that produce problem solving, improvement, development, and optimization strategies. The target market of Healthy Tails veterinary clinic is Malang city residents, women, aged 25-40 years, middle class, phlegmatic personality, loyal, and want to get big benefits. The internal and external analysis resulted in developing brand personality in existing marketing channels, exposing customer satisfaction testimonies and publishing them in marketing channels, educating new pet owners, as well as optimizing by improving relationships with the existing customer base.

Second, formulating the concept by determining the positioning statement, determining the visual mood board, copywriting, and scheduling content. Based on consideration of the target market, focus on customer satisfaction, education, and good relations with the existing customer base, a positioning statement has been proposed; "Healthy Tails animal clinic provides measurable, transparent, and professional medical services to pets for residents of Malang city and its surroundings, middle class, phlegmatic, loyal, and want to get great benefits who need medical assistance for their pets because Healthy Tails animal clinic provides sincere service and prioritizing education and a sense of kinship". At the stage of determining the visual mood board, 2 main colors are set, and 3 derived colors will become the color palettes. In addition, it is also determined that the visual style used is a flat graphic design style that can work effectively on social media visual content design. Design inspiration was also obtained at this stage, so that 6 main designs (masters) were designed to be used as visual content templates for Healthy Tails animal clinic's social media. In compiling the content, a design thinking approach was used, resulting in 30 content titles divided into 11 themes. The content was scheduled from June 21 to August 21, 2022, or carried out for 48 working days, with 6 posts per week (Monday-Saturday).

Third, the design of social media visual content that has been designed consists of 48 visual contents, where each content can be in the form of single post or multi-posts. Social media visual content design uses a flat graphic design style and by using predefined templates and color palettes. Fourth, there are 3 ways to calculate engagement rate, namely Engagement rate by reach (ERR), Engagement rate by posts (ER), Engagement rate by impressions (ERI). The result is that the average engagement rate growth before and after the implementation of social media visual content design has increased. Prior to implementation, the ERR was 4%, then increased by 125% to 9%; while ER remained both before and after implementation, and ERI increased by 133% from 3% before implementation to 7% after implementation. From the results of data analysis, it can be concluded that there is a significant

increase in the engagement rate from the implementation of the social media visual content design that has been developed.

5.2. Suggestion

First, although there is an increase in the engagement rate from the implementation of the social media visual content design that has been developed, there is a decrease in ERR, ER, and ERI from the second period to the third period. The cause is not yet known because it is outside the scope of this development research. For this reason, further research is needed on the effect of content themes/topics on engagement rates, the effect of certain visual styles on engagement rates, or the use of certain colors on engagement rates. Second, this development research was carried out with a lack of a comprehensive understanding of how Instagram works (algorithms), so further development research is needed by comprehensively knowing the Instagram algorithm, so that the engagement rate obtained can be maximized. The three frameworks used in this development research involve the formulation of marketing concepts and strategies prior to the preparation of content and the creation of social media visual content designs. This should also be done by academics or researchers who provide social media marketing training to SMEs (Small Medium Enterprises) through community service schemes, instead of teaching technical skills in compiling content and graphic design, given the limited human resources and technology in SMEs.

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