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## Developing Brand Awareness and Engagement Strategy Through Instagram: A Case of Nala Beauty

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**Abstract:** *The beauty industry has experienced a significant shift towards digital platforms, driven by the recognition of the immense potential for online marketing. Brands are increasingly leveraging social media to reach and engage with consumers globally. Nala Beauty, a brand specializing in beauty workshops, has adopted Instagram as a primary platform to enhance brand awareness and engagement, with the goal of becoming the top choice for consumers. By focusing on Instagram, Nala Beauty aims to highlight the uniqueness of its workshops and deliver both emotional and functional value to its audience. The brand's marketing strategy is guided by the AIDAL (Awareness, Interest, Desire, Action, Loyalty) funnel, which ensures a structured approach to building customer loyalty. To stand out from competitors and capture market interest, Nala Beauty's social media strategy must consider the market trends, the alignment with the audience needs, and the brand's overall goals. This study employs a problem-solving methodology, assessing both external and internal factors that influence Nala Beauty's Instagram marketing strategy. By applying the 5 Whys analysis, the research uncovers the fundamental causes of the current challenges and offers specific solutions. The study's conclusions lead to practical recommendations for creating a more engaging and effective Instagram marketing strategy, highlighting the necessity for financial backing to successfully implement these strategies.*

**Keywords:** *beauty industry, Instagram marketing, market alignment*

### I. INTRODUCTION

The 2024 global beauty market, predominantly driven by women, is enormous, valued at \$646.2 billion, with a projected annual growth rate of 3.28% (Oberlo, 2024). Technological advancements have shifted the industry from traditional marketing strategies to digital platforms, leading to online beauty sales reaching 40% globally (International Logistics Group, 2022). This transformation is driven by the industry's recognition of online platforms' potential (Kaur & Kumar, 2022).

Social media marketing has become a vital component of comprehensive marketing strategies, engaging consumers across various platforms. Research by Lovett & Staelin (2016) indicates that 54% of beauty industry consumers' decisions are influenced by social media debates. Among these platforms, Instagram has emerged as the primary platform for enhancing brand presence within the fashion, lifestyle, and beauty sectors. It plays a crucial role in brand awareness and engagement, significantly influencing Customer Engagement (CE) and Brand Awareness (BA) (Devi, et al., 2022).

Instagram's features, such as post feeds, reels, stories, and hashtags, allow beauty brands to showcase their products and services while highlighting their uniqueness. Interactive features like likes, comments, stickers, polls, direct messaging, and live streaming enable brands to engage intensely with the market, influencing consumer preferences and building brand loyalty and trust.

Nala Beauty, a brand providing beauty workshops, recognizes the importance of utilizing Instagram to enhance brand awareness and engagement. Nala Beauty aims to become the customer's top-of-mind brand by highlighting its unique workshops and

delivering the emotional and functional values of its services. Their marketing planning follows the AIDAL (Awareness, Interest, Desire, Action, Loyalty) funnel as a fundamental guide.

In the awareness and interest stage, Nala Beauty introduces the brand as a workshop platform providing personalized services through campaigns like #GlowWithNala, #NalaPunyaCerita, and #SpecialForYou. These campaigns are delivered through post carousels, stories, and reels about various workshop and beauty-related topics. Collaborations with Key Opinion Leaders within relevant markets broaden awareness among a larger audience.

During the desire and action stage, Nala Beauty fosters direct and engaging interactions via interactive Instagram tools like stories with stickers and polls. They enhance customer accessibility to purchasing by incorporating external link taps on ads. In the loyalty stage, Nala sustains customer loyalty through interactive post-purchase activities, such as featuring participants in post-workshop Instagram content. These initiatives have been in progress for approximately one and a half years, underscoring Nala Beauty's dedication to leveraging social media for brand communication and customer engagement.

Despite these efforts, Nala Beauty's Instagram content has not met its Key Performance Indicators (KPIs) for reach and engagement. Organic post feeds and reels have fallen short of the targeted reach and engagement metrics. Even boosted ad content has not achieved its targets, and the average engagement and reach of Instagram stories barely exceed 5% of Nala Beauty's total followers. Furthermore, there has been a decline in overall follower growth, with the majority of reached accounts originating from advertisements.

This study seeks to analyze Nala Beauty's social media strategy to enhance brand awareness and engagement. By examining the effectiveness of Nala Beauty's Instagram strategy, this research aims to provide insights into how the brand can leverage social media to maximize its business potential and positively influence customer perceptions and behavior. The objective is to identify the reasons behind the unreachable targets of Nala Beauty's Instagram content and develop the right strategy to address these issues.

## II. METHODOLOGY

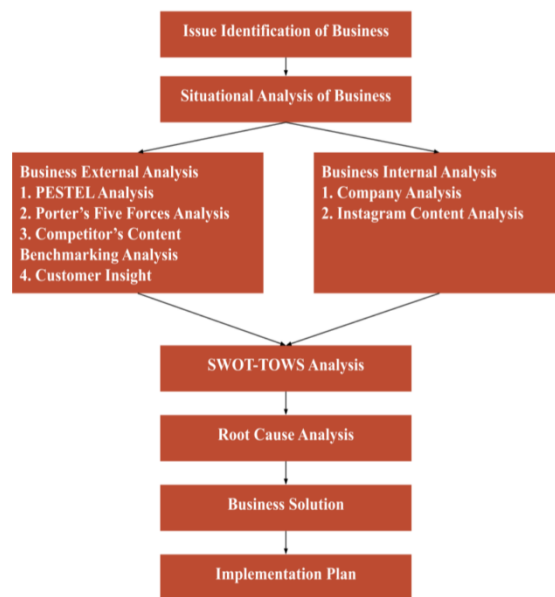


Figure 1. Methodology Diagram

### A. Research Design

This study employs a problem-solving research methodology to address the identified issues within the context of Nala Beauty's Instagram performance. The research journey begins with an initial issue identification of Nala Beauty through a pilot study on Nala Beauty's Instagram insight for the past 90 days (from 24th of Dec to 22nd of March 2024), then continued with an exploration of the broader context of the beauty industry, encompassing both external and internal perspectives.

The external analysis involves the application of strategic frameworks such as PESTEL Analysis to examine macro-environmental factors affecting the overall industry and the specific social media element of the industry, Porter's Five Forces Analysis to assess competitive dynamics, Competitor Analysis to compare Nala Beauty's strategies with those of its competitors, and Customer Insight to know the audience's perspectives about Nala Beauty's Instagram contents and preferences on Instagram contents related to beauty workshop topic where it will be conducted through an online survey targeting both current and potential consumers. Data for this analysis is drawn from diverse sources, including scholarly journals, online articles, social media analytics tools, and social

media platforms. Internally, the focus shifts to evaluating the company's performance and branding strategies through Instagram.

Through this comprehensive examination, the researcher aims to seek for the root causes of the identified problem and devise an appropriate solution. Thus, the Insights from the internal and external analysis will then gathered to create an overall SWOT-TOWS analysis which leads to a root cause analysis. After getting a credible root cause insight, the researcher will develop a strategy that focuses on Nala Beauty's Instagram that aligns with the company needs where it will be executed in the company within the proposed timeline.

This study employs a quantitative research approach through an online questionnaire to examine Nala Beauty's Instagram performance and audience engagement. By collecting and analyzing numerical data, the research aims to identify patterns, test relationships, and generalize findings to a broader population. The research conducted employs the Theory of Business Strategy, which underscores the significance of strategic and structured thinking in navigating the competitive landscape of strategic rivalry (Shapiro, 1989). This theory builds on models of business rivalry in concentrated markets, emphasizing the necessity of a profound understanding of the industry and the dynamics of long-term strategic actions that align with the company's objectives and industry context. By thoroughly evaluating the crucial factors highlighted in the conceptual framework, the researcher can gain a deep understanding of the industry and generate a structured, reliable strategy to help the company excel, particularly in its Instagram marketing performance. Moreover, this conceptual framework is used as a guideline in crafting the survey questions, where it focuses on analyzing the internal and external factors that is related to Instagram in the industry scope, which is beauty and workshop industry.

The survey will be conducted in Bahasa Indonesia to ensure clear communication with respondents. Key indicators measured include the audience's knowledge about Nala Beauty's Instagram, preferences for workshop provider Instagram pages, reach and engagement on Nala Beauty's Instagram, and perspectives on competitors' Instagram pages. This targeted approach ensures that the research captures a holistic view of the brand's social media impact and

audience perceptions. The questions will be using multiple-choice and ranking data collection types.

Data collection involves utilizing online questionnaires targeting active social media users interested in workshop activities, aged 19 to 40, residing in the Bandung and Jakarta areas. This sampling aligns with Nala Beauty's customer profile, ensuring relevant and specific data for the study. The Non-Probability Sampling Method, specifically the Judgemental Sampling Technique by Malhotra, will be employed to select respondents based on criteria that match Nala Beauty's target market. This method ensures that the sample accurately represents the population of interest, providing reliable data for analysis.

By using the Judgemental Sampling Method, researcher can align respondents criteria with specific elements that matches the needs for study data gathering with a minimum sample size of 200 respondents, aligned with the problem-solving research method that is used for this research. The data analysis will employ descriptive analysis and Rank Order Centroid (ROC) method, focusing on the scrutiny and interpretation of historical data to extract insights regarding past occurrences within the business. Descriptive statistics will be used to recognize trends, patterns, and relationships from the collected data, helping to uncover narratives and inform actionable strategies for Nala Beauty. This approach will enable the researcher to present aggregated data in a manner that highlights key insights, ultimately guiding Nala Beauty in enhancing its social media performance and overall market position. Furthermore, Rank Order Centroid (ROC) method will be used through calculations in excel to prioritize ranking data to get insight on the most important factors for the findings.

### III. ANALYSIS AND RESULTS

After conducting an internal and external analysis of Nala Beauty through descriptive analytics and Rank Order Centroid (ROC), researcher concludes the findings in a SWOT table which shows the Strength, Weakness, Opportunity, and Threat of Nala Beauty, especially focusing on its social media (Instagram) side. The internal analysis which consists of content analysis and company analysis will be generated into Strength and Weakness while the external analysis which consists of customer insight, content benchmarking

analysis, Porter's 5 Forces analysis, and PESTEL analysis will be generated into opportunity and threat.

Table 1.  
 SWOT Analysis

Strength	Weakness
<b>Company Analysis</b>	
-Funds optimization on IG ads -Personalization -Content Variation	-Inconsistent posting time -Unforeseen cancellations can lead to financial losses
<b>Content Analysis</b>	
Most favorite content (to be liked and commented) types are activity recaps and informational	-Not reaching the target -Followers decrease -Low number of average likes, comments, and views
Opportunities	Threats
<b>PESTEL Analysis</b>	
-Positive societal shift -High time spending on social media	Heavy influence of peer review & business reputation
<b>Porter's Five Forces</b>	
Delivering beauty focused information on Instagram	-Easy to copy social media content -Easy access to competitor's information
<b>Benchmarking Content Analysis</b>	
-Insight on content types, focusing on informational, activities, and entertaining post -Collaborating with other brands	-Competitors have way higher likes, comments, and engagement in posting

	-Implemented a variety of media and content types
<b>Customer Insight</b>	
-Relatives' Instagram story and direct references -Attractive content, focusing on reels, snapgram, and carousel post -Educational, promotional, and informational types of contents -Increase polls feature on snapgram length, language, and information type -Most active time of audience to use Instagram	-Almost half of the respondents is not aware yet of Nala Beauty's Instagram page -Misalignment between the service offered and the audience's knowledge -Low visibility of Nala Beauty's post and snapgram content

After elaborating the SWOT analysis, researcher then continued with making the TOWS analysis as elaborated in the table below.

Table 2.  
 TOWS ANALYSIS

SO Strategies	WO Strategies
<p><b>Optimize Content Design to be Visually Appealing</b></p> <p>-Outsource the design work to a professional designer -Create designs based on successful preferences</p> <p>Based on Argyris (2020), content visual can be an important factor in increasing consumers' brand engagement. This also aligns to the result of the survey conducted in this research that stated that content design is one</p>	<p><b>Deepen Understanding of the New Target Audience</b></p> <p>-Conduct market research through Instagram polls and open question</p> <p>This is aligned to a finding by Henrich and Lang (2017), that stated the importance of understanding the customer deeply to better analyze and create contents that resonate with the audience.</p>

<p>of the most crucial factor that can increase its attractiveness towards audiences.</p>	
<p><b>ST Strategies</b></p>	<p><b>WT Strategies</b></p>
<p><b>Boost Reach and Engagement</b>                  -Create interesting promotional content                  -Collaborate with big Key Opinion Leader (KOL)                  -Broaden collaborations with small beauty artists or venues</p>	<p><b>Make a Fixed Content Pillar and Guidelines</b>                  -Create customized templates for different content types                  -Use content management software</p> <p>This solution is aligned to a finding by Peter, et.al. (2013) that stated the importance of framework and guidelines for an appropriate content in social media that resonates with audience.</p> <p><b>Customize Audience Targeting for Each Workshop</b>                  -Use meta ads to create customized ads                  -Create a list of customer requirements or categories for each workshop</p> <p>Based on Abrahams, et.al. (2013), targeting the right audience for delivering a content message is very important so the content created can resonate well to the right audience.</p>

After generating the alternative solutions through TOWS analysis, these solutions are then

assessed on a feasibility level table that is set by the internal team of Nala Beauty. After eliminating solutions that were not feasible, the researcher focused on developing several specific solutions that have the potential to be applied at Nala Beauty.

Moreover, based on this SWOT-TOWS analysis, the researcher also researched about the root cause using the Five Why's method which can be seen in the figure below.

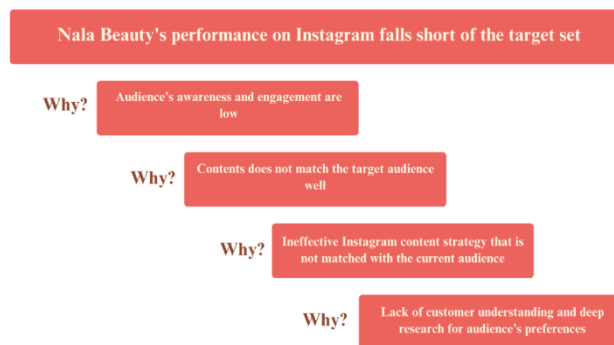


Figure 2. Five Why's Method

The Five Why's Analysis reveals that Nala Beauty's Instagram performance falls short due to low audience awareness and engagement. This issue stems from content that doesn't resonate with the target audience's preferences. The root cause is an ineffective Instagram content strategy, which results from insufficient customer understanding and audience research. Consequently, planned marketing strategies cannot achieve their full potential, making them less effective.

#### IV. DISCUSSION

Based on the SWOT-TOWS and root cause insight, the researcher proposed several strategies that focuses on alignment with the needs of customer of Nala Beauty. Thus, here are several solutions that the researchers proposed:

1. Conduct market research through Instagram polls and open questions
  - a. Conduct online customer surveys
  - b. Launch social media polls on product preferences
  - c. Implement feedback forms on the website after purchase
2. Create Customized Templates for Different Content Types

- a. Identify different content types (e.g., educational, promotional, customer testimonials)
  - b. Design customized templates for each content type
  - c. Attach the templates in the brand asset drive
3. Use Content Management Software
- a. Research and select appropriate content management software (e.g., Notion, Asana)
  - b. Set up the software with relevant projects and tasks
  - c. Train the team on using the software efficiently
4. Benchmark Competitors and Create Designs Based on Those Preferences
- a. Analyze competitors' visual content design
  - b. Identify design trends and elements that drive engagement
  - c. Develop templates based on these trends
5. Use Meta Ads to Create Customized Ads
- a. Set up Meta Ads account and define target audience
  - b. Create ad campaigns with tailored content and visuals
  - c. Monitor and optimize ad performance
6. Create Interesting Promotional Content
- a. Develop promotional content ideas (e.g., special deals, exclusive offers)
  - b. Create engaging visuals and copy for promotions
  - c. Schedule and post promotional content on social media

The solution timeline extends from August to October 2024. To implement this plan, Nala Beauty requires additional resources, including financial support of IDR 4,950,000 from the company.

## V. CONCLUSION

Nala Beauty's Instagram strategy, designed to engage a predominantly female audience with a strong interest in beauty, underscores the critical role of social media in fostering brand interaction. However, despite the diverse content Nala Beauty generates on Instagram, there remains a challenge in achieving high engagement from the audience. This challenge stems from a lack of in-depth customer understanding and insufficient research into audience preferences. To address this, Nala Beauty should strategically deepen its audience insights and shift toward more targeted

content, leveraging high-engagement formats to showcase its unique workshops and services. By consistently adapting to audience preferences, Nala Beauty can increase awareness and engagement, ultimately leading to improved performance on Instagram.

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