

Small and Medium Enterprises' Brand Engagement Building Via Online Advertising

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Abstract

No doubt that Internet has fundamentally changed the landscapes of the world business perspectives from database management, to daily decision making activities and contributes further to the ideas of Internet marketing which is seen dominant among consumers. Online advertising has grown rapidly in recent years open many possibilities for the marketers to promote their products and services with right platform. The birth of social media as a part of online advertising empowered consumers with knowledge and information related to products and services. Online advertising represent a highly effective method for reaching today's young generation with Internet-savvy. At the same time, it also gives SMEs an opportunity to develop their branding strategies. However, most of SMEs undervalue the importance of branding. Therefore, SMEs need to shift their paradigm as branding will help them to distinguish their business from rivals. The interest in brand engagement rapidly increasing as the development of the Internet especially the social media which creates special relationship between consumers and the brands. SMEs should take the opportunity to optimise the usage of social media in order to develop brand engagement in their organisation. This purely literature review paper will discuss SMEs' usage of Internet in general based on brand engagement building via online advertising as a tool to create competitive advantage among them to faced their rivals.

Keywords: *Small and Medium Enterprises (SMEs), Brand Engagement, Internet, Online Advertising, Social Media*

JEL Codes:

1 Introduction

Small and medium enterprises are considered as the lifeblood to the economic growth and also driving the industrial development globally. The small and medium enterprises' abbreviation or SMEs is commonly used in international organisations namely the United Nations (UN), the World Bank and the World Trade Organization (WTO) and also in European Union countries (Khan & Khaliq, 2014). Besides that, the term micro, small and medium enterprises (MSMEs) as well as small and medium business (SMB) are also known as SMEs.

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SMB is prevailing in a few other countries of the world namely the United States of America (USA) with 99.7 per cent of the 27.5 million firms are defined as SMB, while in Europe 99.8 per cent or 20.8 million firms are preferred to be called as SMEs (Cottam et al., 2013; Syed et al., 2012). SMEs also contribute in terms of job creation and providing two thirds of all formal employments in developing countries and up to 80 per cent in low income countries especially in Africa where SMEs' contribution more than 80 percent of output and employments in most African countries (Berrios & Pilgrim, 2013; Bikpo, 2014).

According to Mazzarol (2014), SMEs are the most common businesses operated across most of the nations in the world. These companies dominates roughly between 95 to 99 per cent of the form of business organisation which is vital in promoting the competitiveness and product innovation to the market (Robu, 2013). Tewari et al. (2013) stated that SMEs comprised about 99 per cent of the total enterprises in Europe with 67 per cent of employment and 58 per cent of economy's gross value added. This is the reason that some advanced economies in the world especially in Asia have succeeded because SMEs formed a fundamental part of their economies such as Japan, South Korea and Taiwan (Frimpong, 2013; Weerakkody, 2013). Undoubtedly, SMEs becomes one of the key pillars of the Malaysian's economic growth and also the heartbeat of Malaysia's economic transformation in aim to achieve a high-income nation by 2020 (Hassan, 2016; Zieman, 2014).

The business environment around Malaysian SMEs are very dynamic at the national, regional and global levels. The economic integration, such as the Association of Southeast Asian Nations (ASEAN) Economic Community (AEC), the implementation of Goods and Services Tax (GST), world oil price fluctuation, Ringgit depreciation, 1MDB issue and the upcoming Trans-Pacific Partnership (TPP) agenda, coloured the journey of Malaysian SMEs with great challenges to remain sustain and visible, not only in Malaysia but also to the foreign market. The question is how do Malaysian SMEs' faced these challenges and survive in the so-called red ocean market? Internet application namely online advertising provides an opportunity for SMEs to tap into broad potential customers because they are very powerful with their armed weapon – the Internet technology (Copperstein, 2013). Everything will be at their fingertips! This conceptual paper will discuss the importance of brand engagement among SMEs using the online advertising and social media in targeting their customers.

2 Literature Review

2.1 The Internet Technology and Advertising

No doubt that technology such as Internet has fundamentally changed business perspectives in terms of database management, services, sharing economies and act as consumers' virtual personal assistants in daily decision making activities (Ong, 2015; The Economist, 2015). In addition, the Internet also massively increases the global range of population that a firm able to reach in regards of the dissemination of their messages to them (Nadeau, 2007). The development of the Internet

contributes further to the ideas of Internet marketing which is seen as a crucial factor in developing and executing strategies on selected channels activities for both Internet’s online and offline because it is one of the biggest digital marketing channel and a growing business in the world. Internet marketing also known as web marketing, online marketing and webvertising or e-marketing is referred to as promotional activity of brands, products or services to the consumers over the Internet as a medium of digital. Previous study by Akhtar et al. (2014) and Meltze (2015) stated that the application of communication technologies such as Internet also holds substantial importance to local SMEs’ development and opportunities for global market. Besides that, a survey conducted to 15,000 small firms revealed that firms with high Internet usage recorded sales growth up to 22 per cent compare to firms with minimal or without Internet’s usage (Timm, 2015),.

Advertising has developed rapidly as modern technologies such as Internet have opened the door to a brand new advertising—online advertising, where it allows marketers and practitioners to reach and appeal to their respective audiences with more precision and modern (Marketo, 2016). The reasons are online advertising are everywhere on the web such as social media advertising, mobile advertising, display advertising and is expected to surpass print media advertisements’ spending in the near future. Recent years have showed a growing interest in exploring the process and the impact of online advertising as people are increasingly spending their time online compared to 10 years ago (Hanafizadeh et al., 2012; Hutchinson, 2015). Stott (2014) and Whitehat Agency (2014) stated that, digital or online advertising remains flexible (not complicated) compare to traditional ad-vertising as the former representing the better way and also the opportunities for smaller busi-nesses and brands to advertise their products services. This flexibility shows how online adver-tising can reach various technological devices such as smartphones, tablet computers and lap-tops alongside with online users on Windows, Android and Apple devices (Crow, n.d.).

2.2 SMEs in Malaysia

Table 1: Definition by Size of Operation in Malaysia

Category		Micro	Small	Medium
Manufacturing	Sales Turnover	Less than RM300,000	RM300,000 to less than RM15 million	RM15 million to not exceeding RM50 million
	Employees	Less than 5	5 to less than 75	75 to not exceeding 200
Services and Other Sectors	Sales Turnover	Less than RM300,000	RM300,000 to less than RM3 million	RM3 million to not exceeding RM20 million
	Employees	Less than 5	5 to less than 30	30 to not exceeding 75

Source: Adapted from **SME Corporation Malaysia**, 2016

There are no absolute definition for SMEs as it uniquely vary across the countries based on their geographical location and the scope of a nation's economy (Bloem, 2012). In Malaysia, SMEs were defined based on its sales turnover and number of employees (Table 1). Lukács (2005) stated that SMEs are a very heterogeneous group of businesses that contributed to the three main sectors of the economy namely services, manufacturing and agriculture with a wide variety of firms from handicraft makers of cottage industry to computer software. The entire market of SMEs in Malaysia was dominated by services sector with 90 per cent of overall number of establishments in the country (Table 2). The scenario shows the economic transition from agricultural sector to services industry (Khalique et al., 2011).

Table 2: Number of Establishments by Sector and Size in Malaysia

Sector	Micro	Small	Medium	Total SMEs
	Number of Establishments and Share (%)			
Services	462,420	106,061	12,504	580,985 (90.0%)
Manufacturing	21,619	13,934	2,308	37,861 (5.9%)
Construction	8,587	6,725	3,971	19,283 (3.0%)
Agriculture	3,775	1,941	992	6,708 (1.0%)
Mining & Quarrying	57	126	116	299 (0.1%)
Total	496,458	128,787	19,891	645,136 (100%)

Source: Adapted from **SME Corporation Malaysia**, 2015


Manufacturing sector contributes 6 per cent in SMEs' establishments in Malaysia, followed by 3 and 1 per cent in both construction and agricultural sector respectively. In addition, the SME sector is also the largest provider of employment where it provides about 60 per cent of job opportunities, contributes to 35.9 per cent to Malaysia's GDP and 19 per cent of exports (Department Statistics, Malaysia, 2011; SME Corporation Malaysia, 2012; SME Annual Report 2014/15, 2015). The Malaysian SMEs are dominated by the micro-sized segment with total of 496,458 number of establishments. According to Tock and Baharun (2013) and PwC Advisory Services Sdn Bhd (2015), micro-size segment comprised of wholesale and retail trade, repair of motor vehicles and motorcycles, and food and beverage services, transportation and storage services, private services including beauty and spa center, lodging, health and education. The non-bumiputera firms make up 62 per cent of all SMEs in Malaysia (397,197 firms) compare to 247,939 total of the firms for bumiputera, while most of the SMEs are concentrated in the Central region of Malaysia namely Selangor (125,904 establishments) and Federal Territory of Kuala Lumpur (84,261 establishments).

The Malaysian Government rationalised its efforts to build a strong SMEs sector as it is the backbone of national economic growth. Numerous incentives, grants, training and budget allocation given by local Government in order to boosts the performance of local SMEs. Malaysian Government has identified the National Key Economic Areas (NKEAs) (Table 3) under the Economic Transformation Programme mainly focusing the growth potential of SMEs in areas with comparative and competitive advantage. At the moment, local SMEs in Malaysia are focused on low to medium value-added activities of the value chain in the

NKEAs. Only a few sophisticated SMEs are present in high value-added activities, mainly in the services sectors.

Table 3: Moving Up the Value Chain in the NKEAs

Sector	Activities (not exhaustive)		
	Low Value-added	Medium Value-added	High Value-added
Agriculture	Production of industrial crops, small-scale farming (e.g. food crops) animal breeding	Food processing, refining of industrial crops, commercial-scale farming (e.g. swiftlet, seaweed, herbal)	Niche farming (e.g. organic), R&D (new breeds)
Electrical & Electronics	Assembly, testing, packaging	Adaptive R&D (including reverse engineering), product development, contract manufacturing	Innovative R&D, high-end product development (e.g. integrated circuits and microchips)
Healthcare	Out-patient care, general practitioners, health screening	Intermediate and long-term care medical devices	Specialty diagnostics, specialty treatment
Communications Content & Infrastructure	Installation and breakdown maintenance support	Solutions development, e-services, systems integration	Module or product development, creative content, integrated solutions provider
Education	Small-scale tuition, vocational training	Corporate training, content development, early childhood education, online content delivery	Niche education, professional coaching
Palm Oil	Palm oil production	Refineries, biomass, oleo derivatives	Downstream products (e.g. cosmetics, pharmaceutical)
Wholesale & Retail	Groceries, non-outlets (e.g. vending machines) small-scale F&B outlets	Specialty retail and wholesale, franchise outlets, convenience stores, online shopping	Concept/branded F&B outlets, luxury goods outlet
Tourism	Budget transportation, accommodation and support e.g. ticketing, booth contractors	Mid-range transportation and accommodation, tour package provision, event management	Luxury transportation and accommodation, high-end tourism concept (e.g. cruise, medical and eco), premium outlets and entertainment zones
Financial Services	Financial intermediaries (e.g. insurance agents) recovery agencies	Personalised services such as financial, tax and accounting advisory	Boutique investment firms, research firms, fund houses, wealth management services
Business services	Small-scale M&E engineering, traditional consulting service	Construction related and environmental management services, shared services (business process outsourcing, knowledge process outsourcing)	Professional services (e.g. legal, oil field services and equipment), maintenance, repair and overhaul (MRO)
Oil, Gas & Energy	Spare parts, installation	Mechanical & electrical services, plant services maintenance services	Solar power, energy efficiency products

 Current areas of concentration by SMEs

Source: SME Corporation Malaysia, 2012

2.3 The World's Internet Landscape

The Internet went live in 1991 with the introduction of the first website (<http://info.cern.ch>) and the commercialization of World Wide Web in 1993 that changed the Internet rapidly than any other technology in history from a complicated to easy-to-use tool for academician and technician in quest to search for business and consumers' related information (Chaffey et al., 2010; Richardson, 2001; Chaffey et al. 2000). Since then, the invention of the Internet almost gradually spins 360 degree surroundings the human environments and has revolutionized the world of communications. Moreover, the Internet has transformed human lifestyles into modernized and innovated society that the vast spectrum of information needed are available at their fingertips. Generally, the Internet marketing emphasize on customer acquisition, customer conversion, customer retention and customer value growth with the support from I-marketing inputs and action.

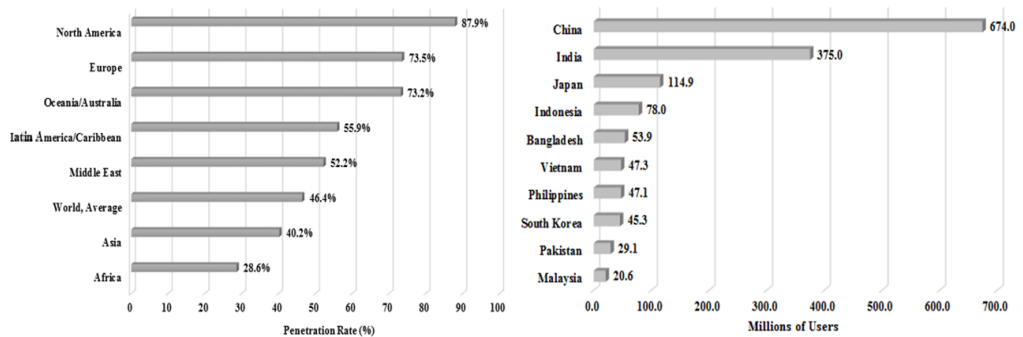
Table 4: Internet Users and 2015 Population Statistics for Asia

World Regions	Population (2015 Est.)	Population (% of World)	Internet Users 30 Nov 2015	Penetration (% Population)	Growth 2000- 2015
Africa	1,158,355,663	16.0	330,965,359	28.6	7,231.3
Asia	4,032,466,882	55.5	1,622,084,293	40.2	1,319.1
Europe	821,555,904	11.3	604,147,280	73.5	474.9
Middle East	236,137,235	3.3	123,172,132	52.2	3,649.8
North America	357,178,284	4.9	313,867,363	87.9	190.4
Latin America/Caribbean	617,049,712	8.5	344,824,199	55.9	1,808.4
Oceania/Australia	37,158,563	0.5	27,200,530	73.2	256.9
Total	7,259,902,243	100.0	3,366,261,156	46.4	832.5

Source: Adapted from Internet World Stats, 2015

At the moment, there are more than 3 billion people worldwide are using the Internet with the number of users has increased to 3.3 billion in 2015 from 738 million in 2000 (Davidson, 2015; Internet World Stats, 2015) (Table 4). The number of registered websites totalled at 9.95 billion (as of February 28, 2016) after reaching 1 billion websites in September of 2014 (Inter-net Live Stats, 2016). The number will continue to increase with at least 3.6 billion Internet users by the year 2018, particularly from the rise in the number of mobile Internet (Mahajan, 2014). North America has the highest Internet penetration (87.9%) followed by Europe and Oceania with 73.5 percent and 73.2 percent respectively (Figure 1). Asia has 1.62 billion Inter-net users worldwide which signifies this continent as the fastest-growing digital region and larg-est population of Internet users worldwide (UN, 2014).

Figure 1: Internet Users in the World by Geographic Regions and Asia Top Internet Countries (as at November 30, 2015)



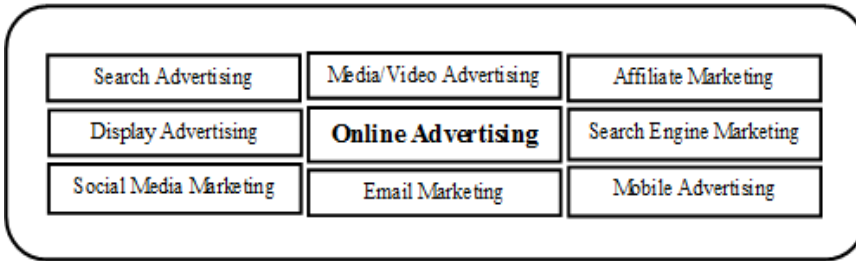
Source: Adapted from Internet World Stats, 2015

Malaysia (20.6 millions) also emerged among the Asia’s top 10 countries in 2015 based on Internet users. The other ASEAN are also bubbling up in terms of the opportunity for technology-driven growth as the region comes as one the populous nations (Indonesia and the Philippines) and the development of the Internet. The situation also highlights to the possibility of digital leapfrogging in multiple areas as Internet penetration is at initial development in some countries like Laos, Cambodia, Myanmar, growing fast in others (Vietnam, Indonesia, Philippines) and very advanced in a few such as in Singapore (ASEAN UP, 2015). The figures clearly portrays the opportunity for Malaysian SMEs to venture and develop themselves into online business particularly promoting their products and services using online advertising which derived from the Internet marketing.

2.4 Online Advertising and SMEs

Advertising has long been considered as important marketing communication tools to industry players in the market. However, in the past 10 years the advertising has changed dramatically due to the development of online advertising that contributes to more cost-effective promotional tool (Dippell, 2015). Online advertising represent a highly effective method for reaching today’s more Internet-savvy consumers market especially the young generation (Clow & Baak, 2012). Online advertising also known as online marketing or Internet advertising comprises of email marketing, search engine marketing (SEM), display advertising, mobile advertising, social media marketing, search advertising, media or video advertising and affiliate marketing. Creating an online business visibility is an excellent method to gain new customers as well as to connect with a different audience and this can be done through online advertising (Simpson, 2015).

Figure 3: Types of Online Advertising



Source: Boundless, 2016; Clow & Baak, 2012

According to Chen (2013), consumer trust in online advertising is increasing, based from Nielsen' Trust in Advertising survey 2013, which revealed that consumers globally are increasingly turning to online media for brand information. Nowadays, online advertising enables SMEs to build their website traffic, increase brand awareness, and generate leads (Dippell, 2015). At the same time, brands has evolved into the world of Internet and social media as one of efficient communication tools to reach potential consumer (Kota, 2015). Online advertising remains flexible representing opportunities for SMEs and brands with key objective is to promote brands via various forms of online advertising (Sanya, 2015; Stott, 2014). According to Harikrishnan (2014), one of the challenge faced by small business like SMEs is to determine the cost-effective ways to reach more potential customers and the key to this opportunity is to make available, visible and borderless market on the Internet. Regardless of product or services, Internet become the first place where the potential customers look for information and if the customers view the business he or she looking for, it creates an impression that the business is active and reputable as consumer value the brand on the basis of its online visibility (Harikrishnan, 2014).

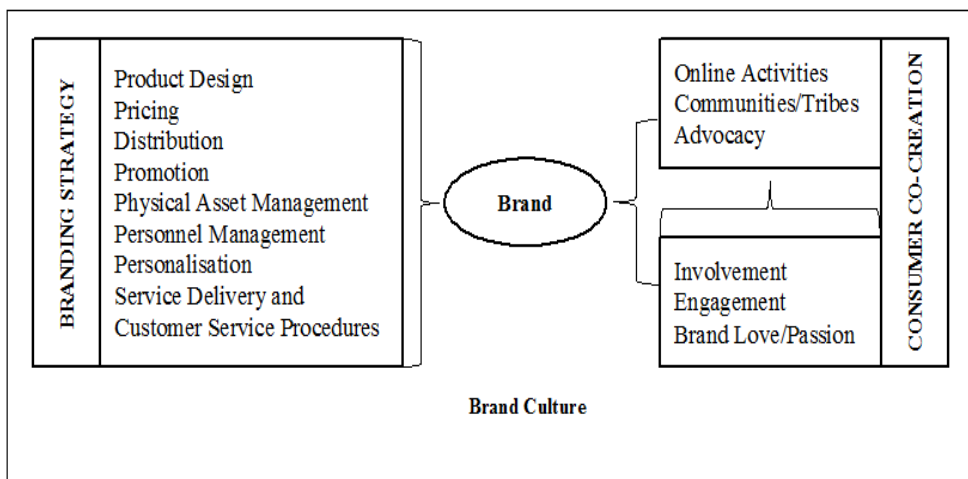
Social media channel is one of the most popular Internet marketing input coloured and changed the communication landscape. Social media popularity has swept through the Internet like a firestorm in these past few years brought in significant improvements in business world (Alphonsus, 2015). Social media is considered as relatively new, young and budding in the marketing world as it continue to grow rapidly in line with Internet development. Though social media faced with rapid development, it is no longer in their infancy (Tam, 2015) and ready to mould and design the online communication architecture in a way to connect the specific brands with customers. Therefore, brands need to make their investment through social media for continuous success and remains competitive in the marketplace.

Cleanthous, (2010) stated that, search engine marketing (SEM) has been used by marketers for more than a decade to increase sales and build businesses online as the recent research shows that 76 per cent of consumers use search engines for making their decisions regarding the sites or stores for purchasing the products. Interestingly, Sivanandan (2014), pointed out that SEM is a valuable supplement towards company's brands and marketing methods because it

connect with the customers who are already developed the interest with the company advertisement when they are searching the particular products or services on the Internet. In addition, when someone clicks on company's ad, that person create the engagement with the ad's offer (Sivanandan, 2014). Sivanandan, (2014) also added that, millions of Malaysians goes online and vast majority of them are using Google AdWords as it can help to boost the brands and business potential online because SEM through online advertising allows marketers to connect with their consumers 365 days a year the moment they are searching the products. Therefore, the advertisers are missing out the opportunity of promoting their brands online if they overlooks the importance of SEM in their advertising mix.

2.5 SME's Brand Engagement via Online Advertising

Figure 4: A Brand Co-Creation Model



Source: Tsiotsou & Goldsmith, 2013, p. 55

Figure 4 presents a conceptual model of the brand co-creation and management process by Tsiotsou and Goldsmith (2013) with a premise that a brand is the complementary of co-creation activities between managers, consumers and other consumers. The model also explain the creation of brands through managers' decision from the strategy development and implementation process that blends the traditional 4Ps of product, price, place and promotion. The other four decision areas including physical assets management, personnel management, personalisation, and customer service procedures involves in branding strategy. The consumer co-creation represents the new era of developments in the marketplace where the brands engagement connect with consumers that later stimulate their emotional attachments that finally motivate them to actively take part in variety ways of brand creation (Tsiotsou & Goldsmith, 2013). Tsiotsou and Goldsmith (2013) also stated that managers and consumers' activities are facilitates the development of a brand culture whereby managers used the culture for

brands building through the collaboration and engagement of company employees and consumers' involvement or engagement, advocacy, and consumer groups' activities. This also includes the associations (brand identity, image and personality) and consumer relationships namely brand attachment and passion.

Dragon (2012, p. 19) in his book *Social Marketology: Improve Your Social Media Processes and Get Customers to Stay Forever* has mentioned the engagement's definitions by Joe Plummer, the chief research officer at the Advertising Research Foundation (ARF) and Forrester Research as "engagement is turning on a prospect to a brand idea enhanced by the surrounding context" and "the level of involvement, interaction, intimacy, and influence an individual has with a brand over time" respectively. Besides that, Keller (2013, p. 349) defines brand engagement three situation - "actual brand engagement is the activities with which the consumer currently is engaged with the brand and is typically what is measured with the brand resonance model. Ideal brand engagement is the activities the brand consumer wishes they could do with the brand. Market brand engagement is the activities the consumer believes other consumers are doing with the brand." Tsotsou and Goldsmith (2013, p. 62) added that, "consumers are thought to be engaged with an ad, service, product, or especially a brand, when that stimulus invokes their emotions, express their values or lifestyles, or helps them express and/or establish social relationships." In a nut shell, brand engagement is the process of an emotional or rational attachment formation between a person (consumer) and a brand (organisations or institutions). It involves consumers' perception (occupies the brands in their minds), communication (two-way communication related to the brands), experience (motivate them to participate in brand experiences) and promise (enhance the brand promise to consumers) (Gunelius, 2015).

Table 5: The Differences and Interdependencies between Mass Media and Social Media

Items	Mass Media	Social Media
Power	Pitching	Engaging
	Spinning	Conversation
	Reporting	Sharing
	Interviewing	Discussion
Influence	Press conference	Social networking
	Campaign	Collaboration/Feedback
	Authority	Authenticity
	Advertising	Advocacy
Reach	News	User-generated content
	Circulation	Viral
	Database	Network
	Crisis management	Brand building

Source: Adopted from Chow (2015), p. 63

Dragon (2012) mentioned that, marketers need to use the media that was available to ideally disseminate their messages using online advertising such as the social media. Besides that, Chow (2015) stated that, mass media and social media are just like an “odd couple” as illustrated in Table 5 with differences and interdependencies which were based on their innate power, sphere of influence and extent of reach. Coles (2011) highlighted that, social media comes in a variety of platforms that allow users to have conversations or interactions via online networks and also enable marketers to create brand engagement with their customers in real time with the understanding of their behaviours. In addition, social media also increase the awareness of company brand, the engagement creation with customers and able to generate new leads (Fonality Team, 2015). Indeed, social media is valuable because it allows companies to directly engage with their customers, building the brands visibility and eventually sell more products (Wong, 2014).

3 Discussion

Table 6: Issues on Brand Marketing in Social Media

Issues	Remarks
Target Customer	Who and what is most relevant for your target, and can you offer a meaningful value proposition via social media?
Point of Difference	The permission to talk and engage will depend on the credibility and trust of the brand benefit and its support features.
Brand Personality	All content and use of social media should be consistent with the brand personality. People will want to engage with a brand if they view it more like a human being, especially with an appealing emotional dimension.
Relevant Message	Smart research will be essential to identify customer insights that will ensure development of a distinctive creative hook, to offer enough value and newsworthiness so people will want to talk and share.
Defining Success	Quantitative measurements of Return on Investment (ROI) must reflect all marketing initiatives, traditional and digital, and relate to key business goals.

Source: Adopted from Gronlund (2013), p. 180

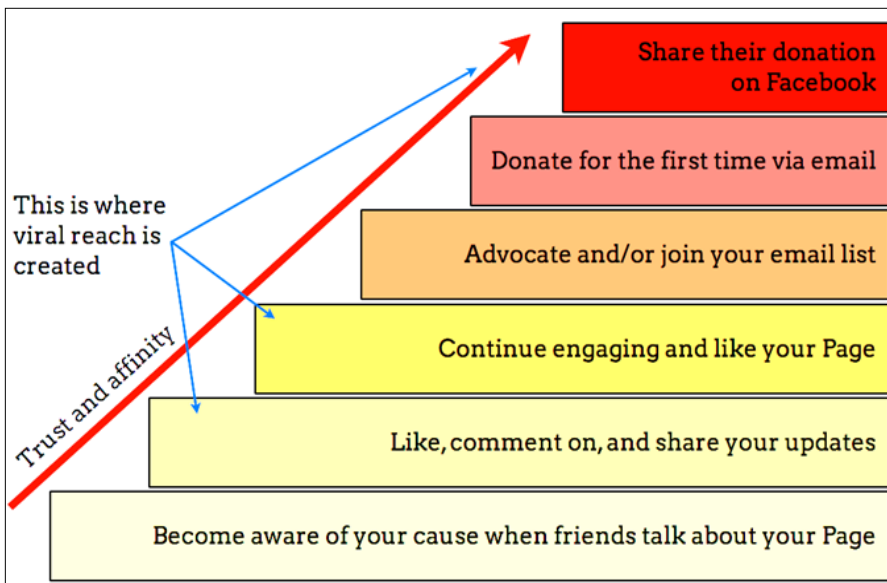
In reality, SMEs need to give consumers a strong justification for them to take time out of their hectic days to engage with the brands online and, inviting their friends and family together in the process of engagement (Gunelius, 2015). Therefore, SMEs need to answer the key questions before the creations of brands engagement. Gronlund (2013), highlighted the determination of five issues on brand marketing in social media (Table 6). SMEs can highlights these issues pertaining their brand engagement building using social media. Recently, brands have incorporated Facebook as a marketing channel’s key to drive engagement and brand awareness (Malhotra, et al., 2012). Facebook have become the mainstream of communication platforms for businesses (Lombardi, 2013). Facebook has over 1.39 billion monthly users with 890 million people log onto it daily (Seymour, 2015) with majority of users spend 55 minutes per day on the site and 48 per cent of 18 to 34 years old adults log on to

Facebook by the time they wake up in the morning (Chase & Knebl, 2011).

Digital Business Development (2015) stated that, the more engagement of company or individual Facebook posts get, the higher of company or individual reach will be and this will be based on “when people comment or click ‘like’ on Facebook posts, this can show up in their friends’ feeds and tickers and Facebook’s EdgeRank algorithm is thought to favour posts from Pages that are popular and receive decent engagement.” Likewise, increased reach can also lead to higher levels of engagement, because more people or viewer are seeing th

Facebook content (Appendix). Engaged customers towards the ads and brands are probable to take action and convert after they create the relationship of the brands to themselves (Digital Business Development, 2015). Figure 5 portrays the proactive supporter towards the organisations using Facebook as a social media platform (products, services, brands or individual) and engage closely with the organisation (Schossow, 2014). The engagement exists when customers or viewers participate alongside with their action (purchase the product) towards the advertised products or service instead of pressing the “like” button. Ghanaian and Nigerian SMEs are using Facebook because it is the best platform for African SMEs to promote their brands, to grow companies’ brand awareness and also boost the engagement with their customers (My Joy Online, 2016). According to Naidu (2014), SMEs should emphasise more on building engagement rather than using the Facebook as a platform to blast marketing messages.

Figure 5: The Example of Facebook Ladder of Engagement



Source: Adapted from Campbell, 2013

4 Conclusion

In a global economy which are driven by the increasingly educated and empowered consumers, SMEs are confronted to look for competitive advantage in order to remain resilience, sustainable and be able to face the challenges from all angles of internal and external environments. Enhancing innovation and technology capability toward a competitive advantage is crucial to SMEs as majority of them particularly in Malaysia are from micro-sized background. Thus, the importance of Internet should not be completely ignored in the daily business operation. Social media for example, offer a cost-effective means of marketing. SMEs should grab the opportunity to use and implement it into promoting their brands. Social media available in all sorts of different forms which actually made it popular and more effective than the conventional marketing because of its two-way communication and not pontification. Social media such as Facebook, Twitter, Instagram and Pinterest has been a blessing to SMEs some these activities can have a significant impact towards SME's brand engagement and reputation. At the same time, SMEs must understand the importance of brands. Brands helps your SME business to become visible in the marketplace and to differentiate their products and services from competitors. Most of SMEs undervaluethe importance of branding and perceive that branding only belongs to large company. Therefore, this misconception must be changed immediately inside of SMEs. Brands also become an essential part of SMEs' marketing mix and expenditure, which also include social media marketing for the engagement strategies towards consumers. Nowadays, consumers are bombarded with a lot of products and services, brands and also promotions. Giving the consumers opportunity to communicate, interact and engage with a product or services is the most influential way to win brand loyalty as brands engagement taps into consumers' emotions and also experiences. This strong connotation will develop a special emotional and relationship between the brands and consumers, and it will add value to their lives.

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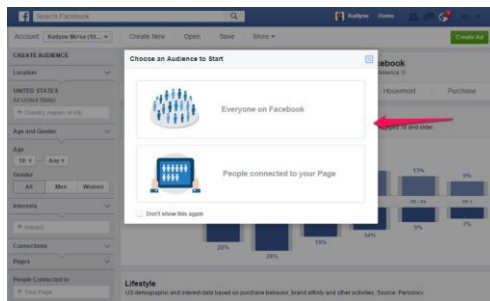
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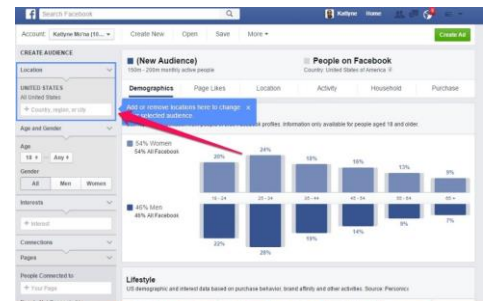
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Appendix

Choose Your Audience



Refine Your Search According To Your Preference



Search for the "Keyword" terms that relate to your niche



Scroll through the results and track the engagement of the posts.

