

Best Practices and Avoidances in Data Driven Social Media Marketing Campaign for Takaful Advisors

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Abstract

Social media marketing aims to grow consumer brands in the landscape of consumer and firm interaction through the social media reach and engagement. In order to reach out to the right number of potential customers at the right time, Social Media Analytics (SMA) is a method to collect data from social media sites and analyse this data for the purpose of business decision making. This research explore the usage of social media analytics in running a brand awareness campaign for a takaful advisor. Data from Facebook Insights were used as a source of information to strategize post timing and content based on users' responses and trends in order to reach and to engage with the right target audience. The result of the campaign shows that in general there are slight increases in the number of page likes, reach and engagement in the business page . Although the campaign did not achieved the key performance index set by the client, the study recommends best practices and avoidances in promoting takaful products on social media.

Keywords: digital marketing, brand awareness, entrepreneurship, takaful industry

1. Introduction

Social media marketing is the use of social media platforms and websites to promote a product or service [1]. Although the terms e-marketing and digital marketing still apply in academia, social media marketing is popular among practitioners and researchers [2]. Many social media platforms include data analysis tools that make available for companies to monitor the progress, success, and participation of ad campaigns. The companies reach out to a number of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers and the general public. At the strategic level, social media marketing involves managing a marketing campaign, setting a scale (e.g., more active or passive use), and creating the "culture" and "tone" of the company's anticipated social culture.

Social Media Marketing has become increasingly important for better promotion, brand awareness and better positioning of brands to customers not only in developed markets but also in less developed markets [3]. Social Media Analytics (SMA) is a method of collecting data from social media sites and blogs and assessing this data

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for business decision making. This process goes beyond normal monitoring or basic analysis of retweets or “likes” to develop a deeper understanding of social users.

Different businesses requires different types of digital marketing strategy and implementation. Effective digital marketing initiatives are normally driven by data analytics. This paper presents a study on social media marketing campaigns driven by marketing analytics for a takaful agent. A social media marketing campaign was implemented for a duration of time with a set of objectives to achieve. We conclude the paper by discussing the best practices and lessons that we learnt from the data driven social media marketing campaign.

2. Takaful Industry and The Agents

Takaful insurance has grown rapidly in the global arena and has attracted many Muslims who are in dire for Syariah-based insurance coverage. There are currently more than hundred and ten takaful operators in the world. According to E&Y world takaful report in 2009, Global Takaful contribution has increased about 36% growth which is from \$2.5 billion in 2006 to \$3.4 billion in 2007. Takaful Market is expected to receive US\$ 7.7 billion and US\$ 11.0 billion by 2012 in new projections. In 2007, Saudi Arabiawas the largest Gulf Cooperation Board market, contributed USD 1.7 billion, and Malaysia, with contributions of USD 800 million, was the largest takaful market in South- East Asia.

Malaysia leads the takaful industry in the region of Southeast Asia. By 2020, Islamic financial industries has contributed 40% of the banking sector (Bank Negara Malaysia, 2015). As of middle in year 2019, there are fifteen takaful operators licensed by the Bank Negara Malaysia. The level of increases of Malaysian takaful since 1984 is satisfactory. The number of takaful operators has only increased in the last 30 years, with two operators since 2003, showing increasing awareness of this sector and its importance in the development of Islamic finance. These takaful operators also operate domestic and foreign exchange business as well.

A sales representative for Takaful operator is known as Takaful Advisor, who is in charge of the marketing and sales of Takaful plans. They are also viewed as Takaful operators' ambassadors, which have an important role in ensuring long-term customer and Takaful operators relationships [4]. In Malaysia, there are about 65, 117 contracted Takaful agents in 2018. There is a steady growth on the number since then. Most Takaful agents hold at least a diploma and need to sit for some qualifier exams before they get a license to practice as a Takaful Advisor. Most of them uses traditional marketing tools to promote Takaful products and services. With the advances of technology, most of them are now engaged in social media marketing.

However, little is known in the literature on the effectiveness of the social media marketing especially on the usage of data analytics to drive their initiatives. Thus this research hopes to fill this gap. A study of Takaful Advisor and its agency is the focus of this paper. A social media marketing campaign driven by data analytics was run to see its effectiveness in creating brand awareness for the Takaful Advisor.

3. The Takaful Advisor

To understand the effectiveness of social media marketing campaign for Takaful Advisor, the study has chosen one Takaful Advisor, known as Abdul Halim for this study. Abdul Halim started his journey as Takaful Advisor in 2013. He is licensed under Prudential BSN Takaful. Abdul Halim is part of the Al-Isra' Associate Agency, one of the renowned Muslim agencies under Prudential Takaful. Abdul Halim has received many incentives and awards throughout his journey as Takaful Advisor. He has achieved an annual sales turnover of RM250,000. Apart from promoting the Takaful products, Abdul Halim also has started to build his own team. To date he has five team members in his group.

Abdul Halim prefers to use face to face approach when promoting and consulting the Takaful product. He normally will visit organization and do a direct approach. Although this approach is seems conventional, it did gave a positive impact to his services and income.

However, with the Covid-19 pandemic, he was not able to do direct approach anymore. Most of the sales and marketing activities were pushed online. This is a challenge for Abdul Halim, since he is lacking in skills and experience in handling social media marketing. He has created a Facebook Page in early 2020, but the outcome was a bit poor.

To help him improve his online presence on social media, we have conducted a social media marketing campaign for him. Prior running the social media marketing, assessment on his current practices of marketing and assessment on competitor analysis were done. Interview session was conducted with Abdul Halim. Data from his Facebook insights were retrieved and analysed. Some problems identified include; small number of followers, low engagement rate and inconsistency in posting. Thus, to improve the situation, three objectives were set for the social media marketing campaigns:

- To increase the page followers by 5%
- To increase brand awareness through the increase of the engagement of post
- To increase the conversions rate from likes to customer

4. Social Media Marketing Campaign

After the assessment was done, a social media marketing strategy was developed for the Takaful Advisor. In the strategy, we outlined the current problems, objectives to achieve, actions to take and tactics to use. Prior to any action taken as our intervention for this case study, we have to do some preparation to plan the content and the timing of our posting. This is to make sure we create our content according to our messages that we want to deliver to our target audience.

4.1 Rename the Facebook Page

One of the key things that we have done for the Facebook Page is to change its username to better reflect the owner and the nature of his business. The name of the page must be relevant to the business and easy to remember. Initially, the page is named as Solusi Prudential Takaful. After some discussion with owner, we have agreed to change the username to Abdul Halim PruTakaful.

4.2 Content Calendar and Canva

A collaborative online platform is very useful to manage social media marketing especially for content creation. For the purpose of this study, we have subscribe to a professional Canva account to create and scheduled the content. Canva has a feature to automate the posting process. Having an online platform allows us to collaborate remotely.

4.3 Posting consistently on Facebook

Consistency in posting is very important in social media marketing. This is the challenges that Abdul Halim faced in the past. Lack of consistency resulted in low brand engagement and awareness. Thus, in our study, we scheduled a daily posting as Table 1 below:

Table 1. Daily Posting Planned

8/12/2020	Tuesday	9:30 PM	Hard Selling
9/12/2020	Wednesday	10:00 AM	Opening
10/12/2020	Thursday	02:00 PM	Hard Selling
11/12/2020	Friday	10:00 AM	Awareness
12/12/2020	Saturday	10:00 AM	Recruitment
13/12/2020	Sunday	10:00 AM	Soft Selling
14/12/2020	Monday	05:00 PM	Funny Content

As our first round of intervention, our daily posting was done from the 8th of December 2020 until the 14th of December 2020. We planned to post either in the morning or at night. This is to examine when is the best timing for best engagement. Besides that, we planned our content to have mix messages such as on awareness, recruitment, sales and funny images with meaningful information. Interestingly, This feature is called calendar where we can schedule our daily posting.

From this first round, we have captured the viewers interests. Based on the first round we continue to adjust our next round of daily posting in terms of our daily posting timing and the content design and the message.

The type of images and videos are very importance to capture our viewer attentions. This is to make sure that the content has caught their eyes that lead them to more engagement and also to make sure them to remember what the message is delivered through that visually striking content. Hence the choice of photos or video to post on Facebook are equally importance. Using the free version of Canva tool, we can use the lots of difference type of images, with ready templates for many types of posts. On top of that, we can create a memorable post which we can include with some commentary using our own voice, that will make the commentary more meaningful, personal, funny or whatever works best for us. As a Takaful Advisor, Abdul Halim PruTakaful can share information on the product benefits, product details on the price of packages offering and other relevant info.

4.4 Campaign: Contest

Facebook contests are a great way to interact with the audience, bring attention to the brand and increase the organic engagement. More than 80% of marketers believe that contest was the one interactive content that has the power to capture viewers' attention better than static posts.

In this case, we have came out with a new intervention to increase the engagement on Abdul Halim's Facebook posts. One contest has been created which is the "*Like, Comment and Share*" contest that was held from 08th January to 30th January 2021.

In order to win, audiences need to follow the Abdul Halim PruTakaful Facebook page, give comment, like and share the contest on their Facebook wall. The sharing that garnered the highest number of engagement was announced as the winner. For this competition, we have selected three winners, and each of them received RM100 shopping voucher.

5. Results

We have managed Abdul Halim's Facebook page for 57 days, which include 28 days for Contest. During this time we have posted consistently on Abdul Halim PruTakaful, changed our content strategy to get better results for engagement and created a contest to garner more followers. During this period, Social Media Analytics gives us some valuable information to help us monitor and measure our results, so that we can perfect our strategy and measure our return on investment.

Understanding how and when people will interact with the content that we post on Facebook is also an important way the Facebook algorithm works for us, not against us. Facebook Insights helps us understand how and why each metric is important to our overall social media strategy.

Below is Hizbullah PruTakaful FB Page Insights comparison before and after the campaign:

Date	On 7/12/2020	Campaign Duration 8/12/2020- 31/01/2021
Page Likes		
Number of likes:	452	467 (+15 +3.32%)
Men:	60.1%	60.2%
Female:	39.9%	39.8%
Highest age group:	25-34 years old	25-34 years old
Page Reach	28	Page Reach: 4,913 (+12,182%) Paid Reach: 2,232 (+100%) Paid Impression: 4,124 (+100%) Amount Spent: 23.59 (+100%) Post Engagement: 296 (- 58)
Page Views	4	78 (+44 Last 28 days)

Summary of findings:

- The campaign has increased the number of Page likes, Page reach, Page view
- Posting timing should be during high number of users' online which is within 6pm to 3am the following day
- Contest do have highest number of reach especially with paid boosting
- The posting message and choice of images plays a role to obtain a higher response

6. Conclusions

The campaign did not achieve the objectives set. Some lessons learned include image and story must be very appealing to the page followers. Also, the owner himself must be passionate in using social media platform for marketing. It is quite challenging to promote Takaful products and services on social media as compared to other businesses as trust is the main issue. Lastly, social media platform is more suitable in creating brand awareness, enlighten customers on the importance of takaful services rather than a platform for sales.

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