

Analysis of LinkedIn Social Media Usage for e-Marketing in Graphic Design Studios

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ABSTRACT

In today's digital era, the use of social media like LinkedIn has become an integral part of e-marketing strategies, especially in the graphic design studio industry. This journal delves into the role and impact of LinkedIn usage in expanding professional networks, increasing brand awareness, and deepening engagement with potential audiences for graphic design studios. Focusing on effective e-marketing strategies, this journal analyzes key steps such as creating professional profiles, sharing quality content, actively participating in communities, and utilizing advertising and automated messaging features. Through these strategies, LinkedIn usage can shape a strong brand image, enhance professional connections, and lead to increased conversions and sales. These findings provide in-depth insights into LinkedIn's potential to stimulate business growth for graphic design studios in the context of e-marketing.

Keywords: e-Marketing, Graphic Design Studio, LinkedIn, Social Media.

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INTRODUCTION

In today's digital era, the use of social media is becoming increasingly important, especially in the business world. Social media is an evolution of internet-based technology that facilitates direct interaction among users in various ways [1]. One of the popular social media platforms is LinkedIn. LinkedIn is a platform focused on connecting professionals in various fields [2], including graphic design.

Graphic design studios are a business line that truly needs to utilize social media like LinkedIn for their e-marketing efforts. By using LinkedIn, graphic design studios can access a broader professional network, expand their market, and enhance their online brand presence.

The purpose of this journal is to examine the strategies and impact of social media usage, particularly LinkedIn, in e-marketing activities for graphic design studios. E-marketing is the process of marketing services and products to customers by utilizing internet media [3]. This journal will discuss the role of LinkedIn in expanding professional networks, increasing brand awareness, and enhancing engagement with potential audiences for these graphic design studios.

The analysis in this journal will discuss various ways to utilize LinkedIn social media to benefit the e-marketing efforts of graphic design studios. This journal also examines e-marketing strategies with

LinkedIn social media through relevant research. This aims to provide a deeper understanding of how LinkedIn social media usage can help graphic design studios achieve their e-marketing goals.

Conclusions are drawn based on the analysis conducted. We hope this journal can provide new insights for readers and meaningful contributions in understanding LinkedIn social media usage in e-marketing activities for graphic design studios.

LITERATURE REVIEW

Over time, technology continues to develop, including the development of social media. According to Van Dijk, quoted from the journal "Analysis of the Role of Instagram Social Media in Increasing Online Sales" written by Reni Ria Armayani et al., (2021) social media itself is a media platform that focuses on user existence, facilitating users to collaborate or engage in activities [4].

Another definition of social media according to Kotler & Keller, quoted from the journal "The Influence of Social Media Marketing on the Brand Image of Private Universities in Serang City" written by Anizir and Restu Wahyuni (2017), is a means for consumers to share audio, text, images, and video information with companies and with each other [5].

From the definitions of social media presented, the author can conclude that social media is a media platform for sharing various multimedia between individuals or companies to collaborate.

Currently, marketing has begun to incorporate technology to create e-marketing. According to Ali in the journal titled "The Effectiveness of Digital Marketing on Service Quality in Businesses During the Covid-19 Pandemic (Case Study in Aceh)" written by Muhammad Iqbal, e-marketing is digital technology used to achieve marketing goals and efforts to adapt or develop the marketing concept itself, changing the way companies do business with customers and can communicate globally [6].

Another definition of e-marketing according to the journal titled "Analysis and Design of E-Marketing with Customer Relationship Management (CRM) Concept" written by Wan Mariatul Kifti and Windy Swardana, is a marketing process using electronic information technology, especially the internet, that can connect sellers and buyers in different locations [7].

With the explanations about e-marketing presented, the author can conclude that e-marketing is a marketing process using digital technology, especially the internet, to connect sellers and customers for business activities.

Currently, social media development continues to evolve and adapt various latest technologies to support user needs, one of which is the LinkedIn application. According to Aulia Kushardini in the journal "Measurement and Quality of LinkedIn Website Software Using Function Point Analysis Method" written by Cataryana Lenny Dwi Rizka, Fitri Shinta Dewi, and Soetam Rizky Wicaksono, LinkedIn is a social network aimed at expanding one's career and friendships more professionally. LinkedIn also has features to add professional profiles based on one's field, allowing users to add connections with other users who have the same interests and fields [8].

Another definition of LinkedIn quoted from the journal titled "Research on LinkedIn" written by Lisa Darmayanti, Putri Charolina Barus, and Kartini, LinkedIn is a social network for job seekers, both business communities and companies or job providers. LinkedIn was founded in 2002, and this site is a place for professionals to connect with current or former colleagues, search for jobs, discuss business ideas, find new employees, build networks in the industry, and increase business connections [9].

From the various definitions of LinkedIn discussed earlier, the author can conclude that LinkedIn is a social network that functions as a connector between colleagues, job seekers, and employers. Besides being a connector, LinkedIn also functions to increase business connections and build networks in the industry.

METHODOLOGY

This research uses a qualitative-descriptive approach to understand how graphic design studios use LinkedIn social media in e-marketing. The qualitative approach allows researchers to investigate deeper aspects, thus comprehensively understanding the strategies and impact of LinkedIn usage for e-marketing in graphic design studios.

The data for this research is collected from credible sources, such as research reports and verified academic journal publications. Careful and reliable data collection is an essential basis for producing trustworthy and comprehensive analysis.

After the data is collected, the analysis is conducted using thematic analysis techniques. This technique allows researchers to identify patterns, themes, and relevant information combinations from the existing data. Through this step, the research can provide details about various strategies and the impact of LinkedIn usage for e-marketing in graphic design studios [10].

RESULTS AND DISCUSSION

Based on data analysis from various sources, here are some strategies and the impact of LinkedIn social media usage in e-marketing activities for graphic design studios:

Strategies for Using LinkedIn Social Media for e-Marketing

There are several ways to create e-marketing strategies using LinkedIn that can be applied to graphic design studios, including:

1. **Creating a Professional LinkedIn Profile**
Ensure the graphic design studio's profile is complete and includes information about the services offered, the studio's experience, and the design project portfolio. Use a professional profile photo, fill out the profile information completely and accurately, write an attractive and informative description, preferably using relevant keywords in the description to help potential customers find the graphic design studio's profile, and update the profile regularly.
2. **Sharing Quality Content**
Create and share informative and high-quality content relevant to the graphic design studio's industry and audience. Ensure the content addresses questions or solves problems faced by the audience. Use clear and concise language to make the content easy to understand. Avoid unnecessary jargon or technical language. The content shared can be in the form of blog articles, infographics, videos, interactive polls, and more. Graphic design studios can increase content visibility with LinkedIn's article publication feature, allowing the studio to publish articles on LinkedIn that can be seen by other LinkedIn users.
3. **Participating in Groups and Communities**
Find and participate in LinkedIn groups and communities related to the digital studio industry. Contribute by providing opinions, offering insights, and publishing relevant content. This helps build trust and increase brand awareness.
4. **Optimizing the Graphic Design Studio's Business Page**
Ensure the graphic design studio's business page looks professional and informative. Include a clear description of the graphic design studio, the company logo, and links to the graphic design studio's website. Share regular posts about the company, products, and services of the graphic design studio.
5. **Building and Utilizing Networks**
Expand the graphic design studio's network using LinkedIn's networking features, such as searching for people, suggesting contacts, and joining groups. Build relationships with potential customers, business partners, and other professionals who can help increase brand awareness.
6. **Using Paid Advertising**
Increase the visibility of the graphic design studio's content with LinkedIn's paid advertising features such as Display Ads, Sponsored InMail, and Sponsored Updates. Create advertising

strategies relevant to the graphic design studio's target audience and consider using keywords and demographic targeting criteria to reach more specific users.

7. Using Automated Messaging Features

LinkedIn has an automated messaging feature that allows graphic design studios to send direct messages to people using certain keywords or visiting the graphic design studio's profile. This feature allows graphic design studios to send special promotional messages and offers about the graphic design studio's services to potential customers.

Impact of Using LinkedIn Social Media for e-Marketing

The use of LinkedIn social media in e-marketing has several significant impacts on graphic design studios:

1. Increased Reach and Engagement

Using LinkedIn allows graphic design studios to expand their professional reach. By publishing design works, service information, and relevant content, studios can attract the attention of professionals and potential clients. Strong interaction with the design community, such as participating in groups and discussions, can also increase engagement with relevant audiences.

2. Brand Image Building

Current and creative activities on LinkedIn can help graphic design studios build a strong brand image. Through high-quality posts, collaborations with leading professionals, and the use of features such as articles or stories highlighting the creative process, studios can strengthen their brand image as innovative and trusted creative centers.

3. Increased Professional Connections

LinkedIn allows studios to connect with fellow professionals, design companies, and potential clients. Sharing relevant content, following influencer profiles, and participating in industry events and groups can help studios build strong networks, which in turn can bring new business opportunities.

4. Performance Monitoring and Analysis

LinkedIn provides analytics features that can help graphic design studios track the performance of published content. By using statistics such as the number of views, interactions, and demographic information of followers, studios can identify the most effective content and adjust their marketing strategies.

5. Collaboration and Business Opportunities

LinkedIn allows graphic design studios to find collaborations with professionals or companies related to the design industry. This can open doors to new projects, broader business network development, and growth opportunities.

6. Community Building and Interaction

Graphic design studios can use LinkedIn to form engaged and active communities. Initiating discussions, asking questions, or hosting online events can strengthen relationships with the audience, expand the network, and increase the studio's visibility.

7. Recruitment and HR Branding

In addition to e-Marketing, LinkedIn also plays an important role in talent recruitment. Graphic design studios can use this platform to build an image as an attractive workplace, reach potential employees, and strengthen the brand as a place to grow in the design industry.

8. Increased Conversion and Sales

By creating strong relationships and building trust through LinkedIn, graphic design studios can experience increased conversion from prospects to clients. Testimonials, exclusive offers, and effective interactions can drive sales of their design services or products.

CONCLUSION

The strategies for using LinkedIn social media for e-marketing in the context of graphic design studios have proven to present significant implications. There are seven main strategies that can be applied: updating professional profiles, sharing quality content, participating in groups and

communities, optimizing business pages, building networks, using paid advertising, and utilizing automated messaging features.

Meanwhile, the use of LinkedIn in e-marketing for graphic design studios also brings several important impacts. From increasing reach and engagement, building a strong brand image, to the ability to monitor performance through the analytics features provided by the platform, all contribute positively. The use of LinkedIn also opens opportunities for strong professional connections, collaboration, increased conversions, and even the development of active communities.

Therefore, the implementation of these strategies on LinkedIn can substantially expand market share, deepen engagement, strengthen brand image, and open new opportunities for graphic design studios in the realms of collaboration, sales growth, and professional development.

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