

Social Media Campaign Planning on Instagram for Brand ABC to Increase Awareness and Engagement

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Submitted :22-05-2025, Accepted : 23-06-2025, Published : 28-07-2025

Abstract

This research is created to plan the Instagram Social Media Campaign for Brand ABC to increase awareness and engagement. The design made uses the 4D formula (Discover, Define, Deliver, Drive). This study employs a qualitative method with a descriptive analysis approach. The results of the design show: 1) Discover. Brand ABC, which has an elegant and minimalist branding, creates a brand that has a user persona of a woman who is often active and needs comfortable and stylish abayas. ABC has 2 competitors who are also active on social media Instagram and sell in the marketplace. ABC has potential in terms of awareness and engagement. 2) Define. The campaign during this period uses the hashtag #BersamaABC with the objective of increasing awareness by 35% and engagement by at least 50. 3) Deliver. Content pillars are divided into 4 with different percentages. In addition to creating a content plan, other activations that can maximize objectives include collaborating with influencers, live streaming, and creating community channels. 4) Drive. In the budgeting plan, the costs incurred include influencer financing, Meta Ads, and Shopee Ads. The timeline is designed in a weekly format and filled with the main content for that week.

Keywords : Brand Awareness, Brand Engagement, Instagram, Social Media Campaign

Introduction

As technology develops, marketing through advertising strategies on television, radio, billboards, or bazaars is no longer used as the main strategy. These conventional strategies have limitations such as high costs, limited audience reach, and a lack of direct interaction with customers. The changing behavior of society, which makes the internet and social media a part of everyday life, requires business actors to adapt to digital marketing strategies. Digital marketing makes it easier for businesses to market their products because the costs are flexible but can reach a wider audience and allow for more interaction compared to conventional marketing strategies.

Social media, which was initially used for communication, now also plays a role as a digital marketing medium utilized by business actors. One of the popular platforms is Instagram. Instagram has become one of the most widely used platforms because it offers many features that support product marketing and its broad reach. According to data from statista.com, it is

estimated that there will be 1.44 billion active users by 2025, representing 31.2% of the total internet users globally. This makes Instagram one of the most popular platforms used for digital marketing strategies due to its vast potential to reach and directly interact with the audience.

Jumlah pengguna Instagram di seluruh dunia dari tahun 2020 hingga 2025
(dalam miliar)

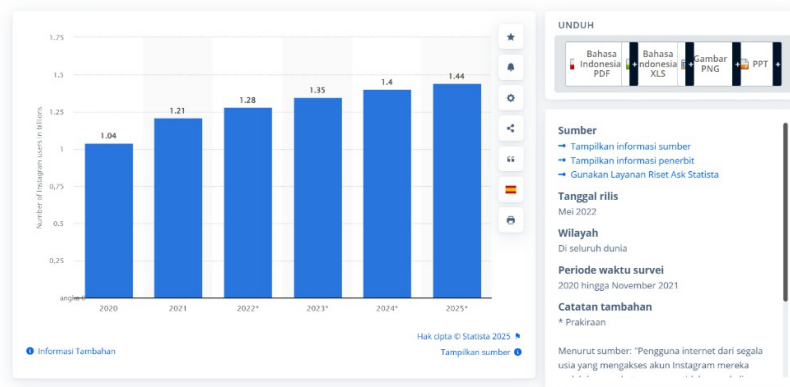


Figure 1. Number of Instagram users 2020-2025

Source: Statista.com

To increase reach and interaction with the audience, social media campaigns, especially on the Instagram platform, which is one of the digital marketing strategies, are an effective way. A campaign is a structured, phased, and ongoing communication action designed within a predetermined time frame to create significant results for a specified audience (Yunita & Tjandrawibawa, 2023). Through these campaigns, business actors can deliver messages to the audience in a structured manner by utilizing features available on Instagram such as stories, feeds, reels, live sessions, or collaborations with influencers.

Marketing is an activity that must be carried out by companies to achieve expected goals, ensure business continuity, develop ventures, and gain profit. This activity plays an important role in fulfilling consumer needs, so marketing must be able to provide satisfaction for the company to continue building and maintaining consumer trust (Marlina, 2022).

Kotler and Armstrong explain that marketing management is the process undertaken by companies to create value for customers while building communication and solid relationships with them, so that companies can obtain benefits or profits in return (Aripin, 2021).

According to Todor (2016) in (Rauf, 2021), digital marketing is a term that refers to the marketing activities of products or services that are targeted, measurable, and interactive, using digital technology with the aim of acquiring potential customers, converting them into customers, and maintaining relationships with customers. The main objective is to promote the brand, shape preferences, and increase sales through digital marketing techniques.

Increasing traffic and brand awareness is the main goal of digital marketing. If the strategy used by the brand is appropriate, digital marketing can reach a wider audience and allow the audience to recognize the brand quickly. One of the main objectives of digital marketing is to increase audience traffic to websites or online shopping platforms. In addition, digital marketing aims to effectively reach targeted segmentation. Once the appropriate target segmentation is achieved, digital marketing can enhance interaction and create relationships with customers (Indrapura & Fadli, 2023).

In this rapidly evolving digital era, social media has developed very quickly and has a lot of influence. Social media is a medium that provides features that can be used for online socializing, allowing people to interact with each other anytime and anywhere.

Now, social media is widely utilized by business players because the interaction that occurs between customers and sellers feels more exclusive. Thanks to this interaction, customers interested in the products being sold can become more trusting of the products. Moreover, social media also reaches a wider audience, thus increasing brand awareness (Chandra, 2021).

A brand will strive to maximize the use of all media available to promote its products, especially social media, which is highly hoped to enhance sales and brand awareness for the business being run so that the general public can recognize it (Hadithya & Puspasari, 2023). There are many social media platforms that can be used as marketing media, such as Instagram, Facebook, TikTok, etc. Among these platforms, Instagram is the most popular platform used by business actors to market their products.

To maximize brand awareness and increase brand engagement, one effective way is through a brand campaign, which is a digital campaign that will introduce products or services that will eventually become well-known among many people. To assess the level of success, there are several phases in a

digital campaign, namely exposure, which involves the efforts of a brand to provide information about a campaign that will be executed on social media, then there is engagement, which is measured by how smoothly the audience receives the content of the campaign, then influencers are used to assess how the audience responds to the delivered content, and lastly, there is action, which is seen from the actions taken by the audience after the campaign takes place (Jovita, 2021).

In this era of advancing technology, digital campaigns have penetrated social media, websites, and mobile applications. Now, digital campaigns are very important for brands because they can create a good impression on the audience (Dirgantari et al., 2020).

Methods

The research method used in this study is the qualitative method. By using the qualitative method, this allows the researcher to have the space to understand the situations and events experienced in depth. In addition to using the qualitative method, the researcher also employs the 4D method (Discover, Define, Deliver, Drive).

The 4D method (Discover, Define, Deliver, Drive) is a method used to design a campaign that begins with recognizing the brand and competitors. After identification and analysis, the campaign is designed starting from arranging the timeline, determining the brief and key message, to formulating content pillars and budgeting.

Results and Discussion

4D (Discover, Define, Deliver, Drive)

1. Discover

The first process is to discover, which involves analyzing a brand that will conduct a campaign.

1. Company Background

Brand ABC is a fashion brand from the city of Bandung, established in 2018. The company was founded by an entrepreneur who started his business by building a fashion brand in Bandung. Initially, Brand ABC sold women's clothing such as outerwear, tunics, and abayas. Over time, ABC focused its business on producing and selling in the abaya category.

Brand ABC has advantages compared to other fashion brands, namely that ABC uses woven materials imported directly from Turkey. From these high-quality materials, ABC processes them into clothing, especially abayas, which are marketed in various offline and online stores.

ABC has a simple, elegant, and minimalist branding. With this branding, ABC now has 81.1 thousand followers on Instagram, and 8.9 thousand followers on the Shopee marketplace. ABC focuses on promoting its products through the Instagram platform and marketing them through the Shopee marketplace, WhatsApp, offline stores, and bazaars. When attending a bazaar, ABC often brings in nano and micro influencers to help promote its products.

Currently, ABC has a website to promote and market its products, but the website is not well managed because when the link listed in the Instagram description (bio) is accessed, it only displays the domain. ABC regularly uploads content on the Instagram platform to promote its products, but the engagement is relatively low due to a lack of call to action, resulting in low interaction with the audience. Additionally, there are some reels content that are less relevant to the branding that was previously established.

2. User persona

The user persona designed to suit the target audience is: A woman named Susan who is 30 years old and owns a café in the Dago area of Bandung city. Her café has an aesthetic and

elegant concept that is very popular among young people. As a young entrepreneur, Susan is active on social media, especially Instagram and Pinterest, to find fashion references from her favorite brands. Besides stalking, Susan often looks for fashion mix and match inspiration, especially minimalistic abayas, to enhance her appearance when meeting relatives or colleagues.

In terms of fashion, Susan has specific tastes. When meeting relatives or colleagues, she wants to appear elegant without looking excessive. She likes abayas with unique patterns that are not common, and the materials used must be of high quality - those that are not hot and absorb sweat, so she remains stylish and comfortable while engaging in activities, including when traveling.

However, Susan is often disappointed because the abayas available in the market have overly complicated designs and high prices, which are not commensurate with their quality, as they are made of heat-retaining materials that make the body sweat easily. Additionally, the complicated ordering process makes Susan reluctant to buy those abayas.

On one hand, Susan really enjoys coordinating outfits with relatives or family, whether attending events or while on vacation. Therefore, she is interested in options that offer matching uniforms or exclusive collections that can be worn with her closest ones while still being stylish.

User Persona



Susan
Usia: 30 tahun
Pekerjaan: Owner cafe
Tempat tinggal: Dago, Bandung

Touch points:

- Instagram: Stalking brand fashion untuk lihat update produk baru
- Pinterest: Cari inspirasi mix and match abaya yang minimalis

Kebutuhan dan keinginan:

- Tampil elegan saat bertemu kerabat
- Abaya yang motifnya tidak pasaran
- Abaya yang bahannya berkualitas
- Jalan-jalan tetapi tetap stylish
- Berseragam dengan teman atau saudara

Frustrasi:

- Abaya yang bahannya tidak nyaman dan bikin bau badan
- Abaya pricey dan motifnya berlebihan
- Rumit ketika akan memesan

Figure 2. User Persona Source: author

3. Comparison with Competitors

The competitors of brand ABC are taken from brands that sell products in the same category, namely brand X and brand Y, which sell Muslim fashion, particularly abayas.

Brand X has 61.1 thousand followers on Instagram. X sells its products through the Shopee marketplace, TikTokShop, and WhatsApp. X often collaborates with influencers to promote its products.

Brand Y has 65.6 thousand followers on Instagram. They sell their products through the Shopee marketplace, WhatsApp, website, and offline stores. The content created on Instagram mostly uses convincing and brand awareness formats.

4. Potential Territory

From the previous analysis, it was found that:

1) There are still many people who are not aware of the ABC brand. Therefore, the brand needs to be promoted more widely so that the target market chooses the ABC brand when they need an abaya.

2) The content that lacks interaction with the audience results in relatively low engagement.

2. Define

a. Hashtag

The hashtag used in this campaign period is #BersamaABC. This hashtag serves as a symbol of ABC's presence that is always there in every special moment of the audience. ABC's simple and elegant design makes ABC products suitable for various occasions. ABC is here to accompany you from relaxing moments with loved ones to very precious formal moments.



Figure 3. Hashtag Source: author

a. Objective

In the analysis of the previous stage, which is Deliver, the potential that can be improved for this brand is awareness and engagement. In the previous period, from January to June 2024, the increase in impressions from January to February was 22.03%. Then, in the following month, there was only an increase of 1.14%, even experiencing a decrease of 41.69% in April. In May, there was an increase of 47.97%, and in the subsequent month, June, there was a decrease of 0.26%. The average impressions during the January to June 2024 period were 6,564 for reels content. Therefore, in this campaign period, the goal to be achieved is an increase of 35% in impressions from the previous period, which means each reels content uploaded should achieve a minimum of 8,440 impressions.

The average engagement obtained in the previous period, namely January - June 2024, was 30. Therefore, the second goal to be achieved in this campaign is to increase the engagement in each content to 50 from likes, comments, and shares.

b. Campaign strategy

After everything has been designed, the results are presented in the campaign strategy dashboard.



Figure 4. Campaign Strategy Source: author

3. Deliver

a.Content Pillars

The content pillars for this campaign period are divided into 4, namely entertain, education, inspire, and convincing. Each pillar has a different percentage to maximize the process of achieving the specified objectives.

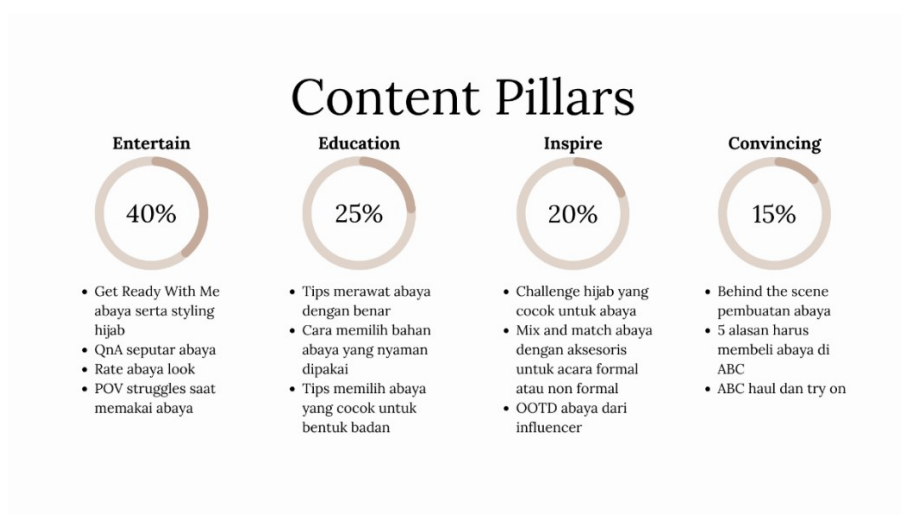


Figure 5. Content Pillars

b. Content samples



Figure 6. Content Sample Entertain Source: author

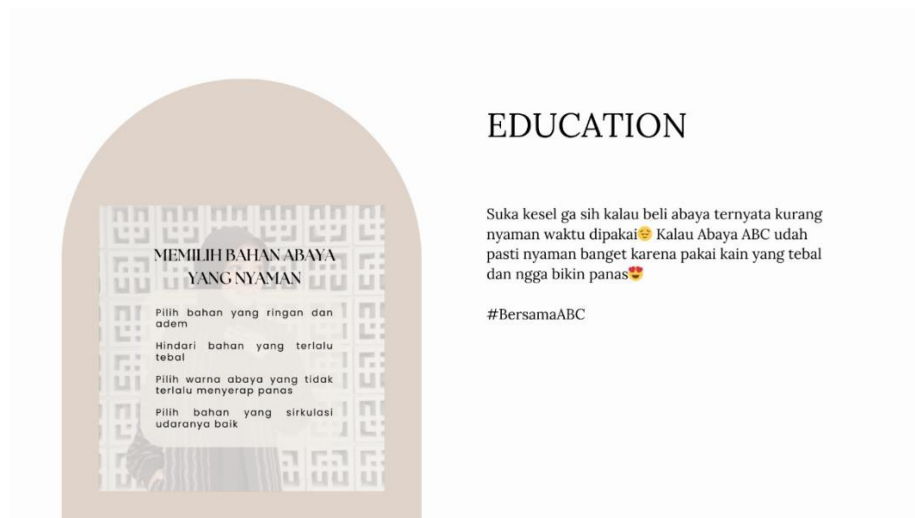


Figure 7. Content Sample Education Source: author

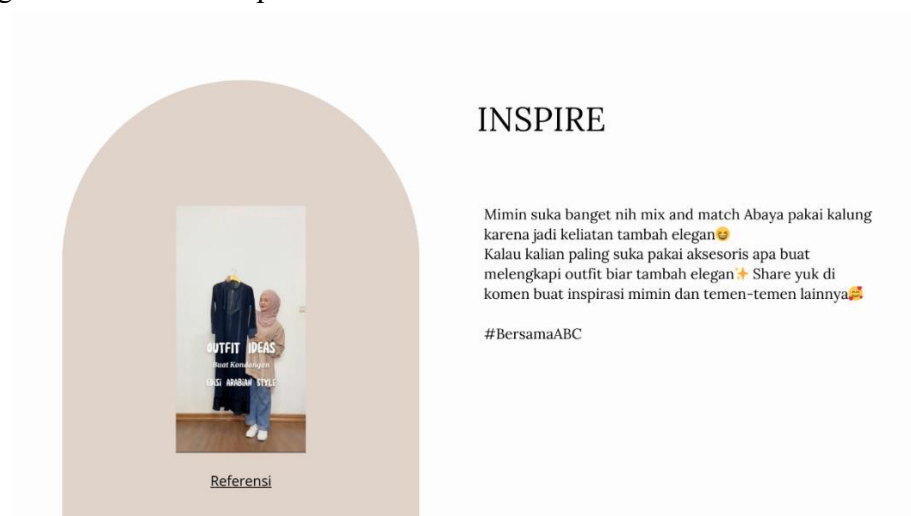


Figure 8. Content Sample Inspire Source: author



Figure 9. Content Sample Convincing Source: author

c. Digital Activation

In addition to activation on social media through content, another strategy that can be implemented to support the achievement of predetermined objectives is through collaboration with influencers, live streaming on Shopee, and creating a channel.

Collaborating with influencers can enhance brand awareness by creating an exciting challenge on social media, especially Instagram. In this challenge, influencers mix and match abayas with hijabs and accessories of their choice that are relevant to their individual styles. This challenge uses the hashtag #KitaABC as an invitation for the audience to participate in expressing their own style. This activation aims to increase awareness and build closeness with the audience.

In addition to collaborating with influencers, brands can regularly hold live streaming at strategic times. Live sessions can be held during lunchtime when many users are active on the Shopee marketplace. This live streaming can be utilized to introduce products in detail, offer special deals or discounts, and interact directly with the audience. By taking advantage of this time, this strategy is expected to attract potential customers and increase sales.

To create a closer connection with the audience, brand ABC can utilize the channel feature on Instagram to interact. This channel can serve as an exclusive space to share content such as daily activities and snippets when launching new products. With a more personal approach, the audience will feel closer, thus increasing loyalty.

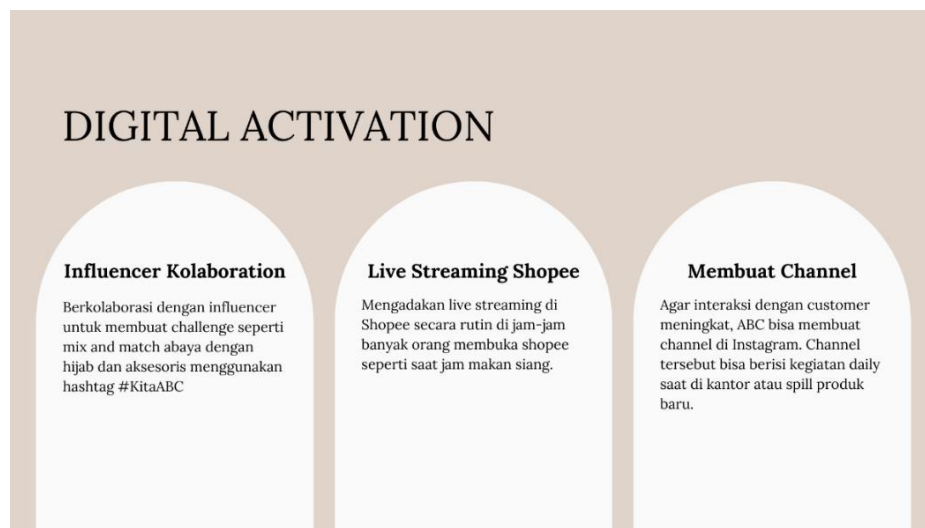


Figure 10. Digital Activation Source: author

4. Drive

a. Budgeting

Cost is an important factor when designing a campaign. It is one of the key elements that determine whether the campaign runs effectively and efficiently. Costs are allocated based on the main needs of the campaign, such as fees for influencers, advertising costs, prizes for giveaways, and more.

At brand ABC, the cost required to run Meta Ads on the Instagram platform for 7 days with a traffic objective is IDR 600,000, which generates 25,000 – 35,000 impressions. The content that will be advertised on the Instagram platform can be UGC content, product launches, or entertaining content.

To support broader brand awareness and engagement, collaboration with influencers must also be done. The estimated cost incurred is IDR 1,500,000 to run a collaboration with nano

and micro influencers. During that collaboration, giveaways are also conducted through influencers to increase brand engagement. The cost to provide gifts to the winners is IDR 500,000. So, the total amount spent on collaborating with influencers is IDR 2,000,000.

In addition to advertising content on the Instagram platform, ABC also needs to advertise its products on the Shopee marketplace. To achieve an estimated number of impressions between 8,000 – 12,000 per day, the cost incurred is IDR 200,000. The advertised products will appear on the Similar Products page.

a. Timeline

Once the campaign has been designed, the campaign timeline is arranged so that the content to be published is planned. The timeline includes the schedule of types of content uploads such as reviews, giveaways, promotions, and others on the Instagram platform. The content on the timeline is the main content designed in a weekly flow. With a structured timeline, the team can work more coordinated and maximize momentum during the campaign.

TIMELINE						
Time	Jan	Feb	Mar	Apr	May	Jun
W1	Promo Tahun Baru	Get Ready With Me	FuQ Produk Ramadhan	POV Struggle Pakai Abaya saat Lebaran	ABC Haul	Rekomendasi Warna Hijab dan Abaya
W2	UGC Content	Promo Valentine	Mix and Match Abaya saat Lebaran	Tips Merawat Abaya	ABC Haul P2: Try On	UGC Content
W3	BTS Pembuatan Produk	BTS Produk Khusus Ramadhan	Promo Idul Fitri	Rate Abaya Look	Inspirasi Model Hijab yang Cocok	POV: Tipe-Tipe Pengguna Abaya
W4	Promo Isa' Miraj	Launch Produk	UGC Content	Inspirasi OOTD Abaya	Promo Idul Adha	Get Ready With Me menyambut Tahun Baru Hijriyah

Figure 11. Timeline

Source: author

Conclusion

Based on the results of the design that has been carried out, the conclusions are as follows:

1. Discover Brand ABC, which has an elegant and minimalist branding, creates a brand that has a

user persona of a 30-year-old woman who frequently meets with colleagues and relatives, thus requiring comfortable and stylish abayas. ABC has 2 competitors that are both active on Instagram and sell on the Shopee marketplace. ABC has potential in the areas of awareness and engagement that can be developed.

2. The campaign conducted during this period uses the hashtag #BersamaABC with the objective of increasing awareness by 35% and engagement by at least 50%.
3. Deliver Content pillars are divided into 4, with each pillar having its own share. In addition to creating content plans, other activations that can maximize objectives include collaborating with influencers, live streaming, and creating a community channel.

Drive. In the budget plan, the expenses include influencer funding, Meta Ads, and Shopee Ads. The timeline is designed in a weekly format and filled with main content for that week.

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