



## Effectiveness of Digital Social Media Campaign Strategies for SMEs in Pakistan

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*This study aimed to investigate how digital social media campaign methods affected the performance of small and medium-sized businesses while controlling for the impacts of SMM efficacy elements, namely brand reputation and image and customer engagement. 176 respondents who were both directly and indirectly involved in the deployment of social media campaign methods in the marketing departments of SMEs made up the study's target audience and submitted data. 166 correct answers were subjected to a PLS-SEM analysis. Data were gathered using the probability sampling approach from several cities in Pakistan. The analytical findings about customer loyalty, brand recognition, and online entertainment have an impact on SMEs. Additionally, in light of the investigation, brand reputation and image play a significant role in client commitment to SMEs in Pakistan. Additional findings speculate on the impact of social media campaigns on SMEs, and client brand loyalty. The discovery that social media usage enhanced customer contact while also significantly enhancing brand reputation and image in SMEs is a significant contribution to this study. Second, this study contributes to the body of literature by employing the SMCS as a link between SMEs and brand reputation and image. This report offers significant, practical advice to senior management and policymakers about how to convince consumers to support the use of social media marketing strategies by SMEs to draw customers' attention to the brand.*



## Introduction

The term "digital marketing" describes the creation of technology-based, online-supported traditional marketing tactics. Understanding the dynamics and characteristics of digital marketing is crucial for the development and implementation of effective marketing strategy initiatives. Numerous sorts of digital channels have been established by researchers based on the industrial context. Digitalization has become more and more important in business life. It aids in modernizing established business operating procedures so that stakeholders may be involved. The expanding trend of using digital media for business reasons has altered the nature of competition and affected consumer behavior. Digitalization affects companies, as well as affects items and brands, through the usage of online services like storing, browsing, and playing entertainment, email, Facebook, and other platforms (Kiili et al., 2019). Internet users have increased significantly since 2010, and their number has already surpassed 2 billion. They are expected to grow every year. Businesses are searching more and more for methods to boost their competitiveness via technological innovation and creativity that fosters development. As a consequence, they have realized how important it is to use cutting-edge applications to assist their operations and provide accurate and up-to-date information (Aggarwal, 2017). Digital technology has significantly changed lifestyle in many ways, while corporate operations—especially communication and information exchange—have changed as a result of more severe rivalry. Online technology and digital applications are seen to be the finest tool for building stronger relationships with clients. Traditional marketing strategies have been proven to be inadequate and ineffective for establishing long-term competitive advantage and growth in today's extremely competitive corporate environment (Kaur, 2017). Organizational structures and traditional marketing tactics have been updated by businesses to be more dynamic and include operational operations like stakeholder and customer interactions. As marketing communication through digital technology promotes engagement among participants, businesses can create long-term relationships with consumers for growth and joint goals (Yoga et al., 2019). Until this point in time, brands center around the client brand picture since now client commitment is subject to web-based entertainment exercises. Nonetheless, presently, Coronavirus circumstance client likes to shop on the web by seeing virtual entertainment crusading from brands. In a similar vein, small and medium-sized businesses influence businesses in Europe. where 99.8% of brands are taken into account (SMEs) (European Commission "European Commission," 2017). Numerous researchers devote a portion of their research to the "pressures" and "drivers" that affect small businesses ability to survive. Typically, these external stakeholders—such as competitors, customers, and suppliers—indicate that the model should specifically adopt the requirements that SMEs must meet to become more and more sustainable (Tomažević et al., 2017). Given the level of globalization that is fostering the development of social media, SMEs today need to incorporate technologies like social media to remain viable and competitive in the market (Ali Qalati et al., 2021; Puriwat & Tripopsakul, 2021; Tajudeen et al., 2018).



However, there aren't many studies in the body of literature that specifically address the relationship between SM adoption and SME performance in developing nations (Ainin et al., 2015; Parveen, et al., 2016; Tajudeen et al., 2018). Small and medium-sized businesses (SMEs) may use social media (SM) due to its low cost, technological usability and management, and capacity to connect with and reach out to a large number of customers, even though larger businesses can use social media (SM) and other internet-based tactics without needing additional resources (Tajudeen et al., 2018). Today, adopting SM is seen as an essential SME strategy for growing enterprises in emerging nations. However, SMEs utilize several SM podiums. One of the most well-liked solutions for small companies in developing nations is that it allows for rapid and clear communication between two parties (for example, a company and a customer connection). This enables companies to comprehend client wants and meet them properly and proactively. SM is also a fairly priced solution for analytics, conversion tracking, content management, automatic publishing, and consumer targeting (Ahmad et al., 2019; AlQershi et al., 2020; Chatterjee & Kar, 2020). In the current competitive landscape, SMEs face new competitors. which denote actions that grow as a result of needless demand in a robust market. On the other hand, SMEs are constrained in terms of organizational, financial, and human resources, putting their market expansion at risk. On the other hand, there are several strategies for enhancing SMEs in terms of developing the infrastructure of new markets and overcoming corporate resistance. The effectiveness of the sales may be impacted by this. ability to help SMEs through the adoption of a survey of information connection technologies (Bocconcelli et al., 2017). Recent research on social media's growth and widespread use has motivated SMEs to discover how to advertise their goods and services in more straightforward and universal ways (Crammond, 2018). However, there are 4 variables in our study. Geographical contribution of our research on Pakistani SMEs companies that would dominate their markets. Future SME enterprises that provide jobs for Pakistan's young population are thriving, but the Pakistani market has treated them horribly due to a lack of interest. The remainder of this study is divided into the following sections: Section 2 of the report reviews the literature on DSMCS, BRI, CE, and SMEPs to develop hypotheses with supporting theories. The methodology is found in Section 3. The results and conclusions in section 4 are then presented. The discussion, theoretical contribution, real-world applications, constraints, and prospects for future study are all explained in Section 5. Deliver the paper's conclusion to close section.

### **Literature Review**

This study evolves a model that presents DSMS, BRI, and CE theories to analyze its fruitful DSMC's adoption on SM&EPs. The model assumed that with social media campaign strategies with the moderation effects of brand reputation and image, customer engagement increases small medium and enterprise performances.



## Social Media Campaign Strategy

Academics have asserted, by the RBV theory, that entrepreneurial orientation is crucial for companies operating in the digital world because it facilitates two-way communication with stakeholders and businesses are required to be extremely aggressive and inventive when creating routines that use social media platforms to raise brand awareness and forge relationships with customers (Sahaym et al., 2021). In addition to facilitating the firm's relationship with stakeholders, such procedures enable the organization to create a community and encourage the sharing of experiences (Tajvidi & Karami, 2021). Additionally, creativity and proactivity motivate Small and Medium enterprises to use social media platforms to take advantage of original ideas, understand customer wants and industry competition and look for new business opportunities (Dutot & Bergeron, 2016). However, SMEs with an entrepreneurial bent also run the danger of negative word-of-mouth (such as misrepresentation and disinformation), privacy problems, trust issues, rumors about the company, and a lack of control over the discourse that results from the adoption and usage of social media (Dutot & Bergeron, 2016). Social media is typically thought of as having a quicker reaction time, online consumer involvement, dedication, and community, and is a good choice for the company (Moro & Rita, 2018). Through social media templates, collective actions are influencing consumers' social media campaigning and favorable brand assessment, making them useful, appealing, and full of meaningful services for customers (Kim & Park, 2017). Additionally, social media is permitted to accommodate user reviews of products and discussions about crucial product issues (Huang et al., 2018) moreover social networking platform, it rises regularly (Wang & Kubickova, 2017). Moving further on Social media customers brand development, research has not been done on SME's of Pakistan (Harrigan et al., 2017).

Around 50 million companies use Facebook globally, and 2 million of them utilize it for direct advertising. Following Instagram, where 50% of users use it only for advertising purposes (Dirgiatmo et al., 2020). As a consequence, despite having solid financial standing and the ability to contact overseas markets, 75% of exporting SMEs throughout the world have completely cut ties with middlemen thanks to social media and unfortunately, the cost of exported items is decided by a third party (Dirgiatmo et al., 2019). Disclose how the internet and social media contribute to users' lives in a good way, as well as how students may utilize social media platforms for online learning and work from home (Mardiana, 2016). According to a digital report on global e-commerce activity, 81.5% of people search for a product to buy online, and users in Pakistan are 71.70 Million (Kemp, 2022). However, businesses use social media platforms to advertise and launch their products and services to build strong customer relationships. As a result, high-level clients are also engaged in social media campaign strategies to market their products and provide feedback from devoted customers who have positively impacted their brand as a result of their social media promotion (Wang & Kim, 2017). Overall Social media offers a variety of opportunities for maintaining consumer relationships with devoted customers who support the company's social media marketing plan. Additionally, for anything to become innovative, social



media user enhancements and colors are essential (Shaltoni, 2017). The goal of a company's social media campaign is to attract active consumers' attention, raise customer awareness via the use of campaign strategy, and foster enduring connections with clients, suppliers, and other organized systems (Pentina et al., 2018; Salo, 2017). New firms utilize the social media marketing platform as a strategy to advertise their operations (Hosseini et al., 2019).

### **Brand Reputation & Image (BRI)**

Brands unquestionably affect an organization's performance, claim literature studies and as a result, BRI is now evolving into a whole marketing strategy to foster positive relationships with clients and achieve client satisfaction, which is advantageous to offer a wonderful experience in organization performance also it is favorable to brand exposure and varying consumer behavior regarding brand image (Chen & Arshad, 2019). Author suggest that brand reputation and brand image are linked by the brand's present market image, qualities, and associated (Keller & Kotler, 2022) Brand perceptions of the brand's full commercial message on consumers' perspectives and purchasing power (Latif et al., 2014) Three topics are covered in the discussion of brand image: the nature of the product, consumer interest in premium brands, and brand perception (Rahi, 2017). To distinguish the goods from other production companies but companies develop distinctive features and characteristics related to the product and it has been observed that brand image is developed by market objectives, corporate needs, and consumer brand reputation and image (CHIU, 2021). As we conclude, it is important to note the positive effects of brand image efforts on consumers' bounce rates, which ultimately help to retain the company's reputation (Moro & Rita, 2018). Continue by stating that positive brand perceptions have a beneficial impact on BRI and the development of brand loyalty in customers (Chen et al., 2017). If a customer believes a brand is successful in the marketplace, she will demonstrate her positive brand attachment and loyalty (He et al., 2016)

### **Customer Engagement**

Mechanisms for a customer's direct or indirect value addition to the business. The station replicates patrons' positive individual attitudes about the neighborhood and the target brand, as shown by a range of emotional, cognitive, and behavioral expressions that go beyond the context of the marketplace (Gretry et al., 2017; Pansari & Kumar, 2017). The trend in customer collaboration has piqued the curiosity of both specialists and experts in recent years, as the two categories sense the need for buyer participation. Hold clients and, finally, develop a contest that benefits the organization (Kumar et al., 2019). Businesses may embrace the collaborative element of social media to deepen their consumer connections, which requires greater dedication (Kumar et al., 2019) however, studies on client participation on social media are rare (Halaszovich & Nel, 2017,2018). The function of CE has been examined in many ways, and marketing researchers' interest is growing in the context of CE issues involving social media clients (Hollebeek et al.,





2014). It is a mismatch to conclude that experiential CE studies are inadequate and that in-depth CE investigations are necessary (Dessart, 2017; Hsina & Haoucha, 2022). The author claims that CE demands enough attention for obvious results in the targeted region in terms of engagement or numerous metrics of customer engagement, concluding that customer engagement is essential for SMEs (Dessart, 2017). Some customers have interacted with brand image and reputation through social media strategy in recent years, but this is not limited to brand perception (France, 2016). Moving up the CBE measuring scale creates a gap in validating multiple cultural contexts as well as homological network models in new investigations (Alalwan et al., 2017; Algharabat et al., 2017).

### **Performance of SMEs**

Small and medium-sized enterprises (SMEs) are now an important component in several countries and as a result, many jobs created by SMEs throughout the world are easier to contribute to society, which has a favorable influence on country states (Shemi & Procter, 2018). Provocations that increase the volatility and unpredictability of supply and demand on the global market are now a problem for SMEs and they are subject to limitations in terms of their financial, organizational, and human resources, which make them more visible in the marketplace (Bartoli & Blatrix, 2018). To get control over the company's outside resources, it may as a consequence improve the market for SMEs and expand our network into a new market and utilizing a technological system has helped us enhance our income (Bocconcelli et al., 2017). However, social media users continue to grow year after year, and social media has become an integral part of every user's life but today, social media has seen significant changes in terms of tools and tactics, and marketing strategy is a natural aspect that includes a platform for SMEs (Virtanen et al., 2017). The average SME customer uses social media platforms for 5 to 6 hours per day, and from the standpoint of buyers and sellers globally attached to one platform, the facts and effects of web-based social media for SMEs are discussed in the paper. This has a positive impact on the business of SMEs, and social media content that we are creating a bridge between SMEs and positive customers that are relevant to their market and product (Chatterjee & Kar, 2020; Selvanayagam & Rehman, 2019).

### **Hypotheses Development**

#### **Digital Social Media Campaign Strategy, Brand Reputation and Image (BRI), and SMEPs**

Researchers said Reputation displaced with Brand Image (Kim et al., 2015) client commitment consideration of specialists and take an interest positive job of client commitment through market organizations particularly center for building the client commitment with the help after the deal, making adds, making great offers, for client commitment (Alalwan et al., 2020; Hollebeek et al., 2014; Jin & Huang, 2017). Different marketing companies come for manage the business activities especially small and medium enterprises businesses (Virtanen et al., 2017). To build consumer trust and eliminate uncertainty, a highly competitive business like restaurants has to have a strong



brand reputation and consumer trust is a determinant of purchasing behaviour that might lessen the way customers perceive risk and uncertainty (Wee et al., 2014). Furthermore, when customers trust a brand, they think the food is of high quality and it causes the trusted brand to have an impact on their purchasing decisions, the likelihood that they will buy the goods is higher when the store's brand recognition is strong, and vice versa (Kudeshia & Kumar, 2017). When consumers use a reputable brand, their pride may also rise and according to earlier studies, more consumers choose to purchase recognized brands in order to feel more proud of themselves also the e-commerce business is likewise quite competitive in the research environment (Wee et al., 2014). For the present study researcher are connected to focus ongoing through the relationship Social media campaign strategy a between brand reputation and image or customer engagement impact on SMEs are limited study available in this regard. So, it is hypothesized;

H1: Brand reputation and image strategy significantly moderate the relationship between social media Campaigns on SMEs' performance.

### **Digital Social Media Campaign Strategy, Customer Engagement (CE), and SMEPs**

Customers become engaged with brands when they have strong emotional bonds with them (Pansari & Kumar, 2017). According to our hypothesis, consumer engagement in social media is primarily driven by satisfaction and pleasant emotions, which also serve as a mediator between trust-CE and commitment-CE. Customers' experiences (Calder et al., 2009), brand interactions (Hollebeek et al., 2014), online consumption and recommendations, and other activities that provide value to businesses might be tied to CE (Pansari & Kumar, 2017). Customer engagement measure with the different engagement aspects like service brand and service community we are doing examine the positive and negative engagement relationship objects (Bowden et al., 2017) as well as customer engagement positively relates to customer purchase intention. social media platforms provide detailed information regarding the product when potential buyers, found the information regarding purchase influence and finally customers purchase that product using the social media platform (Cheung & To, 2017). However social media platform create to improve the company performance and it is important for SMEs and other businesses worldwide (Tajvidi & Karami, 2017) meanwhile relate that association with SMEs and shown the result from social media campaign doing, which is major important for SMEs and Large level of companies (Dong & Yang, 2020). So, this study attempts on customer engagement on social media campaign strategy between SMEs performance so it is hypothesized.

H2: Customer engagement significantly moderates the relationship between social media campaign strategy on SMEs' performance.

### **Social Media Campaign Strategy and SMEs performance**



There has been more than one attempt to define SM, but there is no widespread agreement on what it means. These researches have provided definitions of SM in terms of marketing, social, technological, and communication settings. A community of users may participate, interact, share information, and collaborate using SM, which stands for "collaborative online applications and technology. (Henderson & Bowley, 2010). The significance of SM adoption in SME success has already been noted by a number of other academics. For instance, that Facebook usage had a favorable effect on businesses' financial and non-financial performance (Ainin et al., 2015). Similar to this, author provided evidence that increased SM helps SMEs in terms of better marketing activities (such as advertising of the products and services, promotions, etc.) and client connections (Tajudeen et al., 2018). According to recent research by (Qalati, Yuan, Khan, & Anwar, 2021). SM adoption improves SME success by increasing visibility, interaction, reputation, customer services, and connections. (Ahmad et al., 2019) discovered a negligible correlation between the use of SM and SME performance. Based on the above literature on social media campaign strategy and SMEs have in depth knowledge by various communities social classified in various functionality social media functionality including ,identity, conversation sharing, relationship ,reputation and group (Tuleu, 2018). Every type of social media with this respective functionality certainty has a varied impact if applied to SMEs. so it need an in-depth study what social media has been used by SMEs and how it impact SMEs. (Wardati & Mahendrawathi, 2019), Hence, the Social media Campaign Strategy impact on the performance of SMEs Businesses. We Hypothesized.

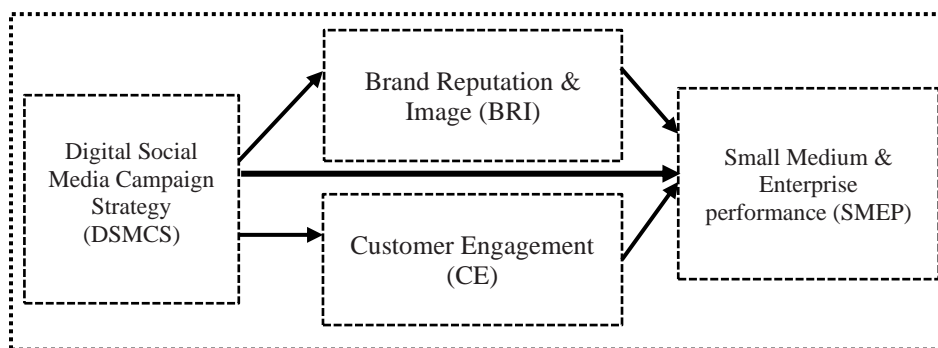
H3: Social Media Campaign Strategy has a direct positive relationship with Small and Medium Enterprise's performances.

### **Research Model**

One of the best marketing strategies, SMCS provides both the company and the client an advantage. Using the moderating effects of brand reputation and image, customer engagement, and customer brand reputation, this study examines the effects of SMCS efficacy on small, medium, and enterprises, as was previously said. The dependent variable for this study is SME performance. This study has created a research model from here, which is described in more detail below.

**Figure 1 Theoretical Framework**





### Methodology

The research method used in this study is quantitative research i.e. using numerical data. The self-administered questionnaire has been used to examine every variable, including digital social media campaign strategy, brand reputation and image, customer engagement & small and medium, and enterprise performance. Measures of all constructs are selected from the previous base paper. Every section will check the importance of the variable independently itself and its relation with other variables. All the questions are designed on a 5-point Likert scale. 200 questionnaires were distributed to marketing professionals, who are directly or indirectly involved in using or managing social media campaign strategies. The target population of this study is employees working in marketing department of company and regular involved in using digital marketing strategies. Data were collected from multiple cities in Pakistan through probability sampling technique. Out of 200 samples, 176 were returned and 166 questionnaires were finalized for data analysis. The study started by building a hypothesis and then the theory will be tested. The target population selected for this research is working professionals in the marketing department. Questionnaires were equally distributed to all gender. and Smart PLS-SEM has been used to build measurement and structuring models (Sarstedt et al., 2016).

### Results and Discussions

As a popular Modern Assessment Technique used in various business sectors, the current study uses PLS-SEM using Smart PLS to investigate the presented hypothesis. This tool uses the most recent theory to investigate latent variables. PLS-SEM was described as a revolutionary method for testing theories through the probabilities of variables. In addition to being regarded as an efficient method, it is also presumed to be a versatile method for model evaluation. Convergent Validity and Discriminant Validity are conducted using the PLS Algorithm and bootstrapping approaches (HTMT Ratio Test). Both the MMA Measurement Model Assessment and the SMA Structural Model Assessment will be calculated first.

### Demographic Profile

Table No 1: Social Media Usage



Usage of Social Media a day		
Valid	Frequency	Percent
< 1 hour	12	7.2
1-2 Hours	33	19.9
2-4 Hours	44	26.5
4-8 Hours	48	28.9
> 8 Hours	29	17.5
<b>Total</b>	166	100.0

This demographic information completes by the survey. Descriptive statistics cover frequency distribution, percentile description, cumulative percentage, mean, standard deviation, and sleekness of all demographic variables such as gender, age, and education level. Out of 166 respondents, 60% were male and 40% were female. Regarding age, 67.5 % were of age between 20-30, 28.3 % were of age between 31-40, 3.6 % lies between age below under 19, and 0.6 % were of lies age between 41-50. To check the know-how of social media we have inquired about the usage. Table 1 below has presented the usage of social media. Table 1 shows the usage of social media, 7.2 % uses social media for less than an hour, 20% uses media for 1-2 hour, 26.5% uses it for 2-4 hours, and the highest number is 28 % for 4 to approx 8 hours (normal office hours), 18 % is using social media for more than 8 hours.

### Measurement Model Assessment

We will examine Factor Loadings and AVE Average variance Extract via Convergent validity using Measurement Model Assessment. The CV verifies the consistency of measurements for the same construct. As previously stated, factor loadings and AVE of indicators should be taken into account while evaluating CV. As seen in Table 2, Factor Loading values are all larger than 0.5.

**Table No 2: Convergent Validity**

Constructs	Items	Loadings	Alpha	CR	AVE
<b>Brand Reputation &amp; Image</b>	BRI2	0.631	0.759	0.832	0.555
	BRI3	0.554			
	BRI4	0.701			
	BRI5	0.687			
	BRI6	0.727			
	BRI7	0.731			
	<b>Customer Engagement</b>	CE2			
CE3		0.707			
CE4		0.646			



	CE5	0.747			
	CE6	0.757			
<b>Social Media Campaign Strategy</b>	SMCS1	0.605	0.751	0.781	0.521
	SMCS2	0.565			
	SMCS3	0.714			
	SMCS4	0.745			
	SMCS5	0.592			
<b>Small and Medium Enterprise performance</b>	SMEP1	0.706	0.702	0.699	0.519
	SMEP2	0.511			
	SMEP3	0.544			
	SMEP4	0.676			
	SMEP5	0.526			

**Note:** Composite Reliability (CR), Average Variance Extract (Ali Qalati et al.)

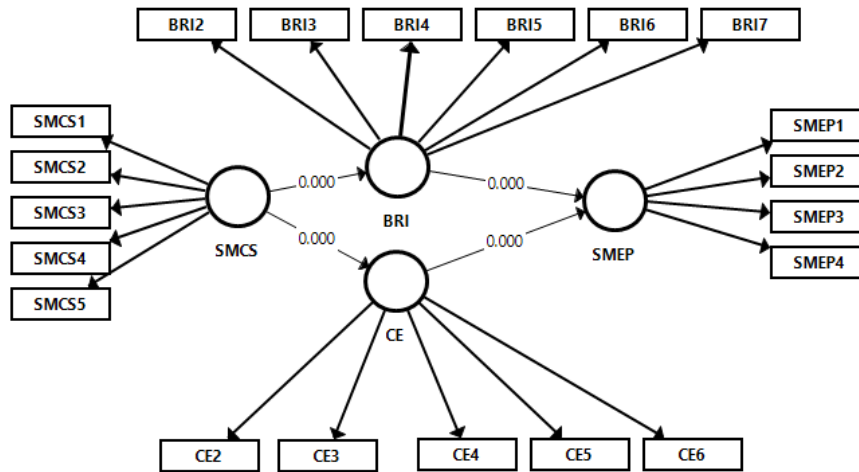
Items with the lowest loading factor value were eliminated according to the general rule. Additionally, internal consistency has been estimated in Table 1 using CR, or Composite Reliability, and Cronbach's Alpha. The Cronbach Alpha test gauges how reliable a group of indications is. Test acceptability is more than 0.70. Values of Alpha in Table 1 are more than 0.70. Calculate the dependability of the set of indicators and the second CR. Similar to CA criteria. So, we may conclude that the data used for this research are trustworthy. Values should be more than 0.5 is the last requirement for AVE. The constructions have all been greater than 0.5.

**Table No 2: Discriminant Validity (HTMT Ratio)**

	<b>BRI</b>	<b>CE</b>	<b>SMCS_</b>	<b>SM&amp;EP</b>
<b>Brand Reputation &amp; Image</b>	-			
<b>Customer Engagement</b>	0.787			
<b>Social Media Campaign Strategy</b>	0.851	0.666		
<b>Small Medium Enterprises Performances</b>	0.67	0.858	0.574	-

Discriminant validity will examine how much one construct differs from another. Heterotrait-Monotrait Ratio, or HTMT ratio, is taken into account while evaluating DV. The HTMT ratio is less than 0.85. All of the values in Table 2 are less than or cut off at 0.85, indicating that measurements have supported its validity. We may state that our study work does not have a discriminant validity problem. The HTMT ratio is recommended by (Henseler, Ringle, & Sarstedt, 2015).

**Figure 2 Measurement Model Assessment**



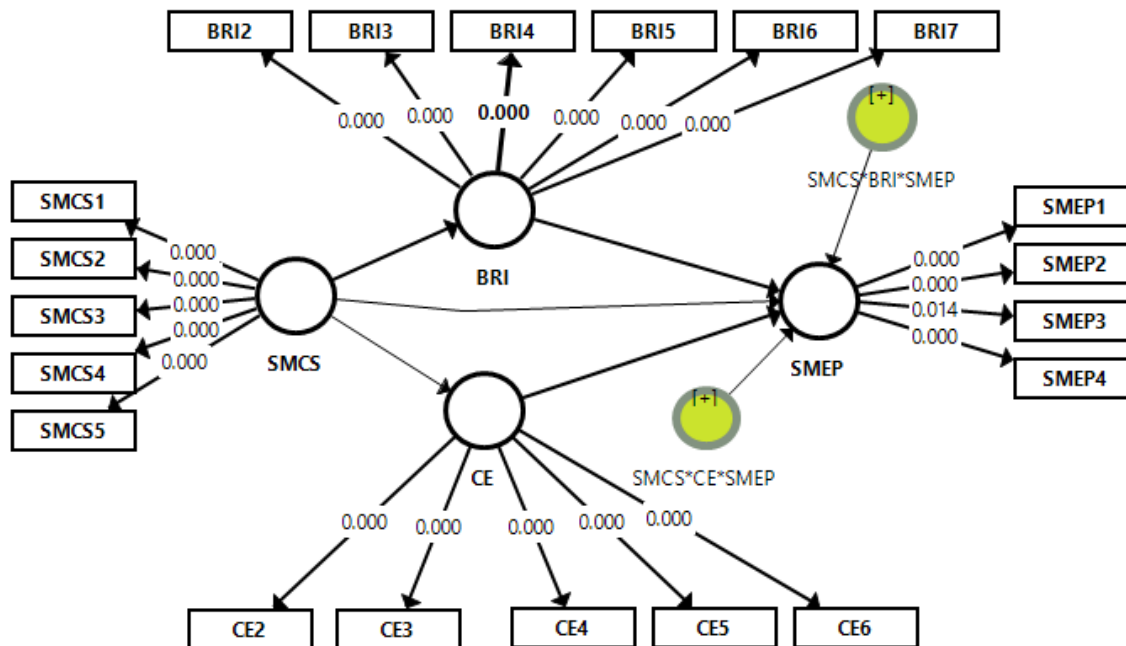
**Structural Model Assessment**

**Table No 4: Path Analysis**

Relationships	Beta	S. D	t-Value	L.L	U. P	Decision
<b>H4 Brand Reputation &amp; Image -&gt; Small Medium Enterprise Performance</b>	0.279	0.217	1.683	0.128	0.67	Supported
<b>H5 Customer Engagement -&gt; Small Medium Enterprise Performance</b>	0.13	0.203	1.694	0.239	0.509	Supported
<b>H6 Social Media Campaign Strategy -&gt; Brand Reputation &amp; Image</b>	0.89	0.018	48.489	0.849	0.927	Supported
<b>H7 Social Media Campaign Strategy -&gt; Customer Engagement</b>	0.898	0.018	49.372	0.858	0.931	Supported
<b>H3 Social Media Campaign Strategy-&gt; Small Medium Enterprise Performance</b>	0.034	0.145	0.233	0.354	0.220	Supported
<i>Moderating Effect</i>						
<b>H2 SMCS*CE*SMEP</b>	0.017	0.244		0.545	0.396	Supported
<b>H1 SMCS*BRI*SMEP</b>	0.121	0.239		0.414	0.516	Supported

In PLS-SEM, the structural model assessment focuses on assessing the path coefficients' significance and relevance before assessing the model's explanatory and predictive capacity. Values of path coefficients will help us to accept or reject the hypothesis. SMA evaluates the measuring model to ensure validity and reliability and to estimate the hypothesis in the setting of manufacturing enterprises. To evaluate the model's importance and the connections between the collected data, path coefficient and t-value calculations are made. Path Coefficient values either support or refute the theory. As shown in table 4, findings exposed that brand reputation & image are positively associated with small and medium enterprise performance ( $\beta= 0.279$ ,  $t=1.683$ ;  $LL=0.128$ ,  $UL=0.67$ ),

Figure No 3: Structural Model Assessment



Thus H1 is supported, customer engagement & small medium enterprise performance ( $\beta= 0.13$ ,  $t=1.694$ ;  $LL=0.239$ ,  $UL=0.509$ ), thus H2 is also supported, small medium campaign strategy associated with brand reputation & image ( $\beta= 0.89$ ,  $t=48.489$ ;  $LL=0.849$ ,  $UL=0.927$ ), thus h3 is supported and social media campaign strategy is positively related to customer engagement ( $\beta= 0.898$ ,  $t=49.372$ ;  $LL=0.858$ ,  $UL=0.931$ ), therefore H4 is also supported, Following the remaining hypothesis with moderation effect of brand reputation & image & Customer engagement is also tested.

**Discussion**

To understand the relevance of the social media campaign strategy for SMEP through brand reputation, brand image, and consumer engagement, this study will look at a special research model. SMEs should construct. To successfully improve organizational performance, SMEs should develop their SMM strategies to support the implementation of SMM activities. This study demonstrates a strong relationship between BRI and organizational performance, which has been supported by another research. SMEs should design a social media campaign strategy to promote and implement social media campaign strategy practices in their businesses if they are concerned about successfully improving organizational performance. Starting from the literature, based on the grounded theories, use SMCS forcefully to raise firm Achievement in the SMCS. This



straightforward and clever method of advertising has a good impact on the potential client. and this behavior encourages customer purchases. Similar to how efficiently social media deployment would help SME enterprises enhance product sales. Therefore, employing SMCS helps the company achieve its main goal. There are more and more responses to protect brand reputation in the company. To maximize corporate profit and customer pleasure, there must be a linkage between SMCS elements. The choice of SME company managers to implement and develop their SMCS to increase business profit, or of social media marketing managers to do so, is directly supported by research. Research supported the management's choice to implement technological innovation in SMEs. (Musa, Ab Rahim, Azmi, Shibghatullah, & Othman, 2016).

### **Conclusion**

This study concludes that social media campaign strategy is a crucial factor in SMEs' brand reputation and image, particularly in the context of customer interaction and brand reputation. For the research, a questionnaire is distributed using a variety of methods, starting with the design and distribution of the questionnaire to the appropriate respondents, followed by data analysis using the validity and reliability data gathered from the respondents who filled out the questionnaire and multiple regression. CBRs are one of the most significant contributions to SMEs' online performance because Pakistanis in this study responded to the impacts of the efficacy of SMCS between online SMEs in their performance. First, the study sheds light on the marketing methods used by micro, small, and medium-sized businesses. A resource-based view of the firm framework is used in the study, which yields reliable structural equation modeling findings. The study reveals the significant importance of two essential marketing skills in explaining marketing success and making a ground-breaking contribution to the SME.

### **Theoretical Contributions**

Theoretically, the social network approach, which is presented in this study, may be used to explain the performance and results of social media initiatives. This has important implications for the growing born-global internationalization of SMEs. Our approach provides a critical perspective to the early strategies knowledge and learning framework. As was previously mentioned, SME businesses perform better as a result of the significant research on how social media campaigns affect overall business performance. This is because businesses perform better after implementing social media practices, and customers engage with brands more frequently. To the best of my knowledge, there is a paucity of an empirical studies on consumer attachment via social media methods. This study model has put out a notion that links consumer involvement, brand reputation, and social media activity. This study is one of the few empirical studies that show that social media usage precedes brand image and reputation, which are crucial elements in the growth of emotional attachment in the context of consumer brand reputation for SME enterprises. This study primarily explores the relationship between brand reputation, image, consumer engagement, and social





media activation. The outcome provides additional support for the application of the theory basis. On social media sites, users seek to share crucial information for their vacations. When SMEs utilize social media networks, the impact of the brand image and brand commitments helps them to value this relationship and strengthen their long-term emotional ties to their companies.

### **Practical implications**

This research study offers useful recommendations that have significant use in the context of travel. Social media interactions and rewards, in particular, have the potential to improve brand commitment and build brand image, helping consumers emotionally perceive a positive brand image and continue wanting to maintain their relationship with the brand, and implying full price-related contribution from SMEs businesses. Interaction between customers and the brand improves brand perception. Users of social networking sites value financial incentives, physiological benefits, and access to opportunities. Building brand attachment to a particular brand depends in large part on brand image and reputation. This study demonstrates that social networks, although being anchored locally, may have an influence on a firm's strategic expansion as it pursues internationalization. Internationally focused entrepreneurs may become more knowledgeable and capable of seizing growth possibilities for improved business performance by having access to a limited social network. This emphasizes a crucial consequence for global entrepreneurs to add additional social connection-brokering options to their own social networks.

### **Limitations and future research directions**

Although the study's references have served their purpose, they also have limits because no one research project can cover all aspects of a given subject. Due to these restrictions, more research in European countries for client lifestyles is possible. To investigate these structures, the study used two different sorts of brands: elite-class brands and local brands. The study's next focus is on adding additional brands to the evaluation criteria for this model. This study can take into account any unique social media platform to examine the impact of its content. Because this study is quantitative, we used the survey approach of a questionnaire. Future studies may use observation or interviews to gather data for qualitative research. To improve the quality of the outcomes, consider using the Mono approach research. It will be cross-sectional research in this fashion. Future research should be taken into account, as the Business Correspondence, so that managers may make better decisions on where to devote more resources to marketing. Last but not least, while doing this study in any other environment, subsequent investigations may additionally address the respondent's social pattern.

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