Analysis of Key Indicators for Reach, Act, Convert, and Engage (RACE) in Social Media Platforms for B2B Companies in Indonesia Using the AHP Method

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ABSTRACT: B2B marketing involves the sale of products or services between companies, utilizing strategies at the corporate level. In this context, information plays a critical role and has evolved to adapt to modern times. Digital Marketing Communication leverages the latest technology to deliver integrated, efficient, and measurable communication, aiming to build strong relationships with customers. This study aims to analyze and provide recommendations for social media marketing strategies within a B2B company, focusing on selecting the most suitable social media platform for digital marketing activities. The approach centers on the use of the Analytical Hierarchy Process (AHP) method, which is applied to determine the most influential criteria in social media marketing. Key criteria such as reach, act, convert, engage are identified through surveys and interviews with digital marketing experts. The AHP analysis provides a structured approach to evaluating different social media platforms and strategies, helping companies make informed decisions about which platforms will be most effective. The results indicate that the AHP method can yield effective and efficient strategic recommendations for managing social media marketing activities, ultimately reducing the company's marketing costs. These recommendations are expected to guide B2B companies in optimizing their social media marketing campaigns in the future.

KEYWORDS: AHP Method, B2B Marketing, Performance, Social Media Marketing, Strategic Decision-Making.

I. INTRODUCTION

Business processes are fundamental to every organization, serving as the backbone that supports various operational activities and strategic initiatives. In the context of B2B (business-to-business), these processes are essential for enabling seamless transactions between businesses. They ensure that interactions between companies are conducted efficiently, thus fostering productive business relationships and enhancing operational effectiveness. The landscape of B2B marketing is increasingly intricate, as companies must navigate a complex environment where buyers are becoming more discerning and selective (Hall, 2020). business-to-business (B2B) organizations are increasingly leveraging digital marketing to enhance their customer acquisition efforts. In digital marketing, especially on social media, consumers often utilize user-generated content to make purchasing decisions (Prasetio, Witarsyah, & Indrawati, 2024). Digital marketing provides the tools for precise targeting of potential customers, allowing companies to reach their audience with greater accuracy. Moreover, it enables interactive strategies that facilitate deeper engagement with consumers. By harnessing digital platforms and technologies, B2B organizations can better align their marketing efforts with the needs and preferences of their target audience, thereby improving their chances of success in a competitive marketplace (Pandey, Nayal, & Rathore, 2019).

Marketing through social media can enhance marketing strategies by uploading content and advertising to attract a wider audience (Oktaviana & Indrawati, 2022). Social media can be used for communication and business performance. The results show that communication performance enhances business performance by focusing on innovation, marketing, and collaboration (Pandey, Nayal, & Rathore, 2019). Social media marketing represents a vital segment of digital marketing, centering on customer engagement through various platforms such as Instagram, X, Meta, and TikTok, in addition to websites and blogs (Chaffey & Ellis-Chadwick, 2019). Each social media platform caters to different user motivations: Meta (formerly Facebook) is commonly used for connecting with friends and family, TikTok serves as a source of entertainment, Instagram is utilized for exploring personal interests, and Twitter/X is predominantly used for news and event updates. In navigating social media, it is crucial to avoid merely following industry norms. Instead, selecting the appropriate platform should be driven by adherence to industry standards that align with

growth strategies, key performance indicators (KPIs), and the specific needs of the organization's target audience to foster business advancement (Pandey, Nayal, & Rathore, 2019).

Effective use of social media can significantly impact both communication and business performance. Research indicates that robust communication strategies on social media contribute to improved business outcomes by enhancing innovation, marketing efforts, and collaborative activities (Pandey, Nayal, & Rathore, 2019). Furthermore, (Chaffey & Ellis-Chadwick, 2019) emphasize that evaluating business performance involves analyzing various metrics such as traffic volume, clickstreams, online reach, customer satisfaction surveys, and lead generation to gauge the effectiveness of digital marketing efforts and their contribution to overall business success.

Social media serves as a platform that enables users to establish and maintain online connections with others. Unlike traditional promotions or advertisements, social media content is often characterized as 'user-controlled media,' offering a unique approach to user engagement (Kwon, Jung, Choi, & Kim, 2020). Social media advertising is designed with various objectives that can be customized to meet the diverse preferences and needs of consumers. Understanding the factors that influence ad recall, user interaction with ads, and subsequent actions taken after viewing an advertisement is crucial for optimizing social media advertising strategies. Insights into what makes an advertisement more memorable and engaging enable advertisers to allocate their budgets more effectively, thereby enhancing the efficiency and impact of their campaigns (Noguti & Waller, 2024). By leveraging these insights, advertisers can fine-tune their approaches to achieve improved outcomes and better resonate with their target audience.

This study aims to analyze and provide recommendations for social media marketing strategies for B2B companies in Indonesia, specifically using the Analytical Hierarchy Process (AHP) method. The AHP method is employed to identify and prioritize the most significant criteria in social media marketing, such as reach, act, convert, and engage. These criteria are determined through surveys and interviews with digital marketing experts in Indonesia. The AHP analysis offers a structured approach to evaluating various social media platforms and strategies. By identifying the most influential criteria, the AHP method supports informed decision-making regarding the most effective social media platforms and strategies for B2B companies in Indonesia. The recommendations derived from this analysis aim to assist companies in optimizing their social media marketing efforts and achieving improved overall results.

The scope of this research focuses on a comprehensive analysis of social media marketing strategies within B2B companies in Indonesia. The study seeks to identify and prioritize key criteria such as cost, reach, engagement, and conversion using the Analytical Hierarchy Process (AHP) method. These findings will provide actionable recommendations for selecting the most effective social media platforms. The research will incorporate surveys and interviews with digital marketing experts to ensure relevant and practical insights. However, potential limitations may include data availability, stakeholder participation, and changes in the social media landscape during the research period.

II. LITERATUR REVIEW

A. Marketing Management

Marketing Management is about identifying and meeting human and social needs in a way that aligns with organizational goals. Good marketing is seen from careful planning and execution. Skilled marketers continuously update their practices and create new things to find creative and practical ways and adapt to the realities of new marketing activities. (Kotler, Keller, & Chernev, 2022, p. 29).

B. Business to Business (B2B)

Business to Business (B2B) refers to commercial transactions between one organization and another, or inter-organizational marketing (E. Belch & Michael, 2013, p. 21). The majority of B2B marketing executives report an increased use of digital technology in their business operations, which helps reduce the need for labor and improves accuracy in targeting clients and their needs. One form of digital marketing that can support customer acquisition in B2B is social media marketing (Pandey, Nayal, & Rathore, 2019).

C. Digital marketing

Digital marketing can be defined as the management of a company's online presence, which includes its website and social media pages, as well as the implementation of various online communication techniques such as search engine marketing, social

media marketing, online advertising, email marketing, and the establishment of partnerships with other websites (Chaffey & Ellis-Chadwick, 2019).

D. Social Media

Social Media can be defined as the creation and sharing of various forms of content, such as text, images, and videos. Within a marketplace context, social media embodies the thoughts and experiences of users, particularly consumers, regarding their interactions with specific brands, products, or services. The act of sharing is often intended to assist others in making more informed decisions. Social media is identified by features such as content ratings, reviews, and comments that are posted in real-time on social media platforms (Evans, 2012).

E. Social Media Marketing

Social Media Marketing is a crucial category of digital marketing that involves encouraging customer communication on company-owned websites, social platforms such as Meta, TikTok, and Instagram, or on specialized publisher sites, blogs, and forums (Chaffey & Ellis-Chadwick, 2019).

F. Business Performance

Business Performance refers to the assessment of how digital marketing contributes to a business. This includes evaluating metrics such as traffic volume, clickstreams, online reach data, customer satisfaction surveys, and leads. The performance in digital marketing, as an indicator of achieving business objectives, is reviewed through a four-step approach (RACE) reach, act, convert, and engage (Chaffey & Ellis-Chadwick, 2019).

G. Research Framework

In the digital age, B2B marketing has increasingly adopted digital strategies, including social media marketing. Companies are now utilizing various online platforms to connect with other businesses, build professional networks, and share valuable content. Social media marketing has become a crucial element of B2B strategies, helping companies establish relationships with potential partners and expand their reach. Social media ads play a key role by allowing precise audience targeting based on demographics, job roles, and business interests, thereby enhancing visibility, engagement, and overall business success (Chaffey & Ellis-Chadwick, 2019). A four-step approach to evaluating digital marketing performance involves reach, act, convert, and engage (Chaffey & Ellis-Chadwick, 2019). This approach provides a structured framework for assessing the effectiveness of digital marketing efforts. "Reach" refers to the extent to which a target audience is exposed to marketing messages. "Act" measures the actions taken by the audience in response to those messages. "Convert" evaluates the conversion rate, or how well the audience completes the desired action, such as making a purchase. Finally, "Engage" assesses the level of interaction and ongoing relationship with the audience. This comprehensive approach helps in understanding and optimizing various stages of the digital marketing funnel. The AHP (Analytic Hierarchy Process) method is a valuable tool for structuring decision-making by breaking down complex problems into simpler elements and comparing them systematically (Mishra, K. Pundir, & Ganapathy, 2017). AHP helps in decision-making by decomposing a problem into a hierarchy of sub-problems, which are then evaluated and compared to determine the best course of action. This method allows for a structured and objective assessment of different options, making it easier to make informed decisions based on multiple criteria.
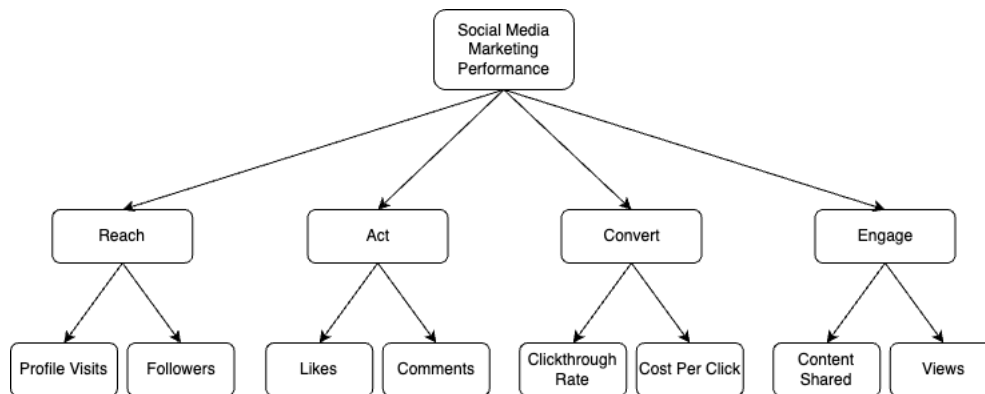
Figure 1. Research Framework

III. RESEARCH DESIGN

A. Research Method

Based on its objectives, research can be categorized into three types: exploratory, descriptive, and hypothesis testing. This study employs a quantitative descriptive method with a causality approach. The aim of this research is to understand which variables act as causes and which variables act as effects, as well as to examine the nature of the relationship between cause and effect. Therefore, this research falls under conclusive or causal research. This approach allows the researcher to provide data-driven recommendations to enhance the effectiveness of marketing campaigns (Indrawati, 2018). The combination of these approaches ensures that the study will offer in-depth insights into social media marketing activities.

B. Data Collection

A research instrument is a tool used by researchers to collect data (Sekaran & Bougie, 2017). This instrument can take various forms, such as surveys, questionnaires, interviews, or observational checklists, and is essential for gathering accurate and relevant information to address research questions. The choice of research instrument depends on the study's objectives, the nature of the data required, and the methodology being employed. By using appropriate research instruments, researchers can ensure the reliability and validity of the data collected, which is crucial for the overall success of the study. Accurate data collection processes are crucial for obtaining precise and credible information. In this study, data sources are defined as individuals, organizations, objects, or media that provide relevant information, facts, data, and insights related to the topic under analysis. Data sources are categorized into primary and secondary sources. The data collection methods employed in this research include depth interviews between the researcher and respondents, as well as observation. The results from the depth interviews with respondents from XYZ and experts will constitute the primary data, which will be used for evaluation in the AHP method. Secondary data, which support the primary data, will be sourced from books, journals, and online literature (Indrawati, 2018).

C. Analysis Technique

The multi-criteria decision-making method used is the Analytical Hierarchy Process (AHP), developed by Thomas Saaty. The Analytical Hierarchy Process is an excellent modelling framework for representing multi-criteria problems with a set of criteria and alternatives (options) commonly encountered in business environments. The AHP can be applied to a multitude of decision making problems involving a finite number of alternatives. Formally, in this setting, in a decision process there is one *goal* and a finite set of *alternatives*, $X = \{x_1,...,x_n\}$, from which the decision maker, is usually asked to select the best. In the AHP, a *hierarchy* serves this purpose and is compounded by (Brunelli, 2014):

1) The goal
2) The set of alternatives
3) The set of criteria
4) A relation on the goal, the criteria and the alternatives.

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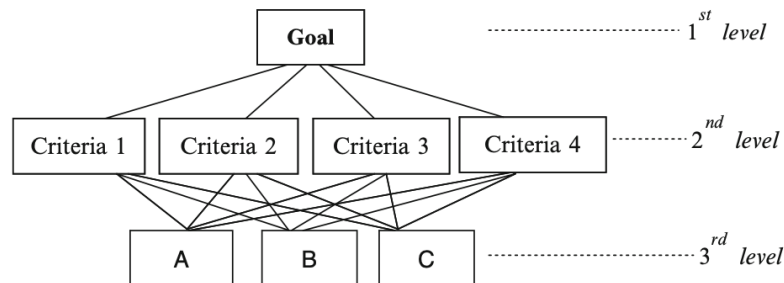
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Figure 2. AHP Framework

The AHP method can address complex and unstructured problems, such as planning, determining alternatives, and prioritizing them into a hierarchical structure. By applying AHP, researchers and decision-makers can systematically evaluate each criterion's relative importance and weigh the alternatives accordingly. The process involves assigning subjective values to the relative importance of each variable, which helps in quantifying preferences and facilitating comparisons. This approach not only aids in identifying the most suitable solution but also ensures that the decision-making process is transparent and based on a structured evaluation of all relevant factors (Turban, 2010).

IV. RESULT AND DISCUSSIONS

A. AHP Questionnaire

The questionnaire was filled out using the pairwise comparison judgment matrices evaluation method. The respondents of the questionnaire were from experts in the field of marketing. In this process, each predetermined criterion is compared in pairs, where each element is evaluated for its level of importance relative to the other elements. Below is one of the results from the interviews and questionnaires that shows the importance level of the criteria: reach, act, convert, and engage, as assessed by the respondents using the AHP method.

Table 1. Respondents Questionnaire

No	Criteria	Scale									Scale								Criteria
		9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	
1	Reach							√											Act
2	Reach									√									Convert
3	Reach					√													Engage
4	Act													√					Convert
5	Act						√												Engage
6	Convert					√													Engage

B. Geomean Calculation

The geomean calculation is then performed based on the questionnaire responses to obtain accurate values. Below is the formula and the geomean calculation for the reach criterion.

$$G = \sqrt[n]{x_1, x_2, \ldots, x_n,}$$

$$G = \sqrt[5]{(3)(0.333)(3)(3)(0,167)} = 1,084$$

Here are the geomean calculation results for all criteria, which can be seen in the table below.

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Table 2. Geomean

Criteria	Respondents (R)					Geomean	Criteria
	R1	R2	R3	R4	R5		
Reach	3	0,333	3	3	0,167	1,084	Act
Reach	1	3	3	3	0,143	1,310	Convert
Reach	5	0,2	0,167	3	0,143	0,590	Engage
Act	0,2	3	5	0,333	5	1,380	Convert
Act	4	5	0,2	0,333	0,143	0,718	Engage
Convert	5	0,333	0,333	0,333	7	1,053	Engage

C. Pairwise Comparison Matrix

After calculating the geomean for all criteria, the next step is to construct a pairwise comparison matrix using the values obtained from the previous geomean calculations. Below are the results of the pairwise comparison matrix calculations for the criteria that have been conducted.

Table 3. Pairwise Comparison Matrix

Criteria	Reach	Act	Convert	Engage
Reach	1	1,084	1,310	0,590
Act	0,922	1	1,380	0,718
Convert	0,763	0,725	1	1,053
Engage	1,695	1,393	0,949	1
Total	4,381	4,203	4,639	3,361

D. Normalization Matrix

The next step involves normalizing the matrix by dividing each value in each column by the total sum of that column's values for the corresponding criteria. This process ensures that the relative importance of each criterion is accurately reflected in a standardized format. By doing so, we obtain the normalized matrix values for the criteria reach, act, convert, and engage. These normalized values provide a clearer comparison of the criteria's importance and can be viewed in the table below.

Table 4. Normalization Matrix

Criteria	Reach	Act	Convert	Engage	Total
Reach	0,228	0,258	0,282	0,176	0,944
Act	0,210	0,238	0,297	0,214	0,959
Convert	0,174	0,172	0,216	0,313	0,876
Engage	0,387	0,332	0,205	0,298	1,221
Total	1	1	1	1	4

E. Priority Vector

The next step is to apply the priority vector calculation formula to ensure that the values used in the analysis reflect the weight or relative importance of each criterion that has been previously established. Below are the formula and the priority vector calculation for the reach criterion.

$$\text{Priority Vector} = \frac{\text{Total of Iterations}}{\text{Number of criteria used}}$$

$$\text{Priority Vector}(Reach) = \frac{0.944}{4} = 0.236$$

Before proceeding with the eigenvalue (λ) calculation, the first step is to compute the result of multiplying the criteria matrix by the priority vector. This process involves multiplying the criteria matrix by the column of the priority vector to obtain the

necessary values. Once these results are obtained, the next step is to calculate the eigenvalue for the criteria using the equation that will be explained below.

$$\text{Eigen Value } (\lambda) = \frac{\text{Matrix Product between Criteria and Priority Vector}}{\text{Priority Vector}}$$

$$\text{Eigen Value } (\lambda) \text{ Reach} = \frac{0.963}{0.236} = 4.079$$

Below is a summary table showing the results of the priority vector and eigenvalue (λ) calculations for each criterion: reach, act, convert, and engage.

Table 5. Priority Vector

Criteria	Priority Vector	Matrix Product	λ
Reach	0,236	0,963	4,079
Act	0,240	0,979	4,080
Convert	0,219	0,894	4,086
Engage	0,305	1,247	4,087
Total	1	4,083	16,332

F. Consistency Ration (CR)

Before proceeding with the consistency ratio calculation, the next step is to perform calculations to determine the Consistency Index (CI) value using the following formula.

$$CI = \frac{(\bar{\lambda} - n)}{n - 1}$$

$$CI = \frac{(4.083 - 4)}{4 - 1} = 0.028$$

The final stage in the Analytic Hierarchy Process (AHP) method is to calculate the Consistency Ratio (CR), which is a crucial step to ensure the validity of the analysis results. The CR calculation aims to test the consistency of the data obtained from the questionnaires filled out by respondents when assessing the importance level of each predetermined criterion. A calculation can be considered consistent if the CR value is ≤ 0.1, indicating that the level of uncertainty in the respondents' evaluations is within an acceptable range. If the CR value exceeds this threshold, a reevaluation of the comparisons made is necessary to improve the accuracy and reliability of the analysis results. Below is the calculation of the consistency ratio for the criteria reach, act, convert, and engage.

$$CR = \frac{CI}{RI}$$

$$CR = \frac{0.028}{0.9} = 0.031$$

Based on the calculation results, the consistency ratio obtained is 0.031, which means it is below 0.1. Therefore, it can be concluded that the data for the criteria calculations using AHP are consistent.

CONCLUSION

Based on the calculations performed using the Analytic Hierarchy Process method, significant conclusions can be drawn regarding the weights of each criterion. The Reach criterion has a weight of 0.236, indicating the importance of the reach aspect in this analysis. Next, the Act criterion has a weight of 0.24, reflecting user actions or interactions. Following that, the Convert criterion has a weight of 0.219. Finally, the Engage criterion has the highest weight at 0.305, indicating that engage is the criterion with the highest priority in this study. These weight values provide a clear understanding of the relative priorities of each criterion in determining the social media marketing platform.

Criteria that are prioritized for social media marketing activities using the AHP method are 'Engage' with a criterion weight of 0.305 and 'Act' with a criterion weight of 0.24. By assigning significant weights to the 'Engage' (0.305) and 'Act' (0.24) criteria, it can be ensured that their social media marketing strategies not only reach a broad audience but also encourage meaningful

interactions. Focusing on engagement will help build strong relationships with the audience, enhance loyalty, and leverage social media algorithms for better visibility. Meanwhile, focusing on 'Act' will drive user actions, such as likes and conversions, which are essential for achieving tangible outcomes and measuring the effectiveness of marketing campaigns. Together, these priorities will ensure a well-rounded approach that maximizes both audience interaction and measurable results.

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