Optimizing Marketing Strategies and Brand Image with SOSTAC: A Study of ZETTAMIND STUDIOS

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Abstract

This research utilizes the SOSTAC methodology to tackle Zettamind Studios' social media challenges. Beginning with Situation Analysis, it decodes the current landscape through meticulous customer and competitor scrutiny. Framed within the 5S framework, the objectives aim at cinema-goers, IMDb ratings, and post-film social media growth. Strategy emphasizes nationwide cinema distribution, influencer collaborations, and service planning. Tactics deploy flexible, short-term goals in digital marketing. The comprehensive SOSTAC strategy ensures a targeted social media presence, aligning with audience preferences. The findings provide actionable insights, and recommendations guide Zettamind Studios toward a more impactful and adaptive digital presence.

Introduction

Despite the formidable challenges posed by the two-year-long COVID-19 pandemic, the film sector in Indonesia is undergoing a remarkable surge in growth (Alexandri & Arifianti, 2019). The enforced social restrictions and temporary cinema closures during this period halted the industry's activities (Moon, 2020; Nhamo et al., 2020). The industry, which faced setbacks due to social restrictions and temporary cinema closures, is now experiencing a robust resurgence, instilling optimism for the future (Zhang, 2022; Mbura, 2022). To gauge cinema viewership, valuable data can be acquired from filmindonesia.or.id. (2023), revealing that the top 15 highest-grossing films in Indonesia in 2022 amassed 44,374,795 viewers by December 2022. Noteworthy is the dominance of the horror genre, comprising 64.54% of the top 15 box office films.

Figure 1. Movie audience in Indonesia
Source : filmindonesia.or.id. (2023)

Zettamind Studios, a Batam City-based film production company, strategically explores market opportunities, shifting focus from comics to film production in 2017 (Ariani & Neta, 2021; Tan & Riwinoto, 2023). Also known as PT. Zetta Nusantara Studio, the company specializes in film and video production, headquartered in Batam City (https://www.instagram.com/zettamindstudios/, 2023).
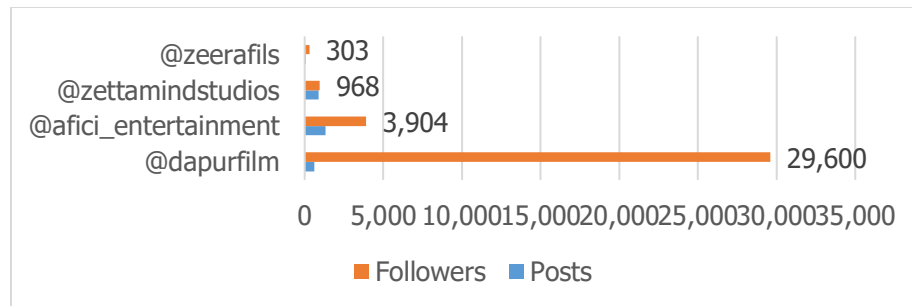

Figure 2. Instagram follower comparison
Source : Instagram data processed on November 9, 2023

Initially a comic publisher, it adapted to digital competition, transitioning to film and video production. Making a positive impact in Batam City, employing up to fifty professionals per production, Zettamind Studios faces the challenge of promoting its films on streaming platforms despite global recognition. Enhanced digital promotions are crucial for wider audience reach and increased viewership. Zettamind Studios does not yet have a strong presence on platforms like Instagram compared to some local film companies that have produced fewer feature films as shown at figure 2.

Based on the above explanation, the research questions are as follows:
RQ 1: How can SOSTAC methodology optimize Zettamind Studios' digital promotions for a broader audience reach and effective film promotion on streaming platforms?

RQ 2: How can the implementation of SOSTAC contribute to optimizing Zettamind Studios' brand image?

Literature Review
SOSTAC Model
Chaffey & Ellis-Chadwick (2022) emphasizes the SOSTAC model's exceptional prowess in crafting social media marketing strategies, providing a structured framework to identify and integrate essential elements for achieving a company's objectives. This model acts as a comprehensive roadmap, guiding businesses through the stages of Situation Analysis,

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Objectives, Strategy, Tactics, Action, and Control (Widarini et al., 2022). It ensures a systematic and cohesive planning process that enhances the effectiveness of social media marketing efforts (Putera & Heikal, 2021; Sulistyowati & Husda, 2023). As a systematic guide in digital marketing strategy, it encompasses a thorough exploration of the current digital landscape, well-defined objectives, strategic roadmaps, tactical deployment, action implementation, and control using digital analytics (Woldu, 2019). The model underscores the importance of balancing prescriptive and emergent strategy elements, recognizing the significance of structured long-term planning and agile responses to dynamic market changes (OWUSU, 2020).

SWOT Analysis

SWOT analysis is a strategic planning tool that involves a comprehensive evaluation of an organization's internal Strengths and Weaknesses, along with external Opportunities and Threats (Armstrong et al., 2017; Chaffey & Ellis-Chadwick, 2022; Kotler et al., 2023; Sinha et al., 2020). Strengths represent internal advantages like a strong brand or skilled workforce , while Weaknesses are internal limitations that may hinder performance. On the external front, Opportunities are potential areas for growth and improvement, whereas Threats are external factors that pose risks. By systematically examining these factors, businesses gain valuable insights into their current state and can formulate strategies to capitalize on strengths, address weaknesses, seize opportunities, and mitigate threats (Li, 2023). SWOT analysis serves as a practical framework for strategic decision-making, aiding organizations in achieving a more informed and effective approach to their goals (Iberaheem, 2023).

Film Industry

The film industry, also known as the movie industry, is a vast and dynamic sector encompassing the creation, production, distribution, and exhibition of films (Orankiewicz & Bartosiewicz, 2023). It involves a collaborative and intricate process that begins with the development of ideas and scripts, followed by pre-production planning, including casting, location scouting, and set design (Alfarraji & Smadi, 2023; Babalola, 2023; Myerson, 2022). The actual filming takes place during the production phase, with directors, actors, and crew bringing the script to life (Babalola, 2023). Post-production involves editing, adding special effects, sound design, and other technical enhancements to produce the final film (Ateaa, 2019). Once complete, films enter the distribution phase, where they are marketed and made available to audiences (Ulin, 2019). This can include theatrical releases in cinemas, broadcast on television, or streaming on digital platforms (Ormanlı, 2019). Marketing strategies often include trailers, posters, and promotional events to generate interest and attract viewers (Sun et al., 2020). The success of a film is measured by its box office revenue, critical reviews, and recognition through awards and film festivals (Peng et al., 2019; Vogel, 2022). The film industry is a global phenomenon, continually evolving with technological advancements and cultural shifts, offering a diverse range of genres and stories to entertain and captivate audiences worldwide (Davids, 2023).

Research Methods

In this research endeavor employing a qualitative descriptive approach, the structured SOSTAC methodology becomes the cornerstone for navigating the complexities of Zettamind Studios' challenges in social media marketing. The progression unfolds in distinct phases, each contributing to a thorough understanding and strategic refinement of the company's online footprint. Commencing with the Situation Analysis, the initial stage delves into decoding the

current landscape through meticulous examinations of customer and competitor dynamics, complemented by a comprehensive Digital SWOT analysis. Insights derived from Filmindonesia.or.id data play a pivotal role in unraveling audience preferences and genre dominance, underscoring the critical imperative for a strengthened online presence, particularly on Instagram. Transitioning into the Objectives phase, the research shapes goals encapsulated within the 5S framework—Sell, Serve, and Speak. These overarching objectives zero in on captivating cinema-goers' attention, augmenting IMDb ratings, and nurturing social media follower growth, strategically poised for maximal impact post-film release.

Strategy formulation emerges as the core of the research, centering on nationwide cinema distribution and meticulous service planning to elevate IMDb ratings. Strategic collaborations with influencers and adept utilization of Instagram and Facebook features emerge as indispensable components contributing to the realization of the "Speak" objective. Tactics, as the subsequent frontier, plunge into the deployment of digital marketing strategies. The crafting of engaging content, leveraging the potential of Instagram Ads, and fostering active engagement on social media platforms constitute the tactical arsenal. Significantly, the strategy underscores short-term, flexible goals designed to seamlessly adapt to diverse situations.

The Action phase becomes the catalyzing force for implementation, necessitating effective social media management, streamlined task delegation, and seamless alignment with scheduled content on Instagram and Facebook. This operationalizes the outlined tactics, translating strategic visions into tangible, impactful actions. In the final phase, Control, the research leverages real-time analytics through Keyhole.co. This social media analysis tool becomes the lens through which Zettamind Studios' online performance is scrutinized. From audience interaction metrics to influencer reach and hashtag effectiveness, Keyhole.co offers nuanced insights essential for assessing the effectiveness of the social media marketing strategy.

Results and Discussion

Sıtuatıon Analysıs

Situation analysis, also referred to as situational analysis, is a step taken with the aim of understanding the current situation by identifying customer analysis, competitor analysis, and digital SWOT analysis. Customer analysis aims to identify the analysis of the target audience for Zettamind Studios' films who use the website and social media platforms such as Facebook and Instagram. The next stage entails performing a Digital SWOT analysis to gain insights into a company's internal strengths, weaknesses, opportunities, and threats. This is done with the purpose of enhancing the company's digital competitive edge, and the SWOT analysis methodology is depicted in Table 2 as shown below.

Table 1. Zettamind Studios' SWOT Analysis

SWOT	Strength: Active and productive film company in the city of Batam	Weakness: Lack of promotional activities both online and offline
Opportunity: Active and productive film company in the city of Batam	SO: Choosing the right title and genre by following existing trends	WO: Growing film market in Indonesia

Threat: Increased promotional spending to introduce the company and brand image to the public	**ST:** Using digital marketing	**WT:** Increased advertising spending on social media

Objectıve

The objectives guide the company's realistic course, focusing on revenue, margin, satisfaction, and brand value. The social media objectives, categorized as the 5S, target the two months following the film release. "Sell" aims for 100,000 cinema-goers or equivalent box office sales, while "Serve" strives for an 8.0 IMDB rating for viewer satisfaction. Current ratings are 7.3 for "Ramlie Oii Ramlie" (https://www.imdb.com/, 2019) and 8.2 for "Arumi, Night Is Blue" (https://www.imdb.com/, 2021). The "Speak" objective focuses on a social media follower increase, aiming for an 80% growth from the existing count.

Figure 2. Film rating on IMDB
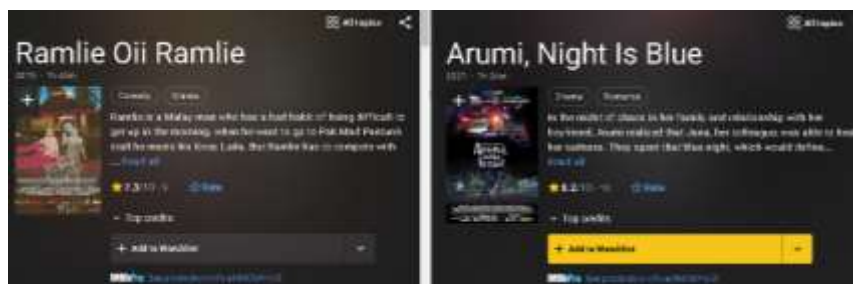Source : https://www.imdb.com/

Strategy

The strategy aims to formulate a plan for making marketing decisions through social media to achieve company targets. To increase sales and viewership, the strategy involves distributing films to the nationwide cinema network, consisting of 500 cinemas in 113 cities in Indonesia. Cinema ownership is divided among six network groups, including CGV, Cinema 21, Cinepolis, New Star Cineplex, and Platinum Cineplex, totaling 472 cinemas, while independent networks consist of 28 cinemas (https://www.cnbcindonesia.com/, 2023).

Table 2. Number of Cinemas in Indonesia

No	Network Name	Number of Cinemas
1	Cinema 21	307
2	CGV	70
3	Cinepolis	60
4	Independent	28
5	New Star Cineplex	25
6	Platinum Cineplex	10
	Grand Total	**500**

Source : https://www.cnbcindonesia.com/ (2023)

To optimize IMDb.com reviews, Zettamind Studios plans a detailed strategy for upcoming film releases, while the "Speak" strategy focuses on announcing films and building consumer relationships. Collaborations with influencers and paid features on Instagram and Facebook aim to boost social media followers.

Tactics

Tactics in Zettamind Studios involve diverse digital marketing strategies on Facebook and Instagram, optimizing content creation and engagement. The strategic initiative includes leveraging Instagram Ads and active social media engagement through customer service contacts for meaningful connections with the online community.

Action

Action involves implementing tactical steps as per the social media marketing strategy. This phase necessitates effective social media management to ensure integration and enhance the efficiency of marketing efforts. Delegating specific tasks to each employee can streamline marketing activities on social media platforms. Instagram and Facebook marketing should align with the scheduled content, adhering to the tactics outlined for each platform and meeting predefined targets.

Control

Control focuses on measuring and assessing the performance of the social media marketing strategy against set targets. Monitoring can be conducted daily, weekly, or monthly using tools like Keyhole.co.

Figure 3. Real-Time Social Media Analytics
Source : (https://keyhole.co/, 2023)

Keyhole produces software for analyzing social media hashtags, offering a real-time dashboard displaying hashtag usage, Retweets, and Likes. The tool aids audience analysis, filtering influencers by location and keywords. This facilitates effective outreach, improving audience interaction and ROI. Influencers are sorted by exposure and engagement levels. Keyhole simplifies the identification of popular hashtags aligned with marketing campaigns, providing valuable opportunities for social media marketing (https://keyhole.co/, 2023).

RQ 1: How can SOSTAC methodology optimize Zettamind Studios' digital promotions for a broader audience reach and effective film promotion on streaming platforms?

The SOSTAC methodology improves Zettamind Studios' digital promotions by focusing on audience expansion and optimized film promotion on streaming platforms. It starts with analyzing current strategies and understanding streaming preferences, setting precise 5S objectives (Sell, Serve, Speak). The strategic phase tailors digital strategies, with tactics including data-driven marketing, tailored content, and targeted advertising. The action phase executes these SOSTAC-informed strategies, followed by continuous monitoring and real-time adjustments in the control phase for sustained effectiveness, detailed in Table 3.

Table 3. Formulation of SOSTAC Analysis for Zettamind Studios

Stage	Key Components

Situation Analysis	- Customer analysis for target audience identification on website and social media platforms. - Digital SWOT analysis for internal strengths, weaknesses, opportunities, and threats.
Objective (5S)	- **Sell:** Targeting 100,000 cinema-goers. - **Serve:** Aiming for an 8.0 IMDB rating. - **Speak:** 80% increase in social media followers.
Strategy	- Nationwide cinema distribution. - Quality service planning for impactful IMDb reviews. - Collaboration with influencers and paid promotions on Instagram and Facebook.
Tactics	- Diverse digital marketing strategies. - Compelling content creation for targeted audience on Facebook and Instagram. - Utilization of Instagram Ads and active engagement on social media.
Action	- Implementation of tactical steps with effective social media management, aligning with scheduled content and predefined targets.
Control	- Measurement and assessment using real-time social media analytics tools like Keyhole.co.

RQ 2: How can the implementation of SOSTAC contribute to optimizing Zettamind Studios' brand image?

SOSTAC is essential for Zettamind Studios to enhance its brand image through a comprehensive approach. This involves evaluating industry position, setting objectives for social media presence and follower growth, and crafting strategies like leveraging cinema networks and using Instagram Ads. The action phase ensures systematic plan execution, and the control phase emphasizes real-time adjustments with tools like Keyhole. Overall, SOSTAC enables Zettamind Studios to optimize its brand image in the competitive film industry.

Conclusions

Zettamind Studios' analysis unveiled insights into Indonesia's cinema audience, particularly drawn to horror films. Competitor assessment highlighted the need for a stronger Instagram presence. The 5S objectives directed the strategic plan, focusing on social media goals, cinema-goers, IMDb ratings, and follower growth. Tactics included nationwide cinema distribution, service planning, and influencer collaborations, with crafting engaging content, using Instagram Ads, and active social media engagement as key methods. Subsequent phases, including real-time analytics via Keyhole, aimed to optimize films and enhance digital presence. The comprehensive SOSTAC marketing strategy ensures a targeted social media presence for Zettamind Studios.

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