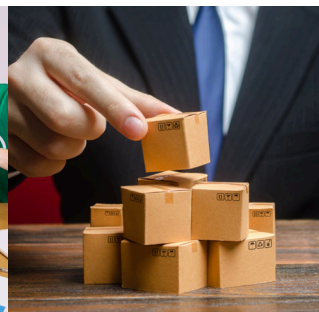


# SME EXPORT TALK



# Social Media for SMEs

[www.cambodia-ariseplus.asean.org](http://www.cambodia-ariseplus.asean.org)







Implemented by



# INTRODUCTION

## ARISE Plus Cambodia:

- Is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).
- Is implemented by GIZ, the German Agency for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit).
- Aims to support greater connectivity and economic integration between Cambodia and the rest of ASEAN, by implementing the ASEAN Economic Community Blueprint 2025.

Among others, **ARISE Plus Cambodia aims to assist Cambodian SMEs in increasing and/or diversifying exports.** SMEs contribute greatly to job creation, new income opportunities and economic development in rural areas. Exporting is a possible solution to achieve the long-term sustainability of such enterprises. In this regard, the key for successful business is the ability to access reliable and accurate information, particularly with regards to export requirements and strategies. Therefore, together with EuroCham, ARISE Plus Cambodia is organising a series of information events, the **“SME Export Talk”**. These events will cover several topics related to exporting and SMEs, and will last until the end of 2022.

The content of the SME Export Talk includes, for instance: social media for SMEs, export opportunities in ASEAN, product/process quality standards, product branding, ASEAN Non-Tariff Measures (NTMs), effective business matching and negotiation, participating in trade fairs, third-party logistics and others.

# DEFINITION OF SOCIAL MEDIA

Social media are defined as *"websites and applications that enable users to create and share content or to participate in social networking"*.

Social media exploded in popularity around the mid-2000s. LinkedIn was launched in 2003, while YouTube came out in 2005. By 2006, Facebook and Twitter became available to users throughout the world. Since then, other internationally-renown platforms have established themselves, such as Instagram, Pinterest, and Reddit.

(source: Oxford Dictionary)





# SOCIAL MEDIA FOR BUSINESS

The use of social media platforms in business has emerged as a powerful strategy to generate new leads, raise brand awareness and drive up website traffic. There are more than *3.5 billion active social media users worldwide*, with more *than 50 million businesses using Facebook pages* to connect with customers.



The use of social media has become a must do strategy for SMEs to increase brand awareness and sales. The consequences of the COVID-19 pandemic have acted as a catalyst to accelerate the adoption of social media among businesses. Benefits include increased exposure and brand recognition. Social media - such as Twitter, Facebook, Instagram, and Youtube - also allow businesses to interact with potential clients, expanding their business networks by a significant amount.

## Why have social media become so important for SMEs?



An SME can generate value through the use of social media, as long as it understands and fully employs its potential, particularly in relation to these aspects:

- Marketing and driving website traffic;
- Customer relationship management;
- Customer service.

Social media can also influence the business performance of SMEs in areas such as:

- Business processes;
- Sales performance;
- Organisational social capital;
- Purchasing decisions.

**The primary goal of a social media strategy is to increase export performance, by promoting social interaction and appeal among customers.**

Recent studies show that customers have adopted social media to connect with each other. Customers are also shown to expect the same level of interaction with companies. In this sense, the past decade has seen an explosion in the number of social media applications adopted by businesses.

Features include real-time feedback on existing or new products, building a community of consumers centred around particular goods, services, or brands. These options also help leverage customer self-service and consumer collaboration in the development of future product strategies. Internet and social media are crucial tools to project SMEs internationally and attract new ventures.

# COVID-19 AND ITS IMPACT ON SOCIAL MEDIA IN SOUTHEAST ASIA

A recent study conducted by Google and Singaporean firms has highlighted an increased digitalisation of economies in South East Asia (SEA). COVID-19 has greatly encouraged the use of digital technologies across SEA, *accelerating a profound shift that was already underway*. Therefore, the global use of social media has increased significantly, due to COVID-19 restrictions. Digital engagement increased by an additional hour per individual user. Additionally, roughly 1 in 3 of digital service consumers, or 36% of the total, are new to the service.



## Total Internet users in SEA

Year 2015 number of users  
**260 (in million)**

Year 2019 number of users  
**360 (in million)**

Year 2020 number of users  
**400 (in million)**

For businesses, this shift will remain vital, since 1 in 3 digital consumers has become such due to COVID-19. Of these, 94% intended to continue using the service beyond the pandemic. Usage of social media is has increased by a large number in rural areas, in particular in Malaysia, Indonesia and the Philippines. Moreover, the average time spent on the internet has also increased, even if the domestic restrictions have been lifted.

Many SMEs in SEA have moved online, as e-commerce has become for many of them the only available retail channel. Creating a new website might be a remunerative yet costly effort. Creating a business page on social media, in contrast, is far easier and less time-consuming.



# KEY FACTS ABOUT SOCIAL MEDIA

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## 1. Facebook



Facebook had **2.74 billion monthly** active users around the world, as of September 30, 2020 (CNN). It is the 3rd most popular website in the world. Over 2 billion people can be reached through Facebook ads and 49% of users are shown to put a like on a Facebook page linked to a brand they like.

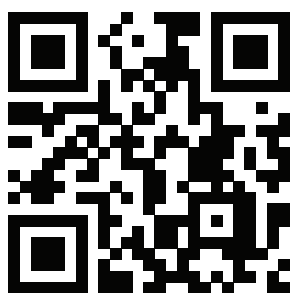
Despite originally being conceived as a tool to connect people, Facebook has become very popular for SMEs to expand their business activities. A Facebook business page is a free web page that companies can create to expand their internet presence.

It's easy to get started and noticed on Facebook, because the platform accommodates almost all types of content: text, images, videos, live videos, and stories.

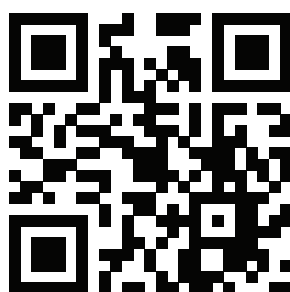
## 2. YouTube



As of 2021, There are now **2 billion YouTube users every month**, a 5% increase from 2018. This makes it one of the biggest social media platforms in the world. More than 500 hours of video are uploaded every minute, a 40% increase since 2014. About 30,000 hours of new content are uploaded every hour. YouTube is the fourth most used social media platform for organic content marketing (strategy generates traffic rather than using paid advertising or sponsored posts), with 53% of B2B marketers using it. As for paid social campaign, YouTube ranks fifth among the most used platforms. 11% of B2B marketers use the platform to distribute paid content.



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### 3. Twitter



With **over 275 million monthly users**, Twitter is one of the popular tools for engaging audiences and expanding the outreach of products and brands. Twitter is a powerful online platform. On average, each twitter user follows five businesses and 80% of all Twitter users have mentioned a brand in a tweet.

### 4. Instagram



As of 2019, **Instagram has 1 billion active users** each month. 33% of the most-viewed stories are from businesses. 200 million Instagram users visit at least one business profile every day, and 80% of accounts follow a business on Instagram.

Instagram is owned by Facebook. An SME which is already active on Facebook could easily expand its social media strategy on Instagram as well.

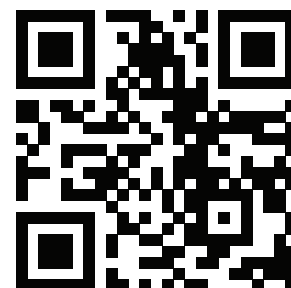
### 4. LinkedIn



**“LinkedIn is a social media designed specifically for the business community with more than 740 members in more than 200 countries.** The main goal of this social media is to allow registered members to establish and document networks of people they know and trust professionally. LinkedIn is also a popular tool for finding a job.

LinkedIn is a social networking site designed specifically for the business community. The goal of the platform is to allow registered members to establish and display networks of people they know and trust professionally. LinkedIn is also a popular job-searching tool.

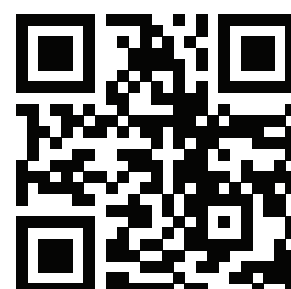
LinkedIn ads are particularly powerful for B2B companies, because they offer targeting criteria for users that no other social media platform offers: for examples, levels of attained education and professional experience. There are more than 3 million company pages.



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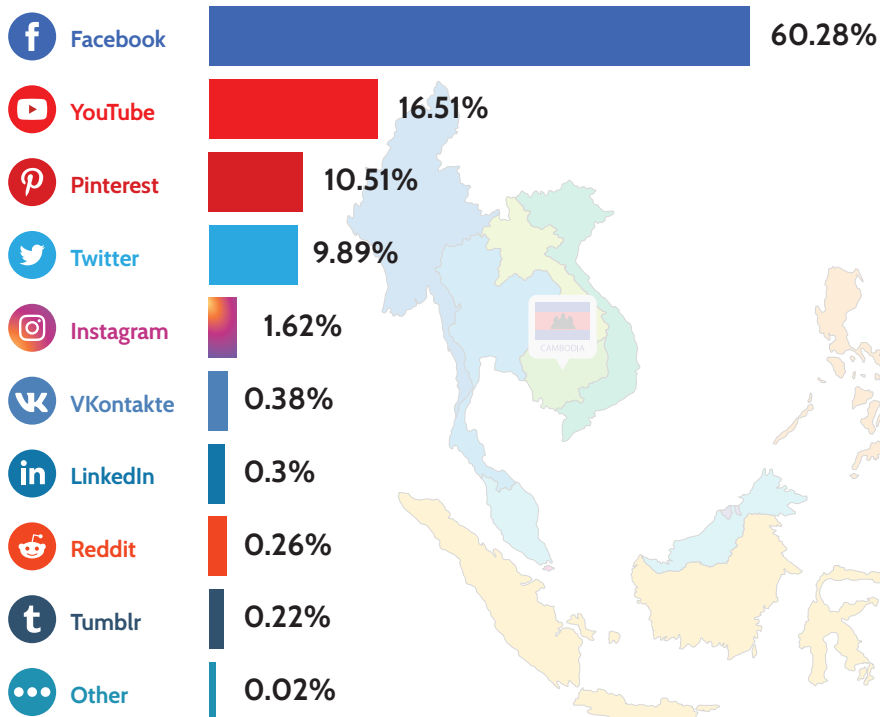


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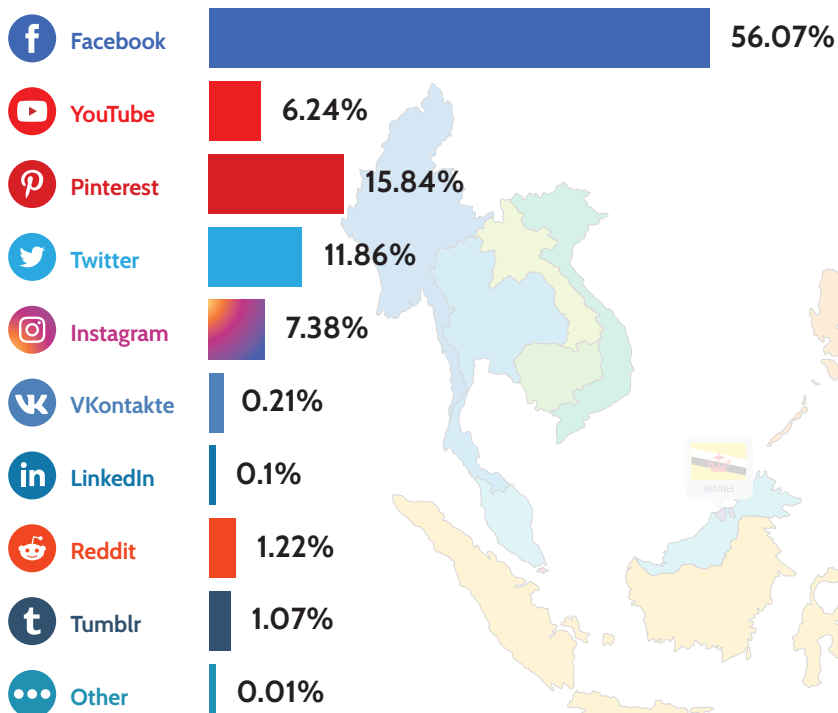
# SOCIAL MEDIA IN SOUTHEAST ASIA



Ratio of users per social media

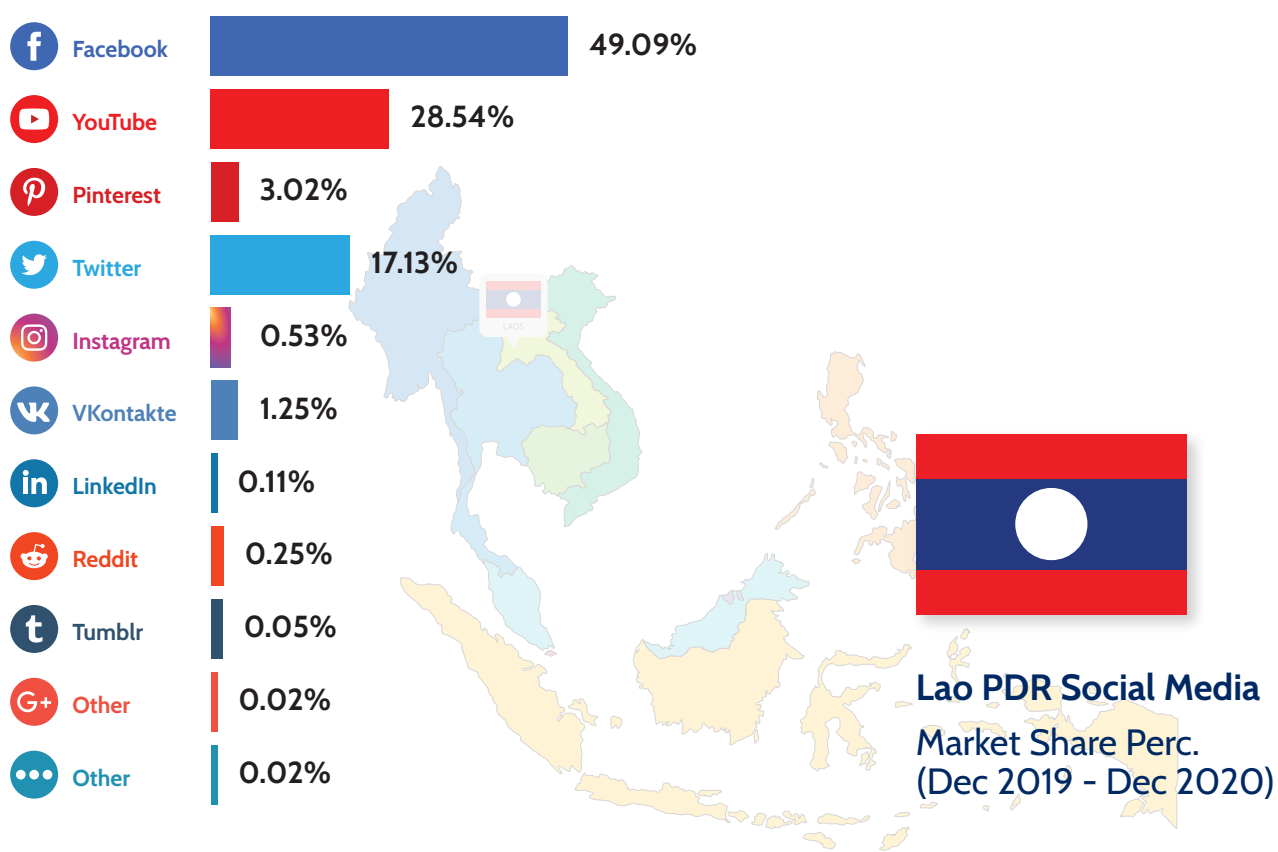
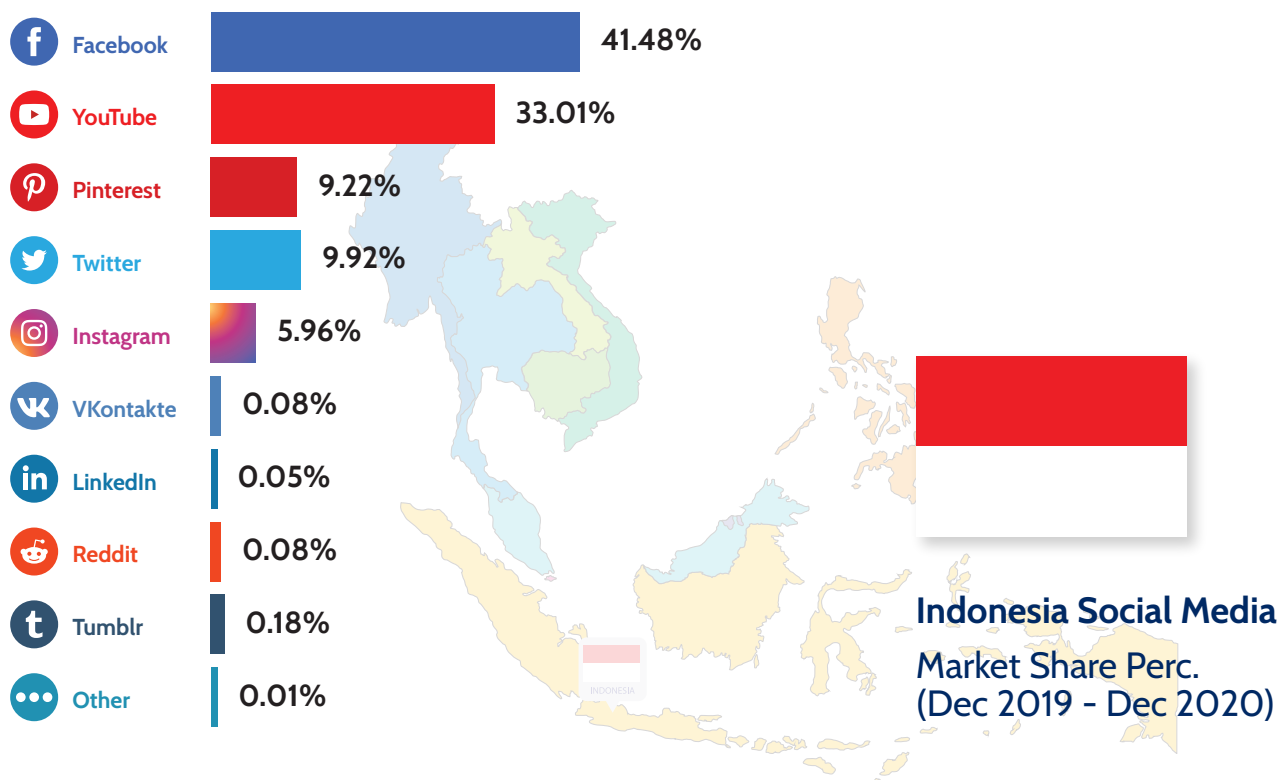


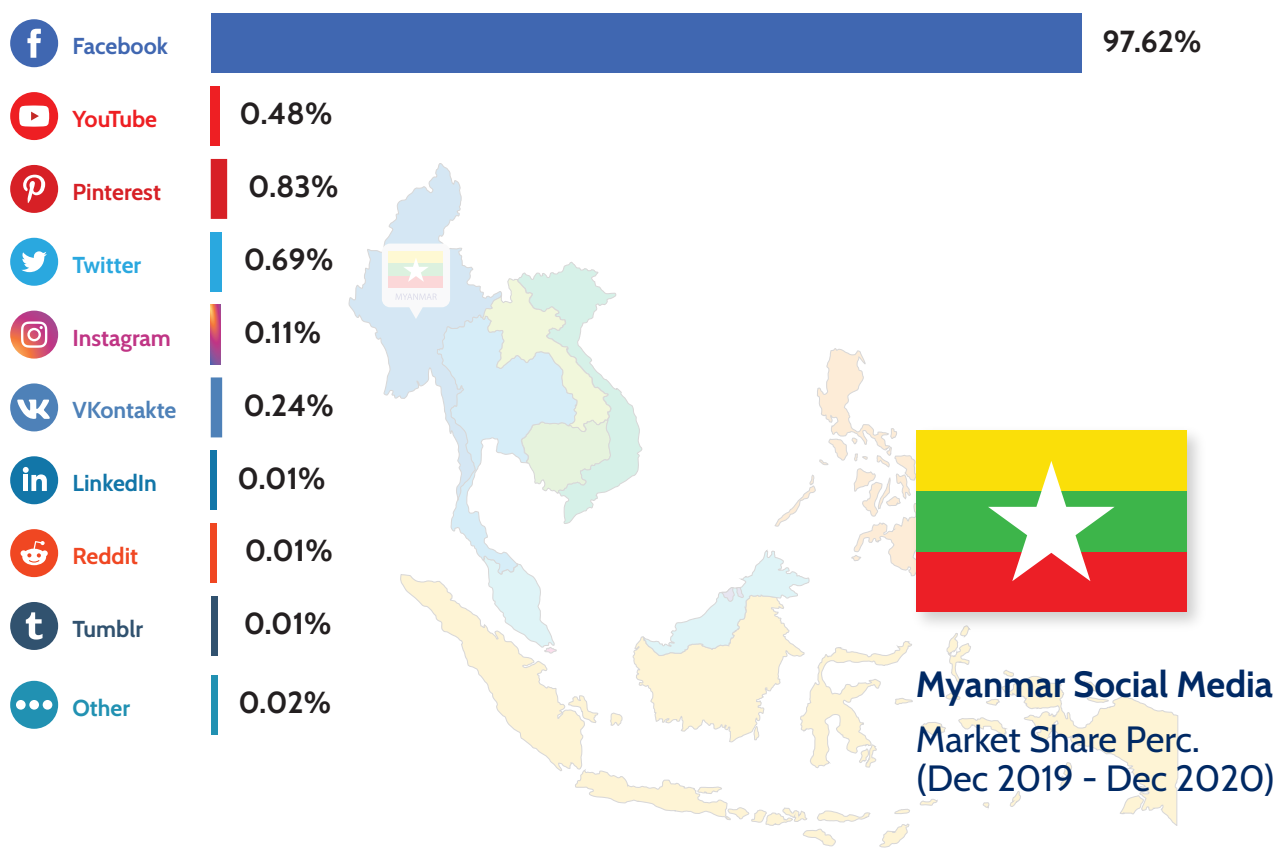
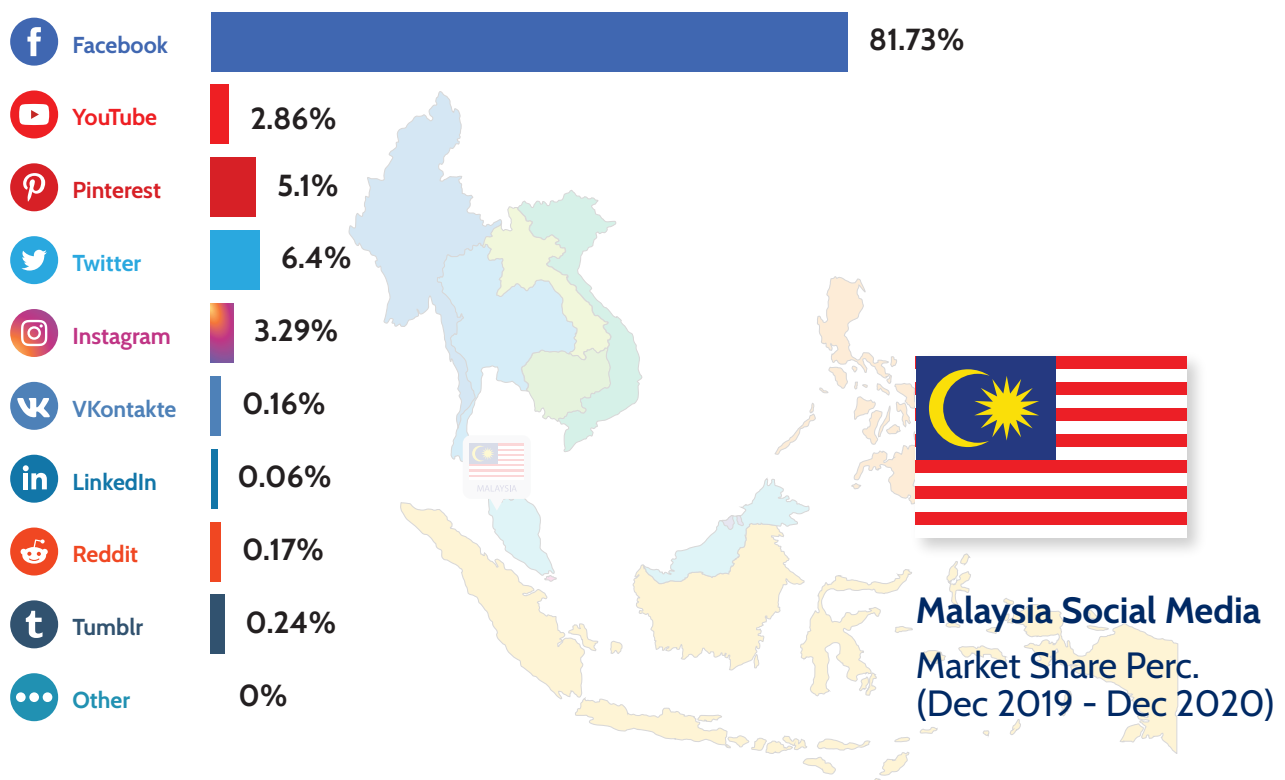
**Cambodia Social Media**  
Market Share Perc.  
(Dec 2019 - Dec 2020)

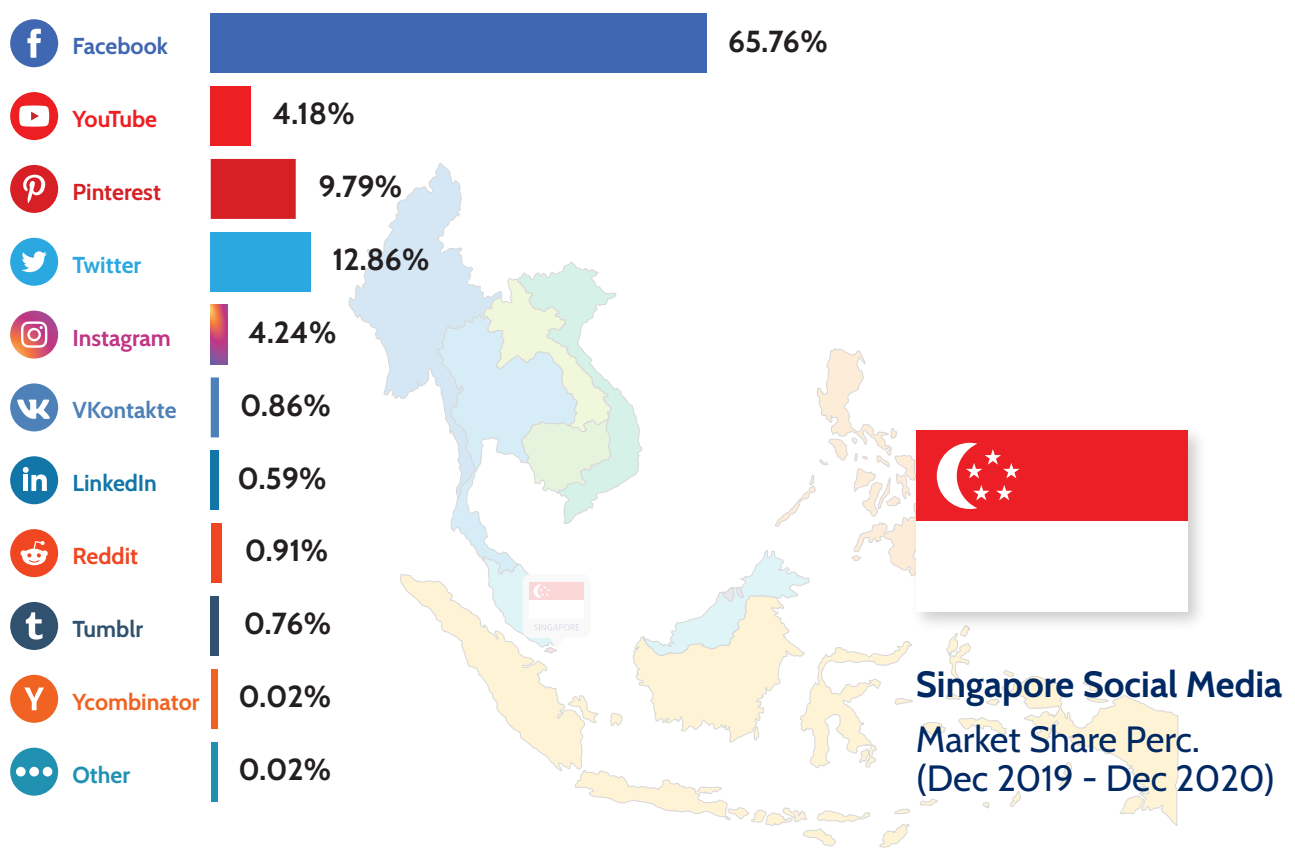
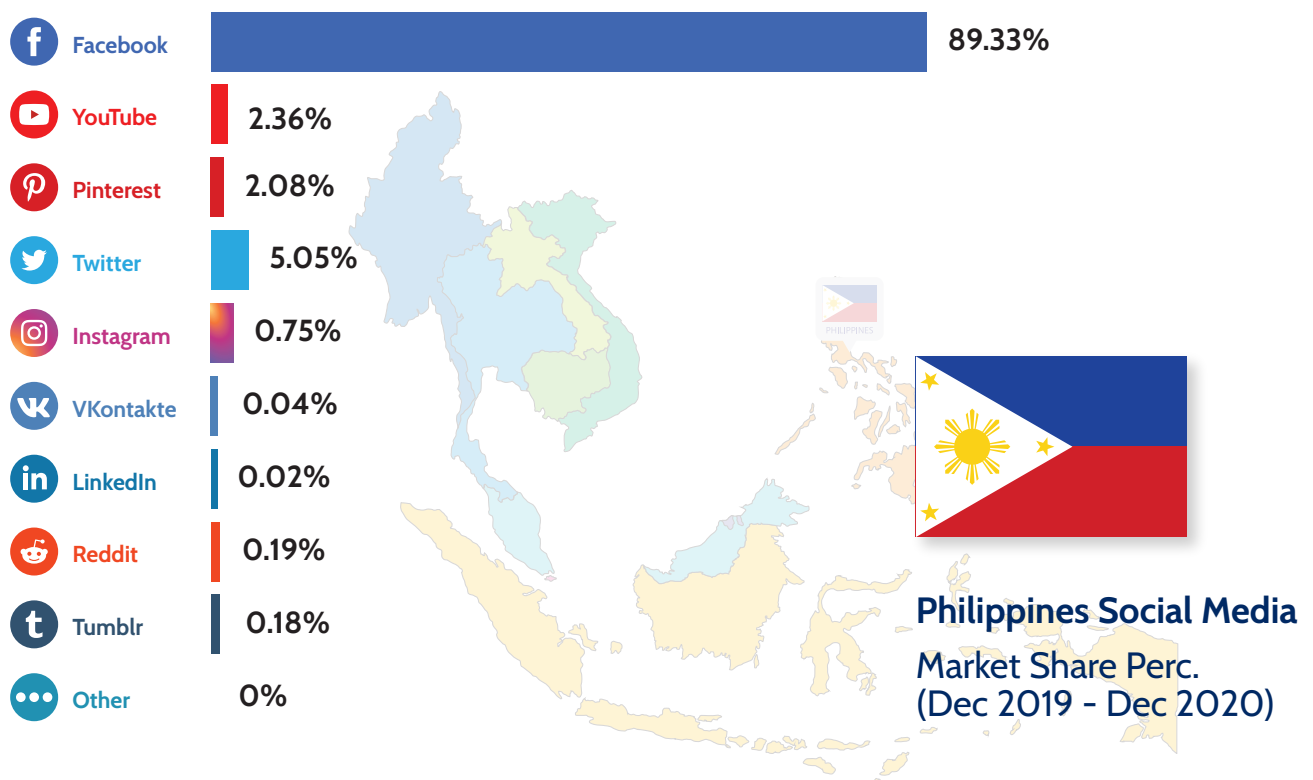


**Brunei Social Media**  
Market Share Perc.  
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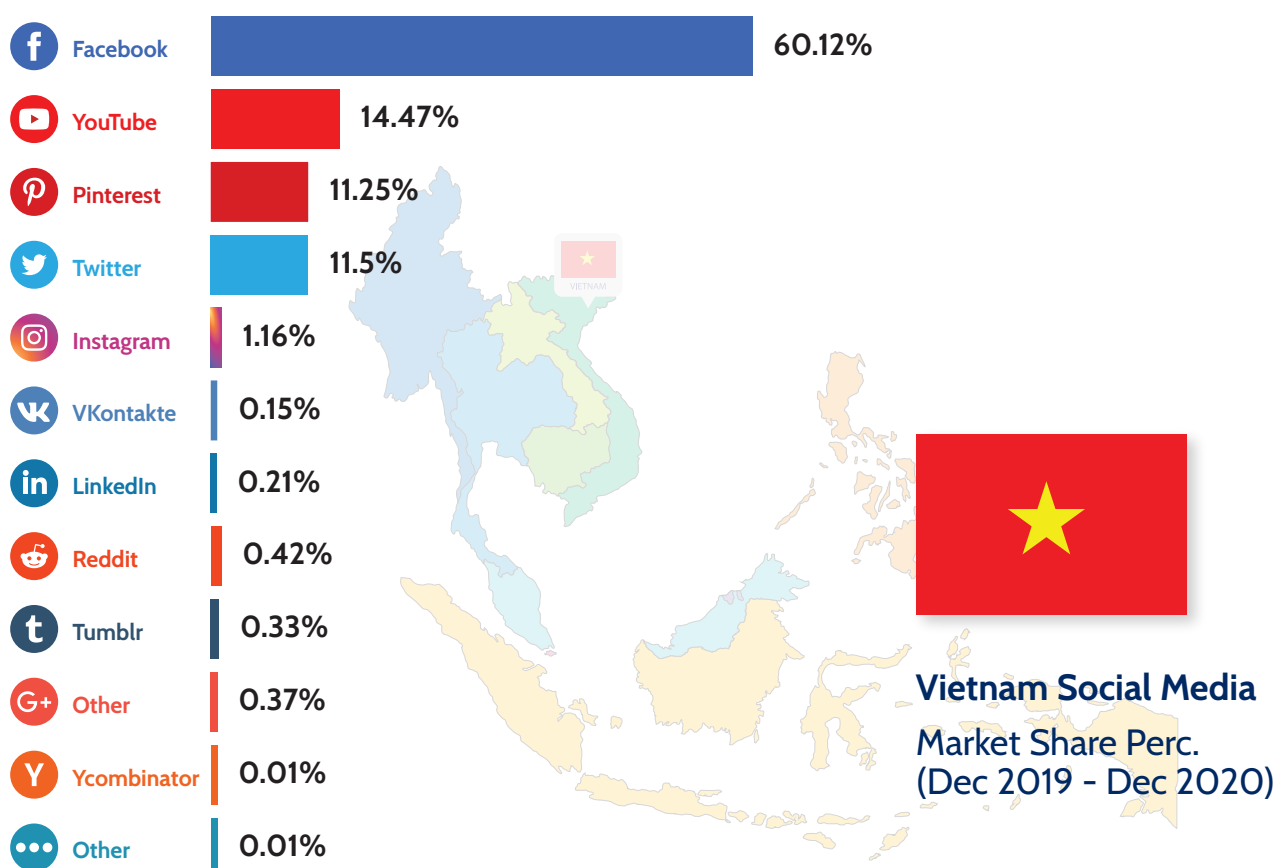
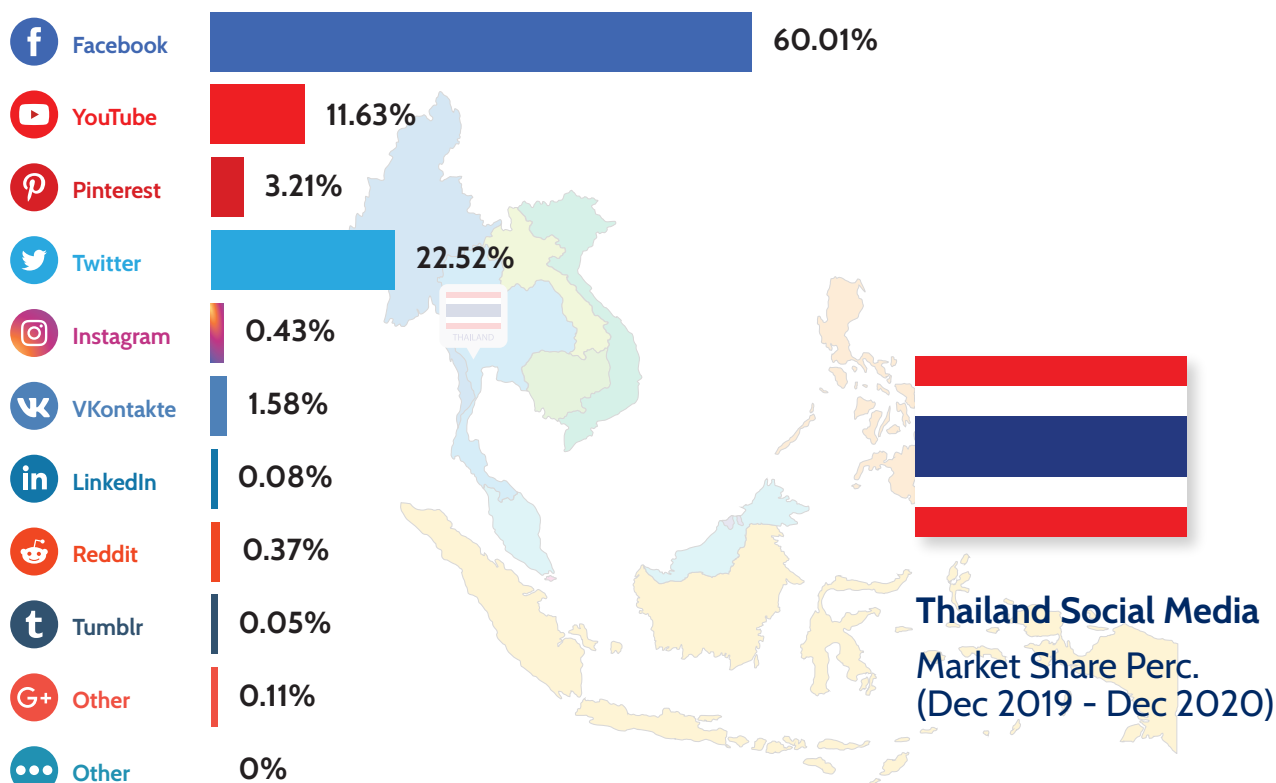












# HOW TO PICK THE RIGHT SOCIAL MEDIA PLATFORM

When considering which social media platform to use in promoting a business, SME entrepreneurs should think about the following questions:

- Who is the target audience, and which platforms do they use the most?
- What story will be shared about the company, and what product or service will it feature?
- What kind of content will be consistently produced (e.g. short videos, brochures, banners, text)?
- If the company has a website, how will social media support access to it?

Although reaching out on more than one social media is good to increase your target audience, it is impossible to be active on all of them. Narrowing down the choice, by selecting only the most relevant platforms, will allow an SME to focus its efforts and energy to obtain the best return on the time invested.

The International Trade Centre offers a series of online courses for SMEs on the platform “SME Trade Academy” on <https://learning.intracen.org/>



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Registered offices  
Bonn and Eschborn, Germany

Dag-Hammarskjöld Weg 1-565760 Eschborn, Germany  
T +49 6196 79-0  
F +49 6196 79-1115  
E [info@giz.de](mailto:info@giz.de)  
I [www.giz.de](http://www.giz.de)

Author(s)  
Email

Guillaume Maltaverne  
[guillaume.maltaverne@gopa.de](mailto:guillaume.maltaverne@gopa.de)

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