

THE ROLES OF SOCIAL MEDIA MARKETING IN PENCIL PRODUCE SDN  
BHD MALAYSIA

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**ABSTRACT**

The purpose of this internship report is to observe the relation between the theory about social media marketing in relation with customer relationship management in the intention to gain a real work field and successful customer engagement by doing social media marketing. The internship was held in Pencil Produce Sdn Bhd, Kuala Lumpur, Malaysia, which talks about social customer relationship management in the industry of fashion that met the fact that in this era social media marketing is proven to be one of the most effective way in building customer relationship. This interaction between the customers and the businesses within social media would be able to develop the company by increasing awareness, involvement and engagement online. Moreover, 90% of Malaysian internet users have registered social media accounts hence it is such a powerful tool to penetrate the market. The effective and successful social customer relationship management will help a company to allocate its value to the wider audience hence, to gain a significant customer engagement. It will also lead to a reduction in marketing cost and an increase in sales.

Keywords: social media, social media marketing, customer relationship management, customer engagement, social customer relationship management, social media marketing content.

