

OPTIMIZING THE USE OF INSTAGRAM TO ENHANCE B2B LEAD GENERATION : A CASE STUDY OF TELKOM DWS

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ABSTRACT

Social media is widely employed in B2B marketing, especially in wholesale telecoms, where technical and professional audiences are targeted. Telekom DWS employs Instagram for digital marketing, although its impact on early-stage audience interest and leads is unknown. Instagram content attracted B2B audiences and generated early leads in this study. The study employed sequential explanatory mixed methods. The Wilcoxon Signed-Rank test compared Product, People, Perspective, and Progress content categories in initial quantitative analysis. Results were qualitatively gathered from in-depth interviews with internal lead management and marketing stakeholders. Instagram performance metrics and interview data were thematically evaluated. No significant differences were found in Wilcoxon analysis at the $\alpha = 0.05$ level. According to the new trend, perspective content, which provides educational and industrial insights, outperformed product content in profile views, indicating early-stage interest. Similar to commercial postings, progress material had more audience interaction. Interviews show that target demographics like new Internet service providers (ISPs), IT organizations, and digital enterprises value industry context, expertise, and relevance to wholesale services over promotional messages. The research identified operation issues despite excitement. Attention-grabbing instructional and insight-driven information has limited impact. Human ability, lead classification, and the lack of an integrated tracking dashboard prevent early curiosity from becoming commercial promise. In addition to content development, an organization's internal preparedness to respond to audience interaction affects Instagram's business-to-business power. An organized and responsive lead management system must support an informative and credibility-focused content strategy to maximize Instagram's lead pipeline role. Telkom DWS uses this study to implement sustainable recommendations and content-based digital marketing strategies for B2B, especially wholesale telecommunication industry.

Keywords : B2B Marketing; Instagram Content; Lead Generation; Telecommunication

ABSTRAK

Media sosial banyak digunakan dalam pemasaran B2B, terutama di sektor telekomunikasi grosir, di mana audiens teknis dan profesional menjadi target. Telekom DWS menggunakan Instagram untuk pemasaran digital, meskipun dampaknya terhadap minat audiens dan prospek di tahap awal belum diketahui. Konten Instagram menarik audiens B2B dan menghasilkan prospek awal dalam penelitian ini. Penelitian ini menggunakan metode campuran penjelasan sekuensial. Uji Wilcoxon Signed-Rank membandingkan kategori konten Produk, Orang, Perspektif, dan Kemajuan dalam analisis kuantitatif awal. Hasil dikumpulkan secara kualitatif dari wawancara mendalam dengan manajemen prospek internal dan pemangku kepentingan pemasaran. Metrik kinerja Instagram dan data wawancara dievaluasi secara tematik. Tidak ditemukan perbedaan yang signifikan dalam analisis Wilcoxon pada tingkat $\alpha = 0.05$. Menurut tren baru, konten perspektif, yang memberikan wawasan pendidikan dan industri, outperformed konten produk dalam jumlah tampilan profil, menunjukkan minat pada tahap awal. Serupa dengan posting komersial, materi progresif memiliki interaksi audiens yang lebih tinggi. Wawancara menunjukkan bahwa demografi target seperti penyedia layanan internet (ISP) baru, organisasi IT, dan perusahaan digital lebih menghargai konteks industri, keahlian, dan relevansi dengan layanan grosir daripada pesan promosi. Penelitian ini mengidentifikasi masalah operasional meskipun ada antusiasme. Informasi instruksional yang

menarik perhatian dan berbasis wawasan memiliki dampak yang terbatas. Kemampuan manusia, klasifikasi prospek, dan ketidakhadiran dasbor pelacakan terintegrasi menghambat potensi komersial dari minat awal. Selain pengembangan konten, kesiapan internal organisasi dalam merespons interaksi audiens memengaruhi kekuatan bisnis-ke-bisnis Instagram. Sistem manajemen prospek yang terorganisir dan responsif harus mendukung strategi konten yang informatif dan berfokus pada kredibilitas untuk memaksimalkan peran Instagram dalam pipeline prospek. Telkom DWS menggunakan studi ini untuk menerapkan rekomendasi berkelanjutan dan strategi pemasaran digital berbasis konten untuk B2B, terutama industri telekomunikasi.

Kata Kunci : Pemasaran B2B; Konten Instagram; Pembuatan Prospek; Telekomunikasi

INTRODUCTION

Social media has transformed to be one of the dominant forms of digital marketing. Global social media users will exceed 5.24 billion people by the beginning of 2025, or approximately 63.9% of the world population with an average time use above two hours and twenty-one minutes a day (We Are Social, 2025). The history of platforms such as Instagram is no longer situated in Business-to Consumer, but also appears in Business- to-Business strategic considerations. Facts about Instagram 33% of B2B companies already use Instagram, and it's poised to grow. (Foundation Inc., 2024) As B2B marketing evolves, Instagram has become a vital platform for making connections with customers, potential customers, employees and other industry players. A further indication to this is provided by Salesforce (2023), who found that 60% of B2B marketers consider social media the most effective channel for increasing sales, up from 50 percent in 2021. This change has fostered trust, better relations and conversions, as well as altered the way businesses send information out.

One organisation that heavily used social media in a B2B setting is Telkom Wholesale Service Division (Telkom DWS), business unit of PT Telkom Indonesia, corporate operating company being the biggest fixed-line provider in the domestic country whose services focus on providing digital solution for enterprise and wholesale segments, such as connectivity solution, data center and cloud as well as other supports to digital business. The Instagram feed is being used to create awareness among people and even try to find potential business partners. But, unfortunately, it is quite difficult to maintain this channel still effective.

The main issue that will be addressed is related to Instagram's ability to generate leads. For Telkom DWS, Instagram has not yet generated leads effectively. Although the account is active, the leads are still low only 10, 9, and 39 in the last three quarters, far below the target of 120 per quarter. This happens because most content focuses on awareness, while only a few posts drive evaluation or direct contact, so the B2B lead potential has not been fully captured.

LITERATURE REVIEW DAN RESEARCH FOCUS

Application Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks. In application, digital marketing uses an

intense focus on a business's online presence through various strategies such as social media, mobile applications and website management. Some of the important aspects of digital marketing include SEO, PPC, Content Marketing, Email Marketing and Social Media. (Chaffey & Chadwick, 2022).

How does it work in B2B When in a B2B context, it's probably just another piece of tool that your company uses to illustrate how the prospects develops from awareness to potentially paying customers. The three major stages of this model are normally referred to as TOFU (Top of Funnel), MOFU (Middle of Funnel) and BOFU (Bottom of Funnel). To encourage effective lead generation, each stage has a unique strategic role. The TOFU stage is the top of the funnel, where most prospects are found, and it's there to attract a new audience. Content at MOFU is meant to empower the user base it serves, and simultaneously brand credibility should skyrocket because of this. Whereas BOFU convert those Marketing Qualified Leads (MQL), to Sales Qualified Leads who are ready to make a purchase. You need, at this point, content that will persuade potential customers to choose your brand over the rest. Some suitable forms are product demos, free trials, landing pages with clear CTA and limited-time deals.

In this funnel strategy, content marketing is a critical function. Fitt (2018) explains that the content marketing is a form of strategic advertising that reaches a specific demographic through the creation and distribution of valuable, relevant and consistent material. At the end of the day, this approach is all about driving profit-driven customer behavior. This technique differs from the more aggressive one of direct marketing in that rather than trying to sell a product, an person simply attempts to initiate a dialogue. Why is content marketing important for lead generation?As it offers the following benefits: Be relevant to get on their radar A great content strategy involves presenting useful material that matches audience needs, so as to raise visibility and attract good insights. Companies can establish trust and authority over time, sharing educational content consistently on relevant media like Instagram, LinkedIn, blogs and email. For the effective of this method, it is important to have an in-depth knowledge of the communication paths that customers like. By knowing these preferences, the communication can be more focused.

Getting B2B right to get B2B right, you need to realize how myriad influences cause a potential client to decide. To increase those conversions, your strategy needs to zero in on observing how your audience behaves, developing the content they need when they need it and adapting as necessary. Digital content marketing or DCM is a nifty way to solve for this problem. Read More This is essentially a three part approach that looks at the language businesses use on social (Terho et al, 2022). First, it's gathering intelligence on customer

journeys or audience behavior and needs. Second, it's also building a library of high-value content that solves problems for buyer personas across different stages in the journey. Third and finally, it's all about involving the customer by helping customers to distribute content quickly based on how they consume. Numerous elements each of every aspect run in parallel.

Lead generation is one of the foundations of B2B marketing. Durdag, D'hondt and Van der Auwera (2022) Define B2B Lead Generation as the process of converting potential customers initial preference into contacts that the company can follow up with. As a step to reach out to the content distribution in a more wider angle, lot of companies are even embracing POEM (Paid, Owned, Earned Media). With the right POEM model, organizations can track marketing performance, improve control decisions, increase customer reach and become better at targeting audiences. But heavy doses of media spending does not mean guaranteed increase market proportion, if there's no synchronization in the planning, monitoring and control over the media applied (Vasan & Gupta, 2021).

Customer Journey Mapping (CJM) Customer journey map is a popular way to give you an insight of what customer really says and feels about its product (Harris et al.,2020). This method is intended to examine the customer lifecycle as a whole and to pinpoint essential touchpoints between companies and their customers. By seeing the thoughts, desires, and emotional reaction of customers at every stage. By doing that, it really accentuates places where you get to have key moments with your existing customers at your company.

Another applicable framework is the 5A Customer Path (Kotler, Kartajaya, & Setiawan, 2017), which consists of five stages: aware, appeal ask, act and advocate. Just buying again isn't good enough in today's connected world. Real loyalty means they're more than willing to say good things about the brand and help enhance its reputation. That kind of advocacy is now a far stronger measure of loyal customers in the first place than mere repeat business could ever be. All of these frameworks are supported by a number of previous studies. Salonen et al. (2024) emphasized on content distribution that is aligned with the marketing funnel, Lanjekar, et al. (2023) demonstrated the importance of targeted advertising and interactive content, in Vieira et al. It has been demonstrated how successful inbound and owned media also are in new markets (2019). In this regards marketing channel analysis and POEM model are some of the tools business strategy that can be applied in this study.

RESEARCH METHODS

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., et al., 2020). This study employs an explanatory sequential mixed-method design, following a structured sequence of quantitative

analysis, qualitative inquiry, and integration. The quantitative phase is used to identify differences in Instagram content performance related to B2B lead generation, while the qualitative phase serves to interpret and contextualize these statistical results by exploring internal processes and audience considerations. Integration takes place after the quantitative analysis, where statistical findings inform the development of interview guides and open-ended questionnaires, positioning the qualitative phase as an explanatory extension rather than a standalone inquiry.

The quantitative stage applies a quasi-experimental matched-pairs A/B content comparison using organic Instagram posts from Telkom DWS. The unit of analysis is a pair of comparable posts (A vs B), with 14 matched pairs examined across three scenarios: Product vs People (3 pairs), Product vs Perspective (7 pairs), and Product vs Progress (4 pairs). Pairing criteria were designed to control external variability, including similar content formats, organic publication status, close posting periods, and a one-pair-per-post restriction, thereby reducing the influence of content age, reach differences, and algorithmic exposure.

Data were analyzed using the Wilcoxon signed-rank test, selected due to the small sample size and the absence of normality assumptions. This non-parametric test is appropriate for paired comparisons derived from the same observational units and is methodologically more suitable than independent-sample tests in a matched-pairs design. Statistical significance was assessed at a p-value threshold of 0.05. The primary performance indicator was Profile Visits, operationalized as a proximate-to-lead indicator reflecting early-stage intent within the B2B sales funnel.

Content was classified into four content pillars, Product, People, Progress, and Perspective based on B2B content marketing and branding literature emphasizing informational value, credibility, and trust-building. Product content focuses on offerings and solutions, People content highlights human elements, Progress content communicates achievements and social proof, and Perspective content delivers educational or thought leadership insights. This framework supports the analysis of how different content orientations influence early funnel engagement.

The qualitative phase involved semi-structured interviews with four purposively selected internal informants directly engaged in Instagram content and lead management. Informant selection was guided by role relevance and data sufficiency considerations. To reduce potential internal bias, the analysis was complemented by open-ended online questionnaires from six external B2B decision-makers. Qualitative data were examined using thematic analysis progressing through coding, theme development, review, and interpretation. Integration was achieved by aligning qualitative themes with quantitative results to explain observed

performance differences and inform strategic content recommendations. Ethical standards were maintained through informed consent, anonymity, and the use of aggregated, non-sensitive social media data.

RESULTS AND DISCUSSION

Quantitatif Results

This part will feature the results of a quantitative analysis which had been performed, in that we used an paired wilcoxon test to detect with what type of content Telkom DWS could achieve the best traffic (increase B2B lead generation) on Instagram. We chose to use the Wilcoxon test, and two outputs are usually used for data interpretation: the Z value and Asymp. Sig (2-tailed). The Z value shows the direction and extent of the difference between mean ranks of each pair of data. A negative sign (-) values denotes that the mean level of B is greater than A and the other way around. On the other hand, Asymp. Sig (2-tailed) is the p-value which indicated the level of significance. Ronna, and Ott (2016) the typical level of significance is equal to $\alpha = 0.05$. In this study $\alpha = 0.05$ is employed.

For Scenario 1 (Product vs People), the test result indicates $Z = 0.000$ with Asymp. Sig = 1.000. This means there is no evidence from the sample that they are different to each other at $\alpha = 0.05$ ($p \geq 0.05$). In all three pairings of content that were compared, two indicate that the second person Content Items are more effective, whereas only one indicates that Product Content performs best. So all in all, overall performance for both types of content is pretty close when it comes to getting profile visits.

For Scenario 2 (Product vs Perspective), the Z value of test was -1.859 and Asymp. Sig = 0.063. This is the evidence to show that there are no significant differences at the level of $\alpha = 0.05$ ($p \geq 0.05$). Six of the seven content pairs evaluated found Perspective content to outperform Product content. Which means that B2Bs are more likely to listen to insightful, educational content than posts about product and promotion... Which also means its actually more beneficial for your business if you're able to generate educational posts instead of promotional ones.

For Scenario 3 (Product vs Progress), Asymp. Sig = 0.144; $Z = -1.461$. This could be interpreted as no significant difference at the $\alpha = 0.05$ level ($p \geq 0.05$). However, for three of the four combinations of content studied, visits to profile were greater for Progress content than Product. Which is a good indicator that people are more open to content that reflects the company's collaborations, successes or compliments over advertising.

Results from all three comparison situations point to the same conclusion: postings that don't promote products receive more profile views than those that do. Perspective material shows the most significant performance trend, followed by Progress content, even though none

of the statistical tests passed the $\alpha = 0.05$ significance criterion. According to this pattern, audiences are more likely to react favorably to content that offers insights, educational value, or highlights organizational accomplishments in a business-to-business communication setting than to direct promotional content. This would mean that targeting its content to knowledge promotion and reinforcing the credibility of one's company is a more effective way of attracting early stage consumers attention for more brand interaction.

Qualitatif Findings

The qualitative findings indicate that Instagram is mainly utilized to strengthen brand awareness and early-stage engagement rather than to directly generate conversions in a B2B setting. Both internal informants and external respondents described Instagram as a channel for introducing Telkom DWS, reinforcing brand credibility, and showcasing organizational competence. Given the extended and complex nature of B2B decision-making processes, Instagram functions as an initial contact point that supports audience familiarization before further evaluation takes place.

In terms of performance evaluation, internal interviewees identified several key indicators, including profile visits, engagement rate, impressions, and reach. Among these metrics, profile visits were considered the most meaningful because they reflect a deeper level of audience interest in the organization. Nevertheless, respondents emphasized that numerical metrics should be interpreted carefully, as high engagement levels do not always correspond to qualified leads or conversion readiness.

The findings related to content strategy reveal that educational and insight-oriented content, particularly People, Perspective, and Progress categories—tends to generate stronger responses than content that is purely promotional. B2B audiences valued industry insights, technical explanations, and demonstrations of internal expertise, while content perceived as overly sales-driven or lacking substance was viewed as less effective. Giveaway-style posts were acknowledged to attract attention but were not seen as contributing to long-term relevance or lead quality.

Regarding content format, respondents highlighted that carousel posts are well suited for structured explanations and step-by-step information delivery, whereas motion content and videos are more effective for presenting events, operational activities, or momentum-driven narratives. Posting time was also perceived to influence performance, with afternoon uploads considered more favorable based on engagement patterns. Consistent posting frequency was viewed as important to maintain brand presence and sustain audience interest over time.

Despite Instagram's role in generating leads, notable challenges were identified at the conversion stage and within internal lead management processes. Internal sources pointed to

issues related to lead relevance, audience mismatch, and the absence of an integrated system for tracking lead progression. The speed of follow-up was repeatedly emphasized as a decisive factor, as delays often result in missed opportunities. These findings suggest that high levels of awareness alone are insufficient to drive conversion without adequate internal process alignment.

Insights from the online questionnaire show that Telkom DWS's Instagram audience is predominantly composed of B2B decision-makers, particularly from ISP and technology-oriented organizations. These respondents responded more positively to technically credible, problem-oriented content that reflects real operational challenges. Content perceived as excessive marketing or vague reduced trust, while soft calls to action encouraging discussion were preferred over direct sales messages. Overall, Instagram was not viewed as a primary conversion channel but was considered influential in early evaluation, credibility building, and the willingness to engage in subsequent technical discussions.

Integration of Findings

Evidence from both quantitative and qualitative analysis suggests that Instagram content type may affect B2B audiences reactions. While the difference is not significant at $\alpha = 0.05$ using a Wilcoxon test, we see the trend developing where Perspective material tends to outscore Product in most comparative scenarios. This finding seems to be in line with the interview findings, where target audiences like emerging ISPs technology companies and digital-first companies value industry insights, relevant information and a contextual approach towards wholesale services rather than plain marketing talks. Taken altogether, these findings indicate that there may be a B2B audience desire for interesting and useful content.

Qualitative research evidences lead management systems are not operating at their optimal and that the ad copy might increase visitor profiles, but is underused. Instagram does produce leads, but those leads may not be qualified (the dashboard is not integrated and follow up relies on VAM attention). An early curiosity does not automatically translate into a sales surge. For this reason, Instagram business potential is not being optimized. Stitching these findings together, in order for the B2B funnel to work better, educational materials need to complement an internal system that's attuned to needs. Insights from the online questionnaire further reinforce this condition, as B2B customers prefer Instagram for early evaluation and technical understanding but rarely take direct sales action. External audiences initial curiosity tends to stop at awareness or consideration rather than conversion without clearer technical context and discussion-oriented invitations to action.

The findings were then re-mapped in order to gain a better insight on the potential path that an individual could follow through to engage with Australia.com using the 5A model (Aware → Appeal → Ask → Act → Advocate). This mapping demonstrates that the Ask → Act phase is obstructed (audience interest exists, but there is no 'policy' in place to capture opportunities consistently). Besides, existing customer testimonial content is only complementary and not well leveraged as a strategic conversion tool in the B2B funnel.

When combined, these results suggest that Instagram is a quite effective B2B Top of Funnel (TOFU) channel. But there are some less-spectacular parts that need beefing up, in order for its sales pipeline benefits to truly sparkle: 1) the management of the process of instructional asset creation based on exponent needs and 2) setting and tracking follow-up processes-offering established success story content as a conversion tool. Findings form the basis for strategic recommendations.

Business Solution : Strategic Content Improvement

Based on a combination of quantitative and qualitative findings, Instagram primarily serves as an early-stage evaluation and education channel for B2B audiences rather than a direct conversion tool. Quantitative data demonstrates that content providing perspectives, insights, and contextual information generally elicits greater audience engagement than posts solely centered on products. Nevertheless, this interest does not consistently convert into qualified leads.

Qualitative findings derived from internal interviews indicate that Instagram is presently primarily oriented towards enhancing brand awareness, with minimal framework to direct audiences toward subsequent levels of engagement. Follow-up procedures depend primarily on manual intervention, and content has not yet been structured to systematically facilitate lead preparedness.

Further insights from the online questionnaire support how B2B decision-makers utilize Instagram in practice. Respondents regard Instagram as a preliminary screening tool for evaluating service provider credibility, technical expertise, and alignment with actual operational challenges. Content that articulates problems and solutions clearly, employs precise technical terminology, and avoids from exaggerated promotional assertions is regarded as more credible. In contrast, overtly promotional content lacking contextual information diminishes its perceived value. Soft calls to action that encourage dialogue or additional inquiry are favored over clear sales propositions.

Based on these findings, the Based on these findings, the proposed business solution is strategic content improvement through education-focused Instagram content Based on these

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The solution prioritizes content that is grounded in real industry problems and practical operating conditions, rather than content that merely highlights product features. Technical explanations should be delivered using appropriate terminology to maintain credibility, while still being communicated clearly so the intended message remains accessible without losing essential meaning. Calls to action are designed to invite discussion or further exploration of information, not immediate sales. Through this approach, Instagram is positioned as a platform for early-stage engagement and initial assessment, supporting stronger lead readiness and quality when combined with well-defined and timely follow-up practices.

Implementation Plan

The implementation plan has been created to ensure the Strategic Content improvement that have been recommended are well implemented in terms of operations, measured and are in line with Telkom DWS's B2B communication objectives. This plan is formulated in the 5W and 1H method to make that each stage of implementation is outlined with proper direction, ownership, timeline and measurable outcome.

To ensure that implementation can be effectively monitored, activities are designed to form an iterative loop. Each phase is intended to level up the quality of material, engagement, and how ready staff are themselves. After the 5W and 1H framework, phase-based planning follows. This section describes how to execute a plan in an organized and traceable way. All moving vows, the content calendar, caption template, CTA hierarchy and delegated tasks are set up in stone during preparation to keep everyone on the same page throughout execution. If you aren't already doing these two features, you'll want to begin with the final phase of executing posts and monitoring reactions such as saves, shares, profile visits, and inquiries. To make sure we don't miss follow-up calls, each lead from Instagram will be logged in a tracker. To establish areas of improvement for the next cycle be it content, CTA language/form and lead follow-up process a performance review makes up my last step. There are some technical documentation in the appendix that's more of how to operate such as templates for lead tracking, CTA designs and the content calendar.

We can then build upon available resources to provide methods for reinforcing educational content. for human resorce, we adopted marketing and business development teams as our biggest advocates for creating the content. That said, VAM and AM do in fact also follow up prospects. and management is as well necessary in order to see Strategic initiative implemented at large scale of the company's system. In terms of time allocation, it would be drip-fed across a month. And for operational tools, because the tools are so simple and have

been a part of how an organization works all along, there aren't new systems or technology being built right now that will require the strategy to be executed upon in order to be "viable."

A well-organized KPI as well as a monitoring system is required to ensure the Strategic Content Improvement process results in quantifiable outcomes. The KPI lineup is designed to approximate the stages of the B2B Instagram audience journey from awareness of the account to early indicators of conversion. Telkom DWS do not have a specific KPI system for lead generation and as such, assessment of the quality isn't focused and does not support business objectives. This architecture is critical for that.

The KPIs in the table are positioned to recognize the audience's movement from awareness, through possible initial prospect. This is achieved by screening the evaluation in four sections, where content performance tracking does take place overall without getting into things that are irrelevant for this study and making sure that measurements still has relevance to be able to decide whether the strategy serves to reach primary goal (more leads).

Finally, for monitoring mechanism we developed a model can be used to periodically evaluate new data. Weekly tracking allows us to observe the development of CTA responses, monthly tracking enables you to create a record for making strategic decisions on future improvements and per-upload tracking helps with finding the best content. To facilitate assessment, there is a monitoring report format in the appendix for all to use from inception/commencement. This arrangement is making Instagram activity fit neatly into a measurable business marketing structure. It also supports steady growth.

CONCLUSION

Instagram at Telkom DWS primarily functions as an initial engagement platform where B2B audiences become acquainted with the company and evaluate its relevance for subsequent consideration. Quantitative data indicates that content emphasizing insights, education, and organizational context yields superior engagement compared to direct product promotion, suggesting that Instagram is primarily utilized for learning and preliminary assessment rather than for completing sales. This aligns with findings from both internal interviews and the online questionnaire, in which B2B decision-makers indicated that they utilize Instagram to gain insights into the service provider, investigate services, and assess whether the provider uses the same technical terminology prior to engaging more extensively.

The primary limitation is not the low interest rate but rather the insufficient linkage between audience curiosity and the subsequent follow-up process. Although Instagram facilitates profile visits and inquiries, internal assessments indicate that lead monitoring and follow-up processes are neither well-structured nor integrated, resulting in the potential loss of opportunities. meanwhile, B2B respondents from the online survey reported that they generally

disregard content perceived as overly promotional, ambiguous, or laden with generic assertions. When posts fail to explicitly articulate genuine issues, solutions, and technical significance, trust diminishes and audiences become less inclined to sustain the engagement.

Both the quantitative data and B2B customer feedback indicate the necessity for a more educational and problem-oriented content strategy. Instagram content should emphasize practical applications, operational challenges, and precise technical reasoning, while refraining from superficial promotional language. Calls to action should direct audiences toward engaging in discussion and pursuing information rather than immediate sales, utilizing straightforward contact methods such as WhatsApp or email. By aligning educational content with a more structured follow-up process, Instagram can transition from merely a discovery platform to a more effective gateway for qualified B2B leads.

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TABLE

Table 1. Profile Visits Content A & B

Scenario	Profile Visits Content A	Profile Visits Content B
S1: Product vs People	Product = 551 views	People = 415 views
	Product = 240 views	People = 1066 views
	Product = 660 views	People = 365 views
S2: Product vs Perspective	Product = 525 views	Perspective = 504 views
	Product = 1041 views	Perspective = 1533 views
	Product = 1026 views	Perspective = 1323 views
	Product = 130 views	Perspective = 145 views
	Product = 161 views	Perspective = 175 views
	Product = 388 views	Perspective = 486 views
S3: Product vs Progress	Product = 2261 views	Perspective = 2494 views
	Product = 677 views	Progress = 7273 views
	Product = 1114 views	Progress = 1233 views
	Product = 291 views	Progress = 931 views
	Product = 339 views	Progress = 251 views

Table 2. Wilcoxon Signed-Rank Test Results on Profile Visits

Scenario	Content Comparison	Pairs	Z	Asymp. Sig (2-tailed)	Interpretation (Trend)
1	Product vs People	3	0.000	1.000	There is no significant difference ($p \geq 0.05$), Balanced (People content higher in 2 pairs, Product content in 1 pair)
2	Product vs Perspective	7	-1.859	0.063	There is no significant difference ($p \geq 0.05$), Perspective content higher (6 out of 7 pairs)
3	Product vs Progress	4	-1.461	0.144	There is no significant difference ($p \geq 0.05$), the trend suggests Progress content higher (3 out of 4 pairs)

Table 3. Analysis Based on the 5A Model

Stage	Evidence	Gap Identified
Aware	<u>Impressions and content reach are quite high.</u>	<u>There is no strategy yet to guide the audience to the next stage.</u>
Appeal	<u>Engagement has increased, especially on educational content.</u>	<u>The content has not been structured gradually according to the funnel.</u>
Ask	<u>Call to Action (CTA) is already in place and has started to generate interaction.</u>	<u>Interested B2B audiences prefer to contact the Account Manager (AM) directly rather than asking questions via Instagram.</u>
Act	<u>Several leads have been recorded coming in through Instagram, where the flow is DM → VAM → AM.</u>	<u>The process is operational, but it has not been documented and standardized, so prospect tracking is not consistent.</u>
Advocate	<u>Testimonial content has been published on Instagram.</u>	<u>It has not been used as conversion support content or as part of funnel-based content.</u>

Table 4. Implementation Framework 5W and 1H

Element	Details
What	Implementing a strategic content improvement through education-focused Instagram content to establish Instagram as a B2B early evaluation channel. Content emphasizes problem-solution explanations, technical context, and industry insights with incremental, and discussion-oriented CTAs.
Why	Analysis shows that educational and insight-based content is increasingly common than promotional materials. Lack of content that prepares audiences for participation typically stops interest at awareness. Increase Instagram's educational function to close this gap.
Who	As content manager and monitor, the Marketing Business Development team is responsible for its implementation. Service provider are involved in visual creation. Account managers (AMs) conduct business conversations after prospects are verified, while virtual account managers (VAMs) manage initial correspondence with prospects.
Where	Implementation is through the official Instagram account @dws_telkom. The follow-up process for prospects continues to use internal channels via DM → VAM → Account Manager.
When	Implementations can be organized through a one-month pilot cycle, with the following details: preparation and alignment (week 1), implementation and monitoring (weeks 2-4), followed by an evaluation at the end of the period. This model can be repeated quarterly based on the evaluation results.
How	Through the development of a structured content calendar, consistent technical terminology, soft CTAs that stimulate discussion, and periodic evaluation based on KPIs.

Table 5. Phase Based Planning

Phase	Duration	Main Focus	Key Output
Preparation	Week 1	Establishing an education-driven content strategy, an organized content calendar, core messages, and soft CTAs that stimulate discussion rather than direct selling.	The educational content strategy, communication flow, and internal content handling and follow-up roles are set.
Execution & Monitoring	Weeks 2-4	Regularly publish instructive and problem-based content, observe audience responses, implement gradual CTAs, and record Instagram interactions.	Engagement is recorded, audience response patterns are visible, and prospects are well documented.
Evaluation & Adjustment	End of Week 4	Analysis of content performance, assessing audience readiness, evaluating lead quality, and identification of areas for improvement in the next cycle.	Reflection on implementation and recommendations for the next cycle.

Table 6. Roles and Responsibilities

Role	Main Responsibilities
Marketing & Business Development Team	Developing content ideas, captions, setting Call to Action (CTA), managing uploads, and monitoring audience interactions.
Vendor	Create and customize visual materials in accordance with content guidelines and corporate identity guidelines.
Virtual Account Manager (VAM)	Record inquiries from Direct Messages (DMs) and conduct initial audience screening before forwarding them.
Account Manager (AM)	Follow up on prospects and facilitate further communication with relevant parties.
Management	Providing strategic direction and ensuring implementation is in line with business objectives.

Table 7. Estimated Time Allocation

Activity	Estimated Duration
Theme and content development	One week
Validation and finalization	Three to five days
Monitoring uploads and responses	Daily
Monthly performance evaluation	One to two days

Table 8. Operational Support Tools

Requirement	Supporting Forms
Content creation and design	Internal or vendor design platform
Uploading	Instagram
Prospect tracking	Spreadsheet
Performance evaluation	Social media insight dashboard

Table 9. Key Performance Indicators

KPI Category	Indicators	Purpose	Projected Improvement
Awareness	Reach, impressions, save rate	Assessing how widely the content reaches the audience and the ability of the initial message to attract the attention of the B2B segment.	20 to 40 percent
Engagement Quality	Likes, comments, shares, completion rate	Measuring the quality of interactions and the extent to which educational content is relevant to professional audiences.	30 to 50 percent
CTA Response	Profile visits, clicks, direct messages	Identifying responses to calls to action as a form of initial interest for further exploration.	15 to 35 percent
Lead Quality Progression	Warm leads, qualified leads	Evaluate the development of prospects from the stage of responding to the CTA to becoming prospects that meet the criteria.	20 to 45 percent

Table 10. Monitoring Mechanism

MonitoringType	Frequency	Output Focus
Post Level Monitoring	Every post	Quick insight into content performance based on the type of content uploaded.
Weekly Insight Review	Weekly	Monitoring CTA response trends and inquiry developments over time.
Monthly Performance Summary	Monthly	Evaluate the overall strategy to determine further improvements.