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Social Media Marketing Strategies for Employer Brand Building of Small and Medium-Sized Manufacturing Enterprises

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Abstract: In the increasingly competitive talent market, small and medium-sized manufacturing enterprises need to build their employer brand in order to enhance their attractiveness to talent. By leveraging the advantages of efficient dissemination and extensive reach through social media, enterprises have gained new channels for brand promotion. This article focuses on the role of social media marketing in helping employers build their brand, analyzing the shortcomings in content publishing, audience engagement, and platform integration, and explores feasible improvement paths. The aim is to enhance the brand awareness and brand conversion rate of enterprises through content planning, interactive mechanism innovation, and platform operation integration, and provide marketing support for the development and growth of small to medium-sized manufacturing enterprises.

Keywords: manufacturing small and medium-sized enterprises; employer brand; social media; marketing strategy

1. Introduction

With the change of employment concepts and the rise of the new generation of labor force, the establishment of employer brands has become an important supporting force for small and medium-sized enterprises in the manufacturing industry to carry out social media marketing. The traditional marketing strategy channel communication range cannot meet the needs of the current market competitive environment. However, with the development of Internet technology, social media applications are becoming more and more common. The network provides enterprises with a convenient, interactive and indepth promotion potential communication environment. This article explores the possibility and far-reaching extent of increasing employer brand awareness and influence through social media based on market demand, and proposes solutions to the existing problems, hoping to provide guidance for relevant enterprises.

2. Theoretical Overview of Brand Building

Brand building is the process by which enterprises form differentiated cognition and value recognition in the market, including brand positioning, corporate image design, media selection, and consumer relationship maintenance. The employer brand is an important component of it, with its core being to showcase the attractiveness and competitiveness of the enterprise in the recruitment market. By conveying corporate culture, work atmosphere, career development path, management philosophy, and real employee experience, it constructs marketing-oriented brand communication content and ultimately helps form a stable and positive employer cognitive structure among the target audience. With the iteration and upgrading of information dissemination carriers, the form of brand building has evolved from single information dissemination to two-way communication, focusing on consumers' active participation and understanding of customer needs. The rise of social media has transformed the dissemination of brands from static visuals to

dynamic dialogues, making employer brands more open, real-time, and personalized. In this environment, small and medium-sized enterprises need to organically integrate brand concepts with marketing strategies, and use platform technology and content mechanisms to achieve effective communication [1]. Construct a systematic and diverse employer brand communication framework to enhance market awareness and marketing appeal, thereby further strengthening its long-term competitiveness.

3. Brand Marketing and Promotion Driven by Social Media

3.1. Enhance Content Quality and Strengthen Marketing Awareness

In the social media environment, the presentation of content is no longer static and can be further extended to establish stable cognitive relationships. However, small manufacturing businesses often face challenges in employer branding such as insufficient resources and influence, and high-quality content becomes an important path to break through communication bottlenecks. It is necessary to extract content related to corporate culture and job characteristics, explore employee experiences, and then produce visual and textual content based on the characteristics of communication channels to enhance the effectiveness of the content. The key to content strategy is to maintain consistency and authenticity, so that consumers can form a clear impression of enterprise consistency by repeatedly receiving relevant content. To measure the specific impact of content on brand awareness, a content influence evaluation model can be constructed. Let the cognitive response intensity be:

$$R = \frac{Q \times I \times D}{F+1} \tag{1}$$

Among them, R the brand awareness enhancement value brought by the content, Q rate the quality of the content, I to ensure clarity in information transmission, D for audience engagement, F weight for interference factors. This model indicates that deep optimization of high-quality content can improve the accuracy of presentation forms, enhance visual performance effects, and utilize consumers' positive interactions to complete a feedback loop, which will greatly enhance the public's cognitive depth and impression of the brand. Small and medium-sized enterprises can adopt this model to build a content centered promotional drive source system, gaining long-term and stable advantages in promotional sources [2].

3.2. Enhance Follower Interaction to Drive Marketing Conversion

Interactive behavior is one of the main variables affecting social media marketing and an important indicator for measuring consumer exposure to brands. It also affects the flow and dissemination of brand information across various channels. If small and medium-sized manufacturing enterprises only use fixed format employer brand content for promotion, they will not be able to attract customers' sustained attention. Establish a trust relationship chain between the employer brand and customers through bilateral interaction methods, such as initiating participatory topics, publishing user-generated content (UGC), organizing live interviews and employee experience relays, and so on. This type of interaction is not simply about sending messages, but a process of building relationships. By motivating customers to provide positive feedback and responding quickly to it, it can achieve a behavioral shift from generating interest to taking action. To measure the comprehensive impact of interactive behavior on marketing conversion, a multi factor weighted model can be constructed as follows:

$$T = \frac{\sum_{i=1}^{n}(w_i \cdot a_i \cdot \log(1+r_i))}{\sqrt{1+\sigma^2}} \tag{2}$$

Among them, T stands for the overall conversion index, a_i for the i-th term, the average number of responses to interactive behaviors such as comments, sharing, private messages, etc.; r_i for the corresponding audience conversion rate of this behavior, w_i

For the behavior weight coefficient, σ^2 for the degree of dispersion in the quality of interaction. This model points out that different types of interactions play different roles in the conversion path, so precise control measures need to be taken according to platform requirements and consumer preferences. Small and medium-sized enterprises can adjust their interaction reward mechanisms and response systems based on this theory, forming brand awareness through repetitive and superior interactions, and enhancing consumers' willingness to engage or convert.

3.3. Integrate Platform Resources to Expand Marketing Channels

The social media ecosystem presents highly differentiated and functionally complementary characteristics, with different customer bases, content preferences, and communication methods on each platform. For small and medium-sized enterprises in the manufacturing industry, if they only use a single method to promote their employer brand, their audience coverage will be limited, and their information is prone to duplicate distribution. Through collaborative applications across multiple platforms and channels, brand awareness can be maximized and some job seekers can be accurately targeted [3]. By integrating resources from multiple platforms, collaborative content distribution and rhythm matching can be achieved, which not only expands brand exposure but also improves audience engagement. On this basis, a platform integration efficiency evaluation function can be constructed to measure the contribution of multi platform linkage to the overall marketing channel expansion:

$$E = \frac{\sum_{i=1}^{n} (C_i \cdot w_i \cdot \theta_i)}{\ln(1+\Delta)} \tag{3}$$

Among them, E to improve the efficiency of platform integration, C_i for the i-th the content adaptability of the platform, W_i Covering weights for users, θ_i to convert the potential coefficient, Δ Spread the mean square error of repeatability for each platform. This formula indicates that content compatibility, audience fit, and the ability to control channel resources are key factors affecting multi platform synergy. Small and medium-sized enterprises can build a three-tier platform hierarchical management system of "core auxiliary extension" through this evaluation system, construct a tight, orderly, and responsive brand communication network, and provide efficient and three-dimensional channel support for employer brand building.

4. Problems in Social Media Marketing for Employer Branding in Small and Medium-Sized Manufacturing Enterprises

4.1. Excessive Repetition of Content Weakens Marketing Appeal

Most of the social media content posted by small and medium-sized manufacturing enterprises is highly similar, making it difficult for them to form a strong employer brand impression. Many small and micro manufacturing enterprises adopt highly standardized language and expression models. As a result, the content they post is indistinguishable across various platforms, making it difficult for consumers to form emotional connections and associations with the company. Excessive repetition can also damage the value of content and weaken the interest of viewers, while boring content design can reduce brand exposure. Due to the lack of strategic operational skills, these small and medium-sized enterprises lack the ability to articulate their position advantages, team culture, and opportunities, resulting in their inability to shape a distinct brand position and a lack of differentiation in promotional content. As the content fatigue effect continues to accumulate, users' aesthetic fatigue towards the content generated by enterprises will seriously weaken their employer brand image, thereby affecting the dissemination effect on social media.

4.2. The Single Form of Interaction Affects User Activity

In the social networking environment, user behavior is more diverse and complex, and their communication needs are more varied. A single interaction method is no longer sufficient to maintain continuous user participation. Many small and medium-sized manufacturing enterprises only promote simple functions such as likes and comments when conducting brand promotion and marketing activities, without using imaginative ways to guide users and maintain enthusiasm. The interactive content of such enterprises is mainly one-way information, without providing space for users to express their personalities and emotions, thereby weakening the vitality and discussion atmosphere of the community, and failing to achieve the best match between brand goals and user interests. Some companies lack tailored interactive strategies and fail to generate corresponding marketing methods based on the ecological environment of different social media platforms, resulting in interactive content that is detached from the soil of the ecological platform and difficult to truly adapt to the interests and hobbies of the brand target group [4]. When users repeatedly participate in monotonous marketing activities, it is easy for them to experience scattered attention or reduced participation frequency, resulting in decreased activity and diminished overall reach. If a single and dull interactive method is adopted for a long time, it will greatly weaken the brand's position in the minds of consumers and further limit the expansion of employer brand influence (Figure 1).

4.3 Distributed Platform Advertising Reduces Dissemination Efficiency
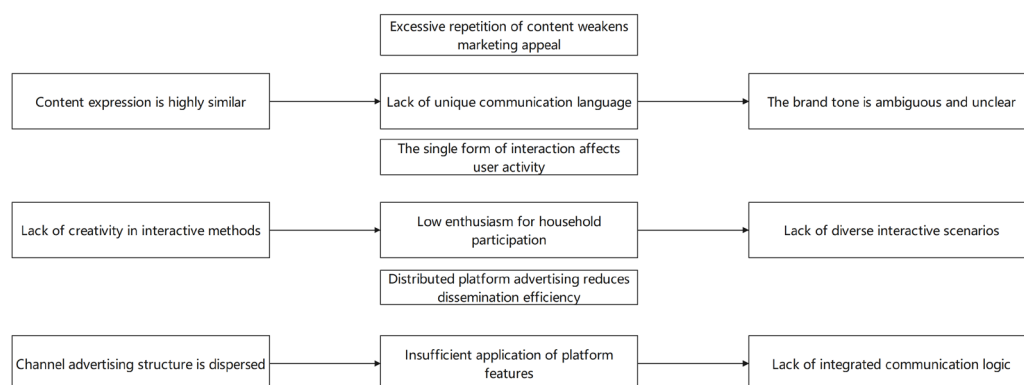

Figure 1. Issues in Social Media Marketing for Brand Building.

When small and medium-sized manufacturing enterprises engage in social media marketing, they often have resources scattered across multiple platforms, lacking a unified content strategy and advertising communication plan, which will seriously damage their overall communication efficiency. Due to the different target audiences, recommendation logics, content preferences, etc. of each platform, without coordinated management, enterprises easily cause duplicate investments. Without determining the unique functions of each platform, simply copying the same content to various channels results in ineffective dissemination and leads to information redundancy and ambiguity. There are potential risks in content publishing frequency, timing, and interaction management, which can also adversely affect consumers' long-term awareness and understanding [5]. The dispersion of resources and promotional goals makes it difficult for enterprises to form a stable voice on a single channel, lacking a continuous user cognitive path, which is not conducive to the effective expansion of employer brands in breadth and depth.

5. Optimization Strategies for Social Media Marketing in Employer Brand Building for Small and Medium Sized Manufacturing Enterprises

5.1. Deepen Content Planning and Enhance Marketing Attraction

Social networks serve as a method for advertising and marketing promotion for small and medium-sized enterprises in the manufacturing industry. Small businesses urgently need to develop social image strategies that are suitable for their own characteristics and increase their visibility and influence. Enterprises can integrate job requirements into specific contexts and present them in a visual manner to enhance content attractiveness, thereby significantly increasing user engagement and brand influence. Data shows that contextualized video content has a 57.4% increase in click through rate compared to traditional graphic and textual job descriptions, while also increasing the willingness of 44.9% of users to convert intentions. Moreover, content that employees personally experience and that increases user viewing time also raises the probability of sharing by 39.3%. Establishing a core content system of "workplace life scene display + brand emotional expression" can achieve greater information coverage on social networks. By categorizing different types of text content, reasonably controlling publishing timing, and adopting a unified design style, enterprises can enhance the stickiness and continuity of social communication, effectively guiding users from attention to recognition, and from reading to sharing (Table 1).

Table 1. Statistics of Content Types and User Behavior Indicator Improvement Rates.

Content type	Click through rate increase	Increased willingness to convert	Increased duration of stay	Improved forwarding rate
Situational job video display	57.4%	44.9%	52.1%	39.3%
Employee Story + Growth Path Graphic and Text	48.6%	41.2%	46.7%	35.8%
Product application and skill scenario display	45.2%	38.9%	43.5%	31.6%
Traditional job description with graphic and textual content	14.7%	12.3%	18.2%	9.8%

From the data in the table, it can be seen that the innovation level of display methods and structural design plays a key role in shaping users' intuitive cognition and attitude towards the enterprise. Therefore, small and medium-sized enterprises in the manufacturing industry should continuously innovate their content presentation methods, shifting from information dissemination through content presentation to immersive experiences through content construction, and using unique hierarchical content design to accurately drive employer brand promotion [6].

5.2. Innovative Interactive Forms to Stimulate User Participation

Interactive design is a key aspect of employer brand marketing on social media. Manufacturing small businesses should make full use of multi-form and scenario-based communication design to increase customer engagement and corporate participation. Data shows that when companies embed question and answer interactions, task challenges, or real-time voting functions in their content, the overall interaction rate increases by 62.8%, user speaking behavior increases by 47.3%, and when the content includes employees taking turns to share content, the sharing and forwarding ratio can increase by 39.1%. Especially in the process of job introduction, by setting up activities such as "participate in comments to win internship opportunities" and "vote to choose the most popular department stories", the psychological distance between the brand and potential job seekers can

be greatly reduced. At the same time, it is recommended to adopt the CGC mechanism to guide users to create original content about the enterprise, so that the scope of content dissemination can be expanded to 58.6%, forming a fission effect of user self diffusion. Small and medium-sized enterprises should dynamically optimize the structure and release rhythm of interactive content based on platform algorithm characteristics and target audience behavior, flexibly adjust the design form and timing of interactive content, and promote brand transformation from passive display to two-way co-creation (Table 2).

Table 2. Effects of Interactive Forms on User Participation Behavior.

form of interaction	Increased interaction frequency	Leave a message to participate in growth	The forwarding rate has increased	Expanding the scope of content dissemination
Q&A interaction + comment reward mechanism	62.8%	47.3%	36.2%	40.5%
Employee relay content + forwarding incentives	55.7%	42.9%	39.1%	44.8%
Voting topics + user generated content	58.6%	45.1%	35.6%	58.6%
Static graphic design without interactive features	12.9%	10.7%	8.6%	13.2%

It has been found that there is a positive correlation between the richness of interactive forms and the intensity of user participation. By embedding interactive mechanisms that are participatory, feedback-oriented, and sharing-oriented, not only can consumer brand awareness be enhanced, but emotional connections based on participation experiences can also be established with consumers, thereby enhancing the social vitality and marketing appeal of employer brands.

5.3. Unified Platform Operation Strengthens Resource Integration

In the increasingly complex environment of social media communication, small businesses should integrate and diversify their management systems, allocate resources efficiently, and uniformly publish consistent content. Experiments conducted by relevant institutions have found that after applying the same content settings and account combination configurations, the exposure frequency across the enterprise's various platforms increased by 59.4%, customer contact frequency rose by 46.8%, and brand awareness grew by up to 52.1%. Targeted operational plans should be developed based on the target audience characteristics and content attributes of each platform, supplemented by centralized data systems, to achieve precise delivery and dynamic optimization. Under the premise of unchanged budget, the publicity effect can be improved by 38.5%, and the conversion cost can be reduced by 21.7%. This integration not only improves operational efficiency but also forms a comprehensive brand marketing model that helps companies unleash their employer brand influence in a multi-platform environment (Table 3).

Table 3. Changes in core indicators brought about by the unified platform operation strategy.

Indicator category	Increase amplitude
Average exposure increase	59.4%
Repeated reach rate growth	46.8%
Enhanced brand recognition	52.1%
Improved coverage efficiency	38.5%

Reduced conversion costs	21.7%

From the table, it can be seen that a unified operating model has shown significant effectiveness in improving the dissemination speed of employer brands on various platforms. The control of communication costs and the unity of user cognition are both helpful in reducing communication costs, which is also one of the ways to achieve precision marketing and resource coordination.

6. Conclusion

With the large-scale use of social media, small manufacturing enterprises can now build their employer brand image through emerging channels, such as in-depth content planning, interactive form innovation, and effective integration of platform resources to expand their popularity. Through this system, employer branding turns from one-way communication into an accumulation of brand values and relationships. Building a systematic, unified, and human-centered marketing system that strengthens employees' sense of identity and belonging is essential for small and medium-sized manufacturing enterprises. Along with the continuous optimization of marketing strategies and brand communication, this approach helps enhance market competitiveness and ensure sustainable development.

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