AN EXPERIMENT OF GAME PROMOTION AND SELLING USING TWITTER
(THE CASE OF "STACK THE STUFF)

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Abstract— *The combination of the internet, social media and mobile phones makes the social mobile game is becoming a huge market with high growth rates from year to year. This trend is attract the game developers/publisher vying to enter this game market including in Indonesia. In other hand, Twitter as one of social media has a major influence on consumer purchase decisions especially in social mobile games. Consumer seeking recommendation about game that they want to download based on their friend recommendation and content that their consume in social media before visit online store. As for Indonesia game developers most of their marketing activities were more to game gathering or events, there is little that effectively use social media as marketing channel. Social media adoption including twitter in Indonesia game developer is at stage of connectivity and proff of company existance. The purpose of this research is to know does using twitter as social media marketing have effect to influence consumer and download mobile game. In this research, experiment methodology was employed. Experiment was chosen because to have real insight about the effect of twitter as social media marketing in building games relationship with consumer and increase the number of game download. Stack The Stuff, game from PT. Nightspade was chosen as research object. The implementation using OASIS frawework as guidance. The results from the experiments in this research measured using Social Model Exposure-Engagement-Influence-Action from Don Bartholomew.Twitter as media marketing executed by carrying experiment 1 (15 August 2012 - 15 September 2012) with buzzing methods first, after it finish, followed by experiment 2 (22 September - 22 October 2012) with tweeting and offering method. Then, both experiment results compared to know which the better Twitter marketing method. The measurement using several tools, namely TweetLevel, Sprout Social, and downloads data. With confidence level 95%, our results suggested that twitter as media marketing with buzzing method have effect to increase game download and tweeting and offering method have effect to increase product engagement and influence in Twitter. Furthermore, in the end of research, there are recommendations to implement twitter as social media marketing for small-middle sized company like Indonesia game developers*

Keywords: Twitter, social media marketing, experiment methodology, Social Model Exposure-Engagement-Influence-Action

1. Introduction

The gaming industry in recent years undergoing a change the trend of PC/console game to social mobile game. This trend is due to the development of broadband infrastructure and smartphone penetration that continues to grow. According to Nielsen Research (2011: 7) from 1.08 billion smartphones in the world are mostly 67% of the time used for gaming. For Indonesia itself, from BuzzCity report, at least 94% of mobile phone users with internet facility had downloaded games to their mobile phones. Even so 37% of the claimed to play mobile games every day (Fauzan: 2012) This big market attract game industry player to develop application in this platform. In 2011, this game market generated US $12 billion dollar and expected to double in 2016. Moreover, social media plays an important role in social mobile games. From infographic data, 25 % of adults hear about new games through social media sites, and 50% of mobile gamers learn about new games from friends and family. (Douglas Stewart:2012). Because of that, game developer need to completely rethink how they connect and communicate with consumers.

This trend also becomes consideration for game developers in Indonesia. 90% of game developer in Indonesia dominated by mobile base games. This due to the development of mobile games is easier and cheaper than any PC or console games. (Bayu Galih, Amal Nur Ngazis, 2012). Realized potential owned, make local game developers try to change their strategy. If previously only worked on the outsourcing projects from foreign game publishers, Indonesia game developers start marketing their own games application to the appstore like iTunes Appstore, Nokia Store, or the Android marketplace. The problem is mostly Indonesia game developer just put their game application in content provider with less effort to influence their consumer through social media. That make Indonesia mobile games have low connection and low number of download compare to foreign game developer. This condition that become primary focus in our research: Does using social media as marketing channel have effect to influence consumer and download mobile game?

In this research, researcher use Twitter as social media marketing because the tendency of its use as a medium of sharing ideas, opinion, and follow influencers. Simplicity make the user tend to build conversation and share their experience in twitter than any social media. Therefore, the research objectives in this research are experimenting and measure the effect of using twitter as social media marketing as follow:
- To know does using twitter as social media marketing have effect to build relationship between game and consumer
- To know does using twitter as social media marketing have effect to the number mobile game download by consumer

2. Business Issue Exploration

This chapter will be discuss about business issue exploration starts from conceptual framework, industry analysis, social media insight, social media strategy, and closed by planned experiment about social media marketing execution.

A. Conceptual Framework

This final project is an experiment about how to adopt and implement social media marketing in Indonesia game developers. As shown in framework, external, internal analysis and social media insight will decide social media strategy that will do through experiment 1 and 2. The result of the experiments that we get from measurement tools will tell which approach more effective for game developers to do social media marketing.
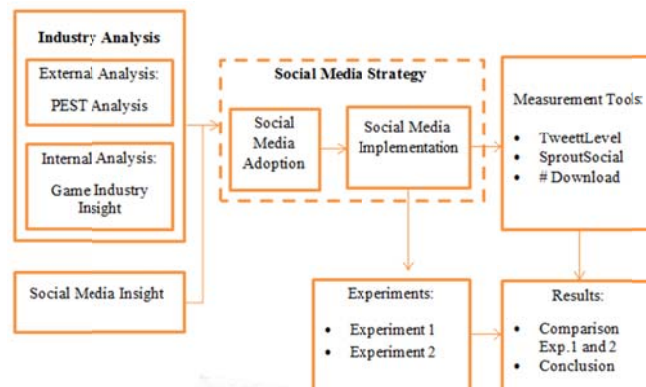

Figure 1. Conceptual Frameworks

B. Method of Data Collection and Analysis

This section describes the steps to be taken in the implementation of the study, data collection, and analysis. Measures taken in implementation of the study: (1) Identification the use of social media marketing in Indonesia game industry to determine in what situation an Indonesia game developer

is, in accordance to using Social Media. In this study, researcher used the Social Media Maturity Model. By using HowSociable to measure visibility metric of brand activity in social media, Indonesia game developers are at a stage of experimental in adopting social media. Social media used for connectivity and proof of the company exixtance, but has not been seen as media marketing. (2) Select Twitter as social media to use because of the tendency of its use as a medium for sharing ideas, opinion and follow influencers. The limitation and the simplicity of Twitter make the users tend to build conversation on Twitter than any other social media. Then, the experiments carried out by opening account of one of game from Indonesia game developer on Twitter. (3) To find out how the results of the implementation of twitter marketing experiments has been done required metric measurements. In this experiment the metric used is social model Exposure-Engagement-Influence-Action from Don Bartholomew. (Don Bartholomew, 2008).

Figure 2. Social Media Measurement Model (edited from Social Model Exposure-Engagement-Influence-Action by Don Bartholemew)

Exposure measure the extent of content and message exposure is done in experiments. Without web based social media analytic tools can be calculated manually from the reach of tweet or mention. Engagement is the beginning of the emergence of influence. Engagement measures how well the experiment conducted to target audience. Influence measure the degree to which exposure and engagement have influenced perceptions. Action measure the action that taken by influenced users from the conducted experiments. (4) Each of measurement metric measured by social media measurement tools. Exposure, engagement, and influence will be measured using TweetLevel and Sprout Social. Furthermore, number of download use to measure the action. (5) Research done by carried experiment 1 first then followed by experiment 2 after experiment 1 finished. (6) The data of this study is quantitative data from experiments that has been executed. Then, the data from two experiments are analyzed and compared to find the better twitter marketing approach.

C. Analysis of Business Situation

To analyze the business situation, it was used industry analysis and social media insight. PEST analysis is used to analyze the external analysis of Indonesia game developer industry. From PEST analysis, the resume is from political factor, lack of government attention make the infrastructure of gaming industry in Indonesia is still weak. In economic factor, mobile is a growth area for game development with 16.6% increase in year by year growth. While from social factor, because of change in social networking also change the behavior of people in playing game from personal gaming to social gaming. Finally, from technology factor, the size and mobility of mobile devices make mobile games can be played anywhere. From PEST analysis, it concludes that the current trends in the gaming industry is social gaming where gamers want social experience in playing game, so it's not just for entertainment, but to connect with their friend, and social media is media for gamers to connect in their gaming activities.

In internal analysis, from game industry insight, it found 90% of the number of gamers is the casual gamers who play social/mobile game although some of them also play in console game. For Indonesia game developers, casual player is a potential target market. This is accordance with the conditions and the infrastructure of the industry. Of all game developers in Indonesia 90% is mobile-based developer.

The value chain of business stakeholder in Indonesia mobile game industry is shown below:
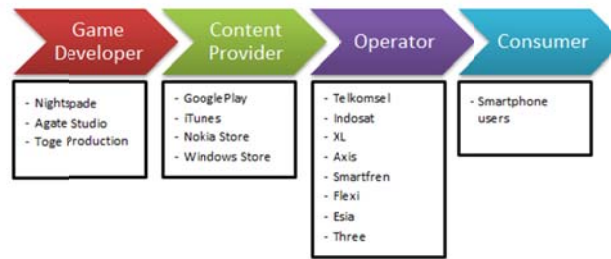

Figure 3. Value Chain in Indonesia Mobile Game Industry

Game Developer is companies that develop mobile games application by use platforms such as iOS, Android, Windows and etc, and then sell their games through content provider companies.*Content Provider* is companies that provide application store including game application, where customers can purchase games for their mobile device. Companies who offer this kind of service have a site, where the customer can download or play mobile games. *Operator* is companies are responsible for making data transmissions possible. In Indonesia all major telephone companies have their own mobile transmitters supporting this data communication. *Consumers* is the user who playing and download game application to their mobile device. Consumer download games by visit application store from their own mobile device that already packages in their mobile phones program. In this stakeholder connectivity, Indonesia game developer just put their game in content provider without inform consumer about their product that will influence then to download it.

From social media insight, it concludes that social media has a major influence on consumer purchase decisions. Game developer who effectively using social media is proven to deliver positive results to the company, such as experienced by Rovio with Angry Birds and Zynga with Farmville. The high level of engagement and influence are able to generate high income. As for Indonesia game developers, social media is only used to back up offline marketing activity. From the exploration of business situation it found the problem of Indonesia game developer, when they try to compete in mobile game Industry, they forget to consider to use social media to build connection with their consumer.

3. Experiment

This Chapter consists of Twitter marketing experiment that had been developed and executed, the tools to monitor and measure social media marketing, result and analysis of the experiments.

D. Social Media Implementation

To have a success social media marketing implementation there are a few model that can be used as guidance, one of them is OASIS framework that proposed by Patrick Mason (2008). The OASIS framework is a five-step plan to integrate Social Media into the daily business. OASIS is an acronym and stands for Objectives, Audience, Strategy, Implementation and Sustainment.

Figure 4. OASIS Framewor

The objective of this research is to know how to implement and the effect of social media marketing for Indonesia game developers, also can be considered for further research. Experiments will be done within one month and the result will be measured by social media measurement tools like tweetlevel, sproutsocial, and download data. Audience that become target experiment is casual gamer that play social mobile games from their smartphone or tablet. This target is active in use social media, where they download and play game base of recommendation from their friend or conversation in social media and share their game experience also in it

For strategy, to get a better judgement about the effect of implementation of the social media marketing in Indonesia game developers, the experiment conducted in two executions approach. The result of the two experiments will be compared to determine which approach has the better impact to the company. In implementation stage, the study begins by opening new accounts in Twitter. Execution is done by conducting experiment 1 first. Experiment 2 carried out after 1 week since experiment 1 ended. The pause time between the experiment 1 and 2 due to the effect of social media activity measured by measurement tools are calculated per week. This is also why experiment 1 and 2 cannot be done at the same time because it used the same twitter account.

Finally, in sustainment stage, is to manage and improve of the social media marketing that has been done. The data from experiments is analiyzed to determine the effect and then become the input for the next social media marketing strategy.

E. Twitter Marketing Experiment
Twitter marketing was executed based on the social media strategy plan. The first action was determined objectives, audience and the implementation strategy. The objectives, audience and strategy have been discussed above.

Next step is implementation. Firstly is to determine which games to select as experiment object. Stack The Stuff selected as research object because the quality of this game that recognized by win SparxUp Awards 2011 for mobile game, but does not yet have its own Twitter account. PT. Nightspade also hasn't been doing special marketing strategy for this game, just as the company's portfolio that is featured in game events that followed by Nightspade. The selection of Stack The Stuff account that author created with the permission from Nightspade is to ease in execution and measurement of the experiment was done. Then, experiments carried out by opening Stack The Stuff account on Twitter under @StackTheStuff. Finally twitter marketing executed by carrying experiment 1 (15 August 2012 - 15 September 2012) with buzzing methods first, after it finish, followed by experiment 2 (22 September - 22 October 2012) with tweeting and offering method. The pause time between the experiment 1 and 2 due to the effect of social media activity measured by measurement tools are calculated per week. This is also why experiment 1 and 2 cannot be done at the same time because it used the same twitter account.

Experiment 1 used buzzing method approach, the approach taken based on the social effect expressed by Brian Solis, (2010:148) "a modern adaptation of the network effect, driven by word of mouth. To better define the network effect, it is the phenomenon that occurs when one user of a good or service affects the adoption and subsequent use of the product by other people." It is also supported by the AC Nielsen research about what influence someone to buy something. Recommendation from people we know (friend or relative) and consumer opinions in the virtual world are two main reasons most determine consumers to purchase. (Nukman Luthfie, 2010). Execution done by making syndication of networking agent, who will act as one who share his experience and statement playing game Stack The Stuff by mention it their private accounts. The contents that their deliver in their own account expected to create curiosity to their followers about Stack The Stuff. The agent is expected to be peer group reference for his follower that will affect them play along and spreading word of mouth about Stack The Stuff. The networking agent used is Twitter users or Tweeps with at least 200 followers. In this experiment, researcher use 15 fix volunteers and others volunteers who are willing to be a networking agent, which will be tweeted messages that mention Stack The Stuff. The content of the messages created by authors, and can be changed according to the personality of each agent.

Experiment 2 used tweeting and offering method, the approach taken is to build exposure on Stack The Stuff via @StackTheStuff account. The concept is to building conversation by replied to other account by listening what others says in twitter that have a connection with mobile game. Tweets intended as an offering to fulfill consumers want for a new game to play. In digital marketing, relevance means understanding a consumer's behavior across all digital channels and then being able

to use that intelligence to take action in real-time by offering the most relevant and personalized experience to consumers (Steve Earl, 2011). Execution done by using http://search.twitter.com to search all of the recent tweets (messages posted on Twitter) in Twitter with keywords that match exclusively with mobile game. Twitter search use to find what consumer need and build conversation by offering or replied to twitter users and keeping tweet in Stack The Stuff account by using hastag and url shortener to remain targeted to the intended consumer targets. Researcher also active tweeting information about Stack The Stuff and mobile game from @StackTheStuff.

F. Measure Twitter Marketing Result

Twitter marketing result was measured using framework from Brian Solis that have been discussed above. The measuring activity was used TweetLevel, Sprout Social and number of downloads. Tweet Level is used to measure Stack The Stuff exposure, engagement and influence based on @stackthestuff activity. It was developed by Edelman for communications professionals. It measures 40 different elements to quantify the varying importance of individuals using Twitter based on the context of their online activity. The service offers brands and agencies the ability to create lists of which people are most important on a specific topic by share of voice and also create a top 100 sorted by influence. TweetLevel provides a lens on specific individuals to help them understand what they most frequently talk about, who influences them, and who they influence. The premium service offers influencer management, metrics, and reporting capabilities (Altimeter Group:2012). Data that provide by TweetLevel are: 1) Influence Score: It based on the number of people someone has following them as well as the number of lists and their respective followers, 2) Popularity Score: It based on the number of people someone has following them as well as the number of lists and their respective followers 3) Engagement Score: it based on a combination of the number and authority of someone's followers together with the frequency of people name pointing an individual (via @username) and the how many times and individuals posts are re-tweeted – partially calculated via the Idea Starter score, 4) Trust Score: The best measure of trust is whether an in individual is will to 'trust' what someone else has said sufficiently that they are also prepared to have what they tweeted associated with them. The key metric in this instance looks at combination of retweets and references (shown through 'via')

Sprout Social also used to measure Stack The Stuff exposure, engagement and influence based on @stackthestuff activity. Sprout Social web application integrates with Twitter, Facebook Pages, LinkedIn, FourSquare, Gowalla and other networks where consumers are engaging with businesses and brands. Sprout Social offers analytics insight and more all in a package that's intuitive and easy to use. Sprout Social give engagement and influence score with 1-100 scale. More closed to score 100 means brand/company engagement and influence to audience more great. Data that Sprout Social analytics provide are: 1) Interaction: combined number of Facebook stories, Twitter Mentions and Retweets that were sent to you or included your username, 2) Unique Users: combined number of unique users that sent the interactions, 3) Impressions: combined number of potential users that saw an interaction with your username, 4) Engagement score indicated how well you are communicating with your audience. The higher your engagement, the more valuable your audience will become to your business, 5) Influence score indicated your growth and interest level among your audience, this number are commonly low, but increasing them overtime will result in greater brand awareness and enthusiasm for your business. The action results of Twitter marketing measured by the amount of Stack The Stuff game application downloaded. Obtained based on total game downloaded during the period of experiments that provided by Nightspade.

G. Twitter MarketingActivity

   Twitter marketing activity that done during the experiments period presented below.

In experiment 1, volunteers are expected to mention content about Stack The Stuff each personal twitter account. At beginning experiment at 15th of August, numbers of volunteers that mention Stack The Stuff reached 19 people, where all the fix volunteers mention Stack The Stuff in their twitter account, which is also the highest mention in experiment 1. On August 17, the number is

declining so much into just eleven people caused by that date was national holiday for Indonesia independence day. For the next date, the amount of mention rising again but not all fix volunteers mention about Stack The Stuff because some of them still enjoy the Eid holiday which began on 19 August. The amount of Stack The Stuff mention started up again on August 27, with a total of 17 volunteers. Starting August 30 until September 14 not all fix volunteers mention about Stack The Stuff. This happen because this experiment is voluntary make we cannot control the willingness of all volunteers to keep mention until the end of experiment period. Top mention about game Stack the stuff is on the 15th of August which 19 users which also achieve the highest reach 6609. The lowest reach is on 13th September, 3206, although the number of mention equal to the date August 17. This occurs because of differences in the number of followers of the user who tweeted content on that date. Complete experiment 1 activity can be seen in followed figure.
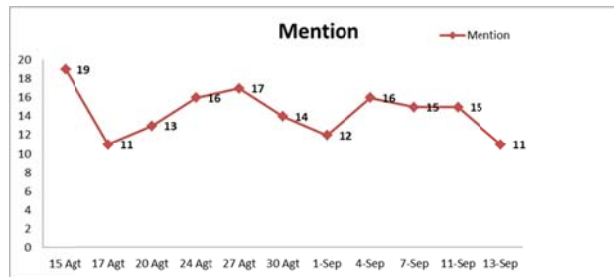

Figure 5. Twitter Activities for Experiment 1

Figure 6. Twitter Reach for Experiment 1

Experiment 2 began on 22th September 2012, by offering Stack the Stuff and tweeting informations to other twitter users from @StackTheStuff. In 11 October, Stack The Stuff account, @StackTheStuff getting temporary suspended by Twitter because violate Terms of Service violations. Technical abuse and user abuse is not tolerated on Twitter.com, and will result in permanent suspension. @StackTheStuff suspended for spamming to others account. Stack The Stuff accused doing spam in term of send large numbers of duplicate @replies or mentions. That happen because at 10 October @StackTheStuff send 20 replies to other account with same content. Most replies made on October 10 with 20 reply which reach 9100 and the second is at September 22 with 17 reply, but the top reach happen 16th October with 214546 because at that time reply to 3 twitter account that have large follower, @gameinformer with 137598 followers, @iphone_games with 30620 and @wegotlove_RP with 28484 follower . The lowest reach happen on 3th October with 2 tweets that reach only 18 since no reply so the content only reach @stackthestuff follower. Total reach for experiment 2 is 389249 followers with number of tweet activity 114 tweets. Complete one month tweet activity can be seen in next figure.
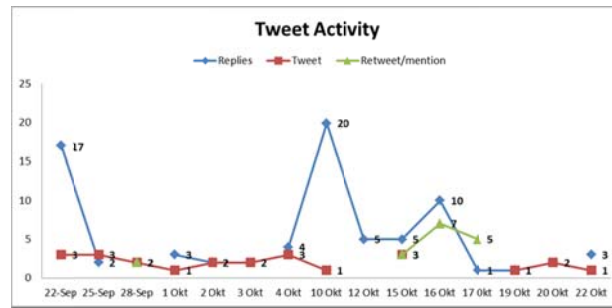
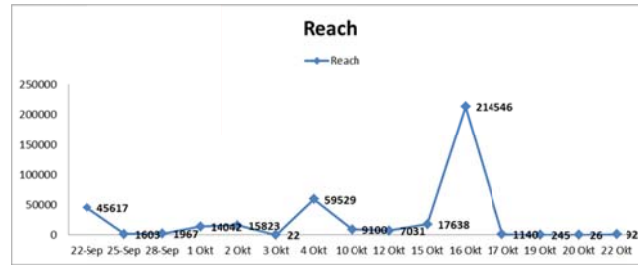Figure 7. Twitter Activities for Experiment 2

Figure 8. Twitter Activities for Experiment 2

H. Twitter Marketing Results

The result of Twitter marketing is discussed below

The result of experiment 1; exposure to Stack The Stuff over the activity of the mention made during 30 days is still low overall. Digital result from TweetLevel shows the score for popularity 23.8. This value is low because it is calculated based on the number of follower from @StackTheStuff accout which only 6 followers. The result of SproutSocial, during the experiment, there are 25 interactions about Stack The Stuff from 23 unique users who produces 92 impressions from other twitter users. In engagement, result from TweetLevel state that engagement score 22.5 and trust score 7.5. According to TweetLevel this value considered low, where content that delivered not so interesting to retweet by other audience. From SproutSocial, engagement score is 68, that means the communication about Stack The Stuff in twitter audience for 30 days is good. TweetLevel influence score for Stack The Stuff is 28,7. This score is low because it is a combination of the popularity score, engagement score, and trust score. However, this value will continue to rise with the increasing number of followers tweeting frequency that related with Stack The Stuff. While from SproutSocial, influence score Stack The Stuff is good with the value 57 with a mean interest level and brand awareness of Stack The Stuff in its audience is good. In the end, the action results for experiment 1 show the number of Stack The Stuff download from experiment 1 reach 3336 download, with an average 111 download per day. The number of downloads at the beginning of experiment on August 15 is 56 download and continue to climb the highest peak on September 4 with 264 downloads. This number is then continue to decline until the end of experiment 1 period along with a declined number of volunteers that mention about Stack The Stuff that leads to decreased reach of content being delivered.
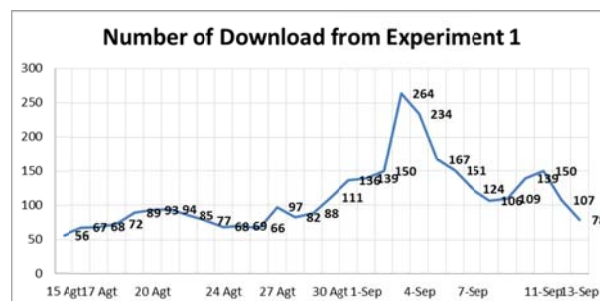

Figure 9. Number of Download from Experiment 1

Meanwhile, for experiment 2 result; Exposure to Stack The Stuff from experiment 2 shows an increase compared to experiment 1. Digital result from Tweet Level shows the score for popularity 25. This value is still low as calculated based on total follower of @StackTheStuff account on experiment 2 that only 19 followers. The result of SproutSocial, during eksperiment 2 period, there are 29 interaction about Stack The Stuff from 9 unique users that gets 299 impressions from other twitter users. Digital result from TweetLevel state that engagement score 33.6 and trust score 11.3. Despite increased, this value is still low according to TweetLevel, the number of tweeting being done not enough to attract audience interest to Stack The Stuff. From SproutSocial, engagement score is 79, that means the communication about Stack The Stuff in twitter audience for 30 days is great. @StackTheStuff has succeeded in building strong relationship between Stack The Stuff with the intended audience. TweetLevel influence score for experiment 2 is 34.8. From SproutSocial, the influence score is 65. Based on score was seen brand awareness and enthusiasm audience over Stack The Stuff is good. The number of Stack The Stuff downloads for experiment 2 only reached 887 downloads with an average of 30 downloads per day. Twitter activity during experiment 2 does not provide significant effect on the amount of Stack The Stuff download. The highest number of downloads take place on 25th of September with 44 and the lowest at October 17 with 16 download as shown in next figure.
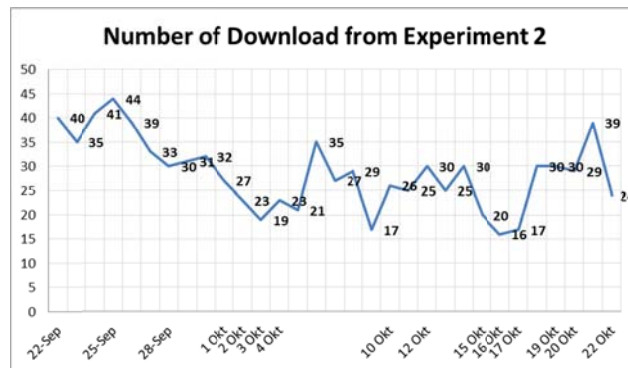

Figure 10. Number of Download from Experiment 2

I. Experiment Results Analysis

We do statistical analysis to find out that the result have normal distribution. Analysis is done by using SPSS based on the Kolmogorov-Smirnov test. With significant 0.05, p-value for experiment 1 is 0.363 and for experiment 2 is 0,919. So, for both experiment 1 and experiment 2 the data distributions are normal. Next, to test that either experiment 1 or experiment 2 that better influence the number of download we used t-test. The hypothesis being tested is:

H0: Experiment 1 and experiment 2 have same effect to the number of download
H1: Experiment 1 and experiment 2 have different effect to the number of download
Or in hypothesis notation
H0: $\mu A - \mu B = 0$
H1: $\mu A - \mu B > 0$

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (1-tailed)	Mean Difference	Std. Error Difference
Download	Equal variances assumed	26.846	.000	9.197	58	.000	82.43333	8.96303
	Equal variances not assumed			9.197	30.373	.000	82.43333	8.96303

From t- Independent samples test the p-value for Sig (1-tailed) is 0.000. Because p value is little than α = 0.05, that means H0 is rejected. So, there are significant different between experiment 1 and experiment 2 effect to the number of download or can be concluded that experiment 1 have better effect than experiment 2 to increase the number of download..

4. Conclusion and Implementation Plan

In this chapter will be present the conclusion from the experiment result, findings about twitter as social media marketing and suggestion about further study and implementation. By making @stackthestuff account in twitter marketing also have effect to improve Stack The Stuff as a PT Nightspade portfolio.

J. Conclusion
  Based on experiment done, using twitter as media for game promotion and selling have effect to influence consumer and increase game application downloaded, There are several conclusions that found from the experiment result :
Primary Conclusions
* Using twitter as social media marketing with buzzing method approach effectively to influence Tweeps (twitter user) to download game application.
  Based on the results of experiment 1 download, using the buzzing method to create curiosity, the number of games that are downloadable 3336, higher than the experiment 2, using the method of offering and tweeting with the number of downloads only 887. Compared data download experiment 1, experiment 2, and 13-22 September 2012 data when there is no activity online as well as offline, shows that experiment 1 affects the number of downloads while experiment 2 gave small effect even nearly equal to the data on 13-12 September or other month where no marketing activity. The result also suggested that buzzing about product will give good effect if delivered to the same Tweeps in a particular period. From the experiment results, in experiment 1, the same tweeps get information about Stack The Stuff repeatedly while in experiment 2 possibilities tweeps get information about Stack The Stuff only once. Total tweeps (follower of voluntary agent) who get message for experiment 1 is 6609 users with the number Stack The Stuff downloaded 3336 apps. So, more than 50% from Tweeps which get message about Stack The Stuff in experiment 1 download game Stack The Stuff. While in experiment 2, the total tweeps that get message (from total reach) was 156112 users but Stack The Stuff downloaded 887 apps or only 0.57% from total tweeps.

* Using twitter as social media marketing have effect to increase followers, engagement, and influence of game application. The company should actively participate do tweeting from the product/brand account

In experiment 2, researcher is actively tweeting via @stackthestuff in the form of tweets, replies and retweet/mention. As a result, the value of Stack The Stuff from TweetLevel 33.6 to engagement and 34.4 to Influence 34.8. Even from Sprout Social the value of engagement is 79 (great) and 65 (good) for influence 65. The values were higher than experiment 1 for both measurement tools, because @stackthestuff passive do tweeting, just based on mention of tweeps. To amount follower, active participation @stackthestuff gain 19 followers compared to experiment 2 with 6 followers. The number of follower increase as @stackthestuff tweeting information about Stack The Stuff and mobile game
Secondary Conclusions
  From the experiment also found a few findings that need to be considered in using twitter as social media marketing
* In using twitter as social media marketing, message with same information content about products will be ineffective if delivered to the same tweeps continuously
  In experiment 1, message content that wanted to deliver by Tweep influencers to their follower was the experience in playing game Stack The Stuff. From tweets that made by Tweep influencer in their twitter account expected to create curiosity from their follower to download Stack The Stuff. Based on experiment 1 data, as illustrated in figure 4.3 bellow, the effect of same message content can be divided to three phase:. This can be illustrated in figure 11 below.

Figure 11. Effect of The Same Tweets Content if Delivered to The Same Tweeps in Period of Time

Phase 1 (15 - 25 Agustus 2012)
At this phase, the effect of message that delivered is weak because to the target audience (follower of Tweeps influencer) only aware to the message that their influencer tweeting. The target audiences get information that their Tweeps influencer has downloaded a new game but not enough curiosity to followed download the game. In this phase, the unrelevant variable that also cause the effect is weak is because the message content delivered at the end period of Ramadhan and Eid Fitri at 19-20 of August 2012 where most of the target audience are focus in pray and enjoy their holiday.

Phase 2 (26 Agustus – 5 September 2012)
In phase 2, the effect of message that delivered became stronger, the curiosity of the target audience increase because their Tweeps influencers keep tweeting message about their game playing experience. Target audience began to feel that game Stack The Stuff which played by their influencer is interesting that made them followed to download it.

Phase 3 (6 – 13 September 2012)
For the phase 3, since 6 September, the number of downloads continues to decrease. This happen because it's the time experiment *Maturation Effect* occurs. The target audience was satified because the message content that delivered by Tweeps influencer is the same, about game playing experience. For Tweeps influencers itself, they also became bored to do the experiment, where some of them stop to mention Stack The Stuff in their Twitter account. This happen not only because they have to delivered the same message but also the period of experiment that to long while all of them was voluntary agent that participate in this experiment without incentives.

Company need to continue to monitor the effect of buzzing done. When buzzing come at phase three, company can do product updates, update the content to delivered, or start to moving to new tweeps. To avoid *mortality effect* like that happen in this research, is needed incentive to keep participant participate to the end experiment period.

• In doing twitter marketing, company need to monitor its implementation because it is a process of proses learning by doing.

K. Recommendationss
From this experiments, researcher find the ways to implement twitter as social media marketing for small-middle sized company like Indonesia game developers: (1) Use buzzing method to attract customers using product/brand. Create tweeps curiosity to use the product/brand using their influencers. This can be done by creating a syndication agent, quiz, or contests that make the tweeps influencers would do buzzing. (2) Actively participate do tweeting from your product/brand account to increase follower, engagement and influence. The company's active participation through product/brand account not only convey information about products, but the tweets, mention, or retweet others information related to company environtment industry.the company also could offer product by reply to tweeps tweets. (3) Try to buzzing about product/brand on the same Tweeps repeatedly. Company can make program such create syndication of agent or tweet contest. Example, by making the syndication of agent, the agents will be tweeting about the product continuously for a period of time, so that their followers get information about products frequently. (4) For the same Tweeps, renew twitter marketing strategy after a certain period of time in order to remain effective in buzzing. The information content that delivered to tweeps modified after a certain period in order to remain effective. Based on figure 10, for example if the content delivered previously about the experience of using the product, after coming on third phase modified to content about product

updates. When it has been optimal, company can move to new tweeps. (5) Monitor the implementation of twiter marketing. Monitor the implementation of twitter marketing needs to be done in order to keep fit the desired target. Social media is realtime, so the strategy that executed must updates following the changes that is happening.

L. Further Research

Several weaknesses in this study are: (a) The twitter activity was done with open new twitter product account, so it began with zero follower and tweet activity. So it can't tell the effect if the experiment used twitter account that already had big numbers of follower. (b) The digital result that used was from free web based measurement tools that only give limited insight about the experiment results.(c) There are no preliminary research as guidance to do this experiments, which makes this experiments done learning by doing.

Advices that can be used as a follow up study are: (a) Research that conducted with used combined several social media brand like Twitter, Facebook, Youtube and others. (b) Research by set up metric measurement that combine digital result and own calculation. (c) Research by made general guidelines in order to keep on track the execution during the period of research and minimize the uncontrollable factors

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