

**CONTENT ON SPORTS PRODUCT INDUSTRY WEBSITES:
DIGITAL MARKETING ANALYSIS**

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ABSTRACT

The sports industry is an industry that has significant revenue potential. This can then be further optimized with proper marketing. Digital marketing through a website is a marketing step that has relatively good potential. This research will determine how digital marketing is carried out for sports products through websites. This research will be conducted using a qualitative approach. The data used in this study is secondary data derived from the results of previous research and studies. This study found that the website can function as a medium for spreading information related to sports products, especially products that have just come out. Then the help of SEO can increase the website's optimization so that it will be on the first page of searches using Google so that, in the end, it will increase the amount of traffic on the website.

Keywords : Sports Products; Digital Marketing; Website Marketing

INTRODUCTION

The sports industry has enormous revenue potential, which can be seen from the increased revenue from one of the well-known brands of sports shoes, namely Nike, where the company's revenue increased by 6% in 2016. Other brands, such as Adidas, also experienced an increase in revenue in 2016 by 22%. Sports shoe products are designed according to consumer demand, which is currently becoming trendy and fashionable (Liu & Bi, 2022). Nike products produce running shoes and basketball, but Nike started to make shoes that are not only used for sports but can be used in everyday life. Other sports shoe brands, such as Adidas and Under Armor, are starting to launch sports shoes used for daily life (Denny, 2021).

With this phenomenon, various companies began to compete to enter the product segment. Nike and its competitors, such as Under Armor and Adidas, compete to innovate to expand their market share. Competition in branded sports shoe products requires innovative marketing strategies, especially product promotion strategies (Jensen et al., 2022).

The internet has made it very easy for humans in the field of marketing because with the internet in selling matters, there is no longer a need for a physical shop, and it

can be done between cities. Sellers are also facilitated with various technologies that make it easier to offer products or services that they can market via the internet. In addition, buyers also benefit from the ease of getting the desired item (Alzoubi et al., 2022).

Digital marketing also makes it easier for sellers to introduce their products and attract people's interest in buying the products offered by the seller. By using digital marketing, increasing sales will also become more accessible. There are many ways you can do this to implement digital marketing, for example, through Facebook, Instagram, Google, and others (Darma & Noviana, 2020).

The development of information technology presents various alternative media for promotion, such as social media such as Facebook, Twitter, LinkedIn, and Youtube. Advertising can benefit consumer awareness of a brand or brand awareness (Febriyantoro, 2020). The more promotional intent is carried out, the more this will help increase brand awareness of a product. Purchase intention or customer purchasing interest can be influenced by product brand awareness. When a product or brand has high brand awareness in the eyes of consumers, it influences their purchasing behavior (Aji et al., 2020).

Promotions can directly influence a consumer's buying interest. Promotion will not only affect brand awareness but can also directly influence buying interest. Promotion through the website can influence consumer buying interest. Based on this brief explanation, the author will discuss the implementation of digital marketing through the website for sports products.

LITERATURE REVIEW

Digital Marketing

According to Smith and Chaffey, the basis of an e-business is E-Marketing, also known as internet marketing or digital marketing. By bringing a company closer to its customers and better understanding them, providing value to a product, expanding distribution networks, and raising sales statistics through digital media such as search engines, online advertising, and affiliate marketing (Melović et al., 2020). Ridwan Sanjaya and Josua Taringan stated, "Digital Marketing is marketing activities including branding using various web-based media such as blogs, websites, e-mails, AdWords, or social networks" (Baidhowi et al., 2022).

Straus and Frost stated, “e-marketing is the use of information technology for marketing activities and a process for creating, communicating, delivering and exchanging offering value for customers, clients, partners and society in general” (Anshari et al., 2019).

The forms of digital marketing are as follows:

a. Websites

The website connects the digital world and is likely the most important component of the digital marketing plan, as it directs online activity directly to potential buyers (Vieira et al., 2019).

b. Search Engine Optimization (SEO)

SEO (Search Engine Optimization), or the process of structuring website material so that it is quickly accessed by internet users seeking for content that is relevant to what is on the website; and also presents content so that it may be easily found by search engines, is an important aspect of the website (Iqbal et al., 2022).

c. Paid search click-based advertising (PPC Advertising)

PPC (Pay Per Click) advertising allows marketers to buy pages of internet search results based on selected keywords and phrases (Angeloni & Rossi, 2021).

d. Affiliate marketing and strategic partnerships

Collaboration with other organizations, businesses, and websites to promote products or services for mutual gain (Ghahtarani et al., 2020).

e. Online public relations (Online PR)

Using online communication channels such as press releases, article syndication (RSS), and blogs builds a positive brand perception and establishes the organization or company as an authority in a specific field (Wijastuti & Darmaningrum, 2021).

f. Social Networking

A marketing opportunity, but currently, no one can offer a highly focused advertising system to a tiny group of people (niche) based on profile information obtained from social networking sites (Cannas, 2021).

g. E-mail marketing

Electronic mail, also known as e-mail, is a necessary tool for digital marketing activities that aim to maintain relationships with existing customers and potential

customers who are willing to receive information via e-mail (Khalayleh & Al-Hawary, 2022).

h. Customer relationship management

One of the most important aspects of digital marketing activities is keeping existing customers and forming mutually beneficial partnerships with them (Redjeki & Affandi, 2021).

Website Marketing

Website marketing is the deliberate promotion of websites in order to increase relevant traffic to those sites. The goal of the target audience is to attract people who are interested in a specific company's product or service. More traffic to website means more chances to present the value proposition to potential customer. (Wawrowski & Otolá, 2020).

The majority of the goals of a website marketing strategy are to achieve top rankings on search engine results pages (SERPs) by implementing search engine optimization (SEO) tactics, content marketing, social media engagement, and other digital and offline efforts (Poturak et al., 2022).

In most industries, the top-ranking web pages in SERP positions receive more than half of the traffic for their keyword usage. Pages in second and third place suffer a significant drop in ranking, and pages in positions 5-20 compete for less than 5% of traffic. The process of marketing a business via the internet is known as website marketing. This effort includes the use of social media, search engines, blogging, video, and e-mail (Lewandowski & Schultheiß, 2022).

Promoting a business necessitates more work. There are several approaches to this. Traditional advertising has been around for decades in newspapers, radio and television, direct mail, and billboards (Kapoor & Kapoor, 2021).

Website marketing brings messages to the broad web. With so many people using the internet daily, there is a huge opportunity to get your product or service out to people who need or want it. Website marketing takes many forms. Advertising banners, e-mail promotions, and social media posts are three things everyone has heard or seen while surfing the web. All three, and many more, are forms of website marketing implementation (Dwivedi et al., 2022).

Website marketing provides unique benefits that offline advertising and other traditional marketing cannot.

a. Save costs

Other, more traditional forms of marketing are very costly for companies. For example, Facebook Ads are three times less expensive and more targeted than radio, television, or print ads. Using the internet to broaden and engage audiences is much more cost effective if some planning is done to help define the desired audience (Korenkova et al., 2020).

b. Can determine audience segmentation

Few other advertising options make it possible to target specific demographics around customers like this website marketing. This can be accomplished by setting messages to appear on the websites they are most likely to visit, being able to view specific geographic locations, and even targeting by age or educational range in some instances. Not even television, radio commercials, or billboards can do this (Kurdi et al., 2022).

c. Build relationships with customers

Many marketing decisions end up being annoyances to the consumers they are attempting to reach. Website marketing, when done correctly, can assist prospects from websites. This method can provide solutions and help to solve problems. This makes it more effective than other types of marketing at starting conversations and building trust (Sachdeva & Kumar, 2022).

d. Easy to edit

Social media ads, ad banners, and other online campaigns can be changed and revised in real time, and eye-catching digital accessories can be added. This is a huge benefit when it comes to changing preferences. Website marketing can easily handle new pricing, additional products, and time-sensitive sales (Ingrassia et al., 2022).

METHOD

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., Amin, N. N., 2018). This research will be carried out using a qualitative approach. In the process, this research will use secondary data from different results of previous studies and studies

that still have relevance to the results of this research. Research data that researchers successfully collected will then be processed so that the results of this research can be found.

RESULT AND DISCUSSION

Website As a Digital Marketing Strategy in Marketing Sports Products

The website is the site page of an information system that can be accessed easily and quickly. The website's appearance is based on information and communication technology development. Information and Communication Technology (ICT) is necessary for society in the current era of globalization. Especially for sellers to increase the effectiveness and efficiency of selling their products.

As we can see, many sports product sellers still do not have special websites. If we try to find information about certain sports products on Google, what appears are marketplace sites such as Tokopedia or Shopee for these products. This is because the use of the website is still not optimal to implement due to limited human resources and facilities.

Website development for digital marketing is an excellent tool for increasing sales, building branding, and a means for the community as a destination for a product you want to buy because its existence can help advertise these sports products.

Today, marketing and ICT advancement are inseparable. Most people follow this development rhythm because, at this time, internet access and technology have become quite commonplace in Indonesia. Therefore, sports product owners always need to innovate in managing the utilization of information and communication technology as a medium in providing services, not just as a media promotion but as a means of information and communication between sellers and consumers. Websites for sports products can attract the public to obtain information about these products whose processing can be done online, because the data can be easily accessed without having to come to where the goods are sold. Through this website, consumers can view the latest product developments, such as products that are currently trending, products that are presently experiencing discounts, or complete product specifications, so that they can make it easier for buyers to choose the sports products they need. (Figure 1)

The development of website information technology today, especially internet technology, has many potentials and resources that can be utilized. At present, the

importance of a website for selling sports products is not only as a facility to carry out digital marketing and provide the latest information on the latest sports products, especially in Indonesia, but also to give a good impression and professionalism for these sports products.

In this digital era, technological developments have occurred in an evolution in media technology, let's call it new media, or people also call it online media, or people who are more familiar with calling it the internet, this media is certainly no stranger to ears. This media is also marketed as a medium that has not been able to keep up with the increase in user numbers.

In developed countries, new media has surpassed traditional media as a reference source for obtaining information. The term "new media" first appeared at the end of the twentieth century, and it refers to a new type of media that combines traditional media with internet media. The emergence of social networking sites in recent years has revitalized new media, and these sites provide a place in cyberspace to build a network of friends that anyone on the planet can access. The advancement of information technology gave rise to the term E-Commerce, which refers to the electronic buying and selling of products, services, and information via computer networks, with the internet serving as the network of choice. Product or service marketing breakthroughs are made as a result of opportunities and challenges in conducting internet marketing communications. Interactive media allows for a reciprocal flow of information, allowing users to participate and modify the content of the information at the time it is presented (real-time).

Elmo Lewis, a pioneer in advertising and marketing, formulated the process that occurs when consumers are exposed to an advertisement. This formulation is known as the AIDA process, which consists of Attention, Interest, Desire, and Action. Lewis' formula, invented when conventional marketing communication media were still in their heyday, is still more or less used in the digital era as it is today. Because, after all, not a few consumers still depend on information about a product or service through conventional marketing communication media such as billboards, newspapers, radio, or television advertisements.

According to Riswandi, one of the characteristics of new media is the two-way communication process between the source and receiver. This means recipients can vote,

reply, and exchange information in real time. In this case, a quality sports product website can produce potential buyers in a short time with a broader scope, especially for young people who currently use a lot of smartphones and are very IT “literate” and still have bodies that are fit enough to do sports.

Its interactive nature also allows prospective buyers to make two-way communication faster, especially in sharing information about the needed product. Sports product websites can certainly be helpful as promotional media that highlight the advantages of their products, especially when a product has just come out.

Implementation of SEO in Increasing Website Traffic

SEO, according to Ledford, is a search technique that employs keywords or phrases that contain indicators in web pages, which the engine will index. Sohail defined SEO as a method of increasing the visibility and ranking of a website page in search results.

In general, SEO optimization is divided into two parts: on-page optimization and off-page optimization. On Page Optimization is a website engineering optimization process that is carried out on the website. On Page Optimization encompasses a wide range of factors, but at its core, On Page Optimization refers to the placement of keywords on the website page structure, which includes the title, description, and tags. For example, when we type "sports products" into the Google search box, we get a lot of websites that sell sports gear.

Meanwhile, Off Page optimization is an SEO optimization step for a website that is performed outside of the website's (external) pages. Backlinks are closely related to off-page optimization methods. Backlinks are links to the website in question from other websites. A backlink is similar to a recommendation, and the more people who recommend a website, the more attention it will receive from search engines.

Backlinks are essential for increasing the website's ranking in Google searches. The position or location of the website will be determined by increasing the number of high-quality backlinks. The use of SEO can improve a website's position in search engines such as Google, affecting traffic or visits from people in need of products or services, which means that the more traffic that comes, the higher the percentage of products/services offered on the website that are closed or sold. (Figure 2)

CONCLUSION

Developments in the world of technology have led to significant changes in implementing marketing. This change is a shift in marketing methods from conventional to digital-based marketing. One form of marketing is using websites to market the products you want to sell, including sports products. The use of the website to market sports products can provide product-related information and a means of advertising to prospective buyers who need sports products. One of the necessary steps for the website to run optimally is to maximize the use of SEO. Then the website used in this marketing can appear on the first page of searches using Google, so this can increase the traffic that enters the website.

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