

Marketing Strategy: Increase Sales On Independent Business Through Digital Marketing

Ir. Darmawan., M. M¹, Sarah Bhiba, A. Md., AB²
^{1,2}Business Administration, Politeknik LP3I Jakarta, Jakarta
Email: ¹Darmawan.sg3@gmail.com,

ABSTRAK

In an effort to increase sales of good consumables such as perfume, it requires a strategy that is carried out by increasing advertising and promotion through digital marketing such as on social media Instagram which plays an important role in attracting the attention of consumers who currently buy more online. Strategies developed in increasing sales such as segmenting, targeting, positioning which in this important case is to maintain good relationships between customers and sellers, in addition to the physical efficiency factor as a form of consequence that must be followed during the sales increase process takes place. SWOT analysis is needed to be able to see the business environment where the marketing mix plays an important role in overcoming the obstacles that occur. As a strategy in increasing sales of Consumables Good Premium Bekasi by segmenting, targeting, positioning, it can overcome obstacles where the advertisements displayed are less attractive to customers so that the choice of advertising and promotion designs must be made more as an option to communicate well with customers.

Kata Kunci: *Digital Marketing, Perfume, Sales, Strategy, Independent Business*

1. INTRODUCTION

Independent business is a type of business that is easy to do and most in demand by the public in general. Independent business is usually carried out individually. The types of independent businesses are very diverse from small, medium, to large capital, this can be adjusted by the owner of the capital who will run the business. The number of people who start independent businesses is reasonable because the capital required is not too large and the profits obtained will fully become the owner of the business and in terms of supervision, it can be carried out directly by the owner of the capital.

An independent business that is now attracting the attention of many people to take part in it is the perfume business. Perfume is one of the good consumables that is always available and used by everyone, of course it is needed every day by people who have very active activities to maintain body freshness, both for men and women. The many stories of successful perfume entrepreneurs have inspired many people to engage in this business.

The more people who are in the perfume business, the competition is getting tougher, resulting in a decrease in the number of perfume sales, problems like this must be addressed as soon as possible and should not be ignored. Business owners must immediately find a solution on how to maintain the number of sales of perfume products sold, as well as increase sales and keep loyal customers not switching to other traders. Marketing strategies in increasing sales are needed to increase revenue. This can be done by conducting market segmentation activities, where the business owner selects the appropriate market for the product to be marketed, so that the compatibility between the product and the consumer can be seen clearly the intended target in the context of a marketing strategy in increasing sales. advertising in the right means, the point is the need for an understanding of consumer behavior in the use of social media such as the use of digital marketing on the Instagram application.

Consumer behavior in buying goods during the COVID-19 pandemic is further increased by purchasing products online. This has a positive impact for business owners who initially carried out business activities offline to be carried out online. Therefore, efforts to increase online sales at independent perfume businesses, promotional activities and advertisements play a very important role. For this reason, a promotional policy is needed as the content of advertisements and ad designs that attract the attention of consumers who are currently more customers making online purchases.

2. RESEARCH METHODOLOGY

In this study to find out the strategies developed in increasing sales such as segmenting, targeting, positioning which in this important case is to maintain a good relationship between the customer and the seller, in addition to the physical evidence factor as a form of consequence that must be followed during the sales increase process. . SWOT analysis is needed to be able to see the business environment where the marketing mix plays an important role in overcoming the obstacles that occur.

3. RESULT AND ANALYSIS

From the results of this research comprehensively, the results can be seen by making changes in promotional design and appearance on Instagram, after sharpening segmentation, targeting, positioning for prospective customers, the sales volume becomes even better.

3.1. Marketing Strategy Components

Components of the marketing strategy applied to increase sales:

1. Segmentation, namely recognizing customers as business partners to be given the best service.
 - a. geographical variable, the target customers are perfume users who live in Bekasi and surrounding areas.
 - b. demographic variables, the target customers are teenagers to adults with a fixed income each month.
 - c. psychological variables, the intended customers are users with middle social class who apply an urban lifestyle.
 - d. buyer behavior variable, the intended customer is a potential user who is loyal to a product with a high level of usage.
2. Targeting, as a strategy to allocate company resources effectively.
 - a. Target market, communication with customers using the Instagram platform and internet marketing in order to spread promotions and advertisements to attract the attention of potential customers.
 - b. The target market, perfume users with the gender of adult women who have a steady income and have an urban lifestyle.
3. Positioning, to build an image that is easy to remember by consumers. By doing perfume promotions such as "Buy 3 perfumes for free Shipping throughout Indonesia" and "Buy 10 perfumes get 1 perfume free". The important thing as a component of the strategy is to establish relationships with customers such as greeting "Say Hello" on birthdays

3.2. Sales Volume Factor

Some of the sales volume factors that are considered by perfume entrepreneurs are:

1. Product condition, the products offered have various variants for men and women. The uniqueness and luxury of the perfume offered is the main attraction for customers. The price offered for 1 bottle of premium perfume starts from Rp. 100,000.00.- to Rp. 150,000.00.- very affordable for all people.
2. Market conditions, to increase sales which were previously only done verbally and were only able to sell 6 perfumes per month, then an online marketing strategy was developed through Instagram so as to increase sales each month an average of more than 20 perfumes.

3.3. Perfume Sales SWOT Analysis

In maintaining its business, the internal business environment (Strengths and Weaknesses) and the external business environment (Opportunity and Threats) are as follows:

1. Strength, the strength possessed is the price offered is very competitive, the network of potential customers is very large, and the ease of communication with potential customers.
2. Weaknesses, the weaknesses are that price competition makes profits smaller, the extent of the consumer network has not been well targeted, and has not been able to accommodate more variants.
3. Opportunity, the opportunity is affordable prices make more potential customers interested in buying, opening wider market opportunities, easier to offer products offered through promotions and advertisements on social media.
4. Threats, threats to watch out for are small profits that make product variants limited, untargeted consumers find it difficult to know the type of product they want, difficulty in determining the right promotions and advertisements to win the competition.

3.4. Marketing Mix

Promotion and Policy offered to reach customers throughout Indonesia. In shipping, it is ensured that the ordered products are packaged neatly using plastic bubble wrap so that the goods that arrive at the customer are still safe and guaranteed quality. This strategy is based on Productivity and Quality which is carried out so that customers will feel safe such as broken or damaged packaging boxes and during delivery of goods before an error occurs in the delivery of perfume, either the wrong address or the wrong delivery of the ordered goods. The price given to the customer is very competitive with a price range of Rp. 100,000, - up to Rp. 150.000,- per perfume.

4. CONCLUSION

The marketing strategy in increasing perfume sales is by segmenting, targeting, and positioning as a step to recognize and build relationships with customers. Fostering relationships with customers through advertising and promotions is necessary to increase sales. Advertising and promotion designs can be made as much as possible in order to have many choices and be more communicative with customers.

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