

Effective Digital Marketing Strategy to increase Online Sales

Dewi Indriani Jusuf

International Women University

ARTICLE INFO

Keywords:
Strategy,
Digital Marketing,
Online Sales,
Social Media

Email :
dewijusuf@iwu.ac.id

ABSTRACT

With the increasing popularity of online shopping, it is important for companies to adopt the right digital marketing strategies to maintain and increase their market share. This research aims to analyze and identify effective digital marketing strategies to increase sales in the online business environment. This research uses a qualitative approach with descriptive methods. The research results show that implementing a combination of effective digital marketing strategies, including SEO, content marketing, social media marketing, persuasive copywriting, personalized email marketing, and paid advertising, can significantly increase brand awareness, consumer engagement, and ultimately increase conversion rates and online sales. By deeply understanding consumer preferences and behavior, companies can optimize their marketing strategies to achieve more effective and measurable results, and strengthen their position in an increasingly competitive and digitally dynamic market.

Copyright © 2022 JU-PENDI.

All rights reserved is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

INTRODUCTION

Marketing is one of the key elements in a business which plays a vital role in introducing products or services to consumers. From the planning process to distribution, the marketing team is responsible for ensuring that the product reaches the right target market (Christarni, 2014). With the variety of marketing methods and approaches available today, marketers must continually adapt their strategies to remain relevant in the face of rapid developments in consumer preferences and behavior. In this context, the use of digital marketing technology has become the main key in perfecting conventional marketing strategies (Rizqi, 2021). By involving online platforms, marketers can reach a wider target market, expand brand visibility, and increase direct interactions with potential consumers through various digital channels (Indrapura & Fadli, 2022).

Through the use of digital marketing technology, marketers can increase the effectiveness of their marketing campaigns by using in-depth data analysis to understand consumer behavior more accurately (Sudiantini et al, 2022). In addition, digital marketing technology allows marketers to deliver messages tailored to the specific preferences and needs of each consumer, thereby increasing the chances of conversion and customer retention (Wijoyo et al., 2020). With the ability to leverage tools such as social media, search engines, and online advertising, marketers can effectively expand the reach of their brands, provide a more personalized and focused experience to consumers, and strengthen their position in an increasingly competitive marketplace (Rumondang et al. , 2020). Thus, the use of digital marketing technology not only increases operational efficiency, but also allows marketers to remain competitive and win in a global market that is constantly changing and developing.

The role of technology in changing consumption attitudes and behavior has had important consequences in today's market dynamics. As stated by Karina et al (2022), technology has stimulated the creation of consumption democracy where decision-making power moves from producers to consumers. This reflects a shift in power where consumers, through the influence of technology, now have greater control in determining how products are created, prices are set, services are provided, and various other business policies (Utamanyu & Darmastuti, 2022).

In this context, consumers are not only passive subjects in the value chain, but they also become active agents who shape market demands (Astuti & Amanda, 2020). As the power of technology increasingly permeates everyday life, consumer needs are increasingly complex and diversified (Anggraini & Sunarsih, 2022). This encourages entrepreneurs to adapt quickly and keep abreast of changing consumer tastes and needs in order to remain relevant in a dynamic market. The history of bankruptcy of large companies such as Nokia and Blackberry emphasizes the importance of being responsive to changes in consumer behavior (Fatonah et al, 2021). With the increasingly strong role of consumers in determining business direction, entrepreneurs must continue to implement innovative and sustainable strategies to meet changing consumer demands, if they do not want to be left behind and marginalized in increasingly fierce market competition (Effendi et al, 2022).

In the increasingly developing digital era, digital marketing strategies have become the main key for companies to expand market reach and increase sales through online platforms (Febriyantoro & Arisandi, 2018). The advent of the internet and a variety of digital technologies have fundamentally changed the marketing landscape, allowing companies to reach consumers more widely and directly than ever before. In this context, it is important for companies to adopt effective digital marketing strategies to maximize their sales potential in today's competitive online business environment (Arrahma & Abadi, 2022).

In this research, focus is given to in-depth analysis of digital marketing strategies that can increase sales significantly. By considering developments in consumer trends, market needs, and industry competition, this research aims to provide in-depth insight into the most effective digital marketing strategies to achieve desired sales goals. Through the use of qualitative and quantitative approaches, this research will identify several key strategies that have proven successful in increasing online sales, as well as formulate practical recommendations for companies wishing to increase their presence and performance in the digital market. It is hoped that this research can provide a valuable contribution to our understanding of the importance of appropriate digital marketing strategies in achieving business success in the ever-growing digital era.

METHOD

This research uses qualitative methods, according to Mantra (2004) in the book Moleong (2014) states that qualitative methods are research procedures that produce descriptive data in the form of words or verbal expressions from people and behavior that can be observed. Qualitative data sources according to Moleong (2014) are displays in the form of spoken or written words that are observed by researchers, and objects that are observed in detail so that the meaning implicit in the document or object can be captured. The data collection technique used by researchers is observation, namely systematic observation and recording of the symptoms being studied. An interview is an oral question and answer between two people more directly. And documentation, is the retrieval of data obtained through documents. Data collected using documentation techniques tends to be secondary data, while data collected using observation and interview techniques tends to be primary data or data obtained directly from the first party (Usman & Akbar, 2008).

RESULTS AND DISCUSSION

Online marketing has become one of the most effective approaches to increase sales in this modern era. With advances in technology and the development of the internet, there are a variety of online marketing strategies that can be used, including the use of social media to build consumer relationships and engagement, search engine optimization to increase visibility and search rankings, marketing interesting and informative content to attract the attention of the target audience, the use of paid advertising to increase exposure and attraction, as well as personalized email marketing

strategies to build long-term relationships with customers (Mahliza et al, 2020). By utilizing the right combination of online marketing strategies, companies can expand their market reach, build strong brand awareness, and significantly increase sales opportunities amidst increasingly fierce competition in the digital market (Kurniawati & Arifin, 2015).

Effective online marketing strategies come in various forms, depending on the platform whose market share you want to attack. Some of these platforms include:

a) Social media platforms

Social media platforms have become one of the main pillars of modern online marketing strategies. With millions of daily active users, social media platforms like Facebook, Instagram, Twitter, LinkedIn and others provide incredible opportunities for companies to connect directly with their potential consumers. One of the main benefits of marketing via social media is its ability to build strong and interactive relationships with audiences. By creating relevant, interesting content and sharing useful information, companies can increase customer engagement and loyalty. Additionally, the use of paid advertising on social media platforms allows companies to target specific audiences based on demographics, interests, and behavior, thereby increasing the efficiency of marketing campaigns.

Apart from that, marketing strategies via social media also allow companies to get direct feedback from their customers. By monitoring comments, messages, and feedback from audiences, companies can respond quickly to customer issues or needs, and improve their brand image through proactive and responsive interactions. In addition, the use of stories features on social media platforms has become popular because it provides more authentic content, while live streaming can also be used to hold events, product presentations, or live discussions with the audience, all of which can strengthen engagement and interaction with consumers. By effectively leveraging the power of social media platforms, companies can build active and dedicated communities, increase brand awareness, and ultimately increase conversions and sales.

b) Marketplace platforms

Marketplace platforms have become a very important means for companies to reach consumers effectively in the digital sphere. With the emergence of platforms such as Amazon, eBay, Etsy, and a number of other platforms, companies can leverage existing infrastructure to market their products to a wider audience. One of the main advantages of marketing via a marketplace platform is greater exposure to the global market. With millions of active users using the platform every day, companies have a better chance of reaching potential customers in various parts of the world.

Apart from that, the trust that the marketplace platform has built among consumers can also provide additional benefits for the company. Consumers tend to feel more comfortable making purchases on platforms that are known and trusted, which can increase trust and loyalty to the brands sold on those platforms. Additionally, features such as customer reviews and product ratings also help buyers in making more informed purchasing decisions, while for companies, good reviews can increase the trustworthiness and reputation of their products.

By leveraging the right marketing strategies on marketplace platforms, companies can target consumers relevant to their products, use keyword optimization tools to increase visibility, and leverage analytical data to understand buyer behavior and market trends. Apart from that, integration with marketplace platforms can also help companies manage payment, shipping and customer service processes more efficiently, thereby allowing companies to focus on product development and more strategic marketing. Thus, marketing through marketplace platforms

provides a great opportunity for companies to increase sales, expand market reach, and strengthen their brand position in the competitive digital market.

c) UGC (user-generated content) platforms

UGC (user-generated content) platforms have become an increasingly important component in today's online marketing strategies. With platforms such as YouTube, TikTok, and various community forums and blogs, consumers have the opportunity to actively contribute to the creation and dissemination of content related to a particular brand or product. The UGC phenomenon not only allows consumers to share their personal experiences and opinions, but also allows companies to leverage user-generated content as a powerful marketing tool. Through UGC, companies can build deeper engagement with consumers, increase brand trust and authenticity, and expand their brand reach through a broader network of influencers and users. Additionally, by utilizing creative campaign strategies and engaging content, companies can encourage customers to share their own experiences, testimonials, and positive reviews, which can significantly increase potential consumers' trust and interest in the products or services offered. Thus, marketing through UGC platforms not only allows companies to develop more personalized relationships with their customers, but also strengthens their brand image as a responsive, open, and user experience-oriented brand.

d) Website platforms

The website platform remains the main foundation for a company's digital presence. With advances in technology and increasing internet penetration, websites not only function as companies' 'online stores', but also as important information centers for consumers. Through websites, companies can present in-depth information about their products or services, provide educational and interesting content for customers, and offer an easy way for consumers to interact and transact. In addition, SEO (Search Engine Optimization) optimization allows companies to increase the visibility of their websites in search engines, thereby attracting more traffic and increasing the chances of conversion. The use of responsive design that ensures that the website can be accessed smoothly across multiple devices is also key in ensuring an optimal user experience. By integrating the right marketing strategies on websites, such as the use of contact forms, live chat features, and secure payment features, companies can build stronger engagement with customers, increase trust, and ultimately strengthen their brand image as a major player in their industry. Thus, marketing via website platforms remains one of the key elements in an effective online marketing strategy, enabling companies to expand their market reach, build deeper engagement with consumers, and increase their conversion rates and sales.

e) Search engine platforms

Search engine platforms play a crucial role in facilitating connectivity between consumers and the information they seek. Through platforms such as Google, Bing, or Yahoo, consumers can find the information they need quickly and efficiently. For companies, effective marketing strategies through search engines can increase their online visibility, making products or services easier to find for potential consumers. By utilizing proper SEO (Search Engine Optimization) practices, such as the use of relevant keywords, quality content, and a search engine-friendly website structure, companies can improve their rankings on search results pages and attract more organic traffic to their websites. Additionally, the use of paid advertising such as Google AdWords also allows companies to reach specific target audiences and drive relevant traffic directly to their websites. By effectively leveraging the power of search engine platforms, companies can increase brand

awareness, reach relevant potential consumers, and ultimately significantly increase their conversion and sales opportunities in an increasingly competitive marketplace.

Next, here are some digital marketing strategies that are expected when you sell online:

a) SEO (Search Engine Optimization)

SEO (Search Engine Optimization) strategy is an important key in increasing the visibility and ranking of a company's website on search results pages. Through implementing effective SEO techniques, such as using relevant keywords, creating quality content, increasing page loading speed, and optimizing website structure, companies can ensure that their websites are found more easily by potential consumers through search engines. By improving their rankings on search results pages, companies can increase organic traffic to their websites, increase brand awareness, and ultimately increase the chances of conversions and sales. Additionally, regularly monitoring and analyzing SEO data is also important in understanding user behavior and search trends, so that companies can continuously optimize their SEO strategies to achieve more effective and measurable results.

b) Content marketing

Content marketing strategy is a powerful approach to building brand awareness, strengthening consumer engagement, and increasing online sales. By creating relevant, informative, and engaging content, such as blog articles, infographics, videos, and other visual content, companies can build trust and credibility among their audiences. Through valuable content, companies can attract the attention of potential consumers, provide solutions to the problems they face, and build long-term relationships with customers. By consistently utilizing content marketing strategies, companies can expand their brand reach, increase engagement with consumers, and ultimately increase the chances of conversion and customer retention in an increasingly competitive marketplace.

c) Copywriting

Copywriting strategies play a central role in designing marketing messages that are persuasive and attractive to consumers. Through the use of the right words, effective sentence organization, and a deep understanding of the needs and wants of the target market, companies can create marketing text that inspires action from consumers. By focusing on the benefits of the product or service provided, as well as highlighting the uniqueness and added value offered, copywriting strategies can help companies to attract consumers' attention, spark their interest, and encourage purchasing action or further interaction. By aligning marketing messages with brand values and mission, companies can strengthen their brand image and differentiate themselves from competitors in a crowded marketplace.

d) Email Marketing

Email marketing is a digital marketing strategy that focuses on sending relevant and personalized messages to customers via email. By using customized techniques, such as precise delivery times, personalization of message content, and customer segmentation based on preferences and behavior, companies can build closer relationships with customers. Through targeted email campaigns, companies can deliver special offers, the latest product information, or valuable content to customers, thereby increasing their engagement with the brand and resulting in increases in sales and customer retention. By monitoring and analyzing metrics such as open rates, click rates, and other customer responses, companies can continuously optimize their email campaigns, ensuring that the messages delivered are effective, relevant, and trigger desired actions from customers.

e) Social Media Marketing

Social media marketing is a marketing strategy that focuses on utilizing social media platforms to build relationships, increase brand awareness, and encourage interaction with audiences directly. Through the use of creative content, engaging visuals, and relevant messaging, companies can expand their brand reach, build strong engagement with followers, and increase customer loyalty. By leveraging features such as paid advertising, contests, and collaborations with influencers, companies can reach a wider target audience, strengthen their brand image, and increase meaningful interactions with consumers. Through careful data analysis, companies can understand their audience's preferences and behavior, thereby enabling them to continuously optimize their marketing strategies and achieve more effective results in increasing brand awareness and sales.

f) Pay Per Click (PPC) Advertising

Pay Per Click (PPC) Advertising is a digital marketing strategy in which companies pay only when users click on their ads. Through platforms such as Google Ads, Bing Ads, or social media platforms that provide paid advertising services, companies can target specific audiences based on keywords, geographic location, interests, and demographics. By crafting tailored advertising campaigns with clear objectives, companies can increase the visibility of their products or services on search results pages and social media platforms, attract relevant traffic to their websites, and increase the chances of conversions and sales. Through careful data analysis of ad performance, companies can continuously optimize their PPC strategies, identify the most effective keywords, and adjust their ad offerings to maximize the return on their investment. By properly utilizing PPC strategies, companies can expand their brand reach, capture the attention of potential consumers, and significantly increase their business growth in an increasingly competitive market.

CONCLUSION

From the various digital marketing strategies that have been discussed, it can be concluded that using the right combination of various digital marketing platforms and techniques is the key to achieving success in increasing online sales. Through effective SEO strategies, engaging marketing content, persuasive copywriting, personalized email marketing, interactive social media marketing, and targeted paid advertising, companies can expand their brand reach, build strong engagement with consumers, and increase conversion rates and their sales. By deeply understanding consumer preferences and behavior, and continuously monitoring and optimizing their marketing strategies, companies can remain competitive in a dynamic and digitally evolving marketplace. By focusing on quality content, meaningful interactions, and positive user experiences, companies can build strong relationships with customers, strengthen their brand image, and achieve sustainable business growth.

REFERENCES

- Anggraini, K., & Sunarsih, D. (2022). *Digital marketing* . Pascal Books.
- Arrahma, FA, & Abadi, MT (2022). Marketing Strategy: How Niki's Geprek Shop can survive in the digital era. *Journal of Innovation Research Management* , 1 (3), 239-249.
- Astuti, M., & Amanda, AR (2020). *Introduction to marketing management* . Deepublish.
- Chrismardani, Y. (2014). Integrated marketing communications: implementation for MSMEs. *Neo-Bus* , 8 (2), 179-189.
- Effendi, NI, Mulyana, M., Apriani, A., Titing, AS, Nugroho, H., Purnama, D., ... & Dewanthi, DS (2022). *Marketing Strategy* . Global Technology Executive.

- Fatonah, S., Haryono, T., & Sari, NNI (2021). The Role of Customer Orientation in Improving the Marketing Performance of MSME Restaurants in Sragen Regency. *EQUITY (Journal of Economics and Finance)* , 5 (1), 78-97.
- Febriyantoro, MT, & Arisandi, D. (2018). Utilization of digital marketing for micro, small and medium enterprises in the era of the ASEAN economic community. *JMD: Dewantara Management & Business Research Journal* , 1 (2), 61-76.
- Indrapura, PFS, & Fadli, UMD (2022). Analysis of Digital Marketing Strategy at the Cipta Graphic Company. *Economina Journal* , 2 (8), 1970-1978.
- Karina, M., Hernaningsih, F., & Rivanto, R. (2022). Marketing Strategy Using Viral Phenomenon and Electronic Word of Mouth Communication Through Social Media in Indonesia. *Scientific Journal of Management, Economics, & Accounting (MEA)* , 6 (3), 924-942.
- Kurniawati, D., & Arifin, N. (2015). Marketing strategy via social media and student buying interest. *JOURNAL OF SYMBOLICS Research and Learning in Communication Study* , 1 (2).
- Mahliza, I., Husein, A., & Gunawan, T. (2020). Online Marketing Strategy Analysis. *Al-Sharf: Journal of Islamic Economics* , 1 (3), 250-264.
- Moleong, L.J. (2014). Qualitative research methods revised edition. *Bandung: PT Teen Rosdakarya* .
- Rizqi, RM (2021). The Impact of Marketing Communication on Purchasing Decisions in Sumbawa City with Purchase Intention as an Intervening Variable at Pt. Sumbawa Apsara Concrete. *Journal of Accounting, Finance, and Auditing* , 3 (00), 66-86.
- Rumondang, A., Sudirman, A., & Sitorus, S. (2020). Digital Marketing and Consumer Behavior.
- Sudiantini, D., Nurambarwati, D., Julianti, FD, Putra, FF, Naraya, GP, & Nazara, GV (2022). Innovation in Marketing Management and Maintaining Business Relevance in the Digital Era. *Journal of Management Research and Innovation* , 1 (2), 129-138.
- Utamanyu, RA, & Darmastuti, R. (2022). Online Shopping Culture of Generation Z and Millennial Generation in Central Java (Case Study of Beauty Products at Online Shop Beauty By Asame). *Scriptura* , 12 (1), 58-71.
- Wijoyo, H., Cahyono, Y., Ariyanto, A., & Wongso, F. (2020). Digital economy and marketing in the new normal era. *Independent Scholars* .