

Product Marketing Strategy Effective: Key Maximizing Business Profits

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Article Info	ABSTRACT
<p>Keywords: Marketing Strategy, Product Marketing, Business Profit, Competitiveness, Company Growth.</p>	<p>In a competitive business environment, selecting and implementing the right marketing strategy is key to attracting consumers, increasing sales, and building customer loyalty. This study examines the importance of an effective product marketing strategy as a key factor in maximizing business profits. The study used a qualitative approach with descriptive methods. The results show that a well-planned marketing strategy, from understanding the target audience and determining pricing to selecting promotional channels, positively impacts sales growth and customer loyalty. The use of social media, engaging promotions, and word-of-mouth marketing have proven effective in expanding market reach and building consumer trust. Furthermore, strong customer relationships through full-service sales and loyalty programs contribute to repeat purchases, enabling an integrated marketing strategy to sustainably improve business performance.</p>
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INTRODUCTION

Business competition in the modern era is increasingly fierce with technological advancements, changing consumer trends, and the emergence of various new products on the market. Companies no longer compete solely on price, but also on quality, innovation, and customer experience (Ananda et al., 2023). In this context, marketing strategy is a key element in a company's success in attracting consumers and maintaining its market position. Without an appropriate marketing strategy, companies risk losing market share and facing declining revenue (Panggabean et al., 2024). Current business conditions indicate that many companies face challenges in increasing profits, even though the products they offer are of good quality. One major problem is the ineffectiveness of their marketing strategies, including market segmentation, promotion, and product distribution (Hananto et al., 2024). Many companies fail to deeply understand consumer needs and preferences, resulting in marketing efforts that are often poorly targeted and suboptimal in driving sales (Nauli, 2025).

Firmansyah & Mahardika (2018) define marketing as a strategic approach aimed at creating, communicating, and delivering brands to consumers and building long-term relationships with them. For companies, marketing is a method for promoting products or services to consumers so that the company can achieve its stated goals. According to Kotler & Keller (2016), the primary goal of marketing is to maintain and increase the company's market share by winning the hearts of consumers. In this context, marketing is about

understanding customer needs and desires and providing products that meet them. To achieve business success, it is crucial to pay attention to sales volume. High sales volume indicates that the products or services offered are aligned with market needs (Poluan et al., 2019).

Marketing strategy is something that forms a well-thought-out plan in the marketing field. To achieve optimal results, marketing strategy encompasses a broad range of marketing areas, including strategies for dealing with competition, pricing strategies, product strategies, service strategies, and so on (Tampi, 2023). According to Tjiptono (2013), marketing strategy is something that is planned as a basic tool to achieve a company by developing competitive advantages through the markets entered and marketing programs used to serve the target market.

An effective marketing strategy not only aims to increase sales but also plays a role in building customer loyalty and strengthening brand image (Aisah et al., 2024). With the right strategy, companies can identify new market opportunities, develop products tailored to consumer needs, and improve promotional efficiency, thus directly impacting profit growth. The role of marketing strategy in achieving business goals, particularly profit growth, is becoming increasingly crucial amidst increasingly complex and dynamic competition (Felik & Manggu, 2024).

Companies need to recognize their strengths and weaknesses in relation to the competition. This will help them identify themselves and capitalize on every available opportunity and avoid or minimize them. Marketing strategy is an effort to find a profitable marketing position in an industry or ongoing arena of fundamental competition (Ilham et al., 2024). Marketing within a company, in addition to acting dynamically, must always apply superior principles. Companies must abandon outdated habits and continue to progress and innovate. This is because now is not an era where producers impose their will on consumers, but rather consumers impose their will on producers (Agustina et al., 2025).

Several previous studies have highlighted the role of marketing strategy in improving company performance. For example, research by Kotler & Keller (2016) emphasized that appropriate market segmentation, targeting, and positioning (STP) can increase marketing effectiveness and positively impact sales. Another study by Hermawan (2015) showed that promotions integrated with product distribution and communication strategies can increase customer loyalty and support company profit growth.

Furthermore, research by Ningrum et al. (2022) analyzed the relationship between product innovation and marketing strategy, concluding that companies that combine innovation with appropriate promotional strategies can gain a competitive advantage. Meanwhile, research by Siregar (2024) emphasized the importance of digital marketing as a strategic tool in facing increasingly fierce business competition, particularly in reaching millennial and Generation Z consumers.

However, several previous major studies have focused on specific marketing aspects, such as promotions, digital marketing, or product innovation separately. Few studies have examined marketing strategy comprehensively, examining the interconnectedness of all strategy elements—from segmentation, positioning, promotion, distribution, to product innovation—and their direct impact on company profits. Furthermore, previous contextual

studies have often been general in nature or focused on specific industry sectors, thus failing to provide an in-depth understanding of the effectiveness of marketing strategies in local or small- and medium-sized businesses.

This highlights the need for further focused and applicable research in real-world business contexts, particularly in maximizing profits. Therefore, this study aims to address this gap by comprehensively analyzing product marketing strategies and how their implementation can maximize company profits. This research is expected to provide practical contributions to business actors in designing effective and sustainable marketing strategies.

METHOD

This study uses a descriptive model, a research method that aims to describe and interpret objects according to their actual conditions. In this study, the approach used is qualitative, where data collection is carried out in a natural setting by interpreting the phenomena that occur. The researcher plays a key role in the research process, so the analysis emphasizes meaning and in-depth understanding, rather than just generalizations (Sugiyono, 2019). Data is collected relevantly from various sources, then analyzed and interpreted to gain a comprehensive understanding of the current phenomenon being studied. The data collection process in this study was carried out through documentation, interviews, and observations. Data obtained from interviews are then systematically managed and analyzed using descriptive data analysis techniques, which include data reduction, data presentation, and drawing conclusions. With this technique, all collected information can be structured, making it easier for researchers to understand the phenomena being studied, draw relevant interpretations, and provide an accurate picture of effective product marketing strategies to increase business profits.

RESULTS AND DISCUSSION

Product marketing strategy plays a crucial role in attracting customers and increasing sales, while also serving as a guide for marketing teams in conducting business activities. In an era of increasingly fierce competition, sude companies must not only offer products but also ensure they align with market needs and preferences. Implementing the right approach, such as the 4Ps marketing strategy (Product, Price, Place, Promotion), is one of the keys to success, as it enables businesses to customize products, set competitive prices, select effective distribution channels, and design appropriate promotional targets (Rahmawati et al., 2024).

More than just promotional efforts, product marketing strategy focuses on a deep understanding of consumer behavior and needs. By analyzing preferences, habits, and market trends, companies can create products that are relevant and accepted by their target audience. This strategy also helps companies set realistic sales targets and develop systematic action plans to achieve them, ensuring each marketing step has a clear direction and purpose (Andirwan et al., 2023). Ultimately, a product marketing strategy is not only a tool for increasing short-term sales but also a crucial foundation for sustainable business growth. By implementing the right strategy, companies can not only increase sales but also build customer loyalty, strengthen brand positioning in the market, and achieve optimal profits

(Zulfikar, 2022). This demonstrates that an effective marketing strategy is a crucial investment that can ensure the long-term sustainability and success of a business.

To increase profits through a product marketing strategy, focus on identifying the right target market, creating attractive offers, and utilizing various effective marketing channels. Furthermore, building strong relationships with customers and maintaining product/service quality are also crucial. So, what are effective marketing strategies? Below, the author summarizes several effective product marketing strategies that can increase business profits.

1. Identification who is the target audience and what is it for *buyer persona*

Before launch marketing strategies product steps a very important beginning is identify target audience in a way clear. Target audience is group consumers who have characteristics needs and interests certain appropriate with product or services offered. With know who is the target audience company can develop more marketing strategies appropriate targeted and effective so that source power used both time and costs can maximized. Determining the target audience This covers analysis demographics behavior consumers location geographic preferences shopping up to pattern consumption all of which help company understand who really need the product.

After the target audience identified steps next is create a buyer persona, namely semi-fictional representation from ideal customers based on existing data and insights collected. Buyer persona helps company understand more in about needs challenges and difficulties faced candidate customers. With understanding this company can adapt all marketing strategy aspects — starting from development product determination price selection channel distribution up to message promotion —to be more relevant and interesting for audience. A strategy that focuses on understanding audience This No only increase opportunity conversion sales but also building connection term long between brands and customers.

2. Determine values and differentiators product

Next steps in marketing strategy product is determine values and differentiation product. Product value covers benefits and advantages offered to consumers who must in accordance with needs and wants candidate customers. With understand what is really important for audience company can compile relevant and useful products so increase possibility customer choose product The right product value also helps build trust and loyalty customer Because they feel needs and preferences they fulfilled optimally.

In addition to adjusting mark product with need consumers it is also important to emphasize differentiation products to make your product stand out compared to competitors. Differentiation This Can in the form of feature unique better quality good better price competitive or service additional that is not owned competitors. With highlight differentiator this company give clear reasons to candidate customer for choose your product compared product similar in the market. An effective differentiation strategy No only increase Power pull products but also strengthens position brand in the eyes consumers creating superiority competitive and contribute to the improvement sale as well as profitability business.

3. Determine Product Price

After understand who your target audience is and determine mark as well as differentiation product steps important next is determine right price. Product price No only reflect cost production or operational but also perception perceived value by consumers.

Determination the right price must consider factor like Power buy target audience position products in the market, competitor strategies and goals business term long. With set appropriate price product will more easy accepted by the market and can increase opportunity sale as well as loyalty customer.

In determining price there is a number of approaches that can used for example price based competitive and price based value. Price based competitive adapt price product with prices set by competitors in the market so company still competitive. While price based mark emphasize how much big benefits received customer from product said. With understand value perceived by consumers companies can set value for money with the benefits and advantages offered so that consumer feel satisfied and have no doubts about buy product.

4. Creating the Right Marketing Plan

Once the target audience strategy, product differentiation value, and pricing have been established, the next step is to prepare an appropriate marketing plan. A marketing plan serves as a comprehensive guide for the marketing team to carry out all promotional and sales activities in a structured manner. This plan explains what will be done, why, what key activities will be carried out, and how to implement them to ensure each marketing step is more focused and effective. A well-thought-out marketing plan also helps identify opportunities, manage risks, and optimize available resources to achieve maximum results.

An effective marketing plan encompasses various essential elements such as marketing channel selection, promotional strategies, campaign scheduling, and success evaluation methods. With a clear plan, the marketing team can execute activities consistently, adjust strategies based on market response, and ensure each action supports the business's primary goal of increasing sales and profits. A marketing plan also serves as a tool for measuring performance, identifying areas for improvement, and ensuring that the marketing strategy remains relevant to development trends and consumer needs.

5. Take advantage The Potential of Social Media

In the current digital era this social media has develop become more from just a platform for share activity everyday. Social media now become center industry information and interaction consumers so that own role strategic in marketing product. With utilizing social media optimally business can reach larger audience wide strengthening image brand and build deeper relationship near with consumers. In addition social media also allows company for monitor market trends responding need consumer in a way fast and adapt marketing strategies in real-time.

Utilization of social media in marketing strategy can done through various way such as make relevant and engaging content utilizing feature advertisement paid up to stage interaction direct with audience via live streaming or comments. Activity This No only increase brand awareness, but also encourage loyalty consumers and encourage they For share experience positive with other people. With the right strategy social media become effective tool For build community active consumers expanding network business and improve sale in a way significant.

6. Use Marketing from Mouth to Mouth

Word-of-mouth marketing remains one of the most effective marketing strategies today. Information from people you know tends to be more credible than conventional

advertising, such as that seen in mass media or billboards. Personal recommendations from friends, family, or colleagues have a powerful impact on shaping consumer perceptions of a product or service because they are perceived as objective and authentic. Therefore, this strategy is crucial for enhancing brand credibility and building consumer trust.

To maximize word-of-mouth marketing, businesses can focus on positive experiences and customer satisfaction. Quality products or services, good customer service, and pleasant interactions will encourage customers to voluntarily recommend the business to others. Furthermore, businesses can encourage word-of-mouth promotion through referral programs, testimonials, or easily shareable content on social media. With this approach, companies not only increase product visibility but also build a loyal customer base that can become brand ambassadors by providing a positive experience.

7. Create an Interesting Giveaway or Program Other

One effective strategy for marketing a product is to create a giveaway or attractive program, such as a free trial, special discount, or contest. This strategy can attract potential customers because they perceive an immediate benefit without risk. Giveaways not only increase engagement with your audience but also encourage them to try your product or service directly, increasing the chance of converting into customers.

Furthermore, programs like free trials or contests provide potential customers with the opportunity to experience the quality of your product. This firsthand experience allows them to evaluate the product's advantages over competitors, increasing brand trust, and encouraging future purchases. This strategy also has the potential to increase brand awareness because participants often share their experiences on social media, expanding the promotional reach organically.

8. Guard Good Relationship with Customer

Marketing product No only focus on attracting customer new but also important for guard connection with old customers. Satisfied and satisfied customers valued tend become customer loyal which is consistent do purchase repeat and even become a promoter of your product. Strategy to maintain connection This Can done through service full sales loyalty programs or routine communications such as newsletters, greetings accept love and offers exclusive.

Connection Good with old customers also help build trust term long to brand. Customers who feel valued will tend recommend product to others through word of mouth, which is one of the form the most effective marketing. With guard connection this business No only maintain income that has been exist but also create strong foundation for growth business in a way sustainable.

9. Implement Digital Marketing

Digital marketing has become a key strategy for modern businesses because it allows them to reach a wider audience without being limited by geography. By using digital platforms such as social media websites and instant messaging apps, businesses can reach potential customers more quickly and effectively. Furthermore, digital marketing allows businesses to tailor content and promotions to audience preferences, making messages more relevant and potentially increasing conversions.

One important technique in digital marketing is Search Engine Optimization (SEO). By implementing SEO, businesses can increase brand visibility on the first page of search engines like Google. This allows potential customers to find your products or services more easily when they search for solutions relevant to their needs. Furthermore, digital marketing strategies also make it easy to measure campaign performance, analyze user behavior, and adjust strategies in real-time to achieve optimal results. More optimal marketing.

10. Create a Video Tutorial

Video tutorials are an important tool in marketing strategies because they can help potential customers understand how to use a product or service firsthand. These videos also enhance the customer experience, providing a more interactive user experience and making it easier to understand the product's benefits. With visual guidance, customers feel more confident trying your product, ultimately increasing their likelihood of making a purchase.

Furthermore, video tutorials allow businesses to highlight the product's qualities and uniqueness more clearly. In the video, you can showcase key features, usage tips, and even user testimonials, strengthening the product's credibility. This strategy not only helps increase customer understanding but also builds long-term trust and loyalty, making your product more readily accepted in the market.

The following summary is presented in tabular form to help you better understand marketing strategies for increasing business profits.

Table 1 Marketing Strategy Product

No	Strategy	Objective	Main Steps
1	Identify Target Audience & Create Buyer Persona	Determine who needs it products and understand need they	Analysis demographics behavior location preference; create semi- fictional representation ideal customer
2	Define Value & Differentiation Product	Interesting customers and differentiate from competitors	Customize product with needs highlight feature unique or superiority
3	Determine Product Price	Set appropriate price with mark products and power buy	Use price based mark or competitive
4	Create the Right Marketing Plan	Developing a guide structured promotions and sales	Choose channel marketing schedule campaign method evaluation
5	Take Advantage of Social Media	Increase reach brand awareness, and interaction	For content interesting advertisement paid live streaming, interaction direct
6	Use Marketing from Mouth to Mouth	Increase credibility and trust	Focus on experience customer positive referral program, testimonials
7	Create an Attractive Giveaway / Program	Interesting attention and improve interaction	Free trials, discounts contests promotions on social media

No	Strategy	Objective	Main Steps
8	Guard Good Relationship with Customer	Create loyalty and purchasing repeat	Service full sales newsletters, loyalty programs regular communication
9	Implement Digital Marketing	Reach audience more wide and precise target	Use social media websites, email, online advertising content personalized

CONCLUSION

An effective marketing strategy is crucial for increasing business profits. The first step is to understand your target audience by identifying and developing buyer personas. By understanding customer needs, behaviors, and preferences, companies can tailor products and marketing messages to better target them. Determining product value and differentiation is key to attracting consumers and distinguishing products from competitors in a competitive market. Pricing that aligns with the product's brand and consumer purchasing power also plays a crucial role in marketing strategy. The right price not only creates a positive perception of value but also ensures business profitability. Next, prepare a structured marketing plan that will serve as the foundation for all promotional activities, including the selection of communication channels, campaign schedules, and methods for evaluating marketing effectiveness. Utilizing social media and word-of-mouth marketing is an important strategy for increasing reach, engagement, and credibility. Activities such as engaging content, referral programs, and customer testimonials can build trust and loyalty. Furthermore, giveaways or attractive promotions can be effective methods for attracting new customers and increasing audience engagement. Finally, maintaining strong customer relationships through comprehensive sales support, regular communication, and loyalty programs is crucial for fostering repeat purchases and long-term loyalty. Consistent implementation of digital marketing will expand your business's reach, increase brand awareness, and help you remain competitive in the digital age. By integrating all of these strategies, your business has a greater chance of sustainably increasing sales and profits.

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