

Analysis Of Digital Marketing Strategies In Increasing Sales Of B21 Digital Printing In Gresik City

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Article Info	ABSTRACT
Keywords: Strategy, Digital Marketing, Sales, Digital Printing	This study aims to analyze the digital marketing strategy implemented by B21 Digital Printing in Gresik City and its impact on increasing sales. With the rapid development of information and communication technology, the use of digital platforms in marketing products is very important for business actors, including B21 Digital Printing. This research uses a qualitative approach and type of field research. A planned digital marketing strategy can help companies understand audiences, create relevant content, utilize various digital channels, and analyze data to optimize marketing campaigns. Through this combination of strategies, B21 Digital Printing successfully utilizes digital technology to strengthen its position in the market, increase sales, and build closer relationships with consumers. The integration of data analytics enables continuous evaluation and adjustment of strategies to achieve more optimal results. With the implementation of the right digital marketing strategy, it can significantly contribute to the increase in sales of B21 Digital Printing in Gresik City.
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INTRODUCTION

In a competitive business era, companies are required to be able to compete effectively in managing their business and marketing products in order to achieve maximum profits. Increasingly fierce competition, especially in the digital printing sector, emphasizes the importance of the role of market marketing. Optimizing marketing performance is a key factor in ensuring sustainable company growth and success. This includes mastering market coverage, geographic market mapping, and market entry strategies. The existence of old and new companies in the same field has tightened competition, so each company needs to implement a marketing strategy that suits the needs and desires of consumers. Market marketing is one of the company's activities aimed at providing goods and services to meet consumer needs. Marketing success can be measured by the company's ability to choose the right market strategy (Ziani, 2024). The first step usually taken by marketing managers is to determine the market coverage strategy through market potential analysis. In this process, the company calculates the potential market to be served, which depends on how much the community needs the products offered (Susanti, 2018).

In addition, geographic market strategies and identification of market opportunities are becoming increasingly important to support the achievement of corporate goals. Before

planning a market strategy, companies need to choose an appropriate approach to entering the market by taking into account the changing needs and preferences of consumers. Market dynamics and intense competition make market marketing strategy planning a challenge in increasing sales (Ahmad Syafiq, 2019).

The selection of the right market entry strategy greatly influences the success of the company. Therefore, product development as part of the market entry strategy is very important. Companies that do not prepare for product development risk facing major challenges. Companies must be able to offer products that meet the needs and preferences of consumers, the latest technology, and face increasingly complex competition both at the domestic and international levels. However, the challenges are increasingly complex with many companies, both long-established and newly established, competing in the same market. In this context, market marketing strategies are key to meeting consumer needs and wants.

Digital Marketing is a marketing strategy that utilizes digital media and online platforms to introduce a company's products, services, or brand. This approach uses digital technology and the internet to reach target audiences effectively and efficiently. The main advantage of digital marketing is its ability to reach a larger audience at a more affordable cost compared to conventional marketing methods (Khumaira & Nugraha, 2024). By implementing a digital marketing strategy, companies can actively interact with potential customers through various online platforms, including websites, social media, email, search engines, and mobile applications. This approach provides the opportunity to deliver tailored messages to reach targeted audiences, thus creating a more personalized and relevant interaction experience. In addition, this approach provides advantages in terms of monitoring and measuring campaign performance, allowing companies to efficiently assess the extent to which their marketing campaigns are achieving the set goals, as well as identifying areas that need improvement. Thus, digital marketing is not only an effective way to communicate, but also a highly efficient tool to manage and optimize a company's marketing efforts (Mulyantomo et al., 2021).

In the face of increasing competition in the market, digital marketing is a strategic solution to meet the needs and desires of consumers more effectively. Companies can leverage digital technology to understand consumer behavior through data analysis, such as shopping habits, product preferences, and emerging trends. With this approach, companies can develop relevant and personalized marketing content, such as informative articles, creative videos, and engaging social media campaigns. A digital marketing strategy is an important element to ensure companies remain relevant and competitive in the digital era. One effective approach is to utilize content marketing to provide valuable information to audiences, such as articles, videos, or infographics that are relevant to their needs. In addition, the use of social media allows companies to reach a more specific audience and increase conversions. To build closer relationships with consumers, companies can optimize the use of social media as a means of direct interaction and increase brand engagement. Automated email marketing can also be used to send special offers, purchase reminders, or personalized product updates. By integrating data analytics to understand consumer behavior, companies can create more relevant and effective campaigns. Through a well-planned digital marketing

strategy, companies can not only increase sales, but also strengthen relationships with consumers and create a more satisfying experience.

METHOD

This research uses a qualitative approach and type of field research with a focus on Digital Marketing strategies to increase sales. The results of the analysis of these various methods will be presented to provide a thorough understanding of the Digital Marketing strategies used by B21 Digital Printing. The analysis tool used in this research uses Benchmarking Analysis analysis which focuses on the best practices that can be applied by B21 Digital Printing to improve their marketing effectiveness.

RESULTS AND DISCUSSION

The concept of digital marketing Digital marketing is one of the main components of the modern era marketing strategy. With technological advances and wider internet penetration, businesses can no longer rely on traditional marketing methods alone. So it is necessary to make efforts to reach the target audience effectively, such as (Ayesha et al., 2022).

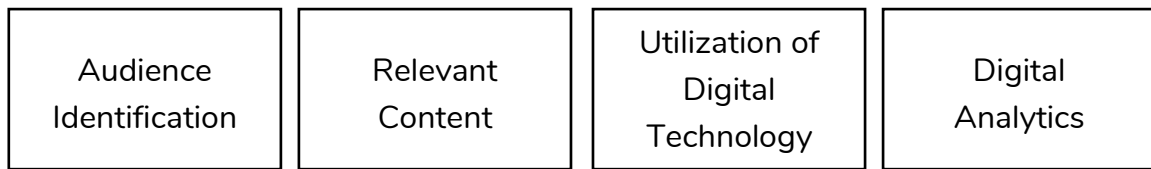


Figure 1. Digital marketing concept to reach the target audience effectively

Identify and Understand the Target Audience

Before launching a digital marketing campaign for a digital printing business, the first step is to recognize and deeply understand the target audience. Careful research on their demographics, behaviors, preferences, and needs is very important. For example, a digital printing company might target small businesses, graphic designers, or students who need high-quality printing services. With this in-depth understanding, marketing messages can be customized to be more relevant and engaging. Moreover, this knowledge also helps in determining the most effective platforms to communicate with the target audience. Research can be conducted through customer surveys, data analysis from digital platforms, as well as observations of consumer behavior online (Lailiyah & Istiqomah, 2023). Companies start a digital marketing strategy by understanding the needs, preferences, and characteristics of target audiences such as small businesses, graphic designers, and students. This research is conducted through customer surveys, digital data analysis, and online behavior observation, so that marketing strategies can be focused on the specific needs of these audiences.

Relevant Content Creation

Once the target audience has been identified, the next step is to create relevant and engaging content that meets their needs. In the context of digital printing, this content can be in the form of print design guides, tips on choosing the right printing materials, or examples of creative print projects. Content can be presented in the form of blog articles, video tutorials,

infographics, or informative social media posts. Good content not only fulfills the needs of the audience but also provides solutions to their problems. For example, for a customer who is using a print service for the first time, the content can include steps to prepare a design file for printing. By providing added value, this content helps build a strong relationship between the brand and its audience (Komalasari, 2021). The content created is tailored to the needs of the target audience, such as print design guides, print material tips, and creative projects. Content formats include blog articles, video tutorials, infographics, and social media posts that are informative, provide added value to consumers and strengthen relationships with audiences.

Utilization of Various Digital Channels

Once relevant content is available, choosing the right digital channels for distribution is the next step. For digital printing businesses, platforms such as Instagram and Pinterest are suitable for showcasing a portfolio of prints, while LinkedIn can be used to reach out to B21 customers such as companies or agencies. A company website is also important to facilitate online ordering and provide complete information about services. In addition, email marketing can be utilized to send special offers or remind customers about promotions. Using multiple channels in an integrated manner allows brands to reach a more diverse audience, increase exposure and build customer loyalty.

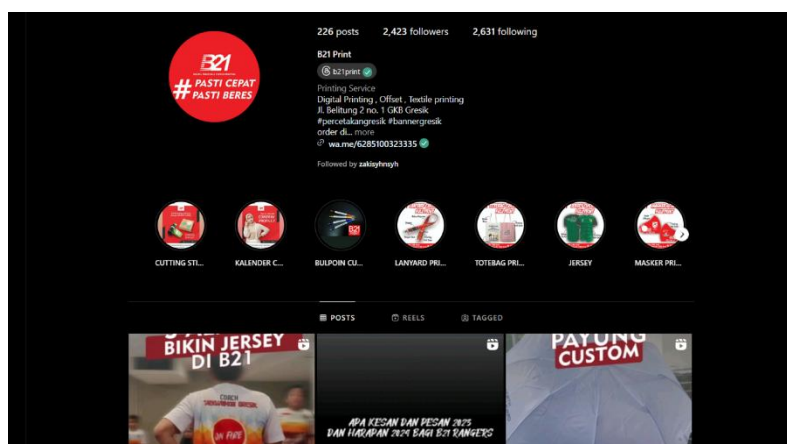
Use of Digital Analytics

A key advantage of digital marketing is the ability to track and analyze campaign results in real-time using digital analytics tools. In a digital printing business, metrics such as the number of website visitors, order conversion rates, or engagement on social media can provide important insights. By analyzing this data, strategies can be adjusted to improve effectiveness. For example, if a promotional campaign is not generating enough bookings, analytics data can help identify whether the problem is with the target audience, the message used, or the distribution platform. With data-driven understanding, marketers can optimize their campaigns to achieve better results (Gjorgjevska & Mirceva, 2021). The B21 Digital Printing company carries out these stages before starting a digital marketing strategy so that all targets and objectives of the content carried out for promotion run properly. Digital marketing strategy to increase sales at B21 Digital Printing Based on the results of research on the strategies used at B21 Digital Printing, there are many companies that specialize in their fields, especially in the field of digital printing. Increasingly fierce competition requires companies to excel in this competition. The digital marketing strategies are as follows:

Social Media Marketing (SMM)

Social Media Marketing (SMM) is one of the most effective digital marketing strategies to increase sales, especially for companies like B21 Digital Printing. B21 Digital Printing utilizes various social media platforms such as Instagram to build its brand and reach a wider audience. Each platform is chosen based on the characteristics of the users and the type of content that is most suitable. Instagram, with its visual focus, is the top choice for showcasing attractive printouts. One of the keys to success in SMM is the creation of engaging and relevant content. B21 Digital Printing regularly uploads high-quality photos of their printed products, ranging from brochures to banners. In addition, they also share testimonials of

satisfied customers, providing social proof that can influence potential customers' decisions. Tutorial content on graphic design or tips on using printed products is also offered, capturing the audience's attention and demonstrating the company's expertise in the field. The advantage of SMM lies in its ability to create direct interaction between the company and the customer. B21 Digital Printing actively responds to questions and comments from its followers, building a more personalized relationship and increasing customer satisfaction. These interactions not only create loyalty but also encourage customers to recommend their services to others. It is important for B21 Digital Printing to continuously monitor the performance of their SMM campaigns. By using analytics tools available on social media platforms, they can measure the effectiveness of uploaded content, looking at the number of impressions, interactions, and sales conversions. This data is invaluable for understanding what works and what needs improvement. The ability to adapt to trends and feedback from the audience will be the determining factor for long-term success. Based on the research conducted, B21 Digital Printing has implemented social media marketing by promoting through the company's Instagram account called @b21print for visual content such as photos, short videos, and reels.



The B21 Digital Printing Instagram account now has a total of 2,423 followers with a total of 226 posts of photos, short videos, and reels. And the Instagram account has also provided a Whats Up address and contact that can facilitate potential customers.

Video Marketing

Amidst growing competition in the digital printing industry, B21 Digital Printing in Gresik City has identified video marketing as one of its key strategies to increase sales and expand audience reach. In this analysis, we will explain how video marketing plays an important role in B21 Digital Printing's digital marketing strategy. Increase Brand Awareness One of the key challenges for B21 Digital Printing was to build brand awareness among local consumers. By utilizing video marketing, they were able to create engaging and informative content, such as product promotion videos and tutorials. These contents not only helped introduce the brand to new audiences but also increased visibility on social media platforms.

With proper distribution, these videos can reach thousands of people in Gresik, creating a positive buzz about the brand.

B21 Digital Printing understands that many potential customers may not fully understand the products and services offered. Through educational videos, they can explain the printing process, the different types of products available, and how to use the products more clearly. Video tutorials that demonstrate step-by-step the use of printed products help reduce confusion and increase customer confidence in the products offered. Videos have the unique ability to capture the attention and retain the interest of the audience. By creating interactive and engaging video content, B21 Digital Printing can encourage interaction from the audience, whether through comments, likes, or shares. Engaging content will increase engagement, which in turn can increase customer loyalty and create a community around the brand. One of the main goals of any marketing strategy is to drive sales. B21 Digital Printing uses video marketing to showcase satisfied customer testimonials and successful case studies. These videos serve as strong social proof, convincing potential customers that the products and services offered are of high quality and can fulfill their needs. Additionally, by including a call to action in the video, such as a special offer or limited-time promo, B21 Digital Printing can encourage the audience to make an immediate purchase. B21 Digital Printing also utilizes analytics to evaluate the effectiveness of their video marketing campaigns. By monitoring metrics such as the number of impressions, viewer retention rates, and interactions, they can understand what works and what needs improvement. This data allows them to optimize future video content to better suit audience preferences. Here's the marketing video on B21 Digital Printing's Instagram account:

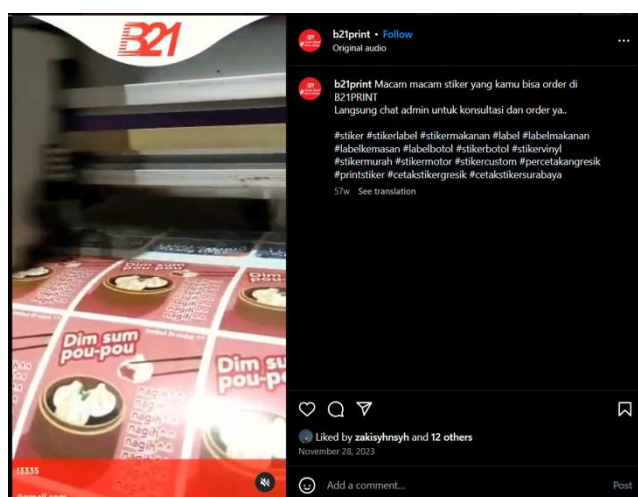


Figure 3. Video Marketing

CONCLUSION

Digital marketing is an important element in improving a company's competitiveness, especially in competitive industries such as digital printing. A well-planned digital marketing strategy can help companies understand their audience, create relevant content, utilize

various digital channels, and analyze data to optimize marketing campaigns. In the context of B21 Digital Printing, the strategies implemented include: Social Media Marketing (SMM): Using platforms such as Instagram to promote services through visual content such as photos, short videos, and reels, which has increased interaction and ease of communication with potential customers. Video Marketing: Creating engaging promotional videos to increase brand awareness, educate customers, and expand market reach. Through a combination of these strategies, B21 Digital Printing successfully utilizes digital technology to strengthen its position in the market, increase sales, and build closer relationships with consumers. The integration of data analytics enables continuous evaluation and adjustment of strategies to achieve more optimal results.

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