

Digital Marketing Improvement to Achieve Awareness and Better Engagement for Holybags

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Abstract

Purpose: The study provides insight on the importance of Digital Marketing and its evolution which sees businesses today keep up with the latest trends and explore new ways to promote products/services and achieve virality via social media deemed beneficial for business.

Method: Qualitative methodology (observation, interviews, and direct involvement) was used during the consideration for social media optimization to facilitate Digital Marketing, which pertains to its aptness to closely enhance productivity.

Practical Applications: This study presents how Digital Marketing through modern social media platforms can boost a reach, engagement, and consumer intention to make a purchase, thereby improving a business's prospects moving forward. Findings from this study also indicate the potential advantages for businesses from parallel sectors.

Conclusion: This study brings to light how prevalent Digital Marketing through social media has become in the modern age and how cost-effective and beneficial it can be for businesses looking to promote their products and/or services. Adopting current Digital Marketing strategies is crucial to connecting with the modern-day consumer and to establish a brand's position in the market.



Introduction

Approaching four years after the outbreak of the COVID-19 virus, we currently live in a time that most adequately constitutes as a point of significant environmental change in the history of modern marketing (He & Harris, 2020; Monik & Siregar, 2022), having massive impact on marketing discipline (Alshaketheep et al., 2020). In the modern age of the Internet, online media has become an outlet for people and even businesses wishing to develop meaningful relationships. As a part of Digital Marketing, the act of social networking through social media platforms such as Facebook, Twitter, YouTube, and mostly recently, Instagram and TikTok are vital channels for micro, small, and medium-sized enterprises (MSMEs) to promote their products and/or services at a cost-effective price (Adam et al., 2020).

These days, fashion products and accessories are known to be purchased online the most (Dhini, 2021). In the digital era, social media platforms have become a norm for fashion retailers seeking to engage consumers actively (Cao et al., 2021; Drummond et al., 2020). Intense competition between brands is frequently found within fashion marketing circles, as every brand imposes a challenge following the rise of online retailers (Djafarova & Bowes, 2021). Live streaming refines the shopping experience in ways unlike traditional e-commerce, wherein streamers can engage and provide comprehensible details and personalized guidance services for their customer in real time (Nurfaizah Alana & Omar Sharif, 2023).

With current marketing trends and swift changes in the consumer behavior ethos, the Digital Marketing performance over at the Holybags Instagram and TikTok accounts can be seen as less favorable due to the fashion store's periodic inactivity and overreliance on unoriginal (not independently taken) photographs and videos of products which ultimately fail to draw in and attract potential customers due to the uninspired nature of their social media feed, bringing in stagnant analytics and low indication of potential rise in interest or sales. To engage in this issue, this fashion store needs to adopt more modern and fresh marketing tactics to reach their desired market online, hereby proposing the optimization of social media to engage in upgraded Digital Marketing activities.

Method

Following observations conducted on Holybags' engagement and uploaded content which thereby indicate a poor and compromising pattern of digital marketing via social media, a program was orchestrated with activities specifically curated to assist in building a brand of content and business-and-customer interaction style which could benefit Holybags.

As part of this Digital Marketing Improvements program, the researcher and business owner have come to a mutual agreement which involves both parties' active participation in the Digital Marketing Improvement program. Observations and interviews were held to identify the core issue lying within Holybag's past digital marketing strategy, which involved direct engagement between the researcher, business owner, and selected staff. Results of observations and interviews conducted were then summarized as the following:

1. Holybag's social media content (photography and videography) were not independently generated nor created, therefore presenting unoriginality as well as uninspired, outdated content.
2. The lack of clickable links on the business's social media pages is believed to be hindering potential buyers from reaching out and making inquiries.
3. There has been no attempt to try and provide coverage on Holybag's products and the online store itself through live streaming, which is a method of personalized, interactive, online marketing which has been gaining popularity in the age of the Internet. In conclusion, Holybags needs improvement in the realm of Digital Marketing where strategies have been reshaped to fit with the times.

Based on results presented after post-observations, the researcher wishes to accomplish a set of goals as a part of the Digital Marketing Improvement program, where

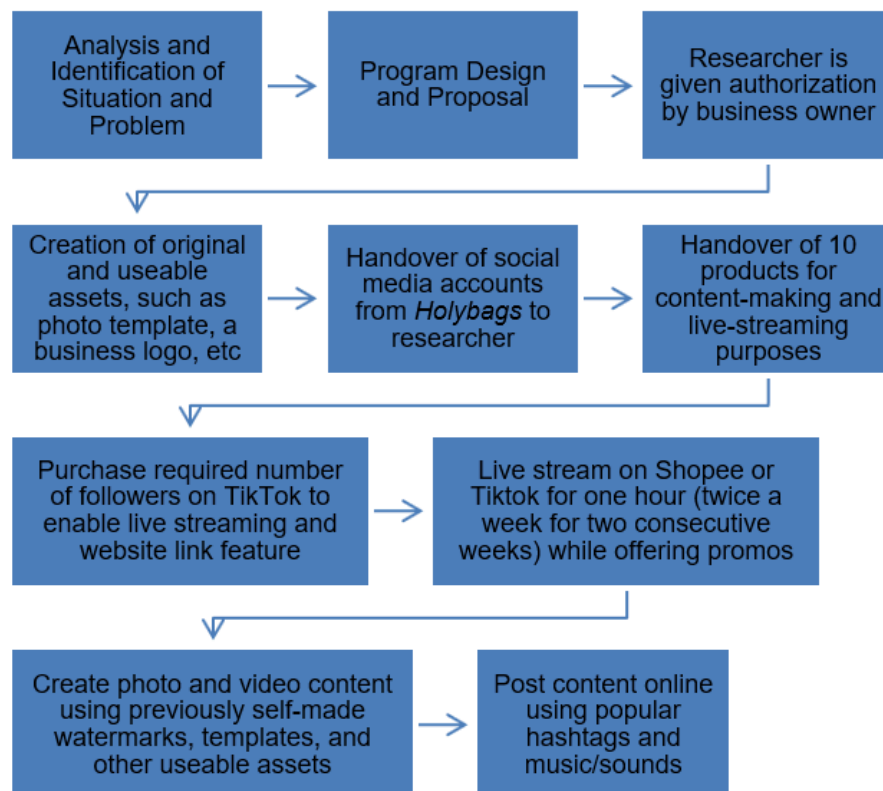
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most contributions will first be made solely by the researcher themselves before control over the activities is gradually being passed back to the business owner and their staff. The activities and contributions for the Digital Marketing Improvements program is as follows:

1. Obtaining access to Holybags' Instagram, TikTok, and Shopee accounts where adjustments on photo and video content, profile view, live streaming, and related links can be made
2. Purchasing the required number of followers on TikTok to enable the 'LIVE' and clickable website link feature to allow Holybags to engage in broader transactions and interactions via TikTok
3. Leading live streaming sessions on Shopee and TikTok every twice a week for two consecutive weeks, featuring up to 10 Holybags products with promotions such as giveaways for the first three users to checkout and free mini gifts for every purchase
4. Creation of original and useable assets, such as templates, a business logo/profile, and printout cards
5. Creation of original content consisted of photographs and videography of Holybags' products, optimizing use of the latest trends and sounds which can boost engagement and reach through apps such as TikTok

The diagram below is meant to depict the workflow followed by the researcher during the first phase of the program, which is as follows:

Figure 1. Implementation Diagram



Result

After weeks of conducting the improvement program that was specially designed and implemented on Holybags to better aspects in their digital marketing, the effort produced satisfying and edifying results. The team behind Holybags has showed willingness in accepting assistance from the program, acknowledging its main purpose is to reach fashion

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enthusiasts through online spaces and introduce them to the vast and diverse collection of premium bags, shoes, belts, sunglasses, and other fashionable accessories Holybags have in store them. With high levels of cooperation and communication with the researcher during the program, Holybags was able to make two sales in total during their first live stream on Shopee. After acquiring the needed number of followers on TikTok, Holybags was finally permitted to go live for the first time and was granted the feature which would allow users to click on their website link. From this program, Holybags has acquired a new online business profile that can hopefully freshen their overall digital image and help it keep up with competitors in the market and current Internet trends.

Figure 2. New Logo on Printout Card



Figure 3. Instagram Post Template

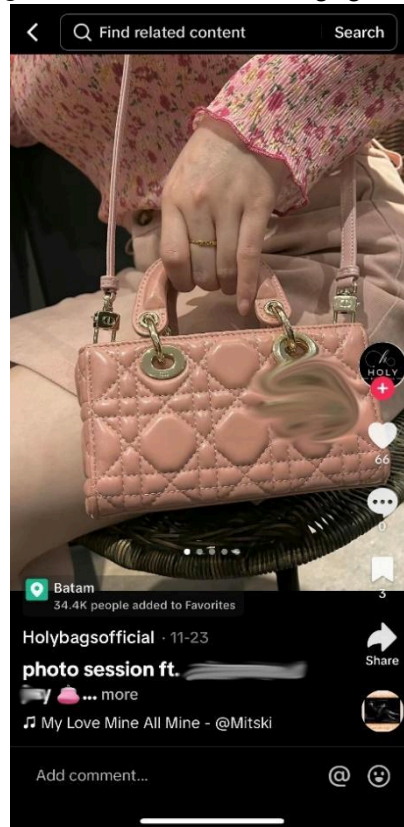


As suggested before, the researcher was allowed shared control over Holybags' social media accounts and was able to create several original and on-theme photo-form content and trendy video-form content for both Instagram and TikTok. As opposed to Holybags' initial style of content which depended too much on existing photos and videos, the current feed of both the Holybags' Instagram and TikTok boasts a much more harmonious and elegantly bare appearance using specifically designed templates which are congruous to Holybags' theme of sleek, premium quality goods. In addition, recent TikTok videos and slideshows posted on November 2023 have received a significant increase in views and engagement, where actions such as liking, commenting, and adding videos/photos to favorites would occur on most uploaded content. Selection for music or

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'sounds' for these photos and videos is done by browsing for the latest, top-chart or popular song or sound currently being used on TikTok, which can boost engagement to recognizable degree. With routine social media updates, comment and direct messages have slowly increased Holybags, signifying potential interest of viewers in inquiring or even purchasing products.

Figure 4. TikTok Video Engagement



Discussion

This study tackles Holybag's past with poor digital marketing prolonged by lack of originality with their content on top of structureless social media feeds and limited understanding on the current marketing trends which mainly involve the use of live streaming to boost interactions with potential customers which in turn increases the likeliness of sales, an established method used by modern businesses ever since the COVID-19 pandemic.

Marketing as a concept has steadily transformed over the years due to modern advances of the Internet, its change marking an era wherein consumers experience a shift in behavior when faced with the task of absorbing information from different forms of media (Dewi et al., 2022; Purnama Alamsyah et al., 2021). The stagnant state of sales and engagement endured by Holybags as a micro, small, medium-sized enterprise operating in the fashion market where competition is rampant emphasizes how crucial it is to be up to date with popular marketing trends and to foster connections through content and interactions which appeal to and attract target or wider audiences. This study strives to address the intrinsic and extrinsic issues which underlie Holybag's shortage of growth by optimizing social media for Digital Marketing to garner higher online reach and engagement and creating a curated image for the brand to help it achieve a professional, more polished appearance.

Defined by Redjeki & Affandi, (2021) an operation involving the advertising and

marketing of brand or product through digital media or the Internet, digital marketing a guaranteed technique to last in the COVID-19 pandemic as a business, with the goal being to reach customers and potential consumers at a rate more rapid than average. Companies are using software and the internet to do this (Astari, 2021; Parmar & Thomas, 2020). Internet users make up two thirds of the entire Indonesian population and will only continue to grow annually, as it did from 2017 to 2020 (Chasanah et al., 2021), which is why this study took the first step to capitalize on in-app features and entertaining photo/video editing to help Holybags obtain a better position in the Internet fashion marketing space where they can reach and engage with online users and draw in potential customers.

After the issue analysis and identification, it was made clear by the business owner and staff behind Holybags themselves that they possessed skill and knowledge too sparse to move in the same direction other MSMEs have regarding original content and live streams. Therefore, they approved of the program which aims to optimize the MSME's usage of social media to enhance their Digital Marketing and capitalize on popular trends, in-app features such as music/sounds and live streams, and promotions. The program's results were followed by positive feedback from the Holybags's owner and had the desired effect of increased engagement and attention on their social media pages.

The Digital Marketing Improvement program served as a pivotal change in upgrading a business's marketing from highly dependent on existing to independently generated and thoughtfully formatted content. In addition, this program has enabled Holybags's staff to fully explore their talents and gifts in sales through live streaming sessions where they can give viewers interactive and edifying experiences to heighten their interest and intention to buy.

Conclusion

Overall, the Digital Marketing Improvement program designed to improve Holybags's online image and engagement has denoted a satisfactory level of success for the fashion MSME as it has assisted in heightening attention and awareness towards their social media accounts where products are given coverage while balancing information with quality of content, showcasing appealing and polished photo and video content meant to be easier on the eyes of viewers or potential buyers looking to browse for the product/s of their desire. In addition, this program has introduced Holybags to the concept of live streaming on TikTok and Shopee where they are able to lead personalized, interactive, and fun sessions with viewers and potential buyers to build connections on top of selling goods.

In conclusion, the impact of this program towards Holybags is positive as it has significantly improved awareness, engagement, and visual aesthetics for the online store's content and feed and has also created a new way to increase the MSME's opportunities to make sales and attract buyers since the beginning of their inactivity by engaging in live streaming sessions.

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