

## DIGITAL MARKETING STRATEGIES TO INCREASE SALES OF FASHION PRODUCTS AT RCS BOUTIQUE

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### Abstract

*The development of globalization which is marked by the rapid advancement of technology is very influential in almost all fields of life, especially the economic field. With these technological developments, business people can utilize the internet to market their products to increase sales and maintain their business, one of which is the marketplace platform as a medium for buying and selling online. Features on the marketplace platform can be utilized by business people to implement marketing strategies as an opportunity to develop their business. This research will analyze digital marketing strategies to increase sales of fashion products at RCS Boutique. This research uses descriptive qualitative research methods with data collection techniques through interviews and observations. The results show that an effective digital marketing strategy has an impact on the level of product sales. This research contributes to the understanding of the utilization of effective digital marketing strategies. The insights gained from this analysis can inform business people in optimizing digital marketing strategies to maintain their business.*

**Keywords:** Online Marketing, Digital Marketing Strategy, Globalization Development, Social Media.

### INTRODUCTION

The development of globalization which is marked by the rapid advancement of technology is very influential in almost all fields of life, especially in the economic field. With the development of technology in this era of globalization, marketing management has experienced a very significant shift. Exploration of research characteristics in digital marketing management is important to understand the trends, strategies, and challenges faced by practitioners and academics (Utomo, 2024). In this era of globalization, business people must be able to face these challenges by utilizing the internet. The focus of marketing has now also undergone a very interesting evolution, starting from an initial orientation centered on the products sold, then to an emphasis on how to retain consumers (Paransa, 2024).

In the opinion of Wijayanti & Murdani (2024) digital marketing is a marketing method using the help of digital instruments, especially the internet and various applications on it. The application contains parts that support marketing and provides tremendous opportunities for businesses to reach and interact with their target audiences in new and innovative ways. Based on the analysis of Kamal & Rafiah (2021). In this competitive business environment, digital marketing strategies have become a key element in success. Digital marketing includes the use of digital technologies and platforms to promote products and services, attract potential customers, and build strong relationships with customers (Sudijo, et al, 2023).

Based on the explanation from Sono, Erwin, & Muhtadi, (2023), now digital marketing strategies are very diverse, covering various channels such as social media, search engine optimization (SEO), content marketing, email marketing, online behavior, and so on. According to (Iryani & Fauzan, 2023) the right marketing strategy is a success for business people. By using the right marketing strategy, business people are also able to develop business by maintaining and increasing the number of consumers and the number of transactions. In this case, marketing is the main thing in a business process to get the right target market about the products offered. Digital marketing can be done through marketplace platforms, e-commerce, and so on.

The evolution of digital marketing has provided businesses with dynamic tools to navigate the complexities of the digital landscape. Utilizing digital channels and technologies can increase consumer presence in the market, connect with diverse audiences, and drive growth. With a deep understanding of consumer dynamics in the digital ecosystem, companies can identify emerging trends, preferences and needs. This can provide a foundation for designing marketing strategies that are not only responsive, but also proactive in creating added consumer value. Therefore, this study aims to explore and analyze the effect of digital marketing strategies on increasing product sales.

## RESEARCH METHODS

Research is an activity of collecting, processing, analyzing, and presenting data carried out systematically and objectively to solve a problem or test a hypothesis to develop general principles. So, it can be concluded that research methods are systematic procedures used to collect and analyze data to get to the truth of a phenomenon (Qotrun, 2019). According to Sugiyono (2008), research methodology is a scientific activity carried out in an effort to find or obtain data for specific goals or uses.

Research methods are divided into two approaches, namely qualitative approaches and quantitative approaches. This research uses descriptive qualitative research methods with data collection techniques through interviews and observations. Qualitative research methods emphasize the analysis of inductive thinking processes related to the dynamics of the relationship between observed phenomena, and always use scientific logic (Han, et al, 2019).

In this study, a sample taken from one seller who uses online marketing features with social media and *marketplace platforms* as a digital marketing strategy. This research uses descriptive qualitative research methods. The technique used is to ask questions, collect data, and compile the procedure. The data collection techniques used are interview and observation techniques. The interview technique is one of the data collection techniques carried out by researchers by asking several questions to sources to obtain information in oral form. This research also uses observation techniques which are carried out by observing interactions and visitors who make transactions on the *marketplace platform* on November 16-18, 2024 as a marketing strategy for business people. The review that is being carried out in the research becomes a form of observation activity. Observations made during observation, namely paying attention to and recording actual events in the field. This observation data collection technique is carried out by paying attention to and analyzing events that occur at the seller, namely RCS Boutique. Then the results of the interviews and observations will be analyzed and developed.

## RESULTS AND DISCUSSION

Marketing a business product can be done in various ways including the use of digital marketing. With digital marketing, business people can reach a wider market to reach the target market. Marketing is an organizational function and a series of processes to create, communicate and provide value to customers to process customer relationships in a profitable way (Saleh & Said, 2019). Paransa (2024) states that the opportunity to reach as many buyers as possible can be done using *digital marketing* because there are no restrictions on place and time to display products. Marketing involves a number of strategies and tactics to achieve specific goals, such as increased sales, better brand understanding, or market share development (Andirwan, et al., 2024). Business people can use the internet as an online buying and selling medium to market their products in order to increase sales and maintain their business.

### 1. Digital Marketing Strategies to Increase Sales

The sales concept is oriented towards sales levels, where marketers assume that consumers must be influenced so that sales can increase. This concept assumes that consumers generally show reluctance or refusal to buy so that they must be persuaded to buy (Saleh & Said, 2019). Digital marketing strategies can help businesses or marketers to analyze consumers and make decisions based on information obtained from consumers directly (Septiani, 2022).

According to the results of research conducted by the author, in increasing the volume of sales of their products, the informants have implemented several digital marketing strategies, including;

#### a. Content Marketing

*Content Marketing* is an activity of creating and sharing content about products owned by the company. This aims to attract users to view the content and take the desired action (Khoerunnisa, 2020). The content can be in the form of videos, photos or articles. They market their products by uploading content on *Facebook*, *Whatsapp*, and *Instagram* social media as a strategy to promote the products they sell to be known by a wide audience. RCS Boutique always displays the latest content every day. The content is in the form of videos and product photos equipped with details about the fashion products they sell. This aims to promote the products they sell so that they can be reached by potential buyers. This marketing strategy approach is focused on creating and distributing valuable, relevant and consistent content in order to attract and retain a clearly defined audience, and overall to drive customer actions that can generate profits (Pertiwi & Gusfa, 2018).

*Content marketing* has two important goals, namely to attract audiences to recognize their business and encourage audiences to make transactions for the goods they are promoting (Khoerunnisa, 2020). In the video and photo content uploaded on social media, RCS Boutique embeds a *marketplace platform* store link and embeds a purchase link that aims to direct potential buyers to visit the store on their *marketplace platform* and make transactions for the items the buyer wants. This can affect the increase in store visits, increase sales, and affect the value of the seller's income.

#### b. Social Media Marketing

Social media is one of the marketing media that can interact between sellers and buyers (Khoerunnisa, 2020). Changes in consumer behavior, which increasingly tend to search for product information online, communicate through social media, and make purchasing decisions based on digital reviews and recommendations, indicate that the traditional marketing paradigm is no longer sufficient. Social media is used by RCS Boutique to increase its sales volume. According to Maulidasari and Damrus (2021), social media is the most effective main tool to be utilized as a means of online marketing of a product. Based on the results of research conducted by the author, RCS Boutique utilizes digital marketing through *Tik tok* and *Shopee* social media.

*Tiktok* social media provides a *live streaming* feature to market products. This feature aims to interact directly with consumers. Interaction on *Tiktok live streaming* can increase consumer confidence so that *perceived risk* can be reduced, consumers may feel less risk because they feel more familiar with the quality of the product, increasing their desire to buy (Krisdanu & Sumantri, 2023). The *live streaming* feature is one of the right marketing strategies for sellers to introduce the products they sell and through this feature sellers can also provide *vouchers* to buyers. With this feature, many potential buyers are interested in joining until they decide to make a transaction because they get a special discount *voucher* for visitors who make transactions on *live streaming*. With *live streaming*, buyers will get live product reviews, *cashback*, discounts, and free shipping.

Apart from *live streaming* on *Tiktok* social media, RCS Boutique also sells its products through the *marketplace platform*. *Marketplace* or online market is a medium that brings together sellers and buyers online, and provides a place to offer products or services, and conduct transactions online (Safitri, et al, 2020). Iryani & Fauzan (2023) argue that in using the *marketplace platform*, sellers can decorate their shop so that buyers are interested in visiting the store and increase the trust of potential buyers. In this case, RCS Boutique develops its business by implementing the right digital marketing strategy through the *marketplace platform*. On the *marketplace platform*, RCS Boutique can utilize the features provided as a form of marketing strategy from the seller. As a marketer, it is important to have a clear marketing strategy to stay focused and ensure that marketing activities are aligned with business goals and ensure marketers can target consumers appropriately (Iryani & Fauzan, 2023).

One of the *marketplaces* used is *Shopee*. According to Fachrina & Nawawi (2022) *Shopee* is a manufacturer's promotion platform for many features. Features such as the existence of *Shopee live streams*, many discount *vouchers* on products, *cashback vouchers*, free shipping *vouchers*, and so on. The *Shopee* marketplace platform also provides a *chatboat* feature between sellers and buyers, and online transactions. The *Shopee platform* ensures the best service to buyers by explaining information related to price, product quality, specifications, warranty and so on (Fachrina & Nawawi, 2022).

Buyers are also provided with features to provide reviews to sellers regarding the quality of products marketed, seller service to buyers and so on. The sales strategy carried out by *Shopee* is very good, so that it provides convenience for sellers and buyers to use the platform to meet the needs of each other between sellers and buyers.

According to Saleh & Said (2019), the marketing concept is customer-oriented and assumes that consumers will only be willing to buy products that can satisfy their needs and desires and provide satisfaction. RCS Boutique works hard to fulfill customer desires and achieve sales targets to meet marketing objectives. The main objective of marketing is to promote a product or service so that it can be accepted and adopted by the target market. Marketing involves a number of strategies and tactics to achieve specific goals, such as increased sales, better brand understanding, or market share development (Andirwan, et al., 2024).

Before implementing a digital marketing strategy, RCS Boutique had experienced challenges reaching a wider audience and increasing product sales. However, after implementing a digital marketing strategy by utilizing sales on *marketplace platforms* and promotions using social media, they managed to overcome these obstacles and were able to expand their market reach.

## 2. Increased Sales Volume of Fashion Products

The results of the implementation of digital marketing carried out by RCS Boutique to increase sales of fashion products in the digital era have a significant impact. By using content marketing and sales through social media and *marketplace platforms*, RCS Boutique managed to increase the visibility of its products, was able to increase interaction with consumers, and was able to increase product sales volume. By actively building a strong presence on the social media platforms *Facebook*, *Whatsapp*, *Instagram*, and *TikTok*, as well as the *marketplace platform Shopee*. RCS Boutique is able to reach a wide audience and attract consumers to buy the products they market. Attractive content such as attractive product images, demo videos, and customer testimonials have helped strengthen brand image and drive significant sales conversions (Silaen, et al., 2024). In the opinion of Khoerunnisa (2020), the use of *digital marketing* strategies really helps businesses or businesses have strong value. With the maximum application of *digital marketing*, you can find out the level of customer demand online.

RCS Boutique uses various methods to increase their sales volume, one of which is participating in the twin date *campaign* program (1.1 to 12.12) on the *TikTok* and *Shopee platforms*. In the *campaign* program, there will be many discounts provided by the *marketplace platform* to attract buyers, but as a seller, you must follow the requirements set by each *platform*, for example, such as having to broadcast live with a duration of 4-6 hours, and many other requirements that must be met by the seller's shop to be able to participate in the *campaign* program provided by the *marketplace platform*. Product quality and store *performance* in serving customers are also things that sellers need to consider to register their stores to join the *campaign* program. Each *marketplace platform* has its own criteria and requirements for seller shops to join the *campaign* program. Managing a complex *marketplace platform* or designing an effective digital campaign requires a deep understanding of current digital technologies and trends (Silaen, et al., 2024).

## 3. Challenges and Solutions for Implementing a Digital Marketing Strategy

Despite successfully adopting digital marketing, RCS Boutique also experienced many challenges in implementing digital marketing strategies. One of the challenges they face is the difficulty in joining or managing an efficient *marketplace platform campaign* program. It can be quite a burden for medium-sized businesses to join a *campaign* program because there are several criteria that must be met to register their store to join the *campaign* program. In addition, the lack of technical skills within their team is also a challenge that needs to be overcome. This lack of skills can prevent them from exploiting the full potential of their digital marketing strategy. The difficulty in attracting shoppers to join the *live streaming* feature is also one of the challenges for RCS Boutique. In this case, RCS Boutique needs to be more diligent in uploading content that contains an invitation to join the *live streaming* feature.

There are several things that companies need to pay attention to in order to implement a digital marketing strategy well:

- a. Understanding customer needs can be done by conducting market research, collecting feedback from customers, and analyzing consumer trends.
- b. Developing a valuable product, the value that needs to be developed is better product quality, unique features, and satisfactory service. When companies succeed in providing clear and tangible value, consumers feel that they are getting more than what they pay for.
- c. Effective interaction with consumers, ongoing communication with customers can build strong and mutually beneficial relationships.
- d. Appropriate pricing is key to attracting and retaining customers.
- e. Targeted promotion, a good promotion must communicate the benefits and value of the product to potential customers.

The close integration of internet strategy and digital marketing enables companies to create added value for their customers consistently across the entire customer journey. By deeply understanding customer preferences and behavior, companies can design more effective strategies to find, retain, and increase customer engagement online (Paransa, 2024). Now the lifestyle of people in the digital era is always changing. Various ways of shopping are adapted by Indonesians, from coming directly to the store, to the current trend, namely shopping via the internet (Khoerunnisa, 2020).

## CONCLUSIONS AND SUGGESTIONS

### Conclusion:

Currently, almost all businesses utilize the internet so that they can be categorized as businesses that apply digital marketing principles. By utilizing the internet, companies can reach a global audience, deliver personalized content, and measure the effectiveness of their campaigns in *real-time* (Paransa, 2024). People can utilize social media and features on the *marketplace platform* as an application of digital marketing strategies.

The observations made by the researcher during this process provided insight into how social media and *marketplace platforms* are used effectively to increase sales and build stronger loyalty with consumers. Through these observations, the researcher was able to identify elements that can increase sales and attract consumer attention that can drive purchase actions. In addition, this observation also helped identify the obstacles faced by RCS Boutique in implementing digital marketing strategies.

### Suggestion:

However, RCS Boutique must remain flexible and responsive to these challenges to maintain the effectiveness of their digital marketing strategy. This requires knowledge and skills to be continuously updated within their marketing team. With the increasing use of *marketplace platform* features, it is expected that sellers can better understand and utilize all the updated features so that they can further develop their business. In addition, buyers are also expected to better understand and be able to use the features that exist on the current *marketplace platform*, so that buyers can buy products according to their needs.

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