

Driving Growth for Small Business Through Effective Digital Marketing of Klouse.Co

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| ARTICLE INFO | ABSTRACT |
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| <p>Aricle History Received: Maret 2025 Revised: April 2025 Accepted: April 2025 Published: April 2025</p> <p>Keywords: Digital Marketing, Social Media Strategy, Fashion</p> | <p>Klouse.co, a women's clothing store, has successfully navigated the competitive fashion industry by adopting an effective digital marketing strategy. This community research aims explores Klouse.co's journey, which highlights their adaptability to changing online marketing landscapes. The study identified several digital marketing issues, including poor content schedule management, less precise influencer choices, and less interactive content on various social media platforms. The community research provides solutions to those issues, including selecting suitable influencers to endorse the products, creating regular content, enhancing interaction, and improving content scheduling. Klouse.co implemented some of the solutions, resulting in higher audience engagement, improved sales, and loyal customers. The findings of the community service activities concludes by recommending effective digital marketing strategies, such as using analytics tools, experimenting with posting times, avoiding threatening language, collaborating with influencers, and attracting new followers through paid advertising campaigns and Instagram's discovery tools</p> |

INTRODUCTION

In the current digital landscape, small businesses encounter various obstacles when it comes to establishing a solid online presence and effectively connecting with their desired audience [1]. The continuous advancement of technology and the increasing impact of social media have caused traditional marketing approaches to take a backseat, making way for innovative digital marketing strategies to take the spotlight [2]. This article focuses on the success story of Klouse.co, a women's clothing store, and examines how their efficient digital marketing tactics have driven their growth in the competitive small business fashion sector.

Klouse.co, much like numerous small enterprises, commenced with a vision and a dedication to offering distinctive and fashionable clothing choices to women across different age groups. However, in a time dominated by e-commerce, the founders realized that a robust digital marketing plan was essential for Klouse.co to stand out, expand its reach, and ultimately thrive. Throughout this analysis, we will dissect the fundamental elements of Klouse.co's digital marketing strategy, emphasizing the methods and platforms they utilized to effectively engage their target demographic. From social media campaigns and

collaborations with influencers to personalized content on social media, Klouse.co's journey serves as a prime example of how digital marketing can revolutionize small businesses into flourishing enterprises.

Digital marketing, as described by Kotler and Armstrong, is a form of direct marketing that utilizes interactive technologies to connect buyers and sellers electronically [3]. These interactive technologies encompass various platforms such as email, websites, online forums and newsgroups, interactive television, cellular communications, and more. The Digital Marketing Institute (DMI) defines digital marketing as "the utilization of digital technology to create integrated, targeted, and measurable communications that aid in acquiring and retaining customers while fostering deeper relationships with them" [4]. In addition, Kotler and Armstrong also shed light on the existence of the internet, a vast public network composed of interconnected computer networks that facilitate global user connectivity and serve as an extensive source of information [5].

This research paper will present practical examples from Klouse.co's digital marketing initiatives, demonstrating how they successfully navigated the dynamic landscape of online marketing and adapted their strategies to align with the preferences and behaviors of their target audience. By harnessing the power of data analytics and customer insights, Klouse.co effectively refined their marketing campaigns, optimized their online presence, and provided a seamless shopping experience, ultimately leading to substantial growth and customer loyalty.

In this study, writers found several digital marketing problems in Klouse.co:

1. Klouse.co tends to choose less precise influencers due to their budget
2. Poor content schedule management
3. Shop is rarely active and has less interactive content on Klouse.co's TikTok, Instagram content, Shopee

The solutions proposed by the service team regarding the identified priority issues at the Partner have also been discussed with the Partner. The solutions offered are as follows.

1. How to Acquire Suitable Influencers for Your Business
2. Enhancing Social Media Strategy
3. Enhancing Content Schedule Management
4. Enhancing Instagram Engagement

METHOD

The type of research used in this study is qualitative descriptive research (naturalistic inquiry). It is a research procedure that generates descriptive data in the form of written or spoken words from individuals and observable behaviors.

The qualitative research method used in this study is a case study. Qualitative research with a descriptive format aims to describe various conditions, situations, or social phenomena existing in society that become the research object and attempts to bring that reality to the surface as a characteristic, trait, model, sign, or representation of a certain condition, situation, or phenomenon [6]. Qualitative research is used for different purposes compared to quantitative research. suggests that qualitative research is conducted when [7]:

1. The research problem is not clear.
2. To understand the meaning behind apparent data.
3. To understand social interactions.
4. To develop theories.
5. To ensure data accuracy.

6. To examine the history of development.

RESULTS AND DISCUSSIONS

After identifying these issues, authors propose various remedies that are linked to the existing problems. The following are the solutions that the authors propose:

1. How to Acquire Suitable Influencers for Your Business

We present Klouse.co with methods to identify the appropriate influencers to endorse their products:

- a. Seek influencers whose personal branding or image aligns with Klouse.co. For Klouse.co, influencers operating in the fashion industry would be suitable. Alternatively, influencers who share the same vision or objectives as Klouse.co in terms of social value can be selected.
- b. Identify influencers who not only possess a large following but also exhibit high levels of engagement on their social media platforms. As higher engagement or audience interaction increases the likelihood of a successful endorsement.
- c. Ensure that the influencer's audience corresponds to Klouse.co's market segmentation target, encompassing behavioral, demographic, psychographic, and geographic segmentation.
- d. Search for influencers whose pricing aligns with Klouse.co's financial plans.
- e. It is advisable for Klouse.co to collaborate with influencers who are at the beginning of their careers to avoid excessively high rate cards, while still considering the engagement levels and the alignment of the influencer's image or values with Klouse.co.

2. Enhancing Social Media Strategy

There are five social media strategies that can address Klouse.co's social media challenges, particularly on TikTok and Shopee:

- a. Develop content that is consistently uploaded. This can be facilitated by creating a content schedule. The content itself can be adapted to mirror portrait content on other social media platforms for increased effectiveness. This solution will tackle the issues of "Shop is rarely active and less interactive content on Klouse.co's TikTok."
- b. Klouse.co can include contact information in the bio link on TikTok. Additionally, potential customers can engage via the chat feature by visiting the Klouse.co profile in the shop section. This solution may potentially.

3. Enhancing Content Schedule Management

To enhance content schedule management, writers offer two solutions to address the issues of "Poor content schedule management":

| Klouse.co Content Pillar | | |
|--------------------------|-------------------|--|
| Education | Unlock Your Style | A guide on how to find a personal style that matches the customer's personality and lifestyle. This content can provide inspiration on how to choose and combine the right clothes to create a unique and distinctive look with combining Klouse.co products. |
| | Behind The Style | Provide in-depth information on materials, fit, and care instructions for every product sold on Klouse.co. This can help customers make informed decisions and get the right products that meet their needs and preferences. |
| | The Latest Looks | Provide information on the latest fashion trends, including colors, materials, and clothing styles that are currently trending. This content can help customers choose products that are on-trend and provide ideas on how to mix and match them with other fashion items. |
| Entertainment | Style it Up! | Host a fashion challenge on social media platforms, where customers can participate by creating a unique fashion look using products purchased from Klouse.co. The winner can receive a prize or discount code to use on their next purchase. |
| | Chic Wears | Content that highlights the fashion style of different celebrities or movie/series character, providing inspiration and ideas on how to create a similar look using products available on Klouse.co. |
| | Fashion Fix | Create a series of DIY fashion tutorials that show customers how to transform their existing wardrobe or Klouse.co products using simple techniques such as tie-dying, embellishing, or distressing. Customers can follow along at home and share their creations on social media with tagging Klouse.co social media. |
| Additional | This or That | This content presents two options side by side and asks the viewer/reader to choose between them. This content help readers make decisions about what to wear, buy, or do. |
| | QnA | Q&A content can be used to provide answers to frequently asked questions or to offer insights and advice from experts in a particular field or asking about the products. |

Figure 1. Klouse.co Content Pillar

| CONTENT PLANNER KLOUSE.CO | | | | | | | | | |
|---------------------------|------|-----------------------|-------------------|------------------|--|---|----------------------|--|--------------------------|
| Month | Week | Posting Schedule | Content | Upload Platforms | Headline | Reference | Production Time | Caption | Checklist |
| May | 3 | Saturday, 20 May 2023 | Unlock Your Style | Instagram Feeds | Which Style Suits Your Personality? |  | Monday, 15 May 2023 | Style is not just about fashion, it's about expressing your personality through your clothes. Discover your perfect match with our guide! 🎨 #UnlockYourStyle #Klouse | <input type="checkbox"/> |
| | | Saturday, 27 May 2023 | Chic Wears | Instagram Feeds | Chic Wears: Stealing Harry Styles' Looks |  | Monday, 22 May 2023 | Get ready to rock the Harry Styles look with our style guide! 🎨 #HarryStylesInspired #ChicWears #Klouse | <input type="checkbox"/> |
| | 4 | Sunday, 28 May 2023 | The Latest Looks | Instagram Feeds | Dark Academia Era |  | Tuesday, 23 May 2023 | Stay ahead of the fashion game with our guide to the latest Dark Academia trends. Get ready to turn heads. 🎨 | <input type="checkbox"/> |

Figure 2. Klouse.co Content Plan

4. Enchancing Instagram Engagement

- a. Posting on Instagram when Klouse.co's audience is most active to generate engagement and sales. By doing so, posts are more likely to be prioritized by Instagram's algorithm, potentially resulting in more visibility and engagement. To find the best time to post, businesses should use Instagram's analytics tool to determine the audience's time zone and experiment with different posting times.

- b. Klouse.co can encourage its audience to engage with its content by asking questions, running contests, or hosting giveaways. It is essential to respond to comments promptly and address any concerns that users may have. This solution perhaps could address the issue of “Lacked audience interaction”, “non-relevance of content”, and “inappropriate captions.”
- c. Klouse.co can try to attract new followers by collaborating with influencers, running paid advertising campaigns, or by using Instagram's discovery tools to reach a wider audience. This solution perhaps could address the issue of “Instagram comment section filled with the same old account users.”

For two weeks, Klouse.co implemented two of the solutions that writers offer, which are the tips to choose the suitable influencers and enhancing Instagram engagement. Here are the result of solution implementation on Klouse.co:

Klouse.co Implementation

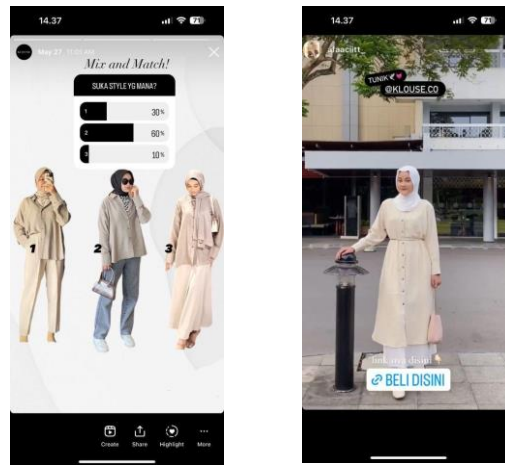


Figure 3. Klouse.co Content

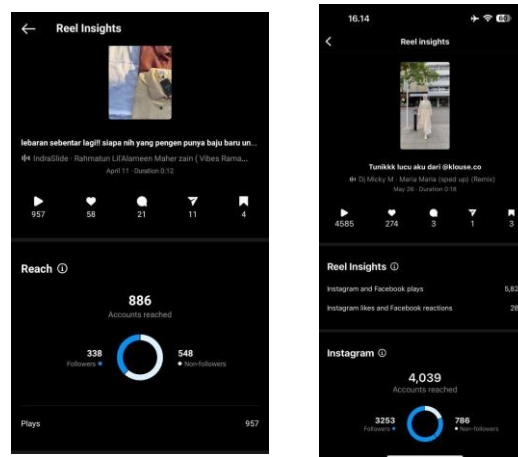


Figure 4. Klouse.co Instagram Insight Before and After Implementation

CONCLUSIONS

Klouse.co, a women's clothing store, has successfully adopted a digital marketing strategy to gain a competitive edge and reach a wider audience. The company utilizes social media campaigns, influencer collaborations, and personalized content to engage with their target audience and drive growth. This paper presents Klouse.co's digital marketing strategies, highlighting their adaptability to changing online marketing landscapes. By utilizing data analytics and customer insights, Klouse.co refined campaigns, optimized online presence, and delivered a seamless shopping experience, resulting in growth and customer loyalty. The qualitative descriptive research method is used for various purposes, including understanding social interactions, developing theories, ensuring data accuracy, and examining development history.

The issues that have been found by the team are poor content schedule management, Klouse.co tends to choose less precise influencers due to their budget, shop is rarely active and less interactive content on Klouse.co's TikTok, Klouse.co hasn't maximize hashtag usage on their TikTok video, customer unable to chat business directly on TikTok, little amount of customer interaction on Shopee Video, the use of hashtags that are somewhat not yet consistent in Shopee videos, the use of hashtags that are still not entirely consistent & rarely used in Instagram content, Instagram content that lacks interaction with its audience, Instagram comment section filled with the same account users, Instagram captions that are not yet properly used, and some Instagram content is not that relevant to Klouse.co's business.

We recommend Klouse.co to get suitable influencer for their business, improving their business strategy by creating content that is uploaded regularly or consistently, Klouse.co can include a contact in the bio link on TikTok, on TikTok start replying to comments from followers

or to stitch videos that answer followers' questions, enhancing content schedule management by creating content pillars and content planner, use Instagram's analytics tool to determine their audience's time zone and experiment with different posting times, do research and analysis to achieve the desired results and avoid relying on intuition or randomness, collaborating with influencers and running paid advertising campaigns or by using Instagram's discovery tools to reach a wider audience, hire a professional copywriter, avoid threatening language, and use persuasive language..

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