

## Digital Marketing Strategies for SneakersCare

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ARTICLE INFO	ABSTRACT
<p>Aricle History</p> <p>Received: June 2024 Revised: June 2024 Accepted: July 2024 Published: July 2024</p> <p><b>Keywords:</b> Digital Marketing, Social Media, Marketing Strategies</p>	<p>This study examines the effectiveness of digital marketing strategies in reaching Indonesian millennial consumers, focusing on the case of SneakersCare. The research addresses the underutilization of social media platforms and the need for improved content posting schedules. Through interviews with the owner of SneakersCare and the implementation of e-marketing solutions by the Hexa Team, the study aims to enhance brand visibility and customer engagement. Key phases include business approachment, interviews, brainstorming, content creation, and social media utilization. By leveraging platforms like Instagram and TikTok, the interaction with consumers has increased, aided by the use of Linktree for seamless communication. The improved content posting schedule has positively impacted social media marketing efforts.</p>

### INTRODUCTION

The development of digital technology has a meaningful impact on Business Management, including in marketing management [1]. Digital technology, especially the internet is widely used as a medium of communication and other marketing activities such as to improve sales services, marketing research, marketing network development, and product development, especially to get innovation ideas, and others [2].

The use of digital media for marketing for large companies and Micro, Small and Medium Enterprises (MSMEs) is currently increasing, siring the increasing needs of millennial consumers who are increasingly numerous and in terms of demographics including productive age, so that the potential to meet their needs [3]. In Indonesia, the number of millennial consumers will increase and is a market group that needs to be considered because of its great potential. The existence of these phenomena, of course, must be responded to by marketers with creativity and marketing innovation through adjustment marketing strategy. Not only for the sake of developing products but also in marketing communication strategies in line with the new habits of consumers who use more digital media [4]. Digital Media used by the company must be improved in order to attract the attention of consumers, provide convenience and support quality services. Companies that will carry out digital transformation in their business marketing, must try to systematically invite all stakeholders, especially those within the company to learn together about digital technology, understand, engage together, and strive to utilize and develop digital technology applications to support corporate marketing programs [5].

Digital marketing is a type of marketing or advertising that enables direct communication with consumers, unrestricted by location and time. Utilizing digital marketing as a promotional tool facilitates consumer visibility of the goods or services offered, thereby enhancing the effectiveness of businesses in conveying information about their products [6].

Our hexa team as a marketing consultant analyzes the problems that exist in the shoe washing service business, namely "Sneakerscare". We provide six solutions to all the problems that exist in the business. We also work with the owner to implement e-marketing strategies so that the marketing quality of the brand is further improved and the market reach is wider. After Instagram's solution was implemented, "Sneakerscare" already has TikTok and Instagram accounts with business account features, its social media interaction has also increased, there is a linktree listed in the instagram bio to make it easier for customers to contact branch offices, and there is a content planner.

Sneakers Care was founded in 2018 by Satria Putra Syahren. Sneakers Care is a business that mainly focuses on shoe cleaning services. The business is categorized as a Small Medium-sized Enterprises and currently there are several branch stores which are located in Jakarta and Tangerang area, namely Radio Dalam, Deplu, Pondok Ranji, and Bintaro. Sneakers Care is a business engaged in the service sector by washing shoes. The Hexa Team sees that there is potential in increasing business in terms of promotion through Instagram and Tiktok. The Hexa team also wants to manage their content by posting Instagram photos, Instagram video, reels and videos on TikTok.

#### 1. Problem Identification

This problem identification is based on the interview conducted with the owner of Sneakers Care in which there are several concerns and areas that are desired to be improved:

- a. Haven't utilize instagram business and other social media platforms for digital marketing.

The owner of SneakersCare are still using the traditional marketing techniques by distributing flyers and word of mouth marketing. He admits that he has not been able to keep up with digital marketing developments with the help of social media. Instagram and other social media platforms have become powerful tools for digital marketing, allowing businesses to reach a wide audience and engage with potential customers. Social media platforms facilitate direct engagement and interaction with your audience. You can respond to comments, messages, and mentions, allowing for real-time communication. By actively engaging with your followers, you can build relationships, establish trust, and strengthen your brand image. Social media platforms provide analytics and insights that offer valuable data about your audience, content performance, and campaign results. By utilizing these analytics, you can gain insights into what works best for your brand, identify areas for improvement, and optimize your marketing strategies accordingly.

- b. Content Posting Schedule have to be improved

Instagram that is owned by SneakersCare rarely posts about their service shoes products business or testimonials from their customers. Social media algorithms are constantly evolving, so it's essential to stay up-to-date with any changes and adjust your strategy accordingly. Regularly monitor your analytics, stay in tune with your audience's preferences, and be flexible in adapting your content posting schedule to optimize your social media marketing efforts,

- c. Haven't utilize reels instagram and tiktok for digital marketing

In recent years, Instagram has created reels inspired by Tiktok that are used by every business account to promote their goods or services. Using promotions with reels or TikTok is very influential in getting an audience quickly. By leveraging Instagram Reels and TikTok, you can expand your reach, engage with new audiences, and showcase your brand in a creative and

entertaining manner. These platforms offer unique features and an opportunity to tap into the growing trend of short-form video content, providing an avenue for effective digital marketing.

d. Haven't provide customer's testimony

Incorporating customer testimonials into your digital marketing strategy can significantly enhance your brand's reputation, credibility, and conversion rates. It allows potential customers to see the real impact of your offerings through the lens of satisfied customers.

e. Haven't had a content design concept and planning

Some of the content design concepts and planning should be an ongoing process. Continuously monitor your audience's needs and preferences, adapt your strategy accordingly, and stay up-to-date with digital marketing trends to ensure your content remains relevant and impactful.

f. Haven't utilize influencer's exposure

Incorporating influencer exposure into your digital marketing strategy can provide valuable reach, authenticity, and engagement with your target audience. It's important to approach influencer collaborations strategically, aligning with relevant influencers and setting clear objectives to maximize the benefits for your brand.

## 2. Strategy and Solution

Based on the problem identification, Hexa came up with several strategies to help boost and improve digital branding activation and digital customer engagement in an attempt to reach a larger market via social media platforms.

a. Utilize instagram business to receive data analytics overview regarding the growth of Sneakers Care's account

b. Create content matrix to plan and schedule daily posting to boost account engagement

c. Create reels instagram and tiktok for interactive digital marketing in promoting Sneakers Care

d. Posting previous Sneakers Care customer testimony to gain trust for new potential customer

e. Utilize linktree for customer's easier access in contacting the business

f. Utilize influencer's exposure (e.g : endorsement, paid promote)

## METHOD

The research methodology involved an in-depth analysis of a suggested digital marketing strategy for SneakersCare. Our intended audience is Indonesian millennial consumers who are interested in shoe care services. The implementation methodology consists of several stages: conducting a business approach, conducting interviews, brainstorming strategies, creating content, utilising social media platforms, and monitoring results. Scientific and technological knowledge in digital marketing and e-marketing strategies were transferred to enhance the brand's presence online. Tools such as Instagram, TikTok, and Linktree were utilised for social media engagement. Data collection techniques included interviews, social media analysis, and feedback from customers. Success was evaluated based on increased social media interaction, customer engagement, and brand visibility. Data analysis involved tracking key performance indicators, content performance metrics, and customer testimonials to measure the effectiveness of digital marketing initiatives.

## RESULTS AND DISCUSSIONS

### 1. Project Flow

Our project flow consist of 5 steps and processes from the beginning to the end the project, namely:

a. Business Approachment

This step involves the initial process of our team approaching the businesses that will be involved in the e-marketing project. We identify potential businesses that align with our project goals and objectives. This may include reaching out to businesses through various channels such as email, phone calls, or in-person meetings. The purpose of this step is to establish a connection with the businesses and introduce them to our project.

b. Interview

Once we have established contact with the businesses, we proceed to conduct interviews. This step involves having structured conversations with key stakeholders or decision-makers from the businesses. The interviews serve multiple purposes, such as understanding the specific needs and goals of the businesses, identifying potential challenges or pain points they are facing, and gathering valuable insights that can inform our e-marketing strategy.

c. Brainstorming

After conducting interviews and gathering information from the businesses, the next step is brainstorming. This step involves bringing together our team members to generate ideas, strategies, and solutions tailored to the specific needs of each business. During the brainstorming sessions, we encourage creativity and innovation to develop a comprehensive e-marketing plan that can effectively address the identified challenges and goals.

d. Store Visit & Consultation Space

In order to gain deeper insights and understand the businesses' operations, we arrange store visits and consultation sessions. This step involves physically visiting the businesses' premises or creating a virtual consultation space, depending on the nature of the project. By observing their physical environment or conducting virtual walkthroughs, we gain a better understanding of their products, services, customer experience, and overall brand image. This information helps us customize our e-marketing strategies to align with their existing branding and enhance their online presence.

e. Implementation & Progress Observation

Once the e-marketing strategies are finalized, we move on to the implementation stage. This step involves executing the planned activities, which may include website development, social media campaigns, search engine optimization, content creation, or other digital marketing tactics. Throughout the implementation process, we closely monitor the progress and performance of the strategies. We analyze key metrics, track website traffic, engagement levels, conversion rates, and other relevant indicators to evaluate the effectiveness of our e-marketing efforts. This observation allows us to make necessary adjustments and optimizations to ensure the desired outcomes are achieved for the businesses.

2. Implementation

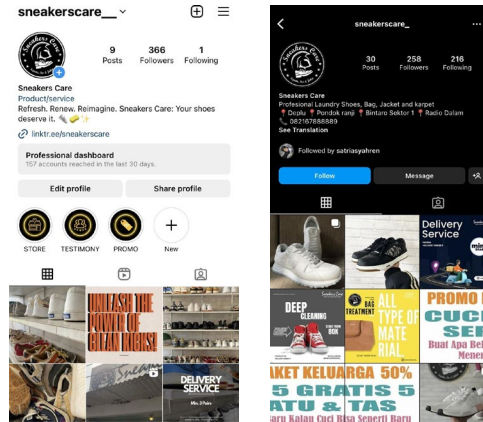


Figure 1. Before and After Sneakers Care Instagram Business Profile

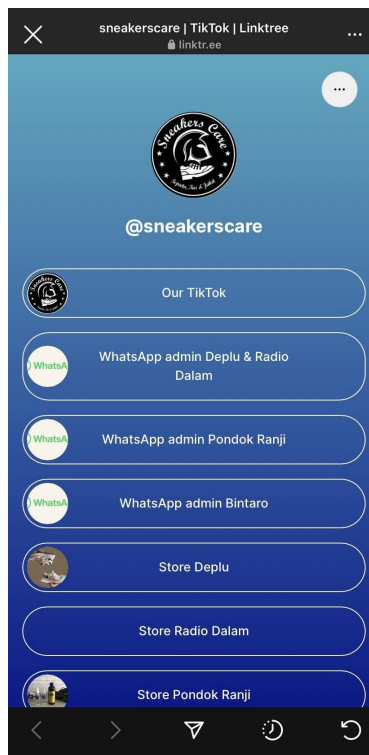


Figure 2. Sneakers Care Linktree

Day	Number of Posts	Content Type
Mon	1 feed	Post Feed dengan design baru
Tue	1 - 2 story	Melakukan Promosi melalui instagram story
Wed	3 feedback	Post Feedback customer di instagram story
Thu	1 video	Post video di Tiktok dan reels instagaram
Fri	1 - 2 story	Melakukan Promosi melalui instagram story
Sat	5 - 10 question	Melakukan sesi OnA

@sneakerscare\_

Figure 3. Sneakers Care Weekly Content Planner

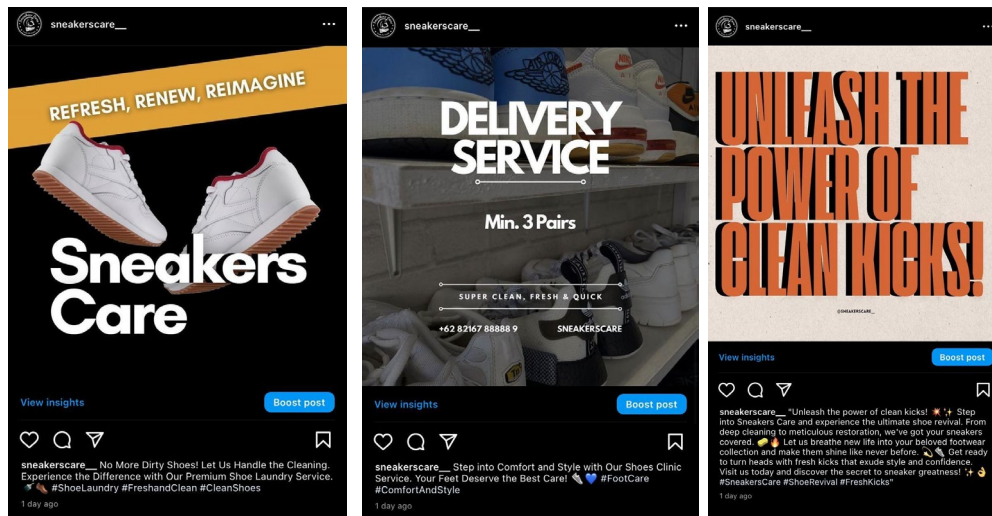
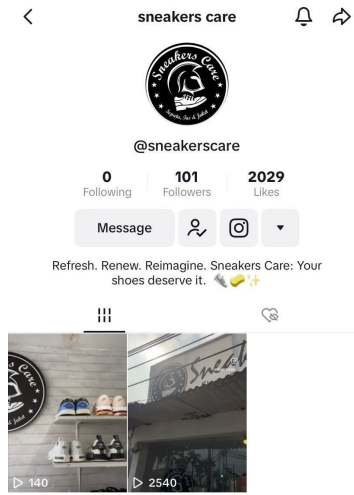


Figure 4. Sneakers Care Instagram Content



**Figure 5. Sneakers Care Tiktok Business Account**

## CONCLUSIONS

Digital marketing for a shoe washing business can generate significant profits and propel the business to new heights. By leveraging various digital marketing channels such as social media, content marketing, and paid advertising, businesses can promote their services effectively, build brand awareness, and drive targeted traffic to their online platform. Digital marketing offers precise targeting, engaging and informative content, and the ability to track and measure the effectiveness of various marketing campaigns. Additionally, businesses can experiment with different content formats, advertising techniques, and promotional offers, continuously refining their marketing approach to achieve optimal results. Regularly monitoring and adapting the strategy to keep up with the ever-evolving digital landscape and consumer preferences is essential.

The hexa team as a business consultant has provided several digital marketing recommendations. We provide recommendations by doing some marketing with social media like instagram, tiktok, etc. By implementing digital marketing, sneakers care can reach new customers, increase customer loyalty, can build good branding as a shoe washing business, and sneakers care easily adapts to new trends for marketing. With some of the benefits of digital marketing, sneakers care can develop through digital marketing and can evaluate strategies.

The digital marketing strategy for a shoe washing business should include enhancing social media presence, engaging with influencers, creating engaging video content, developing a blog or resource center, and offering exclusive online deals and discounts. These strategies can help increase brand visibility and reach a wider audience. Collaborate with influencers to create engaging content, create engaging video content, develop a blog or resource center, and offer exclusive online deals and discounts. Partner with local shoe retailers or online marketplaces to cross-promote your services and reach a wider audience. Utilize email marketing, retargeting and remarketing, user-generated content, local SEO optimization, and monitoring and analyzing performance. Monitor key performance indicators (KPIs) such as website traffic,

social media engagement, conversion rates, and customer feedback. Evaluate the effectiveness of campaigns and experiment with new ideas to stay ahead of the competition.

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