

Digital Marketing For Micro Businesses @Thatsmellparfume.id

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ARTICLE INFO	ABSTRACT
Article History: Received: July 2024 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: Digital Marketing, Multi-Platform Strategy, Educational Content, Social Media Optimization, @Thatsmellparfume.Id.	This community research aims to address the challenges in digital marketing for the online perfume business @Thatsmellparfume.id in Indonesia. The identified issues include the underutilization of social media platforms and limited resources for sustainable digital marketing strategies by @Thatsmellparfume.id. The community service's team method of study involves problem identification, the development of interview-based strategies with business owners, and the implementation of solutions through a multi-platform approach and educational content. The findings of the community service activities indicate an increase in the use of the TikTok platform, the utilization of Linktree to optimize consumer access, and the production of educational content that enhances consumer understanding of perfume products.

INTRODUCTION

The advancement of digital technology has a significant impact on business management, particularly marketing management [1]. Digital technology, particularly the internet, is widely utilized as a means of communication and for other marketing activities such as improving sales services, marketing research, marketing network expansion, and product development, particularly to generate innovative ideas [2].

With millennial consumers becoming more prevalent and diverse in terms of demographics, including productive age, the use of digital media for marketing by large corporations and Micro, Small, and Medium-Sized Enterprises (MSMEs) is currently growing [3]. This has the potential to meet their needs [4]. Due to their significant potential, millennial consumers in Indonesia will become more prevalent [5]. This market segment needs to be taken into account [6]. It goes without saying that marketers must adapt their marketing strategies in order to address the existence of these phenomena [7]. Not only to create products, but also to create marketing communication tactics that reflect the current media-using habits of consumers [8]. The company's usage of digital media needs to be upgraded in order to catch customers' attention, offer convenience, and promote high-quality services [9]. Companies that plan to implement digital transformation in their business marketing should make an effort to systematically invite all stakeholders, particularly those within the organization, to learn about, comprehend, and work on developing applications for digital technology as a support for corporate marketing programs [10].

An online based store that's a Perfume Business that was founded and discovered by Raqul Achmad in November 2022. This company, engaged in the beauty and fragrance industry, sells various types of Inspired by Perfume or Perfumes with fragrances that are formulated to be similar to well-known perfume brands, at affordable prices. much more affordable, elegant design and best quality. With a Vision to

Become a well-known perfume brand and become the best-selling perfume brand among young people, and Mission to be Selling quality perfume products and the best at the market, Provide satisfaction to consumers, Provide perfume product services with the best cost and quality.

The identified issues at @Thatsmellperfume.id revolve around their limited and product-centric Instagram content, reliance on a single social media platform for marketing, failure to leverage TikTok for digital marketing, and absence of efforts to secure additional funding from investors. Based on the problem identification, the Big 5 Consultant group came up with several strategies to help boost and improve the digital marketing strategies in an attempt to drive more consumers through various social media platforms:

1. Doing more educational content to balanced the social media platforms used by @Thatsmellperfume.id
2. Utilize multiple social media platforms to drive up more traffic to the business.
3. Creating a TikTok account and doing more educational content to introduce and promote your product to a brand new market.
4. Look for an investor to build more capital for more sustained digital marketing and to help running of a company
5. Utilize linktree to the fullest by using more social media for a wider variety of consumers.
6. Utilize influencer's exposure
7. Making the IG feed neater by making the IG cover more minimalist and use a more subtle color

The estimation of the minimum capital required for the business development of @Thatsmellperfume.id in enhancing digital marketing and implementing a multi-platform strategy can be determined through several factors. These factors include the cost of developing educational content, management and promotion on the TikTok platform, Linktree optimization, social media management, investment in digital devices, as well as training and consultation. Taking these factors into consideration, the minimum capital required can range from Rp5,000 to Rp10,000, depending on the scale and complexity of the proposed strategy.

METHOD

The participatory method involves several phases, starting with a needs assessment to identify the specific challenges faced by the community [11]. Subsequently, a collaborative solution is developed through stakeholder consultations and co-creation workshops [8]. The proposed solution is then implemented through targeted interventions, capacity-building workshops, and assisting the business activities. Out of the three different problems identified, teams together with the owner and management of @Thatsmellperfume.id agreed to tackle only the first two problems, which include the problem of digital marketing strategies, and the tiktok account (social media marketing).

Scientific and technological knowledge is transferred through workshops, training sessions, and information dissemination on sustainable practices, health education, and community empowerment [12]. Tools and equipment utilized in the community service endeavor include educational materials, kits, digital devices for data collection, and monitoring tools to assess the impact of service activities on the community. These were done to help problems by the community service partner.

Data collection techniques encompass surveys, and interviews, to gather qualitative and quantitative data on community service outcomes. Results were presented in the form of increase in percentage using tables, charts as well as sentences as description.

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. Inquiries to business owner

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.

Overall, these five project steps involve a systematic approach to understand the businesses, gather insights, generate ideas, customize strategies, and implement them while continuously monitoring and adapting to maximize the effectiveness of our strategy implementation for the digital marketing utilization of the business.

2. Implementation

a. Using more social media platforms.

They decide to use TikTok as their secondary platform. The business owner has created a TikTok account and also some TikTok content that contains education and promotions about their products. However, the business owner haven't been able to use the TikTok platform to the fullest as a marketing and educational platform because the business owners don't have time to take care of their TikTok accounts because of campus life and other things.

b. To make it easier to connect various social media or other platforms used by Thatsmellparfume.id.

They decided to use Linktree to make it easier for consumers to access their social media and platforms such as WhatsApp and shopee. Big 5 consulting also recommend the business owner to add

more social media or e-commerce platform like Tiktok and Tokopedia to make their Linktree to make their consumer reach wider and be able to improve the appearance of their linktree

c. Doing more education content on social media

By creating educational content, it can help consumers understand more about perfume, for example about the types of perfume, perfume that is suitable for certain genders, how to use perfume correctly, and so on. That's why the business owner decided to do this recommendation too.

CONCLUSIONS

The online perfume shop's foray into digital marketing has yielded significant benefits. It has allowed the shop to expand its reach, improve brand awareness, increase customer engagement, boost sales and conversions, make data-driven decisions, and gain a competitive advantage. By continuing to adapt and refine their digital marketing strategies, the shop can further enhance its online presence and continue to grow in the ever-evolving e-commerce landscape. Thatsmellparfume.id decided to use TikTok as their second platform. The business owner has created a TikTok account and also some TikTok content that contains education and promotions about their products. Thatsmellparfume.id also decided to use Linktree to make it easier for consumers to access social media and their platforms such as WhatsApp and Shopee/Tokopedia. Business owners also decide to create educational content because it can help consumers understand more about perfume, for example about the types of perfume, perfume that is suitable for certain genders, how to use perfume correctly, and so on. Thus, Thatsmellparfume.id managed to gain nearly 200 new followers.

Thatsmellparfume.id continues to run the solutions we have provided and have had a positive impact on the store. By running a TikTok account as a promotional and marketing medium, and continuing to increase consumer understanding of products sold with educational content which can also have an impact on sales. Create interesting and relevant content to attract potential customers, such as perfume reviews, tips on choosing perfume, or lifestyle related to perfume. Stay up-to-date with the latest trends and developments in digital marketing, and always be open to experimentation and strategy adjustments in order to stay competitive in a competitive market

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