

Digital Marketing Strategies to Increase Online Business Sales through Social Media

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ABSTRACT

The development of technology and information has changed the habits of modern society, including in the use of the internet and social media. Globally, Indonesia holds the fourth-largest internet user base. Consequently, social media has emerged as a primary platform for digital activities, including digital marketing. This marketing approach leverages social media and the internet to enhance the reach and impact of product or service promotion. This study conducts a systematic literature review (SLR). The review analyzes digital marketing strategies implemented through social media. Data were collected from various sources such as journals, articles, and books. The results of this study aim to understand effective digital marketing methods in increasing sales through social media.

INTRODUCTION

The habits of many people in the modern era have been changed by advances in technology and information. The widespread use of the internet by individuals of all ages—parents, teenagers, and children—demonstrates its pervasive influence. Globally, daily life is increasingly intertwined with online access, facilitated by the internet's capacity for rapid information retrieval. This technological advancement impacts various facets of society, including education, social interactions, culture, and the economy. The global internet user base continues to expand annually, with Indonesia holding the fourth-largest user population worldwide, following China, India, and the United States (Kominfo, 2017), which shows that 45% of Indonesians are internet users and 66.3% have smartphones. Internet usage in Indonesia has increased to 73.7% of the total population, or 196.7 million people. Of the 266.9 million people living in Indonesia, almost all of them use smartphones (Central Bureau of Statistics, 2020 in the Association of Indonesian Internet Service Providers, 2020). Furthermore, internet user data using all media in 2019 was 47.9% (BPS, 2020).

Modern society's reliance on smartphones extends to transactional activities and daily shopping, facilitated by downloadable applications. These applications cater to diverse individual needs, encompassing online shopping, transportation, and social media. Notably, social media applications are the most frequently downloaded, with platforms like Instagram, YouTube, Facebook, WhatsApp, and Twitter being prominent examples (Rahmawati & Pradinda, 2020). As noted by Kotler and Keller (cited in Zuhri & Syarifudin, 2020), social media serves as a key communication medium for individuals.

Social media platforms enable users to share various forms of personal information, including text, images, audio, and video. These platforms facilitate communication, information exchange, sharing, and numerous other activities. The internet's influence has enhanced the efficiency and effectiveness of actions taken by governments, businesses, and individuals. This vast business potential has led to the development of a new advertising model: digital marketing. Sudaryo et al. (2019) define digital marketing as a timely, relevant, and personalized approach to marketing goods or services, utilizing various strategies and social media via electronic devices or the internet. This technique promotes products through online media, such as Facebook, Instagram, YouTube, Line, and other social media platforms (Warmayana, 2018).

Social media platforms play a significant role in increasing online business sales by providing a channel for digital marketing. This marketing, which promotes products and brands in an appealing manner using applications like Instagram, WhatsApp, Line, Twitter, and YouTube, has been widely embraced by Indonesians, making these platforms valuable marketing tools for both companies and individuals.

If they want to increase sales and increase their sales, business people must have many marketing strategies. In the business world, one of the most important tasks is marketing. Online entrepreneurs must have a marketing strategy to develop their business because competition is increasingly fierce and online sales must remain stable. For each sale, there is a different approach, but in this

modern era, people must ensure the needs and needs of the community easily and quickly. From here, this study uses social media to provide information about digital marketing.

THEORETICAL REVIEW

Diffusion of Innovation Theory

The theory suggests that mass media is a potent force in shaping people's attitudes and behavior, particularly in the context of innovation diffusion. It argues that communicators exposed to mass media messages are highly susceptible to influence, leading to the adoption of new discoveries. Although early development of the theory emphasized the role of opinion leaders in this process, particularly in spreading new discoveries, direct influence on the audience is also recognized (Mailin, 2022).

Integrated Marketing Communication

In the digital age, social media has become a key element of integrated marketing strategies, which combine advertising, promotion, public relations, and direct marketing to enhance brand image and boost sales. This theory suggests that marketing effectiveness hinges on delivering consistent messages through various communication channels, including these social media platforms (Widyaningrum, 2012).

Social Media Marketing Theory

This theory explains that social media is not only a means of communication, but also an effective marketing tool to reach a wider audience. Social media allows companies and individuals to build direct interactions with consumers, increase engagement, and expand market reach through interesting content and innovative marketing strategies (Mileva, 2019).

Digital Economy Theory

This theory emphasizes that the development of digital technology has changed the structure of the global economy. With increasing internet access and the use of social media, business transactions have become more efficient, marketing costs are lower, and business opportunities are increasingly wide open. Therefore, digital marketing is a key element in business growth in the modern era. This theory can be used as a basis for research related to digital marketing through social media, considering the increasingly dominant role of the internet and social media in people's lives and the business world (Ramadani, 2020).

METHODOLOGY

This study employs a systematic literature review (SLR) methodology. An SLR involves analyzing secondary data, or existing research, rather than directly interacting with research subjects (Irfannudin, 2019). This process entails gathering data and information related to keywords such as digital marketing, marketing, and social media from various global sources, including articles, magazines, journals, and relevant books. The objective of this literature review is

to identify digital marketing methods effective in increasing sales through social media.

RESEARCH RESULTS AND DISCUSSION

While the Big Indonesian Dictionary (KBBI) defines marketing as simply the process of selling goods, Kotler (2018) provides a more nuanced perspective, arguing that effective marketing, which drives profits, depends on cultivating strong customer relationships and consistently providing value that leads to customer satisfaction. Marketing, in its basic sense, involves distributing company-produced goods to consumers. Meeting consumer needs more than other producers is the goal of marketing (Firmansyah, Anang 2019). Product markets and consumer markets influence the success of business marketing; the consumer market will accept various brands. Advertising is one way for producers to communicate with customers. The use of social media for advertising has become commonplace in the modern era. Measuring the effectiveness of these advertising efforts involves evaluating sales, reminders, and persuasion. Research into sales impact provides insight into sales effectiveness, while the impact on communication is linked to overall advertising effectiveness (Lesawati, 2016). This context informs a definition of marketing as an activity that utilizes sales factors to attract consumers, maintain relationships, and drive continuous, interconnected transactions.

Electronic Marketing to Increase Online Business Sales

Tjiptono (2016) defines e-marketing as a strategic process encompassing the development, distribution, promotion, and pricing of goods and services for target markets through the internet or digital devices like smartphones. E-marketing is now widely recognized as a highly effective and efficient promotional medium, particularly for digital products such as music and videos. Data from the Indonesian Internet Service Users Association (APJII) (Figure 2) reveals a significant increase in internet usage in Indonesia, with a 54.68% growth in 2017 compared to 2016, reaching 132.7 million users out of a population of 262 million.

The growing number of internet users in Indonesia has substantially impacted the business landscape, prompting many companies to adapt their marketing strategies to enhance product accessibility. Businesses are leveraging the internet as a key tool for both marketing and sales, aiming to accelerate the distribution process. This is due to the fact that computer users can connect to the internet network from anywhere in the world. According to (Dewi, 2017), the internet, a network of interconnected computer networks enabling global interaction, serves as the common platform for various online marketing strategies. As previously discussed, these include e-marketing, video marketing, and social media marketing. While all three leverage the internet, they employ distinct approaches: e-marketing distributes product information via email, video marketing utilizes video content on platforms like YouTube and vlogs, and social media marketing relies on engaging content for product promotion.

One of the key advantages of social media as an online marketing tool is its interactive, two-way communication capability, coupled with its ability to

provide access to various types of information. It represents a cutting-edge application of human technology in the marketing field. Social media marketing, also known as "social media marketing," is a type of marketing that aims to increase consumer awareness and action towards brands, brands, companies, individuals, a variety of social web tools, including blogging, microblogging, social networking, social bookmarking, and content sharing, are utilized by individuals, organizations, and other entities (Gunelius, 2011). Facebook is one of the many social media platforms that can be accessed.

Defined as the extent to which management achieves pre-set targets (quantity, time, and quality), effectiveness is a key concern for businesses. With a wide range of marketing media now available, companies can strategically select channels for product promotion and even research the effectiveness of online marketing. This study specifically investigates how effective social media platforms like Facebook, Instagram, Twitter, and Line are for online business success, employing the EPIC (Empathy, Persuasion, Impact) method, social media marketing strategies for UKMa products have been tested in several studies, one of which is Prisma Lisawati. This study shows that effective product advertising on social media AC Nielsen creates an EPIC model for analysis. In this model, there are four dimensions. The ability to offer better products and services is enhanced by understanding the persuasion dimension of marketing communication, which strengthens brand identity (Lisawati, 2017). This research also considers the empathy dimension, which examines consumer preferences for different marketing communication types and how they relate these types to their own lives.

Companies must provide complete product information, attract customers, and serve well (Kotler, 2017). Businesses can use the internet network, which is a good communication tool today. Companies must know their competitive profile to establish effective communication with customers. Based on (Hermawan, 2000) By knowing the profile, companies can use online marketing to successfully influence customers to buy their goods. Furthermore, clarity in communication is essential for companies, as it directly influences consumer purchasing decisions regarding the goods offered.

Consistent with research by Nia Purwati et al., which demonstrates a strong link between clear information and online purchasing preferences, this discussion considers social media platforms like Facebook, Instagram (IG), and Twitter for online marketing. Facebook, in particular, possesses significant potential as an effective online marketing tool, boasting 1.19 billion monthly active users, including 874 million mobile users (Suryani, 2014). While Facebook currently dominates online marketing due to its massive user base, platforms like Instagram, with its 1 billion active users (according to a Kompas.com study), hold promise for future marketing strategies. Despite having a smaller user base compared to Facebook, Instagram offers potential, especially as it continues to grow. Although Facebook boasts a larger overall user base, Instagram sees higher engagement among millennials, who demonstrate a stronger preference for the platform. This insight into user demographics enables companies to implement more effective internet marketing strategies.

Social Media for Digital Marketing Medium

Marketing, public communication, and other offices that often interact with consumers or stakeholders use social media (Drury Veby Zilfania, 2014). Social media offers businesses a highly effective means of communication and product promotion, often proving faster and more profitable than traditional direct sales. The synergy between marketing and social media contributes to technological and informational advancements in the field. Social media marketing enables individuals and businesses to promote their offerings online and via social channels, reaching a broader audience than conventional advertising allows.

Social media marketing refers to marketing activities conducted on platforms like Facebook, Twitter, and YouTube. Despite its apparent simplicity, this approach can generate significant results in online marketing. It involves leveraging social media to promote specific goods and services, often by providing links to the company's website. The primary focus of social media marketing is to develop and utilize these platforms to establish a target market for online businesses. Business actors must consider the importance of building a group or target market that respects each other and continues to communicate with them when developing a social media platform. Some of the popular social media platforms among the people include Facebook, Twitter, Pinterest, YouTube, Myspace, Google Plus, LinkedIn, Instagram, and many more.

Each social media has its own way to be used. Instagram, for example, allows the use of photos and videos that are equipped with links, descriptions, tags, and hashtags. Facebook, on the other hand, allows the use of various features, such as creating fanpages, groups, video statuses, status links, status photos, and so on. Since social media marketing is easier and cheaper, website owners and online businesses are the most suitable to use it. Social media marketing means sharing market areas and links to business websites on various social media. This can attract new customers who are interested and may continue to visit the business website.

Social media is a place where people share their problems and opinions. Good online business people have a marketing strategy that allows them to communicate well with customers and potential customers. Therefore, social media platforms are a great marketing strategy because businesses can easily share various information about their products through online content. Social media can affect businesses in both good and bad ways (Shankhdhar & Abimanyu, 2016).

Consequently, proficiency in digital marketing is crucial for online businesses. Also known as online marketing, this approach leverages the internet to connect with target consumers. Online marketing encompasses the promotion of goods or services through internet channels. Research further highlights various benefits of digital marketing, with cost-effectiveness being a primary advantage of social media marketing compared to other marketing methods. People allocate a substantial portion of their online activity more than a quarter to communication, encompassing chat, email, and social networking. This time commitment is comparable to that dedicated to entertainment. Most social media sites facilitate this communication by offering free access, profile creation, and

information posting. Nadara et al. (2013) define interactivity as the ability of users to modify the mediated environment's form and content in real time.

CONCLUSIONS AND RECOMMENDATIONS

People's behavior changes due to the presence of the internet on social media, business leaders must determine the right marketing strategy to maintain and even grow their business. One of the right strategies to target many people is to create digital content. Social media is one of the platforms that can be used to market digital products.

The presence of the internet and social media has significantly transformed consumer behavior, making it essential for business leaders to adapt their marketing strategies to stay competitive. Creating digital content is a powerful way to reach and engage a broader audience, as social media platforms provide an ideal space to showcase products and services. By leveraging the unique features and vast user base of social media, businesses can maintain their relevance and even achieve growth in an increasingly digital landscape.

Content Diversification: Businesses should create varied types of digital content, such as videos, blogs, infographics, and live streams, tailored to the preferences of their target audience.

- **Platform Optimization:** Different social media platforms cater to different demographics; businesses should focus on the platforms that align with their target market.
- **Engagement Strategies:** Actively engage with audiences through comments, polls, and interactive posts to build relationships and foster loyalty.
- **Data-Driven Decisions:** Use analytics tools to monitor the performance of content, identify trends, and refine strategies for better results.
- **Consistency and Branding:** Maintain a consistent posting schedule and a cohesive brand identity to enhance recognition and trust among followers.

FURTHER RESEARCH

Further research is needed to explore the effectiveness of various types of digital content in engaging target audiences on social media platforms. This includes examining how different formats, such as videos, infographics, and interactive posts, influence user engagement and conversion rates. Additionally, studies should analyze the role of algorithms and platform-specific trends in determining content visibility and reach. Understanding audience preferences, behavior patterns, and the impact of personalized content strategies will also be critical. Such research will provide valuable insights for business leaders to optimize their marketing efforts and maximize returns in the ever-evolving digital landscape.

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