

## Digital Marketing as a Vehicle for Promotion and Sales of Products At Shopee Averro Official Shop

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### ABSTRACT

In the current era of advanced digitalization, product marketing and sales have gone through very rapid changes. The development of information and communication technology has opened new pathways for various new opportunities in the world of business processes. One of them is the emergence of digital marketing innovation, which has become a forum for business processes for promoting and selling products on various online platforms. In the industrial era 4.0, everyone is required to use technology in all fields. This changes the socio-economic lifestyle, and the type of work one wants to achieve also changes significantly. All types of transactions use non-cash and self-service facilities. This happens in all transactions, for example in online trading, transportation, insurance, and many more. This research aims to determine the use of Digital Marketing through E-Commerce. The method in this research is a qualitative descriptive method by looking for data sources from research results and news whose truth is acknowledged. The research results state that the most widely used e-commerce is Shopee. The existence of an e-commerce platform helps people carry out buying and selling transactions anywhere and anytime.

## **INTRODUCTION**

Business movements from year to year nowadays experience rapid changes which make competition between competitors very selective, creating challenges for business actors to maintain and develop their businesses. Currently, business actors are required to be creative and innovative in managing their products so that they are not inferior to other competitors. This is due to the large number of business competitors who market the same products and services so that business actors have their characteristics to be able to compete in the current era. People's consumption patterns change all the time due to current technological developments. Then conventional stores are now also experiencing a decline because of online stores which have the advantage of decreasing promotion and marketing costs for companies. Consumption styles are shifting as a result of digital marketing media which has created a reversal of basic human needs. Digital technology also has a bad impact on technology users by using the deep web which is very illegal.

Companies are currently positioning themselves in existing conditions with adjustments sooner or later so as not to be replaced by other competitors in the business environment. Therefore, companies need to prepare a good strategy so that the company's desired achievements can be achieved precisely. The growing number of new companies makes competition increasingly fierce. Companies need to prepare long-term plans to survive and develop in conditions like these. A marketing strategy is needed because it is a fulcrum that can help a company survive. Marketing strategies have a very broad scope, starting from pricing, product marketing, and customer service.

Marketing carried out through internet access and social media is digital marketing. Business actors will be greatly helped by digital marketing which can create rapid growth in sales. Then, many SMEs are now switching to digital marketing because previously limited activities can now create efficiency in sales activities. The internet media used today is mostly in online stores, for example, Shopee which creates unlimited and real-time marketing space and time for sales so that companies can quickly analyze interests and suggestions from consumers which makes it easier for companies to adapt more quickly and better.

Based on the survey results of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period which was 210.03 million users. The number of internet users is equivalent to 78.19% of Indonesia's total population of 275.77% million people. Then, in 2021-2022 the internet penetration rate will increase again. This time, the penetration rate reached 77.02% and will be at 80% in 2022-2023. This means that Indonesians are increasingly literate with the internet. With the increasing use of the internet in Indonesia, it has become easier for business actors to reach their customers (Sadya, 2023)

Avero Indonesia is a company that focuses on solution products that eliminate body odor, from head to toe. Avero Indonesia was first founded in 2017 and was one of the pioneers of foot deodorant products in Indonesia. As

time goes by, Avero has now become one of the most complete and best brands in Indonesia. Avero has also opened online stores on various e-commerce platforms in Indonesia which offer a variety of products in various categories. Through digital marketing, Avero can take advantage of the platform's advantages to promote and sell products more effectively. One of the platforms used by Avero is Shopee, in their promotions and sales they carry out analysis so that sellers and consumers can be more connected. Through the right approach to digital marketing, the Shopee platform used by Avero can build strong engagement with customers, increase trust and strong loyalty with customers, and create a satisfying shopping experience. By understanding current digital marketing strategies, Shopee Avero Official Shop can compete effectively in an increasingly competitive market. With the hope that our current understanding of digital marketing can develop continuously so that we can exploit the full potential of this platform and achieve greater business success.

## **THEORETICAL REVIEW**

### ***Digital Marketing***

Digital marketing or internet marketing is the use of data and electronic applications for planning and implementing concepts, distribution, promotions and pricing to create exchanges that satisfy individual and organizational goals (Untari & Fajariana, 2018).

Internet marketing is a form of business for marketers to market their products and services and build relationships with customers through internet media. This form of marketing is a part of direct marketing. Meanwhile, the definition presented by Boone and Kurtz regarding what e-marketing is is not much different and is as follows (Corley, J. K., Jourdan, Z., & Ingram, 2013): "e-marketing is one of the components in e-commerce with the importance of specifically by marketers, namely the strategy for the process of creating, distributing, promoting and setting prices for goods and services to the internet market share or through other digital tools."

### ***E-Commerce***

E-commerce is an online channel that can be reached by someone via a computer, which is used by business people in carrying out their business activities and used by consumers to obtain information using the help of computers, the process of which begins by providing information services to consumers in making choices (Kotler & Armstrong, 2012 ) (Eka, 2018). The dimensions or indicators of E-Commerce are internet access, ease of information, human resource capabilities, and managerial responsibility for information. (Nuray Terzri, 2011)

E-commerce is the process of carrying out business transactions such as distribution, purchasing, sales and services carried out electronically via computer networks, especially the Internet and also external networks. (Kabanda, 2011)). E-commerce dimensions or indicators are processes where

there are several indicators which include process, marketing and payment. (Dian Wirdasari, 2009).

## **METHODOLOGY**

This research uses a descriptive method, in which the researcher explains the use of Digital Marketing as a forum for promotion and product sales at the Shopee Avero Official Shop. Descriptive research is essentially intended to: (1) Collect detailed actual information that describes existing symptoms. (2) Identify problems or examine applicable conditions and practices. (3) Make comparisons or evaluations (4) Determine what other people have done in facing the same problem and learn from their experiences to make plans and decisions in the future (Moleong, 2019).

In this study, the researcher only acted as an observer who created behavioral categories, observed symptoms and recorded the results of the observations. Researchers act as observers and go into the field to obtain the necessary data. Then the researcher only explained the situation that had occurred in the field.

## **RESULTS AND DISCUSSION**

### ***Implementation of Digital Marketing on Avero on Shopee to Increase Sales Revenue***

Digital marketing helps business actors to provide and monitor all the needs and desires of potential consumers and customers, from the consumer side they also easily get information about the products sold by business actors so that they become more independent in making purchasing decisions regarding the products they sell. desired without needing to fear a mistake in purchasing the product. Then, digital marketing also helps business actors by reaching consumers in all locations without time or geographical limitations.

According to Chaffey, digital marketing is the application of digital technology that forms online channels to markets such as (websites, e-mail, databases, and digital TV) and various other recent developments including blogs, feeds, podcasts and social networks which provide an important role in marketing activities.

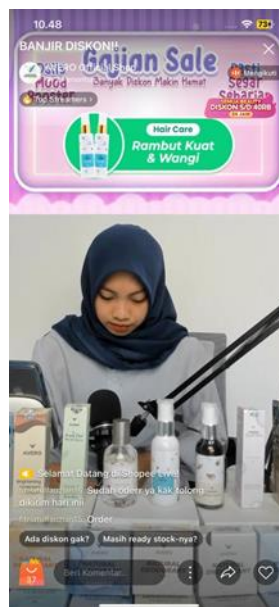
Based on the results of observations, researchers have observed that Avero uses online shop media on Shopee and TikTok. However, Avero focuses more on using the Shopee platform for its marketing. Researchers verified this by directly monitoring the activity of using the Avero Official Shop account on Shopee. The results of direct interviews with the Avero owner show that the Shopee account is used by interns every day for digital marketing purposes. Then, look at the use of digital marketing through live shopee which has been carried out for several months and has become the main means of marketing their products. This has been proven by the increase in sales volume at Avero.



Source : Data Perusahaan Avero

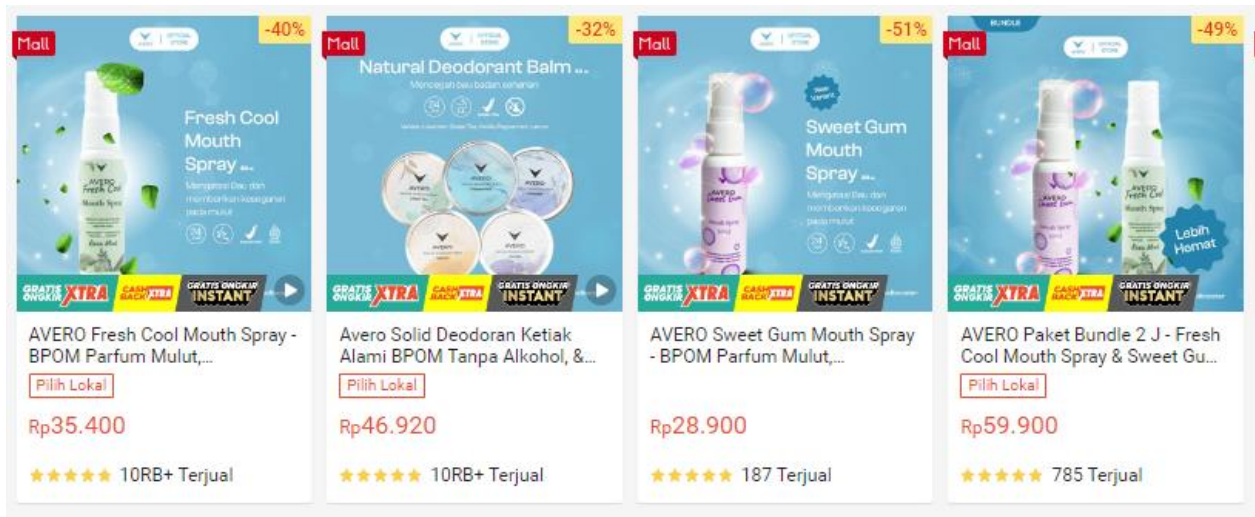
Based on the results of observations when directly involved in the field at the Avero company, the mapping of digital promotional content through Shopee e-commerce includes:

**Visuals/Images.** Shopee has greater strength compared to other e-commerce because of its focus on visual content that easily attracts consumers' views with the addition of product descriptions that can strengthen consumer interest. Consumers are more interested in sales that are attractive in terms of unique visuals and descriptions which can increase the benefits when the product is used. Avero actively maximizes visual potential in live streaming. This effort involves optimizing various aspects including visual layout, aesthetics, and product presentation during live streaming sessions. The use of effective visual techniques such as appropriate lighting, strategic camera angles, and attractive design, is an important part of this strategy.



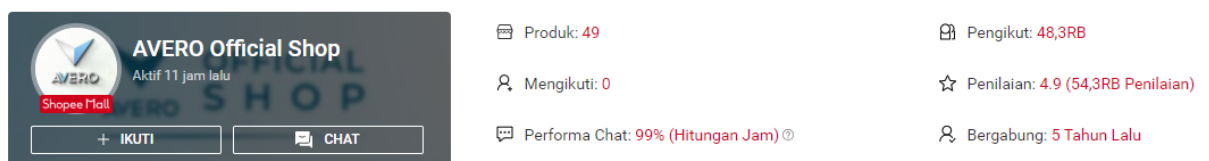
Source : Live Shopee Avero Official Shop

With promotions offered to consumers live, this will be an opportunity for consumers to be interested in buying because seeing the price which is said to be cheaper than the usual price, Avero will look at consumer behavior carefully and then make a good strategy. Also, forming real-time communication with consumers in promotional content used live so that consumers have more confidence in products that have been shown live.



Source : Shopee Avero Official Shop

Based on the product images uploaded in the post which are quite interesting, the quality of the images or photos for the content is said to be of the best quality, previously they were still just rudimentary photos but now they can show products that attract consumers. Judging from the data, sales always increase every month due to good content and promotions.



Source : Shopee Avero Official Shop

Establishing good communication with consumers is very important because it is a form of trust with consumers in making decisions to buy products being marketed.

## CONCLUSIONS AND RECOMMENDATIONS

The marketing strategy implemented by the Avero company can be said to be quite stable and optimal. This can be seen from the use of e-commerce media in Indonesia. And Avero's use of Digital Marketing has been very good. The Digital Marketing process itself is now more "Shareable" because it will provide material for evaluations and suggestions from consumers to provide progress for companies or business actors.

E-Commerce is the most efficient and easiest means of online sales at this time, by creating interesting content and providing good promotions you will get consumers easily. Accelerating the wide dissemination of existing information is currently one of the business advantages and provides developments over time for companies and business actors. Apart from very low costs and without the need for special skills in carrying out initial execution, e-commerce can be considered direct and easy to get consumers.

It is hoped that Avero will continue to innovate and follow the latest developments and trends to compete in this modern era. By innovating following digital developments, Avero will be able to face competition in the business world. It is also hoped that in the future Avero Indonesia can optimize and realize digital marketing well.

## FURTHER STUDY

This follow-up research is expected to provide deeper insights into the potential of digital marketing at Shopee Avero Official Shop and open up opportunities for the development of more sophisticated and effective strategies.

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