

Marketing Strategy So that Buyers Immediately Decide to Buy On Tiktok

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ABSTRACT: The right marketing strategy should match the media you use. In particular, marketing activities can now be performed through a variety of media platforms, so this condition requires caution when planning marketing procedures. The motive of advertising is to trade the delivered cost that exists as many consumers as feasible, as regularly as feasible in order that consumers earnings and dealers' earnings, so to "Exchange" we want to "Offer." The maximum crucial factor in an enterprise isn't an office, now no longer technology, now no longer a products or services however the 'Offer'. Primarily based totally on that we're in the end glad that the trouble that arises is how it may be understood and implemented in our enterprise in order that customers can come and purchase from us and what platform are we able to use? We perform these studies primarily based totally at the discourse in books, clinical magazines and additionally journals approximately advertising techniques that we read. The studies that we use is primarily based totally on a survey that we performed via the Google Survey Form.

Keywords: Marketing strategy, media platform, tiktok, umkm

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PRELIMINARY

TikTok is one of the most popular platforms today as a social media for sharing videos. The content that can be found on TikTok is very diverse, from shows related to creativity, unique videos, challenges that are going viral, singing, dancing, lipsync songs, and so on. With so many social media users as well as TikTok users, it is clear that the opportunity to promote on this platform is wide open. From a marketer's point of view, the main reason for using TikTok is to reach a potential group of current (or future) customers. With TikTok actively targeting people in their teens and early twenties, with a strong female bias, it's clear the type of company that should consider using TikTok for marketing.

It makes much more sense for a company selling fashion, beauty products, healthy food and drink, or feminine hygiene products to market on TikTok than a company in the building industry, investment funds, new car dealerships, or nursing homes. Right now, that's probably going to be of limited value to gaming companies - Twitch will likely offer them better value, because that's where young, male-dominated gamers flock.

TikTok has a few regular users, though these are often celebrities and influencers who share content with TikTok's core users. Jimmy Fallon, for example, is famous for sharing videos on TikTok. He also creates challenges for young TikTokers. TikTok is better suited for building enthusiasm, reach, and engagement than for direct selling. Most brands that market on TikTok use it to increase brand awareness.

In the arena of advertising, you'll understand streams, namely:

1. Stream remind
2. Stream gives

The glide of reminding or what may be known as branding calls for very big marketing and marketing expenses and regularly does now no longer generate income, this glide is open advertising. While the provide glide will educate you ways advertising expenses may be as compared to income results, it's miles near advertising. In going for walks a business, of course, there are numerous vital factors that need to be implemented other than the great and provider of the product itself, namely 'Marketing'.

Marketing

Techniques and abilities in advertising and marketing may be stated to be the important thing to the achievement of promoting a product once you ensure your product has precise great, create precise advertising and marketing strategies supported with the aid of using an powerful advertising and marketing method.

Segmentation

In addition, marketplace segmentation is likewise one of the maximum vital factors in a advertising and marketing method that you may do (even too vital). Market segmentation is a technique of a way to view the marketplace creatively. Are you continue to harassed approximately the definition of marketplace segmentation above? You see, one of the consequences in case you don't understand who the proper marketplace segmentation is in your product is what you'll do

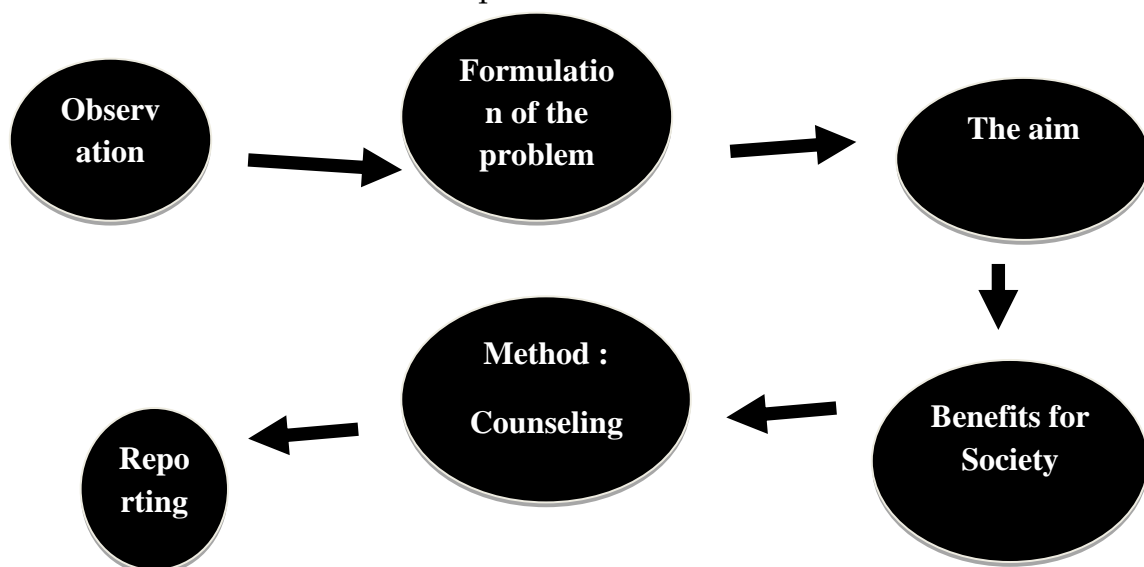
and what sort of advertising charges you've got got spent can be in vain, despite the fact that your product is precise and valuable. The simplest instance of marketplace segmentation is which you promote a BMW vehicle (product) at a fee of Rp. 750 million (fee) and then you definitely promote it to beggars (targeting & segmentation). Even alevn though the BMW has been insanely discounted as much as 75% (promotion), the beggar will now no longer purchase it. Why? Because it really is now no longer what he needs. It's unique in case you promote to a marketplace segmentation for luxurious vehicle lovers, the effects can be unique.

In easy terms, advertising is the system of introducing merchandise to ability customers. Marketing is completed in order that humans realize what merchandise your corporation sells and are inquisitive about those goods. Marketing is an vital a part of the organization, due to the fact advertising itself is the spearhead of the manufacturing manner. Good advertising and proper on track will carry many clients in order that the organization can get earnings in keeping with the target. Because there's a large aim to be achieved, then advertising can't be achieved carelessly. It took a variety of calculations and new thoughts for this manner to return back to fruition. The advertising group need to make a great approach in order that capacity clients are inquisitive about liberating them on your product.

IMPLEMENTATION AND METHODS

The MSME profile that we use in this community service activity is that most of them are housewives. Maybe because the products offered are accessories or jewelry in the form of medical devices. Necklaces and bracelets are forms of medical devices that are identical with women, which is why the business actors are women. The location of this partner is around the Indonesia. You can find them around many city from Indonesia. From our observations, we conclude that the portrait of the problems faced by partners are:

1. Do not have special entrepreneurial programs or activities
2. Don't understand how to sell products well



Picture 1. Conceptual Framework

RESULTS AND DISCUSSION

Marketing method is a advertising plan that is ready after which position ed into exercise which will attain capacity consumers. The advertising method includes a plan for advertising sports beginning from the time to the form of advertising chosen.

Given that advertising or advertising maintains to increase at the side of technological developments, there are numerous styles of advertising that want to be known. Here are 7 styles of advertising that may be used as a advertising reference to your employer, including:

1. Word of Mouth Marketing (WoMM)

This is a form of advertising this is completed with the aid of using phras e of mouth. That is, clients get records approximately your product out of your different clients. Because with the aid of using phrase of mouth, this form of advertising is generally completed directly, with none media

2. Public Relations Marketing (PR Marketing)

PR Marketing is generally utilized by groups whilst seeking to boom log o attention or product attention thru mass media. Usually the shape of PR Marketing is withinside the shape of articles which can be published on a media portal.

3. Relationship Marketing

This is the form of advertising this is used if the aim is to construct relati onships with clients. Good relationships which can be installed with clients can advantage the employer due to the fact whilst the employer releases a brand new product, dependable clients are equipped to spend their cash on that product.

4. Digital Marketing

Digital advertising and marketing certainly uses on-line media to sell and growth public focus of your product. Digital advertising and market ing may be accessed with the aid of using many lessons of entrepreneurs, each MSMEs and big companies, due to the fact the charges are greater low-priced than different varieties of advertising and marketing.

5. Branding

Branding is the system of introducing a logo call in order that clients are greater acquainted with the goods of your company. Branding has a long -time period promotion. If the branding is successful, generally human beings will recognise the product logo even simply from the logo.

6. Broadcast Ads

Broadcast marketing and marketing may be carried out via mass media together with radio. Even alevn though they're now no longer as well-known as they used to be, radio listeners are nonetheless dependable due to the fact they're tuned with the aid of using human beings like whilst they're in a car. Radio is taken into consideration so that it will make human beings consciousness greater on taking note of merchandis e than tv which has visuals.

7. Multi-Level Marketing (MLM)

MLM is a sort of advertising and marketing that entails many human beings. Companies recruit human beings and promote their merchandise via those human beings. When the product is offered a lot, then an advantage can be obtained.

In general, the advertising approach has the aim of growing income and attracting as many ability clients as possible. However, the truth is that the cause of a advertising approach isn't always simply that. And right here are four dreams of doing a advertising approach in a company, namely:

- To be a logical foundation for making selections in advertising products
- To enhance the best of coordination among personnel withinside the advertising team
- To be a advertising degree primarily based totally on predetermined success standards
- To growth the team`s sensitivity and capacity to evolve while modifications arise in advertising at any time

Running the right marketing strategy will also have an impact on your business. That's why, before starting a marketing campaign, you should make a plan for your marketing strategy. This will make your marketing activities more easily measurable and efficient. The following are some of the functions of a marketing strategy, including:

1. Increase Motivation

The existence of a marketing strategy can provide a different picture of the future, this can be a motivation and hope for the team in the company to continue to think positively. Companies must always have something new so as not to lose competitiveness in the market.

2. Formulate Company Goals

A marketing strategy will help business actors see what the company's goals are, including details of both short-term goals such as monthly targets or long-term targets such as 5-year targets.

3. Supervision of Marketing Activities

The company will have employee performance standards in it with a marketing strategy. So that this report can also be used as a supervisory function, because the quality of employee work can be seen there.

4. More Effective Coordination

Regulate the direction of the company's market expansion so that it can form a coordination team.

As stated above, that the steps in marketing activities are researching the needs and desires of consumers about :

- How many?
- How is the purchasing power?
- Where are the consumers?
- How much is the request?

All this is very important information for the marketing of a new product depending on the state of the existing market competition environment from day to day. From this information, you will have data that can be used to

execute your marketing plan. And here are 5 marketing strategies that can increase your business sales, namely:

1. Know Your Customers

'Customer is King' is a true term. The King is very happy when served well. He is happy if his servants know what he wants. Moreover, if the King had not expressed his wish, the servants had already provided it. The question is how can we provide good service? Get to know your customers. Look at the servants of the King who are very careful in observing the behavior of the King. They know the signs of the King when he is sleepy, the signs of the King when he is hungry, and so on. So that he can serve based on the data he has observed and produce a more intimate service. That's how entrepreneurs should be, they should be able to read the profiles of their customers. Then provide services according to their respective profiles. Trust me, your customers will be much more loyal to you.

2. Choose a Strategic Location

Another important factor in marketing strategy is the issue of site selection. You notice the Holland Bakery outlet or bakery is always on a busy street where the traffic of people is very high. That is their strategy in targeting potential customers. So, try to choose the right, strategic location, so that your business opportunities can be accessed by customers more open.

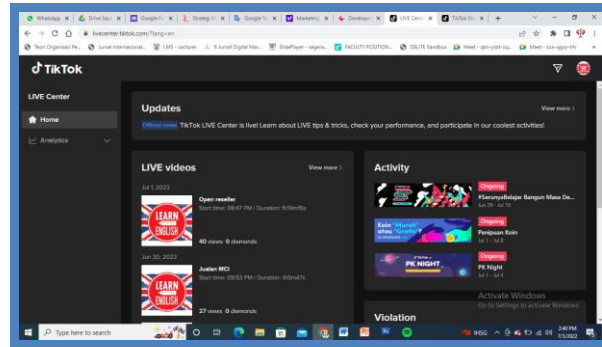
3. Using Internet Marketing

One of the marketing strategies that is being intensively carried out is internet marketing or digital marketing. By displaying your business products on social networking sites, you can find out how consumers taste and what they need. Every day buying and selling activities through online shops are increasingly being carried out. Consumers tend to want to shop in a more private space and avoid crowds. The internet opens wide doors for you to innovate. You can display your business products on websites, blogs, Facebook, and other sites, by posting photos that can attract consumers. By using internet marketing, you can also interact directly with consumers without being limited by space and time with its own convenience to customers.

4. Do Promotions

In order to introduce a product, it can also be carried out actively and continuously by a company by participating in Exhibition and Exhibition Events throughout the Indonesian Territory. The purpose of participating in this activity is proven to be able to increase public trust and confidence in the existence of the company itself. Do promotions regularly, even if they are as small as promotions because with promotions sales will occur in creative ways so that customers don't feel bored. For example, every time you travel, take brochures, pamphlets or leaflets containing your business products to share with friends, or you can distribute the brochures in public places. With these various efforts, you will automatically find customers who need the products you offer. Don't forget the greatness of word-of-mouth publicity, the power of word-of-mouth promotion is

indeed magical because it can spread and attract customers many times over. Therefore, prepare yourself to make customers more comfortable doing business with you. Customers who are satisfied with your product will become loyal customers who can attract new customers. It is also with promotions that customers will know your existence even if you are new or the location of your shop is a bit high.



Picture 2. How to do a campaign in tiktok

5. Establish Relationships With Customers

In today's technological era, where customers are no longer only in contact with the company but also with other customers. A disappointed customer can easily express his disappointment through writing on a blog or through social media. This of course will quickly spread and be seen by customers and other potential customers, of course, conditions like this are very detrimental to the company. A good image that has been attached for years in a company may suddenly become very bad because it is damaged by things that may be considered trivial by the company. Therefore, usually several large companies make this a top priority. So, create a customer database, enter important data along with the progress that has been achieved. Contact them regularly, listen and pay attention to customer needs, and inform customers about ongoing product promotions and provide the best support. Establishing a good relationship with consumers is the last key that you must hold to achieve success in business.

There are 6 ways to market products effectively that you can try, as follows:

1. Knowing the Target Consumer

The goods you produce certainly have their own target market according to consumer needs. Like beauty products that are sold mostly for women. However, don't get me wrong, women's beauty products from teens to adults have different ingredients, this is why it's important to recognize consumers because you can provide two different products for young and old consumers.

2. Location

Determining the location of the business has a big influence on the sales of your product. A place that supports and matches the products being sold

will attract many consumers into the store. For example, you create a bookstore in the campus area.

3. Determine the Budget

Marketing costs a lot of money, but you have to pay attention to in detail how much your marketing budget is according to how big the scale of the company you have. This is so that your money is not wasted in the marketing process without clear results.

4. Effective Marketing

Marketing can be done online or offline. If you have done a lot of promotion through various content in online media, this is the time for you to take advantage of networking to attract customers offline.

5. Take advantage of Social Media

There are many Indonesian people who now have social media. You can use platforms like TikTok and Instagram to do marketing with a wider reach.

6. Create E-commerce

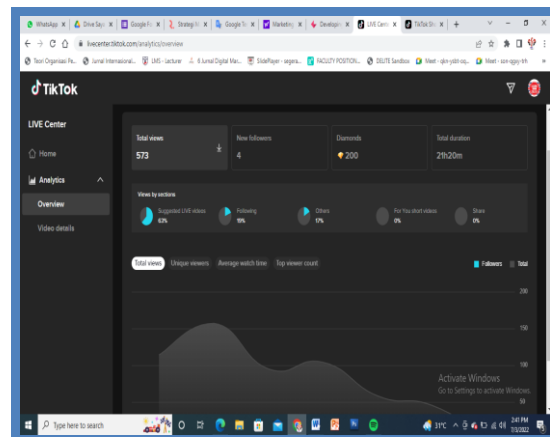
Online stores have many features that help consumers buy your products, including free shipping (ongkir) which provides convenience for consumers.

Example of a Marketing Strategy

After knowing the steps that must be prepared in a marketing strategy, the next step is to carry out the execution stage. To make it easier for you to implement this marketing strategy, here are 8 examples of marketing strategies that you can try:

1. Affiliate Program

This program can help companies grow rapidly because it is tempting for the perpetrators. The affiliate payment system is according to the quantity of products sold, so you can minimize marketing costs.



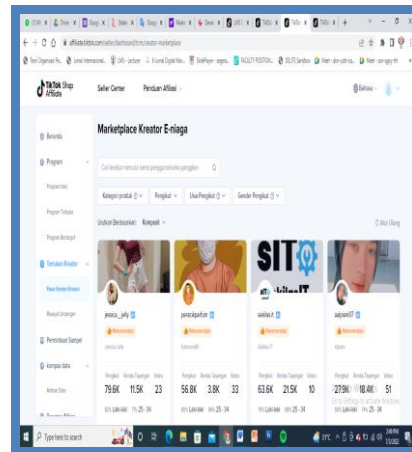
Picture 3. Affiliate program on tiktok

2. Advertorial

This marketing strategy is in the form of advertisements presented through the work of journalists. Your product will be introduced to potential customers in the form of news-like articles.

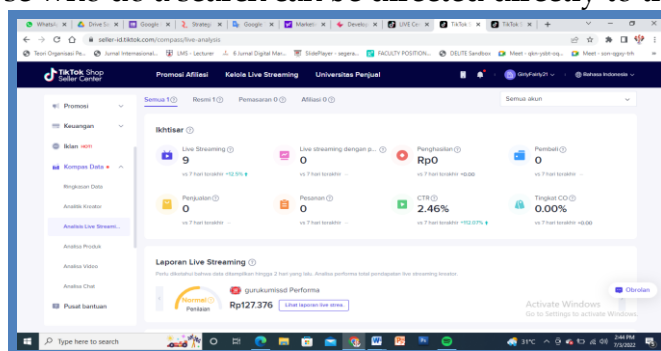
3. Influencer Marketing

Influencers have a big influence on MSMEs who use their services. A person is considered an influencer when he has a large following on social media, such as Instagram and TikTok. Not only that, influencers also have good relationships with their followers, so they have put their trust in the influencer, including about the product.



Picture 4. Market for the konten Creator

4. Inbound Marketing
Efforts to market products by making consumers curious so that they come naturally to find out the products that your company offers.
5. Content Marketing
Content marketing can be in the form of images, text, videos, and audio that are made specifically to market products.
6. Social Media Marketing
Is an activity to market products using social media. You can use various platforms from Facebook, Instagram, to TikTok.
7. Email Marketing
This email is sent to those who have become your customers. The contents of the email can be in the form of product offers, discount and promo information, to membership offers.
8. SEO (Search Engine Optimization)
It is a strategy to make a website appear on the main page of a search engine so that those who do a search can be directed directly to their website.



Picture 5. Develop your account

Advantages and Disadvantages of Online and Offline Marketing Strategies
Choose an online or offline marketing strategy? The answer is to adjust to where your customers are. And it's possible that all of your potential customers are currently online. In marketing as long as there are sales conversions both online and offline, the two sales channels must continue to be penetrated. Don't close one of them. So, to make it easier for you to weigh opportunities in online or offline sales, here is an explanation of the advantages and disadvantages of online and offline marketing.

CONCLUSIONS AND RECOMMENDATIONS

Marketing is the process of marketing a product, both goods and services, to the public so that they know about the goods being sold so that they have the potential to become customers. There are many ways to make marketing successful and reach the target, namely by creating a marketing strategy.

Applying effective marketing methods and practicing marketing strategies that have been carried out by many companies, such as using SEO, Influencers, Advertorials, Content Marketing, and so on. Now, with today's intense market competition, you must be able to win the market with the right marketing strategies and innovative ideas. The hardest thing is when you decide to act, the rest is just tenacity. Fear is a paper tiger. You can do anything if you decide to do it. You act to change and control your own life. The only way to do great work is LOVE what you DO

THANK YOU NOTE

Thank you for all of you for participating in this writing the journal.

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