

Optimizing Sales Revenue Through Digital Marketing Strategy at Mamata Dessert & Café, Denpasar

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Keywords:

Digital Marketing Strategies

SOSTAC Model

Mamata Dessert & CaféGood

Received: December 2023

Accepted: January 2024

Published: January 2024

Abstract

This study examines Mamata Dessert & Café's implementation of digital marketing strategies, with a focus on social media, within the structured framework of the SOSTAC model. In the competitive business landscape, effective marketing strategies are paramount for success. The SOSTAC model, encompassing Situation, Objectives, Strategy, Tactics, Action, and Control, guides the investigation. Through literature review, internal and external analyses, goal setting, strategy formulation, tactic design, action implementation, and performance evaluation, the study delves into Mamata Dessert & Café's digital marketing initiatives. Results indicate enhanced brand awareness, increased customer engagement, elevated sales, and expanded market share. The findings underscore the importance of adaptability, customer-centricity, and innovation in digital marketing to thrive in the dynamic business environment. This study highlights the pivotal role of digital marketing strategies in driving growth and competitiveness for companies in the digital age. the digital era.



INTRODUCTION

In this increasingly developing era, the business world presents a landscape full of increasing competition to dominate the market. Intense competition between large and small companies to meet consumer needs and sell as many products as possible has become commonplace. According to (Abdi & Febriyanti, 2020), the ability of companies and individuals within them to innovate and be creative is a key factor that influences a company's ability to survive in intense competition and maintain an upward product life cycle. Therefore, an effective and tested marketing strategy is the main key for companies to increase revenue with graphs that continue to rise.

However, a company can be said to be moving forward or backward depending on the marketing strategy implemented. According to (Cay & Irnawati, 2020), determining the right market segment, target market and market position requires a mature marketing strategy. The right marketing strategy not only takes into account external environmental factors, but also the company's internal environmental factors in order to maximize the use of existing resources by taking advantage of available opportunities. Therefore, the importance of marketing strategy as a tool to minimize business failure cannot be underestimated.

According to (Untari & Fajariana, 2018), Marketing Strategy is an integrated plan that covers all areas of marketing goods and services. Marketing strategy is the basis used in preparing overall company planning. Along with the development of the market and the surrounding environment, marketing strategies must also develop. In particular, the rapid development

of information technology has had a major impact on the business world, enabling businesses to expand their reach and increase efficiency through Digital Marketing.

The increasingly widespread use of the internet in Indonesia, as reported by BPS from the results of the 2021 Susenas Survey, shows that society is increasingly accepting technological developments. This phenomenon has a significant influence on the marketing strategy of a business or company. As stated by (Masrianto et al., 2022), companies need to adapt their strategies in the field of digital marketing to remain relevant and successful in attracting new customers and maintaining the loyalty of existing customers.

In this context, Digital Marketing is becoming increasingly important as a platform for marketing products or services via the internet. Digital Marketing not only makes it easier for business actors to reach potential consumers, but also makes it easier for consumers to search for and get information about the products they want. With Digital Marketing, communication and transactions can be carried out in real-time and globally.

Seeing this phenomenon, social media has become a key element in Digital Marketing. As stated by (Suryani, 2014), social media has changed the communication paradigm to interactive dialogue, enabling business people to convey information quickly and accurately to many people. Therefore, social media marketing has become an internet-based marketing model that is very effective in achieving marketing goals.

Taking into account increasingly digital market conditions and trends, Mamata Dessert & Café, as a newly established company, needs to adapt their marketing strategy to developments in information technology. Digitalization of product sales is an important step for Mamata Dessert & Café to introduce its existence to the wider community and increase the company's income in the longer term.

Mamata Dessert & Café gross revenue data in 2021 and 2022 shows the instability that occurred before the adoption of digitalization of product sales. The significant decline in revenue in October 2021 is proof that marketing strategies that still rely on word of mouth marketing and offline sales are no longer effective in facing the challenges of this increasingly digital market.

Therefore, through this research, we will examine in depth the implementation of digital marketing strategies, especially through social media, as a means to introduce Mamata Dessert & Café to the wider community and increase company revenue. Thus, it is hoped that this research can provide valuable insight for Mamata Dessert & Café in facing increasingly fierce competition in this digital era..

METHOD

SOSTAC is a structured and comprehensive marketing planning model, which consists of six main elements: Situation, Objectives, Strategy, Tactics, Action and Control. By integrating the SOSTAC model into research methods, research will become more focused and structured. The following is the application of the SOSTAC model in research methods to explore the implementation of Mamata Dessert & Café's digital marketing strategy:

1. Situation (Situation):
 - Literature studies will be carried out to understand food and beverage market conditions, especially in the context of digital marketing.
 - Analyze the internal and external situation of Mamata Dessert & Café, including market conditions, competitors and industry trends.
2. Targets (Objectives):
 - Analyze Mamata Dessert & Café's digital marketing strategy objectives, for example increasing brand awareness, increasing sales, or expanding market share.
 - Identify key performance indicators (KPIs) that will be used to measure the success of implementing digital marketing strategies.

3. Strategy (Strategy):

- Develop a digital marketing strategy that suits Mamata Dessert & Café's business goals and conditions, including selection of social media platforms, relevant content and consumer engagement.
- Analyze competitor strategies and industry trends to formulate effective marketing approaches.

4. Tactics (Tactics):

- Design specific tactics that will be used to implement digital marketing strategies, such as social media content, online advertising campaigns, and SEO strategies.
- Determine implementation timing and resource allocation for each marketing tactic.

5. Action (Action):

- Carry out planned actions, such as creating social media content, managing online advertising campaigns, and interacting with customers via digital platforms.
- Regularly measure and monitor the performance of digital marketing strategies.

6. Control:

- Monitor and evaluate the performance of digital marketing strategies based on predetermined KPIs.
- Identify necessary changes and make adjustments to marketing strategies if necessary.

By applying the SOSTAC model, research will become more structured and systematic in exploring the implementation of Mamata Dessert & Café's digital marketing strategy. This model allows researchers to identify key areas that need to be prioritized and ensures that each research step is directly related to the goals and strategies that have been set.

RESULT AND DISCUSSION

In the context of Mamata Dessert & Café's digital marketing strategy, the SOSTAC approach provides a structured framework for evaluating and implementing the necessary steps. Through a detailed analysis of each element of SOSTAC, we gained a deep understanding of how Mamata Dessert & Café can leverage digital media to expand reach, increase brand awareness and increase overall sales. The initial situation or condition is the first step in the SOSTAC process. Internal and external situation analysis helps us understand Mamata Dessert & Café's position in the competitive food and beverage market. By understanding market trends and consumer behavior, we can determine the appropriate digital marketing strategy direction.

Next, setting targets or objectives becomes the main focus. Mamata Dessert & Café's digital marketing strategy objectives include a number of elements, from increasing brand awareness to increasing interaction with customers. Setting clear KPIs helps us measure the success of strategy implementation. Mamata Dessert & Café's digital marketing strategy is based on a strong understanding of consumer behavior and the most effective social media platforms. We tailor social media content to the company's brand image and potential customers' preferences.

The tactics we employ include the use of paid advertising, creation of high-quality content, and collaboration with local influencers. We also optimized the company's website and e-commerce features to increase customer accessibility. After formulating strategies and tactics, the next step is implementing actions or action plans. Mamata Dessert & Café's marketing team actively manages and updates content on various social media platforms, as well as launching online advertising campaigns with relevant target audiences.

Control is an important stage in the SOSTAC process. Continuous evaluation of the performance of digital marketing strategies allows us to identify areas that need improvement and make necessary adjustments. Through this approach, Mamata Dessert & Café has achieved a number of significant achievements. The increasing number of followers and

customer interactions on social media reflects the effectiveness of the digital marketing strategies we implement.

Apart from that, an increase in overall sales is also clear evidence of the success of a digital marketing strategy. By making good use of digital platforms, Mamata Dessert & Café has succeeded in attracting more customers and generating greater revenue. Mamata Dessert & Café's experience shows that investing in digital marketing strategies can yield significant results in the long term. By continuously developing and adapting their strategies, companies can stay relevant in an ever-changing business environment.

Furthermore, integration between digital marketing strategy and company operations is the key to success. By ensuring that the entire team is involved in implementing the digital marketing strategy, Mamata Dessert & Café can maximize potential and optimize results. Apart from that, collaboration with external parties such as local influencers or digital marketing agencies also helps Mamata Dessert & Café expand their reach and increase their brand exposure.

Commitment to innovation and adaptation is an important aspect of a successful digital marketing strategy. Mamata Dessert & Café must continue to monitor market trends and keep up with technological developments to remain competitive in an increasingly competitive industry. The main challenge faced is maintaining the consistency and relevance of social media content in the long term. Therefore, effective content management and careful planning are necessary to maintain customer engagement. In conclusion, digital marketing strategies have helped Mamata Dessert & Café achieve their goals of increasing brand awareness, customer engagement and sales. By continuously adapting and improving their strategy, Mamata Dessert & Café can remain a relevant player in the ever-evolving food and beverage industry.

Mamata Dessert & Café's implementation of digital marketing strategies has had a significant impact on the company. Through a careful analysis of the results obtained from this strategy, we can conclude several important points:

1. **Increased Brand Awareness:** By leveraging social media and other digital platforms, Mamata Dessert & Café has succeeded in increasing their brand awareness among consumers. The increase in the number of followers and active interactions on social media reflects the success of digital marketing strategies in expanding brand reach.
2. **Increased Customer Interaction:** One of the main goals of a digital marketing strategy is to increase interaction with customers. Through engaging and interactive content, Mamata Dessert & Café has succeeded in strengthening relationships with customers, increasing engagement and gaining valuable feedback.
3. **Increased Sales:** Implementation of digital marketing strategies also has a positive impact on overall sales. Through targeted online advertising campaigns and promotions via social media, Mamata Dessert & Café succeeded in attracting more customers and increasing the company's revenue.
4. **Customer Experience Optimization:** By leveraging e-commerce features and an optimized website, Mamata Dessert & Café provides customers with an easier and more enjoyable shopping experience. This helps strengthen customer loyalty and build stronger relationships between companies and consumers.
5. **Flexibility and Responsiveness:** One of the advantages of a digital marketing strategy is its flexibility. Mamata Dessert & Café can quickly adapt their strategies according to changing market trends and customer needs, enabling the company to remain relevant and competitive in a dynamic business environment.
6. **Expansion of Market Share:** By utilizing social media and the internet, Mamata Dessert & Café has succeeded in reaching more potential consumers in various regions. This helps companies in expanding their market share and introducing their brand to a wider audience.

The research results show that digital marketing strategies have made a positive contribution to the growth and success of Mamata Dessert & Café. By continuously developing and refining their strategies, companies can harness the full potential of digital media to achieve their business goals and remain leaders in the food and beverage industry.

CONCLUSION

In the context of Mamata Dessert & Café's digital marketing strategy, the SOSTAC approach has helped the company map out the steps needed to implement an effective marketing strategy. From the research results, we can conclude several key points:

1. **Success of Digital Marketing Strategy:** Implementation of digital marketing strategy has had a significant impact on Mamata Dessert & Café. Through the use of social media, online advertising, and e-commerce features, the company succeeded in increasing brand awareness, customer engagement, and overall sales.
2. **Flexibility and Responsiveness:** One of the advantages of a digital marketing strategy is its ability to adapt quickly to changes in the business environment. Mamata Dessert & Café can easily adapt their strategies according to changing market trends and customer needs.
3. **Optimizing Customer Experience:** By utilizing digital platforms, Mamata Dessert & Café has succeeded in providing an easier and more enjoyable shopping experience for customers. This helps strengthen relationships with customers and increase brand loyalty.
4. **Expansion of Market Share:** Digital marketing strategies have also helped Mamata Dessert & Café in expanding their market share. By reaching more potential consumers through social media and the internet, companies have succeeded in introducing their brands to a wider audience.
5. **Relevance in the Digital Business Environment:** In an era where digital technology continues to develop, digital marketing strategies are becoming increasingly important for a company's success. Mamata Dessert & Café shows how important it is to leverage digital platforms to remain competitive and grow in the food and beverage industry.

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