

Analysis of Effective Digital Marketing Strategies to Increase Sales at XYZ Bakery

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Abstract: XYZ Bakery is a food and beverage business that faces many obstacles and competition in its implementation with similar product sales categories. XYZ Bakery, located in Sidoarjo, was established in 1997 and still exists among the Sidoarjo community. This is inseparable from the marketing strategy implemented in marketing its products. The purpose of this study is to determine the digital marketing strategy of XYZ Bakery products in an effort to introduce products and maintain their existence. The method used in this study is a descriptive qualitative method with respondents who were bakery owners and their employees. The data collection techniques used interview and observation methods. From the results of this study, it can be concluded that XYZ Bakery conducts promotions through social media Instagram and Facebook as well as through e-commerce online delivery applications such as Gojek, which makes consumers no longer need to come directly to the store, but only through online applications.

Keywords: marketing strategy; digital marketing; social media

I. INTRODUCTION

The development of digital technology has brought about significant changes in various aspects of life, including the business sector. One significant change is the emergence of digital marketing, which allows companies to reach a wider market at a relatively efficient cost. According to [1], digital marketing is a marketing strategy that uses the internet and digital technology to reach consumers directly and personally. This strategy encompasses various channels such as social media, email, search engines, and mobile applications.

In this digital era, business competition is increasingly fierce, including in the food and beverage industry. Businesses are required to adapt by utilizing digital platforms to remain relevant and competitive in the market. A study by [2] shows that modern consumers tend to conduct online research before purchasing products, including food. This makes digital marketing a key element of business strategy.

XYZ Bakery, as a micro, small, and medium enterprise (MSME), faces similar challenges. Despite its high-quality products, its potential for increased sales has been limited due to limited use of effective digital marketing strategies. Based on internal sales reports, most of XYZ Bakery's customers come from the surrounding area, with sales through online platforms remaining low. This phenomenon reflects the significant potential of digital marketing not being fully utilized.

Digital marketing not only offers the opportunity to expand market reach but also to build closer relationships with customers. According to [3], an effective digital marketing strategy can create a personalized customer experience, increase loyalty, and ultimately drive increased sales. However, achieving this goal requires a deep understanding of consumer behavior and the effectiveness of various digital marketing channels.

Through this research, it is hoped that the most effective digital marketing strategies for XYZ Bakery can be identified, thereby helping to increase sales and strengthen the store's position in an increasingly competitive market. This study aims to (1) analyze the digital marketing strategies that have been implemented by XYZ Bakery; (2) Identify effective digital marketing strategies to increase XYZ Bakery sales.

II. LITERATURE REVIEW

Basic Concepts of Digital Marketing

Digital marketing is one of the most important innovations in modern marketing. According to [1], digital marketing is a form of marketing that uses digital technology, including the internet, social media, mobile apps, and other platforms, to reach consumers more effectively and personally. Unlike traditional marketing, digital marketing enables real-time, two-way interaction between companies and consumers. Digital marketing encompasses several key components, namely: (a) Social

Media. Social media such as Instagram, Facebook, and Twitter enable companies to build direct relationships with consumers. According to a report from [4], global social media users reached more than 4.26 billion people, making it a strategic platform for marketing. (b) Search Engine Marketing. This marketing involves search engine optimization (SEO) and paid advertising on search engines such as Google Ads. According to a study by [5], SEO plays a vital role in increasing website visibility on search pages, thus helping companies reach consumers who are searching for information related to their products or services. (c) Email Marketing. Email marketing is still a relevant strategy for building personal relationships with customers. According to [6], good email marketing must be tailored to customer preferences and needs to increase conversion rates. (d) Content Marketing. Informative and engaging content is a crucial element of digital marketing. This content can be in the form of articles, videos, infographics, or podcasts that aim to provide added value to consumers while promoting products or services [7]. (e) Data Analytics. One of the main advantages of digital marketing is its ability to measure the performance of marketing strategies in detail. Through data analytics, companies can understand consumer behavior, identify trends, and adjust marketing strategies based on the results obtained [8].

Advantages of Digital Marketing

Digital marketing has several advantages compared to traditional marketing, including: (a) Wide reach. With digital technology, companies can reach consumers worldwide without geographical boundaries [1]. (b) Personalization. Digital marketing allows for personalized messages according to consumer preferences. For example, social media algorithms can display ads relevant to users' interests based on their historical data [2]. (c) Cost Efficiency. Compared to traditional marketing such as TV or print advertising, digital marketing is often more cost-effective, especially for small and medium-sized businesses [9]. (d) Interactivity. Digital marketing creates an interactive experience between consumers and brands. Consumers can provide feedback, ask questions, and even make purchases directly through digital platforms [10].

Effective Digital Marketing Strategies Pemahaman Audiens

[1] emphasize the importance of market segmentation to identify consumer needs, preferences, and behavior [1]. Digital platforms such as Google Analytics and Facebook Insights allow companies to collect data on consumer demographics, interests, and behavioral patterns. A study by [4] shows that marketing based on buyer personas has a higher conversion rate compared to generic strategies [3]. (a) Creating Relevant and Quality Content. Content is the core of digital marketing. According to the [11], relevant and quality content can attract consumer attention, build trust, and encourage purchasing actions [11]. (b) Utilizing Social

Media. Social media is one of the most effective digital marketing channels for building relationships with consumers. According to [12], 4.26 billion active social media users provide a great opportunity for companies to reach a wider audience [4]. (c) Search Engine Optimization (SEO). SEO is a strategy to increase website visibility in organic search results [5]. According to [13], SEO involves the use of relevant keywords, the creation of quality content, and the technical optimization of a website. With good SEO implementation, companies can attract audiences who search for their products or services through search engines like Google [5]. (d) Personalization in Digital Marketing. Personalization is one of the key strategies in effective digital marketing. Based on research by [14], personalized marketing campaigns have a higher response rate compared to generic campaigns [8]. (e) Data Analytics for Evaluation and Improvement. An effective digital marketing strategy does not only end with implementation, but also requires continuous evaluation. According to [2], data analytics is an important tool for measuring the success of digital marketing campaigns, such as engagement rates, conversion rates, and ROI (Return on Investment).

Digital marketing is rooted in the marketing theory proposed by [1], who define marketing as a social and managerial process for satisfying consumer needs and wants through creating, offering, and exchanging products of value. With technological advancements, marketing has evolved into digital marketing, which utilizes the internet, social media, and digital devices to achieve marketing objectives. This approach allows companies to reach consumers more broadly, personally, and interactively.

In digital marketing, the RACE (Reach, Act, Convert, Engage) model introduced by [2] offers a strategic framework that encompasses key stages. This model begins with reaching audiences through various digital channels such as social media, search engine optimization, and online advertising. After that, companies focus on the action stage, which encourages audiences to interact with the brand through website visits, social media comments, or content sharing. The next stage is conversion, where audiences are directed to become customers by purchasing products or services. Finally, the engagement stage aims to create long-term relationships with customers through personalization, consistent communication, and providing positive experiences.

The AIDA (Attention, Interest, Desire, Action) theory introduced by [13] is also relevant in digital marketing. This theory explains the psychological process consumers experience from attracting attention to making a purchase. In the attention stage, consumers are introduced to a product or service through creative campaigns, such as social media ads or engaging video content. The interest stage involves consumers seeking further information about the product's benefits or features. Desire is then enhanced through communications that appeal to consumers' aspirations, such as emphasizing the added value or solutions

provided by the product. The final stage, action, occurs when consumers decide to purchase or try the product, often facilitated by a clear and easily accessible call-to-action.

This theoretical framework illustrates how digital marketing strategies, digital consumer behavior, and the AIDA principles can complement each other to create an effective campaign to increase sales. In the context of XYZ Bakery, integrating these approaches is a crucial foundation for developing a successful digital marketing strategy.

III. RESEARCH METHODOLOGY

This study uses a qualitative approach to analyze effective digital marketing strategies in increasing sales at XYZ Bakery. A qualitative approach was chosen because this study focuses on an in-depth understanding of the phenomena that occur, such as the experiences, perceptions, and views of parties related to XYZ Bakery's digital marketing. According to [14], a qualitative approach allows researchers to explore complex problems or issues through text-based or narrative data collection. This approach is suitable for exploring how digital marketing strategies are implemented, the challenges faced, and the effectiveness of these strategies in attracting customers and increasing sales. In addition, this approach provides flexibility to understand the local context and unique factors that influence the success of digital marketing at XYZ Bakery.

In a qualitative approach, the researcher acts as the primary instrument in the data collection process, which includes in-depth interviews, observations, and document analysis. The data obtained are analyzed inductively, meaning patterns, themes, and categories emerge from the data itself, rather than based on the researcher's initial assumptions. This allows the research to provide relevant and contextual insights into the implementation of digital marketing strategies. Furthermore, a qualitative approach allows for the use of data triangulation to increase the validity and reliability of the research [14]. Triangulation is achieved by comparing information from various data sources, such as interviews with shop owners, employees, and customers, as well as analysis of digital media used by XYZ Bakery. This approach helps obtain a more holistic picture of the effectiveness of the implemented digital marketing strategies. Using a qualitative approach, this research aims not only to understand existing strategies but also to provide relevant and practical strategic recommendations to increase XYZ Bakery's sales through digital marketing.

The data sources in this study consist of two types: primary data and secondary data. Primary data was obtained directly from parties involved in XYZ Bakery's digital marketing through in-depth interviews and

observations. Meanwhile, secondary data was collected from relevant documents, reports, articles, and references regarding digital marketing and XYZ Bakery's business. Primary data involved interviews with the store owner, employees responsible for digital marketing, and customers who had interacted with the store through digital platforms. Information obtained included the marketing strategies implemented, customer responses to digital campaigns, and user experiences in making purchases through online media. Observations were also made of XYZ Bakery's digital activities, such as social media posts, interactions with customers, and responses to comments or reviews. Secondary data involved analysis of business reports, digital media usage statistics, academic literature, and previous studies related to digital marketing. This data was used to provide theoretical context and compare the research findings with best practices in similar industries.

Table 1. Data Sources

Type of Data	Source	Information Collection
Primary Data	Interview with store owners	Digital marketing strategies implemented
	Employee Interviews	Obstacles and opportunities in implementing digital marketing
	Customer interviews	Customer perceptions of digital marketing campaigns
Secondary Data	Social media observations of XYZ	Bakery's promotional activities, customer interactions, and responses to reviews
	Internal reports of XYZ	Bakery's sales data before and after digital marketing
	Articles and journals on digital marketing	Effective digital marketing concepts and strategies
	Statistics from social media platforms	Analysis of audience reach and engagement
	Previous studies on digital marketing in similar businesses	Comparatives for digital marketing practices in relevant industries

The data collection techniques in this study were designed to obtain comprehensive and in-depth information regarding XYZ Bakery's digital marketing strategy. Data were collected through several methods, including in-depth interviews, participant observation, and documentation. First, in-depth interviews were conducted with the owner of XYZ Bakery, employees involved in digital marketing, and customers. These interviews aimed to gain insight into their experiences designing, implementing, and responding to digital marketing strategies. The interviews were semi-structured, allowing researchers to explore more detailed

responses while adhering to the established question guide. Interviews with the shop owner focused on the digital marketing vision and mission, strategic decisions made, and expected results. Interviews with employees aimed to understand the technical implementation of the digital marketing strategy and the challenges faced. Meanwhile, interviews with customers aimed to understand their perceptions of XYZ Bakery's digital marketing strategy, including their convenience in online shopping and their level of satisfaction with promotions.

Second, participant observation was conducted to directly understand XYZ Bakery's digital marketing activities, particularly on digital platforms such as social media and its website. Researchers observed the store's social media posts, how the store responded to customer comments or questions, and the promotional strategies used, such as discounts, giveaways, or engaging content. These observations also included analysis of interactions between the store and customers, such as the level of audience engagement on social media posts (likes, comments, or shares) and how the store utilized customer reviews as part of its marketing strategy. Data from the observations provided insight into the store's actual practices and their effectiveness in reaching and influencing customers. Third, Documentation. Documentation was used to complement data obtained from interviews and observations. The documents analyzed included XYZ Bakery's internal reports, social media interaction statistics, sales data before and after implementing digital marketing strategies, and promotional materials used. Through documentation, researchers could verify data obtained from interviews and observations, thereby increasing the validity and reliability of the study.

Fourth, Data Triangulation. To ensure data accuracy, researchers used triangulation, comparing information obtained from interviews, observations, and documentation. This triangulation aimed to obtain a more holistic picture of the effectiveness of XYZ Bakery's digital marketing strategy, ensuring that the research results could be academically and practically validated. These diverse data collection techniques enable the research to dig up in-depth, contextual, and verified information, so that it can provide relevant and applicable strategic recommendations for XYZ Bakery.

Teknik analisis data yang digunakan dalam penelitian ini adalah kualitatif, dengan langkah-langkah berikut.

Table 2. Data Analysis Technique Steps

Steps	Description	Example
Data Organization	Organizing and preparing data collected from interviews, observations, and documentation for easier analysis. Data includes transcribed text, field notes, and documents	<ul style="list-style-type: none"> Recorded and transcribed interviews with shop owners. Observation notes on social media interactions.
Coding	Labeling or coding	<ul style="list-style-type: none"> The code "Social

	relevant data sections to facilitate grouping. These codes serve to identify specific themes or topics within the data.	Media" for data related to the use of social media platforms in digital marketing. <ul style="list-style-type: none"> The code "Sales" for data related to sales results.
Categorization	Grouping coded data into larger categories based on themes or topics that emerged from the initial analysis.	<ul style="list-style-type: none"> Grouping interview data on marketing strategies into the category "Digital Marketing Strategy." Grouping observational data on customer interactions on social media into the category "Customer Engagement."
Thematic Analysis	Identifying key themes that emerge from the grouped data. These themes will illustrate patterns or trends relevant to the research objectives.	<ul style="list-style-type: none"> The theme "Social Media Effectiveness" emerged from interviews demonstrating the positive impact of social media on sales. The theme "Digital Marketing Challenges" emerged from observations demonstrating difficulties in reaching specific audiences
Data Triangulation	Comparing data obtained from various sources (interviews, observations, and documentation) to increase the validity and reliability of findings.	<ul style="list-style-type: none"> Verifying findings from customer interviews with the results of social media interaction analysis. Comparing sales reports with observations of digital promotional activities..
Conclusion Drawing	Drawing conclusions based on thematic analysis and data triangulation. These conclusions include an in-depth understanding of the effectiveness of digital marketing strategies.	<ul style="list-style-type: none"> Concluded that the use of paid advertising on social media significantly increases sales. Concluded that customers are more satisfied with the online shopping

Report Preparation	<p>Compiling a report based on the results of the data analysis, including conclusions and strategic recommendations for XYZ Bakery. This report will present the findings systematically.</p>	<p>experience compared to traditional methods. The report includes findings on digital marketing effectiveness, recommendations for increasing customer engagement, and suggestions for optimizing digital campaigns.</p>
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IV. RESULT AND DISCUSSION

Based on an interview conducted by the researcher with the owner of XYZ bakery in Sidoarjo on December 15, 2024, the following information was obtained:

Data on visitors or followers from Instagram reached 94,600 followers and 3,438 posts. XYZ bakery invites content creators and influencers to promote and discount purchases. Based on observations on Instagram, a single post about a bakery product receives 50-100 likes. However, promotional or discount posts shared on Instagram can receive up to 200-300 likes.

XYZ bakery maintains both Instagram and Facebook accounts for marketing and information dissemination. According to an employee, all employees must be aware of the content of their social media accounts, as they contain current promotions and their expiration dates. This aligns with a customer's statement, which states that they receive information about product discounts and promotions from social media, and that employees explain the information to customers regarding bakery promotions.

XYZ Bakery consistently shares the latest information through its social media accounts. Each promotion displayed on its social media accounts also includes information about discounted menu items and the discount's validity period. The promotion currently in effect at the time of the study was a Mother's Day promotion with a 10% discount on tarts.

Sales data for the first six months of 2024

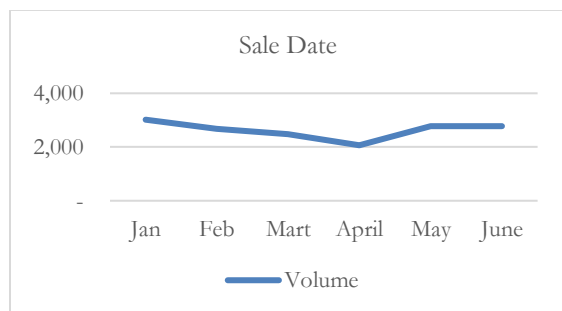


Figure 1. Sale Date

In January, XYZ Bakery sold 3,017 loaves of bread due to its New Year's promotional campaign. March saw the lowest sales during the six-month period (January-June 2024) because the bakery did not offer any product promotions. In addition to Instagram and Facebook, XYZ Bakery also markets through online delivery apps like Gojek. The goal is to allow users to shop anytime, anywhere without having to visit the store. The Gojek app offers a variety of promotional options, from discount vouchers to product bundles with other services.

V. CONCLUSIONS

An effective digital marketing strategy implemented at XYZ Bakery is online marketing through social media platforms like Facebook and Instagram. Furthermore, XYZ Bakery's marketing strategy utilizes online e-commerce platforms like Gojek and Shopee Food, which can reach a wider consumer base. Furthermore, consumers no longer need to travel to brick-and-mortar stores; they can simply shop online. This online digital marketing strategy is highly effective in increasing sales at XYZ Bakery.

Suggestions for XYZ Bakery include broader marketing development and innovation, not just through Instagram and Facebook, but also through engaging content marketing on TikTok to attract a wider consumer base, especially among young people.

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