

## Implementation of Marketing Techniques on Social Media to Increase Sales Via Repeat Orders

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**Abstract:** In the era of rapidly developing digital marketing, it is important for companies to understand and apply effective marketing techniques to increase sales in a sustainable manner. This research highlights the main focus on digital marketing, social media copywriting, marketing strategy planning, and collaboration with the marketing team as an effort to strengthen marketing activities. By emphasizing planning and implementing digital marketing strategies, as well as developing relevant content, this research explores the effectiveness of implementing marketing techniques on social media in increasing sales through repeat orders. Using qualitative methods, this research explores insights from primary data through direct observation and interviews with digital marketing experts. The aim of this research is to understand how marketing techniques on social media can influence customers' repurchase decisions. The research results highlight the importance of planning appropriate marketing strategies and creating engaging content in achieving repeat sales goals. This research also emphasizes the importance of collaboration between marketing teams to formulate and implement effective strategies. Thus, this research not only provides insight into best practices in digital marketing, but also provides valuable insights for companies in optimizing their marketing efforts to increase sales sustainably.

**Keywords:** Marketing Techniques, Social Media, Repeat Orders.

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### INTRODUCTION

Marketing is the right digital marketing strategy to provide opportunities for customers to revisit websites or landing pages that have been visited before to continue to make purchases and Technology is growing rapidly and increasingly sophisticated, one of these developments can be seen in internet technology (Al-Azzam & Al-Mizeed, 2021; Herhausen et al., 2020; Olson et al., 2021). Many human jobs are helped by the existence of this internet technology, so that work can be completed more quickly and efficiently without having to spend a lot of time and energy (Haleem et al., 2022; Winarno & Indrawati, 2022). We can do his work both at home and in the office in a short time by utilizing internet technology facilities (Kanbar et al., 2020; Tang et al., 2021). Internet technology also makes it easier for us to socialize, get various information, establish communication quickly and in real time. The use of internet technology can make it easier for us to make buying and selling transactions online through online shopping sites and applications that have been provided by business actors in doing business. Advances in Internet technology have had a significant influence on the transformation of contact and communication methods in the field of marketing sales. This transition occurs from face-to-face consumer communication to digital communication, where interaction is carried out through screens. This modification resulted in a surge in internet usage and adoption of social media platforms in Indonesia, thus triggering an increase in online shopping desirability.

The more users there are, the target or target market obtained by a business actor also increases. This means good for business people who want to promote through social media because more and more target markets will be reached (Herdianto et al., 2024; Hidayatullah et al., 2024). However, it can also provide challenges to business actors in promoting because if the promotional content they create does not reach potential consumers who really need their products or want to buy products as they sell, and instead reach people who do not want to buy the product. That way, the promotional strategy made is ineffective and provides swelling funds for marketing.

In overcoming these challenges can be done with marketing techniques which contact customers who have interacted with websites, WA applications before. So when customers visit another business's site, automatically ads from previous businesses will reappear. Marketing is the

right digital marketing strategy to provide opportunities for customers to revisit websites that have been visited before to continue making purchases (Armutcu et al., 2023; Wang et al., 2023). Marketing provides precision and clarity to ads, both static image-based ads and video-based dynamic ads so that they can achieve targets. Market. With remarketing, companies can explicitly show promotions to consumers who recently visited their site. The benefits of marketing are improving customer relationships, more relevant advertising, being able to reach the right customers, and increasing sales volume.

Marketing techniques are also used in promoting their own products, doing marketing techniques to potential buyers who have visited the website and have not made payments or are only in the cart (Saima & Khan, 2020; Xu et al., 2022). However, the purpose of the company doing this is just to be a reminder to potential buyers who have done activities on the website.

The marketing work process carried out is only broadcasting using whatsapp media, promoting paid advertisements on social media, and has not segmented the intended target market and has the potential to make purchases on the platform provided, so that the advertising target has not been targeted and advertising is still found by people who are not the company's target market, this results in a decrease in sales volume owned and also the cost for advertising swells. This is evidenced in sales data from the period January 2018 until now.

According to (Banik et al., 2020) segmentation plays an important role in determining the performance of a company. Segmentation is the act of dividing a diverse market into different segments, with each group relatively uniform in every way (Moon et al., 2021). This method is often used in consumer markets for segmentation purposes: Geographic segmentation is a marketing strategy that involves splitting a market into different geographic regions based on factors such as location, population, density, and climate (Cortez et al., 2021; Suh & Chow, 2021). Demographic segmentation involves grouping customers by age, gender, education, occupation, and income. To ensure different customer requirements and preferences correspond to each of these characteristics. Psychographic segmentation refers to the process of dividing a target market based on psychological characteristics, such as personality traits, values, attitudes, and lifestyle choices. Segmentation is a technique used to categorize prospective clients currently or in the past based on personality characteristics, beliefs, attitudes, values, and lifestyle. Behavioral segmentation refers to the process of dividing a target market based on the behavior and actions of its consumers. Markets are segmented into homogeneous groups based on product consumption patterns or product understanding.

In practice, good marketing is when it is run using 4 types of remarketing. Namely search remarketing, display marketing, social media remarketing, and email remarketing (Budiman, 2021; Kim & Jeong, 2023). In running marketing, it is also important to identify the page to be used, segment the marketing list, and make attractive offers to potential customers. With this, it is still possible to develop marketing techniques by maximizing these techniques combined with SEO (search engine optimization) or good search engine optimization, especially supported by technology that can expand reach when advertising on social media so that the website becomes the main choice of potential customers and becomes the top order in search. That way, the promotion system applied by becomes effective and can increase sales volume. Thus, the author wants to research and observe how the application of marketing techniques on social media to increase sales continuously.

The purpose of this study was to investigate the effectiveness of the implementation of marketing techniques on social media in increasing sales by repeat orders. This study aims to understand how marketing strategies through social media can influence consumer behavior in making repeat purchases, as well as to identify factors that influence the success of these marketing strategies. Thus, this study aims to provide deep insights for companies in developing effective marketing strategies to increase sales sustainably through social media.

## **MATERIALS AND METHODS**

This research uses qualitative methods (Sugiyono, 2010). This study used primary data as a data source, using two data collection techniques: observation and interviews (Garcia & Gluesing, 2013). The main data sources in this study came from direct observation, as well as interviews and mentors in the digital marketing department. Secondary data is obtained through indirect means or

intermediaries from third-party sources. This indicates that the data is obtained from sources such as journals, books, and other publications.

Observation and interview data collection. especially concentrate on seeing the results of implementing remarketing techniques by the Digital Marketing team. Including data collection through observation, with the aim of directing observations and records of research subjects. On this occasion, the author conducted a survey on the target demographic in collaboration with the digital marketing division to conduct research on customer segments that match the target market. During the interview, the author asked about implementing a successful remarketing strategy for advertising purposes, what was done to find out what kind of website visitors have the potential to make a purchase and these visitors are the company's target market, what kind of copywriting can attract potential customers.

## **RESULTS AND DISCUSSION**

### **Marketing Implementation Results**

Marketing activities carried out include digital marketing, making social media copying, marketing strategy planning, and various meeting activities carried out with the marketing team various activities related to marketing.

This marketing activity focuses more on the process of planning and implementing digital marketing strategies, making copywriting, This is in line with what is occupied by us, namely Digital Marketing. In this team, the author makes observations related to how companies determine marketing strategies, in which the author focuses more on marketing techniques so that they are able to implement marketing strategies that have been mapped by the company.

### **Hijab ordering mechanism**

The following is the flow or mechanism of ordering clothing or hijab trends and also the following table explains at which stage the marketing process occurs and also problems during the marketing process.

Product introduction phase and interest for prospective customers so that they are interested in visiting the Landing page: This phase is the result of the interest of our prospective customers, then after the prospective customer or customer clicks on the WA link it will be directed directly into the landing page platform. After being directed to the platform, prospective customer buyers will see the destination and choose the clothes they like. The next phase is the decision of the prospective customer there are 3 decisions, namely the first to fill in the form of clothing or hijab size according to customer needs then checkout, the second is our prospective customer customer fill out the form they chose in the cart and have not checked out, the third is the prospective customer customer leaves the website and does nothing. And the lost is not the target market we want.

The next stage is when marketing works on potential customers who place orders and prospective customers who leave without doing anything. So we do marketing reminders to prospective customers to follow up again to order clothes placed in the basket, and do marketing in the form of broadcast or follow up back to prospective customers who leave without doing any activities. However, when the broadcast is carried out, the content or content in the ad has not been able to influence potential customers to be interested and visit the landing page again, or worse when the broadcast is obtained by people who are not our target market, they will not be interested in any content from our marketing results.

### **STP Process Discussion (Segmentation, Targeting, and Positioning)**

The STP (Segmenting, Targeting, and Positioning) Segmenting process determines the market segment for our product is by behavioral segmentation. This segmentation is done by grouping targets based on the habits we do. In addition to behavioral segmentation, demographic segmentation is also done by grouping age, type of work, education level. Segmentation, Targeting, and Positioning (STP) is a key concept in marketing strategies that helps companies overcome these challenges by identifying, understanding, and reaching different market segments with relevant and compelling messages.

### **Discussion of the Process of Implementing Marketing Techniques**

The process of implementing this marketing technique was obtained through observation of the Director and the marketing team gathered to design innovative strategies to increase conversions and strengthen relationships with customers who have interacted with their products. The meeting began with an analysis of data of customers who had visited the company's website in recent months. The team identifies customer segments based on their online behavior, figuring out what products or services interest them the most.

With this information, the marketing team developed a series of campaigns tailored to the preferences of each segment. They use targeting ads on social media, and automated marketing campaigns to deliver relevant and interesting messages to each customer group. The main strategy is to provide exclusive offers, which can be with executive proposals to customers or prospective customers who have previously almost made a purchase or have shown strong interest in a particular product. The team also leverages customer reviews and testimonials to increase trust and clear any doubts customers may still have. In addition, the marketing team introduced a new loyalty program that provides special incentives for loyal customers. The program is designed to encourage repeat purchases and increase customer retention in the long run.

While the marketing campaign was launched, the team actively monitored performance through ERP data analysis. They use metrics like conversion rate, average transaction value, and retention rate to evaluate the success of our strategy. Every result and feedback from customers is integrated back into the strategy, allowing the team to continuously optimize their campaigns. With the implementation of this marketing strategy, companies have succeeded in increasing order repeats, strengthening customer relationships, and increasing the lifetime value of their customers. Marketing continues to work hard to remain proactive and responsive to market changes and customer behavior, ensuring all targets are met.

How to expand the marketing share of the market size formed, reinforce positioning using branding and marketing patterns that are effective and efficient.

This performance evaluation and strategy is the last stage in the company's strategic management. Where in this stage focuses on corrective actions on the strategy that has been implemented. This evaluation is carried out in order to obtain values and conclusions whether the strategies that have been implemented have been carried out well or not. Thus, this will help companies in designing advertisements.

Marketing allows companies to recognize customers who have previously shown interest in their products or services. By targeting this group of customers through targeting ads and custom campaigns, conversion rates can increase significantly. Customers who may have abandoned the purchase process may be influenced to return and complete the transaction.

#### *Repeat order:*

Marketing strategies focus not only on new customers but also on existing customers. By providing exclusive proposal offers, discounts, or loyalty programs to customers who have already kept slots can increase customer retention. Repurchases from customers who are already familiar with the brand can be a stable source of income. Data Analysis and Optimization:

Marketing utilizes in-depth data analysis to understand customer behavior. Marketing teams can identify specific patterns, trends, and preferences through such data using technology. By utilizing this technology, they can optimize marketing campaigns continuously to improve results. With the results of the analysis that has been done, the marketing team can evaluate so that it can optimize the next marketing.

In addition to some of the above aspects, our marketing campaign has succeeded in reviving the interest of customers who previously almost decided not to continue purchasing. Through a series of targeted ads customized with soft selling, customers who previously abandoned shopping can be touched back with exclusive offers. Not only does this result in a significant increase in conversions, but it also gives customers a feeling of value and importance. Furthermore, exclusive offers for customers who have already interacted with a particular product turn out to be the key to success. Through the analysis of customer behavior data, many marketing teams repeat orders.

Through careful monitoring and analysis of marketing campaign performance, marketing teams

continuously optimize their strategies. With continuous improvement, companies can adapt to changing market trends and are always at the forefront of delivering exceptional customer experiences. Overall, the implementation of marketing strategies not only increases sales, but also strengthens the company's relationship with customers. With a focus on personalization, trust, and retention, the marketing team has proven that marketing is an effective tool for building long-term success in the competitive business world.

## CONCLUSION

From the results of the implementation of marketing activities, it can be seen that the main focus is on digital marketing, making social media copywriting, marketing strategy planning, and meetings with the marketing team. This activity is centered on planning and implementing digital marketing strategies, as well as creating relevant content with a focus on marketing techniques. The hijab ordering process is explained through several stages, starting from the product introduction phase to the purchase decision by potential customers. The implementation of marketing techniques is carried out by following segments, targeting, and positioning (STP), by understanding customer behavior and preferences. Through the use of technology and in-depth data analysis, marketing teams are able to optimize their campaigns to increase conversions and strengthen customer relationships. This strategy not only acquires new customers, but also encourages repeat purchases from existing customers, strengthens customer retention, and consistently increases revenue. By continuously monitoring campaign performance and making adjustments as needed, the company successfully adapts to market changes and provides a satisfactory customer experience. Overall, the implementation of this marketing technique not only increases sales, but also strengthens long-term relationships with customers, affirming that effective marketing is the key to success in the competitive business world.

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