

Improvement Of Digital Marketing Strategy Kickskemon Cleaning Shoe Service With Sostac Method

1st Muhammad Giga Rizky Arsyadi
Faculty of Industrial Engineering
Telkom University
Bandung, Indonesia
gigaarsy@student.telkomuniversity.ac.id

2nd Sari Wulandari
Faculty of Industrial Engineering
Telkom University
Bandung, Indonesia
sariwulandari@telkomuniversity.ac.id

3rd Putra Fajar Alam
Faculty of Industrial Engineering
Telkom University
Bandung, Indonesia
putrafajaralam@telkomuniversity.ac.id

Abstrak— In this digital era, many people's activities must use digital technology, especially social media. When it's the New normal, social media marketing is the way that is more effective in connecting with customers and helping them to aware and understand their brand of business. Kicks Kemon is one of the cleaning shoe businesses in Jakarta, and this business started in 2015, Apart from cleaning, Kicks Kemon also offer shoe care such as reglue, repainting, and cleaning g-shock watch. For 6 years various kinds of marketing methods have been done, one of which is online marketing like social media Line, Facebook, and Instagram. but we concern about promotion who do not get awareness from social media, because not paying attention to social media as a good promotion platform, so we can conclude promotion in social media is the root of why Kicks Kemon is unable to increase its sales. The second of the lowest is CleanZoneJkt which uses Instagram, Facebook, TikTok and Website. So, it's very important to engage the customers with strategy digital marketing SOSTAC method through social marketing and customer can indirectly be aware of the brand and selling product, because now technology is developing rapidly.

Keywords: marketing strategy, social media, SOSTAC, business,

I. INTRODUCTION

In Indonesia, a lot of businesses do not survive in this Pandemic Era. The change in people's behaviour during this pandemic makes them cannot handle their business and confused about how to maintain customers and increase sales productivity. In this digital era, many people's activities must use digital technology, especially social media. When it's the New normal, social media marketing is the way that is more effective in connecting with customers and helping them to aware and understand their brand of business.

Kicks Kemon is one of the cleaning shoe businesses in Jakarta, and this business started in 2015, Apart from cleaning, Kicks Kemon also offer shoe care such as reglue, repainting, and cleaning g-shock watch. For 6 years various kinds of marketing methods have been done, one of which is online marketing like social media Line, Facebook, and Instagram. In early 2015, the business started by accepting orders for washing shoes from friends and taking place only at home and the further this business is starting to develop its market to millennials people who love sneakers on social media until it can open its shop in Jakarta in 2019. And now one of the marketing strategies through social media that relies on Instagram, from the followers Kicks Kemon's Instagram since 2015 until now is 2903 followers and has 299

contents in feeds Instagram, and many cleaning shoe business since 2013 in Indonesia as like Shoes and Care, Footlabjkt and Rockickz.

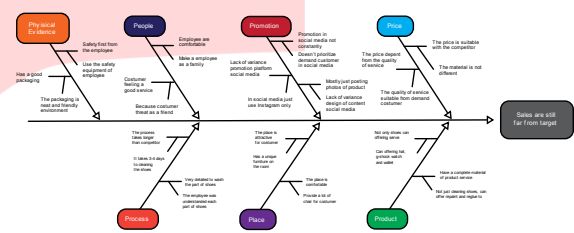


FIGURE I.1 Conceptual Model SOSTAC

From the analysis of the mistake of marketing mix Kicks Kemon Cleaning Shoes, marketing mix service has 7p to analyse like product, place, price, promotion, process, people, and physical evidence. We use the marketing mix to know and analyse the problem of decrease in sales from social media, from the place, product, people, process, price, and physical evidence don't have any problem which is causing of decrease followers on social media, but we concern about promotion who do not get awareness from social media, because not paying attention to social media as a good promotion platform, so we can conclude promotion in social media is the root of why Kicks Kemon is unable to increase its sales, social marketing is very important because social marketing is a platform where marketers can rely on with customers, resolve questions and complaints, announce new products and services, get feedback and recommendations, and build their communities.

TABLE I.1 Amount of Digital Marketing

Brand	Digital Marketing	Amount
Kickskemon	1. Instagram 2. TikTok	2
CleanZoneJkt	1. Instagram 2. Facebook 3. Tiktok 4. Website	4
Ishoelaundry	1. Instagram 2. Twitter 3. Facebook 4. TikTok 5. Tokopedia 6. Website	6

Kicks Kemon just has two social media but all of the competitors have more than two social media and still use it for marketing their products, Ishoelaundry is the most widely it has five platforms for social marketing such as Instagram, Twitter, Facebook, TikTok, and Website. The second of the lowest is CleanZoneJkt which uses Instagram, Facebook, TikTok and Website. So, it's very important to engage the customers through social marketing and customer can indirectly be aware of the brand and selling product, because now technology is developing rapidly. The presence of the internet affects people's lives today, including business. The impact is very influential on marketing methods. Digital media is one way to market services and products even as a mainstay (Hidayat, 2020). Kicks Kemon has not been able to utilize social media as an effective marketing tool, which has made sales still very far from the target.

Kicks Kemon started the business in 2015 and get followers on Instagram is 2903 when compared with the other competitor like IshoeLaundry which announce it started in 2016 getting the first is 35,500 followers and the second is CleanZoneJkt from Jakarta started from 2019 and gets 32,300 followers. So it can be concluded that Kicks Kemon is in the lowest position from the other competitor from getting the followers Instagram. The number of followers greatly affects the brand account you have. More and more followers are getting popular and are at the top of the Instagram search engine. If your brand account continues to be at the top, Instagram users may match your brand account name. So that the account you have becomes popular and is increasingly known to the wider community. That is the benefit of having a large number of Instagram followers to raise a brand, By having a large number of followers, it is possible that some prospective buyers will follow your brand account to get some product/service information offered by following the Instagram account.

Because of this analysis, further research is needed for social media marketing from Kicks Kemon and design the improvement of social media marketing, The objective of this research is to improve brand awareness for customers by analysing the social media marketing plan with Situation analysis, Objectives, Strategies, Tactics, Action and Control (SOSTAC) method.

II. LITERATURE REVIEW

A. Marketing

Marketing is a social and managerial process that enables individuals and organizations to obtain what they require and desire by creating and exchanging value with others [1] Marketing is an interactive social process that manages individuals and organizations to get what they need and want by creating and exchanging value with people or customers.

B. Marketing Plan

Marketing planning consists of analysing marketing opportunities, selecting target markets, designing marketing strategies, developing marketing programs, and managing the marketing effort. [3]

Marketing planning is simply a logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them. [3]

Marketing planning involves choosing marketing strategies that will help the company attain its overall strategic objectives. A detailed marketing plan is needed for each business, product, or brand. (Kotler and Armstrong 2018). So, every business needs to define and analyse a marketing plan before they sell their product to get attract customers.

C. Social Media Marketing

Social media marketing is monitoring and facilitating customer–customer interaction and participation throughout the web to encourage positive engagement with a company and its brands. Interactions may occur on a company site, social networks, and other third-party sites [3] Social media marketing is the fastest-growing form of direct marketing. It uses digital marketing tools such as websites, online video, email, blogs, social media, mobile ads and apps, and other digital platforms to directly engage consumers anywhere, anytime via their computers, smartphones, tablets, the internet, and other digital devices [1]

D. Social Media Marketing Strategy

Marketing, Advertising, and Public Relations in the Consumer Revolution is a blueprint for the practice of marketing communications, advertising, and public relations in a digital world where the consumer has taken control. (Quesenberry 2019) The social media strategy details how content and process can be combined to facilitate C2B and C2C interactions that assist in progressing customers through a customer relationship we have discussed through the PRACE framework of Plan–Reach–Act–Convert–Engage [3].

Social media marketing strategy is a definition of the marketing communications used to achieve interaction with social network users to meet business goals. The scope of social media optimization also includes the incorporation of social features such as status updates and sharing widgets into company websites[1]

E. SOSTAC Method

SOSTAC method is a planning system used by thousands of professionals to produce all kinds of plans (marketing plans,

corporate plans, advertising plans, and digital marketing plans) [3]. SOSTAC is one of the most popular marketing models given its easiness when structuring campaigns. You will not even realize how involved you are in planning your marketing campaigns until you work under this method. SOSTAC stands for situation, objectives, strategy, tactics, action, and control.

III. METHOD

A. Conceptual Model

Conceptual models are schemes from project research that formulate a structured model of problems experienced by the system and proposed troubleshooting [4]. Make it easier for readers to understand the stages in this study. Figure III.1 shows a conceptual model of the study.

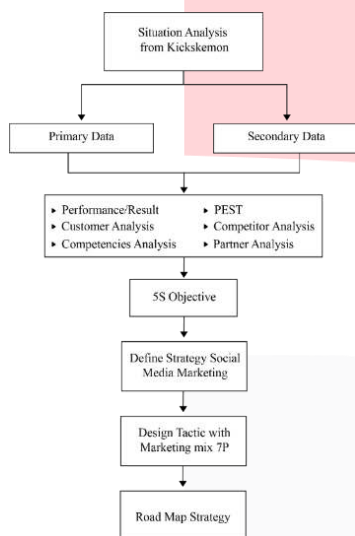


FIGURE 3.1.1 Conceptual Model SOSTAC

IV. RESULTS AND DISCUSSION

A. Situation Analysis

From situation analysis, the author has to interview the owner to prevent inaccurately from the business situation. Subsequent is the situation analysis which is conducted for the Kicks Kemon service. From the customer, analysis is done by analysing Who, Why, and How that conducted to interview with owner and costumer in business location. The objective of an interview with the owner and customer is that the statement can have validation to analyse it.

Competitor analysis is carried out by identifying Competitors who sell cleaning shoe services and same target market as Kicks Kemon. there are three business cleaning shoe services that were selected as competitors, namely Cleanzonejkt, and Ishoelaundry. The business will be analysis was carried out on the social media Marketing platform they used to sell and market products. The following is an analysis obtained from a social media marketing platform.

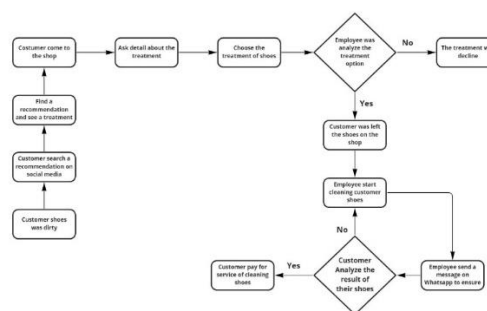


FIGURE 4.1.1 Flow Chart New Customer of Kicks Kemon

Customers buy services based on the closest location and referrals from friends who have already bought. Social media only see promotional information from shoe washing services on Instagram feeds and stories. According to the owner, most customers know Kicks Kemon not from social media, they know because the area is close to their house, and from Instagram using direct messages to inquire about price lists, only 40% made a purchase.

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TABLE 4.1.1 Type of Digital Marketing from each Business Cleaning Shoes

Type of Social Media Marketing	Kicks Kemon	CleanZonejkt	Ishoelaundry
Social Media Marketing	Instagram (3021 Followers)	Exist (33 k Followers)	Exist (35,7k Followers)
	Facebook	Not Exist	Exist (1466 Followers)
	Twitter	Not Exist	Exist (680 Followers)
	YouTube	Not Exist	Not Exist
	TikTok (5 Followers)	Exist (1 Follower)	Exist (9 Followers)
E-Commerce Marketplace Marketing	Shopee	Not Exist	Not Exist
	Tokopedia	Not Exist	Exist (Sell 3 Products)
	Bukalapak	Not Exist	Not Exist
	Lazada	Not Exist	Not Exist
Email Marketing	Not Exist	Exist (cleanzone.jkt@gmail.com)	Exist (ishoelaundry@gmail.com)
Website	Not Exist	Exist (Cleanzone, website)	Exist (ishoelaundry.com)

Regarding the comparison of the number of social media followers used by Kicks Kemon and its competitors, social media Kicks Kemon is still far behind various digital marketing. Meaning of digital marketing Kicks Kemon has not optimized the use of social media as media marketing and sales. Of five social media that are often used by the public,

Kicks Kemon only utilizes Instagram as a social media marketing.

B. Objective Analysis

TABLE 4.2.1 5S Objective

5S	Objective
Sell	Increasing online sales to 50 % (Based on data situation analysis)
Serve	Generate targets customer satisfaction a minimum of 75%
Speak	Creating interaction with customers and followers (Engagement Rate) of the average/good engagement rate is 1% - 3,5%
Save	Reducing promotion costs by 80%
Sizzle	Building a Brand Awareness of 50%

From Five S Objectives in Table IV. 4 is a detail of the goals to be achieved by Kicks Kemon within the next year. That goal was obtained based on several basic determinations such as interviews and studies literature.

C. Strategy Analysis

Through digital marketing strategy from Kicks Kemon, they utilize some of digital marketing tools for social media that utilize to increasing sales of service cleaning shoe.

1. Social Media Optimization

Kicks Kemon was utilized from social media optimization (SMO), it is more important than ever in search engine optimization (SEO), and its influence is only growing. As people increasingly use social media to stay connected and engage with the digital world around them, optimizing your social media presence is critical[3]

2. Content Marketing

Kicks Kemon will do content marketing to introduce and promote their products to consumers so that they will increase Brand Awareness and encourage consumers to do purchase. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. Content marketing is a marketing strategy in creating and distributing valuable, relevant, and consistent content to attract the attention of the intended audience.

3. Influencer Marketing

Kicks Kemon will work with some of the most popular Influencers that suitable with characteristic from business, by the public to market their products to be better known in the market. Based on a statistical survey from. Forbes magazine (2020) revealed that 92% of consumers trust influencers more than advertising or traditional endorsements made by celebrities.

4. Video Marketing

Video Marketing is used as a strategy to fill Content Marketing because lately many well-known brands have uploaded video content on their social media. Google itself states that creating content video is indeed a smart way for any company that wants to market their products in this

digital era. In search engines like Google, content videos often get high ratings, and people tend to click on it.

5. Event Marketing

Event marketing is one of the sure-fire strategies that can be applied in all businesses. Not only profitable for event organizers and sponsors, event marketing can also enrich the insights of the participants. These activities can be a means to inspire each other, entertain, share knowledge, and unite participants from various backgrounds in an interesting way.

D. Tactic Analysis

Tactics are usually short-term and flexible, whereas strategy is more long-term and durable. However, tactics must be developed only after the strategy has been agreed upon and established[2]

1. Social Media Optimization

Based on the picture above, Kicks Kemon will design a Digital Marketing Strategy using Instagram, Tiktok, and Facebook. The reason for Kicks Kemon this social media is due to suitable with competitor was utilize Instagram, Tiktok, and Facebook as a promotion tools and employees to manage existing social media accounts and want to optimize social media as a tool of promotion. Kicks Kemon will also must recruit admins, content creator, graphic designer and video editor to run and optimize the use of social media, and also to carry out all the strategies that have been made.

TABLE 4.2.1.1 5S Category of Instagram Influencer

	Nano	Micro	Macro	Mega
Followers	10 K – 20 K	20 K – 100 K	100 K – 1000 K	> 1000 K
Price	Around Rp. 350,000	Around Rp. 600,000	Around Rp. 6,000,000	Around Rp. 12,000,000
Social Media	Instagram	Instagram	Instagram	Instagram
Type Posting	Feed and Story Swipe Up	Feed and Story Swipe Up	Feed and Story Swipe Up	Feed and Story Swipe Up

From category of Instagram Influencer, Kicks Kemon must concern from category data above, and was match with target customer like sneakers lover, age, and location. Afterwards, Image and Engagement Rate it's also important from Influencer, after considering the choice of suitable influencers, this is a candidate influencer for promote service of Kicks Kemon.

2. Content Marketing

Tactics for Content Marketing created the strategies that have been planned are Tactics for Content Marketing. So that the uploaded content marketing has high quality nice and looks interesting Tactics used by Kicks Kemon is to recruit a graphic design who has experience in editing and have creative ideas to make some good Content Marketing for design marketing. Editor on Content marketing here too same as editor on social media marketing [1]

3. Video Marketing

Create Video Marketing with the following video themes, viewing video content on the internet According to Wyzowl's Video Marketing Statistics 2018 Survey, 81 percent of businesses use video as a marketing tool, and 81 percent of people have been persuaded to buy a product or service after watching a brand's video [2]

4. Event Marketing

Event marketing is a form of marketing activity that focuses on the direct customer experience of brands, services, and products. This activity can be done for the introduction of new products, loyalty programs to customers, or strengthening the engagement of existing products [1]

5. Partnership and Influencer Marketing

Kicks Kemon will work with some of the most popular Influencers that suitable with characteristic from business, by the public to market their products to be better known in the market. Based on a statistical survey from Forbes magazine (2020) revealed that 92% of consumers trust influencers more than advertising or traditional endorsements made by celebrities.

E. Action Analysis

After determining the tactics to carry out the existing strategy, the next step is to take action. at the action stage will made a project planning in the form of a gantt chart. This method is a type of bar chart that is widely used for project monitoring. These tools contain information about team member assignments, schedules, and project implementation deadlines. Not only that, you can also see which party or division is responsible for a task in the project.

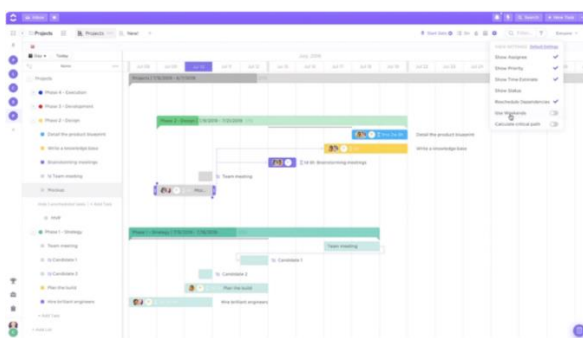


FIGURE 4.5.1 5S Gantt Chart from Click Up Website

Digital marketing strategy that has been made on Kicks Kemon will be carried out in a year which is divided into four quarters. The digital marketing plan will start in Jul 2022 and will end in Jun 2023. During that time Kicks Kemon that the strategy that has been designed can run well so as to be able to achieve the goals, so that the strategy can be reused for the following year. However, if the strategy is not able to achieve the strategy that has been made, changes will be made to the strategy that has been made already made and can increasing or expand more customer for Kicks Kemon.

F. Control Analysis

After the Action stage is complete, the next steps that must be done are doing Controls. Kicks Kemon will control the strategy which they have designed once in a month. The control section of your plan specifies what you will monitor, how frequently, and who will do it. List the KPI objectives, including marketing and MarComms goals.

1. Performance Measurement

Performance measurement is carried out by conducting assessment analysis using online applications such as

Socialblade.com, Socialbakers.com and socialtracker.io on social media used by Kicks Kemon to do marketing and sales. Kicks Kemon conduct an analysis based on the social media used is because All strategies used by Kicks Kemon will be executed use the social media. Assessment indicators obtained from the application will be analyzed using Key Performance Indicators (KPIs). The social media that will be analyzed are as follows.

2. Indicator Framework

Kicks Kemon will analyze the input, process and the output of each strategy used. The analysis is used to know in detail which strategies have worked and how the development of the strategy and how the outputs obtained from the strategy. The indicator framework will also be used to see the number of sales by Kicks Kemon during the run digital marketing strategy. Kicks Kemon will use A/B Testing to define effectiveness digital marketing strategy, A/B testing is the best method you can do to find out the best online promotion and marketing strategy for your business[2].

V. CONCLUSION

A. Conclusion

Designing a digital marketing strategy for Kicks Kemon products using the SOSTAC method starting from the situation analysis. situation analysis done with customer analysis, competitor analysis, competencies analysis, PEST analysis, KPI analysis, and SWOT analysis. Based on that analysis obtained some data and analysis of the problems that exist on Kicks Kemon business. In general, the analysis of the situation results in that digital marketing strategy on Kicks Kemon is not optimal and is still lagging far behind when compared to its competitors. Next determination of objectives using 5S Objective. 5S Objective is formulated with reflect on the problems that occur and connect the problem with the strengths, opportunities as well as the vision and mission of Kicks Kemon. The formulation resulted in the goal of increasing online sales by 50% customers (Sell), resulting in a customer satisfaction target of at least 75% (Serve), creating interaction with customers and followers (Engagement Rate) of the average/good engagement rate is 1% - 3,5% (Speaks), reduce promotional costs until 80% (Save) and build Brand Awareness by 50% (Sizzle). After the goal is formulated, the next step is to do Designing a Digital Marketing strategy for Kicks Kemon services. The main strategy of digital marketing that will be run by Kicks Kemon is optimize social media marketing. social media that will be made are Instagram, Facebook, TikTok and WhatsApp. To carry out the strategy Kicks Kemon also developed additional strategies that will used, these strategies are working with Influencers, applying Social Media Optimization, Creating Content Marketing, Making Video Marketing, and Event Marketing.

B. Suggestion

Suggestions for Kicks Kemon services cleaning shoe given by researchers are recommended business to immediately implement the digital marketing strategy design that has been designed in this study, given that the use of digital media

continues to increase in Indonesia which can be used as opportunities to achieve goals from company.

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