

DIGITAL MARKETING STRATEGY IN INCREASING BRAND AWARENESS OF TECHNOLOGY STARTUPS

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Abstract

Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. Increasing sales competition is increasingly fierce, encouraging companies to place greater emphasis on adequate digital marketing strategies as a way of introducing products to the public, this term is called brand awareness. With increasingly sophisticated technological advances, businesses also have to adapt as quickly as possible. Brand awareness must also be increased in creative ways and not just like that. Brand awareness is very important in every business. Consumers' decisions to buy a product will be greatly influenced by the level of brand awareness of the product. Pull Strategy provides unique features in the application to make customers satisfied and happy in their work, as well as using Instagram social media to promote products/services, what events and giveaways will be held, promos, providing general knowledge packaged creatively, and publication through broadcast media, namely radio. Engagement with customers/consumers can increase awareness of the brand. Thus, the importance of social media as a tool that can help increase personal connections is by starting to gain participation from businesses and consumers.

Keywords: Digital Marketing, Brand Awareness Startup, Technology

INTRODUCTION

The era of globalization is a new technological advancement that integrates the physical, digital and biological worlds, where there is a fundamental change in the way people work and live. Humans are increasingly advanced by utilizing technological advances that affect many sectors, especially the economic sector. The progress of the economic sector is supported by the rapid development of internet technology. So that it can have an impact on increased economic growth (Ozuem & Willis, 2022).

Digital Marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. Little by little they are starting to abandon conventional or traditional marketing

models and switch to modern marketing, namely digital marketing. Digital marketing usually consists of interactive and integrated marketing that facilitates interaction between producers, market intermediaries and potential consumers. With digital marketing, communications and transactions can be carried out at any time (real time) and can be global or worldwide. The increasing number of chat-based social media users opens up opportunities for MSMEs to develop their market within the grasp of smartphones (Almadani & Sari, 2023).

Increasing sales competition is increasingly fierce, encouraging companies to place more emphasis on adequate digital marketing strategies as a way of introducing products to the public, this term is called brand awareness. According to Durianto, et al (da et al., 2023) Brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a particular product category. People are more likely to like or buy brands that are already known because they feel safe with something that is known. Most of them assume that a well-known brand has the potential to be reliable, stable in business, and quality that can be accounted for.

Brand awareness shows the ability of consumers (or potential buyers) to recall or recognize that a brand is part of a certain product category (Adelia et al., 2024). Brand awareness itself is one of the important factors that companies need to strengthen their product brands because we cannot deny that the more consumers who remember a brand, the greater the popularity of the brand or company in the eyes of the public.

Efforts to build brand awareness for an application company include marketing public relations tasks. Such as building market appeal before the emergence of advertising in the media, encouraging communication programs where there is no advertising. Not only improving the application, but also continuing to inform the public about the presence of the application and its uses (Pramadyanto, 2022). Because the internet has now become everyone's lifestyle, more and more companies are creating applications to facilitate communication and interaction. Marketing Public Relations is really needed in the increasingly fierce competition in the corporate world. Competition for many users requires application creators to think creatively and innovatively in promoting their applications (Wilis, 2023). Therefore, a company needs Marketing Public Relations performance in forming brand awareness as a characteristic of the company so that consumers can trust and be interested in using the company's application.

It is necessary to implement strategies in marketing for companies to achieve marketing goals. According to Assauri (Kartikajati et al., 2023), marketing strategy is a series of goals, targets, policies and rules that provide direction in implementing marketing efforts at appropriate levels, references and allocations as a form of company response in facing the environment and competition. which changes. Tjiptono (2011) in (Supartiwi et al., 2022) said that a marketing or promotion strategy via the internet or other digital tools is a plan that must be carried out by the marketing division, and the actions or decisions taken must be based on an analysis of the situation and also the goals of a company. companies to be able to know and target the achievement of these goals.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Digital Marketing Concept

A. Understanding Digital Marketing

The concept of digital marketing comes from the internet and search engines on websites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo as search engine optimization (SEO). The use of internet searches grew in 2006 and in 2007 the use of mobile devices increased drastically which also increased internet use and people from various parts of the world began to connect with each other through social media (Aghazadeh & Khoshnevis, 2024).

Digital marketing is defined as marketing activities including branding that use various web media such as blogs, websites, email, Adwords, or social networks (Baines et al., 2022). Digital marketing as a promotional media aims to convey or disseminate or market about a product so that it can influence consumers to buy it.

Digital marketing is also defined as marketing activities that use internet-based media. The internet is quite an influential tool for business.

Roger in Rahardjo stated that the characteristics of the internet are as follows: (Arista & Indayani, 2023)

1. Interactivity, the ability of technological devices to facilitate communication between individuals such as meeting face to face. Communication is very interactive so that participants can communicate more accurately, effectively and satisfactorily.
2. Demassification, messages can be exchanged among participants involved in large numbers.
3. Asynchronous, communication technology has the ability to send and receive messages at the desired time of each participant. Social media allows businesses to reach consumers and build more personal relationships.

B. Types of Digital Marketing

Social media marketing strategies are very important for business development, especially in today's digital era, because apart from being easy to use, the costs required by business people to run a business through social media are also cheap. In this explosion of technology and social media, marketing strategies have emerged that are trending and we need to pay attention to (Charlesworth, 2022). The following are marketing strategies that are currently trending and need to be mastered by business people to help market products.

1. Content Marketing

Content marketing is now the main focus of many brands considering its important role and how it works in social media, multimedia, search and mobile. Many companies still don't understand the importance of trends and how content marketing underlies almost all digital marketing. Content is the basis of all digital marketing and is very important for creating brand awareness and reaching the crowd.

2. Mobile marketing

The continued increase in smartphone and tablet users makes marketing messages and content for mobile platforms a necessity. From these small devices, many consumers read content, receive emails and even buy products. Therefore, companies are required to immediately redesign websites and blogs so that they are responsive to mobile devices.

3. Integrated digital marketing

Social media and content have an important role in search results. Google has created Google+ for various reasons, one of which is to

capture social signals. For this reason, make sure that each approach taken provides the possibility to tie them all together to achieve maximum effectiveness.

4. Continuous marketing

A marketer must be aware that a strong marketing strategy is becoming popular and is called continuous marketing. However, this does not mean that you cannot do product marketing or promotions offline. The reality is that everything found online via social media, Twitter streams and searches via Google requires constant SEO activity, publishing, content creation and marketing.

5. Personalized marketing

Marketing approaches that are common in traditional media and television are becoming less effective due to media saturation. We can see how there is personalized marketing on e-commerce sites, e-mail and websites that adapt advertising and user interfaces for relevant consumer interests.

6. Visual marketing

The first time we saw visual marketing was several years ago when YouTube appeared. Since then, visual marketing has continued to emerge, such as Instagram, Pinterest and also Slideshare. In the last 6 months, visual marketing has been at a new level. You must be able to take advantage of this marketing trend as a way to increase online engagement (Hanlon & Tuten, 2022)

Brand Awareness

A. Definition of Brand Awareness

Brand Awareness is defined as a measure of the strength of our brand's existence in the minds of customers (Chaurasiya & Baxi, 2023). Another opinion defines brand awareness as a general communication goal for all promotional strategies (Purwianti & Fionna, 2023). By creating brand awareness, marketers hope that whenever a category need arises, the brand will be brought back to mind. Next, various alternatives are taken into consideration in decision making. So it can be concluded that brand awareness is the level of a person's knowledge of a brand.

Brand awareness can be measured by asking consumers to name brands that consumers consider familiar (Syafitri & Febriana, 2023). Whether brand awareness recall is sufficient depends on where and when a purchasing decision is made. The right brand awareness strategy depends

on how well-known the brand is. Sometimes the goal of promotion is to maintain high brand awareness. Brand awareness describes the existence of a brand in the minds of consumers which can be a determinant in several categories (Trixie & Pandrianto, 2024). A strong brand is reflected by high brand awareness and strong and positive brand associations. Aaker added that apart from these two factors, strong brands also have high perceived quality and consumer loyalty (Chen & Chen, 2022).

B. The Role of Brand Awareness

The role of brands in helping brands can be understood by examining how brand awareness can create value.

1. Brand awareness becomes another source of association

A brand with high brand awareness will help associations stick to the brand, because the brand's visibility will be very high in the minds of consumers. This condition shows that a brand with high awareness is able to create associations with other products.

2. Familiarity or liking

If our brand awareness is very high, consumers will be very familiar with our brand, and over time this will develop a very high liking for the brand.

3. Substance or commitment

Brand awareness can indicate the existence, commitment and core importance of a problem. So, if brand awareness is high, we can always feel the brand's presence. Because a brand with very high brand awareness is usually caused by several factors, namely:

a. Widely advertised, so that it is widely known by the public.

b. Existence that has been tested by time, the existence of a brand that has lasted a long time shows that the brand is able to meet consumer needs and expectations.

c. The distribution reach is very wide, making it easier for consumers to get the brand.

d. The brand is well managed

4. Consider the brand

The first step in a purchasing process is selecting brands that are known in a group to consider and decide which brand to buy. Brands with high top of mind have high consideration value. If a brand is not stored in memory, the brand will not be considered in purchasing decisions. Usually the brands that are stored in consumers' minds are brands that they like and hate (Belloque et al., 2023).

The Importance of Social Media as a Start-Up Marketing Strategy in Indonesia

Social media marketing is a form of digital marketing strategy. Where business actors use social media and websites to promote their businesses, products or services. A strategy like this plays a very important role in business progress because marketing strategies are increasingly developing and continue to follow technological advancement trends. In the current era, it is rare for business people to use conventional marketing systems and media because now everyone uses the internet to make everything more efficient (Pietrzak & Grębowiec, 2023). Thus, marketing via social media is one of the innovations and breakthroughs for business actors in promoting their business efficiently in time, namely not having to meet directly with consumers for promotions and also efficiency in promotional costs, because there is no need to incur large costs. Apart from that, another advantage of the social media marketing strategy is that it has a wider reach and the most important thing is that it is 'current'.

One business that relies heavily on social media marketing is a startup company. However, several entrepreneurs, including startup entrepreneurs, have not been able to maximize digital marketing strategies through social media. According to Park and Kim (Batu & Hasya, 2023) some entrepreneurs are not familiar with digital marketing. This is because there are several assumptions that digital marketing strategies have similarities with marketing strategies in general. In fact, if we examine it further, there are many aspects that need to be taken into account when implementing a digital marketing strategy, one of which is the quality of information. Information quality consists of the quality of product information, site information and service information. If the information presented does not meet the requirements or is incomplete, then promotional efforts with social media marketing will be in vain. In fact, for startup companies, especially those that are not yet well known by the public, it would be very good to maximize social media because it can introduce and promote all its businesses as well as the advantages it has to attract consumers.

Apart from being related to buying and selling activities or brand awareness, social media marketing also requires business people to be able to create good communication with customers (consumers) so that they feel comfortable. Because through social media, it is hoped that business actors can interact with consumers, provide answers to questions and complaints, announce new products and services, obtain feedback and recommendations,

and build communities. In this way, consumers can start to build trust in the company (Jung et al., 2022). Because currently, consumers, especially consumers of products from startup businesses, always want to know the opinions of other consumers so they can make considerations or comparisons. For example, before deciding to buy a product, they will first read testimonials from consumers who have already bought and tried the product whether it is good or not. So they can feel safe and confident when making purchase transactions.

To brand a product, a goal is needed, namely engagement with potential consumers on social media. With the existence of various forms of attachment, it will give rise to the creation of various actions. Then, if you want to encourage brand awareness, you have to provide a lot of content that will be seen by the public (followers, customers/consumers) so that it can help disseminate the product so that many people know and spread the word about the brand. Engagement with customers/consumers can increase awareness about the brand (Nauli et al., 2023). Thus, the importance of social media as a tool that can help increase personal connections is by starting to gain participation from businesses and consumers.

Startup companies in creating content that will be posted on social media should not be haphazard, too long, boring, or even not interesting at all. This certainly makes social media users lazy to read the post and miss it. Good content is that which provides value to consumer engagement. Because if a business's social media content can provide consumer engagement value, it will attract many social media users to explore the business's social media (Rachmawati et al., 2022). Thus, the content created must be truly useful, interesting, influencing, arouse curiosity, and take into account the psychology of social media content. Business social media does not always have to post content about the business it owns and promote products/brands directly, but can also be used to spread useful content.

Increasing Brand Awareness with Digital Marketing

With increasingly sophisticated technological advances, businesses also have to adapt as quickly as possible. Brand awareness must also be increased in creative ways and not just like that. Brand awareness is very important in every business. Consumers' decisions to buy a product will be greatly influenced by the level of brand awareness of the product (Maulidiyah & Indayani, 2024).

To increase brand awareness of a product, you need to apply the principles of digital marketing. Here are the steps, including:

1. Maximize Social Media

In increasing brand awareness with digital marketing, you need to make maximum use of social media with existing features. You can create interesting content that is not always related to your business. This is to increase engagement on social media, be it on Instagram, TikTok, X, Facebook or YouTube.

2. Utilize Content Marketing

The second way to increase brand awareness with digital marketing, you can use content marketing. You can create interesting content that is introduced through writing, video or images. The more content created, the more audience you reach. Please remember, when creating marketing content, you must include complete product information. This is to make it easier for the public to understand the information contained in your business products.

3. Implement SEO

So that your product becomes more widely known, you need content that applies Search Engine Optimization (SEO), a technique for website optimization with the aim of making it easier for search engines to find articles and place them on the first page of the Google search engine (Prayoga et al., 2023).

Marketing Strategy in Increasing Brand Awareness in the Digital Era

Every company will certainly look for ways to make its company known to many people. Despite the noble goal of a company, namely helping to build an educational ecosystem in Indonesia and the world, this is still called a business (Lutfiani et al., 2024). As we know that a business talks about profits. Therefore, companies carry out various strategies to increase brand awareness.

Three factors that support the success of the application business are how the Marketing Public Relations strategy used is able to provide complete application features according to customer needs, information to customers and potential customers through social media as a place for promotion and don't forget the leadership makes things that encourage the team to work more aggressively (Xu, 2023). It is hoped that from Marketing Public Relations activities, the public will know about what products/services are available. The

three strategies related to Instagram social media use the Marketing Public Relations Strategy, namely Push, Pull and Pass Strategy.

In Push Strategy, giving bonus money to internal teams who can achieve targets according to the specified targets and will make team work even more optimal in increasing brand awareness in this digital era (Pandey et al., 2023). Pull Strategy provides unique features in the application to make customers satisfied and happy in their work, as well as using Instagram social media to promote products/services, what events and giveaways will be held, promos, providing general knowledge packaged creatively, and publication through broadcast media, namely radio. In Pass Strategy, providing good service or response to customers and potential customers and becoming a sponsor at several events including schools, campuses, foundations and others (Lietania & Muzakiah, 2023).

CONCLUSION

The use of digital marketing as a marketing strategy can make it easier and provide opportunities for companies to disseminate information and create brand awareness, conduct market research, build a positive image and perception of the brand, experiment with goods or services, improve communication and service to consumers, and increase distribution. products or services on the market. Apart from that, marketing carried out online can increase marketing efforts effectively which can complement communication and marketing that has been carried out conventionally, and with costs that tend to be more efficient. The use of social media in a business's digital marketing strategy is driven by the widespread use of the internet and social media among the public, thereby encouraging business actors to attract and attract target consumers through the same new media. The use of social media as digital marketing can be a driving factor for consumer transactions.

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