

The Influence of Digital Marketing Strategy on A Sales Performance of A Bridal Company

Rajaletchumi Subramaniam¹, Adriana Mohd. Rizal², Theresa Ho Char Fei³ and Zarina Abdul Salam⁴

Azman Hashim International Business School, Universiti Teknologi Malaysia, Malaysia

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Abstract

Digital marketing is a new advertising strategy that utilises digital technology and the internet. Digital marketing utilises multiple digital networks to develop the value of a brand and bring it from the manufacturer to the potential buyer. Digital marketing has revolutionised the way companies use technology for their advertising. Digital platforms are gradually being transformed into advertising strategies and people are using digital platforms instead of going to physical shops. The digital marketing strategy is important to ensure the bridal artist can earn continues income stream all over the months and build a strong brand for their bridal company. Moreover, digital marketing assists the bridal company to target the audience in short period and widen the loyal customer base. In addition to e-commerce marketing, digital marketing components such as SEO (search engine optimisation), SEM (pay-per-click), content marketing, email marketing, social media marketing and advertisements are becoming increasingly popular in digital marketing. The conceptual research paper for a bridal company using digital marketing incorporates qualitative methods to explore customer behaviors and preferences, aiding in optimizing digital strategies for better engagement and success.

Satisfied customers become loyal due to great shopping experiences through digital marketing for a bridal company. To meet customer needs, information must be enough, relevant, consistent, and easy to understand when providing goods and services. The purpose of this study is to examine the literature on digital marketing strategies and their impact on a bridal fashion company. This study proposes a conceptual model of the influence of digital marketing strategy on the sales performance of a bridal fashion company.

Keywords: Digital Marketing, Online Marketing Tools, Impact of Social Media

Introduction

Digital marketing is the ideal approach to make a company stand out and present its products to potential customers in a clear, user-friendly and engaging way. In the era of Twitter, the 140-character limit on Twitter has quickly risen to the top of the list of most popular features. It is vital that the business owner understands how digital media works and what the most cutting edge tools are to reach the target audience. Bridal shops need to embrace digital

marketing and work on implementing the latest trends to increase sales. This will help convert local and internet audiences into paying customers. Digital marketing is proving to be the most innovative strategy to stand out from the competition, but only those who make a serious commitment will achieve good results.

Companies use digital marketing because it offers considerable advantages at minimal cost. The ability to target customers, evaluate the success of a website and track enquiries to measure demand for a product or service are some of the benefits of digital marketing. Digital marketing supports the visibility, viability and, most importantly, sustainability of small businesses. Only 30.3% of U.S. small business owners with more than 200 employees had a website for their business, and only 24.9% used social media. Low engagement in the digital arena was a sign that businesses would cease to exist because they were unable to stay in touch with their customer base (Smith, 2021). To remain competitive in the current market while trying to retain an audience, increase sales or convert customers, it is essential to follow the latest developments in digital marketing (Rosário & Cruz, 2020).

It is stated that 4.54 billion people, or 59% of the world's population, actively browse the internet. Using social media has become a vital part of many people's lives worldwide. Globally, 2.95 billion individuals were active users of social media in 2019. By 2023, this is expected to rise to over 3.43 billion (Dwivedi et al., 2021). Companies can accomplish their marketing goals at a comparatively low cost with the help of digital and social media marketings. Government entities and political campaigns have also benefited greatly from the widespread usage of digital and online social networking technology and applications. People are spending more and more time on the internet researching goods and services, connecting to other customers about their experiences, and dealing with other firms.

The owner of the Chinese online retailer Ali Baba, Jack Ma, asserted that using digital platforms as a means of communicating with customers is essential. However, firms may exit the industry and lose market share due to competitors in possible prospects. The achievement of the newly formed Chilly Bin in 2016 astonished many. By implementing digital marketing, The Chilly Bin blossomed into a profitable new enterprise that has turned a profit of billions in just two years (Hartono, 2020). This paper reviews literature on digital marketing strategies and its outcome on a bridal company.

Literature Review

Social Media as a Digital Marketing Strategy

Social media is seen as a digital tool that improves social connections. Thank you to the company's ability to effectively engage customers, Wonderful Bali's digital marketing approach has been successful in building a good reputation among consumers (Tabuena et al., 2022). After realising the ability of social media to connect with a wide audience, marketers started using these platforms. It is a cost-effective tool that has proven to be very beneficial for both small and large businesses (Kaur & Kumar, 2020). The second wave of internet users is empowering marketing campaigns by allowing businesses to experiment with different ways of communicating and collaborating with their customers on content creation. Marketers must prioritise relationship-based interactions to increase consumer engagement through digital marketing (Tabuena et al., 2022).

The development and use of social media platforms as a way or place to expand the target audience of online businesses is at the centre of social media marketing. It is important to keep in mind that with the development of social media marketing, entrepreneurs must create groups or target markets that respect each other, and consistently engage with the

target market (Adiyono et al., 2021). Social networking sites is an approach to promoting businesses and products through social media platforms to increase sales. Social media marketing complements traditional marketing media such as television adverts, email and other online advertising initiatives (Riwayadi & Wulandari, 2022).

Today's popular social media platforms such as Facebook, TikTok, Twitter, Pinterest, YouTube, Google Plus, LinkedIn, Instagram and several others have a range of usage guidelines. Instagram, for example, only allows its users to share and use photos and videos. Another example, Facebook, offers features to create a fan page, link status, status video, group, photo status and a few others (Adiyono et al., 2021) for user engagement.

Different Techniques of Digital Marketing

The success of digital marketing is largely due to evolving market dynamics and new technologies. Digital marketing requires different strategies than traditional marketing. These approaches include search engine optimisation (SEO), email marketing, affiliate marketing and many more (Rosário & Cruz, 2020). Companies need to invest in and adapt new technologies to quantify the financial return and analyse the cost-benefit ratio. Digital marketing helps companies expand their online presence and compete with larger multinational companies (Rosário & Cruz, 2020).

Search Engine Optimization (SEO)

The appearance of a website in search results, whether they are generated by Google, Yahoo, Bing or any other search engine, should be natural and without manipulation. That is the goal of SEO. Google is constantly improving its search engine to display only the most relevant results. Google works to prevent manipulation of the algorithm and censors websites that should not rank well in the Search Engine Result Pages. Therefore, it is important to invest in SEO because it helps with technical issues such as spidering, indexing and interpretation of non-text information as well as customising content and search queries that should be answered by the website. It is the most economical marketing plan to increase a company's organic traffic. (Bala, 2018).

Email Marketing

With email marketing, consumers receive the latest information, interesting news and notifications in just a few minutes. These newsletters can also be printed and used as flyers, direct mailings or both. Business advertising also uses customisable emails. Email lists can be maintained and segmented according to customer preferences and buying behaviour. Sending personalised emails is important because it promotes trust. Due to its extremely low cost, email marketing is still considered the method with the highest return on investment among most digital marketing techniques when used correctly (Tien et al., 2020).

Affiliate Marketing

Performance-based marketing strategies are referred to as affiliate marketing. Various businesses pay affiliates for each customer or visitor they bring on board through their marketing efforts for creating advertisements on the client's behalf. By affiliate marketing, businesses compensate publishers for client referrals. Publishers may also offer areas for advertisements on their pages to promote the products and services of their clients and so promote discourse. Basically, an affiliate marketing company is a sizable publisher network. Start-ups can benefit greatly from affiliate marketing because it drives visitors to their sites

by way of other popular, high-traffic websites. In fact, both publishers and retailers profit from affiliate marketing (Rosário & Cruz, 2020).

Impact of Digital Marketing

Digital marketing gives positive outcomes to consumers and business people. The impact can realise through touchpoints, transformation of e-commerce, customer loyalty and information satisfaction.

Touchpoints

A touchpoint is any interaction a consumer has with a business during which they are introduced to its products and services. Customers can be contacted through a wide range of touchpoints on digital tools and platforms through customer digital identification. Digital marketing exposes potential customers to a company's data at as many connections as they can. Companies enhance their customers' purchasing journeys by providing distinctive e-channel touchpoints, such as specialised digital shopping formats, which have a varied effect on the consumer trip online. The value-added consuming experiences boost customer satisfaction, and satisfaction motivates more consumption (Dunakhe & Panse, 2021).

Transformation of E-commerce

Individuals are more frequently purchasing online as a result of Covid-19 pandemic regulations. E-commerce sites like Shopee and Lazada are set to rule these e-commerce sites are projected to grow millions in corporate sales. Technology has already transformed online business activities into an infinite consumer market as running a business has become easier and more effective for both purchasers and sellers. One of the advantages of an internet business is its low-cost but effective ability to attract customers all day long. Online marketing is the process of advertising and selling products and services using electronic in virtual settings. New channels for advertising and promotion have opened up due to the rapid development of digital media. This has sped up the development of automated promotion and led gadgets with access to more advanced media to become more prevalent (Tabuena et al., 2022).

Customer loyalty

One of the most important factors influencing consumer loyalty in the era of internet of things is digital marketing. It demonstrates effects on customer loyalty's behavioural and attitudinal elements, thereby enhancing consumer engagement with the company and concurrently raising purchase decision. When used properly and economically, digital marketing results in more delighted customers who become devoted patrons as a result of their positive shopping experience. To increase client loyalty, businesses must therefore give close attention to digital marketing. In order to develop, transmit, and distribute value to customers and, ultimately, assure their happiness in the first place and their loyalty, organisations must make assured that their digital capabilities and digital content are adequate (Mohammad, 2022).

Information satisfaction

Information satisfaction, which refers to browsing experience through internet sites and content in the context of an online service, signifies consumer satisfaction or dissatisfaction with the general information provided for the goods and services. It contrasts from satisfaction levels, which reflect a customer's evaluation of a business as a whole based on all

of their interactions and experiences with that particular business. The quality of the user interface and the information it contains can have an impact on user satisfaction with their information. The online store's information must back up its customer service and merchandise. These details must be relevant and useful in determining the worth and usability of a good or service. Information must be relevant when providing products and services, sufficient to aid the consumer in decision-making, consistent in representation and formatting, and made as simple to grasp as possible in order to satisfy the information needs of the consumer. Consequently, it would affect consumers' purchasing decisions (Nizar & Janathanan, 2018).

Discussion

This paper points out the digital marketing strategies and its impact on a bridal company. Marketers started using social media after understanding its ability to communicate with a large audience. The first technique is Search Engine Optimization (SEO). The second technique is via email. Email marketing is still recognised as having the highest return on investment among most digital marketing tactics due to its incredibly low cost. Third is via affiliate marketing, the businesses reward publishers for customer recommendations. Publishers may include spaces for adverts on their pages to highlight the goods and services of their clients and to advance conversation. The digital marketing has led to various benefits in terms of touchpoints. Everyone utilises a variety of digital tools and platforms, therefore there are numerous touchpoints via which customers can be reached. Digital marketing also drives the transition of e-commerce where, with predicted increases in corporate sales of millions of dollars, e-commerce companies with Shopee and Lazada are poised to dominate those marketplaces. Moreover, due to their excellent purchasing experiences, more satisfied customers turn into loyal customers because of digital marketing. To meet the consumer's information demands, information must be adequate to help them make decisions, relevant when delivering goods and services, consistent in representation and layout, and made as easy to understand as possible.

Conceptual Framework

This study's conceptual framework (Figure 1) is based on the digital marketing strategies and its impact on a bridal company as discussed previously. The strategies of digital marketings includes search engine optimization, email, and affiliate marketings. These techniques make unique touchpoints with customers, transformation of e-commerce, customer loyalty and information satisfaction from the utilization of digital marketing.

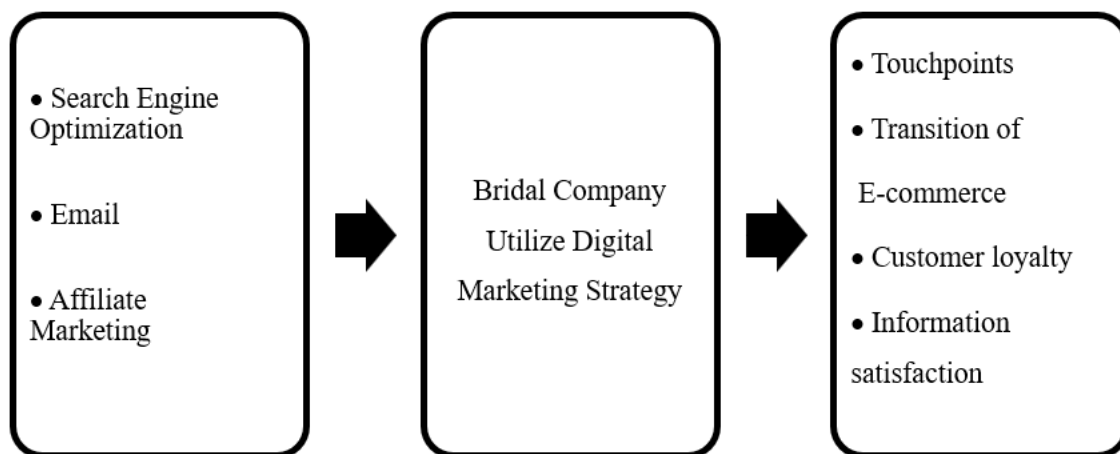


Figure 1: The influence of digital marketing strategy on a sales performance of a bridal company and the outcome of digital marketing strategy

Conclusion And Future Studies

Research have emphasised the significance of digital marketing strategies. This study offers a conceptual framework on the various digital marketing strategies for a wedding business and the beneficial effects of their application. The study also highlighted current business trends that must be followed to build customer touchpoints, loyalty, and raise customer information satisfaction. This study is consistent with social media trends as a marketing tool for a business to improve brand exposure, build a new client base, increase cost-efficiency, and improve customer engagement. The study might be expanded into case studies using a qualitative methodology with business owners who had already implemented a social media marketing for their bridal business. In-depth interviews with business owners can be conducted using semi-structured interviews. This will ensure that business people can share their expertise to promote future research.

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