

Understanding Virtual MSME Product Marketing Strategy: A Study of Management and Business Economics

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Abstract

Running a business in the modern era is different from business in the past. Advanced businesses are those that can market their products and services technologically. This study aims to gain a detailed understanding of the virtual marketing strategy of MSME products. For this reason, we have obtained evidence that we have examined from various sources, including scientific papers, especially technological marketing strategies for small business products. The win was under a phenomenological approach, collecting as much data as possible to extract the essence to answer the current problem. Incoming studies include coding the theme data, evaluating information, drawing conclusions, and looking for valid s in the pan in answering the problem. Based on the analyzed data plus the discussion, we can conclude that online marketing is successful by following the appropriate steps for digital media, mapping out marketing, selecting suitable digital media, and implementing all internet-based marketing activities. Thus, it is hoped that the findings of this study will help improve the quality of future studies.

Keywords

Virtual marketing; MSME business; digital technology; business understanding



I. Introduction

The act of advanced advertising has a cozy relationship with the business world. Business entertainers utilize advanced advertising as a system to increment deals. This depends on the conduct of individuals who are subject to advanced innovation (De Mooij, 2021). The simplicity of getting to advanced stages is a chance for business entertainers, including miniature, little and medium undertakings. MSMEs can showcase their items through computerized stages to expand their upper hand while expanding deals. There are two methods of digital marketing, namely organic and inorganic. The organic method is free marketing, while the inorganic method requires a fee. Small and medium businesses can do organic digital marketing to reduce the budget. In addition, this method also results in a broader reach of consumers. Business actors can market their products anywhere without limits. Thus, this method helps SMEs promote their products much more efficiently. Here are some ways micro, small and medium enterprises can introduce their products (Maarof & Mahmud, 2016).

Instagram is one of the favorite image-based digital platforms used by the public. Therefore, product marketing through Instagram can create a unique attraction for consumers (Alshawaf & Wen, 2015). In order to increase sales traffic, we need to upload interesting content regularly. This will help increase engagement so that the upload will

appear on the homepage or explore the account owner. In addition, the time to upload content also needs to be considered. There is something called peak hour, namely the productive hours of consumers accessing social media. That is, the hour is the right time to market the product. Now that Instagram is connected to Facebook, a business can also sync accounts on the two platforms. So, in a single upload, the content will appear in both. Another platform used for digital marketing is Twitter (Kim et al., 2017). As a social media based on writing and having limited characters, information through Twitter is more sought after. The flow of information is so fast that people rely on these social networking services. In this regard, business actors can peddle their products on the timeline Twitter. The use of hashtags or hashtags in uploads will be beneficial to make searching easier.

Consumer problems are often not answered simply by displaying products on digital platforms. Therefore, business actors can answer it through a blog that contains a complete and detailed explanation (SanMiguel & Sádaba, 2018). Marketing through this blog is effective for MSME actors who do not have a large enough capital base. Apart from being easy to manage, this platform is also free. Even after growing, it may cost business people to rent the domain to be taken more seriously by consumers.

On the other hand, blog posts can also build emotional relationships between consumers and business actors. Therefore, create interesting written content that answers consumer needs. Maintain customer loyalty with an email newsletter (Lieb, 2012). The use of email in the business world is timeless. The reason is that email has a vital role in business to build connections with customers and profit from sales so that the business stays alive. Email also has tools that can be used in marketing, namely newsletters. In this case, the newsletter is sent to the consumer's email address already available in the database. A person in a business can get the email address from the information provided by the consumer during member registration. After that, consumers will get information containing products, links to company websites, blog uploads, information about promotions, or other attractive offers (Saravanakumar & SuganthaLakshmi, 2012).

Newsletters must be sent to the proper market segmentation so that the content follows consumers' characteristics and needs (Su et al., 2019). The time and schedule for sending emails also need to be considered. This affects the process of building consumer trust. MSME product marketing and product profile videos. Visual displays and exciting stories are why users come back to visit certain social media or websites. Some consumers are more interested in watching videos than reading comprehensive information. Maintain customer loyalty with an email newsletter. The use of email in the business world is timeless (Safko, 2010). The reason is that email has a vital role in business to build connections with customers and profit from sales so that the business stays alive. Email also has tools that can be used in marketing, namely newsletters. In this case, the newsletter is sent to the consumer's email address already available in the database. Business people can get the email address from the information provided by the consumer during member registration. After that, consumers will get information containing products, links to company websites, blog uploads, information about promotions, or other attractive offers (Gong et al., 2015).

Newsletters must be sent to the proper market segmentation to follow consumers' characteristics and needs. The time and schedule for sending emails also need to be considered. This affects the process of building consumer trust. MSME product marketing and product profile videos (Goyat, 2011). Visual displays and exciting stories are why users come back to visit certain social media or websites. Some consumers are more interested in watching videos than reading comprehensive information.

Virtual promoting incorporates marketing that utilizes different online media like sites, email, Adwords, or informal organizations (Tuten & Marks, 2012). The presence of computerized showcasing is brought about by propels in innovative improvements with Web 2.0 combined with versatile innovation, cited from the book *Cracking Zone*, wherewith portable innovation, every individual who has a web organization, can get precise data in only one hand. The center of advanced promoting is making the organization 'simple' to arrive at clients by being available in the media with direct admittance to clients. This is a consistent methodology. Whenever advertisers and clients are on a similar line, both can arrive at one another, consumer loyalty with administration can be satisfied because clients should be served on a level plane depicts that advanced promoting has the accompanying attributes: Efforts to increment business intuitiveness with subordinate innovation clients. An electronic discourse (intuitive innovation) gives admittance to clients (networks, people) and the other way around.

Endeavors to direct all business exercises through the internet for examination, investigation, and arranging purposes to find, draw in and hold clients. Endeavors to build the speed increase of trading labor and products (particular), data, and thoughts utilizing the Internet were true (Aldridge, 2013). Computerized innovation has fundamentally impacted the way people "talk," impart, act, and decide. We are generally in contact with different methods, consistently going from the internet to cell phones. This demonstrates that the universe of Mohamad advanced has turned into our reality. Coming up next are ideas, standards, or regulations that need special consideration for advertisers in completing showcasing, marketing, and selling exercises in the advanced world (Shimp & Andrews, 2012).

Innovation is coordinated in the cell phone. Showcasing on the web implies having the option to arrive at a broad scope of purchasers in a single advancement. The utilization of web innovation is no more odd to likely customers, or anybody can get to online stores to see and pick items presented on web-based pages. On the off chance that it feels right, purchasers are additionally simple to contact to make energy exchanges. The utilization of computerized turns into a cheap method for advancing and selling items. Computerized advertising does not have to ponder the different expenses required for advancements as a rule. However, it can arrive at a more extensive market portion. As a proprietor, a business person can promote content utilizing straightforward instruments. With straightforward altering strategies, the substance made will help the item promotion. Presently, some offices can be utilized in web-based promoting on web media to arrive at customers as indicated by unique division. This will make the advancement more designated. The exchange of valuable open doors will be significantly more noteworthy with the right customers. The advantages that will be acquired will be much more prominent. Internet advertising through the media is the right advance that should be taken by business entertainers (Adawiyah, 2021). Online media that business entertainers generally utilize in promoting their items should be visible in the accompanying diagram.

II. Research Method

In this method section, the paper will explain the path and process of this study. We repeat this study intending to get a detailed understanding of the virtual marketing strategy for MSME products (Vissak, 2010). For this reason, we obtained evidence that we have reviewed from various sources, including scientific papers, especially technology marketing strategies for small business products. The victory is with a phenomenological approach, collecting as much data as possible to extract the essence that can answer current

problems (De Massis & Kotlar, 2014). Incoming studies include coding theme data, evaluating information, drawing conclusions, and looking for valuable items in the pot in answering the problem. Our data search is done online using search engines using keywords on Google Scholar and other data-based. In compiling the design, we report this paper is a qualitative study format with a phenomenological approach, an effort to explore the data as widely as possible, and we examine it in detail so that we find data as answers to study questions on a valid and up-to-date basis. That is the path and stages we carry out this study (Estevão et al., 2020).

III. Result and Discussion

3.1 MSME definitions and criteria

Business improvement in light of territorial potential and market activities following the capability of MSMEs was actual. They are expanding the intensity of SMEs and Execution, arranging, execution, and control in a coordinated way. Meaning of Digital Marketing Digital promoting involves the internet as an innovation that can associate Dian Azmi Fadhila. MSME Product Marketing Strategy Through two-way correspondence among organizations and purchasers (Coviello, 2001). Advanced advertising works with deals advancement, for example, online media, which advertisers generally use. Promoting through advanced advertising will have a more extensive reach and lower costs. The presence of online media is a method for shoppers that can be utilized to disperse data as text, pictures, sound, and video with many gatherings, both between organizations to customers or purchasers in the organization (Kotler, 2012). Quick mechanical advancements can be utilized to foster a business. One of them is utilizing advanced showcasing to impart the advertising of its items to overwhelm the market. The idea of computerized advertising is to use a vast region like TV, radio, and, surprisingly, the Internet, where the media will give infographics about the items promoted by the organization. Computerized advertising can contact all individuals, whenever, in any capacity, anyplace.

It is far better than traditional advertising, which is restricted on schedule, area, and client reach since it just advances its items straightforwardly in stores. Parts of Marketing Strategy and Strategy for Market Followers Walker and colleagues portray that a decent methodology (counting promoting system) should have five fundamental parts; 1) Scope, to be specific, is the predominant critical extension, for example, the number of industry types, product offerings, and market sections that are placed or wanted to be placed. 2). Objectives and goals convey the average degree of accomplishment in light of at least one work aspect (like deals volume development, benefit commitment, or Return on Investment) over a specific period for every business and item market and the association overall. 3) Allotting assets (particularly human and monetary assets) to share organizations, item advertisements, functional offices, and exercises inside every business or item market. 4) Distinguish maintainable upper hand, which can portray how the association rivals current and expected contenders. 5) Cooperative energy between organizations, item advertises, assignment of assets, and abilities. Not all second-place organizations are keen on testing the market chief.

3.2 Marketing Strategy in the Digital Age

Now, of the 64.2 million MSME actors, 12 million have entered the digital economy ecosystem. The government sees this opportunity by holding a go digital MSME program (Kotler et al., 2020). This program is intended so that the use of digital devices can reach

all MSME actors in Indonesia. The government is not playing games in encouraging MSMEs to go digital. The reason is that in 2024 it is targeted that as many as 30 million MSMEs are included in the program. This is because the development of the digital era is increasingly rapid, and the only way to get through it is to invite all MSME actors to start running their businesses digitally. To be better prepared to enter the digital economy ecosystem, here are some MSME marketing strategies in the digital era (Quinton et al., 2018).

Influencers or KOL (Key Opinion Leaders). The marketing strategy by hiring influencer services or KOL is one of the most popular trends in the digital era. Mainly it was not for the influencer's influence and how creative he is to promote a product/service (RAONY, 2021). However, did a business knows that influencers and KOL are different. An influencer has an opinion or voice that becomes his strength to convey something. Influencers are judged by how much influence they create on followers. In marketing, a product/service that is advertised gets widespread attention from social media users. Not infrequently, these products/services are also used to increase trust (Dwivedi et al., 2015).

3.3 Key Opinion Leader in marketing small business

KOL is a person who has expertise in a particular field and actively uses social media to express his opinion on a matter. From his expertise and ability in specific fields, KOL's opinion has more credibility (Van den Nieuwboer et al., 2016). The community will trust the use of KOL as an influencer marketing strategy, or KOL has several advantages, namely the level of brand awareness that is built high and can reach more consumers. However, what a person in business should pay attention to in marketing strategies with influencers or KOL tend to have special costs according to the target. The process of selecting an influencer or KOL must also be considered so that it is not the wrong target yes. To use the services of an influencer or KOL, people in business can send a proposal or an invitation for collaboration to their email. Usually, the influencer or KOL includes the business email address listed on the social media profile/bio. (Sismondo, 2013).

3.4 Social media marketing

Along with the development of trends, now social media is used to display photos of the products/services and business know (Brocato et al., 2015). Social media is also a place for a business person to place ads and directly connect to the marketplace/business website. This method is through social media ads. Social media ads make it possible to "pick up the ball" by attracting social media users who do not or already know your business. Not everyone can immediately find out the business account organically. On the other hand, social media such as Instagram and Facebook generate random posts for the business account. So, social media ads help the business be seen repeatedly and appear on people who have the same search algorithm as the type of business (Yadav & Rahman, 2017).

3.5 Google my Business

In addition to using social media, a person in a business can also use Google. One of the strategies provided by Google for business people is Google My Business. Google My Business is a feature that makes it easier for consumers to find complete information about a business (Natorina, 2020). This information includes the address, contacts, operating hours, business website, to consumer reviews of the business. The business will be automatically detected on Google Maps with Google My Business. This certainly makes it easier for consumers to find the business location, right? The most effective method to utilize it is straightforward, access the Google My Business page, and business people are

expected to enroll a business profile that the business needs to advance. By giving nitty-gritty data regarding the brand, area, kind of administration, or item being sold, as well as a phone number (or email) that can be reached. Everybody can involve Google My Business for nothing (Ahmad et al., 2018). Totally for nothing. Google My Business is a device given by Google to simplify expected clients to figure out the business data. For example, business name, organization address, organization telephone number, email address, working hours, organization site, office photographs, to client surveys. Businesses can likewise become familiar with utilizing Google Ads to assist with driving their business by visiting this site. As clarified above, Google My Business, otherwise called Google My Business, will give different significant data connected with the organization profile exhaustively, which will make it simpler for expected clients to track down the business area (Sacks, & Graves, 2012).

3.6 Using Searching technique in marketing

SEM or Search Engine Marketing is a web-based showcasing system completed on web indexes, like Google, Bing, Yandex, and Yahoo Search. Notwithstanding, the most renowned and frequently utilized internet searcher is Google. How does SEM work? SEM works by displaying search results for appropriate or related keywords to the product/service (Omarov et al., 2019). The business website will appear with images and conduct/service prices on the initial search engine display. There are no transaction fees businesses incur at this stage for search engines. That is because SEM applies the Pay Per Click (PPC) method, meaning you will have to pay when someone clicks on your business website. These payments are accumulated over several periods based on PPC earned. Websites that use SEM will be marked with an advertising logo in the left corner of the website display (Ranga & Ranga, 2014).

The best strategy to use it is fundamental, access the Google My Business page, and a business is relied upon to select a business profile that a businessman wants to progress. By giving quick and dirty information concerning the brand, region, sort of organization, or thing being sold, as well as a telephone number (or email) that can be reached (Purbasari et al., 2021). Everyone can include Google My Business to no end. Absolutely in vain. Google My Business (Google My Business) is a gadget given by Google to simplify it for anticipated that clients should sort out your business information. For instance, business name, association address, association phone number, email address, working hours, association site, office photos, to client studies.

Moreover, a business person can get comfortable using Google Ads to help drive the business by visiting this site. As explained above, Google My Business, or any other way called Google My Business, will thoroughly give various huge information associated with the association profile, which will simplify it for anticipated that clients should find the business region. Watchwords interface a business with clients (Halligan & Shah, 2014).

Catchphrases are words or expressions a businessman picks while setting up a Google Ads crusade. These are terms businesspeople think potential clients will probably utilize while looking for items or administrations. By coordinating the catchphrases with the advertisements, a business makes, the promotions can seem when somebody looks for a relative term or visits a site with related content. For instance, assuming new blossoms conveyance, a business could involve new bloom conveyance as a solitary catchphrase matched with an advertisement advancing new bloom conveyance. When somebody looks through Google utilizing the expression new bloom conveyance or a near term, the advertisement might show up close to Google query items or different locales connected with new blossom conveyance (Schaart et al., 2016).

3.7 Training the Strategy to Market

MSME players are given web-based preparation on advanced advertising techniques, monetary administration, and preparing on charge perspectives. This appears to be typical. However, in this program, MSME entertainers know customer conduct in searching for the standard item (Goncharuk & Getman, 2014). Specifically, MSME entertainers are given preparation on the best way to compose inscriptions, hashtags, and the job of preferences and remarks so purchasers can undoubtedly observe them and increment trust working to decide the perfect opportunity to post via web-based media records to match the "long periods of life" of the shopper division. Showcasing is a business work that distinguishes buyer needs that should be fulfilled by other human exercises, which produce devices to fulfill needs, as labor and products (Mahamad & Ramayah, 2011). Trainers are likewise associated with this movement to screen and help disconnected on monetary recording and web-based showcasing methods so understudies can undoubtedly study and tackle monetary and promoting issues to the tax collection angles that will be done. This action gives benefits through expanding the capability of MSME entertainers in investigating benefits and misfortunes all the more definitively, consequently giving an outline/view for MSME entertainers to make approaches in regards to the course of their business tasks. Specifically, MSME entertainers know how to complete suitable bookkeeping recording systems as per principles. This applies, so there is no error of data and misreading of data to isolate between business money and individual money, which is one element that makes a little and medium business leave the business (Olson et al., 2018).

Furthermore, because of the effect of this pandemic emergency, MSME entertainers who at first generally depended on advancing their items through significant offices to show them in outlets or stores are currently ready to use data innovation for advertising their items online with the goal that customers will in any case search for these MSME items (Varadarajan, 2015). The current relevant Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP) should be utilized by substances without public responsibility, including Cooperatives and MSMEs, which alludes to the manual of the Indonesian Accounting Association. In this manner, a comprehension of budget summaries is vital because a misconception of fiscal reports will bring off-base choices and lead the business to insolvency. MSMEs in Village cannot see the recorded net benefit since they glance at turnover as a net benefit (Umar, 2013). Moreover, MSMEs are additionally unfit to see whether the financing angles that have been given for business are compelling enough contrasted with the benefit proportion. The issues looked at by MSMEs in Village in maintaining their business are moral issues, yet alongside financial development, this moral issue has transformed into a complex issue that should be tracked down an answer (Maksum et al., 2020).

What is more, the technique for promoting items that are still highly ordinary is considered not spot on, so acquainting items with new customers is undeniably challenging (Ojeka, 2011). It is essential to prepare and help with bookkeeping strategies and powerful internet advertising to work on MSME entertainers' capacity to do business financial exercises. So that through this preparation, MSME entertainers in Village are relied upon to have the option to gather financial reports that can essentially comprehend cash inflows and surges, net gain, accounts that are squandered in fiscal summaries. From the promoting perspective, it will give appropriate arrangements as item improvement preparing custom fitted to the necessities of business entertainers. Preparing members will be given exercises that will sharpen their innovativeness and the capacity to enhance with the items they present and market them in a designated and productive way (Gichuki et al., 2013). This preparation is relied upon to have the option to work on the capacity of MSME business

entertainers in dealing with their organizations so they can add to the provincial and state economy as well as to work on the government assistance of the local area and become the pillar of the public authority as the primary patron in gross homegrown pay.

IV. Conclusion

This final section will summarize the main points obtained from a series of application reviews that support online marketing for MSME products and services in Indonesia in particular. We believe that through data exposure supported by evidence from field studies, these findings provide a deep understanding that businesses will not be able to get more significant and sustainable profits when they fail in marketing, especially now that the consumer community is starting to be competent in switching to ordering goods or purchasing online. So only companies or business people who understand and can apply their understanding of the advantages of digital marketing in the businesses that they manage. So as for the essential points that we feel are very important, we want to find the understanding and criteria for MSMEs worthy of publication.

Furthermore, we see that the marketing strategy in the digital era is to utilize digital machine facilities because it is an integral part that must be born if the business is to run optimally. Furthermore, the marketing term is related to online marketing, but marketing that relies on the feet of opinion leaders is very effective in specific fields. It has a leader who can influence subordinates, and this is effective marketing following the characteristics of the business being managed. Furthermore, we are very familiar with marketing through social media; today, social media has become very popular. Almost all citizens have social media that they can use for business and get current developments today, so there are many sports through social media. Make sure that this is one beneficial thing.

Next is "Google my business," this is also one that is full of virtual worlds being shocked by using various kinds of business strategies that utilize online links, namely Google, so here business people can directly clean up and interact with consumers through Google Next is marketing that can be done with an electronic search system, meaning that every target consumer you want to achieve is done online so that whenever and wherever people are not limited, they can directly relate to or can directly order and review the various products they sell and want to buy. Next is to strengthen marketing using social media networks and all kinds related to digital technology. The human resources of the actors still have to be ready in the sense that business people need to be trained in various strategic ways to do marketing both online and offline, both socially.

Today, media and various other platforms have proven to be referenced in all business lines, both products, and services. Thus, among other things, the main PowerPoint that we have concluded through a review of various scientific studies evidence is the republic with the hope that this finding will be significant in supporting small and medium business actors. Where they find it difficult to increase sales, one strategy in terms of marketing can be done through virtual electronically considering that today everyone and customers use technological means for doing business as for shopping.

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