

## **DIGITAL MARKETING STRATEGY TO INCREASE BRAND AWARENESS IN INDUSTRY**

**Ananta Budhi Danurdara <sup>\*1</sup>**

Politeknik Pariwisata NHI Bandung, Indonesia  
[ananta\\_budhi@politeknik-nhi.ac.id](mailto:ananta_budhi@politeknik-nhi.ac.id)

**Dwi Apriyanti Kumalasari**

Universitas Kahuripan Kediri, Indonesia  
[dwiapriyantik@kahuripan.ac.id](mailto:dwiapriyantik@kahuripan.ac.id)

**Zeni Zainal Muis**

Universitas Kahuripan Kediri, Indonesia  
[zenizainal67@gmail.com](mailto:zenizainal67@gmail.com)

### **Abstract**

A digital marketing strategy is a series of plans to build a business presence in the digital world or the internet through various digital channels. Developing a digital marketing plan aims to raise brand awareness and draw in new clients for the company. A strong digital marketing strategy will help businesses to achieve specific digital goals through properly chosen media. Increasing brand awareness is a worthwhile investment for businesses. By expanding brand knowledge and awareness, businesses can gain a competitive advantage, expand market reach, build customer loyalty, and achieve sustainable growth. The method used in this article is a literature review. This research discusses the description and types of digital marketing, analysis of how digital marketing strategies influence brand awareness, implementation of digital marketing strategies in certain industries, and the effectiveness of digital marketing strategies in increasing brand awareness.

**Keywords:** Digital marketing strategy, brand awareness

### **INTRODUCTION**

Brand awareness is a marketing term that refers to brand recognition by consumers when they see the product or service. Consumer awareness of a brand can give rise to positive or negative perceptions when they see the product. The capacity of current and potential customers to identify a brand of good or service is known as brand awareness. This is the first step in positioning the brand of a product or service in order to get more customers and maintain

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<sup>1</sup> Correspondence author

the loyalty of customers who have used or purchased the product or service (Dulek & Saydan, 2019).

It is necessary to develop and research consumers' capacity to identify and recall brands, as this will be the primary determinant of their behavior when deciding whether or not to purchase them. In order to raise customer awareness of goods or services, you also need to research consumer behavior. Public awareness of a brand also adds value to a product, service or company. Brand awareness does not only include the logo or brand name attached to the product, but can also be other aspects of the business, one of which is service (Latif & Calicioglu, 2020).

It is ideal for consumer awareness of a brand to encompass favorable opinions about the features that set the product apart from its rivals. You may market new items and revitalize established companies by raising brand awareness. The term "brand awareness" describes how familiar a customer is with a specific commodity or service. A campaign that tries to do this and familiarize the public with new or revised products and differentiate them from competitors is typically required to establish good brand recognition.

Brand awareness is very important for any type of business. Because this can influence consumers to buy products or services for the first time. Getting new customers is a very difficult process, therefore you have to retain customers and bring them back again. So that loyalty is created which becomes a certain level of security for a business. When consumers use a brand and get a good experience, this will of course build higher trust and loyalty to the product or service brand (Kurniasari & Budiatmo, 2018).

Brand awareness can help differentiate a brand from competitors and help win market share. This makes a known brand have strong recognition so that it can help the company differentiate itself from competitors. In addition, a brand that is known and has strong recognition will have a higher value and can increase the overall brand value. If the more consumers are aware of a brand, the more valuable the brand will be. Because this general offer is exclusive to a specific brand, it will become more noticeable. Overall, brand awareness helps build a reputation and strengthen a company's position in the market, helps build a loyal customer base, and helps increase long-term business profits (Oktaniani & Rustandi, 2018).

Digital marketing is one of the uses of technology via the internet as a two-way communication medium between companies and consumers. Digital marketing has become one of the sales promotion media by marketers. Seeing technological developments that can be used as a way to develop business, as

one industry uses digital marketing as a marketing medium. The use of digital marketing with a wide and effective reach is one of the right choices for business people compared to conventional marketing concepts with many limitations such as time, location and user reach (Padhy & Sawlikar, 2018).

In using the digital marketing concept using internet media in the form of websites, mobile apps and social media, namely; Instagram, Twitter, Facebook, YouTube and WhatsApp. Currently, social media is one of the most popular media choices among people. The presence of smartphones with various features and internet support can make it easier for users to access these features anywhere, anytime easily and quickly (Seo & Park, 2018).

Growing brand awareness is also influenced by digital marketing since, in this scenario, we must constantly be inventive and original in order for the market to remember our goods or services. There are several strategies to increase brand exposure via digital marketing, including Instagram. Instagram is a social media that can promote and build brand awareness in the eyes of consumers. The activities carried out are in the form of product advertisements. Advertising is very important in marketing communications which can reach the wider community and can disseminate information widely and quickly about a company's products. By using advertising on social media such as Instagram because it is considered effective because of its efficient costs and unlimited reach. In addition to Instagram, virtually everyone in the globe uses Tiktok these days, coming from different backgrounds. You can advertise goods and services without paying for them on this platform, unlike Instagram. The features on TikTok can make content rise quickly and go viral in society. This is very influential in building brand awareness (Putri & Purwanti, 2018).

## **RESEARCH METHOD**

The method used in this research is a literature review (literature study). Library research is document research which includes collecting data about research described from several sources including relevant books and relevant scientific articles. The books and scientific articles collected are useful for gaining new theories and knowledge that can support research. Research explains that library research is a type of study that involves gathering data and information from a variety of sources, including articles, research findings from the past, and reference books. Journals and notes about the issue that has to be resolved (Sari & Asmendri, 2020).

## **RESULT AND DISCUSSION**

### **Digital Marketing Strategy**

Digital marketing is the use of digital media or the internet for advertising, promotion, and brand development. Digital marketing aims to rapidly draw in customers and potential customers. Since technology and the internet are widely accepted in society, it is not surprising that businesses prioritize digital marketing initiatives. Because of this, businesses compete with one another to produce engaging content for online marketing (Rambe & Nawawi, 2022).

SEO (Search Engine Optimization), online advertising like Facebook and Google Ads, print media promotions, television and radio commercials, electronic billboards, email marketing, mobile marketing, and other methods are a few instances of marketing strategies that fall under the category of digital marketing. The popularity of this marketing strategy is increasing as many people start using the internet for various essential activities in their lives. This is what ultimately attracted the attention of various business people, including MSMEs, to start implementing digital marketing strategies (Risidiana, 2020).

A digital marketing strategy is a series of plans to build a business presence in the digital world or the internet through various digital channels such as social media, PPC, SEO, and so on. In other words, carrying out various planned and consistent activities carried out online at the right time to achieve certain business goals (Y Bilgin, 2018).

Developing a digital marketing plan aims to raise brand awareness and draw in new clients for the company. Businesses can use carefully selected media to accomplish specific digital goals with the aid of a solid digital marketing plan. The size of the company and its long-term objectives determine how sophisticated a digital marketing plan should be. For example, when you have just launched a business, you may need to try several digital channels to see the effectiveness of each channel. It's different when a business is already known by many people, you only need to focus on bringing in conversions continuously (Clow & Baack, 2021).

Various digital marketing strategies, namely:

1. Implement SEO

The process of ranking websites or blogs in the top spot on search engines like Google is known as search engine optimization, or SEO. The goal of this SEO is to drive more visitors to the website. Optimizing the use

of keywords and page changes is one of the fundamental components of SEO activity.

Usually search engines like Google use keywords, phrases, algorithms, website updates, and language clarity to determine website ranking on the first page. Therefore, it is necessary to understand the application of SEO in its use on business pages. For those who want to use SEO strategies, here are several methods that can be applied to business pages.

- a. Use of special keywords (most searched) on pages or content on blogs
- b. Inserting links from one page to another in one page (internal links)
- c. Make the link to your page appear on another page (backlink)
- d. Use tools such as Google Analytics and Google Search Console to analyze page traffic

## 2. Using Pay-Per-Click Advertising

Internet marketers using the pay-per-click, or PPC, model are required to pay a fee each time one of their ads is clicked. These adverts are typically displayed on Google search results pages through the Google Ads service. Pay-per-click, or PPC, seeks to increase the number of individuals who enter a keyword into a Google search.

## 3. Content Marketing

With a variety of content, content marketing seeks to connect, engage, and reach customers in order to raise brand awareness for businesses. But if you can integrate this content with SEO techniques, it will become even more powerful. The final product will be easily discoverable by users through Google searches thanks to SEO. Among them is by incorporating keywords into the written material. Aside from that, the key to content marketing is knowing how to produce material that readers will remember. Naturally, one way to achieve this is by offering engaging and high-quality content. In order to ultimately boost their level of confidence in the company.

## 4. Utilizing Social Media Marketing

The use of social media platforms to engage with consumers in order to develop a brand, boost sales, and improve website traffic is known as social media marketing. As it happens, 71% of customers who post favorable reviews of a brand on social media are inclined to tell their friends and relatives about it. Because of this, the value of social media in marketing and business cannot be overstated. Able to use a variety of social media platforms, starting with LinkedIn, Twitter, Instagram, and Facebook.

## 5. Email Marketing

The goals of email marketing are to both attract new consumers and keep hold of current ones. Email marketing is a fantastic way to increase brand recognition, keep Grameds in the forefront of consumers' minds, and promote repeat business (Chaffey & Ellis Chadwick, 2019).

Increasing brand awareness is one of the important things for business success. Digital marketing has opened up new opportunities to reach a wider audience and strengthen brand presence in the online realm. Through the right combination of digital marketing strategies, businesses can strengthen brand awareness, build a strong brand image, and create emotional bonds with their audience. Digital marketing provides a powerful platform for increasing brand visibility, reaching relevant audiences, and generating meaningful interactions, which in turn can significantly increase brand awareness (Ellitan, 2021).

Some of the main influences of digital marketing on brand awareness are:

1. Reach a wide audience

Through digital marketing, businesses can reach a wider audience effectively. By utilizing social media platforms, online advertising, and other digital campaigns, businesses can reach target audiences in various geographic locations more cost efficiently than traditional marketing methods (Pandrianto, & Sukendro, 2018).

2. Direct interaction with the audience

Digital marketing allows direct interaction between businesses and audiences. Through social media, email marketing, or other online communications, businesses can interact, listen, and respond directly to consumers. This helps build closer relationships and strengthen brand awareness (D Ryan, 2017).

3. Relevant and interesting content

Digital marketing allows businesses to create and distribute relevant and engaging content to audiences. High-quality content, such as blog articles, videos, infographics, or other interesting visual content, can help increase brand recognition and spark conversation and interaction with the audience (Shahid & Zafar, 2017).

4. More precise targeting

Through digital marketing, businesses can use more precise targeting techniques to reach relevant audiences. By leveraging demographic data, interests, online behavior and other factors, businesses can get their message to a more specific audience potentially interested in their brand.

This helps increase the effectiveness of brand awareness campaigns (Sudiharjo & Manumutu, 2023).

5. Accurate measurement and analysis

Digital marketing provides tools and metrics that can be used to measure and analyze brand awareness levels more accurately. Businesses can track metrics such as the number of impressions, interactions, clicks, or conversions to measure the effectiveness of their brand awareness campaigns. With this data, businesses can evaluate and optimize their strategies to achieve better results (Godey et al, 2016).

### **Implementing Digital Marketing Strategies in Certain Industries**

One sector that is crucial to regional growth is the industrial sector. Since industrialization guarantees a high and steady rate of economic growth, which raises per capita income annually, almost all nations consider it essential to their long-term economic progress. Long-term economic development will result in significant alterations to a nation's economic structure, primarily from a traditional economy centered on the agricultural sector to a contemporary economy dominated by the industrial sector (Abosag & Jin, 2020).

One form of land use is for industrial activities. In land use, it must meet location requirements, including a height and slope of less than 5%, which is outside the flood area, is not an unstable zone and is not an area of faults or cracks, is located in the city center or suburban area (spread in the city space ), easy accessibility to both commercial transportation facilities and workers, availability of utility networks, suitability for land use in the surrounding area, suitability of the location for air quality management. So that industrial development occurs by utilizing natural resources, both in the form of utilizing soil content and as a container/space for industrial activities. Apart from that, the existence of an industry in a place also depends on environmental factors which will determine the sustainability of that industry (Arora & Agarwal, 2020).

In an economic assessment, urbanization—which is strongly tied to job possibilities and community development—will be encouraged by the concentration of economic activity, particularly industrialization. From a social standpoint, the transition from rural to urban society's social structure has been influenced by industrialization. This is distinguished by a shift in employment from farming to manufacturing. According to an ecological viewpoint, however, industrialization has an impact due to changes in land function (such as turning agricultural land into industrial land) and environmental contamination. If this shift in the function of the land is not managed, it will

have detrimental effects on the environment, raising the possibility of environmental degradation, and the local economy, resulting in lower agricultural yield (Andreas & Haenlein, 2017).

The industrial world is currently experiencing very rapid progress, accompanied by increasingly rapid technological developments. As a result, many industries have emerged. The increasing number of industries causes each other to compete with each other to be the best. Competition in the industrial world is a natural thing to happen. In order to be the best than others, companies are required to be able to produce a product according to market desires and on time. Therefore, production time is also important in a production system. Production time is proportional to production costs, the longer it takes to complete an order, the greater the costs required. Therefore, production costs in a production system can actually be reduced by shortening production time. Production time in a production system is also called makespan. Minimizing makespan can be done by scheduling production. Production scheduling is a way to manage the allocation of available resources to carry out a task/process (Irfani & Wahyuni, 2020).

From research by Aris Risdiana (2020), the marketing strategy that has been implemented is that one of the problems of business development is the limited capital that business actors have so that the profits they earn can only be used to buy raw materials. This condition means that there is no better improvement in the partner's current condition. This of course also has an impact on the inability of business actors to expand promotional and marketing media. The skills training needed for business actors in facing the ASEAN Economic Community (AEC) is training in the field of information technology. This training includes:

1. Skills in operating an e-commerce website system which is a personal online shop for SMEs. The target that must be achieved in this training is that business actors can input data on products being traded along with product descriptions and prices.
2. To create images that serve as illustrations on websites, business actors are also taught fundamental product photography techniques.
3. Training in communication strategies on social media to introduce each business actor's online shop website.

Needs analysis for digital marketing is the main focus regarding digital marketing strategies applied to industrial businesses, one of which is the creative industry. In order to support these needs, the instructional design in



determining this instructional design needs to be mapped. It is felt that new media in the digital era, such as agricultural applications, have been able to act as a tool for social change and community development, including farmers.

Future agricultural applications have great potential in conveying development messages and influencing farmers' behavior in farming. In this way, community participation can become active in agricultural development activities. Also remember that agricultural applications can be accessed anywhere and at any time. However, farmer groups use social media to market their agricultural products. They did this after receiving digital marketing training, as explained in the previous section (K Freberg, 2018).

After attending digital marketing training, farmer groups and creative business actors began marketing their agricultural products and creative products through their websites and social media accounts. According to farmers and business people, sales of their agricultural products have increased very rapidly. According to them, social media contributes to their marketing strategy and helps them reach a wider audience. This is particularly true when it comes to distributing their products to customers who are not constrained by distance or geography. Regarding the benefits of social media for consumers, consumers are currently experiencing changes. Because of this, farmers then use social media to market their agricultural products. And they did this after receiving training, because previously most of them were technologically clueless and their knowledge of the internet was very minimal.

However, apart from the benefits obtained, there are disadvantages that need serious attention. Technical matters such as the operation of a website, for example, require a person in charge who really cares about the direction of development of this industry. So that in the future it will continue to run in harmony with its goals and targets. Also, as control of the digital marketing system itself. This formal analysis of digital marketing strategies for agricultural products and creative industries has provided a new lease of life in the world of marketing, but the sustainability of this program is an important thing that must be considered, considering that control from various parties is highly expected so that professionalism can be created.

Thus, increasing brand awareness is a worthwhile investment for businesses. By expanding knowledge and brand awareness, businesses can gain a competitive advantage, expand market reach, build customer loyalty, and achieve sustainable growth (Kurniasari & Budiatmo, 2018).

Here are some reasons why increasing brand awareness is important:

1. Differentiate from competitors

In a competitive market, strong brand awareness allows a business to differentiate itself from competitors. When consumers have high knowledge and recognition of your brand, they tend to choose and trust us more than competitors.

2. Increase consumer confidence

High brand awareness helps build consumer trust. When consumers are familiar with a brand, they tend to feel more comfortable and confident in making transactions with you. They consider known brands to be more reliable and have higher credibility.

3. Expand market reach

By increasing brand awareness, businesses have the opportunity to expand market reach. The more people who know your brand, the greater the opportunity to reach new audiences and gain a wider market share.

4. Increase customer loyalty

When consumers have high recognition and trust in a brand, they tend to become loyal customers. They are more likely to choose our brand again and recommend it to others. By increasing brand awareness, we can build stronger relationships with customers and increase customer retention.

5. Make it easier to introduce new products

When a business launches a new product or service, having strong brand awareness makes it easier to introduce the product to consumers. Consumers who already know the brand will be more open and interested in trying the new products offered.

(Maria & Darma, 2020).

## CONCLUSION

Digital marketing is one of the uses of technology via the internet as a two-way communication medium between companies and consumers. Digital marketing has become one of the sales promotion media by marketers. Seeing technological developments that can be used as a way to develop business, as one of the fashion industries uses digital marketing as a marketing medium. Developing a digital marketing plan aims to raise brand awareness and draw in new clients for the company.

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1. Differentiate from competitors
2. Increase consumer confidence
3. Expand market reach
4. Increase customer loyalty
5. Make it easier to introduce new products

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