



# Pekanlit 2024: Digital Marketing Workshop with Indah Dara Puspa, Effective Strategy for MSMEs

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**HumasUPNVJ** – In the series of events of Literacy Week and Community Service (Pekanlit) at UPN "Veteran" Jakarta (UPNVJ) on the first day, *the digital marketing workshop* presented by Indah Dara Puspa, a *digital marketing* mentor, managed to attract the attention of the participants, especially Micro, Small, and Medium Enterprises (MSMEs). This workshop provided in-depth insight into the importance of digital media in maximizing marketing strategies.

Indah Dara Puspa opened *the workshop* by emphasizing the reasons why business people should use digital media. "Using digital media allows us to reach a wider market and do marketing more efficiently," she said. She added that digital media also expands sales channels, builds a reputation to attract business partners, and provides customer data records that can be used for more targeted marketing strategies. "With the existing data, we can focus more on the appropriate target market, increase customer satisfaction and loyalty," Indah explained.

Referring to the current market conditions, Indah said that *e-commerce platforms* such as Shopee are one of the most widely used in Indonesia. "We have to be smart in utilizing this platform to support our marketing strategy," Indah said.



During *the workshop*, Indah explained effective digital marketing strategies, starting from increasing *awareness* by creating advertisements in digital media. The next stage is *consideration*, where website optimization is key. Competitor analysis is needed so that business actors can fill gaps that competitors do not have.

After that, enter the *action* stage where consumers make purchases. The importance of Customer Relationship Management (CRM) is also emphasized by Indah, because it provides centralized data that is useful for understanding consumer behavior. "The *loyalty* stage can be attempted by giving rewards and encouraging membership, while at the *decision* stage, we must be able to provide real solutions for consumers," she added. To attract *interest*, Indah suggests using articles, landing pages, and video tutorials.

Indah also explained the main purpose of using digital media and social media in marketing. "Digital media can introduce and promote products in a more interactive and visual way, and help shape product identity through consistent language, style, and visuals," she said. Digital media also involves consumers to increase *engagement*, educate about product advantages, price, quality, and process. In addition, digital media can convince consumers, facilitate the purchasing process, and build consumer loyalty.

However, Indah reminded that digital marketing will not be optimal if it does not involve three important things: *buyer persona*, *copywriting*, and relevant digital marketing strategies. "We must have clarity about *buyer persona* so that marketing targets the right target," she said. Indah also emphasized the importance of clear and attractive *copywriting* so that customers do not switch. A relevant digital marketing strategy that is in accordance with the target market is the key to success.

At the end of *the workshop*, Indah Dara Puspa emphasized that understanding and implementing digital marketing well can provide great benefits for MSMEs, especially in facing increasingly tight competition in this digital era. "Let's take advantage of digital media to advance our business and reach a wider market," she concluded enthusiastically.



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