

IMPLEMENTATION OF DIGITAL MARKETING TO INCREASING SALES AT RB-KIDS STORE BENGKALIS

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Abstract

This final project aims to implement digital marketing strategies to increase sales at RB-Kids Bengkalis. RB-Kids is a micro, small, and medium enterprise MSME engaged in selling children's clothing, sandals, shoes, and accessories. Previously, the business relied on conventional marketing methods, resulting in limited market reach. The project was carried out through three stages: preparation, implementation, and completion and reporting. The implementation included a site survey, project needs identification, SWOT and STP analyses, the creation of a Google Business Profile, social media selection, content calendar preparation, promotional content creation, and the use of Shopee as an online marketplace. The implementation results showed that digital marketing helped expand market reach, increase product visibility, and strengthen the business image of RB-Kids Bengkalis among the public. Several challenges were encountered during the project, including limited camera quality for content creation, the distance between the author and the business location, difficulties in using TikTok Shop, and problems during product uploads to Shopee. These challenges were addressed by using a better-quality camera, maintaining coordination through digital communication media, adjusting marketplace marketing strategies, and uploading products gradually, enabling the digital marketing implementation to be carried out effectively and support the improvement of the business's marketing performance.

Keywords: *Digital Marketing, Implementation, Marketplace, MSMEs, Sales, STP, SWOT.*