

14th ISCA 2024

Online Sales Optimization At Taylor Thrift Fashion Store

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ABSTRACT

This community service activity aims to help the Taylor Thrift fashion store develop its business by using digital marketing so that sales can be done not only offline but also online. The problem faced by the Taylor Thrift store is the limitation in implementing the right digital marketing strategy. The methods used are discussions, interventions and digital marketing training using the shoppe, instagram and tiktok platforms. In addition, it also uses endorsements. The expected benefits are increasing sales and building a loyal customer base with a repeat purchase rate.

Keywords: digital marketing, platform, online sales.

1. Introduction

Taylor Thrift is a secondhand clothing store that offers a variety of quality fashion products at affordable prices. Amid the trend of sustainable living and increasing public awareness of the environmental impact of the fashion industry, Taylor Thrift has great potential to grow as a provider of eco-friendly fashion alternatives. However, like many other small and medium enterprises (SMEs), Taylor Thrift faces major challenges in terms of marketing and competitiveness in the digital era.

Advances in information and communication technology have opened up new opportunities for SMEs to expand their market reach through digital platforms. In this era, an online presence and effective digital marketing strategies are crucial to increase brand awareness, attract new customers, and expand market share. Unfortunately, many business actors in the SME sector do not have adequate knowledge or skills in utilizing digital marketing tools to increase sales and business exposure.

Taylor Thrift, despite having attractive products and supporting the eco-friendly fashion trend, still faces difficulties in expanding its market reach effectively. This is due to limitations in implementing the right digital marketing strategy. So far, the promotion and marketing carried out are mostly conventional and have not maximized the potential of digital platforms such as social media, websites, or e-commerce. The existence of marketplaces, social media and website

builders that can be accessed are a driving force for MSMEs to increase their competitiveness, especially in terms of product marketing.

Therefore, training and assistance are needed regarding digital marketing so that Taylor Thrift can optimize digital technology in running its business. (Purbantina et al., 2022) MSMEs can increase their competitiveness, especially with wider market access through e-commerce platforms. Information about products is intended for MSMEs to expand the marketing network of MSME products (Ilham Darfaz et al., 2023). The internet allows MSMEs to grow faster and expand their markets (Manyika & Roxburgh, 2011)

This training is expected to provide the knowledge and skills needed to use social media, create creative content, manage online stores, and use analytical tools to measure the effectiveness of marketing campaigns. In this way, Taylor Thrift can increase its competitiveness, attract more consumers, and grow sustainably in an increasingly competitive market..

2. Method

2.1 Priority Problems

The main problem faced by Taylor Thrift is the lack of utilization of social media as a marketing medium so that sales are not optimal

2.2 Approach Method

In the implementation of this community service project, discussions are always held with partners to determine future improvement steps. Problems related to consistency in conducting online sales will be overcome by adding employees.

2.3 Work Procedure

After identifying the problem, a plan and schedule are made as follows:

2.3.1 Goal Determination

There are two goals to be achieved, namely increasing sales and building a loyal customer base with a repeat purchase rate.

2.3.2 Strategy

a. Product

Providing a diverse and quality collection, one of which is by frequently restocking goods, collaborating with overseas suppliers (Singapore and Thailand) and adding product types (wallets, bags and accessories)

b. Price

Setting competitive and attractive prices for the target market by providing end-of-month discounts and setting prices that are suitable for students

c. Promotion

The promotion strategy is carried out by using social media for branding campaigns, collaborating with influencers and being consistent in making online sales on the Shopee, Instagram, and TikTok platforms.

2.3.3 Preparing a Marketing Schedule

The follow-up to the promotion strategy is to create a marketing schedule, namely:

a. Shopee Live, will be held every week from 13.00 to 17.00 WIB

b. Instagram Live, will be held every Saturday

- c. Tiktok Live, will be held every Friday
- d. Uploading Tiktok Content and installing Tiktok advertising promotions will be held every Monday and Wednesday

3. Results and Discussion

3.1 Product Strategy

Restocking of goods has been carried out at the same time as purchasing a more diverse collection and adding product types, so that initially only clothes were now available in wallets, glasses, bags and accessories.



Figure 1. Development of Product Strategy, namely Restocking goods by collaborating with Thai suppliers.



Figure 2. Development of Product Strategy, namely the addition of product types.

3.3 Pricing Strategy

The determination of end of month discounts has been carried out in order to implement the marketing plan.



Figure 3. Development of pricing strategy, namely end of month discounts

3.4 Promotion Strategy

Promotion has been carried out using social media for branding campaigns, collaboration with influencers and consistency in conducting online sales on the Shopee, Instagram and TikTok platforms.



Figure 4. Development of Promotion Strategy, namely endorsement with @unsoedfoodies



Figure 5. Development of Promotion Strategy, namely Shopee Live

3.5 Marketing Interference Results

Promotion has been carried out using social media for branding campaigns, collaboration with influencers and consistency in conducting online sales on the Shopee, Instagram and TikTok platforms.

After the marketing strategy plan was implemented, the following results were obtained:

- Addition of product types, which were originally only fashion clothes, have increased to glasses, wallets, perfumes
- Increase in the number of followers on the Instagram account @taylorthrift.pwt from 15.3 thousand to 15.9 thousand
- The content on Instagram has become more varied and consistent in uploading content
- Increase in the number of orders, visitors and sales

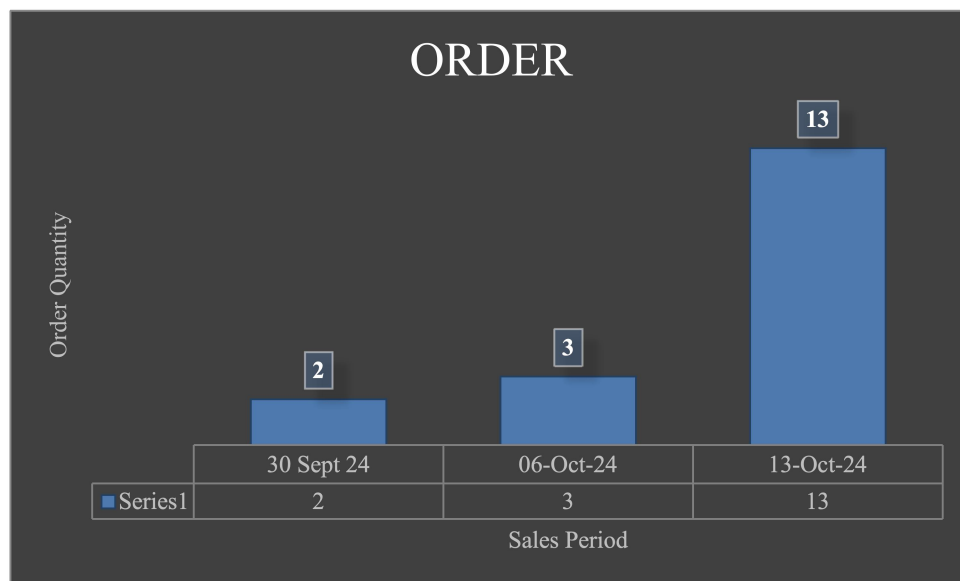


Figure 6. Order Development during 3 Sales Periods

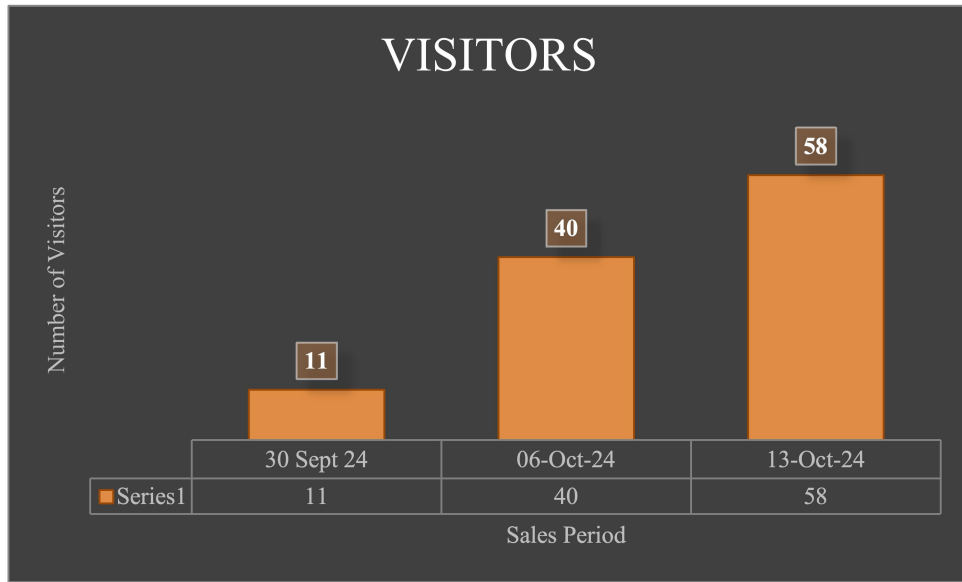


Figure 7. Visitor Development during 3 Sales Periods

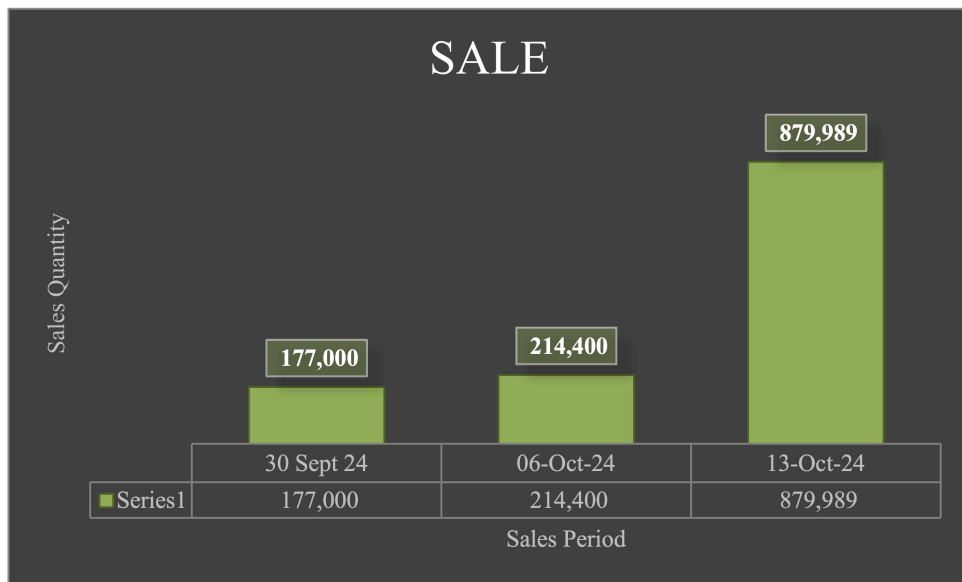


Figure 8. Sales Development during 3 Sales Periods

4. Conclusion

Taylor Thrift is a fashion retailer that offers high-quality and affordable fashion products at competitive prices. In the era of sustainable living and environmental conservation, Taylor Thrift has great potential to grow as a lifestyle alternative. However, like many small businesses (SMEs), they face challenges in marketing and selling in the digital era.

Advances in technology and communication have made it easier for SMEs to manage their market through digital platforms. An effective digital marketing strategy is essential to increase brand awareness, attract new customers, and reduce sales. Although Taylor Thrift offers environmentally friendly products, they still struggle to manage their market well.

To optimize their digital marketing strategy, Taylor Thrift needs to focus on social media, create creative content, and analyze data to improve the effectiveness of their marketing campaigns. Taylor Thrift's marketing plan includes two main components: product promotion and pricing strategy. Product promotion involves providing high-quality products, working with suppliers, and offering discounts on products. Pricing strategy includes competitive prices and discounts for target customers. Promotion strategy includes using social media for campaign branding, collaborating with influencers, and online promotions on platforms such as Shopee, Instagram, and TikTok

And after implementing the marketing strategy plan, the results were obtained, namely:

- a. Addition of product types, which were originally only fashion clothes, have increased to glasses, wallets, perfumes
- b. Increase in the number of followers on the Instagram account @taylorthrift.pwt from 15.3 thousand to 15.9 thousand
- c. The content on Instagram has become more varied and consistent in uploading content
- d. Increase in the number of orders, visitors and sales

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