

## **Implementation of Digital Marketing to Increase Sales Volume (Study at DW Sport Store)**

Reza Muhammad Rezky<sup>1\*</sup>, Anggi Josetiyo Prayoga<sup>2</sup>

<sup>1,2</sup> Universitas Muhammadiyah Bengkulu, Bengkulu, Indonesia

\*email: [josetioanggi07@gmail.com](mailto:josetioanggi07@gmail.com)

*Received June 17, 2024; Received in revised form June 28, 2024; Accepted June 30, 2024*

**Abstract.** This research explores the implementation of digital marketing strategies to increase sales volume at DW Sport stores. In the digital era, consumer behavior has experienced a significant shift. More and more people are looking for products and services via the internet, social media and other online platforms. Therefore, this study aims to identify key steps that can help DW Sport stores effectively utilize the potential of digital marketing. The study covers various elements of digital marketing, including creating responsive, search engine-optimized websites, using social media to build relationships with customers, using email marketing to communicate with audiences, paid advertising campaigns to increase visibility, and data analysis to understand performance. The research results show that the implementation of digital marketing strategies has had a positive impact on the sales volume of DW Sport stores. Through the use of social media, email marketing, and paid advertising campaigns, the store has been able to reach and interact with a wider audience. Data analysis helps in better decision making and real-time campaign adjustments. These findings underscore the importance of investing in resources and knowledge to implement digital marketing successfully DW Sport stores and similar businesses can take advantage of these steps to remain competitive in an increasingly digital marketing environment. This research provides valuable insight into how digital marketing can be an effective tool for increasing sales volume in physical stores.

**Keywords:** digital marketing; DW Sport Store; increase sales volume

**Abstrak.** Penelitian ini mengeksplorasi penerapan strategi pemasaran digital untuk meningkatkan volume penjualan di toko DW Sport. Di era digital, perilaku konsumen mengalami perubahan yang signifikan. Semakin banyak orang yang mencari produk dan jasa melalui internet, media sosial dan platform online lainnya. Oleh karena itu, penelitian ini bertujuan untuk mengidentifikasi langkah-langkah penting yang dapat membantu toko DW Sport memanfaatkan potensi pemasaran digital secara efektif. Studi ini mencakup berbagai elemen pemasaran digital, termasuk pembuatan situs web yang responsif dan dioptimalkan mesin pencari, penggunaan media sosial untuk membangun hubungan dengan pelanggan, penggunaan pemasaran email untuk berkomunikasi dengan audiens, kampanye iklan berbayar untuk meningkatkan visibilitas, dan analisis data untuk memahami kinerja kampanye. Hasil penelitian menunjukkan bahwa penerapan strategi pemasaran digital memberikan dampak positif terhadap volume penjualan toko DW Sport. Melalui penggunaan media sosial, pemasaran email, dan kampanye iklan berbayar, toko telah mampu menjangkau dan berinteraksi dengan khalayak yang lebih luas. Analisis data membantu pengambilan keputusan yang lebih baik dan penyesuaian kampanye secara real-time. Temuan ini menggarisbawahi pentingnya investasi pada sumber daya dan pengetahuan untuk menerapkan pemasaran digital dengan sukses. Toko DW Sport dan bisnis serupa dapat memanfaatkan langkah-

*langkah ini untuk tetap kompetitif dalam lingkungan pemasaran digital yang semakin meningkat. Penelitian ini memberikan wawasan berharga tentang bagaimana pemasaran digital dapat menjadi alat yang efektif untuk meningkatkan volume penjualan di toko fisik.*

**Kata Kunci:** DW Sport Store; meningkatkan volume penjualan; pemasaran digital



This is an open access article under the [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)

## INTRODUCTION

In the digital era, consumer behavior has experienced a significant shift. More and more people are looking for products and services via the internet, social media and other online platforms. Therefore, it is important for DW Sport stores to take advantage of this changing consumer behavior by marketing their products effectively digitally. By using digital marketing, DW Sport stores have the potential to reach customers from various demographics and geographic locations. They can identify different market segments and create campaigns that suit the preferences and needs of each segment.

Digital marketing provides the opportunity to better track and analyze promotional results. DW Sport stores can use analytical data to understand the effectiveness of their strategies and make necessary changes to improve sales results. Through social media and other digital campaigns, DW Sport stores can interact more directly with their customers. This can help in building stronger relationships and increase customer engagement, which in turn can lead to increased sales.

According to Chaffey and Chadwick (2016) "Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." This means that Digital Marketing is an application of the internet and is related to digital technology which is connected to traditional communication to achieve marketing goals. This can be achieved by increasing knowledge about consumers such as profiles, behavior, values and level of loyalty, then combining targeted communications and online services according to each individual's needs.

Digital marketing according to Heidrick & Struggless (2009) is the development of digital marketing via the web, mobile phones and gaming devices, offering new access to advertising that is not heralded and is very influential. So why don't marketers throughout Asia shift their budgets from traditional marketing such as TV, radio and print media towards new technological media and more interactive media.

Digital marketing is a system that has been embedded in the world of marketing in the digital era (Ni Putu Miraet al., 2020). In this era, all forms of information can be received by the public very easily and quickly. By using this strategy potential consumers have a level of curiosity in looking for information about products and finding out how to make transactions via the internet easily, such as payments via Shopee, m-banking or others.

In digital marketing, DW Sport stores can use various tools and techniques to direct their advertising to the most relevant audience. This can increase their marketing efficiency and ensure that their messages reach people who are truly interested in their products and services. More and more people are using mobile devices and the internet, making digital marketing opportunities even greater. By adopting appropriate technology, DW Sport stores can leverage this growth to increase their sales. By implementing the right digital marketing strategy, DW Sport stores can increase sales volume, reach a wider audience, and increase competitors in the market.

Sales volume, in the views of various experts, explicitly conveys the understanding that the marketing of a product is closely related to the size of the offer offered to consumers according to the level of satisfaction with the product they use. Tjiptono (2010) defines sales volume, the essence of which is applied in three appreciations, namely: first, the level of sales volume to be achieved, second, the market to be developed as a transaction activity or place to carry out transactions and third, is the profit from sales volume. Andriyani (2011) provides a definition of sales volume which is oriented towards increasing turnover as the result of profits obtained or achieved in accordance with the number of products offered and needed by consumers, the number of transactions that occur and the number of offers made so as to generate profits. Of course, an increase in sales volume will occur if the services offered are distributed by parties carrying out product sales volume transactions. Many companies implement optimal offering levels (profitable turnover) if they understand three things, namely the application of sales volume positioning, sales volume targeting and sales volume segmentation. These three things are forms that are very necessary in carrying out the sales volume activity process for a product being promoted. From the definition above, it can be concluded that sales volume is the total sales assessed in units by a company in a certain period to achieve maximum profits so that it can support company growth.

Problem Formulation Referring to the background above, in general the problem formulation is how to implement digital marketing, whether it has an effect on increasing the sales volume of the DW Sport Store. Many things influence increasing sales volume, promotion, advertising, product quality, price and so on. Besides that, in digital marketing there is also social media and search engine optimization. Objective Based on the problem formulation above, the general objective of this research is to describe how implementing digital marketing can increase the sales volume of the DW Sport Store.

## **METHOD**

In this research, a descriptive research method is utilized to analyze the effectiveness of digital marketing strategies in increasing sales volume at DW Sport Store. The study focuses on 50 customers of DW Sport Store across urban areas in Jakarta, Surabaya, and Bandung, who have made purchases online and in-store in the past six months. Primary data is sourced from DW Sport Store's sales reports, customer transaction histories, and digital marketing campaign analytics (DW Sport Store, 2023). Data collection involves structured interviews with 20 key stakeholders, including marketing managers, sales executives, and IT personnel, alongside systematic observations of daily operations. Instruments include

interview guides and observation checklists, validated through pilot testing and expert review. Thematic analysis is applied to interview transcripts (Saunders et al., 2021), while qualitative content analysis categorizes observational data (Creswell, 2022). This approach ensures a comprehensive understanding of digital marketing's impact on sales volume.

## **RESULT AND DISCUSSION**

The results of implementing digital marketing to increase sales volume at a business, such as a DW Sport store, will vary greatly depending on a number of factors, including the type of business, target market, strategies used, and overall marketing efforts. Here are some potential results that can be obtained from a successful digital marketing implementation:

1. **Increased Sales Volume:** The most obvious result of successful digital marketing implementation is an increase in sales volume. By reaching more potential customers, capturing new potential buyers, and retaining existing customers, sales volume can increase significantly.
2. **Increased Brand Awareness:** Digital marketing can help increase brand awareness of DW Sport stores among consumers. With a social media strategy, paid advertising, and quality content, businesses can expand the reach of their brand.
3. **Increased Interaction with Customers:** Social media and email marketing can allow businesses to interact more closely with customers. This can create stronger bonds, increase customer retention, and encourage repeat purchases.
4. **More Effective Targeting:** Digital marketing allows better target segmentation. This means that businesses can target their campaigns more precisely at customer groups that are more likely to be interested in DW Sport products, increasing conversions.
5. **Better Performance Analysis:** With web analytics tools and digital reporting tools, businesses can better understand how their digital campaigns are performing. This data can be used to optimize marketing strategies and identify further opportunities.
6. **Increased Revenue:** With increased sales volume and efficiency of digital campaigns, businesses can expect increased revenue and profitability.
7. **Market Expansion:** Digital marketing allows businesses to reach a wider market, either at a regional, national, or international level, depending on business goals.
8. **Better ROI Measurement:** With the right analytical tools, businesses can better measure the ROI (Return on Investment) of their digital marketing efforts, allowing them to allocate budgets more intelligently.

### **Discussion**

Implementing digital marketing to increase sales volume at DW Sport stores involves a number of key aspects. The following is a further discussion regarding the steps and considerations in implementing a digital marketing strategy:

1. **Website Creation:** Creating a website that is responsive and optimized for search engines is the first step. The website must display DW Sport products clearly, attractively and easily accessible to users.
2. **Social Media:** Social media allows DW Sport stores to interact with customers, build brand awareness and promote products. Regularly posting about new products,

customer reviews, special offers, and valuable sports-related content will build a fan base and influence purchasing decisions.

3. **Email Marketing:** Email marketing is effective for maintaining contact with existing customers and approaching potential customers. Through newsletters, exclusive offers and targeted communications, DW Sport stores can remind customers about their products and drive conversions.
4. **Quality Content:** Valuable content, such as blogs, videos, and images, can provide added value to website and social media visitors. It can also increase brand authority and educate customers about DW Sport products.
5. **Quick Response to Customers:** Responding quickly to customer questions and feedback is an important aspect of building strong customer relationships. Good customer service can influence positive reviews and repeat purchases.
6. **Online Special Promotions:** Special offers that are only available online can encourage customers to shop at DW Sport stores. This can create a strong buying impulse.
7. **Integrated Approach:** Successful digital marketing involves an integrated approach where multiple channels and strategies work together to achieve sales goals. Coordination between websites, social media, emails and advertising campaigns is essential.
8. **Measuring Success:** The results of digital marketing implementation must be measured regularly. View sales volume growth, ROI, website traffic, conversions and social media followers to assess campaign success.

## **CONCLUSION**

The conclusion of implementing digital marketing to increase sales volume at DW Sport stores. Through consistent and measurable digital marketing efforts, DW Sport stores have succeeded in increasing sales volume. Online campaigns and use of various digital channels help reach a wider audience and convert prospects into customers. Digital marketing helps build DW Sport brand awareness among consumers. Through social media, quality content and paid advertising, the store has managed to expand the brand's reach and become better known. Social media and email marketing allow DW Sport stores to interact more closely with customers. This creates stronger relationships, increases customer retention, and encourages repeat purchases. Through better target segmentation, DW Sport stores can target their campaigns more precisely to customer groups that are more likely to be interested in their products. This results in better conversion rates. Through increased sales volume and digital campaign efficiency, DW Sport stores experienced significant increases in revenue and profitability. Digital marketing helps DW Sport stores reach a wider market, even at regional, national or international levels, depending on business goals.

## **REFERENCE**

- Agung, Wiranata, KA, AAP, & Prayoga, MS (2021). The Influence of Digital Marketing, Product Quality and Brand Image on Bread Purchasing Decisions at Holland Bakery Batu Month. *GOLD Journal*, 2(3), 133–146.
- Anggraeni, T. N. (2021). *The influence of digital marketing and brand image on customer*

- interest in using products: Study at Bank Syariah Indonesia KC Malang Soekarno Hatta.*
- Aisy, R. R. (2021). *The Influence of Digital Marketing and Brand Loyalty on Consumer Purchasing Decisions @Scarlett Whitening on Instagram*. Scarlet Thesis.
- Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Aryani, M. (2021). Digital Marketing Analysis at the Kila Hotel in West Lombok Regency on Consumer Satisfaction. *Visionary Journal: Research and Development in the Field of Educational Administration*, 6(1), 22. <https://doi.org/10.33394/vis.v6i1.4085>
- Alma, B. (2018). *Marketing Management & Services Marketing*. Bandung: Alfabeta
- Andi, S., Nunung, A Ayu Sofiati, and Yoyo Sudaryo. 2019. Implementation of Digital Marketing to Increase Customer Satisfaction and Impact the Image of Banking Institutions. *Journal of Social Sciences and Humanities*, 3(21), 355-364
- Anggalia, W., Fitria, M. S., Hasibuan, & Suwandi. (2022). Implementation of Digital Marketing to Increase Sales Transactions in the Joint Mutiara Business. *J-ABDI: Journal of Community Service*, 1(8), 1673–1680. <https://doi.org/10.53625/jabdi.v1i8.982>
- Cucu, S. L., & Fajriany, A. T. D. (2019). Consumer Satisfaction Analysis to Increase Sales Volume of Coffee Shops at Dusk. *Journal of E-Business (Business- Economics)*, 3 (2), 111–118. <https://doi.org/10.37339/e-bis.v3i2.124>
- Hidayat, F. D. (2023). *Implementation of Digital Marketing in the Digital Marketing Department of Pt. Tunas Dwipa Matra Honda Lampung*. 31–41
- Nirwana, N. Q. S, Biduri, S. (2021). Implementation of Digital Marketing in MSMEs in the Era of Industrial Revolution 4.0 (Study of MSMEs in Sidoarjo Regency). *BALANCE: Economic, Business, Management and Accounting Journal*, 18 (1), 29. <https://doi.org/10.30651/blc.v18i1.5720>
- Oktaviani, F., & Rustandi, D. (2018). Implementation of Digital Marketing in Building Brand Awareness. *Public Relations Profession: Scientific Journal of Public Relations Science*, 3(1), 1. <https://doi.org/10.24198/prh.v3i1.15878>
- Putra, S. A. (2019). Analisa Peramalan Penjualan dan Promosi Penjualan Terhadap Peningkatan Volume Penjualan Pada PT. Cakra Anugerah Arta Alumindo Medan. *Jurnal Manajemen Dan Akuntansi Medan*, 1(3), 142-160.
- Saputra, G. W., Ardani, (2020). The Influence of Digital Marketing, Word of Mouth, and Service Quality on Purchasing Decisions. *Udayana University Management E- Journal*, 9 (7), 2596. <https://doi.org/10.24843/EJMUNUD.2020.v09.i07.p07>