

Digital Marketing Strategy Wedding Planning Tools in Indonesia

Rosyidah Rahmah*, Margareth Setiawan

Fakultas Creativepreneurship, Universitas Bina Nusantara, Bandung
Paskal Hyper Square, Jl. Pasir Kaliki No.25-27, Ciroyom, Kec. Andir, Kota Bandung, Jawa Barat, Indonesia
Email: ^{1,*}rosyidah.rahmah@binus.ac.id, ²margareth.setiawan@binus.ac.id
Email Penulis Korespondensi: rosyidah.rahmah@binus.ac.id

Abstract—This article will give the analysis necessary to build a future digital marketing plan for Jangji, whose primary purpose is to acquire new customers on the Indonesian market. Jangji is one of the many small and medium-sized enterprises in Indonesia that is still seeking to establish a successful digital marketing strategy. The following analyses will be examined in depth. First, both external and internal research is conducted to determine the company's current market position. Second, conduct empirical research to determine the most crucial factors for wedding planners and businesses. Eleven Indonesian users of wedding planning tools receive a Google form-based semi-structured interview as part of a qualitative study methodology. This information will assist in analyzing and determining the optimal digital marketing strategy decisions. In addition, wedding planners and businesses in Indonesia that specialize in the wedding industry will be able to expand their customer base and brand recognition with the help of these findings.

Keywords: Digital Marketing Strategy; Digital Channels; Qualitative Research; Case Study

1. INTRODUCTION

Today, with the expansion and consolidation of information and communication technologies, strategies to do a good work or strong digital marketing campaigns are of utmost importance, and firms pay a great deal of time and money to achieve this. Any business must know how to interact with their customers and, most importantly, how to retain them. The advent of the Internet altered the manner in which humans communicate and interact.

The customer delivers value to the marketer in exchange, which aids the marketer in retaining and satisfying existing customers (Kotler & Armstrong, 2018). According to Kotler, the Internet is viewed as a tool that may fundamentally alter the way a business runs, as opposed to merely another advertising or sales channel.

Marketing is the organizational function responsible for setting customer targets and determining the most profitable and competitive means to meet their requirements and desires. Because consumers and corporate purchasers are confronted with a plethora of suppliers vying to meet their every demand, businesses and non-profit organizations cannot survive merely by doing a good job. If they are to survive in the increasingly competitive global economy, they must perform admirably. Numerous studies have indicated that the key to achieving profitable results is understanding and pleasing target customers with competitively superior offers. This process is currently occurring in an increasingly global, technological, and competitive setting.

In general, marketing plans cover a period of one year, however some may estimate operations and financial performance further into the future. Marketers must initiate the marketing planning process at least several months prior to the marketing plan's implementation date; this enables ample time for exhaustive research and analysis, management review and amendment, and resource coordination across roles and business units (Opresnik, 2018). It is impossible to overstate the significance of competition and competitor analysis in modern strategic marketing. This significance is now widely acknowledged by marketing scholars and professionals. Successful marketing in a competitive environment is about competitive success, and a true marketing orientation blends customer emphasis with competitive positioning.

Digital marketing may be defined as a sort of marketing that leverages the media for advertising by collecting available data and leveraging technology to meet the typical marketing objectives. (Chaffey, 2019b). This comprises the creation of online marketing channels through the application of technology, which should enable the achievement of customer retention and acquisition goals (Chaffey & Ellis-Chadwick, 2016). In addition, digital marketing is concerned with the company's presence in the digital world through the use of social media, a website, and smartphone applications, which are all excellent avenues for rapid information sharing and communication (Chaffey, 2019a).

Through media, social presence theory is a social interaction between two parties. Due to the effect it has on social interaction, social presence is crucial. Various positive communication outcomes, such as persuasion and attraction, are linked to social presence, according to studies (Oh et al., 2018). In addition, a company's social presence can provide benefits such as increased exposure, reduced marketing expenses, an expanded customer base, and a strengthened brand image, all of which contribute to an increase in purchase intention.

According to (Wibawa et al., 2022), the findings provide a nuanced explanation of the role of social media for small and medium-sized enterprises (SMEs) in six main themes: (1) branding, advertising, and promotion; (2) enhancing community interaction and content sharing; (3) building trust and relationships; (4) reaching potential customers; (5) digital marketing trends; and (6) low-cost promotion and content customization.

The transformation of conventional SMEs into digital SMEs in Indonesia can contribute 2% to the country's annual economic growth (Deloitte Access Economics, 2015). Moreover, according to a survey report by We Are Social and Hootsuite in Digital Report (2019), the total number of internet and social media users in Indonesia has reached 150 million, or 56% of the total population. The social media platforms with the most influential users are YouTube (88%), WhatsApp (83%), Facebook (81%), and Instagram (80%). WhatsApp (87.8%), Facebook (75.6%), Instagram (58.5%),

Website or Blog (39%) and YouTube (7.3%) are the most popular social media platforms used by SMEs to support their daily business operations (Priambada, 2017; Wibawa et al., 2022).

Instagram is a social media platform that enables businesses to communicate with their customers by commenting on their posts or engaging in an open conversation in the comments section. This provides customer reviews that other platform users can then view (Miles & Huberman, 1994). Some of these users build up massive following activities that can be utilized for advertising purposes. It is essential for some businesses because it communicates directly with prospective customers and targets decision-makers.

Study of (Pirraglia et al., 2023), The Covid-19 outbreak increased the average amount of time spent on social media. This resulted in a shift in how businesses manage their digital marketing channels and added pressure to business-to-business (B2B) and family enterprises, which tend to prioritize personal relationships with customers and stakeholders over the implementation of digital marketing strategies on social media.

By comparing the effects of two promotional videos, the study aims to combine digital marketing avenues (such as a Facebook advertising campaign) with established psychological and behavioral theories, such as the dual process theories (emotional vs functional). The results indicate that emotional videos generate more passive behaviors, such as views, as well as active behaviors in the form of likes, comments, and shares, whereas functional videos induce people to seek out additional information about the advertised products (Pirraglia et al., 2023).

Personalization and immediacy of material have become the primary driving forces behind Internet usage (Zaikauskas et al., 2022). In such instances, the opinions of other customers who share their experiences in online reviews provide information from a source that is seen as more reliable than company information (Zhao et al., 2015; Ye et al., 2011).

Electronic word-of-mouth (eWOM) communication has long been implemented into digital marketing strategies. This study investigates the impact of eWOM on consumers' online shopping intentions in social media and shopping websites. Information acceptance model (IAM) determinants - information quality (IQ), information credibility (IC), and information usefulness (IU) - were comparable between the two groups, according to the findings. Information adoption (IA) in social media groups, but not in group shopping websites, had a significant impact (Mandagie et al., 2020).

Jangji (JG) was created in October of 2020. JG transitioned from a traditional wedding planner service provider to a digital company that offers wedding planner management websites as a consequence of continuing technological advancements and trends. The wedding planner services market in Indonesia is expanding. This niche industry is highly competitive, as barriers to entry are nearly nonexistent and new competitors can arise at any time with superior technology that can bring a wider audience to the platform. Attracting new consumers and retaining existing customers is crucial, as the client base is one of the most essential factors in determining the success of this business.

Indonesia is a significant market for wedding planners and currently has the largest customer count for the organization. Increasing the number of wedding planners and organizations operating in this field could have a beneficial effect on the wedding industry market since wedding planners are one of the most important elements that assist brides in planning their wedding. This could result in a rise in the number of clients, market size, and the company's market share. Therefore, the JG should aim to increase the number of wedding planners and organizations operating in Indonesia. The brides who employ the services of a wedding planner have a middle-to-high income status. This study (Novianti et al., 2019) proposes users (WO) from Bandung, Indonesia, who, according to a survey, are financially affluent and give a conventional wedding ceremony are more prevalent than in other nations. The plan and business process are also impacted by social media and technological advancement. This is another way for wedding planners to reach out to brides and grooms to coordinate their nuptials. Another worldwide utilized wedding planning site, such as Bridestory or planning tools on www.theknot.com.

Before any strategy decision may be made, it is essential for market success to examine internal and external elements. It is essential to comprehend both the internal and external factors that influence company. Evaluating the specifics of a scenario enables businesses to determine whether a given approach or action will be effective. The majority of wedding planners rely on standard tools to organize the schedule, generate a rundown, and create a report of handover form after the wedding event. JG is a wholly digital company with only a digital presence on the market; it can target wedding planners by promoting digital alternatives that take less effort on their part than the already employed methods. Targeting a city with a focus on specific demographics, interests, and habits of the people could be advantageous for the organization, since adaption could target those who are most interested in the JG's services. Throughout the process, more wedding planners in Indonesia may be enticed to select JG as a tool for managing their work. This research focuses on both individual and corporate wedding planners in Indonesia, with an emphasis on how to approach them with the most effective marketing strategy. This paper describes the method of doing a thorough analysis in order to comprehend JG's most vital views for the future development of a comprehensive Digital Marketing Plan. In addition to a literature study, the empirical approach is described in depth and along with analysis results.

2. RESEARCH METHODOOGY

Digital marketing is crucial for a variety of reasons. Customers can access products and services easily and quickly, form an opinion about them by comparing similar products, and thus accelerate the purchasing process. Second, digital marketing is an effective marketing tool for brand development (Yamin, 2017).

As everyone in the world adopts digital technologies, digital marketing prompted business owners and managers to adopt new behaviors. They believe the use of social media in business can support digital marketing, thereby enhancing the company's credibility and contributing to its modernization (Wibawa et al., 2022).

Advertising through digital channels, also known as Digital Marketing, is renowned for its transformative effect on businesses and for its enormous impact on brand–consumer relationships, since it enables anytime, anywhere interactions with customers. Based on these realities, study (Makrides et al., 2020) examines different digital platforms and methods that have shown to be beneficial and evaluates digital media dynamics to see if they can boost international brand awareness. In addition, the findings demonstrate the notable and quick rise of distinct digital marketing strategies addressing distinct market niches.

Using a case study of the Altice Forum Braga brand and customer questionnaires (Molho et al., 2021), it was feasible to determine that communications processing effects the perceived quality through brand awareness, image, and personality. Digital media, particularly social media, are generally relevant to customers, therefore Altice Forum Braga can handle these channels effectively to influence customers' perceptions and opinions.

Study (Masuabi & Erasmus, 2017) results suggested that banks are working in a dynamic operating environment; customers choose social media for service complaints and digital channels for service delivery. Social media provides South African banks with brand awareness, customer engagement, and customer feedback. The study concludes that social media can be utilized to obtain a competitive advantage in the South African banking industry.

Social media platforms are a place where businesses can not only engage with their customers, but also establish strong and successful commercial partnerships with them. In recent years, social media platforms have gradually supplanted traditional media and are gaining popularity among clients as a commercial tool. Brand awareness has a stronger association with Brand building factors, whilst Brand loyalty has a moderate relationship. Results (Jacob & Rajeswari, 2018) demonstrate that social media's moderating effect on brand building in the banking sector increases customer satisfaction.

Social media marketing is the marketing activity that enables social media platforms to build customer relationships, introduce products or services, enhance brand recognition, increase sales, and provide other business-related information. Social media is an indispensable marketing tool because it enables businesses to listen to and learn from their customers in a manner never before possible (Jones et al., 2015).

Several benefits are associated with social media marketing activities. Initially, social media enables a company to increase innovation. Second, information obtained from social media enables the company to more accurately predict future product sales (Kim & Ko, 2012).

Presently, social presence can be cultivated through social media. The technological collaboration tool can facilitate social interaction between two parties, according to (Walker et al., 2018). Thus, the prospective consumer can still sense the marketer's presence through social media. Thus, the development of social media will provide the company with a competitive advantage.

Others' research on influencer marketing in digital marketing is expanding, but it almost exclusively focuses on the consumer marketing context and provides few insights for business-to-business (B2B) organizations. The findings of this study identify the key elements of influencer marketing in B2B markets and reveal four distinct influencer marketing implementation strategies utilized by B2B organizations (Mero et al., 2023).

SEO, or search engine optimization, is a strategy used to optimize each page of a website's results so that they stand out more prominently in search engine results pages, so attracting more visitors. Search engine marketing is a strategy to digital marketing that targets search engines such as Google. By making particular modifications to a website and employing tactics that conform with the search engine's algorithm, webpages can appear in the top few positions on the results page (Paraskevas et al., 2011). Most Internet users engage in online searches for specific information, with search engines being the most popular choice. In Internet marketing and business, search engines are gaining importance (Green, 2003). SEO encompasses precise queries to the website that are relevant to the business being represented and, when these targeted queries are employed, ranking on the first pages. PSM, or paid search marketing, is a type of paid results page in which the advertiser, such as Google, displays you at the top of the page when a particular keyword is typed. PSM is also known as sponsored links or sponsored list. It is operated by search engines in the form of sponsored or paid results, in which an advertisement is shown in a predetermined area of a search result page alongside web search results. Cost per click (CPC) and the number of click-throughs the advertisement receives are used to calculate placement costs charged by search engines (Zaikauskas et al., 2022).

Startup businesses face significant obstacles and must utilize their resources efficiently. Innovations are frequently attempted by new companies and startups, allowing them to alter their development while still in its early stages. However, in cases of early development, challenges such as the requirement for internal resources to be aligned with external conditions and resource shortages must be addressed early on (Hanlon & Saunders, 2007). Due to the ever-changing and volatile nature of the digital economy, the aforementioned issues are particularly pertinent for new businesses operating under these conditions (Marcus et al., 1999). According to the author, a startup is any company that is still attempting to achieve profitability (Zaikauskas et al., 2022).

According to (TODOR, 2016), digital marketing is less expensive than traditional marketing and can attract a larger audience at no extra cost. In addition, the Internet could improve the operational efficiency of small and medium-sized businesses (SME) by extending their specific market reach. Taking into account the theoretical approach and

purpose of this paper, the digital marketing plan is appropriate for the company's objective and should be implemented so as not to exceed the budgeted amount.

2.1 Empirical Research

To gain a deeper and broader understanding of the behavior and needs of companies and wedding planners in the Indonesian market, an empirical research study is conducted. This research includes a breakdown of the collected information and data that will be used to develop a suitable digital marketing strategy for JG to attract more wedding planners.

2.2 Aim and Objective of the Research

Each phase of the process has a framework that helps the marketing strategy to evolve from abstract information and concepts into a tangible document that can be easily understood, assessed, and implemented. We use (Opresnik, 2018) concept to describe the various steps required to develop a digital marketing plan. The strategy will not only serve as a guide for the company's actions, but also as a metric for determining its success or failure. A social media marketing plan is a summary of everything the company plans to accomplish in social media marketing and hopes to achieve for the business through the use of social media, in light of the overall marketing strategy process described.

(Zaikauskas et al., 2022) attempts to research and determine the factors that influence consumers when deciding which marketing strategies to employ and which are the most effective for attracting more Indonesian-based clients. The purpose of this study is to investigate and determine the factors that influence consumers' choice of wedding planning tools for their project operations, as well as to determine which marketing strategies are most effective for attracting new customers in Indonesia. To do this, the following objectives are specified: Select the most applicable theoretical framework; Conduct surveys with existing JG clients and companies to discover which criteria have the most influence on the selection of wedding planning tools and the most effective digital marketing methods to reach viable customers in the Indonesia market for JG; Analyze and evaluate the data acquired from questionnaires to provide a viable solution for the development of a digital marketing plan in a management context.

Having these objectives also allows the organization to react swiftly when social media marketing strategies fall short of expectations. Without objectives, the organization has no means of assessing performance or demonstrating social media ROI (ROI). These objectives should be integrated with the marketing plan as a whole so that social media efforts enhance company objectives (Opresnik, 2018).

2.3 Theoretical foundation of the research

The key to effective business marketing is offering the right product to the right customer at the right time. To successfully promote the product to the customer, it is necessary to segment them based on their behavioral patterns. The customer's purchasing patterns and behaviors are leveraged to produce profits for the business (Wang, 2022). To develop a digital marketing strategy for JG that is suitable for the Indonesian market, it is vital to understand the wedding planner's priorities and preferences. To extract necessary and relevant information, theoretical frameworks are required.

Increasing changes in the marketing environment make decision-making increasingly competitive and complex (Florack et al., 2020). According to the marketing literature, segmentation, target, and position are the focal points of marketing strategy (DeSarbo et al., 2009). The primary objective of market segmentation is to identify a group of customers with similar consumption patterns. It must be distinguishable, economically accessible, more homogeneous, and profitable (Sinkovics et al., 2005).

Enhancements in digital communication have facilitated the pursuit of a higher quality of life in terms of health, employment, leisure, and other factors. New means of communication have begun to gradually replace more traditional ones (Lacarcel & Huete, 2023). Globalization alters people's interactions from traditional to contemporary. This transformation also affects interpersonal connections and business interactions. People and businesses use technology in virtually every aspect of life nowadays. Optimal marketing in the present day requires the help of a digital marketing plan. A company's digital marketing plan plays a crucial part in raising awareness and enhancing its online existence (Kamadi et al., 2022).

6M marketing communication model is the first model utilized as a question framework for the questionnaire (Dolan, 1997; Zaikauskas et al., 2022). The approach includes six facets of marketing communication: market, mission, message, media, money, and measurement.

Market : the group of individuals the organization is attempting to reach, and the instruments utilized to reach them; Mission : the objective of the communication; Message : should be in line with the final aim, points that must be communicated to the customer, accompanied by the most relevant info; Media : communication channels to deliver the message to the target audience; Money : budget to create, launch, and manage the marketing campaign; Measurement : evaluated data on the effectiveness of the marketing campaign.

In general, the more specific a corporation can be with its plan, the more effective its implementation will be. It is essential to be concise. The strategy will not only serve as a guide for the company's actions, but also as a metric for determining its success or failure. (Opresnik, 2018) outlines the several steps that must be taken to develop a digital marketing plan (figure 1).

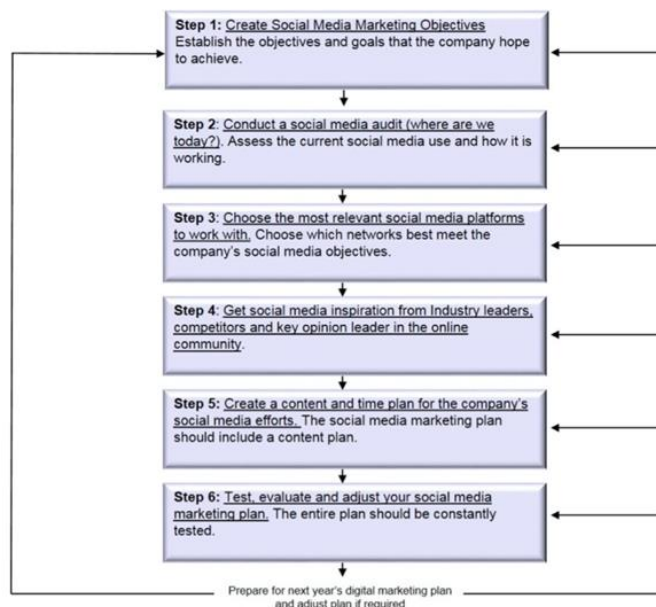


Figure 1. The stages of building a digital marketing plan

2.4 Conceptual diagram

Target audience segmentation, which involves dividing potential customers into distinct groups based on their demographics, behavior, preferences, or needs, could be a variable of a digital marketing plan utilizing a matrix-based approach. The matrix method enables marketers to analyze the intersection of multiple criteria and develop a communication strategy for each segment that is more tailored and effective. A matrix of age and interests could produce segments such as young tech enthusiasts for instance. According to prior research, the variables of this reseach are market segmentation, marketing communication, and effective digital marketing plan (figure 2).

The digital marketing plan could then allocate content and resources to each segment via channels such as social media, email marketing, and search engine optimization. Each segment's performance could be monitored and modified based on metrics such as conversion rate, click-through rate, and engagement rate.

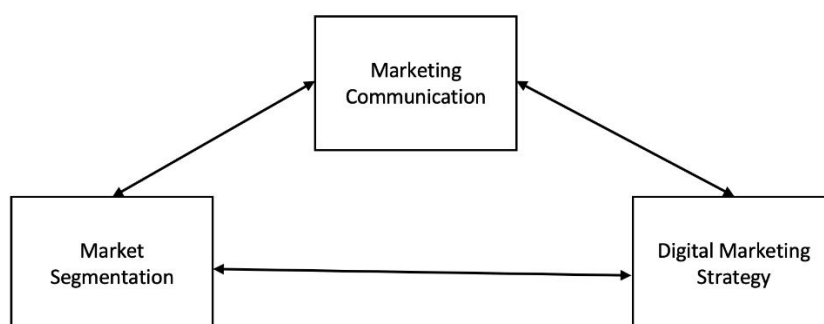


Figure 2. Conceptual diagram

Define qualitative research as an iterative process by which the scientific community gains a better knowledge of a phenomenon by creating new meaningful distinctions as a result of getting closer to it (Opresnik, 2018). According to (Boylan, 2012), qualitative research permits the in-depth analysis of people's experiences, behaviors, attitudes, and beliefs via a systematic, specialized set of procedures in interviews, focus groups, and observations.

In this study, primary data gathering was utilized due to the fact that the market for wedding planning tools applications is a very niche segment, in its early stages, and secondary data collection is insufficient and unreliable. In consideration of this, primary data will be more relevant and helpful in this instance. To meet the objectives of researchers, specifics such as the demographics of the companies surveyed can be defined and determined. This ensures comprehensive control over the data collection process by making it more consistent, reliable, and relevant to the topic at mind.

Using Google Forms, semi-structured interview surveys for collecting primary data are formed. Surveys are selected due to the various time zone of the Indonesian market. Cross-sectional study surveys can reveal both the insights the researcher is anticipating and other opinions not anticipated by the research, allowing for the simultaneous

achievement of many outcomes. It is determined through descriptive research how the variable of interest occurs within a certain demographic. There were 15 questions asked in all.

The instruments for data collection were developed based on the recommendations of previous studies and validated and enriched through focus groups of a panel of experts comprised of three businesspeople, three owners of wedding planning companies, and three academic marketing specialists.

2.5 Data Analysis Methods

The objective of this study is to identify, from a marketing point of view, the primary elements that influence customer selection of companies offering wedding planning tool applications. To acquire relevant results from the data collected through semi-structured surveys, a deductive method to data analysis was applied. The Matrix Method was used to examine collected data (MM). Gordon and Langmaid laid the groundwork for this methodology (1988) (Groenland, 2017; Zaikauskas et al., 2022). The stages and activities of the methodological procedure are described in detail in the following section (figure 3).

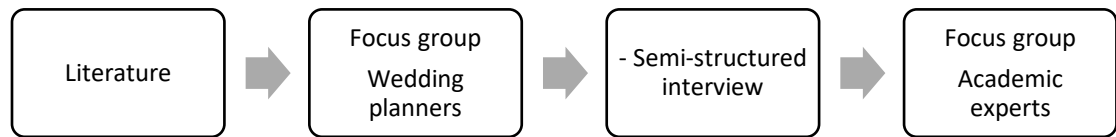


Figure 3. Source of the development of the instruments

3. RESULT AND DISCUSSION

3.1 Analysis Result and Preliminary Proposals

As start-ups typically have limited resources and struggle with customer engagement, retention, and other growth challenges, the low investment and dynamic elements of digital marketing tools can be used to facilitate positive digital interactions that influence start-up growth (Rizvanović et al., 2023).

By definition, startups are intended to solve a specific problem for their customers. In the early stages, new companies are still refining their market presence. According to reports, focusing solely on technological solutions does not guarantee survival and greater maturity (Giardino et al., 2015). Startups are subject to severe resource constraints and time pressure to reach customers with a superior solution to their problem as soon as possible (Conway & Hemphill, 2019).

Digital marketing from the perspective of digital transformation creates a feedback loop (with metrics) for the organization from sales, market analysis, customer service, and engagement (Peter et al., 2020). Utilizing analytics and metric systems enabled by digital platforms, digital marketing can aid in decision-making.

Existing research investigates the impact of social media on a variety of objectives, including primarily sales, brand, customer engagement, interactivity, and traffic generation, as well as other, more dynamic objectives (Felix et al., 2017). Due to the unpredictability of the market environment, flexibility leading to the achievement of goals is required.

JG Wedding Planning Tools is a wedding management tool created in 2019 in Bandung, Indonesia. Before JG's business model innovation, the company was a conventional wedding planner. JG Wedding Planning has its head office in Bandung, Indonesia. Currently, the company employs 8 people at the head office. JG Wedding Planning Tools does not yet have revenue because it is still in the stage of developing features that will be released in January 2023. This application or tools is a market disruptor in the Indonesian market which is currently still controlled by e-commerce-based startups.

The company mostly operates in the weddings sector. JG Wedding Planning Tools are only available on the official website. Its main function is to carry out wedding management such as arranging meeting agendas, compiling schedules and to-do lists, selecting vendors, and adding a list of invited guests, all of which can be done anywhere and anytime. It does not require any special equipment and prior knowledge of wedding management. JG Wedding Planning Tools mainly focuses on wedding planners and brides-to-be who do wedding preparations with software. The company focuses on the Business-to-Business principle, where both JG Wedding Planning Tools customers (wedding planners) and application users (brides and grooms), must be registered as users to start preparing for the wedding.

The novelty of this study is to conduct several internal and external analyses to determine JG's position on the market and empirical analysis to determine the critical factors for the wedding planners business, based on the results of the previous analysis.

3.2 Indonesia Market

JG Wedding Planning Tools is a digital tool-based business operating in Indonesia. According to the company's external data, there are approximately 1.74 million marriages occurring in Indonesia every year, with the highest number of marriages occurring in West Java with a total of 346.848 events. This shows that the West Java market is the largest that

JG Wedding Planning Tools can serve. Indonesia itself is the largest marriage market with a population of about 40 million people ready to marry, based on data from the Ministry of Home Affairs.

The company will seek to increase the number of customers and the number of purchases made by current clients operating in Indonesia, by providing free trials on clients' first projects and distributing educational materials related to wedding preparation management. This will benefit the company by increasing the number of customers and orders made in Indonesia.

In order to attract new customers in a particular market segment, it is important to create and implement a digital marketing plan based on specific criteria. By utilizing the right and effective marketing techniques in the wedding market and with the current trends that tend to show a positive impact, companies can expand their customer base.

3.3 Marketing Mix

According to the findings of (Fachriyan et al., 2022) article, the combination of six e-marketing mix elements (such as pricing and process) did not boost the competitive positioning advantage. Meanwhile, other e-marketing mix variables (i.e., product, place, promotion, and people) boosted competitive positioning advantage positively and significantly. (Pogorelova et al., 2016) identify changes in the elements of the marketing mix in e-commerce in light of the e-business and Internet technology trend. The predominant approach to the research of this topic is the 7P marketing model, which permits the structuring of changes in a complex of marketing instruments pertaining to the trade and information services of online stores. To identify the areas of transformation of the marketing mix in e-commerce, proving the major effect of customers on the content of 7P, and to customize the supply of products and services were the outcomes of the research.

Product: Internet marketing products are founded on ideas, inventions, and innovations (Baker et al., 2001). (Pogorelova et al., 2016) stated that the variety of product offerings on the market, characteristics, product feature descriptions, and information about product updates are "product" elements in an e-commerce environment. The JG Wedding Planning product is an application that can be accessed via an internet browser. The website can be seen here <https://www.jangji.id/>. Users need to register on the website or through the app to be able to use the app. Creating a wedding project requires information about the bride and groom, the wedding package they chose, including vendor details, wedding date and you can add any additional information that may be relevant for details about the wedding project. After creating a wedding project, you and your client can manage it through the website such as creating a meeting agenda, adding a to-do list, setting a time schedule, etc.

Price: (Baker et al., 2001) highlighted three crucial strategic elements in online marketing pricing: accuracy, fit, and segmentation. There are two options for using JG Wedding Planning Tools, with one available add-on. The first is "Free Trial," which allows early users to use the JG Wedding Planning Tools features for a full wedding project at no cost. The second option is the "Basic Package," which costs Rp100,000 for a maximum one-year project duration. The cost to extend the duration of a project by three months is Rp30,000 per quarter. This is the best price that there is no similar competitor in this market.

Promotion: The promotion strategy for Internet marketing significantly shifts from mass marketing to personalized marketing. It certainly alters traditional advertising (Baker et al., 2001). Promotional activities also engage customers in the communication process and motivate them to take specific actions (approval, registration, download, purchase, recommendation). JG Wedding Planning Tools puts all its effort into digital advertising. Daily activities of the marketing department include a wide variety of different tasks.

Place: The place requires personalization in online marketing, including the search process conducted by customers, which must be successful and efficient, as well as a simple and consistent contact process, in order to boost customer satisfaction and encourage repeat visits (Baker et al., 2001; Fachriyan et al., 2022). Internet-based distribution is seen highly successful in light of the benefits received (Peattie & Peters, 1997). Important aspect of this place is the availability of numerous sales channels for consumers and merchants (Pogorelova et al., 2016). The headquarters of JG Wedding Planning Tools is located in Bandung, Indonesia. These offices are accountable for all operations, including marketing activities.

People: Cadre, amount of training and skill development, personal behavior, freedom of action in providing services, and customer satisfaction are variables that determine service quality (Mohammad, 2015). In direct interaction with consumers, people are crucial inputs for enhancing excellent service delivery and driving competitive advantage (Lovell & Wirtz, 2021), for example, the speed at which clients are responded to impacts the customer service rating. Meanwhile, in personal selling, the function of the seller or consultant is being gradually replaced by intelligent bots, so the seller only needs to establish a response or offer to the buyer once at the beginning (Pogorelova et al., 2016). JG Wedding Planning Tools employs around 8 people in the office; The start-up environment is said to be less hierarchical and communication less formal. Decisions and suggestions come from the ground up and vice versa, which ensures that every employee can suggest ideas for the benefit of the company. Customer service is carried out by the customer support team via email, live chat or calls.

Process: Process refers to the system that aids organizations in streamlining activities and services and delivering them to customers, as well as aiding customers in comparing services and products, hence facilitating their final purchasing decisions (Nouri & Soltani, 2015). Processes and procedures are interdependent, sequential, and supplementary elements that result in the creation of services with specifications and features that satisfy a variety of needs and expectations (Ogiemwonyi et al., 2020). Additionally, processes can involve policy decisions regarding customer participation and employee behavior (Ibrahim Wali et al., 2016). Data related to wedding preparations inputted

by wedding planners and brides-to-be are sent automatically to the company's internal server, where it is then implemented into a standard program for wedding management, which can be accessed by users (wedding planners & their clients) at any time. Our technicians ensure that there are no shortages or errors that occur in the process. If something goes wrong, they fix the case manually.

Physical evidence: Services are frequently intangible, making it difficult for customers to evaluate their quality. Therefore, customers regard the service environment as a significant indicator of quality (Kushwaha & Agrawal, 2015). Service environments, also known as service scape or physical evidence, refer to the style and look of the physical surrounds and other experience components that clients encounter at service delivery sites (Lovelock & Wirtz, 2021; "Phil" Klaus & Maklan, 2012). The company plans to gradually release other features such as package comparison, custom package creation to digital invitations to improve the services that can be provided. And timely and frequently publish on social media, websites, blogs JG Wedding Planning Tools about the actual results that customers get with their real reviews and the ratings they give the company for its services. This aims to increase evidence that the company exists and has been operating properly.

3.4 PESTEL Analysis

To assess the external environment that may affect the performance of JG wedding planning tools in the Indonesian market, this paper uses PESTEL analysis as a tool.

Political-legal: JG must pay attention to several things related to politics and law in Indonesia, such as regulations on taxation, intellectual property, and employment. In addition, the wedding planning tools industry is also closely related to crowd permits because Indonesia has regulations regarding this matter. In addition, government regulations that loosen people up to hold weddings after the pandemic have arguably benefited business in the event organizer industry.

Economic: The Indonesian economy, which grew by 5.44% amid the global crisis issue, shows that the purchasing power of the Indonesian people is still good (Ekon.go.id, 2022). Moreover, Bandung is famous as a creative city which has many creative businesses, including wedding planning tools. This condition could mean two things: opportunity, because it means that there should be no great effort for companies to convince potential customers; threat, because it means many existing competitors and newcomers that interested to enter this industry.

Sociocultural: Indonesians have a habit of holding parties at important events such as weddings. This party usually consists of a very large series of events and the invited guests reach hundreds of people. The more festive and luxurious the party, the more prestigious it is in the eyes of colleagues. In other words, the party is a symbol of 'wealth' for many Indonesians. Therefore, the wedding planning tools industry in Indonesia is very promising and continues to grow.

Technological: Application sales are heavily dependent on technological progress. Every innovation can result in the inclusion of new features and enhancements to software. With enhancements, software engineers can enhance the product's functionality and overall user experience without sacrificing performance. Indonesia is one of the nations with the greatest number of internet users worldwide. As of January 2022, there are 204.7 million internet users in Indonesia, according to the We Are Social study. Therefore, it is anticipated that JG will assist consumers with wedding preparations. With the increasing use of social media, almost all businesses use it for various purposes, including as a marketing communication channel. In Indonesia alone, there are 191.4 million people who are active users of social media (Nuryama, 2022). They use social media for various purposes including when looking for products and services such as wedding planning tools. Therefore, this condition provides an opportunity for wedding planners to be able to communicate and convince potential customers more easily and cheaply. However, this can also be a threat because all businesses in this industry have similar thought. Therefore, JG needs a creative way to be remembered by potential consumers through their social media accounts.

Environmental: Currently, the issue of environmental damage is not something that can be forgotten. All businesses, in any industry, must start to make a real contribution to improve these conditions. One way is to reduce the use of conventional promotional media such as pamphlets and posters and start switching to digital promotional media. This trend will certainly continue to grow and therefore the use of digital media must continue to be increased by businesses, especially in the wedding planning industry.

3.5 Porter's Five Forces Model

By focusing analysis on the industrial structure, Porter's five forces model shows why some industries are more profitable than others. In comparison to other businesses, service industries, specifically the Professional, Technical, and Scientific services industry, have a greater profit rate and a higher survival rate. The retail and manufacturing businesses, which are less profitable and have lower survival rates, fare poorly on these criteria. Consequently, our findings supports the significance of industry for strategic entrepreneurship, which has significant management and public policy consequences (Boudreaux, 2020).

Competitive Rivalry: JG Wedding Planning Tools face a lot of competition both directly and indirectly. As a digital-based service, information travels quickly and anyone can obtain the required resources and develop technology relatively quickly. Repeat use can be obtained by providing a higher value than that offered by competitors from similar services provided by JG Wedding Planning Tools. Delivering value to customers may be the only option for website and mobile apps, which do not provide tangible assets in exchange for the price the customer pays.

Buyer Power: The main buyers in this market are wedding planner companies that already have branches in big cities or have used similar digital applications. The typical cost for a product does not exist and in this case, JG Wedding Planning Tool should try to win back revenue by gradually increasing the price and adding other paid features.

Supplier Power: The IT industry, for application development for either desktop or mobile, has many suppliers and most of these are in-house development with teams, hired or outsourced to other parts of the world. Furthermore, JG Wedding Planning Tools will build its own in-house development with the team as part of the company, so there is no possibility of increasing costs for further application development.

Threat of new Entry: In an industry expanding at this rate, the threat posed by new competitors is very substantial. The fundamental premise of information technology is rapid information transfer and retrieval, allowing any business to develop similar applications at any time. One of the considerations that may mitigate the threat of new entrants, particularly in Indonesia, is limited resources.

Threat of substitution: Substitutions for wedding planner tools can either be the service from another company, providing the same exact service with some different features or direct handling by a wedding planner company in a traditional or offline way.

3.6 Competitor Analysis

Research analyzes the role of social media analytics (SMA) to competitive intelligence (CI) (Ram & Zhang, 2021). Academically, the study demonstrates that SMA delivers broader CI to firms beyond the level of competitor analysis previously understood. Strategic planning and management are the foundations of CI (Prescott, 1999). Although the original focus of CI was competition analysis, it has since grown into a much larger concept (Safarnia et al., 2011).

To better understand the competition of JG Wedding Planning Tools in wedding planning tools, let us look at the comparison of the ones the company has compared, table 1.

Table 1. Competitor Analysis

	Instgram	Facebook	Google Play Reviews	App Store Reviews
JG Wedding Planning	20	n/a	n/a	n/a
Bridestory.com	935000	487664	3.8 (2110)	4.8 (4000)
Wedding Planner by MyWed	n/a	28	4.4 (11100)	4.9 (347)
Wedding Planner by Wedsly	3115	n/a	4.6 (2115)	4.6 (205)
Weddingku.com	263000	4.4 (477)	n/a	n/a
Wedding Market.com	477000	3100	n/a	n/a

The data above shows a comparison of the market share that competitors may have based on the number of followers on Instagram and Facebook and application users based on the number of downloads on the Google Playstore and Apple store. Of the five competitors compared, Bridestory is the strongest competitor with the highest number of followers on Instagram and Facebook. Then followed by Wedding Market in second position and Weddingku in third position. The strongest competitor based on the number of downloads on Google Playstore is Wedding Planner by MyWed with 11,000 downloads, followed by Wedding Planner by Wedsly in second position with 2,115 downloads and Bridestory in third with 2,110 downloads. The strongest competitor based on the number of downloads in the Apple Store is Bridestory with 4,000 downloads, followed by Wedding Planner by MyWed with 347 downloads and Wedding Planner by Wedsly with 205 downloads.

2.6 TOWS Analysis

The TOWS matrix is comprised of SO (Strength Opportunity), ST (Strength Threat), WO (Weakness Opportunity), and WT (Weakness Threat) strategies (Teece, 2010). SO strategies utilize internal strengths to take advantage of the external environment, whereas ST strategies utilize internal strengths to avoid external threats. The objective of WO strategies is to enhance the company's ability to capitalize on existing opportunities. WT strategies, on the other hand, are defensive techniques designed to mitigate the detrimental effects of therapy from the external environment.

To show the strengths, weaknesses, opportunities, and threats the company faces in the wedding planning tools segment, an external analysis with TOWS is performed, table 2.

Table 2. TOWS Analysis

	External Opportunities (O)	External Threats (T)
	SO	ST
Internal Strengths (S)	The tools available for wedding planning today are for brides and grooms who want to prepare their weddings independently, not for wedding planners who help prepare the weddings of their prospective brides/clients.	There are already large companies in the digital-based wedding industry and have their own wedding planning tools but have not yet targeted the wedding planner market.

	We created a tool for wedding planners that integrated with vendors and brides-to-be.	JG Wedding Planning Tools as a pioneer in this segment will work quickly in customer acquisition (wedding planner).
	We provide the most complete ecosystem for the Wedding Industry, not only e-commerce, but helpful tools to manage wedding preparation.	
	WO	WT
Internal Weakness (W)	With the existing market opportunities, we need to speed up the process of getting investment from venture capital companies to be able to compete with existing companies and quickly build our digital ecosystem.	We operate and develop clandestinely to keep our ideas from being seen by bigger competitors until we are truly competitive.

Table 2. depicts the whole market's primary strengths. First, the company is still in its early stages of development, and decision-making can be highly variable due to the lack of a defined hierarchical structure and the fact that anyone can assume responsibility and introduce new ideas, as weekly calls are held to discuss new proposals and to test them. The application/tool is also highly inventive and user-friendly. Weaknesses include the fact that the market strategy is not completely defined, resulting in ad hoc marketing initiatives that are typically rejected by upper management as unsuitable for the company's overall image. This application/tool is relatively new in comparison to other market competitors, and few people appear to be familiar with it. As investment and revenue models are not clearly defined and the company is investing extensively, it is time to seek out new investors and compete in pitch contests. The customer base has not yet been specified.

Opportunities for the business would be technology advancements that simplify the application more, or the addition of new features such as digital invitations. Moreover, the acquisition of existing companies with technological superiority could be explored to grow market share and acquire the technology, if the company is in its infancy and represents an investment opportunity. A high number of competitors in all sectors, a constant influx of new entrants, and technologies developed by other companies that may be superior to JG current offerings and might potentially drive the company out of business are obvious threats.

4. CONCLUSION

JG is an innovative and comprehensive wedding planning tool that responds to the interests and preferences of wedding planners, vendors, and potential brides. The examination of internal and external elements, empirical research, and management solutions enabled us to identify JG's strengths, revenue streams, and strategies for extending their digital ecosystem and expanding their market reach. As the importance of digital communication in our everyday lives grows, the establishment of a digital marketing plan is crucial for all organizations, and JG has a competitive advantage in digital wedding planning.

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