



## Proposed Digital Marketing Strategy Using Existing Customer Journey Analysis Case Study: PT SS

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**ABSTRACT:** PT SS is an Indonesian electricity provider that has been in operation for over 25 years. PT SS has a primary client in the utilities industry. In 2018, the government implemented a regulation that decreased the company's revenue. In order to boost revenue, market penetration must be increased. With digital marketing, the objective is to expand the market to non-utility industries. Currently, the internet serves as a medium for discovering information anywhere and for connecting individuals with one another. In addition to this, it can also be utilized for media marketing. Digital marketing is a sort of business in which a person or company engages in internet-based marketing. Both B2C and B2B companies can utilize digital marketing media to promote their products. This paper provides an overview of PT SS' issues, specifically unsuccessful digital marketing. The analysis is conducted utilizing internal analysis, namely Marketing Mix and STP, external analysis, including PESTLE, Five Porter Analysis, and competitor analysis, followed by SWOT analysis. Then, customer journey analysis is utilized to determine the consumer's journey when dealing with PT SS via the Internet. To create a digital marketing plan, the writers use the RACE framework to develop marketing strategies for new and existing PT SS customers. Utilizing this approach, the right use of social media and digital marketing methods to handle PT SS's issues is determined.

**KEYWORDS:** Customer Journey, Digital Marketing, RACE framework

### INTRODUCTION

Indonesia is the fourth most populous country in the world with a population of 275 million, which is expected to surpass 300 million by 2035. Population growth will increase the need for electricity, which the Indonesian government must meet. With Presidential Regulation of the Republic of Indonesia Number 4 of 2016 on the Acceleration of Electricity Infrastructure Development, the government began a 35,000 MW power plant development program to fulfill the nation's electricity needs (Indonesia). This program is a breath of new air for business owners who are active in the sector of power production providers and their equipment.

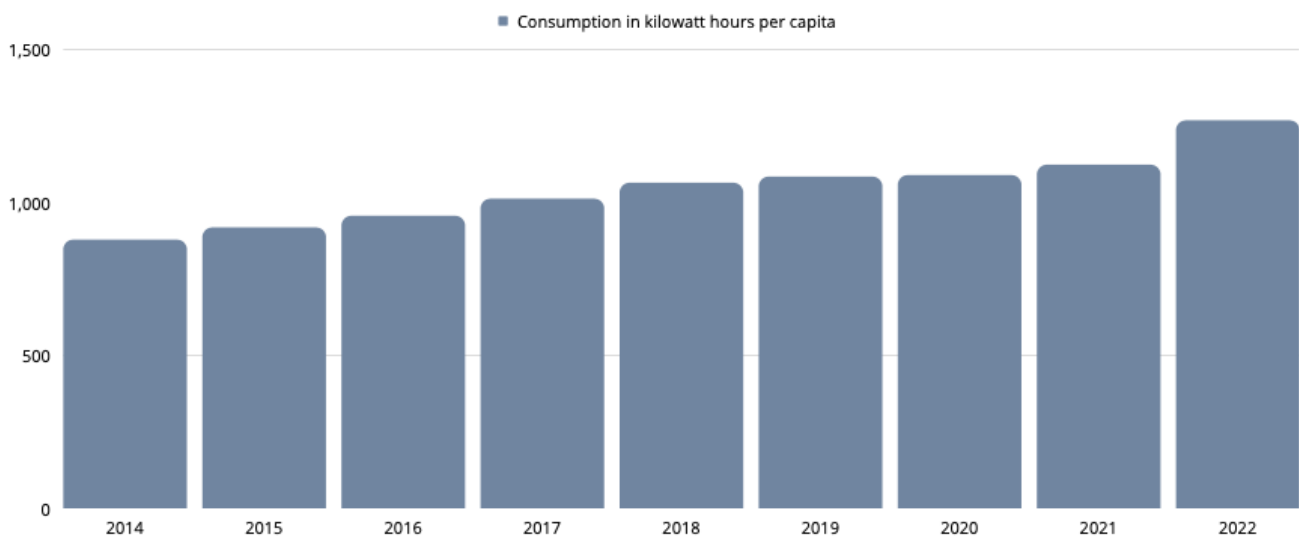


Figure 1. Electricity Consumption per Capita



PT SS is a power rental company that has been operating in several areas in Indonesia. Since 2018, PT SS has experienced a decline in sales performance due to changes in government regulations and the effect of Covid-19. Based on the General Plan for the Provision of Electricity (RUPTL) 2018-2027, it is stated that PLN will make efforts to efficiently reduce the use of temporary power, especially diesel power plants (PLTD) because fuel costs for PLTD are expensive. Thereby it is reducing the performance of PT SS' income.

Therefore, PT SS wants to improve their performance again by focusing on the non-utility sector. Based on their statement, in order to decrease reliance on the utility sector and boost revenue, PT SS decided to balance the portfolio by accelerating the non-utility sector and expanding the business potential of operations and maintenance services (service based) in several industrial sectors.

Digital marketing is an effective method for PT SS to reach audiences other than its traditional clientele. Using targeted online advertising and social media efforts, the company can increase non-utility clients' awareness of its products and services. PT SS can position itself for long-term success in the very competitive utilities industry by broadening its client base and embracing innovative marketing methods.

This era's rapid technical progress supports the growth of business. Information dissemination through social media platforms has been considerably aided by technological advancements like the internet. Around 7,91 billion people utilize the internet, which is around 57% percent of the world's population. According to recent statistics, there are now more than 4,95 million (6,25 percent) more people using the internet worldwide. Additionally, there were 4.62 billion social media users in January 2022, an increase of more than 400 million people (+10,1% percent) from the previous year [1].

Due to the growing number of users on digital platforms, digital marketing has become an indispensable instrument for businesses. Using digital marketing as a marketing strategy can help PT SS distinguish itself from competitors and generate substantial revenue. The fact that the number of digital platform consumers is steadily increasing underscores the significance of utilizing digital marketing strategies. Businesses can effectively reach and engage their target audience through digital marketing channels such as social media ads, search engine optimization, content marketing, and email marketing. Overall, digital marketing has proven to be a potent marketing instrument that can be advantageous for businesses in a variety of industries, including PT SS.

**CONCEPTUAL FRAMEWORK**

In a conceptual framework, the primary items to be studied-the primary factor, variables, or constructs-and their postulated relationship are depicted visually or in narrative form [2]. The framework may be simple or intricate, based on common sense or theory, descriptive or informal.

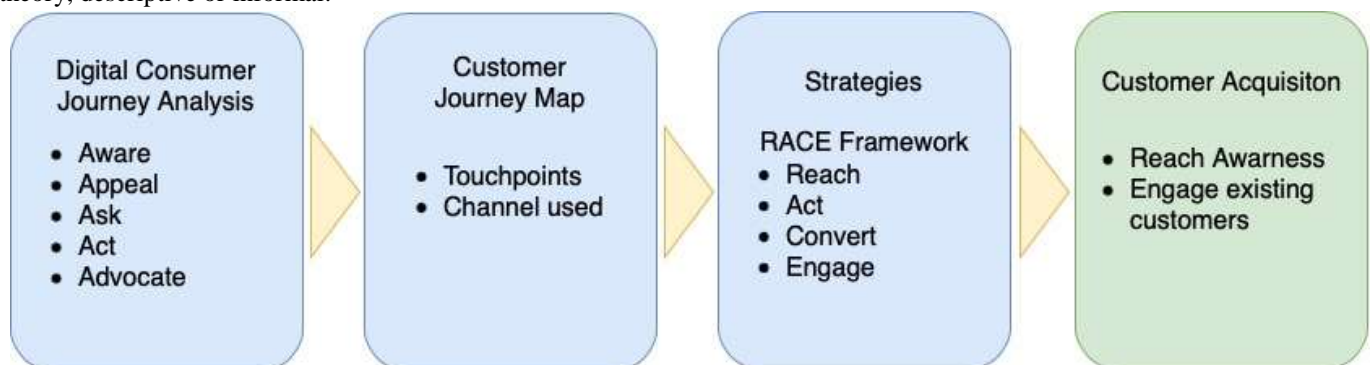


Figure 2. Conceptual Framework

The conceptual framework for this final project is using digital consumer journey approach. Digital consumer journey analysis is conducted by in-depth interview based on 5A customer journey steps. The steps can be seen as follow :

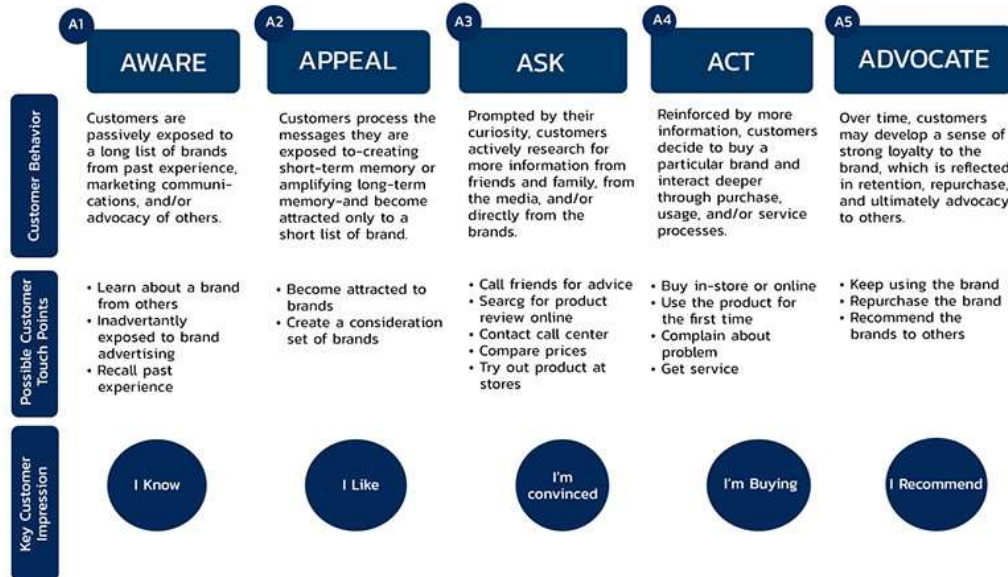


Figure 3. 5A Framework

The following steps is to map online customer journey. The online customer journey map is a graphical representation of the stages and touchpoints a consumer encounters when interacting with a company or brand via online channels. By establishing an online customer journey map, businesses can improve their online services and overall consumer experience. RACE framework was utilized to direct a digital marketing strategies from customer journey steps. This framework is hoped to reach the awareness of potential customers and maintain relationship with existing customers

**METHOD**

This research conducted a qualitative research method. Qualitative data refers to all-non numeric data or data that have not been quantified and can be a product of all research strategies [3]. This methodology converts the environment into a collection of representations, including fieldnotes, interviews, conversations, images, recordings, and memos to the self. At this point, qualitative research adopts a naturalistic and interpretative worldview. This research use a case study as an approach. Case study approach is as a comprehensive description and explanation of several aspects of a person, group, organization (community), program, or social situation [4]. This method is used to obtain a thorough and comprehensive description of an entity. Case studies generate data for theoretical investigation. Utilizing methods such as observation and interviews, the author intends to collect as much data as possible regarding the topic under investigation. Unfortunately, this is limited to the issue and is not overly comprehensive. To facilitate the research process for this final project, the writers require factual information from informants in order to answer the research question. Data is collected by using interview-based approach. The interview was conducted with marketing team from PT SS. Interviews were conducted during exploratory business issues, understand deeper company conditions for internal analysis, and formulate the right marketing strategy based on the problems that have been formulated.

**RESULT AND DISCUSSION**

**Internal Analysis**

**STP Analysis**

A well-known strategic approach is the STP (Segmentation, Targeting, Positioning) marketing model. With a focus on commercial effectiveness, STP marketing develops a marketing mix and product positioning strategy for each of a company's most lucrative market segments [5].

**Segmentation**

PT SS markets B2B. Market B2B is business-to-business. Sales of business products or services to other businesses. PT SS divides its market into utility and non-utility. Large power plants, electric utilities, and power distribution corporations comprise the utilities



division. These industries need power generators and accompanying equipment, hence PT SS offers a wide choice of products and services. PT SS provides a wide range of temporary power solutions for this industry.

### Targeting

Power company PT SS targets utilities and non-utilities. Indonesia's state-owned electrical business, PLN, represents utilities. PLN dominates the power generator and related equipment sector as the country's largest energy distributor. PT SS offers PLN power generators, power distribution equipment, and power generator leasing. Mining, real estate, manufacturing, and industry comprise the non-utility market. PT SS provides power generators and related equipment to the mining industry, which takes a lot of electricity to run heavy gear, temporary power for building sites and real estate events, and power solutions for the industrial business, which needs stable electricity to run its machines. PT SS provides industrial electrical services.

### Positioning

In the competitive power industry, the company knows it must stand out. PT SS does this by acting as an electricity consultant and product provider. This shows that the company extends beyond selling power generators and equipment and advises clients on how to optimise electricity utilization. PT SS provides advice and end-to-end services. This means the company provides initial advice, equipment installation, and maintenance. PT SS's USP is a one-stop shop for all power needs. Our end-to-end service strategy is best for mining, real estate, manufacturing, and industrial customers, who need a lot of help to keep their power solutions running properly.

### 7P Marketing Mix

Kotler's marketing tool, the marketing mix model, also known as the 4Ps (Product, Promotion, Price, and Place), is used to achieve marketing goals and support the implementation of marketing strategies. The four pillars of marketing mix were created for companies that sell products rather than services [6]. People, tangible proof, and process were later added to the original three. The Service Marketing Mix 7Ps are therefore thought of as an assessment of competitive advantage [7].

**Table 1.** 7P Analysis

Marketing Mix	Analysis
<b>Product</b>	Temporary Power <ul style="list-style-type: none"><li>- Power Generator Rental</li><li>- Rapid Power Generation</li><li>- Medium and Long Term Power Generation</li><li>- Power Barge</li><li>- Back up, peak load, base load usage</li></ul> Independent Power Producer <ul style="list-style-type: none"><li>- Solar Power Provider</li><li>- Power Generation with a Hybrid System</li></ul> Energy Efficiency Service <ul style="list-style-type: none"><li>- Retrofitting</li><li>- Power Generation with a Hybrid System</li><li>- Power Automation System</li></ul> Operation and Maintenance <ul style="list-style-type: none"><li>- Power plant operations and maintenance for PLTD, PLTG, PLTMG, and coal-fired power plant</li><li>- Maintenance of electrical equipment and devices in factories, buildings, and commercial areas</li><li>- Mine Dewatering Services</li></ul>
<b>Promotion</b>	PT SS aggressively markets their services online and through networking. They use social media to reach their target audience. PT SS runs a website and optimizes SEO and SEM for digital marketing. PT SS communicates with clients via Instagram, Facebook, and LinkedIn. PT SS has



Marketing Mix	Analysis
	also joined industry groups and organizations to build relationships with their target market. To promote the company and extend the network, coffee mornings, small gatherings, and workshops were held. They can network with potential customers and stay current on industry trends. Digital marketing and networking help PT SS reach their target market.
Price	PT SS prices based on consumer demands. Unlike most of their competitors, they have variable pricing. Instead, they tailor prices to each customer's needs. They may tailor their pricing to each client's demands, ensuring the best value. By adjusting rates to consumer needs, PT SS may build long-term, mutually beneficial relationships with clients and provide the best value for their money. This sets them apart from their competitors and shows they're dedicated to client satisfaction.
Place	PT SS office is located on Jl. Raya Cilandak KKO Jakarta. PT SS operational activities cover the entire territory of Indonesia, where its projects are spread throughout the archipelago. Apart from the head office in Jakarta, Sewatama also has 5 representative offices and 4 depot stations.
People	PT SS has 626 employees in the company. The employees are divided into two part, who works in office and technicians. All technicians in PT SS is well trained and certified. The HR management in the company is carried out in an integrated manner with the management of the Company's business and other resources.
Process	Service option : end-to-end service. The company service its clients from the beginning until the end of the process and include the maintance if needed.
Physical Evidence	Offline office and online website

**External Analysis**

**PESTLE Analysis**

PESTEL analysis is a tool for assessing and evaluating the marketing environment's external elements. PESTEL analysis is often used to evaluate a company's external environment [8]. A PESTEL analysis is conducted by examining a company's political, economic, social, technical, environmental, and legal impacts.

**Table 2.** PESTLE Analysis

PESTLE	Analysis	Implication
Politic	Diesel use in the electricity sector is reduced in the RUPTL 2018-2027. The plan aims to expand hydro, geothermal, solar, and wind power in the national energy mix. Diesel-fired power plants, utilized for backup or peaking power, would be less needed.	Threat
	New carbon trading legislation will help Indonesia fulfill its 2030 greenhouse gas reduction goals. President Joko Widodo signed "the Economic Value of Carbon" law before COP26 in Glasgow, according to an undisclosed document. Emission levels will be capped and domestic and international enterprises can trade allowances in the carbon trade. Authorities expect a fully functional carbon market by 2025, but coal-fired power facilities that exceed the emission cap will pay 30,000 rupiah (\$2.09) per tonne of CO2e in April 2019.	Opportunity
Economical	There is a strong correlation between Gross Domestic Product (GDP) and electricity demand in Indonesia. As the economy grows, so does the demand for electricity. This is because as the economy expands, more businesses and industries are established, leading to an increase in energy consumption from manufacturing, transportation, and other activities.	Opportunity
Social	The number of internet users in Indonesia is increasing yearly, along with the country's information technology infrastructure expansion and government initiatives to provide rural areas with access to the internet. Social media can promote and distribute government policies and programs and iterate and absorb public demands to establish mutual understanding for common	Opportunity



PESTLE	Analysis	Implication
	interests between the government and the community. To communicate, social media users build communities. 73.7% of Indonesians utilized the internet in 2022.	
<b>Environment</b>	Diesel fuel and engines could harm the environment. Diesel engine emissions, including particulate matter, NOx, and CO, pollute the air. Diesel emissions can pollute the air and harm people who live and work near them. Diesel fuel emits CO2, a greenhouse gas that contributes to climate change.	<b>Threat</b>
<b>Technology</b>	Artificial intelligence (AI) is one such technology that may be used to deliver personalized recommendations, automate customer support, and analyze customer data to improve company decision-making. Another applicable technique is Data analytics. Insights into customer behavior, preferences, and usage patterns can be gained through the application of data analytics. This data can be utilized to create customised offers and services that better fit customers' needs.	<b>Opportunity</b>
<b>Legal</b>	The work agreement for temporary employees (non-permanent employees), outsourcing, working hours, rest periods, and termination of employment are all governed by PP 35/2021, which may have an impact on the minimum benefits that must be provided to employees.	<b>Opportunity</b>

**Five Porter Analysis**

Porter’s framework consist of the five major forces of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services and rivalry among competitors. The state of defined sub forces determines each force's strength and, thus, its level of threat, whereas the force's combined strength determines the industry's final profit potential [9].

**Threat of substitute product or service**

When evaluating their market position, companies must take the threat of substitutes into account. This refers to the likelihood that consumers will select competing products or services that offer comparable benefits or capabilities. The greater the threat of substitutes, the more difficult it is for companies to maintain market share. In certain industries, such as the fuel industry, the product itself may be viewed as a substitute, rendering the threat of substitutes relatively low. Nonetheless, even in low-force industries, businesses must maintain vigilance and continue to differentiate their products in order to preserve their competitive advantage. Moreover, in industries with limited product differentiation, such as some commodity markets, it can be difficult for customers to switch to alternative products, reducing the threat of substitutes. Ultimately, it is essential for businesses to evaluate the threat posed by substitutes in their industry and take the necessary precautions to mitigate potential risks.

**Threat of New Entrants**

The threat of new entrants is an essential factor for businesses to consider when evaluating their competitive landscape. This refers to the probability that new competitors will enter the market and possibly disrupt existing participants. Due to the high entry barriers, the threat of new entrants is minimal in the power industries. These include substantial capital requirements for equipment, maintenance, and certified employees, which make it difficult for new players to enter the market. In addition, the government plays a significant role in determining product consumption and pricing within the power industry. Moreover, client brand loyalty is typically high in the power industry because customers tend to place large orders and sign long-term contracts with established companies. All of these factors contribute to the power industry's low vulnerability to new entrants. Overall, businesses must assess the threat posed by new entrants in their industry and take the necessary steps to preserve their competitive advantage.

**Bargaining Power of Suppliers**

The bargaining power of suppliers is their ability to influence the prices of their products and services. The greater the bargaining power of suppliers, the more pricing discretion they have. There are only a few suppliers for the power rental industry on the equipment market. Under the regulation of the Minister of Energy and Mineral Resources, there are fuel utilization policies for gas providers. Since the products in this industry are is not varied, so is the uniqueness of each supplier. These factors result in a low bargaining position for suppliers.



**Bargaining Power of Customer**

The purchasers' bargaining power refers to their ability to negotiate lower prices or more favorable terms with the companies with which they do business. The greater the purchasing power of consumers, the greater their market influence. Electricity is the essential product for all businesses. Consequently, the number of consumers in this industry is substantial due to the fact that power is required to meet electricity demands. In addition, a large quantity is typically required for a single order on the power leasing market due to the need to fulfill significant electrical demand or supply reserve power. The ability of purchasers to substitute is moderate due to transferring expenses and contractual obligations. According to the analysis, customer bargaining power is high.

**Rivalry Among Competitors**

Intensity of competitive rivalry refers to the degree of competition within an industry. Competition reduces profit margins and increases the pressure on businesses to differentiate themselves from their competitors. Annual increases in power consumption indicate that the industry is still expanding. In addition, the government has a plan to use renewable energy as the primary resource. Since the industry is expanding, the competitiveness between competitors is primarily high as a result. The product quality offered by competitors has become a major factor in the competition between them, as each company may have its own distinctive quality. Consequently, competition within this industry is high.

For the five porter analysis conclusion can be seen in table below :

**Table 3.** Five Porter Analysis

Five Porter Analysis	Threat of substitute product or service	Threat of New Entrants	Bargaining Power of Suppliers	Bargaining Power of Customer	Rivalry Among Competitors
Implication	Low	Low	Low	High	High

**Competitor Analysis**

Competitor analysis is the management tool used in strategic management to evaluate the strengths and weaknesses of present and potential competitors; thus, it is a more specific name for competitive analysis [10].The organization conducts a competitor analysis to evaluate or analyze its standing among competitors by collecting and evaluating competitors' information to determine a business position and provide a business owner with a more realistic image of the market and the organization's position. Moreover, according to [11], at the most specific level, a company's competitors are other businesses that offer comparable products and services to the same clients at comparable pricing. The competitor analysis in this section will compare PT SS with its competitors who have similar concept and products in the local competitive scope to know and understand the position of PT SS with close competitors. Based on the information from PT SS, the closest competitors that offer similar concepts and products is Aggreko.

**Table 4.** Competitor Analysis

Elements	PT SS	Aggreko
Product	Focus on generator and gas diesel	More wide range, focus on power generation, temperature control, and oil-free air solutions
Price	No fixed price based on needs, place, size, location, duration, and type of project. Using cost effective strategy which the price is lower than competitor. Using bundling package to offer affordable price.	Price is higher than the competitors because offers more features. Has a fixed price and has a bundling package.
Place	Mainly in Southeast Asia. Only has two markeint channels, offline and online.	Operates over 180 countries worldwide. Has two marketing channels, online where its selss directly to customers, and resellers.



Elements	PT SS	Aggreko
Promotion	Focus on building relationship with customers and building brand reputation Using digital marketing such as social media and website	Focus on promoting its products and services, building strong brand reputation and providing value-added services. Using digital marketing such as social media and website
People	Experienced and skilled staffs	Experienced and skilled staffs
Process	Service option : end-to-end service	Has online delivery process
Physical Evidence	Offline office and online website	Offline office and online website.

**SWOT Analysis**

SWOT is a framework for analyzing a company's internal and external opportunities and threats, as well as its internal and external strengths and weaknesses. According to Thompson (2007), SWOT analysis is an easy yet effective strategy for evaluating a company's resource strengths and weaknesses, market opportunities, and prospective external threats.

**Table 5.** SWOT Analysis

	Helpful to achieving the objectives	Harmful to achieving the objectives
<b>Internal Factors</b>	<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>- Has a strong brand reputation because of its services and long journey experience in power rental industry.</li> <li>- Having an end-to-end and complex service that satisfied customers.</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>- Lack of digital promotion, low awareness in social media.</li> <li>- Compared to its competitor, the product is less varied and the market is not large enough.</li> </ul>
<b>External Factors</b>	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Digital marketing growth can be an opportunities to use as an effective marketing tools.</li> <li>- Economic growth. As the economic condition is growing, the demand of electricity is automatically grows.</li> <li>- Newest digital technology that helps to improve customers services and backup data.</li> <li>- Carbon trading plan by the government</li> </ul>	<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>- Government regulation to decrease the diesel used.</li> <li>- Environmental impact caused by diesel.</li> </ul>

**Customer Journey Analysis**

Customer journeys should be analyzed to depict the touchpoints where customers may interact with the companies [12]. The customer journey is essential to understand because of the increasing complexity in providing services that customers want. The digital customer journey combines all of the digital touchpoints a customer has with a brand and aggregates data collected such as: basic online consumer data, information about transactions, browsing history on all devices, and online customer service interactions. Brands may use digital customer journey mapping to design a communication strategy that engages customers in a conversation. Following the digital customer journeys of the brand helps the brand see current and planned client journeys as well as important touch points across various marketing channels.



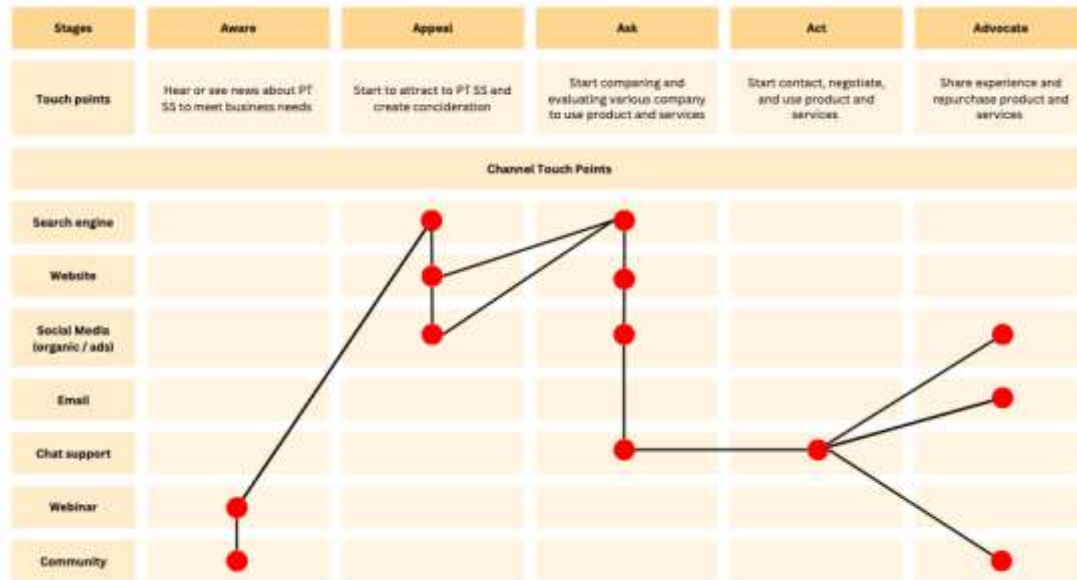


Figure 4. Customer Journey Map

**Awareness**

On the basis of the findings from the interviews, the respondents were questioned regarding their familiarity with the power company. The majority of respondents learned about the company through word-of-mouth recommendations from family, friends, or coworkers. In addition, many of them had learnt about the company through its participation in numerous webinars and its involvement in the local community. Moreover, the data demonstrated that brand reputation was a significant influence in determining the respondents' level of awareness of the power electricity company. Numerous respondents stated that they became acquainted with the brand due to its well-established name and strong industry reputation

**Appeal**

According to the interviews, after being aware of PT SS, the respondents were interested in learning more about the phenomenon. Recommendations from individuals who had worked closely with PT SS influenced the determining variables. The stages include of conducting an internet search, visiting the website, or jump into company’s social media to determine if the product offered meets company’s demands.

**Ask**

On the basis of the interview results, respondents were asked how they would locate the desired information. The majority of them will obtain the information by browsing the Internet. The second channel through which they will hunt for additional information is the company's website. Some of the respondents are using social media such as LinkedIn and Facebook to search for information. In addition to asking coworkers and searching the community environment for information, there are two other means of obtaining the information.

**Act**

Regarding their buying intention, the respondents were questioned about the key factor that drove them to use PT SS from a specific brand. The study results showed that the most critical aspect was the product and service quality supplied by the PT SS brand. Participants stressed that the quality of the product and service was the key motivator in their decision to purchase from a specific brand. Additionally, the respondents also said that the second most important consideration was the price of the goods. Many of them remarked that they like to use PT SS from a brand that offers competitive costs, which makes it simpler for them to stay to their budget. Thus, it can be stated that for these respondents, a combination of high-quality product and service and a reduced price point is a winning combination when it comes to their purchase intention for PT SS.



## Advocate

Customers today have several options after completing a purchase and have high expectations for product and service quality. In order to verify that their expectations are satisfied, businesses frequently conduct customer satisfaction surveys via email. These surveys assist businesses in identifying areas where their products or services can be enhanced and modified accordingly. Customers who are satisfied with a company's products and services are more likely to become repeat customers and to advocate for the firm by writing favorable reviews and recommending it to others. Positive recommendations can be especially useful to businesses, as they can aid in attracting new consumers and establishing a solid brand reputation. Consequently, ensuring customer satisfaction should be a top concern for businesses that wish to establish long-lasting relationships with their clients and a loyal customer base.

## SOLUTION

In proposed on PT SS social media marketing strategy, RACE framework is used to formulate the solutions. RACE outlines the spectrum of methods required to reach, interact with, convert, and engage online audiences across the customer lifecycle, from generating awareness to sale (online and offline) to client retention and expansion. RACE stands for Reach, Act, Convert, and Engage which helps to manage PT SS social media account activity in more structure way.

### Reach

#### - Social Media Ads

Paid advertisements on social media networks like Facebook, Instagram, Twitter, and LinkedIn. These adverts enable businesses to reach a big audience by presenting sponsored posts, display ads, video commercials, and more. Social media ads can be effective because it is targeted advertisement with a low-budget expense. This is the perfect way to connect with the potential customers and existing customers. To maximize the efficacy of social media advertising, it is essential to choose the appropriate platform, define clear goals and objectives, develop engaging and relevant advertisements, and continuously optimize and change campaigns based on performance data. The author proposes that organizations in the B2B market should utilize LinkedIn, Twitter, and Facebook as their principal paid social media platforms in order to efficiently reach their target demographic and generate results.

#### - Search Engine Optimization (SEO)

SEO is the practice of optimizing a website and its content to improve its exposure and ranking in search engine results pages (SERPs). The purpose of SEO is to make a website more appealing to search engines such as Google and to increase the site's organic traffic. . Suggestion for SEO can be done by conducting keyword research and phrases related to PT SS and its offerings. There are several tools that can be used for keyword research such as Google Keyword Planner and Ubersuggest. Moreover, creating a high-quality content can develop an informative and keyword-rich content that educates and engages target audiences. Examples of keywords related to PT SS add-on marketing namely "Power Rental Indonesia" , "power rental services".

### Act

#### - Email Marketing

Email marketing is a method of marketing that involves sending large numbers of promotional emails to customers. It can be utilized to advertise limited-time specials, new product launches, gated content, and brand awareness. . However, since B2B organizations target several persons, it is essential to customise email marketing content to make it engaging and relevant. To do this, the following email marketing content kinds can be utilized: monthly updates on the company's most recent news and industry updates, case studies on industry difficulties and trends, client testimonials, and invites to webinars or special events. These forms of material can be tailored to the relevant network associations that the B2B company has joined, boosting their likelihood of reaching their chosen audience and developing significant connections.

#### - Content Marketing

Content marketing is a proposed strategy for increasing brand awareness and making the brand more desirable. Content marketing is relevant since most respondents learn about PT SS or other brands from online media, websites, social media, family, coworkers, and the environmental community. They also investigate PT SS online and ask family and coworkers about the company. . The high marketing approach requires content marketing to create a pragmatist reference base for other



pragmatists or the early majority market. Content marketing recommendations will vary based on the type of social media employed, as each social media has a unique approach to the target audience.

LinkedIn content : PT SS should build a detailed corporate page that explains its past, purpose, services, and people to gain credibility and client faith. Sharing business news, trends, and developments will also show PT SS's expertise and thought leadership. Employee narratives about PT SS workers' views and experiences can humanize the brand and show fans its culture. Webinars and panel talks will let PT SS engage with the business and show its expertise. This will allow the firm to interact with potential clients, answer their questions, and become an industry thought leader.

Facebook content : LinkedIn and Facebook content promotion have some similarities, but Facebook has unique perks. By following the above suggestions, PT SS can use Facebook to reach and engage their target audience. First, they can discuss PT SS's recent projects, initiatives, and successes to inform the audience on the company's growth and success. Second, they can share industry news and trends in papers and studies to show their power industry knowledge and thought leadership. Thirdly, interactive power industry polls can improve audience involvement and gather useful views and passions. Facebook's ability to integrate video content, which engages viewers, is a benefit. Video content engages audiences best, according to sproutsocial.com.

Twitter content : Twitter is a rapid and dynamic network that PT SS can use to promote its content effectively. For PT SS to maximize Twitter's features, the following content marketing recommendations are provided. Produce concise updates regarding industry developments and PT SS's initiatives to maintain the interest of the audience. Utilize Twitter's direct engagement tools, such as "Spaces," to communicate directly with followers and discuss prospective and current clients. Clients will receive prompt responses to their inquiries and concerns if you provide Twitter-based customer service. Creating a hashtag specific to an industry for initiatives or events will increase their visibility and interaction. Consider using #yourelectricitysolutions or #leadingpowerrental for PT SS. PT SS will be able to utilize Twitter for content marketing and strengthen its relationships with its target audience by implementing these strategies.

## Convert

### - Personalized Email Marketing

Customers who have already subscribed to PT SS's mailing list can be engaged through the use of tailored email marketing. Delivering customized and relevant messages to each recipient is an excellent strategy to enhance sales and customer retention with personalized email marketing. This approach may include ideas and estimations for PT SS's products as an effective component. This individualized strategy enables PT SS to cultivate relationships with its consumers, deliver relevant information, and eventually drive business expansion. Through the use of personalised and targeted messaging, PT SS can stand out in customers' inboxes and enhance engagement and conversions.

## Engage

### - Re-engage email program

Customers of PT SS can be re-engaged with an efficient email re-engagement program. These are some suggestions that can be implemented for this program: Surveys regarding goods and services and request for testimonial. By implementing these recommendations for an email re-engagement program, PT SS can revitalize ties with inactive customers, collect useful feedback and testimonials, and ultimately enhance customer retention and promote business growth. An efficient email re-engagement program can assist you retain solid customer relationships and drive long-term profitability.

### - CRM Omnichannel

A digital CRM omnichannel is a holistic strategy to managing customer interactions and relationships across different digital channels. A CRM that integrates customer data and interactions across numerous channels, including as email, social media, chatbots, and mobile apps, to deliver a unified view of each customer. This strategy enables businesses to provide a consistent and tailored customer experience regardless of the channel via which the customer interacts with the business. Additionally, an omnichannel CRM delivers significant insights into consumer preferences and behavior, enabling businesses to better understand and address their customers' demands. By utilizing an omnichannel strategy, businesses may increase customer engagement and happiness, boost sales and revenue, and foster sustainable growth.



## CONCLUSION

In conclusion, PT SS can use a variety of digital marketing strategies to attract and retain more followers. Social media advertisements on platforms such as Facebook, LinkedIn, and Twitter, along with search engine optimization, can increase visibility and attract potential customers. Content marketing, which involves the creation and dissemination of informative and engaging content on social media, can also assist in attracting potential consumers. Email marketing, in the form of newsletters and other forms of correspondence, can keep consumers informed and engaged. Reengaged email marketing and the use of digital CRM Omnichannel can help retain existing customers by maintaining engagement and sharing customer data across multiple digital platforms. PT SS can increase their digital presence and attract and retain more followers by employing these strategies.

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