
Application Of Inbound Marketing In Digital Marketing Companies

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Abstract

One method for getting the best outcomes from marketing efforts is inbound marketing. The goal of inbound marketing is to draw potential customers in by providing them with material that promotes engagement and solutions that meet their needs. This study aims to identify Inbound Marketing implementation in digital marketing firms, along with challenges and solutions. The literature study research method, which is part of qualitative research, was employed in this study. The investigation's findings are: Several issues arise when inbound marketing is applied, including email marketing, SEO, and other strategies. Blast Email, SEM, and other initiatives are used to try and get around problems that do arise.

Keywords : Inbound Marketing, Digital Marketing, Company

Introduction

After China, India, and the United States, Indonesia had 210 million Internet users as of June 2022 (www.cnbcindonesia.com 2022), making it the fourth-largest Internet user in the world. With the power of resources to provide content and develop quality followers, online marketing can be successful (Chakti, 2019). In 2021, 1,307 businesses will be permitted to offer telecommunications services in Indonesia. This number climbed from 959 companies in 2020 by 36.3 percent (<https://dataindonesia.id> , 2021). The use of digital technology presents a potential for entrepreneurship in Indonesia. Possibilities for digital growth in conjunction with Indonesia's progress in digital technology. The potential for growth in Indonesia is driven by the number of startups (www.aptika.kominfo.go.id , 2022). The expansion of digital businesses brings about rivalry as well as new opportunities. Business competition is normal and will always exist. One tactic to beat the competition is to employ correct marketing along with inbound marketing (Dave Chaffey, 2016). The goal of inbound marketing is to get potential customers' attention by providing them with information that encourages engagement and solutions that meet their demands (Bezhovski, 2015). This is required to optimise keywords so that people searching with related terms locate the company's offerings first. This is made feasible through search engine optimisation, which makes it possible for businesses to show up on Google's front page. (www.arcademi.com , 2022). This study's aim is to learn how inbound marketing is used in digital marketing firms, as well as the challenges they face and their solutions.

Method

The qualitative method was used to carry out the study. To better understand how a community or person responds to various challenges, researchers have chosen to use qualitative methodologies. Because the researcher will be interpreting the data he has acquired, it is crucial for researchers who employ qualitative approaches to assure the quality of the research process. (McCusker, K., & Gunaydin, S, 2015). This study's research approach, a literature study, falls under the category of qualitative research. Literature study, according to Rusmawan (2019), is a technique for gathering data by locating and reviewing existing written materials, such as books or literature, that clarify the theoretical underpinnings. The process is analogous to data collection in that knowledge is extracted from sources like books, written works, and various other sources that are relevant to the research topic.

Result

Digital marketing companies use a variety of inbound marketing strategies, including:

1. Email Marketing
Businesses can communicate with clients online using marketing services via e-mail. The goal is to entice inactive or long-deceased customers back, enhance participation with content, welcome new customers or prospects, or just make an offer.
2. Blog Posts
Create blog posts, disseminate them via different blog posts, and publish blog content as properly as you can. The objective is to boost natural website traffic.
3. SEO (Search Engine Optimization)
Including SEO in its strategy. SEO itself aims to optimise easily indexable keywords in order for a page to rank well and appear on search engines' main pages depending on the relevance of the keywords. people enter queries into search engines. A business can grow by implementing effective SEO methods on its website.
4. Display Advertising
Advertising on well-known e-commerce sites including Tokopedia, Jualo, Shopee, as well as the social media networks Google, Instagram, and Tiktok. Advertisements are created with the goal of making the message they are intended to convey clear to the audience and include accurate, timely, and honest information. The objective is to draw customers and win their trust. so that consumer brains are exposed to business services-related advertising material.
5. Social Networks
Utilising the social media sites Facebook, Linkedin, Instagram, and Tiktok. This platform is tailored to the type of network the target group uses since it makes it simpler for businesses to discover and target potential clients. As a result, all social networking sites are crucial since they allow for the distribution of all the company's information on social media. to appeal to a larger audience. Among the challenges in putting Inbound Marketing into practise are: 1) Email: The email address list and email subject both contain mistakes; 2) Blog Posts: Choosing blog themes and the irregularity of publishing the planned blog posts; 3) SEO takes too long and focuses on unpopular keywords; 4) Display Advertising: uninteresting business promotion material and a poor target audience fit; 5) Social networks: Hashtags are a barrier to their application.

The following are the strategies used to overcome challenges inside the company: 1) An email blast is a technique for sending one email to several recipients at once. 2) By quickly indexing websites using paid advertisements or terms on the first page of Google (SEM); 3) By using educational articles, which are articles whose goal is to impart new knowledge or information to the public; 4) By using video ads to break down the barriers of display advertising as they are more interactive to grab attention and establish audience trust. 5) Examine social media in further detail, such as the platforms where the target audience congregates. And businesses engage the audience as frequently as they can with interesting material. in order to not miss the chance to meet new clients.

Conclusion

The use of email marketing, blogs, SEO, display advertising, and social networks is an example of inbound marketing. There are certain issues with implementing inbound marketing, but there are several ways to fix them. By using email blasts, educational articles, search engine marketing (SEM), video advertising, and research content marketing, efforts were made to overcome challenges encountered in the adoption of email marketing, blogs, SEO, display advertising, and social networks. It takes work to get over the challenges that inbound marketers frequently encounter.

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