

## Visual and Copywriting Strategies in Digital Product Marketing through Sponsored Content and Landing Pages on Social Media for SMEs

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### ABSTRACT

*The development of the internet and electronic devices that help human lives, has pushed online businesses into an attractive opportunity for micro and small enterprises. The usage of social media become an opportunity to sell product and services online. Obstacle that is usually faced is the lack of ability by beginner online sellers. The problem seems appear because of less ability, time, and costs of investing funds to hire professional digital marketers to market the products. This is an opportunity for digital product providers to help micro and small enterprises by offering digital marketing strategies based on visual communication and copywriting. Various accounts that sell digital products show a similar processes in marketing their products to netizens. This paper aims to formulate the process of marketing digital products on social media through qualitative research methods with a comparative approach, so the results of the formulation can be adapted and developed into a process that can be applied by digital marketers in general.*

**Keywords:** *copywriting, visual, digital product, social media.*

### INTRODUCTION

The massive use of the Internet and electronic devices in everyday life creates a practical lifestyle in every activity. The flow of digitalization of information is a proof of the shift in human habits from relying on conventional things to dependence on digital media. The abundance of contributors to information on the internet creates a hyper-reality space that contains a data bank that provides text, visual and audio information that can help human live. The development of the world of hyper-reality and virtual reality has led to a shift in understanding of the concept of space and time, and its practice in the world of life (Piliang, 2010: 91). Various problems and needs can now be easily resolved along with the ease in finding information in a virtual space by simply using electronic devices such as smart phones to computers to access various websites with various kinds of information.

Initially, the use of the website as a provider of information shared by website owners to visitors has undergone development towards user generated content-based forums. The forum, which is now better known as social media, has become a means of sharing information and experiences that connects people without the limitations of time and space. Along with shifting human needs, now social media has gradually evolved into entertainment media, exhibition, information and marketing media. This occurs due to the development of the masses that grow in social media, both text-based and image-based (Putra, 2019: 113). Based on data released by We are Social on January 25, 2020, the most frequently used social media are (1) Facebook, (2) Youtube, (3) Whatsapp (4) Facebook Messenger (5) WeChat (6) Instagram. These results show that the most popular social media used is held by the Facebook Group which consists of Facebook, WhatsApp, Facebook Messenger and Instagram. The simplification usage of social media can

be seen from the hectic traffic of information that is spread across the two main platforms of the Facebook Group, such as Facebook and Instagram. In simple terms, the basic thing that distinguishes Facebook and Instagram is the penetration of user concentration. Facebook is designed to focus on the use of text, while Instagram is a social media platform that focuses on the penetration of visuals presented with photos and videos.

Based on data compiled by We Are Social in January 2020, the number of active netizens that can be reached by advertising on Facebook has now reached 1.95 billion users in the world, and Indonesia is in third place in the world with 130 million active users, while Instagram now has 928.5 million active users in the world, and Indonesia is in fourth place with 63 million active users. The large number of social media users has resulted in various characters, ages, and interests of each user and community. It is like a market that is crowded with people who have various problems and needs that require precise solutions. This is used by social media to monetize and help marketers who initially use conventional strategies in marketing products, towards digital-based strategies. targeting is carried out by segmenting the insights that can be analyzed through a tool called "Facebook Audience Insights". Based on the use of Facebook Audience Insight, this social media platform segmented by using data derived from demographics (age, relationship status, education level, and occupation), page likes (related to social media user interests), location (user's geographic location), and activities (frequency of activity and device usage). This data can be filtered to show results that become a reference for marketers who want to promote products effectively and on target.

Promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products (Tjiptono, 2015: 387). If in conventional marketing activities, promotion is carried out by one-way communication. Development in product promotion has begun to lead to two-way communication by utilizing integrated marketing communications. Tjiptono (2015) states that if the term "promotion" is perceived as a form of mass communication, then "integrated marketing communication" is more personal or individual. Social media provides a personal experience with an algorithm that only displays advertisements and information that only users are interested in (personal). In addition, the use of social media, which is a tool that has similarities to a forum, allows sellers and buyers to have a general discussion in the comments column, resulting in two-way communication. This results in the relevance of integrated marketing communications in product marketing efforts, a hallmark of product marketing strategies on social media.

Product marketing on social media is increasing with the various convenience features offered, such as a marketplace area, product tagging, to sponsored content that generates a call to action (CTA) to netizens so that they can be converted into consumers. The increasing number of product sellers on social media has become an opportunity for designers who have the ability to advertise products through visual communication. On the other hand, companies that market their products on social media are dominated by micro and small businesses that do not have large budgets for marketing activities that require aesthetic visualization to attract consumer interest. So that a solution appears to sell digital products in the form of online courses, social media design templates, websites, and e-books that offer knowledge that can guide buyers to the best strategies to optimize marketing activities in the form of promotions on social media.

Digital products that are increasingly in demand are sold using visual and copywriting strategies that able to attract netizens who are trying to sell their products on social media. The appearance of many digital product providers is a phenomenon in product marketing targeting a business to business system which is dominated by micro and small businesses. The thing that triggers this research is that the digital product marketing process has similar process frameworks in marketing the product, platforms usage, and the communication strategies presented by digital product providers. This analysis aims to present thoughts about the standard processes carried out by digital product marketers on social media, which can then be a strategy developed with creativity to market similar products.

## **METHOD**

The method used in this research is qualitative with a comparative approach. The focus of the comparative approach used is symmetric comparative research. According to Bakker and Zubair in Sumartono (2017) symmetric comparative research is research where the comparison process is carried out after each subject has been thoroughly discussed. Data collection to conduct symmetric comparative research is carried out by observation and documentation which is analyzed in terms of verbal and visual communication which contains marketing language which is promotional and / or integrated marketing communication. This study focuses on observations on several digital product providers, such as Digital Branding Spirit, Digipreneur Site, Jagoandesain.id, Kampus.desain, Ode Digital Kelas, dan Visual Labs. The analysis step is carried out in three main steps, namely (1) Observation that focuses on visual and copywriting elements that are used to attract potential customers; (2) Process analysis of each advertisement that markets digital products; (3) Formulation of a structure containing similar forms and processes that can be used as a reference for the strategy.

## **DATA DESCRIPTION AND DISCUSSION**

The use of social media as a virtual space to advertise digital products is a step taken by several service providers who want to help sellers market their products online. One of the fundamental challenges of novice online marketers is the condition of the virtual world with users that more interested in seeing the information presented visually. This problem then captured as an opportunity in selling digital products such as content templates that can be easily modified for publication needs. Furthermore, apart from visual problems, the need for knowledge based on experience becomes a business opportunity in selling products such as electronic books or better known as e-books. The efforts made in selling these digital products are carried out by utilizing sponsored content that contains a link to the landing page. Below are some of the case studies observed in digital product marketing.

## **DIGITAL PRODUCT; ONLINE MARKETING TEMPLATE DESIGN**

Digipreneur Site, Kampus Desain, dan Jagoan Desain are sellers of digital products like digital templates used for social media content. The Products sold in powerpoint-based templates with images, colors and text that can be changed in easy way. The digital products offer several modules such as Instagram feed design, Instagram story design, Instagram puzzle design, discount feed design, testimonial design, holiday design in Indonesia, and so on. This method of promoting digital products is done by running sponsored content on social media, Facebook and Instagram. The advertisements that presented have visualization

and copywriting which are expected to be able to attract consumers, especially first time sellers in online marketing.

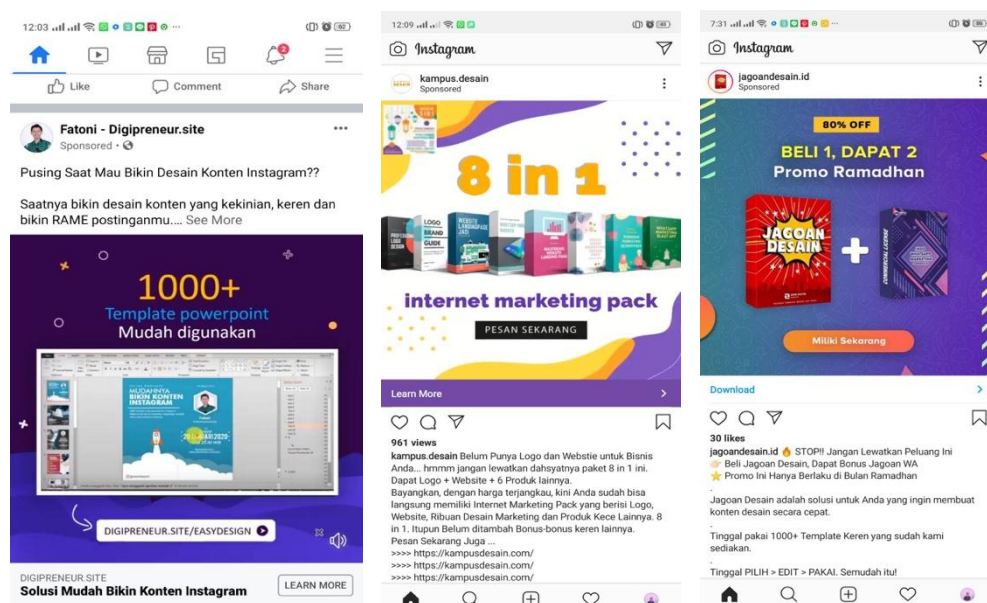


Figure 1. Sponsored Contents of Digipreneur, Kampus Desain, Jagoan Desain  
Source: Instagram.com; Facebook.com, 2020

Judging from the three sponsored content, it can be seen that the advertisements offered are presented with a digital collage visualization that displays the work process (Digipreneur), and *mockup box product* (Kampus Desain, Jagoan Desain) which aims to stimulate the desire that the product being sold is a product that contains a lot of content. In the content section there are headlines that show numbers games such as, 1000+ template powerpoint mudah digunakan (1000+ easy to use powerpoint templates), 8 in 1 Internet marketing pack, 80% Off Beli 1, Dapat 2 Promo Ramadhan (80% Off Buy 1, Get 2 Ramadan Promos). This penetration using the product bundle pricing strategy with the aim of providing packages containing a variety of useful content for online selling needs. Each of these sponsored ads shows a caption that contains an invitation (known as a call to action or CTA) which leads to a landing page of the advertisement. In addition, there is a button with the words Learn More and / or Download which has the same link as the CTA presented in the caption.



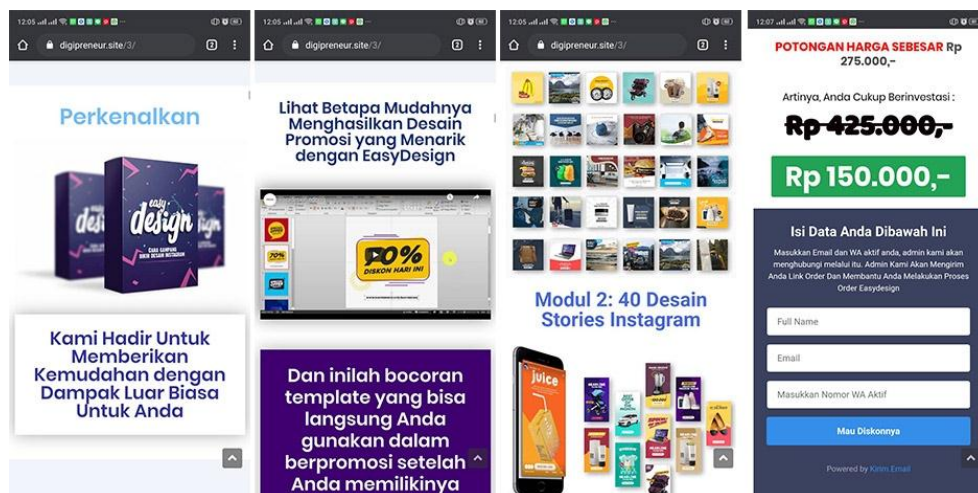


Figure 2. Landing Page Digipreneur  
Source: digipreneur.site, 2020

On the landing page from Digipreneur, there are four topics that are the key to promotion. The first discussion, the focus of Digipreneur's copywriting is the introduction of a product with a superlative style or exaggeration of the product indicated by the words "Kami Hadir untuk Memberikan Kemudahan dengan Dampak Luar Biasa untuk Anda" (We Are Here to Provide Ease with an Extraordinary Impact on You). In the second discussion, the focus of copywriting is to communicate product demos to ensure the ease of the work process by using the templates offered. In the third discussion the landing page shows a product catalog that is visually arranged and collated with various colors and collections. In simple terms, visual communication in the third discussion clearly shows that consumers will get many products when buying on this site. On the fourth discussion the landing page shows the selling price with a non cumulative quantity discount. According to Tjiptono (2015), non-cumulative quantity discounts are based on individual purchase orders. The strategy used is slashed price with copywriting which shows that the purchase of this product is not a consumptive shopping activity, but leads to investment.

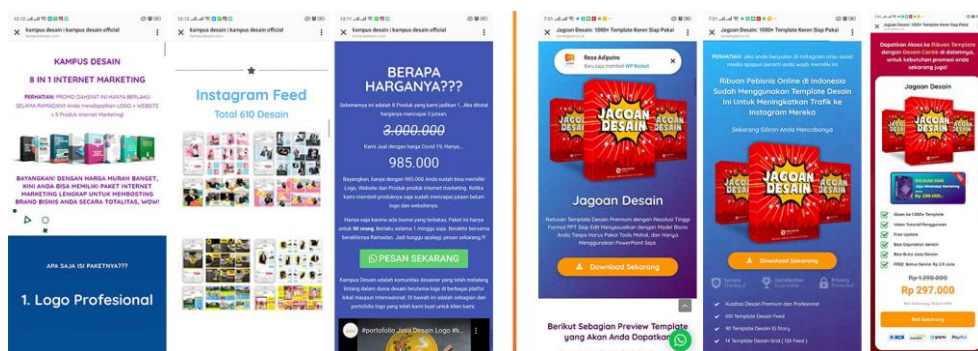


Figure 3. Landing Page Kampus Desain, Jagoan Desain  
Source: kampusdesain.com, zonadigital.com, 2020

On the landing page displayed by Kampus Desain dan Jagoan Desain, the scheme is similar with Digipreneur that using superlative copywriting in the early sections, shows features and catalogs in subsequent sections, and displays prices with a slashed price strategy.

## DIGITAL PRODUCTS; ONLINE CLASS & E-BOOK

Digital products that have similar popularity to design templates are lessons that can increase competence such as e-courses and e-books. These digital products are increasingly in demand because many netizens want to improve competence in certain fields but do not have time to learn them by taking conventional classes. The shifting in conventional activities into digital is addressed as an opportunity to sell digital products like online classes and e-books. Some of the online class sellers and e-books are Digital Branding Spirit, Visual Lab, dan Digital Kelas by Ode.

This digital product marketing strategy is implemented by publishing sponsored advertisements on social media. The segmentation targeted by several online class providers and e-books is social media users who have an interest in finding information in developing micro and small businesses. This strategy is similar to what digital product sellers do in selling design templates. The fundamental thing that often makes a difference is that digital product sellers like design templates offer convenience and speed, while online and e-book sellers offer increased competence to be more adapted to changes in the digital era.

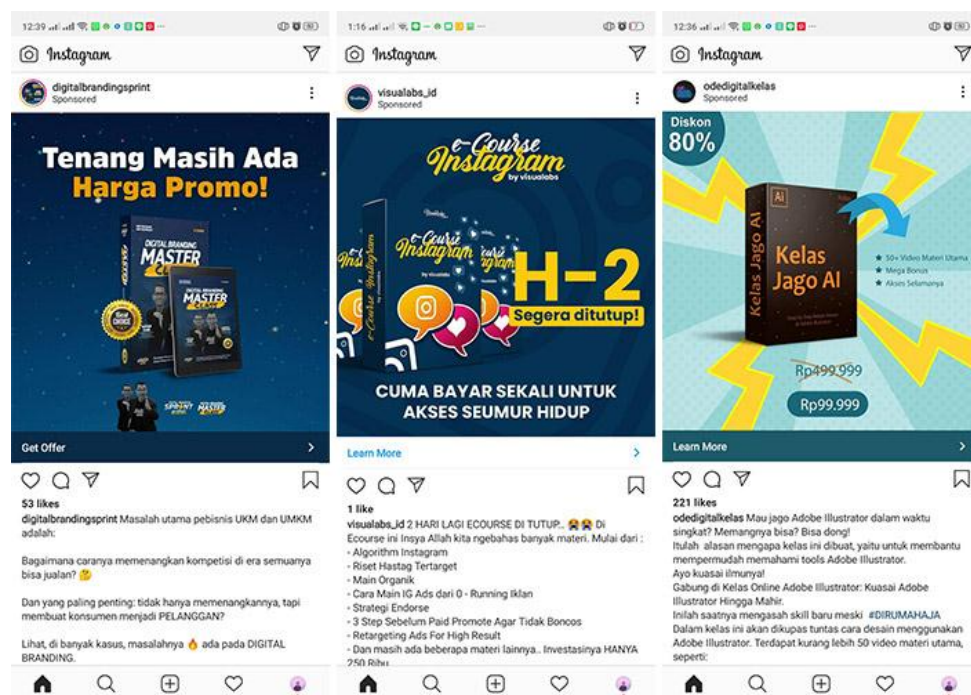


Figure 4. Konten bersponsor Digital Branding Spirit, Visual Lab, Digital Kelas  
Source: Instagram.com, 2020

Based on three sponsored advertisements presented by Digital Branding Spirit, Visual Lab, and Digital Kelas, Ad visualization shows a display similar to the advertisements of design template products, that use a mockup box to show that the product being sold is a bundle package that contains a lot of content. In addition, in the headline appear some copywriting that shows the offer, and the scarcity of the product with the words "Tenang Masih Ada Harga Promo" (Relax, Promo Price still Available), "H-2 Segera Ditutup!" (Promo closed in 2 days) dan "Diskon 80%" (80% Discount). In the caption section, copywriting shows two main strategies for digital marketing content, such as "pain" (difficulties, problems) and

“promises”. This can be seen from the use of sentences “Masalah utama pebisnis UKM dan UMKM adalah:” (The Main Problem of Small Medium Business) and “Mau jago Adobe Illustrator dalam waktu singkat? Memangnya bisa? Bisa dong!” (Want to be Adobe Illustrator Experts in a short time? Could We? Yes You Can!). It can be seen that the copywriting strategy in the two caption examples contains pain and promise, so the end of the caption displays a CTA inviting netizens to enter the landing page to see the solution to the offer given.

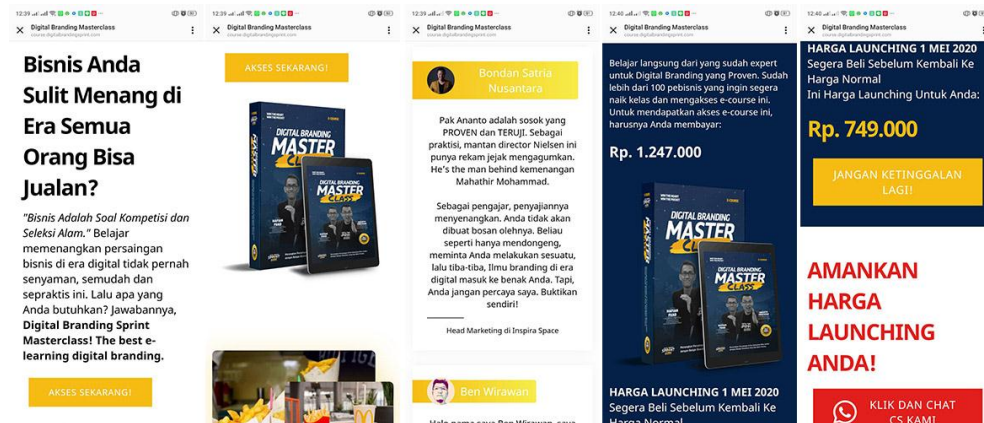
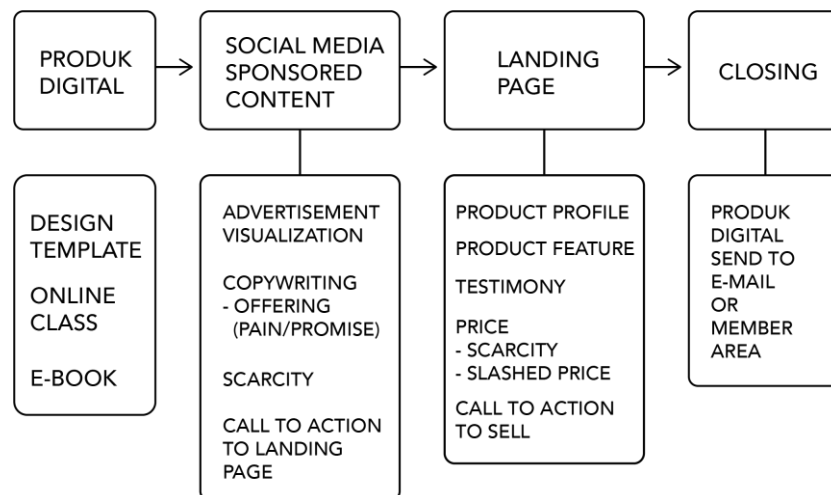


Figure 5. Landing Page Digital Branding Spirit  
Source: course.digitalbrandingsprint.com

On the Digital Branding landing page, there are four main discussions, such as stories about problems in business, digital products in the form of online classes with the materials offered, testimonials from buyers who have experienced the benefits of online classes, and special prices that contain scarcity that divide the regular price and the launching price. Based on its form there is a collaboration between quality advertising and price advertising. According to Suhandang (2016), based on the type of advertisement, quality advertising is an advertisement that shows the quality of the goods or services offered, while price advertising is an advertisement that further emphasizes the price of the goods or services offered. Landing page is a digital media that is not limited to conventional advertising in general, so the collaboration of the two advertising strategies is also installed on the landing page. Digital Branding Sprint.

## FRAMEWORK OF DIGITAL PRODUCT MARKETING PROCESS IN SOCIAL MEDIA

Based on observations by using a comparative approach, an analysis is carried out by paying attention to the fundamental aspects carried out by digital product marketers on social media. Observation and analysis focuses on visual strategy and copywriting, as well as the introduction to sales process flow in marketing. Here are the results of the formulation of a digital product marketing process framework on social media.



**Figure 7.** Framework of Digital Product Marketing Process in Social Media

Source: Personal Documentation, 2020

In simple terms, the process framework from the results of this analysis can be divided into four main processes, (1) digital products; (2) Sponsored content on social media; (3) Landing Page; (4) Closing. In the first process, there must be a digital product to sell, such as design templates, online classes, e-books, and any other products. The next step is to market digital products on social media that have an active netizen population and match with the product segmentation. When interested netizens begin to enter the links provided by advertisements and / or sponsored content on social media, the netizens will be brought into a landing page that contains product profiles, product features, testimonials as proof of quality, good price with great performance, and a CTA button to purchase the products by entering data. The last thing is closing sales by providing digital products by sending directly to e-mail or providing an account to access the member area.

## CONCLUSION

Based on the results of research conducted with a comparative perspective on several digital product sellers, observations and analyzes have been carried out on digital product providers that selling design templates, online classes and e-books. All digital product sellers use social media which has large active users in Indonesia for product advertising activities that using sponsored content. The sponsored content contains communication such as visual communication and verbal communication using copywriting. Visual communication that presents product images presented with product box mockups that stimulates netizens to assume that the digital product offered contains a lot of content, to attract interest in owning the digital product. Furthermore, the use of copywriting such as headlines containing discounts, common business problems (pain), promises to quickly master a competency (promises), to limited time and availability of goods (scarcity) are points that are oftenly used by digital product marketers to attract consumer interest. At the bottom of the sponsored content, includes a call to action button that directs netizens to the landing page with complete information such as product profiles, features offered, prices filled with time constraints to indicate scarcity and a call to action button that leads to the purchase process will then be processed by the seller. The process framework is the result of the formulation of observations and analysis is limited to the sale of digital products, remembering the lack of process like packaging and shipping via expedition such as selling physical products. However, the strategic framework like visual communication and



copywriting can be developed to be applied to other product marketing processes on social media, in order to add insights and strategies for selling products or services with digital marketing.

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