

Implementation of Digital Marketing Strategies through Social Media Marketing, Supply Chain Management and Online Sales of Bill Chilly Product

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Abstract-This research discusses the implementation of digital marketing strategies through social media marketing and online sales at the startup business of Chilly Bin products. Nowadays, companies have to market their products and services through digital marketing online without also leaving offline sales. The study enumerates that supply chain management has a significant impact on new business products. Companies that use digital marketing as a promotion strategy either with social media or online sales can increase company revenue or enhance consumer purchasing decisions. The overall data obtained from the online users of marketing and sales and PLS-SEM was employed to test the hypotheses. Here the researchers strive to recommend marketing strategies through social media and marketing strategies applied to sell products online. There are still many marketing channels that have not well utilized for consumers to aware, appeal, ask, act and advocate. Marketing 4.0 integrates forms of online and offline sales. The most important thing is that which is easily found on the internet that drives consumers to know and to buy products resulting in more profits. Selling and promoting products must be attractive, up to date, follow the trends, and increasing e-commerce marketplaces and social media usage.

Keywords; Digital marketing, Social media marketing, Supply chain management, Online sales

1. Background

The online system has allowed us from various walks of life to run businesses independently and benefit from their companies. The ability of the internet to provide information quickly, and facilitate effective and efficient communication, have provided business opportunities for growth. In recent years, marketers who use the internet as a promotional medium have increased aggressively; therefore, they have begun to shift the use of traditional advertising media such as radio, television or magazines. In the digital age, people tend to spend online shopping activities from normal shopping activities [1].

The results showed that social media networks could use as a marketing tool that can increase consumer purchase intentions. According to Jack Ma (founder of Chinese e-commerce Ali Baba), he firmly said that failure to utilize social media networking tools as a medium for interacting with consumers. However, other business partners in potential prospects could cause companies to leave the industry, thereby losing position in the Market.

The researchers in this study observed the success of the new company Chilly Bin, which founded in 2016. The Chilly Bin became a successful new startup company that has made a profit in billions in 2 years by utilizing digital marketing. Moreover, via targeting the market share of families living in urban areas, especially in Jakarta and surrounding areas; precisely, urban families with their high activity dynamics and limited time [2]. Moreover, with the increasingly dense urban traffic conditions made them look for alternative shopping solutions for food needs that are easy and practical. Looking at the dynamic market segmentation and specific product characteristics, The Chilly Bin has empowered digital marketing and online sales as a significant part of its marketing and sales strategy. The Chilly Bin felt the need to convey their existence to consumers (the wider community) as well as selling products. Social media is considered able to bridge the needs of socialization, promotion and sales [3].

In business, various strategies prevail for the establishment of new business products; therefore, continuing growth also requires some digital strategies for cognitive growth of a market [4]. Where the distribution channel has made new business products much easier, supply chain management also inserted a significant role in the business [5]. For the eminent growth of a business, supply chain management asserts all possible means to distribute products with variant strategies [6]. The implementation of various strategies has contributed significant increase over variant businesses, although supply chain management counted as an important mean. The use of supply chain management in a variety of

countries have grown up with significant importance; therefore, numerous expenses also concluded in reduction with eminent use of supply chain. Supply chain management contributes in various ways to enable all mean of distributing new business products [7]. At the same time, some significant ways of supply chain management not only reduces cost but also results in eminent growth of organizations and new business products.

The social media used by The Chilly Bin are Instagram and WhatsApp. In Ariel's research, E. Instagram on mobile concluded that there is a significant influence between the quality of advertising information on attitudes towards advertising, attitudes towards brands, and purchase intentions. Therefore the more critical the existing indicators on the quality of advertising information it can foster a desire to buy food products by consumers. While WhatsApp, an application based on delivering short messages, can be in the form of text, voice or images. The ability to communicate across platforms at a low cost has made WhatsApp easy and accessible as a means for friends and family to stay connected throughout the world and means of communication business with international clients.

In online sales, The Chilly Bin cooperates with Tokopedia, Sayur Box, Happyfresh and Lemonilo, which have a leading marketplace business in Indonesia. With the increase of social media facilities, traditional mass media has become less effective as a marketing tool [8].

The reality turns out that social media marketing has not been able to effectively increase product sales. The use of e-commerce has not maximized due to limited human resources and the low level of consumer trust in e-commerce. Many mistakes in the use and Application of social media marketing strategies reduce consumer interest and attractiveness. Therefore this research can find out how the social media use strategy used by The Chilly Bin. Further, how does the correct implementation for social media usage strategies and online sales in the product business, to bring success and prosperity to the community including contributing, referencing, values and profitable investment in the role of digital marketing and social media in developing online business in the business world.

2. Hypotheses development

The defining digital marketing as "an adaptive process, made possible by technology in which companies collaborate with customers and partners to jointly create, communicate, bring, and maintain value for all stakeholders". The Application of digital marketing to a variety of companies for B2B (Business to Business) or B2C (Business to Costumer) or a mix of both business models [9].

The budget for Digital Marketing depends on what elements desired in the digital marketing strategy. The main focus is to create high-quality content that the audience wants to consume. The digital world is vast to get many customers, must start with many ideas on content marketing. While, the researchers contribute to discovering new things that will carry out in this study; therefore, it becomes a contribution of science and novelty contributed by researchers.

Wide area of literature has contributed essential ways for business growth. At the same time, supply chain management is considered as a vital mean for a new business product, in fact, for the rise of business too [10]. In the implementation of digital marketing strategies, supply chain management has contributed a significant role in the effectiveness of implementing various marketing strategies [11]. Although vital means retrieved from multiple studies have raised over time, the ultimate rise in supply chain management for the contribution of new business products eminently grew up [12]. Extensive literature mentioned supply chain management is a dominant mean for the distribution channel. However, many channels also defined through supply chain management, the significance of sharing and supply considered as an essential mean for new business products. Initially, various frequencies required to upgrade with specific implications, therefore the effectiveness of supply chain management could better enumerate the overall significance in multiple studies [13]. Social marketing is an essential channel in business for the growth and attaining competitive advantage; therefore, supply chain management inserts significant measures to capture reasonable growths. It is eminent that business rise nowadays with a considerable increase in online sales; therefore, the user-mode for reaching such a product requires some channel of distribution [14]. Supply chain management could help attain and reduce various costs that do influence companies from achieving a competitive advantage.

Online marketing is an essential promotion strategy. The majority of consumers buy products online. Online marketing is a little cost [15]. Digital marketing strategies affect competitive advantage sequentially starting from the most dominant by 78% while the remaining 22% explained by other factors. Research for hotel customers found that there is a positive relationship between the uses of social media, trust and retain customers, so the results recommend hotel managers to focus on social media as a useful tool in marketing. Just as the online world is developing, the offline touch has become a strong point of differentiation. Aside from combining online and offline, Marketing 4.0 also integrates style and substance. It means that the brand promotes not only good branding, but also content that is relevant to customers or presents good content with up-to-date and useful packaging [16].

However, it must balance with the development of human-to-human connectivity which will strengthen customer engagement. In essence, technology development does not stop the technology itself, but how this technology helps brands in humanizing relationships with their customers.

Is traditional marketing obsolete in this case? The answer is no. In Marketing 4.0, digital marketing does not replace traditional marketing. Instead, both of them are present together with the alias coexist in the current era. Both complement each other's roles, especially in the customer's journey. In the current era of connectivity, the customer path has changed. In the past, it is known as 4A, namely Aware, Attitude, Act, and Act Again. Now, this customer's journey has changed to 5A, namely Aware, Appeal, Ask, Act, and Advocate. In this new customer path, traditional marketing and digital marketing can come together. It could be, for example, people are aware of a product through conventional advertising on television. Then, they would ask online on social media, then they make a purchase, and are satisfied. They recommend the product to their community, both on social media and the offline community. Finally, in essence, Marketing 4.0 has become a marketing approach that combines online and offline interactions, whose primary goal is to win consumer advocacy [17].

In contrast, supply chain management has a significant role in maintaining importance over the distribution channel. Through the implementation of strategies in business, many products have eminently risen over time; at the same time, supply chain management has inserted a significant role in the strategies implementation [18]. Various means adopted by companies grew with wide literature, but the significance of supply chain management gained much importance to push companies at their peaks in a competitive environment [19]. As stated in vast writing, supply chain management is a useful tool for fighting over various companies for attaining advantages of height, although devaluation of supply chain management in multiple studies have enumerated negative results over them [20]. For seeking growth of companies, marketing strategies through digital networks grew up as shown in a vast literature. Still, the ultimate reduction of supply chain management may prevail negative impacts overgrowth of companies. Companies of variant structures adopt numerous strategies for the considerable rise of business, although new products are too tricky for rising Market; therefore, supply chain management has much effective procedure for the enormous surge of new business product [21]. Digital implementation has contributed significant measures for retaining and establishing new business strategies. At the same time, the eminent use of supply chain management counted as a substantial role in the growth of a business [22]. Variant studies have a prominent role in the new

business products, while the use of various strategies could boost the rise with eminent use of strategies like supply chain management.

Social media is media that built to facilitate interactive social interaction both in two directions and in various courses. They were considering that social interaction is one of the critical elements in perspective influencing entrepreneurial cognition to be effective [23]. Social Marketing has long been known in the world and applied in "selling" ideas to change people's thoughts, attitudes and behavior [24]. Increased Internet marketing capabilities has caused the company's performance to be better overall. Internet marketing is one of the tools in marketing communication that is currently widely used as a new medium in the marketing world, one of which is by utilizing the popularity of social media as a promotional medium. Therefore the synthesis of the role of social media for business can be taken.

Online sales or electronic commerce in English called Electronic Commerce. Some call it an online shop and online stores that don't use the internet are called Offline Shop [25]. E-commerce or E-business has become a broader definition, not just buying and selling goods and services but also includes customer service, a collaboration between business partners and the use of electronic transactions. E-commerce is also a marketing medium that uses a website for deals or facilitates an online product sale where the transaction takes place between organizations or individuals.

The Startup is the implementation of a business plan where everything planned and projected in a business plan is poured and realized in the form of a startup. Startups intended for situations that cannot model, unclear, and where the risks are not necessarily substantial - don't know yet". Besides, the Startup can also be defined as a company only been established and is in the development and research phase to find the right Market [26]. And startups are usually more associated with companies that prioritize information technology because internationally during the bubble dot-com (1998-2000) because many dot-com companies were established simultaneously in that period. Thus, many companies used the internet as a means of developing their business until the startup business was born. According to startups are temporary organizations that look for a business model that can grow, repeat and be profitable. Cambridge.org online dictionary, a startup is a small business that has just begun. In contrast, the business dictionary noted as the initial stage of a company where entrepreneurs move from the scene of business ideas, financing, laying the foundation of the business structure and then starting a business.

H1: There is a positive association between Social Media Marketing and Business Products.

H2: There is a positive association between Online Sales and Business Products

H3: There is a positive association between Supply Chain Management and Business Products

3. Methodology

The aim of the present article is to explore the links of social media marketing, online sale, supply chain management and business products. The data has been obtained from the online users of marketing and sales activities through questionnaires by sending them through mail. In this process, around 320 questionnaires were distributed but only 190 questionnaires were returned that represents around 59.38 percent response rate. While, PLS-SEM was employed to test the hypotheses. The constructs include three predictors such as social media marketing (SMM) that has seven items, online sales (OS) that has four items, and supply chain management (SCM) that has six items. In addition business products (BP) has used as predictive variable and has five items and these variables are mentioned in Figure 1.

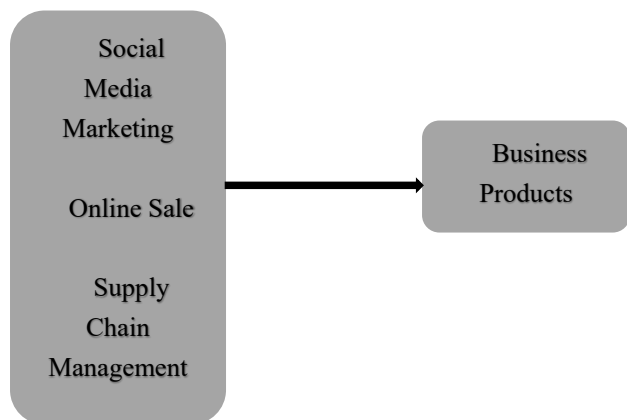


Figure 1. Theoretical framework

4. Results

The findings show the convergent validity along with discriminant validity and path analysis. Firstly, convergent validity has been examined and the figures show that no issue with convergent validity and items are highly correlated. The standards are fulfilled such as loadings and AVE are more than 0.50 while Alpha and CR are greater than 0.70. These figures are highlighted in Table 1.

Table 1. Convergent validity

Items	Loadings	Alpha	CR	AVE
BP1	0.823	0.852	0.900	0.693
BP2	0.830			
BP4	0.854			
BP5	0.821			
OS1	0.695	0.835	0.890	0.671
OS2	0.897			
OS3	0.769			
OS4	0.898			
SCM1	0.938	0.944	0.958	0.820
SCM2	0.856			
SCM3	0.935			
SCM4	0.939			
SCM6	0.855			
SMM1	0.830	0.938	0.950	0.730
SMM2	0.862			
SMM3	0.854			
SMM4	0.822			
SMM5	0.874			
SMM6	0.875			
SMM7	0.861			

Secondly, discriminant validity has been examined and the figures show that no issue with discriminant validity and variables are not highly correlated. The standards are fulfilled such as Heterotrait Monotrait (HTMT) ratios are smaller than 0.90. These figures are highlighted in Table 2.

Table 2. Discriminant validity

	BP	OS	SCM	SMM
BP				
OS	0.833			
SCM	0.564	0.458		
SMM	0.455	0.380	0.428	

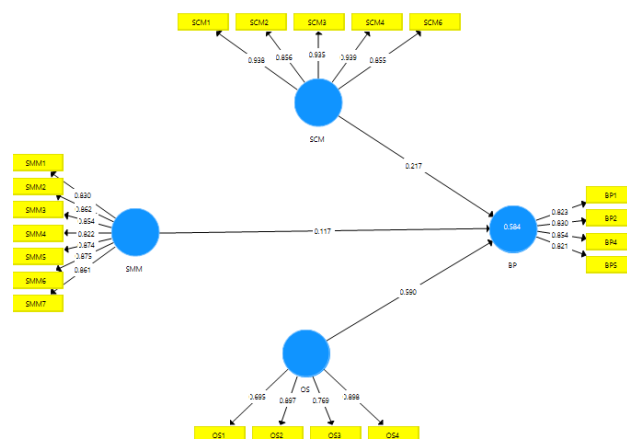


Figure 2. Measurement model assessment

The results related to the hypotheses testing show that social media marketing has positive along with significant nexus with business products and accept H1. In addition, online sales has positive along with significant nexus with business products and accept H2. Finally, supply chain management also has positive along with significant nexus with business products and accept H3. These nexus are shown in Table 3.

Table 3. Path analysis

Relationships	Beta	S.D.	T-statistics	P-values
OS -> BP	0.590	0.038	15.407	0.000
SCM -> BP	0.217	0.045	4.842	0.000
SMM -> BP	0.117	0.045	2.580	0.010

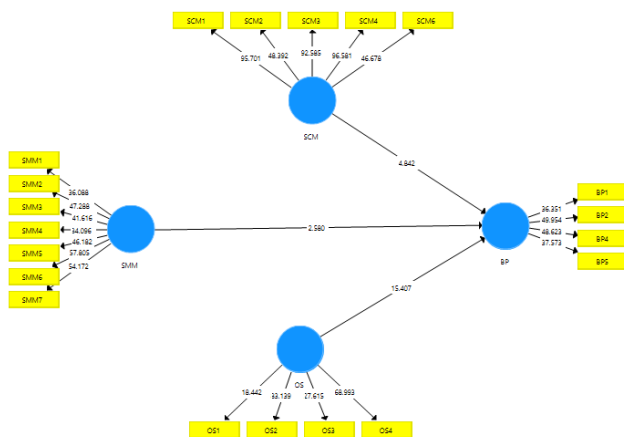


Figure 3. Structural model assessment

5. Discussion and conclusion

It has identified that there are 2 types of consumers in The Chilly Bin, namely conservative and progressive. The Conservative Consumer Type is they tend to be introverted, not much socialized, not up to date, and not too familiar with sophisticated gadgets. Especially the internet, unusual / have never done online shopping, getting to know Chilly Bin from a close friend introduced to his WhatsApp contact number until then became a regular customer. This type does not dare to do online shopping transactions with external parties. In contrast, the more Progressive type of Consumer is having various social activities as well as being active in multiple communities, up to date. Further, very familiar with sophisticated equipment including the internet, productive on social media, accustomed to shopping for goods online, know Chilly Bin coincidentally, when browsing on Instagram then contacting WhatsApp contact numbers until finally becoming a regular customer. This type is more accustomed and brave to do shopping transactions with outside parties online.

The results of We Are Social and Hootsuite research in datareportal.com in 2019 stated that the average Indonesian spent 3 hours 26 minutes per day doing activities in social media. Indonesia's total population is

268.2 million, and it turns out there are 150 million people as social media users (56%), and there is an increase of 20 million from 2018 data. Dominant social media networks consist of YouTube, WhatsApp, Facebook, Instagram, Line, etc. -others. The total active users of Instagram Indonesia have reached 60 million, the composition of the position of dominance in sequence, first is YouTube (88%), then WhatsApp (83%), Facebook (81%) and Instagram (80%). The majority age of social media users is the age range between 25-34 years (33%) and also the age range between 18-24 years (33%). The number of people targeted by Instagram ads is 62 million users. Whereas in online sales, 93% visited online sales and 86% made online purchases. Most purchase transactions are on tourist trips and accommodations \$ 9,376 while on food and personal needs as much as the US \$ 1,452. The most significant annual growth occurred in food and individual needs by 30%.

Many buyers, especially the younger generation, turn to online shopping and change the flow of communication and influence marketing communication. With an innovative marketing approach, brands and consumers connected without limitations in time, Location, and communication facilities. In recent years, there has been a rapid growth in the use of social media as a social tool for communication, noted that many social facilities used. According to Jack Ma (founder of Chinese e-commerce, Alibaba), firmly said that failure to utilize social media networking tools as a medium for interacting with consumers. While in other business partners or potential prospects could cause companies to leave the industry, thereby losing position in the Market. Social media has been tied to the activities of the general public because social media networks used as a means of communication about interests, work, and interactions.

Positive changes to the environment that occur due to the use of social media are increasingly effective and efficient human beings in obtaining information. From an economic standpoint, public awareness is increasing about healthy products at affordable prices; thus both parties, namely sellers and buyers, feel that they benefited from the presence of social media and online sales. Accessing social media and online stores all the time has become a new human need in updating and searching for information sources. The internet and technology are rapidly changing human behavior in various aspects of life. In other studies, there is the impact of social media on the decision-making process influenced by criticism and information shared by other users.

For startup businesses using social media in digital marketing can provide benefits and many benefits. The following social media marketing strategies are 1. Trust and brand awareness; 2. Attracting potential customers, 3. Building connections and networks, 4. Creating and maintaining relevant, valuable, quality, accurate, and

precise content, 5, using photos or videos that are interesting and informative, 6. Increase interaction by using hashtags, shares and links. 7. Enjoy joining discussion groups and online communities. 8. Make the social media space as a place for sharing useful information.

With the proliferation of various online shops now, it is undeniable that there is a change in people's lifestyle. If previously, we more often shop directly both to stores or markets, now there are online sales that are ready at any time wherever we are. The key is only one internet facility either via cell phone or computer. Here are some marketing strategies that applied to sell products online: 1—maximizing network and relationships, including Affiliate Marketing cooperation, namely cooperation with other business people in marketing. For example, via WhatsApp and bloggers. 2. Accustomed (mobile-friendly) using internet technology and able to use various social media applications and online sales. 3. Add interesting marketing content, display product photos, contact numbers and product descriptions in a professional, detailed and exciting way. 4. Maximize the use of digital marketing in online sales such as building customer databases, giving discount coupons, free shipping services, giving bonuses, multiplying product choices. 5. Have a sales team to serve prospective buyers, send on time, guarantee the availability of products and maintain product quality and delivery. 6. Have a responsive service. Service to consumers should not be slow because the delay will have an impact on consumer dissatisfaction and become one of the factors consumers move to competitors.

Chilly Bin's marketing strategy through digital marketing is still not optimal because no one has specifically got the hands-on or handled it. The Chilly Bin product marketing through Instagram and WhatsApp still held by the founder of the company with a reach that has not yet been widespread. Not many people use marketing channels, while many marketing channels aimed at making it easy for consumers to know and access information on products sold by the Chilly Bin. On social media, product promotion activities are more effective and can convince consumers if they initiated and passed on to member networks. On the other hand, it is not yet effective using offline channels because marketing 4.0 integrates forms of online and offline sales. It is still focused on sales and needs to provide solutions for what is required by consumers. It has not identified customer pain points. It is useful to know, think about and help to overcome consumer problems for the product.

The study concluded the vital role of supply chain management in the establishment of new business products; therefore, the use of supply chain in the study has a significant impact on the business and new business products [19]. Various factors also prevail while analyzing

the elected variables; therefore, supply chain management founded inserting a decisive role in business products.

In an online sales strategy, the Chilly Bin should create an online shop site on the first page of search. It is important because the one easiest to found on the internet is the one with the potential to get more consumers and profits. How to sell and promote products must be Up to date and follow the trend. Build a reseller to increase sales. Increase the marketplace besides Tokedia, Sayurbox and Happy fresh. Expanding the use of social media other than Instagram and WhatsApp like YouTube as the first rank of most users, Facebook as the third rank and other Social Media.

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