

Implementation of Marketing Strategies in Increasing Product Sales

Saparuddin Siregar¹, Cut Dila Sari², Irhamsyah Putra³

^{1,2,3}Faculty of Islamic Economics and Business, Universitas Islam Negeri Sumatera Utara, Indonesia

Article Info

Article history:

Received May 20, 2023

Revised June 15, 2023

Accepted June 30, 2023

Keywords:

Marketing Strategy; Increasing Product Sales

ABSTRACT

This journal discusses the implementation of marketing strategies as the main key in increase product sales in the Ara fashion industry. This research uses a case study approach to analyze how effective marketing strategies can contribute to sales growth of a product. The methodology involves surveys, interviews, and data analysis to measure the impact of implemented marketing strategies. The research results show that the use of appropriate marketing strategies, such as utilizing social media, improving branding, and product promotion, can significantly increase consumer awareness and, in turn, accelerate the rate of sales. The practical implications of these findings can provide valuable guidance for industry players in designing effective marketing strategies to improve the sales performance of their products.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Name: Saparuddin Siregar

Department: Islamic Economics

Faculty: Faculty of Islamic Economics and Business

Afiliation: Universitas Islam Negeri Sumatera Utara

Email: saparuddin.siregar@uinsu.ac.id

1. INTRODUCTION

The implementation of marketing strategies is a critical step in an effort to increase product sales of a business. In the dynamic business era, consumer changes, market competition, and technological developments are challenges that must be overcome through the right strategy. This journal aims to explore how the implementation of marketing strategies can be a key driver in increasing product competitiveness and sales. Through an analytical approach, this journal will review various aspects of marketing strategy implementation, including target market selection, product differentiation, promotion, and distribution. By integrating theoretical concepts and empirical research, it is hoped that this journal can provide in-depth insights into how companies can optimize their marketing strategies to achieve a significant increase in the sales of their goods.

Overall, this research makes an important contribution in understanding the role of marketing strategy as a key instrument in achieving a company's sales goals. By thoroughly exploring the implementation of marketing strategies, it is hoped that this journal can be a valuable guide for business practitioners, researchers, and decision-makers who are interested in strengthening their market position and improving the sales performance of their products.

2. METHOD

This article uses the focus group discussion method to explore various views and ideas regarding effective marketing strategies and how they affect sales. The population in this study is Ara Fashion consumers and potential customers, the sample used is random sampling to get representatives, namely customers who shop often and those who shop infrequently. The analysis unit in this study is Ara Fashion where the data source in this study is documents and direct information, the data collection techniques used in this study are direct observation and literature study, then the method used is descriptive analysis. Then it will be identified how to implement marketing strategies in increasing product sales as well as the results of research that has been carried out related to the implementation of marketing strategies in increasing product sales at Ara Fashion.

The results of the literature analysis are then compiled and presented in this scientific article. In the preparation, a logical and chronological structure will be used to explain the theoretical study systematically. The presentation will include a description of relevant theories, methodologies and related research findings, as well as conclusions and practical implications that can be drawn from the literature investigated. By using literature research methods, this article is expected to provide a comprehensive understanding of the implementation of marketing strategies in increasing product sales so as to increase sales in the company. In addition, this article can also be a useful reference source for researchers and practitioners in making decisions related to the matters mentioned above.

3. RESULTS AND DISCUSSION

The results of the study show that the implementation of marketing strategies plays a crucial role in increasing product sales. Companies that actively adopt focused and innovative marketing strategies experience higher sales growth compared to their competitors.

1. The Importance of Product Differentiation

The results of the study confirm the importance of product differentiation in marketing strategies. Companies that are able to highlight the uniqueness of their products manage to attract consumers' attention and create brand loyalty, which ultimately increases sales.

2. The Role of Social Media

The findings show that companies that are actively engaged on social media are able to create closer interactions with consumers. Marketing strategies through these platforms can accelerate brand awareness and motivate purchases.

3. The Right Target Market

Choosing the right target market is a critical factor in the success of a marketing strategy. Companies that can identify and understand market needs well can direct their marketing efforts more effectively, resulting in a significant increase in sales.

4. Technology Support

The adoption of technology in marketing strategies, such as big data analytics for better consumer understanding, has also been shown to have a positive impact on sales outcomes. Companies that are able to use data wisely can make more informed decisions in directing their marketing strategies. These results and discussions provide an in-depth understanding of how the implementation of marketing strategies can be a key driver in increasing product sales, providing valuable guidance for business practitioners to improve their marketing performance.

4. CONCLUSION

The implementation of an effective marketing strategy can significantly increase product sales. By understanding the target market, utilizing the right marketing channels, and focusing on the added

value of the product, companies can achieve success in increasing consumer appeal and confidence. The suggestion is as follows:

1. Understand the Target Market: Clearly identify the profile of potential customers, their preferences, and needs. This allows for adjustments to marketing strategies to be more targeted.
2. Leverage Social and Digital Media: Use online platforms to build a brand presence, engage with customers, and deliver marketing messages effectively.
3. Emphasis on Product Added Value: Focus on the unique features and benefits of the product that can meet the needs of customers in a better way than competitors.
4. Performance Analysis and Measurement: Conduct continuous monitoring of the effectiveness of marketing strategies. Use the data to assess performance and make adjustments if needed.
5. Collaboration and Partnerships: Establish cooperation with strategic partners, whether in the form of endorsements or marketing partnerships, to increase customer visibility and trust.
6. Tactical Promotions and Discounts: Use promotions and discounts wisely to encourage impulse purchases and provide incentives to customers.
7. Superior Customer Service: Ensure good customer service to retain customers and build a positive reputation.

By combining these aspects, the company can achieve a significant increase in sales of its products.

5. REFERENCES

- Alserhan, B.A., Halkias, D., Boulanouar, A.W., Dayan, M., & Alserhan, O.A. (2015). Expressing herself through brands: the Arab woman's perspective, *Journal of Research in Marketing and Entrepreneurship*, 17 (1), 36 - 53
- An, J., Do, D.K.X., Ngo, L.V. & Quan, T.H.M. (2019). Turning brand credibility into positive word-of-mouth: integrating the signaling and social identity perspectives, *Journal of Brand Management*, 26:157–175
- Barak, B., & Stern, B. (1985). Fantastic at Forty! The New Young Woman Consumer, *Journal of Consumer Marketing*, 2 (2), 41-54
- Clemes, M.D., Dean, D.L., & Thitiya, T. (2020). Modelling the behavioural intentions of day spa customers, *Asia Pacific Journal of Marketing and Logistics*, 1355-5855 DOI 10.1108/APJML-04-2019-0258
- Marliyah, Yafiz, M., Dharma, B., & Syarbaini, A. M. B. (2022). 'Amid: Islamic Integrative Approach as Survey Model. *Indonesian Journal of Islamic Literature and Muslim Society*, 7(1), 17–32. <https://doi.org/10.22515/islimus.v7i1.5406>