



Utilization of Digital Marketing Landing Pages for Small Businesses; Studies for Community Service

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ABSTRACT

The reality is that for the majority of business owners, product marketing carried out by small business groups is still done through conventional marketing. This is considered less effective and efficient. One of the digital marketing media that is widely used by business people is landing pages. To help expand the marketing process for products produced by these small business groups, activities to introduce landing page creation were carried out which can help expand the marketing area. The method used in this community service activity is counseling. The benefits obtained include, "can increase knowledge about the use of digital marketing, especially landing pages in marketing, through digital marketing, the marketing area becomes wider, so that it can reach consumers outside the region, the hope is that in the future the amount of income will increase." So "digital marketing landing pages" need to be developed further by paying attention to changes in consumer behavior both in the purchasing and payment processes.

Keyword: Landing page, Digital marketing, Marketing potential, Sales volume

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I. INTRODUCTION

The presence of an information technology system is expected to help advance the economy. "The Information Technology System cannot be separated from the digitalization process. Through digitalization, it can accelerate the production process, expand the marketing or sales area, improve service to consumers", time efficiency, and so on. It turns out that there are industrial activities that are not too affected by the reduction in employees or workers, namely the small business industry (Kurniawan, 2019). This is because the basis of the small business industry is innovation, culture, art, and creativity (Febrian & Fadly, 2021). "The United Nations Conference on Trade and Development (UNCTAD) also groups this small business industry into (four groups), namely functional creativity, media, heritage, and art", (Anggarini, 2021). Digital marketing is market research and advertising conducted through online digital media, "such as social media. The world of social media involves many people around the world, not just individuals and devices that can connect", (Patria Adhastian, 2020). Digital marketing includes integrated and interactive marketing that allows buyers, producers, and market intermediaries to interact with each other (Muskika, 2021).

Digital marketing through online media not only facilitates and expands marketing opportunities, "but also greatly helps entrepreneurs because it makes it easier for customers and entrepreneurs to choose and receive information about the marketing products they need". So it is easier for customers to research and buy these products. The internet has many advantages for businesses and consumers. The small business industry itself is an industry that initially came from individual talent, creativity, and skills in an effort to create jobs and welfare (Febrian & Fadly, 2021). The characteristics of the small business industry are industrial groups that can consist of various industrial groups where each industrial group has a relationship in the process of exploiting intellectual property or an idea to have high economic value, so that it can create jobs and welfare for the surrounding community (Kurniawan, 2019). One of the business world trends is digital marketing. Digital marketing is an internet-based marketing technique (Dupont, 2018). The marketing strategy that is widely applied by companies in carrying out promotions in the industrial era 4.0 is digital marketing (Gornez, 2019).

One of the digital marketing media that is currently widely used by small and medium business actors as well as large companies is the landing page. Landing page is a part of the website page that displays special information and limited offers (Anggarini, 2021). The design is more attractive and does not have much content. As part of digital marketing, the landing page provides a call to action feature so that consumers are attracted to the event offered (Ahrnadi & Kusurna, 2021).

II. LITERATURE REVIEW

When a small business has access to the internet, is active on social media, and has the ability to expand its economic capabilities, it can reap the financial, employment, innovation and competitive benefits that accompany these activities. Many SMEs, on the other hand, have not yet adopted new technologies." especially when it comes to digital media) (Nairnah, 2020). An integrated interactive targeting approach that brings together producers, customers and the market as a whole is known as digital targeting. By using plans that utilize technology, companies will be able to more easily contact their target markets (Sasa, 2021).

In addition to building brand awareness, "digital marketing can also be used to determine which social media platforms to use and develop messages and decide on various promotional strategies", (Oktafiyani & Rustandi 2018). Thus, the business will be able to function optimally. There must be a separate identity for each IKM activist to distinguish it from others. Defining individual or group identity can be done in various ways (Saudah & Adi 2018).

Social media, such as Facebook, is a common medium for digital marketing efforts. Social media platforms such as "Instagram, WhatsApp, Twitter, and so on all have unique features that allow businesses to promote and sell their products and services". The use of technology in marketing is essential for small businesses to survive (Alford & Page 2015). Google My Business is a digital media platform that can be used by small and medium businesses to increase their product promotions (Ridwan, 2019). Therefore, it is very important to pay attention to the growth of MSMEs. The profitability of MSMEs can be increased by using online marketing strategies (Setiawati & Widyartati 2017). Digital marketing allows businesses to achieve certain communication goals using the internet. Distribution Information: Providing complete and detailed company product information is one of the important purposes of using a website (Firrnansyah, 2021).

III. METHODOLOGY

This community service activity "was carried out on February 15, 2024 in RW 02 Tlogornas, Malang City. At that time, a Routine Meeting of the RW 02 Tlogornas Management was also held" (the author is the treasurer of RW 02 Tlogornas). This activity was attended by several small business people. The number of representatives from small business groups who attended was 7 people.

To overcome the problems that occur, it is necessary to share knowledge in the introduction of digital marketing through the use of landing pages. This introduction activity was carried out by, "an introduction to digital marketing in general, which was then continued with an introduction to landing pages". The audience was given material through a presentation using power point presentation media on the cellphones that followed the activity, with;

- a. Explanation of the use of platforms that provide landing page services. "In this community service activity, the Canva platform was used to create a landing page".
- b. Explanation of the stages of creating a landing page. "To provide an explanation of the stages of creating a landing page, the community service team also carried out practice with the audience. The audience was directly directed to create a landing page".
- c. Maximizing the use of landing pages to market products. "The audience was given guidance in efforts to maximize the landing page that had been created previously".

Through the three main steps that have been mentioned, it is hoped that it can provide a contribution that provides knowledge and understanding to the community regarding the Utilization of Digital Marketing Landing Pages for Small Businesses.

IV. RESULTS AND DISCUSSION

Community service activities are carried out by "sharing theoretical knowledge about marketing activities, digital marketing, and landing pages". Teams have been given different tasks according to their expertise. From this activity, the audience does not only learn about marketing theory, but is given a deeper understanding of marketing activities.

In this activity, "the audience also gets an introduction and training in digital marketing through the use of landing pages. The introductory material given to the audience includes the understanding or definition of digital marketing, the benefits of digital marketing". Also the advantages of using digital marketing, the understanding or definition of landing pages, how landing pages work, the main function of landing pages, types of landing pages, examples of landing pages, and sites that provide landing pages, for training, the audience is

explained about how to create a landing page using the Canva online application. From this community service activity, "the audience gets an overview of digital marketing and landing pages that can help in the product marketing process, the audience is also able to create landing pages independently". The following is some documentation of the implementation of community service activities, as presented in the following picture.



Figure 1. Landing page socialization activities related to digital marketing

The audience gets an overview of "digital marketing and landing pages that can help in the product marketing process, the audience is also able to create landing pages independently". Several important materials are presented to the audience as presented in the following image.



Figure 2. Landing page material related to digital marketing

The above material is related to;

- a) Understanding Landing Pages
- b) Types of Landing Pages
- c) Benefits of Using Landing Pages
- d) How to Use Landing Pages
- e) Tips for Creating Landing Pages

The existence of a landing page, "can increase the effectiveness and efficiency of digital marketing strategies, whether in terms of time, energy, or cost". Customers are only presented with relevant information related to products/services, and if they are interested they can immediately click on the CTA button that has been provided. Just imagine, "if you still do it manually, how much time, energy, and cost do you have to spend if you want to educate customers one by one". Of course this is very ineffective and inefficient.



Figure 3. Landing page design display related to digital marketing

The image above contains more complete literature, namely;

- a) The use of the landing page itself "is more intended so that customers who visit it take certain actions that we want, such as buying, filling out forms, and so on".

The appearance of the landing page is usually simpler with information that directs customers to take action through 1 or 2 CTA buttons at the end of the page.

b) Copywriting used on "landing pages tends to invite customers to take certain actions".

c) While the landing page is more intended to simply provide information about the business or website.

The benefits obtained from implementing community service activities include:

a. The owner of a "small business that engages in research activities" has also learned about landing pages related to digital marketing" which is still foreign to him.

b. Can increase their knowledge about "the use of digital marketing, especially the use of landing pages in the product inquiry process and also payment".

c. Through "digital marketing, the product's target area becomes wider, so it can reach consumers outside the region."

d. The hope for the future, "with the increase in the number of consumers, the amount of income obtained will also increase".

V. CONCLUSION

This small community service activity has the goal; "to introduce the creation of landing pages which can ultimately help business groups in RW 02 Tlogornas, Malang City to expand their marketing area so as to increase the number of consumers and income". The indicators of success of this activity are; "experts are also able to create landing pages independently, and understand the application of digital marketing in running their business". In the implementation of this community service activity, of course, there are still shortcomings, including limited time, costs and energy. Therefore, "similar activities need to be carried out at other opportunities to continue training, expand the number or target groups".

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