

Innovative Marketing Strategic to Improve Business Growth at PT Dialogika Persona Indonesia

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Abstract

This study aims to analyze the innovative marketing strategies implemented by PT Dialogika Persona Indonesia, a training service company specializing in public speaking and personal development, to enhance business growth and engagement through digital technology. The research adopts a qualitative method with descriptive analysis based on the company's internal data, including Google Analytics, ClickUp, and social media platforms such as Instagram and TikTok. This study also involves in-depth interviews regarding the marketing strategies utilized by the company as well as the innovations that have been prepared. The findings reveal that PT Dialogika Persona Indonesia implements various marketing and supporting strategies to market and promote its services. The company has also prepared new innovations to improve brand awareness, engagement, sales, business growth, and to achieve its vision of becoming the most comfortable platform for individuals to develop themselves.

Keywords:Marketing strategy, innovation, business growth, engagement.

INTRODUCTION

Marketing is one of the essential activities that every company, whether in goods or services, must carry out to ensure its business continuity (Fachrozie et al., 2023). One of the primary objectives of marketing is to ensure the sustainability and growth of a company's operations in a competitive market. Due to the current highly competitive market, marketing today is not just about selling products or services; it is an ongoing process to create, maintain, and nurture long-term relationships with customers.

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Many experts have provided definitions of marketing, one of the most notable being Philip Kotler, a leading figure in the field of marketing. Kotler et al. (2022) define marketing as a series of processes to create, communicate, and deliver value to customers while managing customer relationships in a way that benefits both the company and its collaborators. To achieve the marketing objectives, companies need to design or develop effective strategies, known as marketing strategies, which serve as the blueprint for accomplishing these goals.

A marketing strategy is a planned, designed, and implemented approach by a company to achieve its marketing objectives (Craves & Piercy, 2017; Darsana, 2023). By understanding and executing a sound marketing strategy, a company can effectively direct its resources and efforts to increase sales, expand market share, raise brand awareness, or achieve other business goals. A company that can create and implement a successful marketing strategy is more likely to grow faster. Business growth itself is a process of formulating long-term goals to sustainably increase revenue, which involves planning and strategic actions (York, 2023).

Digital marketing refers to the management and implementation of marketing activities using digital tools, primarily through the internet or other electronic media (Mathur & Arora, 2020). Today, every company utilizes digital marketing for promotions, advertising, and selling products or services, each with its own approach and strategy. The use of digital marketing allows companies to reach a broader audience. There are various media channels available for digital marketing, including the internet, TV channels, websites, emails, and more. Companies must have a well-designed strategy to utilize the appropriate media platform for their digital marketing, as each platform has its own strengths and weaknesses, and target audiences on each media have different characteristics.

Search Engine Marketing (SEM) and Search Engine Optimization (SEO) both aim to improve a company's website visibility and make it easier for users to find information related to Public Speaking, thus enhancing credibility and trust. SEM requires a budget for Google search ads, while SEO does not involve direct costs but requires more effort and creativity to achieve optimal results. SEM refers to the marketing of an organization across various available search engines on the internet (Nyagaza, 2020), while SEO involves strategies or practices used to improve the visibility of a website in search engine results through relevant keywords and quality content (Purnomo, 2023).

In the pursuit of growth, companies are constantly innovating their marketing strategies. Innovation is the journey of developing an idea until it is implemented (Olexova

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& Gogolova, 2021). Innovation has become an essential element for companies to remain relevant and competitive in today's market. Many companies are competing to be the best in their respective industries. As such, companies that fail to innovate risk falling behind and disappearing from the market. This also applies to Dialogika, which continues to develop its marketing strategies to maintain and enhance its position in the market.

Dialogika implements various marketing strategies to promote its services, such as digital marketing, SEM, SEO, and more. Dialogika also utilizes various social media platforms, such as Instagram, TikTok, and Facebook, to run more effective marketing strategies. Through ads on these platforms, Dialogika has been able to reach a broader audience, particularly those interested in Public Speaking. The content created not only serves to introduce the services offered but also builds closer interactions with potential customers, strengthens brand awareness, and increases the appeal of the company's services. However, PT Dialogika continues to update its marketing strategies to adapt to rapid technological changes and remain competitive, ensuring optimal results.

THEORETICAL BASIS

Marketing Strategy

According to Armstrong et al. (2023), marketing is the process by which companies engage customers, build strong relationships with them, and create customer value to gain value in return. The goal of marketing is to inform, create buyers, and foster repeat purchases (Musyawarah & Idayanti, 2022). Each company has its own goals and targets in implementing marketing activities. To achieve the marketing objectives, companies use tools referred to as marketing strategies (Olexova & Gogolova, 2021).

Marketing strategy is a series of integrated decisions within an organization that determine key choices regarding products, markets, marketing activities, and the use of marketing resources. This includes the creation, communication, and delivery of products to offer value to customers in exchange with the organization, helping the organization achieve specific goals (Varadarajan, 2010; Morgan et al., 2019). The strategies a company adopts will be reflected in product design and development, product policies, market selection, communication with target audiences, pricing strategies, and distribution channel choices (Olexova & Gogolova, 2021). Additionally, marketing strategies must be continuously evaluated, adjusted, and updated according to market changes and customer needs (Farrell & Hartline, 2019; Darsana, 2023).



Digital Marketing

Digital marketing refers to the marketing and promotion of goods and services using digital technologies, particularly through the internet, mobile phones, visual ads, and other electronic media. The platforms used for digital marketing are internet- or digitally-based systems designed to build, promote, and distribute brand quality through digital channels to the public (Puthussery, 2020). In today's digital age, businesses can leverage various digital channels such as search engines, social media, email, and websites to engage with existing customers and attract new ones (Panda & Mishra, 2021).

The benefits of digital marketing strategies include the ability to reach a broader and more targeted audience, enable deeper interaction with consumers through relevant platforms, and measure and analyze campaign effectiveness more accurately. Moreover, it offers flexibility and the ability to adapt strategies to shifting trends and consumer preferences. Lastly, digital marketing enhances business competitiveness by employing innovative marketing methods (Purnomo, 2023).

Social Media Marketing

The goal of social media marketing is to increase brand awareness and build and maintain the company's reputation. Therefore, the focus of social media marketing is on content creation, information sharing, promotion, and interacting with users across various platforms (Panda & Mishra, 2021).

Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is a form of internet marketing where companies promote their websites to increase visibility on search engines through paid methods (Zahay et al., 2023).

Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is a strategy designed to improve the ranking and visibility of a webpage or product on search engines like Google. The goal of SEO is to make websites more easily discoverable by users when they conduct searches (Setiawan et al., 2020).



Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a specific audience, with the ultimate goal of driving profitable customer actions (Content Marketing Institute, 2018; Lou & Xie, 2021).

Customer Engagement

The digital age has created a variety of tools for building strong customer relationships, such as websites, online ads, mobile apps, blogs, and social media. This has given rise to modern marketing focused on Customer Engagement Marketing, which promotes ongoing interactions through conversations, experiences, and brand communities. The goal is to make the brand an integral part of the consumer's life (Armstrong et al., 2023).

Business Growth

Business growth refers to the increase in the value of products or services offered over time, measured through various indicators such as revenue, profit, and market share (Purdeep, 2024). Burns (2020) explains that there are four strategies for business growth: Market Development, Product and Service Development, Market Penetration, and Diversification.

Innovation

Innovation is the creation of new tools, ideas, or concepts that did not exist previously. The aim of innovation is to create something appealing and useful (Batoebara, 2021). It should be noted that innovation does not always involve creating entirely new products or markets; existing products or services can be innovatively adapted to face competition, expand markets, or extend product life. Modifications to products or services, such as improvements in quality, functionality, or design, can also be made to address shortcomings or enhance service offerings (Burns, 2022).

Traction Channels

The best way to improve the chances of success and foster growth in startup companies is by using traction channels, which combine both digital and traditional marketing strategies. According to Mares & Weinberg (2014), traction channels are



marketing and distribution channels used by startups to gain customer traction. These include nineteen (19) different traction channels, such as:

- 1) Viral Marketing: is a technique to increase the number of users by encouraging users to invite others to join.
- 2) Public Relations (PR): is the art of building image and increasing brand or company name exposure through mainstream media such as TV, radio, and print publications.
- 3) Unconventional PR: strategies use unusual tactics, such as publicity stunts, to gain media attention.
- 4) Search Engine Marketing (SEM): methods allow companies to market or advertise on search engines such as Google.
- 5) Search Engine Optimization (SEO): It is a technique to increase the visibility of a company's website on search results pages.
- 6) Social and Display Ads: Advertising done on social media platforms offers a great opportunity for companies to reach new audiences on a wider scale.
- 7) Offline Ads: Offline advertising such as TV commercials, radio commercials, billboards, and print media advertisements as well as direct distribution of promotional materials.
- 8) Content Marketing: While many startups have blogs, they often fail to leverage them optimally to gain traction.
- 9) Email Marketing: is an effective way to convert prospects into customers, as well as maintain relationships with customers.
- 10) Engineering as Marketing: Leveraging technical expertise to attract customers by building a free service that appeals to the public is an under-utilized but quite effective way to generate good leads.
- 11) Targeting Blogs: Many large startups start marketing by focusing on specific blogs, targeting and connecting with blogs that are relevant to the company's products.
- 12) Business Development: BD focuses on building strategic relationships that are mutually beneficial to both startups and partners.
- 13) Sales: focuses on creating direct transactions with consumers.
- 14) Affiliate Programs: A good affiliate program can reach a wider customer base in an efficient and cost-effective manner.
- 15) Existing Platforms: Focus on utilizing existing platforms such as applications, Facebook and so on to expand product reach.



- 16) Trade Shows: Trade shows are an opportunity for companies to market their newest products.
- 17) Offline Events: Sponsoring or hosting offline events, such as community meetups or conferences, can be a great way to build brand awareness and engage an audience.
- 18) Speaking Engagements: Take advantage of speaking opportunities at various events to promote and introduce products.
- 19) Community Building: Building a strong and dedicated community is one of the strategies used by many large companies to expand their influence.

RESEARCH METHOD

Research Approach

This study adopts a qualitative research approach. Qualitative research aims to explore experiences in depth using methods such as interviews, group discussions, observations, content analysis, visual methods, and biographies (Hennink et al., 2020). The purpose of using this approach is to gain a comprehensive understanding of innovative marketing strategies that can help increase business growth at PT Dialogika Persona Indonesia. The qualitative approach will be used to gather in-depth information and data about existing marketing strategies and provide recommendations for new innovations that can assist in business growth. The data will be collected from two primary sources: interviews with employees and the CEO of PT Dialogika Persona Indonesia, and secondary data from the company's internal and external platforms such as ClickUp, the company's website, and social media accounts.

The data obtained through interviews will include employees' perspectives on the marketing strategies and efforts already implemented by the company. The interview with the CEO will gather insights on how well the marketing strategies have been executed and whether they align with the company's vision and goals. Data from ClickUp will be used to identify the success of marketing strategies based on customer interaction. The company's website data will focus on analyzing visitor traffic, while social media accounts will be analyzed to assess customer engagement with the content shared by the company.

This research is expected to analyze marketing strategies and customer engagement at PT Dialogika Persona Indonesia and offer innovative marketing strategy recommendations to help improve business growth. However, the data collection process



is limited by the number of interview samples and data from specific periods, which may not fully represent the entire period or population.

RESEARCH RESULTS AND DISCUSSION

PT Dialogika Persona Indonesia employs a variety of marketing strategies to promote its public speaking and self-development training products. These strategies are designed by the company's Chief Executive Officer (CEO) and executed by each division, with task distribution based on the specific role of each division. The strategies are not only focused on internal operations but also involve collaboration with external partners to help expand the reach of the company's training products.

Based on the analysis of interview data and information from ClickUp, the author was able to identify several marketing strategies implemented by PT Dialogika Persona Indonesia. Overall, the marketing strategies are executed on digital platforms, aiming to reach a broader and more specific audience. However, PT Dialogika is not ruling out the possibility of incorporating offline marketing strategies in the future to promote its services directly to the public and build brand awareness in society.

The marketing strategies used by PT Dialogika align with several approaches from the 19 Traction Marketing Channels theory, applied by the CEO to promote the company's services. Additionally, the company has implemented some unique strategies that, although not yet showing clear results in increasing sales, reflect PT Dialogika's creativity in adapting marketing theories to achieve better outcomes. Below are the marketing strategies employed by PT Dialogika:

1) Advertising

One of the main strategies employed by PT Dialogika to promote its services is through advertising. Promotion is carried out through targeted ads on Google Ads and social media, aiming to reach a wider and more specific audience. In running ads on Google Ads and social media, audience segmentation is essential to ensure that the ads reach the right target demographic. Segmentation is important to identify the right age group, interests, geographic locations, and topics relevant to the services offered, such as self-development, public speaking, and related topics.

The primary focus of PT Dialogika's advertising efforts is on sales. However, there has not been a specific evaluation conducted for each ad used by the company. To measure the success of its advertising campaigns, the CEO uses a basic calculation: ensuring that advertising costs generate at least a 1000% return on sales. Despite this,

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the CEO is generally satisfied with the overall performance of the ads, as they have contributed positively to the company's growth. Below are the types of ads currently implemented or planned by PT Dialogika Persona Indonesia:

- **Search Engine Marketing (SEM)**

2) In implementing SEM, PT Dialogika uses both Search Ads and Display Ads methods. Search Ads appear when users search for specific keywords related to the services offered by the company. PT Dialogika targets specific keywords tied to relevant themes. Additionally, buying keywords are used for users who are likely to make a purchase. Understanding the fundamentals of the product or service being promoted is crucial for maximizing SEM results. Display Ads, on the other hand, are ads that use images or videos as promotional media. Unlike Search Ads, these ads appear on relevant websites and platforms based on the targeted audience's interests. PT Dialogika uses engaging and interactive images and videos in their Display Ads, focusing on users interested in communication topics.

- **Social Media Ads**

3) PT Dialogika has begun utilizing social media ads to maximize the promotion of its training services, starting with Facebook in recent months. However, the results have not yet been optimal in terms of sales. PT Dialogika faced difficulties in running social media ads due to the lack of qualified professionals to handle these campaigns. To overcome this, the company is now seeking experienced experts to manage social media advertising and has allocated a specific budget to support these efforts.

- **Retargeting**

4) PT Dialogika uses retargeting strategies to maximize results and improve conversion rates for its ads. This strategy is crucial for reaching audiences who have already visited the company's website but have not yet registered for a class. These users have shown interest in the same topics but have not made a purchase decision. Retargeting allows PT Dialogika to offer special promotions, such as discounts, to encourage users to make a purchase immediately. Through retargeting, the company can not only reach users who have already shown interest but can also analyze which platforms generate the highest conversions



and which need improvement. This enables PT Dialogika to allocate marketing budgets more effectively and achieve better results.

Search Engine Optimization (SEO)

SEO and SEM are two digital marketing strategies that aim to achieve similar goals. However, SEO focuses on improving a website's ranking organically, without direct costs, and takes longer to show optimal results. PT Dialogika faces a challenge with the low traction for public speaking-related searches. Therefore, the company uses alternative keywords related to public speaking and self-development, aimed at users with a high intent to purchase. As with SEM, understanding the fundamentals of the product or service being promoted is critical for SEO success.

Content Marketing

Creating engaging and relevant content on social media platforms is one of the most effective promotional strategies to build audience trust in the company. The primary goal of PT Dialogika's content marketing is to increase reach and views. Therefore, a solid content strategy is necessary to create high-quality and consistent posts that can reach a wider audience.

On PT Dialogika's Instagram, content focuses on sales activities with an approach that includes education, educational entertainment, company profile, and product information. Each post is accompanied by a call to action to encourage the audience to make a purchase. On TikTok, the content focuses on work activities, behind-the-scenes footage, webinars, and the excitement of office life and internships, in short-form videos following current trends.

The branding team at PT Dialogika uses ClickUp to organize a structured content plan, which includes essential elements such as target audience, objectives, titles, references, actors, locations, and other aspects. These elements are further developed according to the specific needs of each content type.

Referral and Collaboration

The Referral and Collaboration program is another strategy used by PT Dialogika to promote its services by collaborating with external parties. PT Dialogika offers incentives to anyone who can recommend or bring others to attend the training sessions. These incentives may include commissions for successful referrals and special discounts for participants who bring new customers.

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In terms of collaboration with influencers, PT Dialogika carefully selects influencers based on specific criteria to maximize results. Influencers are categorized into nano (2,000–5,000 followers) and micro (10,000–50,000 followers) for local promotions, and macro influencers (50,000–500,000 followers) for brand awareness. PT Dialogika collaborates with influencers specializing in public speaking or self-development, as well as those involved in activities requiring public speaking skills.

Currently, PT Dialogika collaborates with nano influencers on Instagram under a barter system, where the influencer posts about public speaking activities and promotes the company's services in exchange for free training classes. However, collaboration with TikTok influencers has not yet been established due to the influencer community's reluctance to engage in barter collaborations.

Email Marketing

One of the services offered by PT Dialogika is training for corporate clients and government agencies. To reach these clients, email marketing is used to directly offer training programs. Customized proposals are made for each company or agency based on detailed research by the marketing team. For government clients, especially those requiring training services valued above 200–250 million Rupiah, specific proposals and tender processes are followed.

Webinars

PT Dialogika organizes free webinars as trial sessions for prospective customers to experience the company's training style and teaching quality. These webinars are intended to encourage attendees to sign up for a course immediately. Each month, PT Dialogika holds webinars led by professional mentors and provides special discounts or coupons to encourage immediate registration. In addition, PT Dialogika creates Telegram groups for attendees to foster community building and allow people to discuss common challenges and share experiences. This strategy not only serves as promotion but also helps build a sense of belonging among potential customers.

Free Consultation on Social Media

This strategy is aimed at audiences who have questions or want to discuss public speaking and self-development issues. PT Dialogika offers two types of free consultations: before and after training. Pre-training consultations are handled by administrators based on predefined materials, while post-training consultations are

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managed by professional mentors via WhatsApp groups. This personalized service builds a positive relationship with customers, contributing to higher engagement, satisfaction, and brand loyalty.

Odd-Even Pricing

One of the unique strategies employed by PT Dialogika Persona Indonesia is the Odd-Even Pricing strategy. Odd-Even Pricing is a psychological pricing tactic that plays with the perception of numbers. In various industries, this strategy holds significant value: luxury goods often use even-numbered price endings, while products intended to appear more affordable tend to use odd-numbered endings (Hillen, 2021). PT Dialogika applies odd-numbered pricing to all of its training products. The goal is to create a psychological message that suggests lower prices, attracting price-sensitive consumers.

The CEO of PT Dialogika shared an intriguing perspective on the use of odd numbers, stating, "Numbers are close to human life. Many things, whether we realize it or not, are influenced by numbers, both positively and negatively." For instance, certain numbers hold sacred meaning in sports, and in some hotels, the number 4 is omitted from room numbers due to its cultural associations. Conversely, the number 8 symbolizes balance. Major companies like Apple also employ this pricing strategy, using prices like 499, 799, and 999 for their products.

The CEO of PT Dialogika also acknowledged that this strategy might not have a significant direct impact on sales. However, it has become something customers are accustomed to, and it builds a certain level of trust. For the CEO, the consistent use of odd-numbered pricing is a way to reinforce this familiarity and confidence in the brand, subtly influencing consumer perceptions of affordability and value.

Analysis of Marketing Strategy Performance

In analyzing the performance of the marketing strategies implemented by PT Dialogika Persona Indonesia, the author used two main data sources obtained from the company: first, customer interaction data from the WhatsApp admin, and second, user activity data on the company's website, which was retrieved from Google Analytics. The goal of this analysis is to evaluate the effectiveness of the marketing strategies employed by the company and assess whether these strategies are capable of generating high conversions and tangible actions.



Website

The website is one of the primary media platforms used by PT Dialogika Persona Indonesia to market its services. The author had the opportunity to analyze website data from Google Analytics for the period of 2024. This analysis aims to understand the main Traffic Sources, user engagement, interaction duration, and the overall performance of the company's website. This data serves as the foundation for analyzing the effectiveness of the company's digital strategies, such as SEO (Search Engine Optimization), SEM (Search Engine Marketing), paid ads, social media, and social media campaigns. The Google Analytics report on user attributes reveals the characteristics of the audience visiting PT Dialogika's website. Below is the data on the audience characteristics, categorized by gender, age, and city of origin.

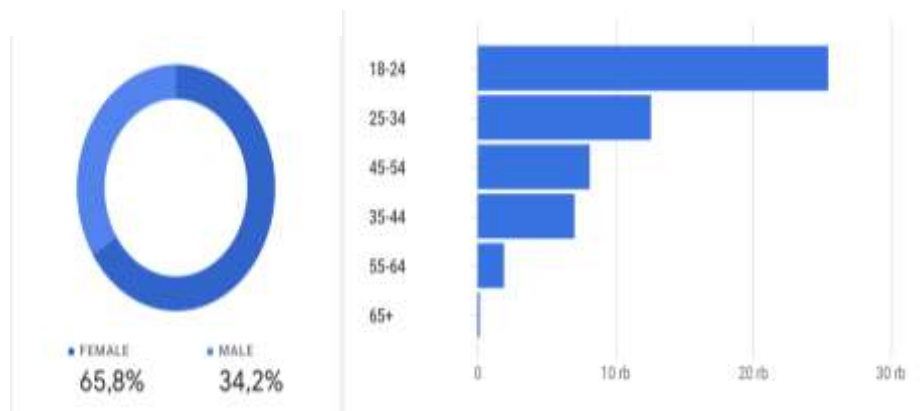


Figure 1: Audience Gender and Age Data (2024)

The data from Google Analytics shows the gender and age distribution of the website visitors. However, it is important to note that the data does not represent 100% of the audience demographics, as only 43% of gender data and 37% of age data are available. The website's visitors are predominantly female, comprising 65.8%, while male visitors account for 34.2%. The majority of visitors are between 18 and 24 years old.

Table 1: Audience Data by City of Origin (2024)

	Kota	# Pengguna Aktif
1	Jakarta	27.459
2	(not set)	10.382
3	Surabaya	9.618
4	Bandung	7.213
5	Semarang	6.958
6	Surakarta	6.553
7	Depok	5.860
8	Makassar	4.652
9	Medan	4.030
10	Yogyakarta	3.714

Jakarta leads as the top city for visitors to the website, with 27,459 users, followed by Surabaya, Bandung, and Semarang. There are 10,382 users whose city of origin is either not provided or cannot be tracked by Google Analytics. Interestingly, Yogyakarta, which is the headquarters of PT Dialogika, ranks only as the 10th city.

The Google Analytics report on user acquisition shows the activities performed by users on PT Dialogika's website during 2024. Google Analytics defines a session as a group of interactions by users with a site or app over a period of time. Engagement sessions are those that last more than 10 seconds and involve either a conversion event or at least two page views or screen views. The engagement ratio is the division of engagement sessions by total sessions, while average interaction time refers to the average amount of time users spend on the site.

Table 2: Website Traffic Data from Google Analytics (2024)

No	Sumber Lalu Lintas	Jumlah Sesi	Sesi Engagement	Rasio Engagement	Waktu Interaksi Rata-rata
1	Organic Search	81.993	71.203	86,84%	51 dtk
2	Paid Search	36.005	33.730	93,68%	1m 01d
3	Direct	20.693	17.560	84,86%	58 dtk
4	Display	20.232	18.155	89,73%	14 dtk
5	Paid Other	11.781	10.917	92,67%	27 dtk
6	Organic Social	4.664	4.452	95,45%	58 dtk
7	Referral	3.438	1.847	53,72%	38 dtk
8	Unassigned	548	62	11,31%	1m 01d
9	Paid Social	239	222	92,89%	39 dtk
10	Organic Video	5	4	80%	10 dtk

- Total Sessions : 179.566
- Total Engagement : 159.109



- Average Engagement Ratio : 88.61%
- Average Interaction Time Session : 48 Seconds

Based on the analysis of the Google Analytics data for 2024, it can be concluded that Organic Search is currently the largest contributor to user interactions on PT Dialogika's website, accounting for 45.7% of the total sessions. This demonstrates the strong performance of PT Dialogika's SEO efforts. The CEO of PT Dialogika has also commented that the high number of interactions from organic search indicates that the "traffic paths" created by the team have been successful and are now widespread.

Paid Search performs optimally in terms of engagement ratio and average interaction time, suggesting that paid search channels are performing well. On the other hand, Paid Other channels show good engagement performance but need improvement in session duration and overall sessions. The positive results from these campaigns confirm that paid ads, particularly those conducted through search engines, are highly effective in attracting audiences. This aligns with the CEO's statement that paid search is currently the highest-performing channel in terms of generating sales. Given these strong results, there is potential for the company to increase its investment in paid search to reach a broader audience.

The performance of Display Ads and Referral channels, however, is somewhat disappointing. Although display ads show decent session numbers and engagement ratios, the average interaction time is very low, only 14 seconds. This indicates that while users may be initially attracted to the display ads, they do not find the content relevant or informative enough to engage further. Additionally, the engagement ratio and average interaction time from referrals are also very low, suggesting that these channels require further optimization to improve their performance. Thus, additional evaluation and optimization efforts are needed to enhance results from Display Ads and Referral.

Social media presents significant potential for driving high-quality audience traffic, as evidenced by the high engagement ratios. However, Paid Social shows a relatively low average user interaction time, which could be an area for PT Dialogika to focus on in order to maximize the effectiveness of social media as a promotional platform through both marketing content and paid ads. As for Organic Video, it only registered a total of 5 sessions, signaling the need for better engagement and content development on organic video channels to attract more users. Finally, the Unassigned category, representing data that could not be categorized by Google Analytics, indicates that there might be issues with data input or tracking errors.

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WhatsApp

PT Dialogika uses WhatsApp Business as a communication and customer service platform. Every promotional channel used by PT Dialogika directs customers to contact the WhatsApp admin for more information about class registration, pricing, training systems, and other inquiries. The monthly interaction data on WhatsApp Business can serve as one of the key indicators for analyzing the success of each marketing strategy employed by PT Dialogika. By examining the frequency of interactions with the WhatsApp admin from various promotional platforms, the company can assess the effectiveness of each channel and determine whether the current strategies have been maximized or need to be evaluated or discontinued.

Below are the graphs showing the interaction frequency of customers contacting the WhatsApp admin from each promotional channel used by PT Dialogika:

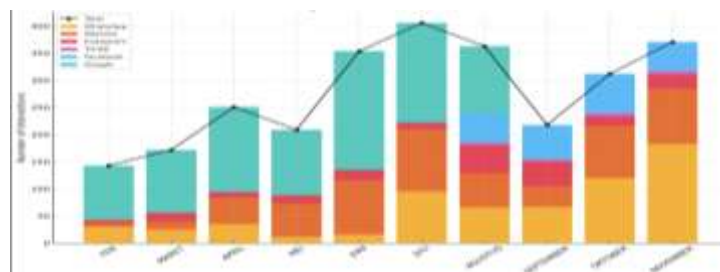


Figure 2: Graph of WhatsApp Interaction across All Interaction Channels from February to November 2024

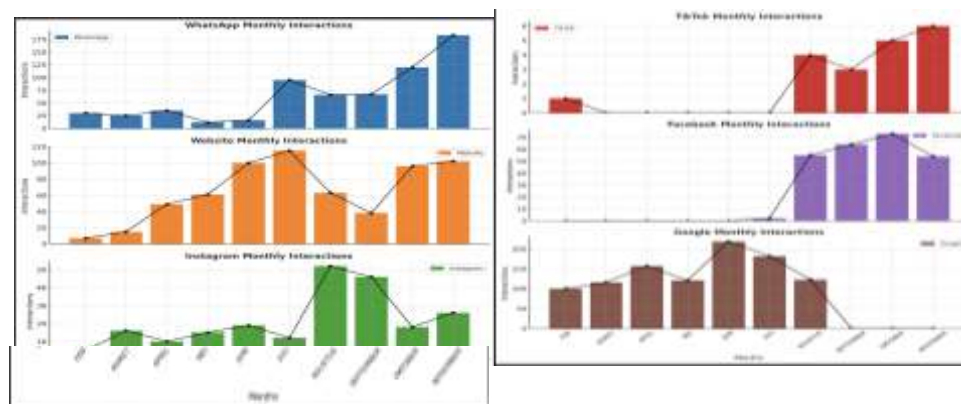


Figure 3: Graph of WhatsApp Interaction from Each Interaction Channel from February to November 2024

The analysis of the platforms that contacted the WhatsApp admin at PT Dialogika reveals that the highest interaction levels come from Google and the website. A distinction between the data from the website and Google is that if users enter the website via an ad, the interaction is recorded under Google. However, if users enter the website organically, the interaction is logged as originating from the website.

The data indicates that Organic Search and Paid Ads have high interaction levels on the website, aligning with the WhatsApp interaction data. However, interactions from Google or paid ads have the highest overall frequency among all platforms. This confirms the analysis from Google Analytics, where Paid Search is the most optimal performing channel. On the other hand, users who visit the website and then contact WhatsApp without going through ads generate fewer interactions. Despite organic search sessions being higher than ads, this does not necessarily guarantee that more users will contact WhatsApp.

Additionally, direct contacts with the WhatsApp admin from users who prefer not to fill in personal details contribute a significant number of interactions. This could be due to customers wanting to avoid entering their personal information and instead directly reaching out to the WhatsApp admin, either through the link on the website or via social media platforms, or because they bypass automated WhatsApp chat forms provided on the website or in ads.

A sharp decline in interactions from Google was observed between September and November. This was due to changes made to the company's website settings. Previously, customers were required to fill in personal details to contact the WhatsApp admin, but this was removed to accommodate the increasing reluctance of users to enter personal information. However, this change was not communicated effectively to the marketing team, leading to discrepancies in the data tracking for Google-related interactions during this period.

Social media platforms contributed positively to interaction levels in recent months. However, TikTok showed consistently low performance overall, despite a slight increase in the past two months. This suggests that PT Dialogika has started focusing more on promoting via TikTok, although the platform still requires more effort to drive significant results. Instagram interactions remained relatively stable, with notable spikes in August and September, but the numbers dropped again afterward. On the other hand, Facebook experienced a significant increase in interactions compared to earlier months, mainly driven by the company's decision to run ads on the platform.



The CEO of PT Dialogika explained that users tend to use social media platforms primarily for initial observations, such as checking teaching methods, training activities, and the overall engagement of the company's social media presence. In contrast, users often turn to Google for deeper research and comparisons of the best options. This behavioral pattern helps explain why interactions via social media tend to be lower than on other channels. People are more inclined to make final decisions through platforms like Google, the website, or by directly contacting the WhatsApp admin for detailed information. This understanding is essential for PT Dialogika's marketing strategy, as it suggests that each platform must be used according to the behavior of its audience, optimizing each channel's role in the overall marketing plan.

PT Dialogika has yet to implement UTM (Urchin Tracking Module) on the company website, which is crucial for tracking user activity on the company's social media platforms. The use of UTM parameters would allow the company to analyze the behavior of users on social media, thereby understanding whether the strategies being employed on those platforms are yielding optimal results or not.

The overall interaction frequency shows considerable fluctuation during certain months. However, in the last few months, there has been a positive increase in interactions compared to earlier months. These fluctuations in the data could be attributed to various factors occurring during specific months, creating patterns or a life cycle that PT Dialogika could utilize to plan more strategic and maximized marketing efforts.

From the data analysis, there are distinct surges in customer interactions during specific months, which can be categorized as High Season. For instance, June, July, August, and November, December were identified as months with high interaction volumes. These spikes are influenced by important events and societal changes, such as school holidays, the new academic year, Ramadan, and year-end holidays (including Christmas and New Year).

Based on this analysis, PT Dialogika can prepare and optimize promotional campaigns or advertising strategies for these high-season months. The company has an opportunity to develop attractive and relevant promotional programs, such as special offers for the school holiday season, student vacation packages, or other seasonal promotions. These efforts are expected to maximize the effectiveness of marketing strategies, boost customer interaction, and increase sales.

The fluctuation in interaction levels could also be influenced by several other factors, such as active advertising campaigns, which increase exposure and customer engagement, and the overall effectiveness of promotional strategies. Therefore, PT

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Dialogika needs to conduct a thorough analysis of these factors and correlate them to design an effective and measurable marketing strategy.

Innovative Approaches in PT Dialogika Persona Indonesia's Marketing Strategy to Support Business Growth and Enhance Engagement

The CEO of PT Dialogika Persona Indonesia has stated that the company's business growth is just beginning. PT Dialogika has made various preparations to support this growth phase and to achieve the company's future goal of becoming the most comfortable platform for self-development. This can be seen from the efforts that have been prepared, designed, and implemented by PT Dialogika as strategic steps toward achieving this goal.



Figure 4: 19 Traction Channels

Through data collection and analysis, it was found that PT Dialogika has implemented several methods from the 19 Traction Channels, including SEM, Social & Display Ads, SEO, Content Marketing, Email Marketing, Community Building, and Affiliate Programs. In addition, PT Dialogika also applies various supporting marketing strategies such as organizing webinars, offering free consultations, and using odd-even marketing tactics.

The CEO of PT Dialogika stated that, although the interactions generated from the marketing strategies already implemented have been good and satisfactory, additional steps are necessary to further optimize the results. Therefore, PT Dialogika has prepared several innovative approaches to enhance its product and service marketing strategies.

These steps are expected to support business growth and increase company engagement.

The first step involves using SEO services to prepare for Answer Engine Optimization (AEO). The CEO of PT Dialogika plans to engage SEO services in the near future to strengthen the company's SEO. This move is part of their preparation for AEO. The AEO system works by providing recommendations based on user queries through Artificial Intelligence (AI) technology. In today's tech-driven world, people increasingly turn to AI to find information and recommendations. Thus, implementing AEO is considered a crucial long-term investment for the company.

The CEO acknowledges that a strong SEO strategy requires innovative approaches and cannot rely solely on current methods. By working with experienced SEO professionals, PT Dialogika aims to achieve optimal results—ensuring that the company's website ranks on the first page of Google and becomes the primary source of information and recommendations for users through AI. This preparation represents a strategic and innovative step for PT Dialogika as they face the rapidly evolving technological landscape.

The second step involves increasing the use of ads on social media platforms such as Instagram and TikTok. PT Dialogika has prepared a strategic plan to enhance its advertising efforts on these platforms to expand marketing reach, boost sales, and improve engagement. These platforms were chosen due to their large and interactive user bases, which support PT Dialogika's promotional activities.

As part of this initiative, PT Dialogika has been looking to hire professionals with expertise in social media ad management and development. By having a dedicated team focused on social media advertising, PT Dialogika hopes to broaden its marketing reach and achieve higher sales conversions. Furthermore, PT Dialogika has allocated a special budget for social media advertising on Instagram and TikTok, reflecting the company's commitment to ensuring the success of its digital marketing strategy. This budget will cover various needs, including content creation, ad campaign management, and payments to Instagram and TikTok platforms to increase visibility among a larger audience.

The CEO also announced that PT Dialogika plans to join the Executives Global Network (EGN) in April 2025. This step is intended to enhance business networking and insights. Joining EGN will provide PT Dialogika with opportunities to develop strategic business relationships and expand its business development strategies, fostering mutually beneficial connections with both startups and potential partners. This decision



reflects the company's serious commitment to accelerating its business growth and achieving its goal of becoming the most comfortable platform for self-development.

PT Dialogika is also considering the use of new marketing strategies to expand its reach, such as participating in Trade Shows. This approach aims to promote and introduce their products and services to a wider audience, given the high visitor turnout at such events. However, PT Dialogika must carefully choose the right trade shows to attend. They could focus on education-themed trade shows, as these events align closely with PT Dialogika's service offerings, which do not involve physical products.

The CEO further mentioned that the company does not currently have a network or channel for participating in trade shows. Therefore, PT Dialogika needs to form a dedicated team to research relevant education-related trade shows, prepare strategies, and create supporting materials. The cost of attending trade shows must also be considered to ensure it is a cost-effective strategy, as PT Dialogika has no prior experience in this area and lacks a clear picture of its effectiveness in generating revenue.

Additionally, PT Dialogika could organize offline events in cities with high audience potential. This strategy could involve seminars, workshops, or event sponsorships. By utilizing audience demographic data from Google Analytics, the company can design events that cater to the characteristics of their target audience. PT Dialogika could also collaborate with local communities or influencers to promote its services, opening opportunities to engage more closely with customers and increase awareness through offline training in cities with high interest.

These strategic steps are expected to yield substantial results, particularly in enhancing product sales, broadening marketing reach, and improving engagement across various promotional channels. Furthermore, these strategies are designed to support PT Dialogika's business growth and strengthen the company's position in the personal development industry.

Looking ahead, PT Dialogika plans to not only offer public speaking training but also expand its services to include various other skill development programs. This expansion reflects PT Dialogika's long-term vision of becoming the most comfortable platform for self-development, aligning with the growth theory proposed by Burns (2020). According to this theory, companies can adopt four growth strategies: Market Development, Product and Service Development, Market Penetration, and Diversification. These steps underscore PT Dialogika's readiness to enter its business growth phase, combining strategic approaches and innovation to gain a more competitive position in the personal development industry.

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Social Media Engagement Analysis

PT Dialogika uses social media platforms as a primary tool to promote their products and services. Each platform is tailored for different activities and purposes. On Instagram, content is focused on the company’s sales activities, utilizing themes like education, educational entertainment, company profile, and product promotion. On TikTok, the focus is on showcasing work activities, behind-the-scenes content, webinars, and fun office activities, as well as internship programs.

To assess the effectiveness of their social media promotion, PT Dialogika conducts monthly evaluations. Razita, the head of PT Dialogika's branding team, explains that these evaluations help analyze high-performing and low-performing content on both Instagram and TikTok. The evaluation process considers key aspects such as engagement growth, reach, and the overall increase in followers. The results of these evaluations are used to inform future strategies to maximize the effectiveness of PT Dialogika's social media content.

The engagement analysis on Instagram and TikTok was conducted by tracking interactions such as likes, comments, shares, saves, and reach/views from January 2024 to December 2024. The analysis aims to evaluate the effectiveness and results of the content strategies implemented by PT Dialogika’s branding team in achieving the company’s goals. The engagement data from these platforms will provide insights into the impact of their marketing efforts and help guide future strategies.

Instagram

Table 3: Instagram Engagement Data (Likes, Comments, Shares, and Reach) for 2024 Period

Bulan	Total Koment	Like	Komen	Share	IG	Bulan	Total Komen	100-1000	1000-10000	10000-100000	100000+
1	4	113	11	28	1.000	4	4				
2	4	120	8	13	2.000	4			3	1	
3	5	112	21	12	3.000	5	1	4			
4	8	93	3	16	4.000	8		3			
5	7	319	39	17	5.000	7	1	6			
6	11	490	46	17	6.000	11	1	16			
7	10	3.145	40	621	7.000	10	6	5	1	1	
8	12	471	83	27	8.000	12	6	6			
9	20	1.253	153	38	9.000	20	7	38			1
10	12	489	32	14	10.000	12	9	3			
11	30	1.326	369	52	11.000	30	11	20	1		
12	22	934	88	55	12.000	22	16	6			



The data in the table above presents the engagement activity on Instagram over the past year. For the "Like" activity on Instagram, the average is 57 likes per post, with an average of 737 likes each month. The highest number of likes occurred in July, with 3,145 likes across 13 Instagram posts. For "Comments" and "Shares," the average per post is 5 comments and 6 shares, and the monthly average for both is 72 comments and 76 shares. Comment activity fluctuated significantly during certain months, with the peak in November, where there were 369 comments across 33 posts. Similarly, "Share" activity saw a significant increase in July, reaching 621 interactions.

The table also shows Instagram reach activity during the 2024 period. Over the year, PT Dialogika's Branding Team successfully posted 154 pieces of content, with an average reach ranging from 1,000 to 5,000. The breakdown of Instagram audience reach is as follows:

- Reach 100 - 1,000 : 58 posts
- Reach 1,000 - 5,000 : 91 posts
- Reach 5,000 - 10,000 : 3 posts
- Reach 10,000 and above : 2 posts

Content that achieved reach above 5,000 includes collaborations with nano influencers and internship-related activities at the company. There was also a public speaking tip post that reached over 10,000, which featured a clip from the "Class of Champions" discussing public speaking.

TikTok

Table 5: TikTok Engagement Data (Views, Likes, Comments, and Shares) for 2024 Period

State	Total Posts	100-1000	1000-5000	5000-10000	10000 up	Bulan	Total Acomen	Like	Save	Share
1-2024	5	2	2	1		1	5	249	17	10
2-2024	7	5	2			2	7	145	7	5
3-2024	4	2	1			3	3	25	8	5
4-2024	9	1	5	2	1	4	9	467	46	21
5-2024	5	1	3	1		5	6	237	12	15
6-2024	6	4	1	1		6	6	171	20	11
7-2024	18	12	1			7	14	263	45	20
8-2024	8	7				8	7	123	13	50
9-2024	8	6				9	8	134	14	12
10-2024	11	9	1		1	10	11	270	35	34
11-2024	8	6				11	8	221	13	12
12-2024	3	3				12	6	77	4	2



The data in the table above reflects the views of TikTok content, collected as of December 13, 2024, showcasing the overall views for PT Dialogika's TikTok content in 2024. During this period, a total of 92 posts were made, with each post having an average of 100 to 1,000 views. However, three TikTok posts were temporarily muted. The audience breakdown for TikTok content by month is as follows:

- Views 100 - 1,000 : 63 posts
- Views 1,000 - 5,000 : 19 posts
- Views 5,000 - 10,000 : 5 posts
- Views 10,000 and above : 2 posts

Content that received views above 5,000 includes posts about fun office activities and internships, with one post on public speaking tips reaching 5,000 to 10,000 views, and one training-related post reaching over 10,000 views.

The table also shows engagement metrics for likes, shares, and saves on TikTok over the past year. The "Like" activity on TikTok has fluctuated significantly each month, with an average of 25 likes per post. The peak occurred in April with 467 likes. Similarly, shares and saves also showed notable fluctuations, with share activity significantly increasing in August and October, while save activity rose in April, July, and October. The average for each post was 2 shares and 2 saves. High-share and high-comment content typically related to the announcement of internship recruitment openings at PT Dialogika.

Analysis of Social Media Engagement to Optimize Strategy and Plan New Approaches to Increase Engagement

The analysis of social media engagement on Instagram and TikTok for PT Dialogika throughout 2024 shows differing dynamics on each platform. On Instagram, the results from content show a notable improvement, especially starting in June when PT Dialogika began collaborating with nano influencers. Razita, the head of the branding team, noted that these collaborations effectively helped increase both sales and brand awareness on the company's social media platforms. These collaborations also positively impacted engagement, particularly the reach of PT Dialogika's Instagram content. Although the initial focus of this strategy was to promote offline classes, it has proven to be an effective tool for introducing and building brand awareness.

On the other hand, TikTok has not shown as much growth in engagement. The lack of a clear increase in engagement on this platform remains a point for the PT Dialogika Branding Team to address. The inability to collaborate with nano influencers on



TikTok has been one of the obstacles hindering audience growth and engagement on this platform.

Razita explained that a significant challenge for the TikTok branding team is the limitations of their business TikTok account, which prevents them from creating content using trending sounds—a key method for increasing audience engagement on the platform. This restriction is something that the PT Dialogika branding team plans to address in their upcoming evaluations in order to maximize TikTok's potential.

The CEO of PT Dialogika mentioned that the results thus far align with the company's initial goals. TikTok was designed and used to showcase the company's work-life activities, while Instagram is primarily focused on supporting the promotion of the company's services and products. While the results from TikTok have not yet fully met expectations, the company plans to implement new strategies and evaluate them for future improvement.

One of the steps PT Dialogika has prepared to increase engagement on both Instagram and TikTok is leveraging social media ads. This strategy is expected to help boost brand awareness and engagement, which should ultimately lead to increased sales. Additionally, PT Dialogika plans to collaborate with macro or mega influencers as part of a strategic move to further expand their audience reach. This collaboration is also anticipated to enhance brand awareness and engagement across both Instagram and TikTok platforms. The branding team has already conducted research and identified several potential influencers to collaborate with. Administrative preparations, such as drafting MOUs and setting clear terms of collaboration, have also been put in place.

Upon analyzing PT Dialogika's social media content, it was found that posts with high-quality video production tend to receive higher engagement. However, several posts on both Instagram and TikTok still suffer from poor video quality. This is primarily due to inadequate lighting, forcing video production to rely on natural light available in the office. As a result, content creation often faces challenges, especially in low-light conditions. Additionally, the noisy office environment can sometimes hinder the production of content. This underscores the importance of investing in production facilities or equipment to support the improvement of engagement and reach on the company's social media platforms.

Razita further explained that the varying skill levels among content creators pose another challenge in producing high-quality content consistently. Differences in technical ability and creativity affect the overall quality of content produced by PT Dialogika's



creators. To address this, it is crucial to provide training and better facilities to ensure that PT Dialogika's content is of higher quality and can effectively drive engagement.

CONCLUSION

The conclusion of this study explains that PT Dialogika has implemented various marketing strategies as an effort to promote service products and also build personal company branding. PT Dialogika uses a sharp advertising strategy on SEM (Search Engine Marketing), Social & Display Ads, and Retargeting. PT Dialogika also uses SEO (Search Engine Optimization), Content Marketing, Referral, Collaboration, and Email Marketing strategies. In addition, PT Dialogika also holds a webinar that is held once a month as a trial process for prospective customers. There is also the provision of free consultation services on social media platforms and the use of odd number endings on each price of the service product offered (odd even pricing) as one form of supporting strategy.

PT Dialogika has also designed new innovation steps to maximize marketing strategies, increase brand awareness, engagement, sales, and to support the growth of the company's business that is just about to start. The steps that have been prepared include the use of SEO services to optimize organic search results while preparing for the transition to Answer Engine Optimization (AEO), designing strategic collaborations with macro or mega influencers, increasing the use of advertising on social media platforms by recruiting professional employees, and joining the Executives Global Network (EGN).

PT Dialogika utilizes social media platforms as one of the main means of promoting service products while building the company's personal branding. The Instagram platform is used as a medium to support sales activities, while the TikTok platform is used to display the company's activities. The innovation of collaborative marketing strategies with nano influencers that has been implemented by PT Dialogika since June 2024 has succeeded in increasing brand awareness and engagement on every content produced by Instagram. However, this strategy cannot be implemented on the TikTok platform due to obstacles in its implementation.

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