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Analysis Of Digital Marketing Strategies In Increasing Revenue: A Case Study Of Tiara Flowers Bouquet Business

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Abstract

This study aims to analyze the digital marketing strategies implemented by Tiara Flower Bouquet Business in an effort to increase revenue. This research uses a qualitative method with a descriptive approach. Data were collected through observation, interviews, and documentation from five informants, including the owner, employees, and customers. The analysis of marketing strategies uses the 4Ps of marketing: product, price, place, and promotion.

Research findings indicate that Tiara Flowers uses Instagram, WhatsApp, TikTok, and Shopee to market its products, provide pricing information, facilitate ordering, and expand its market reach. This strategy has driven sales growth and increased customer numbers, with sales rising from 150 products in 2021 to 1,000 products in 2025. However, the revenue increase is not entirely due to digital marketing, as it is also influenced by direct promotions, customer referrals, repeat purchases, and demand during specific periods. The main challenge in implementing this strategy is maintaining consistency in content creation and balancing time between promotional activities and order fulfillment.

Keywords: Digital Marketing Strategy, 4P, Revenue, Flower Bouquet Business.

INTRODUCTION

Advances in digital technology and social media have transformed communication patterns and business activities. The use of the internet means that marketing activities are no longer limited to conventional methods but can be conducted through digital platforms that enable businesses to reach a wider audience, build relationships with customers, and run promotions with greater flexibility (Rizaldi et al., 2021). These changes are increasingly important for Micro, Small, and Medium Enterprises (MSMEs)

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because technological advancements are driving business owners to adapt to competition and shifts in consumer behavior (Hastuti et al., 2020).

As consumers increasingly seek information through social media and online marketplaces, businesses must adapt their marketing strategies to keep pace with technological advancements. Digital marketing serves not only as a promotional tool but can also be used to build a business's image, interact with customers, expand market reach, and support sales activities (Wahib et al., 2025; Permatasari et al., 2022). For flower bouquet businesses, the visual presentation of products, quality, variety, and service are crucial because these products hold aesthetic and emotional value and are used for various special occasions (Yuniar et al., 2024).

Tiara Flowers is a flower bouquet business located in Mendalo Indah, Muaro Jambi Regency, and was established in 2016. To conduct its marketing activities, Tiara Flowers uses Instagram, WhatsApp, TikTok, and Shopee. Instagram is used to showcase product photos and videos as well as promotions; WhatsApp is used for communication and orders; TikTok is used for video content and engagement; and Shopee serves as an alternative online sales channel. The use of these various platforms demonstrates how marketing activities have adapted to developments in digital technology.

Given these circumstances, this study is important for understanding how Tiara Flowers implements its digital marketing strategies, how these strategies contribute to revenue growth, and what factors support or hinder their implementation. This study employs a qualitative approach to provide a more in-depth description of the

Method

This study employs a qualitative descriptive approach using field research. This approach was chosen because the study focuses on understanding marketing strategies, the experiences of business owners and customers, the implementation process of digital marketing, and the conditions observed in the field, rather than on statistically testing the relationships between variables.

The study involved five informants: one business owner, one employee, and three customers. The owner served as the primary informant because he was involved in the management and implementation of marketing strategies. The employee provided information regarding business operations and customer service, while the customers offered perspectives on their experiences obtaining information, communicating, and making purchases through digital media.

Primary data was collected through observation and face-to-face interviews. The interviews focused on marketing strategies, product quality and variety, pricing, ordering channels, digital promotions, customer relationships, sales trends, and marketing

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challenges. Supporting data included product photos, social media content, sales data, and business records.

Data analysis was conducted using Miles and Huberman's interactive model, which consists of three stages: data reduction, data presentation, and drawing conclusions. The data were grouped based on the research focus and then analyzed using the 4Ps of marketing and Tuten and Solomon's concept of online promotion. The validity of the data was strengthened through triangulation of sources and techniques.

Results and Discussion

Informants and Field Perspectives

Five informants provided different perspectives. The owner explained management and marketing strategies; employees described operational procedures and challenges in content creation; and customers shared their experiences as consumers. Drawing on multiple sources helped the researcher compare information between those implementing the strategies and those receiving the services.

Informants	Roles in the Research
Owner of Tiara Flowers	Primary informant; management and marketing strategy.
Employees	Supporting informants; operations, customer service, and marketing implementation.
Three customers	Supporting informants; experiences obtaining information, communicating, and purchasing products.

Implementation of a Digital Marketing Strategy Based on the 4P

Product

The findings indicate that Tiara Flowers' product strategy focuses not only on the variety of offerings but also on quality, presentation, and the ability to customize orders. The products offered include flower bouquets, money bouquets, snack bouquets, mystery boxes, and gift baskets. The business also adapts its designs to current trends and provides specific packaging options, including tote bags for small flowers.

Price

Prices are determined based on raw materials, size, design, level of complexity, and quality. Tiara Flowers strives to offer affordable prices while maintaining product quality. Product and pricing information is available online before customers place their orders.

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Place

Tiara Flowers combines its physical store with digital channels. Customers can visit in person, schedule consultations, and place orders via WhatsApp, use Shopee, or choose a delivery service. The owner noted that the business has received orders from outside the city and outside the province. Thus, digital channels help expand the business's reach beyond its physical location.

Promotion

Promotions are conducted via Instagram, WhatsApp, TikTok, and Shopee. Instagram is used to showcase product photos and videos, customer testimonials, and promotions. WhatsApp is used for communication, design consultations, orders, and payments. TikTok is used for promotional videos and live interactions, while Shopee serves as an alternative platform for online transactions.

From Tuten and Solomon's perspective, these practices can be analyzed through content, conversation, community, and connection. Visual content plays a crucial role because bouquets are products whose appeal relies heavily on their appearance. Conversations take place through direct communication with customers. Connections are built through customer service, recommendations, and repeat purchases. Regarding the community aspect, the study identified endorsement activities; however, Tiara Flowers has not yet independently managed a dedicated digital community.

The Role of Digital Marketing in Revenue

The interview results show that digital marketing helps expand the reach of information and makes it easier for consumers to view products before contacting the business or placing an order. Business owners also stated that promotions via social media make it easier for their businesses to reach a wider audience**.**

This statement must be understood in conjunction with other findings. The growth in sales from 150 products in 2021 to 1,000 products in 2025 indicates an increase in sales volume; however, this study did not statistically test whether this increase was caused by digital marketing. The results show that direct promotions, customer recommendations, repeat purchases, and demand during specific periods also contributed to the business's growth.

Thus, the role of digital marketing is understood as a supporting one: expanding market reach, introducing products, facilitating communication and ordering, opening up opportunities for new customers, and helping to maintain relationships with customers. This interpretation is consistent with the nature of qualitative research, as conclusions are drawn from the experiences and accounts of informants, rather than from testing causality.

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Year	Number of products sold
2021	150
2022	170
2023	250
2024	400
2025	1000

Source: Data provided by Tiara Flowers, compiled by the researcher.

Enabling and Hindering Factors

Supporting factors include the availability of several digital platforms, product variety, the ability to customize orders, and customer relationships. Long-time customers may make repeat purchases and recommend the business to others. The combination of digital media and customer relationships ensures that marketing does not rely solely on a single channel.

Barriers are primarily related to the consistency of content creation and uploading, particularly on TikTok. As order volume increases, time must be divided between content creation and order fulfillment.

The findings indicate that the challenges of digital marketing lie not primarily in the availability of platforms, but rather in the consistency of content management as operational activity increases. Repurposing content has become a strategy used to keep marketing efforts moving forward.

CONCLUSION

Research shows that Tiara Flowers implements a digital marketing strategy through Instagram, WhatsApp, TikTok, and Shopee, which complement one another. Based on the 4Ps, the product strategy emphasizes quality, variety, design, packaging, and order customization; the pricing strategy takes into account raw materials, size, level of difficulty, and quality; the place strategy combines physical locations, digital ordering, marketplaces, and delivery; while promotion is carried out through visual content, communication, testimonials, recommendations, and digital interactions. Digital marketing plays a role in expanding market reach, introducing products, facilitating communication and ordering, and opening opportunities to acquire and retain customers. Sales growth serves as supporting data for business development, but it cannot be used to claim that digital marketing is the sole cause of increased revenue. Direct promotions, recommendations, repeat purchases, and demand during specific periods also play a role. The main challenges are maintaining content consistency and balancing time between marketing activities and order fulfillment.

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