

Business E-Commerce Strategy to Increasing Profits

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Abstract. This study aims to identify the strategies used by e-commerce companies in marketing their products. So that in marketing the product can have appeal by using methods such as advertising, packaging a product and others. In the end e-commerce can do product marketing in accordance with market desires and have more appeal in the eyes of consumers, so this study wants to explain the impact of corporate strategy in marketing products, namely increasing market interest in a product. This research used study methods the literature in which the author looks for reference theory that is relevant and in accordance with the problem raised. The reason the author adopts this title is because as we all know that there are many e-commerce companies that exist today and lately many people talk about it. The results obtained in this writing are knowing how a company makes a selection of strategies in determining market promotion, packaging, or targeting. But here the author found several business strategies that are often used by several e-commerce, namely content marketing, sales chat, target marketing, discounts, free shipping, and competitive prices. This is done because the purpose is to attract the attention of consumers to buy products offered

1. Introduction

A Business E-Commerce Strategy influences to increase profits for companies. This is based on consumer interest in using a product to make one of the businesses and strategies that companies must do to provide marketing that can affect buyers. In this study, we will discuss strategy strategies that are carried out by a company chosen to develop its business with e-commerce. Each company must have a goal to generate profits, therefore each company will do its best in marketing its products, so that they can be well received by consumers [1].

In analyzing consumer behavior in the general public, one will find several questions such as when is the right time to make investment decisions and pricing, what information does the company have in dealing with competitors or competitors in the business process and when will the company obtain the information [2]. The market economy system is a factor that creates business competition between one company and another. With the existence of market competition, the products produced will likely be better because each company wants to be the first and always excels in various aspects and of course still pay attention to the quality and affordability of the prices offered. Therefore, every item produced must be carried out efficiently and meet market qualifications according to consumer needs and generate profits for the company [3]. In the product marketing business activities, one strategy that is often used by many companies is to use advertising services and indeed companies generate more revenue when using these advertising services [4]. Business strategy is a method or plan that has been predetermined by a company in an industry or market [5]. In marketing a product or service, the role of advertising as a business strategy of a company is quite significant in gaining profits because by advertising a product, of course more and more people will know and of course it can provide a distinct advantage for the



company [6]. In marketing products to the general public, a company must determine the intended target so that the company can consider what things should be considered when marketing its products [7]. Important factors in business are consumers, transactions, and costs. Where the fatkor looks at each other [8]. In developing appropriate business strategies, management has to know the market condition well so the business process is an activity carried out by the company wherein the activity describes how the work was carried out from beginning to end [9]. Product innovation also needs to be considered in the business process because with innovation, customers will not be easily bored with the products we offer. Therefore, product innovation is included in the marketing strategy [10]. One characteristic of a company's strategy is the process by which a company takes action to satisfy its customers [11].

The purpose of this study is to find out what strategies are used by e-commerce companies in marketing their products and how effective they can be used.

2. Method

This research used the literature study method where the writer looks for relevant data sources or in accordance with the topics that will be discussed in this journal. Therefore. In this journal the author describes several strategies that are used by several e-commerce companies in marketing their products such as how to attract consumers' attention by giving a discount strategy, providing after-sales services so that consumers feel satisfied, providing free shipping promotions to attract more attention, and giving prices competitive so that consumers are interested in buying the products offered.

3. Results and Discussion

In terms of product marketing, of course each company has their own way of marketing their products. This is done so that each company has its own characteristics and it is not impossible that the way a company can market its products can be remembered by consumers. Customer satisfaction is one strategy in increasing profit in the business [12]. Various ways are carried out by each company in attracting consumers' attention, say discounts given to consumers, availability of after-sales services and much more. After the author analyses several existing e-commerce companies, here are some business marketing strategies that are widely used by e-commerce companies.

The first thing to do is content marketing. The purpose of content marketing is the company's strategy to attract or find consumers to be interested in buying and even becoming customers. Content marketing can be done by using the internet and social networks such as Instagram, Facebook, Twitter and other social networks (Figure 1).



Figure 1. Content Marketing.

By using the sales chat feature, of course consumers will find it helpful to make a purchase transaction because this feature presents a two-way interaction or direct interaction between the seller and buyer, which of course the buyer will be more flexible in finding information about the product to be purchased. And this sales chat feature can of course be seeded in e-commerce companies (Figure 2).



Figure2. Sales Chat.

In selling products, almost all e-commerce companies do not determine their marketing targets, it happens because the products offered on e-commerce have varying product prices. But the author can still find some e-commerce that determines its marketing targets (Figure 3).



Figure 3. Target Market.

So far the concept of discounting is still the flagship strategy of e-commerce companies in offering their products to consumers, this concept is very popular with many people because products that get discounted prices look more attractive to buy. However, certain brands may rarely offer discount

concepts to keep their products exclusive. But there is no denying that this concept has attracted a lot of attention from consumers (Figure 4).



Figure 4. Discounts.

This marketing strategy is also not much different from the discount concept because with the free shipping costs it will certainly attract more attention from consumers. Because without realizing it, sometimes consumers feel burdened by the shipping costs. Therefore, this concept is a strategy that needs to be considered to attract consumers' attention (Figure 5).



Figure 5. Free Shipping.

In attracting the attention of consumers, companies need to pay attention to the prices of products offered because in this case it is the thing that most determines the amount of consumers that are obtained. A company must provide competitive prices on the market because if the price offered is too high, then consumers will look for sellers who provide cheaper prices. But if a company gives a price that is too low, it is not impossible if the company goes bankrupt (Figure 6).



Figure 6. Competitive Price.

4. Conclusion

Basically, every e-commerce has a different way of determining its business strategy. Whether it's in terms of promotion, packaging, or market targeting. But here the authors find some business strategies that are often used by some e-commerce, namely content marketing, sales chat, target marketing, discount, free shipping, and competitive price. This is done because the goal is to attract the attention of consumers to want to buy the product offered.

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