

Analyzing Digital Marketing Strategy Implementation (A Case Study Of 9 Beauty Online Store)

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Abstract

Purpose: This study aims to analyze the implementation of digital marketing strategies at 9 Beauty Online Store and examine how these strategies contribute to customer engagement and marketing performance.

Design/methodology/approach: This study employed a qualitative approach using a case study design. Data were collected through in-depth interviews, direct observation, and documentation involving three key informants: the business owner, the digital marketing administrator, and the marketplace administrator. The data were analyzed using the interactive model of Miles, Huberman, and Saldaña, consisting of data collection, data reduction, data display, and conclusion drawing/verification.

Findings: The findings indicate that the implementation of digital marketing at 9 Beauty Online Store is supported by four major aspects: content marketing, social media marketing, marketplace optimization, and supporting and inhibiting factors. Consistent content creation, interactive communication, and effective utilization of marketplace features contribute to customer engagement and marketing performance. However, challenges such as market competition and changes in platform algorithms remain significant obstacles.

Practical implications: The findings provide practical insights for online business owners in developing effective digital marketing strategies by optimizing social media content, strengthening customer engagement, and utilizing marketplace features to improve business performance.

Originality/value: This study provides a comprehensive qualitative analysis of digital marketing implementation in a local online beauty business by integrating content marketing, social media marketing, marketplace optimization, and organizational factors within a single analytical framework.

Paper type: Empirical paper.

Keywords: Digital marketing, Content marketing, Social media marketing, Marketplace optimization, Customer engagement.

1. Introduction

The rapid development of information and communication technologies has significantly transformed business activities across various industries, particularly in marketing. The widespread adoption of the internet and digital technologies has shifted marketing practices from conventional approaches to digital-based strategies that enable businesses to communicate with consumers more efficiently, interactively, and without geographical constraints (Savitri, 2016). This transformation has encouraged organizations to adopt digital marketing as an essential business strategy to remain competitive in increasingly dynamic markets.

The growth of internet users and social media platforms has also changed consumer purchasing behavior. Modern consumers increasingly rely on digital channels to search for product information, compare alternatives, read customer reviews, and interact directly with sellers before making purchasing decisions. Consequently, digital platforms have evolved into important marketing channels that facilitate customer engagement while expanding business opportunities. According to Chaffey and Ellis-Chadwick (2022), digital marketing enables firms to reach broader markets, establish interactive communication with consumers, and improve the effectiveness of marketing activities through various online platforms.

In addition to social media, the rapid expansion of digital marketplaces has accelerated the digital transformation of commercial activities. Platforms such as TikTok Shop, Shopee, and Tokopedia provide businesses with opportunities to market products, manage customer interactions, and conduct transactions efficiently through integrated digital ecosystems. Marketplace platforms therefore play an important role in connecting buyers and sellers while simplifying online transactions (Laudon & Traver,

2021). Likewise, Ryan (2016) explains that digital marketing is not only intended to attract new customers but also to maintain long-term relationships through continuous interaction across digital platforms.

The beauty industry represents one of the sectors that has benefited substantially from digital marketing implementation. Unlike many other industries, beauty products rely heavily on visual communication and consumer interaction to influence purchasing decisions. Promotional activities such as product demonstrations, customer testimonials, influencer endorsements, short-form videos, and live selling have become integral components of digital marketing within this sector. Tuten and Solomon (2018) argue that social media facilitates customer engagement by enabling businesses to establish emotional connections with consumers through interactive and visually appealing content.

Among various digital platforms, TikTok has emerged as one of the most influential marketing channels for online businesses. Beyond functioning as an entertainment platform, TikTok has developed into a comprehensive digital commerce ecosystem through features such as TikTok Shop, live streaming, affiliate marketing, and personalized content distribution. Its recommendation algorithm enables promotional content to reach a wide audience through the For You Page (FYP), thereby increasing product visibility, customer engagement, and sales opportunities. Nevertheless, businesses operating on TikTok face intense competition and must continuously produce creative, relevant, and consistent content to maintain audience engagement.

Despite offering considerable opportunities, implementing digital marketing strategies remains challenging, particularly for micro, small, and medium enterprises (MSMEs). Rapid technological change, evolving consumer preferences, intense market competition, and frequent algorithm updates require businesses to adapt continuously. Furthermore, limited human resources and inconsistent content creation often reduce the effectiveness of digital marketing initiatives. Pulizzi (2014) emphasizes that successful digital marketing depends on an organization's ability to develop relevant, valuable, and consistent content capable of sustaining long-term relationships with consumers.

To provide an overview of the business context, the annual sales performance of 9 Beauty Online Store is presented in Table 1. The sales report illustrates the development of the business during the observation period and reflects the outcomes of its digital marketing activities. This information serves as preliminary evidence supporting the need to examine how digital marketing strategies have been implemented and how they contribute to customer engagement and marketing performance.

Table 1 Annual Business Performance of 9 Beauty Online Store

No	Year	Products Sold	Gross Revenue (IDR)	Net Revenue (IDR)
1.	2025	825	Rp.42,468,985	Rp. 38,222,087
2.	2026	2,962	Rp. 149,400,602	Rp. 134,460,542

Source(s): Internal Sales Report of 9 Beauty Online Store (2025–2026).

As presented in Table 1, 9 Beauty Online Store recorded a substantial increase in both sales volume and revenue during the observation period. This positive trend indicates that the business has successfully expanded its market reach through digital platforms. Nevertheless, the increase in sales performance alone does not fully explain how digital marketing strategies were implemented or which strategic activities contributed most significantly to customer engagement and marketing performance. Therefore, a comprehensive investigation is required to analyze the implementation of digital marketing strategies and to identify the supporting and inhibiting factors influencing their effectiveness.

These challenges are particularly relevant to Indonesia's online beauty industry, where businesses increasingly compete through social media and marketplace platforms. One example is 9 Beauty Online Store, an online retailer specializing in skincare and cosmetic products that actively utilizes digital marketing strategies, including content marketing, social media marketing, live selling, and marketplace optimization. Through these activities, the business seeks to increase customer engagement, expand market reach, and improve marketing performance. However, the company also encounters several challenges, including growing market competition, social media algorithm changes, limited human resources, and maintaining consistency in content production.

Previous studies have demonstrated the importance of digital marketing in improving business performance. However, limited research has comprehensively explored how multiple digital marketing strategies are integrated and implemented within a single MSME operating in Indonesia's competitive beauty industry while simultaneously examining the supporting and inhibiting factors that influence implementation effectiveness. Addressing this gap, the present study investigates the implementation of digital marketing strategies at 9 Beauty Online Store through a qualitative case study approach. Specifically, this study aims to analyze the digital marketing strategies employed by the business, evaluate their contribution to enhancing customer engagement and marketing performance, and identify the factors that facilitate or hinder their successful implementation.

Furthermore, this study is expected to provide both theoretical and practical contributions. Theoretically, it enriches the existing body of knowledge on digital marketing strategy implementation by offering empirical evidence from a qualitative case study within Indonesia's beauty retail industry. Practically, the findings are expected to assist business owners, digital marketers, and MSMEs in developing more effective digital marketing strategies to enhance customer engagement and improve marketing performance. By presenting an in-depth analysis of the implementation process, supporting factors, and existing challenges, this study provides valuable insights for businesses seeking to strengthen their competitiveness in an increasingly dynamic digital marketplace.

2. Literature Review

A. Digital Marketing

Digital marketing refers to the application of digital technologies and internet-based platforms to promote products, services, and brands while establishing long-term relationships with consumers. Compared with conventional marketing, digital marketing enables organizations to communicate with customers in a more interactive, measurable, and cost-efficient manner through various online channels, including websites, social media, search engines, email, and digital marketplaces. According to Chaffey and Ellis-Chadwick (2022), digital marketing integrates digital communication technologies into marketing activities to achieve organizational objectives by improving customer engagement and business performance.

Ryan (2016) defines digital marketing as a strategic approach that utilizes digital media to acquire new customers, retain existing customers, and create sustainable value through continuous interaction. The implementation of digital marketing is not limited to promotional activities but also includes customer relationship management, content development, performance measurement, and market analysis. Consequently, businesses are required to continuously adapt their digital marketing strategies in response to technological developments and changing consumer behavior.

In the context of micro, small, and medium enterprises (MSMEs), digital marketing provides opportunities to compete with larger organizations by expanding market reach without significant investment in physical infrastructure. Through the effective utilization of digital platforms, businesses can increase brand awareness, improve customer interaction, and strengthen their competitive advantage in increasingly dynamic markets.

B. Content Marketing

Content marketing is one of the fundamental components of digital marketing that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain target audiences. Rather than emphasizing direct selling, content marketing aims to educate, inform, and engage consumers, thereby encouraging long-term customer relationships. According to Pulizzi (2014), successful content marketing depends on the organization's ability to consistently deliver high-quality content that addresses consumer needs and interests. Content may include promotional videos, educational information, customer testimonials, product demonstrations, live streaming sessions, and other digital formats designed to stimulate audience interaction.

Within the beauty industry, content marketing plays a particularly important role because consumers often rely on visual information before making purchasing decisions. High-quality visual content allows businesses to demonstrate product benefits while enhancing customer trust and encouraging greater engagement across digital platforms. Content marketing is particularly important within the beauty industry because purchasing decisions are often influenced by visual information and product experience. Consumers frequently seek demonstrations, usage tutorials, product reviews, and recommendations before purchasing skincare and cosmetic products.

C. Social Media Marketing

Social media marketing refers to the utilization of social networking platforms to promote products, communicate with customers, and establish long-term relationships between businesses and consumers. Unlike traditional promotional channels, social media enables two-way communication that encourages active customer participation through comments, likes, shares, reviews, and direct messaging. Tuten and Solomon (2018) explain that social media marketing contributes to customer engagement by facilitating interactive communication and emotional connections between businesses and consumers. These interactions provide valuable opportunities for organizations to understand customer preferences while strengthening brand loyalty.

Among various social media platforms, TikTok has become one of the fastest-growing marketing channels due to its algorithm-driven content distribution and integrated e-commerce features. Through short-form videos, live selling, affiliate marketing, and TikTok Shop, businesses can effectively increase product visibility while expanding customer reach. One of the primary advantages of social media marketing is its ability to encourage customer engagement. Through interactive features such as comments, likes, shares, direct messages, polls, and live streaming, businesses can establish stronger relationships with customers while increasing audience participation. High levels of engagement indicate that consumers are not only exposed to marketing messages but are also actively interacting with brand content.

D. Customer Engagement

Customer engagement represents the level of interaction, participation, and emotional connection established between consumers and businesses through various communication channels. In digital marketing, engagement extends beyond purchasing behavior and includes activities such as viewing content, commenting, sharing information, participating in live streaming, and providing product reviews. High customer engagement generally reflects stronger consumer interest and contributes positively to business performance by increasing customer loyalty, encouraging repeat purchases, and generating positive electronic word-of-mouth (e-WOM). Consequently, customer engagement has become one of the primary indicators used to evaluate the effectiveness of digital marketing implementation.

Higher engagement levels indicate that customers actively participate in digital communication by responding to content, sharing experiences, and interacting with brands through various online platforms. Such interactions contribute to stronger customer relationships, increased trust, and greater brand loyalty, which ultimately influence purchasing decisions and long-term business performance. Therefore, organizations should continuously evaluate engagement metrics and optimize their digital marketing strategies to foster meaningful customer participation and maintain sustainable competitive advantages in digital markets (Kotler et al., 2021; Chaffey & Ellis-Chadwick, 2022).

E. Marketing Performance

Marketing performance refers to the extent to which an organization achieves its marketing objectives through the effective implementation of marketing strategies and activities. It reflects the ability of a business to generate desirable outcomes, including increased sales, market expansion, customer acquisition, customer retention, and enhanced brand awareness. Marketing performance is widely regarded as an important indicator of organizational success because it demonstrates how efficiently marketing resources are utilized to achieve competitive advantage and sustainable business growth. According to Kotler et al. (2021), marketing performance is closely associated with an organization's capability to create customer value while maintaining long-term relationships with its target market.

In the digital business environment, marketing performance extends beyond traditional financial indicators and incorporates various digital performance metrics. Businesses can evaluate the effectiveness of their marketing strategies through key indicators such as website traffic, social media engagement, conversion rates, customer acquisition costs, sales growth, audience reach, impressions, and return on marketing investment. The availability of digital analytics enables organizations to monitor campaign performance continuously and make data-driven decisions to improve future marketing strategies. Chaffey and Ellis-Chadwick (2022) emphasize that digital performance

measurement is essential for assessing marketing effectiveness and identifying opportunities for strategic improvement.

F. Conceptual Framework

Based on the reviewed literature, this study proposes that the implementation of digital marketing strategies through content marketing, social media marketing, live selling, and marketplace optimization contributes to strengthening customer engagement and improving marketing performance. Furthermore, the effectiveness of these strategies is influenced by various supporting factors, including technological advancement, platform features, and organizational capability, as well as inhibiting factors such as market competition, algorithm changes, limited human resources, and inconsistency in content creation. Therefore, this study adopts a qualitative case study approach to analyze the implementation of digital marketing strategies at 9 Beauty Online Store and to explore how these strategies influence customer engagement and marketing performance.

3. Research Method

This study employed a qualitative research approach using a case study design to obtain an in-depth understanding of the implementation of digital marketing strategies at 9 Beauty Online Store. A qualitative case study was considered appropriate because it enables researchers to explore contemporary business phenomena within their real-life context and to understand the processes, experiences, and perspectives of individuals directly involved in digital marketing activities. The research was conducted at 9 Beauty Online Store, an online beauty retailer specializing in skincare and cosmetic products. The business actively utilizes various digital marketing platforms, particularly TikTok, TikTok Shop, and other marketplace platforms, as primary channels for marketing communication and online sales. The selection of this research site was based on its active implementation of digital marketing strategies and its relevance to the objectives of this study.

Data were collected from three key informants who were directly involved in the company's digital marketing activities, namely the business owner, the digital marketing administrator, and the marketplace administrator. These informants were selected purposively because they possessed comprehensive knowledge and practical experience regarding the planning, implementation, and evaluation of the company's digital marketing strategies.

The study employed multiple data collection techniques consisting of in-depth interviews, direct observation, and documentation. Semi-structured interviews were conducted to obtain detailed information regarding digital marketing practices, customer engagement initiatives, marketing performance, and the supporting and inhibiting factors encountered during implementation. Direct observation was carried out to examine digital marketing activities across social media platforms and online marketplaces, while documentation was used to collect supporting evidence, including promotional content, sales reports, marketplace insights, and company records.

Data analysis followed the interactive model proposed by Miles, Huberman, (2020), which consists of data collection, data reduction, data display, and conclusion drawing. During the data reduction stage, relevant information was identified and categorized according to the research objectives. The organized data were then presented in the form of narrative descriptions, interview summaries, and observational findings to facilitate interpretation. Finally, conclusions were drawn by identifying recurring patterns, relationships, and themes related to the implementation of digital marketing strategies, customer engagement, marketing performance, and the factors influencing their effectiveness.

4. Result and Discussion

This section presents the findings obtained from the qualitative data analysis conducted at 9 Beauty Online Store. The analysis was based on data collected through in-depth interviews, direct observations, and documentation involving three key informants: the business owner, the digital marketing administrator, and the marketplace administrator. The collected data were analyzed using the interactive model proposed by Miles, Huberman, (2020), which consists of data collection, data reduction, data display, and conclusion drawing/verification.

During the data collection stage, information was obtained from multiple sources to provide a comprehensive understanding of the implementation of digital marketing strategies. The interview data

were supported by observational findings and relevant business documentation, including promotional content, sales reports, and marketplace insights.

The collected data were subsequently processed through the data reduction stage by selecting, coding, and classifying information relevant to the research objectives. Similar responses from different informants were grouped into thematic categories, while information unrelated to the focus of the study was excluded from further analysis.

The reduced data were then organized through the data display stage in the form of thematic narratives, enabling the researcher to identify relationships among the findings. Four major themes emerged from the analysis: content marketing, social media marketing, marketplace optimization, and supporting and inhibiting factors influencing the implementation of digital marketing strategies.

Finally, the conclusion drawing and verification stage was carried out by comparing interview results with observational findings and documentation through triangulation. This process ensured the credibility and consistency of the findings before they were interpreted and discussed in relation to previous studies and relevant theories.

A. Implementation of Digital Marketing Strategy at 9 Beauty Online Store

This section presents the findings regarding the implementation of digital marketing strategies at 9 Beauty Online Store based on data collected through in-depth interviews, direct observations, and documentation. The findings reveal that the company has integrated several digital marketing practices to enhance customer engagement and improve marketing performance. The primary strategies identified include content marketing, social media marketing, and marketplace optimization, which are implemented through coordinated activities across various digital platforms, particularly TikTok and TikTok Shop. In addition, the study identified several supporting and inhibiting factors that influence the effectiveness of these strategies. The following sections discuss each strategy in greater detail.

1. Content Marketing Strategy

The findings indicate that 9 Beauty Online Store recognizes content marketing as one of the most important components of its digital marketing strategy. Rather than relying solely on direct promotional activities, the company develops various types of digital content intended to educate consumers, increase product awareness, and encourage customer interaction. The content primarily consists of promotional videos, product demonstrations, skincare education, customer testimonials, and informational posts distributed through TikTok. These content formats are designed to provide consumers with valuable information while simultaneously strengthening the company's online presence.

According to the business owner, content creation is carefully planned to ensure that every published video provides useful information rather than merely encouraging product purchases. Informative and visually attractive content is considered more effective in attracting audience attention because consumers tend to seek product knowledge before making purchasing decisions. The owner also emphasized that content consistency is essential for maintaining audience interest and increasing visibility within TikTok's recommendation algorithm. Similarly, the digital marketing administrator explained that content production is carried out regularly by considering current trends, customer preferences, and platform characteristics.

These findings suggest that content marketing has become a strategic instrument for building customer engagement and increasing marketing effectiveness. By providing informative, relevant, and visually attractive content, 9 Beauty Online Store is able to maintain continuous interaction with consumers while expanding its digital reach. This finding supports the argument of Pulizzi (2014), who states that successful content marketing depends on the consistent delivery of valuable and relevant content capable of attracting and retaining target audiences. Likewise, Chaffey and Ellis-Chadwick (2022) emphasize that effective digital content contributes to stronger customer relationships and improved marketing performance through continuous online engagement. Figure 2 illustrates one example of promotional and educational content published through the official TikTok account of 9 Beauty Online Store. The content demonstrates the company's strategy of combining product information with engaging visual presentations to increase audience interaction.

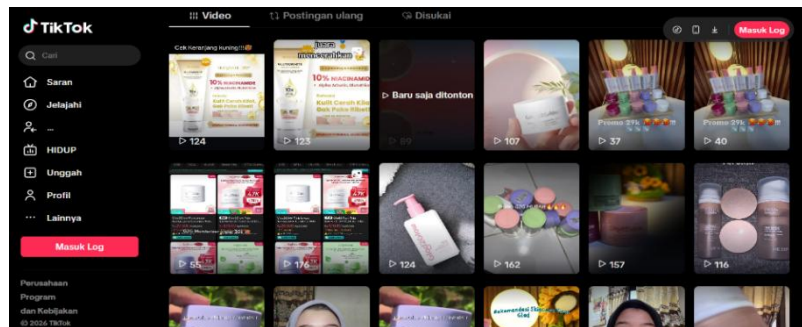


Figure 2. Content Marketing Activities of 9 Beauty on TikTok

Source(s): Internal Sales Report of 9 Beauty Online Store (2025–2026).

2. Social Media Marketing Strategy

The findings indicate that 9 Beauty Online Store actively utilizes social media marketing, particularly TikTok, as its primary platform for communicating with customers and promoting products. The company regularly publishes promotional content, educational videos, and interactive posts to increase audience reach and encourage customer engagement. TikTok was selected because of its extensive user base and algorithm-driven content distribution, which enables businesses to reach potential customers more effectively.

Interview results revealed that the company also emphasizes direct interaction with customers through comments, direct messages, and responses to customer inquiries. This interactive communication helps build customer trust and maintain long-term relationships. In addition, social media performance is continuously monitored using platform analytics, allowing the company to evaluate audience responses and improve future content strategies. These findings suggest that social media marketing plays an important role in strengthening customer engagement and expanding market reach at 9 Beauty Online Store. The results are consistent with Tuten and Solomon (2018), who argue that social media marketing facilitates two-way communication between businesses and consumers, thereby enhancing customer relationships and supporting marketing performance.

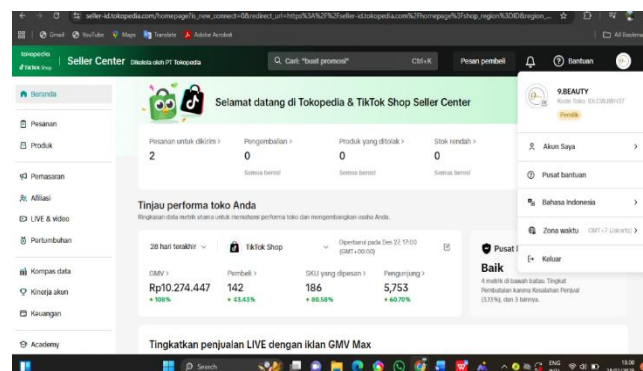


Figure 3. TikTok Platform 9 beauty

Source(s): Research Documentation (2026).

3. Marketplace Optimization

The findings indicate that 9 Beauty Online Store also implements marketplace optimization as part of its digital marketing strategy. The company utilizes TikTok Shop as its primary marketplace to facilitate online transactions and improve customer convenience. Marketplace management includes organizing product catalogs, providing complete product descriptions, updating pricing information, and ensuring product availability to create a better shopping experience.

The findings demonstrate that effective marketplace optimization complements content marketing and social media marketing by providing consumers with a seamless purchasing process after they interact with promotional content. These results support the view of Laudon and Traver (2021), who argue that digital marketplaces not only facilitate online transactions but also strengthen business competitiveness by improving accessibility, customer experience, and overall marketing performance.

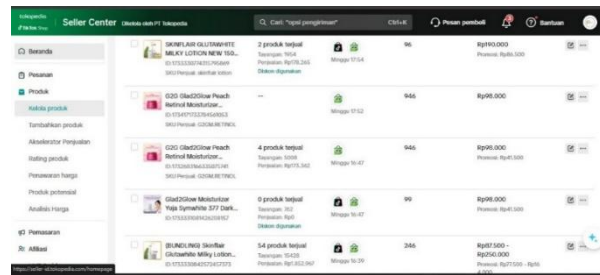


Figure 4. TikTok Shop Katalog Produk
 Source(s): Research Documentation (2026).

As illustrated in Figure 4, the integration of promotional activities with marketplace features enables customers to access product information and complete transactions efficiently. This integrated approach supports customer convenience, strengthens trust in the online store, and contributes to improving overall marketing performance.

B. Supporting and Inhibiting Factors

1. Supporting Factors

The findings indicate that several factors support the successful implementation of digital marketing strategies at 9 Beauty Online Store. One of the primary supporting factors is the rapid development of digital technology, which provides businesses with access to various marketing platforms and analytical tools. The availability of platforms such as TikTok and TikTok Shop enables the company to promote products, communicate with customers, and conduct online transactions efficiently.

Another supporting factor is the company's commitment to maintaining consistent digital marketing activities. Regular content creation, continuous monitoring of customer responses, and the effective utilization of platform features allow the business to strengthen customer engagement and expand its market reach. In addition, collaboration among the business owner, digital marketing administrator, and marketplace administrator contributes to the effective execution of marketing strategies by ensuring that promotional activities, customer communication, and marketplace operations are well coordinated.

2. Inhibiting Factors

Despite the successful implementation of digital marketing strategies, the study also identified several challenges that influence their effectiveness. One of the major obstacles is the intense competition within the online beauty industry, where numerous businesses compete for consumer attention by offering similar products and promotional campaigns. This competitive environment requires 9 Beauty Online Store to continuously develop innovative and engaging marketing content.

Another challenge involves the dynamic nature of digital platforms, particularly changes in social media algorithms that affect content visibility and audience reach. Furthermore, maintaining consistency in content production requires considerable time, creativity, and human resources. These challenges indicate that the effectiveness of digital marketing strategies depends not only on technological platforms but also on the organization's capability to adapt to rapidly changing digital environments.

Table 2 Supporting and Inhibiting Factors in the Implementation of Digital Marketing

No	Category	Factors Identified
1.	Supporting Factors	Development of digital technology; TikTok and TikTok Shop features; consistent content creation; teamwork and coordination; utilization of platform analytics
2.	Inhibiting Factors	Intense market competition; changes in social media algorithms; limited human resources; maintaining content consistency

Source(s): Research Findings (2026).

C. Discussion

The findings of this study demonstrate that the implementation of digital marketing strategies at 9 Beauty Online Store contributes to strengthening customer engagement and improving marketing performance through the integration of content marketing, social media marketing, and marketplace optimization. These strategies complement one another by increasing product visibility, facilitating customer interaction, and simplifying the online purchasing process. The findings support the concept proposed by Chaffey and Ellis-Chadwick (2022), who argue that digital marketing integrates digital technologies with marketing activities to create value for customers while enhancing organizational performance.

The implementation of content marketing emerged as one of the key strategies adopted by 9 Beauty Online Store. The company consistently produced promotional and educational content that provided product information while encouraging customer interaction. Rather than focusing exclusively on sales promotion, the business emphasized delivering relevant and informative content that addressed consumer needs. This finding is consistent with Pulizzi (2014), who states that valuable and consistent content is essential for attracting and retaining target audiences. Furthermore, the results indicate that content quality and consistency play a significant role in increasing customer engagement and maintaining long-term relationships with consumers.

The study also found that social media marketing, particularly through TikTok, plays a central role in expanding audience reach and strengthening communication with customers. The use of interactive features, including comments, direct messages, and short-form video content, enables the company to establish closer relationships with consumers while increasing engagement. These findings support the arguments of Tuten and Solomon (2018), who emphasize that social media marketing facilitates two-way communication and encourages active customer participation. The ability to monitor customer responses through platform analytics also enables the business to evaluate the effectiveness of its marketing strategies and make continuous improvements.

The study further revealed that the effectiveness of digital marketing implementation is influenced by both supporting and inhibiting factors. The availability of digital platforms, technological development, and coordinated teamwork facilitate the successful implementation of marketing activities. Conversely, increasing market competition, changing platform algorithms, and the need to maintain consistent content creation remain significant challenges for the business. These findings indicate that successful digital marketing requires not only technological resources but also organizational adaptability and continuous innovation in response to changes within the digital environment.

Overall, this study extends the existing literature by providing empirical evidence on the implementation of digital marketing strategies within an Indonesian online beauty business. The findings demonstrate that integrating content marketing, social media marketing, and marketplace optimization can effectively enhance customer engagement while contributing to improved marketing performance. Therefore, this study offers practical insights for micro, small, and medium enterprises (MSMEs) seeking to strengthen their digital marketing capabilities and maintain competitiveness in an increasingly dynamic digital marketplace.

5. Conclusion

This study examined the implementation of digital marketing strategies at 9 Beauty Online Store through a qualitative case study approach. The findings indicate that the company has successfully implemented an integrated digital marketing strategy consisting of content marketing, social media marketing, and marketplace optimization. These strategies play a significant role in enhancing customer engagement by increasing customer interaction, expanding audience reach, and strengthening communication through digital platforms. Furthermore, the integration of these strategies contributes positively to marketing performance by improving product visibility, facilitating online transactions, and supporting business competitiveness in the digital marketplace.

The study also reveals that the effectiveness of digital marketing implementation is influenced by both supporting and inhibiting factors. Supporting factors include technological advancements, the availability of digital platform features, consistent content creation, and effective collaboration among

team members. Conversely, challenges such as intense market competition, changes in social media algorithms, and the need to maintain consistent and engaging content continue to influence the effectiveness of digital marketing activities. These findings suggest that successful digital marketing implementation requires not only the effective use of digital platforms but also continuous adaptation to technological developments and evolving consumer behavior.

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