

## Strategi integrasi pemasaran digital pada Beauty and Personal Care e-commerce Sociolla = Digital marketing integration strategy on Beauty and Personal Care ecommerce Sociolla

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### Abstrak

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Kehadiran produk Beauty and Personal Care (BPC) kian berkembang di Indonesia seiring perkembangan zaman. Penjualan dan pemasaran produk-produk BPC semakin bergeser, tidak hanya secara luring namun juga secara daring. Produk BPC mulai dipasarkan secara digital mengikuti konsumennya. Sociolla sebagai e-commerce BPC memasarkan produk-produk dari berbagai brand yang bekerjasama dengannya melalui ketiga pilar commerce, content, dan community. Ketiga pilar tersebut merupakan situs daring sociolla.com (commerce), journal.sociolla.com (content), dan socio.id (community). Integrasi antara pemasaran digital di ketiga pilar tersebut pada akhirnya menciptakan beauty ecosystem bagi target konsumen Sociolla. Menjadi penting bagi pemasar untuk mempelajari kategori produk dan metode pemasaran digital yang sesuai dengannya. Seperti pada Sociolla yang menggunakan strategi promotion, memberikan product knowledge, serta menyediakan platform bagi target konsumennya untuk menciptakan user generated content.

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**ABSTRACT**

The Appearance of Beauty and Personal Care (BPC) products are thriving in Indonesia from time to time. The sale of BPC products are shifting, not only from offline sales, but also online. BPC products are starting to be marketed digitally following their consumer. Sociolla as a BPC e-commerce markets products from their affiliated brands with the three pillars of commerce, content, and community. Those three pillars are sociolla.com (commerce), journal.sociolla.com (content), and socio,id (community) websites. The integration between the digital marketing on those three pillars in the end creates a beauty ecosystem for Sociolla target consumer. It had become an importance for marketer to learn the product category and the right digital marketing methods for it. Like Sociolla that used promotion strategy, giving product knowledge, and giving platform for their target consumer to create user generated content.