

Analisis strategi komunikasi pemasaran terpadu Qiscus Pte Ltd untuk membentuk brand positioning dalam model Business-to-Business = Analysis of integrated marketing communication strategy of Qiscus Pte Ltd in building brand positioning for Business-to-Business Model

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Abstrak

Branding menjadi suatu usaha yang penting untuk membedakan suatu perusahaan dari kompetitornya. Sayangnya, kebanyakan perusahaan business-to-business (B2B) belum memprioritaskan usaha branding karena masih menganggapnya sebatas gimmick pemasaran. Berbeda halnya dengan Qiscus Pte Ltd. Sebagai sebuah perusahaan B2B yang bergerak dalam bidang software-as-a-service (SaaS), Qiscus menyadari pentingnya untuk membangun branding sejak awal berkembangnya perusahaan. Tulisan ini membahas mengenai brand positioning Qiscus sebagai tahap pertama pembentukan branding melalui usaha komunikasi pemasaran terpadu. Strategi tersebut menggunakan delapan elemen bauran pemasaran yang mencakup advertising, sales promotion, events & experience, public relations, direct marketing, interactive marketing, personal selling, dan word-of-mouth marketing. Dalam implementasinya, Qiscus telah berhasil memadukan elemen-elemen tersebut untuk menghasilkan strategi yang terintegrasi dalam skala kecil. Tagar #EnablingConversations menjadi pesan kunci dalam menjalankan strateginya. Usaha yang konsisten tersebut bertujuan untuk membangun brand positioning Qiscus sebagai perusahaan yang menghubungkan berbagai pihak melalui adanya percakapan.

..... Branding has become an important aspect for a company to be able to differentiate itself from its competitors. Unfortunately, most business-to-business (B2B) companies still think of branding as a marketing gimmick. But this is not the case for Qiscus Pte Ltd. As a software-as-a-service (SaaS) company which targets business consumers, Qiscus realizes the importance of branding since its early days. This essay analyses Qiscus's brand positioning as the first step of branding through its integrated marketing communication strategy. The strategy consists of eight elements of the marketing mix, which includes advertising, sales promotion, events & experience, public relations, direct marketing, interactive marketing, personal selling, and word-of-mouth marketing. Qiscus has succeeded to combine those elements to become a small-scale integrated strategy. Throughout the implementation, the hashtag #EnablingConversations has been used consistently as a key message to build Qiscus's brand positioning as a company which connects people through communication.