

Analisis strategi pemasaran online dan proses branding produk perawatan kulit pria melalui konsep marketing funnel = Analysis of online marketing strategy and branding process for men's skin care products through the marketing funnel concept

Rois Amrullah Malik, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20515907&lokasi=lokal>

Abstrak

Perubahan persepsi bahwa perawatan kulit hanya perlu dilakukan wanita saja telah memberikan peluang besar terhadap kategori pasar baru, yaitu pasar produk perawatan kulit pria. Demi menguasai kategori pasar ini, Ms Glow For Men sebagai salah satu brand produk perawatan kulit pria memerlukan strategi pemasaran yang tepat serta sesuai dengan target konsumen. Melalui metode observasi dan studi literatur terkait konsep marketing funnel, tulisan ini bertujuan menganalisis strategi pemasaran online dan branding yang dilakukan Ms Glow for Men sehingga dapat bersaing dengan kompetitornya. Tulisan ini membahas penggunaan konsep Marketing funnel demi tercapainya strategi pemasaran yang baik sehingga tercapainya respon positif mulai dari tahap kesadaran produk hingga terciptanya loyalitas konsumen.

.....The change in the perception that skincare only needs to be done by women has provided a big opportunity for a new market category, which is the market for men's skincare products. In order to dominate this market category, Ms Glow For Men as one of men's skincare products needs the right marketing strategy that is in line with the target consumers. Through the method of observation and literature study related to the marketing funnel concept, this paper aims to analyze the online marketing and branding strategies used by Ms Glow for Men so that they can compete with their competitors. This paper finds that the Marketing funnel can be used to achieve a good marketing strategy and create positive responses starting from the product awareness stage to creating consumer loyalty.