

ADORABLE PROJECTS' DIGITAL MARKETING APPROACHES IN COMPETITIVE FASHION INDUSTRY

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ABSTRACT

Companies are compelled by the digital age's competitive phenomenon to not only develop innovative products but also to enhance customer loyalty and fortify their emotional bonds with them. In order to preserve and improve client relationships, Adorable Projects, a local fashion brand in Indonesia, uses digital marketing techniques. This study intends to examine these tactics. Data was gathered using semi-structured interviews, observations, and literature reviews as part of a descriptive qualitative methodology. According to the results, Adorable Projects makes good use of digital marketing techniques like social media, e-commerce, and themed material. The implementation of Integrated Marketing Communication (IMC) also contributes to the development of a unified brand experience across platforms. The brand's competitive position in the local market is strengthened by these strategies, which also improve customer engagement. Furthermore, the implementation of Integrated Marketing Communication (IMC) ensures a consistent brand experience across numerous platforms, reinforcing the company's identity and values. Key techniques include using visually appealing material customized to certain audiences, utilizing live-streaming features on e-commerce platforms for real-time interaction, and exploiting platform-specific features to improve customer accessibility and trust. The findings of this study are a great resource for businesses in similar industries trying to improve their digital marketing and IMC strategies. This study emphasizes the need of connecting campaigns with customer patterns and preferences in order to achieve long-term success in the competitive fashion business.

Keywords: Digital Marketing, Marketing Strategy, Adorable Projects, Customer Engagement

1. INTRODUCTION

Competitiveness in the digital era motivates companies to not only produce new items, but also to foster emotional attachment and customer loyalty. An effective marketing plan now necessitates a comprehensive and consistent experience across many communication channels in order to grab the attention of increasingly customers. Company that successfully apply marketing

effectiveness can attain business effectiveness when compared to competition. This could be due to the company having implemented the appropriate marketing communication plan (Krizanova et al., 2019). Interactive platforms, such as social media and e-commerce, enable them to introduce identities and values that resonate with audiences. Companies that use an integrated marketing approach combine

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components such as promotions, branding, and customer engagement into a single cohesive plan to increase exposure and improve the consumer experience. The market's increasingly tight competition demonstrates how companies require a suitable marketing strategy to compete effectively and thrive (Zulhijahyanti et al., 2021).

Companies must continue to innovate as they attempt to keep existing customers and turn possibilities into customers. To preserve relevance and a competitive advantage in this tough context, companies must employ integrated approaches that combine many areas of marketing. The successful integration of marketing factors such as product, price, place, and promotion, also known as the marketing mix (Kotler, 1984), is critical in creating a comprehensive and compelling customer experience. The product and service that are produced must be beneficial to the audience. The outcome of this product and service encounter will be an improvement in customer behavior. When developing the price of a product or service, consider the target market and the reasons why people are willing to pay for it. Following that, the place focuses on everything surrounding the transaction while still delivering the intended behavioral change provided by the product or service. Lastly, promotion focuses on how companies can communicate with its target audience (Lahtinen et al.; Yanti, 2020). Companies that intentionally integrate these elements into an integrated marketing strategy are better positioned to create value and

connect with customers, as such methods can increase customer engagement and provide a competitive advantage. Companies that employ coordinated effectively marketing strategies not only build relationships with customers but also acquire a competitive advantage (Asdi & Putra, 2020; Li et al., 2020).

The company's marketing process must be primarily based on specific tactics that can encourage or boost the success of the marketing process (Sembiring & Deni, 2019), while remaining tailored to the company's objectives. Marketing strategy is a set of decisions taken by company to determine products, markets, and marketing activities in order to provide offers to customers and fulfill its objectives. Furthermore, marketing strategy assists the company by providing a framework and direction for the company to achieve its goals. Marketing strategy is one of the most crucial things that every company must implement in order keep getting competitive (Haslindah et al., 2021). The development of a marketing strategy must include the selection of ways for providing value and increasing brand awareness, as well as the process of determining the right market (Morgan et al., 2019).

Integrated Marketing Communication (IMC) is a critical foundation for attaining this alignment (Porcu et al., 2019), which facilitates the improvement of the communication approach in order to accomplish better and consistent communication efficacy. IMC allows businesses to create a cohesive brand image that catches and

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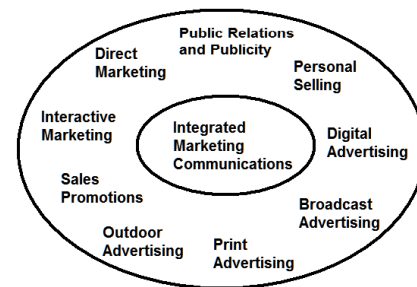
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holds customer attention in a congested marketplace by harmonizing numerous communication techniques such as advertising, direct marketing, and digital platforms (Fitriana et al., 2021). The integration of different channels results in a more comprehensive customer experience. IMC integrates marketing objectives with broader company goals (Hadi, 2023), ensuring that brands reinforce their identity and message with each customer engagement. Customers that receive consistent messages are more inclined to engage with the company, create pleasant feelings, and spread word of mouth. Stronger comes across lead to deeper participation and greater relationships with customers, thus IMC is critical in developing relationships (Ihzaturrahma & Kusumawati, 2021; Šerić & Vernuccio., 2019). In today's digital world, IMC is even more important because customers are exposed to a variety of providers of information at once.

Coordinated efforts across social media, websites, and e-commerce platforms enable businesses to have a consistent presence that not only informs but also effectively engages audiences. This consistency fosters trust and familiarity, both of which are critical for brands attempting to build meaningful connections with their customers. This strategy may be seen in companies that have successfully connected their marketing goals with IMC, such as Adorable Projects, a local fashion brand that has efficiently used digital channels to increase customer involvement. Company may guarantee that one

component of their strategy complements the others by implementing a well-coordinated marketing mix and IMC, resulting in a stronger brand presence and more customer interaction across many channels.

Figure 1. Integrated Marketing Communication Tools



Adorable Projects is a local fashion brand aimed mostly at fashion-conscious women who engage social media. This company is well-known for its high-quality products, distinctive and cute designs, reasonable prices, and excellent customer service. This is consistent with Matakana et al. (2023) remark that all of their products are handmade, with a focus on quality and adaptability to market trends and objectives. According to their website, the brand's passion to excellence is shown in its efforts to create things that combine visual appeal with longevity, ensuring that they fulfill the preferences and needs of their target audience. The most popular product from Adorable Projects is the footwear collection in 2022 which sold almost 150,000 pieces (Maulidina & Sudartono, 2024). They use a variety of digital marketing methods, including social media, website, e-commerce, interactive content, branding, and storytelling. Adorable Projects uses

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IMC to develop its brand identity across touchpoints, emphasizing its principles and commitment to excellence with each customer encounter. Customer behavior, the number of rivals, the target market, and corporate resources must all be considered when developing an effective marketing strategy (Varadarajan, 2020).

This study focuses on Adorable Projects' digital marketing methods, specifically how the company improves and strengthen their marketing approach to maintain the relationship between brand and customers in a competitive digital environment, with a focus on specific tactics. This study is considered to be significant in the Indonesia, where local fashion companies are battling to compete not only with one another, but also with global competitors in the fast changing digital world. The goal of this research is to look into how Adorable Projects uses digital marketing tactics and IMC to increase customer engagement and get a competitive advantage in the local fashion industry. This study attempts to identify actionable lessons that can aid other local companies facing similar difficulties through an analysis of the way they operate.

2. METHOD

This study adopts a descriptive qualitative methodology to dive deeply into field data, explaining why and how a phenomenon occurs. This method allows for a thorough knowledge of the situation and provides insights into complex, real-world occurrences. This study uses both primary and secondary data sources to gather complete and reliable information.

Primary data is information gathered by researcher directly from data sources (Ibrahim, 2020), usually through interviews and observations. Semi-structured interviews with key stakeholders provide flexibility, allowing for open discussions to go deeper into ideas and concerns (Sugiyono, 2013), revealing significant insights into the brand's strategic and operational components. Observations are focused on the brand's online and offline marketing presence, including social media content, consumer interactions, and e-commerce operations. This enables the researcher to document real-time marketing techniques and their impact in context. Secondary data is obtained from a variety of sources, including previous research, official brand websites, and other credible platforms. This secondary data not only validates the core data findings, but also helps to contextualize them within known theories and frameworks. The literature review provides a solid platform for comparing and analyzing the findings, giving a better knowledge of how the brand's strategies connect with existing research and industry norms. Triangulation is used to ensure the validity of the findings, which involved comparing data from interviews, observations, and secondary sources.

3. RESULTS AND DISCUSSION

3.1 Marketing Strategy

Adorable Projects established a strategy to increase its market position that centered on understanding the local market, particularly by capitalizing on digital buying trends. Product offerings

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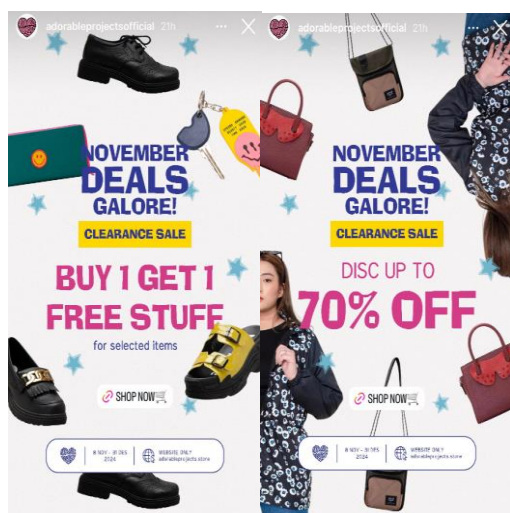
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that emphasize originality and excellent quality are not only appealing, but also serve as a powerful competitive differentiation. This strategy has been implemented and has been modified to align with the objectives and market targets of Adorable Projects and it has the potential to serve as a sustainable competitive advantage (Darmawan & Grenier, 2021). Marketing includes market research to determine customer preferences, appealing product design, quality-based pricing, direct distribution, and advertising via social media promotions (Mariam & Aryani, 2023). In accordance with these ideas, Adorable Projects uses e-commerce platforms to increase market penetration by employing features such as flash offers and daily discounts. Their marketing approach incorporates specific aims and tactics for promoting products, emphasizing value, and targeting suitable market segments. Adorable Projects also focuses on providing good products and leveraging on e-commerce advantages, while emphasizing interaction with customers through interesting and interactive digital content.

Adorable Projects leverages social media to provide engaging content that aligns with their target audience's lifestyle and values. This technique not only seeks to capture the attention of costumers, but also to establish lasting relationships with them through engaged participation such as comments, product reviews, and reposting user-generated material. Adorable Projects' strategy not only boosts brand exposure, but also encourages customer loyalty which strengthens their commitment to the brand and reduces the possibility that they would move to competitors (Niazi et al., 2021). Moreover, Adorable Projects endeavors to gain insight into local market preferences (Maulidina & Sudartono, 2024), so that pricing and advertising strategies can be tailored to Indonesian customers. They may stimulate customers' curiosity with appealing and relevant offers through using momentum like twin dates and special deals on big days. This method, which is based on a thorough study of the local market and customer behavior, enables Adorable Projects to tailor promotional efforts and boost their competitiveness in the local market

Figure 2. Promo and Discount



3.2 Marketing Mix

Companies must develop marketing tactics to boost the attraction and worth of their products in the eyes of customers as commercial competition becomes more fierce. The marketing mix, which consists of four major aspects, namely product, price, place, and promotion, is one strategy utilized to attain this

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objective. This marketing mix serves as a foundation for businesses to establish effective and integrated strategies for creating enjoyable experiences and increasing consumer loyalty. Implementing a whole marketing mix is likely to be more effective than relying solely on promotions (Lahtinen et al., 2020) because it combines other aspects like product, place, and price. Adorable Projects provides a full and integrated customer experience by combining product strategy, reasonable price, and broad distribution. Each element will be studied in the following discussion to better understand how Adorable Projects uses each component of its marketing mix to boost its market position.

Product

Adorable Projects manufactures footwear, bags, and accessories, as stated on its official website. This brand's flagship product is real leather footwear with a unique and modern style, and plainly priced to appeal to the Indonesian market. Adorable Projects not only stresses product quality and design, but also offers collections that are constantly updated to stay current with market trends and needs. The emphasis on high-quality materials such as real leather and handcrafted manufacturing techniques are the primary selling features that provide customers with an exclusive experience. This approach allows Adorable Projects to establish a reputation as a local brand that respects details and caters to Indonesian costumers' lifestyles.

Price

Prices for Adorable Projects products range is around 25,000 to

400,000, depending on materials and design, with discounts and promotions such as "buy one, get one free" available, particularly during payday sales and e-commerce events. This aggressive pricing strategy broadens accessibility across diverse customer segments, attracting value-conscious buyers who value good bargains. By offering frequent discounts, the company not only increases sales but also creates customer loyalty, as customers believe they get more value with each purchase. Price, as a crucial component, has a direct impact on customer purchase decisions since it correlates with customers' purchasing power and perceived value (Sukanta et al., 2022). Adorable Projects appeals to both existing customers and new potential customers who seek value-based solutions by keeping a competitive pricing and highlighting discounts. This intentional emphasis on affordable price, along with targeted sales events, strengthens the brand's reputation for quality and affordability. Such pricing strategies not only maintain high demand, but also stimulate repeat purchases, cultivating a customer base that appreciates stability and dependability in product quality and cost-effectiveness. Adorable Projects achieves a competitive edge in the industry by efficiently balancing quality and price.

Place

Customers and potential customers are able to buy their products from their websites, including e-commerce and offline shop. However, many customers prefer to buy things online since it is more easily accessible to them and online

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stores are thought to completely replace offline store (Helm et al., 2020), therefore Adorable Projects is available on a number of e-commerce platforms, such as Shopee, Tokopedia, TikTok, Lazada, Bili, and Zalora. Customers do not need to come directly to examine the product since they can peruse reviews from previous buyers or consult via customer service via e-commerce or WhatsApp, as well as during live broadcasting on Shopee or TikTok, which, of course, serves customers greatly. Product availability via numerous e-commerce channels reflects Adorable Projects' dedication to reaching customers wherever they are. Presence across several platforms, such as allowing customers to shop online with a variety of methods of payment and evaluations of products. The integration of customer service features into e-commerce applications and WhatsApp, as well as live-streaming sessions, improves consumer connection and delivers an interactive, immersive buying experience without the need to visit a physical store. Customers take advantage of extensive options for shipping since they can easily and swiftly acquire the things they want (Niazi et al., 2021).

Promotion

Adorable Projects always delivers intriguing content through its social media platforms, specifically Instagram and TikTok, that is tailored to current trends. The content includes interactive contents, ideas for fashion, new products, events, and re-uploads of products reviewed by costumers, all with vibrant and appealing pictures. This can help

them gain a larger market share by improving the appeal and widespread acceptance associated with their brand and products. Adorable Projects highlights significance to the lifestyle trends of young, socially active customers through extensive promotional campaigns on social media. They communicate product values like originality and uniqueness through interactive content and appealing images, encouraging consumers to explore more about brand and share their experiences and engage in product reviews. This technique not only boosts brand recognition but also fosters emotional connections between consumers and the brand.

3.3 Integrated Marketing Communication

Adorable Projects aims to create a holistic brand experience by offering consistent yet innovative messaging across all media platforms. They integrate digital advertising and social media to ensure that the content is presented consistently. Engaging images and a warm, approachable communication style help to build an emotional connection with their audience (Dolan et al., 2019). In this approach, they give the idea that every communication received by the customer is not only consistent, but also relevant, bringing them closer to their brand values. This consistency is seen across all of Adorable Projects' social media channels, including Instagram, TikTok, X, and Facebook. Each channel contributes to the creation of a consistent

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brand narrative that is connected with current trends and significant cultural moments, allowing the brand to remain relatable and in touch with its target audience.

The Adorable Projects website has a personalization function to provide customers a unique shopping experience. There are virtual number, e-wallet, and Cash On Delivery (COD). As is well known, COD remains a popular means of delivery especially in Indonesia (Ramadhina et al., 2024). This varied range of payment methods, along with an easy-to-use website, increases consumer loyalty by giving convenience and accessibility. Quick website navigation, reliable product descriptions, and tailored services all contribute to increased customer satisfaction and long-term brand loyalty. Adorable Projects maintains consistency and reliability in their online presence by connecting it with their brand's messaging.

Adorable Projects is quite active on Instagram, sharing information and interactive content, discounts, upcoming and ongoing events, and outfit ideas. The content they create takes a thematic approach, concentrating on product topics and current trends in order to remain relevant while setting industry standards. By using appealing, theme-based content, they increase customer engagement on social media, making digital marketing channels into strong marketing tools (Putriana & Kholil, 2024). Additionally, they employ a user-generated content strategy by reposting stories from customers who utilize their products, resulting in increased contact,

appreciation, and engagement. Although they are not currently collaborating with influencers, their storytelling strategy, which emphasizes features such as genuine leather, durability, and unique design, effectively communicates their product values and establishes a strong brand identity that resonates with their target market. Social media is one of the most prominent online media platforms today, and it will continue to grow rapidly (Mustomi & Puspasari, 2020) and Adorable Projects using their social media, especially Instagram for improving their website visibility by often sending customers to their website with promo and discount. According to Veleva and Tsvetanova (2019), social media advertising with fascinating content can increase interaction, which leads to increased product interest and sales.

Figure 3. Adorable Projects' Instagram Feed



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TikTok's capacity to raise brand awareness and engage emotionally with its audience. TikTok stands out for its dual role as a social media platform and an e-commerce channel. Unlike Instagram, TikTok combines live

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streaming and an in-app shopping function, allowing businesses to communicate with customers in real time while also facilitating purchases (Yang & Lee, 2022). Adorable Projects takes advantage of this integration by leveraging live streaming to communicate directly with customers, answer their queries, and demonstrate products in an engaging and interactive way. Customers can simply make purchases during a live session using TikTok's store feature, which simplifies the buying process. This integration of social media with e-commerce offers customers a smooth experience. Adorable Projects develops a unified platform that meets the needs of numerous customers by integrating TikTok for content sharing to improve engagement and visibility, as well as live streaming and transactional features. This technique not only simplifies the customer's journey, but it also improves the brand's capacity to foster trust, increase convenience, and, ultimately, boost sales.

Adorable Projects' essential e-commerce platforms are Shopee, TikTok, Lazada, Tokopedia, Blibli, and Zalora, where they continually interact with customers. Shopee and TikTok, in instance, offer streaming live, which is an essential tool for engaging customers in real time and answering any queries or concerns they may have. This technique enhances transparency and trust since customers believe they are interacting directly with the company. Adorable Projects enhances opportunities for meaningful customers encounters through applying IMC. By integrating the brand's

fundamental features with consistent marketing messages, it is possible to effectively communicate its inherent worth to the target audience, increasing the overall value. As a result, both the brand's fundamental competencies and its IMC contributing to its perceived value, providing an excellent foundation for the IMC process (Ahmad et al., 2019). Furthermore, Shopee's chatbot feature effectively handles feedback, complaints, and inquiries, enhancing the customer's experience both before and after the transaction. Instead than depending on influencer marketing, Adorable Projects employs in-app adverts on major e-commerce platforms to broaden its reach and target certain customer segments. This strategy allows the company to keep control over its messaging while connecting directly with value-driven customers in their preferred buying environments.

Their digital marketing methods, such as expanding digital marketing channels, building interactions, delivering an engaging purchasing experience, exceptional service, and always involving customers, have had a good impact on customer engagement. This impact is reflected in the countless favorable reviews of their products and services as atated on their website, which demonstrate the effectiveness of their IMC strategy and how it has developed meaningful connections with their target audience. Adorable Projects successfully develops deeper emotional connections with customers by providing a coordinated and consistent brand experience, resulting in increased loyalty.

Figure 4. Customer Reviews



5. CONCLUSION

Adorable Projects' application of marketing strategies, marketing mix, and IMC are capable of significantly enhancing customer satisfaction and engagement. The future of this research could focus on a more in-depth investigation of customer behavior across numerous e-commerce platforms, as well as on the application of technology to better personalization. Further research might look into digital marketing tactics in other industries using a similar methodology to improve marketing efficiency and effectiveness.

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