

## **Developing an Effective Digital Marketing Strategy with a Perceptual Mapping Approach Using the Multidimensional Scaling (MDS) Method (Case Study on Local Fashion Brands in Batam City)**

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### **Abstract**

The rapid development of technology has intensified business competition. Thus, innovation is a key path for businesses to survive and thrive in the current era of digitalization. The urgency of this research is to assist various local fashion brands in Batam City in developing effective digital marketing strategies to increase brand awareness and competitiveness in a market still dominated by export products. This research aims to provide an overview of consumer perceptions of the digital marketing efforts made by three local fashion brands in Batam City, as well as to understand what types of digital marketing strategies consumers prefer and desire. The research also aims to formulate effective digital marketing strategies for local fashion brands in Batam City. In other words, this research seeks to propose digital marketing strategies. The methods used in this study consisted of mapping consumer perceptions using Multidimensional Scaling (MDS), SWOT analysis, and in-depth interviews. The results of this research indicated that the local fashion brand NHB excels in SEO, Content Marketing, and Influencer Marketing; AFI excels in PPC; and DSY is perceived differently and is not closely associated with any specific marketing attributes. The proposed marketing strategy for local fashion brands in Batam City is to maximize the use of social media platforms with engaging content, such as mix-and-match tutorials and funny videos, collaborate with local influencers, and make products easily discoverable through search engines and various other sites.

**Keywords:** *Strategy; Digital Marketing; Perceptual Mapping; Multidimensional Scaling (MDS); Local Fashion Brand*

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### **INTRODUCTION**

According to Umami & Darma (2021) , the rapid development of digital technology today is driven by several factors, including the widespread use of internet technology, the growth of smartphones, the emergence of various social media platforms, the rise of e-commerce, and high public participation in using digital technology. The rapid advancement of Information and Communication Technology (ICT) in the digital era has impacted various aspects of life, including changes in the business environment and consumer behavior (Thaha et al., 2021). The fast-paced technological development encourages all businesses to compete

in innovating across various aspects, including marketing, to achieve competitive advantage (Cizmeci, 2015). The fashion industry plays an important role in Indonesia's economy, contributing significantly to Gross Domestic Product (GDP) and employment opportunities. In this digital era, the fashion industry has undergone a significant transformation through the use of digital technology in various stages, including product design, production, marketing, and distribution.

In Batam City, the fashion industry is currently dominated by imported second-hand fashion businesses, consisting of clothing, bags, shoes, and much more. According to Beenews.co.id (2024), President Jokowi has started to pay special attention to the growing second-hand fashion business, as it is considered disruptive and even detrimental to the local textile industry. Therefore, it is difficult for local fashion businesses to compete, especially considering that, although the export of second-hand clothing is currently banned, activities on various social media and e-commerce platforms continue, with even more blatant marketing efforts. The marketing strategy of the thrift business now ranges from direct marketing to digital marketing through platforms like Facebook, Instagram, and TikTok, with engaging content such as catalogs and videos being uploaded to social media (Sembiring & Deni, 2022). Compared to local fashion brands in Batam, whether originating from Batam or serving as distribution hubs—such as Emorystyle, Dysyny Clothing Brand, JustLook, Alenafashion.id, NilaHiBali, and various other Indonesian local brands like The Executive, 3Second, and so on—marketing efforts are still not optimal, as evidenced by the declining foot traffic at local brand stores. To remain competitive, businesses need to enhance their marketing strategies (Rizqiansyah et al., 2022).

The local fashion brands originating from Batam are currently very rare. One of the few remaining is Dysyny Clothing Brand, which sells ethnic handmade fashion collections and limited editions. From the results of a survey of 60 people, only 10 had heard of Dysyny Clothing Brand. Based on this phenomenon, various digital marketing methods will be proposed according to consumer perceptions in Batam City to increase brand awareness and sales of Dysyny Clothing Brand going forward. Given that digital marketing is currently one of the most effective strategies to reach consumers, it has a significant impact on business growth by reaching the right consumers, building consumer communities, and effectively testing products (Rizvanović et al., 2023). Understanding consumer perceptions of local fashion brands in Batam City is essential for developing the right digital marketing strategies. Perceptual mapping is a useful tool for visualizing consumer perceptions of various brands in a multidimensional space (Herman, 2010).

Makaba et al., (2021) stated that digital marketing means promoting products, events, or businesses through the Internet, giving consumers access to information whenever and wherever they want. According to Digimind, 10 digital marketing attributes can be used according to need (Umami & Darma, 2021), including Content Marketing, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, Pay Per Click Advertising (PPC), Affiliate Marketing, Email Marketing, Instant Messaging Marketing, Radio Advertising, and Television Advertising. In this research, 8 digital marketing attributes will be used, excluding Radio and Television.

Multidimensional scaling (MDS) is an analytical technique that marketers can use to understand consumer preferences and brand positioning in the market. MDS allows marketers to identify the most relevant dimensions for consumers when evaluating fashion brands. By using MDS, local fashion brands in Batam can better understand how consumers position their brands in the market.

This research is an extension of a study conducted by Makaba (2019). In the research in 2019, perceptual mapping of 8P attributes was obtained for four beauty clinics in Yogyakarta, with the limitation that it only focused on conventional service marketing attributes in Yogyakarta. In 2023, the researcher expanded the research by conducting an analysis in Batam. The results showed a perceptual mapping of 8P attributes for two beauty

clinics in Batam, still focusing on conventional marketing attributes (Makaba, 2023). Later in 2023, the researcher felt the need to develop marketing attributes that are more aligned with current consumer needs by beginning a study focused on analyzing various MSME strategies in facing digitalization to face the various developing digital marketing attributes (Makaba & Maitrina, 2023).

The research is to provide an overview of consumer perceptions of the digital marketing efforts conducted by three local fashion brands in Batam City and to understand what kinds of digital marketing strategies consumers prefer and desire. The research also aims to formulate effective digital marketing strategies for local fashion brands in Batam City. In other words, this research aims to propose digital marketing strategies.

## **METHOD**

### **Research Design**

This research used a quantitative and qualitative approach to provide a comprehensive understanding of how consumers in Batam City perceive local fashion brands. The quantitative survey method is a research approach conducted on large or small populations, but the data studied are those collected from the population to find relative occurrences, distributions, and various relationships between variables (Sugiyono, 2019). This research distributed questionnaires both online and offline, conducted interviews to collect primary data, and performed observations while also carrying out a SWOT analysis.

This research is conducted from January to December 2024, with the research location in Batam City, focusing on analyzing local fashion brands.

### **Population and Sample**

According to Sugiyono (2019), the population is the entire set of elements consisting of objects or subjects with specific quantities and characteristics, which will later become the area to be measured or the unit to be studied. Based on this definition, the population determined in this research was the people of Batam City. According to data from the Batam City Statistics Bureau (BPS), the population in 2024 is 1,276,930 people.

Meanwhile, the sample is part of the total population determined in a study, selected to represent that population, with the condition that the sample must be representative. In this research, several sample limitations were set to obtain a truly representative sample from the population, including:

1. Residents of Batam, both men and women, aged 17 and above who are economically active
2. Have used various digital media
3. Frequently make fashion product purchases (clothing, accessories, etc.)

The sampling technique used in this research was non-probability sampling, with a purposive sampling method, focusing on selecting samples based on specific considerations that align with the criteria mentioned above. Furthermore, to determine the sample size, the researcher used the Yamane Isaac and Michael formula, and the calculation result showed that the number of respondents in this research was 100 people, who were given questionnaires both online and offline.

### **Data Collection Techniques and Instrument Development**

#### **Data Collection Techniques**

The data collection techniques in this research included distributing questionnaires both online through Google Forms and directly, conducting interviews with relevant parties who could assist in this research, and also performing observations using secondary data sources such as journals. These three techniques were carried out to obtain accurate data and reflect the actual situation, ensuring that this research can be reliably accounted for in the future.

## Research Instruments

A research instrument is a tool used to measure the value of the variables being studied. For the measurement to yield accurate quantitative and qualitative data, each instrument must have a scale and measurement. This research used a Likert scale, where the variables to be measured are broken down into variable indicators. The answers on the Likert scale have a gradient from very positive to very negative, which can be structured as follows:

SS = Strongly Agree (4)

ST = Agree (3)

TS = Disagree (2)

STS = Strongly Disagree (1)

## Data Analysis Technique

The data analysis technique in this research used a multivariate statistical tool called Multidimensional Scaling (MDS). MDS is a multivariate data analysis method aimed at representing high-dimensional data in lower dimensions (Saeed et al., 2018). Through the use of spatial maps, MDS illustrates the relationships between objects based on their similarities or differences. Thus, similar objects are placed close to each other, while different objects are placed farther apart (Sánchez Toledano et al., 2023). MDS produced a perceptual map, followed by a SWOT analysis using data collection techniques through observation. After the MDS and SWOT analyses, in-depth interviews with relevant parties were conducted to support the results of these analyses.

# RESULTS AND DISCUSSION

## Results of The Research

### Perceptual Mapping of Digital Marketing for Several Local Fashion Brands in Batam City

Based on the data analysis results, the three local fashion brands in Batam City were perceived differently or did not share similarities. This showed that each brand had distinct strengths in different attributes. Data processing related to the mapping of perceptions of 100 consumers in this study was carried out using SPSS 25.

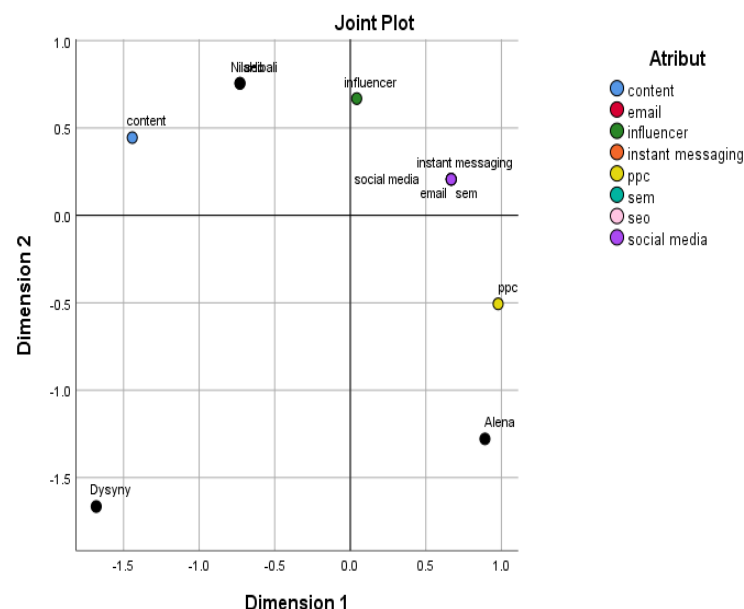


Figure 1. Perceptual Mapping of Local Fashion Brands based on 8 Digital Marketing Attributes

Source: Primary Data Processing (2024)

Based on Figure 1, it is known that the three local fashion brands were perceived differently or uniquely because they were positioned in different dimensions. Nilahibali is

located near the attributes of SEO, content marketing, and influencer marketing. In different dimensions, it tends to be closer to Nilahibali. This indicates that Nilahibali was perceived to excel in these attributes. Alena was perceived to be close to the PPC attribute, indicating that Alena excels in this attribute. Dysyny was perceived by consumers to be different from the others, as it was not positioned close to any of the attributes. Several attributes, such as instant messaging marketing, social media marketing, email marketing, and SEM, were perceived by consumers to be close to each other but not close to any of the local fashion brands. This means that these four attributes were similar. It indicates that these four attributes have not yet been utilized by the three local fashion brands.

Table 1: Average Attribute Values

No	Brand Fashion Local	Atribut	Nilai Mean
1	Dysyny	SEO	2.90
		SEM	2.57
		Media Sosial Marketing	2.84
		Content Marketing	2.86
		Email Marketing	2.04
		PPC	2.52
		Instant Message Marketing	2.04
		Influencer Marketing	2.42
Total			20.19
2	Alena Fashion.id	SEO	2.90
		SEM	2.64
		Media Sosial Marketing	2.85
		Content Marketing	2.81
		Email Marketing	2.11
		PPC	2.67

		Instant Message Marketing	2.10
		Influencer Marketing	2.48
Total			20.56
3	NilahiBali	SEO	3.00
		SEM	2.64
		Media Sosial Marketing	2.85
		Content Marketing	2.91
		Email Marketing	2.11
		PPC	2.56
		Instant Message Marketing	2.10
		Influencer Marketing	2.52
Total			20.69

Source: Primary Data Processing (2024)

Based on the table above, it is known that the highest average score was obtained by NilahiBali, followed by Alena Fashion.id, and lastly Dysyny. However, when each attribute is identified, the average scores are low, with only one local fashion brand receiving an average score of 3.00. Overall, the public perceives that digital marketing efforts have not been fully maximized.

Besides perceptual mapping based on the distributed questionnaires, the researcher also conducted interviews with several SMEs (small and medium-sized enterprises) in Batam, both online and offline. The interview questions included 'Do you use digital marketing?', 'What are your thoughts on digital marketing?' From the interviews, it was revealed that several SMEs were unaware of digital marketing and had not used it at all. Below are the results of interviews with SMEs who are already familiar with digital marketing.

Table 2: Interview Results with Several SMEs in Batam City

No.	SMEs Name	Responses regarding Digital Marketing
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1	DY	Until now, we have been using digital marketing. In our opinion, the effects of digital marketing have had a greater contribution to our sales. Yet, one obstacle for us at the moment is the regulation regarding taxes in Batam City, which has indeed hindered us from distributing sales outside of Batam. As a result, our use of e-commerce platforms has not been maximized.
2	RU	We have difficulty coming up with new ideas for content to keep it interesting, and we don't know how to measure the effectiveness of each marketing campaign we run.
3	US	We believe digital marketing is quite good, but currently, we are only focused on Batam City, and for now, we are reaching consumers only through social media platforms like Facebook and Instagram.
4	NTD	Our sales have increased by marketing through Instagram, and the response has been very good, though it does require consistency in interacting with consumers.
5	EX	In my opinion, it's good, but at the moment, we are still confused about what strategy is appropriate and effective for us to implement, so we are still learning.
6	HWB	We can reach a larger market beyond the city of Batam, and we are able to see the market's direct response, which helps us improve our shortcomings.

Source: Primary data processing results (2024)

Based on interviews with several SMEs in Batam, it was shown that digital marketing has significantly increased sales. Instagram and other social media platforms have become effective tools for connecting with customers and building interaction. However, SMEs still face several challenges, such as tax regulations that hinder expansion into wider markets, difficulties in consistently creating engaging content, and the inability to measure the effectiveness of marketing campaigns. By understanding the themes and patterns that emerged from these interviews, it can be concluded that to maximize the potential of digital marketing, a better understanding of strategy, content, and consumer interaction is needed, along with support from improved regulations.

### Mapping Public Perception of 8 Digital Marketing Strategies

Table 3: Comparison of consumer perceptions regarding the most preferred digital and traditional strategies

No.	The strategy of digital marketing	Value
1	I prefer it when information about a product is easy to find in search engines	3,48
2	Online advertisements for a product through banners, videos, and pop-ups while browsing the internet	3,19

3	Social media platforms to share information about products or interesting offers	3,53
4	Information related to tips and tricks about a product on social media	3,42
5	Social media because it is easily accessible and without additional costs	3,45
6	Ads that are interesting, easy to understand, and use an effective format	3,51
7	Marketing content that provides information relevant to my needs and helps me	3,42
8	Marketing content that is consistent in updating its content and uploading schedule	3,34
9	Offers and information related to products through email	2,58
10	Interacting via email with various local fashion brands	2,63
11	Advertisements on the internet and from various other websites	3,05
12	Offers and information about products through instant messages such as SMS and chat	2,63
13	Offers and reviews about local fashion brands through influencers.	3,11
14	Trusting the information provided by influencers	2,85
15	The quality of the information provided by influencers	2,74
No.	Traditional marketing strategies	Value
1	Information about products and offers through radio	2,48
2	Information about products and offers through television broadcasts	2,69

Source: Primary data processing results (2024)

Respondents' preferences regarding various marketing channels can be explored from the data analysis above. First, questions related to the use of social media platforms for sharing product information and offers received high scores. This shows that social media appears to be the preferred choice for many respondents. In addition, engaging and informative content also received attention, indicating that the quality of content is very important to consumers. On the other hand, traditional marketing strategies such as television and radio received lower scores compared to some digital marketing strategies, suggesting that respondents prefer



information that can be accessed digitally. This is supported by Mehmeti-Bajrami et al., (2022), who stated that digital marketing has a significant impact on society.

Based on observations, including interviews with the community in Batam regarding local fashion brands, it was found that design and product quality are the most favored aspects by the people of Batam. Meanwhile, marketing activities and pricing related to local fashion brands in Batam are aspects that the public feels need improvement. This shows that the people of Batam perceive the design and quality of products as good and meeting expectations. However, in terms of marketing activities and pricing, these are perceived as not yet meeting consumers' expectations. This is in line with the research conducted by Brata et al., (2017), which stated that price is one of the important factors in making a purchase, and marketing activities are also variables that influence consumers in making a purchase. The better the marketing activities, the more familiar consumers will become with the product.

Table 4: Interview Results with the People of Batam City

No.	Respondent's Name (Initial)	Marketing Strategy to Increase Brand Awareness
1	FJ	Local fashion brands in Batam can enhance brand awareness by engaging in local collaborations, digital promotions, events, and community involvement.
2	Al	In my opinion, increasing marketing efforts such as endorsing influencers and placing ads can help.
3	JC	Focusing more on customer satisfaction is crucial because there are already many fashion brands in this city. The only way we can survive and grow is by improving customer satisfaction. If a customer has a bad experience, they won't return, and there's also the potential that their relatives or friends might be influenced by their bad experience and avoid shopping at that place as well.
4	MJ	In my opinion, being active on social media alone is already helpful. Using platforms like Instagram, Facebook, and TikTok to post engaging and creative content, such as promoting in modern ways and using trending topics for selling, can be very effective.
5	AG	Boosting digital marketing through TikTok or Instagram by following viral trends, collaborating with local Batam influencers, and participating in bazaars or exhibitions are great strategies.
6	FW	Organizing workshops or fashion classes for the community could also help.
7	JV	Moreover, enhancing exhibitions with exciting activities, offering attractive promotions, and introducing products more closely to consumers is essential. Create a fun atmosphere so that consumers are intrigued. It shouldn't just be a typical exhibition where you sit and wait for potential customers to come to your stand.
8	ES	In my opinion, further developing the marketing system both through social media and on the ground would be beneficial.

		<p>By enhancing the offering system, a brand can become more well-known, especially through offers on social media.</p> <p>This can include posting interesting videos or photos and providing clear, easy-to-understand product descriptions.</p>
9	AS	<p>Local fashion brands in Batam can increase brand awareness by:</p> <ol style="list-style-type: none"> <li>1. Local Collaboration: Partnering with local influencers and celebrities.</li> <li>2. Events and Pop-Up Stores: Organizing events or pop-up stores in strategic locations.</li> <li>3. Social Media: Being active on platforms, such as Instagram and TikTok.</li> <li>4. Community Involvement: Participating in local events and workshops.</li> <li>5. Quality and Uniqueness: Focusing on high-quality products with unique designs.</li> <li>6. Special Offers: Offering attractive discounts and promotions.</li> <li>7. Partnerships with Retail Stores: Selling products in local retail shops.</li> </ol>

Source: Primary data processing results (2024)

Based on the interview results, it is known that the public perceives digital marketing as an effective way to increase brand awareness for businesses through various strategies such as social media, paid promotions, and collaborations. These strategies help people become aware of local brands in Batam. In addition to online marketing, traditional marketing is also important to support digital marketing strategies, such as participating in events and being active in various communities.

### Observation Results

To support the proposal for effective digital marketing strategies, the researcher conducted observations using secondary data to develop a SWOT analysis. The SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats of a business. The goal of the SWOT analysis is to understand the overall position of local fashion brands so that effective strategies can be formulated.

Table 5: SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Many local Batam fashion brands offer their items with unique designs, which can be a special attraction for customers.</li> <li>- Batam City has a very promising market potential for fashion products because of its large and growing population.</li> <li>- Local companies are better able to adapt to rapidly changing market trends and demands.</li> <li>- The government routinely holds MSME bazaars in Batam City.</li> </ul>	<ul style="list-style-type: none"> <li>- Many local fashion businesses do not understand digital marketing strategies, making it difficult to maximize their potential.</li> <li>- The fashion industry is facing increasing competition between local and international brands. As a result, more innovative and creative strategies are needed.</li> <li>- Some local brands do not have the same production quality, which can affect customer trust.</li> </ul>

Threats	Opportunities
<ul style="list-style-type: none"><li>- International businesses pose a threat to local brands due to their broader resources and distribution networks.</li><li>- Economic instability can affect customers' purchasing power, potentially lowering sales for local fashion brands.</li><li>- Changes in government regulations, particularly those related to licensing and taxes, could impact business operations and profitability.</li></ul>	<ul style="list-style-type: none"><li>- The rapid growth of e-commerce in Indonesia enables local brands to reach a broader customer base.</li><li>- Social media platforms, such as Instagram, TikTok, and Facebook are excellent channels for promoting fashion products.</li><li>- As fashion trends continually evolve, there is always an opportunity to create new products that attract customers.</li></ul>

Source: Secondary Data Processing (2024)

Based on the SWOT analysis results above, it can be concluded that local fashion brands in Batam still have significant opportunities to compete with unique designs and to start utilizing various marketplace platforms to reach consumers widely. They can engage in creative and appealing marketing activities through social media and collaborate with influencers that align with their products.

**Proposed Digital Marketing Strategies for Local Fashion Brands in Batam City**

Overall, the three local fashion brands in this research have underwhelming marketing activities, with several marketing attributes yet to be implemented. Therefore, based on observations and in-depth interviews, the proposed effective strategy for various local fashion brands in Batam is to utilize social media platforms. As known, social media is currently a popular tool for digital marketing in Batam, especially among teenagers. To support this, engaging content is needed, such as mix-and-match tutorials and funny videos, and consistency will certainly enhance interaction and audience engagement. Furthermore, local influencers have a strong impact on customer perceptions and purchasing decisions, so collaborating with them will also be an effective strategy. Making products easily found on search engines and various other sites should also be considered by local fashion brands in the city of Batam. This suggestion is supported by the most favored attributes by the public, namely social media marketing, content marketing, and influencer marketing, which have the highest average value compared to other attributes. This can be a consideration for local fashion brands in the city of Batam. However, maximizing the eight digital marketing attributes will be highly beneficial for the growth of local fashion brands in Batam. The current issue faced by local fashion brands in Batam is tax regulation. One solution that can be used is to offer products with appealing content so that the value presented can attract potential consumers. Given that the target market for the fashion business is people who are not sensitive to price, it is important to emphasize the appealing value through the marketing content created. A business must create tailored online advertising campaigns since purchasing behavior varies by gender, and it is necessary to consider that the impact of ad repetition varies based on demographic variables (Makrides et al., 2020).

Below are several digital marketing strategy suggestions derived from interviews with related parties to increase brand awareness and competitiveness for local fashion brands in Batam.

Table 6: Proposed Digital Marketing Strategy.

No	Strategy Proposal	Recommended Digital Marketing Strategies
1.	Enhancing the use of social media	Local fashion brands in Batam can increase brand awareness through digital marketing strategies such as creative social media campaigns, segmented paid ads, collaborations with local influencers, and engaging content on e-commerce platforms.
2.	Creating marketing content that is engaging and unique	Creating content and uploading it on three social media platforms: TikTok, Instagram, and Shopee in the form of videos, making it as engaging as possible to attract buyers. In addition, uploading the brand on the Pinterest app also has the potential to increase brand awareness.
		Following trending content that is positive and educational
		Posting engaging content that makes people feel that the products being sold are high-quality and utilizing features like IG Story or TikTok Live to increase brand awareness
		Being able to create viral content, tips & tricks, mix & match outfit ideas, and organize contests or giveaways.
3.	Establishing collaborations with trusted influencers who align with your products	Collaborate with well-known influencers or those with many followers who can attract consumers to the offered brand. Local fashion brands can pay for promotional services, such as those provided by influencers in Batam. For example, @Infopromobatam offers promotional services, and as an Instagram user, I often see their diverse and engaging posts and stories.
4.	Delving into SEO, SEM, and PPC by starting to optimize your website or blog	To enhance digital brand awareness, local fashion brands in Batam can start making their products discoverable on various sites like fashion-related websites and blogs, as well as through social media ads.
5.	Implementing Email Marketing by sending newsletters with offers and the latest news to consumers.	Offering promotions through email, as email is a digital medium that is regularly accessed nowadays
6.	Showing testimonials and reviews	Requesting positive reviews from customers

Source: Primary data processing (2024)

Based on the table above, it is generally known that to increase brand awareness, local fashion brands in Batam need to optimize the potential for collaboration with local influencers and leverage social media platforms covering various aspects, from creating creative content on social media such as TikTok, Instagram, and Shopee, to collaborating with local influencers. In addition, optimizing websites, email marketing, and paid advertising is also essential. With positive and engaging content, as well as collaborations with various influencers on different social media platforms, the brand can build a strong image and increase engagement with customers. Organizing workshops, pop-up stores, and exciting events can also be an effective way to introduce products to the public. It is also important to build strong relationships with customers through enjoyable shopping experiences and providing clear and easily understandable product information.

## CONCLUSION

According to the mapping and the values obtained for each attribute, it is found that Dysny Clothing Brand is still less optimal in its marketing activities compared to Alena fashion.id and NilaHibali across 8 attributes. NilaHibali is perceived to excel in SEO, Content Marketing, and Influencer attributes, while Alena fashion.id is perceived to excel in PPC attributes.

The proposed marketing strategies in this research include the use of social media marketing, content marketing, e-commerce, influencer marketing, SEO, and SEM. In addition, website optimization, email marketing, and paid advertising are also important. Organizing workshops, pop-up stores, and exciting events can also serve as an effective means of introducing products to the public.

To support the implementation of this research, follow-up activities that can be conducted include providing socialization and training on the implementation of digital marketing strategies.

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