Digital Marketing Communication Strategy for Acnes Skincare Products

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Abstract

Along with the continous development of the era, technology has immensely changed marketing strategies. Marketing using digital-based social media makes it easier for businesses to introduce products to increase sales. The use of digital marketing poses more advantages over the traditional media. Acnesid, through its Instagram account implements various marketing strategies. This research uses Krippendorff's content analysis method on content uploads covering posts starting from January 1, 2023, up to March 31, 2023. The conclusion of this research is that Acnesid (Instagram username: @acnesid) or Acnes' digital marketing focuses on incentivizing skincare product purchases, emphasizing the importance of authentic and transparent alignment between marketing efforts and product quality/values for success in today's discerning consumer landscape to encourage its customers to continuously purchase skin care products.

Keywords: *digital marketing, strategy, acnesid, content analysis, instagram*

INTRODUCTION

The world is now online (Mandal, 2017). Digital marketing is a type of marketing that is widely used to promote products or services and can reach consumers using digital channels (Yasmin et al., 2015). Through digital media, consumers can receive information at any time and wherever they are. Technological advances support changes in marketing products or services. In short, digital marketing can be interpreted as achieving marketing goals using technology and media.

Digital technology includes desktops, gadgets, mobile phones, and other digital platforms (Chaffey & Ellis-Chadwick, 2016). Scott Brinker describes recommended categories for digital marketers to review for the various technologies available. Experiential marketing, a more specialized form of technology, directly influences prospects and customers across the lifecycle. Examples include advertising, email, search engine optimization, content marketing, and marketing apps. Marketing capabilities, tools, and data to manage marketing management, such as analytics, marketing resource management (MRM), digital asset management (DAM) and agile marketing management.

The emergence of digital marketing communication has resulted in a substantial shift in the realm of traditional offline sales (Asmoro et al., 2020; Gao et al., 2023; Susilo & K. Santos, 2023). Contemporary brick-and-mortar enterprises are presently adopting digital techniques to augment their scope and efficacy in the physical domain. The amalgamation of online and offline channels has facilitated firms in establishing a cohesive client journey (Christina et al., 2019; Kotler et al., 2017; Rowley, 2008; Tiago & Veríssimo, 2014), wherein digital marketing functions as a forerunner to in-person transactions. For example, social networking platforms, email marketing, and online advertising are significant factors in enhancing brand recognition, captivating prospective clients, and directing them towards brick-and-mortar establishments or events.

The utilization of digital media provides businesses with the opportunity to effectively reach certain target audiences through tailored messaging, thereby enhancing the appeal and relevance of their offline offers (Daj & Chirca, 2009; Drummond et al., 2020; Khmiadashvili, 2019; Pandiangan & Martini, 2020). Digital marketing communication serves as a conduit that not only draws in physical visitors but also cultivates customer relationships, ultimately, enhancing in-person sales and establishing a whole shopping experience.

Nevertheless, the influence of digital marketing communication on traditional offline sales encounters certain obstacles (Gao et al., 2023; Susilo et al., 2021). Although, online interactions have the potential to generate curiosity and attract potential customers, effectively transforming these possibilities into actual purchasers in the offline world necessitates meticulous coordination. Ensuring a harmonious alignment of messaging and brand experience across digital platforms and offline venues is of paramount importance to mitigate any potential dissonance experienced by customers.

Furthermore, the dynamic and constantly changing landscape of digital marketing necessitates that organizations remain abreast of the most current trends and technology to successfully captivate their intended audience. It is imperative to achieve a harmonious equilibrium between online and offline methods, as an excessive dependence on digital channels may potentially isolate specific consumer segments that continue to place importance on conventional shopping experiences. Therefore, it can be said that the impact of digital marketing communication on offline sales is significant. The key to its effectiveness is in its capacity to integrate virtual and physical consumer interactions, ultimately leading to increased conversions and the development of long-lasting customer connections (Hori et al., 2020; Tong et al., 2012; You & Hon, 2022).

When discussing the digital realm, there are numerous facets come into play, one of which is digital media. The comparison of traditional media with digital media can be seen from five differences, namely communication flow (one-way and two-way), response mechanism (non-interactive and interactive), time availability (fixed and flexible), amount of content (limited and unlimited), and delivery control (Juska, 2017). Traditional media advertise only one-way communication, pushing messages from products to potential

buyers without any feedback or response. In comparison, digital media uses two-way communication with multiple types of feedback and response.

Secondly, when messages are delivered to potential buyers and consumers using traditional media, there is no mechanism for an in-person response, visiting a marketing office, making a phone call, or sending an email. The marketer or agency sending the brand message has no way of knowing who saw or heard the ad. However, digital media continually provides opportunities for interactive response. This can be in as quick or easy as accessing a website, link, sending a message, or clicking on a digital page.

The use of digital marketing has advantages over traditional media. John Deighton explains that some of the favorable characteristics of digital marketing is that customers can initiate contact with the brand, and they also initiate contact with the brand. The use of digital marketing has advantages over traditional media. John Deighton explains some of the favorable characteristics of digital marketing; customers can initiate contact with brands, and they also get experience with brands. Marketers will get full attention from customers due to private access, where they can collect and store responses from individuals. Digital marketing can encourage customers to establish a two-way communication with the brand. The personal information of customers can also be collected by the company while they are communicating, which will be useful in the future.

Digital media and technology use relatively low costs to collect search marketing, partly about consumer perceptions and perceptions of products or services. Another advantage of interactive digital marketing is that communication can be tailored to the individual at a low cost, unlike traditional media that distribute one piece of information to all consumers. This can be done because there is intelligence technology that collects information related to site visitors, then stores it in a database, which is then used to set targets and personalized communication to customers to establish its relevance.

The internet provides a wide reach for marketing communication integration. When interacting with customers, the Internet can play a role in communicating with customers and other partners. First, outbound communication from the organization to the customer. Second, internet-based communication from the customer to the organization. The internet offers tools for direct response, enabling customers to respond, offer, and promote through other forms of media. Websites can provide direct call services; customer service can contact customers when they provide information such as name and phone number.

Sometimes digital marketing is seen as something fast, cheap, and easy. But it is more complex, as there are many challenges to overcome when doing digital marketing. To be able to enable a machine that can perform dynamic personalization, testing, and variation requires time for configuration and special expertise related to technology and organization, which shows the complexity of it. Since competitors may also use the same technology, it is necessary to pay continuous attention to knowing the details that

competitors use. As technology is constantly evolving, companies need to ensure that employees kept up to date and able to innovate. Currently, there are many engines on the internet which provide training classes to guarantee that every employee has the right skills.

There are three (3) communication concepts for digital marketing (Chaffey & Ellis-Chadwick, 2016). First is customer loyalty. The difficulty of attracting attention online across all sites means that the concept of customer retention has become a key challenge that is increasingly attracting the attention of marketers. Increasingly consistent interactions can strengthen relationships psychologically, emotionally, and physically. Haven cites that customer engagement can be seen through a person's engagement, interaction, closeness, and influence on the brand over time.

The most contrasting difference in the definition of digital and web media growth communication is the need to include customer conversations as part of the overall communication. To clearly establish this contrasting difference, we would have to identify the next communication concept, which is from Godin, where he coined Permission Marketing. This, concept relates to asking permission from customers before engaging them in a relationship and providing reciprocity. The exchange is based on information or entertainment. Companies can offer reports in exchange for customers providing their email addresses or liking a brand's content.

The nature of the digital world is complex yet dynamic. Business owners must be meticulous in analyzing the market context they are in particularly in looking for opportunities and planning effective competitive strategies. Understanding the business environment is an essential part of situation analysis to provide a solid foundation for any kind of planning, even more so when developing a digital marketing strategy. Digital offers and communications must be based on customers, their behaviors, characteristics, needs, and want. Market analysis should, of course, involve intermediaries, influencers, and potential partners.

The above summarizes the main online influences on purchases during the customer journey. There is a variety of influencing factors, including media sites, search engines, blogs, review sites, and social networks, that must be considered. The market analysis included a review of opportunities and threats from the media, digital technology, and new revenue streams. In order to analyze more deeply, comparing customer propositions and communication activities with competitors can identify opportunities to create new approaches and digital marketing activities that need to be improved. The macro environment is also a broader strategic influence, including legal, social, political, technological, and environmental influences.

To improve company results, controlling company results is crucial. As Bob Napier and Hewlett-Packard explained, what cannot be measured, cannot be controlled. The processes and systems used to monitor and develop organizational performance are described by an economic researcher as performance management systems and are

based on the study of performance measurement systems. There are three (3) important elements to managing the performance of a digital marketing measurement system. The first element is the improvement process, and the second element is the measurement framework that defines the set of relevant digital marketing metrics. The last element is the accuracy of the tools and techniques in collecting, analyzing, distributing, and applying the results to be assessed. Andy Neley et al. explain the essence of performance management that defines performance measurement. They explain the process of measuring effectiveness and efficiency against past strategies by collecting, selecting, interpreting, analyzing, and distributing relevant data.

Performance management is broadly defined as the process of analyzing and changing operations to improve a company's efficiency and profitability. Digital marketers can apply a variety of performance management approaches to digital marketing. Based on the definition statement, efficiency is mainly measured by data related to process effectiveness and efficiency. Performance management requires a structured and clear process when looking at the implications of not having a marketer's process apply a performance management approach. These encompass inadequate connections between actions and strategic objectives, absence of goals altogether, alongside issues such as uncollected critical data, invalid data, unshared or unanalyzed data, and failure to implement corrective actions.

Adam and Ebert (1996) describe barriers to measurement system improvement when an effective process does not exist. These barriers fall into the following categories: measuring performance is not a priority, is not understood, or sets the wrong goals. One barrier is unclear responsibility for the provision and improvement of measurement systems. Resource issues can arise in the form of lack of time, technology requirements and integrated systems. Other problems that arise are excessive or poor-quality information and limited comparative information.

Chaffey et al., (2000) suggest that companies define a measurement framework or create dashboards that define specific groupings of metrics used to evaluate digital marketing performance. Chaffey suggests that a proper measurement framework would, for example, cater to macro-level performance metrics that assess whether strategic objectives are achieved and determine how much digital marketing drives business, revenue and return on investment. These criteria cover the different levels of marketing management defined by (Kotler, 1997), including strategic control, probabilistic control, and annual planning control.

Micro-level metrics are included to evaluate the effectiveness of digital marketing tactics and their execution. Wisner & Fawcett (1991) point out that organizations typically use a hierarchy of measures and must ensure that low-level measures support macro-level strategic goals. These measures are often referred to as performance drivers because achieving the goals of these measures helps achieve strategic objectives. Adam and Ebert (1996) provide suggestions for evaluating the impact of digital marketing on the satisfaction, loyalty, and contribution of key stakeholders (customers, investors,

employees, and partners). It allows comparing the efficiency of different digital channels with other channels, as suggested by Friedman and Furey (1999). This framework can be used to compare digital marketing performance with competitors or external best practices.

Digital marketing has made tremendous progress in shaping marketing strategies that are more efficient, targeted, and measurable. This has enabled skincare businesses, especially products and services that focus on addressing acne (acnes), to reach a wider audience in a more cost-effective manner and to engage more deeply with consumers.

Acne vulgaris, or acne, is a common skin condition experienced by teenagers and adults of all ages around the world. Acne symptoms can vary from blackheads/whiteheads, papules, and pustules to a more severe nodulocystic acne. The condition can be caused by a variety of factors, including hormonal changes, imbalance in sebum production, buildup of dead skin cells, and bacterial infection. Acne can affect a person's confidence level and can even interfere with their quality of life. Hence, the demand for effective solutions to treat acne is increasing.

Given the widespread prevalence of acne problems, the demand for acne treatment solutions and products continues to rise. Business owners in the skincare and beauty industry are competing to create effective and innovative products to help treat acne while addressing the needs of increasingly savvy and informed consumers.

In the era of technological advancement, almost all humans have social media and use it in their daily lives. This is an opportunity for brands to market products and influence the public to have an interest in using products or repurchasing products that have been used. Starting from youth to adults using social media. Social media users can run a business with the aim of selling, marketing and introducing products to other social media users. This was done by the skincare brand Acne. The brand, which originated in Japan with Rohto as its parent company, has long been producing healthcare products.

Skincare advertising marketing for millennials and entertainment is essential through social media. Consumers think that advertisements on social media can be trusted and influence their interest in buying skin care products to maintain their appearance (Sanny et al., 2020). People get product information through digital media. The information obtained not only increases knowledge about the product but also makes them interested and subscribed. Not only customers get information from digital marketing, but also potential customers (I. D. Christina et al., 2019).

This article focuses on Acnes' official social media account on Instagram. The @acnesid account has 50.8K active followers, who view and interact with every post made by the skincare manufacturer. Different types of formats are uploaded to attract followers' attention which increases the likelihood of product usage. The official account started on October 12, 2015.

The Acnes brand, in 2013, before the advent of social media marketing, had managed to dominate the skincare market dominated by teenagers. Frontier Consulting Group launched the 2013 Top Brand Index with results showing Acnes dominated the market by 21.4% ahead of its competitors; Verile with 5.6%; Clean & Clear in third place with 4.4%, and Acnol with 2.5%. Acnes successfully positioned itself as an acne skin care product and incorporated healthy & beauty elements to be above its competitors (Supriadi, 2013).

During that period, Acnes' marketing strategy was specifically aimed at its target market who's demographic aged 14-24 years old, typically, on average, were still students at school. Not only that, advertising in print and electronic media, which at that time only had Facebook and Twitter, was also done by Acnes to stay close to the market. The message was also instilled in product users with "3C" which meant "Clean-Care-Cure" (Supriadi, 2013). Based on the explanation above, this article aims to find out how the digital marketing strategy is carried out by Acnes (@acnesid) on Instagram.

METHODOLOGY

This research uses content analysis to explain the characteristics of the posts. This analysis is a systematic method for evaluating the content of messages to monitor and analyze the communication activities of selected communicators (Krippendorff, 2019). The object of this research is the visual content component of the @acnesid Instagram account. This research was conducted from January 1, 2023, to March 31, 2023. Researchers used two coders to ensure objectivity in coding and data collection. Reliability tests were used to check the validity of the data collected and to determine the accuracy of the data.

This research uses the Holsti formula to calculate data from two coders. The flow of this research is that researchers pay attention to uploads on the @acnesid account and then interpret them. Digital marketing strategy consists of several indicators, including advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. Advertising is any form of paid presentation and promotion of ideas, goods, or services offered by a sponsor. Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service. Public relations and advertising build good relationships with various companies in various ways to generate profits, create good publicity, or correct misinformation. Personal selling is a personalized presentation by salespeople aimed at generating sales deals and building customer relationships. Direct marketing is direct contact with carefully targeted individual customers with good intentions to build customer relationships (Susilo et al., 2021).

RESULT AND DISCUSSION
RESULT

The results of observations from @acnesid uploads on Instagram from January 1 to March 31 collected 21 pieces of content in the form of photos along with descriptions. The digital marketing indicators observed are advertising, sales promotion, public relations and publicity, personal selling, and direct marketing.

Table 1. Analysis of uploads from two coders from January to March

BRAND 1 (Acnes)		CODER 1 (RIKA)					CODER 2 (MARINA)				
Indikator		A	SP	PR	PS	DM	A	SP	PR	PS	DM
Tanggal	Post	A	B	C	D	E	A	B	C	D	E
4-Jan-2023	1		1						1		
10-Jan-2023	2					1				1	
16-Jan-2023	3		1							1	
24-Jan-2023	4			1				1			
31-Jan-2023	5		1				1				
7-Feb-2023	6					1	1				
14-Feb-2023	7			1			1				
23-Feb-2023	8		1								1
27-Feb-2023	9		1				1				
2-Mar-2023	10		1				1				
8-Mar-2023	11		1				1				
9-Mar-2023	12		1							1	
13-Mar-2023	13		1				1				
16-Mar-2023	14		1				1				
20-Mar-2023	15		1				1				
23-Mar-2023	16		1				1				
28-Mar-2023	17		1				1				
31-Mar-2023	18					1			1		
TOTAL		0	13	2	0	3	11	1	2	3	1

A: Advertising, **SP:** Sales Promotion, **PR:** Public Relation and Publicity,
PS: Personal Selling, and **DM:** Direct Marketing

Based on table 1, the observations of the two coders that have been separated by date and indicator show 21 posts. Further explanation of the indicators contained in the Acnes brand is in table 2 below.

Table 2. Results from coder

Variable	Coding Output		
	Coder 1	Coder 2	Agreement between two coders
Advertising	0	11	0
Sales Promotion	13	1	1
Public Relations and Publicity	2	2	2
Personal Selling	0	3	0
Direct Marketing	3	1	1
Total	**18**	**18**	**4**

$$\text{Pao} = 2A/(N1+N2)$$
$$= 2(4)/(18+18)$$
$$= 8/36$$
$$= 0,2222222222$$
$$= 22,22\%$$

Based on (Holsti, 1969), data is deemed reliable if it gets a minimum tolerance value or more than 70%. So, when using the reliability calculation from Holsti, the data that has been collected is not reliable because it is below the minimum limit of 22.22%.

DISCUSSION

Sales promotion is the strength of Acnes products. The information contained as a form of sales promotion is shown in the figure below. The coding results of the five (5) Acnes brand indicators show advertising is the most dominant, according to both coders. Advertising is a tool that companies can use to increase product sales and create repeat purchases or loyalty (Larasati & Susilo, 2021).

Figure 1. Acnes' post on January 10, 2023

As uploaded on January 10, 2023, Acnes invites its consumers to avoid doing actions that directly touch the face and that they should start using Acne Cover products. Because if the hand touches directly on the facial skin, it will only cause acne due to unhygienic hands. Then, the ad became an attraction for people who want to avoid acne, reduce oil on facial skin, and nourish facial skin. As shown in picture 2 below.

As in the March 8, 2023, post, Acnes encourages its consumers to use Acnes Creamy Wash to keep the skin clean and healthy. The product contains anti-bacterial properties that fight acne-causing bacteria, reduces oil on the face, and it contains Vitamin E and C to nourish the skin.

The remarkable efficacy of digital marketing communication in driving the growth of facial care products serves as a compelling testament to the formidable potential of precisely tailored and individualized strategies in shaping consumer attitudes and actions. Digital platforms provide brands with the remarkable capability to meticulously discern and effectively engage their intended audience, thereby affording them the opportunity to meticulously customize their messages to suit particular demographic segments.
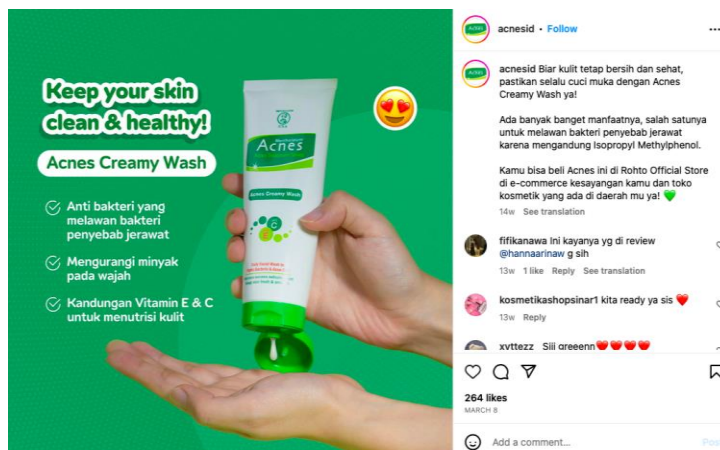
Figure 2. Acnes' post on March 8, 2023

In the realm of facial care, a domain that is currently witnessing a re-evaluation of long-standing norms and perceptions, the utilization of digital marketing assumes a paramount significance. By leveraging the power of digital platforms, marketers are able to effectively dismantle stereotypes and foster a progressive transition towards grooming practices that embrace inclusivity. By leveraging captivating and intellectually stimulating content mediums, such as enlightening videos, reviews generated by users, and erudite articles. Brands possess the potential to solidify their position as esteemed figures within their respective industries. This strategic approach enables them to cultivate a sense of trust and unwavering loyalty among consumers, thereby fortifying their market presence.

One of the foremost benefits of employing digital marketing strategies to promote men's facial care products lies in the capacity to harness the potential of various social media platforms. The inherent visuality of social media platforms serves as an advantageous medium for the promotion of grooming and skincare routines, providing brands with a platform to effectively exhibit their products in practical application.

The strategic utilization of influencer collaborations, particularly within the realm of male grooming enthusiasts, holds immense potential for augmenting a brand's reach and enhancing its perceived credibility. By strategically employing relatable role models who unabashedly advocate for facial care, brands possess the potential to dismantle societal barriers and establish a new standard of normalcy within the male demographic. Furthermore, the inherent interactivity of social media platforms serves as a catalyst for direct consumer engagement, affording brands the opportunity to effectively address concerns, offer tailored recommendations, and cultivate a cohesive sense of community among its users.

The utilization of search engine optimization (SEO) and content marketing strategies plays a pivotal role in facilitating the growth and expansion of the market for facial care products. Through the strategic development of superior, enlightening content meticulously tailored to pertinent keywords, brands possess the ability to establish their

authoritative status as educational reservoirs, all the while discreetly advocating for their products. Not only does this strategy effectively enhance organic traffic, but it also serves to solidify the brand's authoritative presence within the industry. Furthermore, it is worth noting that email marketing campaigns possess the capability to disseminate tailored content, exclusive offers, and timely reminders to individuals, thereby ensuring their sustained interest and enlightenment regarding the advantages associated with integrating facial care products into their daily regimens.

Nevertheless, it is imperative to acknowledge that the efficacy of digital marketing in the expansion of the market for facial care products is contingent upon the presence of authenticity and transparency. In the contemporary landscape, characterized by a discerning consumer base that places great emphasis on ethical considerations and the pursuit of authenticity, it becomes imperative for brands to meticulously align their digital marketing endeavors with the true essence of their product quality and underlying values (Fathollah et al., 2011; Lu & Chen, 2021; Mattila & Patterson, 2004).

The proliferation of exaggerated claims or misleading visuals within digital strategies poses a significant threat to consumer trust, thereby diminishing the potential impact of such strategies. Furthermore, it is imperative to engage in a perpetual process of adaptation in order to effectively navigate the ever-changing landscape of trends, preferences, and algorithms. In summary, the intricate interplay between digital marketing communication and the expansion of facial care products serves as a compelling testament to the potency of strategic online involvement in confronting established societal conventions, fostering unwavering consumer allegiance, and in propelling market expansion.

CONCLUSION
This research is based on data collected through Acnes' (@acnesid) Instagram account and coding by two coders, the content predominantly contains sales promotion and advertising during the period January 1, 2023, to March 31, 2023. Acnes' digital marketing strategy in posts on @acnesid is mostly related to sales promotions that incentivize customers to continue purchasing skincare products. However, it is crucial to recognize that the effectiveness of digital marketing in the growth of the facial care products market relies on the existence of authenticity and transparency of the product. In the current era, where consumers are increasingly discerning and prioritize ethical considerations and authenticity, it is crucial for brands to carefully align their digital marketing efforts with the genuine essence of their product quality and underlying values.

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