

## DIGITAL MARKETING STRATEGIES ON INSTAGRAM ADS: A CASE STUDY OF CLONY OFFICIAL

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### ABSTRAK

This study investigated the digital marketing strategies employed by Clony Official, a new venture specializing in ETU tote bags, through Instagram advertising. Using a qualitative approach, in-depth interviews with the business owner explore the effectiveness of various Instagram ad formats, content creation strategies, audience targeting methods, and measurement of ad performance. Findings reveal insights into types of ads utilized, challenges faced, such as budget constraints and ad fatigue, and opportunities identified, including enhanced targeting and influencer collaborations. Conclusions offer recommendations for optimizing digital marketing efforts on Instagram, emphasizing budget allocation, content diversification, influencer partnerships, and interactive features. This research contributes valuable insights into enhancing online presence and sales through effective social media advertising.

**Kata Kunci :** Digital Marketing Instagram Advertising Qualitative Research Social Media Strategy Audience Targeting

### 1. INTRODUCTION

In today's digital landscape, social media platforms have revolutionized the way businesses engage with their target audiences. Instagram, a visually-driven platform launched in 2010 and acquired by Facebook (now Meta) in 2012, has rapidly ascended as a critical tool for digital marketing. With over a billion active users as of 2024, Instagram offers businesses an unparalleled opportunity to reach and engage with a broad and diverse audience. The platform's array of features, including Stories, IGTV, Reels, and Shopping, provides businesses with multiple avenues to showcase their products and services creatively and interactively.

This study focuses on Clony Official, a burgeoning business on Instagram specializing in tote bags under the brand ETU (Embrace The Unseen). Clony Official has been operational for approximately six months and has started leveraging Instagram ads to increase its visibility and drive sales. Given the visual appeal of Instagram and its extensive user base, Clony Official's decision to utilize Instagram ads is both timely and strategic. This study aims to explore and analyze the effectiveness of various digital marketing strategies employed by Clony Official on Instagram.

### Background

Clony Official is a newly established brand that produces and sells tote bags under the tagline "Embrace The Unseen." The brand emphasizes unique designs and high-quality materials, aiming to appeal to fashion-conscious consumers who value both style and sustainability. Despite being a relatively new entrant in the market, Clony Official has recognized the potential of Instagram as a marketing tool and has begun to use Instagram ads to boost its reach and sales.



### Problem Statement

Despite the widespread use of Instagram ads by businesses of all sizes, many new and small businesses like Clony Official face significant challenges in effectively utilizing these ads to achieve their marketing objectives. These challenges include understanding how to create compelling ad content, effectively targeting the right audience, managing advertising budgets, and measuring the impact of ads on sales. This study seeks to address these challenges by exploring the digital marketing strategies employed by Clony Official on Instagram and evaluating their effectiveness.

### Research Objectives

1. What are the different digital marketing strategies used in Instagram ads?
2. How can social media marketing on Instagram boost sales?
3. What are the main challenges and opportunities when using digital marketing strategies on Instagram?

### The Object of The Research

The object of this research is Clony Official, a business that has been active on Instagram for around six months. Clony Official specializes in selling tote bags under the brand name ETU (Embrace The Unseen) and has started using Instagram ads to enhance their posts and reach a wider audience. This study will focus on the strategies Clony Official uses, the challenges they face, and the opportunities available to them in the realm of Instagram advertising.

## 2. LITERATURE REVIEW

This chapter reviews the existing literature on digital marketing, with a specific focus on social media marketing and Instagram ads. It examines the theoretical underpinnings of digital marketing and explores the practical applications and effectiveness of Instagram ads. Additionally, this chapter discusses the challenges and opportunities associated with using Instagram for business marketing. The literature review also includes insights into marketing and communication theories, highlighting how these concepts apply to digital marketing strategies.

### Communication Theories

Shannon and Weaver's Model of Communication is one of the foundational theories in the field of communication. This model describes communication as a linear process consisting of a sender, message, channel, receiver, and feedback. In the context of Instagram advertising, Clony Official acts as the sender, creating messages (ads) that are transmitted through the Instagram platform (channel) to potential customers (receivers). Feedback is received in the form of likes, comments, shares, and direct messages. Understanding this model helps Clony Official ensure that their messages are clear, targeted, and engaging, minimizing "noise" (distractions or misunderstandings) that could hinder communication effectiveness.

### Marketing Theory

Marketing is about creating value for customers and building strong relationships with them to get value in return. The 4Ps of marketing—Product, Price, Place, and Promotion—are used to make effective marketing plans.

1. **Product:** The goods or services a business offers to meet customer needs. For Clony Official, the product is the ETU (Embrace The Unseen) tote bag.
2. **Price:** The money customers need to pay for the product. How a product is priced can affect what customers think about it and whether they buy it.

### Marketing Communication

Marketing communication involves the use of various channels and tools to convey a message to a target audience. Effective communication strategies are essential for building brand awareness, generating leads, and driving sales. Key components of marketing communication include:

1. **Advertising:** Paid media to promote products or services, such as Instagram ads.
2. **Public Relations:** Managing public perception and building a positive image for the brand.
3. **Sales Promotion:** Short-term temporary rewards to encourage buying or engagement

### Digital Marketing

Digital marketing encompasses all marketing efforts that use electronic devices or the internet. This approach allows businesses to utilize various digital channels like search engines, social media, email campaigns, and websites to engage with both current and potential customers. Due to the extensive use of the internet and digital devices, digital marketing has become a vital part of modern marketing strategies. The key elements of digital marketing include:

1. **Content Marketing:** This involves creating and sharing valuable, relevant, and consistent content to attract and engage a specific audience. Content can take many forms, including blog posts, videos, infographics, and e-books. The goal is to provide useful information that meets the needs and interests of the target audience, thereby building trust and positioning the business as an industry leader.
2. **Search Engine Optimization (SEO):** SEO involves optimizing a website to improve its visibility on search engines like Google. By improving various aspects of the website, such as keyword usage, meta tags, site speed, and mobile compatibility, businesses aim to boost their organic (unpaid) search engine rankings. Increased visibility on search engines leads to more organic traffic, which can result in more leads and sales.

### Instagram Ads

Instagram ads are a form of social media advertising where businesses pay to post sponsored content on the Instagram platform. These ads can be seen through every Instagram feed including feeds, story, explore and more. Instagram offers several ad formats, each designed to engage users in different ways:

1. **Photo Ads:** Simple yet effective, photo ads feature a single image and can be used to showcase products or brand messages.
2. **Video Ads:** These ads can be up to 60 seconds long and offer a more dynamic way to engage users with visual and auditory content.
3. **Carousel Ads: Enable users to swipe through multiple images or videos, creating a more engaging and interactive experience.**
4. **Collection Ads:** Integrate video or images with product catalogs, allowing users to make purchases directly from the ad.
5. **Stories Ads:** Full-screen advertisements that appear between users' stories, providing an experience for users.

### Effectiveness of Instagram Ads

The success of Instagram ads can be measured using various metrics such as how many people see them (reach), how often they appear (impressions), how much users interact with them (engagement rate), how many people click on them (click-through rate or CTR), and how many people complete desired actions (conversion rate). Many studies show that Instagram is highly effective for advertising purposes.

1. **Visual Attractiveness:** Instagram emphasizes high-quality visuals, allowing brands to design captivating and appealing ads that grab users' attention.
2. **Increased Engagement Rates:** Instagram posts generally receive more engagement compared to other social media platforms, thanks to its visual nature and highly active user base.
3. **Advanced Targeting:** Instagram's sophisticated targeting features enable businesses to reach specific audiences based on factors like demographics, interests, behaviors, and more.

### Challenges in Digital Marketing

While digital marketing offers numerous advantages, it also presents several challenges that businesses must navigate. These include the ever-changing algorithms, the need for continuous optimization, and the challenge of standing out in a saturated market.

1. **Rapidly Changing Landscape:** The digital marketing environment is continuously evolving, requiring businesses to stay updated with the latest trends and technologies.
2. **Audience Targeting:** Effectively reaching the right audience requires a deep understanding of user behavior and preferences, which can be difficult to achieve.
3. **Measuring ROI:** Accurately measuring the return on investment for digital marketing efforts can be complex due to the multitude of channels and metrics involved.
4. **Budget Management:** Allocating and managing budgets for digital marketing can be complex and challenging, especially for small businesses. Hiring the right personnel is essential to ensure the success of digital marketing strategies.

### Opportunities in Digital Marketing

Despite these challenges, there are significant opportunities for businesses to leverage digital marketing for growth:

1. **Increased Reach:** Digital marketing enables businesses to connect with audiences worldwide, overcoming geographical limitations.
2. **Personalization:** Advanced targeting and data analytics enable businesses to deliver personalized content and ads, enhancing user experience and conversion rates.
3. **Data-Driven Decisions:** The wealth of data available from digital marketing campaigns allows businesses to make decisions and optimize their strategies.
4. **Cost-Effectiveness:** When being compared with traditional marketing approaches, digital marketing tends to be more economical, providing a greater return on investment.

## 3. METHODOLOGY

This chapter outlines the methodology used in this study to explore and analyze the digital marketing strategies employed by Clony Official on Instagram. The research methodology is primarily qualitative, focusing on descriptive data gathered through interviews with the business owner. This approach allows an in-depth understanding of the

strategies, challenges, and opportunities associated with using Instagram ads to boost sales and brand visibility.

### Research Design

The study adopts a descriptive qualitative research design. This design is appropriate for exploring the experiences and perspectives of Clony Official in utilizing Instagram ads for marketing. By using qualitative methods, the study focuses to provide detailed insights into the effectiveness of different strategies and the contextual factors influencing their success.

### Data Collection Methods

Data for this study were collected through interviews with the owner of Clony Official. This method was chosen to gain detailed and nuanced insights into the business's digital marketing practices and experiences.

1. **Interviews:** A semi-structured interview format was chosen to provide flexibility in responses while ensuring that essential topics were addressed. The interview questions focused on the following areas:
  - The types of Instagram ads used by Clony Official.
  - The perceived effectiveness of these ads in terms of engagement and sales.
  - The challenges faced in creating and managing Instagram ads.
  - The opportunities identified through the use of Instagram ads.

### Interview Questions

The semi-structured interview questions included:

1. Can you describe the types of Instagram ads you have used for Clony Official?
2. How do you create content for your Instagram ads?
3. What strategies do you use to target your ads to the right audience?
4. How do you measure the effectiveness of your Instagram ads?
5. What challenges have you encountered in using Instagram ads for your business?
6. What opportunities have you identified through the use of Instagram ads?

### Data Analysis

The data collected from the interviews were analyzed using thematic analysis. This method involves identifying, analyzing, and reporting patterns (themes) within the data. The steps in the thematic analysis included:

1. **Familiarization:** Reading through the interview transcripts multiple times to gain a deep understanding of their content.
2. **Coding:** Identifying important phrases and sentences from the transcripts that are relevant to the research questions.
3. **Theme Development:** Organizing the identified codes into broader themes that encapsulate the main ideas and findings from the data.
4. **Reviewing Themes:** Fine-tuning the themes to ensure they faithfully reflect the data and address the research inquiries.
5. **Defining and Naming Themes:** Clearly articulating each theme and assigning descriptive titles that capture their core meanings.
6. **Reporting:** Presenting the themes cohesively in a narrative that aligns with the research objectives and addresses the research questions effectively.

### Ethical Considerations

Ethical considerations are vital when conducting research. In this study, the research was conducted with the consent of all participants. All participants were given information about the purpose and nature of the study. All data collected was kept confidential. The following ethical principles were followed:

1. **Informed Consent:** The owner of Clony Official was informed about the purpose of the research, the manner in which information is systematically gathered and documented for research or analysis, and how the data would be used. Consent was obtained before conducting the interview.
2. **Confidentiality:** The privacy of the interviewee was protected by ensuring that the data collected were kept confidential and used just for the purpose of this study.
3. **Anonymity:** The identity of the interviewee was anonymized in the reporting of the results to protect their privacy.

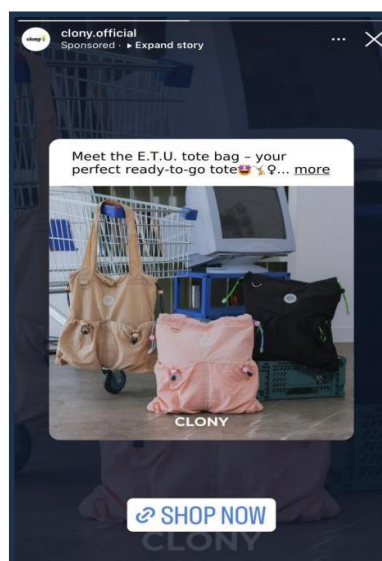
### Limitations

While the qualitative approach provides in-depth insights, it also has certain limitations:

1. **Subjectivity:** The findings are based on the subjective experiences and perspectives of a single interviewee, which may not be generalizable to all businesses.
2. **Sample Size:** The study focuses on one business, limiting the ability to draw broader conclusions about Instagram advertising strategies.
3. **Time Constraints:** The study covers a relatively short period of six months, which may not capture long-term trends and impacts.

## 4. RESULT AND DISCUSSION

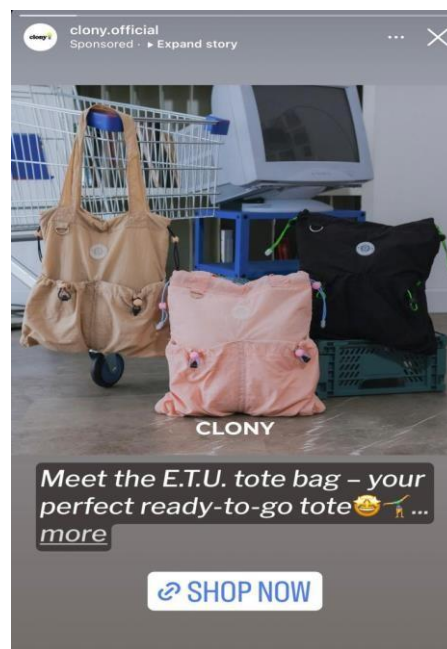
This chapter presents the findings from the interview with the owner of Clony Official, focusing on the digital marketing strategies used on Instagram. The data were analyzed using thematic analysis, resulting in several key themes. These themes discussed in relation to the research objectives and the broader context of digital marketing. The results of the analysis highlighted the need for marketers to understand the changing digital landscape, the importance of understanding consumer habits, and the need for agility and adaptation.



**Stories Ads:** Used by Clony Official to gain more engagement from customer



**Photo Ads:** Used by Clony Official to boost their sales



**Carousel ads :** Used by Clony Official for variety of way to interact with costumer

### Overview of Clony Official's Instagram Advertising Strategies

Clony Official, a brand specializing in tote bags under the name ETU (Embrace The Unseen), has been operational for approximately six months. During this time, the business has utilized various Instagram advertising strategies to boost its visibility and sales. The findings from the interview reveal insights into the types of ads used, content creation, audience targeting, measurement of effectiveness, challenges faced, and opportunities

identified. The findings from the interview also provide valuable recommendations for the business to consider for future advertising strategies. Additionally, the business can use the insights to create a tailored Instagram advertising strategy that best suits its objectives.

### Themes Identified from the Interview

1. Types of Instagram Ads Used
2. Content Creation and Strategy
3. Audience Targeting
4. Measuring Effectiveness
5. Challenges Faced
6. Opportunities
7. Identified

### Conclusion

The study on Clony Official's digital marketing strategies for their ETU tote bags on Instagram revealed a multifaceted approach to enhancing brand visibility and boosting sales. Through photo, video, carousel, and Stories ads, they effectively engaged their audience with visually appealing and interactive content, leveraging customer testimonials and influencer collaborations to strengthen credibility and reach.

Challenges such as budget management and ad fatigue were countered by opportunities in enhanced targeting capabilities, influencer partnerships, and interactive ad features, all contributing to sustained engagement and sales growth on the platform. These strategies not only facilitated direct engagement with their target demographics but also underscored the importance of dynamic content and strategic partnerships in overcoming marketplace challenges. By continually refining their advertising techniques and embracing innovative features offered by Instagram, Clony Official positioned themselves competitively in the digital landscape, driving meaningful interactions and measurable business outcomes.

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