

## ONLINE MARKETING STRATEGY IN FACEBOOK MARKETPLACE AS A DIGITAL MARKETING TOOL

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### Abstract

*Social media has now become an inseparable part of the daily life of millennials in the digital era. One of the social media that is widely used by millennials is Facebook, which currently has more than 2 billion active users. These places Facebook as one of the foundations of social media that is widely used by social media users. For some people, having a large network of users is the same as money and marketing opportunities, therefore a strategy is needed to use the Facebook platform as a digital marketing tool in an online marketplace that is now increasingly develop. This article aims to find out the use of the Facebook market place as a digital marketing tool and how to use the right marketing strategy on Facebook marketplaces. This descriptive research uses the library method. Based on the findings, Facebook's social media can be said to have complete features because users can communicate with other people, share videos, create a group or association, create a schedule together, and so on. Besides, as a digital marketing tool through the Facebook marketplace, it is now widely used by users for buying and selling activities. Facebook marketplace as a digital marketing tool can be done through several strategies such as advertising, sales promotion, publication of individual sales, and product promotion through the use of visually attractive packaging.*

Keywords: Facebook, Online Marketplace, social media

### 1. INTRODUCTION

The innovation and widespread usage of internet technologies have fundamentally altered the way people communicate in their daily and professional lives, as well as in their communities. The advent of new communication tools is one of the most significant elements of this transition.

Additionally, digital communication technologies create an atmosphere for communication that is accessible to anybody regardless of their social identities. In reality, the platforms upon which people congregate and converse differ according to their financial level, educational background, and professional status. However, in digital contexts, characteristics such as gender, race, and religion become irrelevant, and people can form relationships without regard for social division.

Furthermore, Öztürk (2013) considers that information may be accessed more quickly and readily with the use of digital communication technologies. Users can communicate information via email groups and forums, which reduces the cost and time associated with communication. Likewise, any user with an email account is eligible to use these services for free wherever in the worldwide.

In the digital era, marketing models have evolved, shifting the paradigm of individuals or groups in Indonesian society in terms of meeting their needs. In line with technological advances brought about by the presence of internet technology, the digital marketing business emerged as one of the most significant breakthroughs in the marketing system model. The marketing concept that previously used the direct model has now been changed by the digital marketing business model.

The presence of digital marketing with online systems such as Facebook Marketplace, Shope, Tokopedia, and various other platforms, is now enlivening the marketing of the digital era. Because of the current shopping system that can be done online, this is much favored by the community, especially millennials, who almost all of the items they are looking for are done online shopping (Budianto, 2019). Consumers today have experienced a changing trend from offline shopping to online shopping (Putri & Iriani, 2019).

The primary objective of marketers is to discover a tool that enables them to reach a huge audience. As social media is a global phenomenon that is gaining traction. Every day, millions of people use social media. They devote more time and energy into Facebook than other channels and media. Marketers worldwide are today faced with an abundance of information, which makes it difficult for businesses to differentiate their messages from others and for customers to locate what they're looking for. Utilizing Facebook as a marketing tool can help resolve this issue. It enables advertisers to establish direct contact with their target audience. They can leverage user profile information to connect the right individuals at the right time with the appropriate message.

It is important for digital marketers who wish to utilize Facebook as a digital marketing strategy to understand the reciprocal of relationship between users' engagement and how to induce it. Facebook may be used to sell a variety of products, services, ideas, events, and experiences, among other things. In the advertising and marketing fields, it can be extremely beneficial. Companies can advertise on Facebook, where their advertisement can be seen by millions of members. Companies can now construct their own personal accounts, known as fan pages, that assist them in building their brand's appeal by interacting with current and prospective customers, something that was previously impossible.

In Indonesia, the number of Facebook users in 2020 is 130 million people with 44.5% male and 55.6% female of the total number of users (Riyanto, 2020). Seeing the facts that happened to the community, the Facebook social media application launched its digital marketing feature, namely the presence of a marketplace. This Facebook marketplace is a development of the Facebook Group and was created because of the many buying and selling activities in the social media network, so far there are more than 450 million people who do it in a month (Ku, 2016).

Facebook not only provides a platform for companies and institutions to advertise and publicize themselves, but it also provides a tool that allows users who sign up for free profiles to connect online with friends, coworkers, and strangers. Users can share pictures, music,

videos, and articles, as well as their own views and opinions, with as many people as they want. When users log into their profiles, they feel as if they are friends, and there is a sense of trust. Businesses are expanding their consumer base by establishing Facebook pages and fan groups. Word-of-mouth marketing can be shared through these communities. Customers discuss their experiences or offer advice to other customers or the company itself.

All these developments enabled the use of digital communication tools for marketing purposes. The reason for this is that in contrast with traditional communication tools, digital communication tools have become global and popular marketing channels via which companies can communicate with their target group directly, quickly and continuously (Rowley, 2016). Digital marketing tools are actually decomposing of traditional marketing tools and becoming more important since they allow consumers and producers to be interactive in the marketing process (Winer, 2009).

As a popular social media platform in the community, Facebook's marketplace is frequently used by its users to conduct online buying and selling operations. Online shopping is extremely popular with the public, as their needs must still be met, but their busy schedules prevent them from visiting a shopping center. As a result, online shopping sites are necessary, as their existence allows them to also compare prices from multiple stores that sell these products without having to tire of traveling from one store to another. The Facebook platform is relevant in this scenario as a platform for marketplace service providers. In a virtual world, a marketplace acts as an intermediary between sellers and purchasers, acting as the third party to the transaction by fulfilling two requirements, namely a place of sales and payment (Budianto, 2019). Hence, this research was undertaken to investigate the impact of the Facebook marketplace as a digital marketing tool and how to employ the proper marketing strategy in it.

## **2. RESEARCH METHOD**

The research method used is the library research method which is described descriptively. The literature search is carried out by searching for books, magazines, and all related literature that can provide support for discussing the formulation of the problem raised. Then, the researcher began to explain the main problem and the most appropriate answer.

## **3. RESULT AND DISCUSSION**

Information and communication mediums have evolved significantly in recent years, and we may now access information and communication from anywhere at any time through the internet. Consequently, access to purchasing and selling/marketing has been added to the network as a result of this development. As a medium that can be accessed at any time and

from any location through the use of the internet, Facebook has now emerged as one of the alternative media platforms that provides buying and selling sites that are now popular among people of all ages and backgrounds.

Facebook which was originally designed as a social networking site for students has now developed into a virtual marketplace where users can do business or market themselves through interaction with customers and self-promotion. Both sellers and buyers alike make good use of Facebook's social media, such as micro-scale entrepreneurs who use social media Facebook as a medium to promote the products they want to sell. According to Fransisca, the use of the internet in the business world has changed its function from being a medium for exchanging information and then becoming a medium for applying business strategies which include marketing, sales and service (Alix, 2013).

The convenience that elevates space and time is an advantage of the globalization practice that is gaining traction in the world, as there are no restrictions on accessing and purchasing goods from other countries, implying that there are no barriers to doing business and that all micro entrepreneurs can expand marketing their products on an equal level. According Alix (2013), Facebook is a medium through which entrepreneurs can feel as though they have consumers from multiple countries, which naturally results in tougher market competition than existed prior to the existence of marketing media such as Facebook and the shift of power from producers to consumers. Because there are no space constraints, this consumer possesses the power to readily compare costs and chose stores situated wherever to purchase their products. Facebook, which is a free kind of social media, is also a better alternative. People continue to use Facebook as a marketing platform, which has been popular since its inception. Additionally, Facebook can read and view each of these social media users' profiles and personal information, as well as a list of their hobbies, allowing it to be used as a database for reading someone's hobbies, which can then be accessed by sellers through the community, the followed community, or the preferred items.

Furthermore, there are several advantages of social media Facebook as a marketplace platform such as: (a) Facebook is a low-cost marketing strategy, (b) Facebook as a social media that is very frequently visited, (c) Facebook provides information functions such as age, user location , user preferences where this information can be used as market segmentation, (d) Focus on targeted market segmentation, (e) Facebook is easy to access while there is internet as well as anywhere and anytime, (f) Easy communication that exists on Facebook so that there are no limitations in socializing, (g) there is feedback on products sold to virtual buyers where buyers can provide suggestions and criticism as well as for sellers it is easy to update the condition of goods, (h) always connected to seller and buyer communication through features provided by facebook to users, so that if there is an update of new items can be directly conveyed to the customers (Muttaqin, 2012).

Facebook is an attractive free advertising tool for businesses. These pages on Facebook allow people to view posts related to product and service offerings, with images or videos of

a product. In addition, Facebook is now providing Facebook advertising services, which appear on the side of the Facebook site. This laudable progress is quipped more explicitly as Marketplace Ads.

According to Kotler and Keller (2016), marketing communication is a means of informing, persuading, and reminding consumers about the items and brands that are being sold, either directly or indirectly (Pamungkas, 2018).

In the digital world, marketing communications has to do with creating a presence, creating relationships, and creating shared value. Therefore, the delivery of important messages and information in marketing a product needs to pay attention to the following things;

- a) The message pattern which is the most important element of a marketing strategy according to Machfoedz (2010) communication between messages must be conveyed properly without any misunderstandings, therefore the message must contain a straightforward message, and contain the main message of what kind of goods are offered. Also contains reliable company information, because this will trigger customer confidence in the seller and the products being sold.
- b) The delivery of the message has two factors that must be considered, namely the content of the message must be product oriented and the level of consumer awareness must be awakened.
- c) Delivery media (Facebook) which provides features to support online business such as inbox/direct messages, product postings (images and footnotes).
- d) Regulating the delivery of messages a. The title or subject of the message must be interesting b. It is better to send it personally, not in bulk so that it is not considered as spam c. Make the message as short and clear as possible d. Always end with your contact e. Make a schedule and frequency of sending messages on a regular basis.

Another important aspect of marketing communication is the creation of brand awareness. Recognized brands are differentiated from comparable brands by consumers, and they can identify the symbolism they represent and social status they promise as a result of the brand's recognition by consumers (Çizmecci & Ercan, 2015). As a result, consumers' perceptions of a brand's influence on them can be said to reflect its level of brand awareness (Aaker, 1996).

In this case, it has been explained the advantages and the delivery of good information that can be done by sellers who use and utilize the Facebook platform as an online business, so a good promotion must be done with the aim of making the product more in demand for users to glance at. Product promotion is done in order to influence Facebook users in buying products/services offered by sellers, therefore promotions are made as attractive as possible. There are several ways of promotion in the form of advertising, namely by delivering or

introducing products using images and descriptions. Then, sales promotion is by giving discounts on certain days periodically to attract sellers to know more about the products being sold. The publicity of individual sales is selling personally the seller to the buyer. And last but not least, namely attractive packaging so as to increase buyer interest in these goods.

Besides that, by utilizing groups and fanspages on Facebook such as the football fanspage, where the target will be more easily targeted to sell products related to football in the fanspage and most importantly, of course, optimize all the facilities owned by Facebook to implement marketing by more efficient.

#### **4. CONCLUSION**

Facebook has a significant use in marketing a product, namely, with various advantages such as: easy access, lots of social media users, determining the focus of market segmentation that can be tailored to the target, feedback on products sold to buyers, able to connect communication between sellers and buyers, and the free use of Facebook certainly saves various forms of promotion that previously cost money before the advent of the internet as well as Facebook platforms.

In addition, the Facebook marketplace as a digital marketing tool can be carried out through several strategies such as developing brand awareness, advertising, sales promotion, individual sales publications, and product promotion through the use of visually attractive packaging.

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