


**INBOUND MARKETING STRATEGIES IN INCREASING SALES TO SELLERS IN ONLINE MARKETPLACES**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 15 May 2023</p> <p><b>Accepted</b> 10 August 2023</p>	<p><b>Purpose:</b> This study aims to analyze sales strategies in online marketplaces using inbound marketing</p>
<p><b>Keywords:</b></p> <p>Inbound Marketing; Sales Strategies; Online Marketplace.</p>	<p><b>Theoretical framework:</b> Inbound marketing is a way of digital marketing by creating content to build brand awareness in consumers. It is expected to make consumers trust and then make product purchases. Businesses and marketers are also advised on how and which techniques can be successful in each process.</p>
	<p><b>Design/methodology/approach:</b> The method used in this research is a qualitative approach. The object of this research is in Malang City, and we took a sample of 5 samples of sellers or traders who always enter Top Seller on March 10, 2023. Primary data in this study were obtained from questionnaires or questionnaires and interviews with sellers in the online marketplace in Malang City. Data collection techniques are in the form of observation, interviews, and documentation. Data analysis techniques in a qualitative approach using analysis steps belonging to.</p>
	<p><b>Findings:</b> The results are that inbound marketing strategies that include the reach, act, convert, and engage stages can effectively increase sales to sellers in online marketplaces. In the reach stage, social media and high-quality content are key to attracting potential customers. The act stage involves improving the atmosphere of the online store and utilizing online marketplace features. In the convert stage, the shop follows vouchers and saving combos to convert potential customers into actual customers. Finally, the engage stage focuses on maintaining consumer relationships through seller information and repurchase strategies.</p>
	<p><b>Research, Practical &amp; Social implications:</b> The study is expected to provide new knowledge about sales improvement strategies for all companies, especially online sales systems through inbound marketing. And this research is still possible to be developed further with a different point of view.</p>
	<p><b>Originality/value:</b> No research discusses inbound marketing strategies to increase sales in online marketplaces without paid advertising. This is the originality of this research.</p>
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**ESTRATÉGIAS DE MARKETING DE ENTRADA NO AUMENTO DE VENDAS PARA VENDEDORES EM MERCADOS ON-LINE**

**RESUMO**

**Objetivo:** Este estudo tem como objetivo analisar estratégias de vendas em mercados on-line usando marketing de entrada.

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**Estrutura teórica:** Marketing de entrada é uma maneira de marketing digital, criando conteúdo para construir a consciência de marca nos consumidores. Espera-se que ele faça os consumidores confiarem e, em seguida, fazer compras de produtos. Empresas e profissionais de marketing também são aconselhados sobre como e quais técnicas podem ser bem sucedidas em cada processo.

**Design/metodologia/abordagem:** O método usado nesta pesquisa é uma abordagem qualitativa. O objeto desta pesquisa está na cidade de Malang, e tomamos uma amostra de 5 amostras de vendedores ou comerciantes que sempre entram Top Seller em 10 de março de 2023. Os dados principais deste estudo foram obtidos a partir de questionários ou questionários e entrevistas com vendedores no mercado on-line da cidade de Malang. As técnicas de coleta de dados estão na forma de observação, entrevistas e documentação. Técnicas de análise de dados em uma abordagem qualitativa usando etapas de análise pertencentes a.

**Constatações:** Os resultados são que estratégias de marketing de entrada que incluem os estágios de alcance, ação, conversão e engajamento podem efetivamente aumentar as vendas para vendedores em mercados on-line. No estágio de alcance, as mídias sociais e o conteúdo de alta qualidade são fundamentais para atrair clientes em potencial. O estágio de ação envolve a melhoria da atmosfera da loja online e a utilização de recursos do mercado online. Na fase de conversão, a loja segue cupons e combinações de poupança para converter clientes potenciais em clientes reais. Finalmente, a fase de engajamento concentra-se na manutenção das relações com o consumidor através de informações do vendedor e estratégias de recompra.

**Pesquisa, implicações práticas e sociais:** Espera-se que o estudo forneça novos conhecimentos sobre estratégias de melhoria de vendas para todas as empresas, especialmente sistemas de vendas on-line através de marketing de entrada. E essa pesquisa ainda pode ser desenvolvida com outro ponto de vista.

**Originalidade/valor:** nenhuma pesquisa discute estratégias de marketing de entrada para aumentar as vendas em mercados on-line sem publicidade paga. Essa é a originalidade dessa pesquisa.

**Palavras-chave:** Marketing de Entrada, Estratégias de Vendas, Mercado Online.

## ESTRATEGIAS DE INBOUND MARKETING PARA AUMENTAR LAS VENTAS A LOS VENDEDORES EN LOS MERCADOS EN LÍNEA

### RESUMEN

**Objetivo:** Este estudio tiene como objetivo analizar las estrategias de ventas en los mercados en línea utilizando el inbound marketing.

**Marco teórico:** El marketing inbound es una forma de marketing digital mediante la creación de contenidos para crear conciencia de marca en los consumidores. Se espera que haga que los consumidores confíen y luego hagan compras de productos. También se asesora a las empresas y a los profesionales del marketing sobre cómo y qué técnicas pueden tener éxito en cada proceso.

**Diseño/metodología/enfoque:** El método utilizado en esta investigación es un enfoque cualitativo. El objeto de esta investigación está en la ciudad de Malang, y tomamos una muestra de 5 muestras de vendedores o comerciantes que siempre entran Top Seller el 10 de marzo de 2023. Los datos primarios de este estudio se obtuvieron a partir de cuestionarios o cuestionarios y entrevistas con vendedores en el mercado en línea de la ciudad de Malang. Las técnicas de recolección de datos consisten en observación, entrevistas y documentación. Técnicas de análisis de datos en un enfoque cualitativo mediante pasos de análisis pertenecientes a.

**Hallazgos:** Los resultados son que las estrategias de marketing entrante que incluyen las etapas de alcance, acción, conversión y participación pueden aumentar efectivamente las ventas a los vendedores en los mercados en línea. En la etapa de alcance, los medios sociales y el contenido de alta calidad son clave para atraer clientes potenciales. La etapa de acto implica mejorar la atmósfera de la tienda en línea y utilizar las características del mercado en línea. En la etapa de conversión, la tienda sigue los vales y los combos de ahorro para convertir a los clientes potenciales en clientes reales. Por último, la etapa de engagement se centra en mantener las relaciones con los consumidores a través de información sobre los vendedores y estrategias de recompra.

**Investigación, implicaciones prácticas y sociales:** Se espera que el estudio proporcione nuevos conocimientos sobre las estrategias de mejora de ventas para todas las empresas, especialmente los sistemas de ventas en línea a través del marketing entrante. Y esta investigación todavía es posible desarrollarla con un punto de vista diferente.

**Originalidad/valor:** Ninguna investigación discute las estrategias de marketing entrante para aumentar las ventas en los mercados en línea sin publicidad pagada. Esta es la originalidad de esta investigación.

**Palabras clave:** Inbound Marketing, Estrategias de Ventas, Mercado en Línea.

## INTRODUCTION

Marketing directly influences technological developments (Sintharapantorn & Simcox, 2023). For e-commerce entrepreneurs, the intention is important to increase repeat purchases. However, building consumer commitment to repurchase is difficult because online retail offers a variety of products, especially with dynamic consumer behavior. Intensity is a form of action accompanied by an intention to repurchase (Hamdan, 2023). E-commerce users are increasing. This is evidenced by the increasing level of e-commerce users, which 2016 reached 25 million until 2019 reached 44 million (Nuryahya, 2019). These marketing strategies aim to increase sales and inform product customers (Nufus & Handayani, 2022). Each strategy implemented expects to increase sales while hoping to increase customer loyalty from e-commerce users.

The hope of every marketer always wants their product to become a leader and dominate the target market, which is the main target. However, the problem that marketers or sellers often face in the online marketplace is the lack of knowledge related to product sales strategies in the online marketplace itself (Faizah et al., 2020). Online marketing is often used in marketing strategies or selling products online. This strategy will connect potential consumers through materials and experiences they find useful through social networks, the web, and blocks. Sellers hope to increase consumer awareness of the content they are looking for themselves (Dakouan et al., 2019). There are several online marketing strategies to increase sales, namely email marketing, viral marketing, content marketing, social media marketing, and so on, which can be grouped into one concept called Inbound Marketing (Opreana & Vinerean, 2015).

Inbound marketing is a tactic that will try to gain prospects' interest and attract (bring) them to the desired site rather than using paid advertising messages (Saarinen, 2019). Inbound marketing is an important marketing strategy in changing the perspective or perception of customer behavior (Sylvia et al., 2021). Inbound marketing focuses on attracting customers through content marketing, blogs, search engine optimization, social media marketing, and branding (Basu, 2011).

Inbound marketing is also digital marketing that does not use paid advertising because its marketing algorithms use the behavior or habits of customers. Marketers favor this method, although it takes time to be truly powerful in increasing sales. Inbound marketing is the opposite strategy of paid advertising. Marketing strategies using paid advertising on new online marketplaces are likely to cause because the store performance is still low and the number of followers is still small.

Sellers in online marketplaces who use paid advertisements usually only sell products by uploading products, so they tend not to sell. Paid advertisements must consider several important aspects, such as product images or photos that provide closeness between sellers and consumers and potential consumers. Visualization images are a good alternative for conveying online shopping information and influencing their choices (S. Fauzi & Lina, 2021). Online store atmosphere in the online marketplace can also increase the trust of potential customers (Paton, 2022).

Inbound marketing strategies will usually succeed with several factors that must be considered, namely related to product titles or names, product photos, online store atmosphere, followers and product reviews, and social media. Sellers must find ways to make their products attractive to buyers by creating an appropriate product title/name (Sebastian, 2019). Marketers must also pay attention to the number of followers, which can be considered to increase sales stores because they constantly get content from stores that make them interested in making transactions again (Permatasari et al., 2020). Product reviews are another factor in building inbound marketing, and conscientious consumers will tend to pay attention to reviews given by previous buyers (Ilmiyah & Krishernawan, 2020).

According to Sumaa et al. (2021), the research phenomenon states that advertising has a positive and significant effect on buying interest. Research results by Manap Solihat, (2022) states that digital advertisements, such as Google ads or Facebook ads, e-commerce sites can appear on social media to attract citizens to visit e-commerce sites. Research gets results Syahril (2023) online marketplace advertising influences student buying interest with an average percentage reaching 75%. Sumaa et al. (2021) also have research results that advertising and promotion are important in changing consumer purchasing decisions. Agustine (2023) stated that advertising research positively affects E-commerce consumer buying interest. There is a gap between the situation in the field. Agustine (2023) quoted that advertising in the online marketplace will lose money if it does not have a qualified algorithm. Efendi (2023) states that advertising losses exist if you cannot target the audience. Excerpt from research by Wirananda et al. (2023) ads with certain bits can still experience losses. News from Syakur (2022) ads will be lost if the E-commerce algorithm is still bad. Therefore there is a gap between theory and field conditions.

Research contributions related to inbound marketing applied by e-commerce in increasing seller sales and reducing retailer losses on paid advertising. Therefore, researchers want to know how inbound marketing strategies increase sales in online marketplaces without

paid advertising. The general objective of this research is to analyze sales strategies in the online marketplace using inbound marketing.

## **LITERATURE REVIEW**

### **Digital Marketing**

Digital marketing uses the internet and information technology to expand and improve traditional marketing functions (Kusuma & Sugandi, 2018). Digital Marketing is one of the marketing media that has a huge influence on consumer purchasing behavior (Pradiani, 2017). Three important digital marketing indicators are traffic, conversion, and engagement (Muljono, 2018).

### **E-Commerce**

E-commerce is an online sales transaction only carried out by a store. E-commerce is a process of consumers buying and selling products electronically and from company to company with computers as an intermediary for business transactions (Laudon & Laudon, 2007). E-Commerce can be classified based on several aspects (Turban et al., 2002). Business to Business (B2B) involves companies or organizations that can act as buyers or sellers. Business to Customer (B2C), where transactions occur on a small scale so that organizations and individuals can be involved in implementing these transactions. This type of e-commerce is usually called e-tailing. Business to Business to Customer (B2B2C) is where a company provides a product or service to another company. The other company then provides the product or service to individuals who act as consumers. Customer to Business (C2B) is where individuals sell their goods or services via the Internet or other electronic media to organizations or companies that act as consumers.

### **Online Marketplace**

Online marketplaces or e-online marketplaces are a place of electronic interactive business communities that provide a platform for buying and selling, where companies can participate in B2B (business to business) e-commerce or other e-business activities (Brunn et al., 2002). An online marketplace or e-online marketplace is also one of the internet-based online media providers (web-based), which is a place to conduct business activities and transactions between buyers and sellers. Buyers can find as many suppliers as possible with the

desired criteria so that they get according to market prices. Meanwhile, suppliers/sellers can find companies needing their products/services.

### **Social Media**

Social media allows consumers to share text, images, audio, and video information with companies and vice versa (Kotler & Armstrong, 2015). social media aims to build relationships, brands, publicity, promotion, and market research (Gunelius, 2010). He also explained that four elements are used as marketing success variables through social media: Content Creation, Content Sharing, Connecting, and Community.

### **Inbound Marketing**

Inbound marketing is a strategy that uses appropriate and engaging content that is tailor-made to fit the needs or requirements of customers. Several forms of content include blogs, landing pages, videos, ebooks, and infographics. Inbound marketing suggests that businesses should help buyers to understand the problem and find out how their product can be a solution. Inbound builds trust and creates value for the company's brand. Companies that utilize inbound marketing can significantly impact customers, increase their brand awareness, and attract more business opportunities. Inbound can speed up the sales process and close more deals. Due to its excellent tactics in persuading customers to pay for products, inbound marketing has become a successful marketing strategy in many companies today (Bui, 2020).

### **RACE Theory Model**

The RACE method is a digital marketing method created by Dr. Dave Chaffey to help newly developing companies plan and manage digital strategies in a more structured way (Poerna Wardhanie et al., 2021). RACE Planning, according to Andi Adithama (2016) System consists of 4 stages, among others:

- a) Reach is the stage of how to build brand, product, and service awareness,
- b) The act is the stage of how we can interact with customers,
- c) Convert is the stage of how to convert customers from interaction to purchase or use of services,
- d) Engage is the stage of how to maintain relationships with customers to create customer loyalty



## RESEARCH METHODS

The method used in this research is a qualitative approach. The qualitative approach is more directed at investigating truths that are relative, hermeneutic, and interpretative (Sugiyono, 2019). This approach uses more theoretical analysis and strong hermeneutics to conclude. Meanwhile, the quantitative approach emphasizes behavioristic and empirical aspects derived from phenomena in the field or based on behavior, which is then used as a research benchmark. This research was conducted in Malang City, East Java.

The research subject collection technique uses purposive sampling, which is selected with certain considerations and objectives (Sugiyono, 2019). The criteria determined by researchers as research subjects are those involved in the activities under study, knowing and understanding information related to the research. Based on this, the subjects in this study were selected with the following criteria:

- a) Sellers or merchants on the Online marketplace located in Malang City.
- b) Willing to be interviewed and understand the sales strategy in the online marketplace.

The object of this research is in Malang City and takes a sample of 5 seller or merchant samples who are always included in the Top Seller on March 10, 2023. The top seller is obtained by searching for seller filters in Malang City with the first best-selling search in each product category.

The data in this study used primary data. Primary data in this study were obtained from questionnaires or questionnaires and interviews with sellers in the online marketplace in Malang City. Data collection in this qualitative research relies on the triangulation of interviews, participant observation, and document analysis (document record).

Data analysis in the qualitative approach used by researchers will apply the following analysis steps (Creswell, 2016):

1. Processing and Preparing data for analysis involves transcribing interviews, scanning materials, typing field data, or sorting and organizing the data into different types depending on the source.
2. Reading Through the Data; this stage builds on the information obtained and reflects on its overall meaning. At this stage, the researcher should write specific notes or general ideas about the data obtained.
3. Analyzing More Details by Coding Data; this stage is the process of processing material/information into written segments before interpreting it. Qualitative analysis

also uses a research instrument test so that the data obtained is appropriate according to the research objectives using a reliability test (interview) where participants must understand the questions similarly so that their answers can be coded without the possibility of uncertainty. (truth value) means that the description of the participant's experience is what he experienced (natural/natural). (interview results) must certainly match what was said. So, reliability in qualitative research is related to observation, so researchers must master the field, know exactly what is happening in the field, and know the culture under study.

4. Reporting; the researcher reports the results of his research with a descriptive style because using qualitative methods requires extensive description in his report and must position the reader as if he were a person involved in the research.

## RESULTS AND DISCUSSION

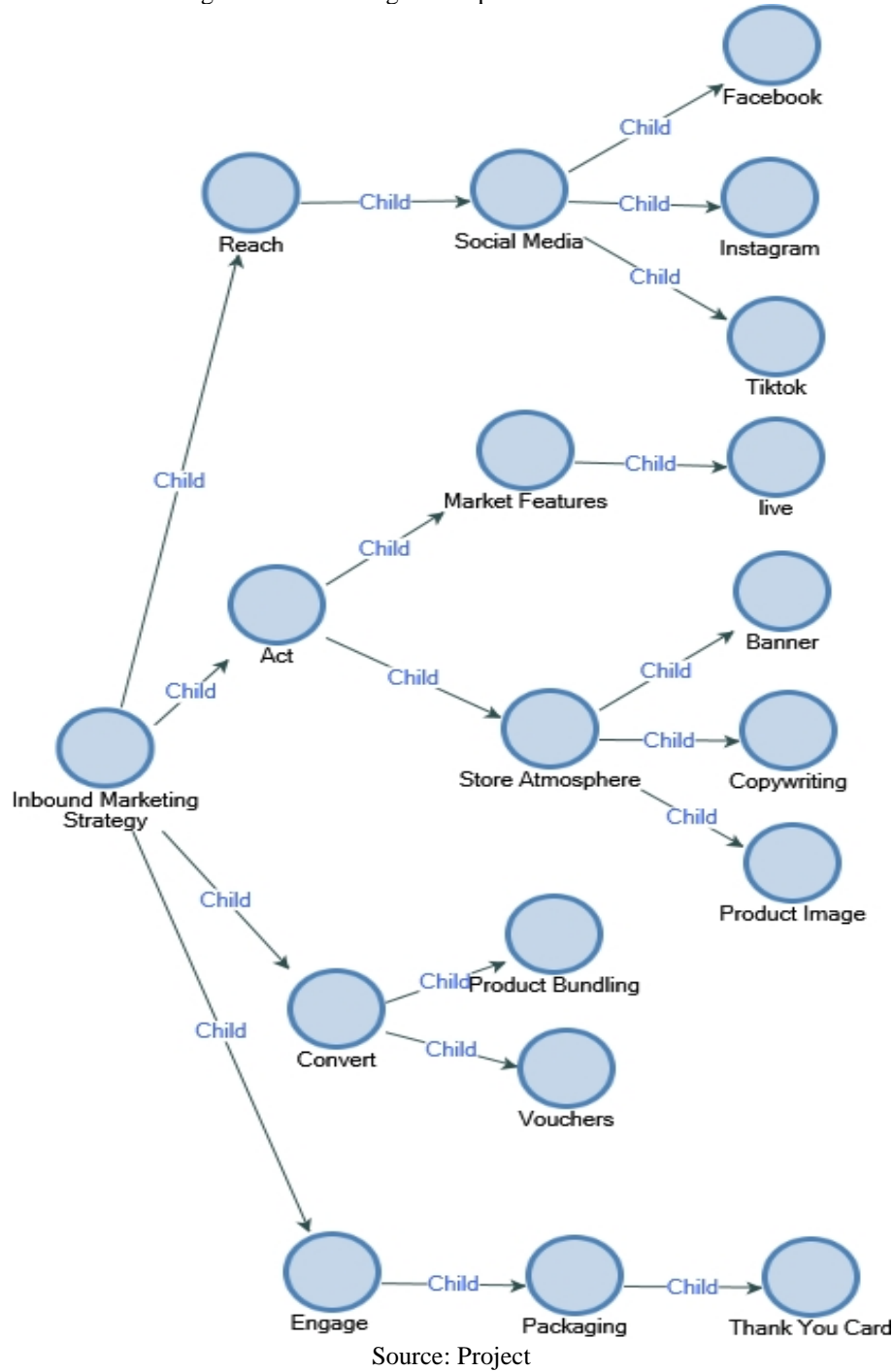
Data analysis in the research "Inbound marketing strategies in increasing sales to sellers in the online marketplace" data collection using observation, interviews, and documentation. Observation by observing or seeing that the respondents are five samples of sellers or traders who entered Top Seller on March 10, 2023. Interviews are conducted face-to-face between interviewers and interviewees. Documentation by recording interview conversations and taking photos between interviewees and interviewers.

Data coding uses NVivo 12 by grouping data collection with the main reference to the RACE theory model (Reach, Act, Convert, Engage). The results of data collection are processed into Visualize Data Project Map. Then the following picture is obtained in Figure 1.

The analysis uses the RACE research model media (Reach, Act, Convert, Engage) to carry out the analysis on each subject of the research model. Inbound marketing is gradually applied, namely the first reach stage, by utilizing social media. The second act is the online store atmosphere and online marketplace features. The third convert, using saving combos and following store vouchers, engages with packaging strategies.



Figure 1: Visualizing the Map Data of the NVivo 12



## Reach

Reach using social media such as Instagram, Facebook, and TikTok is used by respondents to attract potential customers through video and image content and then connected with links on social media. This is to some previous research results such as Utami & Marzuko (2021), Fauzi et al. (2021), N, Istifadhoh et al. (2022), and Indira et al. (2021).

Reach using social media such as Instagram, Facebook, and TikTok is used by respondents to attract potential customers through video and image content and then connected with links on social media. Some previous research results, such as Susilowati et al. (2022), explain this. Images or social media should be multiple views or product photos that display different angles of view, including front, back, side, and other angles. This is the same as the research of Sulistyo et al. (2022). Images or social media should be multiple views or product photos that display different angles of view, including front, back, side, and other angles. This is the same as the research of Firliana et al. (2022). Product photos between writing products use three contrasting colors (Rochmawati, 2019).

Respondents also do videos to increase sales by utilizing social media. Research Akbar & Maharani (2018) that video or content marketing can increase sales. Respondents agreed that videos also increase brand awareness, the same as research by Aprilia et al. (2019). Respondents said that video marketing content contains educational entertainment and sales elements so that viewers are not bored watching marketing content. Research Gil-Quintana & Vida de León (2021), according to entertaining content, has a higher viewership. Educational content indirectly makes potential customers feel like buying. Research Pirraglia et al. (2023) educational content produces different reactions from viewers compared to videos with video content that has no useful content. Sales content provides product information to increase the purchase interest of potential consumers. This is the same as the research results by Pirraglia et al. (2023). Content connected with sales promotions on the product itself in various forms of displaying the product, teasing it, or even reviewing it tends to prevail drastically.

The social media bio links can connect the content posted with the online marketplace. Research results from Suryani & Fernando (2023) Social media consistently post interesting content to increase the decision to choose links in social media bio. Respondents said links and links make it easier for potential buyers to choose products in the seller's online marketplace. Research results in Lorenz-Spreen et al. (2023) show that consumer experience in social media is significant in predicting trust in social networks. Instagram views make it easy to select links.

## **Act**

Prospective consumers, after getting to know the online marketplace through content on social media, the respondent will be directed to act or how to interact in the online marketplace with inbound marketing to improve the online store atmosphere (store decoration) and the utilization of features in the online marketplace. After the reaching process with social media,

prospective consumers are brought to the online marketplace, consumers see products with an online store atmosphere, and the features offered by sellers are useful to increase the emotional purchasing decisions of prospective consumers.

Respondents stated that in the online store atmosphere, the main thing first seen is the store Banner, one of the selling points in the online marketplace. Research Michalski (2023) said that digital information visualization and designers can create informative and attractive product presentations that display the value and benefits of their products. Respondents said the store banner could be filled with logos, taglines, and online marketplace operating hours. Respondents also said the online marketplace Banner uses no more than three colors. This is by research Stephanidis (2016) stated that color plays an important role in decision-making.

Copywriting or product description respondents think that convincing buyers of product information. Research results Tian et al., (2023) Copywriter, which gives the nature of speech expression, expression of emotions, judgment, hidden meaning, and its impact on the recipient, his thoughts, feelings, desires, and needs. This is supported by research by Malakhovskaya et al. (2021). Copywriting is focused on solving an important practical problem in supporting decision-making in promoting software products and improving the quality of marketing communications. According to Suleman (2023), marketing copywriting is content that conveys sales information to persuade consumers by explaining product features and benefits.

Online marketplace features such as live streaming increase interactions with potential customers. This is by research Hwang & Youn (2023) b that live streaming bridges consumers' product information sources in physical stores with those in live streaming shopping. This effort will explain the relationship between consumer expectations and product information sources. Research by Tian et al. (2023) also states that streamer trust provides an opportunity to generate purchase intentions. Research Zhu et al. (2023) also dominant Streaming can expand the online marketplace algorithm and attract potential customers. Respondents said live Streaming has a strategy of greeting new viewers so potential customers feel valued. Live streaming hosts must interact with potential customers by entertaining, responding to comments, and recommending products to potential customers.

## **Convert**

The next stage of the interaction process with consumers is conversion. Convert turns potential customers into consumers. Respondents said that at this stage, they could use the tactics of following store vouchers and saving combos to make emotional purchasing decisions.

Voucher follows stores can increase online marketplace followers, and consumers feel like they are making cheaper purchases. Thrifty combos can also make consumers feel like they are buying cheaper because, for example, buy 2 get one bonus, buy 2 get four bonuses, and there are still many thrifty combo strategies. Respondents also said that doing a saving combo increased the margin.

Combo savings and vouchers, which can also be called discounts, according to research by Aqmala & Putra (2022), discounts are expected to increase customer convenience when shopping to encourage impulsive online purchases. This is also by research by Lamis et al. (2022). Attitudes towards flash sales do not affect impulse buying or the desire to make purchases influenced by limited quantity scarcity, limited time scarcity, information, entertainment, and economic benefits. This is also supported by research Oczkowski (2022) found that discounted prices or providing bonuses can trigger consumer hedonic attitudes.

### **Engage**

Respondents always repaid orders or repurchased after making consumer purchasing decisions at the engagement stage. Respondents said that seller information is very important to increase the potential for consumers to make repeat purchases or repurchases and also serves to brand online marketplace accounts. Information can be provided on packaging or packaging. Respondents said the information listed on the packaging, such as the website, online marketplace name, Instagram, and WhatsApp, if needed. This information can be by sticking stickers or printing screens on the packaging. Respondents said other strategies can be given a thank you card containing a barcode that functions to get a discount for the next purchase. The principle of Thank you card is that consumers can be scanned then a discount voucher code will appear in the online marketplace.

### **CONCLUSIONS**

In conclusion, inbound marketing strategies that include the reach, act, convert, and engage stages can effectively increase sales to sellers in the online marketplace. In the reach stage, social media and high-quality content are key to attracting potential customers. The act stage involves improving the atmosphere of the online store and utilizing online marketplace features. In the convert stage, tactics such as following store vouchers and saving combos convert potential customers into actual customers. Finally, the engage stage focuses on maintaining consumer relationships through seller information and repurchase strategies.

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