

## **Socialization Utilizing Digital Marketing Through Social Media Platforms Marketing Services at LKP Aulia Electronic Training Center**

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### **Abstract**

Devotion This titled about Socialization Utilizing Digital Marketing Through Social Media Platforms In Marketing Services at LKP Aulia Electronic Training Center. In the devotion this Socialization Utilization of digital marketing through social media platforms is effort important For help business service understand and optimize use of social media in marketing strategy them . In the digital era, social media such as Instagram, Facebook, TikTok, and LinkedIn have become very effective tool in expand range marketing, introducing services, and improve interaction with customer. Through socialization this, the perpetrator business in the sector service can learn method building brand awareness, creating content interesting, and communicate direct with target audience. This is aiming For maximize social media potential in strengthen Power competition business and earn campaign more marketing efficient and effective. Socialization this also emphasizes the importance of a tailored marketing strategy with characteristics services and needs customer.

**Keywords:** Digital Marketing Education, Social Media, Services Marketing

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## **Introduction**

Development technology rapid information has bring change big in method marketing and promotion services in various sectors, including institution education and training. LKP Aulia Electronic Training Center, as institution training that focuses on education and development skills in the field electronics, need follow trend digital marketing for still competitive and reaching more Lots audience.

Digital marketing through social media platforms offer various advantages, such as convenience in reach a wider target market breadth, capability for interact directly with candidate participantsf, as well as potential for create creative and interesting content. With utilizing social media such as YouTube, TikTok, Instagram, and Facebook, LKP Aulia Electronic Training Center can increase visibility the services they provide offer and strengthen image institution as center innovative and relevant training.

Socialization the use of digital marketing aiming for give better understanding in regarding possible strategies and approaches taken by the agency in optimizing social media For marketing. The right approach expected capable interesting interest more Lots participant training, building positive interaction with audience, and finally increase registration as well as trust public against LKP Aulia Electronic Training Center .

## **Literature Review**

### **Marketing**

All something activities carried out company about how how to make consumers buy products/services that they offer called with marketing. Kotler and Armstrong (2012) stated "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return, meaning marketing as process Where company create mark for customers and build connection strong customer for catch value of customers as rewards. This definition refers to to marketing as liaison between companies and customers in create value Good For customer and also company.

### **Social media**

Social media is a digital platform that allows individual, organization, or group for create, share and exchange information or content in form text, images, audio, or video. This platform facilitate interaction between its users through comments, messages, share content, and activities others who build Network social online. Some of the most popular social media platforms including Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube. Each platform has its own different features and audiences, which allows its users interact in unique way.

Social media first appeared at the end 20th century, with launch of initial platforms such as Six Degrees (1997), which allows its users for make profile and connect with friends them. However, social media start get global attention with the emergence of platforms such as Facebook (2004), YouTube (2005), Twitter (2006), and LinkedIn (2003), which introduced method new in share information, communicating, and building online community.

Development furthermore see the emergence of platforms based on images and videos, such as Instagram (2010) and TikTok (2016), which are more emphasize on visualization content. Innovations This the more enrich social media ecosystem, with various feature new such as stories, live streaming, and customized algorithms with interest user .

### **Email Marketing**

Email marketing is one of the form digital marketing that uses email to send message commercial or promotion to a group of people or customer potential. Purpose main from email

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marketing is for build more relationship strong with customer or audience, increase sales, educate consumers, as well as increase awareness brand .

In practice, email marketing can in the form of delivery newsletter, offers promotion , reminder purchase, or announcement important other relevant with the target audience . With the right technique, email marketing can be one of tool the most effective marketing and has level high conversion compared to with channel marketing other .

## **Website**

Website is gathering the pages information that can accessed via the internet, which can containing various type content like text, images, audio, video, and interactions others. Websites usually consists of from a number of interconnected pages connected using hyperlinks and hosted on a server so that it can be accessed by users through connected devices with the internet. Website works as tool for spread information, interact with audience, and provide service certain online.

Website can own various form and purpose, starting from personal sites, blogs, news portals, e-commerce sites, to corporate websites or organization. Every types of websites have customized features and design with needs and goals specifically.

## **Service Providers**

Service service refers to activities or a process carried out by a company or individual For fulfil need or desire consumer through product or services that are of a nature no tangible. Different with product physical, services no can seen, touched, or saved. Therefore that, service service more emphasizes experience, interpersonal relationships, and interactions between provider service with consumers.

Service service covers various sectors, such as hospitality, education, health, transportation, entertainment and services professional. Characteristics main from service is invisibility, inseparability, perishable (easily lost), and heterogeneity (diversity in delivery).

## **Research Methodology**

Based on priority Partner problems then in accordance expertise possessed by the Proposing/Implementing. Team activities and agreements with Partners for term time implementation activity is 3 months with stage socialization for add Knowledge about social media training marketing funds service. Procedure work for support settlement problem is with method do training, education and mentoring of Partners. It will also done giving questionnaire before and after Training .

## **Results**

### **Social media**

Marketing strategy with utilizing social media platforms. Marketing via social media rated effective compared to method others. Because business and customers direct can interact For finish request customer. Some social media platforms even provide advertisement paid For help promote product your business. For example, Facebook and Instagram are quite popular social media. Lots do changes. Both platforms also support activity marketing business with emit ads and business account features. Businesses will also get bait come back Good in form recommendation or testimoni customers who feel satisfied with your product . This is Of course profitable for business Because increase credibility *brand* at a time conversion sale.



**Figure 1.** Social Media Components

1. **Benefit business implement social media marketing, including:**
  - a. Promotion can done regular or keep going continuous , good paid or free.
  - b. Build your brand credibility with the more the amount interaction business with customer
  - c. Bringing in more many leads or prospects with method more easy
  - d. Increase conversion sales and revenue business
  - e. Economical or more cheap compared to promotion conventional
  - f. Interweaving connection more Good with customer.
  
2. **Mail marketing** is one of the digital marketing strategies that involves email delivery to a group of people with objective for build relationship, promote product or services, as well as guard communication with customers. Although seen simple, email marketing can give significant impact if done with right. Here is a number of aspect important in email marketing discussion:

**a. Components of Effective Email Marketing**

There are some elements that must be pay attention so that email marketing runs smoothly effective :

- 1). **Email Subject:** Subject line is matter first seen email recipient. An interesting and relevant subject is essential. For increase level email open rate. Subjects that are too long or no interesting can reduce possibility of email being opened.
- 2). **Email Content:** Email content must be customized with audience and purpose delivery. Relevant, interesting and informative content, mark to reader will increase engagement. Also make sure that the email is easy to read, both on desktop and mobile devices.
- 3). **Call to Action (CTA):** Every marketing email must have a Call to Action (CTA) own invitation act clearly. CTAs like “Buy Now”, “Register Today” , or “Learn More”. More Continue " giving direction to recipient for take action after reading email.

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- 4). **Personalization:** Usage Name recipient or mention preference they can make emails more personal and improve chances of an email being opened and read .
- 5). **Email Design:** Clean and simple design navigation is very important. Make sure that the email is visible professional and responsive in various devices (especially mobile devices).

### b. Email Marketing Strategies and Tactics

For operate a successful email marketing campaign, necessary there is a mature strategy. Some common strategies used is:

- 1). **Email Welcome Series:** Sending a series of congratulatory emails come to customer new or new user Subscription is very important. This email introducing a brand, product, or services offered, and help build connection positive start.
- 2). **Transactional Emails:** This type of email sent after customer do action certain, such as purchase product, registration account, or download. This email functioning For give confirmation, reminder, or information relevant additions .
- 3). **Reminder Email Basket Shopping:** For customers who have add product to basket but not yet finish purchase, reminder email can push they For finish transaction.
- 4). **Email Based Segment:** With divide email list by preferences, location, or behavior customers, you can send more messages relevant and personal, improving effectiveness campaign.
- 5). **Periodic Email:** Send emails on a scheduled basis or periodically, such as bulletin or updates product, can guard connection with customers and remind they about your brand.

## Conclusion

As for the conclusion can improve income SME Entrepreneurship of Padang Tualang Village Community through Digital Marketing and the Use of Social Media that is:

1. Use digital technology has influence all aspect activity humans, including Marketing. Marketing digital based used for to obtain consumer, build preference they, promotion brand, maintain consumers, as well as increase sales that ultimately increase profits. Digital marketing allows buyer to obtain all over information about products and transactions via the internet, and allows seller for monitor and provide need as well as desire candidate buyer without limitation time and geography. Digital marketing is also method communication two direction that can raise public awareness and engagement to products and brands certain. Platforms that are often used for digital marketing is social media, especially Whatsapp and Instagram. Changes behavior marketing from conventional to digital no balanced by the existence of MSME actors who use digital marketing, even though MSMEs are trusted capable spur Indonesian economy . Utilization draft marketing based on digital technology becomes hope for MSMEs to develop become center strength economy. MSMEs can using social media as digital marketing tools.
2. Besides cheap and no cost the need own skill special in do initiation early, social media considered capable to directly to achieve consumers. If UMKM actors understand will the importance of digital marketing for business they are expected to they will motivated For using digital marketing as means communication and promotion, as well as can practice it directly with utilizing social media .

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