



Implementation Marketing Strategy for Business Start-up: Applications Home Care “4 Care”

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Marketing strategy is an effort to develop market product, both of goods and services using a powerful and specific plan also strategy to determine the sales proportion becomes higher. Here, the marketing strategy has an important role in company due to economic value. The purpose of marketing to create a marketing strategy using digital marketing with increasing unique users and applications features to get a revenue according to the marketing targets. One of the marketing strategies is carried out by PT. Rembaka Catur Sekawan on Four Care Application service in the advertising strategy through the social media. Social media was chosen due to most a people use their daily activities for various purposes. In addition, social media was chosen as a advertising platform because it has a wide reach in marketing.

Keywords: Marketing Strategy, Startup Business

1. INTRODUCTION

The new phenomenon of lifestyle is changes those are simple and instantaneous. It's happens because a people recently accustomed to being spoiled with a variety of complete and easily accessible facilities and increasing the online facilities. Along with the development of smartphone era, the urban society's behavior is changed and captures a new business opportunities to answer the customer needs in the current digital platform. The one manifestation of changing community behavior is e-commerce businesses and online applications to increase demand and become targets for all the businessmen. The significant developments have also taken place in the health technology business. The development trends in health technology services, is ranging from the registration category to distribute in Asia Pacific region. It was relates to Asia which is the largest ecosystem for Health tech. Based on this phenomenon, the right marketing strategy is needed in running the Four Care marketing application [1, 2]. The marketing strategy aims to introduce Four Care to the public until consumers know and use and then recommend the Four Care application. Marketing strategy activities carried out to attract new customers and make the customers to repeat orders is through advertising [3, 4].

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Four Care's advertising strategy is determined by using several criteria, the first in terms of value for consumers, and the Four Care ad that describes the Four Care app that makes it easy for customers to get health with fast services. Secondly, the advertising strategy from Four Care application can be reach DKI Jakarta area due to customer candidate in Jakarta have a huge population and high congestion [5]. Thus, it needs a health with fast services and easy to access. Third, the Four Care app advertising strategy, based on competitor study, Four Care's advertising strategy enters the penetration business strategy where four treatments use a penetration pricing strategy over pricing strategy under competitors [6].

2. METHODOLOGY

In order to achieve the result, we determine a marketing strategy through to Customer Care Advertising Journey analysis over Four Care Application. Thus, we use the several methods to assess Four Care Application as follows: 1) Aware is a motivation over Four Care with introduction to the Four Care brand, followers of social media accounts know Four Care through various Four Care social media [7]. Then the customer decides on their own attitude towards Four Care (like it or not). 2) Consideration is the Phase which is an interest in the Four Care brand. Here, followers of the Four Care social media

account are attracted over Four Care brand because of service innovation, ease of access, quality resources, and services also affordable costs. His interest in the Four Care brand is because of the delivery of messages and information about health [7, 8]. Four Care’s social media account followers process the Four Care account message delivery and consider the delivery of messages by the Four Care Instagram account regarding the suitability of the product offered to the contents of the message delivered in increasing customer interest in the Four Care brand [8]. 3) Convention is customers interested in the product. It means they don't buy right away or they will ask questions first. The Convention phase is a information search related to the Four Care products offered, social media account followers Four Care searches for information on Four Care through surf the internet, through social media accounts about service reviews, downloading applications and offline by sharing with friends which results in a recommendation [8]. 4) Download is a consumer response to the products offered by Four Care. Customers get positive information search results that affect the belief that the products offered by Four Care are high quality. So customers download the Four Care application. 5) Selling is a purchasing response to a product offered by Four Care. So that customers make a purchase response by placing an order through the Four Care application [9]. 6) Advocate which is loyalty and recommends Four Care to others, Customer is loyal and recommends Four Care spontaneously and not spontaneously towards others. Here, we obtain the highest consumer loyalty the highest from the activeness of recommending a brand [10].

3. RESULT AND DISCUSSION

A. Determination of Market over Four Care Target

In order to achieve the result, We calculate the determination of Four Care target market based on the Customer advertizing journey. We explain in the calculation of the Four Care target market (see Table I).

Table I. Target Market

	Aware		Consideration		Conversion		Download		Selling		Advocate		
	Scope	%	Scope	%	Scope	%	Scope	%	Scope	%	Scope	%	
Campaign	2.691.400	40%	1.076.560	35%	376.796	27%	101.735	23%	23.373	20%	4.680	10%	468
Digital Marketing	45.000.000	45%	20.250.000	38%	7.695.000	23%	2.154.600	25%	396.900	20%	112.616	12%	13.514
Promo	9.000	100%	9.000	100%	9000	90%	8.100	60%	4.820	55%	2.673	25%	668
TOTAL			21.335.560		8.080.796		2.264.435		425.093		119.969		14.650

In Table I shows the percentage of consumer trips seen from the phase where consumers recognize Four Care, then feel interested in Four Care, and ask questions about Four Care, consumers download and use the Four Care service application. Based on these calculations, we determine a target marketing sales when consumers already use Four Care application services and consumers

are satisfied. Thus, consumers will recommend to those around them where in marketing strategies are also called WOM (Word of Mouth) strategies. Based on the Customer advertising journey above, then we determine the target user download as in the following Table II.

Table II. Determine Target

	Y-1	Y-2	Y-3	Y-4	Y-5	Y-6	Y-7	Y-8	Y-9	Y-10
Total Download	23373	55295	53295	90470	121519	183484	277063	418363	631720	953909
Campaign	394900	568294	940971	1366507	2065436	3115775	4706818	7104274	10727454	16198456
Digital Marketing	4820	7176	10990	16595	25098	37838	57136	86275	130275	196716
Promo	425093	641890	969255	1463574	2209097	3337096	5039015	7608912	11489458	17349081

B. Network Marketing Strategy

PT Rembaka Catur Sekawan uses a network marketing strategy in developing Four Care service application (see Figure 1)

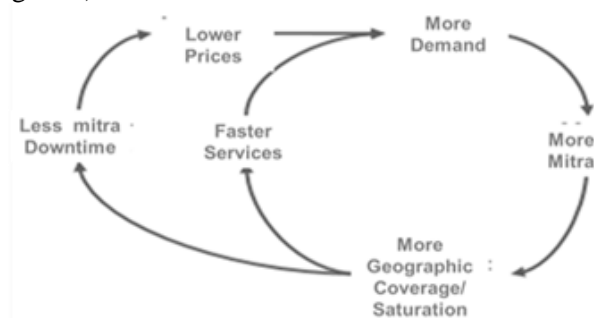


Figure 1. Marketing Strategy

Four Care applies as a penetration pricing strategy, through this strategy the price of Four Care services is lower than the prices of competitors that already on the market. The low price strategy used to attract consumers to use the Four Care application services thus increasing the number of consumer demand to use the Four Care service application services. To increase the needs of Four Care service application customers, PT Rembaka Catur Sekawan respond very quick to these needs by increasing the number of partners. The increasing number of Four Care application service partner can ultimately able to increase the Four Care service application service area coverage. Increasing the coverage area of the Four Care application services is further able to make partners immediately to provide Four Care services and reduce the waiting time of partners getting customers.

4. CONCLUSION

Based on the marketing strategy described above, we can conclude it. That we can achieve all plans and targets of PT Rembaka Catur Sekawan according to the targets produced. However, if there are changes in consumer consumption patterns or system changes that affect the pattern of use the application services. Therefore, we demand a deeper study in determining and implementing marketing strategies under the conditions of the remaining business environment.

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