

EVALUATING FORE'S DIGITAL MARKETING EFFECTIVENESS ON SALES AND CUSTOMER ENGAGEMENT



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ABSTRACT (10 PT)

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Fore's digital marketing strategy has boosted sales and strengthened customer engagement through targeted ads, social media campaigns, and data-driven content. Metrics like website traffic and conversion rates show its success in connecting with customers. Therefore, in this scientific journal, the writing method used by the authors is a qualitative descriptive. Based on the results obtained from the research, the author concludes that customer retention can improve with more personalized marketing and ongoing campaign optimization to sustain growth. Fore's efforts have driven business growth, but continued focus on innovation and personalization will be key to long-term success.

1. INTRODUCTION

1.1. Background

Digital transformation has drastically changed the way businesses operate from how the company interact with customers to how they manage company performance and marketing strategies. However, thanks to digital platforms and tools companies can reach more target audiences in more ways than ever before. Moreover, technological advancements enable companies to offer personalized experiences to customers and accurately track their market performance. That is why digital marketing has become an important part for companies because nowadays, consumers and technology are deeply intertwined and companies that fail to keep pace with technological advancements will be falling behind struggling to survive in the market.

Fore is one of a fast-growing local coffee shop brand that has successfully used digital marketing as a key driver in increasing its presence in the competitive food and beverage market. This local coffee shop brand is also known for its high-quality coffee and their ability to provide an exceptional customer experience. This is what makes Fore very famous in Indonesia with over 4000 outlets in Indonesia and even successfully expanding to Singapore. This success has certainly been realized by Fore with the help of their comprehensive digital marketing strategy. Even the owner of Fore, also said that one of the keys success in this digital era is a digitalized marketing strategy and the ability to adapt to technological advancements.

Therefore this report will evaluate the effectiveness of Fore's digital marketing strategies in increasing sales and enhancing customer engagement. By examining Fore's digital branding, storytelling methods, social media strategies, customer engagement, marketplace performance, and comparing Fore's strategies with other competitors. This study will provide insights about how digital marketing has contributed to Fore's growth. It will also offer recommendations for further optimizing their strategies, helping Fore stay ahead of the competition in a market where digital engagement is key to maintaining customer loyalty and growing brand visibility.

1.2. Problem Statement

1. Is Fore's digital marketing strategy effective in driving sales?
 2. Is Fore's digital marketing strategy be able to enhance customer engagement?
 3. What aspect of Fore's digital marketing strategy need to be improved?
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1.3. Objectives

1. Determine the effectiveness of Fore's digital marketing strategy in increasing sales.
2. Examine the influence of Fore's digital marketing strategy on customer engagement.
3. Identify aspects that need to be improved from Fore's digital marketing strategy.

2. LITERATUR REVIEW

2.1 Digital Branding

In today's digital era, it is very easy for business to market their business to the wider community with available digital media. This marketing strategy requires interactive content that is in by the trends and tastes of the target market and able to increase the engagement of followers of the content considering that technology will certainly continue to develop. Companies are expected to continue to innovate and focus on customers by implementing Augmented Reality (AR) or Artificial Intelligence (AI) to make it easier for companies to increase technology knowledge and provide excellent service (Diaz et al., 2022).

However, another component that is more important to drive a digital marketing strategy, namely digital branding. Digital branding is a marketing component that utilizes digital technology to create a brand identity and develop its brand through internet-based channels which will ultimately increase brand awareness in the minds of consumers (Ress, 2022). Digital branding focuses on creating a brand image and value in the digital space. This means that digital branding seeks to increase brand awareness, brand image, brand equity, and brand loyalty, rather than generating sales. Without these aspects, brand sales will tend to be low in the long term due to the absence of repeat buying processes from customers.

2.2 Storytelling Methods

Storytelling is the process of conveying the contents of the mind in the form of perceptions, understanding, life experiences, and life learning in a way that follows the intention of the message and aims to share emotions and insights (Serrat, 2017)

Storytelling is done to exchange thoughts and learning, create goals with other individuals, and make critical decisions efficiently. Storytelling in marketing has a very crucial role in conveying an understanding of the brand to consumers. Storytelling not only conveys information, but also conveys emotions, imagination, and the company's perception of the brand to consumers. So that consumers not only understand the brand in theory; but also have a close psychological bond with the brand, commonly called brand resonance.

According to (Woodside, 2016), the purchasing process is greatly influenced by the state of consumers' emotional feelings towards the stories they hear about the product. Therefore, companies need proper service management for consumers during the purchasing process to help them determine their assessment of the product story.

2.3 Social Media Strategies

Social media is a platform for conveying messages, understanding, and building relationships with many people boldly who are interconnected and depend on technological capabilities and mobility (Tuten & Solomon, 2015).

The more technology develops, the more social media platforms can be used for marketing to increase brand visibility in the digital space. Social media opens up space for businesspeople to market their products to reach as many customers as possible. This marketing strategy has three types of media that marketers can use: paid media, owned media, and earned media. With these media, companies expect brand messages to be fully conveyed to consumers.

Social media marketing has a close relationship of involvement between companies and consumers; also has a strong influence in reaching audiences on social media. So many people spend their time on social networks, and hopefully, there will be a lot of interaction with brands (Toor et al., 2017).

2.4 Customer Engagement

According to (Kotler & Armstrong, 2018), customer engagement is the process of direct and consistent customer interaction in shaping experiences with brands. To trigger the emergence of customer engagement, consumer needs and desires are needed that may not have been fulfilled. As time goes by, customer needs will certainly continue to change and develop. So that the role of customers is not only to enjoy the product; but also has a role as a partner for the company to create and develop new values in the product to increase customer satisfaction (Sashi, 2012).

Customer engagement is very crucial for long-term business desires. Customer involvement will certainly increase brand equity and brand loyalty; and also build a positive brand image because the company listens to what consumers want and need in developing its products. (Brodie et al., 2011) held an opinion of three main dimensions that can categorize customer engagement: the cognitive dimension related to thinking, the emotional dimension related to feelings, and the behavioral dimension related to real actions.

2.5 Food Delivery Applications Performance

In this modern era, online food delivery is very helpful for many people in facilitating the process of purchasing food. This service offers efficiency in ordering food, starting from menu choices, promotions, payments, and delivery, yet it can be done anywhere and anytime. This is very beneficial, especially for workers who are often too busy to go out to buy food. In addition, users are also facilitated by the many food outlet choices without having to search the streets to find food choices. According to (Lee et al. 2017), many people prefer to buy food online because it is more efficient and the application is easy to use. With this, customers feel more comfortable because they do not need to visit food outlets directly and can save time.

2.6 Competitor Benchmarking

Companies that are relatively new; are starting; or are just on the verge of increasing, need to identify the company's operations by comparing the company's performance with competitors and adopting competitor practices that are considered to be running well, and those are used as learning material for the company. This is called competitor benchmarking. According to APQC in (Sekhar, 2010), benchmarking is an effort made by companies to improve their company's performance by identifying, understanding, and adapting the implementation of other companies that are relatively successful. In short, benchmarking is learning from others.

If a company wants to continue to advance and develop its business, the company must continue to learn and gain knowledge from the experiences of other companies as well and not only focus on its own company. With that, the company can identify what the company's advantages and disadvantages are, so that the company knows what to avoid and what to do to keep running its business.

3. METHOD

3.1. Data Collection Method

Data collection was conducted through three main sources: secondary data, direct observation, and documentation. First, secondary data was gathered from Fore's social media platforms, including Instagram, TikTok, and X, as well as the Fore Coffee app and Fore's official website. Additionally, data from food delivery platforms such as Gojek, Grab, and ShopeeFood was analyzed, encompassing customer reviews and product popularity. The marketing team also collected information on Fore's marketing strategies, customer engagement levels, and collaborations with partners featured on Fore's platforms.

Second, direct observation was carried out to examine various elements of Fore's digital marketing strategy. This included content design, the use of digital advertisements, and the effectiveness of campaigns such as #CurhatdiFore and product bundle promotions. Observations also focused on how Fore enhances customer engagement across platforms, including loyalty programs and exclusive promotions for consumers.

Third, documentation and performance reports served as critical sources for gathering data needed to expand Fore's consumer reach. This data included website visits, customer conversion rates, engagement rates, and Return on Ad Spend (ROAS) from digital promotions. Additionally, performance reports from Fore's own campaigns, such as exclusive collaborations with GoFood and GrabFood, provided further insights into the effectiveness of the strategies implemented.

We also employed a descriptive qualitative data collection method to evaluate the effectiveness of Fore's digital marketing strategies in boosting sales and customer engagement. Data was gathered from various sources, including social media platforms like Instagram, TikTok, and X, as well as the Fore Coffee app and Fore's official website. Furthermore, secondary data such as customer reviews, ratings, and product popularity from food delivery platforms (Gojek, Grab, ShopeeFood) were analyzed. Direct observation was conducted to identify key elements in Fore's digital marketing strategy, including content design, the use of social media advertising, and the effectiveness of promotions like #CurhatdiFore. Documentation in the form of digital performance reports was also utilized to understand key indicators such as customer conversion rates, engagement rates, and Return on Ad Spend (ROAS). This approach allowed researchers to provide a detailed description of how Fore leverages digital marketing to build its brand, enhance customer engagement, and compete in a highly competitive market.

3.2. *Data Analysis Method*

Descriptive analysis was conducted by reviewing customer survey results and social media engagement data from platforms like Instagram and TikTok, which revealed an average of 1,988 likes and 73 comments per post. This data was supplemented with insights from food delivery platforms such as GoFood, GrabFood, and ShopeeFood, highlighting positive responses to promotions like discounts and product bundling. The findings were presented through graphs, tables, and diagrams, illustrating that Fore's marketing strategy is relatively effective, although there is room for improvement, particularly on platforms like Twitter.

Quantitative analysis examined the relationship between Fore's digital marketing strategies and sales as well as customer engagement. Data showed that the GoFood Exclusive campaign boosted sales of the new product "Kopaja" by 700%, while Grab Ads delivered a ROAS of up to 45 times and 4.9 million impressions. Regression analysis was used to evaluate the impact of promotions on sales, while ROI calculations assessed the efficiency of Fore's digital investments, affirming the success of its marketing strategies in driving revenue growth.

Fore was benchmarked against competitors Kopi Kenangan and Janji Jiwa in terms of social media engagement, promotional strategies, and online reputation. While Fore excelled in engagement metrics, it lagged in follower count. Promotional initiatives like collaborations with influencers and the sustainability-themed "Tani Series" were strengths, but Fore could learn from Kopi Kenangan's giveaway content and Janji Jiwa's emotional approach to enhance its competitiveness and brand visibility.

The study also leveraged artificial intelligence (AI) technologies, including GPT AI and analytics platforms like Rationale, to process and analyze the collected data. This use of AI enabled efficient evaluation of large datasets and provided deeper insights into Fore's marketing effectiveness.

4. RESULTS AND DISCUSSION

4.1. **Digital Branding**

Fore's target audience is the younger generation or gen-z and young professionals. Therefore, as an effort to strengthen its digital branding amidst the tight competition with competitors, Fore strives to create a strong brand identity through marketing messages that can create a modern, premium, fresh, and relaxed impression. Some important aspects that Fore considers to build strong digital branding are:

4.1.1. Logo, font, and color palette

The selection of logo design, color, and font is the main factor in supporting digital branding and strengthening brand identity. Because the use of logos, colors, and fonts that are consistent and in accordance with the target audience can create a deep impression of the brand on digital platforms that are visual in nature such as social media. Not only that, the suitability with the target audience can make the brand closer and more relevant to the target audience. The following is an analysis of the logo, color, and font used by Fore:

- **Logo**



Image 4.1.1 Fore's Logo

The younger generation and young professionals tend to like designs that are able to keep up with the times, look modern, and are able to give a premium impression as part of a lifestyle. However, the design must also be able to display a practical impression that is appropriate to the behaviour of the younger generation in the era of digitalization. This was realized by Fore in creating its logo. Fore uses a contemporary design represent coffee beans, which are the main ingredient of their core products and avoids excessive usage of elements so that it can give a minimalist, modern, and practical impression. Not only that, the Fore logo design which only uses simple lines with uncomplicated patterns is also able to give a clean, organized, premium, and professional impression. So that the Fore logo becomes more relevant to the target audience, tends to be more easily remembered by the audience and is able to reflect the Fore brand identity

- **Font**

Fore use a simple font with design that is able to give a modern, clean, and elegant impression but not excessive. One of the fonts that is often used by Fore is the Sans-Serif font



Image 4.1.2 Sans Serif Font

This font is used in Fore's official website and several content because Sans Serif font gives a modern and minimalist impression that is very much in line with Fore's marketing message. Not only that, this font is also easy to read, making it easier for the audience to understand the message contained in Fore's marketing content considering that the younger generation tends to prioritize simplicity, ease, and a modern impression.

- **Colour**

Not only logo and font design, Fore also uses a color palette that is able to reflect its brand identity that prioritizes a modern, minimalist, premium, fresh, and relaxed impression. Fore uses the following colors consistently across its logo, website, application, and marketing content:

1. Black

Black is used by Fore for their menu text on the website so the audience can see the menu more clearly. Fore also used black color in several content on their social media as a background because black can create an elegant, premium, and professional impression

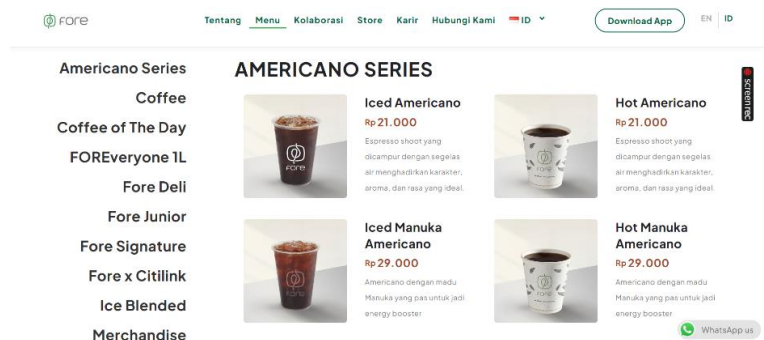


Image 4.1.3 Menu from Fore's Website



Image 4.1.4 Post from Fore's Social Media with Dark Colored Background

2. White

Fore used white as the base color for their logo, website, and content to reflect a minimalist, organized, and bright impression. This is very useful for increasing the user experience and audience comfortability of the audience when interacting with the brand. In addition, white is also often used as the text color for their social media content with a dark background, so the text can stand out more.

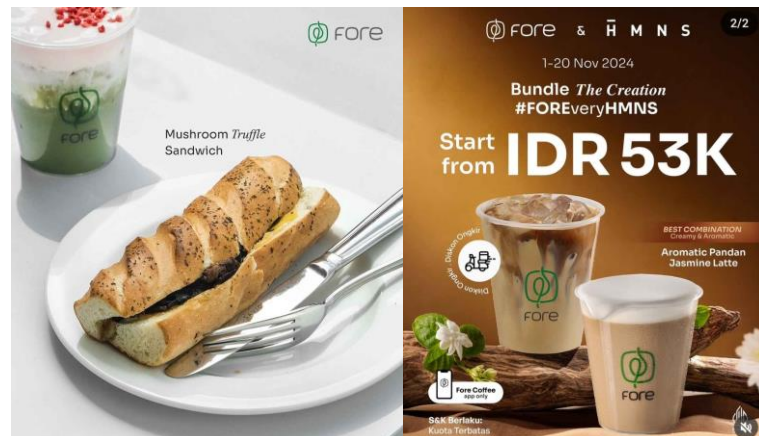


Image 4.1.5 Posts from Fore's Social Media that used White Color

3. Brown or Beige

Brown or beige is often used by Fore in creating their social media content, because it can give a warm and friendly impression, this color is also identical to coffee which is Fore's main product

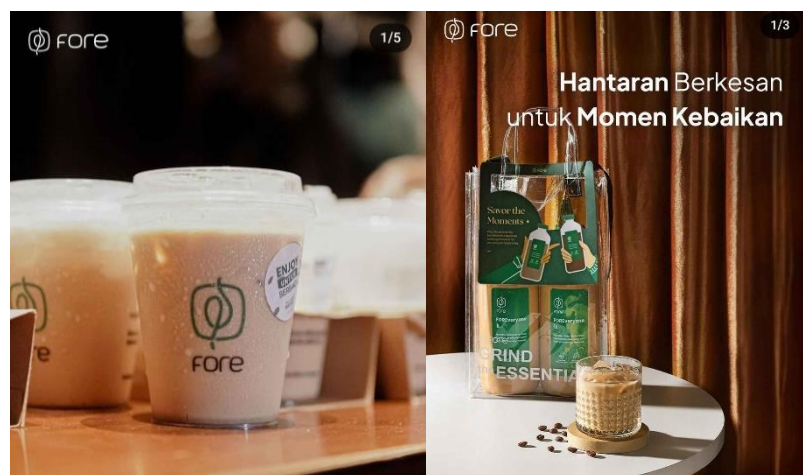


Image 4.1.6 Posts from Fore's Social Media that used Beige or Brown Color

4. Green

Green is very identical to nature, freshness, and can give a natural and sustainable impression. Fore used green color as a symbolic form to show that Fore's products were made from natural ingredients. In addition, the green color used in Fore's logo and social media content to give a fresh and interesting impression to look at.



Image 4.1.7 Posts from Fore's Social Media that used Green Color

5. Grey

Lastly, Fore also uses grey color to give a neutral, calm and elegant impression. However, Fore usually combining the grey color with a brighter colors such as green or white for their social media content to prevent a gloomy or dim impression on the content.



Image 4.1.8 Posts from Fore's Social Media that used Grey Color

4.1.2. Website and Digital Ordering Methods

- Website

The Fore's official website has a minimalist design but the information contained in the website is very complete and comprehensive. The information contained in the Fore website includes brand profiles, collaborations carried out, store locations, and information related to contacts that can be contacted by the audience to ask questions and provide feedback. Not only that, Fore also has a menu feature that directly directs consumers to the Fore application when consumers want to order products.



Image 4.1.9 Ordering feature in Fore's website

Not only have complete information, the Fore official website can also be accessed by the audience using various devices such as smartphones, laptops, and PCs. This ensures that all information and the needs of target consumers can be fulfilled through just one platform that can be accessed through various digital devices. So it can be concluded that completeness of the information and user friendly design of Fore's official website is able to meet the needs and preferences of the younger generation and young professionals who prioritize convenience and practicality in finding information



Image 4.1.10 Fore's website main page

Not only able to maximize the ease of customers in getting information, Fore has also succeeded in increasing the visibility of its official website. Currently, Fore is on the first page of SERP (Search Engine Result Page) with the keyword "coffee shop website". Fore was able to realize this achievement through a comprehensive SEO strategy. Because Fore uses relevant keywords such as "coffee", "coffee online", and "coffee shop website". In addition, Fore also has a simple URL form such as fore.coffee/menu. A neat, simple, and descriptive URL structure makes it easy for search engines to understand the content of the page, which increases indexation and ranking on search pages. So with their simple URL form, Fore can more easily increase brand awareness of the target audience and strengthen Fore's brand identity.

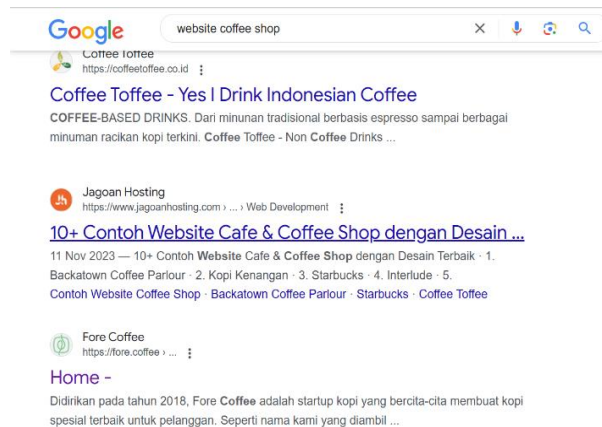


Image 4.1.10 Search Results for the keyword “coffee shop website”

- **Application-Based Ordering Method**

Not only optimizing brand messages on its official website, Fore also optimizes messages related to their brand identity through the Fore Coffee application

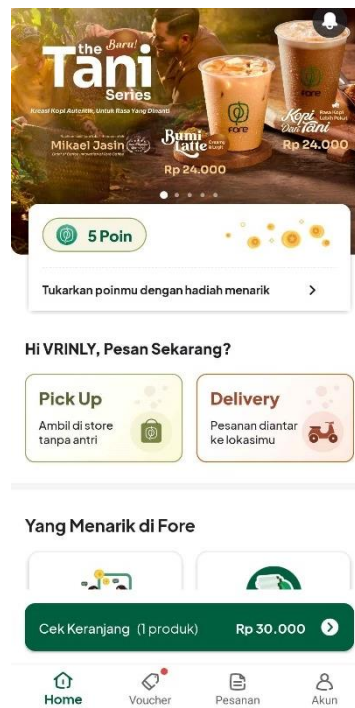


Image 4.1.11 Fore's application homepage

Through its application, Fore is able to create a modern impression that follows the era of digitalization, a minimalist impression through the appearance of the application, and provide convenience for customers with a user-friendly application and an easy and fast purchasing process. When using the app, customers can choose between delivery and self pickup methods. For delivery methods, customers must enter the shipping address first. After that, customers pay for the products purchased with various payment options such as OVO, Gopay, and DANA. Finally, the customer's order will be processed. Through an online-based ordering process that is easy, fast, and can be accessed anytime and anywhere, Fore is able to create a positive customer experience and be relevant with the target audience preference. Because Fore's target

audience are the younger generation and young professionals who tend to like convenience, practicality, and efficiency in ordering products.

4.13. Content Marketing

Content is one of the important aspects in digital marketing activities because it determines the number of audiences that can be reached and the potential for consumer conversion through social media. Therefore, the content must be able to reflect the brand identity and be relevant to the target audience so the marketing strategy can be carried out effectively. Based on this definition, the marketing content created by Fore is quite relevant to the target audience because they often uses trends that are currently viral among the younger generation. One of the relevant content is POV (Point of View) content that shows a funny point of view about a customer who has ordered Fore coffee but disappears before getting their coffee. So the Fore barista goes around the store to look for the missing customer.



Image 4.1.12 One of Fore's TikTok Content

Then Fore also uses informal language that seems relaxed in creating their content to resonate with the language style of the younger generation. Not only creating POV content, Fore also uploads a podcast content that is widely enjoyed by the public, especially the younger generation on their official YouTube account. One of Fore's famous podcasts is its collaboration with Cinta Laura entitled "Inspiration and Motivation for 2024", this content discussing about love issues that is quite related with younger generation live struggles, therefore this podcasts managed to attract the attention of the audience with 52,000 views, which means that the content created is quite effective and has attracted many audiences



Inspirasi & Motivasi Terbaik di 2024
#ForeU | Fore Coffee Podcast Special Epis...
Image 4.1.13 One of Fore's Podcast Content on Youtube

Even though Fore targets the younger generation and often uses informal language, Fore is still able to show their brand identity as a modern coffee shop with a minimalist style and premium quality. This is proven through Fore's posts Instagram which provide an implied message about the quality and type of coffee that Fore used to make their product. The Instagram posts are quite effective in showing the audience that Fore uses premium ingredients in making its coffee.

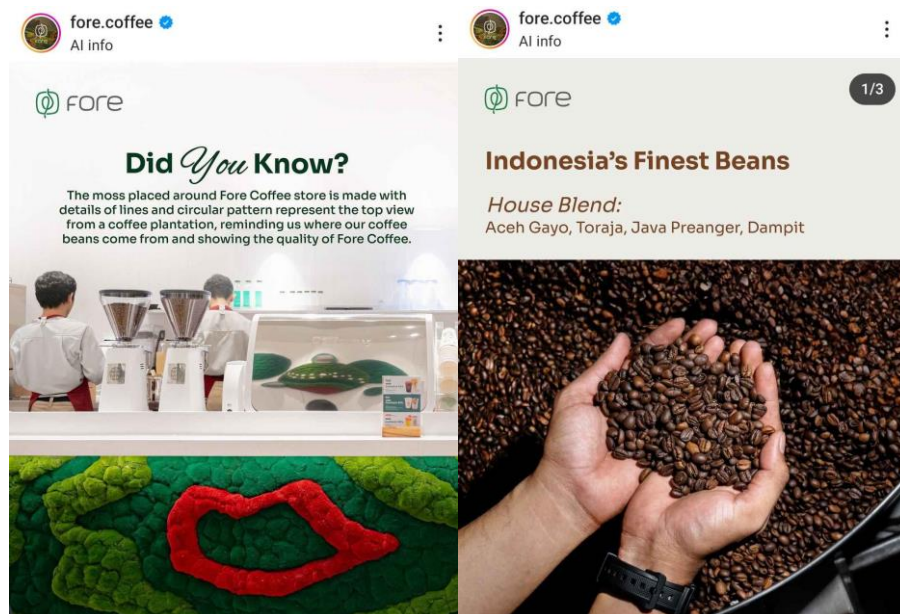


Image 4.1.14 Fore's Instagram posts

Not only highlighting excellence in terms of quality, Fore also shows a modern and minimalist brand identity through Instagram posts regarding the location and design of Fore stores. So Fore is able to create an elegant, minimalist, modern and comfortable impression in consumers and the target audience mind.



Image 4.1.15 Fore's Instagram posts

4.2. Storytelling Methods

42.1. Highlighting Product Value (Product Story)

Fore Coffee often tells the uniqueness of its products, such as:

1. The Origin of Coffee Beans: They highlight the use of quality local coffee beans, such as from Gayo, Toraja, or Flores. This story shows support for local farmers while highlighting the uniqueness of the Indonesian taste.
2. Manufacturing Process: They share information about the modern roasting or brewing process while still maintaining the traditional taste.

Example of Application: Short videos on Instagram that show the journey of coffee beans from local farmers to a cup of Fore coffee.

42.2. Connecting Products with Consumer Moments (Emotional Storytelling)

Fore Coffee creates stories that connect its products with special moments for consumers, such as:

1. "Coffee for Busy Days": Offering coffee as a productivity companion in the middle of the workday.
2. "Shared Moments": Making coffee a connection for quality time with friends or family.

Example of Application: Posts depicting someone enjoying Fore coffee while completing work, with the tagline: "From the best beans for your best performance."

42.3. Using Social Media to Deliver Their Story

Fore Coffee leverages platforms like Instagram, TikTok, and YouTube to tell their story in an engaging way:

1. Aesthetic Visuals: Photos and videos that depict the beauty of their products and the process of making them.

2. Educational Content: Posts that explain the unique taste of their coffee or tips for enjoying coffee in the best way.
3. Consumer Story Campaigns: Inviting customers to share their experiences enjoying Fore Coffee through a specific hashtag.

Example Implementation: Short TikTok videos that show "a day with Fore Coffee," from purchasing to enjoying it in the office.

424. Collaboration with Influencers and Communities

Fore Coffee often collaborates with influencers and communities to spread their stories:

1. Influencer Personal Stories: Influencers share how Fore Coffee has become part of their routine.
2. Community Events: Such as casual discussions or workshops involving Fore products.

Example Implementation: Food & beverage influencers share their experiences trying the latest Fore coffee variants with a focus on the taste and uniqueness.

425. Sustainability Storytelling

Lastly, Fore also highlight efforts to use eco-friendly packaging and support sustainability in the coffee business. This story portrays Fore Coffee as a brand that cares about the environment, appealing to consumers who are oriented towards these values. Example Application: Social media posts with messages such as "Support local farmers, enjoy eco-friendly coffee with Fore."

4.3. Social Media Strategies

Fore Coffee effectively leverages social media as a key component of its marketing strategy, with the goal of driving sales growth. Its Instagram account, boasting 277,000 followers, has successfully enhanced customer engagement, branding, and brand awareness. Fore targets millennials and Gen Z, who share a strong interest in coffee. The brand's social media content strategy revolves around four key pillars: education, entertainment, promotion, and community building.

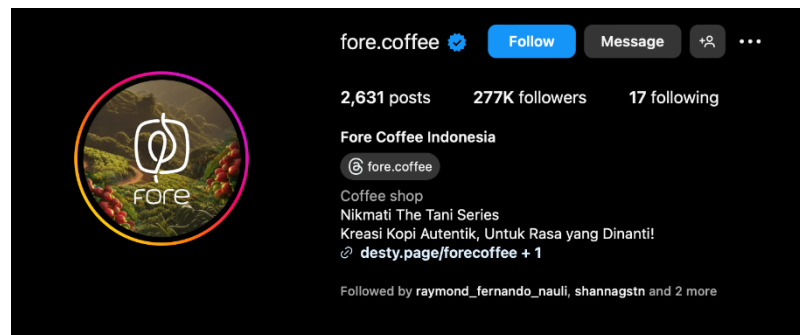


Image 4.3.1 Fore's Instagram profile

The first content pillar is educational content includes topics such as the origins of coffee, various coffee types, and the brewing process. Second, entertainment content, on the other hand, is designed to capture the audience's attention by aligning with current trends and incorporating interactive elements. Third, promotional content aims to boost customer involvement by encouraging them to share their moments with Fore. For instance, Fore's #AhhhMoment campaign invites customers to post photos of themselves enjoying Fore Coffee, fostering a sense of connection.

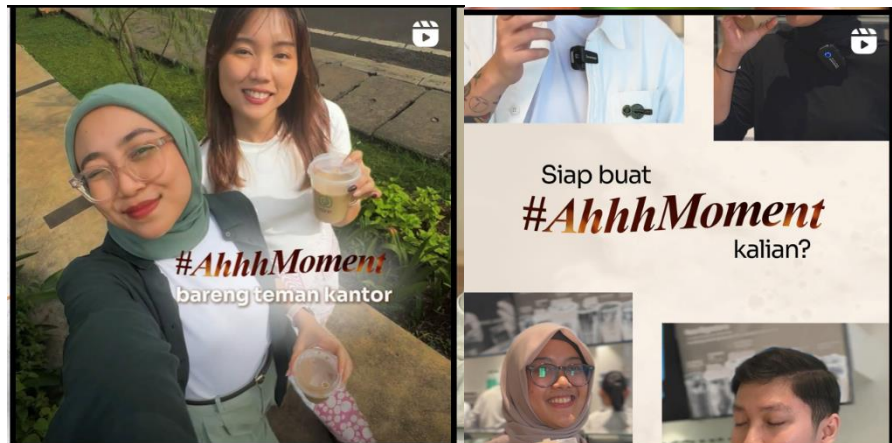


Image 4.3.2 Fore's Instagram reels about #Ahhhmoment

The final content pillar, community building, highlights Fore Coffee's unique commitment to its partnerships with coffee farmers. This is exemplified in the "Tani Series" campaign, which showcases the brand's social responsibility toward the farmers who supply high-quality coffee beans. By emphasizing the vital role of these farmers, Fore not only demonstrates its appreciation but also reinforces its dedication to delivering exceptional coffee experiences to its customers.



Image 4.3.3 Fore's Instagram post about #Ahhhmoment

In conclusion, Fore Coffee's social media strategy effectively combines education, entertainment, promotion, and community building to strengthen its brand presence and drive customer engagement. By targeting millennials and Gen Z, the brand leverages its Instagram platform to share informative and trend-driven content that resonates with its audience. Promotional campaigns like #AhhhMoment foster customer interaction, while initiatives such as the "Tani Series" highlight Fore's social responsibility and commitment to sustainability. This holistic approach not only enhances brand awareness but also builds a loyal community of coffee enthusiasts who value quality, transparency, and meaningful connections.

4.4. Customer Engagement

Fore's strategy to increase customer engagement in every touchpoint is quite unique and interesting. Because Fore has different ways for various channels of interaction with consumers, for example for Instagram, Fore promotes a program called #CurhatdiFore. This program invites

the audience to upload photos of their favorite Fore drinks on their Instagram stories. Then the lucky audience will get a free drink and a consultation session with a psychologist at the Fore Coffee Store. This program is certainly effective in increasing audience engagement in promoting Fore and is able to give a positive impression in the eyes of the audience because of Fore's concern for the importance of mental health.



Image 4.4.1 Fore's Instagram post about giveaway announcement

Not only uploading interesting programs, Fore also uses Instagram to promote their limited offers such as buy 1 get 1 promos or bundle package promos.



Image 4.4.2 Fore's Instagram post about their promos

This can certainly attract consumers to follow Fore's social media accounts and get involved in the Fore Instagram community in order to get the latest information related to promos and other attractive offers. Apart from attractive promos and programs, Fore's also created several content related to customer testimonials. This content is also a form of Fore's strategy to increase customer engagement on its social media while simultaneously utilizing this engagement to gain the trust of the audience on Instagram. Customers who are invited to make testimonials will certainly be very happy because they feel that their opinions are needed and important for Fore so that a sense of emotional involvement with the brand will arise. Meanwhile, the audience who sees testimonial content from customers will certainly trust the credibility and taste of Fore Coffee products more.

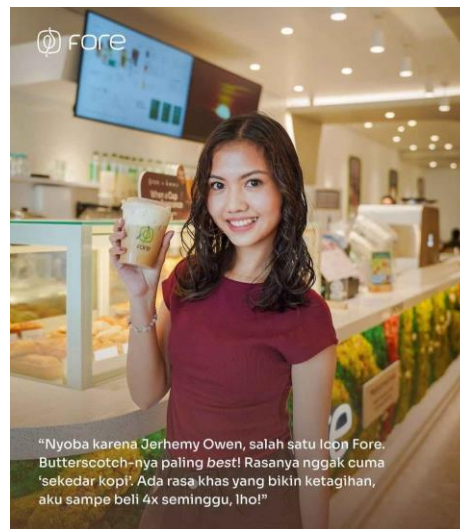


Image 4.4.2 Fore's Instagram post about customer testimony

Based on the Instagram engagement calculator, Fore was able to achieve an average of 1,988 likes per post with 73 comments per post. So it can be concluded that Fore's efforts to increase audience and customer engagement to like Fore's posts have been quite effective. However, Fore still has to evaluate and maximize its strategy to increase customer engagement in giving comments.



Image 4.4.3 Fore's Instagram engagement rate

Although Fore's strategy to increase customer engagement on Instagram are quite effective, Fore is still not optimal in increasing customer engagement on the Twitter social media platform. Fore's efforts to build consumer engagement on Twitter are different from Instagram, on its official Twitter account Fore had used polls to interact and get responses from consumers. Even though Fore created polls that were not always promotional but also discussed relaxed topics, their efforts to increase customer engagement on Twitter were quite unsuccessful.





Image 4.4.3 Fore's Polling on Twitter

Polls created by Fore tend to receive passive responses from Twitter audiences, with less than 20 responses. Therefore, Fore's strategy can be considered less effective for Twitter, which is more suited to humorous conversations and interesting Q&As about trending topics than polling systems or promotional content like on Instagram. So Fore must evaluate and revise its customer engagement strategy to be able to build effective interactions that suit the preferences of the target audience on Twitter. Apart from Twitter, Fore also uses its official WhatsApp to interact with customers, such as answering questions from consumers and receiving feedback regarding to their products and services. This feedback is invaluable for evaluating performance and creating marketing content that aligns with consumer preferences.

4.5. Food Delivery Applications Performance

Fore is one of the coffee shops brand that is quite active in various digital platform that provides food delivery services such as Go-jek, Grab, Shopee. Here is Fore's performance on the Gojek, Grab and Shopee food platforms:

4.5.1. Go-jek

Fore is able to use the Go-jek platform effectively. This is proven through Fore's achievement as one of the most popular drinks on the Go-jek application. Not only that, in 2019, Fore also collaborated with GoFood Exclusive to sell Fore's new product, "Kopaja" which can only be purchased through the GoFood application. As a result, Fore was able to increase the percentage of sales of the new product by 700%

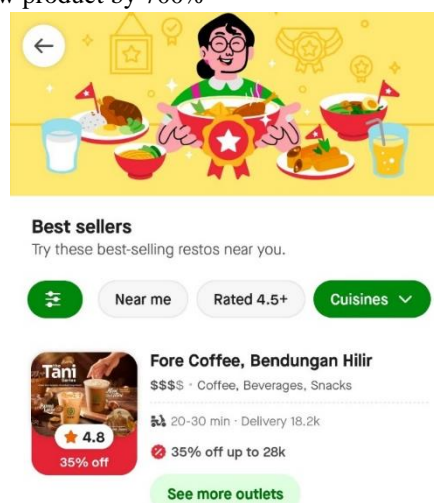


Image 4.5.1.1. Fore's achievement on Go-jek platform

- Price Range

The price range for Fore's beverage category is starts from IDR 25,000.00 to IDR 55,000.00 per product. Here is one example of the price of most favorite Fore drinks on the Go-jek platform:

Iced Butterscotch Sea Salt Latte

4.9 ★ (30+)

Perpaduan butterscotch dan espresso house blend dengan topping cream se...

33.000

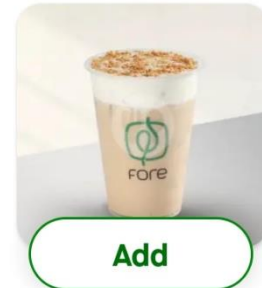


Image 4.5.1.2 Fore's favorite drink on Go-Jek platform

- **Offers**

On the Go-jek platform, Fore offers bundle packages, this strategy fits the Gen-z lifestyle who like to gather together and like cheaper prices when buying products in large quantities.

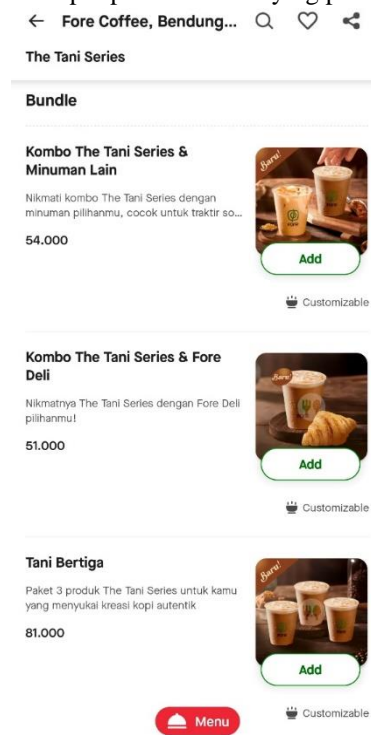


Image 4.5.1.3. Fore's bundle package on Go-jek platform

In addition, Fore also offers many discounts promo on the Go-jek platform. This can help increase consumer enthusiasm in buying Fore products on the Go-jek platform.

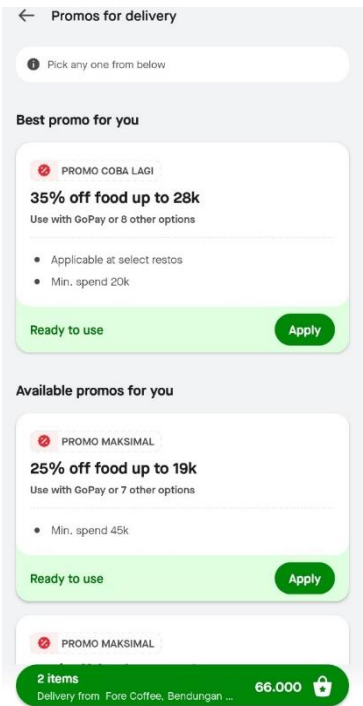


Image 4.5.1.5. Fore’s discounts on Go-jek platform

- **Product Availability**
Fore is able to provide complete drinks and foods on the Go-jek platform. There is not a product unavailable other than merchandise products.

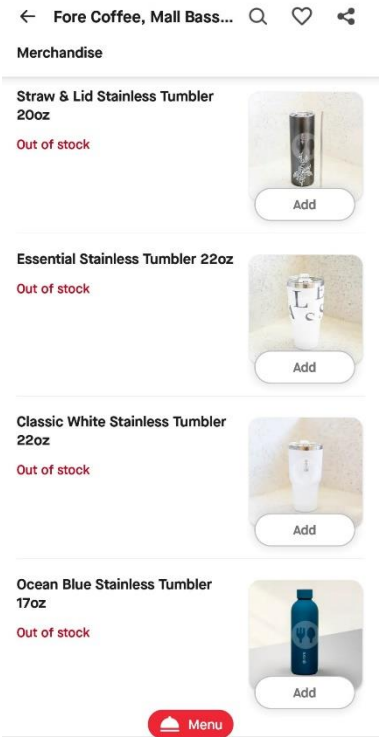


Image 4.5.1.6. Fore’s products that is out of stock on Go-jek platform

Fore's ability to ensure product availability on the Go-jek platform is quite good, because their core products are available and can be ordered by customers at any time during operating hours. Apart from food and beverage availability, Fore's decision not to provide online merchandise purchases is also a good decision to avoid damage during shipping.

- **Rating and Reviews**

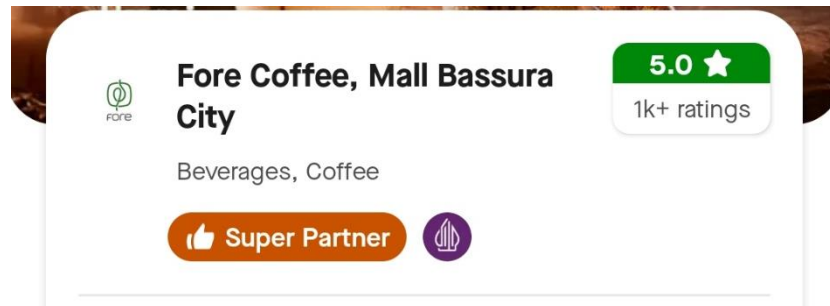


Image 4.5.1.7. Fore's rating on Go-jek platform

One of Fore's highest-rated stores on the Go-jek platform is located in Mall Bassura City, with a 5-star rating from approximately 1000 customers. The number of customers who gave five stars shows that many customers are satisfied with Fore's online products and services on Go-jek platform. Not only does it show the level of customer satisfaction, the number of customers who give ratings and reviews also highlights a significant level of customer engagement. Here are some reviews written by consumers:

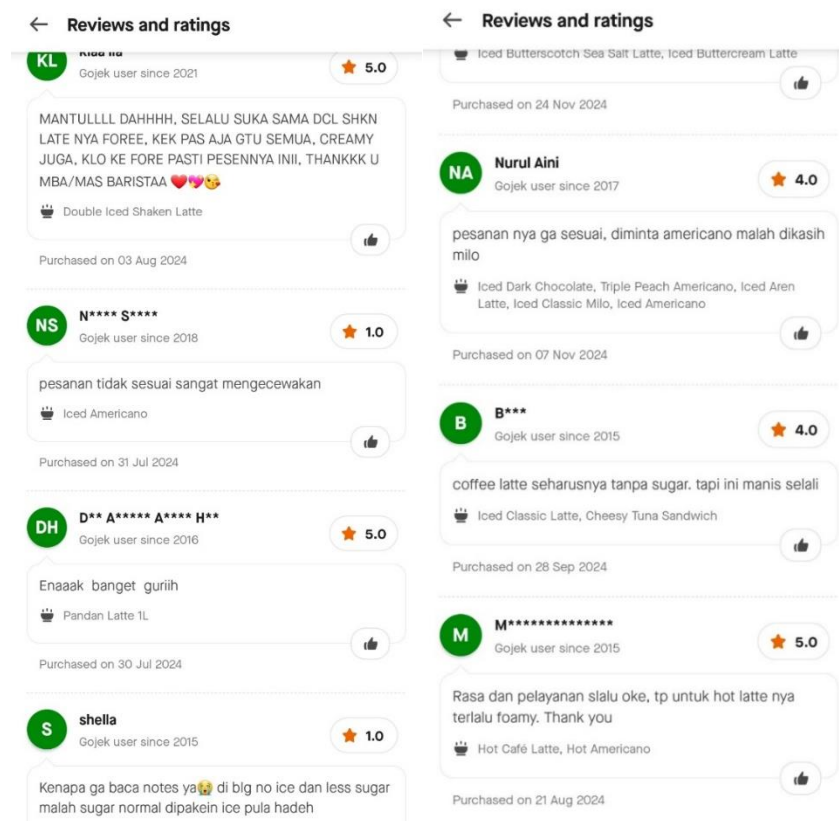


Image 4.5.1.8. Fore's reviews on Go-jek platform

Based on the reviews given by consumers, it can be concluded that not all consumers are satisfied with the online services provided by Fore on Go-Jek. This is because Fore isn't paying attention to the several products ordered by consumers, order notes, and the safety of product packaging. Not only that, some consumers also feel dissatisfied with Fore products because they are too sweet and the taste of the coffee is not right. Therefore, Fore must be able to evaluate their products and services according to criticism and suggestions from customers even though it has a high rating, such as improving their packaging and being more careful in reading order notes, so that overall customer satisfaction can increase.

4.5.2. Grab

Similar to Gojek platform, Fore is also popular among consumers on the Grab application. Fore is currently the second most popular beverage brand on GrabFood. This proves that Fore is able to maximize their performance on the Grab application to produce positive impacts such as increasing brand awareness and customer satisfaction on the Grab platform.

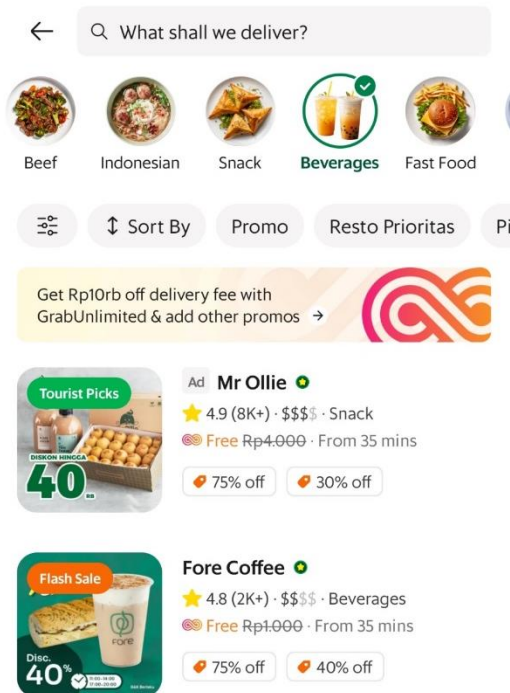


Image 4.5.2.1. Fore's achievement on Grab platform

- **Price Range**

Unlike in Go-jek application, the price of Fore products on the Grab application is slightly cheaper, with a price range starting from IDR 20,000.00 to IDR 50,000.00 per product. Here is one example of the price of most favorite Fore drinks on the Grab platform:



Iced Butterscotch Sea
Salt Latte

30.000

Image 4.5.2.2. Fore's most favorite drink on Grab platform

- **Offers**

Fore offers in Grab application are the same as Go-jek application such as providing discounts and bundle packages. However, Fore offers the bundle packages at a lower price on Grab application.



Image 4.5.2.3. Fore's bundle package on Grab platform

In addition, the promos offered are also more variative with bigger discounts compared to the Go-jek platform. Then to increase the effectiveness of its marketing, Fore also often promoting their products and limited offers through Grab ads such as Rank Booster and Food Banner Ads features that help Fore Coffee in targeting certain keywords effectively and increasing product visibility

when conducting campaigns during certain periods. So the promotional messages can be disseminated and captured by more target audiences. This also proves that Fore is able to adapt various different strategies for each food delivery application platform according to the preferences of the target market. Fore even managed to received ROAS (Return on Ad Spend) up to 45 times and reached 4.9 million impressions within a month.

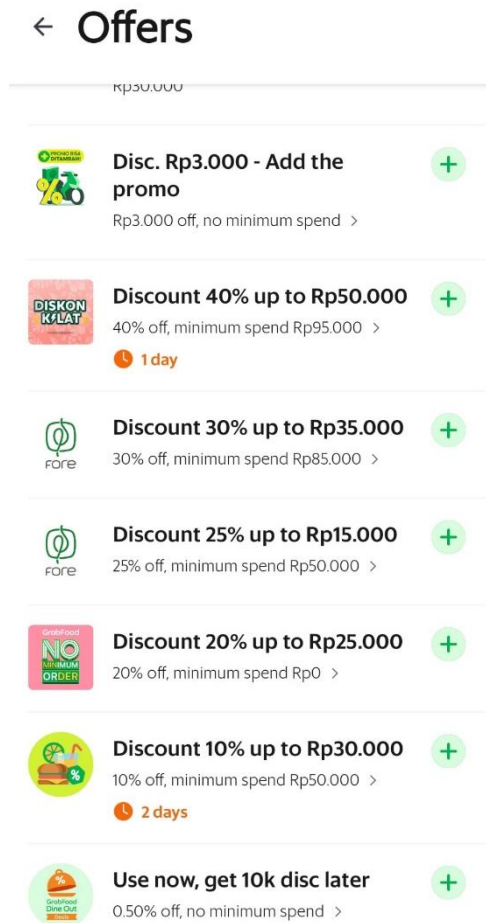


Image 4.5.2.4. Fore's discounts on Grab platform

- **Product Availability**

Fore's product availability on the Grab app is impressive, with almost all products available except for merchandise. This combination of product availability, affordable prices, and significant discounts is ideal for maximizing customer conversions.

- **Rating and Reviews**

On Grab application, the highest rating was achieved by the Fore store located in Pesanggrahan with 4.8 stars from an average of 7000 customer reviews and ratings. This large number of reviews shows that Fore is able to maximize customer engagement on the Grab platform. Not only that, the high rating shows that Fore is able to maximize customer satisfaction on a larger scale compared to the Go-jek platform.



Image 4.5.2.5. Fore's rating on Grab platform

Although Fore is able to provide customer satisfaction on a larger scale, turns out that Fore also often receives criticism from customers. The criticism given by customers is also similar to that conveyed on the Go-jek platform, such as being less careful in reading orders and less secure product packaging. Not only that, there are also customers who are dissatisfied with the waiting time for orders to be processed. Therefore, Fore should revise the packaging used and maximize the performance of the party on duty at the store so that no orders are missed or wrong and the product can reach the hands of consumers intact and safe with a fast order processing time. Because comments related to less secure packaging, the accuracy of the ordered product, and the product ordering process taking quite a long time are not only felt by consumers from one platform and store location, but are also felt in other stores and through other platforms.

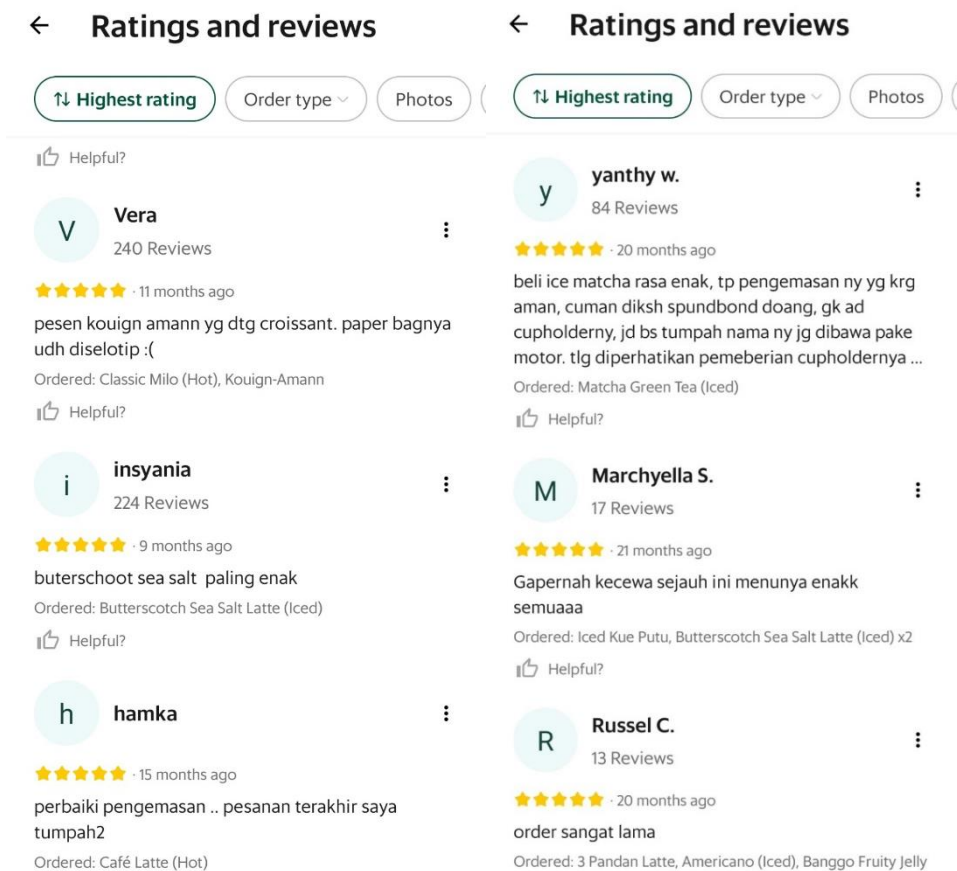


Image 4.5.2.6. Fore's reviews on Grab platform

453. Shopee

Not only able to use the Go-jek and Grab platforms optimally, Fore is also able to use ShopeeFood platform to increase their sales effectively. Fore even became one of the best-selling stores in the food and beverage category on the ShopeeFood application.



Image 4.5.3.1. Fore's achievement on ShopeeFood platform

- **Price Range**

On the ShopeeFood platform, Fore's product price range is higher than Grab but similar to Gojek, starting from IDR 20,000.00 to IDR 50,000.00 per product. Here is one example of the price of most favorite Fore drinks on the Grab platform:



Image 4.5.3.2. Fore's most favorite drinks on ShopeeFood platform

- **Offers**

Through the ShopeeFood platform, Fore offers the same bundle package as the Grab and Gojek platforms. Although it has the same unit price product as Go-jek, the price of the Fore's bundle package on the ShopeeFood platform is slightly cheaper than on the Go-jek application but still more expensive than the Grab platform.

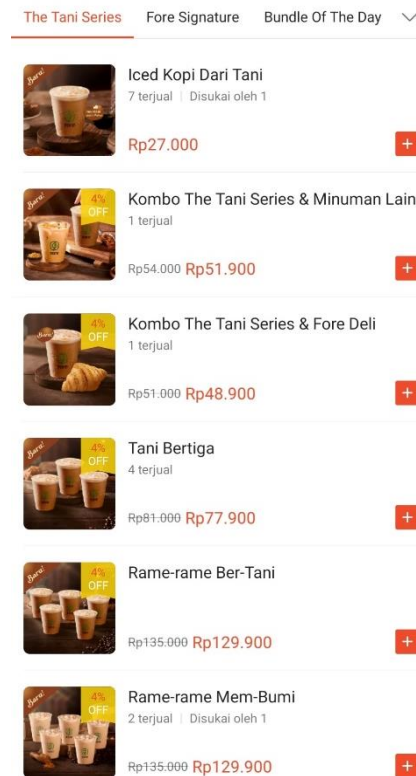


Image 4.5.3.3. Fore's reviews on ShopeeFood platform

Not only offering bundle packages, Shopee also offers quite large discounts. So, the slightly more expensive prices on the Shopee platform can be tolerated by potential customers.

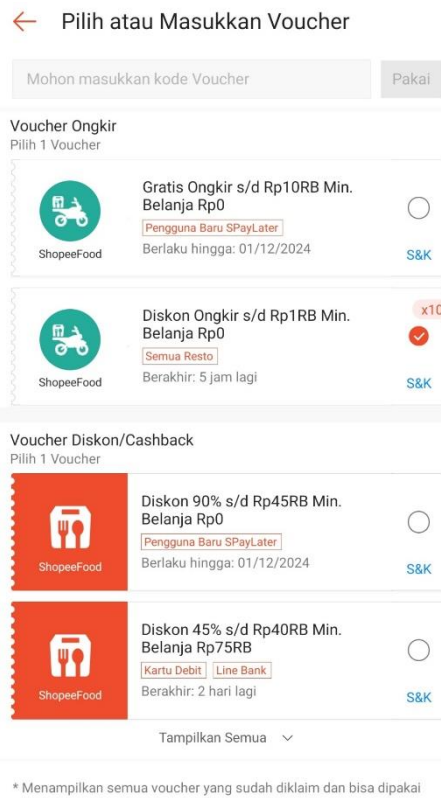


Image 4.5.3.4. Fore's discounts on ShopeeFood platform

- **Product Availability**

Similar to the Go-jek and Grab platforms, all Fore products on the ShopeeFood platform are complete except for merchandise products. This shows that Fore is quite consistent in maintaining the availability of its products and always ready to fulfil the various needs of the customers on various platforms. Therefore, Fore's consistency in maintaining the availability of its products must be continued and to minimize risks, especially for fragile items like tumblers, it's advisable to limit merchandise sales on online platforms and avoid displaying them in physical stores without immediate availability.

- **Rating and Reviews**

Fore Cikini is one of the Fore stores that managed to get the highest rating, which is 4.9 stars from an average of 1000 customers. The average number of highest ratings and customers who gave ratings on ShopeeFood is almost the same as the Go-jek platform. This shows that Fore consumers tend to be sensitive to price. So that is the main reason why the number of highest consumer involvement and making purchases of Fore products on the Go-jek and ShopeeFood platforms is less than on the Grab platform. However, Fore is still able to create customer satisfaction quite maximally and is proven by Fore's high rating on the ShopeeFood application. But, Fore should maximize its promotional activities by using Shopee ads and routinely doing live streaming to increase their customers on the ShopeeFood platform.



Fore Coffee - Cikini

Kopi

★★★★☆ 4.9 (999+ Penilaian)



Image 4.5.3.5. Fore's rating on ShopeeFood platform

The reviews given by consumers through the ShopeeFood platform are almost the same as the reviews on Grab and Go-jek. Not only received positive reviews from consumers, Fore also received criticism related to the relatively long waiting time, unread order notes, and order discrepancies.

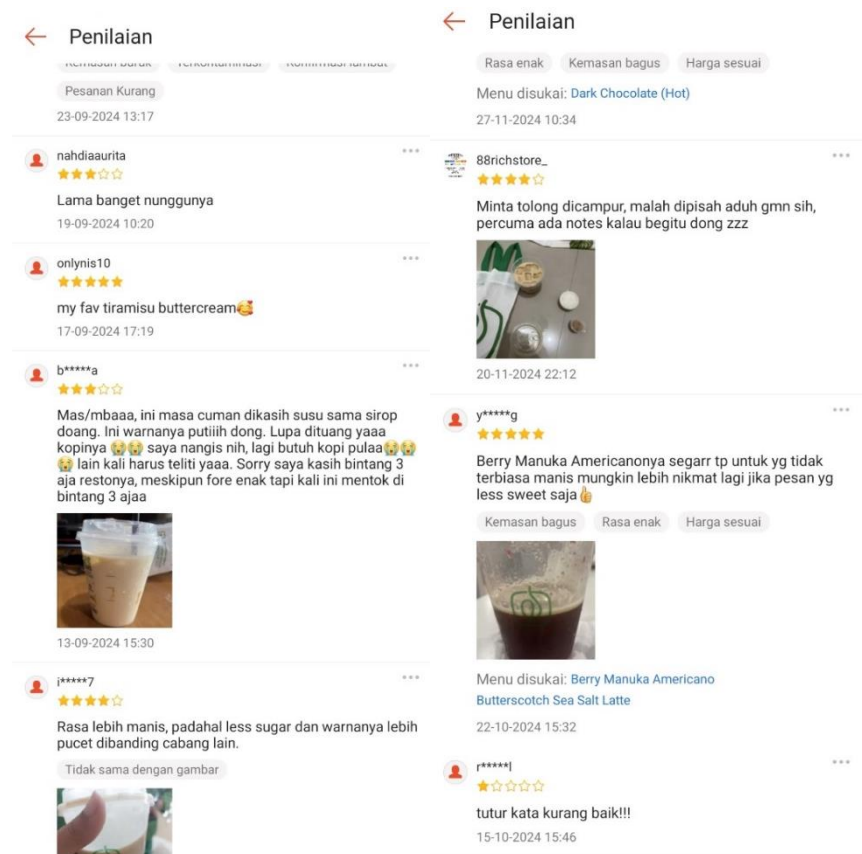


Image 4.5.2.6. Fore’s reviews on ShopeeFood platform

4.6. Competitor Benchmarking

4.6.1. Food Delivery Apps and Social Media Platforms Used

Fore	Kopi Kenangan	Janji Jiwa
To reach the younger demographic, Fore utilizes popular platforms like Instagram and TikTok. Moreover, Fore actively promotes its products on food delivery platforms to increase sales, Fore’s product is also recommended by Grab, Go-jek, and ShopeeFood for consumers to buy	Similar to Fore, Kopi Kenangan is also active in Instagram, Tiktok, and food delivery platforms such as Grab, Go-jek, and Shopeefood to promoting their product and even being nominated as the top-selling beverage shop on the Go-jek application	Similar to the previous two brands, Janji Jiwa is also very active in using social media such as Instagram and Tiktok. Unfortunately, Janji Jiwa is not very active in promoting their products on food delivery platforms.

Table 4.6.1.1. Social media and food delivery application platforms used by the three brand

Although they use similar social media platforms, there are differences in customer engagement on the Instagram accounts of the following three brands:

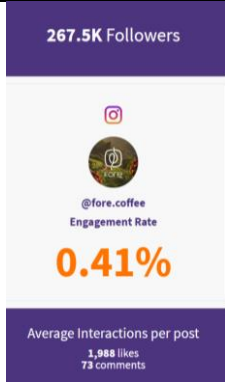


Fore	Kopi Kenangan	Janji Jiwa
		
<p>Fore has the least followers. Apart from that, the average number of Fore likes is also less than Janji Jiwa. However, Fore's engagement rate is higher than Kopi Kenangan and Janji Jiwa.</p>	<p>Kopi Kenangan is in the second place in terms of followers and average comments per post. However, Kopi Kenangan's average likes are smaller compared to the other two brands.</p>	<p>Janji Jiwa has the most followers and likes with the second highest engagement rate. However, Janji Jiwa's average comments are significantly lower than Fore and Kopi Kenangan.</p>

Table 4.6.1.1. Instagram engagement rate for the three brands

4.6.2. Content Type

Fore	Kopi Kenangan	Janji Jiwa
<p>Related to the preferences of the younger generation such as aesthetic photos, using casual language, video podcasts, or following trending videos, and sustainability-related campaigns</p>	<p>Content that is close to everyday life and humorous, often holding quizzes, and using informal language, focusing on viral campaigns.</p>	<p>More emotional content, highlighting locality, and campaigns that focus on relationships</p>

Table 4.6.2.1. Content type of the three brands

4.6.3. Promotion Strategy

Fore	Kopi Kenangan	Janji Jiwa
<p>Discounts, bundle packages, loyalty programs, collaborations with other brands and popular influencers</p>	<p>Discounts, bundle packages, collaborations with other brands and big influencers such as Hotman Paris, loyalty programs, giveaways.</p>	<p>Discounts, loyalty programs, bundle packages, themed campaigns</p>

among the younger generation		
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Table 4.6.3.1. Promotional strategies of the three brands

4.6.4. Online Reputation

Fore	Kopi Kenangan	Janji Jiwa
Premium and high quality Coffee Shop Brand	A coffee shop brand with affordable prices and delicious taste.	coffee shop brand that offering practicality, affordability, and a philosophy impression.

Table 4.6.4.1. Online reputation of the three brands

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

In conclusion, Fore's digital marketing strategy has had a significant positive impact on sales performance and customer engagement. The use of targeted online advertising, social media campaigns and data-driven content not only increases brand visibility, but also deepens relationships with customers. Key performance indicators (KPIs) such as website traffic, conversion rates, social media engagement, and customer feedback show that Fore's approach is successfully capturing the attention of its intended audience. However, the evaluation also identified several areas that could still be improved. Although sales are showing positive trends, customer retention can be strengthened with more personalized marketing efforts and deeper engagement. Additionally, while digital channels have proven effective in reaching new customers, ongoing optimization of digital campaigns is necessary to maintain competitive advantage and support sustainable growth. Overall, Fore's digital marketing initiatives have contributed to business growth, but a continued focus on personalization, innovation and data-driven decision making will be key to maintaining and increasing the impact of these strategies in the future.

5.2 Recommendations

Based on the comparison that has been done, the three brands have different uniqueness and reputation in the eyes of consumers. However, there are several strategies from competitors that can be used by Fore to revise and maximize their digital marketing strategy. One thing that Fore needs to improve is the number of their followers, because the higher level of customer engagement is not enough to show that Fore is more superior than other competitors. Compared to the other two competitors, Fore's followers are quite far behind, this significant disparity in follower count can create the perception that Fore is less well-known or less popular than Kopi Kenangan and Janji Jiwa. One of the competitor strategy that Fore could implement to increase its follower count is to create giveaway content, similar to what Kopi Kenangan has done. Although Fore has created a similar content, they missed an opportunity by not requiring participants to follow their official Instagram account. This oversight limited the effectiveness of the giveaway in significantly increasing their follower count. Not only giveaway content, Fore can also upload more content related to the daily lives of the younger generation and contain a humorous side in it, so Fore's identity as a coffee for the younger generation will be stronger and the target audience can also feel a sense of attachment to the brand. Then Fore can also adopt the Janji Jiwa strategy that prioritizes the emotional aspect in creating its content. For example, by creating content related to the inspiring story of Fore's founder or advice to young professionals to be able to achieve their careers. So that Fore can get closer to the younger generation, maximize its

performance, and gain a competitive advantage over its competitors, considering that Fore has earned a reputation as a premium and quality Coffee Shop brand, this positive impression must be spread effectively in order to be able to bring the brand closer to target consumers on a larger scale.

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