Digital Marketing Strategy in the Online Fashion Industry

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Article Info	ABSTRACT
	The online fashion industry is rapidly growing due to advancements in digital technology and changes in consumer behavior. This article explores effective digital marketing strategies to enhance the visibility and competitiveness of online fashion businesses, with a focus on SMEs. These strategies include the use of digital advertising, social media, and marketplaces. Social media, particularly Instagram, is highly effective in building brand awareness and increasing engagement through features like Stories, Reels, and Shopping. The COVID-19 pandemic accelerated the adoption of digital marketing as a primary solution to maintain business continuity. Training in digital marketing strategies is crucial for SMEs to understand and apply effective techniques such as SEO, SEM, and content marketing. SEO improves website rankings in search results, SEM uses paid ads for quick results, and content marketing focuses on creating relevant content. Digital analysis tools like Google Analytics help companies understand content performance and make necessary adjustments. With the right strategy, online fashion companies can achieve success in the digital era.

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1. INTRODUCTION

The online fashion industry has experienced very significant growth in recent years, driven by advances in digital technology and changes in consumer behavior. Digital transformation has enabled consumers to access fashion products easily and quickly through various online platforms. Increased internet use, the growth of mobile devices, and the popularity of social media have changed the way consumers search for, evaluate, and purchase fashion products. In this digital era, more and more consumers are turning to online platforms to fulfill their fashion needs. Factors such as ease of shopping, the wide selection of products available, and the ability to compare prices and read product reviews directly, make online shopping an attractive option. Apart from that, consumers also use digital platforms to get the latest information about fashion trends, follow fashion influencers, and participate in online fashion communities.

Digital marketing strategies in the online fashion industry are an important key to increasing business visibility and competitiveness. In an increasingly advanced digital era, digital marketing has become an integral component that not only helps increase sales but also strengthens competitive advantages for Micro, Small, and Medium Enterprises (MSMEs). Various studies have highlighted the importance of this digital marketing strategy. Shows that implementing effective digital marketing can significantly increase the sales and competitiveness of MSMEs. Digital marketing offers a variety of channels and techniques that online fashion companies can utilize to reach broader and more specific audiences [1]. Digital marketing strategies can be carried out in various ways, such as digital advertising, social media, and marketplaces. Emphasize that the use of social media, especially platforms such as Instagram, has proven to be very effective in promoting brands, building preferences, and increasing visitors through strategic marketing [2]. Instagram, with its huge user base and visual-enabled features, such as Stories, Reels, and Shopping, allows fashion companies to showcase their

products engagingly and interactively. Stated that the use of social media such as Instagram can help companies build brand awareness, increase engagement with customers, and encourage sales conversions [3]. Although the focus of this article is the online fashion industry, the application of digital marketing strategies is not limited to that sector. The healthcare sector, for example, has also experienced significant benefits from adopting digital marketing strategies. Note that rapid changes in marketing strategies, especially by utilizing information technology, are the key to overcoming the direct impact of the COVID-19 pandemic. During the pandemic, many companies have had to adapt quickly to continue operating and remain relevant in the market [4]. Digital marketing is the main solution for maintaining business continuity and interacting with consumers. To ensure maximum utilization of digital marketing technology, intensive training is necessary. Highlighted the importance of training in digital marketing strategies to help MSMEs understand and apply effective marketing techniques [5]. With a good understanding of digital tools and strategies, companies can optimize their marketing efforts and achieve better results. The COVID-19 pandemic has brought major challenges to many industries, including fashion. However, by adopting digital marketing strategies, many companies can survive and even thrive amidst the crisis. Stated that digital marketing strategies help MSMEs to remain relevant and develop amidst the challenges of the pandemic [6]. Marketing digitalization is a means for business people to increase consumer loyalty and expand market reach. With social media, email marketing, and e-commerce, companies can continuously communicate with their customers and offer products effectively. Strategic marketing through digitalization provides many benefits for MSMEs. State that digital marketing allows MSMEs to reach a wider audience, increase interaction with customers, and measure campaign performance more effectively [7]. In addition, marketing digitalization helps MSMEs understand consumer behavior through data analysis, which can then be used to develop more personalized and relevant marketing strategies.

Digital marketing techniques, such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), and content marketing, have become the main pillars of modern marketing strategies, especially in the online fashion industry. SEO is the process of optimizing a website to rank higher in the search results of search engines such as Google, which has been an important tool in online marketing since the 1990s [8]. By implementing SEO techniques, companies can improve their website's ranking in search results, thereby increasing visibility and the number of visitors. This process involves various techniques, such as keyword research, creating relevant and quality content, and on-page and off-page optimization. Keyword research is a crucial first step in SEO, which involves identifying the keywords that are most relevant and searched by the target audience. Once keywords are determined, website content should be optimized for those keywords, including their use in titles, meta descriptions, headers, and body content [9]. Additionally, other on-page SEO techniques include site speed optimization, user-friendly URL structures, and the use of alt tags on images. Off-page SEO, on the other hand, involves techniques for increasing a website's domain authority through the creation of backlinks. Backlinks from high-quality websites can increase a site's credibility and ranking in the eyes of search engines. By combining all these techniques, companies can achieve higher visibility in organic search results, which in turn can increase website traffic and conversion potential. SEM is a marketing strategy that involves the use of paid advertising to increase visibility in search engine search results. Through SEM, companies can place their advertisements in strategic positions on search results pages, which allows them to reach a wider and more targeted audience [10]. One of the most used SEM platforms is Google Ads, which allows advertisers to bid on keywords and show their ads to users searching for those keywords. The main advantage of SEM is fast and measurable results. Paid ads can start appearing as soon as a campaign is launched, giving companies instant visibility. Additionally, SEM allows advertisers to target audiences based on various criteria, such as geographic location, demographics, and search behavior. This ensures that the ad is seen by the people most likely to be interested in the product or service being offered. Additionally, SEM also offers budget flexibility, where companies can set daily or monthly budgets, and only pay when someone clicks on their ads (PPC or pay-per-click model). This allows better control over marketing costs and return on investment (ROI). Content marketing is a marketing strategy that focuses on creating and distributing valuable content, relevant, and consistent to attract and retain a defined audience, and drive profitable customer action. In digital marketing, content can take the form of blog articles, videos, infographics, e-books, and various other formats that can educate, inspire, or entertain the target audience. Through relevant and quality content, companies can attract audience attention, build trust, and increase interaction with consumers. Good content not only increases visibility in search engines but also helps build strong relationships with customers. This is because useful content can answer customers' questions, provide solutions to their problems, and build brand authority in a particular industry. The use of digital analysis tools is very important in content marketing. These tools can help companies understand the performance of their content and make the necessary adjustments to achieve desired results. For example, analytics tools like Google Analytics can provide insight into how users interact with website content, including how long they stay on a page, which pages are viewed the most, and the source of visitor traffic. With this data, companies can identify the most effective types of content and adjust their strategy to produce more of it. Additionally, data analysis also allows companies to A/B test various content elements, such as headlines, images, and calls to action, to determine the most effective combinations. Although SEO, SEM, and content marketing can function independently, a combination of these three techniques can provide more optimal results. For example, SEO-optimized content can increase organic

visibility, while SEM can provide an additional boost through paid advertising. High-quality content distributed through SEM campaigns can also attract more clicks and interactions. In addition, data obtained from SEM campaigns can be used to improve SEO and content marketing strategies. For example, keywords that have proven effective in SEM campaigns can be integrated into SEO and content creation strategies to improve organic performance. As well as User behavior analysis of content promoted through SEM can provide insight into the types of content that are most engaging to audiences. By understanding and implementing these digital marketing techniques effectively, companies can achieve their marketing goals more efficiently and gain a competitive advantage in an increasingly digital marketplace. The use of digital analytics tools also plays an important role in measuring campaign performance and allows for quick and precise strategy adjustments. With good integration between SEO, SEM, and content marketing, companies can optimize their potential to grow and develop in the digital era. This overall strategy not only helps increase visibility and engagement with audiences but also allows companies to build strong, long-term relationships with their customers, which is critical to long-term success in the online fashion industry. Digital marketing encompasses a variety of techniques and tactics, from SEO, and social media marketing, to the use of advanced technologies such as Augmented Reality (AR). Each of these strategies has a unique role in shaping customer experiences and influencing their purchasing decisions. Therefore, a deep understanding of how to integrate and optimize various digital marketing strategies is very necessary for online fashion companies.

This article aims to identify and analyze various digital marketing strategies that have proven effective in the online fashion industry. Through literature studies, surveys, interviews, and data analysis, this article will explore the best practices that online fashion companies can implement to improve their marketing performance. Thus, it is hoped that this article can provide valuable insight for online fashion industry players in designing and implementing digital marketing strategies that are innovative and adaptive to changing market dynamics. By understanding and implementing the right digital marketing strategy, online fashion companies can optimize their potential to grow and develop in the digital era [11]. Continuous adaptation and innovation are key to maintaining competitiveness and relevance in this dynamic market. This research not only provides practical guidance but also offers an academic perspective on the importance of digital marketing strategies in achieving long-term success in the online fashion industry [12].

2. RESEARCH METHOD

This research uses a comprehensive methodological approach to obtain valid and in-depth data regarding digital marketing strategies in the online fashion industry. The research methods used include literature studies, online surveys, in-depth interviews, and secondary data analysis. The first step in this research is to conduct a comprehensive literature study. This literature study aims to understand the basic concepts and theories related to digital marketing in the fashion industry. The literature study includes reviewing academic journals, books, and industry articles that discuss various aspects of digital marketing strategy. By reviewing relevant literature, researchers can identify best practices, challenges faced, and the latest trends in digital marketing. Apart from that, literature studies also help in building a solid theoretical framework for further analysis. To collect empirical data, an online survey was conducted among online fashion business owners and consumers. The questionnaire used in this survey was designed to explore various aspects of digital marketing strategies used by online fashion businesses. The questions in the questionnaire cover topics such as the type of digital marketing strategy implemented, the effectiveness of various digital marketing methods, and consumer preferences in shopping for fashion online. This survey aims to gain a broad and representative view of current digital marketing practices and their impact on online fashion businesses. Apart from the online survey, in-depth interviews were also conducted with several digital marketing experts and online fashion business owners. This interview aims to gain deeper insight into best practices, challenges, and successes experienced in implementing digital marketing strategies. By using a qualitative interview approach, researchers can explore more specific and complex details that may not be accessible through online surveys. These interviews were conducted face-to-face or via online communication platforms to ensure respondents' comfort and flexibility. As a complement to primary data obtained through surveys and interviews, secondary data analysis was also carried out. This secondary data is obtained from various sources such as industry reports, case studies, and relevant statistics. Secondary data analysis aims to provide a broader understanding of trends and developments in the online fashion industry. By combining primary and secondary data, this research can produce more comprehensive and holistic findings.
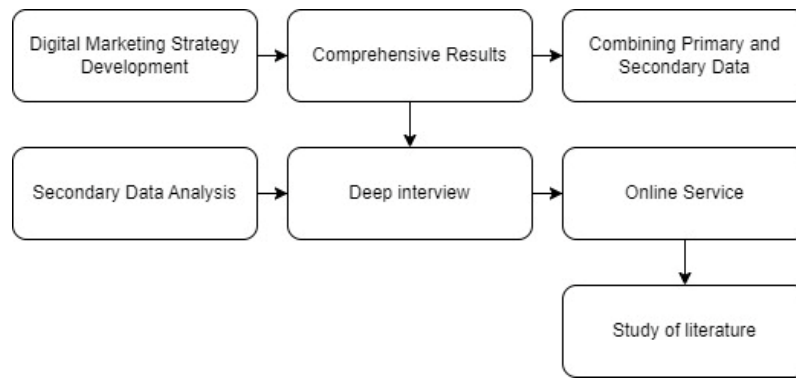
Figure 1. Digital Marketing Strategy Research Design

Secondary data also helps in validating and corroborating findings obtained from other research methods. The research method used in this study is designed to provide a complete and in-depth picture of digital marketing strategies in the online fashion industry. Through a combination of literature studies, online surveys, in-depth interviews, and secondary data analysis, this research seeks to identify best practices, challenges, and opportunities in digital marketing. With this comprehensive methodological approach, it is hoped that the research results can make a significant contribution to the development of effective and efficient digital marketing strategies in the online fashion industry.

3.   RESULTS AND ANALYSIS
3.1. Strong Brand Identity
Research shows that brands with a strong identity tend to be more successful at attracting and retaining customers. Key elements of a strong brand identity include a compelling logo, a consistent color palette, and a clear, consistent brand message. An attractive logo serves as a symbol that is easily recognized by consumers, creates a positive first impression, and facilitates brand recognition in a competitive market. Consistency in the use of color palettes strengthens the brand's visual identity, making it easier for customers to remember and identify. Additionally, clear, and consistent brand messaging is essential in building a strong brand identity. This message should reflect the brand's core values and vision, and communicate effectively with the target audience. Brands that successfully deliver consistent messages through multiple communication channels, such as advertising, social media, and customer service, are usually able to create deeper and emotional connections with their customers. Studies show that brands that successfully build a strong identity tend to have higher levels of customer loyalty. Customers who feel connected to a brand's values and identity are more likely to show loyalty and make repeat purchases. Additionally, they are also more likely to recommend the brand to friends and family, which in turn can increase the brand's market share and long-term success. Thus, creating and maintaining a strong brand identity is a very worthwhile investment for a company. A strong brand identity not only helps attract new customers but also retains existing customers, creating a loyal and dedicated customer base. In the long term, a strong brand identity can increase a brand's reputation and value in the eyes of consumers, providing a significant competitive advantage in the marketplace.

Table 1. Details of Strong Brand Identity

Key Elements	Element Description	Functions and Benefits	Impact on Customers	Long Term Impact
Interesting logos	A logo functions as a symbol that is easily recognized by consumers, creates a positive first impression and facilitates brand recognition in a competitive market.	Creates a recognizable symbol, provides a positive first impression, and facilitates brand recognition.	Increase brand awareness and recognition, creating a positive impression.	Attract new customers and retain existing customers, creating a loyal and dedicated customer base.
Consistent color palette	Using a consistent color palette strengthens the brand's visual identity, making it easier for customers	Strengthens visual identity, making the brand easier for customers to remember and identify.	Helps customers remember and identify brands easily, increasing loyalty.	Increase brand reputation and value in the eyes of consumers, providing a significant competitive advantage in the market.

	to remember and identify.			
Clear and consistent brand messaging	Brand messages should reflect the brand's core values and vision, and communicate effectively with the target audience.	Effectively communicate brand values and vision, building deeper relationships with customers.	Build deeper emotional connections, increasing loyalty and the likelihood of repeat purchases.	Increase market share and long-term brand success through word-of-mouth recommendations.

3.2. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is one of the main strategies in digital marketing which is very important for companies to achieve optimal online visibility. By optimizing website content using relevant and strategic keywords, as well as creating high-quality content that is interesting and informative for visitors, companies can significantly improve their rankings in the search results of search engines like Google. Using relevant keywords in SEO not only involves inserting specific words into the content, but also involves in-depth research to understand user search trends, consumer behavior, and competition in the market. Through comprehensive keyword research, companies can determine keywords that have high search volume but low competition, thereby maximizing the potential to appear on the first page of search results. Additionally, creating high-quality content is a critical component of a successful SEO strategy. Interesting, informative, and relevant content not only attracts visitors' attention but also increases visit time and reduces bounce rates. High-quality content tends to be shared more often and get backlinks from other websites, which further increases domain authority and search rankings. Effective SEO optimization covers various technical aspects of a website, including page speed, URL structure, use of header tags, and image optimization. Fast page speeds and clean URL structures make it easier for search engines to index websites, while proper use of header tags helps search engines understand hierarchy and content. Thorough SEO implementation not only contributes to increasing organic traffic to the website but also helps in building trust and credibility in the eyes of visitors. Websites that appear on the first page of search results are often considered more trustworthy and relevant by users, which can increase conversion rates and customer loyalty. Overall, SEO is a crucial long-term investment in digital marketing. By following SEO best practices and continuously updating strategies according to changing search engine algorithms, companies can achieve sustainable online visibility, increase organic traffic, and ultimately, drive significant business growth.

3.3. Social Media Marketing

Social media is a very effective tool for marketing fashion products, providing various opportunities for brands to interact with consumers directly and creatively. Platforms like Instagram, Facebook, and TikTok allow brands to share product photos and videos in a way that is engaging and accessible to a wide audience. On Instagram, fashion brands can take advantage of features like Instagram Shopping, which allows consumers to purchase products directly from posts or stories without having to leave the app [13]. The right use of hashtags can increase visibility and reach a larger audience, while collaborations with influencers and fashion bloggers can introduce products to the influencer's followers who often have large and loyal fan bases. Additionally, Instagram Stories and Reels can be used for lighter, more temporary content, such as flash sale promotions or behind-the-scenes, as well as short, creative videos that can go viral, such as styling tutorials or fashion challenges. On Facebook, brands can take advantage of a variety of paid advertising options that can be tailored to specific target demographics, allowing them to reach the audiences most relevant to their products. Using Facebook Ads Manager, companies can create targeted ads based on location, age, interests, and consumer behavior, as well as track ad campaign performance with advanced analytics tools and make necessary adjustments to increase effectiveness. Additionally, Facebook Groups can be used to build a community around a brand through groups discussing fashion-related topics, allowing for direct interaction with consumers, getting feedback, and sharing exclusive content. Facebook Live also offers the opportunity to host live-streaming events such as product launches, Q&A sessions, or styling workshops, which allows for real-time interaction with the audience and can significantly increase engagement. TikTok as a fast-growing social media platform offers unique opportunities for marketing fashion products through creative and viral short video content. Brands can create hashtag challenges that encourage users to create and share content with brand products, work with popular TikTok creators to promote products, and use ad formats like Top View, In-Feed Ads, and Branded Hashtag Challenges to reach a wider audience. Interactive and educational content such as styling tutorials, product reviews, and behind-the-scenes videos can provide added value to users, helping to build trust and an emotional connection with the audience.

Table 2. Social Media Marketing Strategy

Platforms	Marketing strategy	Key Features and Benefits
Instagram	- Share product photos and videos in an attractive and accessible manner to a wide audience. - Instagram Shopping. - Appropriate use of hashtags. - Collaboration with influencers and fashion bloggers. - Instagram Stories and Reels.	- Buy products directly from posts or stories. - Increase visibility and reach a larger audience. - Temporary content such as flash sale promotions, behind-the-scenes, style tutorials, or fashion challenges.
Facebook	- Utilize paid advertising options tailored to your target demographic. - Facebook Groups. - Facebook Live.	- Ads are targeted based on location, age, interests, and consumer behaviours. - Building community through fashion discussion groups. - Live streaming events such as product launches, question and answer sessions, and style workshops.
TikTok	- Create hashtag challenges that encourage users to share content with products. - Collaborate with popular TikTok creators. - Using ad formats such as Top View, In-Feed Ads, and Branded Hashtag Challenges. - Interactive and educational content such as styling tutorials, product reviews, and behind-the-scenes videos.	- Creative and viral short video content. - Increase trust and emotional connection with the audience through educational and interactive content.

3.4. Influencer Marketing

Influencer marketing has become one of the most effective strategies in the fashion industry due to the ability of influencers to reach and influence large and loyal audiences. Influencers, both those with large followings and micro-influencers with smaller but more engaged communities, have a lot of credibility in the eyes of their followers. These followers often trust the recommendations provided by influencers, seeing them as a reliable source for discovering the latest products and fashion trends. Collaborations between brands and influencers can take many forms, from sponsored posts on social media to detailed product reviews, to special collaboration campaigns involving the creation of a joint product line. Sponsored posts allow influencers to showcase products to their followers naturally and authentically, often accompanied by personal stories or experiences using the product. Product reviews provide more in-depth information about product features and benefits, helping followers make more informed purchasing decisions. Additionally, special collaborations between brands and influencers can include joint product designs, capsule collection launches, or special events such as fashion shows and exclusive product launches. This kind of collaboration not only increases brand visibility but also creates a buzz around the product, attracting the attention of the media and consumers at large. By working with influencers, brands can reach new audiences that they might not be able to reach through traditional marketing channels. Influencers can create engaging and relevant content, which can increase brand awareness and interest. Authentic and personal content from influencers can build deeper emotional connections between brands and consumers.

Consumers who feel emotionally connected to a brand tend to be more loyal and more likely to make repeat purchases. Recommendations from trusted influencers can reduce consumer skepticism and uncertainty regarding new products. Influencers' followers tend to trust the reviews and recommendations they provide, compared to traditional advertising. By selecting influencers who fit the brand's identity and values, companies can ensure that their products are introduced to the right audience, who have interests and preferences that match those of the product. This increases the likelihood of conversions and sales and strengthens consumer loyalty. The social media platforms on which influencers operate, such as Instagram, TikTok, and YouTube, provide analytics tools that allow brands to track the performance of their influencer campaigns in real time. This data can be used to measure Return on Investment (ROI), understand audience sentiment, and make necessary strategy adjustments to increase effectiveness in the future. Analyzing metrics such as engagement rate, click-through rate, and conversion rate helps brands understand the financial impact of influencer campaigns. Through analyzing comments, likes, shares, and audience reactions, brands can gain insight into consumer perceptions and responses to campaigns and products. Positive sentiment can encourage brands to continue or improve the strategies used, while negative sentiment provides feedback for improvement. Analytics data allows brands to make necessary strategy adjustments to increase effectiveness in the future. By

understanding audience trends and behavioral patterns, brands can optimize their content and approach to achieve better results. Influencer marketing has a significant positive impact on various aspects of brand marketing, including increasing consumer engagement, strengthening brand loyalty, and increasing purchase intent. Consumer trust in influencer recommendations can reduce the risk consumers perceive in the purchasing process, thereby encouraging faster and more confident purchasing decisions. Overall, influencer marketing is an invaluable strategy in the fashion industry, allowing brands to reach and influence a wider audience authentically and effectively. Through strategic collaboration and careful analysis, brands can harness the power of influencers to increase brand awareness, strengthen relationships with consumers, and drive sustainable business growth.

3.5. Data Analysis and Optimization

Analyzing customer data and campaign performance is a crucial step in optimizing marketing strategies. By utilizing accurate and relevant data, companies can understand customer behavior, their preferences, and the performance of various marketing channels in more depth. This process involves collecting, processing, and interpreting data to generate insights that can be implemented in marketing strategies. Data analysis helps companies identify customer behavior patterns, such as shopping habits, most active times, and product preferences. By understanding this behavior, companies can develop more effective and personalized campaigns. Additionally, customer segmentation based on demographic, geographic, and psychographic data allows companies to target audiences with more relevant and engaging messages. Analyzing the performance of marketing campaigns allows companies to evaluate the effectiveness of each marketing channel, such as social media, email marketing, and paid advertising. This method helps in identifying which channels provide the best ROI. Key performance indicators (KPIs) such as conversion rate, click-through rate (CTR), and engagement rate are used to assess campaign success and make necessary adjustments.

Based on insights from data analysis, companies can adjust their marketing strategies to improve results. For example, if data shows that customers are more responsive to email campaigns at certain times, companies can schedule email sending at those times to increase engagement. A/B testing is an effective tool for optimizing campaign elements such as email headlines, ad content, and landing pages. By comparing two versions of a campaign, companies can choose the most effective option based on real data. Data analysis tools like Google Analytics provide deep insights into website traffic, traffic sources, and user behavior on the site. This data helps companies understand how visitors interact with their sites and identify areas for improvement. Customer Relationship Management (CRM) platforms such as Salesforce or HubSpot help in managing customer data and automating marketing processes.

CRM allows companies to track customer interactions, manage leads, and measure campaign performance efficiently. Data-driven decision-making ensures that every marketing decision is based on solid evidence and in-depth analysis, not on intuition or assumptions. This reduces the risk of errors and increases the chances of success. By using historical data and market trends, companies can make more accurate predictions about customer needs and plan campaigns that are more proactive and responsive to market changes. Companies that regularly analyze and optimize their marketing data have a significant competitive advantage. They can adapt more quickly to changing customer behavior and market trends, and improve their operational efficiency. Using data for marketing personalization improves the customer experience, which in turn can increase customer loyalty and retention. Thus, data analysis and optimization are vital elements in modern marketing strategies. Through a deep understanding of customer behavior and campaign performance, as well as the use of sophisticated data analysis tools, companies can make better decisions, optimize their strategies, and achieve more optimal results in their marketing efforts.

Table 3. Data Analysis and Optimization

Analysis Aspects	Description	Tool Example
Customer Behavior	Identify customer behavior patterns such as shopping habits, most active times, and product preferences.	Google Analytics, Facebook Insights
Customer Segmentation	Segmentation based on demographic, geographic, and psychographic data to target audiences with relevant messages.	Salesforce, HubSpot
Campaign Performance	Evaluate the effectiveness of each marketing channel such as social media, email marketing, and paid advertising.	Google Analytics, Hootsuite
Key Performance Indicators (KPI)	Measure campaign success using metrics such as conversion rate, click-through rate (CTR), and engagement rate.	Google Analytics, Adobe Analytics
Campaign Optimization	Adjust marketing strategies based on insights from data analysis to improve results.	Optimizely, Unbouncy
A/B Testing	Testing two campaign versions to choose the most effective option based on real data.	Google Optimize, VWO

Data Analysis Tools	Provides insights into website traffic, traffic sources, and user behavior on the site.	Google Analytics, SEMrush
CRM Platforms	Manage customer data, automate marketing processes, and track customer interactions.	Salesforce, HubSpot
Data-Based Decision Making	Ensures marketing decisions are based on evidence and in-depth analysis, reducing the risk of error.	Power BI, Tableau
Competitive advantage	Adapt more quickly to changing customer behavior and market trends, increasing operational efficiency.	Salesforce, HubSpot

3.6. Discussion

The online fashion industry has grown rapidly thanks to advances in digital technology and changes in consumer behavior. The use of the internet, mobile devices, and social media makes it easier for consumers to search for, evaluate, and buy fashion products online. Factors such as ease of shopping and the ability to compare prices and read reviews make online shopping even more attractive. Digital marketing strategies are important to increase the visibility and competitiveness of online fashion businesses. Digital marketing helps MSMEs increase sales and competitiveness through various channels such as digital advertising, social media, and marketplaces. Social media, especially Instagram, is very effective for promoting brands and building brand awareness. Features like Stories, Reels, and Shopping allow fashion companies to showcase their products engagingly and interactively. The COVID-19 pandemic has encouraged many companies to adopt digital marketing to maintain business continuity. The use of social media, email marketing, and e-commerce are the main solutions for interacting with consumers and offering products effectively. Training in digital marketing strategies is very important to help MSMEs understand and apply effective marketing techniques. With a good understanding of digital tools and strategies, companies can optimize their marketing efforts. SEO increases a website's visibility through search engine optimization, while SEM uses paid advertising for fast, measurable results. Content marketing focuses on creating and distributing relevant content to attract and retain an audience. The combination of these three techniques can provide optimal results. Digital analysis tools like Google Analytics help companies understand the performance of their content and make necessary adjustments. Data from this analysis allows for A/B testing and identification of the most effective content. By understanding and implementing the right digital marketing strategies, online fashion companies can increase visibility, engage with their audience, and build strong, long-term relationships with customers, thereby achieving success in the digital era.

Table 4. Digital Marketing in the Online Fashion Industry

Topic	Description
Improvement of the Online Fashion Industry	The online fashion industry has grown rapidly thanks to advances in digital technology and changes in consumer behavior. The use of the internet, mobile devices, and social media makes it easier for consumers to search for, evaluate, and buy fashion products online. Factors such as ease of shopping and the ability to compare prices and read reviews make online shopping even more attractive.
Digital Marketing Strategy	Digital marketing strategies are important to increase the visibility and competitiveness of online fashion businesses. Digital marketing helps MSMEs increase sales and competitiveness through various channels such as digital advertising, social media, and marketplaces.
Utilization of social media	Social media, especially Instagram, is very effective for promoting brands and building brand awareness. Features like Stories, Reels, and Shopping allow fashion companies to showcase their products engagingly and interactively.
Adaptation During the COVID-19 Pandemic	The COVID-19 pandemic has encouraged many companies to adopt digital marketing to maintain business continuity. The use of social media, email marketing, and e-commerce are the main solutions for interacting with consumers and offering products effectively.
Training and Capacity Building	Training in digital marketing strategies is very important to help MSMEs understand and apply effective marketing techniques. With a good understanding of digital tools and strategies, companies can optimize their marketing efforts.
Use of Digital Analytics Tools	Digital analysis tools like Google Analytics help companies understand the performance of their content and make necessary adjustments. Data from this analysis allows for A/B testing and identification of the most effective content.
Conclusion	By understanding and implementing the right digital marketing strategies, online fashion companies can increase visibility, engage with their audience, and build strong, long-term relationships with customers, thereby achieving success in the digital era.

4. CONCLUSION

The online fashion industry has experienced rapid growth driven by advances in digital technology and changes in consumer behavior. Digital transformation allows consumers to access fashion products easily and quickly through various online platforms, as well as utilizing the internet, mobile devices, and social media to search for, evaluate, and purchase products. The ease of shopping factor, and the ability to compare prices, and read reviews make online shopping even more attractive. Digital marketing strategies are very important in increasing the visibility and competitiveness of online fashion businesses. Digital marketing helps MSMEs increase sales through various channels such as digital advertising, social media, and marketplaces. Social media, especially Instagram, is effective in promoting brands and building brand awareness with features such as interesting and interactive Stories, Reels and Shopping. The COVID-19 pandemic has encouraged many companies to adopt digital marketing to maintain business continuity. The use of social media, email marketing, and e-commerce are the main solutions for interacting with consumers and offering products effectively. Training in digital marketing strategies is very important for MSMEs so they can understand and apply effective marketing techniques. Digital marketing techniques such as SEO, SEM, and content marketing play a major role in increasing visibility and engagement with the audience. SEO helps improve a website's ranking in search results, SEM uses paid advertising for fast results, and content marketing focuses on creating relevant content to attract and retain an audience. A combination of these techniques can provide optimal results. The use of digital analysis tools such as Google Analytics is essential to understand content performance and make necessary adjustments. Data from this analysis enables A/B testing and identification of the most effective content, so companies can optimize their marketing efforts. By understanding and implementing the right digital marketing strategies, online fashion companies can increase visibility, engage with their audience, and build strong, long-term relationships with customers, thereby achieving success in the digital era. Continuous adaptation and innovation in digital marketing strategies are key to maintaining competitiveness and relevance in a dynamic market.

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