

# Digital Marketing Intern at Bu Jayus Solo

Hany Rahmanita

## THE STORY

Bu Jayus is a Solo food and souvenir shop. Bu Jayus produces some food, such as sambal pecel, floss, and serundeng. Bu Jayus has started selling online through the marketplace. However, sales results in the marketplace are still very low when compared to sales at outlets. Currently, Bu Jayus wants to increase online sales. Previously, Bu Jayus already had social media such as Facebook, Instagram, and even a website. But the account has been inactive for a long time.

## THE GOAL

- Increase online sales to exceed in-store sales
- Have a committed reseller

## APPROACH

Reactivate existing Facebook and Instagram account

- Create target audience (who they are, how they engage, when to engage, where to engage, dan why they engage)
- Create a content pillar (content to convert 50%)
- Create content calender, captions, dan designs for each month.

Create a landing page and optimize the website.

Setting and running Facebook ads campaign with objective awareness, traffic, then conversion.



## THE RESULT

Instagram account is starting to be active again. Here are insights for less than 2 months:

- followers increased by 0.2%
- Accounts reached increased by 53.1% with 443 are followers and 21.9k are non-followers
- Accounts engaged increased by 3.6% with post interactions increased by 918%

In traffic campaigns with B2B content get 1.08% CTR

Web performance analysis is done using PageSpeed Insights and returns a score of 92 for the desktop version of the landing page performance. While the value of 81 for the mobile version.



hanyrhnm



hanyrhnm@gmail.com



0812911411018