

## **ANALYSIS OF MARKETING INNOVATION USING THE DIGITAL MARKETING CANVAS FOR MSMEs ALBABY OFFICIAL**

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### **ABSTRACT**

Innovation in a business is an important key to remaining competitive and improving the quality of products, services and marketing. So it can increase customer awareness and satisfaction and increase revenue. The aim of this research is to find out the description and formulation of Marketing Innovation using the Digital Marketing Canvas approach at Albaby Official MSMEs. The object of the research is an MSME that operates in the fashion sector, especially baby shoes. Located in Dramaga, Bogor Regency. Using a qualitative case study approach. This study focuses on understanding the problems faced by MSMEs regarding digital adoption and the innovations they implement. Using primary data through observation, semi-structured interviews with MSME owners and secondary data including MSME sales data. Alleged interim results : MSME Albaby Official is experiencing problems with products and marketing, the core problem is in marketing because MSME Albaby Official only uses the Shopee platform to market its products. It is hoped that by implementing marketing innovations in its business, MSME Albaby Official can increase brand awareness and increase revenue. The results of this research confirm that the application of the Digital Marketing Canvas has helped MSMEs in developing effective marketing strategies and adapting themselves to rapidly changing market dynamics.

**Keywords :** Entrepreneurship, Marketing Innovation, Digital Marketing Canvas

### **INTRODUCTION**

Entrepreneurship has long been one of the main drivers of economic growth worldwide. Essentially, entrepreneurship is the process of transforming ideas into tangible actions that create value, ranging from tech startups to traditional businesses managed in a structured manner. It encompasses various fields and scales. However, what makes entrepreneurship so crucial is not only its contribution to economic growth, particularly in enhancing a country's GDP, but also its ability to stimulate innovation, create jobs, and improve the quality of life for society.

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in the economy of a country, including

Indonesia. The growth of MSMEs in Indonesia contributes positively to economic enhancement and is crucial in reducing the levels of poverty and unemployment in the country. This is because the development of MSMEs generates numerous employment opportunities for community. Tambunan (2012), affirming that the existence of SMEs serves as a benchmark for a country's success, the majority of SMEs established in Indonesia are based in the creative industry. This sector of the economy arises from the utilization of creativity, skills, and individual talents with the aim of generating economic prosperity and creating employment opportunities (Bilton & Leary, 2002). The significant market interest in this sector indicates substantial potential for

market growth and profitability within the creative industry. This industry also creates various employment opportunities, particularly for individuals with creative talents in fields such as design, visual arts, fashion, and multimedia (Foord, 2009). The advancement of technology and access to global markets have enhanced the competitiveness and opportunities within this industry. Consequently, public interest in the creative industry reflects economic trends and acknowledges the importance of creativity in shaping the cultural and economic identity of a nation. Furthermore, technological developments and the adoption of digital marketing within the creative industry have opened up limitless new opportunities.

Digital marketing not only enables creative industry practitioners to promote their products more broadly and efficiently but also provides business opportunities for innovation and easier collaboration. By employing various digital marketing strategies such as SEO, social media, and online advertising, entrepreneurs can reach a global audience, build a strong brand, and enhance consumer engagement. Overall, digital marketing has become an indispensable tool for entrepreneurs in the current digital era. By leveraging appropriate technologies and strategies, businesses can not only improve their competitiveness and sustainability but also contribute significantly to elevating cultural economic values. For business actors, maintaining a foothold in today's rapidly evolving market is crucial. Hence, innovation or renewal, whether in terms of products, strategies, or other innovations, is essential.

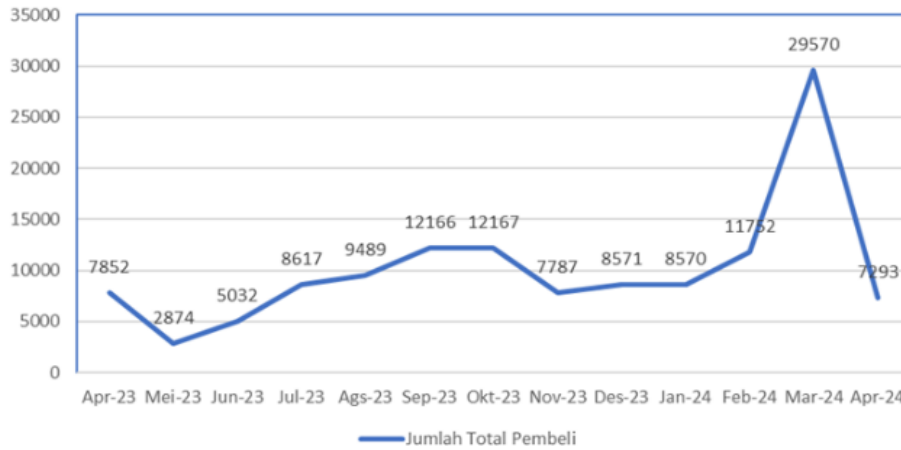
Innovation plays a crucial role as a primary factor in sustaining and expanding businesses amidst an

unpredictable environment and increasingly competitive market. Small and Medium Enterprises (SMEs) encounter several fundamental issues in their development. These include limited working capital, low-quality human resources, and inadequate mastery of knowledge and technology (Sudaryanto & Hanim, 2002). However, the most critical issue is the lack of innovation in business development. Essentially, businesses are established to generate profit. To achieve this, business practitioners must continually seek opportunities to enhance their business value. It is advisable for entrepreneurs to have a structured and disciplined strategy to compete effectively in the market. Therefore, business practitioners must prepare several competitive advantage factors. These include having highly creative and motivated employees, achieving optimal efficiency and productivity in production processes, producing superior quality goods, possessing strong entrepreneurial spirit, being innovative and creative, and having a broad perspective on products.

UMKM Albaby Official is a business operating in the fashion sector, with a primary focus on baby and children's shoes. The company has strategically chosen to target the baby and children's fashion market due to the varying sizes required for growing infants and the diverse range of patterns and styles available. The majority of purchasers are women with babies or young children. Who tend to be highly consumer-driven in the baby and children's fashion segment. This consumer behavior results in high-volume purchases of various styles, thereby generating significant profit for UMKM Albaby Official.

As the creative industry market rapidly evolves, particularly in the baby fashion sector. The impetus of globalization and advancing technological transformations has intensified competition. Numerous new competitors have emerged from various regions with similar businesses, striving to capture the consumer's attention. A

midst this dynamic environment, SMEs such as Albaby Official must continually innovate and enhance their marketing strategies to remain relevant and competitive. The following data represents the sales performance of Albaby Official over the span of one year, from April 2023 to April 2024 :



**Image 1.1 Total Sales of Albaby Official for 2023 – 2024 (units)**

**Source : Processed Data, (2024).**

Based on the data, UMKM Albaby Official experienced a sharp decline in May 2023. Followed by a significant increase in February 2024, and subsequently a sharp decline again in April 2024. Preliminary research revealed an anomaly in May 2023. Where the decline in sales was attributed to a loss of customer interest in the products. The sharp increase in February 2024 was due to the momentum of the Eid al-Fitr holiday. The decline in April 2024 was attributed to the end of the holiday momentum and insufficient marketing efforts. Such pronounced fluctuations in sales require attention, as they pose a risk to business sustainability and may threaten the continuity of operations. This phenomenon is indicative of a lack of product innovation and marketing innovation. Sawalha (2013), it is posited that innovation serves not only as a supporting factor for business growth but also as a crucial

element in maintaining business continuity amidst the rapidly changing dynamics of growth. The inherent uncertainty in the business world compels SMEs to adapt to ongoing developments.

Innovation drives SMEs to adapt to the dynamics of changing times, trends, and competitors. According to Klewitz & Hansen (2014), a strong innovation capability within a business can lead to the development of new competencies, including advancements in products, production processes, and business models, thereby exploring business potential and fostering sustainability. Every Small and Medium-sized Enterprise (SME) has its own strengths and weaknesses in terms of business strategies. The following table presents a competitor analysis of SMEs similar to Albaby Official :

**Table 1.1 Competitor Comparison**

UMKM	Produk	Harga	Pemasaran
Albaby Official	Kids Footwear	Rp 13.000 – Rp 40.000	Online Media (Shopee and Tiktok)
Mybags Official	Kids Footwear	Rp 14.500 – Rp 50.000	Online Media (Shopee, Tiktok, Tokopedia)
Baby Potato	Kids Necessities, Kids Fashion	Rp 19.500 – Rp 1.400.000	Online Media (Shopee, Tokopedia, Lazada, Tiktok, Website, Ads). Offline Media (Banner)
Miniboo Baby and Kids	Kids Necessities, children's footwear and sandals, and infant athletic shoes	Rp 28.500 – Rp 2.000.000	Online Media (Shopee, Blibli, Tiktok, Instagram, Tokopedia, Website, Ads), Offline Media (Banner)

Source : Processed Data, (2024).

With the growing competition in the digital marketplace, Albaby Official is deemed to require the adoption of a more innovative and structured marketing approach to achieve its business objectives. One tool that can be utilized to formulate and implement effective marketing strategies is the Digital Marketing Canvas. This tool Enables a more structured mapping of various elements of digital marketing, ranging from target audiences to customer acquisition and retention strategies.

A business is considered successful when it generates substantial profits. However, a business is truly deemed successful if it can endure and overcome various challenges and obstacles. In the contemporary era, characterized by a highly competitive business environment, innovation is essential for sustainability.

Innovation is a process of actualizing, integrating, or refining an idea, which can then be adapted to generate new value (Luecke, 2003). Manual (2005), innovation is defined as the capacity to apply creativity in addressing challenges and seizing opportunities to enhance or enrich life. There are four types of innovation : product innovation, process innovation, marketing innovation, and organizational innovation. (Manual, 2005). Drucker (2012), innovation serves as a crucial instrument for organizations and enterprises. Enabling them to harness or explore emerging changes and transform these changes into opportunities for conducting business in novel ways. This concept can be presented as a distinct discipline, learned, and practiced.

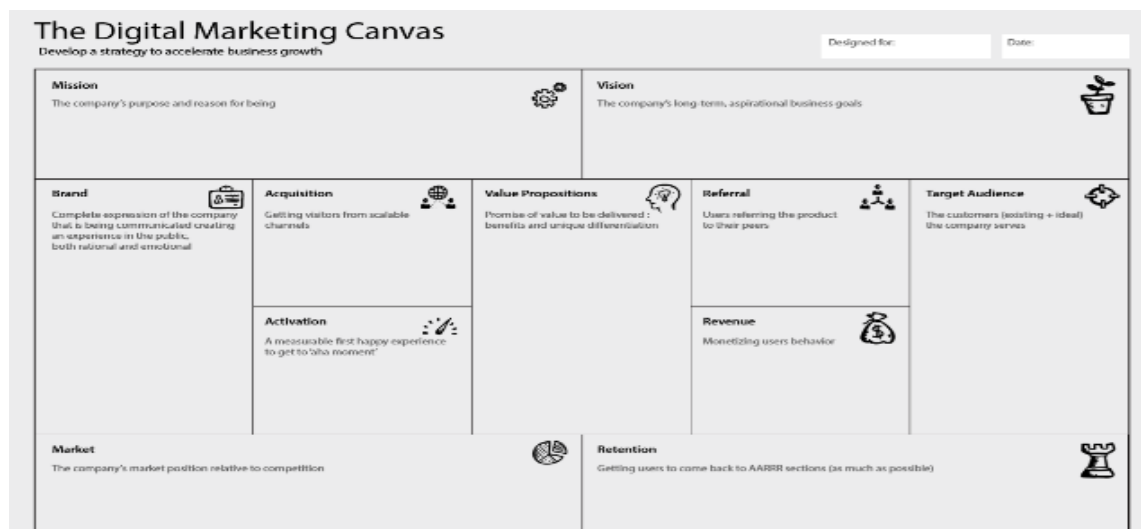
One of the most crucial instruments in innovation is marketing innovation. Marketing innovation can be defined as the renewal and enhancement of marketing techniques to ensure that marketing efforts effectively reach potential customers. According to Falcones & Castilla (2020), innovativeness in marketing involves making modifications or additions to various elements of a business, including product, price, promotion, and process activities. This perspective aligns with the views expressed by Quaye & Mensah (2019), it is established that there are four sequences of marketing innovations, which include innovations in product or service forms, new pricing strategies, novel concepts, and new promotional techniques. Therefore, it can be concluded that the definition of marketing innovation encompasses the renewal of various elements, including concepts, techniques, targets, and tools utilized in the marketing innovation process Kotler dan Amstrong (2010), it is posited that there are four

characteristics or indicators influencing the adoption of innovations : relative advantage, compatibility, divisibility, and observability. To develop a strategy for implementing marketing innovations, a research tool such as the Digital Marketing Canvas is required. Marketing innovation and the Digital Marketing Canvas are closely interrelated, as both focus on the development of effective marketing strategies. The Digital Marketing Canvas provides a framework that aids businesses or companies in systematically identifying, planning, and implementing marketing innovations.

**RESEARCH METHODS**

The term "method" refers to a systematic approach employed to achieve a specific objective. While "research methodology" is defined as the procedural framework utilized in the research process. This study was conducted on UMKM Albaby Official, located at Jl. Rasamala, Perumahan Taman Dramaga Permai 3, Blok D2 No. 3, Kabupaten Bogor, within the period from May 7 to July 25, 2024. The author employed a descriptive analytical

research method with a qualitative approach to attain a comprehensive understanding of the analysis of marketing innovation using the Digital Marketing Canvas. The data analysis method employed in this study is descriptive qualitative analysis. According to Sugiyono (2010), descriptive research is an approach designed to portray and elucidate the data that has been collected. This study utilizes information from both primary and secondary data sources. Primary data provides direct information to the researcher or is obtained firsthand. In contrast, secondary data consists of information not directly gathered by the researcher. Primary data in this study was acquired through the collection of results from various previous research sources. as well as through online and offline interviews conducted with the owner of Albaby Official. Secondary data was sourced from documents, reports, and various literature reviews, including research articles on the Digital Marketing Canvas. The following is an overview of the Digital Marketing Canvas :



**Image 2.1 Framework for Digital Marketing Strategy**  
 Source : Tuzzit, (2024).

The Digital Marketing Canvas encompasses eleven indicators that are essential for mapping a canvas to develop an effective marketing

innovation strategy. These indicators serve as benchmarks for evaluation :

1. Mission : The purpose and rationale behind the business's existence.
2. Vision : The aspirational goals or long-term objectives of the business.
3. Brand : The comprehensive expression of the business as communicated to its audience.
4. Target Audience : The primary demographic that the business aims to reach (customers).
5. Market : The business's market position and conditions.
6. Value Proposition : The promise or value delivered, including the benefits and differentiation of the product.
7. Acquisition : The process of attracting visitors through various acquisition channels.
8. Activation : The measurable initial positive experience designed to achieve key moments.
9. Referral : When users or customers recommend the product to their peers.
10. Revenue : The sources of income for the business.
11. Retention : Strategies to ensure users or customers return, encapsulating aspects of AARRR (Acquisition, Activation, Retention, Referral, Revenue).

## **RESULT AND DISCUSSION**

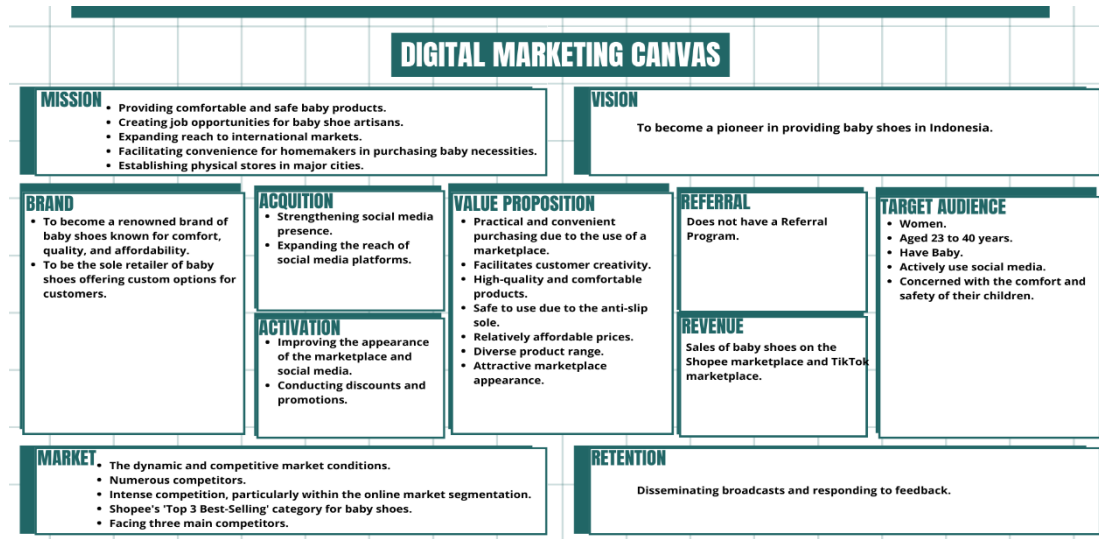
### **An Overview of Marketing Innovation at Albaby Official**

Following preliminary research and direct interviews with the owner of UMKM Albaby Official. It was determined that Albaby Official has implemented marketing innovations. These include live sessions on Shopee

and TikTok for product promotion. As well as product innovation through personalized baby shoe names for customers. However, these measures have not been sufficient to attract new customers. This is evidenced by the significant decline in sales data for Albaby Official from April 2023 to April 2024. Consequently, it can be concluded that there are deficiencies or areas requiring improvement in their business, particularly in marketing. This has resulted in a lack of new customers and marketing outreach. Albaby Official relies solely on digital media for sales. Therefore, the researcher employs the Digital Marketing Canvas as an analytical tool and incorporates interview findings into the Digital Marketing Canvas framework.

### **Identification of Marketing Innovations Utilizing the Digital Marketing Canvas at Albaby Official**

Albaby Official focuses its digital marketing efforts exclusively on the Shopee and TikTok platforms. The adoption of the Digital Marketing Canvas is expected to enhance Albaby Official comprehension of its marketing strategies and provide substantial support in the deployment of innovative marketing practices. The mapping of the Digital Marketing Canvas for Albaby Official encompasses several key aspects, including:



**Image 3.1 Identification of the Digital Marketing Canvas for Albaby Official**  
 Source : Processed Data, (2024).

**Vision**

Vision constitutes a long-term business objective. Albaby Official aspires to become the leading infant footwear brand in Indonesia. Renowned for its quality, safety, and innovative design. This vision inevitably influences its digital marketing strategy, as Albaby Official currently concentrates on content.

**Mission**

The primary objective or mission of Albaby Official is to provide safe, comfortable, and stylish baby shoes at affordable prices. Albaby Official aims to ensure that every infant experiences maximum comfort while wearing its shoes and that parents feel secure with Albaby Official's products. Which are equipped with anti-slip soles to prevent accidents. Additionally, Albaby Official seeks to create job opportunities for each shoe artisan.

**Brand**

Albaby Official is currently recognized by a majority of its customers as a brand specializing in baby footwear that prioritizes quality and comfort. The core values that the brand aims to convey include comfort, safety, and style. Albaby is committed to ensuring that

baby shoes support the natural development of their feet through the use of soft and safe materials. Additionally, the brand emphasizes that babies can be stylish while wearing trendy footwear. Albaby Official communicates these core values through social media and online marketplaces such as Shopee and TikTok, by showcasing images of adorable babies wearing Albaby products.

**Target Audience**

Businesses must commence by identifying their target audience or customer segments through an understanding of the characteristics and behaviors of individuals they aim to reach with their marketing efforts. The primary target audience of Albaby Official consists of parents, specifically women who have infants. Typically aged between 23 and 40 years, they usually reside in urban areas, are highly active on social media, and place a strong emphasis on the comfort and safety of their children. Additionally, they tend to seek trendy products for their babies without compromising on quality and price.

## **Market**

The current market for baby footwear is characterized by a high degree of competitiveness and dynamism. Albaby Official has identified a significant demand for baby products that offer comfort, safety, and style. Consequently, consumers tend to select products that provide the best value in terms of quality and aesthetics. Furthermore, Albaby Official has recognized substantial opportunities within the online market segment. Technological advancements and modern lifestyles have led parents to prefer digital shopping. This trend is expected to heighten the competitiveness within the online market segment. As a result, Albaby Official considers online marketing strategies and innovations to be highly relevant for market penetration. Currently, Albaby ranks third in the "baby shoes" category on the Shopee platform. This position reflects Albaby's strong market presence and potential value addition to its products. According to Albaby Official, the primary challenge faced is the lack of brand visibility amidst the multitude of available market options. Therefore, Albaby Official is committed to offering high-quality products at competitive prices.

## **Value Proposition**

The value proposition is a crucial element in determining the primary appeal of a product to customers. This study focuses on Albaby Official, a business located in Bogor Regency specializing in the fashion industry, specifically as a producer of baby shoes. According to the owner, the business was established to address the common issue faced by homemakers seeking affordable, high-quality baby footwear that is also convenient to purchase. Consequently, Albaby Official emphasizes online market segmentation and conducts its sales activities through

digital media to ensure accessibility for a broad audience, particularly parents. The baby shoes offered by Albaby Official feature unique and attractive designs and are crafted from high-quality materials that are safe for infant skin. Despite offering premium products, Albaby Official maintains affordable pricing to remain accessible to its target market. This commitment constitutes a key selling point that distinguishes Albaby's products from those of competitors.

## **Acquisition**

Acquisition encompasses the methods or processes involved in acquiring new customers. Albaby Official primarily utilizes social media as a tool for customer acquisition and implements promotional discounts. Additionally, Albaby Official employs Shopee as a digital channel. Albaby Official has established a significant presence in the baby footwear market on Shopee, boasting approximately 117,000 followers and over 10,000 products sold. This highlights Albaby Official's focus on engaging customers through promotions and discounts. Furthermore, TikTok represents the secondary platform utilized by Albaby Official. Although the company has begun using TikTok, its engagement remains suboptimal. Currently, Albaby Official's TikTok account has 493 followers and an average of 300 views per post. In conclusion, Albaby Official's customer acquisition strategy is concentrated on two primary media : an e-commerce marketplace and social media, among the many available acquisition methods.

## **Activation**

Activation is the process of converting visitors into active customers. This implies that if users or customers perceive value in the product and have a positive experience. They are likely to return for repeat purchases, potentially becoming loyal customers who



recommend the product to others. Albaby Official has reached the activation stage by solely implementing discounts and promotions on its products. There is a lack of differentiation from competitors regarding these discounts and promotions.

#### **Referral**

Customer referrals involve the recommendation of products by active customers to passive customers. Specifically, this process entails acquiring new customers through the endorsements of existing, active customers who are seeking goods that meet their needs. Currently, Albaby Official does not have a referral program in place.

#### **Revenue**

One of the critical elements of the Digital Marketing Canvas is the revenue stream. According to Jain and Rushil (2023), it is essential for businesses to evaluate how they will generate revenue. Currently, Albaby Official derives its income from the sale of footwear through the Shopee and TikTok platforms. Albaby Official's products are priced competitively in comparison to similar offerings from competitors. The company aims to ensure that its products remain affordable for parents. Additionally, Albaby Official frequently organizes discounts during significant events, such as religious holidays. During these periods, consumer demand typically increases, prompting Albaby Official to implement promotional offers or discounts.

#### **Retention**

Retention primarily focuses on customer management objectives. At this stage, efforts are made to re-engage existing customers to become loyal patrons. Maintaining and sustaining communication with customers is crucial, as this will have long-term implications for future business. At present, to retain

customers Albaby employs retention strategies by sending broadcasts and responding to all incoming feedback. According to Albaby Official, this method has proven effective in ensuring customer loyalty to their products.

Following the marketing mapping of Albaby Official using the Digital Marketing Canvas. The researcher identified seven critical elements within the Digital Marketing Canvas that appear to be suboptimally addressed. These include the components of Brand, Market, Acquisition, Activation, Referral, Revenue, and Retention.

#### **Formulation of Marketing Innovation Strategies at Albaby Official**

In order to enhance overall marketing effectiveness and drive innovation within its strategies. It has been discerned that certain specific areas of the Digital Marketing Canvas require focused attention and targeted improvements. Addressing these areas is crucial for Albaby Official to refine its marketing approach, thereby achieving more effective outreach and deeper engagement with its customer base. The following delineates the particular areas identified for strategic enhancement. Which will serve to optimize marketing efforts, align them more closely with organizational goals, and improve overall performance in reaching and interacting with the target audience. The areas identified for enhancement within the Digital Marketing Canvas are as follows :



satisfied customers can be shared and utilized as content. Hearing positive experiences from customers is highly influential and contributes to strengthening the brand's image.

## 2. Market

Albaby Official tends to utilize online market segmentation in alignment with technological advancements. However, several deficiencies have been identified in this market point. Therefore, the following solutions and recommendations should be considered :

- a) Establishing an offline market.
- b) Enhance the community market share.

To address the deficiencies identified in the market segment, it is essential to implement innovations in both product and marketing strategies, given the dynamic and competitive nature of the baby shoe market. Albaby's focus is solely on online market reach, which may result in missed opportunities to engage potential customers who prefer offline shopping experiences. Research indicates that customers who shop in physical stores tend to exhibit greater loyalty due to higher satisfaction with the service provided, as highlighted by the study (Hendiana *et al.*, 2022). In order to effectively reach the offline market, Albaby Official must establish a physical store. Additionally, another area that requires improvement is the insufficient penetration into broader community markets. Kristiadi (2018), communities can be defined as a type of association established within the context of consumer goods. This can be implemented by creating a parenting community or by joining an existing one.

## 3. Acquisition

In the analysis of the Digital Marketing Canvas, the acquisition component reveals certain deficiencies, as Albaby is currently solely focused on enhancing its presence and expanding its

social media platforms. Although these efforts are crucial, there are additional aspects that need to be incorporated :

- a) Enhancing content diversification
- b) Developing a content strategy.

Sembiring (2022) Content marketing is defined as the dissemination of information to consumers aimed at assisting them in making informed purchasing decisions. Presenting a diverse array of content is crucial for attracting customers. Various options are available for creating engaging content, such as educational materials including articles and blog posts on social media that discuss the importance of selecting the appropriate footwear for infant development. This type of content not only aids parents in making more informed decisions but also fosters trust in the Albaby Official brand. However, another limitation is the restricted acquisition channels. According Zulaikha *et al* (2020), marketing is a fundamental activity undertaken by businesses or companies to achieve their objectives. Relying solely on social media as the exclusive channel for customer acquisition may limit the potential customer base. Albaby Official could consider diversifying its channels by incorporating email marketing, advertising, and collaborations with parenting websites. Although Albaby has implemented content and channel diversification, these measures alone are insufficient to capture customer attention without a well-defined content strategy. To enhance its content strategy, Albaby should consider incorporating tactics such as unboxing, live sessions, and Q&A sessions. Additionally, assessing the effectiveness of these strategies is essential. Moore & McElroy (2012) it is posited that the quantity of 'likes' on a post can serve as an indicator of the content's attractiveness and its potential

to facilitate the dissemination of information about a product.

#### 4. *Activation*

Albaby Official primarily concentrates on marketplace presentation and social media engagement. Focusing solely on expanding its social media reach for customer activation. Several aspects of deficiency that need to be addressed are as follows :

- a) Introducing a campaign program.
- b) Integrating interactive technology within marketplaces or social media platforms.

In fact, the activation stage can vary. According to Straubhaar, In the research journal by Ahmad Junaidi (2023), rapid advancements in science and technology are noted to support various changes through social media. One of the methods identified is through campaigns. Albaby Official could organize a campaign titled “Mommy and Me.” In this campaign, Albaby Official would invite parents to share their creative photos with their babies using Albaby Official products and a specific hashtag. Subsequently, Albaby Official could award shopping vouchers to winners of the best photos or creations within the campaign. This campaign is expected to enhance customers' desire to purchase products from Albaby Official. An essential aspect that should not be overlooked in planning digital marketing through campaigns is the measurement and analysis of results. These outcomes can be assessed using Key Performance Indicators (KPIs) such as social media engagement and influencer impact to determine the effectiveness of marketing efforts. Another limitation is the constraint in the use of interactive technology. In the current era of rapid digitalization, one prominent form of artificial intelligence is chatbots. Guntoro et al (2020) It has been posited

that interactive technologies, such as chatbots, can substantially enhance customer experience. Albaby Official could adopt such technologies to provide a more engaging and informative shopping experience.

#### 5. *Referral*

Albaby Official does not currently implement a referral program. This is an area of concern as referral programs can significantly impact future sales. The following are several aspects that could be incorporated into the referral strategy :

- a) Implementing a referral program.
- b) Implementing a testimonial contest program.
- c) Implementing a gamification system.
- d) Implementing a Word-of-Mouth (WOM) strategy.

According to Lusiana & Novitaningtyas (2020), referrals are a critical component in the product sales process. Albaby Official can implement this strategy by instituting a customer referral program. The mechanism is relatively straightforward : customers who have previously purchased products from Albaby Official can share a unique referral code with their friends or acquaintances. This referral code is provided to customers upon their initial purchase at Albaby Official. If the referred friends or family use the referral code during their first purchase, they will receive a special discount. Additionally, as a gesture of appreciation, the referring customers will earn reward points that can later be redeemed for prizes or discounts from Albaby Official. Anggraini & Hakimah (2020) This study elucidates that the referral program is strategically designed to augment user acquisition or sales by offering incentives to customers who successfully refer friends or family to purchase the product. Additionally, Albaby Official might implement

periodic testimonial contests. In this mechanism, customers who provide the most compelling testimonials will be awarded prizes. This approach not only enhances positive reviews on the marketplace but also fosters increased engagement on social media, thereby bolstering digital marketing efforts. According to the study by Sriyanto & Kuncoro (2019), testimonials have a positive and significant impact on purchasing decisions. Subsequently, incorporating gamification into the referral program. Such as through the implementation of leaderboards or weekly challenges, can enhance the program's engagement and competitiveness. Such an approach is likely to facilitate Albaby Official in obtaining cost-free marketing through word-of-mouth (WOM), where marketing is conducted by customers through verbal recommendations. According to Lovelock (2016), Information obtained from other customers is perceived as more credible by consumers. This perception significantly influences their purchasing decisions. Reingen & Walker (2001), it was found that Word of Mouth (WOM) exhibits a significant effectiveness in influencing customer purchase decisions. Specifically, WOM is seven times more effective compared to magazine and newspaper advertisements, four times more effective than personal selling, and twice as effective as radio advertisements.

#### 6. *Revenue*

In the revenue aspect, it was found that Albaby Official relies solely on the sale of baby shoes through the Shopee and TikTok marketplaces. Although these two platforms have substantial user bases, there are areas within the revenue strategy that require enhancement, including the following :

- a) Enhancing sales channels.
- b) Implementing a bundling strategy.
- c) Introducing product diversification.

There is a primary shortcoming in the revenue aspect. Specifically related to the limited diversification of sales channels, which is associated with marketing management. Manap (2023) It is posited that marketing management constitutes an effort to enhance the efficiency and effectiveness of the marketing activities conducted. Shortcomings in this area must be promptly addressed as they may constrain Albaby Official's revenue potential. Albaby Official should consider expanding its sales channels to other marketplaces such as Tokopedia, Lazada, and Bukalapak. Another identified deficiency is the absence of special products or bundling. Bundling refers to a pricing strategy where two or more products are offered together in a single package at a more affordable price or a special rate. (Tjiptono, 2007). It is anticipated that Albaby Official will provide bundled product packages to customers at special prices. Such an initiative has the potential to enhance revenue and sales. Furthermore, there is a noted deficiency in product diversification. Tjiptono (2007) Product diversification is implemented as a result of product development, wherein existing products are economically sustained. Albaby may consider expanding its product range by introducing new variations, such as baby accessories and clothing. This approach could attract a broader customer base. Tjiptono (2007) the purpose of diversification is to mitigate risk, whereby potential losses from one product can be offset by the profits generated from other products.

#### 7. *Retention*

Several deficiencies have been identified in the retention component.

Currently, Albaby Official's efforts to retain customer loyalty are primarily centered on maintaining communication with customers. However, there are additional aspects that need to be addressed to improve the effectiveness of Albaby Official's retention strategies :

- a) Implementing a customer loyalty program.
- b) Incorporating specialized events for customers.
- c) Introducing exclusive product offerings.

Albaly Official can sustain customer retention by implementing a customer loyalty program. According to Abba (2015), loyalty programs exert a significant influence on consumer behavior. Albaby Official has the potential to implement a loyalty program, which could be designated as 'Albaly Rewards. This program is designed to offer rewards or incentives to customers, including special discounts, early access to new products, and various prizes. The mechanism involves awarding points for every purchase made by the customer. These points can be accumulated and redeemed for a range of rewards or attractive discounts. Additionally, a notable area for improvement is the absence of customer events. Event marketing represents an innovative communication strategy that not only complements modern communication media but also offers diverse applications and marketing potential (Nufer, 2015). Albaby could organize special events for customers, such as giveaways and workshops. Furthermore, another issue identified is the lack of exclusive product offerings. Many well-known brands have developed and manufactured limited edition products with the objective of enhancing consumer interest and desire to purchase (Wu *et al* 2012). The exclusive impression of the limited edition product

addresses customers' needs to feel distinguished (Wu *et al* 2016). Albaby Official may enhance product exclusivity by providing early access to unreleased products to loyal customers or offering special products to dedicated buyers. This approach can serve as an effective strategy to improve customer retention for Albaby Official.

## CONCLUSION AND SUGGESTION

This study concludes that the marketing strategy employed by Albaby Official involves the adaptation of social media marketing and content marketing. When applied within the framework of the Digital Marketing Canvas, seven aspects were identified as deficient: Brand, Market, Acquisition, Activation, Referral, Revenue, and Retention. The Digital Marketing Canvas provides an effective framework for businesses to devise and implement strategies. With the proposed improvements, such as diversifying product sales channels, enhancing customer interaction and engagement, and developing customer loyalty, it is anticipated that Albaby Official will experience positive impacts on its marketing innovation in the future. The structured and organized implementation of the Digital Marketing Canvas positions Albaby Official to enhance its market competitiveness and achieve sustainable business growth. The research implies that digital marketing innovation can emerge through structured canvassing using the Digital Marketing Canvas. This tool plays a crucial role in long-term business objectives by providing clear direction on actions and their execution.

Based on the research findings, several recommendations can be made for future researchers. To gain a deeper understanding, a comparative study with other SMEs operating in the same sector could be conducted to examine the

application of the Digital Marketing Canvas. This would provide insights that could be adapted by Albaby Official. Additionally, there are several recommendations for Albaby Official to implement the components of the Digital Marketing Canvas to achieve business objectives and ensure long-term sustainability.

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