

Implementation of Marketing Strategies and Customer Acquisition

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ARTICLE INFO

Keywords: Marketing Strategies, Customer Acquisition, Strategies

Received : 6, February

Revised : 22, February

Accepted: 24, March

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ABSTRACT

This study aims to analyze the marketing strategies and customer acquisition efforts of PT Wangsa Jatra Lestari in the manufacturing and printing services sector. The research employs a qualitative approach, including in-depth interviews with key stakeholders and secondary data analysis. The findings reveal that PT Wangsa Jatra Lestari implements a hybrid marketing strategy combining traditional and digital methods. However, the digital marketing aspect, particularly SEO and social media marketing, remains underutilized. Recommendations include optimizing digital marketing efforts, refining customer service strategies, and strengthening customer loyalty programs to enhance competitiveness and retention. The research method used descriptive qualitative method include in-depth interviews with relevant sources as well as analysis of secondary data from internal company documents.

INTRODUCTION

In the era of globalization, companies must continuously develop strategies to maintain customer acquisition and business growth. Customer acquisition refers to the process of attracting new customers systematically and sustainably (Dzakwan, 2022). Marketing plays a crucial role in business success, involving the exchange process to satisfy consumer needs (Kotler, 2001). PT Wangsa Jatra Lestari adopts a marketing mix strategy incorporating offline and online marketing. However, its digital marketing implementation remains suboptimal, particularly in SEO and social media marketing, limiting its ability to reach new customers.

However, the use of digital marketing is still not optimal, especially in terms of SEO (Search Engine Optimization) and social media marketing, which causes limitations in reaching potential customers. Most customers are still obtained through traditional methods such as direct visits and industry exhibitions. From the consumer side, PT Wangsa Jatra Lestari serves the lower middle market segment with main products in the form of paper bags and other packaging. In an effort to reach its target market, PT Wangsa Jatra Lestari implements a marketing strategy based on a marketing mix. The marketing mix, or what is often known as the marketing mix, is a collection of tactical marketing tools combined by companies to produce the desired response and consists of several variables that can be controlled by the company to influence consumer responses in its target market (Yanti 2021).

Based on the phenomena found, the company needs to determine the right choice to get new customers. For example, promotion is one of the strategies that can be done by the company which is also a communication process between the company and the environment (consumers) in order to create a positive attitude about products and services that lead to their desires in the market purchasing process. Promotion includes all activities carried out by the company to communicate and promote its products to the target market (Kotler & Keller, 2016). Promotion is basically expected to make demand inelastic when prices rise and make demand elastic when prices fall. What is meant is how the amount of demand or sales increases when prices fall (Santoso, KW et al., 2013).

In this context, companies can choose to promote in the form of digital marketing, which allows PT Wangsa Jatra Lestari to reach more customers widely and efficiently. One strategy that can be applied is website optimization through SEO (Search Engine Optimization), which helps increase the company's website ranking in Google searches so that it is easier for potential customers to find. In addition, the use of paid advertising and companies can also utilize social media as an effective marketing tool. By maximizing platforms such as Instagram and TikTok, companies can display interesting content, such as the production process, customer testimonials, and special promos to attract the attention of potential buyers. Marketing through email marketing and WhatsApp Business can also be an effective strategy to offer special discounts, product catalogs, and consulting services for potential customers.

Outside of digital marketing, PT Wangsa Jatra Lestari can also implement offline promotions to strengthen relationships with customers. One way is to

make direct visits to potential customers, provide free product samples, and offer promotional prices for new customers. In addition, the company can also participate in industry exhibitions and business events to expand customer networks and increase brand awareness. Referral or member-get-member programs can also be implemented, where customers who successfully recommend products to others will get certain discounts or incentives.

To address these issues, the company must determine the right strategy to enhance customer acquisition. Promotion is a key component of this effort, involving communication between the company and potential customers to build a positive perception (Kotler & Keller, 2016). Given the increasing influence of digital marketing, PT Wangsa Jatra Lestari should optimize SEO, utilize paid advertising, and enhance social media presence. Additionally, offline methods such as direct customer visits, promotional offers, and industry exhibitions can be leveraged to strengthen customer relationships. With the right combination of digital and offline promotions, PT Wangsa Jatra Lestari can increase new customer acquisition more effectively, strengthen the loyalty of old customers, and increase its competitiveness in the printing and packaging industry.

LITERATURE REVIEW

Marketing Strategy

Marketing strategy is a comprehensive approach designed to achieve specific and sustainable marketing goals in the long term (Felik, 2024). This strategy includes in-depth market analysis to understand consumer needs and wants, market segmentation to determine the right target audience, and positioning of products or services to stand out from competitors. In the context of PT Wangsa Jatra Lestari, implementing an effective marketing strategy is essential to winning the competition in the competitive printing industry. By utilizing market data, companies can tailor their products and services to suit customer preferences and the latest market trends (Andriwan, 2023).

Furthermore, marketing strategy also involves the selection and use of various marketing tools and tactics to achieve business goals. This includes the use of traditional media such as print and television, as well as digital media such as social media, email marketing, and SEO. (Sasikirana, 2024) PT Wangsa Jatra Lestari, with its focus on technological innovation in printing, can utilize digital platforms to increase their marketing reach. For example, advertising campaigns on social media can be used to attract new customers, while email marketing can help maintain relationships with existing customers.

In addition, an effective marketing strategy should include regular performance evaluation and measurement. This means that companies must establish clear and relevant metrics to measure the success of each marketing campaign (Segala, 2024). Data analysis from previous marketing campaigns can provide valuable insights into what worked and what didn't, so companies can continually refine their approach. PT Wangsa Jatra Lestari can use analytics tools to track the performance of their campaigns, identify areas for improvement, and make data-driven decisions for future marketing strategies.

It is important for companies to remain flexible and responsive to market changes. Dynamic markets require adaptive strategies, and companies must be

ready to adjust their strategies based on customer feedback and changes in the business environment. PT Wangsa Jatra Lestari must continuously monitor printing industry trends and consumer behavior to ensure their marketing strategies remain relevant and effective. With a proactive and innovative approach, companies can maintain a competitive advantage and achieve their marketing goals sustainably.

Customer Acquisition

Business is one of the activities or activities that provide benefits to individuals or groups. One important part of a business is customers. In business, a strategy is needed to retain existing customers and add as many new customers as possible. Customer acquisition is the process of bringing new customers or clients to an organization's business. To do this, a systematic and sustainable acquisition strategy must be created that can adapt to changing trends. Many large companies such as e-commerce use this strategy to get customers and find potential customers to maintain their business (Wahyudi, 2022). That way, customer acquisition is developed by the company to gain long-term profits (Wulandini, 2020).

Customer acquisition has a very important role for PT Wangsa Jatra Lestari (WAJATRI) in ensuring sustainable business growth and competitiveness in the printing and packaging industry. In an increasingly competitive business environment, attracting new customers not only has an impact on increasing revenue, but also expanding business networks and strengthening the company's position in the global market.

As a company that serves domestic and international markets, WAJATRI must actively seek new customers through effective marketing strategies. One of the main approaches used is digital marketing, where the company utilizes its official website, social media, and internet-based marketing platforms to attract potential customers. With a strong online presence, WAJATRI can reach clients from various countries and introduce their products and services more widely. In addition to digital marketing, optimizing customer service is also an important part of the customer acquisition strategy. WAJATRI strives to provide a better customer experience by improving communication, speeding up the ordering process, and offering flexibility in design and print materials. With responsive and high-quality service, the company can increase the possibility of getting new customers through recommendations from existing customers.

METODOLOGI

The research method used in this study is a qualitative method, which focuses on an in-depth understanding of the phenomenon being studied by exploring data and information through interviews, observations, and document analysis (Sugiyono, 2017). A qualitative approach allows researchers to gain a more holistic understanding of the perceptions, experiences, and perspectives of research subjects on the topic being studied. This study aims to deeply understand the phenomena that occur in the marketing strategy and customer acquisition of PT. Wangsa Jatra Lestari.

METHODOLOGY

This section presents the research design, population, sampling techniques, and methods of analysis. The study employs a qualitative research design, using in-depth interviews, observations, and document analysis to understand PT Wangsa Jatra Lestari's marketing strategies. The selection of informants includes the company's marketing supervisor and marketing manager, chosen for their direct involvement in strategy formulation and execution. The study focuses solely on PT Wangsa Jatra Lestari due to its distinctive market positioning and marketing challenges.

RESEARCH RESULT

Internship Results

The implementation process of this internship program took place over a period of four months, with a scope of work related to marketing in the B2B (Business to Business) business model implemented by PT Wangsa Jatra Lestari. The implementation of the internship program was from February 12, 2024 to June 12, 2024, the author as an intern and was placed in the marketing division under the marketing supervisor and marketing manager of PT. Wangsa Jatra Lestari. The marketing division is a division that has an important role in promoting the company's products and services to potential customers. PT Wangsa Jatra Lestari uses a sales promotion strategy by visiting companies directly and providing production samples as part of their marketing efforts. By carrying out these tasks, the marketing division plays an important role in increasing the visibility and sales of products and services offered by PT Wangsa Jatra Lestari. During the internship at PT Wangsa Jatra Lestari, the author participated in activities in the marketing division such as recapitulating orders, material usage data, SO recapitulation, making offers to new companies, visiting other companies that filed complaints regarding defects in production goods, visiting companies that had already produced and maintaining relationships in order to maintain customer acquisition. In this chapter, the research findings obtained through the interview process with sources who had direct involvement and field observations are presented. The researcher created several questions to collect data obtained using interviews with sources relevant to the topic being studied.

Research Interview Results

In writing this internship report, the author used 2 sources that were directly related to the research topic, namely PT. Wangsa Jatra Lestari. These sources were chosen to make it easier for the author to collect information relevant to the research focus on the evaluation and development of marketing and administrative performance strategies at PT Wangsa Jatra Lestari. The sources consisted of two main informants, namely Mr. Ruli Anang Kusworo as the marketing supervisor of PT. Wangsa Jatra Lestari, who is responsible for developing and supervising marketing strategies to increase sales and expand the market including market analysis, managing the marketing team, and establishing relationships with customers to ensure their satisfaction and loyalty. In addition, he is also responsible for managing and supervising all incoming

designs which will later be submitted to the production party. The second analysis unit or source is Mrs. Yovita Ari Y. As the Marketing Manager of PT. Wangsa Jatra Lestari, who is responsible for designing and supervising marketing strategies to increase sales and expand the market, she is also tasked with managing the marketing budget and evaluating the effectiveness of promotions to ensure that the strategies implemented run optimally and in accordance with the company's targets.

During the internship at PT Wangsa Jatra Lestari, the researcher observed various marketing dynamics that influence the company's strategy in attracting and retaining customers. The company implements market segmentation targeting the lower middle class by offering quality products and competitive prices. The company's marketing strategy combines offline and online methods. Offline marketing is carried out through direct visits and participation in industry exhibitions, while digital marketing is still in the development stage. The researcher found that the use of digital marketing, such as utilizing SEO and paid advertising, is still not optimal and needs to be improved in order to reach more customers. In addition, responsive customer service is the company's advantage in maintaining customer loyalty. Customer complaints are handled quickly, but there are still opportunities to increase loyalty through special programs such as discounts or referrals. By optimizing digital marketing and improving customer acquisition strategies, PT Wangsa Jatra Lestari can strengthen its competitiveness and increase business growth.

The following are the results of research interviews that have been conducted at PT. Wangsa Jatra Lestari:

Marketing Strategy Evaluation

Here are some questions asked regarding the evaluation of PT. Wangsa Jatra Lestari's marketing strategy, including:

1. Is the market segmentation used in accordance with PT. Wangsa Jatra Lestari's target customers?
2. How is PT. Wangsa Jatra Lestari's positioning compared to competitors in the same sector?
3. What are the challenges faced by PT. Wangsa Jatra Lestari in its marketing strategy?
4. How does PT. Wangsa Jatra Lestari find new consumers and what media are the most effective in attracting customers so far?
5. Has the digital marketing strategy been successfully implemented? If so, what are the results?
6. How is PT Wangsa Jatra Lestari's position compared to competitors in the same sector? And what strategies are used to remain competitive in the market?

PT. Wangsa Jatra Lestari is a company engaged in the printing and packaging industry that has adjusted its market segmentation to the right target customers. Since the beginning, the company has developed a marketing strategy based on customer data and specifically targets consumers from the lower middle class. This data-driven approach helps PT. Wangsa Jatra Lestari in

determining a more effective sales strategy, both in terms of pricing, promotion, and distribution methods. By adjusting products and services according to customer purchasing power, the company can offer more competitive prices and build close relationships with customers. This focus allows the company to create a more sustainable business ecosystem by maintaining customer loyalty.

As part of its marketing strategy, PT. Wangsa Jatra Lestari also ensures that its operational steps are aligned with the needs of its consumers. Utilizing a customer database not only helps in designing a more effective promotional strategy but also in optimizing the distribution process so that products can reach customers more quickly. With this targeted strategy, companies can increase marketing effectiveness and ensure that their products remain relevant in a competitive market.

Challenges Faced in Marketing and Distribution

Although the marketing strategy has been carefully designed, PT. Wangsa Jatra Lestari still faces various challenges in the printing and packaging industry. One of the main challenges is the fluctuation of raw material prices which directly affects production costs. The instability of labor costs is also a factor that needs to be taken into account, considering that this industry requires skilled workers who affect the quality of the printed results and packaging produced. On the other hand, competition in the printing and packaging industry is getting tighter, with many companies offering similar services. This requires PT. Wangsa Jatra Lestari to continue to innovate in order to remain relevant in the market. In addition, suboptimal digital marketing is also an obstacle in reaching new customers. Companies have not fully utilized digital strategies such as SEO, paid advertising, and social media to increase market reach.

In addition, distribution is also a challenge. Delays in delivery can affect customer satisfaction, which in turn can affect their loyalty to the company. Therefore, PT. Wangsa Jatra Lestari needs to improve efficiency in the supply chain to ensure more timely and effective delivery. To face this challenge, the company must optimize digital marketing, improve distribution efficiency, and invest in more modern production technology. By adopting a more innovative marketing strategy, PT. Wangsa Jatra Lestari can expand its market share and maintain competitiveness in an ever-growing industry.

Strategy to Find New Consumers and Increase Marketing

In an effort to expand market reach and reach more customers, PT. Wangsa Jatra Lestari implements various strategies to find new consumers, both online and offline. One method used is to send an introduction letter and company profile to prospective customers. Digital marketing has also begun to be implemented, although it is still in the development stage and has not been able to run optimally. The challenge in finding new consumers is that most large companies already have fixed suppliers and are not actively looking for new suppliers. Therefore, PT. Wangsa Jatra Lestari must be more creative in its marketing approach. Some of the methods that have been implemented to attract new potential customers include:

- Utilizing social networks: Recommendations from existing customers can be an effective promotional tool. Customers who are satisfied with the company's products and services tend to recommend them to their colleagues or business partners.
- Attending events and exhibitions: The company actively attends events and exhibitions that are in line with the printing and packaging industry. This activity allows PT. Wangsa Jatra Lestari to meet directly with potential customers who need quality printed and packaging products.
- Digital marketing optimization: Although digital marketing strategies have begun to be implemented, the company still needs to increase its effectiveness by utilizing SEO, social media, and paid advertising campaigns to reach more potential customers.
- Direct approach and visits: One of the most effective ways to find new customers is by making direct contact and visits. With more intensive communication, the company can explain the advantages of its products directly to potential customers.
- Company website management: The website functions as the main information medium for potential customers to find out more about the products and services offered by PT. Wangsa Jatra Lestari. In addition, the website can also help in building the credibility and professionalism of the company.
- Future and Strategy Development: Although still facing various challenges, PT. Wangsa Jatra Lestari has a great opportunity to continue to grow in the printing and packaging industry. With a more adaptive and innovative marketing strategy, the company can expand its market reach and increase its competitiveness.

Investing in more modern production technology is also an important step in improving product efficiency and quality. In addition, the company must also continue to follow market trends, such as the increasing demand for environmentally friendly products, in order to attract more customers who care about sustainability.

Overall, PT. Wangsa Jatra Lestari continues to strive to develop more effective marketing strategies, improve distribution efficiency, and strengthen relationships with customers. With a commitment to continue to adapt and innovate, the company is optimistic that it can continue to grow and become one of the main players in the printing and packaging industry.

Customer Acquisition Development

Here are some questions asked regarding the evaluation of PT. Wangsa Jatra Lestari's marketing strategy, including:

1. What steps will be taken to reach more customers? Then, what strategies are used by the company to increase customer loyalty as well?
2. Does PT. Wangsa Jatra Lestari have a special program for loyal customers?
3. What are the biggest challenges in customer acquisition at PT. Wangsa Jatra Lestari?

4. How does PT. Wangsa Jatra Lestari build long-term relationships with new customers.
5. What is the impact of customer acquisition on PT. Wangsa Jatra Lestari's business growth?

In the increasingly tight industry competition, companies implement various marketing strategies to attract new customers and ensure that existing customer satisfaction is maintained. To achieve these goals, PT. Wangsa Jatra Lestari relies on data-based marketing strategies and a direct approach to customers. Efforts made include increasing sales activities, using digital marketing strategies, and loyalty programs that provide benefits to loyal customers.

New Customer Acquisition Efforts

1. Increased Sales Activities and Customer Visits
The company actively increases the number of prospects and visits to potential customers. The sales team is expanded to cover more areas and introduce products and services to more potential customers.
2. Digital Marketing Strategy
Digital marketing has begun to be implemented to increase market reach. However, this strategy is currently still in the development stage and needs to be further optimized, especially in terms of SEO, paid advertising, and the use of social media.
3. Participation in Industry Events and Exhibitions
Attending various business events and industry exhibitions is one strategy to introduce products to potential customers. In this event, the company can build relationships with new customers and expand its business network.
4. Providing Exclusive Offers
To attract new customers, PT. Wangsa Jatra Lestari offers special prices and priority services for customers who place large orders. This offer aims to increase the company's attractiveness compared to other competitors.

Challenges in Customer Acquisition

- Tight Competition
Many competitors in the printing and packaging industry have more sophisticated technology and a wider customer network. Therefore, PT. Wangsa Jatra Lestari must continue to innovate to attract new customers.
- Difficulty in Reaching Large Companies
Most large companies already have fixed suppliers, so they are not actively looking for new suppliers. A more aggressive and persuasive marketing strategy is needed to enter this segment.
- Dependence on Conventional Marketing
Currently, PT. Wangsa Jatra Lestari still relies on traditional marketing such as direct visits to potential customers. Although this method is effective in building business relationships, its reach is more limited than digital marketing.
- Changing Market Trends

The demand for environmentally friendly products is increasing, but educating customers about their benefits is still a challenge. PT. Wangsa Jatra Lestari needs to adapt to this trend to stay relevant in the industry.

Customer Loyalty Improvement Strategy

- **Maintaining Product Quality**
The company always ensures that every printed product produced is in accordance with customer specifications and expectations.
- **Responsive to Customer Complaints**
PT. Wangsa Jatra Lestari implements a policy to respond to every customer complaint within a maximum of 1x24 hours.
- **Routine Visits to Customers**
Regular visits are conducted to maintain good relationships with customers and ensure their needs are met.
- **Customer Recommendation-Based Promotion Strategy**
Customer testimonials are used as an effective marketing tool. Satisfied customers often recommend the company's services to their colleagues, which helps PT. Wangsa Jatra Lestari gain new customers organically.
- **Incentive Program for Loyal Customers**
The company provides special prices and discounts for customers with a certain order volume as a form of appreciation for their loyalty.

Impact of Customer Acquisition and Loyalty on Business Growth

An effective customer acquisition strategy directly contributes to the increase in sales volume and market expansion of PT. Wangsa Jatra Lestari. With more new customers joining, the company can expand its business reach and increase its profitability. In addition, satisfied customers will recommend the company's services to their colleagues, creating a domino effect that accelerates business growth. To ensure the sustainability of this growth, PT. Wangsa Jatra Lestari continues to develop product innovations, improve service quality, and optimize marketing strategies to retain existing customers while attracting new customers. With an adaptive and innovative strategy, PT. Wangsa Jatra Lestari is optimistic that it can continue to grow and strengthen its position as one of the main players in the printing and packaging industry.

DISCUSSION

Based on the background that has been described, several important findings were found related to marketing strategies and customer acquisition at PT Wangsa Jatra Lestari. One of the main challenges faced by the company is the decline in B2C sales orders, which is caused by market segmentation that is still limited to the lower middle class. This has an impact on the number of orders that are relatively small, so they do not meet the company's minimum order standards. B2C consumers generally order in limited quantities according to the needs of individuals or small businesses, such as paper bags, invitations, brochures, and product packaging in tens to hundreds of units, in contrast to B2B customers who order on a large scale and more regularly. In addition, the

company's limited use of digital marketing also contributes to the low B2C customer acquisition. Promotion strategies that still rely on direct visits and participation in exhibitions have not been effective enough in attracting individual customers who are looking for printing services through online platforms. In addition, the minimum order policy implemented by the company is an obstacle for B2C customers who want to order in small quantities but cannot meet the minimum limit.

Based on the observation results found during the internship regarding marketing strategies and customer acquisition, the company still faces limitations in promotional media. Promotion is aimed at the B2C segment where marketing relies more on traditional methods such as direct visits and providing product samples, while the use of digital marketing is still not optimal. In addition, the targeted market segment is the lower middle class with a marketing strategy that combines offline and online methods, although digital marketing is still in the early stages of development. Another challenge faced is the minimum order policy which is often an obstacle for prospective customers who want to make orders in small quantities.

This problem raises a dilemma in the 5P-based marketing strategy (Product, Price, Place, Promotion, People), namely whether the company needs to adjust the minimum order policy in order to reach more customers, or is it better to look for new customers who are able to meet these requirements. According to Kotler & Keller (2016:47), a product is anything that is offered to the market to satisfy consumer desires and needs. Meanwhile, Kotler and Armstrong (2018:272) also agree that a product is anything that can be offered to the market to attract attention, use or enjoyable consumption or their needs. According to Kotler & Keller (2016:47), price is an element that generates money or costs. Furthermore, according to Kotler & Keller (2016:47), place can be interpreted as a business activity so that products are easier to get their target customers or consumers. According to Kotler & Keller (2016:48), process is all actual procedures, mechanics and methods used to deliver services. Customers or consumers are also not dependent on physical stimulation. Meanwhile, according to Kotler & Keller (2016:48), People are all actors or employees or teams who have an important role in providing services so that they can influence buyers. From the interview results, it was found that the digital marketing implemented was not optimal, especially in terms of SEO (Search Engine Optimization) for the B2B segment, so that the reach of potential customers was still limited. According to Nursel Yalçın (2010), SEO "Search Engine Optimization" is one of the widely used techniques that provides fast access to websites. In this work we explain the information needed to make a website more indexed by search engines and consider their keywords so that the website is in the first place. Therefore, strategies that can be applied to increase new customer acquisition include optimizing B2B SEO (Search Engine Optimization), by increasing promotions through developing more informative content on the website that explains the benefits or advantages of ordering in large quantities such as discounts, optimizing landing pages with clear information about

minimum orders, product quality, and service excellence, and participating in industry exhibitions to reach a wider market segment.

The results of observations and interviews during the internship at PT Wangsa Jatra Lestari have several similarities and differences in the findings obtained which show that the company still faces limitations in digital marketing and relies more on traditional strategies such as direct visits and providing product samples. In addition, challenges related to minimum order policies are also an obstacle in attracting new customers, especially for those who want to order in small quantities. In an effort to help optimize it, researchers as interns at PT Wangsa Jatra Lestari have various contributions that can be made to help companies optimize marketing strategies and customer acquisition. One of the main focuses is to increase the effectiveness of B2B SEO, digital marketing, and customer acquisition strategies through digital marketing and business partnerships such as optimizing website content with blog articles that discuss the benefits of bulk printing, material quality, and case studies or testimonials from previous customers, managing the company's social media content, including creating more interesting and interactive posts so that the company is easier to find in searches. Not only that, researchers also contribute to finding opportunities for cooperation with distributors and resellers who can help expand market reach such as providing options for new companies or MSMEs that can be reached by PT. Wangsa Jatra Lestari in terms of finding new customers. With various initiatives carried out, interns not only gain real experience in the world of marketing, but also play a role in increasing the effectiveness of PT Wangsa Jatra Lestari's business strategy, so that the company can continue to grow and reach more potential customers.

CONCLUSIONS AND RECOMMENDATIONS

The study concludes that there is an influence of show that PT Wangsa Jatra Lestari's marketing and customer acquisition strategies still face challenges, such as suboptimal digital marketing, tight competition, and difficulties in reaching new customers. The company has implemented a marketing strategy that combines traditional and digital methods, product innovation, and market segmentation. However, optimization of digital marketing strategies still needs to be improved to be more effective in attracting new customers and expanding market share.

To increase competitiveness and sustainable business growth, PT Wangsa Jatra Lestari needs to optimize digital marketing by increasing the use of SEO, social media, and paid advertising. In addition, the company can expand its marketing network through strategic partnerships with distributors and resellers, which allows for increased sales volume without having to change the minimum order policy. In an effort to increase customer loyalty, the company can develop incentive programs, such as exclusive discounts, referrals, or memberships that provide additional benefits for loyal customers. In addition, improving the quality of customer service through quick responses to complaints and more intensive communication is also an important factor in retaining customers. Efficiency in distribution and production must also be considered so

that customer orders can be fulfilled on time and according to specifications. Flexibility in minimum order policy can be an effective strategy to attract customers from the MSME segment and growing companies.

By implementing a more innovative, adaptive, and data-based marketing strategy, PT Wangsa Jatra Lestari can strengthen its position in the printing industry, increase competitiveness, and achieve more stable and sustainable business growth.

Challenges in Marketing and Customer Acquisition

- **Limited Digital Marketing:** The company underutilizes SEO and social media, limiting its reach.
- **Market Competition:** The printing and packaging industry is highly competitive, requiring continuous innovation.
- **Minimum Order Policy:** The company's order policy poses a barrier to small-scale customers.

Strategies for Improvement

- **SEO and Digital Marketing Optimization:** Enhancing the website's search engine ranking and utilizing paid advertising.
- **Strategic Partnerships:** Collaborating with distributors and resellers to expand market reach.
- **Customer Loyalty Programs:** Offering discounts and referral incentives to retain customers.

The conclusion should be written clearly and concisely. PT Wangsa Jatra Lestari's marketing strategies incorporate both traditional and digital approaches, but digital marketing requires optimization. The company should focus on SEO, social media marketing, and strategic partnerships to enhance customer acquisition. Implementing loyalty programs and refining customer service strategies will further strengthen retention efforts. Future research should explore customer perspectives and long-term digital marketing effectiveness to develop more sustainable strategies.

ADVANCED RESEARCH

This study has several limitations that may affect the results and generalization of the findings. The focus of the study was only on the marketing strategy of PT Wangsa Jatra Lestari, so the results are more of a case study and may not necessarily apply to other companies with different characteristics. In addition, the data collected mainly came from internal observations and interviews without involving customers or business partners, thus providing less objective external perspectives. The limited time of the study for four months also limited the analysis of the long-term impact of marketing strategies, including seasonal factors and changes in market trends. In addition, digital marketing which is still in its early stages makes it impossible to evaluate the effectiveness of digital campaigns in depth. For further research, it is recommended that the data coverage be expanded by involving more external sources such as customers and business partners. In addition, long-term studies are needed to evaluate the impact of marketing strategies more comprehensively, especially in measuring the effectiveness of developing digital marketing. A broader and

deeper approach is expected to provide more accurate insights in developing more effective and sustainable marketing strategies.

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