Digital Content Marketing Strategy for Sales Growth: The Experience of Traum Flog Hair Makassar

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Abstract. This study aims to analyze content-based marketing strategies through social media implemented by Traum Flog Hair Makassar in an effort to increase pomade product sales. The research employs a descriptive qualitative approach, utilizing data collection techniques such as observation, interviews, documentation, and questionnaires administered to the owner and employees of Traum Flog Hair. Data were analyzed using the SWOT method to map the company's strengths, weaknesses, opportunities, and threats. The findings indicate that leveraging digital content and marketing through social media can enhance brand awareness and customer loyalty. Traum Flog Hair possesses strengths in certified products, effective online marketing, and innovative packaging, yet continues to face challenges related to limited production capacity and price competition. The SWOT analysis enables the company to formulate aggressive strategies by optimizing internal strengths to seize market opportunities while mitigating weaknesses and external threats. The practical implications of this research provide guidance for similar businesses to enhance competitiveness through product innovation, strategic partnerships, and digital marketing optimization.

Keywords: Marketing Strategy, SWOT, Digital Content, Social Media.

Introduction

The development of digital technology has fundamentally transformed various sectors of the economy, including business and marketing. Digitalization enables companies to leverage information technology to improve operational efficiency, productivity, and the quality of services provided to customers (Kotler, 2021). The utilization of management software, e-commerce platforms, and digital payment technologies has become an integral part of modern business strategies, simplifying transactions and expanding market reach globally (Kartajaya, 2021).

In the context of marketing, digitalization has also driven the emergence of various innovative strategies, one of which is content marketing. Content marketing, particularly through digital media such as vlogs, has proven to be an effective means for building brand awareness while educating consumers (Pulizzi, 2019; Handley, 2020). Informative and engaging video content not only helps companies reach a wider audience, but also increases consumer trust and loyalty by providing added value (Rose, 2017; Vaynerchuk, 2018). In the service industry, especially barbershops, this strategy is increasingly relevant for introducing products such as hair pomade, which are positioned not only as commercial products but also as solutions to customer hair care needs (Halvorson, 2019).

The implementation of content marketing strategies through vlogs can serve as a competitive advantage for barbershop businesses amid increasingly intense market competition. Through vlogs, business owners can promote products, provide tips and education on hair care, and showcase testimonials or service results visually. This approach aligns with marketing concepts that emphasize value creation and the development of long-term customer relationships (Kotler, 2021; Tjiptono, 2022; Lamb et al., 2023). The analysis and measurement of content effectiveness can now also be conducted in real-time using digital analytics tools, allowing ongoing optimization of marketing strategies (Durianto, 2021).

Traumfolg Hair is one of the businesses in the barbershop industry that has adopted content marketing strategies, especially through vlogs, to increase sales of hair pomade and other care products. The vlog content presented does not only contain product promotion but also emphasizes education on the benefits and usage of the products, thereby providing added value to customers and strengthening brand image (Pulizzi, 2019). Thus, this approach is expected to increase purchase intention and customer loyalty, while simultaneously expanding Traumfolg Hair's market share.

The success of content marketing strategies, particularly through digital media such as vlogs, is greatly influenced by the choice of the right platform, understanding of audience characteristics, and the implementation of data analytics to evaluate content performance (Assauri, 2020; Kartajaya, 2021). Previous studies have also demonstrated that the integration of product, promotion, price, and distribution strategies can effectively drive increased sales volume in various sectors (Saprijal, 2014; Rohmawati & Ikaningtyas, 2024; Nurhuda, 2023).

Based on these phenomena, this study aims to analyze how content marketing strategies through vlogs can enhance sales at Traumfolg Hair Makassar. It is expected that this research will contribute theoretically to the development of digital marketing knowledge and offer practical benefits for business practitioners in designing and implementing effective content-based marketing strategies.

Methods

This study employed a descriptive qualitative approach aimed at providing a comprehensive depiction of facts, phenomena, and situations related to content marketing strategies through vlogs at Traumfolg Hair Makassar, in accordance with the context observed in the field. Through this approach, the researcher analyzed and systematically presented data and facts to facilitate deeper understanding and meaningful conclusions. The research was conducted at Traumfolg Hair, located at Jalan Sultan Alauddin III Lorong 8 No. 10, Makassar, over a period of two months following the issuance of the research permit, specifically from August to October 2024.

Data collection was carried out using several techniques. Direct observation was used to obtain a real picture of the marketing activities and operational processes at the research site. Documentation techniques were also utilized to collect relevant secondary data from written reports, archives, and literature sources related to digital marketing strategies and vlog content. In addition, the researcher distributed questionnaires containing structured questions to informants. All informants consisted of the business owner and employees who are directly involved in the management of Traumfolg Hair Makassar, with a total of eight individuals selected purposively to ensure the relevance of the data to the research objectives.

The research instruments consisted of structured interview guides, voice recorders, and supporting documents or photographs, enabling the researcher to obtain both primary and secondary data. For data processing and analysis, a descriptive analysis technique was applied using a SWOT approach, identifying the strengths, weaknesses, opportunities, and threats of Traumfolg Hair Makassar in accordance with the analytical framework developed by Rangkuti (2019). Subsequently, the SWOT analysis was incorporated into the IFAS and EFAS matrices to map various internal and external factors affecting the company's business position and strategy.

To ensure data validity, the researcher conducted credibility tests by increasing rigor during the observation process and rechecking the collected data, as suggested by Lapau (2012). In addition, confirmability tests were performed to ensure the objectivity of the research results by conducting confirmation and discussions of the findings with informants and other relevant parties. Thus, the methods applied in this study are expected to provide an objective, valid, and comprehensive depiction of content-based marketing strategies through vlogs at Traumfolg Hair Makassar.

Result and Discussion

Result

Traum Flog Hair is a business operating in both barbershop services and the sale of hair pomade products, with a primary focus on meeting the needs of teenagers and young men who are increasingly aware of the importance of appearance and self-care. Facing intense business competition, the company implements content-based marketing strategies on social media platforms such as Instagram, TikTok, and YouTube to boost brand awareness and drive product sales. Through the use of visual content like video tutorials, hair care tips, and the latest hairstyle trends, Traum Flog Hair aims to educate and build engagement with potential customers. Collaboration strategies with influencers are also utilized to expand audience reach and strengthen brand trust.

The implementation of content marketing strategies on social media has provided several advantages for Traum Flog Hair. The company's unique, self-developed products—already noticed by other barbershop entrepreneurs—effective online marketing with high order volumes from business partners, product durability, attractive packaging, and product certification are major strengths for penetrating the market. However, the company also faces challenges such as limited production capacity, a small workforce, narrow product segmentation (suitable only for indoor use), relatively high prices, and unclear target content on social media.

Externally, Traum Flog Hair enjoys significant opportunities in the form of high partner demand across various regions, an increasing number of barbershop businesses, a loyal base of pomade users, opportunities for business collaboration, and a diverse market segment. However, threats remain, such as the emergence of new competitors, the influx of higher-quality pomade products from other provinces, increasingly competitive pricing, and the potential for negative customer reviews on social media, which could harm the brand's reputation.

To map these internal and external conditions, this study utilized a SWOT analysis, with the following summarized results:

Table 1: IFAS Matrix of Traum Flog Hair

Internal Factors	Weight	Rating	Score
Strengths			
Self-developed products	0.15	3	0.45
Effective online marketing	0.15	3	0.45
Durable products	0.2	2	0.4
Attractive packaging	0.2	2	0.4
Certified products	0.3	4	1.2
Total Strengths	1		2.95
Weaknesses			
Limited production capacity	0.4	3	1.2
Limited number of employees	0.1	3	0.3
Product only suitable for indoor use	0.25	2	0.5
Relatively high prices	0.15	2	0.3
Unclear content market targeting	0.1	2	0.2
Total Weaknesses	1		2.5

Table 2: EFAS Matrix of Traum Flog Hair

External Factors	Weight	Rating	Score
Opportunities			
High partner demand	0.25	4	1
Increasing number of barbershops	0.25	4	1
Consistent pomade users	0.15	3	0.45
Collaboration with other businesses	0.2	3	0.6
Diverse market segments	0.15	2	0.3
Total Opportunities	1		3.35
Threats			
New competitors	0.3	3	0.9
Higher-quality pomade from other provinces	0.3	3	0.9
Lower-priced products	0.2	2	0.4
Negative customer reviews	0.2	2	0.4
Total Threats	1		2.6

Table 3: SWOT Matrix of Traum Flog Hair

	Strengths (S)	Weaknesses (W)
Opportunities (O)	Market penetration, collaboration, product diversification, education, premium branding	Capacity increase, HR recruitment, diversification, price adjustment, content optimization
Threats (T)	Product differentiation, quality emphasis, brand strengthening, review management, local collaboration, innovation	Production optimization, product innovation, price adjustment, digital strengthening, reputation management

Based on the IFAS and EFAS calculations, positive scores were obtained for both axes, namely 0.45 (internal) and 0.75 (external), indicating that Traum Flog Hair is positioned in Quadrant I (SO) of the SWOT diagram. This suggests that the company is in an ideal position to implement aggressive strategies, optimizing internal strengths to capitalize on external opportunities. Recommended strategies include strengthening content-based digital marketing, increasing production capacity, building collaborations with barbershop partners, and continuing to innovate in product development to suit consumer needs.

Overall, this research demonstrates that with a well-directed content-based marketing strategy and a precise SWOT analysis, Traum Flog Hair has significant opportunities to enhance competitiveness, expand its market, and sustain customer loyalty in an increasingly competitive industry.

Discussion

The results of the SWOT analysis for Traum Flog Hair Makassar indicate that content-based digital marketing strategies are a major strength in expanding market share and increasing product sales. The S-O (Strengths-Opportunities) strategies encourage the optimization of internal advantages such as certified products, effective online marketing, and attractive packaging to capture broader market opportunities. Innovation through product diversification, collaboration with barbershop partners, and consumer education via digital media have proven to strengthen brand image and increase customer loyalty. Implementing customer loyalty programs and premium branding can further solidify Traum Flog Hair's position in a competitive market.

The W-O (Weakness-Opportunities) strategies suggest that the company can overcome limitations in production capacity and workforce by building partnerships with other businesses and investing in human resource training. Product diversification and price adjustments through special promotions, as well as the optimization of digital marketing content, become key factors in enhancing competitiveness, particularly in response to evolving consumer demands.

Regarding the S-T (Strengths-Threats) strategies, leveraging product and brand strengths is crucial for dealing with threats from competitors that offer lower prices or higher quality. Traum Flog Hair can reinforce product differentiation, emphasize quality and certification, and improve reputation management through responsive customer service to address negative reviews and maintain consumer loyalty. Strategic collaboration with local businesses also presents a valuable opportunity in facing the influx of new competitors.

Meanwhile, the W-T (Weakness-Threats) strategies focus on optimizing production processes, innovating products relevant to market needs, adjusting prices and customer incentives, and utilizing digital data to better define target markets. Emphasis on product quality improvement, service innovation, and reputation management is expected to minimize internal weaknesses and anticipate external threats. Overall, the SWOT analysis provides a clear foundation for formulating progressive and adaptive strategies in addressing market dynamics.

Conclusion

Based on the research findings, it can be concluded that Traum Flog Hair possesses significant internal strengths that can be optimized to expand its market and increase sales. The company has leveraged its certified product advantage, digital marketing initiatives, and attractive packaging to build brand awareness and customer loyalty. Although it faces some weaknesses, such as limited production capacity and relatively high product prices, efforts to enhance production capacity, diversify products, and adjust prices are crucial for maintaining competitiveness.

In addition, threats from new competitors and lower-priced products require the company to focus more on product differentiation, innovation, and the strengthening of service quality. Collaboration with other business partners also becomes a potential strategy to reinforce Traum Flog Hair's position in the market.

As recommendations, Traum Flog Hair should continuously innovate in developing new products and increase production capacity to meet the growing market demand. The digital marketing strategy should be further strengthened, including establishing more intensive collaborations with influencers and business partners to enhance brand visibility and engagement with customers. Focusing on improving customer service quality and actively absorbing consumer feedback are essential for building loyalty and a positive reputation. For future research, it is suggested to explore opportunities for international market expansion, which could contribute further to business development and research in the field of digital marketing

Acknowledgments

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