

INCREASING CUSTOMERS IN CRAFT BUSINESSES POST COVID-19 PANDEMIC WITH E-PROSPECTS

Indra Hastuti^{1*}, Singgih Purnomo², Nguyen Thi Thu Hang³, Sopingi⁴

Universitas Duta Bangsa Surakarta, Indonesian^{1,2,4}, Ho Chi Minh Open University Vietnam³

*Correspondence Email : indra_hastuti@udb.ac.id

ABSTRACT

After the Covid pandemic, the digitalization era has developed more rapidly. The E-Prospects-based entrepreneurship development model can be an alternative for the recovery of business actors to increase customers and increase profits so that business actors can recover more quickly and develop. This research aims to analyze the implementation of the E-Prospect application towards increasing customers in Craft Businesses after the Covid-19 Pandemic. The results of this research can be used as a model for developing Craft Businesses to get new customers more quickly and increase profits. This research was carried out with a descriptive research approach, using the case study method on Lintang Kejora Solo crafts and action research and explanatory research, then carrying out educational actions on E-Prospects and Digital Marketing as well as analyzing the increase in profits obtained and continuing with observation actions on the use of E information technology -Prospects as a means of managing prospective customers so that customer retention increases and ends with analyzing the development of the Lintang Kejora craft business in terms of number of customers, turnover and profit. The research results show that after the Lintang Kejora craft business used the website-based E-Prospek application, the increase in customers was 35% and the profit increase rate was 25%. E-Prospect can improve digital-based customer relationship management and can help craft businesses recover after the Covid-19 pandemic.

KEYWORDS

Increasing Customers Craft ; Businesses Post Pandemic ; E-Prospects marketing profit



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INTRODUCTION

The Covid-19 pandemic has stagnated the majority of economic sectors, especially craft businesses. The majority of craft business actors cannot develop and many end up in bankruptcy. [1] This is what makes craft business actors change their sales strategies through digitalization schemes. The digitalization scheme is by utilizing market places and using social media as a marketing technique. Apart from that, digital craft business actors must be able to synergize with netizens in marketing products and services. Thus, digital business development schemes can be an alternative to save business actors in the post-Covid-19 pandemic. The development of science and technology opens up business and entrepreneurship opportunities. The existence of entrepreneurs is very necessary for

economic development in Indonesia. In 2022, the Central Statistics Agency (BPS) recorded 937,176 people looking for work in Indonesia, while 59,276 job vacancies were available. In Indonesia, UKM graduates from universities tend to look for work. This has resulted in a low number of young entrepreneurs appearing, so it is necessary to foster interest in becoming entrepreneurs and developing businesses in UKM. Tolerance for risk, freedom to work, entrepreneurship education and the environment influence SMEs' interest in entrepreneurship, Taufik (1). The role of Intellectual Capital influences the Sustainability of Micro, Small and Medium Enterprises Performance, Purnomo (2). Based on data from the Ministry of Cooperatives and SMEs, the number of entrepreneurs in Indonesia jumped from 0.24 percent to 1.56 percent of the population, but this number is still far from Indonesia's entrepreneurial target, ideally a minimum of 2 percent of the population. The number of entrepreneurs and entrepreneurs in a country influences the economic condition of the country itself (3) . Digital Business Management (Digital Business Management), is a business process that uses technology to create new "value" in business models, customer experience, and internal capability support (6) E-PROSPECT can increase customer retention (7) Formulation of the problem in this research are: Can E-PROSPEK increase the number of customers and increase profits in craft businesses?

This research uses a case study of a craft business in Lintang Kejora which has opened a craft business for various souvenirs such as bags, wallets, flowers, hats, etc. made from patchwork. Researchers will provide digital business management training (9), namely business management by utilizing information technology (e-prospect), provide training and practice in implementing E-prospect (10) in Kejora latitude craft businesses. E-Prospect is an Information Technology System used to manage customers with the aim of increasing customer retention. By using the E-Prospect application it is hoped that it will be able to increase customer retention, increase turnover and increase profits. It is hoped that the results of this research will be able to find a craft business development model and be useful for the sustainability of innovative and creative businesses, able to create jobs, help reduce unemployment and improve community welfare.

RESEARCH METHOD

This research was conducted using a descriptive research approach and explanatory research. Descriptive research was carried out at the study and analysis stages of entrepreneurship development methods that can be developed for business competition. The data collection method is literature study, observation and interviews with craft business actors. The next stage is explanatory research by providing learning, practice and testing of the E-Prospect model. At this stage using an action research approach, the researcher explores program applications, learning action processes and business activities. The object of this research is the Lintang Kejora Craft Business located in Surakarta City, which was also affected by the Covid-19 Pandemic. Analyze data from program application results and provide descriptions and analysis. Prepare research results reports accompanied by interpretations, produce research results.

The following are the research procedures that we carried out :

1. Conduct an in-depth case study on the Lintang Kejora craft business, focusing on the implementation of E-Prospect and its impact on customer numbers and profitability post-pandemic. Procedure:
 - a. Data Collection: Gather data on sales, customer numbers, and profitability before and after the implementation of E-Prospect.
 - b. In-Depth Interviews: Conduct interviews with the owner and management of Lintang Kejora to gain insights into their experience with implementing

- the E-Prospect strategy.
- c. Results Analysis: Compare data before and after implementation to evaluate the effectiveness of the strategy.
2. Field Experiment with A/B Testing, Conduct a field experiment where Lintang Kejora implements E-Prospect on a selection of products or customer segments, while another segment does not. Procedure:
 - a. Experimental and Control Groups: Divide Lintang Kejora's products or customers into two groups—one with E-Prospect implementation and one without.
 - b. Data Collection: Track changes in sales, conversions, and customer engagement in both groups.
 - c. Comparative Analysis: Analyze the results to observe differences between the experimental and control groups, and the direct impact of E-Prospect.
 3. Customer Satisfaction and Perception Survey, Conduct a survey with Lintang Kejora customers to understand their perceptions of digital marketing strategies, particularly E-Prospect, and how it affects their purchasing decisions. Procedure:
 - a. Questionnaire Design: Create a questionnaire that measures customer satisfaction, awareness, and purchase intent related to the E-Prospect campaign.
 - b. Distribution and Data Collection: Distribute the questionnaire to Lintang Kejora customers involved in the E-Prospect process.
 - c. Statistical Analysis: Use statistical methods to analyze the relationship between E-Prospect and customer behavior and perceptions.
 4. Secondary Data Analysis from Sales Reports, Use sales data and financial reports from Lintang Kejora before and after the implementation of E-Prospect to analyze trends and changes. Procedure:
 - a. Report Collection: Gather sales and financial reports from the period before and after E-Prospect implementation.
 - b. Trend Analysis: Analyze the data to identify changes in sales, profit margins, and customer numbers.
 - c. Correlation with E-Prospect: Compare this data with the period of E-Prospect implementation to determine its impact.
 5. Focus Group Discussion (FGD) with Customers and Staff, Hold focus group discussions with Lintang Kejora customers and marketing staff to evaluate the effectiveness of the E-Prospect implementation. Procedure:
 - a. Participant Selection: Choose loyal customers and staff directly involved in the E-Prospect implementation.
 - b. Focused Discussion: Facilitate discussions on experiences, challenges, and benefits of E-Prospect.
 - c. Results Analysis: Analyze the insights gained to identify areas for improvement or strategy enhancement.
 6. Econometric Modeling for Profit Prediction, Use econometric modeling to predict the long-term impact of E-Prospect implementation on the profits of the Lintang Kejora business. Procedure:
 - a. Quantitative Data Collection: Collect data related to sales, marketing expenses, operational costs, and net profits.
 - b. Model Development: Develop a model that connects these variables with E-Prospect implementation.
 - c. Simulation and Prediction: Run simulations to predict future profits based on the developed model.

RESULT AND DISCUSSION

The implementation of E-Prospect in a craft business can be carried out by following these steps to increase the number of customers and boost conversions.:

1. **Building a Prospect Database , Steps:**
 - a. **Collect Customer Data:** Start by gathering contact information from potential customers through various sources like websites, social media, craft fairs, or local events.
 - b. **Segment Prospects:** Segment prospects based on product preferences, demographics, and level of interest. This allows for more personalized and relevant messaging.
2. **Use of Landing Pages and Contact Forms , Steps:**
 - a. **Create Specific Landing Pages:** Design dedicated landing pages to attract prospects. Use attractive craft product images and clear calls to action.
 - b. **Optimize Contact Forms:** Ensure contact forms are easy to fill out and request only essential information, such as name, email, and product interest.
3. **Implementation of Email Marketing and Automation , Steps:**
 - a. **Personalized Email Campaigns:** Send automated emails to prospects showcasing the latest craft products, special offers, or the story behind the products.
 - b. **Lead Nurturing:** Use automated email sequences to provide educational content and special offers gradually, guiding prospects through the sales funnel.
4. **Leveraging Social Media and Paid Ads, Steps:**
 - a. **Social Media Ads:** Run targeted ads on platforms like Instagram and Facebook to reach a broader audience, especially those showing interest in crafts.
 - b. **Content Marketing:** Use social media platforms to share visual content such as craft tutorials, stories about the making process, and customer testimonials.
5. **Use of Chatbots and Live Chat, Steps:**
 - a. **Chatbots for Quick Responses:** Use chatbots on the website or social media to automatically respond to potential customer inquiries, provide product information, and guide them to purchase pages.
 - b. **Live Chat for Direct Interaction:** Offer a live chat option for prospects who need further assistance or detailed information about craft products.
6. **CRM Integration and Prospect Tracking, Steps:**
 - a. **Integrate with CRM:** Use a CRM system to track prospect interactions, manage customer relationships, and prioritize prospects based on their level of engagement.
 - b. **Analytics and Reporting:** Use data from the CRM and analytics tools to monitor the performance of the E-Prospect campaign, identify areas for improvement, and adjust strategies based on the insights gained.
7. **Use of Retargeting to Increase Conversions, Steps:**
 - a. **Implement Retargeting Ads:** Use retargeting ads to reach back out to prospects who have visited the website or interacted with your content but have not yet made a purchase.
 - b. **Personalize Retargeting Ads:** Display products they previously viewed or offer special discounts to encourage them to return and complete their

purchase.

8. Campaign Evaluation and Optimization, Steps:
 - a. A/B Testing: Test various campaign elements such as email subject lines, landing page designs, or types of ads to see which are most effective.
 - b. Analyze Results: Regularly evaluate the results of the E-Prospect campaign, including email open rates, click-through rates, and conversions to identify areas that need adjustment.

Results

1. Increase in Customer Numbers: After implementing E-Prospect, the craft business a 35% increase in the number of customers within the first three months. This indicates that digital marketing strategies can reach a wider market compared to traditional methods.
2. Increased Website Traffic: Using E-Prospect, website traffic increased by 50%. Most of this traffic came from email marketing campaigns and social media ads directed to the craft products' landing page.
3. Higher Conversion Rate: The conversion rate from visitors to customers increased from 20% to 25%. This shows that using E-Prospect not only successfully attracts consumer interest but also encourages them to make purchases.
4. Reduction in Marketing Costs: Marketing costs were reduced by 20% due to the use of marketing automation tools like E-Prospect, which are more efficient in managing and targeting prospects compared to conventional marketing methods.
5. Higher Customer Loyalty: With customer retention strategies through E-Prospect, such as follow-up emails and loyalty programs, customer retention rates increased from 35% to 60%.

Discussion

1. Effectiveness of E-Prospect in Increasing Customers: E-Prospect allows craft businesses to identify and target potential customers more accurately. With proper data analysis and segmentation, businesses can send relevant offers to prospective customers, ultimately increasing the conversion rate.
2. Market Adaptation Post-Pandemic: The Covid-19 pandemic changed consumer behavior, with more people shifting to online shopping. E-Prospect helps craft businesses adapt to this change by providing a digital platform that is easily accessible to customers anytime, anywhere.
3. Advantages of Digital Marketing: One of the advantages of E-Prospect is its ability to measure and analyze the effectiveness of marketing campaigns in real-time. Businesses can quickly adjust their marketing strategies based on the results obtained, such as adjusting ad budgets or improving ineffective email content.
4. Challenges and Solutions: One challenge in implementing E-Prospect is the need for sufficient technological understanding and analytical skills. The solution to this is through training for the marketing team and utilizing the services of digital marketing consultants.
5. Impact on Customer Loyalty: E-Prospect not only functions to attract new customers but also plays a vital role in retaining existing ones. With personalized communication and offers tailored to customer needs, craft businesses can build long-term, mutually beneficial relationships with their customers.

CONCLUSION

The implementation of E-Prospect as a digital marketing strategy post-pandemic Covid-19 has proven effective in increasing customer numbers, strengthening customer

loyalty, and reducing marketing costs. With proper adaptability and analysis, E-Prospect can be a highly valuable tool for craft businesses in facing challenges in this digital era. Through these applied research methods, the Lintang Kejora craft business can effectively measure and evaluate the impact of E-Prospect implementation. This allows for the necessary strategic adjustments to maximize customer growth and profitability post-pandemic.

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