

ABSTRACT

Designing a Promotional Strategy for Shoesanity Shoes Care

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As the shoe care market continues to evolve with growing consumer awareness of the importance of footwear maintenance, "Shoesanity Shoes Care" faces the challenge of increasing knowledge and utilization of their services. This research aims to identify and analyze innovative promotion strategies that can be implemented by "Shoesanity Shoes Care" to expand market share and enhance customer satisfaction. The research methodology involves consumer surveys, interviews with the management of "Shoesanity Shoes Care," and an analysis of market data related to the shoe care industry. Findings indicate significant opportunities to enhance existing promotional strategies. Firstly, the importance of leveraging social media and digital marketing to reach a broader audience is identified as a key aspect. "Shoesanity Shoes Care" can enhance its online presence through creative campaigns, engaging content, and collaborations with influencers in the fashion industry. Furthermore, loyalty programs and discounts for frequent users of shoe cleaning services can serve as unique incentives. This strategy not only improves customer retention but also stimulates demand for repeat services. This research contributes to the shoe care industry by providing insights into how "Shoesanity Shoes Care" can enhance the effectiveness of their promotion strategies. By utilizing digital media, building customer loyalty, and offering attractive incentives, it is anticipated that "Shoesanity Shoes Care" can strengthen its position as a leader in the shoe cleaning service industry.

Keywords : *Laundry, Shoes, Promotion*