

ABSTRACT

In the current digital era, digital marketing has become a key factor in helping SMEs reach more customers and increase sales. This project focuses on utilizing KorTAIL's services and products to support SMEs through effective digital and offline strategies. KorTAIL is a startup from Telkom University that provides various solutions, such as PojokUMKM, Mikro Retail, Jadinge.Top, and Ngolab App, to enhance the marketing and sales of SME products. The methodology used in this project includes direct observation of KorTAIL's operational activities, as well as analysis of sales data and customer interactions generated from digital and offline marketing activities. This data is processed to understand emerging patterns and trends, as well as to measure the effectiveness of the implemented marketing strategies. The results of this project show that the use of integrated marketing strategies, such as social media, visual content, and physical and digital storefronts, can significantly increase customer engagement and sales. These findings provide evidence that a combination of digital and offline marketing can be a powerful tool for SMEs to compete in an increasingly competitive market. Thus, this project not only contributes to the literature on digital marketing and SME marketing strategies but also provides practical guidance for SMEs in optimizing their sales through the solutions offered by KorTAIL. This project also emphasizes the importance of collaboration between higher education institutions and SMEs in driving local economic growth.

Keywords: Digital Marketing, MSMEs, Social Media.