

ENHANCING DIGITAL MARKETING SKILL FOR EMPLOYEES OF BERYL'S CHOCOLATE FACTORY, MALAYSIA

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Abstract

Employee digital marketing skills are highly sought after in today's digital age. As a result, organizations are investing in their employee's digital marketing skills to remain competitive. Enhancing digital marketing skills in employees can be achieved through various training methods and tools. Beryl's Chocolate and Confectionery Sdn. Bhd. was created with one single aim – excellence. Since the company was established in 1995, the focus has been to produce the very best chocolates for both the local and global markets. Digital marketing is important for Beryl's Chocolate because it helps the company reach more potential customers and compete with other brands. This community empowerment will increase the uses of Beryl's digital marketing tools, including social media, e-commerce, and online reviews.

Keywords: *Digital marketing, skill; social media marketing; e-commerce; online reviews*

INTRODUCTION

In today's fast-paced digital age, having up-to-date skills and knowledge in digital marketing is crucial for businesses to thrive and compete. Training & Development (T&D) is a process of enhancing employees' skills and knowledge to improve their performance and productivity in their current roles or prepare them for future roles. In the context of digital marketing and promotion, T&D plays a vital role in helping businesses stay relevant, adapt to changing trends, and achieve their marketing goals. T&D in digital marketing typically involves a combination of theoretical and practical learning methods to equip employees with the necessary knowledge and skills to perform their jobs effectively. This can include attending workshops, online courses, on-the-job training, and mentorship programs. Employees may also be required to demonstrate their skills through assessments and assignments to ensure they have understood and can apply what they have learned.

Digital marketing and promotion require a broad range of skills and knowledge, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and analytics. By investing in T&D, businesses can develop a competent workforce that is equipped with the latest trends and techniques in digital marketing. This enables them to create effective marketing campaigns that resonate with their target audience and drive business growth. By giving a workshop for employees how to utilise the digital marketing platform, employees can support the company to succeed and remain competitive in the digital age. By providing opportunities for employees to learn, develop and apply their skills, businesses can achieve their marketing goals effectively and drive growth.

Beryl's Chocolate Factory is a Malaysian company that produces chocolate and confectionery. Their factory is located in the Seri Kembangan Industrial Park in Selangor, Malaysia. Beryl's started out with manufacturing consumer- packed chocolates that were sold mainly to duty-free shops and supermarkets across the country. Beryl's Chocolate's mission is to produce high quality chocolate and confectionery for the local and global markets. They use premium ingredients to ensure their chocolates retain their great taste. As the Chocolate's manufacturer, Beryl's chocolate must implementing the digital marketing method to enter the global markets. Digital marketing method will be successful if implemented well by employees. So employees must have good digital marketing skills. Enhancing digital marketing skills in employees can be achieved through various training methods and tools. First, organizations can provide regular workshops and training sessions to educate employees on the latest digital marketing trends and tools (Rosen, 2015). This could include training on social media marketing, search engine optimization, email marketing, and content marketing. In addition to workshops, organizations can also provide online courses and certification programs. For example, Google Analytics Academy and HubSpot

Academy offer free certification programs that can be completed in an employee's own time. Similarly, Moz offers a variety of online courses and certification programs in search engine optimization and content marketing (Moz, n.d.).

Organizations can also encourage collaboration and knowledge sharing among employees through digital marketing task forces or communities of practice. This can be achieved through online forums, blogs, or social media groups where employees can share their knowledge and experiences (Laudon & Laudon, 2019). Lastly, organizations can also provide employees with access to digital marketing tools and software to practice and hone their skills. enhancing digital marketing skills in employees requires a multifaceted approach. Organizations should provide regular training, access to online courses and certification programs, encourage collaboration and knowledge sharing, and provide employees with access to digital marketing tools and software. For example, Hootsuite offers a free social media management tool that employees can use to manage social media campaigns. This community empowerment conduct in Beryl's chocolate factory Malaysia, and the employees from marketing division are the participant.

LITERATURE REVIEW

Digital Marketing

Digital marketing has revolutionized the way businesses operate in the modern world, providing numerous opportunities for companies to reach their target audience and increase brand visibility. According to an article by the Digital Marketing Institute, the digital marketing industry is expected to grow significantly over the next few years, with total spending projected to reach \$792.87 billion by 2026 (Bain & Co, 2020). The rise of social media platforms, such as Facebook, Instagram, and Twitter, has also significant influenced the digital marketing landscape. These platforms provide businesses with the ability to create targeted advertisements, engage with their audience, and build brand awareness. For instance, a study by HubSpot found that 71% of consumers prefer learning about a brand through a social media post (HubSpot, 2022). Content marketing is another essential aspect of digital marketing, as it involves creating valuable and relevant content to attract and retain a clearly defined audience. This can include blog posts, videos, podcasts, and more. An article by Content Marketing Institute highlights the importance of content marketing, stating that 81% of businesses consider it to be an effective marketing strategy (Content Marketing Institute, 2022).

Email marketing is another key component of digital marketing, as it allows businesses to build relationships with their customers and prospects. According to an article by Campaign Monitor, email marketing has an open rate of 21.3% and a click-through rate of 2.5% (Campaign Monitor, 2022). Overall, digital marketing has become an essential part of any business's marketing strategy. By utilizing platforms, creating valuable content, and building relationships with customers through email marketing, businesses can increase brand visibility, drive website traffic, and ultimately drive sales.

Training and Development

Training and development for employees is a crucial aspect of any organization's success (Peterson, 2017). Effective training and development enable employees to acquire the necessary skills and knowledge to perform their jobs efficiently, thereby enhancing their productivity and job satisfaction. Moreover, well-trained employees are more likely to contribute to the growth and success of the organization, leading to economic benefits such as increased revenue and competitiveness (Groover, 2008).

From an organizational perspective, training and development programs are essential for creating a skilled and adaptable workforce (McCall & Lombardo, 1983). These programs equip employees with the skills and knowledge to stay up-to-date with the latest technologies and trends in their field, enabling the organization to remain competitive in a rapidly changing business environment. Furthermore, training and development programs foster a culture of continuous learning, empowering employees to take ownership of their professional growth and development (Holbeche, 2018). Research has shown that organizations that invest in training and development programs experience significant benefits, including enhanced employee engagement, improved job performance, and increased retention (Bassi & McMurrer, 2007). In contrast, organizations that neglect training and development often experience high turnover rates, which can result in significant recruitment and retraining costs (Gilbert, 2007). Training and development for employees is a vital aspect of organizational success. Organizations must invest in their employees to create a skilled and adaptable workforce that is equipped to drive growth and success. By providing opportunities for employees to acquire new skills and knowledge, organizations can enhance employee engagement, performance, and retention, ultimately leading to economic benefits.

Social Media Marketing

Social media marketing has become a crucial aspect of modern business strategies and has been effective in reaching a wide audience. According to a study by West, Zimmer, and Khan (2015), the prevalence of social media platforms such as Facebook, Twitter, and Instagram has been increasing rapidly, with the average person having multiple social media accounts. This has led to businesses embracing social media as a platform to advertise and promote their products and services. Research by Moyo (2018) has found that the use of social media in marketing has a positive impact on consumer engagement, with 74% of online adults aged 18-29 following brands on social media. Furthermore, a study by Nguyen and Leblanc (2017) revealed that social media influencer marketing has become a popular strategy for businesses, with 71% of marketers believing that social media influencer marketing has been effective in reaching their target audience.

Moreover, the cost-effectiveness of social media marketing has made it an attractive strategy for businesses, particularly small businesses and startups. According to the Social Media Examiner (2020), the average return on investment for social media advertising is \$12 for every \$1 spent. This suggests that social media marketing can be a cost-effective way to promote products and services. However, social media marketing also has its drawbacks, including the risk of negative feedback and online reputation damage. A study by Lee and Kim (2019) found that 67% of negative reviews are often hidden or deleted by the advertisers, which can be misleading for consumers and damage the brand reputation. Social media marketing has become a crucial aspect of modern business strategies, offering a cost-effective way to reach a wide audience. However, businesses must be aware of the potential drawbacks, including the risk of negative feedback and online reputation damage.

E-Commerce

E-commerce has revolutionized the way businesses approach marketing, providing numerous opportunities for advertisers to connect with their target audience in a convenient and cost-effective manner (Kotler, 2020). This shift away from traditional marketing methods has allowed companies to reach customers directly and build lasting relationships through personalized interactions. One of the primary advantages of e-commerce marketing is its capacity for scalability and global reach (Babin & Attaway, 2018). With a well-designed e-commerce platform, advertisers can expand their brand's presence across multiple markets and geographies, all with minimal additional costs. This, in turn, fosters deeper connections with diverse customer segments and creates new avenues for revenue growth.

E-commerce marketing also operates around a fundamentally different data-driven paradigm compared to traditional marketing (Zehir, 2019). By leveraging big data analytics, companies can study customer behavior, preferences, and purchase patterns, allowing them to tailor their messaging and shopping experiences accordingly. This sophisticated understanding of customer needs helps fuel precise targeting and personalization, resulting in improved customer satisfaction and ultimately, increased brand loyalty. Finally, e-commerce marketing must adapt to the shifting behaviors and preferences of ever-evolving customer demographics in digital spaces (Bambang & Pariyo, 2020). A significant consideration for companies is how to optimize their websites for an array of touchscreen, voice, and AI-driven interfaces, while offering seamless checkout and logistical services that compensate for convenience. Ultimately, these various considerations may raise new logistical and operational costs for companies due to increased distribution and last-mile delivery requirements (Daskevych, 2019), emphasizing the need for agile and responsive digital marketing strategies.

Online Reviews

Online reviews have become an essential component of digital marketing, as they provide valuable insights into customer experiences and influence purchasing decisions (Smith, 2018). The rise of social media and review platforms has made it easier for consumers to share their opinions about products and services, and businesses are increasingly reliant on online reviews as a means of evaluating and improving their offerings. Studies have shown that online reviews can have a significant impact on consumer behavior, with 85% of consumers reporting that they trust online reviews as much as personal recommendations (Kotler & Keller, 2016). Positive online reviews can also improve a business's credibility and visibility, while negative reviews can have a detrimental effect on sales and reputation (Rosenbaum, 2017). Therefore, it is crucial for businesses to monitor and manage their online presence, responding promptly to customer feedback and concerns. According to a study by BrightLocal, businesses with excellent online reviews experience an average increase in sales of 9.5% (BrightLocal, 2020). Furthermore, research by Local SEO Guide found that 85% of consumers will avoid a business with predominantly negative online reviews (Local SEO Guide, 2022). These findings highlight the

importance of encouraging customers to leave online reviews and leveraging this feedback to improve customer satisfaction and drive business growth. Online reviews play a vital role in digital marketing, influencing consumer behavior and driving business outcomes. By recognizing the significance of online reviews and taking steps to manage their online presence, businesses can harness the power of customer feedback to drive growth and success.

METHOD

Digital marketing is a function that continues to innovate, with emerging trends coming light year upon year, advertisers are simply spoilt for choice. Though reaching the right audience at the right time with relevant content is still a huge challenge for brands, as the sheer number of digital tools and tactics out there on the market can make digital campaigns extremely complicated. According to Deloitte, 72% of marketers report that the role of marketing has increased in importance during the pandemic year(s). Digital marketing has become a powerful tool for communicating with new and existing customers, as the last 18 months has brought on a number of changes to consumer behaviour.

Throughout various restrictions on our daily lives, people have been forced to live differently and as a result, they are shopping and spending their time in different ways. Changing consumer behaviour is forcing digital marketers to pivot their strategies, as it becomes increasingly difficult to keep up with customer expectations and maintain a competitive edge, whilst keeping up to date with the latest tech. To successfully navigate existing and emerging marketing trends, a company or MSMEs need the right digital marketing team in place to capitalise on these opportunities and effectively drive results. According to Gartner, 35% of marketing leaders believe that one of their biggest challenges currently is building more synergistic relationships across their organisation to better communicate digital marketing vision. Digital marketing leaders will need to harness the abilities of effective, cross-functional teams and this will start with hiring the right talented individuals.

From this problem, assistance will be provided in the form of group empowerment to all Beryl's chocolate factory employees. Assistance and empowerment are carried out to produce employees who are committed to increasing their digital marketing skills. Between the Director, employees, and the service team consisting of lecturers and students synergize to achieve the goals and targets of this activity. The method of this community empowerment are:

1. Socialization and Training

Alternative problem solving in partner problems is socialization and training with two approaches, namely classical and individual approaches. The classical approach is carried out at the time of material delivery. An individual approach is carried out during practice, which is to generate employee knowledge about digital marketing. Socialization with employees so that they are fully involved in the training process later. Furthermore, training was carried out related to digital marketing skills. The purpose of this training is to increase employees' knowledge and understanding of digital marketing, and implementing the training materials in order to promote the Beryl's Chocolate Products.

2. Partner Participation

In this program, for matters of a principled nature, a consultative approach to partners will be carried out. Partner participation in this community empowerment program includes:

1. Partners as a provider of places for training activities are located at Beryl's Chocolate Factory, Malaysia
2. Partners play the role of socialization participants and actively play a role in discussion / question and answer activities
3. Partners are involved in this community empowerment program as a whole including problem formulation, program planning, activity scheduling, program implementation to the activity evaluation stage.
4. Partners will be asked for their opinions and will be notified or corrected of erroneous or deviant opinions. Furthermore, a participatory approach will be carried out, where together with partners discuss problems, find alternative solutions to problems, then will make decisions together.

3. Evaluation

Evaluations will be carried out on all activities, the evaluation includes the performance that has been carried out during the socialization and training process for Beryl's Chocolate Factory employees. The evaluation of this activity will be carried out *upgrading* and *updating* knowledge if needed.

RESULTS AND DISCUSSION

This community empowerment program offers a community activity program as a solution to existing problems in the form of socialization and training to all employees about the digital marketing skills. This community empowerment activity provides solutions to overcome the problem of decrease in sales volume. In addition, this activity is also a downstream research on marketing strategy on sales volume. Research on marketing management that has been carried out by the team by producing publication outputs in accredited national journals. The solution stage that will be carried out begins with providing assistance with socialization related to this activity.

Systematically describe the aspects of the solution approach, there are:

1. Economic Aspects

The target of this program is that employees will be accompanied in socialization activities on the importance of digital marketing for employees in increasing the sales volume of products. For this reason, it is necessary to conduct FGD (*Focus Group Discussion*) to foster participants' awareness to enhancing their digital marketing skill.



In this aspect, socialization and training related to social media marketing, e-commerce and online reviews. The outputs of this program are:

1. Increase employee knowledge, awareness, and engagement
2. Increase employee commitment to utilise their skill to attain the company goals
3. Increase digital marketing skills of employee to support achievement of company goals.



Pic 3: Training and Development



Pic 4: Team & Participant

Conclusion

The proliferation of the internet and social media has led to a significant shift in consumer behavior, with more and more people turning to online platforms to make purchasing decisions. Social media marketing, e-commerce, and online reviews have emerged as crucial components of a successful sales strategy in the digital age. This essay examines the importance of these factors in enhancing sales performance. One of the primary advantages of social media marketing is its ability to target specific demographics and interests, allowing

businesses to tailor their marketing efforts to their ideal customer base (Kotler et al., 2020). Platforms such as Facebook, Instagram, and Twitter provide a vast array of tools and analytics to help businesses fine-tune their social media strategy and maximize their return on investment. A study by Bain & Company found that social media marketing generates an average return on investment of 14% for every dollar spent (Chesky, 2019). E-commerce has enabled businesses to reach a global audience and sell products or services online, 24/7. This flexibility and convenience have transformed the way consumers shop, with online sales expected to continue growing by 15% annually (eMarketer, 2022). E-commerce platforms such as Shopify, WooCommerce, and Magento provide businesses with the necessary tools to create a seamless online shopping experience, drive conversions, and ultimately boost sales.

Online reviews have also become an essential aspect of sales performance, with 85% of customers trusting online reviews more than personal recommendations (BrightLocal, 2020). Positive reviews serve as social proof, persuading prospective customers to make a purchase, while negative reviews can have a devastating impact on sales. A study by Invesp found that companies with multiple positive reviews see a 25% increase in sales (Spencer, 2020). In conclusion, social media marketing, e-commerce, and online reviews play a vital role in enhancing sales performance in the digital age. Businesses must leverage these platforms to reach their target audience, drive conversions, and build trust with their customers. By implementing a robust social media marketing strategy, creating a seamless e-commerce experience, and optimizing online reviews, businesses can unlock significant sales growth and stay ahead of the competition.

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