



## Clothing Sales Promotion Activities: Social Media Marketing Aspects

**Panya Tedsungnon**

*Kasem Bundit University, Thailand*

*Corresponding Author: Panya Tedsungnon*



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### Abstract

*This article aims to increase clothes sales promotion activities on aspects of social media marketing. Marketing activities are aimed at making the product acceptable and then the product is liked by the market. With this sales promotion costs are generally lighter and the results achieved can be done in the short term. Clothing sales promotion using social media Facebook will be available with advertising facilities such as sponsored stories, CPC, Facebook page post ads, pages like Ads. Use status and tweet which is the simplest way of promotion. Instagram is this media used by teenagers who have smartphones. Use status and tweet which is the simplest way of promotion. Tendency of clothing sales promotions expect after buying, consumers will have the brand loyalty they bought.*

## Introduction

In overcoming the intense competition in sales, the company needs to work on a promotion strategy. Promotional activities aim to increase sales and market share of the company which is determined by the existence of direct communication that will later influence consumers in meeting their needs, especially tastes, satisfaction, and things that are used as guidelines or guidelines when conducting marketing.

All marketing activities are aimed at making the product acceptable and then the product is liked by the market. Not all products can be accepted by the market, many products are not sold. In order for a product to be accepted by the market various activities must be carried out, without certain activities the product cannot be accepted by the market. Before the product can be accepted, it must be endeavored so that the product can be recognized by the market, especially those that are segments (Kumar & Nagpal, 2001; Clarke, 2009). The activity of making a product known can not be easy. Many products are marketed today that we don't even know or have never known. The situation is evidence that marketing activities are not good (Rushton & Carson, 1993).

By conducting marketing, one of the efforts made by each company is to do promotions. The type of promotion used by companies is advertising that is broadcast through electronic and print media (Belch & Belch, 2003). Supported by the existence of measurable expenses continuously in money or potential by the company, including labor costs that promote directly, publication costs, transportation costs, and advertising costs in order to maximize promotional activities themselves in increasing sales value at the company. This article aims to increase clothes sales promotion activities on aspects of social media marketing.

## **Marketing Activity**

Activities undertaken to market products are activities carried out by entrepreneurs after the product is finished being produced. This is not the case because the activity to make the product acceptable, in fact it must be planned before so that the product can really fit the needs and desires of the market. If the product does not match the needs or tastes of the market, the product will not be accepted by the market. As marketing activities can proceed as intended, managerial activities are needed because marketing activities that are well planned, organized, coordinated, and supervised will produce satisfying results.

The failure of a company to market its products is caused by the company's lack of attention to the cost of promotion that supports the smoothness and quality of promotional activities themselves so that the lack of people who are familiar with the product, because the manufacturer is not only faced with the manufacture and sale of the product but is also needed in introducing and socializing its products to potential customers.

## **Types of Promotional Costs and Promotion Purposes**

Cost is the biggest part of the company's sacrifices to produce goods and services. To achieve the smallest possible sacrifice or reduce costs as efficiently as possible to avoid waste that can harm the company. In a company, the cost is the expenditure of an activity carried out by the company in the context of the company's operational activities. Providing a clearer understanding of costs, the following opinions will be given.

Costs are sacrifices that are measured in units of money incurred to achieve a goal. Based on the above definition, it can be assumed that costs are sacrifices of economic resources measured in units of money to obtain goods or services in order to achieve certain objectives. Very fast costs need to be considered by managers in managing a company. Because costs are a source of information for company managers.

Regarding the definition of costs (cost) by the American Accounting Association Cost in Patatoukas (2012) is an expenditure that is measured continuously in money or potential must be spent to achieve a goal. Costs can be classified into two groups namely; (1) Manufacturing Cost which includes direct material, direct labor, and Factory overhead; (2) Commercial Expenses that covers marketing (or distribution or selling) expenses, and administrative (general and ministrative) expenses.

From the above classification it can be explained that Manufacturing Cost commonly referred to as factory, which is all costs incurred starting from the purchase of raw materials and then processed into finished materials.

### **Manufact**

#### *Direct Labor Cost*

The type of costs that are said to be labor costs that can be directly identified with certain products.

#### *Direct Material Cost*

Ie all raw materials that can be directly included in the calculation of cost of goods.

#### *Manufacturing Overhead Cost*

These costs are the costs of indirect materials and all other factors that contribute to the smooth production process.

## **Commercial Expenses**

### *Selling Expenses*

All costs incurred after the completion of production until the time it is sold. These costs include storage, transportation, billing and fees related to the sales function.

### *Administration Expenses*

the costs that include the costs of planning and supervision. The costs of all costs not charged to the production or sales department are considered administrative costs.

For consumers, the aim is to encourage consumers to use more products, to buy products in larger units, to try brands that are promoted, and to attract buyers of other brands that compete with brands that are being promoted. (Doyle, 2009). For Traders The aim is to persuade merchants to sell new products, to make merchants to be loyal to the brand being promoted, to remind them of purchases when they are out of season, and to obtain new merchant routes.

The aim is to provide support for new products or models and to stimulate them to look for new customers (Seelos & Mair, 2005). One thing that is beneficial for carrying out sales promotions is not dependent on the implementation of a particular media. Thus to carry out this sales promotion can lead to new ideas that might be better and more interesting.

## **Shirt Sales Promotion from Social Media Aspects**

Sales promotions are often used as an auxiliary tool together with advertising and personal selling. Thus sales promotions can also be expressed as activities that complement and encourage advertising and personal selling and are different in nature from personal selling, because personal selling is intended for individuals while sales promotions are shown to groups of buyers or prospective buyers. The difference with advertising is that advertising is aimed at a large number of consumer groups, whereas sales promotion specializes in a relatively small number of consumer groups.

Promoting through social media has proven to be effective with increased and growing incomes that deliver many customers effectively (Drury, 2008; Brown & Fiorella, 2013). Everyone has social media and this makes the product easily recognizable at least in the circle of friends. For larger companies and businesses, the power of social media can also be used to promote products and services so that many people who are able to recognize are also interested in buying these products and services. All of that thanks to the presence of social media in various forms as well as various ways that can be used to carry out the promotion.

Having a privately owned t-shirt business, consumers must be very good at doing promotions. There are many ways to promote shirts, but the most effective is through social media. market target is the goal of the establishment of a market participant's business, to whom the perpetrators will market the shirt products that the manufacturer makes. Market participants must really determine the right target so that the business can operate on target and grow to become larger.

## **Distribution of Target Market for T-shirt Promotion Through Social Media**

The important thing to note is that the Target Market Distribution of T-Shirt Promotion Through Social Media can be based on: (1) the age of the consumer, (2) the sex of the consumer, (3) the lifestyle or habits of the consumer, (4) based on consumer needs, (5) income or consumer income.

### *Promotion through Facebook and Twitter*

Advertising activities that have been provided by social media. For example, using Facebook social media advertising facilities will be available such as sponsored stories, CPC, Facebook

page post ads, page like ads, and so forth. Besides being able to use the advertising facilities, it can also do sponsorship on social media accounts that have many followers. In the current term it is referred to as endorsement.

Use status and tweet which is the simplest way of promotion. The trick is to make a promo using the desired status. Promotions using status or tweets are considered not classy, even though the reach can be broad if packaged with creativity and fun.

### *Promotion through Instagram*

Using Instagram is a media that is different from the two previous media, this media can only be used by teenagers who have smartphones. The use of this media is also quite unique because sellers must use hashtags as a key to finding a particular topic. The seller can also post something interesting with a variety of unique and interesting images to attract consumers' attention. The most recent feature of Instagram is Ads that will support the promotion.

Actually simple sales promotions such as clothes sellers with the intention of influencing consumers to buy their goods. Such activities are still carried out by large companies. The importance of sales promotion is now increasingly being realized, especially with the increasingly competitive competition and the condition of the buyers market where goods are looking for buyers.

With sales promotion the company expects sales to be increased and for companies that are already running well, with this activity to expect that the sales turnover that has been achieved can be maintained. But so that sales promotion activities can reach the target with the smallest sacrifice, then before holding a sales promotion the company should take into consideration all the factors that are related to this activity so that the sales promotion carried out is truly successful

With this sales promotion costs are generally lighter and the results achieved can be done in the short term. By getting people to buy their goods, the company hopes that after the sale promotion, consumers will have the brand loyalty they buy. So here the sales promotion is carried out when the item is sold and can be done before and after the item is sold.

### **Conclusion**

Clothing sales promotion hopes that after buying, consumers will have the brand loyalty they bought. For example using Facebook social media advertising facilities will be available such as sponsored stories, CPC, Facebook page post ads, page like Ads. Use status and tweet which is the simplest way of promotion. Instagram is this media used by teenagers who have smartphones. Use status and tweet which is the simplest way of promotion. Sales promotion is not dependent on the implementation of a particular media but social media on certain target markets also determines.

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