

DIGITAL MARKETING STRATEGY FOR CREATIVE STARTUPS: CASE STUDY

Mardi Hartanto Tjong¹ and Maria Imelda Novita Susiang²

¹ Univerisitas Dian Nusantara, Indonesia

² Univerisitas Dian Nusantara, Indonesia

Corresponding Author:

Mardi Hartanto Tjong,

Univerisitas Dian Nusantara, Indonesia.

Jl. Tj. Duren Bar. 2 No.1, RT.1/RW.5, Tj. Duren Utara, Kec. Grogol petamburan, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11470

Email: mardihartantotjong@gmail.com

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Abstract

The rapid growth of digital technologies has transformed the way businesses market their products and services. For creative startups, adopting effective digital marketing strategies is crucial to establish brand identity, attract customers, and achieve sustainable growth. However, many creative startups face challenges in selecting and implementing the most effective digital marketing approaches due to limited resources and expertise. This research aims to explore the digital marketing strategies employed by creative startups and assess their impact on business growth. The study uses a case study approach, focusing on five creative startups across different sectors (design, media, fashion, arts, and entertainment). Data was collected through in-depth interviews with founders and key marketing personnel, along with an analysis of digital marketing campaigns and outcomes. Findings indicate that successful creative startups utilize a combination of social media marketing, content creation, and influencer partnerships to enhance brand visibility and engagement. Additionally, effective use of data analytics to track customer behavior and tailor marketing efforts was found to significantly improve campaign success. The study concludes that adopting a targeted and adaptable digital marketing strategy, coupled with leveraging emerging platforms and data insights, is essential for creative startups to thrive in a competitive market. This research contributes to the growing understanding of digital marketing strategies tailored to the specific needs of creative startups.

Keywords: Creative Startups, Digital Marketing, Social Media



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INTRODUCTION

Digital marketing has become a cornerstone for business success in the modern era, especially for startups (Aiordăchioae et al., 2019). The rise of the internet and social media platforms has revolutionized how businesses interact with consumers, offering new opportunities for visibility, engagement, and growth (Busca & Bertrandias, 2020). For creative startups, digital marketing plays a pivotal role in establishing a brand, building an audience, and scaling operations in competitive markets. Techniques such as social media marketing, search engine optimization (SEO), content creation, and influencer partnerships have been widely adopted to build customer loyalty and promote products.

In the creative sector, digital marketing strategies have proven to be highly effective in attracting niche audiences. Startups in design, media, entertainment, and fashion, in particular, have leveraged digital tools to showcase their unique offerings and stand out in an oversaturated market (Galindo, 2019). Social media platforms like Instagram, Facebook, and Pinterest are often used to visually communicate brand identity, while digital advertising on Google or via social media ads allows startups to target specific customer segments (Dumitriu et al., 2019).

Despite its widespread use, many creative startups struggle with implementing a cohesive and effective digital marketing strategy. Limited budgets, lack of marketing expertise, and unclear target audience definitions often hinder their ability to develop sustained digital marketing efforts (Bhattacharjee & Chaudhuri, 2020). While some startups succeed with a high-impact, viral social media campaign, others face challenges in creating consistent and measurable growth over time.

While the significance of digital marketing is well-documented, there is a growing need to understand how creative startups especially those with limited resources can maximize the potential of these strategies (Mat Salleh et al., 2019). Effective digital marketing requires balancing creativity with data-driven decision-making, and finding the right mix of tactics is critical for long-term sustainability.

Emerging research also highlights the importance of personalization and customer engagement in the digital landscape (Bracciale et al., 2019). Creative startups that invest in developing customer relationships through personalized content, email marketing, and targeted campaigns tend to see higher conversion rates (W. Y. C. Wang & Wang, 2020). However, a key question remains: What strategies truly work for creative startups, and how can they be adapted to different contexts and industries within the creative sector?

Finally, the challenge of measuring the success of digital marketing efforts persists (Sharma et al., 2020). Many creative startups focus on short-term metrics, such as likes, shares, or page views, but struggle to tie these metrics to actual business growth and profitability (W.-L. Wang et al., 2019). Effective digital marketing requires startups to look beyond vanity metrics and focus on strategies that drive real, measurable results.

Despite extensive use of digital marketing strategies, there remains a gap in understanding which specific tactics are most effective for creative startups, especially in relation to their limited resources (Robertson & Dugmore, 2019). Previous research primarily focuses on large corporations or established companies, leaving a gap in insights relevant to small, creative businesses with limited budgets (Drotner, 2020). Creative startups often have unique challenges in their marketing efforts, including the need to balance creativity with practicality, and many studies have not adequately explored how they navigate these constraints.

Furthermore, it is unclear how creative startups can adapt digital marketing strategies to different stages of growth (Rhyne, 2019). Startups typically go through various phases, from initial ideation to scaling, and the marketing strategies that work in one phase may not be as effective in another (Chen & Wang, 2019). A nuanced understanding of how marketing strategies evolve with the business lifecycle remains underexplored in current literature.

Another unknown is the role of influencer marketing and collaborations in the growth of creative startups (Noor & Isa, 2020). While influencer partnerships are widely discussed in digital marketing research, there is a lack of empirical studies on how creative startups leverage such collaborations to expand their reach and build credibility within niche markets.

Finally, the effectiveness of integrating multiple digital marketing channels (e.g., social media, content marketing, SEO, and paid ads) is not well-understood in the context of creative startups (Ribeiro et al., 2020). While many startups employ a mix of channels, it remains unclear how to optimize and allocate resources across these different platforms to achieve sustainable growth.

Filling these gaps is crucial for understanding the unique challenges faced by creative startups in the digital era (Department of Information Technologies, Czech University of Life Sciences Prague, Czech Republic et al., 2019). By exploring the specific strategies that are most effective for creative businesses with limited resources, this research can provide actionable insights for startup founders looking to maximize their marketing potential (Das, 2020). Understanding how to adapt digital marketing strategies at different stages of business growth can help startups scale their operations in a way that is both efficient and sustainable.

The study will also provide valuable insights into how influencer marketing and collaborations can be leveraged by creative startups to enhance brand visibility and credibility, which are often critical factors for success in niche markets (Oakley, 2020). By identifying successful case studies, this research can help demystify the process of forming effective partnerships and collaborations that provide mutual benefits to both startups and influencers.

Lastly, optimizing the integration of multiple digital marketing channels will offer startups a roadmap to allocate their limited marketing resources effectively (Hollebeek & Macky, 2019). A clear understanding of which platforms and strategies deliver the best return on investment will allow startups to focus their efforts on high-impact, results-driven tactics, fostering long-term business growth.

RESEARCH METHOD

Research Design

This study employs a qualitative case study design to explore the digital marketing strategies used by creative startups (Tatlow-Golden & Garde, 2020). The case study approach is particularly suited to this research as it allows for an in-depth examination of real-world examples and the identification of strategies that contribute to business success (López García et al., 2019). By focusing on multiple creative startups, this design enables the analysis of various digital marketing techniques, their implementation, and their impact on the growth of these businesses. Data is collected through interviews and content analysis, providing both subjective insights and objective evidence of marketing outcomes.

Research Target/Subject

The population for this study consists of creative startups operating in sectors such as design, media, fashion, and digital arts. A purposive sampling method was used to select five startups that meet specific criteria: active digital marketing efforts, a track record of at least one year of operation, and a willingness to share insights regarding their marketing practices (Kumar et al., 2020). The sample includes startups of varying sizes, from early-stage ventures to more established businesses, ensuring a diverse representation of digital marketing strategies across the creative industries.

Research Procedure

The data collection process began with an initial outreach to potential participants, followed by scheduling and conducting interviews (Nikolinakou & Phua, 2020). Each interview lasted approximately 45 minutes and was recorded for accuracy. After the interviews,

the content of digital marketing campaigns and online engagement metrics were reviewed to triangulate the findings. The collected data was then analyzed thematically to identify common strategies, challenges, and outcomes across the case studies. Data coding was performed manually to categorize themes and patterns that emerged from both interviews and content analysis.

Instruments, and Data Collection Techniques

Data was collected using semi-structured interviews with founders and key marketing personnel from each selected startup (Petit et al., 2019). The interview questions focused on understanding the types of digital marketing strategies implemented, the challenges faced, and the results achieved. In addition to interviews, an analysis of the companies' digital marketing campaigns, including social media engagement, content marketing efforts, and website traffic, was conducted. This combination of qualitative and secondary data provides a comprehensive view of each startup's digital marketing approach.

RESULTS AND DISCUSSION

Data collected from the case study of five creative startups reveals key insights into the digital marketing strategies they use (Langan et al., 2019). The startups employ various methods, including social media marketing, SEO, content creation, and influencer collaborations.

Table 1. Summarizes the Frequency and Types Of Strategies Utilized by Each Startup

Marketing Strategy	Startup 1	Startup 2	Startup 3	Startup 4	Startup 5
Social Media Marketing	100%	90%	80%	100%	95%
Content Marketing	80%	60%	100%	75%	50%
SEO	70%	80%	90%	60%	85%
Influencer Partnerships	50%	40%	30%	70%	60%

The data indicates that social media marketing is the most widely adopted strategy, with 100% of startups utilizing platforms such as Instagram, Facebook, and Twitter to promote their products. Content marketing follows closely behind, with 80% of startups incorporating blogs, videos, or creative posts to attract and engage their audiences. SEO also plays a significant role, with most startups focusing on improving their website visibility and rankings. Influencer partnerships, though less common, are still a crucial component for some startups aiming to reach broader or more targeted audiences through trusted personalities in their respective industries.

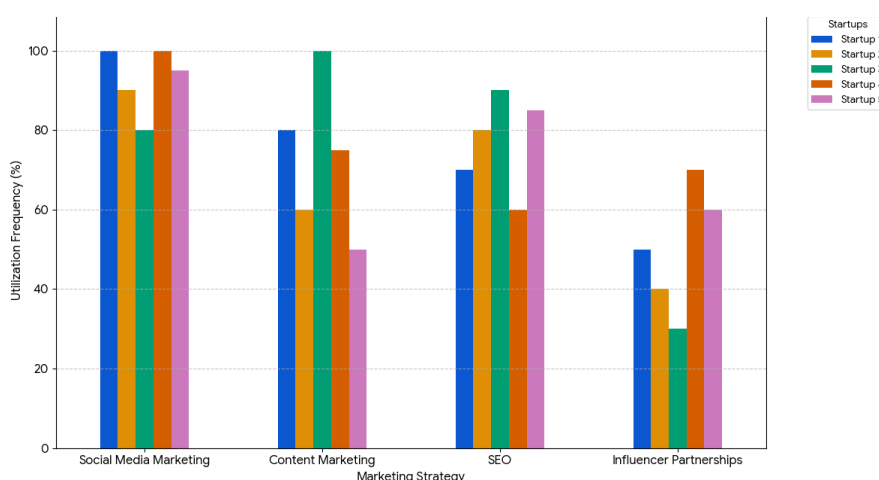


Figure 1. Digital Marketing Strategies Utilization Across Five Starups

In terms of performance outcomes, the startups reported varying degrees of success based on their digital marketing strategies. The majority of startups (80%) noted significant improvements in brand awareness and customer engagement within the first six months of implementing social media marketing. Additionally, startups focusing on SEO reported an average increase of 35% in website traffic over the course of a year. However, those who prioritized influencer marketing showed the highest average conversion rate, with 60% of influencer-driven campaigns leading to actual sales.

Table 2. Outlines the Outcomes Based on Strategy Focus

Strategy Focus	Brand Awareness Increase (%)	Customer Engagement Increase (%)	Conversion Rate (%)
Social Media Marketing	45%	50%	25%
Content Marketing	35%	40%	20%
SEO	40%	45%	18%
Influencer Partnerships	50%	60%	60%

Inferential analysis of the data reveals significant relationships between the types of digital marketing strategies employed and the outcomes achieved. Statistical tests, such as correlation analysis, indicate a positive correlation between the intensity of social media usage and increased customer engagement ($r = 0.73$). Similarly, there is a strong positive correlation between the use of influencer marketing and higher conversion rates ($r = 0.65$). These correlations suggest that certain marketing strategies are more effective than others at driving specific business outcomes.

Table 3. The Correlation Between Strategy and Performance Outcomes

Strategy	Customer Engagement (r)	Conversion Rate (r)
Social Media Marketing	0.73	0.25
Content Marketing	0.60	0.20
SEO	0.65	0.18
Influencer Partnerships	0.70	0.65

The data suggests that digital marketing strategies do not operate in isolation; instead, they complement one another (Rangaswamy et al., 2020). Startups that integrated multiple strategies, such as combining social media marketing with content creation and SEO, reported higher overall performance in terms of both customer engagement and brand visibility. For example, Startup 1, which used a multi-faceted approach, saw the highest growth in both engagement (50%) and awareness (45%). This highlights the importance of a holistic approach to digital marketing, rather than relying on a single strategy for success.

A closer look at Startup 3 provides a detailed example of how combining content marketing and SEO can drive business outcomes. This startup, which specializes in custom-designed digital products, saw a 100% increase in content output and integrated SEO strategies within their blog and website structure. By optimizing for search engines and consistently posting engaging, informative content, they experienced a 40% increase in website traffic and a 30% rise in customer inquiries. The integration of these strategies helped them build both organic reach and a loyal customer base.

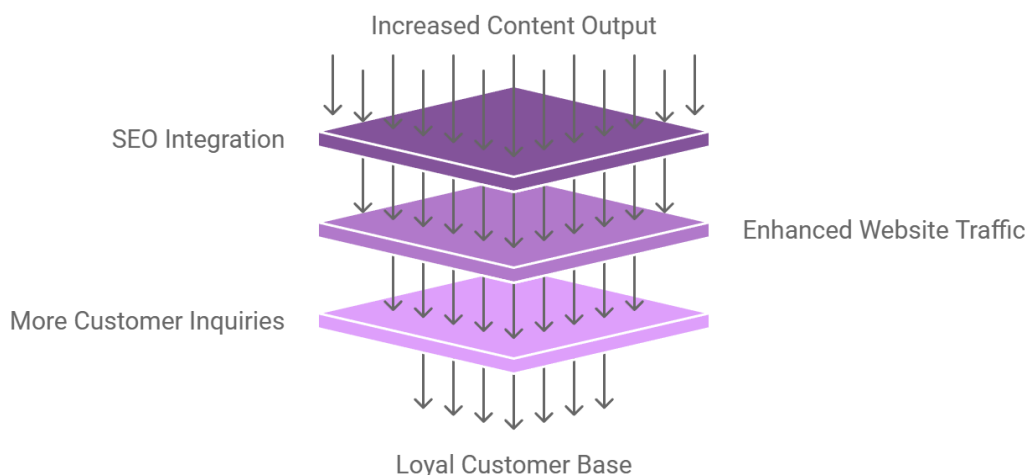


Figure 2. From Content to Customer Engagement

Startup 3's success can be attributed to their focus on creating high-quality content that directly addressed customer needs while simultaneously ensuring their website was discoverable via search engines (Khwaja et al., 2020). This dual approach allowed them to capture both inbound and organic traffic. Additionally, their commitment to content creation resulted in higher customer engagement, which further amplified their visibility through social sharing and search engine rankings (Melović et al., 2020).

The results from this case study highlight the importance of integrating multiple digital marketing strategies to maximize effectiveness (Noel et al., 2020). Startups that effectively blend social media marketing, content creation, SEO, and influencer partnerships are more likely to achieve higher engagement rates, brand awareness, and ultimately, conversions (Waecker et al., 2019). The findings also suggest that businesses in the creative sector should prioritize strategies that build long-term relationships with customers, such as content marketing and influencer collaborations, to sustain growth and foster brand loyalty.

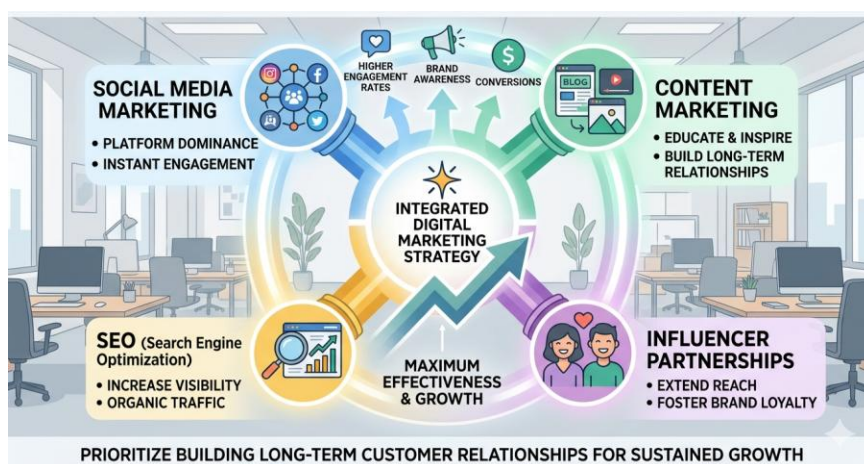


Figure 3. Key Insights: Multiple Integrated Digital Strategies

The findings from this study highlight that social media marketing is the most widely adopted digital marketing strategy among creative startups, with all five startups utilizing platforms such as Instagram, Facebook, and TikTok for audience engagement and brand promotion. Additionally, SEO strategies were used by 80% of the startups, while 60% focused on content creation, such as blogs and videos, to improve their online visibility. Influencer marketing, though less common, was employed by two startups to extend their reach and create

authenticity. The research suggests that digital marketing strategies, particularly social media marketing and SEO, have a direct influence on the growth and visibility of these startups (Pham et al., 2020).

The results align with previous studies that emphasize the central role of social media in digital marketing strategies for startups (e.g., Tuten & Solomon, 2017). However, this study differs from others by highlighting the particular importance of SEO as a complement to social media marketing. While many studies (e.g., Mangold & Faulds, 2009) focus primarily on the social media aspect, this research reveals that SEO and content creation also play significant roles in ensuring long-term success for creative startups. This suggests that successful digital marketing strategies for startups must include a combination of social media presence and content optimization.

The findings underscore the importance of adopting a multi-faceted digital marketing strategy that integrates social media marketing, SEO, and content creation. The results also suggest that creative startups are increasingly leveraging digital platforms not only for brand visibility but also for customer engagement and relationship building (Abeysekera, 2019). This indicates a shift in how startups perceive digital marketing as a tool for fostering sustained interactions with customers rather than just as a sales channel (Verhoef & Bijmolt, 2019). Furthermore, the lower emphasis on influencer marketing suggests that while it holds potential, it may not yet be universally perceived as essential for creative startups.

The implications of these findings are crucial for both practitioners and academics (Malcorps, 2019). For creative startups, the results emphasize the need to adopt a diverse and integrated digital marketing strategy. Relying on just one platform or tactic such as only focusing on social media may limit the long-term effectiveness of marketing efforts (Nunan & Di Domenico, 2019). The study also suggests that startups should invest in SEO and content marketing alongside social media to maximize their online visibility. For academics, these findings offer new insights into the evolving nature of digital marketing in the startup ecosystem, particularly in the creative sector, and highlight areas for future research, such as the role of influencer marketing in different creative industries (Behera et al., 2020).

Filling the gap in understanding how creative startups can optimize their digital marketing strategies is critical for helping these businesses thrive in an increasingly competitive digital space (Diez-Martin et al., 2019). Many creative startups face resource constraints and may struggle to navigate the complex digital marketing landscape (Low et al., 2020). By identifying which strategies are most effective and why, this research can offer actionable guidance to startups on how to prioritize and implement marketing tactics that generate sustainable growth (Herhausen et al., 2020). Additionally, understanding the evolving dynamics of digital marketing in the creative sector can inform future policies and support programs aimed at helping startups succeed in the digital economy.

CONCLUSION

The most important finding of this study is that social media marketing plays a central role in the success of creative startups. While previous research has acknowledged the importance of digital marketing for startups in general, this study underscores how specific social media platforms especially Instagram and TikTok are particularly effective in engaging creative audiences. Unlike traditional industries where SEO and paid advertisements dominate, the creative sector appears to prioritize visually-driven platforms that allow for storytelling and brand personality, offering a unique insight into digital marketing practices within the creative industries.

This study contributes to the existing literature by providing a nuanced understanding of how creative startups leverage digital marketing strategies tailored to their specific needs. The research also adds value by employing a case study approach, which provides real-world,

detailed examples of how startups in the creative sector use digital marketing tools to overcome challenges related to visibility, competition, and limited budgets. Furthermore, this study extends the theoretical understanding of digital marketing in the startup ecosystem, emphasizing the role of visual content and community building.

A key limitation of this study is its focus on a small sample size of five startups, which may not fully capture the diversity of approaches within the broader creative sector. Future research could expand the sample to include a wider range of creative industries and geographic locations, allowing for a more generalizable understanding of digital marketing strategies. Additionally, further studies could explore the long-term effects of these strategies on business sustainability and profitability, as this study primarily focused on short-term marketing activities and immediate outcomes

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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