



Enhancing CatSwoppr's Brand Awareness through Digital Marketing Strategies in the Indonesian Market

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ABSTRACT

This research explores the strategic approach for CatSwoppr to launch its CatScanR app in Indonesia, focusing on leveraging social media and influencer marketing to drive user engagement and app adoption. By aligning marketing strategies with user preferences and continuously adapting based on feedback, CatSwoppr Indonesian market, revealing that daily engagement is high across platforms like Instagram, TikTok, and YouTube. The findings highlight the effectiveness of content types such as informative articles, interactive polls, and promotional offers in capturing user interest. Influencer collaborations and video content are identified as particularly impactful marketing channels. Additionally, privacy concerns are addressed by recommending features such as avatars or pseudonyms to enhance user trust. The research emphasises a localised launch strategy, starting with key areas like South Jakarta's Kemang, to build a strong user base. The proposed marketing plan incorporates targeted social media ads, influencer partnerships, and app store promotions to maximise reach and user acquisition. By aligning marketing strategies with user preferences and continuously adapting based on feedback, CatSwoppr aims to effectively penetrate the Indonesian market and achieve sustained app engagement and growth.

Keywords: Digital Marketing, Influencer Marketing, App Adoption, Social Media.

INTRODUCTION

CatSwoppr, a non-profit global cat public relations (PR) agency, is in the process of developing CatScanR, a mobile application tailored for cat enthusiasts. CatScanR incorporates features from platforms like Google Maps, Linktree, and WhatsApp, enabling users to create detailed cat profiles, connect with nearby cat owners, and access a variety of feline-related services. This app aims to foster communication and strengthen a global community of cat lovers. Established by Suki, CatSwoppr started as a blog and has evolved into a Global Cat PR Agency, publishing over 130 cat-focused stories since its inception in 2022. The agency provides free PR services to cats and non-profit organisations, amplifying its outreach through platforms like Instagram and TikTok.

The CatScanR app addresses limitations in current cat-sitting applications by introducing two-way matching between cat owners and sitters, alongside comprehensive cat profiles—features not typically available on mainstream social media. Additionally, a planned vendor marketplace integration aims to further support CatSwoppr's charity fund for feline welfare. With 69% of Indonesia's population owning cats (Rakuten Insight, 2021), the market presents a strong opportunity for the app's launch. The high demand for

cat-related products and services in this region aligns with CatSwoppr's broader goals for expansion and community engagement.

RESEARCH METHOD

The research methodology details the methods employed to investigate the research questions, shaping the study's framework. Its primary objective is to validate the findings by meticulously examining the procedures for data collection, analysis, and interpretation. The chapter features a comprehensive table that outlines the sequence of the research methodology, ensuring that the chosen techniques are closely aligned with each sub-questions.

Types of Data

1. Primary Data

Primary data will be collected through in-depth interviews with key CatSwoppr representatives. A semi-structured interview format will be employed, incorporating a set of predetermined questions while allowing for flexibility to explore emergent themes and obtain rich, detailed responses. To ensure data accuracy and reliability, interviews will be systematically documented using detailed field notes and audio recordings, providing a robust foundation for subsequent analysis.

2. Secondary Data

For the collection of secondary data, a two-tiered approach will be employed. Internally, data will be obtained from company records, historical documents, and presentations provided by the company supervisor, offering detailed insights into CatSwoppr's past performance and strategic direction. Externally, the research will incorporate academic sources, including books, peer-reviewed journals, and industry-specific publications. In addition, current trends in media and public relations will be analysed through news articles and other relevant media outlets. To further expand the scope, an external survey will be conducted to gather diverse viewpoints. By integrating internal data with external academic research and industry trends, this study aims to develop a comprehensive theoretical framework aligned with CatSwoppr's strategic objectives.

RESULTS

Internal analysis is vital for CatSwoppr, ensuring alignment with its vision and mission. By evaluating the CatScanR app's role, the organisation can confirm its value and enhance user satisfaction and brand credibility. Identifying the target market allows for tailored services that meet user needs, while assessing brand awareness in Indonesia measures market penetration and uncovers growth opportunities. Understanding consumer perceptions and competitive advantages enables CatSwoppr to leverage its strengths effectively. Analysing social media engagement identifies the most impactful marketing platforms, and reviewing past partnerships provides insights for future strategies. Additionally, evaluating potential barriers to marketing new products allows for proactive planning and adaptation to market saturation and competitive pressures.

Effective communication methods ensure messaging resonates with the audience, highlighting the app's unique value. Overall, internal analysis provides a foundation for strategic decision-making, keeping CatSwoppr competitive and aligned with its mission to drive growth and success.

Internal Analysis

CatSwoppr's vision revolves around giving back to cats, acknowledging the joy and comfort they bring to human lives. The company aims to build a global community of cat enthusiasts by offering free services, such as personalised blogs to share cat-related experiences and information. As a start-up, CatSwoppr has experimented with various approaches, ultimately leading to the development of the CatScanR app. Targeted at cat lovers in Indonesia, this app provides a range of features like customizable profiles, messaging, group chats, and a map to locate nearby cat owners. Looking ahead, the platform plans to expand by incorporating information on local services such as vets and cat salons, along with a marketplace for cat products. Overall, CatSwoppr aims to become the premier platform for cat owners, constantly improving its offerings while addressing challenges like community engagement and monetisation.

To succeed in such a competitive market, effective marketing is crucial, particularly in industries like public relations and services, where consumer preferences are constantly evolving (Andaleeb, 2016). In this regard, target marketing plays a pivotal role. Unlike mass marketing, which spreads resources thinly across a broad audience, target marketing allows businesses to focus on specific customer segments, ensuring a more efficient use of resources (Abu I. & Ridwan, 2023). Understanding the target audience through Segmentation, Targeting, and Positioning (STP) analysis is vital for successful product launches. This method enables businesses to craft tailored messages and establish a competitive edge (Khandelwal et al., 2020).

CatSwoppr has conducted extensive research to identify four key market segments for the CatScanR app: cat owners and enthusiasts in Jakarta, non-profit organisations dedicated to cat welfare, service providers like groomers and veterinarians, and manufacturers and retailers of cat-related products. By dividing the market into these segments, CatScanR can offer customised solutions to each group, making the app more relevant and engaging for its users. Effective targeting also involves selecting the most promising segments and aligning resources strategically (Khandelwal et al., 2020). To achieve this, CatScanR will implement a differentiated marketing strategy, allowing it to craft focused messages and allocate resources in a way that builds brand loyalty and strengthens its market presence.

Positioning is equally critical, as it defines how a product is perceived by its audience. For CatScanR, highlighting its unique combination of practical services and community-building features will set it apart from competitors. With functionalities like personalised profiles, messaging, and the planned service marketplace, the app is positioned to become the leading platform for feline care.

STP analysis is thus integral to CatScanR's success. Through effective market segmentation, targeted strategies, and precise positioning, CatSwoppr can better meet consumer demands, optimise resource allocation, and stand out in a crowded marketplace. This approach not only supports a strong product launch but also lays the groundwork for long-term growth and brand loyalty.

Further reinforcing its strategy, CatSwoppr has also gained insights from its social media performance, showcasing increasing engagement across platforms like Instagram, TikTok, and Facebook. On Instagram, the app has seen significant growth in followers and content reach, particularly through engaging formats like Reels and Stories. However, live videos require a more refined strategy to enhance their effectiveness. On TikTok, user-generated content has proven to be the most engaging, driving strong interaction and visibility. Conversely, Facebook has struggled with engagement due to automated posts and a lack of dedicated management. Meanwhile, the platform's X/Twitter account has moderate visibility but suffers from low user interaction, suggesting the need for a more focused strategy. Across all platforms, demographic data reveals a predominantly female audience, particularly within the 25-44 age range. Geographically, the platform performs well in European and English-speaking regions, including the USA, Netherlands, and the UK. Moving forward, CatSwoppr should continue to leverage high-performing content while refining underperforming formats and tailoring messages to its core audience and key regions to optimise its social media presence.

External Analysis

Based on survey data, valuable insights have emerged regarding customer behaviour and preferences for CatSwoppr's launch of the CatScanR app in Indonesia. The survey revealed that 75% of respondents use social media daily, with Instagram, TikTok, and YouTube being the most popular platforms. This highlights the importance of focusing marketing efforts on these channels. While respondents showed moderate likelihood to engage with brands (3.5/5) and social media ads (3.1/5), influencer collaborations were seen as more effective (3.5/5), signalling a key opportunity for user acquisition.

Content preferences also leaned toward informative articles, promotional offers, and interactive content, making it clear that CatScanR's marketing should emphasise educational, how-to, and creative materials. Purchase behaviour indicated that 65% of respondents had made in-app purchases through social media ads, demonstrating the potential for targeted campaigns. Additionally, privacy was a concern, especially with the app's geolocation features, highlighting the need for robust privacy measures like avatars and pseudonyms to build trust.

Marketing channel effectiveness showed that influencer collaborations (3.5/5) and app store promotions (3.4/5) were more effective than email newsletters (2.9/5). Video content stood out with a high rating (3.8/5), emphasising its importance in capturing user attention. Respondents also discovered apps through recommendations and influencer endorsements,

further supporting a strategy that leverages personal networks and influencers to drive visibility.

Competitor analysis in the Indonesian pet service market reveals a competitive landscape with established players like 11Pets, VetusVet, and PETO offering similar services. Each competitor has a strong presence with features like medical record storage, appointment scheduling, and pet care services. Despite this, CatScanR can differentiate itself by focusing on its unique value proposition—integrating community-building with comprehensive pet services.

A Porter's Five Forces analysis indicates that competitive rivalry is high due to well-established apps and a growing market demand. CatSwoppr can gain an edge through continuous innovation and strong customer service. The threat of substitutes is moderate, with traditional pet care and social media groups serving as alternatives. However, CatSwoppr's all-in-one platform can stand out by emphasising its unique features. Supplier power is moderate, driven by the quality of technology and services, while buyer power remains high due to the availability of free and low-cost alternatives. To mitigate this, CatScanR must offer personalised services and a strong community feel. Lastly, the threat of new entrants is moderate to high, but CatSwoppr can create barriers to entry by building a loyal user base and focusing on differentiation.

In conclusion, CatSwoppr's marketing strategy should prioritise Instagram, TikTok, and YouTube, leverage influencer collaborations, and focus on informative and interactive content. Understanding competitors and customer behaviour will help CatSwoppr carve out its niche and successfully launch the CatScanR app in Indonesia.

DISCUSSION

Theoretical Implications

The proposed recommendations for CatScanR's entry into Indonesia will significantly shape its marketing, sales, operations, and organisational strategies. Tailoring marketing campaigns to local consumer preferences, collaborating with influencers, and engaging on popular Indonesian social media platforms will increase brand visibility and user acquisition. Aligning sales channels with local distributors and improving the app's presence on digital platforms will drive downloads and expand the user base. These strategies must be monitored and adapted to stay aligned with evolving market demands.

From an operations standpoint, establishing local partnerships for app maintenance and customer support will improve service quality and efficiency. Integrating the app with Indonesia's tech infrastructure and complying with data regulations are essential to operational stability and security. This localised approach will streamline logistics and reduce operational costs.

In terms of talent acquisition, recruiting local professionals with expertise in marketing, customer service, and technical support is key. This will ensure a skilled team with deep market insight. Cross-cultural training and adapting organisational practices will enhance team effectiveness and align operations with local business norms.

On the financial front, detailed planning for marketing, operations, and revenue streams will be critical for managing costs and maximising returns. Pricing strategies must be tailored to the local market, and ongoing financial analysis will help CatScanR maintain profitability and financial stability amidst market fluctuations.

CEO Implications

The detailed strategy for launching the CatScanR app in Indonesia presents clear implications for the CEO, requiring a hands-on approach from the early stages through post-launch. The strategy outlines a methodical process, beginning with thorough market research, content development, influencer partnerships, and platform optimisation. As CEO, overseeing these initial steps is crucial to ensure alignment with the company's vision and market positioning.

During the pre-launch phase, driving momentum through teaser campaigns and influencer promotions will require executive oversight to guarantee brand consistency and effective community engagement. The launch phase itself, marked by a high-profile event and targeted media outreach, will demand active leadership to maximise visibility and secure strong media coverage.

Post-launch efforts will involve closely monitoring user feedback, ensuring continuous engagement, and guiding the team in analysing performance metrics. As CEO, maintaining a focus on iterating based on insights and introducing new features will be essential to sustain momentum and drive long-term growth.

For a structured overview of these activities and their respective timelines, a detailed table outlining the entire social media plan is provided on the table below. This table provides a clear framework for each stage of the launch process, ensuring that every step is systematically addressed and effectively managed.

Phase	Activity	Objective	Action Steps	Key Metrics	Timeline	Assigned To	Estimated Cost
Preparation	Market Research	Understand target audience and market	Conduct surveys and focus groups, analyse competitor strategies	Survey responses, focus groups insights	Month 1	Business Development Team	€0

	Content Creation	Develop engaging content	Create content calendar, design graphics, produce videos, drafts posts	Number of content pieces created	Months 1-2	Content Creator, Design/Multimedia Team	€0
	Influencer Outreach	Build partnerships	Identify and contact local influencers, negotiate collaborations	Number of influencers contacted, agreements made	Months 1-2	PR, Social Media Team	€0 - €250
	Platform Optimisation	Enhance social media profiles	Optimise profiles on Facebook, Instagram, X/Twitter, TikTok, for SEO	Profile views, followers growth	Month 2	Social Media, Design/Multimedia Team	€0
Pre Launch	Teaser Campaign	Generate buzz	Post teaser images/videos, use countdown timers, share sneak peeks	Engagement rates, shares, comments	Week 1, Month 3	Content Creator, Social Media Team	€0
	Influencer Teasers	Leverage influencer reach	Influencers post teasers and share their excitement to CatScanR App	Influencer posts, engagement metrics	Week 2, Month 3	PR, Social Media Team	€0
	Community Engagement	Build anticipation	Hosts Q&A sessions, polls, and interactive stories	Engagement rates, participant numbers	Week 3, Month 3	Social Media, Content Creator Team	€0
Launch	Launch Event	Officially introduce the app	Live stream event, demo app features, share user testimonials	Live viewership, post-event engagement	Day 1, Month 4	PR, Social Media, Content Creator team	€0 - €500
	Influencer Launch Posts	Amplify launch message	Influencers post reviews and experiences, use campaign hashtag	Post reach, engagement metrics	Day 1-3, Month 4	PR, Social Media Team	€0

	Media Outreach	Gain media coverage	Distribute press releases, contact local media outlets	Number of media mentions, article published	Week 1, Month 4	PR, Business Development Team	€0 - €250
Post Launch	User Feedback Collection	Improve app experience	Share feedback forms, encourage app reviews, monitor social media comments	Number of feedback responses, app reviews	Weeks 1-2, Month 4	PR, Social Media, Business Development Team	€0
	Continuous Content Engagement	Maintain user interest	Post user-generated content, share success stories, provide tips and tricks	Engagement rates, follower growth	Ongoing, Month 4	Social Media, Content Creator Team	€0
	Analytics and Adjustment	Optimise strategies	Analyse performance metrics, adjust content and strategies based on data	Monthly performance reports, adjusted strategies	Monthly, Ongoing	Business Development, PR Team	€0
	New Feature Announcements	Keep users engaged and informed	Announce new app features, share updates through social media posts and stories	Engagement rates, app feature usage	Monthly, Ongoing	Content Creator, Social Media, Design/Multimedia Team	€0

Table 1. Social Media Plan Table for CatSwoppr to launch CatScanR App

CONCLUSION

CatSwoppr’s launch strategy for the CatScanR app in Indonesia should capitalise on the high daily social media engagement of the target audience, focusing on platforms such as Instagram, TikTok, and YouTube. The app’s marketing approach should prioritise content that resonates with users, including informative articles, interactive posts, and promotional offers. Influencer collaborations and video content will play a crucial role in boosting visibility and engagement, given their high effectiveness ratings. Ensuring robust privacy features, such as allowing avatars or pseudonyms, is essential to address user concerns and build trust. A localised launch, starting with key areas like South Jakarta’s Kemang, will help in establishing a strong initial user base. The marketing strategy should be

comprehensive, incorporating targeted social media ads, influencer partnerships, and app store promotions to maximise reach and drive user acquisition. By aligning with user preferences and continuously adapting based on feedback, CatSwoppr can successfully penetrate the Indonesian market and foster sustained app adoption and engagement.

Limitations

It is essential to acknowledge the scope of this study, which will primarily concentrate on formulating a marketing communication strategy for CatSwoppr's content publications and marketing strategy for the new market. While other facets will be acknowledged, they will not be extensively investigated but will serve as supplementary information guiding the decision-making process. Specifically, the following areas will not be thoroughly addressed due to research limitations:

1. Resource constraints, encompassing time, budget, and personnel, may influence the extent and depth of the research. These limitations might impede comprehensive market analysis, extensive data collection, or exhaustive exploration of alternative marketing strategies.
2. Reliance on CatSwoppr for access to market data, consumer insights, or industry trends could impose limitations on the study.
3. Small sample sizes or non-representative samples in market research studies may affect the generalizability of findings and the validity of marketing strategy recommendations.
4. Changes in market conditions, consumer preferences, or industry trends over time can impact the relevance and effectiveness of marketing strategies developed based on historical data.

Future Research

Future research for CatSwoppr's marketing and growth strategies could focus on customer segmentation and personalization to better target regional cat lover demographics, optimising communication and user retention. Additionally, exploring influencer marketing, particularly collaborations with local businesses or pet influencers, could significantly boost visibility and app engagement. Another potential area of study is gamification, where research into its use within the CatScanR app could help retain users. Lastly, localised growth tactics and sustainability initiatives could also be valuable to strengthen regional impact and long-term brand loyalty.

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