



# TPSA Project Collaborates With the Indonesian Export Training Centre to Conduct Digital Marketing Training for Export-Ready Women-Led SMEs

This TPSA training helped export-ready small- and medium-sized enterprises (SMEs) owned by Indonesian women improve their understanding of gender-related issues, their knowledge of digital marketing opportunities, and their digital marketing skills for their business.

## Background

The Canada-Indonesia Trade and Private Sector Assistance (TPSA) project ensures that women benefit from project resources equitably with men. As part of its work promoting gender equality and women's empowerment, TPSA delivered a series of gender-related trainings to enhance the gender-mainstreaming capabilities of staff at the Indonesian Ministry of Trade (MoT). One such training, held September 11–12, 2017, focused on gender-responsive planning and budgeting. That training produced a preliminary action plan outlining the steps that needed to be taken by participating MoT directorates in order to integrate gender-equality considerations into their respective mandates. Among the directorates participating in the training was the Indonesia Export Training Centre (IETC), which produced a gender analysis and a gender budget statement (GBS), including a recommendation to deliver training to women-led SMEs on how to improve exports.

The IETC and the TPSA project collaborated in designing and delivering a two-day training workshop held March 13–14, 2018, at the IETC facilities



Iriana Ryacudu opens the training.

in Jakarta. The IETC benefited from the knowledge transfer made possible through this collaborative process. The training focused on access to digital marketing for export-ready women-led SMEs in the fashion industry. This theme was chosen in response to the market-access constraints faced by this cohort, as identified in the key findings of the TPSA gender and trade study.

The training sessions were delivered by two TPSA gender-equality advisors and two digital-marketing



experts invited by IETC. TPSA and IETC also invited three women entrepreneurs, who shared their experiences using digital marketing in their businesses, and two consultants for SMEs and start-up businesses, who shared their experiences helping SMEs set up their digital marketing platforms.

Representatives of the Ministry of Trade and the Ministry of Women's Empowerment and Child Protection also attended the training as observers, while Novi Anggriani of the Embassy of Canada in Jakarta attended as a guest.

## Objectives

The training aimed to help participating export-ready women-led SMEs increase their understanding of gender-related issues in digital marketing, enhance their knowledge about various digital marketing platforms, and improve their knowledge and skills in developing a digital marketing strategy and plan for their businesses.

Twenty women entrepreneurs participated in the training. Of the 20, five established their business one to two years ago, 10 established their business three to eight years ago, and another five established their business nine to 18 years ago.

## Training Overview

The two-day training used a combination of interactive presentations and hands-on exercises where participants put their digital marketing skills into practice. On the first day, participants were introduced to the concepts of gender equality, why gender matters in digital marketing, and the basics of digital marketing (types, characteristics, opportunities and challenges, and examples of its use).



Participants discuss case studies drawn from the TPSA gender and trade study.

Participants also had the opportunity to develop content for social-media marketing. The second day of training offered lessons learned from three women entrepreneurs who have successfully used digital marketing to export their products. This was followed by a session about using websites and online marketplaces as marketing vehicles, and a hands-on exercise where participants could develop a digital marketing strategy and plan for their own products.

## Opening

The training was opened by Iriana Ryacudu, Head of IETC of the Ministry of Trade. Ms. Ryacudu expressed her confidence that the training would be a valuable opportunity for participating SMEs to learn about digital marketing, especially in the current climate where so much business is moving into the digital realm. She encouraged the SMEs to fully participate in the training in order to gain the most benefit from the program.

## Gender Equality in Digital Marketing for SMEs

Leya Cattleya and Dati Fatimah, TPSA gender equality advisors, introduced the concept of gender equality and highlighted the contributions made by women-owned SMEs to Indonesia's economy.

The participants were then divided into five groups to discuss case studies drawn from the TPSA gender and trade study. Each group was assigned to read, analyze, and learn from one of the following cases:

- gender roles in batik
- informality, gender, and SMEs in the apparel industry
- use of digital marketing in the apparel industry
- use of digital marketing in the footwear industry
- digital marketing of customized products

Three main points can be drawn from the case study discussion: Many successful women-owned SMEs use digital marketing, making them better able to survive in the competitive business of exporting; digital marketing helps women work around their "double burden" (i.e., fulfilling both household responsibilities and managing their business) and accessibility issues; and women-owned SMEs that use digital marketing are better able to communicate with their customers.



## Introduction to Digital Marketing

Anindya Pithaloka, Content Manager at Digital, a Jakarta-based digital marketing agency, delivered a presentation on identifying market destinations and understanding digital marketing.

### Identifying Market Destinations

Six key points need to be considered when identifying market destinations:

1. Know your potential customers.

It is important to know the types of products or services that would typically be bought by potential customers and understand the reasons they choose to buy those products or services.

2. Know your competitors and their target customers.

Understand who your competitors are and the customers they serve.

3. Analyze your products and services.

Identify the unique advantages of your product or service and identify customers who may benefit from using them.

4. Target specific customers.

Consider several factors when selecting a specific target group of customers, such as age, location, gender, income, occupation, education level, and social status.

5. Understand your target customers.

Gain a deeper understanding of your target group of customers. This includes understanding their behaviour, attitudes, values, interests, and lifestyles. This will help SMEs understand the types of media (e.g., social media, e-commerce or online marketplace, offline sources) that are likely to be used by these customers to find information about products or services they want to buy.

6. Conduct an evaluation.

Critical factors related to marketing must be evaluated. When conducting an evaluation, SMEs should consider whether there is enough market demand for new products or services, whether the products or services being offered are reasonably priced, and the best possible ways to promote their products or services.

### Understanding Digital Marketing

Digital marketing is multi-faceted, and each facet needs to be understood.

There are four kinds of **digital marketing tools**: search engine optimization (SEO), social media, e-mail marketing, and content marketing. SEO maximizes the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine. Social media provides an online platform for businesses to introduce and promote their products or services, while also providing opportunities for customers to publicly review products or services they have purchased or used. E-mail marketing uses professional e-mails to reach customers with information about products or services. Content marketing strategy advertises products or services by creating, publishing, and distributing content for a targeted online audience to gain traction and generate leads, expand the customer base, generate and/or increase online sales, increase brand awareness or credibility, and engage an online community of users.

Engagement is the number one key to successful social-media marketing. Besides engagement, **current trends in social-media marketing** include using chatbots and social listening tools to improve customer care, create more engaging content, and improve marketing campaigns. Using Instagram Stories is one example.

"Through this training, I gained knowledge about online marketing and had an opportunity to expand my network. I also got to see the products made by other SMEs and compare them to my products."

—TRINI ANGGRAENI, OWNER  
*Zarming Batik*

SMEs face both **challenges and opportunities in digital marketing**. Some examples of the challenges are improving the effectiveness of the digital marketing used by SMEs, improving their understanding of their market, adjusting their digital marketing strategies according to market dynamics, and balancing their time between conducting digital marketing and attending to other business demands. Digital marketing opens up opportunities for SMEs to identify potential customers in more targeted ways using various



Anindya Pithaloka shares examples of good marketing practices in social media.

digital technologies such as desktops, tablets, and mobile phones.

Examples of **good marketing practices in social media** taken from the Instagram pages of some Indonesian SMEs were shown.

Ms. Pithaloka's session ended with an opportunity for participants to put their digital marketing knowledge and skills into practice. Participants learned to develop content for their respective social media platforms, such as company profiles, product variety and pricing, and product photos.

### Using Websites as a Marketing Tool

The second digital consultant, Hindra Soeparjanto, discussed the use of websites and online marketplaces as marketing tools. He also discussed the use of digital technology for business correspondence, marketing promotion, payment, and financing.

### SME Experiences Using Digital Marketing to Promote Products

Three women entrepreneurs shared their experiences and insights using digital marketing to promote their products:

- Iffah Syarifah Hendrayati, founder and owner of Arafa Tea (food SME) in Bandung;
- Unik Nur Harjuntari, owner of Unique Garment and Cotton Flair (apparel SME) in Bandung;
- Elly Susilawati, founder and owner of Ethree Shoes (footwear SME) in Jakarta.

Ms. Hendrayati shared her experience using different forms of digital technology to innovate and pro-

mote her products. For example, she extensively uses social media, a blog, and a website to reach customers, especially those outside of Indonesia. With the help of her sons, she used digital technology to develop a café and tea school and a tea game application as platforms to attract potential customers and educate them about tea. In addition to leveraging digital technology, Ms. Hendrayati also stressed the importance of developing human relations and effectively managing supply chains from upstream to downstream, both of which were part of her recipe for success.

Ms. Hayuntari shared how she has used online marketing to support her physical stores as well as to reach the export market. Unique is one of the SMEs being supported by TPSA to help it export to Canada. With the guidance of Maria Guzman, the TPSA Canadian apparel expert, Ms. Hayuntari realized that her Unique-branded women's clothing designs did not appeal to a western or non-Muslim market. This led her to create minimalist clothes made of cotton, in colours that are more appealing to the European and North American market, under a new brand called Cotton Flair. She prepared a catalogue to increase awareness of her products in her target export market. While her offline apparel business is still larger than her online business, that balance may shift in the future. During her presentation, she highlighted the fact that digital marketing is becoming increasingly important.

Ms. Susilawati shared that at the start of her business, she leveraged online newspaper and magazine coverage of her company's wins at shoe-design competitions. Her footwear products cater to people with foot deformities. Online media served as a major advertisement for her business. As her products became better-known, buyers began to come from Australia, Malaysia, and Singapore. With the help of her son, she used online and digital marketing to facilitate her business using Facebook and Instagram.

### Enhancing SME Exports

Two resource persons with expertise developing SMEs and start-up businesses then addressed the group. Max Sambu, an independent consultant for SMEs, shared four key points that SMEs should keep in mind when enhancing their export



Iffah Syarifah Hendrayati, Unik Nur Harjuntari, Elly Susilawati, Max Sambu, and Michael Sambu discuss digital marketing. Leya Cattleya facilitates the discussion.

abilities: Keep the supply chain under control; always be improving in order to meet customers' needs; recruit people with English proficiency to facilitate exporting; and uphold the 3Ks: *komitmen* (commitment), *kepemimpinan* (leadership), and *komunikasi* (communication).

Michael Sambu, an independent consultant for SMEs and the founder of Umroh.com, introduced his start-up financial technology business, which offers *hajj* (Islamic pilgrimage to Mecca) funding: SMEs can pay *hajj* fees with their products. He shared two points that he believes are key to an SME's success: maintain the supply chain and maintain production capacity.

The final session of the training was a hands-on exercise where participants learned about marketing through online marketplaces.

### Summary and Conclusions

At the end of the training, Ms. Fatimah summarized the key learning points for participants:

1. SMEs, including those owned or managed by women, contribute to the economy and poverty reduction. However, the contributions of some women-owned SMEs are not captured in economic statistics.
2. Gender affects business in different ways for women and men. Due to strongly entrenched gender norms and practices, women entrepreneurs face gender-based challenges such as the double burden and the segregation of roles based on gender.

3. Digital marketing is an opportunity as well as a necessity for women-owned SMEs to survive in business. Women SME owners should maximize their use of digital tools such as mobile phones, internet banking, and social media.
4. The important things that SMEs need to pay attention to when using digital marketing, particularly social media, include good visualization, attractive captions, a clear message about the product, and clear branding. Using social media enables women-owned SMEs to engage customers as a means of evaluating their products and further developing new ones.
5. Knowing which market segments to target, including customer preferences or characteristics, is crucial to effective digital marketing.

"This training has introduced me to new ideas. I am inspired by the SMEs' success stories and the tips on digital marketing that can be practically applied in my business."

—VERA SUHERMAN, OWNER  
3B Snakeskin Bags and Shoes

### Participant Feedback

Overall, participants were satisfied with the training activity: 83 per cent of respondents indicated the training was "excellent," 11 per cent said "very good," and 6 per cent called it "good."

All participants indicated that their knowledge of digital marketing had increased as a result of their participation in the training. Fifty-six per cent said it



Participants gather at the end of the workshop.



"increased significantly" and 44 per cent reported that it "increased to some extent."

Participants provided suggestions for potential improvements that could add value to the training. The most common suggestion was more time allocated to in-depth, hands-on practice in digital marketing. Some participants provided suggestions for specific topics that could be improved, including practice preparing photo captions that appeal to customers and photography techniques for digital marketing.

Participants also proposed training topics related to exports that they felt would also be useful to them. Forty-five per cent of respondents mentioned product development, 30 per cent identified strategies for penetrating export markets, and 25 per cent cited export-import management with simulations.

### About the TPSA Project

TPSA is a five-year, C\$12-million project funded by the Government of Canada through Global Affairs Canada. The project is executed by The Conference Board of Canada, and the primary implementation partner is the Directorate General for National Export Development, Ministry of Trade.

TPSA is designed to provide training, research, and technical assistance to Indonesian government agencies, the private sector—particularly small and medium-sized enterprises (SMEs)—academics, and civil society organizations on trade-related information, trade policy analysis, regulatory reforms, and trade and investment promotion by Canadian, Indonesian, and other experts from public and private organizations.

The overall objective of TPSA is to support higher sustainable economic growth and reduce poverty in Indonesia through increased trade and trade-enabling investment between Indonesia and Canada. TPSA is intended to increase sustainable and gender-responsive trade and investment opportunities, particularly for Indonesian SMEs, and to increase the use of trade and investment analysis by Indonesian stakeholders for expanded trade and investment partnerships between Indonesia and Canada.

The expected immediate outcomes of TPSA are:

- improved trade and investment information flows between Indonesia and Canada, particularly for the private sector, SMEs, and women entrepreneurs, including trade-related environmental risks and opportunities;
- enhanced private sector business links between Indonesia and Canada, particularly for SMEs;
- strengthened analytical skills and knowledge of Indonesian stakeholders on how to increase trade and investment between Indonesia and Canada;
- improved understanding of regulatory rules and best practices for trade and investment.

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