



# TPSA and the Angel Investment Network (ANGIN) Hold a Digital Marketing Training Workshop for Women-Led SMEs

Women-led SMEs can benefit from a greater understanding of digital marketing tools and techniques to support and expand their businesses.

## Background

The TPSA report *Opening the World of Trade to Women: How Gender Affects Trade Benefits for Indonesian SMEs* revealed that accessing markets, both domestic and foreign, is one of the major challenges women-led SMEs face when trying to expand their businesses. A number of factors contribute to this challenge, including the barriers women encounter to engaging in business activ-

ities outside their homes due to their double burden and need for spousal permission. For some women-owned SMEs, digital marketing has proven to be a lifeline, as it enables them to reach a larger market while working from home.

The *Financial Times* defines digital marketing as "the marketing of products or services using digital channels to reach consumers. The key objective is



Participants at the digital marketing training workshop.



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to promote brands through various forms of digital media. Digital marketing extends beyond internet marketing to include channels that do not require the use of the internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and any other form of digital media."<sup>1</sup>

Business is increasingly being transacted digitally. The TPSA report revealed that some women-owned SMEs, especially those in the footwear industry that cater to high-end niche markets, already use digital marketing in their business.

### TPSA Efforts to Address Constraints in Accessing Markets

TPSA recognizes that the use of digital marketing is advantageous to women SME owners, and aims to create opportunities for more women-owned SMEs in the apparel and footwear industries to employ and benefit from digital marketing by providing them with training. TPSA partnered with the Angel Investment Network Indonesia (ANGIN)<sup>2</sup> to hold a one-and-a-half-day training workshop on digital marketing.

The workshop was held on March 19–20, 2019, at the Holiday Inn Pasteur in Bandung. Thirty-three women-led SMEs (26 from the apparel industry and seven from the footwear industry) participated. Representatives from the West Java Chapter of the Indonesian Businesswomen's Association (IWAPI) and from national and local governments, including Indonesia's Ministry of Trade and Bandung's Department of Industry and Department of SMEs and Cooperatives, also attended and expressed their support. Two media outlets in West Java covered the event.

### Objectives

The stated objectives of the training workshop were that after its completion, participating women-led SMEs in the apparel and footwear industries should have:

- enhanced knowledge about the different forms of digital marketing and how to use them;
- enhanced knowledge and skills on how to optimize the use of digital marketing for their business;

- increased awareness of gender-based challenges and how the use of digital marketing can mitigate these challenges.

### Training Workshop

Mr. Yonathan, Head of the America–Europe Trade Section of the Directorate-General of National Export Development (DGNED) at the Ministry of Trade, offered opening remarks. He pointed out the importance of increasing Indonesia's digital competitiveness, as it currently lags behind other countries. The most recent IMD World Digital Competitiveness Ranking ranked Indonesia 62 out of 63 countries, an extremely low position compared with its ASEAN peers: Singapore at number two, Malaysia at 27, and Thailand at 39. He expressed hope that this workshop would help micro, small, and medium-sized enterprises (MSMEs) enhance their capacity to do business online and reach a larger market.

Mr. Said Baabud, TPSA trade officer for coffee, explained the objectives of the TPSA project and why it is important to understand gender inequality issues in trade. He pointed out that TPSA is committed to supporting women-led SMEs and that workshops such as these are one way TPSA can help improve their access to markets.

### Session 1: Gender and Trade

This first session was facilitated by Dati Fatimah, TPSA Gender Equality Advisor. She began by assessing participants' knowledge and experience in business and in using digital marketing. This exercise revealed the following:



Dati Fatimah led the session on gender and trade.



- 85 per cent of the women participants own their business; 9 per cent have jointly-owned businesses; and 6 per cent work for men-owned businesses.
- 70 per cent of participants actively use social media in their business, specifically Instagram and Facebook; 22 per cent do use social media but not actively; and 8 per cent do not use social media at all.
- 32 per cent actively participate in e-commerce through marketplace platforms such as Lazada, Alibaba, and Tokopedia; 56 per cent participate in e-commerce but not actively; and 12 per cent do not participate in e-commerce at all.

Participants reported that using social media via cellphones and tablets is their preferred form of digital marketing, rather than marketplace platforms, because they have more control over the advertising and selling of their merchandise on social media. Security deposit requirements and service fees may also be factors deterring SMEs from using marketplace platforms.

Participants were introduced to the basic concept of gender, which was then extended to other gender-related concepts such as masculinity and femininity, gender equality, gender-role stereotyping, gender-based division of labour, and the double burden. The discussion was linked to why gender matters in trade and why participation in and benefits from trade should be gender-equitable. Findings from the footwear and apparel



A group presentation of a jingle demonstrating gender and digital marketing.



Nurdini Prihastiti discussed the importance of social media to business success.

industries in the TPSA gender and trade report were presented. The session concluded with participants divided into small groups that each analyzed a case study on gender and digital marketing. Each group then presented the results of their discussion in a creative manner, such as a skit, a jingle, or using visual material.

### Session 2: Training on Digital Marketing Part 1

This first segment of digital marketing training included three presentations: Social Media for Your Business, by Ms. Nurdini Prihastiti of Google Womenwill,<sup>3</sup> and Content Marketing and Copywriting for Your Business, by Mr. Inayatulloh of Gapura Digital.<sup>4</sup>

In her presentation, Ms. Prihastiti discussed the importance of social media in business, how to select the appropriate social media platforms, the strengths of social media, identifying a target market, creating effective content, customer interaction, and tips on how to improve social media for business. She pointed out that nearly half of all Indonesians use social media, with the most popular platforms being Facebook, YouTube, and Instagram. Another social medium that is available but less frequently used in business is blogging.

Ms. Prihastiti described the features of common social media platforms, explained how to use them, and provided examples of their use in business, which include promoting and selling products and services, interacting with and educating customers, building brand awareness, providing information about events, and responding to feedback



Laras Anggraini shared her experience using digital media in her business.

and complaints. She highlighted the importance of identifying a target audience and developing strong content using attractive photos and concise but striking messages. At the end of her presentation, she led participants in practice exercises using the different forms of social media.

Mr. Inayatulloh of Gapura Digital provided an overview of content marketing, explained why it is important for a business and how it is conducted, and offered some useful tools. He described the different types of content marketing, including photos on social media, blog posts, infographics, and videos. He explained that content marketing demonstrates the advantages or features of a product or service, helps to create a connection between a business and its customers, raises awareness and recognition of products or services, develops customer trust and loyalty, and helps the customer make a quick decision about the product or service.

Copywriting, in turn, is used to raise awareness of and promote a brand and to attract customers to that brand. Where the main point of content marketing is to provide information about a product or service, the primary objective of copywriting is to sell it.

Mr. Inayatulloh shared some tips on how to develop both content marketing and copywriting skills, and led the participants in practice exercises for three products—food, beverage, and fashion—and a service of the participants' choice.

### Session 3: Talk Show—Maximizing Digital Platforms and Social Media for Apparel and Footwear Businesses

The presentations and exercises on different forms of digital marketing were followed by a talk show session where three practitioners or implementers of digital marketing shared their experiences and insights.

Ms. Laras Anggraini, the founder and proprietor of Smitten by Pattern, an apparel business established in 2017, shared her experience with digital marketing. The company produces multicoloured clothing, shawls, and scarves with intricate, attractive designs that customers are “smitten” with—hence the company name.

Smitten uses both online and offline marketing. Online, they use Instagram and Tokopedia; offline, their distributors are several boutique shops in Bandung and one in New York City.

Ms. Anggraini stressed the importance of sharing the story of a business and its products with potential customers. The story must be:

- unique, to help customers recognize and remember the business or product so that they can describe it in their own words and tell others about it;
- responsive to the target market's characteristics, trends, and needs;
- powerful and engaging, because international buyers prefer unique, high-quality products with a good story or added value.



Stephanie Sekar spoke about the explosion of social media for business.



Andre Tan stressed the importance of good design.

Ms. Stephanie Sekar, a social media strategist for several international companies, noted that the recent explosion of different kinds of media makes it harder than ever to get noticed in the marketplace. She highlighted the currently-popular Instagram Stories, which allows brands and influencers to provide intimate, behind-the-scenes access.

Ms. Sekar told participants that it is becoming more common for businesses to use influencer marketing when promoting a new brand.<sup>5</sup> Larger businesses are handling influencer programs in-house while relying on agencies for high-volume campaigns. As influencers gain credibility with their audiences, brands will continue to rely on them to maintain a community of loyal fans. When seeking influencers, brands typically aim for people with 100,000 or more followers on social media.

She also described Popular Chips<sup>6</sup> and Viralstat.com,<sup>7</sup> two social media tools often used for influencer marketing.

Andre Tan started out as a furniture designer and went on to found XOPO Design, a firm that specializes in helping businesses, especially start-ups, develop and promote their brands. Mr. Tan's motto is "Design is the solution." He stressed the importance of dedicating sufficient time to designing and launching a product or service, and showed videos of locations that his design firm had developed to help launch products or services.

The practical ideas presented by the talk show speakers proved to be a huge eye-opener for the participants. Although most of the SMEs have been

using social media in their marketing, there are still many aspects of it that they do not know about and have not made use of.

#### Session 4: Training on Digital Marketing Part 2

Two more advanced topics in digital marketing were presented and discussed in this second segment.

Mr. Arya Ardhita Dodyoutra of Gapura Digital spoke about the benefits of using video to develop a brand, the business potential of YouTube, strategies for developing a brand using YouTube, and tips on making YouTube videos, including how to work with a video developer. He pointed out that videos are a suitable medium when a product or service involves visual or detailed information. Videos make good stories: They can increase customer interaction, make it easier for customers to remember a brand, and have the potential to be shared widely. Mr. Dodyoutra shared some statistics to support these points:

- 21 per cent of Indonesians watch online videos every day.
- 43 per cent of Indonesians watch videos on their cellphones.
- 79 per cent of Indonesians watch videos via Wi-Fi.

Mr. Dodyoutra noted that YouTube offers huge potential for increasing a business's market reach. He cited a Google study that revealed that there are 63 million active Internet users in Indonesia who watch the equivalent of 15 billion YouTube videos every month. He pointed out that this figure is consistent with data showing that nine out of 10 Indonesian Internet users watch YouTube, and more than half of them do so every day. The cellphone has largely replaced computers and television for video viewing.

He added that the largest demographic of YouTube users is 18 to 34-year-olds, so it is smart for businesses to target this group as they are also the most active consumers.

Creating a YouTube channel and uploading videos about products or services can make it easy for potential customers to find information about a business. YouTube also offers businesses the



opportunity to interact with customers in the comments section of each video.

As did other speakers, Mr. Dodyoutra showed videos to illustrate what types of videos to develop and how to make and upload them to YouTube. He also demonstrated how to use Google Trends,<sup>8</sup> a free tool that helps reveal the terms customers are searching for that may be related to one's business.

Ms. Prihastiti of Google Women will then engaged participants in a discussion of important business development skills, including basic management (planning, managing, operating), effective leadership, human resources, marketing, and financial management. She also shared examples of effective business leadership by women and led participants through a SWOT analysis of their businesses.

Referring back to the gender and trade session at the beginning of the workshop, Ms. Prihastiti helped participants recall some of the gender-related challenges faced by women as leaders and as business owners:

- Women are perceived to prioritize their business over their family, are not taken seriously by businessmen, and are believed to be emotional and unable to separate personal matters from business matters.
- Women lack self-confidence, are hesitant to share their views openly in public, and need reassurance before making major decisions.

Despite these challenges, Ms. Prihastiti concluded with the message that women can successfully manage a business and that digital marketing can help propel their business forward.

### Participant Feedback

In a post-training questionnaire, participants reported that their skills and knowledge had improved as a result of attending the workshop. Seventy-three per cent said they would use the knowledge obtained during the training very frequently and 27 per cent said they would use it frequently. Eighty-three per cent reported that their new level of confidence in applying that knowledge ranged from very good to excellent. The participants reported high overall satisfaction with the training: 87 per cent gave a satisfaction rating

of excellent or very good and 23 per cent gave a rating of good.

### ANGIN Team

The members of the ANGIN team that helped to design, prepare, and conduct the training were: Nadia Fadhila (team leader), Feby Ramadhani, Susan Septyarini, Gema Minang, Atin Dewi Irianti, Atika Benedikta, Katia Poenigk, Valencia Dea, and David Soukhasing.

### 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.

For further information, please contact the Project Office in Jakarta, Indonesia:

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## ENDNOTES

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- <sup>1</sup> Financial Times, "Definition of Digital Marketing," accessed April 3, 2019, <http://lexicon.ft.com/Term?term=digital-marketing>.
- <sup>2</sup> ANGIN ([www.angin.id](http://www.angin.id)) is a membership-based network of Indonesian high-net-worth individuals (angel investors) committed to investing in and mentoring early-stage companies (technology and social enterprises) operating in Indonesia. Since its inception in 2013, it has attracted 72 angel investors, facilitated investment in 33 companies, and helped 40 companies raise funds through mentoring and networking.
- <sup>3</sup> Womenwill is an initiative spearheaded by Google to help address gender gaps by enabling women to gain digital skills that they can use in employment, entrepreneurship, and leadership.
- <sup>4</sup> Content marketing focuses on creating, publishing, and distributing content for a particular audience online. Copywriting is content delivered through online media and printed material with the aim of advertising and promotion, used to attract the attention of a business's target market.
- <sup>5</sup> Influencer marketing (also influence marketing or social media influencer) is a form of marketing that focuses on influential people on social media, rather than on the target market as a whole.
- <sup>6</sup> Popular Chips is an influencer marketing platform that shows the demographic distribution of an influencer's followers. It also offers reports to help improve businesses' ability to learn from competitor strategies, find out who is using the business's hashtags, and tag it.
- <sup>7</sup> Viralstat.com is a social video analytic that tracks, analyzes and compares any video or profile on YouTube, Facebook, and Instagram. It monitors all videos and profiles of competitors to identify their video marketing strategy.
- <sup>8</sup> <https://trends.google.com>.