

Evaluation of Digital Branding Strategy at CV Pandawa: Insights from SWOT, 7P's Marketing, AIDA, and Balanced Scorecard

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Abstract: This study explores the digital branding efforts of CV Pandawa, a company specializing in branding optimization and digital marketing services. Using SWOT analysis, 7P's Marketing, the AIDA framework, and the Balanced Scorecard approach, this research reveals both strengths and areas for improvement. CV Pandawa demonstrates strong social media engagement and consistent content but faces challenges such as slow website performance and inadequate portfolio presentation. Additionally, irregular updates on social media and limited website content reduce overall effectiveness. While the company excels in product and promotion strategies, internal processes require improvement. The AIDA analysis highlights success in attracting attention and interest but requires better strategies to drive consumer action. The Balanced Scorecard evaluation emphasizes the need for improvements in internal workflows and organizational learning. Based on these findings, strategic recommendations are provided to enhance CV Pandawa's digital branding efforts.

Keywords: 7P's Marketing, AIDA Framework, Balanced Scorecard, CV Pandawa, Digital Branding, SWOT Analysis.

1. INTRODUCTION

In today's digital era, establishing a strong online presence is crucial for business success. CV Pandawa, an agency focused on branding and digital marketing services, operates in an increasingly competitive digital marketing industry. A comprehensive assessment of their digital branding strategy is essential to maintain market relevance. This study adopts an integrated approach by combining SWOT analysis, 7P's Marketing, the AIDA framework, and the Balanced Scorecard to evaluate CV Pandawa's performance and identify actionable insights.

2. LITERATURE REVIEW

Several methodologies are utilized to analyze digital branding. First, SWOT analysis explores internal and external factors, identifying strengths, weaknesses, opportunities, and threats affecting the business. Second, the 7P's Marketing framework provides a holistic view of marketing efforts, encompassing Product, Price, Place, Promotion, People, Process, and Physical Evidence. Third, the AIDA framework explains how brands attract Attention, create Interest, build Desire, and drive Action from consumers. Lastly, the Balanced Scorecard assesses performance across four dimensions: financial, customer, internal processes, and learning and growth. Combining these approaches provides a multidimensional perspective on

the effectiveness of CV Pandawa's digital branding, Even digital branding is important for a strategic role in the Society 5.0 era (Setiawan, 2021; Setiawan & Lenawati, 2020).

In the research of Rebranding MSME Products as a Visual Identity in Increasing Brand Awareness through SWOT Analysis, it is stated that the SWOT analysis approach is used to examine the rebranding needs of a product in order to accommodate the company's strengths, weaknesses, opportunities, and threats. (Sutrisno et al., 2023)

In the journal of Digital Marketing Strategy and Utilization of SWOT Analysis to Increase Agatis Brand Sales as a Brand New Stationery, it is mentioned that the utilization of SWOT analysis is very much needed because it can analyze the internal and external factors of a product in its ability to dominate the market.(Lubis, 2024)

The application of the 7P's is carried out to meet consumer wants and needs, which is crucial to strengthening the brand of the business. (Nurhaliza et al., 2023)The results of this study identify the marketing strategy of the 7P's marketing mix and SWOT analysis method carried out by business owners in an effort to increase product sales. (Anisah et al., 2023)

The AIDA method is a marketing approach. The purpose of using the AIDA method is to guide the marketing communication process so that it can achieve the desired conversion or action from the target audience. (Natalia Trisandi Seuk, 2023)(Putri sindi, 2024)This method will measure from various perspectives, including financial perspective, customer satisfaction, internal business processes, and growth and learning. The Balanced Scorecard is a management system for measuring and controlling performance in a precise, fast, and comprehensive manner, providing managers with an understanding of business performance. (Indrayani & Rashied, 2023)(Wiratha et al., 2023).

3. METHODS

This study uses observation and interviews with several informants related to CV Pandawa, and for the branding analysis process, it employs the following approaches:

1. SWOT Analysis: This method identifies CV Pandawa's internal strengths and weaknesses, as well as external opportunities and threats. Observations are based on the company's website, social media presence, and industry trends.
2. 7P's Marketing: The 7P's framework evaluates the company's marketing strategy by reviewing its digital assets, including social media and website usability, as well as customer feedback. Each element—Product, Price, Place, Promotion, People, Process, and Physical Evidence—is analyzed for potential improvements.

3. AIDA Framework: This analysis focuses on the effectiveness of CV Pandawa's efforts in capturing Attention, generating Interest, creating Desire, and prompting Action through digital content and marketing initiatives.
4. Balanced Scorecard: The Balanced Scorecard approach is applied to assess branding performance from the perspectives of financials, customer satisfaction, internal processes, and organizational growth. Data sources include online activity reports, customer reviews, and process efficiency evaluations.

4. RESULTS

Based on the results of observations, interviews, and field data analysis, the following data was obtained

SWOT Analysis:

Strengths:

- Social Media Engagement: Although CV Pandawa has only 48 followers on Instagram, it attempts to boost interaction through visually appealing posts. However, with a small follower base, brand visibility remains limited.
- Content Consistency: CV Pandawa uploads content regularly, although the frequency of posts (less than once a week) reduces overall impact. The content is attractive but not frequent enough to build strong relationships with the audience.

Weaknesses:

- Slow and Outdated Website: CV Pandawa's website (pandawa.biz.id) has not been updated for 6 months, with outdated information not reflecting the latest offerings. The page load time of 6 seconds affects user experience and conversion rates.
- Portfolio and Client Testimonials: The website only features 4 projects, and client testimonials are not prominently displayed, which lowers trust among visitors. A broader portfolio and testimonials from satisfied clients would boost credibility.
- Minimal Instagram Followers: With only 48 followers, CV Pandawa's reach on Instagram is very limited. This is also influenced by the irregular posting schedule, which diminishes the appeal of Instagram as a primary promotion channel.

Opportunities:

- Demand for Digital Marketing: The rapidly growing MSME market in Indonesia presents an opportunity for CV Pandawa to cater to this demand by providing affordable digital marketing services.

- **Emerging Technology Trends:** The adoption of AI in marketing and analytics provides CV Pandawa an opportunity to enhance services such as data-driven market analysis and automated content creation.

Threats:

- **Intense Competition:** Numerous digital marketing agencies offer similar services at lower prices. For example, some competitors offer packages starting from IDR 250,000 per month, which are more affordable for MSMEs.

7P's Marketing:

- **Product:** CV Pandawa's digital marketing services, such as ad management and SEO, are in line with market demand. However, the product offering could be expanded by adding services like video marketing at packages starting from IDR 500,000 per project.
- **Price:** Service packages for MSMEs range from IDR 300,000 to IDR 2,000,000 per month, depending on project complexity. This pricing is more affordable than some competitors, which could attract potential clients.
- **Place:** The website has stable rankings in positions 5-7 for keywords like "affordable digital marketing agency," but it requires more SEO optimization to reach Google's first page, which remains a challenge.
- **Promotion:** Social media, particularly Instagram, generates good engagement with an average of 1,500 impressions per post. However, there's potential to leverage platforms like YouTube for tutorial videos or email marketing to extend visibility.
- **People:** The digital marketing team comprises 5 members with expertise in SEO and social media. Further development through AI and data analytics training would give them a competitive edge.
- **Process:** Project management timelines are typically 15-20 days for standard branding projects (IDR 500,000 to IDR 1,000,000), but some clients have reported slow communication, causing delivery delays.
- **Physical Evidence:** The website only features 3 relevant case studies, which is crucial for showcasing CV Pandawa's work quality. Additional testimonials or case studies would improve client trust.

AIDA Framework:

- **Attention:** CV Pandawa uses attractive graphic designs on Instagram to promote services, but with only 48 followers, the audience reach remains limited. Increasing follower count and posting frequency are essential to expanding reach.

- Interest: Educational content, such as articles on "How to Improve SEO for MSMEs," attracts interest, averaging 200 readers per article. However, more targeted content is needed to increase audience engagement.
- Desire: The services offered by CV Pandawa are attractive, but adding client testimonials or case studies showcasing real results will create greater desire among potential clients.
- Action: CV Pandawa converts only 3% of social media visitors into potential clients. Many followers express interest but do not take tangible actions (e.g., filling out consultation forms or purchasing services).

Balanced Scorecard:

- Financial: Annual revenue from digital marketing services is estimated at IDR 750,000,000, with small projects (IDR 300,000 to IDR 1,000,000) contributing the majority of income. Larger projects (IDR 1,500,000 to IDR 2,000,000) are still rare, though there is potential to secure more high-value projects.
- Customer: A customer survey reveals that 70% of clients are satisfied with CV Pandawa's services, but only 50% would recommend the company to others. This suggests room for improvement in client retention.
- Internal Process: Project management takes around 20 days for smaller projects (IDR 300,000 to IDR 1,000,000), but delays occur due to poor internal communication between the creative team and project managers.
- Learning and Growth: Currently, only 30% of the team has participated in training related to the latest digital marketing trends. More training on data analytics and AI technologies is necessary to support business growth.

5. DISCUSSION

This study reveals several key findings about CV Pandawa's position in the digital marketing industry. Although the company excels in certain areas, such as social media engagement and consistent content creation, it faces significant challenges that need immediate attention to strengthen its position in the increasingly competitive market:

Social Media and Website Limitations: With only 48 followers on Instagram and irregular content posting, CV Pandawa's social media reach is limited, impeding potential audience growth and conversion into clients. The slow website performance and outdated content further hurt the user experience, leading to lower conversion rates.

Product and Promotion Performance: CV Pandawa's digital marketing services align with market demand. However, its promotional strategies through social media and the website need diversification. There is significant potential in leveraging platforms like YouTube and email marketing to expand visibility and engagement.

Internal Processes and Team Training: Internal communication issues and relatively long project timelines suggest that the company should improve its workflow. Although the team is competent, additional training in emerging technologies such as data analytics and AI is essential to maintain competitiveness.

Financial and Customer Management: While revenue from small projects is stable, CV Pandawa needs to focus on attracting more high-value projects. Client satisfaction is high

6. CONCLUSION

Based on the findings from the observations, interviews, and data analysis, CV Pandawa demonstrates a solid foundation in its digital branding efforts, particularly in terms of social media engagement and consistent content creation. However, several critical areas require improvement to strengthen its position in the increasingly competitive digital marketing industry. The main issues identified include a limited social media following, an outdated website with slow load times, and insufficient portfolio representation.

To address these challenges, the company should focus on increasing the frequency of social media posts and diversifying platforms, such as YouTube and email marketing, to expand its audience reach. Additionally, updating the website to reflect current services and improve user experience is essential. Enhancing internal processes, especially communication and project management, will streamline operations and improve customer satisfaction. Furthermore, investing in staff training, particularly in data analytics and AI-driven marketing tools, will ensure that the company stays competitive and innovative.

By implementing these strategic improvements, CV Pandawa can enhance its digital branding effectiveness, improve client retention, and ultimately strengthen its market position in the digital marketing industry.

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