



Digital Marketing Strategy Training for Enhancing Marketing Performance at Titan Home WiFi or Community-Based Digital Marketing Training for ISP Marketing Improvement

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Abstract: *This study aims to analyze and design a marketing strategy training program to improve the performance of marketing personnel at Titan (Home) WiFi as an internet service provider. In the increasingly competitive digital era, effective marketing strategies are essential to enhance customer acquisition, retention, and overall business performance. This training focuses on strengthening marketing competencies, including market analysis, digital marketing utilization, customer relationship management, and communication skills. The method used in this study is a descriptive qualitative approach involving 21 marketing personnel as participants. Data were collected through observation, semi-structured interviews, questionnaires, and documentation. The evaluation of the training program was conducted by comparing participants' understanding before and after the training, supported by questionnaire scores and interview results. The results indicate that 83% of participants showed improved understanding of target market analysis and digital marketing strategies, while 78% demonstrated better communication and customer relationship management skills. In addition, there was a 20% increase in promotional effectiveness and a 15% improvement in customer satisfaction based on internal performance data. These findings suggest that the implementation of structured marketing strategy training can significantly enhance marketers' competencies, optimize promotional activities, and improve service quality. Therefore, continuous and adaptive training programs are recommended to ensure sustainable marketing performance improvement in the dynamic telecommunications industry.*

1. INTRODUCTION

The rapid development of information and communication technology has significantly transformed the way businesses operate, particularly in the telecommunications industry. The increasing demand for fast, stable, and affordable internet services has intensified competition among internet service providers (ISPs). Companies are required not only to provide high-quality services but also to implement effective marketing strategies to attract and retain customers. In this context, Titan (Home) WiFi, as an internet service provider, faces the challenge of improving its marketing performance to remain competitive in a dynamic and technology-driven market environment.

Based on preliminary observations and interviews conducted with marketing personnel and management at Titan (Home) WiFi, several practical issues were identified. These include relatively low customer acquisition rates, limited effectiveness of digital promotional activities, and suboptimal customer conversion rates from leads to actual subscribers. In addition, marketing personnel tend to rely on conventional marketing approaches and have not fully utilized digital platforms such as social media and online advertising. These challenges indicate a gap between the expected marketing performance and the current capabilities of the marketing team, highlighting the urgency of targeted capacity-building efforts.

Marketing performance plays a crucial role in determining a company's success, as it reflects the effectiveness of marketing activities in achieving organizational goals such as increasing sales, market share, and customer satisfaction. According to Philip Kotler & Kevin Lane Keller (2016), marketing strategy is a comprehensive plan designed to achieve marketing objectives by understanding customer needs and creating superior value. However, the success of a marketing strategy is highly dependent on the competencies and capabilities of the marketing personnel who implement it.

In practice, many organizations encounter challenges related to the limited skills and knowledge of their marketing teams, especially in adapting to digital marketing trends and evolving customer behavior. This condition highlights the importance of training programs aimed at enhancing marketing competencies. Training not only improves technical skills but also strengthens strategic thinking, communication abilities, and customer relationship management. As emphasized by Gary Armstrong & Philip Kotler (2018), effective marketing requires a deep understanding of the market, integrated promotional strategies, and the ability to build long-term relationships with customers.

Furthermore, the shift toward digital marketing has become increasingly important in the internet service industry. The use of digital platforms such as social media, websites, and online advertising enables companies to reach a broader audience more efficiently. As noted by Chaffey, D., & Ellis-Chadwick, F. (2019), digital marketing plays a vital role in enhancing customer engagement and supporting business growth in the digital era. Therefore, marketing personnel must be equipped with the necessary skills to utilize digital tools effectively.

Based on these considerations and the identified practical problems, this study focuses on

the implementation of a marketing strategy training program aimed at improving the marketing performance of Titan (Home) WiFi. The training is expected to enhance marketers' knowledge, skills, and attitudes, enabling them to design and execute more effective marketing strategies. Ultimately, this effort is intended to contribute to increased customer acquisition, improved service quality, and sustainable business growth.

2. METHOD

This community service activity employed a participatory training approach aimed at improving the marketing performance of Titan (Home) WiFi through the enhancement of marketing knowledge and skills. This approach emphasizes the active involvement of participants in every stage of the program to ensure relevance to their practical needs and challenges.

2.1. Participants

The participants of this program were 21 marketing personnel of Titan (Home) WiFi. The participants consisted of marketing staff with varying levels of experience, ranging from junior to senior staff, who were directly involved in customer acquisition, promotion, and communication activities.

2.2. Program Stages

The implementation of this program was carried out in several stages:

a. Needs Assessment

Conducted through informal interviews and observations with marketing staff and management to identify problems related to marketing strategy, digital promotion, and customer engagement.

b. Training Implementation

Delivered through lectures, group discussions, case studies, and simulations. The materials covered marketing strategy development, digital marketing utilization, customer relationship management (CRM), and communication techniques.

c. Mentoring and Assistance

Participants received guidance in applying the learned concepts, including developing promotional content, identifying target markets, and optimizing digital platforms.

d. Evaluation

Conducted to assess the effectiveness of the training using both qualitative and quantitative approaches.

2.3. Evaluation Methods

The evaluation was carried out using multiple instruments, including:

- Questionnaires (pre-test and post-test) to measure participants' understanding
- Observations to assess behavioral and skill changes
- Interviews to gather participant feedback
- Documentation to support analysis

The evaluation focused on comparing participants' knowledge and performance before and after the training.

2.4. Success Indicators

The success of the program was defined using measurable indicators aligned with the results, including:

- 83% of participants demonstrated improved understanding of target market analysis and digital marketing strategies
- 78% of participants showed improvement in communication skills and customer relationship management
- Increased effectiveness of promotional activities (approximately 20% improvement)
- Improvement in customer satisfaction levels (approximately 15% increase)
- Increased customer inquiries and better conversion rates

3. RESULT

The implementation of the marketing strategy training program at Titan (Home) WiFi produced measurable improvements in participants' knowledge, skills, and marketing performance. The results are presented based on evaluation data collected through questionnaires, observations, and interviews, as well as comparisons between pre-training and post-training conditions.

3.1. Results of Training Implementation

The training activities involved 21 participants and were conducted as planned. Based on the post-training questionnaire results, 85% of participants reported high satisfaction with the

training materials and delivery methods.

In terms of learning outcomes, the comparison between pre-test and post-test results shows a clear improvement:

- 83% of participants (17 out of 21) demonstrated improved understanding of target market identification and digital marketing strategies.
- 16 participants were able to correctly explain key concepts of digital marketing compared to only 7 participants before the training.
- 15 participants successfully developed simple marketing plans tailored to their work context, compared to only 5 participants prior to training.

These results indicate that the training effectively improved participants' knowledge and practical understanding of marketing strategies. This finding is consistent with the Training Effectiveness Theory by Donald L. Kirkpatrick & James D. Kirkpatrick (2021), which emphasizes learning outcomes as a key indicator of training success.

The results of the training implementation indicate that the effectiveness of the program is not solely determined by the delivery of materials, but also by the alignment between the skills provided and labor market demands. Referring to the framework proposed by Almeida, Behrman, and Robalino (2022), effective training programs are those that bridge the gap between workers' existing skills and those required by employers.

First, in terms of skills acquisition, participants demonstrated improvements in both technical and non-technical competencies. However, the theory emphasizes that such improvements yield significant outcomes only when the acquired skills are relevant to labor market needs. In this implementation, while participants showed enhanced capabilities, some of these skills were not fully aligned with the specific demands of certain industries.

Second, regarding employment outcomes, the training results show an increase in participants' employment opportunities. Nevertheless, as highlighted by Almeida et al. (2022), the impact of training programs varies depending on program design, target groups, and the involvement of the private sector. Programs that actively engage industry partners tend to achieve higher job placement rates compared to those that do not.

Third, in relation to program effectiveness, the implementation suggests that integrated approaches such as combining classroom instruction with hands-on practical experience produce

more optimal results. This aligns with the view that experiential and work-based training methods are generally more effective than purely theoretical approaches.

Fourth, from a training policy perspective, the findings underscore the importance of shifting from a supply-driven approach to a demand-driven one. Almeida et al. (2022) argue that training policies should be designed based on accurate labor market information and involve key stakeholders, including employers and industry representatives.

Overall, the results of the training implementation demonstrate that program success is highly influenced by skill relevance, program design, and collaboration with the labor market. Therefore, continuous improvement in both planning and execution is essential to enhance the impact of training programs on workforce quality

3.2. Improvement in Marketing Competence

The training program resulted in measurable improvements in participants' marketing competencies, particularly in digital marketing and communication skills. Based on evaluation results:

- 78% of participants (16 out of 21) showed improved communication and customer handling skills.
- 15 participants demonstrated the ability to create digital promotional content (e.g., social media posts), compared to only 6 participants before training.
- 14 participants were able to use digital platforms (Instagram, Facebook) more effectively for marketing purposes.

Qualitative findings from interviews also revealed that participants felt more confident in interacting with customers and presenting service value propositions. This improvement aligns with the Dynamic Capabilities Theory proposed by Teece, D. J., Peteraf, M., & Leih, S. (2021), which states that organizational competitiveness depends on continuous capability development, including marketing competencies.

3.3. Impact on Marketing Performance

The training program also contributed to measurable improvements in marketing performance indicators:

- Customer inquiries increased by approximately 20% within one month after training.
- Customer conversion rates improved, with an estimated increase of 10–15% based on internal

data.

- Customer satisfaction levels increased by approximately 15%, as reflected in feedback collected after service interactions.

In addition, 17 participants reported being more proactive in conducting promotional activities, especially through digital platforms. These findings support the Relationship Marketing Theory by Grönroos, C. (2004), which highlights the importance of communication and interaction in improving marketing performance and customer relationships.

3.4. Digital Marketing Capability

The improvement in digital marketing capability was evident from both quantitative and qualitative indicators:

- 83% of participants showed improved understanding of digital marketing strategies.
- 14 participants were able to analyze basic digital metrics such as engagement rate and reach.
- 15 participants actively applied digital platforms for promotional activities after training.

Participants demonstrated increased ability in content creation, audience targeting, and digital campaign planning. This finding supports the view of Chaffey, D., & Ellis-Chadwick, F. (2019), which emphasizes the importance of digital capability in improving customer engagement and marketing effectiveness.

3.5. Service Marketing Performance

Improvements in service marketing performance were also observed through measurable indicators:

- 78% of participants improved their ability in customer communication and relationship management.
- 16 participants demonstrated better follow-up practices with potential customers compared to pre-training conditions.
- Increased responsiveness to customer inquiries contributed to higher customer satisfaction levels (+15%).

Additionally, participants showed improved ability to align marketing strategies with customer needs, leading to better service delivery and stronger customer relationships. These results are consistent with the service marketing perspective of Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018), which highlights that service quality and customer experience are key drivers of

marketing performance.

4. DISCUSSION

The results of this community service program demonstrate that the marketing strategy training was effective not only in improving participants' knowledge but also in enhancing their practical marketing capabilities. The effectiveness of the program can be explained through several interrelated factors. First, the use of a participatory training approach enabled active engagement, allowing participants to learn from real experiences and contextual problems. This aligns with the concept of experiential learning, where knowledge is constructed through direct experience and reflection, making learning outcomes more meaningful and applicable in practice.

The significant improvement in participants' understanding (83%) and communication skills (78%) indicates that the combination of lectures, discussions, simulations, and mentoring created a comprehensive learning environment. Unlike conventional training methods, this integrated approach facilitated not only cognitive learning but also behavioral change. This finding supports the Training Effectiveness Model proposed by Kirkpatrick, J. D., & Kirkpatrick, W. K. (2021), particularly at the levels of learning and behavior, where training outcomes are reflected in improved competence and changes in work practices.

Furthermore, the improvement in digital marketing capability suggests that the training successfully addressed the initial gap identified during the needs assessment phase. The increase in participants' ability to use digital platforms and analyze marketing metrics indicates the development of dynamic capabilities, as explained by Teece, D. J., Peteraf, M., & Leih, S. (2021). This implies that the organization is becoming more adaptive to environmental changes, particularly in the context of digital transformation in the telecommunications industry.

The observed increase in customer inquiries (20%) and customer satisfaction (15%) also provides evidence that improved individual competencies can translate into organizational performance outcomes. This supports the Human Capital Theory by Gary S. Becker, which argues that investment in employee training enhances productivity and contributes to overall business performance. In this case, the training not only improved individual skills but also had a direct impact on marketing effectiveness and customer engagement.

In addition, the findings are consistent with previous studies on digital marketing capability,

such as those by Mariam Ibrahim Al-Hawary et al. (2022), which emphasize that the ability to utilize digital tools and engage customers online significantly influences marketing performance. The results also reinforce the perspective of Grönroos, C. (2004), where effective communication and relationship-building contribute to improved service marketing performance.

However, despite these positive outcomes, several limitations should be acknowledged. The improvements observed were measured within a relatively short period after the training, which may not fully capture long-term sustainability. In addition, the absence of a control group limits the ability to isolate the training effect from other external factors. Therefore, future programs should incorporate longitudinal evaluation and more rigorous measurement approaches.

Moreover, the sustainability of the program depends heavily on organizational support, continuous practice, and follow-up initiatives such as advanced training and performance monitoring. Without consistent reinforcement, there is a risk that the acquired competencies may decline over time.

Overall, this study demonstrates that marketing strategy training based on participatory and experiential learning approaches can effectively enhance digital marketing capability and service marketing performance. The integration of theory and practice, supported by measurable outcomes, highlights the strategic role of training in strengthening organizational competitiveness, particularly in the dynamic internet service industry.



5. CONCLUSION

The marketing strategy training program implemented at Titan (Home) WiFi has demonstrated a clear and measurable contribution to improving both digital marketing capability and service marketing performance of its marketing personnel. The program not only enhanced

participants' theoretical understanding but also strengthened their practical ability to design and execute marketing strategies, particularly in utilizing digital platforms, managing customer relationships, and developing targeted promotional activities.

Specifically, the training contributed to measurable improvements, including increased participant competence in digital marketing (83%), enhanced communication and customer handling skills (78%), as well as observable improvements in marketing outcomes such as higher customer inquiries and improved customer satisfaction. These results indicate that the integration of participatory training methods with hands-on practice and mentoring is effective in bridging the gap between knowledge and real-world application.

From a practical perspective, this program provides an applicable model for small and growing internet service providers (ISPs) that often face limitations in marketing capability and digital adaptation. The structured training design combining needs assessment, interactive learning, and post-training mentoring can serve as a replicable framework to improve marketing effectiveness and competitiveness in similar business contexts.

Furthermore, this study highlights that strengthening human resources through targeted training is a strategic investment that directly influences organizational performance. The improvement in individual competencies has been shown to translate into better marketing outcomes, supporting business growth in a competitive and technology driven environment.

To ensure sustainability, it is recommended that the company implement continuous training programs, periodic performance evaluations, and advanced capacity-building initiatives, particularly in digital marketing analytics and customer engagement strategies. In addition, integrating training outcomes into standard operating procedures (SOPs) and providing ongoing managerial support are essential to maintain and further enhance the achieved performance improvements.

In conclusion, this program contributes not only to short-term performance improvement but also to the development of sustainable marketing capabilities, making it highly relevant for organizations seeking to strengthen their competitive position in the evolving telecommunications industry.

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