



An Empirical Investigation Of Cold Email Marketing In The B2B Image Editing Industry: Insights From Dropicts

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Abstract. *Objective – This study aims to assess the effectiveness of the “collect and blast” cold email marketing method for a B2B company, specifically Dropicts, Pte. Ltd. Methodology – The primary data collection method was through a cold email campaign conducted over a four-month period. Quantitative analysis was performed on the collected data to assess the effectiveness of the cold email campaign. The study was limited to a single company and a specific time period, which may limit the generalizability of the findings. Findings – Despite sending a significant number of cold emails, the company achieved a very low conversion rate, with only two customers acquired after four months of intensive campaigning. This suggests that this particular marketing strategy is not an optimal approach for generating leads and acquiring new clients in the B2B image editing service industry. Novelty – The use of cold marketing as a business-to-business (B2B) strategy is a well-established practice. While the specific case study of Dropicts provides data on the performance of this method for an image editing service, the overall findings about the effectiveness of cold emailing align with general industry knowledge.*

Keywords: Cold email marketing, B2B marketing, Image editing services, Marketing strategy

1. INTRODUCTION

Dropicts is an image editing service provider that has been established since 2015 in Jakarta, Indonesia, and then moved to Singapore on November 1, 2016. Since its establishment, Dropicts already has around 150 active clients who spread all over the world. With a total of 68 employees, the B2B company has a production capacity more than 90,000 images per month.

According to Sandhusen (2008), there are three stakeholders in business, the first is company as a businessperson. The symbol for this element is ‘B’ (business). The second is consumers, which are business users of goods and services described by the letter ‘C’. For the last, there is a stakeholder in the form of the government, which is represented by the letter ‘G’ (government) (Pradana, 2015).

One important element for a company is how a company attracts customers. There are many ways that can be done to become a marketing strategy. Companies currently utilize a variety of B2B marketing methods, including developing social media content (95 percent), writing blog posts or short articles (89 percent), sending email newsletters (81 percent), arranging in-person events (73 percent), and posting videos (71 percent). Besides that, in-person events were considered the most successful technique for acquiring leads by 19% of B2B organizations.

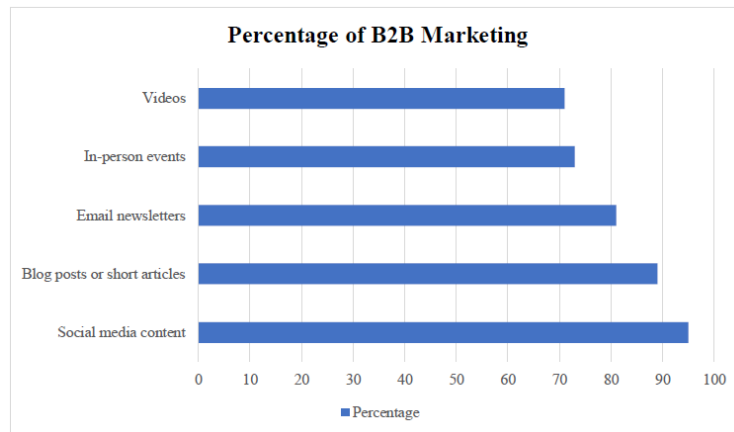


Figure 1 Percentage of B2B Marketing

Figure 1 shows that the percentage of businesses who utilize email as a marketing medium is excessive, at 81 percent. Dropicts use this strategy to find consumers as well. Email direct marketing is one of the media technologies that come under the category of interactive direct marketing. It is an extension of direct marketing that makes use of media technology to allow for two-way contact between businesses and customers. The benefit of email marketing is that it allows company to engage with customers using messages that may be personalized and tweaked to be more relevant to customers. Email marketing was selected as a strategy for the marketing plan since it would reaffirm to the target market to the company.

Emailing is a type of direct marketing that can be used effectively, and it is strengthened by the rising usage of the Internet has made this strategy more accessible. People are increasingly preferring email as a method of interaction and can be utilized to deliver both formal messages and substantial information. Companies that use direct marketing notably see email as superior than paper since it allows for the delivery of bulk communications, which means that several emails may be sent at the same time. Furthermore, because the consumer feels personally acknowledged by the firm, this strategy provides a personal approach to marketing (Braunsberger & Trocchia, 2011). Another significant benefit of email direct marketing is that it is quite inexpensive. Since certain approaches, such as promotional letters and television advertising, are expensive, emailing might give a cost-effective tool to the company while still serving the objective of profit maximization, because the emails can include links that the buyer can utilize to purchase an item, they can encourage e-commerce (Mano, 2016).

Additionally, unlike all the other types of marketing, emailing as direct marketing may cause customers discomfort due to the marketing organization's persistence and regular

communications, emails can be viewed as spam, allowing the client to choose whether or not to continue receiving direct messages. Customers may submit comments via email, unlike other means of marketing such as catalogue distribution and television advertisements. Furthermore, for some companies this method is quite difficult because the preparation of content for emailing to suit consumers requires a lot of time. Data from the Content Marketing Institute shows 69% of B2B marketers have a defined content marketing plan, just 42% of B2B organizations consider themselves to be at the advanced or mature stage of content marketing maturity (Content Marketing Institute, 2020).

2. LITERATURE REVIEW

Business-to-Business (B2B)

B2B stands for business to business. B2B carries out transactions between business to other businesses (Shafiyah et al., 2013). For example, a photo editing company (Dropicts) works with a digital marketing company to help market their products. B2B can occur because companies need goods or services from other companies. Before marketing their products to final consumers, companies usually cooperate with other companies to meet their production needs, or it could be to introduce their products to the public. It is also possible that B2B companies are producers with a target market of fellow producers where they will not reach the end consumers directly. One example of B2B is a clothing company that buys photo editing services from photo editing companies. The photo editing company will most likely not interact directly with the end user because its photo editing services will only be utilized by the company. The non-producing communities will not seek the services of photo editing if they are not businesspeople. In the case above, another example of a B2B company is a producer that supplies raw materials to a clothing company. Thus, it can be said that B2B companies are companies that are involved in these buying and selling activities.

Business transactions between B2B companies can be said to be very complex because they have to go through several company procedural stages (Shafiyah et al., 2013). In contrast to buying and selling transactions with the general public, business procedures do not allow two companies to make buying and selling as simple as consumers buying basic necessities at a grocery store. There are many stages of matching between the supplying company and the company in its position as a consumer. In contrast to transactions between producers and consumers, economic activity in B2B is based on good relations that have been developed over many years (Gil-Saura et al., 2009). This kind of relationship is beneficial because companies

do not have to select from which producer they will get their supply of goods or services. B2B is a business activity with the implementation of negotiated agreements in advance. Both B2B companies are parties who both do not want to be harmed in the period after the contract is agreed, so unlike the producer-consumer relationship, B2B relies on negotiations regarding the contents of the contract including supply goods. This buying and selling activity between companies can last for the long term to maintain the supply chain and production continuity. The relationship between B2B companies is one of the standard types and has standard procedures from year to year. They comply with the standardization in order to avoid things outside the rules with the risk of disrupting production stability. Given all the complexities before and during the buying and selling process, it makes sense that the relationship between B2B companies is a business relationship that has a long-term orientation. This is also intended to minimize business risk given the large production volume in B2B.

Business-to-Consumers (B2C)

The term B2C (Business to Customer) has also become popular along with the development of online business models or e-commerce. B2C (Business to Customer) is a business that provides services or sales of goods or services to individual or group consumers directly (Shafiyah et al., 2013). In contrast to B2B (Business to Business), this type of business deals directly with consumers, not companies or other businesses. For example, we have a packaged food business. When we sell goods to individual consumers, it means that our business model is B2C. However, if we sell packaged food in large quantities to other business, it means that the business we are running is B2B.

At the beginning of its development, the conventional B2C business model referred to the buying and selling of products and services in shopping centers, supermarkets, restaurants, and others. In the past, to get a need, someone had to come to the place where the goods or services were sold. One of the B2C business model companies that still exists today, namely McDonald's. This fast-food giant provides a wide selection of products through outlets spread across several places. Although in its development, McDonald's has also begun to implement digital technology in its business. However, such buying and selling activities are starting to shift at this time with the emergence of various online shops for e-commerce players. However, e-commerce has significantly changed the form of business interaction between sellers and consumers. Every transaction process is carried out online, from advertising, ordering, payment, to delivery using the internet. Amazon is one example of a modern B2C company. This giant online company offers its products online, making it possible for consumers to buy

within 24 hours a day. Indeed, basically, this eCommerce only moves the market location to an online site. All these transactions are online, from advertising, ordering, payment, to delivery (for digital products). However, eCommerce offers more quality and price options, and offers greater flexibility. We only need to use a smartphone to shop. And for companies, it allows them to develop all kinds of business models to generate revenue. The increase in internet users, disposable income and the convenience offered are the driving factors for future growth.

Customer-to-Customers (C2C)

C2C is a business model where customers can sell their wares to each other, more simply C2C is a business model that facilitates trade between private individuals (Shafiyah et al., 2013). Examples of this C2C business model are Tokopedia, Bukalapak, Shopee, BliBli, and many other marketplaces. This model can also be referred to as an online market which then connects consumers with one another to be able to exchange products or services and usually make money by charging certain fees such as transaction fees or shipping costs. This C2C business model also offers a simpler buying and search process. The consumer only needs to visit the site or application and then find the item they need. C2C has a main goal, the goal is to enable transactions between consumers, then help sellers and buyers to interact with each other. As is known in the sense of e-commerce, the customer can sell his goods to other customers through an intermediary from the e-commerce in question. Indirectly, this e-commerce then becomes a third party who then provides transaction facilities for sellers and buyers. For example, if there is are a customer, they can also register to be a seller in one of the e-commerce sites, after that they can trade their product to other customers. This business model can be said to be very comfortable and relaxed because between the seller and the buyer it is not required to have a direct meeting in the transaction (Shafiyah et al., 2013). When abroad, this customer-to-customer service is implemented by several well-known marketplaces such as Amazon, Craigslist, eBay, and others.

Based on the explanation above, it can be said that the C2C business model is a business model that uses the internet as a tool or device. One of the advantages that customers get from C2C is that there is no need to open a store that is physically visible. They only need to open an online store, install the product, after that we just need to wait for the buyer to come and ask for the product. With a situation like this, the customer does not need a large capital to make a tangible store building with all kinds of equipment. These customers also have the right to be able to reduce their costs to be able to return their capital and get a higher profit margin. This

of course can be a pretty good advantage for customers in selling their products to other customers. Because this business started from customer to customer (C2C), for people who want to buy, of course, they must be convinced that they are interacting with the right seller and not a fraud. Such a level of trust must be built by the marketplace owner who implements the C2C business model (Santosa et al., 2020). One of the best and most effective ways to increase buyer confidence in the seller is to include customer reviews on each product sold. Apart from that, it is also important to talk to potential buyers that money is guaranteed and will be returned if there is a product transaction error.

Business-to-Government (B2G)

Business-to-government (B2G) is a derivative of B2B marketing and is often referred to as the market definition of “public sector marketing” which includes the marketing of products and services to government agencies through integrated marketing communication techniques such as PR strategy, branding, marketing communications, advertising, and web-based communication. Similar to the business to consumer (B2C) concept, the business to government (B2G) concept allows companies to offer services or goods to meet the needs of the government or other government agencies (Xu et al., 2011). Usually, this B2G concept is needed for activities, government tenders or public administration. Public organizations generally provide proposals outlining the capabilities, products, and services of companies seeking to contract with governments. Another way is to do a reverse auction; government identifies needs to the public. This can be done through annual budgets, requests for proposals, and other types of requests. Then other companies are competing to get the business. The B2G system provides an opportunity for private companies to submit tenders on projects, government products that the government may purchase/require for their companies (Massoud, 2002). The government opens tenders through an e-procurement process, where the public sector can tender online and transparently. The e-procurement system in Indonesia is better known as LPSE or Electronic Procurement Service. One example is Qlue.co.id, which provides CRM services for government agencies.

Government-to-Customers (G2C)

Government to Citizen/Customer is the delivery of public service information by the government to the public using information technology (Shahjee, 2016). G2C enables people to exchange information and communicate between communities and governments. G2C has the aim of getting closer to all levels of society, currently G2C is the most common. The

following are some of the implementations of Government to Citizen/Customer: online tax system (Shahjee, 2016), health services, job seekers website for Manpower Office, issuance of personal documents, immigration office and so on. The purpose of the G2C building is to establish a network and public service transactions that are not limited by time and location barriers, and at affordable costs to the public. In general, the implementation of G2C in the various countries studied has the following objectives: Improving the quality of public services, especially in terms of accelerating the process and facilitating access to public interaction; Increase government transparency by increasing access to public information; Increasing government accountability by providing more services and information, as well as providing new access channels to the public; Reducing time, money and other resources, both on the government side and the parties involved by shortening the service delivery process.

E-mailing

Email apps are classified into two types: online email and offline email. Because the process of sending and receiving emails is done one at a time, users must connect online to the email server to access the first type of email program. Hotmail.com, yahoo.com, and gmail.com are popular online email service providers. Meanwhile, to utilize the offline email application, the user does not need to be always online because the sending and receiving processes may be done sequentially. The application will download all new emails from the email server into the user's computer throughout the receiving process, and all emails will be saved on the user's computer. Furthermore, users can read email without connecting to the internet (Sutedjo & Oetomo, 2009).

Email may be used by businesses to convey their offerings. Companies must be able to structure words and phrases so that email recipients comprehend the offer's goal and purpose right away. Because email users prefer concise yet understandable information, the word economy pattern must be used. A proposal, product photo, pamphlet, or other material can be attached to the promotional email containing the offer letter. Companies, on the other hand, must consider the importance of letter attachments and file sizes so that emails may be downloaded fast and efficiently.

Email Place Ads

Another approach to promote through email is to purchase ad space within other people's emails (Ellis-Chadwick & Doherty, 2012). Businesses that send retention emails frequently give room for other businesses to post advertisements. This may be beneficial to a

company, especially if it has researched the demographics to which it is marketing and the possible clients it could attract. Knowing what other sorts of businesses potential clients visit and listen to is a major benefit since it helps firms to strategically put ads in emails that are most likely to be clicked on. This is also advantageous for companies who position advertisements since they will know their email is being read and can do some analytical work to discover where their clients are clicking.

3. METHODOLOGY

This project consultant focuses on customer engagement through marketing in Dropicts. This project concentrated on the emailing method, which was accomplished in a variety of ways. Dropicts location is in Kebayoran Lama, South Jakarta, Indonesia.

A target business or target company is one that a potential acquirer has identified as an interesting merger or acquisition candidate. Depending on the target firm's attitude toward the acquirer, a takeover attempt might take on a variety of flavors. If company management agree on the transaction, it can be fair and orderly. The target company gets grafted into the acquiring firm or corporation during a merger or acquisition. To determine the target company in this case by looking for the type of e-commerce that will use editing services in the long term and a country that has a large population. The company that would be determine as "potential customer" will choose 5 to 10 of their representatives to send cold mail to potential clients (based on the collected data). With a total duration of internship from July to November 2021, I collect and blast cold emails to potential customers every day from 200 to 300 emails every day.

From about 6,000 to 9,000 emails sent every month and a total of around 30,000 more emails that have been sent during the duration of the internship will be the data that will be analyzed. Emails that will be sent as their representatives will be filtered based on the position in the company, for example, if there is an engineer and head of marketing position at the company, we would prioritize the head of marketing to send cold emails. Therefore, for this case, the author chooses countries in Europe with a target in fashion, accessories, furniture, and food. This is also supported by data on the increase in revenue in fashion e-commerce in European countries.

Consulting Method

This consulting method uses qualitative methods in order to find, collect, process and analyze data from collecting and blasting emails through in-depth analysis. A qualitative approach is used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. This qualitative approach is in accordance with the theme of the research conducted by the researcher, which is related to how collecting and blasting can be a marketing method for business-to-business strategies in order to increase the competitiveness of the management consulting profession.

In qualitative research, the term population is not used, but in qualitative research there are research subjects and research objects. The research subject is the subject intended to be studied by the researcher, while the research object is the object that is used as research or is the point of attention of a study. As for the object of research is the entire data that has been collected and blasted email for 4 months duration of the internship. While the research subject is the writer who works as an internship and a management consultant who wants to gain experience in dealing with business problems and business development of their clients.

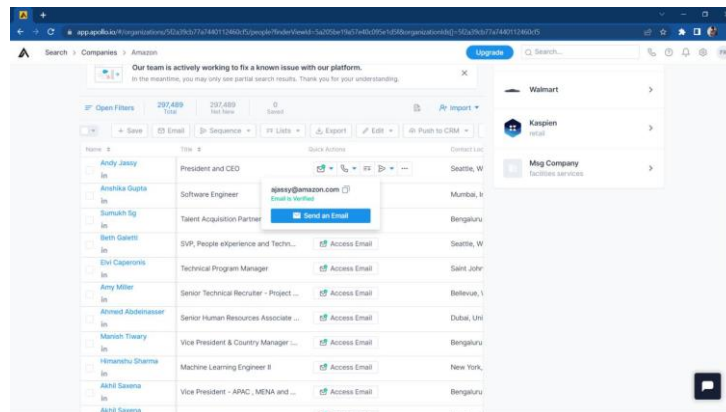


Figure 2 Sample Data Collected from Apollo

Collecting

As a B2B company, Dropict sells services intended for other businesses. Some of the marketing techniques carried out by this company that aim to market its services, one of which is collecting and blasting method. In this method, the author find data from companies that have opportunity to use product photo editing services. The data collected are several name and email of the workers from the targeted company such as owner, CEO, graphic designer, sales strategy manager. In collecting and blasting methods, the author are given an initial target of 20 companies per day and an increase every month to 40 companies per day until the of

internship duration. The process of collecting is using appollo.io it's a web that help us to find the data of the potential customers including their full name, position, and their work email addresses (see Figure 2).

Consulting Framework (Blasting)

This consulting consists of three main elements: Data collection (see Figure 3), selecting 5 to 10 representatives, and blasting emails (see Figure 4). This consulting process starts from gathering potential customers who, according to the company, will use the services of a Dropicts photo editing company. The main targeted company itself is a company from Europe and is focused on several fields such as; fashion and apparel, luxury goods and accessories, furniture, food and beverages, and others. The collecting process will start from selecting representatives from the company as many as 5 to 10 people for data and sending emails. The data will include the name, current position, and also the work email used at the company. After all emails and company data to be emailed are collected, the blasting process will begin. The email process itself will use a template that has been provided by the company, where later every email sent will be changed according to the representative name to be sent an email.

Country	Name	Position	Email
Finland	TEA TUUKKI	Product Manager	tea.tuukki@finnet.fi
	KALLE ERKKOLA	Director, Business Unit	kalle.erkkola@finnet.fi
	KATTARINA LEHTONEN	Marketing Campaign Manager	kattarina.lehtonen@finnet.fi
	PILIPPI SAUKOLAINEN	Marketing and Sales Coordinator	pilippi.saukolainen@finnet.fi
Romania	ALEXANDRU TUDOSE	Product Manager	alexandru.tudose@dropicts.ro
	ADRIAN GEORGESCU	General Manager	adrian.georgescu@dropicts.ro
	LOIC FIEVET	Founder	loic.fiev@dropicts.ro
	BACSA VALERIU	Business Development Manager	bacsa.valeriu@dropicts.ro
Hungary	VILJE LEHJO	Founder	vilje@hibeemo.com
	JOSOU BERGQVIST	Marketing Manager	josou@hibeemo.com
	JUNNARI PUTTICHEN	Co-Founder	junnari@hibeemo.com
	HELI SAHTALA	Key Account Manager - Finland	heli@hibeemo.com
Ukraine	IRINA TOKHTAROVA	Global Marketing Director	irinastarova@dropicts-cop.com
	VERSLAY OSHOROVA	Finance Team Manager	verslay@dropicts-cop.com
	NATALYA MALDONADA	Export Sales Director	n.maldonada@dropicts-cop.com
	VIPER MARI	Product Manager	viper.mari@hibeemo.com

Figure 3 Data Collected from Company

Collecting

Collecting the data is carried out within a period of 4 months, starting from July 6, 2021, to November 6, 2021. In the data collection process, targets are given every day and will increase every month. The target in the first week of July is data from 20 companies, this is because adjustments are needed to the way company data is searched on related websites. The target for the following week is 25 companies' data, and in the last 2 weeks in July, the target

is increase from 25 to 30 companies' data. Data collection in August is 35 data per day, while in September to November, the target is 40 companies per day. The total that has been collected is data from 3,220 companies with details in July as many as 525 companies, 735 companies in August, 880 companies in September and October, and 200 companies in November.

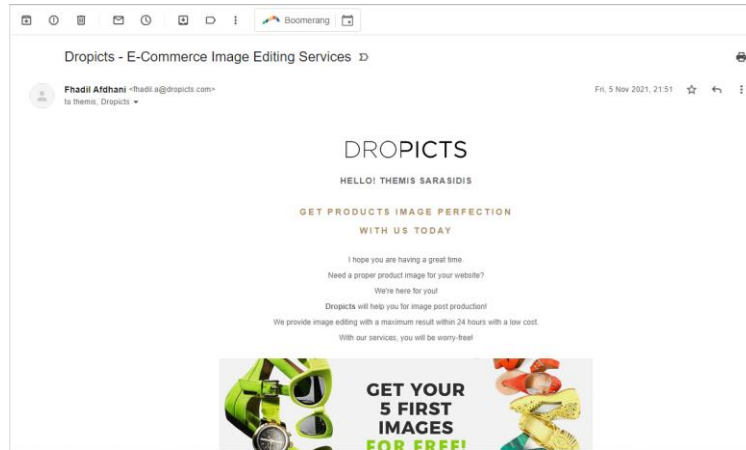


Figure 4 Company Email Blasting

4. RESULTS AND DISCUSSION

Company data collected comprises the names and emails of employees such as owner, CEO, graphic designer, sales strategy manager, and others. Some of these employee positions can be categorized into Executive-level, Manager and Supervisor, and Operation and Production. In July, total of 2,625 emails have been collected, 3,675 emails in August, 4,400 in September, 4,400 in October, and 1,000 in November. Details of the total emails collected have been presented in Table 1.

Table 1 Data Collecting Results

Month	Executive Level	Managers and Supervisors	Operations & Production	Total
July	867	1,501	254	2,625
August	1,187	2,002	490	3,675
September	1,729	2,191	480	4,400
October	1,835	1,990	575	4,400
November	250	655	95	1,000

Email Blasting

After the company email data collection process, the next process is blasting emails to the email addresses that have been collected previously. In this blasting process, not all emails can be sent. Some of the problems found were email addresses that were not found, emails that were blocked by the server, and several workers who had left the company. This can affect the level of effectiveness of this method in the marketing process. For details, emails sent in the 4-

month blasting process were 12689 that successfully to be sent, while for mail not found it was 2207, 1154 for emails that were blocked by the server, and a total of 51 emails to employees who had left the company.

Potential Customers

From the results of collecting and blasting during the 4-month internship period, it can be concluded that there were approximately 16,100 cold emails sent. Of the 16,100 cold emails, 12,689 emails were successfully sent, 2,207 were mail not found, 1,154 were blocked by their country or company servers, and there were 51 people whose emails were valid but were no longer with the company. Based on the data above, with a total internship duration of 4 months, I received 38 email replies from the company, 26 ask to unsubscribe, which mean they don't want us to send them an email again, 11 potential customers who were interested and tried to buy a free editing package for the first 5 photos, and only 2 company who until the end of the internship period were still clients of Dropicts.

SWOT Analysis

a. Strengths

In the collecting and blasting email marketing system, most of the B2B companies use email marketing with the aim of sending messages, so that the relationship between sellers and buyers can improve. The existence of collecting and blasting email marketing can also convince customers to buy products on the spot. As is known that email marketing has spread all over the world. So, the range of promotions carried out is wider. The collecting and blasting email marketing that Dropicts currently uses is not only sent to customers in Indonesia but can also be sent to other countries. If we make an offer or promotion of a product via postal mail, it is considered impractical and takes a long time compared to email. The existence of email marketing can make everything easier, including reaching customers easily and quickly because using email can be received immediately wherever we are, it proven by the method of that Dropicts company using, one person can send 400 emails just in one day. Apart from having no country restrictions and covering all over the world, it can be said that collecting and blasting email marketing has a low cost compared to other digital marketing prices. Currently, a lot of digital marketing is very expensive, but the quality is the same as email marketing. It is more cost-effective if company only use email marketing. On the other hand, we can create our own email marketing without having to use services like Dropicts has done until now.

b. Weaknesses

During the 4-month internship, this method of collecting and blasting email marketing turned out to have weaknesses, one of which was that emails could go into spam or even be blocked by servers from the company or from that country. Many promotions of products, services, businesses, and others are done to send emails in large numbers in a day. Unfortunately, this is not so good, because it can indicate inconvenience to potential customers. In the end, Google will send promotional emails into the spam box or even be blocked by the server. If it has been blocked by the server, the email cannot be read by anyone. Apart from spamming or being blocked, there are cases of using collecting and blasting email marketing, the company definitely feels that its promotional emails cannot go directly to their potential customers. It takes a while for the email to reach the customer's inbox. In addition, I found several cases of companies that do not have any email, one of the drawbacks of using the collecting and blasting email marketing method in a business is that not all customers have email, so we cannot send product marketing information to prospective customers who do not have email. Therefore, we have to think of other ways to deal with customers who don't have email.

c. Opportunities

In the world of digital marketing, the use of collecting and blasting email marketing is reliable. Because it's getting more and more day by day, many people will be bored if they continue to see social media filled with certain unknown advertisements. Thus, email marketing is one of effective way because it is only sent to those who want and allow it. Also, given email's unrivaled ability to drive conversions, it makes sense that email is also the most effective marketing channel to drive ROI for companies (Zhang et al., 2017). It is clear from these statistics that email is a cost-effective channel for marketers, this is because this method of collecting and blasting emails is able to convey highly personal and relevant messages. Unlike social networks where it sends status updates to every follower regardless of their location, interests & purchase history, email allows companies to become prime targets with other companies. The more data we have about customers in collecting and blasting email marketing, customer service solutions, etc. from the company, the more targeted it becomes. For example, we know the position of our potential customers and where they are geographically, so they can ensure that our prospects in Europe, for example, receive promotions about swimwear during the summer months and potential customers in Australia receive emails about wetsuits. during the winter months. This use of dynamic content and segmentation helps ensure the content companies send out is relevant to each individual

recipient and that relevance drives people to click, make purchases – and increase the ROI of Dropicts email marketing campaigns.

d. Threats

One of the threats from collecting and blasting email marketing is the last one that lies in blasting, because even though it seems profitable because it is sent in bulk, if it is not controlled properly, one person might get 3 emails directly in a day. This of course can destroy the mood of potential customers, so the company must pay attention to this and control the maximum time and number of emails sent. This can be a threat in the future if not noticed because it will damage the company's reputation. In addition, almost everyone today uses a smartphone, which means that even opening an email can only use a cellphone in an email application. Well, if the design created by the email looks ugly or unresponsive, it will make people who read this marketing email immediately close it by reflex because it is uncomfortable and is considered a waste of time.

5. DISCUSSION

This method of collecting and blasting email marketing has several advantages to promote the products or services. The use of this method is personal so that it can give more intense attention to customers and potential customers. One of the advantages is that it is more cost-effective in promoting. In terms of costs, collecting and blasting email marketing is also considered more efficient when compared to offline promotional media. This is an important consideration, so that it can reduce costs for Dropicts promotional activities. Not only that, but the benefits also obtained by Dropicts company by using collecting and blasting emails for promotions are a wider reach of customers. By using this marketing method, Dropicts company can send promotions to their potential customers from all over the world. However, there are some drawbacks to using this marketing method. Collecting and blasting marketing emails sent to potential customers can be considered spam, blocked by the server, or even invalid emails sent. From the results obtained, it can be proven that there are even many emails that cannot be sent because the email is not valid. This is because the collecting method used by Dropicts company is random, what is meant by random here is that everyone who does an internship uses a different method so that it is not effective. Although some of the interns use a free platform such as LinkedIn as a platform to find information from the company, it does not guarantee that the email is valid or not. Not only that, although the reach of this method is worldwide, there are restrictions in some countries so that the email cannot reach the person we want to go to because of server or country block. The chart below showed the result of

collecting and blasting method for 4 month of duration internship. There are 79% emails that received by the company, 14% emails that is not valid, 7% blocked by the country or server, and 0.35% left the company.

6. CONCLUSION

Dropict is a brand photo editing service provider company based in Singapore. Dropicts is a business-to-business company operating in Indonesia. Before marketing their products to final consumers, companies usually cooperate with other companies to meet their production needs, or it could be to introduce their products to the public. It is also possible that business to business companies are producers with a target market of fellow producers where they will not reach the end consumers directly. One example of business to business is a clothing company that buys photo editing services from photo editing companies. The photo editing company will most likely not interact directly with the end user because its photo editing services will only be utilized by the company. Therefore, as a business-to-business company, Dropict must have a good marketing system to add and expand its business. Collecting and blasting is an option chosen as one of the marketing methods because collecting and blasting has the advantage of being able to reach a wide range and relatively cheap marketing costs. This method is done by 4 months, from July to November. This method is carried out through 2 stages each day, namely collecting email data from companies consisting of 5 representatives with positions that are considered important roles in the company such as CEO, CFO, Marketing Manager, and other executive positions. This collecting method also focuses on companies located in Europe and having businesses in the apparel, fashion, luxury goods, and companies that will use the photo editing services provided by Dropicts for a long period of time. In addition to other collecting methods, namely blasting, In the first month, 525 companies collected and blasted 500 emails in the first week, 625 in the second week, and 750 emails in the third and fourth week. In the second month there were 735 companies and blasted of a total 3675 email in 4 weeks. The last month there were 880 companies and blasted emails of a total 4,400 in 4 weeks. So that the results obtained in the 4-month period were 16,100 emails that have been sent.

From the emails sent out, it turned out that not all incoming and valid emails were, some were not sent or were invalid as many as 2,207 emails, rejected by the server or country as many as 1,154, or even replied with automatic messages if the person had changed companies as many as 51 people. From the number of emails sent, 38 companies responded, and 26 companies asked to unsubscribe, 11 companies are willing to cooperate and try the free

feature for purchasing the first 5 photos, and only 2 companies have collaborated with Dropicts at this time. It can be proven that collecting and blasting is not very suitable for Dropicts development because it has shortcomings in terms of email responses from companies that have been sent emails and also little interest in using Dropicts editing services. In addition, collecting and blasting marketing emails sent to potential customers can be considered spam, blocked by the server, or even invalid emails sent. From the results obtained, it can be proven that there are even many emails that cannot be sent because the email is not valid. In addition, although the reach of this method is worldwide, there are restrictions in some countries so that the email cannot reach the person we want to go to because of server or country block. That way, to improve their marketing method, it is suggested using as many as resource to collect more accurate information from the company, for example using LinkedIn and Rocketreach at the same time to make sure the email is valid. The second suggestion to improve collecting and blasting method is by using a paid special platform to enhance this method. Although this method increases the cost of their marketing, this method will increase the accuracy of the data and emails they get and maximize their profit.

7. RECOMMENDATIONS

There are many free platforms on the internet including linked which are used by Dropicts company to find their email and complete data in their company. The company itself can find their emails on LinkedIn or other platforms and collect their data. However, not all companies show their email address in their bio. In cases like this, Dropicts will have to extract the email address to contact them. In addition to being difficult to find data and emails from the company, sometimes the data found is not very valid, it can be proven by the presence of (percent) emails not found. The first recommendation is to use a premium email search service. If not getting the email manually search for the email address using LinkedIn or other free platforms. Choosing a paid email search service, such as adapt.io, is recommended. Consequently, the email results found will also be more accurate and the information from that person more complete. By using a more complete platform and services, although it takes more cost to do, I believe the accuracy for collecting and blasting emails will be more precise and will increase the number of potential customers obtained in the future.

To improve the performance of marketing promotions more efficiently, it is recommended adding Integrated Marketing Communication or what we usually know as IMC as a tool to market Dropicts company services. IMC itself is a strategic, collaborative and promotional marketing function where the targeted audience receives a consistent and

persuasive brand message through various marketing channels including social media marketing in an integrated manner to move buyers through the decision-making process. At the most basic level, integrated marketing communications help ensure that Dropicts uses all channels available to them to amplify marketing campaigns and/or brand messages to reach their target audience, or buyer personas. Since the Dropicts company's target audience is focused on companies seeking editing services, integrated marketing communications benefit many of their consumers. This helps consumers have more confidence in Dropicts and its values. Because Dropicts itself focuses on countries located in Europe, the marketing channel chosen must also be within a clear budget. Choose an advertising process that is more affordable yet effective, such as using influencers through social media marketing.

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