

Design of Advertising Strategy Through Google Ads to Increase Export Sales of PT Kian Eka Cipta**Ahda Thahira Devatra**

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Keywords	Abstract
Furniture, Home Decor, Handicrafts, Export Sales, Google Ads, Marketing Strategy, Audience Targeting.	This era of globalization makes increasing the competitiveness of local products in the international market significant, especially for SME companies such as PT Kian Eka Cipta which is engaged in exporting furniture and handicrafts. Despite having high-quality products, the company faces challenges finding international buyers and marketing its products effectively. This research aims to design an advertising strategy through Google Ads to increase PT Kian Eka Cipta's export sales. The method used is descriptive qualitative with a case study approach. SWOT analysis and keyword analysis were applied to identify the company's strengths, weaknesses, opportunities, and threats and determine relevant keywords for advertising. The results showed that the potential market that can be developed through Google Ads is the United States. The strategy is focused on targeting specific audiences based on location, demographics, and interests. It is expected that the implementation of this strategy can increase PT Kian Eka Cipta's export sales by the predetermined targets.

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**INTRODUCTION**

Petrified wood, marble stone, onyx stone, and river stone are natural materials used in a variety of products, including furniture, home décor, and handicrafts (Picon, 2014). Petrified wood is wood that has undergone a natural mineralization process, while marble stone, onyx stone and river stone are types of natural rocks that have their own beauty and uniqueness (Bekar & Cürgül, 2024). With the beauty and uniqueness of the natural patterns possessed by these materials, they are in great demand in the furniture, home décor and handicraft industries. These materials are widely used by furniture companies, and one of the companies engaged in this field is PT Kian Eka Cipta.

PT Kian Eka Cipta is a company engaged in export trade focusing on furniture, home décor, and handicraft products based in Ponorogo, Indonesia. These products come from various natural materials such as petrified wood, marble stone, onyx stone, and river stone. PT Kian Eka Cipta's production is sufficient to meet export demand. Its ability to produce 1-2 containers per month shows its potential to increase sales in the international market. Customisable production on order allows companies to meet the needs and preferences of the export market (Hannibal & Knight, 2018). The company's goal is to introduce and market local products to the international market as well as show that Indonesia's local products have international quality standards and are able to compete with other international products. Since its establishment in 2018, PT Kian Eka Cipta has sold commodities to the local market. The company also helps factories, artisans, and suppliers to sell their products of the highest quality. In 2022, it will be formed as a private company with a larger mission to become a more professional company, meet consumer needs, and encourage the development of local businesses for the international market (Rafi et al., 2023). PT Kian Eka Cipta produces a variety of furniture, home décor, and handicraft

products to meet the inventory of goods sold to consumers, as well as adjust product demand based on consumer preferences in terms of models and sizes.

Based on PT Kian Eka Cipta's export documents, the HS Code used for export is 68159900. HS Code, or Harmonized System Code, is an international coding system used to classify and identify merchandise. The system was developed by the World Customs Organization and consists of six digits that can be expanded by certain countries for more detailed classification (BuvikBuvik, A. S., & Takele, 2019). The HS Code 68159900 used to classify articles of stones or other mineral materials that do not fall under any other special classification. Based on data from the Seair Exim Solution (2023) website, HS Code 68159900 covers a wide range of products, including furniture made of marble stone, river stone, petrified wood, and onyx stone (SoluSolution, 2023). According to data from the zauba.com website (2021), it was found that this HS Code turned out to be the same as the one used by PT Kian Eka Cipta. In addition, there is information about the export sales of Indonesia to Nhava Sheva with HS Code 68159900, with a selling price of USD 110 per unit. (Trade Map, 2023)

Based on data obtained from trademap.org, (2023), HS Code 68159900 has a list of import markets for products exported by Indonesia based on export quantity, export value and export units as follows:

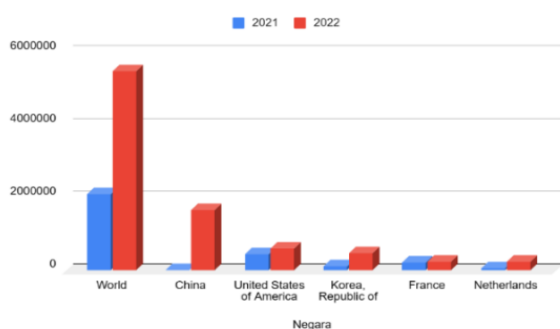
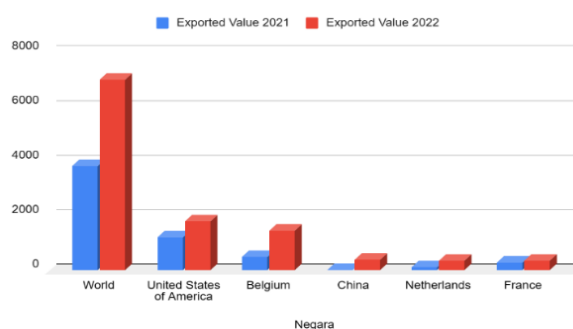


Chart 1 HS Code Export Quantity 68159900



Graph 2 HS Code Export Value 68159900

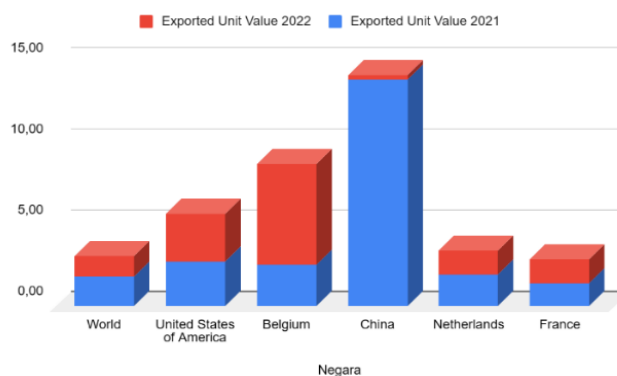


Chart 3 Unit Value HS Code 68159900

Source : Trademap (2023)

The graph above shows that products with HS Code 68159900 have a significant export quantity in 2022, especially to China (1,671,051 kg) and United States (606,629 kg). In addition, the export value of this product has also experienced a significant increase, especially to Belgium (USD 1,455,000) and China (USD 377,000). However, there is a significant difference in the export unit value of this product between countries, with the highest value in 2022 being in Belgium (USD 6.25). In early 2023, PT Kian Eka Cipta began to penetrate the international market through export activities, and has successfully expanded the market to a number of countries including Anguilla, the Netherlands, and Spain. Despite successfully expanding its geographical reach, the company still faces challenges to achieve the export sales target of 2 billion/year. Currently, the actual export

sales of PT Kian Eka Cipta in 2023 only reach Rp. 145,428,800.00. Additional complexity arises in the search for international buyers. Responding to this dynamic, in-depth research will focus on marketing optimization through digital advertising strategies, as a strategic step to explore and take advantage of broader market opportunities.

The decision to switch to the use of digital advertising has great benefits in terms of reducing advertising costs (Hamilton, 2017). Compared to traditional advertising such as print advertising or television advertising, digital advertising tends to be more affordable (Kumar & Gupta, 2016). The cost of digital advertising can often be adjusted to the available budget, and there is the option to set a daily spending limit or total spend. In addition, in digital advertising there are payment models that can be optimized, such as cost per click/ *Cost Per Click* (CPC) or cost per impression/ *Cost Per Mile* (CPM), which allows advertisers to pay only when there is a specific action from the user, such as clicking on an ad or viewing an ad (Putra & Ayu, 2024). However, it is important to note that costs remain in the utilization of digital advertising. Advertisers still have to pay to display their ads on digital platforms like Google Ads. However, in many cases, these costs are still more efficient and measurable compared to traditional advertising (Digiads.id, 2022)

Hajoliakbari and Shadi (2018) found that the adoption of internet marketing directly improves the export performance of MSMEs positively and significantly through increased access to information, corporate technology infrastructure, and customer orientation. In other words, the higher the level of access to information, the company's technological infrastructure, and customer orientation, the better the export performance of MSMEs. This discovery shows how important the use of internet marketing is to improve the export performance of MSMEs.

According to Ismail Metin in his research in 2016, the importance of digital international marketing has been illustrated, especially for MSMEs that are active in exports. Metin (2016) stated that MSMEs pay attention to digital international marketing activities in addition to traditional international marketing activities, and they especially use Google Adwords/ Google AdSense and B2B electronic marketplaces (e-marketplaces) for export purposes, online promotion, and foreign market research (Metin, 2016). This shows that advertising strategies through Google Ads can be a significant approach for companies like PT Kian Eka Cipta in increasing their export sales. By utilizing platforms like Google Ads, companies can be more effective in reaching international markets and conducting efficient online promotions.

Based on an analysis of the digital advertising report from Statista (2024), there is several data that supports the use of Google Ads in PT Kian Eka Cipta's efforts to increase export sales. Firstly, the global digital advertising market is projected to grow rapidly, reaching \$965 billion by 2028 at a CAGR of 7.3%, of which search advertising is the largest segment with a value of \$279.3 billion. Major markets such as the United States, China, and Europe, each of which have significant market shares, are potential targets for PT Kian Eka Cipta's export sales expansion. In addition, the trend of increasing mobile advertising market share to 70% by 2028 indicates the need to optimize campaigns for mobile platforms, which is where Google Ads excels. Finally, the dominance of programmatic advertising which is projected to reach 81% by 2028 makes Google Ads the right platform to execute an automated and more efficient international advertising strategy for PT Kian Eka Cipta.

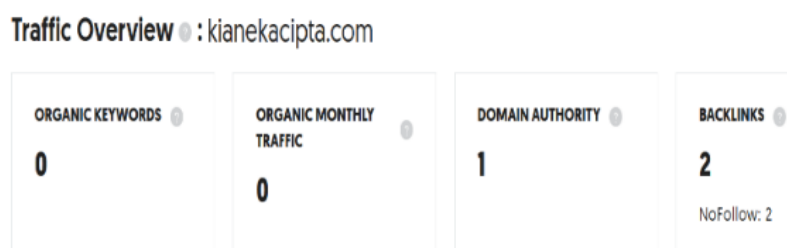


Figure 4 Analysis of PT Kian Eka Cipta Website Traffic Data Using SEMrush

As seen in the analysis of the website traffic data above, a number of 0s and "n/a" (Not Available) were found indicating that the traffic estimate could not be provided due to too low a volume of visits. The author seeks to obtain further data directly from the website owner. However, researchers found that Google Analytics has not been enabled on the website. As a result, no traffic data was previously available for analysis. This condition highlights the importance of this research in introducing the benefits of Google Ads as an effective advertising strategy to increase the company's export traffic and sales.

The purpose of this research is to design an advertising strategy through Google Ads to increase PT Kian Eka Cipta's sales in the global market. This research is expected to provide benefits, both theoretically and practically. In terms of theoretical benefits, this research is expected to contribute as a reference and reference for future research related to the topic of advertising strategy design in digital marketing, especially using Google Ads for export sales. Meanwhile, in terms of practical benefits, this study will provide practical guidance for PT Kian Eka Cipta in designing an advertising strategy through Google Ads to increase their export sales. In addition, this research is also expected to increase the effectiveness and efficiency of PT Kian Eka Cipta's digital marketing efforts through the use of Google Ads, as well as provide insights to other companies that also plan to utilize Google Ads in their export sales.

RESEARCH METHODS

Location and Time of Research

This research was conducted on Jl. Ponorogo - Trenggalek, Pangkal Village, Sawoo District, Ponorogo Regency, East Java. This place is the address of the company that the writer will research, namely PT Kian Eka Cipta. The selection of this location aims to obtain reliable, factual, and credible information and data, which are sourced directly from related parties. In addition, the duration of the study is determined by the scope and time management by the researcher. This research lasted for seven months, starting from the granting of permission to the final hearing.

Type of Research

This study adopts a descriptive qualitative approach to explore the marketing of PT Kian Eka Cipta's products to increase its export sales. A qualitative approach was chosen to be able to dig into a deeper understanding of the factors that influence marketing strategies.

Data Acquisition Techniques

This study uses several methods to collect data, including in-depth interviews, observations, and literature studies. An in-depth interview was conducted with the owner of PT Kian Eka Cipta to gain a deeper understanding of the company's information, data, and challenges. Observation is also carried out by looking directly at the marketing process and interactions within the company to gain a further understanding of internal practices and dynamics. In addition, literature studies are carried out through the analysis of company documents, export documents, promotional materials, and review of data from literature relevant to the subject being studied, such as books, journals, articles, or websites.

Data Collection

The data sources used in this study include primary data obtained through direct interviews with the owner and manager of PT Kian Eka Cipta, as well as secondary data obtained from pre-existing sources, such as documents, literature studies, and other sources relevant to the research topic, such as export measures and marketing strategies in the destination country.

Data Analysis

Data analysis is applied to ensure that the advertising strategy compiled through Google Ads is on target, using several types of analysis which include SWOT analysis, STP, and keyword analysis. The data used for this analysis were obtained through in-depth interviews, observations, and literature studies, as previously described in the data collection technique.

SWOT analysis will be used to determine the internal and external conditions of PT Kian Eka Cipta. The goal is to understand PT Kian Eka Cipta's position in the market and determine the right strategy to achieve the predetermined goals. In advertising using Google Ads, SWOT analysis can be used to find out the internal and external conditions of PT Kian Eka Cipta, determine campaign objectives, and choose the right keywords.

Segmentation, Targeting, and Positioning (STP) analysis will be used to find potential market segments, set target markets, and strategically place PT Kian Eka Cipta's products in the global market. In advertising using Google Ads, STP analysis can be used to determine the location, choose keywords, ad formats and the right time to run.

Keyword analysis is the process of identifying keywords that are relevant to the product or service offered by a business. Relevant keywords are words or phrases that users search for in search engines. This analysis is important for a website promotion strategy through Google Ads. There are several tools that can be used to perform keyword analysis, such as Google Keyword Planner, Ubersuggest, SEMrush, and Google Trends.

RESULTS AND DISCUSSION

SWOT Analysis

Table 1 Analysis of PT Kian Eka Cipta's SWOT Strategy

SWOT (Internal/ External)	STRENGTH	WEAKNESS
	- Unique and quality products - Flexibility in custom requests - East Java Creative Product Export IKM Award in 2023 from the Governor of East Java - Sufficient production capacity to meet export demand	- Fluctuating local sales and exports - The use of digital marketing is not optimal - There is no web analytics system enabled. - Difficulties in finding <i>buyers</i> in the international market
	S-O STRATEGY	W-O STRATEGY
OPPORTUNITIES - Growth of the global digital advertising market - Potential exports to the United States - Potential increase in sales through Google Ads - Favorable international trade agreements	- Expanding export accounts to the United States - Optimise the use of Google Ads to expand your market - Utilizing favorable international trade agreements to increase exports.	- Conduct targeted <i>digital marketing</i> campaigns . - Increase the use of web analytics - Attend digital marketing <i>training and seminars</i> to improve knowledge and skills.
	S-T STRATEGY	W-T STRATEGY
THREATS - Fierce competition in the international market.- Challenges in finding international buyers - Strict regulations and quality standards in the international market - Use of ad blockers by consumers that can reduce the effectiveness of digital advertising	- Emphasis on cultural values and locality of products - Conduct market research regularly - Building an international network - Develop creative marketing strategies.	- Building a competitive advantage - Provide complete and interesting product information on the website - Align business strategies with applicable policies

Source: Research & processed results (2024)

Based on the results of the SWOT analysis, the company's main obstacles are sales fluctuations, the lack of optimal use of digital marketing, and difficulty finding buyers in the international market. To address this, companies can leverage strengths such as unique and quality products and awards they have received to expand their export reach and optimize Google Ads. Additionally, increasing the use of web analytics and taking digital marketing training can help address internal weaknesses. By emphasizing product cultural values, conducting periodic market research, and building an international network, companies can face the threat of fierce competition and international market regulation.

The company's internal condition in exporting is quite ready with support from the government, unique quality products, and large production capacity, the company can implement the results of the SO and WO strategies by utilizing the capacity and quality of products to exploit the market, take advantage of government support through export improvement programs, and develop digital promotion strategies (Oura et al., 2016). One of the concrete steps is to advertise through Google Ads which can actively target potential buyers to search for products that match certain keywords. This search campaign allows PT Kian Eka Cipta's ads to appear in Google search results when users search for related products, thereby increasing visibility and opportunities to get potential buyers.

Based on the SWOT analysis above, the most effective type of campaign to increase sales, website traffic, and leads is Search Campaign (Juwita, 2019). These ads will appear when users search for specific keywords on Google, so they are effective in reaching potential consumers and increasing the visibility of PT Kian Eka Cipta's products in the international market.

Segmenting, Targeting, and Positioning

a. Segmenting:

PT Kian Eka Cipta can segment the market to increase product export sales by paying attention to demographic, geographic, psychographic, and consumer behavior aspects. This allows companies to identify consumer groups that have similar needs, preferences, and purchasing behaviors, so that they can design more appropriate and effective marketing strategies for each of those market segments.

1. Geographic Segmentation

According to Statista.com data (2024), the demand for natural-based furniture in the central United States is experiencing a significant increase. Consumers in the country are increasingly inclined to choose eco-friendly and sustainable products, triggered by increasing awareness of environmental issues (Hojnik et al., 2019). Not only is the United States the largest furniture market in the world with an estimated revenue of USD 263.16 billion by 2024, but it is also leading the way compared to other countries. Therefore, this country was chosen as an export marketing destination area for PT Kian Eka Cipta.

Companies can direct marketing strategies to major cities in the U.S., such as New York City, which is known as a hub for interior design, architecture, and hospitality. Los Angeles, as the second-largest city in the United States, stands out for its vibrant culture and focus on lifestyle. Meanwhile, Phoenix, the fifth-largest city in the United States, is experiencing an increase in demand for minimalist-style home décor with clean lines and neutral colors (Statista, 2024).

2. Demographic Segmentation

For the B2B market, PT Kian Eka Cipta can target furniture, construction, interior design, restaurants, hotels, and furniture retail stores. Consumers in this category tend to pay attention to the brand and product quality, as well as look for products that can support their brand image and identity.

In this study, B2B segmentation analysis is focused on age, gender, location, education, and income, although generally aspects of B2B segmentation are more oriented to the size of the company, the number of employees, or the type of industry. This is because there is no clear distinction between B2B and B2C segment targeting in the Google Ads platform, so the analysis is tailored to the targeting features available on the platform. The focus on these demographic aspects is done to tailor to the relevant targeting needs of users who make business decisions, in line with the capabilities offered by Google Ads.

Here are the B2B demographic factors:

- Age : 30-54 years old
- Gender: Male and female
- Location : New York City, Los Angeles, and Phoenix
- Education : Bachelor's degree or higher
- Income : Tall

Here are the B2C demographic factors:

- Age : 25-59 years old
- Gender: Woman
- Location : New York City, Los Angeles, and Phoenix
- Education : Higher education/ university
- Income : Intermediate

3. Psychographic Segmentation

B2B Target Market:

- a. Value: PT Kian Eka Cipta can target companies that value quality, design, and sustainability. These companies generally have modern and contemporary interior designs, and are interested in furniture and décor that can support their brand image and identity.
- b. Lifestyle: PT Kian Eka Cipta can target companies that have a modern and trendy lifestyle. These companies generally follow the latest trends in furniture design and décor, and are willing to invest in high-quality products.
- c. Interest: PT Kian Eka Cipta can target companies that have an interest in design, architecture, and sustainability. These companies are generally interested in unique and innovative products, and are looking for furniture solutions that can enhance their customer experience.

B2C Target Market:

- a. Value: Consumers in the United States are becoming more aware of their environmental impact and are looking for sustainable and eco-friendly furniture. In addition, functionality and value for money are important factors in their purchasing decisions.
- b. Lifestyle: U.S. consumers are willing to pay more for high-quality, durable, and aesthetically pleasing furniture, with unique designs that reflect their personal tastes.
- c. Interest: PT Kian Eka Cipta can target consumers who are interested in home décor, interior design, and lifestyle. These consumers generally follow the latest trends in home décor and interior design, and are looking for products that can reflect their personal tastes.

4. Behavioral Segmentation

According to data from the Statista report (2024), Consumer behavior in the United States shows an increase in demand for eco-friendly and sustainable furniture made from natural materials. In addition, the growth of internet and smartphone users is changing shopping behavior towards online for furniture and home décor products.

b. Targeting

Targeting is the process of selecting a specific market segment to focus on in a marketing strategy (Andaleeb, 2016). Once market segmentation is done and various potential segments are identified, companies choose one or more segments that best suit the products or services they offer. Based on the segmentation above, PT Kian Eka Cipta can target Google Ads ads as follows:

B2B Market Targeting:

- a. Furniture, construction, interior design, restaurant, hotel, and furniture retail stores.
- b. A company that prioritizes quality, design, and sustainability in furniture and decoration products.

B2C Market Targeting:

- a. Female consumers aged 25-59 years: This group generally has a great interest and influence in furniture and home décor purchasing decisions.
- b. Consumers with higher education/university: This group generally has higher incomes and pays more attention to product quality and design.
- c. Consumers living in New York City, Los Angeles, and Phoenix: These cities have higher levels of income and environmental awareness compared to the national average.

c. Positioning

PT Kian Eka Cipta can position itself as a provider of high-quality furniture and home décor that combines minimalist and functional design with sustainability values, and alluring design. With a focus on quality, design innovation, and sustainability, the company attracts the attention of B2B consumers who want to improve their brand image, as well as B2C consumers who prioritize aesthetics and functionality. By leveraging targeted Google Ads campaigns, the company can strengthen its position in the United States market as a top choice for modern, environmentally conscious consumers.

Keyword Analysis

Choosing the right keywords is the key to a successful Google Ads campaign. The right keywords will reach the right audience and increase the chances of conversion (Klapdor et al., 2014). Keyword analysis involves several important metrics that help in the optimization of ad campaigns. According to SEMrush (2024) here is an explanation of these metrics:

- Keywords:** the words or phrases targeted in an ad campaign.
- Search Volume:** The average number of monthly searches for the analyzed keywords over the last 12 months.
- Keyword Difficulty (%):** Shows how difficult it is for a website to squeak organically in the top 10 of Google for the analyzed keyword. The higher the percentage, the harder it is to achieve high rankings.
- Intent:** The purpose of the search in search engines. Search engine algorithms generate intents to display appropriate results and SERP features.
- CPC (\$):** The average price in dollars that advertisers pay for each user click on an ad triggered by the analyzed keyword.
- Competitive Density:** The level of competition between advertisers bidding on the keywords analyzed in their PPC (Pay per Click) campaigns. Expressed on a scale of 0 to 1.00 with 1.00 being the most difficult to rank
- SERP (Search Engine Results Page) Analysis:** The top 100 results on Google that appear for the analyzed keyword. This information can be used to beat competitors.

To optimize your Google Ads campaigns and reach a wider market, it's worth considering the keyword potential analysis that Google Keyword Planner has provided. This table provides valuable insights into the most relevant and high-potential keywords to support a company's visibility in online search. By utilizing this data effectively, campaigns can be tailored to increase the number of qualified visitors and conversion potential, ensuring optimal and sustainable online advertising investments for PT Kian Eka Cipta. Here's a table of keyword analysis based on web relevance using SEMrush and the Google Keyword Planner tools built into Google Ads:

Table 2 Keyword Potential Analysis Based on Web Relevance of PT Kian Eka Cipta

Google Keyword Planner		SEMrush				
Keywords (According to Web Relevance)	Search Volume	Keyword Difficulty (%)	Intent	CPC (\$)	Competitive Density	SERP analysis
Marble Furniture	480	12	Information & Transactions	1.34	0.99	221 million
Marble Top	1.0K	29	Commercial	1.20	0.99	425 million
House Furniture	1.9K	59	Commercial	1.22	0.99	3.2 M
Furniture Company	1.9K	89	Commercial	1.84	0.99	1.8 M
Indonesian Furniture	390	22	Commercial	0.71	0.99	330 million
Best Quality Furniture	1.6k	45	Commercial	1.50	0.99	762 million

Google Keyword Planner			SEMrush			
Keywords (According to Web Relevance)	Search Volume	Keyword Difficulty (%)	Intent	CPC (\$)	Competitive Density	SERP analysis
Décor Furniture	720	34	Commercial	1.53	0.97	781 million
Home Décor Furniture	1.6k	98	Commercial	1.44	0.95	437 million
Home Furniture Design	260	76	Commercial	1.60	0.97	1.6 M
Market Furniture	320	41	Information	0.63	0.98	1.1 M

Source: Google Keyword Planner (2024) & SEMrush (2024)

Based on the table above, it shows that there are several potential keywords that can be used in PT Kian Eka Cipta's advertising strategy such as Marble Furniture, Marble Top, Indonesian Furniture, and Décor Furniture. These keywords show high potential with good search volume and relatively low difficulty levels. Since the results of the initial analysis showed that only four keywords had high potential in this campaign, the author decided to continue the analysis using SEMrush. This tool will help in evaluating the potential keywords that are relevant to PT Kian Eka Cipta beyond the suggestions provided by Google Keyword Planner. With this approach, it is expected to identify more of the right keywords to effectively reach the target audience, increase brand visibility, and optimize the results of ongoing Google Ads campaigns. Here is a table of SEMrush analysis results to gain more in-depth insights into the potential for keywords that can be optimized:

Table 3 Analysis of PT Kian Eka Cipta Keyword Potential

Keywords	Search Volume	Keyword Difficulty (%)	Intent	CPC (\$)	Competitive Density	SERP analysis
Petrified Wood Furniture	140	0	Commercial	1.03	1.00	1.9 million
Natural Stone	5.4K	41	Commercial	1.41	0.99	1.4 M
Natural Wood Furniture	1.0K	44	Commercial	1.37	0.99	282 million
Naturally Wood Furniture	390	32	Navigation	1.37	0.99	290 million
Naturally Wood Furniture Center	480	23	Navigation	1.63	0.99	129 million
Stone Furniture	480	18	Navigation & Transactions	2.12	0.99	339 million
Petrified Wood Sink	260	0	Transaction	0.45	1.00	713K
Decorative Stone	2.9K	16	Commercial	0.65	1.00	697 million
Stone Decorate	1.6K	12	Commercial	0	0.99	47.7 million
Stones to Decorate	1.6K	26	Commercial	0	1.00	16.2 million
Petrified Wood Table	1.0K	3	Information & Transactions	1.34	1.00	3.2 million

Source: SEMrush (2024)

Based on the data in the table above, there are several keywords with a difficulty level of 41-44%, which are still included in the possible category in Google Ads ads. In addition, keywords that have a competitive density of 1.00 are less suitable if they have a small budget. In this case, it is recommended to focus on keywords with low competitive density. However, if you have a larger budget, you can target keywords with higher competitive

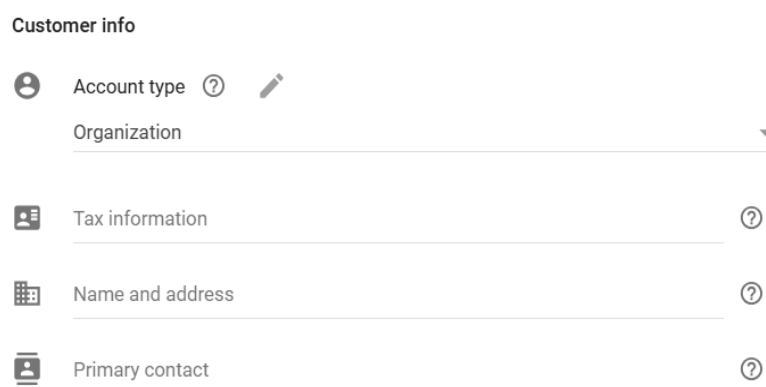
density, with the note that it is necessary to ensure you have high-quality content that can compete with other websites that are already ranking for those keywords. Therefore, the keywords that have the highest potential are Naturally Wood Furniture Center, Stone Furniture, and Stone Decorate. So that the suggestions for the use of keywords for PT Kian Eka Cipta's advertising strategy are Marble Furniture, Marble Top, Indonesian Furniture, Décor Furniture, Naturally Wood Furniture Center, Stone Furniture, and Stone Decorate.

PT Kian Eka Cipta Google Ads Placement Guide

The following is the procedure for placing Google Ads ads based on the latest display (Google Ads, 2024):

a. Create a Google Ads account

Users can start by visiting ads.google.com site and clicking "Get Started". Google will ask to create the first campaign automatically. However, it is recommended to select the "Skip campaign creation" option in order to complete the account setup first before creating a campaign.

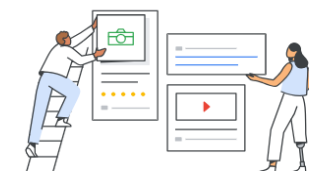


The screenshot shows the 'Customer info' section of the Google Ads account creation process. It includes a dropdown menu for 'Account type' with a help icon, a text field for 'Organization', and three more sections: 'Tax information', 'Name and address', and 'Primary contact', each with a help icon. The form is partially filled out.

Figure 5 Creating a Google Ads account

b. Set up billing setup

Users are required to complete all the necessary information with the correct data so as not to be suspended.



Create your first campaign in a few simple steps

1. Add business information

2. Create your ads

3. Set your budget

Create your first campaign

Not ready to create a campaign? [Skip campaign creation](#)

Figure 6 Billing Completion

c. Ad Creation

At this stage, users can enter business name information (optional), for example the name Kian Eka Cipta. Then, select a site to direct people who click on your ad to <https://kianekacipta.com/> URL.

What is your business name?

Enter your business name (optional)

More and more creative

Where will people be directed after clicking on your ad?

☒ Site

Consider what you are advertising and enter the most relevant URL. This could be a specific page on your site, your homepage, your YouTube channel, or your social media pages.

Enter web page URL (optional)

<https://kianekacipta.com/>

☐ Other

Figure 6 Ad Creation

d. Choose a campaign objective

The campaign objective is chosen to group the types of campaigns that match the marketing objectives. In this advertising strategy, companies can choose the "Create a campaign first without target recommendations" campaign objective in order to be able to select a campaign type first without recommendations based on the company's objectives. This allows the page visit option to appear in the target focus determination section.

Select your destination

Select a goal to tailor your experience to the goals and settings that will work best for your campaign.

Sale Drive sales online, in the app, over the phone, or in store.	Prospects Get more leads and conversions by encouraging customers to take action.	Site traffic Attract the right people to visit your site.	Application promotion Get more installs, engagement, and pre-registrations for your app.
Awareness and consideration Reach a wide audience and build interest in your product or brand.	Local store promotions and visits Encourage visits to local stores, including restaurants and dealerships.	Create campaigns without targeting guides Choose the type of campaign first, without recommendations based on your goals.	

Figure 7 Campaign objectives

e. Select a Campaign Type

Google Ads provides different types of campaigns that can be tailored to your marketing objectives. Based on the results of the previous SWOT analysis, the type of search campaign is considered the most suitable for the company's current conditions to display PT Kian Eka Cipta's business to high-intent customers at the right time on Google Search.

Select campaign type

Search Show your business to high-intent customers at the right time on Google Search.	Max Performance Reach audiences across Google with one campaign. See how it works.	Display Reach customers on 3 million sites and apps with engaging creative.	Shopping Show your products to shoppers as they browse products they want to buy.
Video Reach viewers on YouTube and get conversions.	Demand Booster Drive demand and conversions across YouTube, Discover, and Gmail with image and video ads.		

Figure 8 Campaign Types

Furthermore, the focus of the campaign goal is determined as page visits, so that the audience can visit the company's website page and contact the contacts that have been pinned.

Figure 9 Goal Focus

f. Define the Bidding Focus

The focus of the bidding is chosen according to the business objectives. Bidding is the process of determining the price offered for an ad. Companies can choose conversions as the focus of bidding, which in this case is page visits.

Figure 10 Bidding Focus

g. Campaign Setup

At this stage, the general settings of the campaign are determined, such as the campaign name and network. A memorable name is chosen, and the network is set up to expand the reach of the ad at a lower cost. However, in this case, the company does not need to check the "Include Google Search Partners" and "Include Google Display Network" columns in order to reduce costs with a clear target focus of people searching on Google Search only.

Figure 11 Campaign Setup

h. Specify Location and Language

Figure 12 Location and Language

The location and language of the campaign target are carefully selected. To increase the relevance of your ads, avoid showing your ads to people who are only "interested" in the selected location but aren't there. Based on previous analysis, the company can target the United States, precisely in New York City, Los Angeles, and Phoenix, using the United Kingdom. Based on Google Trends keyword analysis by interest by subregion, campaign targeting can be expanded to Maryland, Florida, Texas, New Jersey, Missouri, District of Columbia, Rhode Island, Delaware, New York, South Carolina, Kansas, Alabama, Georgia, New Mexico, Arizona, Hawaii, Indiana, Ohio, and California (Google Trends, 2024).

i. Define Audience Segments

Figure 13 Audience Segments

Audience segments are selected according to business objectives. This audience segment allows companies to target more specific audiences and improve the effectiveness of advertising. Broad match keywords are disabled because sometimes the ads shown don't match the targeted products. Based on previous STP analysis, campaign targets can be directed to:

B2B segment

- Education : Minimum Bachelor's Degree
- Field of Study : Interior Design, architecture, construction, business management
- Workplace : Furniture, construction, interior design, hospitality, restaurant, and retail industries.
- Interest : High-quality furniture, office furniture, interior design, architecture, and sustainability.

B2C segment

- Education : Minimum Bachelor's degree or higher
- Home Ownership Status : Homeowner

- c. Marital Status :Marryy
- d. Interest : Home décor, interior design, high-quality furniture, luxury lifestyle, sustainability
- j. Setting Keywords**

Figure 14 Assigning Keywords

Google will automatically fetch keywords from previously listed websites, but users can also create new keywords. In this advertising strategy, companies can use previously analyzed keywords, namely Marble Furniture, Marble Top, Indonesian Furniture, Décor Furniture, Naturally Wood Furniture Center, Stone Furniture, and Stone Decorate.

k. Calculate Daily Budget

Daily budgets make it possible to effectively control advertising costs. Users can use the budget option offered by Google or enter a specific budget. For beginners, it is advisable to let Google set the cost that competes with other advertisers. If you set a price that is too small, the ads you place may lose the competition and not appear in search campaigns.

Figure 15 Daily Budget

l. Review Ad Preview

Estimates of what your ads will look like can be viewed through the "Preview" tab. This preview allows users to see how the ad has looked before and ensure that the ad is in line with the business goals.

m. Make a Payment

Payment confirmation is done by completing information such as billing country, time zone, promo code, and customer data. The type and method of payment is selected as desired (manual or automatic). Transactions are completed and the progress of ads is monitored regularly.

Although this study has identified advertising strategies through Google Ads to boost export sales at PT Kian Eka Cipta, several gaps need to be addressed. First, the study is limited to a single company, which means its results may not be fully generalizable to other companies in the same industry. This gap indicates the need for further research that includes a variety of companies with different characteristics in terms of size, products, and marketing strategies to strengthen the validity of the findings.

Second, the study primarily focuses on the use of Google Ads as a digital advertising tool, while many companies also use other platforms such as social media and SEO (Search Engine Optimization) as part of their marketing strategy. Future research should explore the integration of multiple digital marketing channels to provide a more holistic view of effective marketing strategies.

Third, although this study shows the potential for increased sales through optimizing Google Ads, it lacks an in-depth analysis of how external factors, such as international market conditions and competition, affect the effectiveness of these strategies. Future research should consider these external variables to provide a more comprehensive insight into the challenges and opportunities companies face in international marketing.

CONCLUSION

The conclusion of this study aims to answer questions related to the design of advertising strategies through google ads to increase export sales of PT Kian Eka Cipta and how to use google ads to expand the market. It is hoped that the conclusions obtained can help PT Kian Eka Cipta in increasing export sales of furniture, home décor, and handcraft products. Based on the results of the research and analysis that has been carried out, it can be concluded: The potential country to increase PT Kian Eka Cipta's export sales through Google Ads is the United States. The results of the SWOT analysis show that the strength of PT Kian Eka Cipta is quality and varied products as well as the ability to produce according to orders. Meanwhile, the opportunity is a large export market and an increase in demand for natural products. An appropriate strategy is to promote product excellence online through Google Ads ads to attract consumer interest.

The results of the Segmenting, Targeting, and Positioning (STP) analysis show that PT Kian Eka Cipta can increase export sales through an effective advertising strategy using Google Ads by targeting the market in the United States. With geographic segmentation that focuses on major cities such as New York City, Los Angeles, and Phoenix, as well as demographic segmentation that includes B2B companies and B2C consumers with specific characteristics, companies can craft ads that are more relevant and engaging. In addition, by understanding the values, lifestyles, and interests of the psychographic segment as well as consumer behavior that increasingly prioritizes eco-friendly products, PT Kian Eka Cipta can position itself as a provider of sustainable, high-quality furniture and home décor. Potential keywords to use are Marble Furniture, Marble Top, Indonesian Furniture, Décor Furniture, Naturally Wood Furniture Center, Stone Furniture, and Stone Decorate. To get started, let Google automatically set ad bids based on competition with other ads, so that your company's ads appear in search results. After that, observe the performance of the campaign to determine the appropriate budget for the next campaign. Set daily budget limits to control spending and allow your ads to run to their maximum limit before evaluating.

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