The Influence of Google Ads Campaigns and Digital Marketing Content Strategy on Sales Conversion Rates: at PT XXX

Ardaman Syaputra[1], Hariandy Hasbi[2]
[1] Sekolah Tinggi Ilmu Ekonomi STAN IM, Bandung, Indonesia, ardabrc86@gmail.com
[2] Sekolah Tinggi Ilmu Ekonomi STAN IM, Bandung, Indonesia, hariandy.hasbi@stan-im.ac.id

Corresponding Author: ardabrc86@gmail.com

Abstract: Tight business competition requires companies to implement various strategies in order to increase sales conversions. The aim of this research is to evaluate the influence of Google Ads campaigns and digital marketing content strategies on sales conversion rates at PT XXX. This research uses quantitative research methods with a survey approach. Research data was collected from questionnaires. The data analysis technique used in this research is regression testing using the SPSS program. The research results show that there is a positive interactive influence between the Google Ads campaign and digital marketing content strategy on the sales conversion rate at PT XXX with a significance value of $0.00 < 0.05$. Therefore, it is recommended for companies to optimize the interaction between Google Ads campaigns and digital marketing content strategies.

Keywords: Google Ads Campaigns, Digital Marketing Content Strategy, Sales Conversion.

INTRODUCTION

At this time, technological developments are destroying conventional strategies, making companies try to quickly adapt artificial intelligence technology to accelerate more advanced and modern corporate strategies (Charles, 2023). This technological adaptation will be a step forward for companies in business competition and is expected to increase their market share compared to their competitors. Increasing competition, rapid technological change, and complex market dynamics require companies to continue to adapt and innovate to remain relevant and competitive (Solehudin et al., 2023). Therefore, one of the strategies used by companies today is intensive marketing. Marketing is no longer just about creating and selling products or services, but also about building relationships with customers, understanding customer needs and providing sustainable added value (Andirwan et al., 2023).

The marketing carried out by the company aims to achieve sales conversions. Sales conversion occurs when communication interactions with potential customers successfully encourage them to purchase the product or service offered (Sari et al., 2023). This is the main goal of every business in telemarketing, because it is the final result expected from the interactions and marketing efforts carried out. The sales conversion rate reflects the

effectiveness of the telemarketing campaign as well as the telemarketing agent's ability to convince potential customers to make a purchase. The higher the sales conversion rate, the more successful the telemarketing campaign is in achieving business goals and increasing company revenue (Ivosights, 2023).

Efforts to increase sales conversions can be done in various ways, including Google Ads campaigns. According to (Setiawan et al., 2023) a Google Ads campaign is a digital marketing strategy that uses the Google Ads online advertising platform to display advertisements to potential internet users. Google Ads, previously known as Google AdWords, allows companies or marketers to create and customize advertisements that are relevant to specific keywords searched by users on the Google search engine or displayed on various Google partner websites (Erislan, 2024).

Another form of marketing is digital marketing content. Digital marketing content refers to material or information created and distributed online with the aim of promoting a company's products, services or brands (Rumondang et al., 2020). Digital marketing content includes various formats, such as blog posts, articles, videos, infographics, podcasts, images and other visual content (Pranatasari et al., 2022). The goal of digital marketing content is to attract the attention of the target audience, build brand awareness, and influence consumer behavior. Digital marketing content is also intended to provide added value to the audience, either in the form of education, entertainment, or solutions to the problems they face (Sari et al., 2023).

Previous research by (Sidik & Kanda, 2024) shows that there is significance between digital marketing and the level of sales of objects in Cicalengka District. Apart from that, the effectiveness of digital marketing can also be seen in increasing brand awareness and creating consumer involvement which can influence purchasing decisions. This shows that digital marketing is an effective tool for increasing sales.

Other research by (Syahansyah & Rini, 2024) shows that marketing tools using MetaAds, it turns out that B21 Digital Printing is able to increase better customer acquisition. This consistency results in expanding consumer reach through the use of clear video content so that it can persuade consumers to buy the product. Utilizing MetaAds as a digital platform for advertising that provides high quality results, then the effectiveness of the advertising strategy via video used by B21 Digital Printing will be validated to facilitate the process of obtaining a portfolio of business opportunities.

The novelty of this research comes from the research object, namely Google Ads, which has never been studied before regarding sales conversion at PT XXX. This researchcan help PT XXX to understand the factors that influence the effectiveness of Google Ads campaigns, so that the company can optimize aspects such as audience targeting, keywords and ad placement to increase sales conversion rates. This research aims to determine the effect of Google Ads campaigns and digital marketing content strategies on sales conversion rates at PT XXX.

METHOD

This research uses quantitative research methods with a survey approach. Quantitative research methods are scientific approaches used to collect, analyze and interpret data in the form of numbers or statistics. This approach aims to measure variables that can be observed and measured objectively, as well as to identify causal relationships between these variables (Unaradjan, 2019). Research data was collected from questionnaires distributed to PT XYZ employees involved in implementing Google Ads campaigns and digital marketing content strategies. The population of this research is PT XYZ employees who are involved in implementing Google Ads campaigns and digital marketing content strategies. The sampling technique in this research is simple random sampling technique. The simple random sampling technique is one of the simplest and most commonly used random sampling methods in

quantitative research (Renggo & Kom, 2022). Based on the sample selection technique, 50 samples were obtained from respondents. This research uses regression as a data analysis technique, and the research framework is based on the description above as follows:
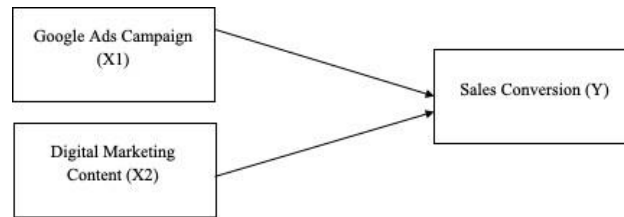
Source: Researcher data processed
Figure 1. Research Framework

Hypothesis:

H1: The Effect of Google Ads Campaigns on Sales Conversion Rates at PT XXX
H2: The Influence of Digital Marketing Content Strategy on Sales Conversion Rates at PT XXX

RESULTS AND DISCUSSION
Result
Validity test

This research carried out a validity test whose aim was to calculate the extent to which a measurement tool was used in accordance with predetermined standards.

Table 1. Validity Test

		Google Ads	Content Marketing	Sales Conversion	Total
Google Ads	Pearson Correlation	1	.661**	.522**	.839**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	50	50	50	50
Content Marketing	Pearson Correlation	.661**	1	.569**	.903**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	50	50	50	50
Sales Conversion	Pearson Correlation	.522**	.569**	1	.803**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	50	50	50	50
Total	Pearson Correlation	.839**	.903**	.803**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	50	50	50	50

Source: Researcher data processed

Based on table 1, shows that each instrument in a Pearson correlation value that is higher than r table = 0.230 (N=50), and all significant values (2-tailed) correlations for all items are .000, which is smaller than significant limit value 0.05. it means that all statements in the question items have strong validity, so that the entire questionnaire is considered valid for use in research.

Reliability Test

Reliability tests are used to assess how consistently a measurement instrument or test produces similar results when repeated several times on the same sample.

Table 2. Reliability Test

Cronbach's Alpha	N of Items
.797	3

Source: Researcher data processed

Based on table 2, the reliability test results show that the Cronbach Alpha value is 0.797, which is greater than 0.600, so the questionnaire is declared to have a good level of consistency and is reliable for use in further research.

Regression Test

Regression tests are used to evaluate the relationship between one or more independent variables (predictor variables) and one dependent variable (the variable you want to predict).

Table 3. H1 Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.304	3.612		.361	.720
	Google Ads	.548	.129	.522	4.240	.000

Source: Researcher data processed

Based on the three tables above, the results of the regression test show that the significance value for the Google Ads campaign variable is 0.000 < 0.05, which means that the Google Ads campaign has a positive effect on the sales conversion rate.

Table 4. H2 Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.947	2.230		2.666	.010
	Content Marketing	.421	.088	.569	4.798	.000

Source: Researcher data processed

Based on the three tables above, the results of the regression test show that the significance value for the digital marketing content strategy variable is 0.000 < 0.05, which means that the Google Ads campaign has a positive effect on digital marketing content strategy.

Coefficient of Determination Test

The coefficient of determination test is used to evaluate how well the linear regression model fits the observed data.

Table 5. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602a	.362	.335	1.75238

Source: Researcher data processed

The results of the coefficient of determination test showed that R Square (R^2) was 0.362, meaning that 36.2% of the Google Ads campaign variables and digital marketing content strategy had an effect on sales conversions, and the remaining 63.8% was explained by other causes outside the model.

Discussion

The Influence of Google Ads Campaigns on Sales Conversion Rates at PT XXX

The research results show that the Google Ads campaign has a positive and significant effect on the sales conversion rate at PT XXX. These findings indicate that the investment made by PT XXX in the Google Ads Campaign provided profitable results in the form of increased sales conversion rates. Therefore, marketing strategies via the Google Ads platform can be considered an important component in a company's efforts to improve sales performance and achieve its business goals. So by understanding and optimizing the benefits

of the Google Ads Campaign, PT XXX can continue to improve the effectiveness of their digital marketing and strengthen their position in the market.

The results of this research are in line with (Mellinia & Hati, 2022) showing that from the Google Ads campaign, e-commerce sites received an increase in visits to the website, an increase in the number of new customers, an increase in sales, and even business expansion. Other research by (Charles, 2023) shows that generation Y tends to choose Google ads and factors such as brand awareness, trust, and perceived value have a positive impact on purchase intentions through Google ads. Similar research by (Arifin et al., 2022) shows that the independent variables Google AdWords advertising and website quality influence the dependent variable, namely the decision to use online delivery services in the company. Research (Indriani, 2022) also shows that indirect sales promotion via Google Ads has been proven to have a significant effect on sales volume. Other research by (Wenning, 2021) shows that the use of Google Ads has a significant influence on the marketing success of a company. There are four main success factors in using Google Ads, website presentation and content, appropriate keyword marketing, and advertising expansion.

The Influence of Digital Marketing Content Strategy on Sales Conversion Rates at PT XXX

The research results show that Digital Marketing Content Strategy has a positive and significant effect on the sales conversion rate at PT XXX. This shows that the company's efforts in creating and disseminating relevant, interesting and target market-oriented content through various digital channels have had a real impact in increasing sales. Digital Marketing Content Strategies such as creating blog content, infographics, videos, or social media campaigns have proven effective in capturing the attention of potential consumers, increasingbrand awareness, and moving prospects towards the purchase stage. Thus, this conclusion provides validation of the importance of investment in developing and implementing high quality digital marketing content strategies for PT XXX. Companies can continue to strengthen and refine these strategies to maximize their impact on sales conversion rates and achieve set marketing and business goals.

This research is in line with (Reken et al., 2020) that (1) digital marketing through websites has an insignificant and positive impact on increasing sales at Ciputra Tallasa JO Makassar. (2) digital marketing through social media has an insignificant and positive impact on increasing sales at Ciputra Tallasa JO Makassar. (3) digital marketing via email marketing has a positive although insignificant effect on increasing sales. Other research by (Mellinia & Hati, 2022) shows that sharing content influences sales volume, customer relationships influence sales volume and customer feedback, communication, content sharing and customer relationships simultaneously influence sales volume. Other research by (Lestari et al., 2023) shows that the implementation of digital marketing strategies with a focus on digital content contributes positively to increasing sales of local products.

CONCLUSION

The research results show that there is a significant positive interactive influencebetween the Google Ads campaign and digital marketing content strategy on the sales conversion rate at PT XXX, with a significance value of 0.00 which is much smaller than the significance level that has been set at 0.05. This indicates that these two factors have a simultaneous impact in increasing the company's sales conversion rate. Therefore, it is recommended for companies to strengthen the interaction between Google Ads campaigns and digital marketing content strategies. Steps that can be taken include improving coordination between the marketing teams responsible for these two strategies, improving keyword targeting and optimization in Google Ads campaigns, and creating more relevant

and interesting content in digital marketing content strategies. So, in this way, companies can maximize the potential of these two strategies to increase their sales conversions.

REFERENCE

Andirwan, A., Asmilita, V., Zhafran, M., Syaiful, A., & Beddu, M. (2023). Strategi Pemasaran Digital: Inovasi untuk Maksimalkan Penjualan Produk Konsumen di Era Digital. *Jurnal Ilmiah Multidisiplin Amsir*, *2*(1), 155-166.

Arifin, T. I., Pratiwi, N. M. I., & Mulyati, A. (2022, August). Pengaruh Iklan GoogleAdwords Dan Kualitas Website Terhadap Keputusan Menggunakan Ekspedisi Line 7 Express. In *Seminar Nasional Hasil Skripsi* (Vol. 1, No. 01, pp. 86-90).

Charles, J. R. (2023). *Influence of google shopping ads on intention to purchase among generation y in Cape Town* (Doctoral dissertation, Cape Peninsula University of Technology).

Delicia, C., & Paramita, S. (2022). Konten tiktok untuk meningkatkan umkm di masa pandemi covid-19 (studi kasus rude basic dan agate deluxe). *Koneksi*, *6*(1), 218-225.

Erislan, E. (2024). Pelatihan Dan Penyuluhan Optimalisasi Pemasaran Produk Umkm Menggunakan Google Ads: Training and Counseling on Marketing Optimization of MSME Products Using Google ADS. *JAMAS: Jurnal Abdi Masyarakat*, *2*(1), 413- 417.

Indriani, W. O. N. (2022). Pengaruh Advertising & Sales Promotion Melalui Facebook Ads Terhadap Volume Penjualan. *COMSERVA: Jurnal Penelitian dan Pengabdian Masyarakat*, *2*(4), 975-987.

Ivosights. (2023). Alasan Telemarketing Perlu Meningkatkan Konversi Penjualan. https://ivosights.com/read/artikel/telemarketing-alasan-perlu-meningkatkan-konversi-penjualan#:~:text=Apa%20yang%20Dimaksud%20dengan%20Konversi,berubah%20menjadi%20pelanggan%20yang%20sebenarnya. Diakses pada 12 Maret 2024.

Lestari, D. S. B. R., & Alhabshy, M. A. (2023). Pengaruh Content Digital Terhadap Peningkatan Angka Penjualan Pengusaha Lokal. *neomarketing*, *1*(1).

Mellinia, R. A., & Hati, S. W. (2022). Analisis Penggunaan Digital Marketing Pada Media Sosial Terhadap Volume Penjualan Umkm Fashion Di Kota Batam. *Journal of Applied Business Administration*, *6*(2), 132-141.

Pranatasari, F. D., Kristia, K., Purnamaningwulan, R. A., & Mukti, T. W. P. (2022). Pendampingan Formulasi Konten Pemasaran Digital Berbahasa Inggris Pada Melcosh Café & GlamCamp. *Madaniya*, *3*(2), 254-264.

Reken, F., Modding, B., & Dewi, R. (2020). Pengaruh Pemasaran Digital Terhadap Peningkatan Volume Penjualan Pada Ciputra Tallasa Jo Makassar. *Tata Kelola*, *7*(2), 142-153.

Renggo, Y. R., & Kom, S. (2022). Populasi Dan Sampel Kuantitatif. *Metodologi Penelitian Kuantitatif, Kualitatif Dan Kombinasi*, *43*.

Rumondang, A., Sudirman, A., & Sitorus, S. (2020). Pemasaran Digital dan Perilaku Konsumen.

Sari, O. H., Rukmana, A. Y., Munizu, M., Novel, N. J. A., Salam, M. F., Hakim, R. M. A., ... & Purbasari, R. (2023). *DIGITAL MARKETING: Optimalisasi Strategi Pemasaran Digital*. PT. Sonpedia Publishing Indonesia.

Setiawan, Z., Jauhar, N., Putera, D. A., Santosa, A. D., Fenanlampir, K., Sembel, H. F., ... & Rukmana, A. Y. (2023). Kewirausahaan Digital. *Global Eksekutif Teknologi*.

Setyawan, D. W., Himmah, T. S. F., Kholifah, L., Wijaya, S. M., & Fadhilah, M. (2023). Optimasi Digital Marketing: Tinjauan Kritis Atas Strategi Penjualan PompaAir. *Jurnal Teknologi Dan Manajemen Industri Terapan*, *2*(4), 293-300.

Sidik, M. R., & Kanda, A. S. (2024). Analisis Pengaruh Pemasaran Digital Melalui Media Sosial Terhadap Tingkat Penjualan: Penelitian di wilayah Kecamatan Cicalengka. *Wawasan: Jurnal Ilmu Manajemen, Ekonomi dan Kewirausahaan*, *2*(1), 328-342.

Solehudin, M. M., Marjuki, M. P., Destina Paningrum, S. E., Aripin, H. Z., Eka Indriyani, M. S., SE, M., ... & S ST, M. M. (2023). *PEngelolaan Manajemen Bisnis 5.0*. Cendikia Mulia Mandiri.

Syahansyah, D. Z., & Rini, H. P. (2024). Pengaruh Pembuatan Konten Video Terhadap Penjualan Di B21 Digital Printing. *MESTAKA: Jurnal Pengabdian Kepada Masyarakat*, *3*(1), 71-75.

Unaradjan, D. D. (2019). *Metode penelitian kuantitatif*. Penerbit Unika Atma Jaya Jakarta.

Wenning, S. (2021). Use and Effect of Google Ads Effect of Google Ads for Marketing Success. *Int. J. Manag. Humanit*, *913*, 23-26.