

# Instagram digital marketing strategy @lajolie.aesthetic to increase sales in 2024

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## Abstract

The development of social media has transformed the way businesses interact with consumers, particularly through Instagram, which holds significant potential for building brand image and increasing sales. This study aims to analyze the digital marketing strategies implemented by the Instagram account @lajolie.aesthetic in an effort to increase sales throughout 2024. The research method used is a descriptive qualitative approach, with data collected through observation of the Instagram account, interviews with the marketing team, and digital content analysis. The findings indicate that strategies such as influencer marketing, content marketing, and Instagram Ads contribute significantly to increased engagement and product sales. Additionally, consistency in visual aesthetics, interaction with followers, and the use of Instagram features such as Reels and Stories further strengthen consumer trust in the brand. In conclusion, well-planned and measurable digital marketing strategies on Instagram are capable of increasing brand visibility and encouraging consumer purchasing decisions for La Jolie Aesthetic's beauty services. The implementation of these strategies has successfully enhanced brand visibility, audience engagement, and ultimately made a significant contribution to sales growth in 2024. This study provides a comprehensive overview of effective digital marketing strategies for businesses in the beauty sector, particularly those utilizing Instagram as their primary social media platform.

## Keywords

Digital marketing, Sales improvement, Instagram marketing

## Introduction

In today's fast-paced digital era, digital marketing has become an essential component of business strategy. Technological advancements particularly in social media have transformed the ways companies interact with customers and promote their products. The highly competitive e-commerce sector leverages a wide range of digital strategies to capture consumer attention and boost sales. However, as more companies adopt digital marketing, new challenges arise, including how to manage intense competition, utilize data effectively, and adapt to constantly changing platform algorithms. This study aims to analyze the effectiveness of various digital marketing strategies employed

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by e-commerce companies in Indonesia, with a focus on how these strategies influence performance and customer satisfaction [1].

With the rise of social media, companies are leveraging these platforms to reach a wider audience in a more targeted and interactive way. Social media enables businesses to build more personal relationships with customers, gather direct feedback, and manage brand reputation in real time. Creative, data-driven marketing campaigns can enhance brand visibility, influence purchasing decisions, and foster customer loyalty [1].

Customer loyalty is one of the key factors in a company's long-term success. Social media plays an important role in shaping and maintaining loyalty through consistent interactions and positive experiences. Brands that actively engage with customers and provide relevant, valuable content are more likely to build stronger and deeper relationships with their audiences [2].

This research is highly relevant within the context of Indonesia's rapidly growing e-commerce sector, driven by the increasing use of social media. Understanding how social media influences customer engagement and brand loyalty will provide valuable insights for companies in developing more effective marketing strategies. This study will also help identify the key factors that drive customer engagement and loyalty on social media platforms [3].

Based on the data obtained from each brand's Instagram account, it is evident that the Instagram account @lajolie.aesthetic has the fewest followers compared to its competitors, despite having similar types of content show in Table 1. For example, the Instagram account @beautyluxskincare\_hc is characterized by its use of influencers in its video content. Meanwhile, the Instagram account @superglow.space features visual content that consistently presents information in the form of videos or illustrated images on their Instagram feed. Beauty Lux Skincare was established on December 10, 2021, Superglow in December 2021, and Lajolie Aesthetic has been around since October 30, 2022, making it the oldest among the three businesses.

Table 1. Comparison of number of followers

Account Name	Followers
Lajolie Aesthetic	3,708
Beauty Lux Skincare	16,7rb
Superglow	77,4rb

(Source: researcher's documentation from Instagram social media)

Accessed on May 16, 2025

With the wide variety of skincare products available on Instagram, consumers often face challenges in choosing products that suit their needs. Factors such as active ingredients, product claims, price, and recommendations from influencers or friends can influence purchasing decisions. Understanding consumer perceptions of skincare brands can provide important insights into the factors that shape their choices. The concept offered by the owner of @lajolie.aesthetic emphasizes highly colourful and appealing content, as well as product quality that is safe for consumers.

## Method

The type of research used in this study is qualitative. Qualitative research is descriptive and analytical in nature. In this context, descriptive refers to the process of portraying and explaining events, phenomena, or social situations being studied. Analysis involves interpreting, giving meaning to, and comparing research data. According to Bogdan and Taylor as cited in Basrowi & Suwandi... (2008: 2), qualitative research is defined as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior [3].

In this study, data were collected using interview techniques. According to Esterberg as cited in Sugiyono, an interview is an interaction between two people to exchange information and ideas through a question-and-answer process, allowing for the development of an understanding of a particular topic [4].

Documentation study is a data collection technique used to obtain information from various documents related to the digital marketing strategies of the Instagram account @lajolie.aesthetic. defines document analysis as a systematic procedure for reviewing or evaluating printed and electronic documents that can provide context, historical understanding, and insights into the phenomenon being studied. The analysis process begins with thoroughly reading the documents, followed by data coding, identifying key themes, and developing an analytical narrative. This approach allows researchers to identify patterns within the documentary data and develop a comprehensive understanding.

In addition, documentary data were collected from various sources related to the focus of the research, including screenshots of activities on the Instagram account @lajolie.aesthetic, which were used as visual analysis material. Based on the background and research questions that have been formulated, this study aims to examine in depth the digital marketing strategies implemented by @lajolie.aesthetic to increase sales in 2024.

## Result and discussion

This study describes the digital marketing strategies of @lajolie.aesthetic through the Instagram social media platform in developing its digital marketing efforts. The research process was carried out through direct interviews with the owner, as well as the collection of documentary data obtained from activities on the Instagram account @lajolie.aesthetic.

### Results

@lajolie.aesthetic implements digital marketing strategies in which the marketing efforts carried out throughout 2024 are focused on optimizing Instagram as the primary platform for attracting new customers, increasing engagement, and driving sales of treatment services. The strategies implemented are aimed at building brand awareness,

strengthening potential customers' trust, and creating long-term relationships through effective communication.

Based on the findings of the research conducted on the Instagram account @lajolie.aesthetic, it was identified that the digital marketing strategies applied throughout 2024 are divided into five main strategies that support one another in increasing sales. The five stages of the strategy are as follows:

1. Content marketing strategy

This finding aligns with the Content Marketing theory proposed by Kotler & Keller (2020), which states that relevant and valuable content can increase consumer interest and trust. Instagram insight data shows that *before–after* content and Reels have the highest engagement, thus empirically supporting the theory that visual content plays an important role in attracting audiences [5].

2. Utilization of Instagram features

This strategy is consistent with the theory of Social Media Marketing, which suggests that the optimal use of platform features can enhance interaction, information reach, and purchase conversion. The research findings indicate that increases in profile visits, link-in-bio clicks, and the number of direct messages (DMs) are directly related to the intensity of using these features.

3. Strategi Influencer / Micro-KOL marketing

The study found that @lajolie.aesthetic collaborates with several local beauty influencers whose target audiences align with the brand. These influencers promote the treatments through posts and Instagram Stories on their accounts, which subsequently increase the exposure of the @lajolie.aesthetic profile.

4. Customer relationship management (CRM) strategy

The CRM strategy is implemented through quick DM responses, free consultations, treatment reminders, and maintaining friendly communication with customers.

The success of these stages can be observed through the increase in followers, sales, and the growing number of visitors coming from Instagram. With informative and engaging content related to skincare products, @lajolie.aesthetic has successfully attracted customers not only from Yogyakarta but also from tourists, who deliberately visit to achieve glowing skin and experience the quality of the skincare products offered.

## Discussion

The content displayed on the Instagram account @lajolie.aesthetic consists of informative posts presented in an engaging and casual manner show in [Figure 1](#). Through these uploads, @lajolie.aesthetic provides various information ranging from skincare discounts to facial treatment demonstrations. In addition, this informative content is also used to showcase glowing skin results to customers, emphasizing that the uniqueness of Lajolie Clinic comes from the use of high-quality ingredients.

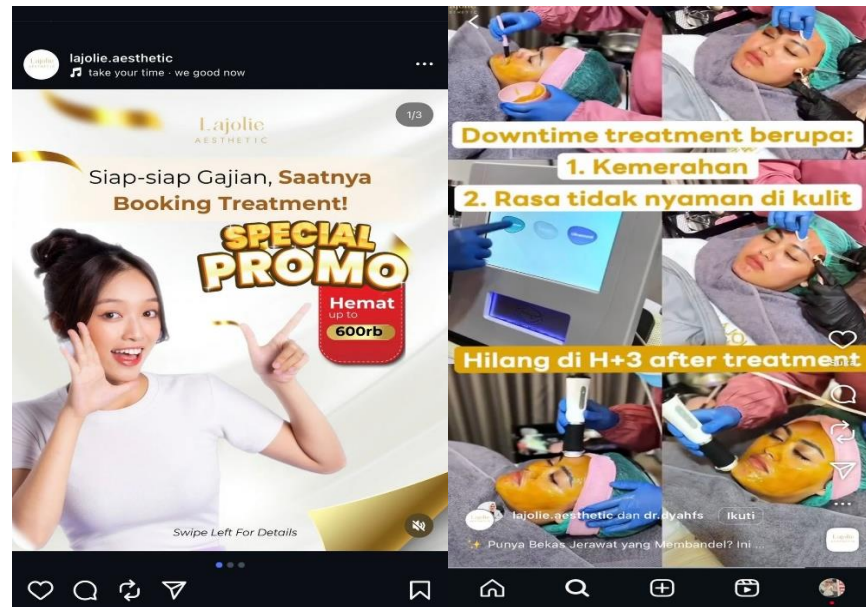


Figure 1. Discount on facial services and the procedure of administering facial treatment to customers.

On the other hand, customer testimonial content related to product quality and service is also consistently uploaded by @lajolie.aesthetic. This effort is part of the digital marketing strategy to strengthen customer trust and loyalty. Through these testimonial posts, @lajolie.aesthetic highlights customer satisfaction with its skincare products as well as its friendly and interactive service, which remains a top priority in ensuring high-quality customer care.

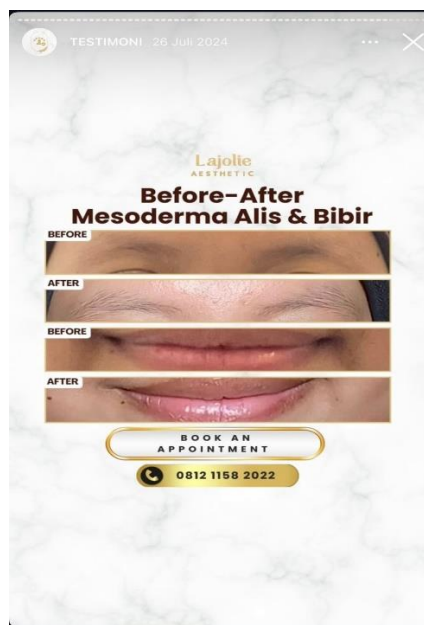


Figure 2. Direct testimony from the owner to the customers.

Thus, these content at Figure 2 presentation strategies play an important role in driving sales growth for @lajolie.aesthetic as a skincare and treatment business that not only focuses on product quality but also prioritizes high-quality customer service.

## Conclusion

This study shows that based on the digital marketing strategies implemented through the Instagram account @lajolie.aesthetic, it can be concluded that the digital marketing efforts carried out throughout 2024 consist of five main components: content marketing, utilization of Instagram features, digital promotion, influencer marketing, and Customer Relationship Management (CRM). These five strategies have proven effective in increasing engagement, attracting new customers, and encouraging repeat orders. The findings also indicate that these strategies align with the digital marketing theories that form the foundation of this research, leading to the conclusion that the consistent implementation of Instagram-based digital marketing strategies contributes significantly to the increase in aesthetic service sales at @lajolie.aesthetic.

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