

CHAPTER V

CONCLUSIONS & RECOMMENDATION

5.1 Conclusions

The comprehensive analysis of HiPajak's marketing strategies and financial statements, coupled with the STDP (Segmentation, Targeting, Differentiation, and Positioning) analysis and evaluation of the marketing mix, has led to several key strategic recommendations to optimize the company's marketing efforts and enhance sales and revenue with the following strategy:

1. **Expand Market Focus on the B2B Segment:** Prioritizing the B2B segment, particularly companies like PT and CV, is essential due to their complex tax needs. By offering specialized tax consultancy services, HiPajak can establish itself as a crucial business partner, driving significant revenue growth through targeted corporate clients and customized solutions.
2. **Expand Partnerships:** Building on the success of existing partnerships, HiPajak should extend its alliances beyond the banking sector into complementary industries such as financial advisory, legal services, and large corporations. This strategy will open new growth avenues, leveraging partners' established trust and credibility to enhance HiPajak's market reach and brand reputation.
3. **Build Trust and Improve Visibility:** Addressing public perception challenges is critical for improving customer acquisition and retention. HiPajak should focus on actively engaging with customer feedback,

4. enhancing content showcasing its services' security and reliability, and strengthening customer support. Public relations initiatives and industry participation will further boost visibility and trust.
5. **Optimize Digital Marketing Strategies:** Digital marketing remains a crucial channel despite past challenges. To enhance its online presence, HiPajak should refine its SEO strategy, utilize advanced analytics, and create engaging personalized content. Leveraging paid advertising and remarketing campaigns will help reach a more relevant audience and improve conversion rates.
6. **Implement a Comprehensive In-App Notification System:** To address challenges in the B2C segment, HiPajak should develop an in-app notification system that guides users through the tax management process. This system will provide personalized, timely notifications, improve user experience, increase app usage, and drive higher retention rates and revenue from the B2C market.

5.2 Recommendation

To maintain its competitive edge and ensure sustained relevance in the dynamic tax services sector, HiPajak must adopt a strategic approach that prioritizes comprehensive market analysis and the expansion of its service offerings. A deep understanding of market trends, consumer behaviour, and various tax services, including property tax (PBB), vehicle tax, etc. HiPajak needs to address evolving client-effective needs and preferences. By broadening its range of tax-related

services, HiPajak can better cater to diverse tax management requirements, thus enhancing its appeal and value proposition in the marketplace.

In addition to expanding its service portfolio, HiPajak must stay attuned to current market trends and technological advancements. This involves continuously monitoring changes in tax legislation, leveraging emerging technologies such as artificial intelligence, and adapting to shifts in consumer expectations. By integrating these advancements into its platform, HiPajak can streamline tax processes, improve user experience, and position itself as an innovative leader within the industry. Furthermore, aligning marketing strategies with contemporary trends such as search engine optimization (SEO), content marketing, and social media engagement will enable HiPajak to enhance its visibility and effectively reach its target audience.

Understanding and responding to consumers' evolving needs is crucial for HiPajak's long-term success. Implementing feedback mechanisms to gather user insights can facilitate continuous service improvement and refinement. Additionally, adopting personalized marketing practices and targeted advertising will help HiPajak connect more effectively with potential clients and distinguish itself from competitors. By focusing on these strategic areas, HiPajak can strengthen its competitive position, better meet client demands, and ensure its continued growth and relevance in the tax services industry.

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