

OPTIMIZING EVENT MARKETING EFFECTIVENESS : A COMPARATIVE COMPETITOR ANALYSIS USING THE MARKETING MIX 7PS

(CASE STUDY : PT. MITRA GENERASI DIGITAL)

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ABSTRACT

Event marketing has become an important way to get the right people to your business and improve your brand's position in the fast-changing digital economy and business-to-business (B2B) markets. The Marketing Mix 7Ps framework, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence, is used in this study to look at the event marketing strategies of PT. Mitra Generasi Digital (MGDverse). After that, the strategies are compared to those of competitors referred to as Company A and Company B in this study. Note: The names of competitors used in this research are pseudonyms and do not represent the actual names of the companies involved. The study looks at the pros and cons of MGDverse's strategy using both qualitative data from internal documents and interviews, as well as secondary data from competitor websites and industry reports. The results show that MGDverse is very professional in terms of operations and has a wide variety of events, but its registration and promotion efforts are not as effective as its competitors', which makes it harder for people to find and attend events. The study also explores how to use platform-specific outreach and personalized messaging to get the most leads for the least amount of money (CPL), improve lead quality, and make campaigns more effective. The main suggestions are to improve digital registration integration, increase targeted promotions, tailor content for specific audiences, and strengthen one-on-one communication. These improvements could give MGDverse an even bigger edge over its competitors and help the digital marketing events market in Indonesia grow over time.

Keywords : Event Marketing; Marketing Mix 7Ps; Cost Per Lead; Audience Segmentation

ABSTRAK

Studi ini menggunakan kerangka kerja Marketing Mix 7Ps untuk menganalisis teknik pemasaran acara PT. Mitra Generasi Digital (MGDverse) dan membandingkannya dengan pesaing yang dalam studi ini disebut sebagai Perusahaan A dan Perusahaan B. Catatan: Nama pesaing yang digunakan dalam penelitian ini adalah pseudonim dan tidak mewakili nama asli perusahaan yang terlibat. Hasil penelitian menunjukkan bahwa MGDverse mengorganisir berbagai acara dengan efektif, yang membantu mereka mencapai audiens yang tepat dan menghasilkan prospek berkualitas. Namun, upaya pendaftaran dan promosi mereka masih tertinggal dibandingkan pesaingnya, yang membuat lebih sulit bagi peserta potensial untuk menemukan dan menghadiri acara. Studi ini juga membahas bagaimana penjangkauan platform yang dipersonalisasi dan pesan yang tepat dapat dimanfaatkan untuk

memperoleh prospek terbanyak dengan biaya terendah (CPL), meningkatkan kualitas prospek, dan membuat kampanye lebih efektif. Saran utama adalah untuk meningkatkan integrasi pendaftaran digital, meningkatkan promosi yang ditargetkan, menyesuaikan konten untuk audiens tertentu, dan memperkuat komunikasi satu lawan satu. Peningkatan ini dapat memberi MGDverse keunggulan kompetitif yang lebih besar dan membantu pasar pemasaran acara digital di Indonesia tumbuh seiring waktu.

Kata Kunci: Pemasaran Acara; Marketing Mix 7Ps; Cost Per Lead; Segmentasi Audiens

INTRODUCTION

Event marketing is now an important way for businesses to reach their target audiences, get qualified leads, and improve their brand's position in the fast-changing digital economy of today. This is especially true in business-to-business (B2B) settings, where making decisions requires tailored, value-driven communication strategies and involves a number of people (Akel, 2021). PT. Mitra Generasi Digital (MGDverse) is one of the best companies in Indonesia's digital marketing market. They use a variety of event formats to meet the needs of MSMEs in different industries. To stay ahead of the competition as it heats up and more digital platforms become available, businesses need to understand and make the most of these events (Sarlis et al., 2019).

Some of the things that affect how well event marketing works are the content's relevance, pricing strategies, accessibility, promotional tactics, operational excellence, and physical brand elements. The Marketing Mix 7Ps framework, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence, gives organizations a detailed look at these parts so they can analyze and improve them (Kadek Wirantari et al., 2022). This framework makes it possible to fully understand how each part affects audience engagement, lead generation, and return on investment as a whole.

The main goal of this study is to use the Marketing Mix 7Ps framework to compare MGDverse's event marketing strategies to those of its main competitors, referred to as Company A and Company B in this study. Note: The names of competitors used in this research are pseudonyms and do not represent the actual names of the companies involved. Company A and Company B employ different approaches: Company A uses strategic platform partnerships, especially with TikTok, to offer fully subsidized educational programs, while Company B focuses on community-based, tiered events for MSMEs. This study compares these strategies to identify the best

practices and any gaps in MGDverse's marketing mix in order to improve the quality of leads, lower the cost per lead (CPL), and make event campaigns more effective overall (Cinar, 2021)

As digital transformation changes how people act and how businesses market themselves, it is crucial to combine platform-specific outreach with personalized communication. By using segmented marketing and personalized messaging, companies like MGDverse can create meaningful, relevant experiences that boost engagement and conversion rates (Ovodenko et al., 2020). This study looks at how these strategies can help MGDverse's competitive position and long-term growth in Indonesia's fast-changing digital marketing environment when added to the Marketing Mix framework. This thesis aims to add to what we know about successful event marketing strategies in developing markets, where digital adoption and changing customer expectations create both opportunities and challenges. It also aims to provide useful information for MGDverse.

LITERATURE REVIEW

The Marketing Mix 7Ps Product, Price, Place, Promotion, People, Process, and Physical Evidence are a set of basic ideas that help companies plan and run events that get the most people involved and make the most money (Ihnatenko, 2022). Tailored event formats, appropriate pricing, and consistent promotional messaging enhance participant experience and lead quality.

• Product

The event itself serves as the product in event marketing. This covers the experience that attendees have as well as the format and content. By providing various activities, like conferences, seminars, or networking sessions, for a variety of groups, a well-planned event satisfies the needs and desires of its target audience. High-quality and pertinent events increase participant satisfaction, engagement, and lead conversion rates. (Hulubei (Georgescu) & Avasilcai, 2020)

• Price

Pricing strategies in event marketing affect how easy it is to get to and how valuable people think it is. Tiered pricing, which may include free entry for smaller events and paid tickets for premium ones, strikes a balance between broad reach and exclusivity. Value-based pricing makes sure that costs match the benefits offered, which

encourages serious participation and maximizes return on investment (Abidin et al., 2023).

- **Place**

Place is the location of the event or delivery platform, as well as the ways people can sign up and take part. Virtual and hybrid events have become more popular, which has made it easier for more people to attend because they don't have to travel as far or pay as much. However, success depends on choosing the right venue or platform for the attendees' preferences and level of technology readiness (Kęprowska, 2022) . Accessibility and convenience are key to maximizing attendance.

- **Promotion**

Promotion includes everything that is done to get people to come to an event and show them how important it is. Integrated Marketing Communication (IMC) stresses that messages should be the same across all channels, such as social media, email, and partnerships. This builds trust and awareness. Targeted, frequent, and interactive advertising campaigns keep people interested and lower the number of people who stop using the service. (Alexandrescu & Milandru, 2018).

- **People**

People involved in event delivery organizers, staff, speakers significantly affect the quality of attendee experience. Professional, knowledgeable staff make sure everything goes smoothly, and credible speakers make the event more authoritative and engaging. This is especially important in B2B settings where building relationships and showing expertise are important (Giudici & Filimonau, 2019).

- **Process**

The process includes everything that happens from planning an event and signing up for it to carrying it out and following up. Clear and efficient processes make it easier for attendees to get along, make them happier, and help with effective lead nurturing. Automation and CRM tools make it easier to communicate with people and handle administrative tasks, which makes events more successful overall (Balco, 2019).

- **Physical Evidence**

Physical evidence is made up of both physical and non-physical clues that affect how people see the quality and trustworthiness of an event. This includes the atmosphere of the venue, branded materials, digital assets, and content that comes after

the event. Consistent and professional physical evidence reinforces brand identity and encourages repeat attendance. (Mukherjee & Shivani, 2013).

RESEACH METHODOLOGY

Metode adalah suatu cara kerja yang dapat digunakan untuk memperoleh sesuatu. Sedangkan metode penelitian dapat diartikan sebagai tata cara kerja di dalam proses penelitian, baik dalam pencarian data ataupun pengungkapan fenomena yang ada. (Zulkarnaen, W., Amin, N. N., 2018:113). This study mainly uses the Marketing Mix 7Ps framework to look at and compare the event marketing strategies of PT. Mitra Generasi Digital (MGDverse) and its main competitors. Product, Price, Place, Promotion, People, Process, and Physical Evidence are the seven parts that make up the whole picture of what makes an event successful and interesting to its audience (Meire et al., 2019).

The point of collecting data was to get complete and useful information about all seven Ps. We used both primary and secondary data to learn more about how things worked and what people thought about them. We got our primary data from in-depth interviews with MGDverse's management team and people who went to the events. We got our secondary data from public sources like competitor websites, social media channels, and industry analyses. Some of these sources were MGDverse's own papers, such as marketing materials, strategic plans, and performance reports. We used a variety of sources to get a complete picture of the current market.

We next compared how MGDverse and its competitors use each aspect of the marketing mix to promote their events. This entailed finding the best methods to do things, showing off the agencies' strengths, and pointing out their deficiencies. The comparison analysis let us come up with strategic suggestions that would help MGDverse better its event marketing structure, get ahead of the competition, and make the campaign as successful as possible. (Wang et al., 2014).

It was also easy to see how successfully the event forms and marketing strategies altered to match the market's needs as they changed, as well as how well the marketing plan and execution worked together. The study's findings can assist MGDverse better its marketing mix and position in Indonesia's digital marketing events industry.

RESULT AND DISCUSSION

This study uses the Marketing Mix 7Ps framework to investigate PT. Mitra Generasi Digital (MGDverse) and two of its biggest competitors, referred to as Company A and Company B in this study. This in-depth study illustrates the strengths and limitations of each company in terms of how well they can sell events.

Product

- **MGDverse:** Offers tiered event formats flagship conferences (*Integrate*), mid-sized workshops (*Bimbel*), small networking sessions (*Timeout*), and free consultations targeting varied business maturity levels.
- **Company A:** Provides a tiered portfolio including exclusive networking (*BDD Open House*), tactical workshops (*GMV Race*), and mass conferences (*Digital Marketing Weekend*), focused on MSMEs.
- **Company B:** Focuses on TikTok-sponsored, fully free educational events aimed at TikTok sellers, with both online webinars and offline sessions.

Price

- **MGDverse:** Tiered pricing with free access for smaller events and Rp199,000 tickets for flagship events, balancing exclusivity and accessibility.
- **Company A:** Mix of free events and low-cost tickets (~Rp75,000), designed to be affordable for a wide MSME audience.
- **Company B:** Entirely free events funded by TikTok sponsorship, removing cost barriers for participants.

Place

- **MGDverse:** Uses third-party online platforms (Google Forms, Luma) for registration and physical venues for offline events; some users find registration less seamless.
- **Company A:** Direct online registration via own website, offering a streamlined, centralized experience with limited seats to create exclusivity.
- **Company B:** Fully online registration linked from social media with physical venues for offline sessions, aligning with digital-first users.

Promotion

- **MGDverse:** Moderate Instagram presence (~7.5k followers), limited pre-event posts, and less direct call-to-action, which may limit awareness.
- **Company A:** Strong Instagram presence (~35.6k followers), frequent posts and stories, and clear registration CTAs, driving higher engagement.

- **Company B:** Low Instagram followers (~415) but strong TikTok partnership; promotion focuses on live stories during events with minimal pre/post activity.

People

- **MGDverse:** Fully internal teams manage all event roles, ensuring consistent quality and brand experience.
- **Company A:** Uses own employees for event operations, including moderation and registration, supporting brand alignment.
- **Company B:** Internal team handles front-end roles, maintaining event consistency.

Process

- **MGDverse:** Well-structured event journey with pre-event content but opportunities exist to enhance personalized communication and clarity.
- **Company A:** Clear customer journey with strong pre-event engagement and urgency through limited seat availability.
- **Company B:** Simple process with minimal pre-event engagement; relies heavily on social media during events.

Physical Evidence

- **MGDverse:** Strong branding, professional venues, and digital materials contribute to high perceived event quality.
- **Company A:** Branded materials and interactive digital content enhance credibility and participant experience.
- **Company B:** Basic physical branding relying on TikTok's brand association.

The comparison shows that MGDverse is better at managing internal teams, having a wide range of events, and building a strong brand. MGDverse has clear chances to improve its digital marketing, registration integration, and audience targeting, though. This is because Company A has better digital promotion and easier registration, and Company B has a model that doesn't cost anything and is supported by sponsorships. Using these insights will help MGDverse lower its Cost Per Lead, improve the quality of its leads, and make its position in Indonesia's digital marketing event scene stronger.

CONCLUSION

This study used the Marketing Mix 7Ps framework to look at and examine PT. Mitra Generasi Digital's (MGDverse) event marketing techniques and compare them to those of its competitors, Company A and Company B. The results reveal that

MGDverse has a lot of different events and runs them well, which helps them reach the right people and get solid leads. But their marketing and registration methods aren't as good as their competitors', which makes it tougher for people to find and go to the event. Making the content of events more relevant to each person and improving tailored communication is another strategy to obtain more leads and lower the Cost Per Lead (CPL). By filling in these gaps, MGDverse will be able to make its marketing more effective and become a stronger competitor in Indonesia's digital marketing event area.

Strategies for MGDverse to enhance its competitive edge:

- Integrate online registration and ticketing directly into MGDverse's website to simplify user experience and increase conversions.
- Increase the frequency and personalization of promotional campaigns on Instagram, LinkedIn, and other relevant platforms with clear calls-to-action.
- Tailor event content more precisely to niche audience segments to improve relevance and lead quality.
- Enhance personalized communication before, during, and after events to reduce participant drop-off and build loyalty.
- Check the Cost Per Lead (CPL) and lead quality data on a regular basis to see how well your marketing plans are working and make changes as needed.

If MGDverse makes these specific adjustments in a planned event marketing plan, it can dramatically enhance the effectiveness of its event promotion, obtain better leads, and cut its Cost Per Lead. Improving these important areas will not only provide MGDverse a greater competitive edge in Indonesia's rapidly changing digital marketing industry, but it will also set the groundwork for long-term success and growth.

Limitations

While this study provides valuable insights, it has several limitations. The analysis is focused on offline and hybrid event marketing, excluding online-only events, which may exhibit different behaviors and performance metrics. Furthermore, the research is geographically limited to Bandung and Jakarta, which may not be representative of other regions or international markets. Additionally, this study relies on descriptive analysis and does not incorporate predictive models or advanced data analytics tools that could offer more precise segmentation and CPL forecasting. The

research also only benchmarks MGDverse against a limited number of competitors, which may restrict the breadth of comparative insights.

Suggestions for Future Research

Future research could build upon these findings by exploring the effectiveness of hybrid and offline event models, which have gained significant relevance in current marketing strategies. Including advanced AI-driven segmentation and automation tools would provide deeper insights into CPL optimization and lead quality. Longitudinal studies could also be beneficial to track the long-term effects of marketing changes over multiple event cycles. Additionally, expanding the research to include a broader range of competitors both local and international would offer a more comprehensive view of best practices in the digital event marketing industry. Furthermore, studying MGDverse's expansion into other regional markets or industries could help evaluate the scalability and adaptability of event marketing strategies across different contexts.

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FIGURE

Marketing Mix 7Ps	MGDverse	Boleh Dicoba Digital (BDD)	Nexcommerce
Product	Tiered event formats: flagship conferences, workshops, networking events, free consultations targeting varied business levels.	Tiered events focused on MSMEs: exclusive networking, tactical workshops, mass conferences.	TikTok-backed free educational events targeting TikTok sellers with webinars and offline sessions.
Price	Tiered pricing: free for smaller events, Rp199,000 for flagship events balancing exclusivity and accessibility.	Mix of free and low-cost tickets (~Rp75,000), affordable for MSMEs.	Fully free events funded by TikTok sponsorships, removing cost barriers.
Place	Third-party platforms (Google Forms, Luma) for registration; physical venues; some usability issues reported.	Direct online registration via own website with limited seats for exclusivity.	Online registration linked from social media; physical venues for offline sessions.
Promotion	Moderate Instagram presence (~7.5k), limited pre-event posts, less direct CTAs.	Strong Instagram (~35.6k followers), frequent posts and stories, clear CTAs.	Low Instagram followers (~415), strong TikTok partnership, mostly live event coverage.
People	Internal teams manage all event roles ensuring consistent quality.	Own employees for event operations ensuring brand alignment.	Internal team handles front-end roles maintaining consistency.
Process	Well-structured event journey with pre-event content; room to improve personalized communication.	Clear customer journey, strong pre-event engagement and urgency.	Simple process, minimal pre-event engagement, social media heavy during event.
Physical Evidence	Strong branding, professional venues, digital materials enhancing quality perception.	Branded materials and interactive digital content.	Basic physical branding relying on TikTok's brand association.

Figure 1. Table Competitor Analysis