

ABSTRACT

In business environment, companies are competing to maximise the advantages given by today's technologies to reach their target customer. However, it became a challenge for logistics companies to use such benefits to reach their desired audience since logistics industry are considered a monotonous or boring industry by customers. To deal with the challenge, the author creates a study on optimising Prioritas Logistics digital presence to increase traffic from Indonesia by analysing the company internal and external environment.

This study aims to formulate an effective communication plan by identifying and analysing the needs of the target customers, Small-Medium enterprises or known as *UMKM* in Indonesia. This study also analyses the company's current state to pinpoint the advantages and disadvantages it might have to increase its B2B customers. To handle the research, the author collected the required information by conducting a semi-structured interview with *UMKM* owners who are directly involved in choosing logistics companies in their business. The interview result will then be used to create an effective plan to approach *UMKM* exporters in Indonesia and recommendations on how to execute the strategy.

Keywords: marketing, UMKM, digital presence, logistics company, B2B customers.