



FUNDAMENTAL OF DIGITAL MARKETING

GANJAR KERSANA SURYADI

I D E A

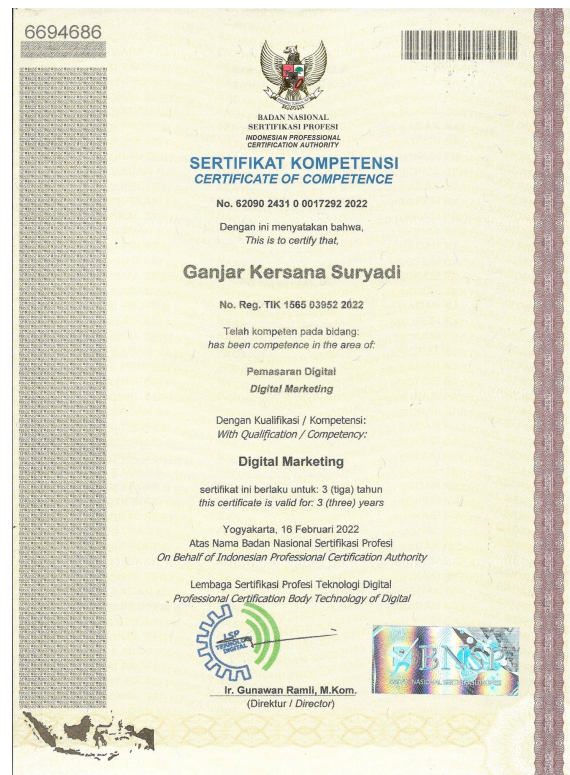
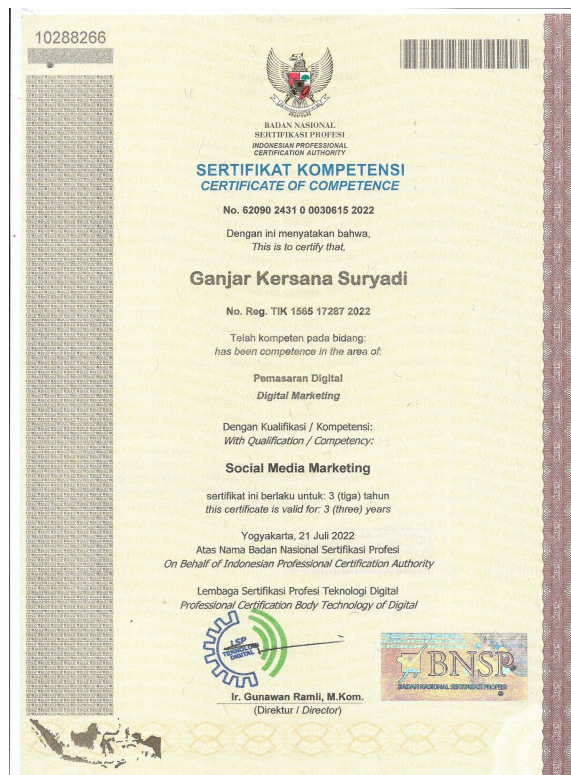




Ganjar Kersana Suryadi

CEO PT DUTAMAYA DIGITAL INDONESIA





KLIENT KAMI





Digital Marketing Principles

A person wearing a light blue button-down shirt is seated at a desk, writing on a document with a pen. The document contains handwritten notes and diagrams, including a flowchart with boxes and arrows. To the left, a laptop is open, and a tablet is visible in the background. The scene is dimly lit, with the primary light source coming from the left, creating a focused and professional atmosphere.

Study your Competitors



Connect with Existing Customers

Write Killer Content





Adapt New Technologies

Know your Target Audience



Conversion Architecture



Dashboard



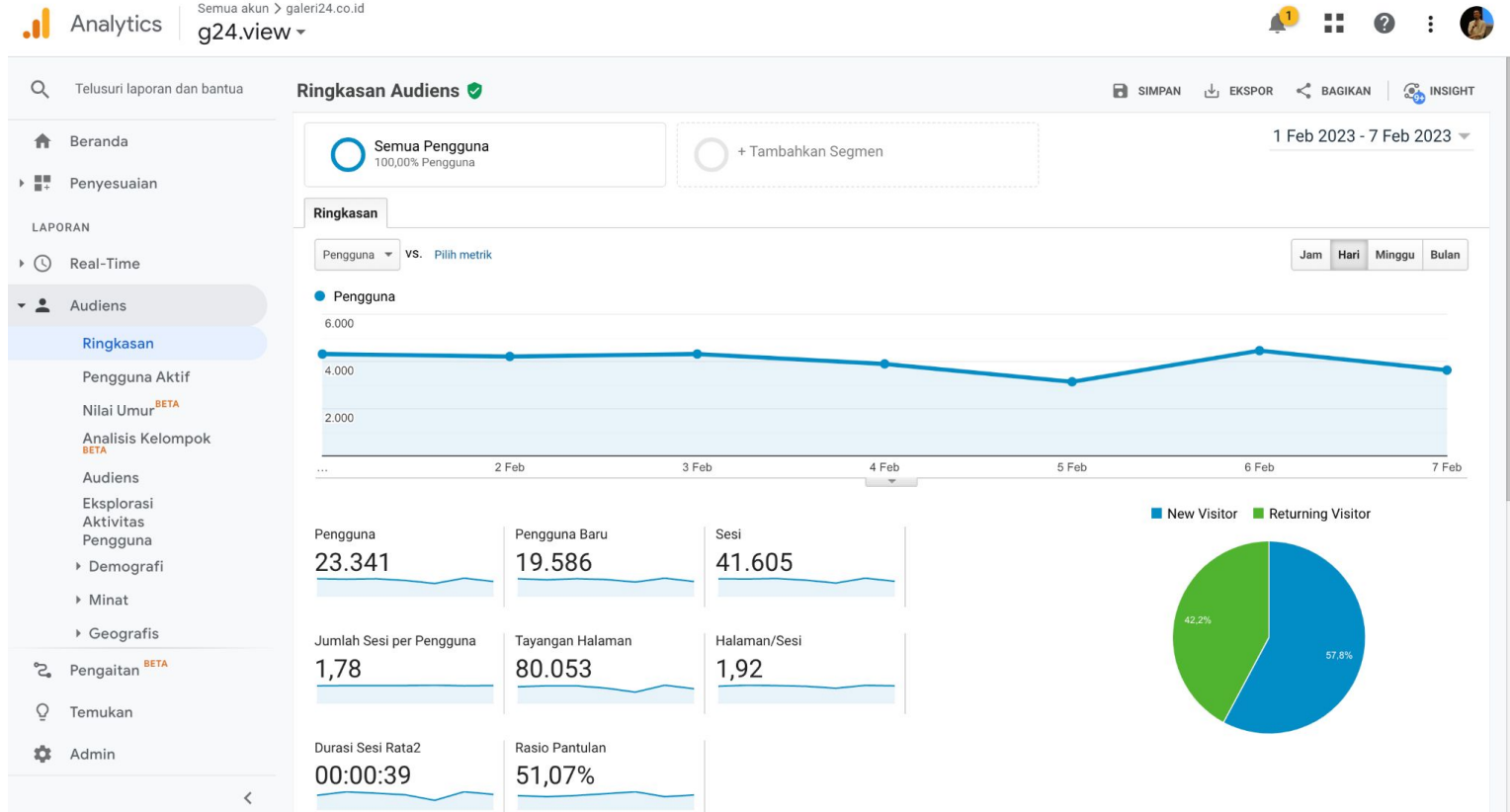
Google Ads



Landing Page

- **Domain**
- **Hosting / Server**
- **Demo Install Wordpress**
- **Demo Install Plugin**
- **Demo Install Elementor**
- **Demo Install Themes**

Analisis Google Analytics



Google Tag Manager



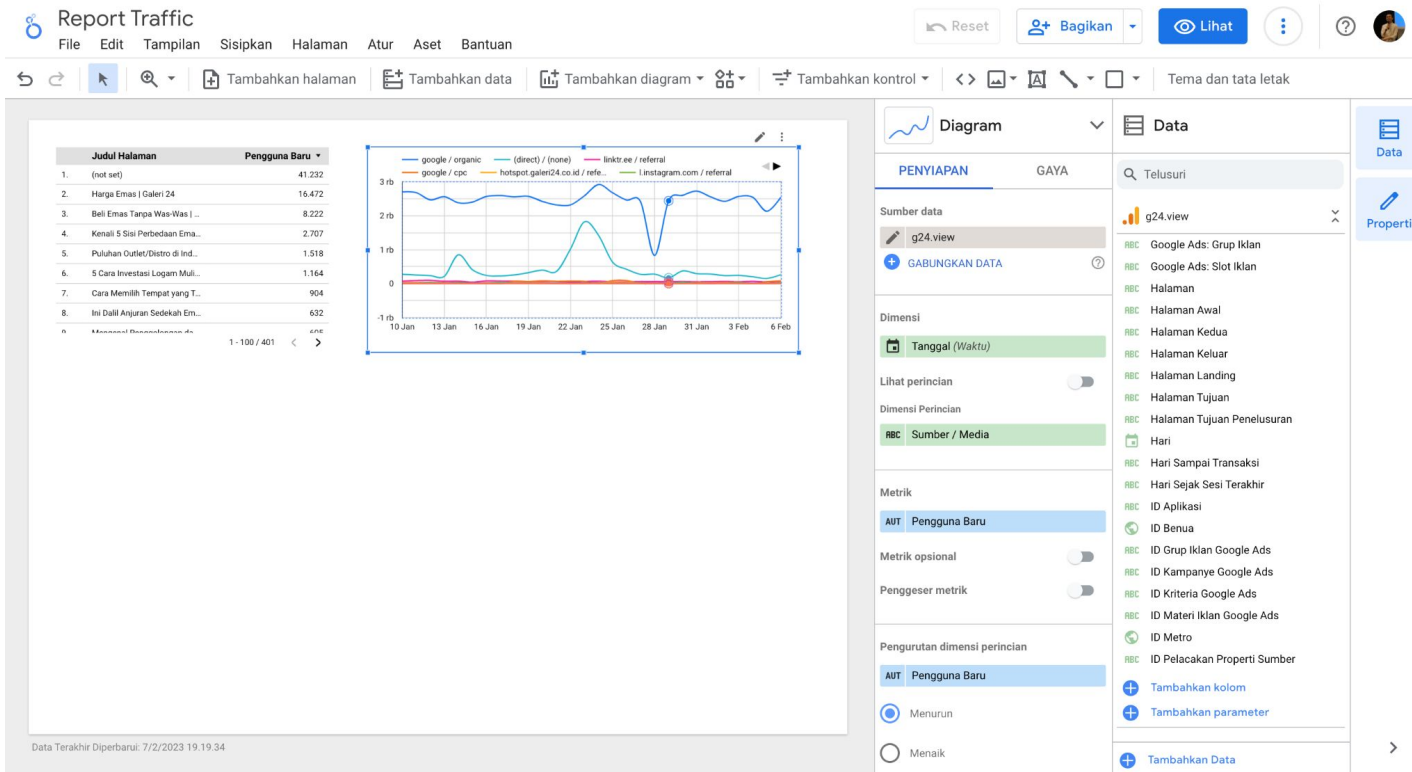
Google Tag Manager

Google Tag Manager adalah sistem pengelolaan tag yang memungkinkan Anda dengan cepat dan mudah memperbarui kode pelacakan dan fragmen kode terkait yang secara keseluruhan dikenal sebagai "tag" di situs atau aplikasi seluler Anda.

Cara Setup Tag Manager

- **Buat Akun Tag Manager**
- **Install Plugin Tracking Code Manager**
- **Insert Code Tag Manager**
- **Install Google Tag Assistant (Ext)**

Google Data Studio





Yuk Praktik!