

# *Digital Marketing Portfolio*

*Anthonius Teddy*



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# Nice to meet you!

My name is Anthonius Teddy, or **Teddy** for shorts.

I am a bachelor of Business Management in Telecommunication and Informatics. When I was in college, I was active in several activities on campus. I was the Head of the Logistic Division of LKKD BEM FEB in 2015, and I was also the Chairman of UKM KMK in 2016. I also have experience as a Marketing Team at Homeland Rumah Indonesia. I believe that my experience in the Marketing Team can make me better prepared to become a Digital Marketer; At least I have basic knowledge about marketing funnel and Social Media. And I got a deeper understanding of digital marketing after I joined the Full-stack digital marketing course; Such as Measuring Performance and Budget Allocation, how to create Landing Pages, Marketing Analytics, Social Media & Google Ads, SEO, Social Media Organic, Content Marketing, and CRM.



## EDUCATION & CERTIFICATIONS



### Telkom University

#### Bachelor of Business Management Telecommunication and Informatics

2013-2020

When I was in college, I was active in several activities on campus. I was the *Head of the Logistics Division at the LKKD BEM FEB* in 2015. And I was also the *Chairman of UKM KMK* in 2016.



### RevoU

#### Full-stack Digital Marketing

January 2022 -April 2022

13 weeks of the course to attain proficiency in Digital Marketing; Including Measuring Performance and Budget Allocation, how to create Landing Pages, Marketing Analytics, Social Media & Google Ads, SEO, Social Media Organic, Content Marketing, and CRM.

# MY JOURNEY

## ● **Team Lead (Full-stack Digital Marketing Teaching Assistant) at RevoU**

April 2022 - August 2022

Team lead is as a teaching assistant, namely to lead and help Team 5 students to understand learning materials and be actively involved in group projects according to the direction of the Faculty in the Full-stack Digital Marketing Batch 9 program.

The achievement I got as a Team Lead was that I received an award from RevoU in the form of a Certificate of Appreciation for Team Lead for having given an excellent performance during the FSDM program.

## ● **Full-stack Digital Marketing Course at RevoU**

Januari 2022 - April 2022

13 weeks of the course to attain proficiency in Digital Marketing; Including measuring performance and budget allocation, how to create landing pages, marketing analytics, social media & google ads, SEO, organic social media, and content marketing, to CRM

## ● **Freelance Marketing at Homeland Rumah Indonesia Bandung**

April 2022 - August 2022

My job is posting an Ads and selling units of properties via Facebook marketplace listing.  
My achievement was successful to sell the unit less than a week since I was joining.

## ● **Telkom University**

## ● **Bachelor of Business Management In Telecommunication and Informatics**

2013 - 2020

## SKILLS & ABILITIES





# PORTFOLIO

# Google Ads

Participated in  
**FSDM RevoU course**  
**Group Project**  
to create ads for **Kindle Toy**  
on **Google Ads**  
(fictive toy rental business)

5

days Campaign

3

leads

158,031

impressions

# Performance Marketing

## Best Performing Ads

Mainan Bayi & Anak



### Insight :

- Memperoleh 43 clicks, 1 conversions.
- Memiliki **cost/conv yang lebih rendah** dari ads group lain yaitu Rp. 33,000
- **CTR relatif lebih tinggi** dibanding ad group lain yaitu sebesar 0.58%
- Dengan **menyeleksi keyword** yang bersifat transaksional, CTR yang didapat menjadi lebih besar

### Recommendation :

- Selalu **pertimbangkan Ad placement** yang digunakan, ketika proporsi penayangan iklan tidak seimbang sebaiknya memilih ad placement yang menghasilkan CTR dan conversion lebih besar

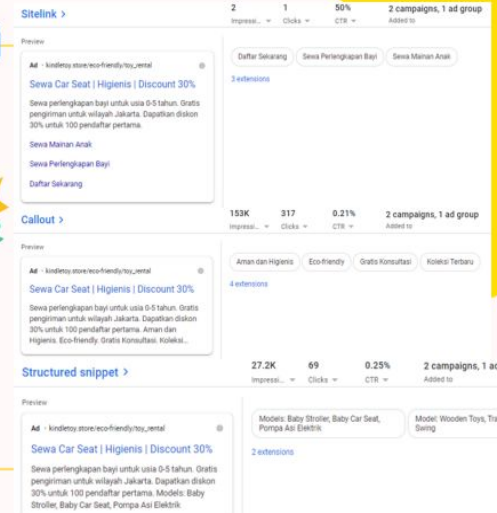


## Extensions Performance



### Dari 3 Extension yang digunakan :

- Clicks paling banyak (317) dihasilkan oleh Callout Extension
- CTR tertinggi (50%) dihasilkan oleh Sitelink Extension.



[Click Here for Full Report](#)

# Meta Ads

Participated in

**FSDM RevoU course**

**Group Project**

to create ads for **Kindle Toy**

on **Meta Ads**

(Facebook & Instagram)

(fictive toy rental business)

5

days Campaign

8

leads

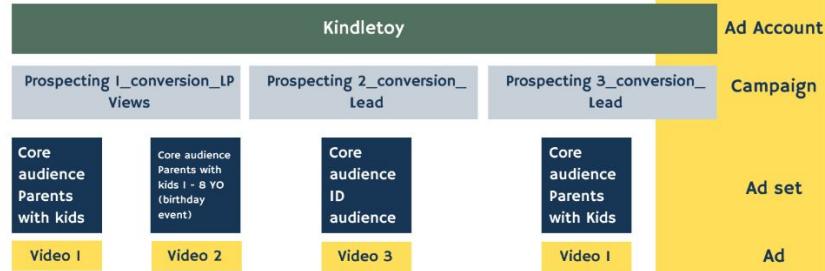
8,823

impressions

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# Performance Marketing

## Campaign Structure



## Campaign #1: Conversion - LP Views - Birthday Audience

**Campaign Objective:** Conversion

**Optimization for ad delivery:** Landing Page View

**Primary Text :** Sewa mainan sekarang dan bantu bumi kurangi limbah plastik!

**Headline :** Eco-Friendly Toy Rental – Kindle Toy

**CTA :** Daftar / Sign up

**Link Video :**

[https://drive.google.com/file/d/1v8MdPJekwlg7yD3HxxluW69n\\_tr5Jow/view?usp=sharing](https://drive.google.com/file/d/1v8MdPJekwlg7yD3HxxluW69n_tr5Jow/view?usp=sharing)

**Reasons :**

We introduce our services using video that cover the problems, the solutions we offer, the types of our products, and how to sign up. From this information, we expect to attract audience to register.





# Organic Marketing

# Search Engine Optimization

Participated in

**FSDM RevoU course**

**Group Project to SEO**

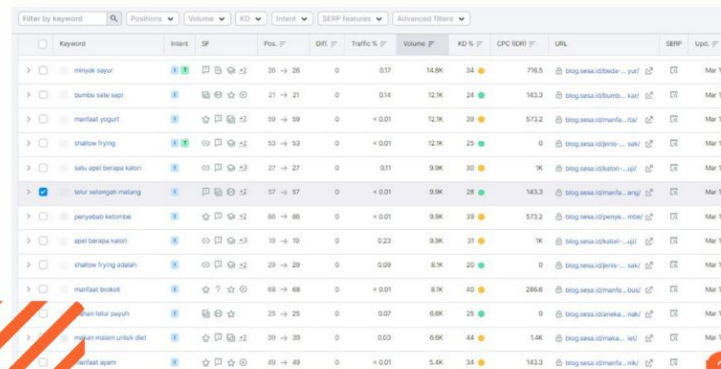
**Analysis and Strategy for Sesa**

(PT Organic Sehat Alami)

SEO Group Project detail:

- Page & Keyword Analysis
- On-Page content Analysis
- On-Page technical Analysis
- Off-Page Analysis

## Keyword Research



Keyword	Intent	SP	Pos. 1 <sup>st</sup>	Pos. 2 <sup>nd</sup>	Pos. 3 <sup>rd</sup>	Volume 1 <sup>st</sup>	Volume 2 <sup>nd</sup>	Volume 3 <sup>rd</sup>	CPC 1 <sup>st</sup>	CPC 2 <sup>nd</sup>	URL	SEFP	Top. 1 <sup>st</sup>
telur setengah matang	Informational	1	28	→ 28	0	0.07	14.9K	34	796.5	143.3	blog.sesa.id/beta.../yul	Mar 11	
telur setengah matang	Informational	1	21	→ 21	0	0.04	12.1K	24	143.3	143.3	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	39	→ 39	0	< 0.01	12.1K	29	572.2	572.2	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	53	→ 53	0	< 0.01	12.1K	25	0	0	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	27	→ 27	0	0.01	9.9K	30	7K	7K	blog.sesa.id/beta.../yul	Mar 11	
telur setengah matang	Informational	1	57	→ 57	0	< 0.01	9.9K	28	143.3	143.3	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	86	→ 86	0	< 0.01	9.9K	39	572.2	572.2	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	19	→ 19	0	0.23	9.9K	31	7K	7K	blog.sesa.id/beta.../yul	Mar 11	
telur setengah matang	Informational	1	29	→ 29	0	0.09	8.1K	20	0	0	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	68	→ 68	0	< 0.01	8.1K	40	286.6	286.6	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	25	→ 25	0	0.07	6.9K	25	0	0	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	38	→ 38	0	0.03	6.9K	44	1.8K	1.8K	blog.sesa.id/beta.../karl	Mar 11	
telur setengah matang	Informational	1	49	→ 49	0	< 0.01	5.4K	34	143.3	143.3	blog.sesa.id/beta.../karl	Mar 11	

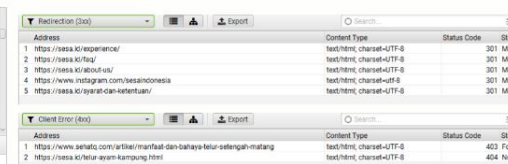
Keyword telur setengah matang merupakan salah satu keyword dengan volume pencarian tertinggi yaitu 9.900 dan KD% yang relatif rendah. Namun sayangnya keyword ini hanya menempati posisi #57. Oleh karena itu, kami memutuskan untuk mengoptimasi keyword tersebut.

sesa.id

## On-page Technical Audit (Article)



Response Codes	Count	Percentage
All	112	100%
Blocked by Robots.txt	11	9.82%
Blocked Resource	0	0%
No Response	0	0%
Success (2xx)	94	83.93%
Redirection (3xx)	5	4.46%
Redirection (JavaScript)	0	0%
Redirection (Meta Refresh)	0	0%



Address	Content Type	Status Code	Site *
1 https://sesa.id/inspirasi/	text/html; charset=UTF-8	301 Move	
2 https://sesa.id/ku/	text/html; charset=UTF-8	301 Move	
3 https://sesa.id/about-us/	text/html; charset=UTF-8	301 Move	
4 https://www.instagram.com/sesaindonesia	text/html; charset=utf-8	301 Move	
5 https://sesa.id/layanan-dan-biaya/	text/html; charset=UTF-8	301 Move	

Broken links dari 112 URL yang dicrawl:

Redirection (3XX): 5  
Client Error (4XX): 2  
Server Error (5XX): 0

**SUCCESS (2XX) : 94**

Source: Screaming Frog

[Click Here for Full Report](#)

# Organic Marketing

Participated in  
**SEO Individual Assignment**  
in **FSDM RevoU course** to  
create organic campaign by  
Blog Post for **Kindle Toy**  
(*fictive toy rental business*)

SEO Individual Assignment detail:

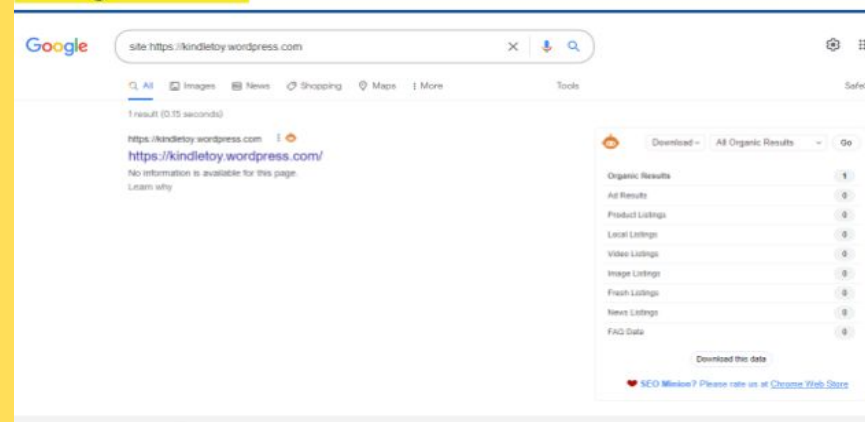
- Keyword Research
  - On-Page (Competitor Research)
  - On-Page (Technical)
  - Content Brief
  - Blog Post
- (6 Kegunaan Baby Plus Bagi Bayi Dalam Kandungan)

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# Search Engine Optimization



## On-Page Technical



[Click Here for Blog Post](#)  
[Click Here for Full Report](#)

# Organic Marketing

Participated in

## Social Media Organic Individual Assignment in

### FSDM RevoU course to

analyze and create organic campaign by Social Media

Posting for **Kindle Toy**

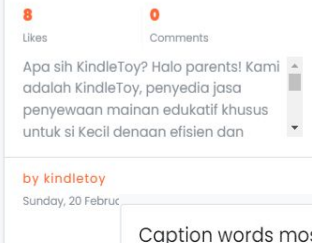
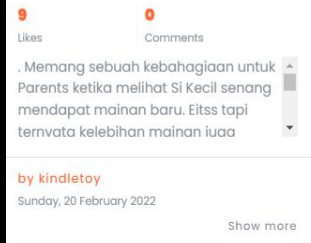
(fictive toy rental business)

SMO Individual Assignment detail:

- Problem Statement and goals
- Brand Identity
- Audience Targeting
- Action Plan
- Mockup USP & Services information
- Mockup KOL

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# Social Media Organic



## Caption words most used

In Caption



Captions Words Most Used

Sun, 20 Feb 2022 - Recent Posts

## Hashtags most used

No.	Tags	Uses
1	#sewamainananak	7
2	#sewamainanjabodetabek	7
3	#mainananak	6
4	#sewamainanbandung	6
5	#toyrental	5
6	#sewamainan	4

Hashtags Most Used

Sun, 20 Feb 2022 - Recent Posts

[Click Here for Full Report](#)  
[Click Here for Social Media Post](#)

# Content Marketing

Participated in

**Content Marketing**  
**Individual Assignment in**  
**FSDM RevoU course** to  
create insightful content to  
get publications from online  
media in Indonesia by  
**Infografis** for **Cloudflare**

Content Marketing  
Individual Assignment detail:

- About Content
- Private Data
- Public Data
- Distribution Strategy
- Email Pitch
- Content Evaluation

[Click Here for Infografis](#)  
[Click Here for Full Report](#)



## Email Pitch

jofie.yordan@kumparan.com

Data untuk Kumparan - 6 Negara Asia Tenggara Yang Memiliki Keamanan Siber Terbaik

Selamat pagi Mas Jofie Yordan!  
Semoga dalam keadaan sehat selalu ya!

Perkenalkan saya Teddy Anthonius dari Cloudflare. Saat ini saya sedang ditugaskan untuk membangun tim content marketing di Cloudflare. Lewat email ini aku mau membagikan data & hasil analisa untuk tim Kumparan mengenai "6 Negara Asia Tenggara Yang Memiliki Keamanan Siber Terbaik". Negara Indonesia termasuk di dalamnya. Dalam konten yang saya buat, juga saya sertai dengan data dan informasi pendukung guna mengedukasi para pembaca setia Kumparan.

Berikut ini beberapa temuan menarik dari data-data yang kami kumpulkan!

- Indonesia merupakan negara dengan pengguna internet terbanyak se-Asia Tenggara.
- Indonesia merupakan negara dengan pengguna internet terbanyak urutan ke-3 se-Asia.
- Indonesia merupakan negara dengan urutan ke-6 untuk Keamanan Siber se-Asia Tenggara.
- Malaysia menempati urutan ke-1 untuk Keamanan Siber se-Asia Tenggara.
- Malaysia dalam hal jumlah pengguna internet terbanyak se-Asia, tidak termasuk dalam 10 besar.

Di dalam email ini saya lampirkan 2 hal: #1 [Analisa](#) mendalam dari risetnya & #2 [Infographic](#) yang bisa digunakan oleh tim Kumparan.com. Saya dan tim pun telah menulis studi ini di laman [cloudflare.com](https://cloudflare.com). Semoga data dan analisa ini bisa bermanfaat untuk pembaca Kumparan!

Salam,

Sans Serif



# Customer Relationship Management

Participated in  
**CRM Individual**

**Assignment in FSDM**

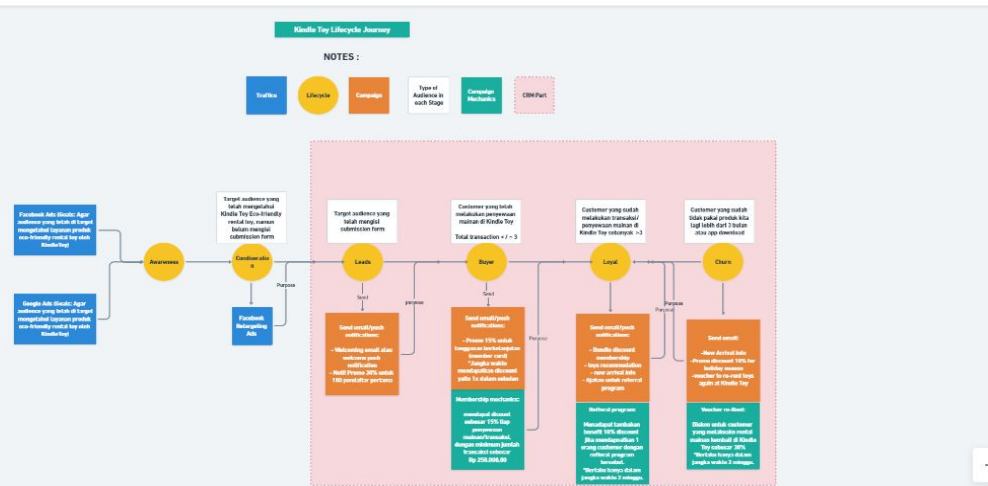
**RevoU course** to create  
campaign to retain customer  
by **E-mail** and **Push Notif**  
For **Kindle Toy**

*(fictive toy rental business)*

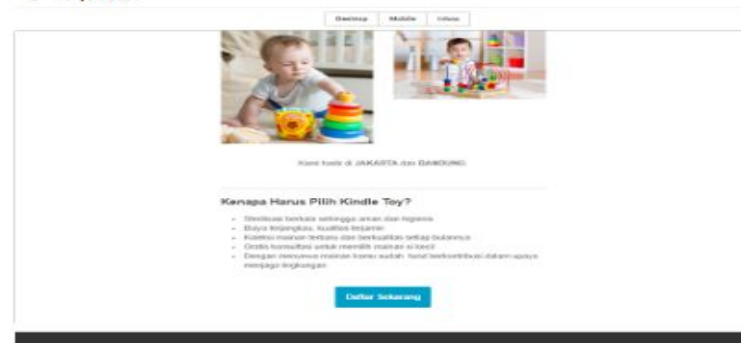
CRM Individual Assignment detail:

- Customer Lifecycle and campaigns
- Segmentation Creation
- Drip Campaign Flow
- E-mail
- Push Notification

[Click Here for Full Report](#)



## E-MAIL



# *Get in touch with me*



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