

How to win your brand in digital



for Niagahoster Virtual Summit 2.0
by Arista Surwiyanta





Arista Surwyianta

Brand Strategist

META Creative

Certified Fundamentals of Digital Marketing from Google



@surwyanta



Arista Surwyanta



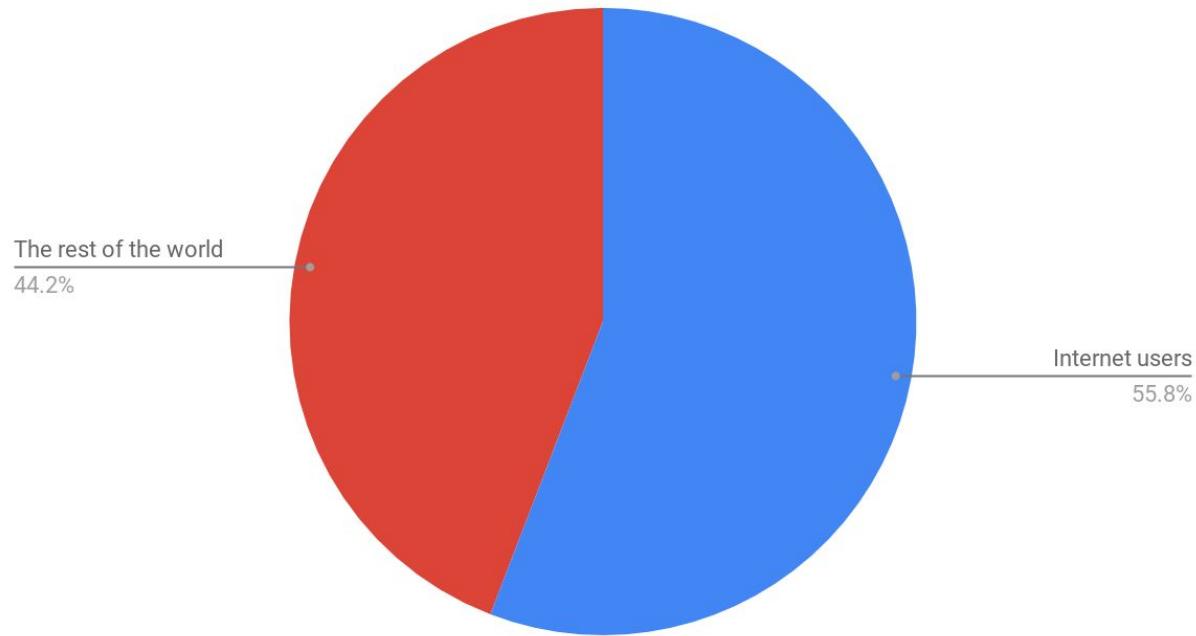
arista@metacreative.id



The online
opportunity
is unbelievable.



Points scored



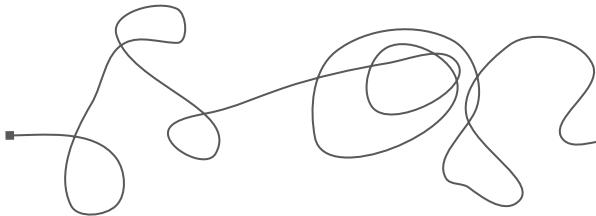
4.13 billion internet users

Why exactly do you want to be online?

**4 ways how digital can help your
business:**

1. building relationship on social
2. selling online
3. finding new customer
4. keeping the existence of
business online

Your customer



Your business





Your online
presence
matters.





About 5,770,000 results (0.81 seconds)

Ad · www.maribhan.com ✓ 0813-7000-1250

Toko Mari Ban Cabang Maguwo | HEBOH harga ban mobil murah
info promo bisa dicek online melalui website www.maribhan.com. Menyediakan ban mobil all brand, spooring 3D, balancing, Nitrogen, dll.

Ban

Kami Bantu Anda Menemukan Ban Yang Cocok Untuk Mobil & Kebutuhan Anda.

Lokasi

Dapatkan Penjelasan Arah & Jam Buka Toko Terdekat Kami.



Rating • Hours • Your past visits •

Toko Ban Mobil - Mari Ban Maguwoharjo - Bridgeston...

4.0 ★★★★☆ (22) · Tire shop
Jl. Sanggrahan-Berban
Open · Closes 6PM · 0813-7000-1250

toko ban dan velg mobil jogjakarta

4.6 ★★★★★ (8) · Tire shop
Jl. Janti Prambanan

Open · Closes 6PM · 0838-7390-0600

Toko velg dan ban jogja toni birewa

5.0 ★★★★★ (43) · Tire shop
Nama toko birewa, Jl. Laksada adisucipto. No.13. maguwo. Sleman. DIY Yogy...

Open · Closes 6PM · 0811-1350-6193

[More places](#)

www.olx.co.id → Mobil dalam Yogyakarta D.I. ▾ Translate this page

"ban" - Mobil di Yogyakarta D.I. Murah Dengan Harga Terbaik ...
"ban" murah dengan harga terbaik dapatkan hanya di OLX.co.id. Jutaan iklan "ban" terbaru ditayangkan setiap harinya di OLX.co.id.

www.olx.co.id → Mobil dalam Yogyakarta D.I. ▾ Translate this page

Ban Mobil - Mobil di Yogyakarta D.I. Murah Dengan Harga ...
Ban Mobil murah dengan harga terbaik dapatkan hanya di OLX.co.id. Jutaan iklan Ban Mobil terbaru ditayangkan setiap harinya di OLX.co.id.

dunlop.co.id → cari-tempat-beli → mobil ▾

Yogyakarta - Dunlop

Eko Ban. Jl. Magelang KM 10, Mlati, Sleman. Yogyakarta · 0274 - 866741 / Jogja Speed. Jl. Magelang KM 4, No. 206. Yogyakarta · 0274 - 882391. Jogja Speed ...

www.maribhan.com ▾ Translate this page

MARI BAN MURAH

TEMUKAN HARGA DAN MERK BAN. Harga Update Terbaru Hari Ini. ukuran ban mobil.
LEBAR, 145, 155, 165, 175, 185, 195, 205, 215, 225, 235, 265, 275 ...
Franchise Mari Ban - Daftar Harga Velg Baru R14 ... Maguwoharjo - Klaten

Ad · www.maribhan.com/ ✓ 0813-7000-1250

Toko Mari Ban Cabang Maguwo | HEBOH harga ban mobil murah

Info promo bisa dicek online melalui website www.maribhan.com. Menyediakan ban mobil all brand, spooring 3D, balancing, Nitrogen, dll.

Online listing

www.olx.co.id → Mobil dalam Yogyakarta D.I. ▾ Translate this page

"ban" - Mobil di Yogyakarta D.I. Murah Dengan Harga Terbaik ...
"ban" murah dengan harga terbaik dapatkan hanya di OLX.co.id. Jutaan iklan "ban" terbaru ditayangkan setiap harinya di OLX.co.id.

www.olx.co.id → Mobil dalam Yogyakarta D.I. ▾ Translate this page

Ban Mobil - Mobil di Yogyakarta D.I. Murah Dengan Harga ...
Ban Mobil murah dengan harga terbaik dapatkan hanya di OLX.co.id. Jutaan iklan Ban Mobil terbaru ditayangkan setiap harinya di OLX.co.id.

dunlop.co.id → cari-tempat-beli → mobil ▾

Yogyakarta - Dunlop

Eko Ban. Jl. Magelang KM 10, Mlati, Sleman. Yogyakarta · 0274 - 866741 / Jogja Speed. Jl. Magelang KM 4, No. 206. Yogyakarta · 0274 - 882391. Jogja Speed ...

www.maribhan.com ▾ Translate this page

MARI BAN MURAH

TEMUKAN HARGA DAN MERK BAN. Harga Update Terbaru Hari Ini. ukuran ban mobil.
LEBAR, 145, 155, 165, 175, 185, 195, 205, 215, 225, 235, 265, 275 ...
Franchise Mari Ban - Daftar Harga Velg Baru R14 ... Maguwoharjo - Klaten

SEM

SEO

 11 tácticas de crecimiento
de un ecommerce

Sepa más



Home > Trends and More > Google Search Statistics

Google Search Statistics

4,886,858,885

Google Searches today

View how many in 1 second

Google Search Volume (current and historical)

Growth Rate

Search Market Share

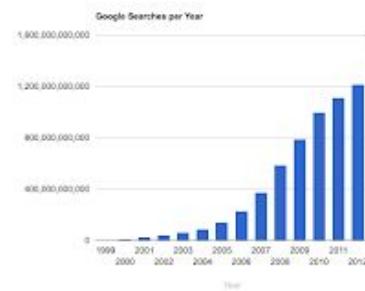
Sources and References

 Personalización en marketing: hacia dónde va y por qué tenerla en cuenta



ACceder

Google now processes over 40,000 search queries every second on average (visualize them here), which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide. The chart below shows the number of searches per year throughout Google's history:



 11 tácticas de crecimiento
de un ecommerce

Sepa más



 Personalización en marketing: hacia dónde va y por qué tenerla en cuenta



ACceder

 Personalización en marketing: hacia dónde va y por qué tenerla en cuenta



ACceder

Display ads

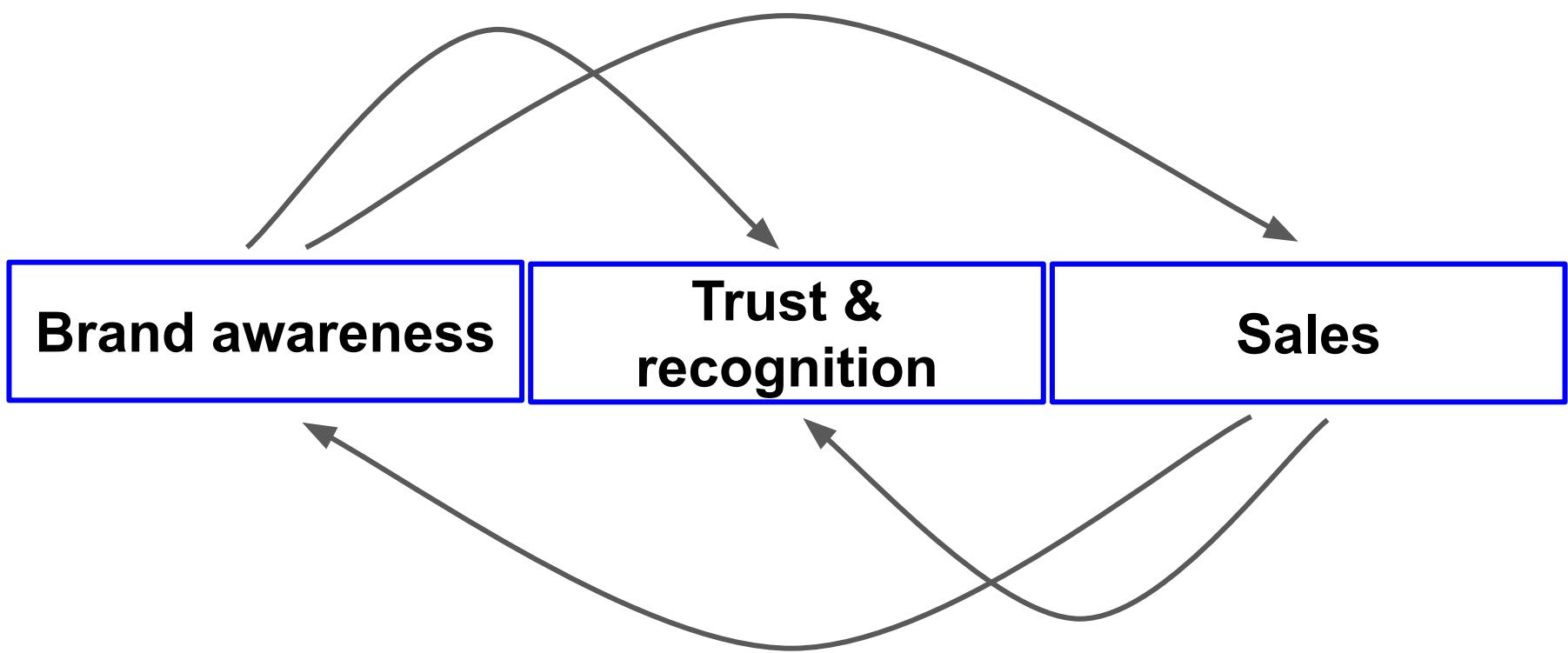
	Primary	Social	Promotions
	Hootsuite	[Ad] Layanan gratis selama 30 hari - Dengan fitur baru dan terkini, Hootsuite membantu Anda melakukan lebih banyak...	
	12go.co	[Ad] Todos los tipos de transporte - 900+ Operadores de Viajes. Reserva y Pago Online. Usar Tarjeta de Créd/Déb	
	Gojek Indonesia	Abis gajian takut boros? Tenang, intip tips hematnya di sini! - Hi Kamu! Bebas repot belanja bulanan Sekarang, ...	4:10 PM
	Alison Courses	Celebrate Digital Learning Day with these 9 brand new courses, Arista! - Dedicate this Digital Learning Day to s...	11:37 AM
	Think with Google A.	Just Published: Hear from 11 experts how brands can succeed with digital in 2020 - As we enter a new decade ...	9:12 AM
	Info dari Jenius	Info Penting dari Jenius - Cek selengkapnya di sini Hi Arista, Terima kasih sudah menggunakan Jenius sebagai ...	Feb 26
	Netflix	Netflix tonight? - Watch one of our top picks for you.	Feb 26

Email marketing



Social media is your
face. Make it up.





Facebook



Good-looking,
information, tend to
one-way communication

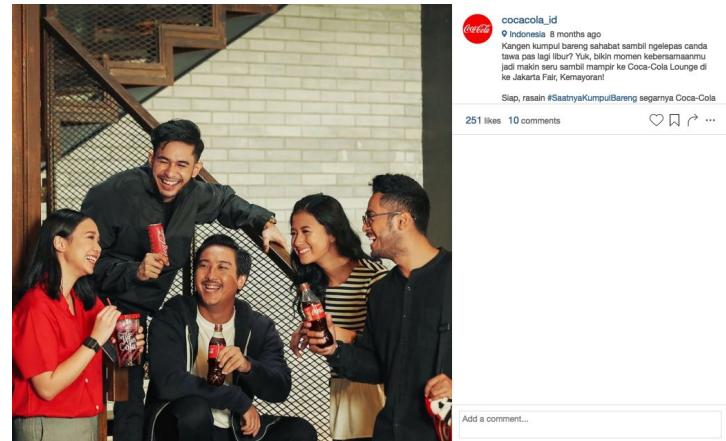


A screenshot of a Facebook post from the page 'Bukalapak'. The post features a promotional graphic for a campaign called 'MENDADAK ASIK' offering discounts up to 90% and mentioning a 'PULUHAN JUTA RUPIAHH~'. The graphic shows three people in red and black clothing cheering around a large speaker. Below the post are engagement metrics: 21 likes, 3 comments, and options to Like, Comment, Share, and Report.

Instagram

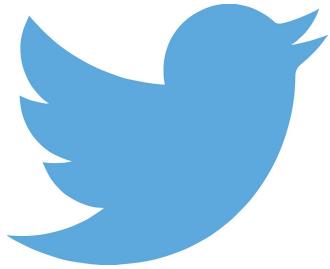


Good-looking,
information, tend to
one-way communication



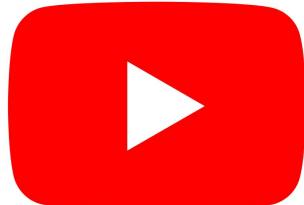
A screenshot of an Instagram post from the account 'cocacola_id'. The post shows a group of five people (four men and one woman) laughing and holding Coca-Cola products. The caption reads: 'Kangen kumpul bareng sahabat sambil ngelepas canda tawa pas lagi libur? Yuk, bikin momen kebersamaanmu jadi makin seru sambil mampir ke Coca-Cola Lounge di ke Jakarta Fair, Kemayoran!' Below the post are engagement metrics: 251 likes, 10 comments, and options to Like, Comment, Share, and Report.

Twitter



Fun, shitpost, engage,
trend, information

YouTube



In-depth, teaser,
information,
entertainment

NETFLIX INDONESIA @NetflixID · Feb 24

zzz <~ / \-.---/ / <J_____/ ^_ ^ SEBENTAR LAGI (▲▲) I AM NOT OKAY WITH THIS / -\ \ \ / (____) TAYANG / _____/

48 215 599

Yang suka di bulan puasa tuh... #DriverIcipIcip Driver Icip-Icip: Pakai Penutup Mata

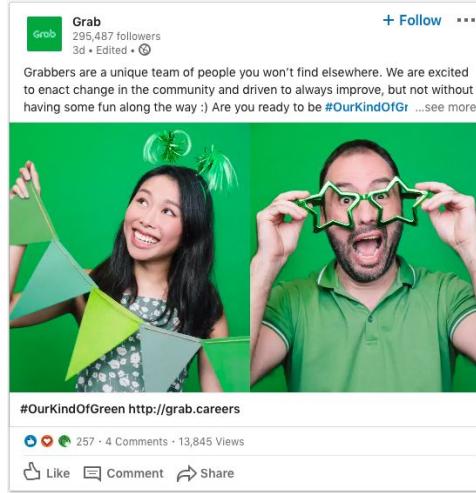
141,154 views • 26 Sep 2019

6.5K 49 SHARE SAVE ...

LinkedIn



Professional, activity,
insight



A LinkedIn post from the company 'Grab'. The post shows two people, a man and a woman, smiling and holding up green star-shaped glasses. The man is wearing a green polo shirt. The post includes the text: 'Grabbers are a unique team of people you won't find elsewhere. We are excited to enact change in the community and driven to always improve, but not without having some fun along the way :) Are you ready to be #OurKindOfGr ...see more'. It has 295,487 followers and was posted 3d ago. The post URL is [#OurKindOfGreen http://grab.careers](http://grab.careers). There are 257 comments and 13,845 views. Like, Comment, and Share buttons are visible.

TikTok



Fun, trend



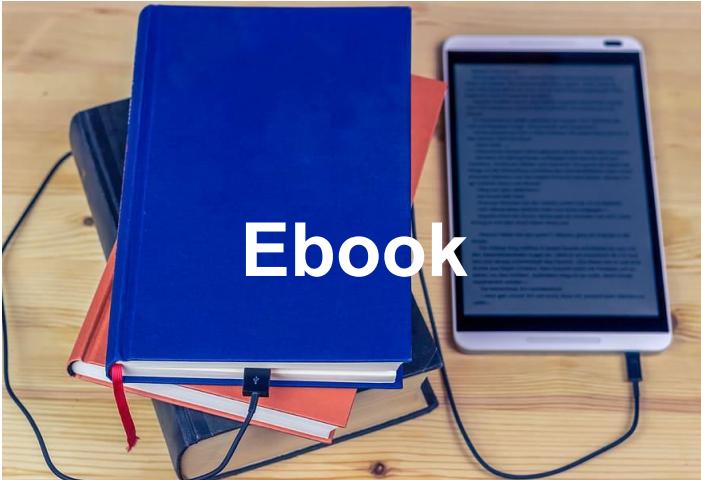
A TikTok post from the account '@Tokopedia Official'. The post shows two women standing in front of a wall decorated with colorful cartoonish characters and text boxes that say 'HARI GAJIAN' and 'HARI GAJIAN EKSTRA TOKOPEDIA'. The post has 150 likes, 2 comments, and 1 share. The caption reads: 'Hari gajian kok malah lesu!? Makanya cek #GajianEkstra di #Tokopedia biar hepi! #tiktokindo #dontstartnow #fyp'. The video thumbnail shows a woman singing. The post includes a 'Say something nice...' comment section, a TikTok logo, and an ID: tokopedia.



**Marketing is the car,
digital is the type,
content is the fuel**







3 keys on successful content

1

Answering your
audience's
questions

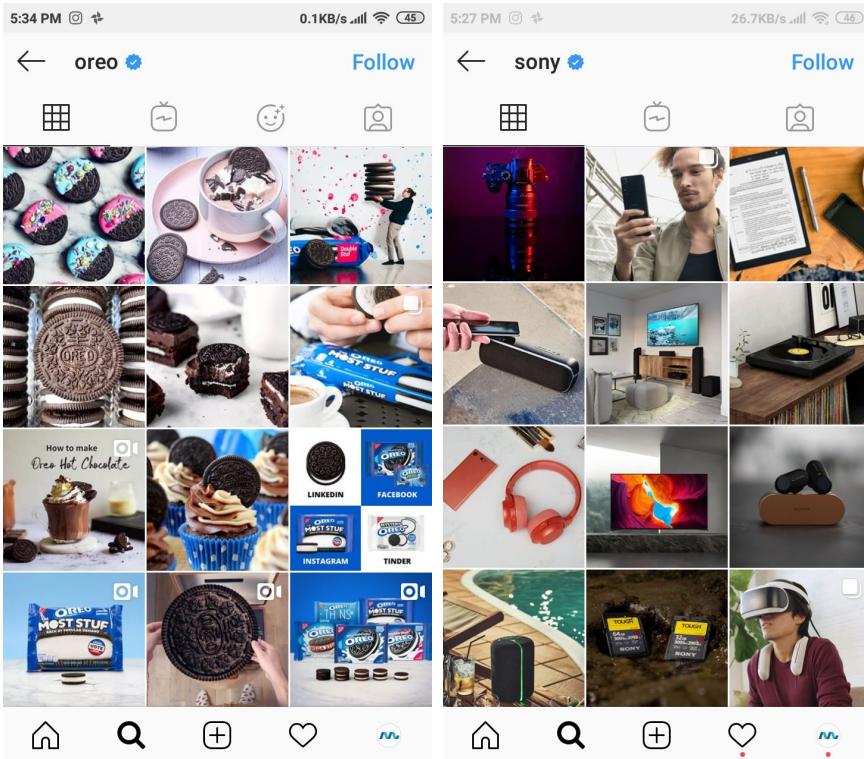
2

Providing
something of
value

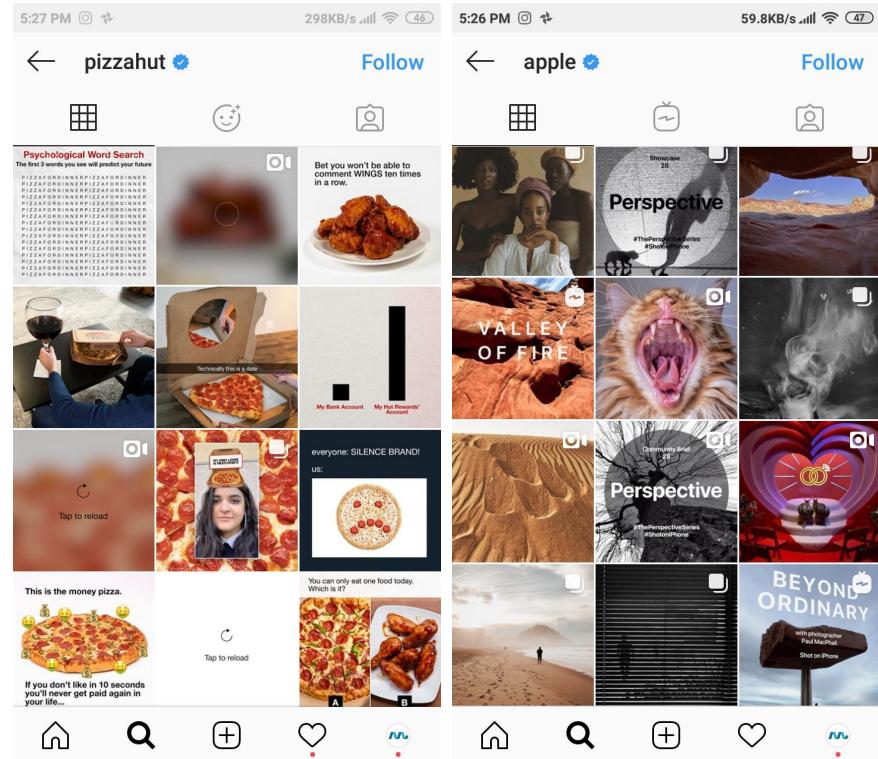
3

Keeping them
wanting more

Hard selling



Soft selling



Understand your audience



M
META
CREATIVE



A/B Testing

Kamu

Anda



Thank you.

Hope your business grows well

