FAKULTAS TEKNOLOGI INFORMASI
UNIVERSITAS KRISTEN MARANATHA

DIGITAL MARKETING STRATEGY

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INDORE SCHOOL OF DIGITAL MARKETING
GOALS & OBJECTIVES
Define your goals and objectives. What do you want to achieve from Digital Marketing?
MEASURE
See what all works well for your campaigns. Plan for improvement. Revise your strategy if needed!
IDENTIFY YOUR CUSTOMERS
Do proper research to find out your customers and audience
E-MAIL MARKETING
Grow your contact list
Compose great emails
create a schedule
IDENTIFY YOUR COMPETITORS
Perform research to find out your competitors. Figure out what's their strategy towards digital presence?
DIGITAL MARKETING Strategy
MOBILE MARKETING
Define the goals
Choose the right platforms
DECIDE THE ROLE
Assign the role and decide who will be responsible for which task. SKILL SET is the key factor.
CONTENT MARKETING
Blogging, Infographics, Press Releases, Forums, Articles, Video, Podcasting, Webinars, Documents, Linkedin & Guest Blogging
SEO&SEM
Do proper research to find out your customers and audience
SOCIAL MEDIA
Define your goals and objectives. What do you want to achieve from Digital Marketing?

SOSIAL MEDIA VOICE

Modern and Up-To-Date

Berita Up todate

Young and Fresh

Persentasi menarik perhatian

Smart Strategies

Berisi trik Yang diperhitungkan

POINTS YANG HARUS DIINGAT

Siapa konsumen kita?

Perlu alat komunikasi yg baik

Bagaimana Berkomunikasi dg Konsumen kita ?

Alat Digital Marketing

Apakah Nilai Produk tersampaikan dg Baik ?

Konten Marketing

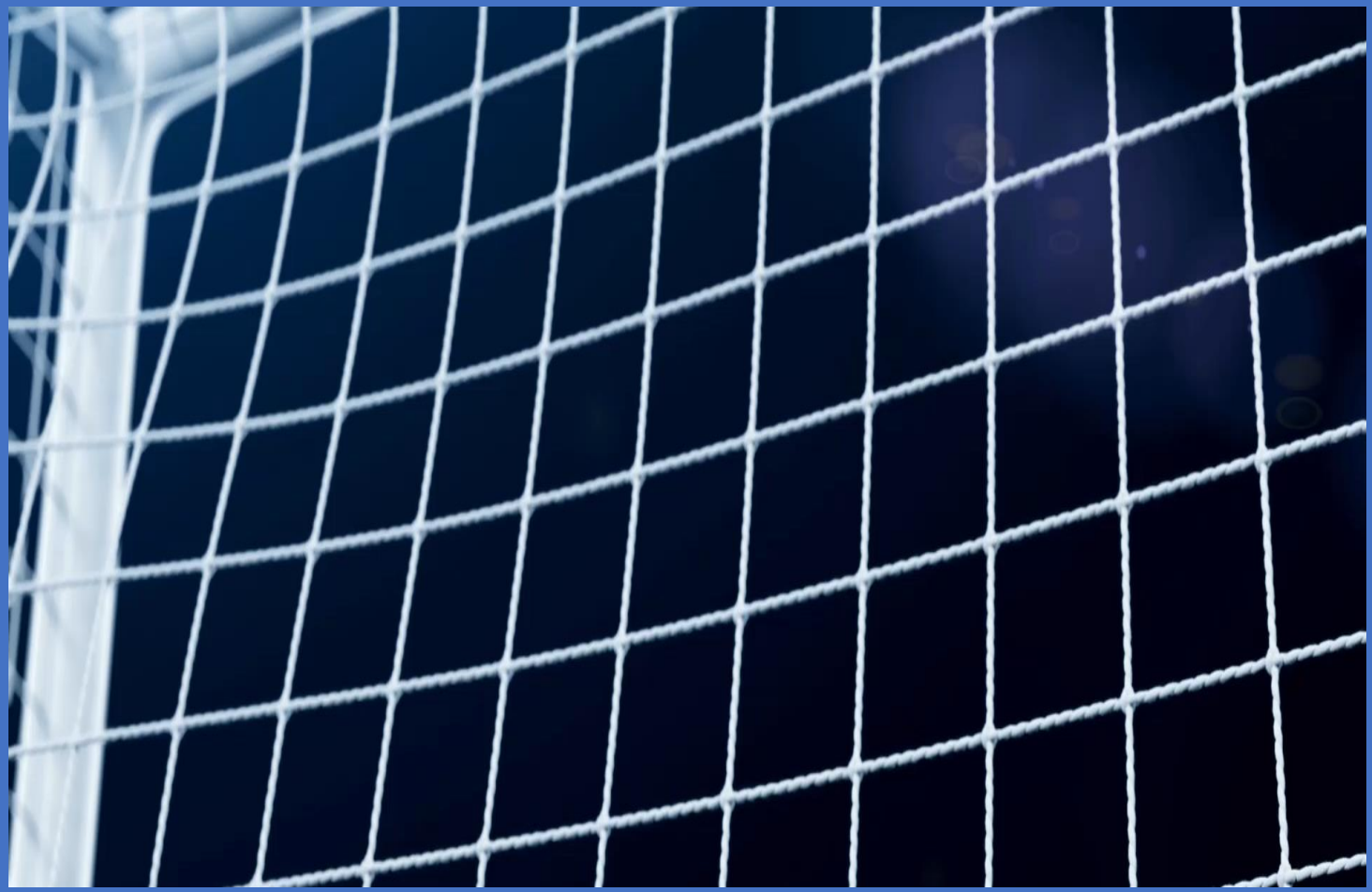
PEMBAHASAN

PENGANTAR
1.Goal
2.Mengidentifikasi Konsumen
3. Mengidentifikasi Kompetitor
4. Alat Digital Marketing
5. SEO
6.Kegagalan Usaha

1. Goal / Tujuan

* Profit 10%./bln
* Brand terkenal di Bdg
* Menembus pasar LN

Omzet 1M /bln



SET the GOAL

2. Mengidentifikasi Konsumen

Find the most Profitable

Customer Realita 80% pendapatan pembisnis berasal dari 20% Customer

Web Analytic -- > Demographic Aspect

Usia

Jenis kelamin

Gaya hidup/Life style

Hobby/Interest

Kenapa mereka membeli produk/service saya?

Web Analytics (Pengukuran)

4,409 visits used 32 browser and OS combinations

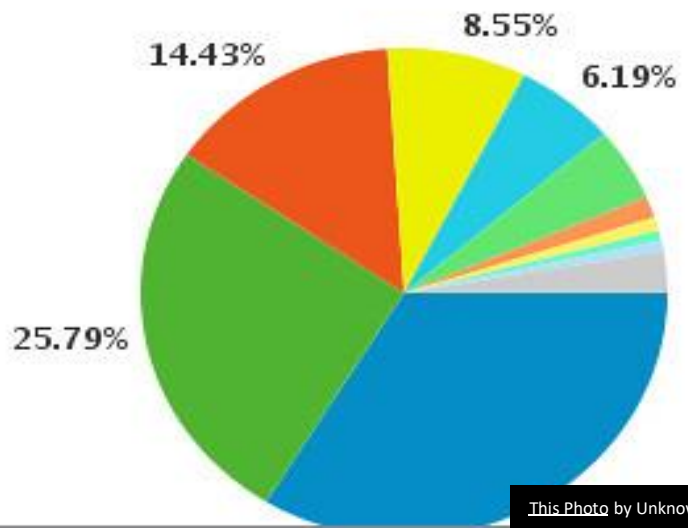
Site Usage | Goal Conversion

Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
4,409	2.75	00:03:03	75.07%	49.72%
% of Site Total: 100.00%	Site Avg: 2.75 (0.00%)	Site Avg: 00:03:03 (0.00%)	Site Avg: 75.05% (0.03%)	Site Avg: 49.72% (0.00%)

	Browser and OS	Visits	Visits
1.	Firefox / Windows	1,489	33.77%
2.	Internet Explorer / Windows	1,137	25.79%
3.	Firefox / Macintosh	636	14.43%
4.	Safari / Macintosh	377	8.55%
5.	Firefox / Linux	273	6.19%
6.	Chrome / Windows	214	4.85%
7.	Opera / Windows	63	1.43%
8.	Safari / iPhone	39	0.88%

Browser and OS contribution to total: Visits



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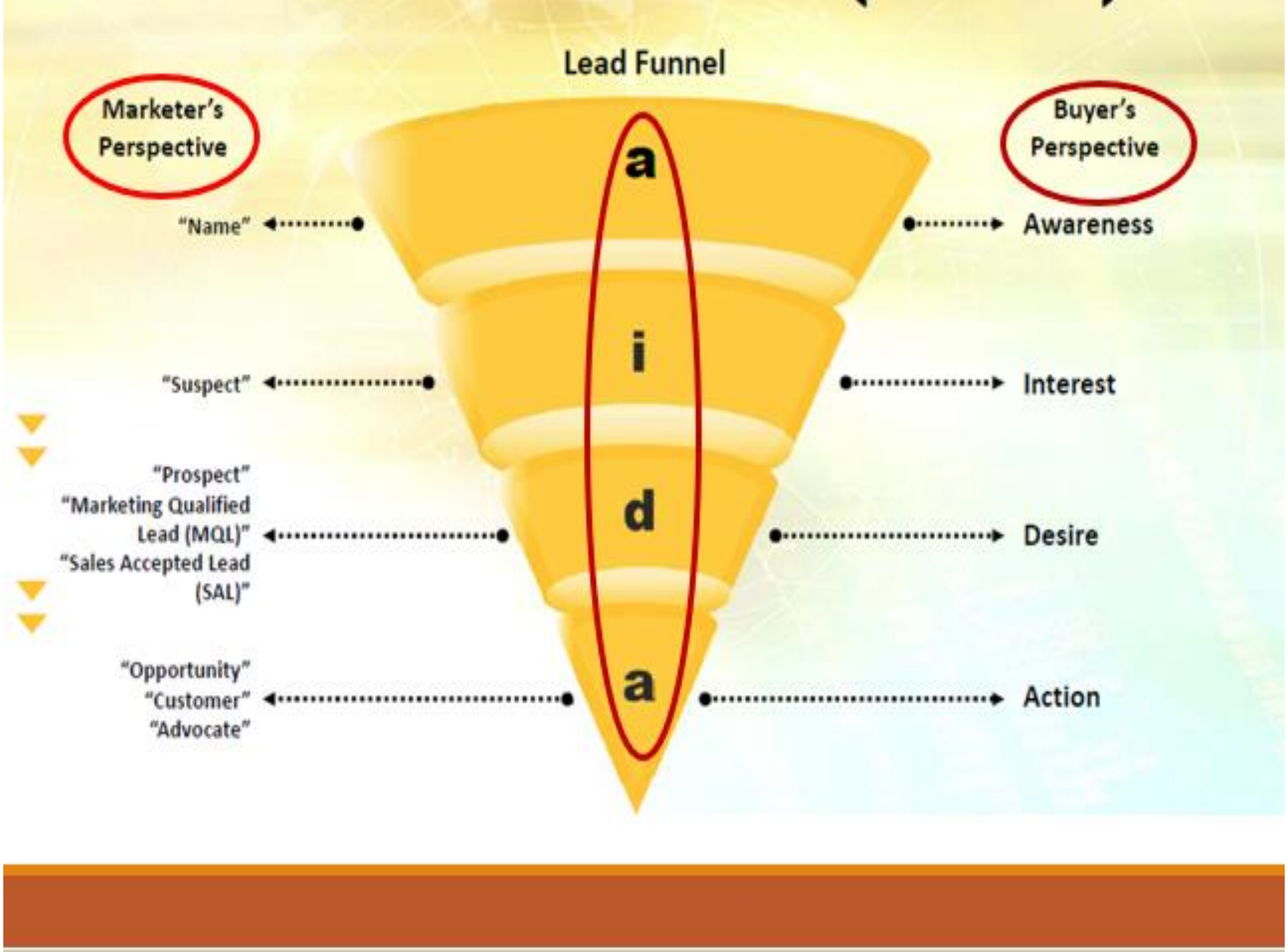
KONSEP AIDA


Lead Funnel
Marketer's Perspective
Buyer's Perspective
"Name"
Awareness
a
"Suspect"
Interest
i
"Prospect"
"Marketing Qualified Lead (MQL)"
"Sales Accepted Lead (SAL)"
Desire
d
"Opportunity"
"Customer"
"Advocate"
Action
a

3. Mengidentifikasi kompetitor

- Harga
- Konsumen
- Produk
- Digital Marketing Strategy

4.ALAT Digital MARKETING

SOSIAL MEDIA
Konten Marketing
Mobile Marketing
Email Marketing

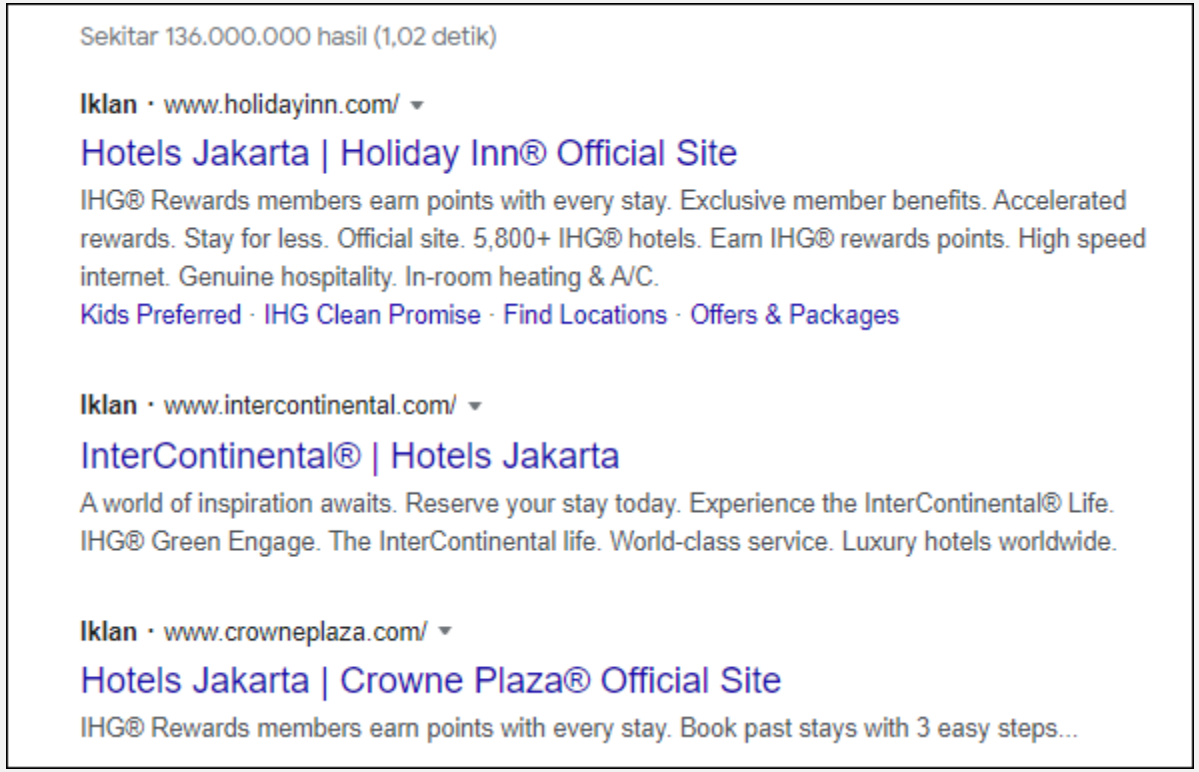
5. SEO & SEM

SEO : SEARCH ENGINE OPTIMIZATION

SEM :SEARCH ENGINE MARKETING

SEA : Search Engine Advertising

SEM = SEA + SEO



6.PENYEBAB KEGAGALAN DALAM USAHA

1. Kurang Survey
https://trends.google.co.id/trends/?geo=ID
2. Kurang Perencanaan
3.Fokus pada Produk bukan pada Value Proposition (Product Oriented not Value Oriented)
4. Tidak konsisten pada pengunaan Digital Marketing
5. Pengaturan tidak terarah /Poor management contoh isi Instagram : Quote, edukasi, promo bukan katalog. Per week?
6. Respon Lambat
7. Kurang membina relasi dengan Konsumen
8. Kurang perhitungan keuangan

QUOTE

Content marketing is a commitment, not a campaign.
Jon Buscall

PUSTAKA

- **Stratregy Marketing – IIB EC Council Material**

  Indore Digital Marketing Material

  Startup Technopreunership _Julianti K

  Albert Leonardo_ Cara membuat Content Marketing