Digital Marketing: Reinvent Marketing Strategies

Dr. Bambang Purnomosidi D. P, Co-founder dan CEO - Wabi Teknoogi http://kamiwabi.id



Agenda

- 1. Strategic Issues in Marketing
- 2. (Information) Technology and Marketing
- 3. What is Digital Marketing?
- 4. Digital Marketing Models
- 5. Digital Marketing Methods
- 6. Digital Marketing Framework
- 7. Case Studies

Strategic Issues in Marketing

- Contemporary business environment: many, frequent and strong changes
- Marketing, therefore forced to conduct changes
- What's the implication to (traditional) marketing?
- Sales promotion to creating and positioning value added for consumers.

(Information) Technology and Marketing

- Technology: collections of techniques, skills, methods, and processes in the accomplishment of objectives
- > IT makes information available.
- Communication is multichannel and easy.
- Competitor is only one click away.
- How do IT change consumer behaviour?
 - Customers are becoming more powerful in making their own purchasing decisions.
 - Customers are lazy, easy to complaint, are not loyal.
 - From First Moment of Truth to Zero Moment of Truth



Where is Zero Moment of Truth?

What is Digital Marketing?

The marketing of products or services using digital channels to reach consumers. The key objective is to promote brands through various forms of digital media.

Digital Marketing Models

- Digital Branders: focus on building and renewing brand equity and deeper consumer engagement, shifting their investment from traditional linear advertising toward more immersive digital multimedia experiences that can connect consumers to the brand in new ways.
- Customer Experience Designers use customer data and insights to create a superior end-to-end brand experience for their customers by reinventing how they interact with customers.
- Demand Generators: focus on driving online traffic and converting as many sales as possible across channels.
- Product Innovators: use digital marketing to identify, develop, and roll out new digital products and service

Digital Marketing Methods

NOTE

- Your product is VERY IMPORTANT. It becomes a foundation for every marketing effort - be it digital or not.
- IT just a "helper" to support any marketing activities.
- Marketing should become the soul of the organization and its people inside.
- Keys: Unique Original. Influencer is important

Website - Landing Page

- Choose colour. Apply it consistently
- Your product and their strengths: how product can help your customers.
- Not too much contents
- Responsive Web Design
- Include communication channels
- > Link to resources social media presence
- Use HTTPS instead of HTTP.
 - HTTPS: Mandiri Syariah, BRI Syariah
 - HTTP: BCA Syariah, MayBank Syariah
- Use e-mail with your domain name. Never use unofficial e-mail.

Mobile Phone App

- Market: Android and iOS
- There's a limitation: users generally have many app that they may refuse to install new app.

Blog

- Medium is the best.
- Not recommended: Blogspot, WordPress
- > See https://medium.com/@kamiwabi.id for example

Social Media Presence

- People want prompt reply and continous contents
- > Originality and uniqueness

SEO (Search Engine Optimization)

Visibility in organic search engine results.

- On page optimization: HEAD Title Contents
- Off page o\ptimization: backlinks

Blackhat SEO:

- Keyword stuffing
- > Link farms: fake backlinks

Search Engine Marketing

- Paid advertising from search engine results.
- > PPC (Pay per click) or CPC (Cost Per Click)

Display Advertising

- > Use any website which has many visitors. Advertiser advertise in a specific spot inside the website.
- Give values to potential targets! How? Give them free book, free gift, whatever.

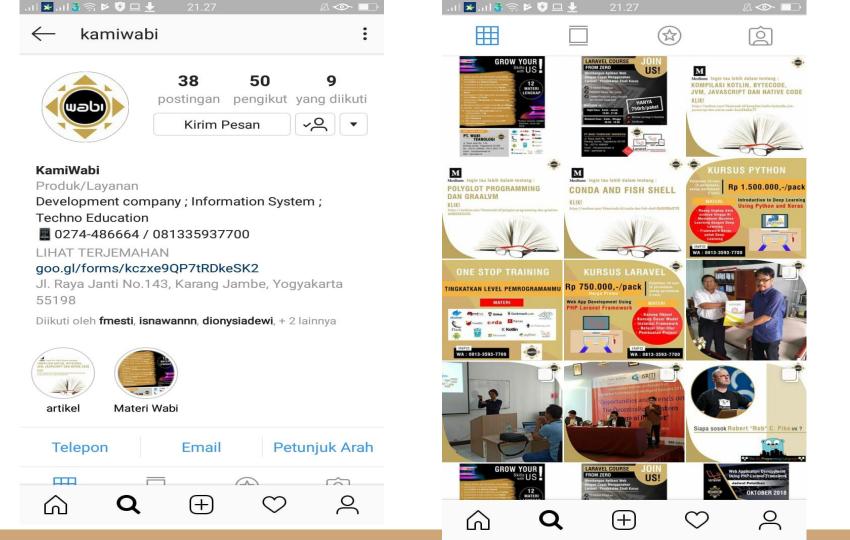
Marketing Automation and E-mail Marketing

- Getting e-mail contacts (by any means) and target the e-mail for advertisement.
- I personally do not recommend this method.

Social Network Platform

Most people engage in:

- > Facebook
- > Twitter
- > Instagram
- ➤ LinkedIn







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Video Marketing

- Youtube of course!
- Other platform: Vimeo
- Deliver value, minimze advertisement!

Digital Marketing Framework

Acquisition	Users find you
Activation	Users' first experience with your product
Retention	Means and rates of users returned
Referra	Users tell the others about you
Revenue	The profit you gain

AARRR – AS AN ACTIVITY FRAMEWORK

Acquisition	Activation	Retention	Revenue	Referral
SEO SEM Social Media PR TV Ads Affiliate programs Email campaigns	Content Product Features Subscription etc	Retargeting Email Campaign Content Events Offers Gamification	Conversion Optimization Product/ Service Improvement Pricing Offers & Discounts	Virality Incentivization Branding

