

Digital Marketing: Reinvent Marketing Strategies

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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 continuous contents
- Originality and uniqueness

SEO (Search Engine Optimization)

Visibility in organic search engine results.

- On page optimization: HEAD - Title - Contents
- Off page optimization: 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



INTERCONNECTED

Solusi yang kami berikan merupakan solusi yang mengkoneksikan berbagai konstruksi maupun subsektor permasalahan atau usaha Anda.

VALUABLE

Kami memberikan solusi yang legal, efisien, sesuai dengan peraturan dan kita bermitra. Kita dapat membantu Anda menghadapi dan mengatasi tantangan teknologi informasi.

“ If you look at people who have an iPhone or Android and are under 40 and are dissatisfied with their bank, it's actually quite a large market **”**

- Sam Altman (President of Y Combinator) -

“ A primary cause of complexity is that software vendors uncritically adopt almost any feature that users want **”**

- Niklaus Wirth (Computer Scientist) -

“ Blockchain is really exciting technology because it's actually providing both transparency but also ability in a contractual relationship that any organization should have **”**

- Jean-Philippe Courtes (Microsoft Executive) -

“ I believe this artificial intelligence is going to be our partner. If we misuse it, it will be a risk. If we use it right, it can be our partner **”**

- Masayoshi San (SoftBank CEO) -

“ Data is the new science. Big Data holds the answers. **”**

- Pat Gelsinger (VMware CEO) -

WABI TEKNOLOGI

SIMPLE . INTERCONNECTED . VALUABLE

Video Marketing

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

Digital Marketing Framework

Acquisition

Users find you

Activation

Users' first experience with your product

Retention

Means and rates of users returned

Referral

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



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