

MATERI SEMINAR NASIONAL TEKNOLOGI INFORMASI DAN KOMUNIKASI

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Oleh Pemateri 1

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Jan. 2016 **Doctor of Philosophy (Ph.D.)**, International Program, Department of Industrial Management, School of Management (AACSB & EQUIS accredited), National Taiwan University of Science and Technology (NTUST), Taiwan.
Dissertation title: *The Environmental Planned Behavior Model to Explore the Citizens' Participation Intention in Environmental Impact Assessment: an Evidence Case in Indonesia*

June. 2012 **Master of Business Administration (MBA)**, International Program, Department of Industrial Management, School of Management (AACSB & EQUIS accredited), NTUST, Taiwan.
Thesis title: *Web-Based Home Asset Maintenance Service System Framework for Empowering Elderly at Home*

August. 2009 **Sarjana Komputer (S.Kom)**, Department of Information System (Equivalent to Bachelor in Information System), ITS, Indonesia.
Undergraduate Thesis title: *Design Structure of Contractor Information System: A Case Study of PT. Citil Kumsala*



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Today's reality on Marketing

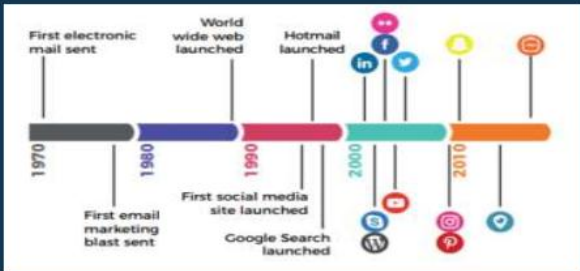


Today's Reality

Video will make up 82% of all internet traffic in 2021, according to forecasts released by Cisco (Figure 1).



These are simply tools, first you need to work out what you want to build but simply having the tools isn't going to get it built. You need to learn how to use these tools to grow your business!



What is Marketing?

"The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value"
 -Kotler & Keller-





Area of Comparison	Traditional Marketing	Modern Marketing
(a) Interactivity	Customer has no choice in receiving messages of his interest	All channels have certain interactivity
(b) Engagement	Difficult to track results and impact of marketing	Focus is on customer satisfaction and building a relationship
(c) Agility	Delivery through physical channels takes larger fulfillment time	Efficiency in terms of 'agility of service' is much higher
(d) Conversions	Closer to product awareness and interest stages	Activities targeted to more towards 'end of the funnel' relating them with consumption
(e) Personalization	Mass marketing techniques with low personal touch	High potential to customize offerings for each customer
(f) Brand imagery	Difficult to build brand imagery because of platform limitations	With rich media/video gaining prominence strong imagery is possible
(g) Social involvement	Not able to involve social integration features	Ability to socialize and build trust by leveraging social networks



Are We Ready to be Digital?

JAN 2016 DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
259.1 MILLION	88.1 MILLION	79.0 MILLION	326.3 MILLION	66.0 MILLION
URBANIZATION: 56%	PENETRATION: 34%	PENETRATION: 30%	vs POPULATION: 126%	PENETRATION: 26%

SEP 2016 DIGITAL GROWTH TRENDS

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS	GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS	GROWTH IN THE NUMBER OF MOBILE SUBSCRIPTIONS	GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS
+21% SINCE MARCH 2016	+19% SINCE MARCH 2016	+6% SINCE MARCH 2016	+19% SINCE MARCH 2016

The Answer is Yes!

JAN 2016 E-COMMERCE BY DEVICE

SURVEY-BASED DATA PROVIDED BY ONLINE USERS (OWNERS/CLAIMED/REPORTED ACTIVITY)

MADE AN ONLINE PURCHASE FOR A PRODUCT OR SERVICE IN THE PAST 30 DAYS	MADE AN ONLINE PURCHASE FOR A SERVICE IN THE PAST 30 DAYS	VISITED AN ONLINE RETAIL STORE IN THE PAST 30 DAYS	MADE AN ONLINE PURCHASE FOR A SERVICE IN THE PAST 30 DAYS	MADE AN ONLINE PURCHASE FOR A PRODUCT OR SERVICE IN THE PAST 30 DAYS
27%	31%	26%	24%	20%

The Digital Marketing

Digital Marketing Type	Explanation
(a) Intent-based marketing	Marketing through messages placed in conjunction with information obtained on search engine queries
(b) Brand marketing	Utilizing advertising across websites and digital media formats for marketing
(c) Content marketing	Using story-based elements to share marketing messages in a targeted fashion
(d) Community-based marketing	Utilizing social communities, networks, and platforms to conduct marketing
(e) Partner marketing	Includes involvement of affiliates, third party sites for marketing; also includes sponsorship and PR activities
(f) Communication channel marketing	Involves marketing on all communication lead platforms; this is a more recent and upcoming digital marketing area
(g) Platform-based marketing	Using new platforms and digitized traditional platforms to integrate marketing in the device and medium itself

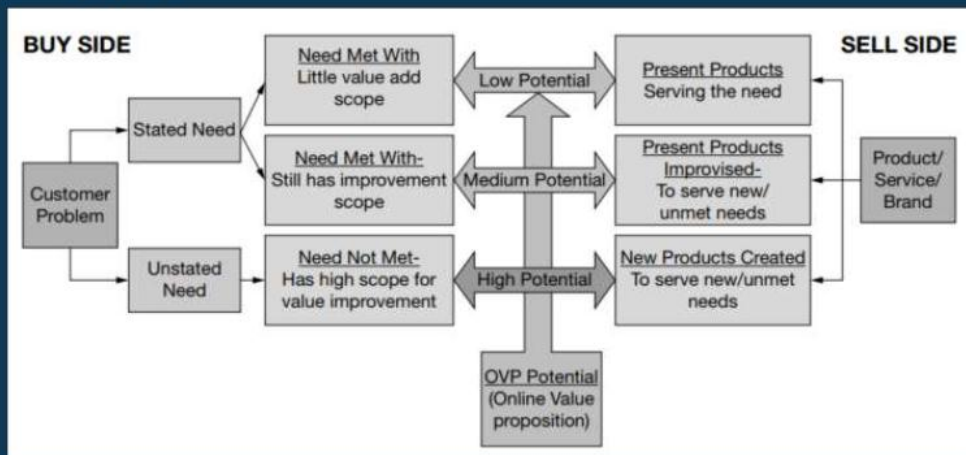
The Digital Business

BUSINESS MODELS	EXPLANATION	KEY TYPES	EXAMPLES	FULFILLMENT TYPE
Advertising-based revenue models	Fees from advertisers in exchange for advertisements	CPA, CPM, CPC	Yahoo	Online websites/ portals; interest blogs, mobile sites, and apps
Subscription-based revenue models	Fees from subscribers in exchange for access to content or services	Portal subscription, information-based subscription, service subscription	WSJ.com consumer reports.org	Web portals, info-educational websites, premium services sites
Commerce-based revenue models (Direct sales)	Direct revenue from sales happening through commerce sites and portals	Pay-per content	Amazon; Flipkart; iTunes	E-commerce sites; product websites, mobile sites and, apps
Transaction fee/ affiliate/market-pace-based revenue models	Fees (commissions) for enabling or executing a transaction or for business referrals	Pay-per referral	My points	E-commerce sites; content websites; mobile sites and, apps
Social collaboration based revenue models	Pull-through revenue from leads generated through social media sites and interest blogs	Pay-per lead	Facebook; WhatsApp	Social media sites; portals; interest blogs; messaging services

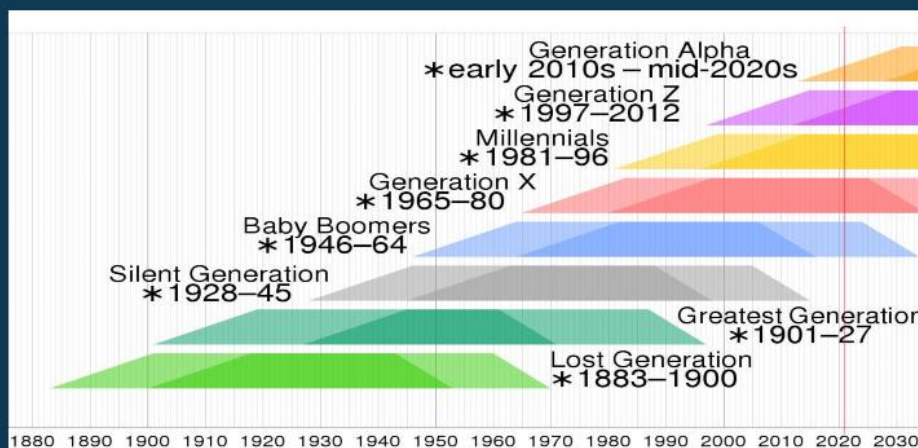
Know your Customer Better

2

Supply- Demand Nature

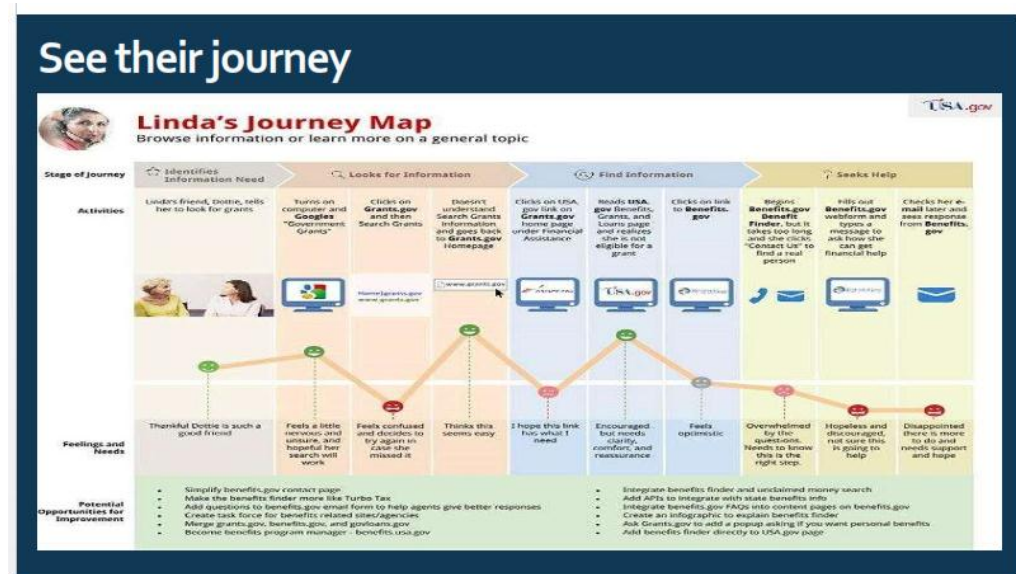
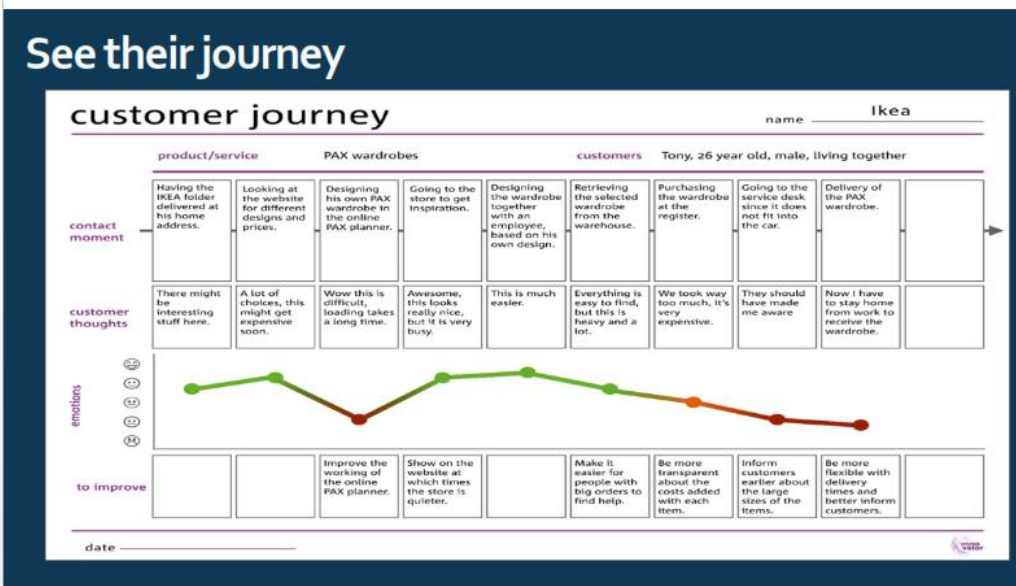
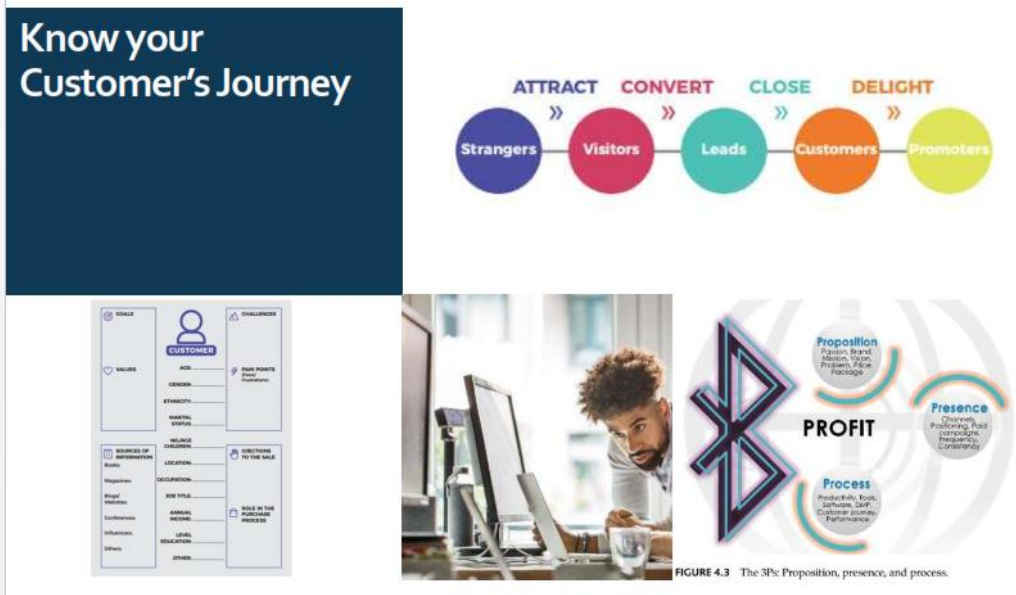


Who are our Customers?



Where do Our Products/Services Fit?

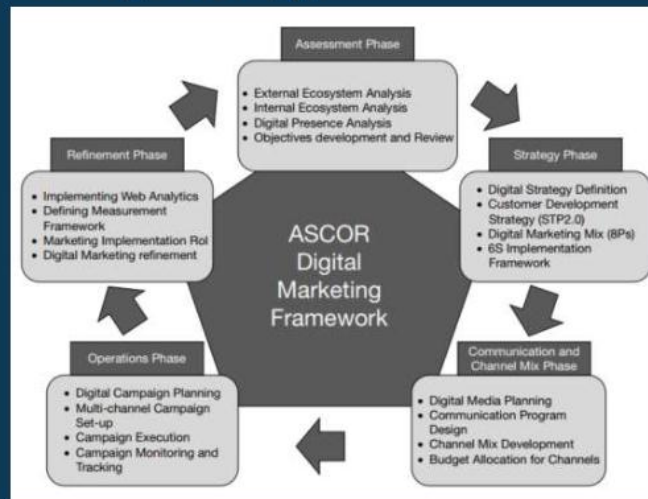




Prepare your Strategy

3

Digital Marketing Strategy



Segmentations, Targeting, and Positioning (STP)



8P's

8 Ps of the Marketing Mix Defined



- **Product** includes use, design, packaging, quality, features, colors & size options.
- **Price** depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.
- **Place** includes retail, digital, phone, chat, fax & multi-channel options.
- **Promotion** consists of content, communications & messaging to persuade audience to buy.
- **People** includes everyone your business touches.
- **Principle** means your business must stand for something more than making a profit.
- **Process** focuses on technologies to improve customer experience.
- **Performance** means measurable results aligned with financial & strategic objectives.

Source: <https://heidicohen.com/four-ps-of-marketing-mix>

6S's

- (a) **Stage DS1 (Digital Scoping):** This stage includes firms which are purely traditional and have no presence at all on any digital channels. They essentially are either in a denial state or have been considering digital for some time, thus weighing their options to know how and which channels would be the best to engage for a start. Such type of firms typically include the SMB (small and medium business) segment or individuals who have not realized the power of the digital platform or are doing so well with their offline presence that they do not intend to go digital in the near future.
- (b) **Stage DS2 (Digital Shadow):** This next stage is covered with companies which have taken their first steps towards being digital in the form of getting their names up on Google Maps/Places. They might also have created limited presence on earned media (social channels like Facebook or account on Twitter) which is almost like a shadow to their well-developed offline operations. Firms in this stage still have not realized the importance of developing owned media presence online.
- (c) **Stage DS3 (Digital Set-up):** The third column represents firms which have definitely realized the importance of an online set-up to their offline operations and are willing to spend effort and budget in developing the appropriate channels to compete and climb the digital ladder. Firms here have developed their first websites (owned media presence) and would also have set-up campaigns through paid media channels (particularly SEM, Display). They would also have a stable Facebook page (might not be highly active) on which they would be sharing news about their operations and website to get more customers to know about them.

- (d) **Stage DS4 (Digital Stability):** With this stage, we move on to the quadrants which have strong digital presences. The digital stability column includes companies which already have a stable digital presence for some time now; have a well-functioning website and blog; presence across earned media channels (resulting in audience traction to website); are deploying paid marketing techniques; and even using concepts like SEO management, analytics-based optimization, etc. on a regular basis. Most of the large firms and almost all new digitally launched firms would definitely be in this stage.
- (e) **Stage DS5 (Digital Scale-up):** The penultimate state involves firms scaling up rapidly to leverage digital across key strategic business areas and where online presence has become as crucial and advantageous for firms as physical presence and revenues. In this stage, firms have started to be present across new platforms like mobile and tablets, started developing native applications for the new platforms, begin to up-sell and cross-sell across a multi-channel environment, and are present across major earned and paid media channels (like native ads for Facebook news stream, etc.).
- (f) **Stage DS6 (Digital Spectrum):** This last stage of the 6S Framework represents companies which are digital-first in nature and where most of the digital activities and campaigns are well orchestrated with clarity of desired outcomes. These companies can also be referred to be digital leaders and have covered the whole spectrum of advanced digital marketing activities like retargeting, content optimization, funnel-stage specific response marketing, analytics-driven customized recommendations, etc. The biggest players in this segment leverage digital in multiple ways to increase offline sales too.

Digital Media Planning

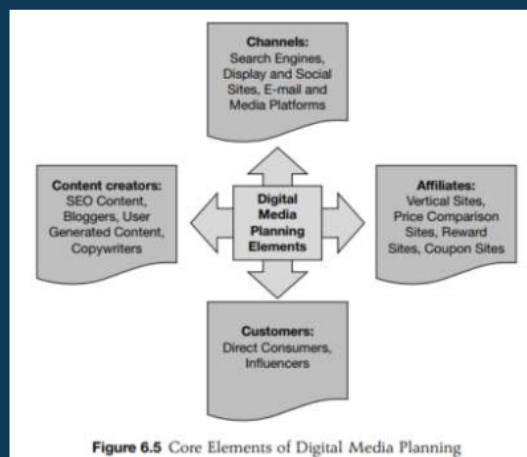
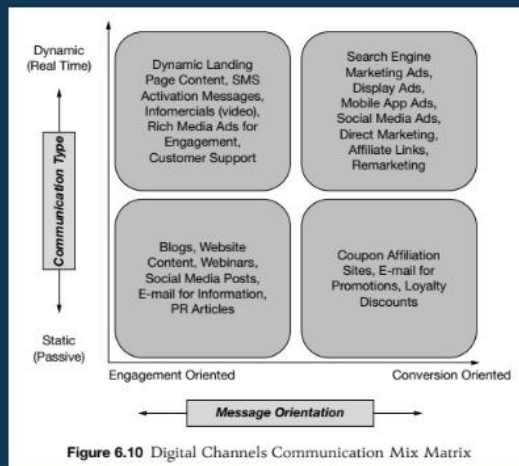


Figure 6.5 Core Elements of Digital Media Planning

Channel Mix



Take Actions!

4

Tips for Digital Marketing

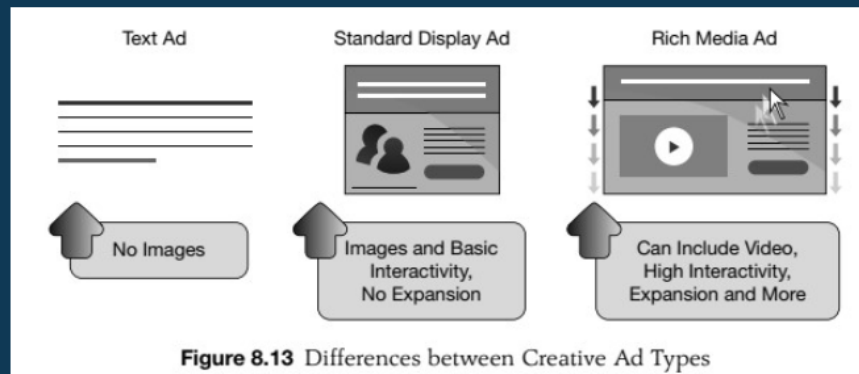
Bingung Cara Buat Konten untuk Digital Marketing? Simak Tips Konten Promosi ini

Berjalan menggunakan media sosial itu membutuhkan strategi tersendiri. Maka pada tahap awal, website UKM harus mengoptimalkan yang namanya strategi konten promosi agar jalan bisnis-tanah menjadi lebih efektif.

- Kenal dengan benar siapa target viewers (pemirsa) kita**
 - Identifikasi dulu siapa yang melihat UKM dan kemudian siapa?
 - Bagaimana mereka menggunakan media komunikasi apa saja?
 - Apa yang mereka sukai dan tidak sukai?
 - Konten yang tepat apa yang mereka sukai di media sosial?
- Buat konten dengan kombinasi jenis**
 - Konten foto, baik untuk foto atau video
 - Konten yang lebih menarik dan lebih menarik
 - Konten berbasis pengalaman target pasar
 - Konten Motion, menggunakan beberapa media dan gambar
- Buat konten dengan kombinasi tujuan**
 - Konten yang digunakan untuk meningkatkan penjualan produk atau layanan
 - Konten yang digunakan untuk meningkatkan brand awareness
 - Konten yang digunakan untuk meningkatkan loyalitas pelanggan
 - Konten yang digunakan untuk meningkatkan penjualan produk atau layanan
- Buat konten dengan strategi AIDA**
 - Attention: menarik perhatian
 - Interest: membangkitkan minat
 - Desire: membangkitkan keinginan
 - Action: mengajak bertindak
- Atau jadilah konten promosi dengan baik**
 - Jadilah konten yang menarik dan menarik
 - Jadilah konten yang menarik dan menarik

Agar lebih paham tips tips ini, klik link di bawah ini: <https://bit.ly/3kxv8m1>

Content Marketing



Influencer/Endorser



Buzzer

Kuala Staf Reproduksi Muboko meminta kepada buzzer yang selama ini mendukung Jokowi untuk tidak menyuarakan hal yang destruktif. Muboko mengawasi bahwa para buzzer sering menghemparkan kata-kata yang tidak enak didengar dan tidak enak di hati.

Lantas apa itu buzzer?

BUZZER

- Akun-akun di media sosial yang tak mempunyai reputasi untuk dipertanyakan.
- Buzzer lebih ke kata-kata yang tidak jelas, siapa identitasnya, biasanya memiliki motif ideologi atau motif ekonomi.
- Buzzer ada yang di bayar dan ada juga yang hanya sukarelawan.

INFLUENCER


- Akun-akun yang memiliki nama yang jelas dan terlarut belasan yang jelas.
- Influencer biasanya memiliki followers besar dan punya akun atau preferensi untuk mendukung sesuatu atau tidak mendukung sesuatu.

DAMPAK BUZZER

- Ketegangan masyarakat.
- Masyarakat dapat terjebak dalam populasi berita seleb-Seleb yang paling populer/itu paling benar.

KOMPAS.com

Viral Marketing



Emotional Marketing



Terima kasih sepanjang-panjangnya
 5.9M views • 3 weeks ago
 Grab Indonesia

Begitu banyak mitra merchant, dan mitra pengemudi kami menjalani sesuatu untuk pertama kali di Grab. Namun, semua itu tidak ...



Keep the + Evaluate the -



Evaluate Your Action

Table 10.1 Terminology for key website volume measures

Measure	Measure	Definition
1 How many? 'audience reach'	Unique users	A unique and valid identifier [for a site visitor]. Sites may use (i) IP + User - Agent, (ii) cookie and/or (iii) registration ID
2 How often? 'frequency metric'	Visit	A series of one or more page impressions, served to one user, which ends when there is a gap of 30 minutes or more between successive page impressions for that user
3 How busy? 'volume metric'	Page impression	A file, or combination of files, sent to a valid user as a result of that user's request being received by the server
4 What see?	Ad impressions	A file or a combination of files sent to a valid user as an individual advertisement as a result of that user's request being received by the server
5 What do?	Ad clicks	An ad impression clicked on by a valid user

Source: ABCe (www.abce.org.uk)

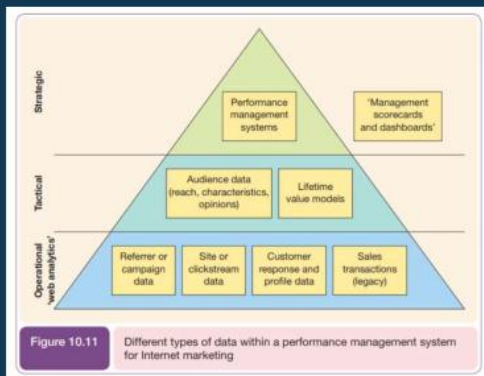


Figure 10.11 Different types of data within a performance management system for Internet marketing

Evaluate Your Action

- Annually**
 - Business and communications planning, long-range strategy, KPI assessment, and goal setting
- Quarterly**
 - KPI executive reviews, strategy shifts, problem escalation, and cross-discipline impact
- Monthly**
 - KPI trends and insights, strategy evaluation, program optimization, and problem resolution
- Daily**
 - Media flow, news synopses, and topline opinions
- Hourly**
 - Competitive alerts and crisis management

Figure 19.1 The various potential measurement frequencies for digital analytics programs.

Table 8.1 Marketing Analytics Measurement Framework

REAN Funnel		Owned Media		Earned Media		Paid Media	
Plan	Count/Return	Research on Historical Counts and Typical Return Metrics (Value, Roi, etc.) Defining Measurement Process and Targets for Count and Return Across the Three Digital Media Types					
	Quality/Connect	Research on Historical Quality and Connect Metrics Defining Measurement Process and Target Index for Quality and Connect Across the Three Digital Media Types					
Reach Quantitative	Count	Website	Content	Trade	Social	Advertising	Partner
	Return	Website	Content	Trade	Social	Advertising	Partner
Engage Quantitative	Count	Website	Content	Trade	Social	Advertising	Partner
	Return	Website	Content	Trade	Social	Advertising	Partner
Activate Quantitative	Count	Website	Content	Trade	Social	Advertising	Partner
	Return	Website	Content	Trade	Social	Advertising	Partner
Qualitative	Quality	Website	Content	Trade	Social	Advertising	Partner
	Connect	Website	Content	Trade	Social	Advertising	Partner

Digital Marketing Strategy -Individual

Table 1.4 Application Examples of ASCOR Framework Applied to Multiple Stakeholders Cases

Business Type	Digital Marketing Use-Case	Phase 1- Assessment	Phase 2- Strategy	Phase 3- Channel & Communication	Phase 4- Operations	Phase 5- Refinement
Individual	A local orthopedic wants to build his reputation online	<ul style="list-style-type: none"> External Ecosystem Analysis Internal Ecosystem Analysis Digital Presence Analysis Objectives Development & Review 	<ul style="list-style-type: none"> Digital Strategy Definition Customer Development Strategy (STP2.0) Digital Marketing Mix (8Ps) 6S Implementation Framework 	<ul style="list-style-type: none"> Digital Media Planning Communication Program Design Channel Mix Development Budget Allocation for Channels 	<ul style="list-style-type: none"> Digital Campaign Planning Multi-channel Campaign Set-up Campaign Execution Campaign Monitoring and Tracking 	<ul style="list-style-type: none"> Implementing Web Analytics Defining Measurement Framework Marketing Implementation Rol Digital Marketing Refinement
		<ul style="list-style-type: none"> Assess potential to develop online brand Compare present standing among similar doctors Study visit patterns for doctor websites 	<ul style="list-style-type: none"> Define unique value creation elements Develop OVP built on reput & experience Define brand-building elements 	<ul style="list-style-type: none"> Develop Content and Intent based marketing mix Plan for blog, website, SEO, SEM creation 	<ul style="list-style-type: none"> Developing content & marketing material Website/Blog Launch; marketing initiated on search engines Customer Queries handled with Chat 	<ul style="list-style-type: none"> Review web visits and marketing reports Analyze improvement in service enquiries and patient visits Refine marketing tactics regularly

Digital Marketing Strategy -SMEs

Table 1.4 (Continued)

Business Type	Digital Marketing Use-Case	Phase 1- Assessment	Phase 2- Strategy	Phase 3- Channel & Communication	Phase 4- Operations	Phase 5- Refinement
SMB	A Digital Media manager wants to setup online consulting services	<ul style="list-style-type: none"> Assess need for digital media consulting services Study online consumption pattern Map present vendors with such service set 	<ul style="list-style-type: none"> Target professional communities marketing as key Create Marketing Ps with OVP focus on unique consulting services & execution 	<ul style="list-style-type: none"> Develop Content, Intent, Brand and Community based marketing mix Professional agency to develop consulting & brand building content 	<ul style="list-style-type: none"> Execute SEO, SEM, Marketing on Professional Blogs & Consulting Stories PR as communication tool to target professional groups 	<ul style="list-style-type: none"> Review consulting leads and conversions from online investments Analyze RoI for clients engaged in services Refine brand & offering elements regularly
	A home-based handicrafts developer wants to increase sales through online platforms	<ul style="list-style-type: none"> Map online buy propensity Compare competitor presence online Search Marketing Platforms for handmade products 	<ul style="list-style-type: none"> Create Online Sales elements mix Develop set of high-selling product lines with OVP such as material, location, history or fashion 	<ul style="list-style-type: none"> Develop brand story through blogs/social Create online e-commerce store Use search and display channels for sales 	<ul style="list-style-type: none"> Run campaigns on fashion sites, blogs Track & Optimize Keywords & images for brand impact Solicit Product feedback 	<ul style="list-style-type: none"> Review RoI on investment in multiple channels Gather customer data for e-mail connect Use Product Feedback as Testimonials

Never Ending Learning
Thank You

