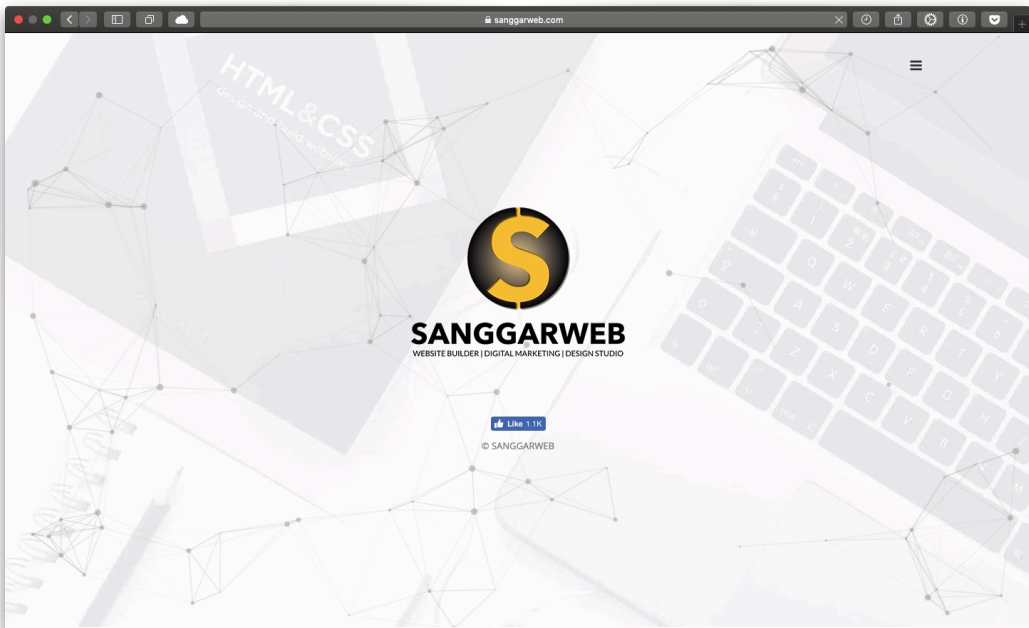
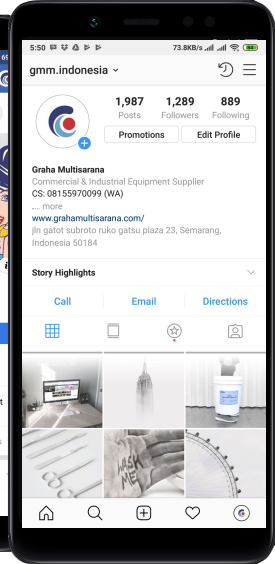
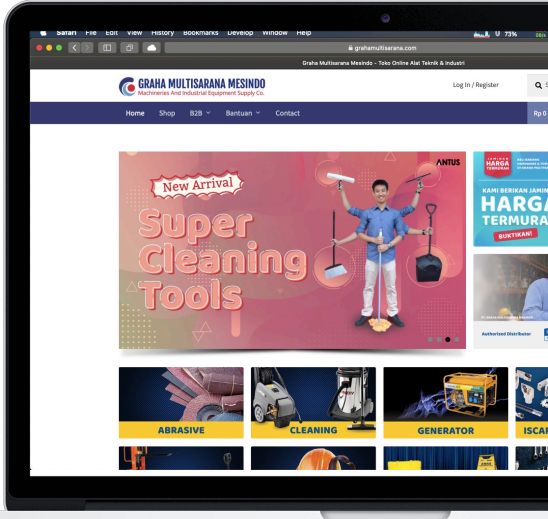
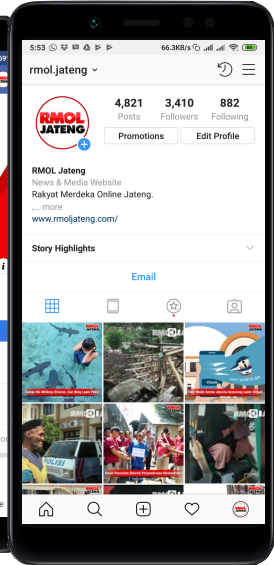
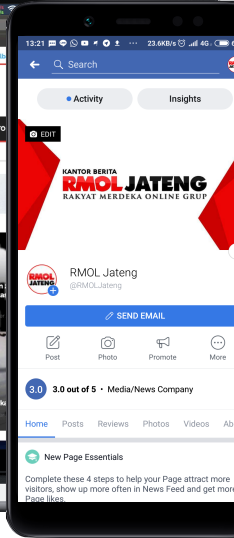
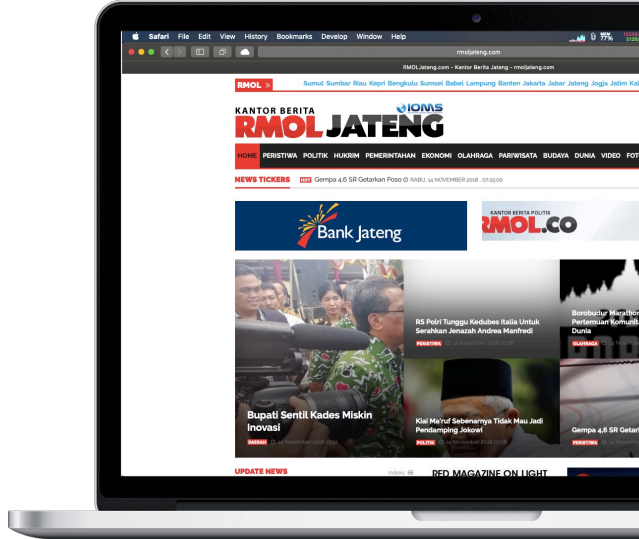


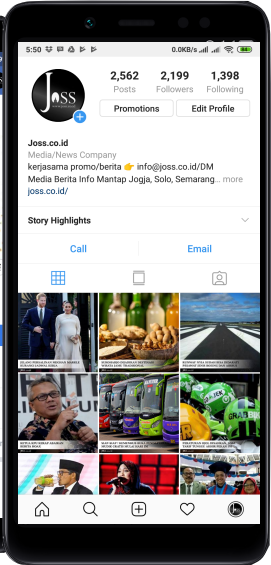
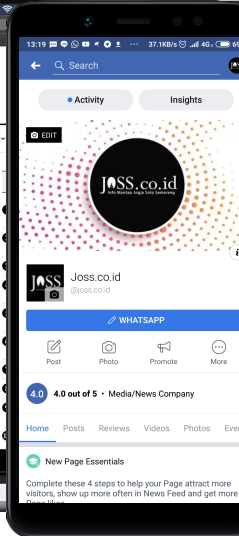
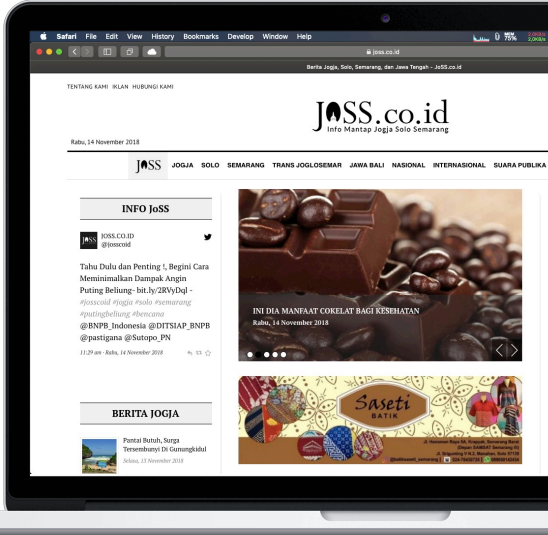


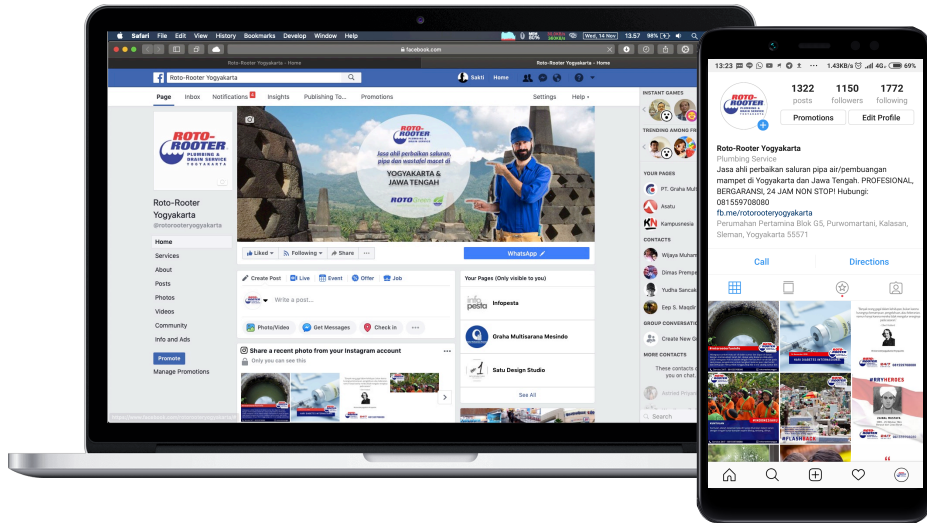
*Sakti
Prayanca*

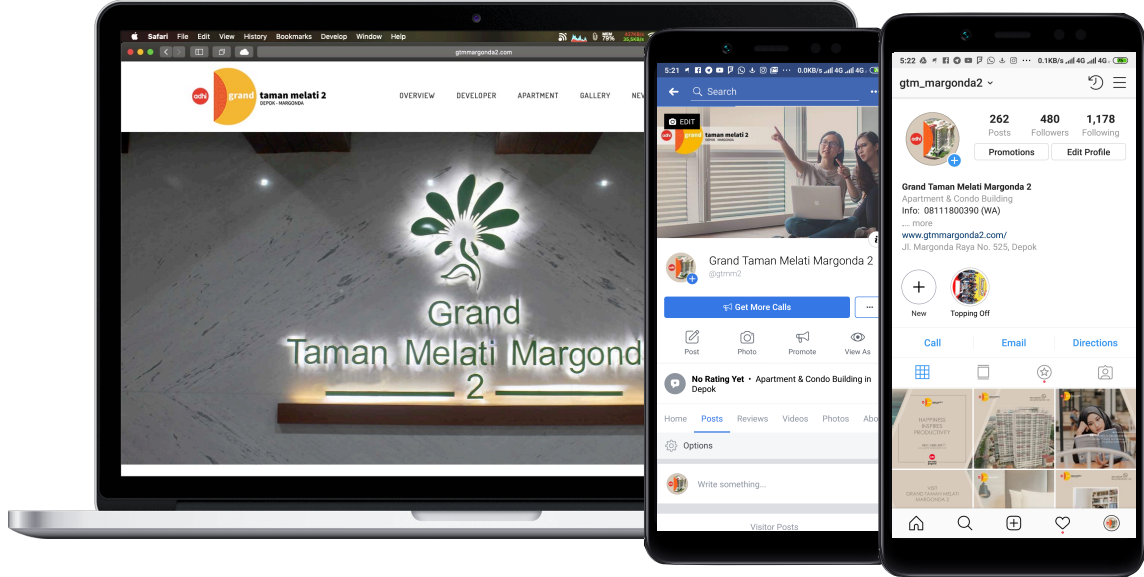


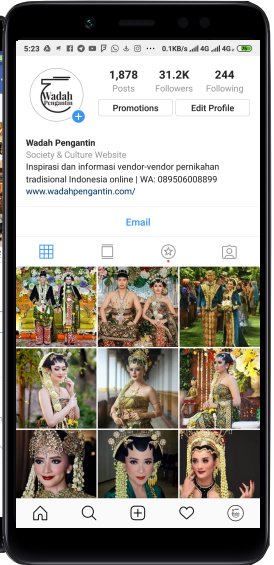
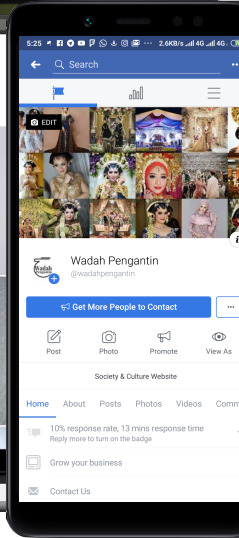
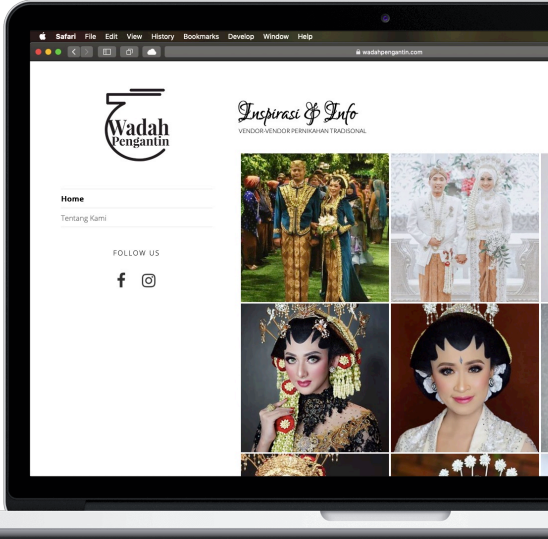














DIGITAL MARKETING



“Mengapa setiap **perusahaan kecil, menengah dan besar** berencana untuk memulai atau meningkatkan **kehadirannya secara online?**”

“Apakah **pemasaran digital** benar-benar lebih signifikan daripada **pemasaran tradisional** di era modern kita?”



TRADITIONAL

- 🕒 Tidak Tepat Target Market
- 🕒 Jangkauan Terbatas
- 🕒 Tidak Terukur
- 🕒 Cara Tradisional mulai Ditinggalkan
- 🕒 Biaya Iklan Kurang Flexible
- 🕒 Respons Lama
- 🕒 Proses Ganti Materi Terlalu Lama
- 🕒 Harga Disesuaikan Jam Tayang

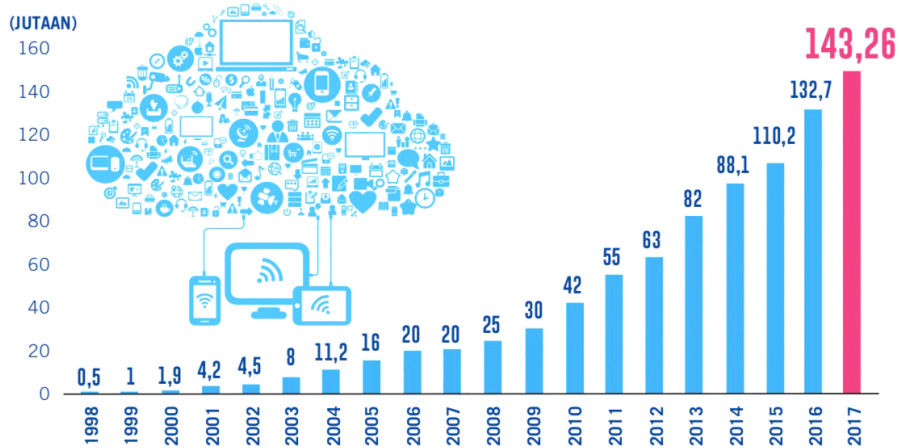
VS



DIGITAL/ONLINE

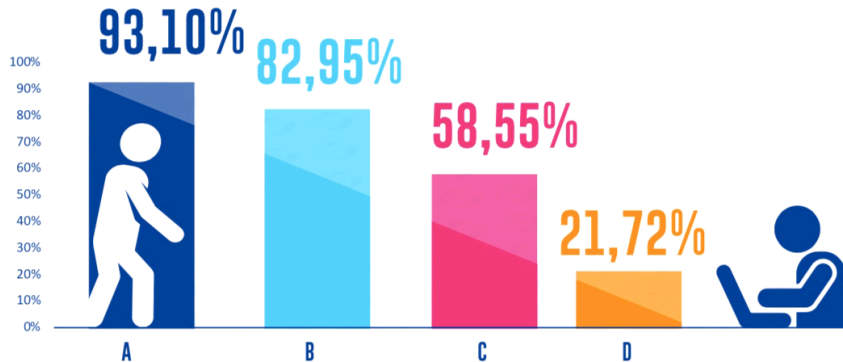
- ★ Target Market Tepat Sasaran
- ★ Jangkauan Luas
- ★ Terukur
- ★ Internet Berkembang Pesat
- ★ Biaya Lebih Flexible
- ★ Respons Sesuai Waktu Iklan Berjalan
- ★ Proses Ganti Materi Cepat
- ★ Harga Tetap Sama Kapanpun Iklan Tayang

PERTUMBUHAN PENGGUNA INTERNET



Sumber: SURVEY PENETRASI & PERILAKU PENGGUNA INTERNET INDONESIA 2017 - APJII

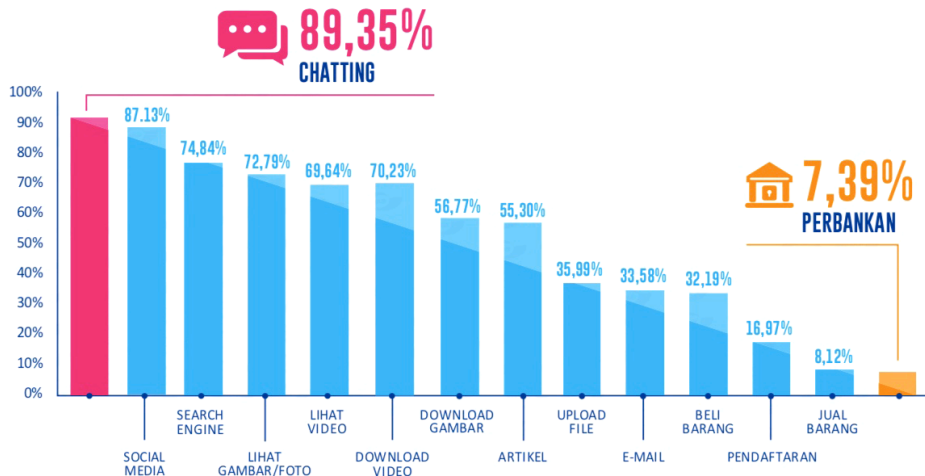
PENETRASI PENGGUNA INTERNET BERDASAR LEVEL EKONOMI



A: Kelas sosial ekonomi atas. B: Kelas sosial ekonomi menengah. C: Kelas sosial ekonomi bawah. D: Kelas sosial ekonomi sangat bawah.
(SES: Strata Ekonomi Sosial)

Sumber: SURVEY PENETRASI & PERILAKU PENGGUNA INTERNET INDONESIA 2017 - APJII

LAYANAN YANG DIAKSES



Sumber: SURVEY PENETRASI & PERILAKU PENGGUNA INTERNET INDONESIA 2017 - APJII

**BAGAIMANA MEMULAI
DIGITAL MARKETING
?**

MEMAHAMI KARAKTER PENGGUNA INTERNET

Bagaimana pengguna internet **mencari informasi**?



**Mencari
di mesin pencari**



**Mencari
di media sosial**

APA SAJA
YANG PERLU DILAKUKAN
DALAM
DIGITAL MAREKETING
?

MESIN PENCARI

- ☒ Website
- ☒ Google My Business
- ☒ Google Map

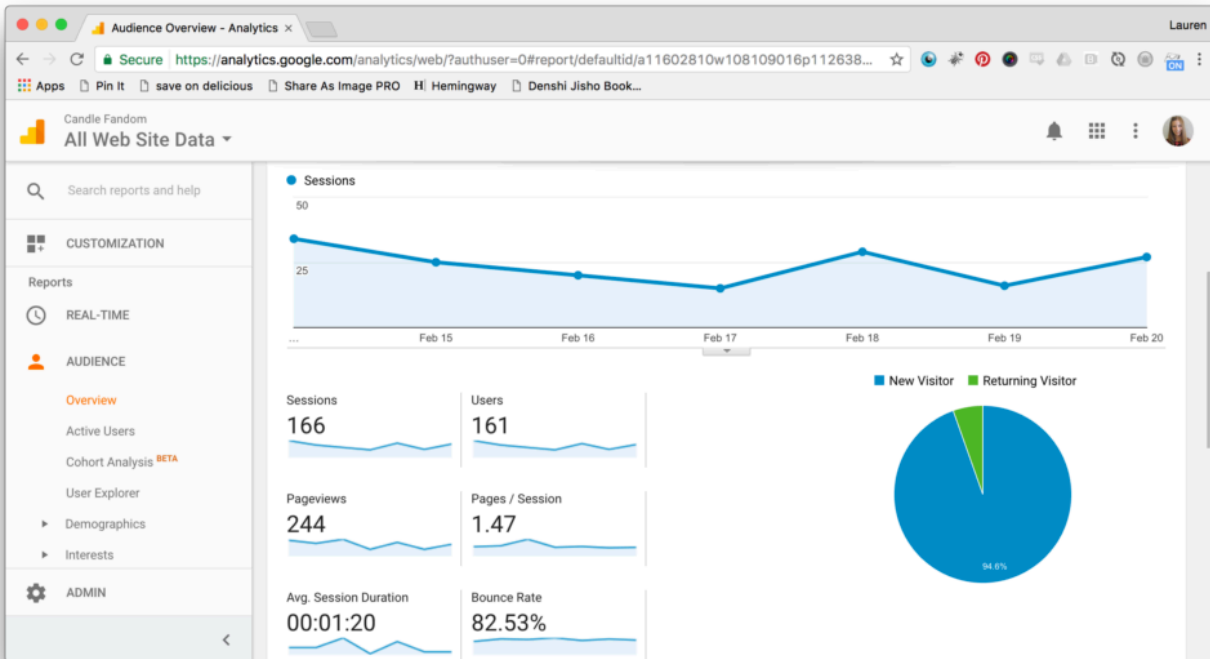
MEDIA SOSIAL

- ☒ Instagram Business
- ☒ Facebook Fanpage
- ☒ Twitter Business
- ☒ Youtube

WEBSITE







Search reports and help

Home

Customization

REPORTS

Real-Time

Audience

Acquisition

Behavior

Conversions

Discover

Admin

Google Analytics Home

INSIGHTS

Users

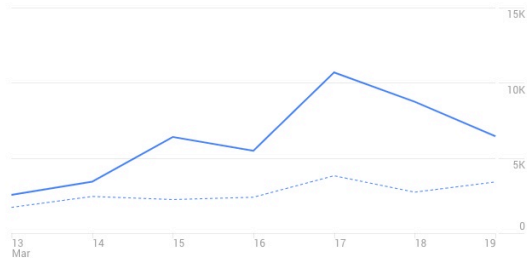
42K

↑137.9%
vs last 7 days

Sessions

46K

↑128%



Last 7 days ▼

AUDIENCE OVERVIEW >

How do you acquire users?

Traffic Channel

Source / Medium

Referrals

Active Users right now

35

Page views per minute



Top Active Pages

Active Users

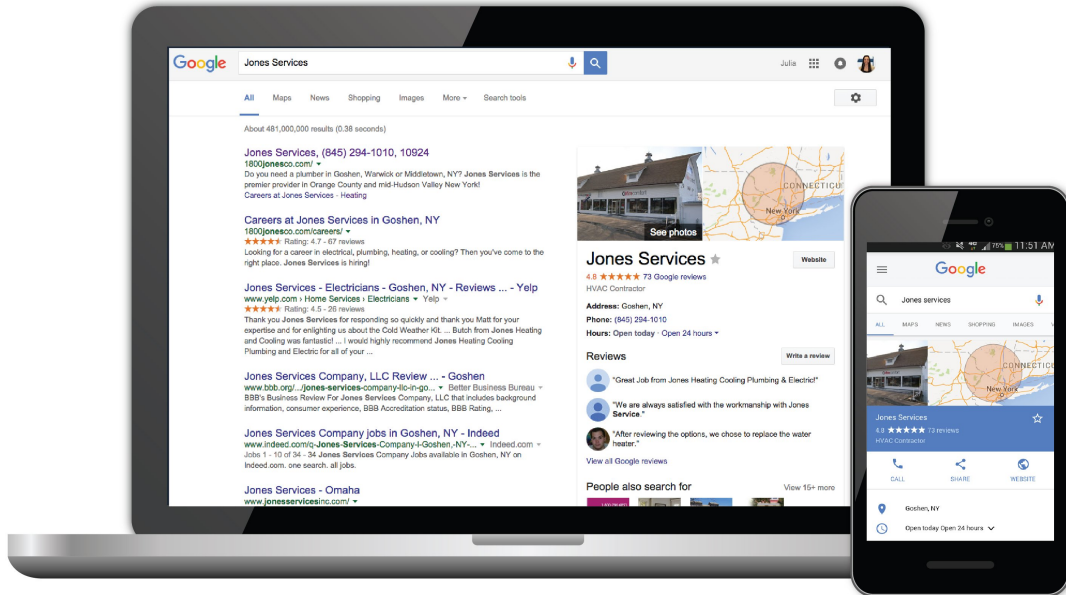
/read/2019/03/...Tahun-Penjara-	5
/read/2019/03/...angan-Dipecat-	5
/indeksberita.php	2
/read/2019/03/...dol-Perhiasan-	2
/read/2019/03/1...Rating-Jelek-	2

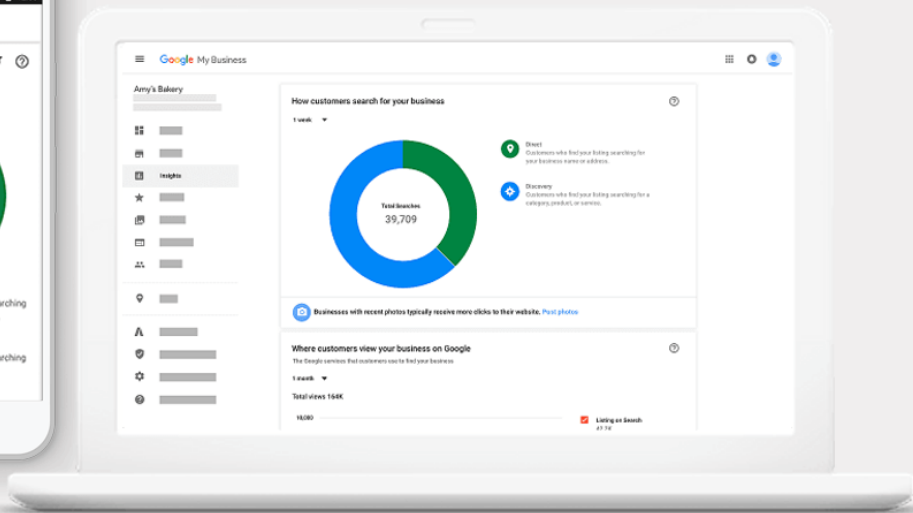
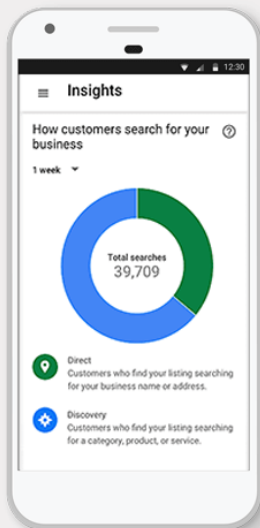
REAL-TIME REPORT >

Fewer users returned to your site in February.

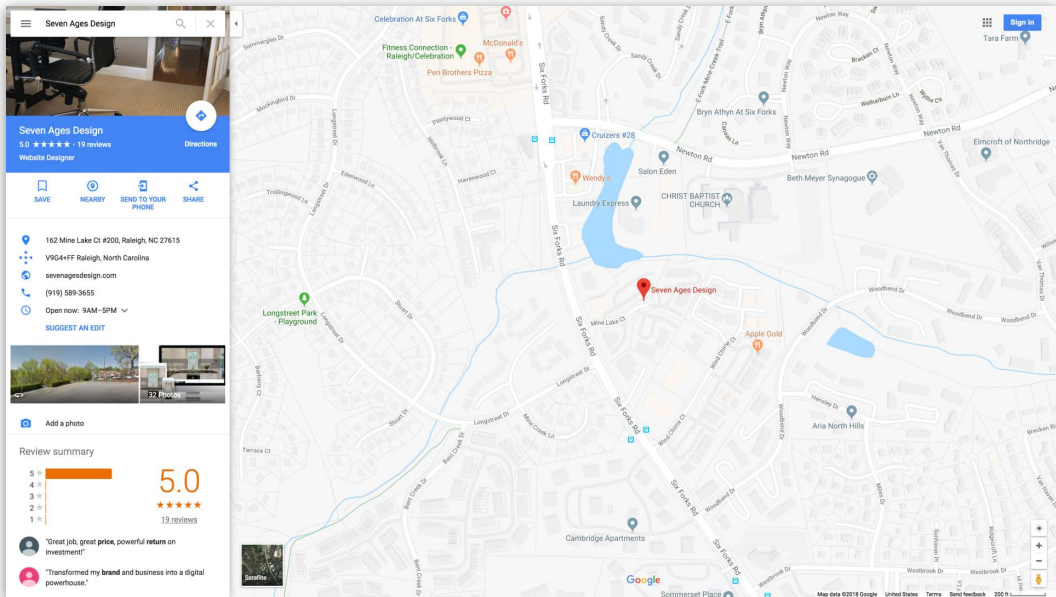
- ★ Dapat merepresentasikan usaha/
bisnis Anda dengan baik
- ★ Ramah terhadap mesin pencari
(SEO & Loading speed)
- ★ Desain responsive dan ergonomis

GOOGLE MY BUSINESS

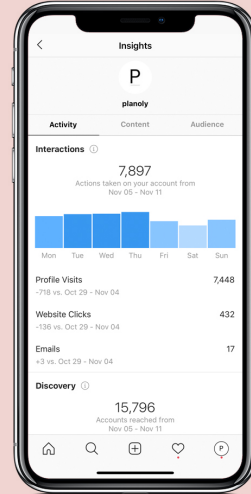
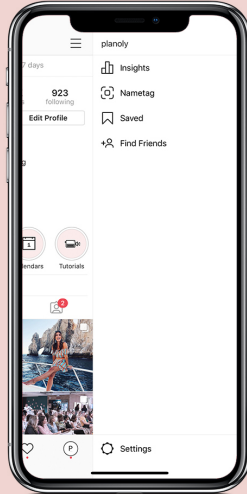
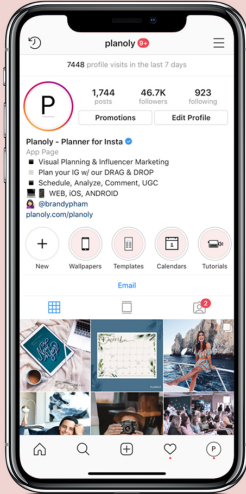




GOOGLE MAP

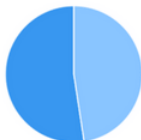


INSTAGRAM FOR BUSINESS



21,727 followers
+326 new this week

GENDER

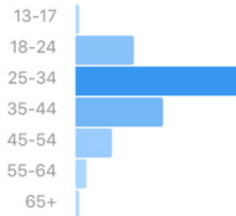


AGE RANGE



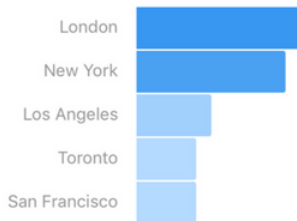
AGE RANGE

All Men Women



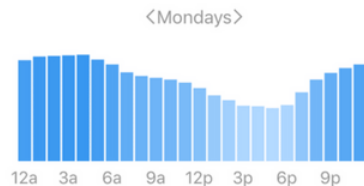
TOP LOCATIONS

Cities Countries



FOLLOWERS

Hours Days



What do these mean? >

FACEBOOK FANPAGE





Timely Salon
Software
@liketimely

Home

About

Services

Photos

Videos

Posts

Try a booking demo



Like



Share



Suggest Edits



Learn More



Send Message

Services



Book Appointments

Arrange client appointments with beautiful calendar that works fo...



Search for posts on this Page

Timely Salon Software
Software company

4.9 ★★★★★

TWITTER BUSINESS

The screenshot shows the Twitter profile of G2 Crowd. The header features a banner for the 2018 Best Software Companies award, with the G2 logo and the URL g2crowd.com/best. The profile bio states: "G2 Crowd real-time & unbiased user reviews help you objectively assess what is best for your business. Leverage the crowd, limit your risk, and get what works." The location is Chicago, IL, and the website is G2Crowd.com. The profile was joined in August 2012. The stats show 18.1K tweets, 23.8K following, 26.2K followers, 13.9K likes, and 9 lists. The "Following" tab is selected. The main tweet is a pinned tweet from G2 Crowd (@G2Crowd) dated June 26, announcing the return of the G2 Crowd leadership team and mentioning @TheCrowd, @godardabel, and @mgorniak. It includes a link to a report on G2's latest exciting news. The tweet has 3 replies, 30 retweets, and 41 likes. Below the main tweet is another tweet from G2 Crowd (@G2Crowd) dated 48m, titled "How to Make an #eBook: 10 Easy Steps (+Writing Examples and Tips)" with a link to g2.co/2H0ZAKR and mentions of @jordwahl, #marketing, and #marketers. The right sidebar shows "Who to follow" with users G2 Crowd Reviews, Tim Handorf, and Cyril Coste. It also displays "Chicago trends" including #PrimeDay, #TreasonSummit, #MondayMotivation, and #IFT18.

• 2018 •
BEST SOFTWARE COMPANIES
g2crowd.com/best

G2 Crowd
@G2Crowd Follows you
G2 Crowd real-time & unbiased user reviews help you objectively assess what is best for your business. Leverage the crowd, limit your risk, and get what works.
Chicago, IL
G2Crowd.com
Joined August 2012

Tweets 18.1K Following 23.8K Followers 26.2K Likes 13.9K Lists 9

Following

Tweets Tweets & replies Media

G2 Crowd @G2Crowd · Jun 26
The @G2Crowd leadership team is welcoming some old faces back into #TheCrowd - Welcome back, @godardabel and @mgorniak!
@sandraguy of the #Chicago @SunTimes reports on G2's latest exciting news: g2.co/2H0ZAKR

Who to follow · Refresh · View all

- G2 Crowd Reviews** @G2... Follow
- Tim Handorf** @thandorf Follow
- Cyril Coste** @CyrilCoste Follow

Find people you know

Chicago trends · Change

- #PrimeDay**
@lyn, @theresited and 3 more are Tweeting about this
- #TreasonSummit**
@theresited, @lyn and 5 more are Tweeting about this
- Adam Boqvist**
#MondayMotivation
@JenSchwegert, @RuPaulsDragRace and 2 more are Tweeting about this
- #IFT18**
Trump and Putin
President Trump meets Russian president Vladimir Putin in Finland
- Home Run Derby**

G2 Crowd @G2Crowd · 48m
How to Make an #eBook: 10 Easy Steps (+Writing Examples and Tips)
g2.co/2H0ZAKR by @jordwahl #marketing #marketers

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IDEAS WORTH SPREADING

TED

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Discussion

About

A robot that eats pollution | Jonathan Rossiter

0:00 / 14:10

A robot that eats pollution | Jonathan Rossiter

2,680 views 55 minutes ago

Meet the "Row-bot," a robot that cleans up pollution and generates the electricity needed to power itself by swallowing dirty water. Robotist Jonathan Rossiter explains how this special swimming machine, which uses a microbial fuel cell to neutralize algal blooms and oil slicks, could be a precursor to biodegradable, autonomous pollution-fighting robots.

TEDTalks is a daily video podcast of the best talks and performances from the TED Conference, where the...
[Read more](#)

Uploads

A robot that eats pollution | Jonathan Rossiter

14:11

The racial politics of time | Brittney Cooper

12:30

Don't fear superintelligent AI | Grady Booch

10:21

How jails extort the poor | Salil Dudani

12:44

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TED Institute

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TED Prize

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Related channels

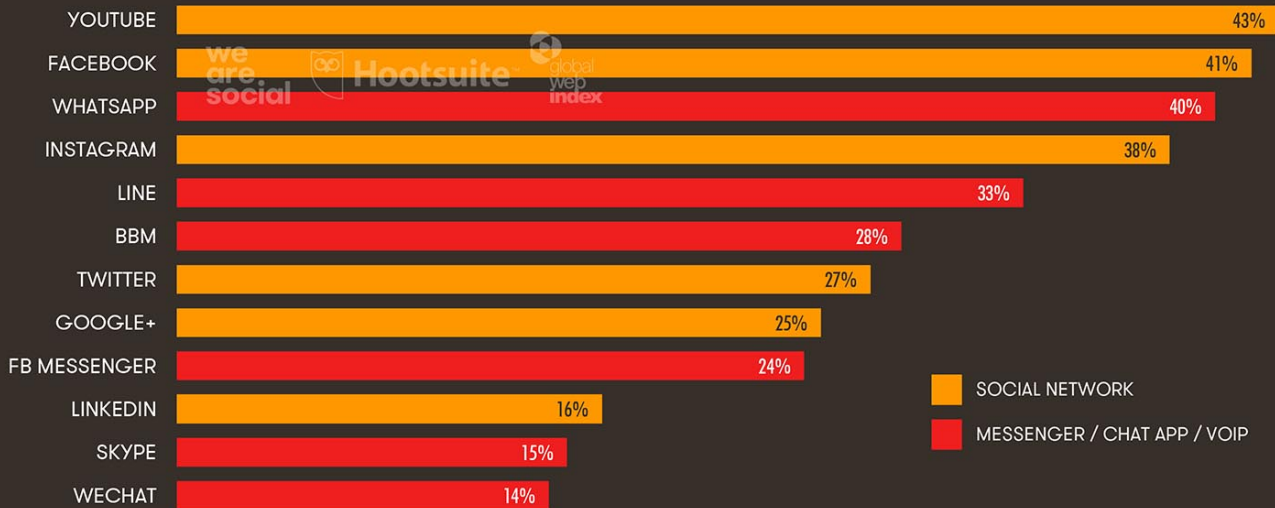
The Late Show with ...

Subscribe

JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

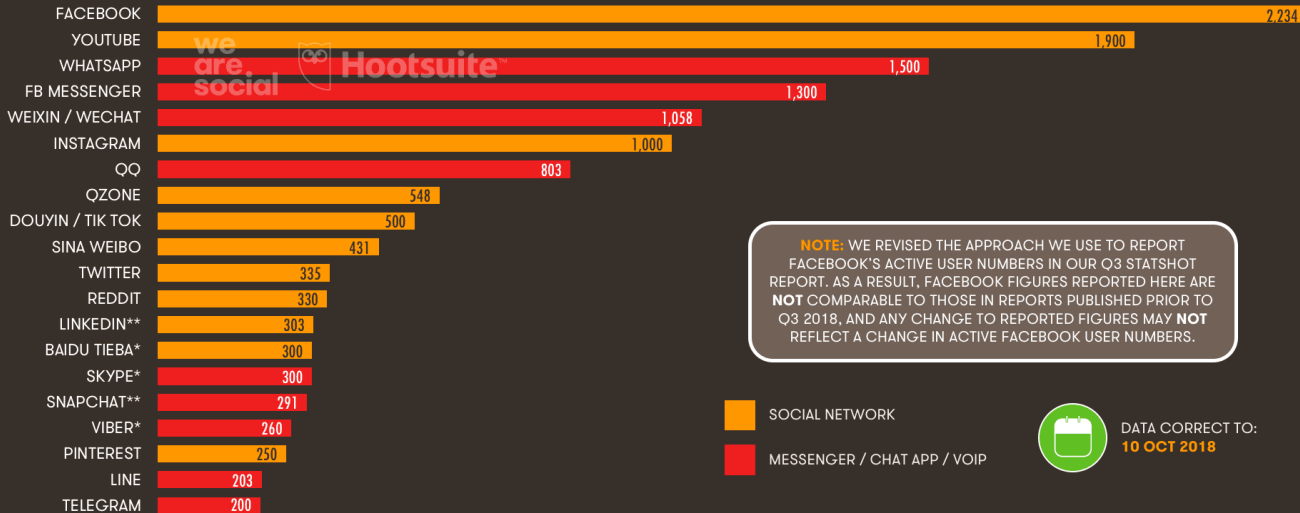
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



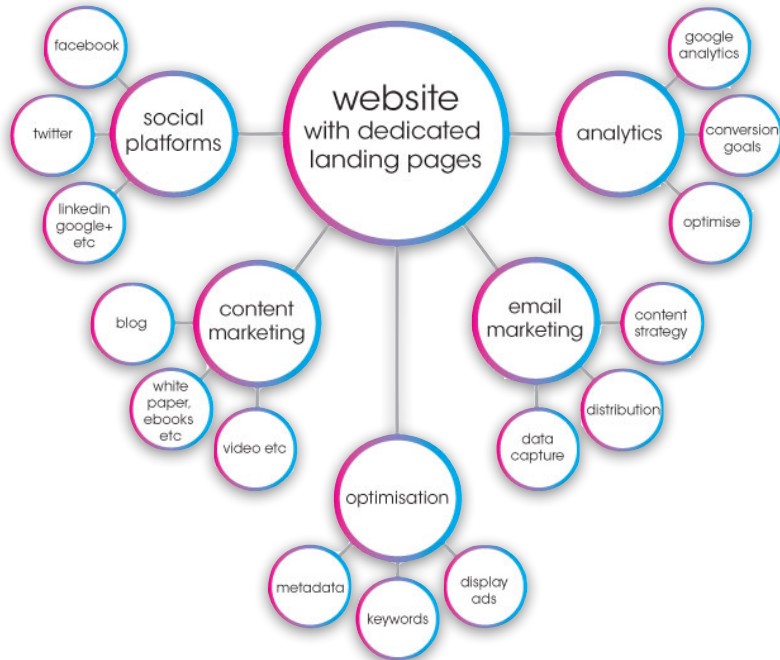
OCT
2018

SOCIAL PLATFORMS: ACTIVE GLOBAL ACCOUNTS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS FOR EACH PLATFORM, IN MILLIONS

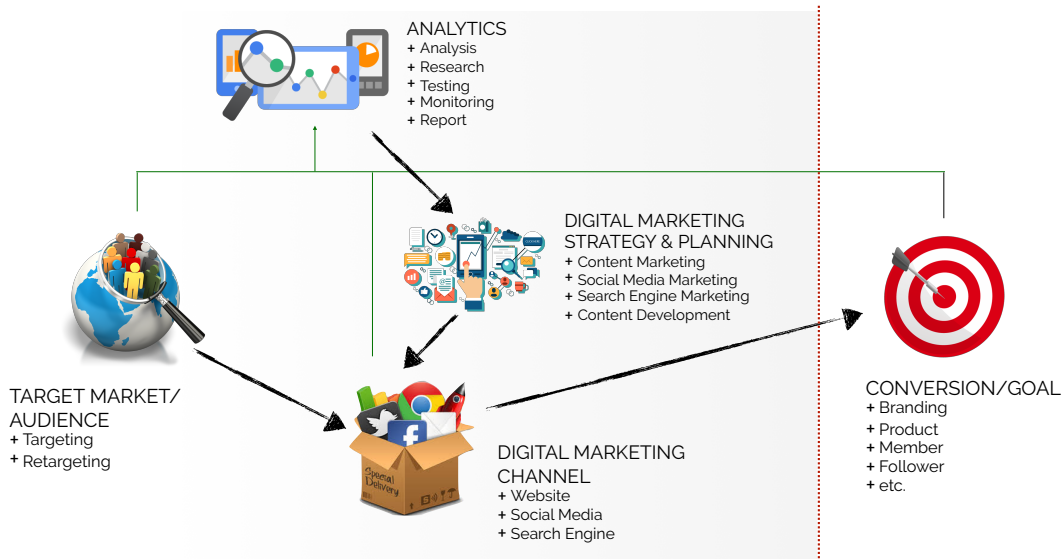


PENUTUP





DIGITAL MARKETING WORKFLOW





#happytohelp



KONTEN KREATIF & INFORMATIF

KONSISTEN!

TERIMA KASIH

089652106555