



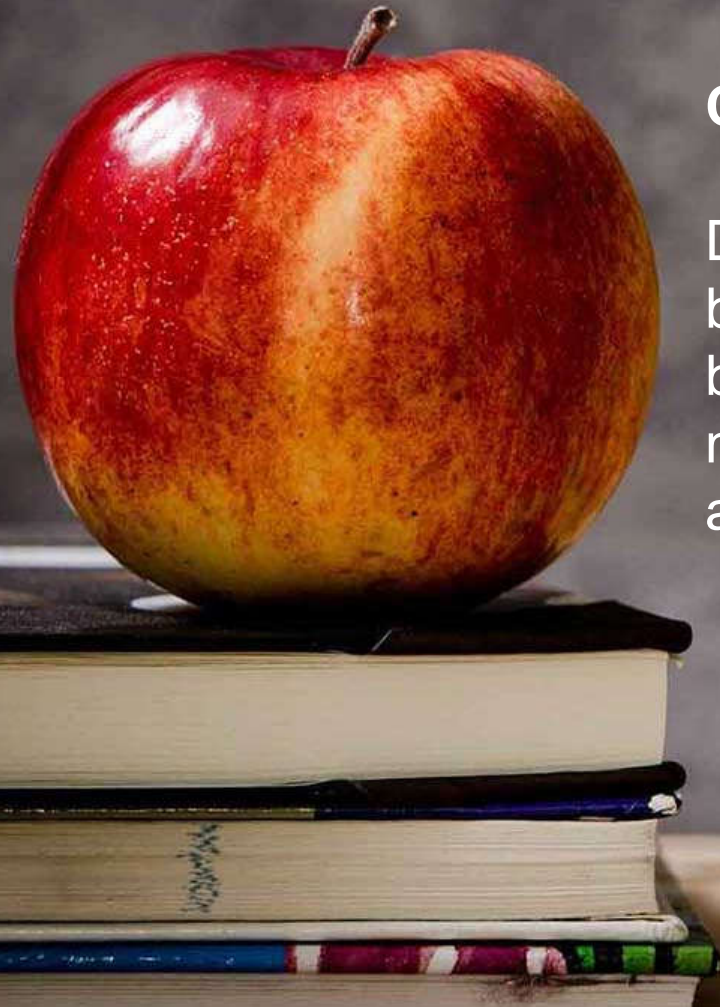
Strategi Pengembangan Pemasaran (Part 2)

Aryan Eka Prastya Nugraha, S.E., M.Pd
2021



Situation analysis for digital marketing

From the perspective of a business creating a digital marketing plan, situation analysis should review these factors which we cover in this chapter:



Customers.

Digital proposition and communications should be based around the customer: their characteristics, behaviours, needs and wants. So our view is that marketers should start with the customer when analysing the situation.



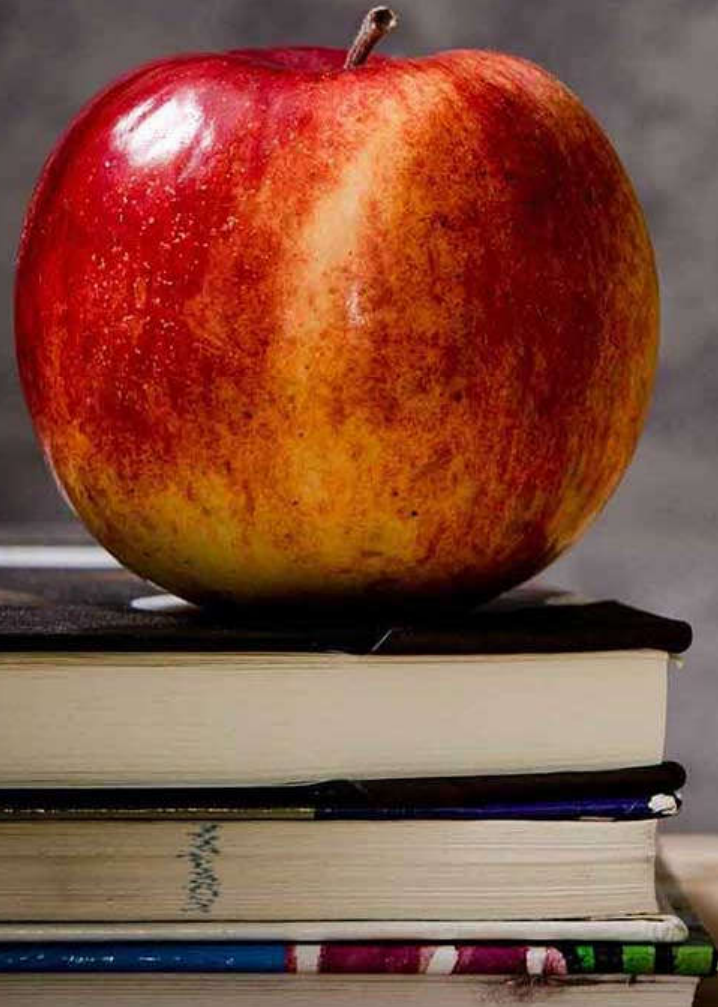
Marketplace analysis including intermediaries, influencers and potential partners.

This is a summary of the main online influences on purchase during the customer journey or path to purchase. We will see that there is a wide range of influences including search engines, publisher media sites, blogs, review sites and social networks which should all be considered. Marketplace analysis also involves reviewing opportunities and threats from digital media and technology including new business and revenue models.



Competitors.

Benchmarking customer propositions and communications activities against competitors can identify opportunities for new approaches and digital marketing activities that need to be improved.



Wider macro-environment.

These are the broader strategic influences we cover in Chapter 3, including social, legal, environment, political and technology influences.



Understanding customer journeys

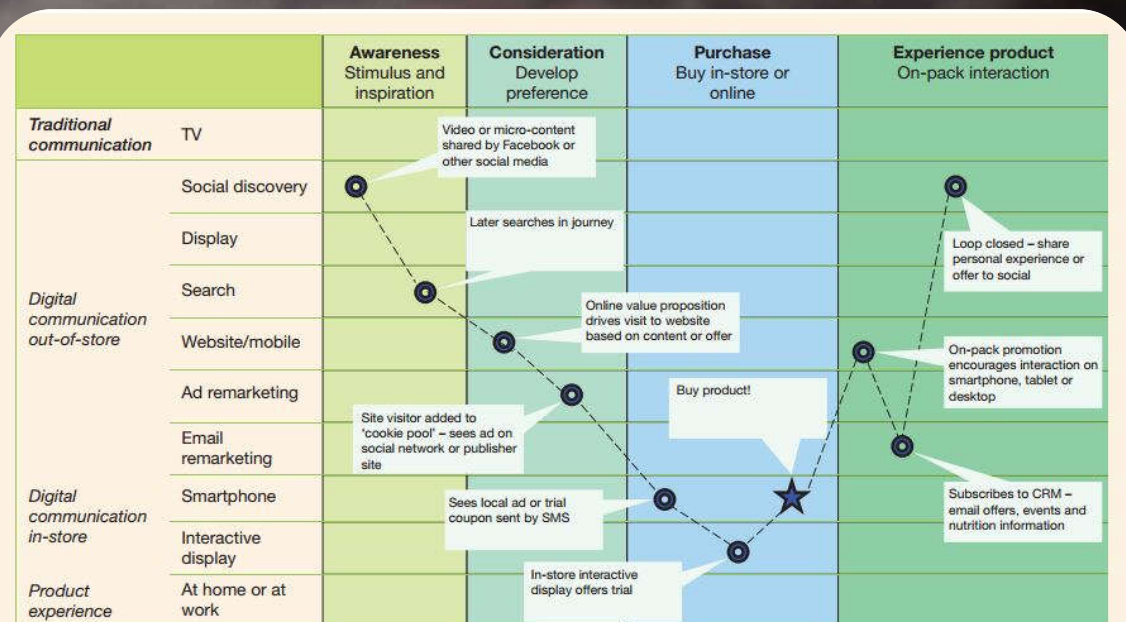


Figure 2.3

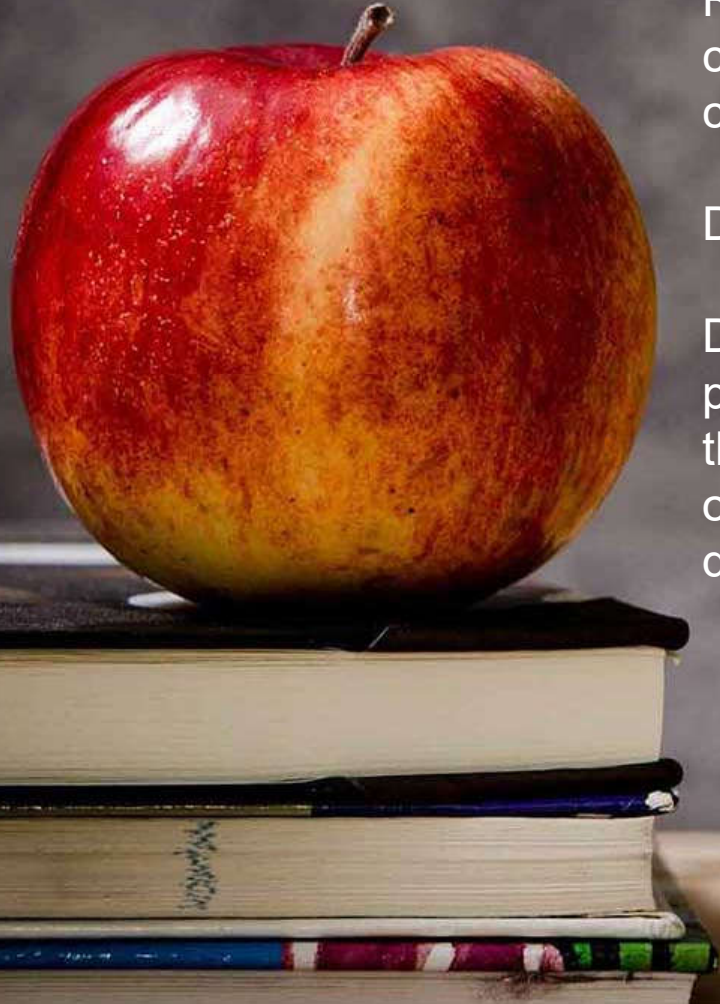
An example of a customer journey map

Figure 2.3

An example of a customer journey map



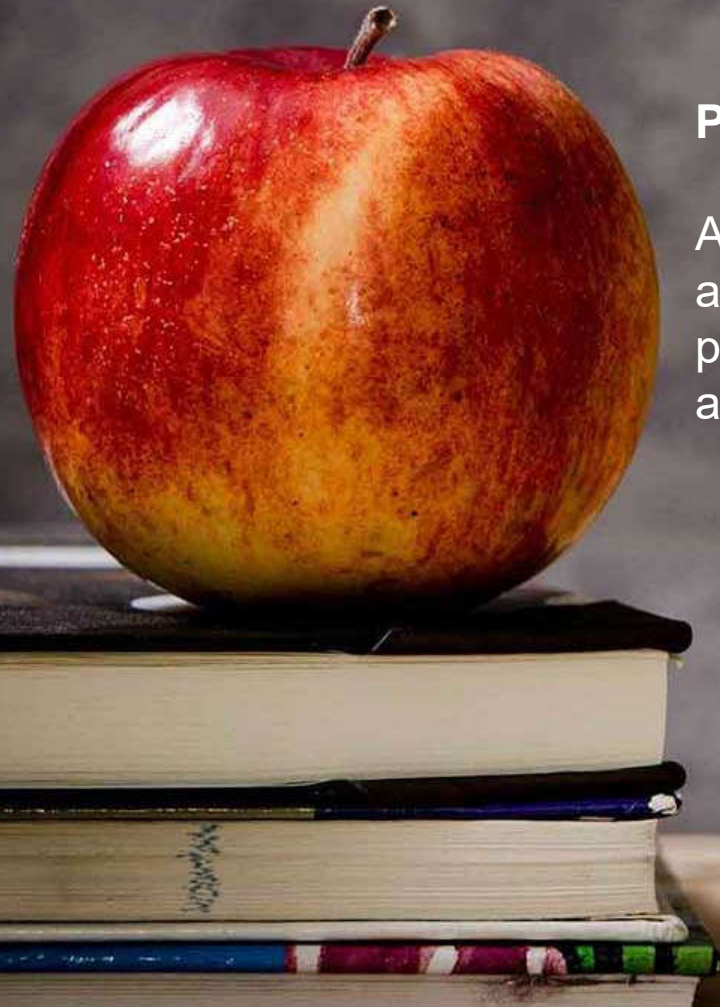
Online consumer behaviour and implications for marketing



Research suggests there are two key areas which can prove very fruitful when aiming to identify consumer variables:

Demographic variables.

Doherty and Ellis-Chadwick (2010) suggest that any personal attributes that tend to remain static throughout an individual's lifetime, or evolve slowly over time – such as age, gender, race etc. – can be defined as demographic variables.



Psychographic and behavioural variables.

Any aspect of a consumer's perceptions, beliefs and attitudes that might influence online behaviour, and in particular a consumer's intention to shop, can be defined as a psychographic/behavioural variable.

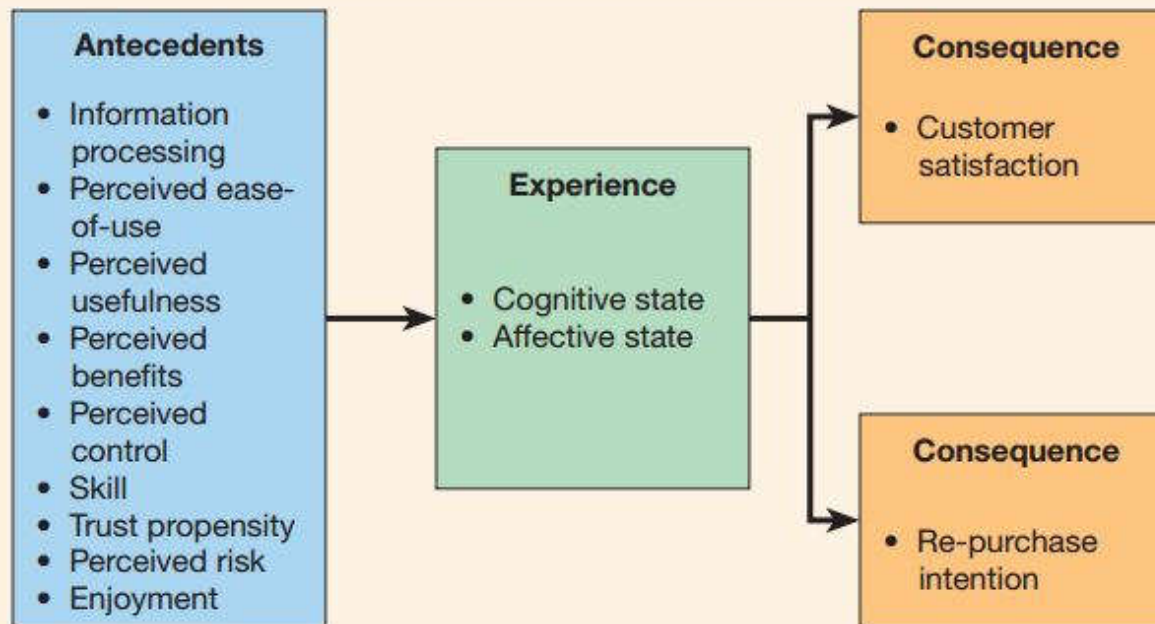


Figure 2.13

Framework for understanding online customer experiences

Source: Rose and Hair (2011)

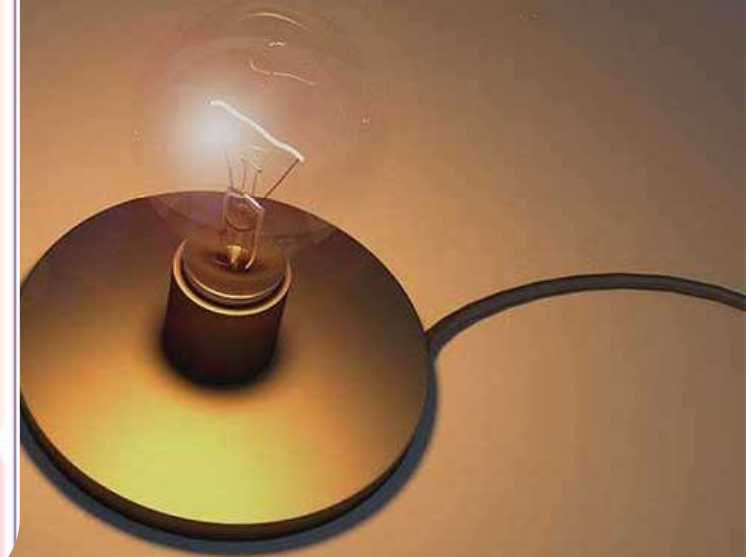


Figure 2.13

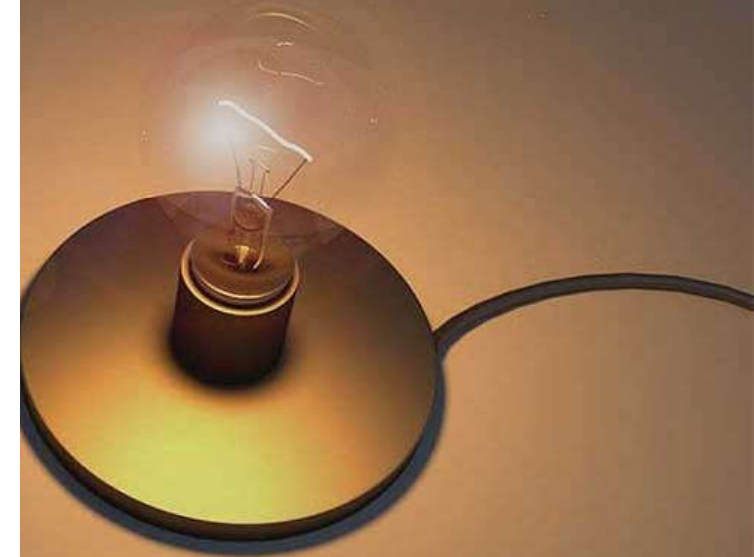
Source: Rose and Hair (2011)

Framework for understanding online customer experiences

Business models for e-commerce



- 1 **Value proposition.** This is at the heart of what the business offers to its audiences and is arguably most to important success. More details are provided in a follow-up book by Osterwalder *et al.* (2014).
- 2 **Customer segments.** Different target audiences the value propositions will appeal to. In the business model canvas, the alternatives recommended are mass market, niche market, segmented (broken down further) or a range of diverse segments.
- 3 **Customer relationships.** The types of relationships that will be formed, for example self-service, automated services, communities or more personal assistance. Co-creation of content may be part of this.
- 4 **Channels.** The methods by which the organisation's services will be delivered and the audiences reached.
- 5 **Key partners.** To exploit online and offline value networks, forming partnerships gives an opportunity of expanding reach and taking advantage of existing organisations and online influencers that have built an audience.
- 6 **Activities.** Which are the main activities that need to be performed to deliver the value proposition to develop revenue.
- 7 **Resources.** Different types of process and people to complete the activities to create and deliver the value proposition.
- 8 **Cost structure.** Different cost elements, these should be checked against activities and resources. Costs are classically broken down into fixed and variable costs and economies of scale.



economies of scale.

and resources. Costs are classically broken down into fixed and variable costs and

REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan





THANK YOU

Any Question ??