

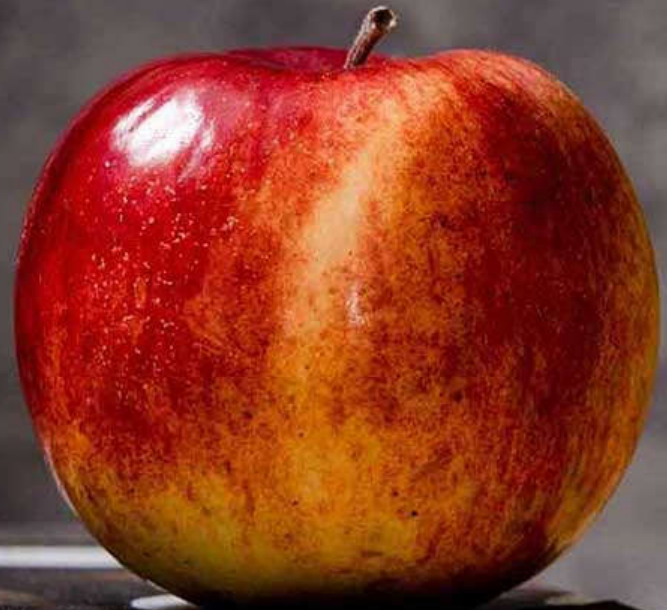


Strategi Pengembangan Pemasaran

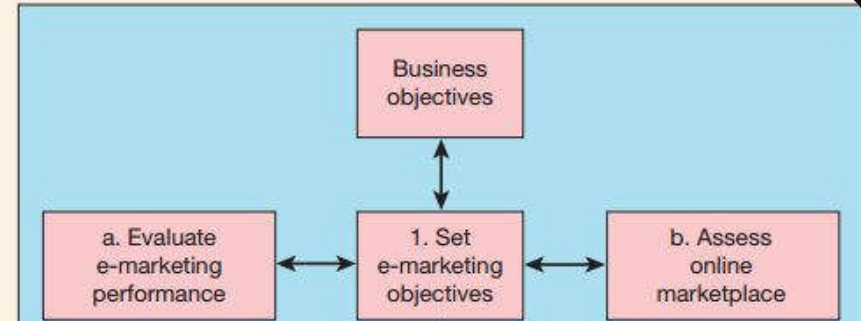
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2021



A strategic framework for developing a digital marketing strategy



A. Defining the online opportunity



B. Selecting the strategic approach



C. Delivering results online

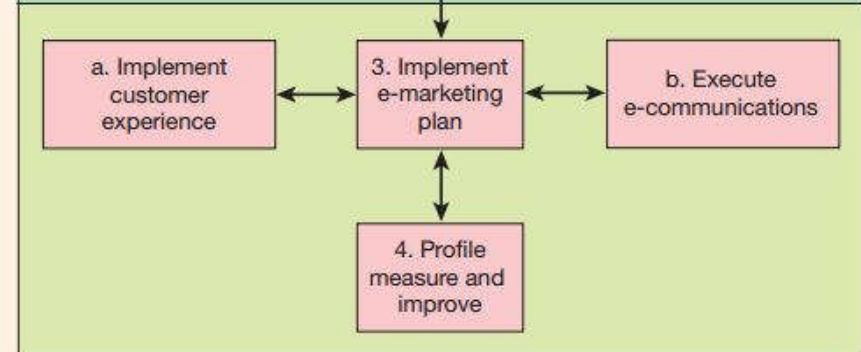


Figure 1.9

A generic digital marketing strategy development process

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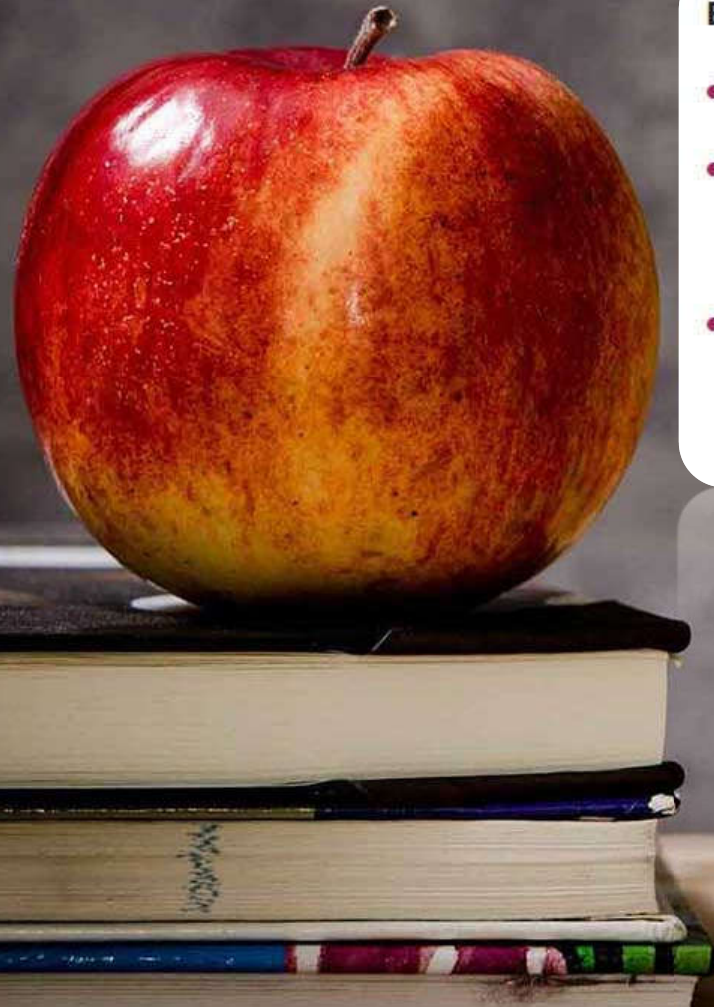
A generic digital marketing strategy development process



A: Defining the online opportunity

Setting objectives to define the potential is the core of this phase of strategy development. Key activities are:

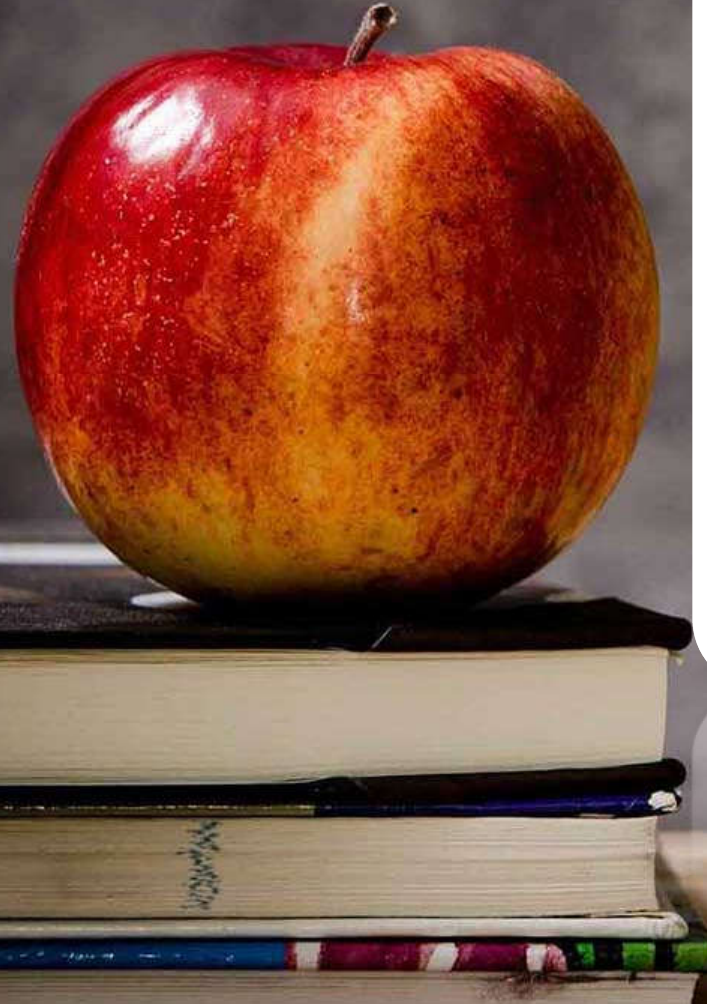
1. *Set Digital marketing objectives.* Companies need to set specific numerical objectives for their online channels and then resource to deliver these objectives.
2. *Evaluate digital marketing performance.* Apply web analytics tools to measure the contribution of leads, sales and brand involvement currently delivered by online communications such as search engine marketing, online advertising and email marketing in conjunction with the website.
3. *Assess online marketplace.* Situation analysis review of the micro-environment (customers, competitors, intermediaries, suppliers and internal capabilities and resources) and the broader macro-environment which influences strategy, such as legal requirements and technology innovation.



B: Selecting the strategic approach

- *2 Define digital marketing strategy* (Chapter 4). Select appropriate strategies to achieve the objectives set at stage A1.
- *2a Define customer value proposition* (Chapters 4 to 7). Define the value proposition available through the online channel and how it relates to the core proposition delivered by the company. Review segmentation and targeting options. Review the marketing mix and brand values to evaluate how they can be improved online.
- *2b Define digital communications mix* (Chapters 4, 8 and 9). Select the offline and online communications tools to encourage usage of an organisation's online services and to generate leads and sales. Develop new outbound communications and event-triggered touch strategies to support customers through their relationship with the company.

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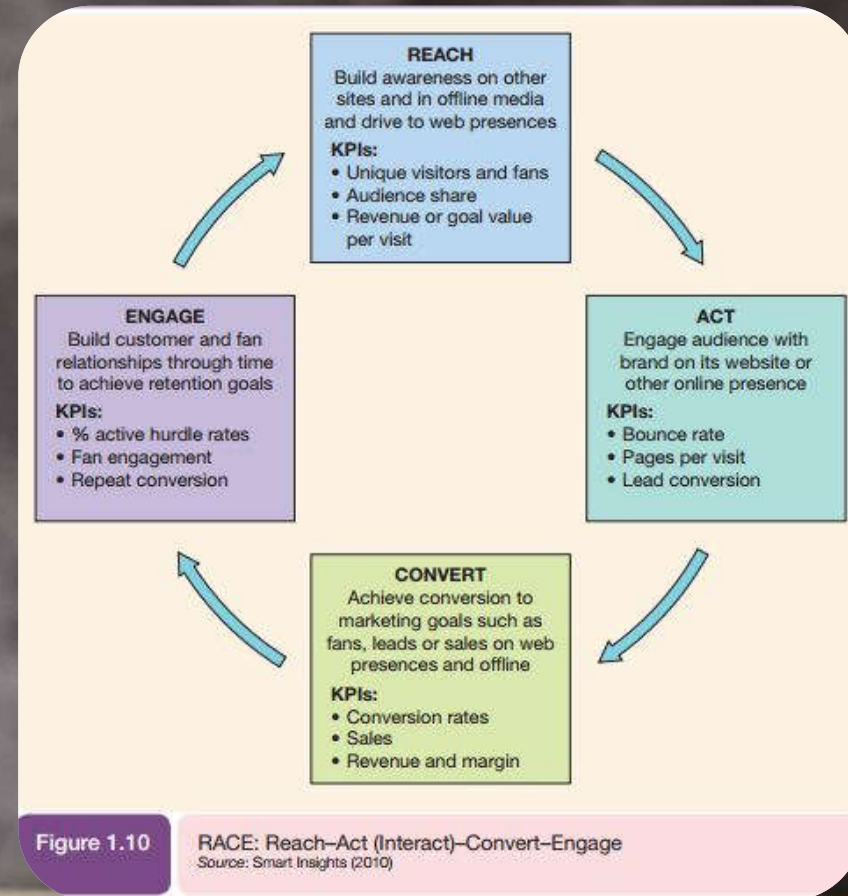
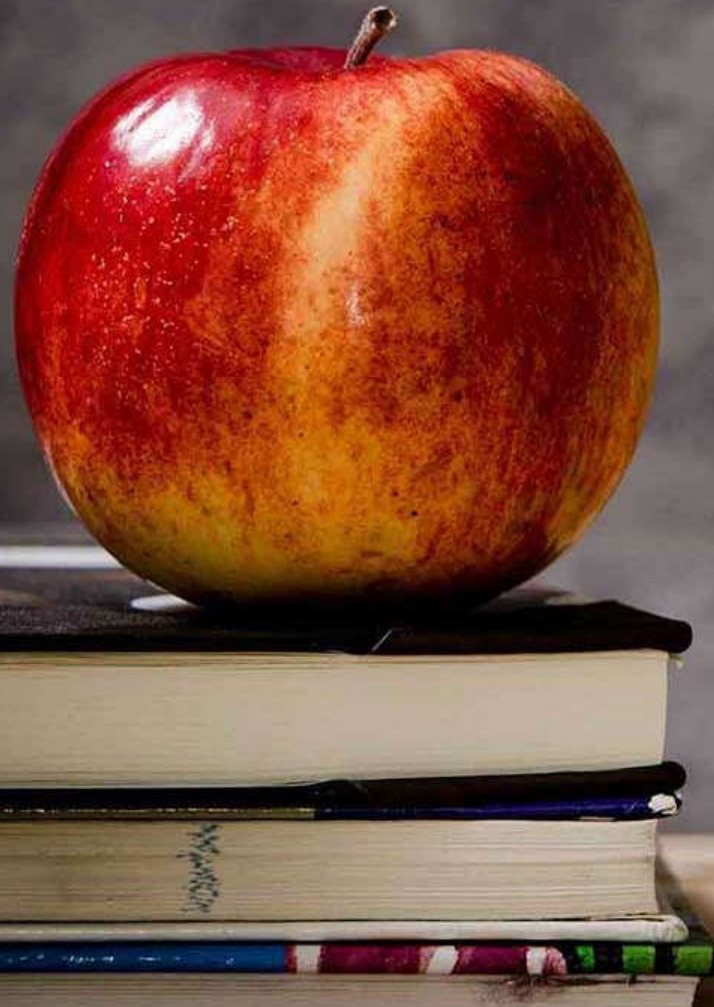


C: Delivering results online

- *3 Implement digital marketing plan* (Part 3). This details the implementation of the strategy.
- *3a Implement customer experience* (Chapter 7). Build the website and create the email marketing communications which form the online interactions customers make with a company. Create online customer relationship management capabilities to understand customers' characteristics, needs and behaviours and to deliver targeted, personalised value (Chapter 6).
- *3b Execute digital communications* (Chapter 8). Manage the continuous online marketing communications such as search engine marketing, partnership social media marketing, sponsorships and affiliate arrangements, and campaign-based e-marketing communications such as online advertising, email marketing and microsites to encourage usage of the online service and to support customer acquisition and retention campaigns. Integrate the digital media channels with traditional marketing.
- *4 Customer profiling* (Chapter 6), *monitoring and improving online activities and maintaining the online activities* (Chapter 9). Capture profile and behavioural data on customer interactions with the company and summarise and disseminate reports and alerts about performance compared with objectives in order to drive performance improvement.

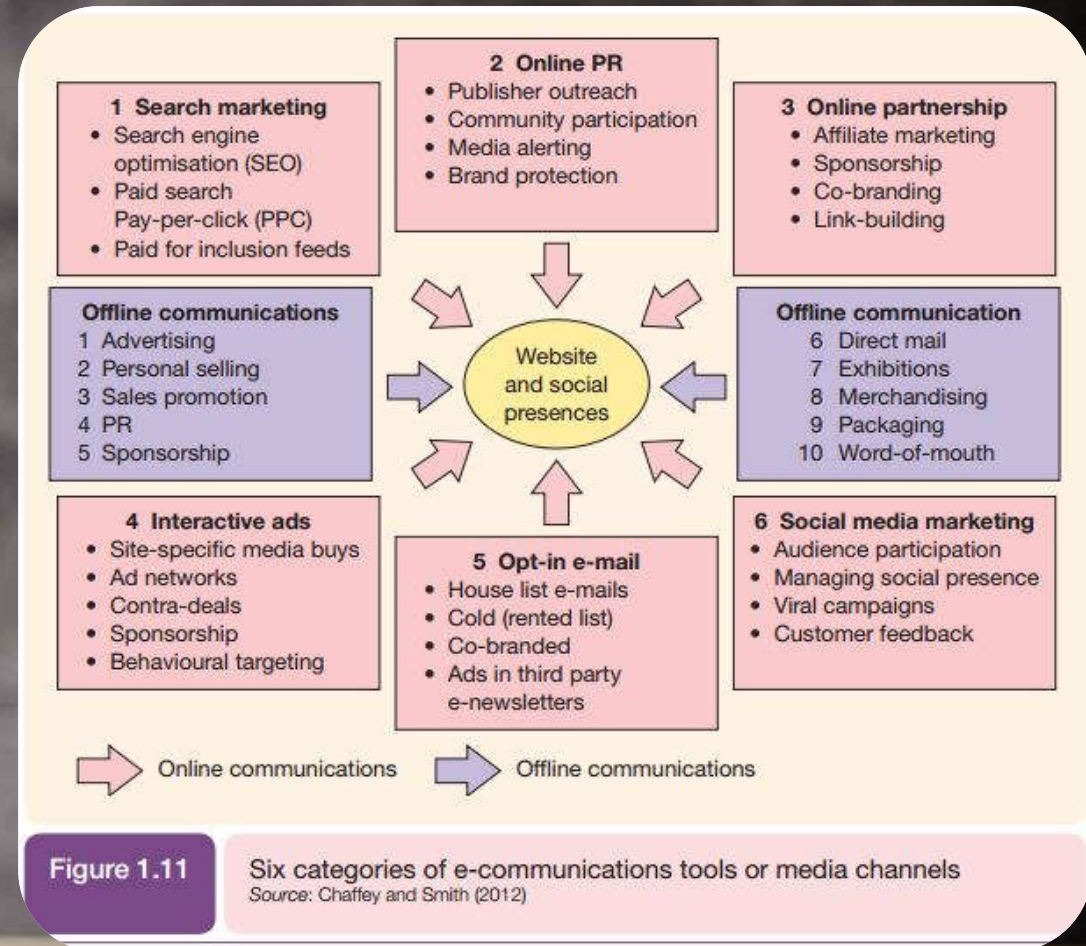
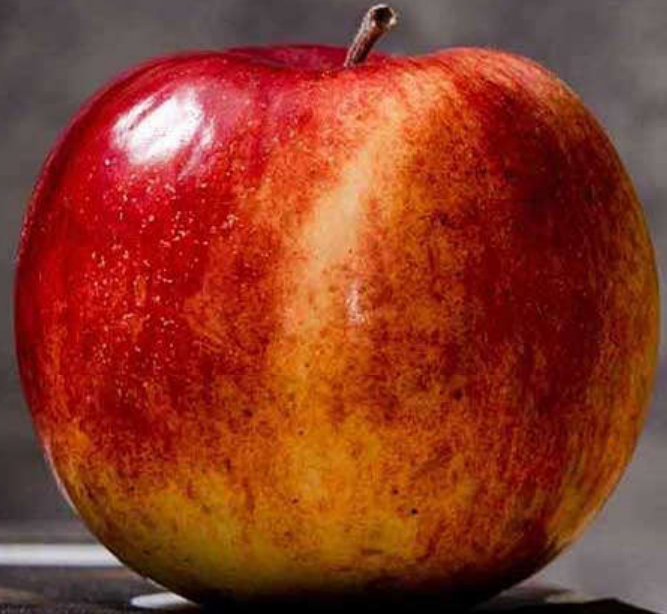


Using digital media channels to support business objectives





The key types of digital media channels





Benefits of digital media

1. Interactivity
2. Intelligence
3. Individualisation
4. Integration
5. Industry restructuring
6. Independence of location



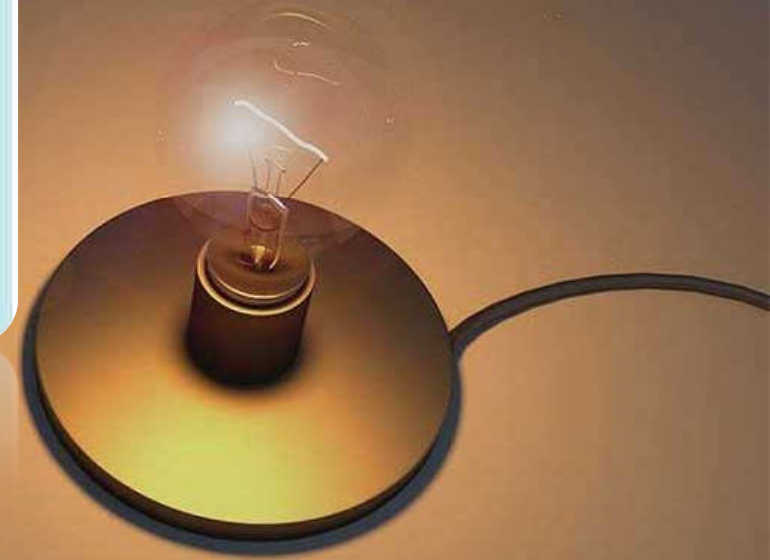
Digital media differences?

Purpose

To illustrate similarities and differences between digital and traditional media.

Activity

Make two columns. On the left, write down different digital media channels and on the right, the corresponding communications disciplines such as advertising, direct marketing or PR which are most appropriate.



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 ??