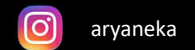




KOMUNIKASI PEMASARAN

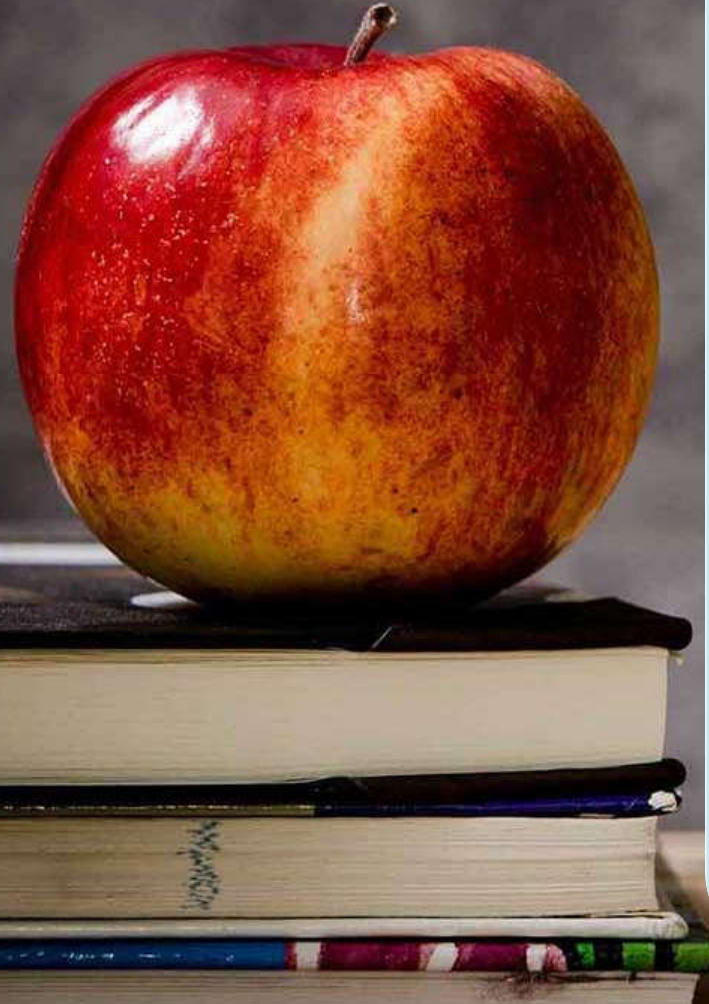
Aryan Eka Prastya Nugraha, S.E., M.Pd
2022





Introduction

Digital marketing managers use many different **digital media channels**, such as affiliate, email, social and search engine marketing, to attract visitors to their website. They also have options such as display advertising and widget marketing for communicating brand values to visitors of third-party websites. Traditional communications disciplines such as advertising, direct mail and PR remain important in generating awareness and favourability about brands and in encouraging visits to a business's online presence.



How do consumers rate communications?

Figure 9.2 shows consumer ratings of different forms of advertising. Review the alternatives and then discuss the implications for a marketer of using these communication channels.

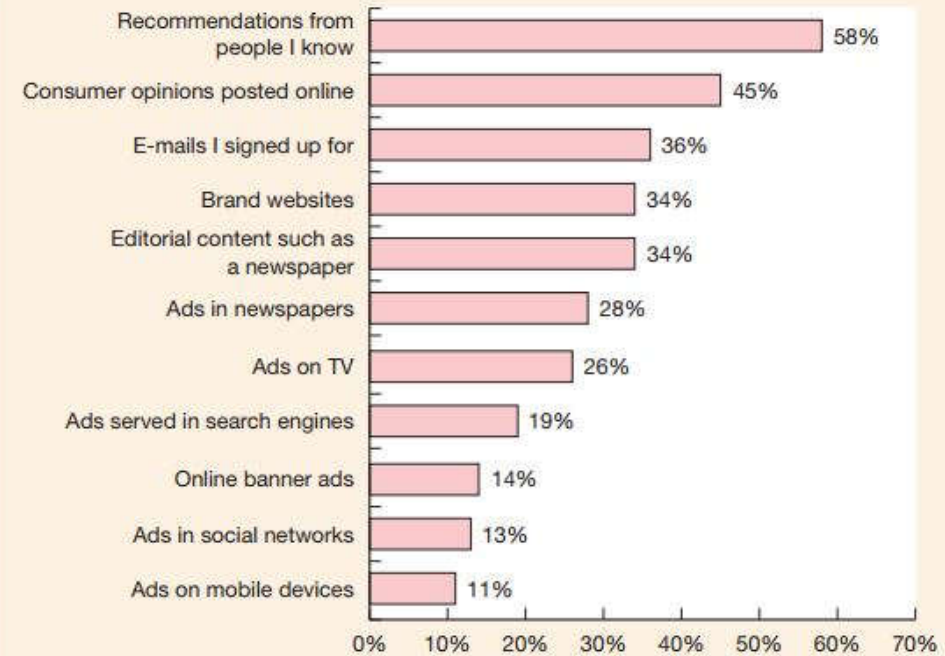


Figure 9.2

Percentage who consider different information sources as important when researching or purchasing a product or service

Source: Nielsen (2013)



Search engine marketing (SEM) is a key technique for generating quality visitors to a website, as suggested by Figure 9.1. We all now naturally turn to a search engine when we are seeking a new product, service or entertainment, as shown by the research presented in Figure 9.3. The main options include Google, Bing, the Google-owned YouTube, which is the second largest search engine by volumes of searches in many countries, or other regional search engine. We also turn to search when we are familiar with a brand, short-cutting site navigation by searching for a brand, appending a brand name to a product or typing a URL into Google. This is known as **navigational (or brand) search**. Given the obvious importance of reaching an audience during their consideration process for a product or when they are locating a brand, search engine marketing (SEM) has become a fiercely competitive area of digital marketing.

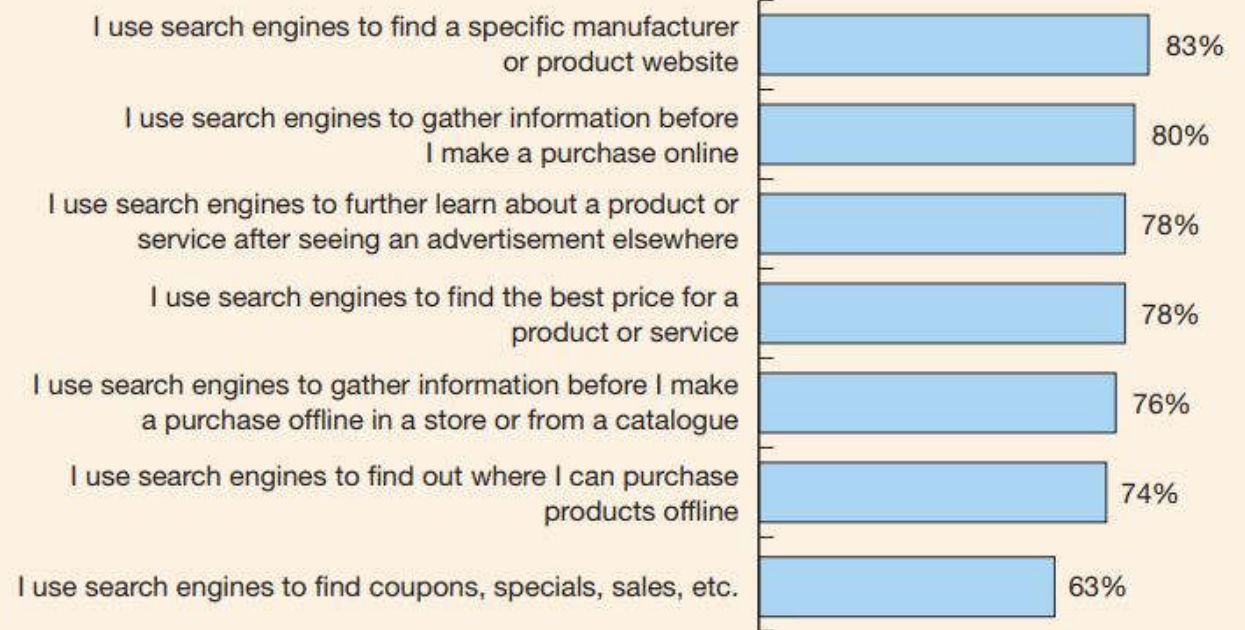
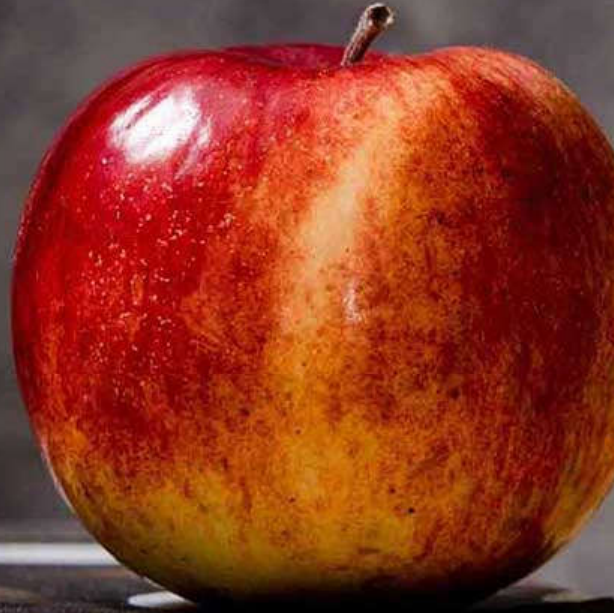
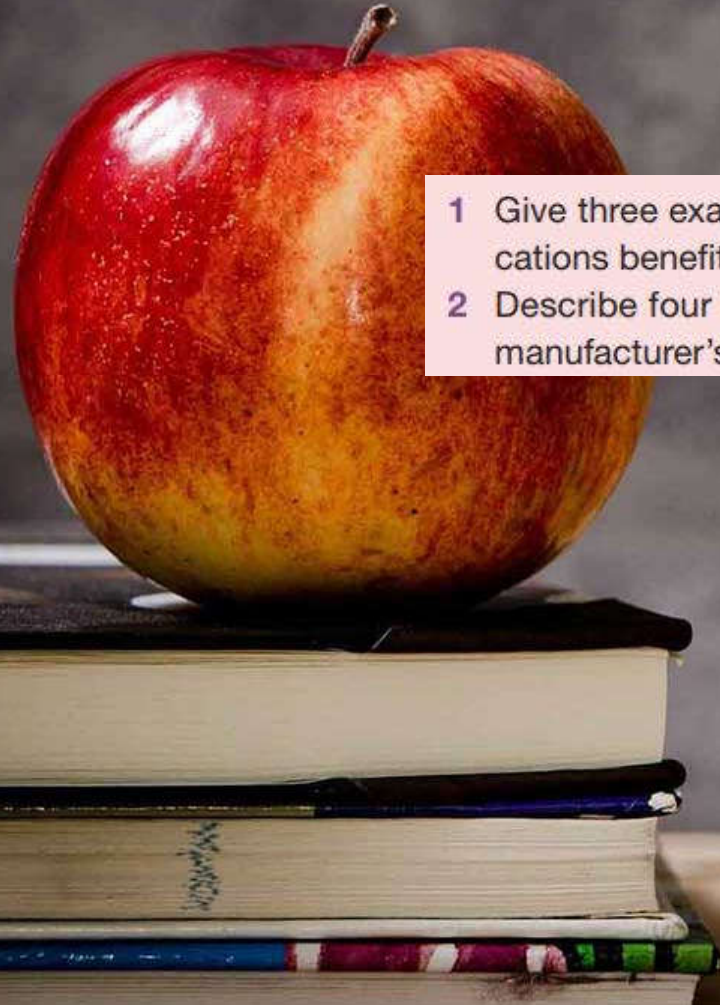


Figure 9.3

Use of search engines for finding information related to product purchase

Source: Performics (2010)



- 1 Give three examples of digital media channels and briefly explain their communications benefits.
- 2 Describe four different types of site on which online display advertising for a car manufacturer's site could be placed.













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 ??