



STRATEGI PENGEMBANGAN INTERNET

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The importance of the Internet to modern business strategy was underlined by Michael Porter, who famously said:

The key question is not whether to deploy Internet technology – companies have no choice if they want to stay competitive – but how to deploy it. Porter (2001)

An **Internet marketing strategy** is needed to provide consistent direction for an organisation's e-marketing activities so that they integrate with its other marketing activities and supports its objectives. We can suggest that the Internet marketing strategy has many similarities to the typical aims of traditional marketing strategies, in that it will:

- provide a future direction to Internet marketing activities;
- involve analysis of the organisation's external environment and internal resources to inform strategy;
- articulate Internet marketing objectives that support marketing objectives;
- involve selection of strategic options to achieve Internet marketing objectives and create sustainable differential competitive advantage;
- include strategy formulation to include typical marketing strategy options such as target markets, positioning and specification of the marketing mix;
- specify how resources will be deployed and the organisation will be structured to achieve the strategy.

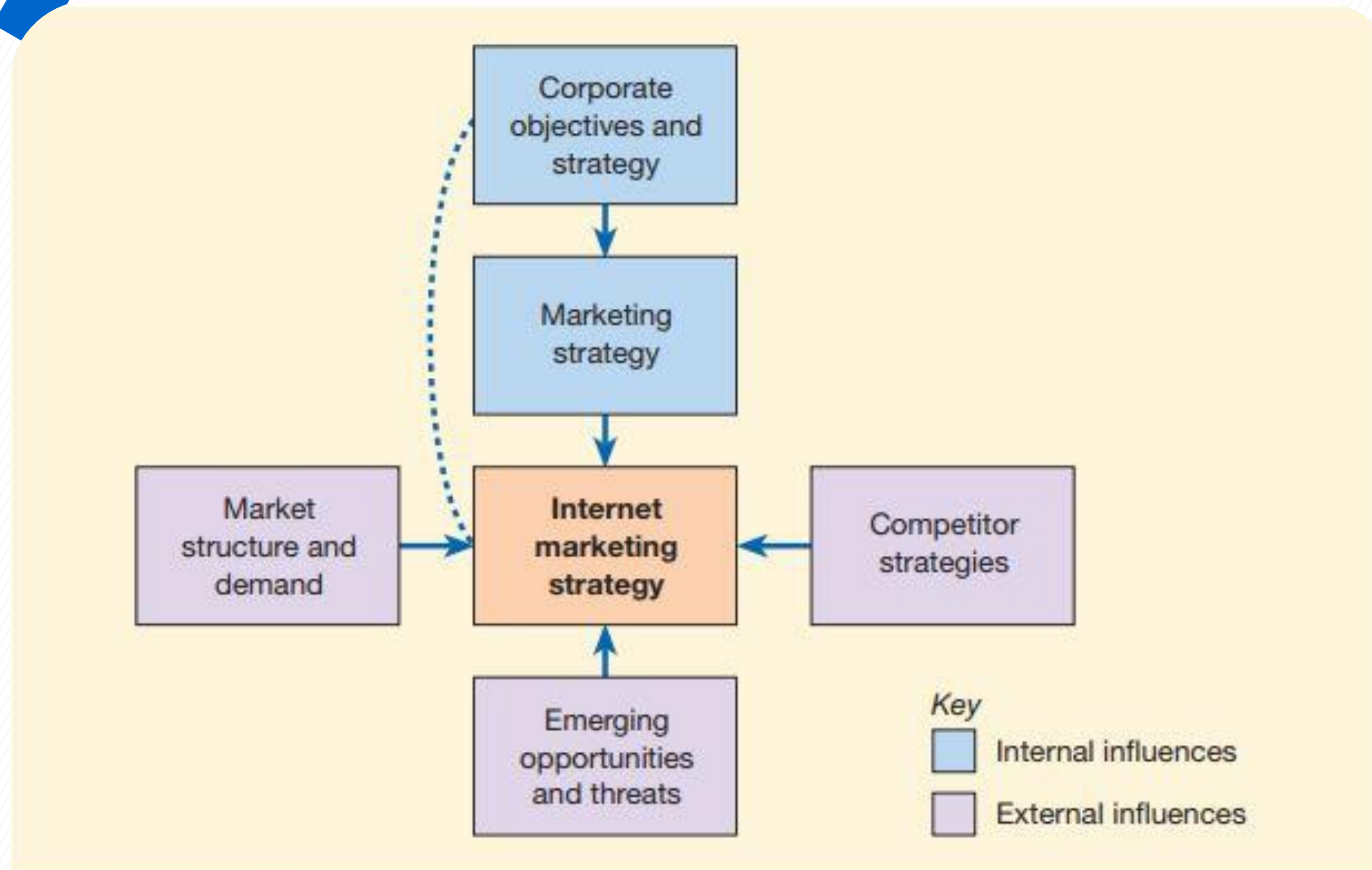


Figure 4.1 Internal and external influences on Internet marketing strategy



The scope of Internet marketing strategy

The figure shows that the operational activities which need to be managed can be usefully divided into those for

(1) acquisition,

(2) conversion

and proposition development and

(3) retention and growth. Many of these activities and much of Internet marketing strategy development involve developing a digital marketing communications strategy.



An integrated Internet marketing strategy

The integration of an Internet marketing strategy into business and marketing strategies represents a significant challenge for many organisations, in part because they may have traditionally considered the Internet in isolation and in part because of the profound implications of the Internet for change at an industry level and within organisations

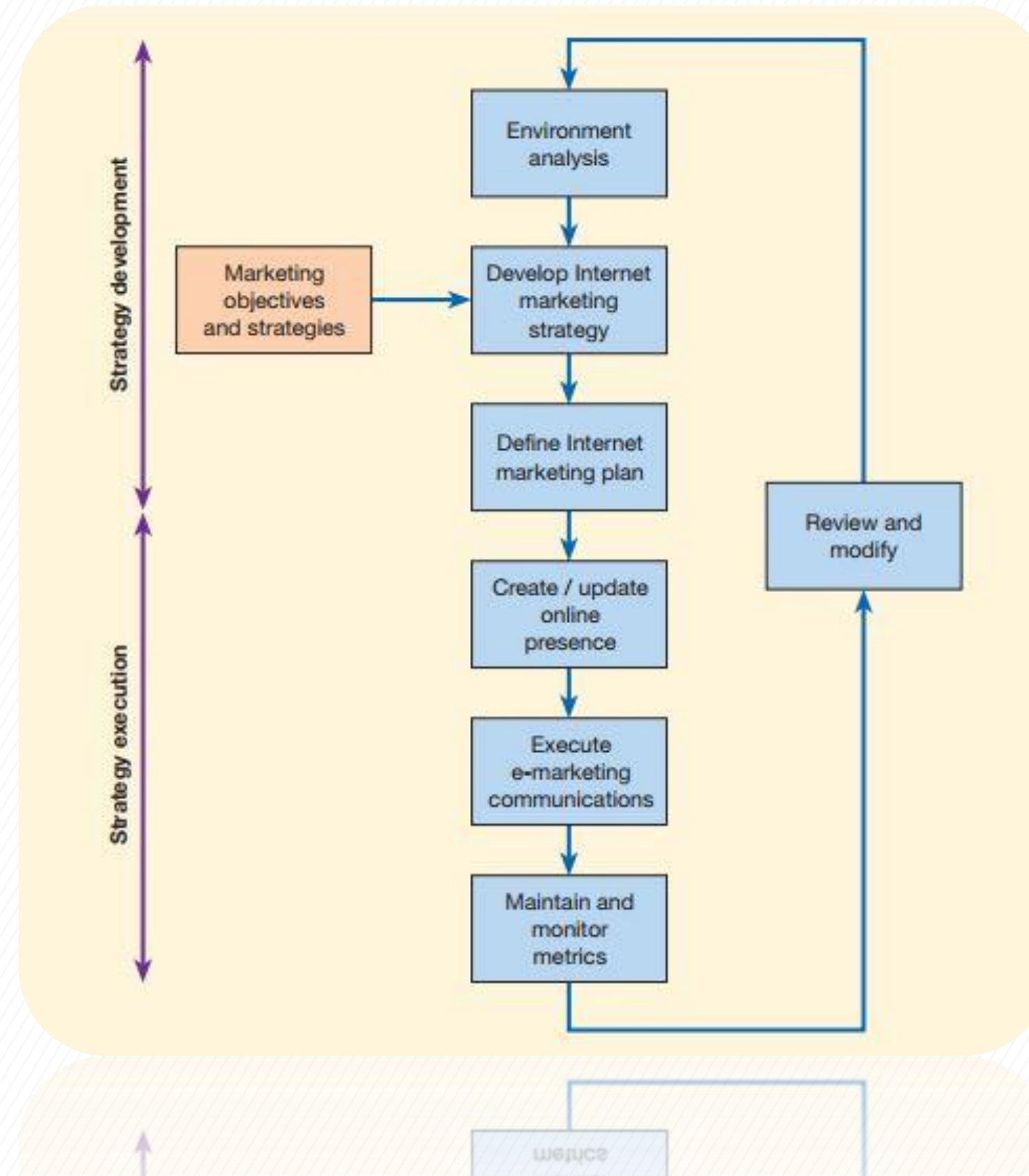
- *Gaining buy-in and budget* consistent with audience media consumption and value generated;
- *Conflicts of ownership and tensions* between a digital marketing team and other teams such as traditional marketing, IT, finance and senior management;
- *Coordination with different channels* in conjunction with teams managing marketing programmes elsewhere in the business;
- *Managing and integrating customer information* about characteristics and behaviours collected online;
- *Achieving consistent reporting, review, analysis and follow-up actions* of digital marketing results throughout the business;
- *Structuring the specialist digital team* and integrating into the organisation by changing responsibilities elsewhere in the organisation;
- *In-sourcing vs outsourcing online marketing tactics*, i.e. search, affiliate, e-mail marketing, PR;
- *Staff recruitment and retention.*

Is a separate Internet marketing plan needed?



Figure 4.2 Hierarchy of organisation plans including e-marketing plans

A simple framework for Internet marketing strategy development



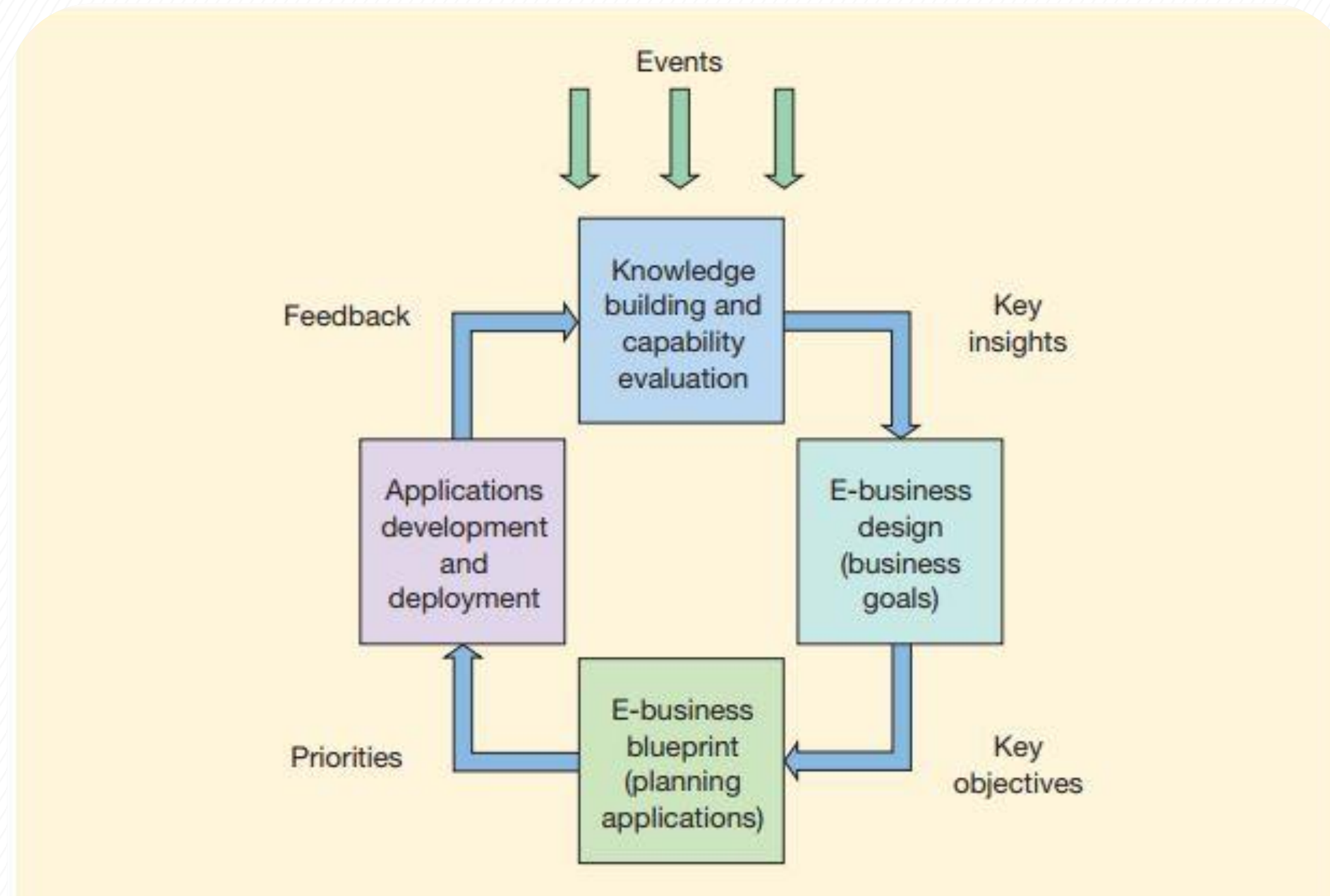


Figure 4.5 Dynamic e-business strategy model

Source: Adapted from description in Kalakota and Robinson (2000)

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Figure 4.2 Dynamic e-business strategy model

CASE

Mini Case Study 4.1

Innovation in the Dell business model

One example of how companies can review and revise their business model is provided by Dell Computer. Dell gained **early-mover advantage** in the mid-1990s when it became one of the first companies to offer PCs for sale online. Its sales of PCs and peripherals grew from the mid-1990s with online sales of \$1 million per day to 2000 sales of \$50 million per day. Based on this success it has looked at new business models it can use in combination with its powerful brand to provide new services to its existing customer base and also to generate revenue through new customers. In September 2000, Dell announced plans to become a supplier of IT consulting services through linking with enterprise resource planning specialists such as software suppliers, systems integrators and business consulting firms. This venture will enable the facility of Dell's PremierPages to be integrated into the procurement component of ERP systems such as SAP and Baan, thus avoiding the need for rekeying and reducing costs.

In a separate initiative, Dell launched a B2B marketplace (formerly www.dellmarketplace.com) aimed at discounted office goods and services procurements including PCs, peripherals, software, stationery and travel. This strategic option did not prove sustainable.

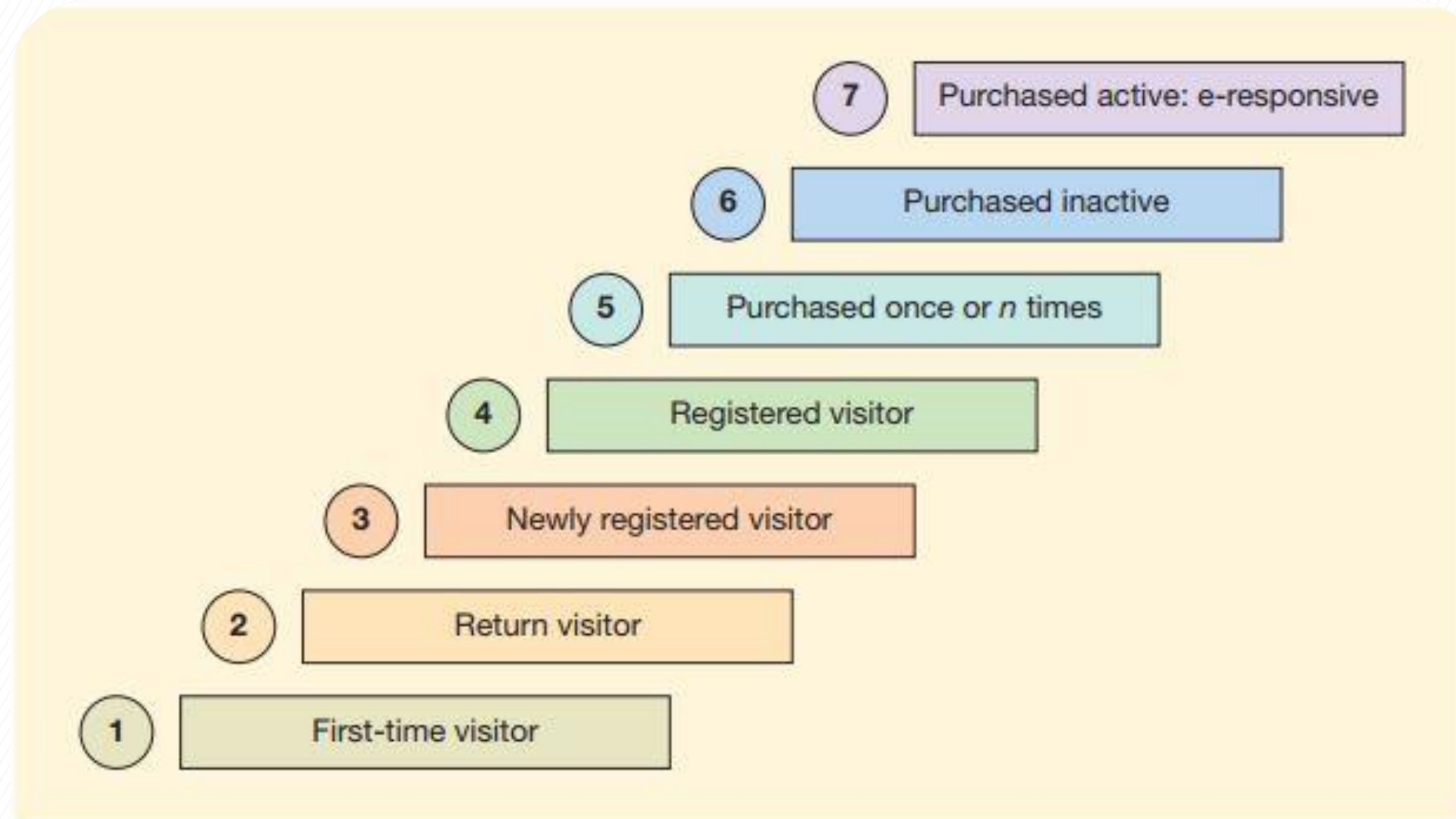


Figure 4.14 Customer lifecycle segmentation

Analyze

Inspirasi 8 Marketing Campaign Keren Sarat Teknologi



By [Muhammad Perkasa Al Hafiz](#)  

Posted on March 8, 2018

Pesatnya perkembangan teknologi jamak telah mengubah lanskap industri. Kehadirannya pun sudah sangat beragam diaplikasikan. Mulai dari untuk mendukung operasional hingga menciptakan kampanye marketing yang keren. Seperti 8 kampanye marketing keren yang sarat teknologi, mulai dari *Virtual Reality* *Augmented Reality* hingga *Mixed Reality* yang menggabun keduanya.

Berikut adalah beberapa contoh teknologi yang diaplikasikan di beragam industri. Silakan mencermati, bilamana cocok mungkin bisa Anda gunakan.

Lanjutan

1. <https://youtu.be/LXyX-OvZIUg> (**Virtual Reality**)
2. <https://youtu.be/PoAX52FiDOM>
3. <https://youtu.be/Go9rf9GmYpM> (Augmented Reality)
4. <https://youtu.be/qOMvl6-cP7o>
5. <https://youtu.be/vDNzTasuYEw>
6. <https://youtu.be/2MqGrF6JaOM> **Mixed Reality**



REFLEKSI

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



That's all. Thank you! 😊

Any Questions?