

Abel Kurniawan
2103046031

Iwan SETIAWAN

No
Date

Review

~ bagian besar (elemen)

1. konten marketing = cara membuat konten

2. e-commerce

↳ Transaksi jual beli

• 2 Platform untuk konten marketing

1. Platform search → google → Youtube → panjang

2. // social media → FB - IG - Tiktok

↳ Reels. Dengan format algoritma pendek. → pendek.

• e-commerce

↳ marketplace (Tokopedia, Shopee, dll)

↳ social commerce (Facebook) - berjualan via chat

- LiveStream Commerce

Consumer Interaksi

pendekatan.

↑

Tantangan, Dm

1. Distracted online (banyak email, notifikasi)

2. Distracted (perception) phone →

↳ hanya belanja di e-commerce

↳ Free ongkir

3. Logistic cost is still very high (khususnya Dm/Dangdut).

↳ not make sense

3. Policy (keamanan) e-commerce

ANATOMY DIGITAL MARKETING
DAN TANTANGANNYA