

"Memahami Digital Marketing Secara Sederhana"

Digital Marketing

E-commerce

→ jual beli (Buying and Selling product, service, Facilitating transaction)

Komponen

1. Market place → Shopee, Lazada
2. Direct to consumer - grosir.

Pendekatan E-commerce

Social Commerce - tiktok, FB

Conversational Com - wa, line (Apps chat)

Live Stream Com - tiktok

Dua bagian commerce

1. Focus on the online shop

↳ Fokus pada commerce online nya sendiri, JD.ID, Tokopedia

↳ Fokus pd adanya toko & user experience

2. Focus on the Interactions

pd conversational Com td. dg interaksi, chat, livestream

→ Content Marketing : Creating, Curating, distributing and amplifying content (atau penggunaan content untuk menjangkau Audiens).

Content marketing

→ adalah sebuah proses memanfaatkan pesan & promosi produk dan layanan yg dimiliki.

Platform besar & CM : 1. Search Engine
2. Sosial media
→ Tiktok, FB
Google, YT.

Perbedaan

Search → user driven : user yg mencari info.
Social → brand driven : brand yg mem-push

longer, shorter, timeless content, trending content } Seating & come and go
(panjang) (pendek durasi).

Tantangan

↳ 5-10 % buyer dari 87% internet user Indonesia

1. Too many distraction Email chat
2. Persepsi harga yg lebih rendah pd konsumen karena banyak promo itu.
3. Logistic cost. - biayanya mahal.
kalo beli sabun 15k, ongkir bisa 10k,