



Digital Branding

By Rangga Wisesa M.Ikom CICS



MEDIA SOSIAL

PLATFORM MEDIA YANG MEMFOKUSKAN PADA EKSISTENSI PENGGUNA YANG MEMFASILITASI MEREKA DALAM BERAKTIFITAS MAUPUN BERKOLABORASI. KARENA ITU MEDIA SOSIAL DAPAT DILIHAT SEBAGAI MEDIUM (FASILITATOR) ONLINE YANG MENGUATKAN HUBUNGAN ANTAR PENGGUNA SEKALIGUS SEBAGAI IKATAN SOSIAL (VAN DIJK, 2013)

J E N I S
M E D I A
S O S I A L

SOCIAL NEWS



SOCIAL SHARING



SOCIAL BOOKMARKING



SOCIAL NETWORK



MEDIA SOSIAL PEMASARAN



PENDAMPING
MEDIA
KONVENSIIONAL



PRODUCT
KNOWLEDGE



CUSTOMER
SERVICE



MENDAPAT INSIGHT
PELANGGAN



Social Marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject or modify a behavior for the benefit of individuals groups or society as a whole.

- Kotler, Roberto and Lee (2002)

**SOCIAL MEDIA
FOR SOCIAL
MARKETING**

MEDIA PROMOSI

SARANA INFORMASI

MEMPERLUAS TARGET PASAR

SWOT

STRENGTHS

BIAYA MINIM
EFISIEN
KOMUNIKASI JARAK JAUH

WEAKNESSES

RAWAN HOAX
HARUS MEMPUNYAI ALAT BANTU
(HP, LAPTOP)

OPPORTUNITIES

MEDIA PROMOSI
BANYAK PENGGUNA

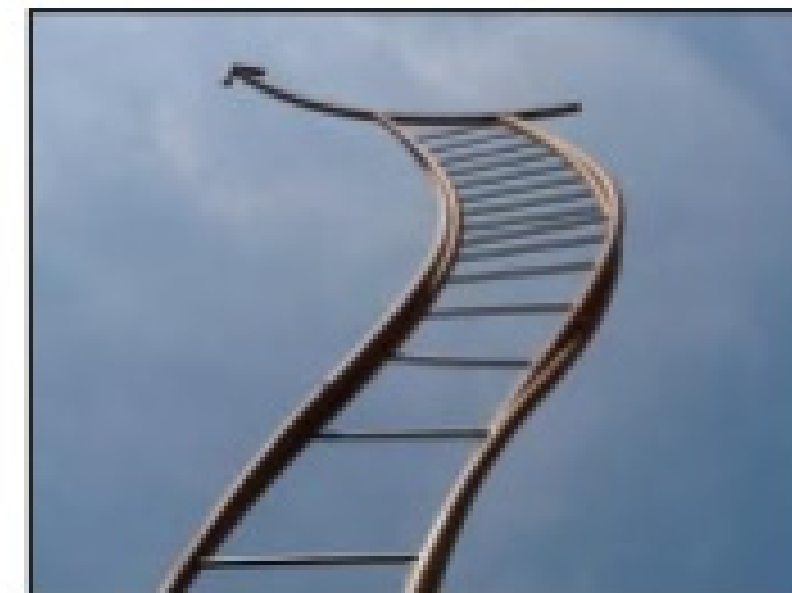
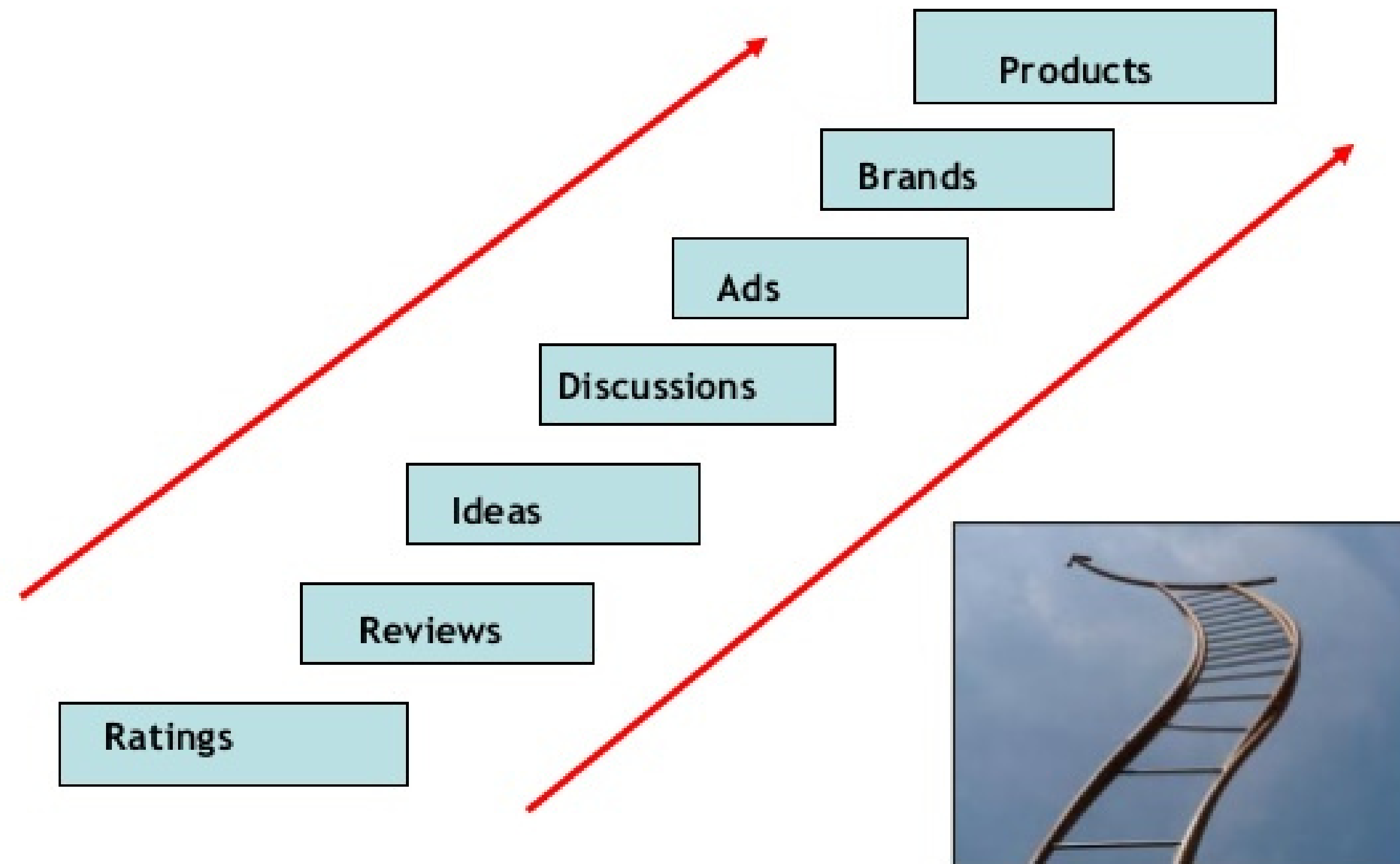
THREATS

KARENA MUDAH MENJADI MALAS
RAWAN PENYEBARAN DATA PRIBADI

LADDER OF ENGAGEMENT

"The Ladder of Engagement is intended to show how customers can drive business (using the new social media culture) in a carefully structured way"

Ladder of Engagement Model



(PR Smith & Ze Zook, 2011)

INTERNET MARKETING



sebuah metode pemasaran yang memanfaatkan internet sebagai upaya untuk menjangkau pasar secara luas tanpa terbatas waktu dan lokasi negara. Saat ini, penggunaan pemasaran melalui internet berkembang pesat seiring berkembangnya pengguna internet di dunia.

Update Status | Add Photos/Video

What's on your mind?

Joanna Björkman likes Marville.

Facebook Advertising



Save 1250 kr

Draped cache-coeur dress

Save 1000 kr

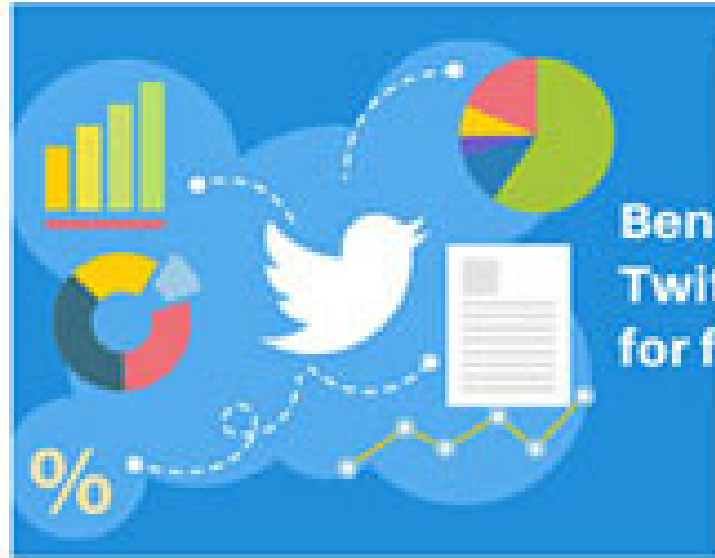
Draped silk el...

See more at Marvillifewomen

Like · Comment · Share



Sponsored



A New Free Twitter Tool Your competitors are using. Find out for free!



The Complete Digital Marketing Course. Learn Anything. Anywhere. This comprehensive 20-hour course is specifically designed to teach you everything you need to know to succeed in the digital marketing world.

Create Ad

Jasper's Market
Sponsored · €

Jasper's is more than just groceries, tools and utensils on our website.

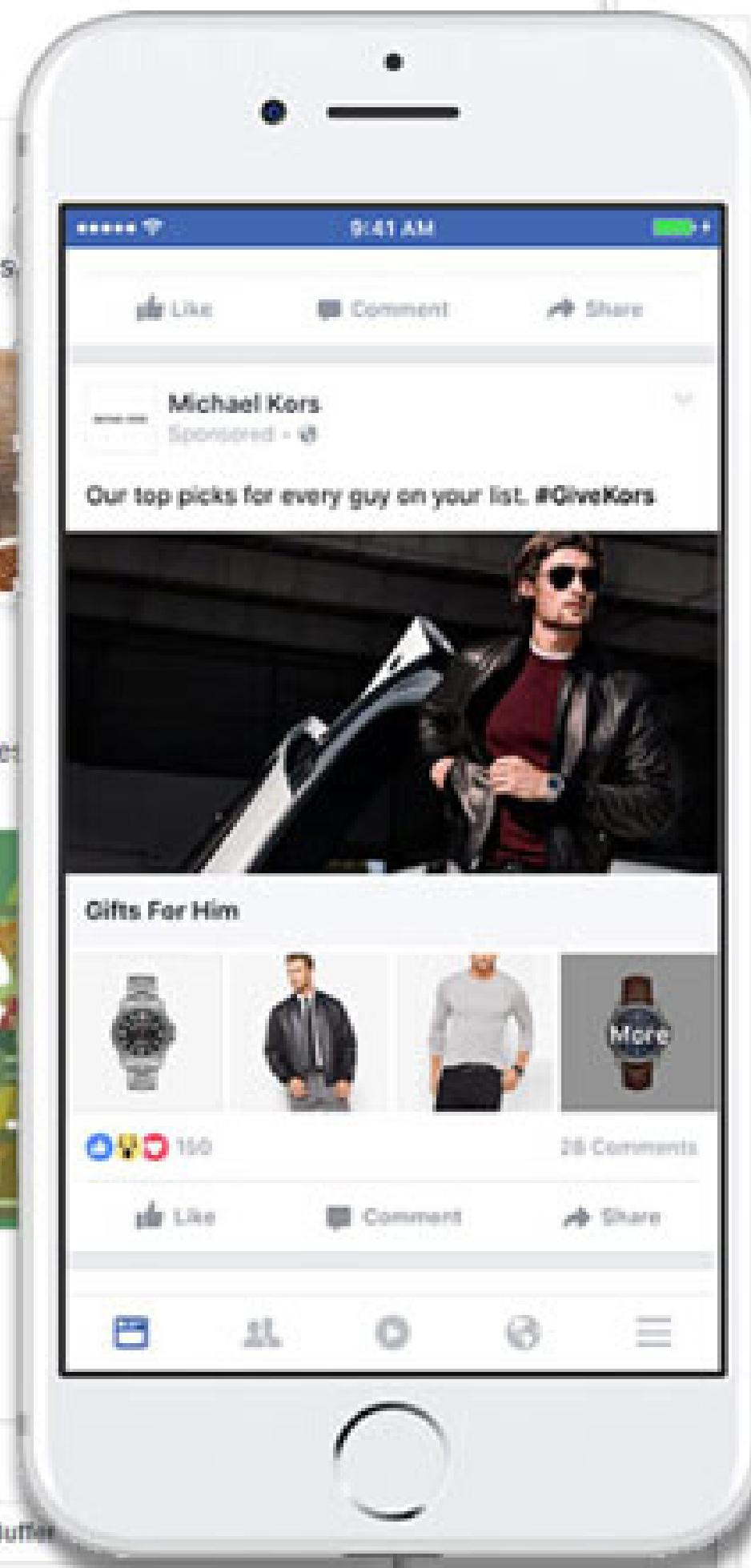
Jasper's Market
Sponsored · €

Jasper's is a unique community destination for fresh prepared food.

Jasper's Market
4.2★ · Fruit & Vegetable Store
666,776 people like this

3 Reactions

Like Comment Share Buffer



Watermelon Worldwide

Sponsored · €

my Ready For Summer? Nothing Better Than Going Out With The Diaper Bag! 🍉👜🔍
ON SALE TODAY!-----
here ➡ [watermelonworldwide.com/collections/handy](https://www.watermelonworldwide.com/collections/handy)
meone Who Should Get It For You! 😄

Like Page

Jasper's Market
Sponsored · €

We deliver organic fruits and vegetables fresh from our fields to your doorstep.

Tap to open

What's in your box this week? Explore our selection.

Myles Larson and 10 others · 2 Comments

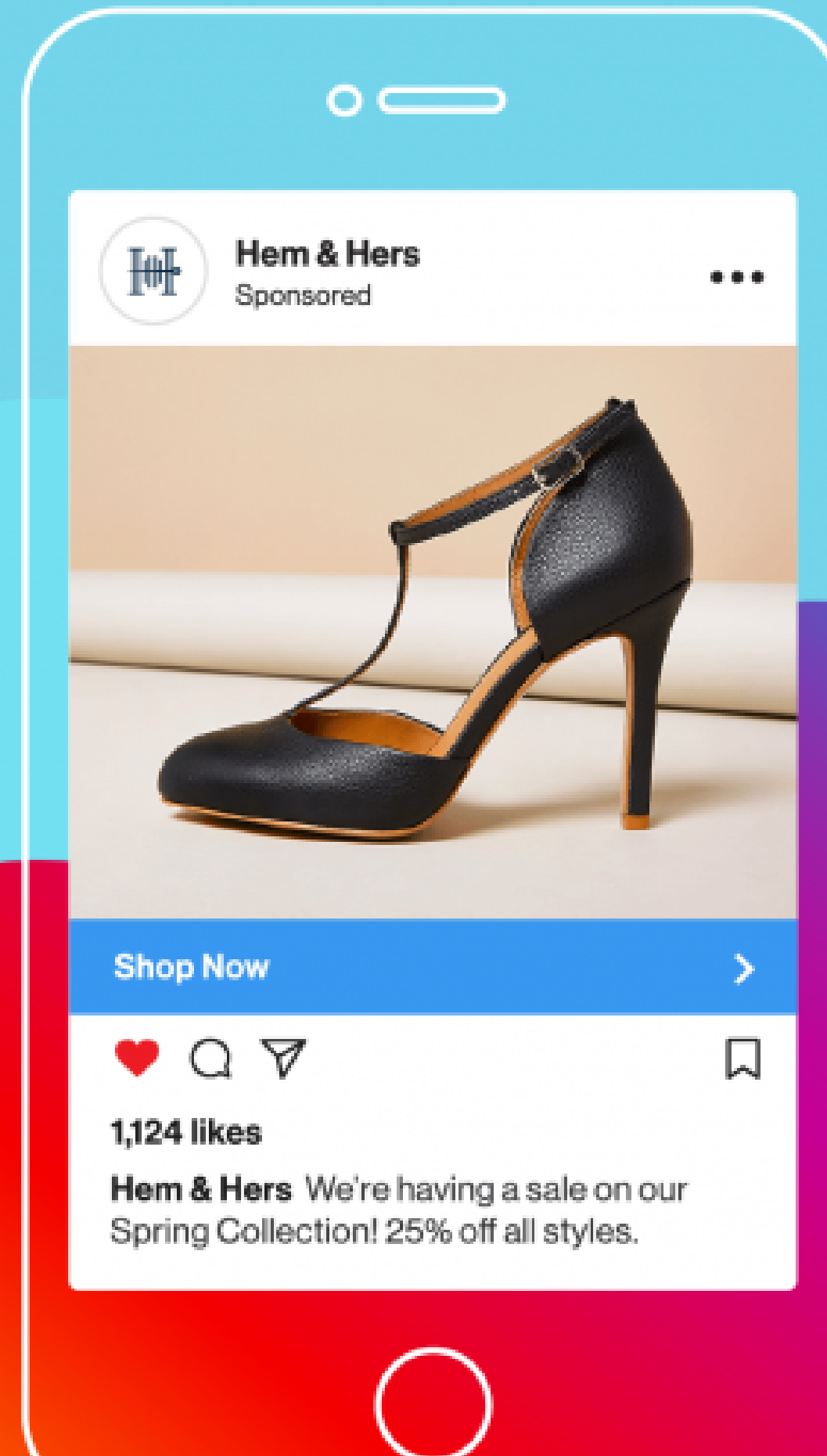
Like Comment Share

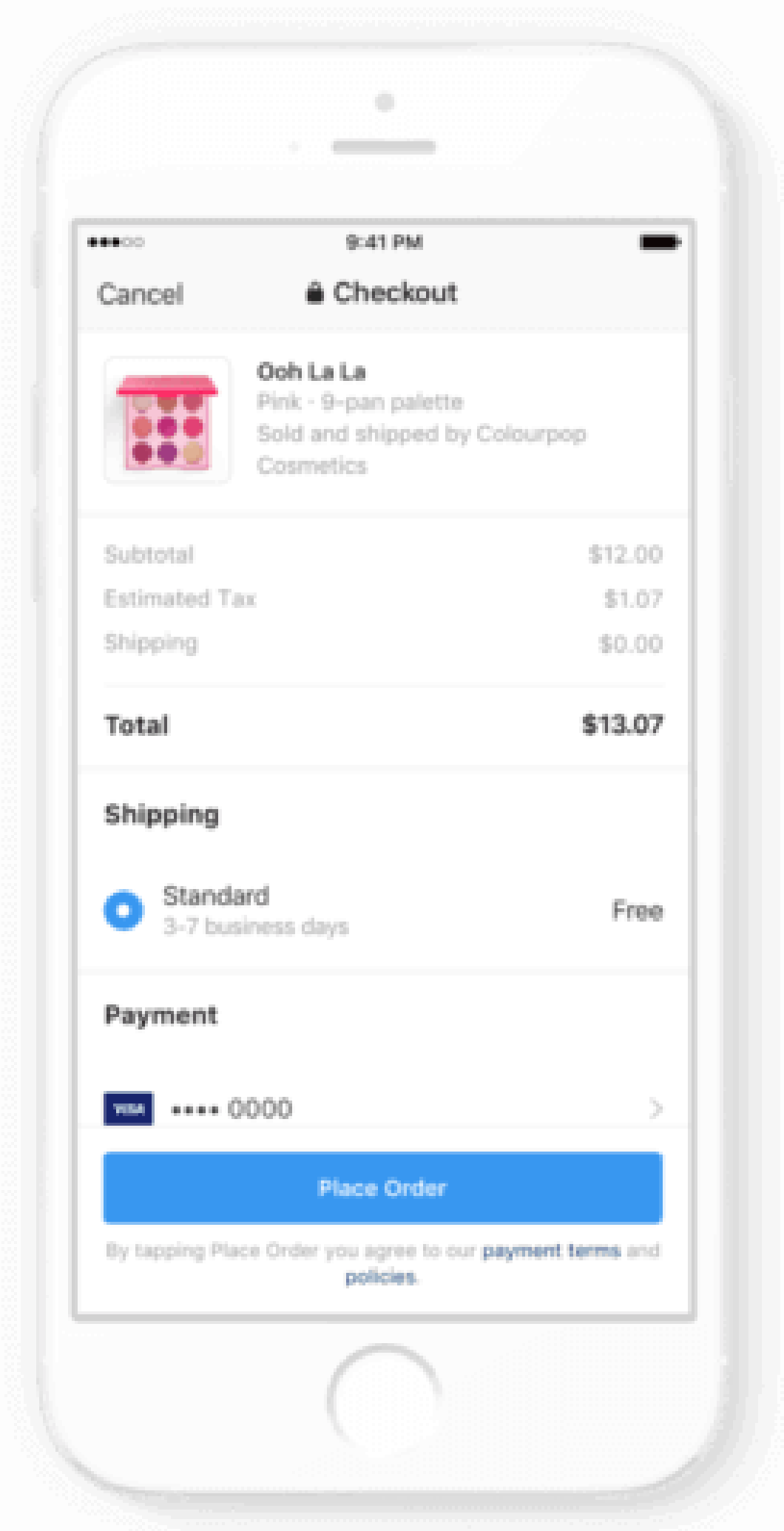
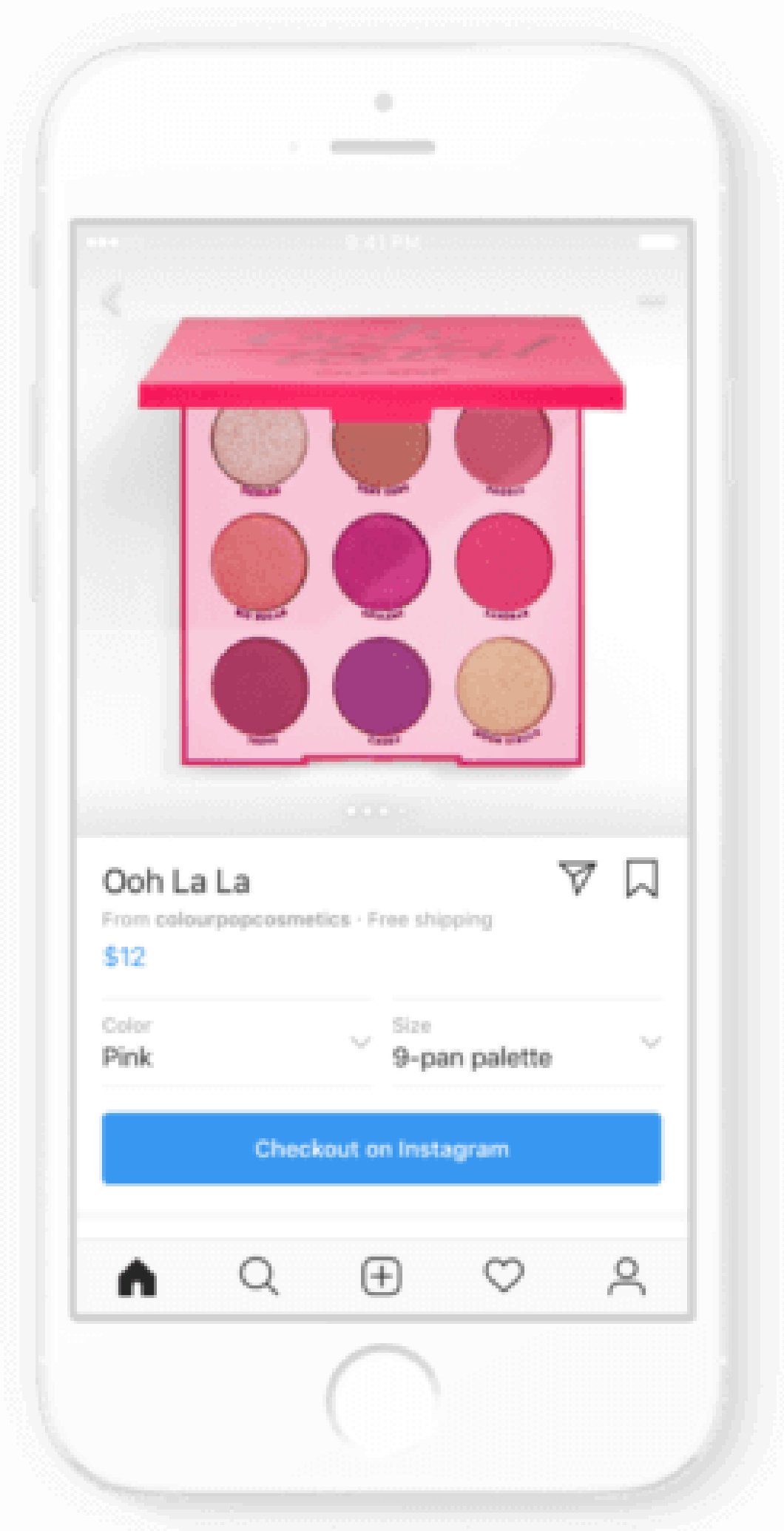
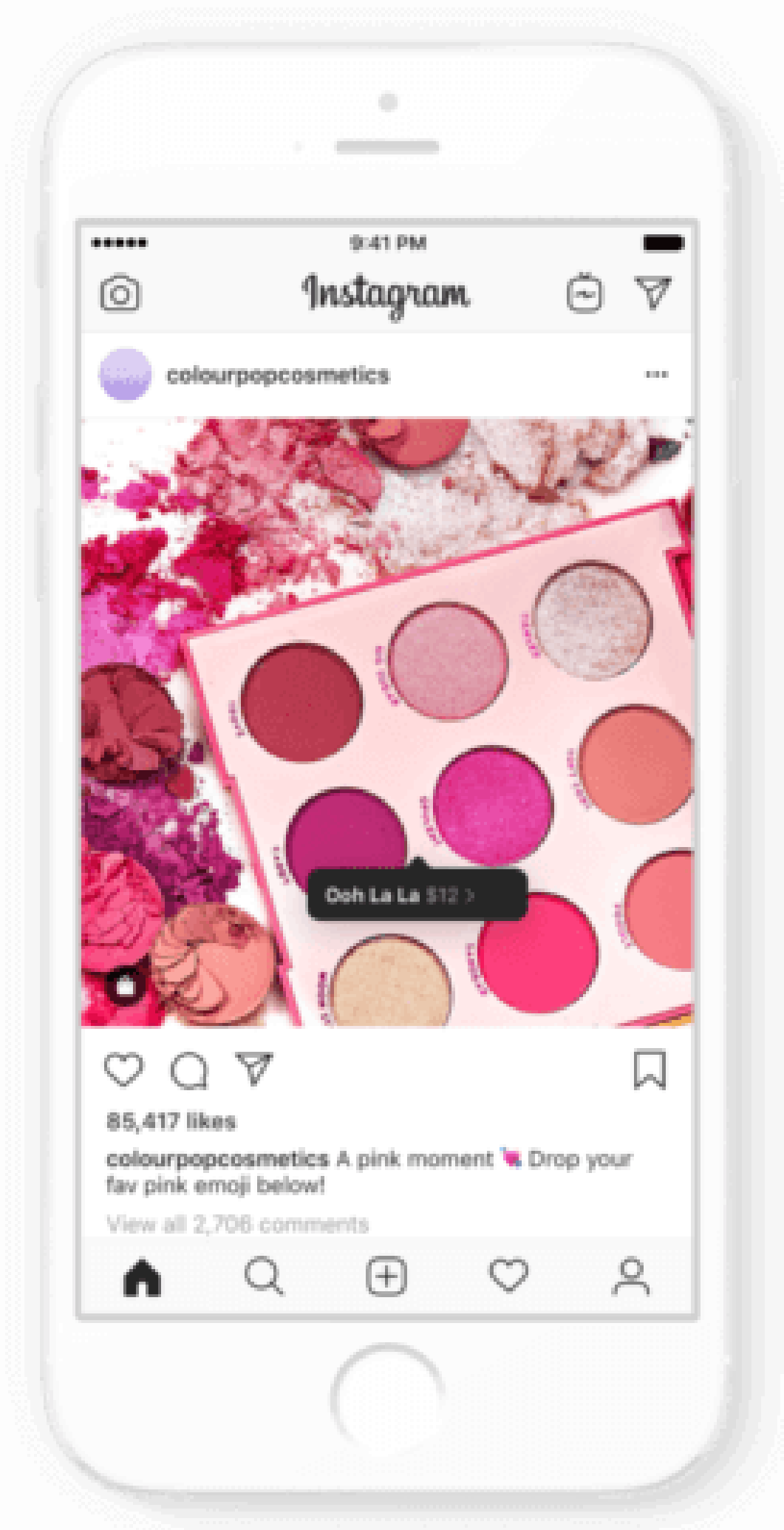


New from MailChimp

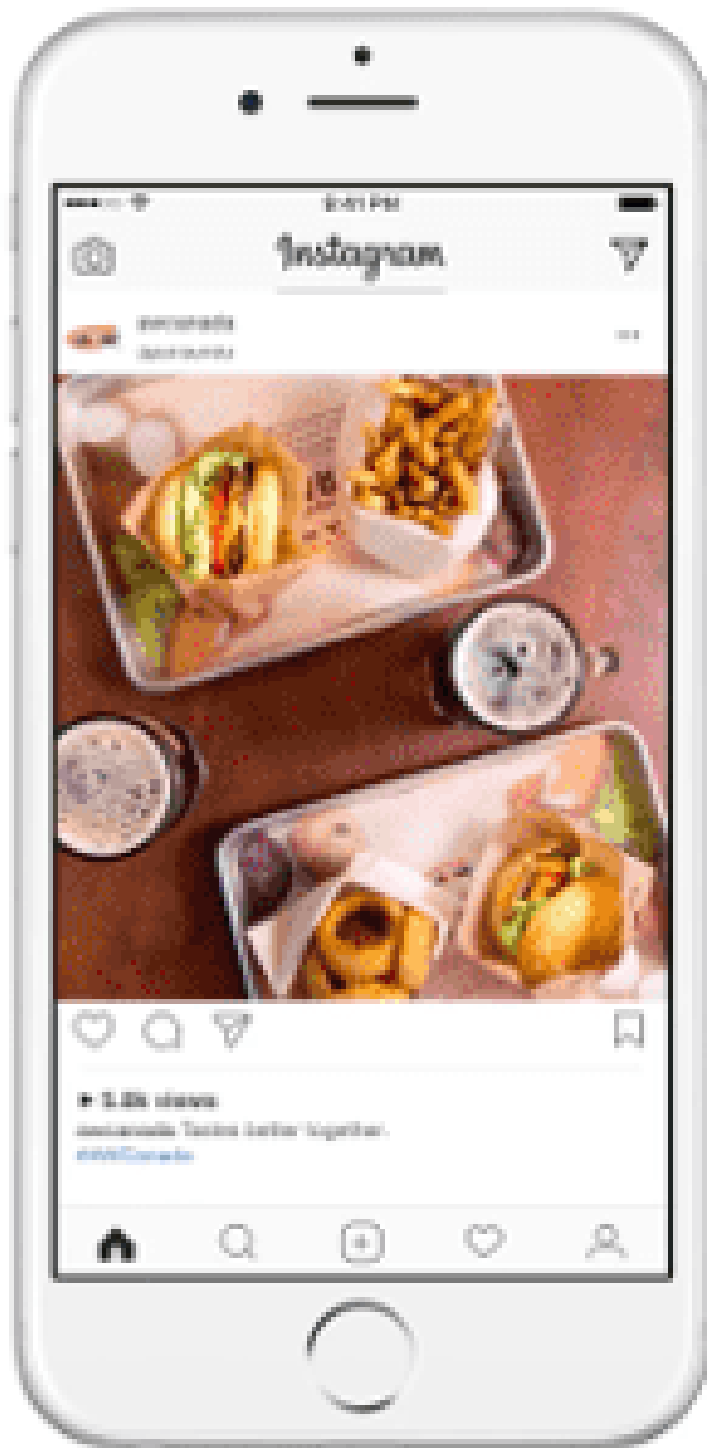
Instagram Ad Campaigns

Create An Ad

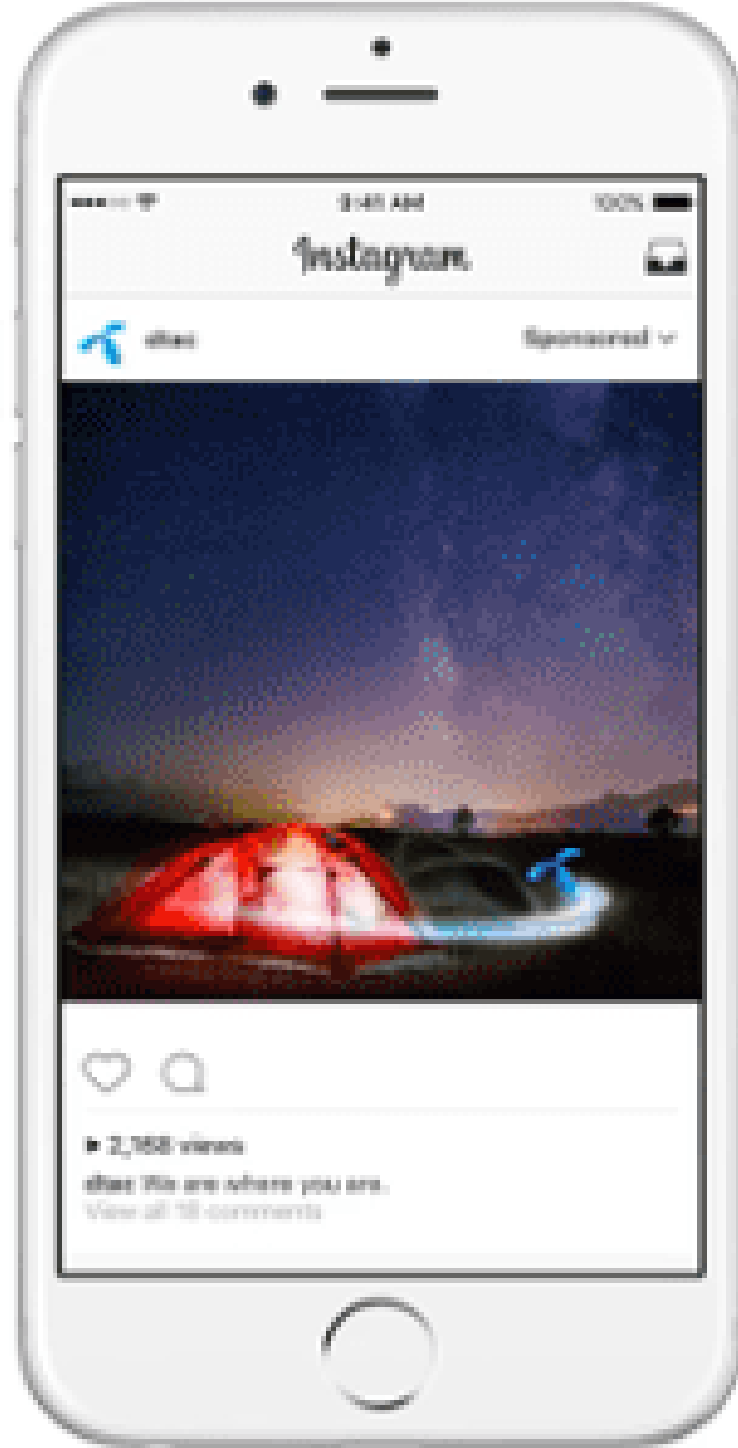




PHOTO



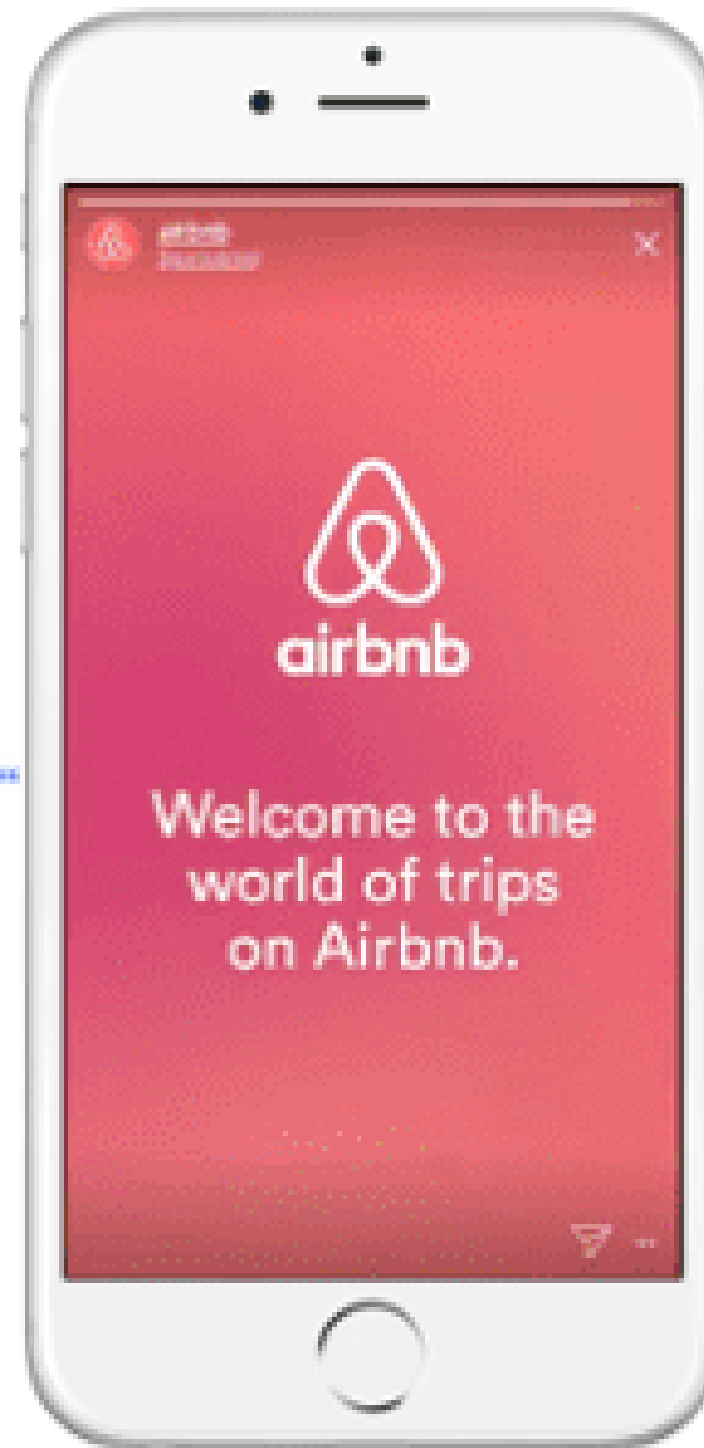
VIDEO



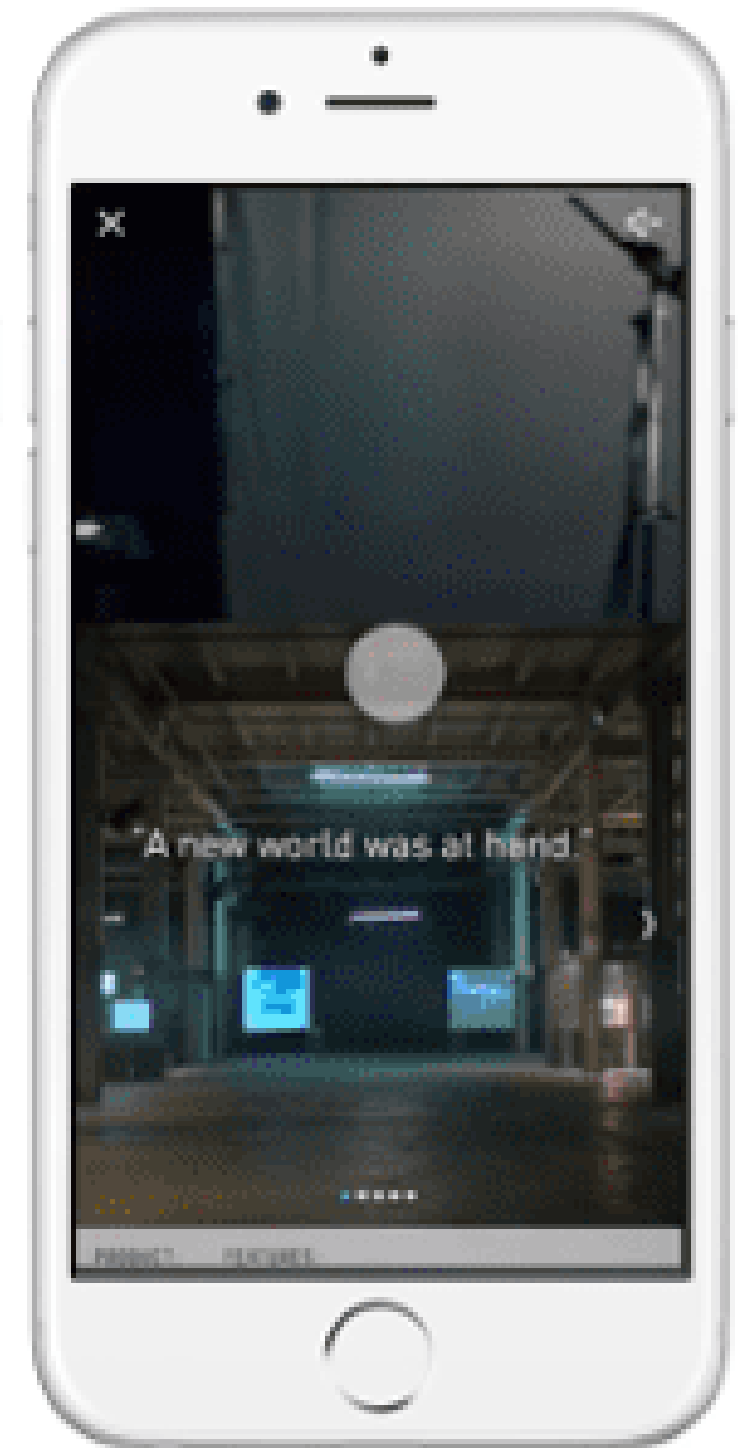
CAROUSEL/ DYNAMIC ADS

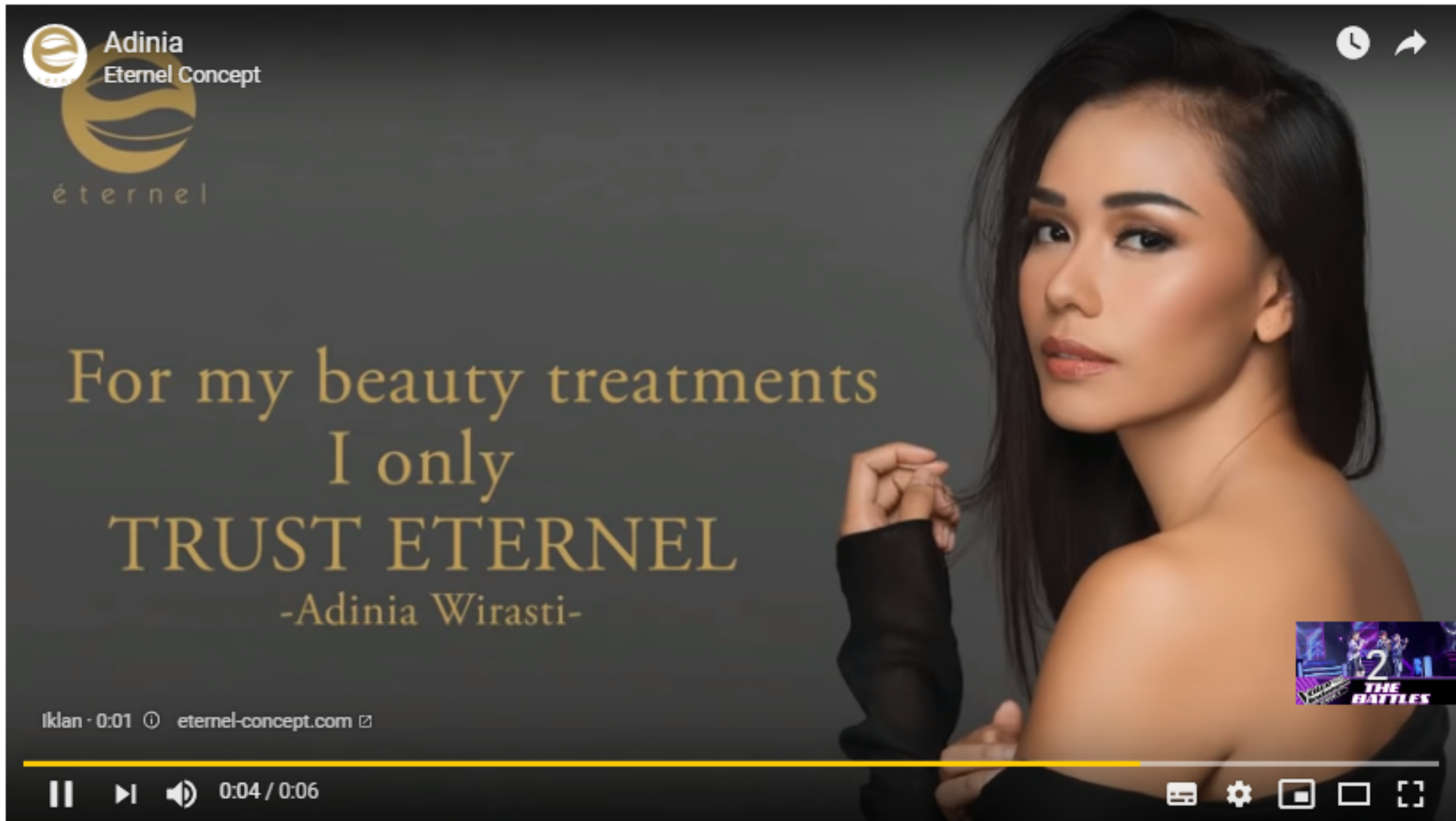


STORIES



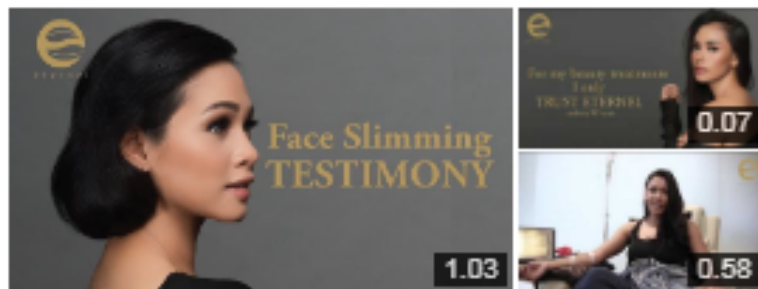
STORIES CANVAS





iklan Eternel Concept ⓘ

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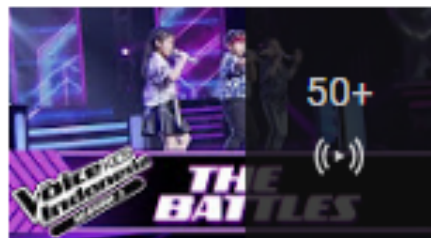
[Kunjungi Situs Pengiklan](#)

Berikutnya

AUTOPLAY



Hendrik - Mama Papa Larang | Blind Auditions | The Voice Kid...
 The Voice Kids Indonesia GTV ✓
 4,8 jt x ditonton



Video Mix - Moses vs Kathlynn vs Andrew "I Miss U..." | Battle Round...
 YouTube



Hendrik & Adelle & Attha "Cinta Kita" | Battle Rounds | The Voi...
 The Voice Kids Indonesia GTV ✓
 798 rbx ditonton



Fire Amanda - Terlalu Manis | Blind Auditions | The Voice Kid...
 The Voice Kids Indonesia GTV ✓
 1 0 itv ditonton

Moses vs Kathlynn vs Andrew "I Miss U..." | Battle Rounds | The Voice Kids Indonesia Season 3 GTV

1.079.466x ditonton

👍 18 RB 💬 249 ➔ BAGIKAN ⋮ SIMPAN ⋮



The Voice Kids Indonesia GTV ✓

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