



# **DIGITAL BRANDING & MARKETING**

Rangga Wisesa, M.Si, CICS



# MARKET SEGMENTATION



**PROCESS OF DIVIDING A MARKET OF POTENTIAL CUSTOMERS INTO GROUPS, OR SEGMENTS, BASED ON DIFFERENT CHARACTERISTICS. THE SEGMENTS CREATED ARE COMPOSED OF CONSUMERS WHO WILL RESPOND SIMILARLY TO MARKETING STRATEGIES AND WHO SHARE TRAITS SUCH AS SIMILAR INTERESTS, NEEDS, OR LOCATIONS.**





# MARKET SEGMENTATION



**DEMOGRAPHIC**



**PSYCHOGRAPHIC**



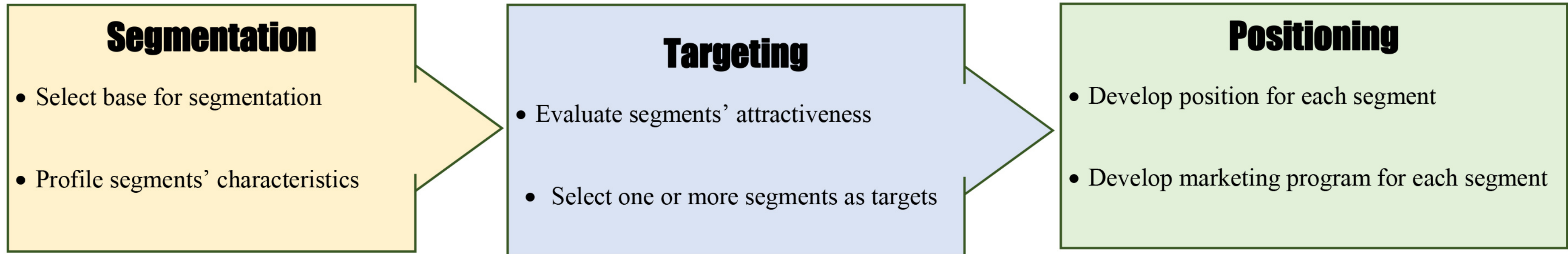
**BEHAVIORAL**



**GEOGRAFIS**



## S-T-P Approach





# BRAND POSITIONING

**"BRAND POSITIONING MENGGAMBARKAN BAGAIMANA SUATU MEREK BERBEDA DARI PARA PESAINGNYA DAN DI MANA, ATAU BAGAIMANA, MEREK TERSEBUT BERADA DI BENAK PELANGGAN".**





# BRAND POSITIONING





# PERSONA

**ARDATH ALBEE MENDEFINISIKAN "PERSONA" SEBAGAI GABUNGAN SKETSA DARI PARA TARGET MARKET BERDASARKAN BERBAGAI PERSAMAAN YANG TELAH TERVALIDASI DAN BUKAN ASUMSI YANG JUGA DAPAT MENGINFORMASIKAN STRATEGI KONTEN UNTUK MENGARAHKAN ENGAGEMENT DARI PARA PEMBELI PRODUKTIF.**



# MANFAAT PERSONA

- TAHU APA YANG MENJADI TANTANGAN, KEINGINAN, JUGA KEBUTUHAN DARI PARA AUDIENS TERSEBUT.
- LEBIH MEMAHAMI BERBAGAI HAL YANG MEREKA PEDULIKAN SERTA TOPIK-TOPIK SEPERTI APA YANG DAPAT MENARIK PERHATIAN MEREKA,
- MENEMUKAN DI MANA PARA AUDIENS ITU PALING SENANG MENGHABISKAN WAKTU DI DUNIA DIGITAL.





# CARA MENGETAHUI PERSONA

- **DEMOGRAFIS**

MENCARI TAHU BERAGAM DATA DARI BERBAGAI PLATFORM MEDIA SOSIAL. KARENA DI DALAM MEDIA SOSIAL ITU SEBENARNYA SUDAH ADA BEBERAPA INFORMASI DEMOGRAFI YANG MENDASAR DARI PARA TARGET AUDIENS KITA.

- **PSIKOGRAFIS**

DAN DI DALAM INFORMASI PSIKOGRAFI INI, BEBERAPA INFORMASI AUDIENS YANG BISA DICARI YAITU, ***PERSONALITY, ATTITUDES, BEHAVIOR, VALUES, GOALS, LIFESTYLE, DAN LAIN SEBAGAINYA.***



# PROJECT BRIEF

THE COVID-19 PANDEMIC HAS BEEN AFFECTING A LOT OF AREAS IN INDONESIAN PEOPLE'S LIFE. HOWEVER, WE MUST DO OUR BEST TO IMPROVE OUR QUALITY OF LIFE, THAT EVEN IN MANY LIMITATIONS, WITH EVERYONE'S EFFORT WE CAN MAKE THE WORLD A BETTER PLACE TO LIVE.

IN THAT SENSE, PLEASE DEVELOP A BRAND OF YOUR OWN - AN APPLICATION BRAND THAT COULD HELP TO SOLVE AN ISSUE DURING THE PANDEMIC. IT COULD BE IN THE AREA OF EDUCATION, HEALTH, ENVIRONMENTAL, OR SOCIAL WELFARE.

# GROUP TASK

1. EXPLAIN ABOUT THE BRAND BRIEFLY (BRAND DESCRIPTION). THIS SHOULD INCLUDE:

- THE REASON BEHIND THE BRAND DEVELOPMENT,
- THE NAME/LOGO MEANING
- THE BRAND FEATURES / FUNCTION

2. TARGETING AND POSITIONING OF THE BRAND

3. DEFINE TARGET AUDIENCE PERSONA FOR THE BRAND

4. PREPARE DIGITAL MARKETING STRATEGY TO LAUNCH THE BRAND TO THE MARKET USING SIMON'S FRAMEWORK. THIS SHOULD CONSIST:

- OBJECTIVE OF THE LAUNCH CAMPAIGN KEY MESSAGE OF LAUNCH CAMPAIGN
- EXPLAIN DIGITAL MEDIA STRATEGY IN SEO, PAID SEARCH, DISPLAY ADS AND SOCIAL MEDIA
- EXPLAIN AND PREPARE THE MOCK UP DETAILED TIMELINE FOR EACH ACTIVITIES

# INSTRUCTIONS

1. DISCUSS WITHIN TEAM MEMBER EACH WEEK IN ONLINE CLASS OR AS HOMEWORK, AND ASK THE LECTURER WHENEVER YOU NEED CLARITY
2. PRESENT YOUR IDEAS VIA ZOOM AT SCHEDULED PRESENTATION DATE AND TIME BY YOUR LECTURER
3. SEND THE SOFTCOPY OF YOUR REVISED PRESENTATION IN PDF BY EMAIL AT SCHEDULED UAS DATE (TBC)