

Pertemuan

3

- Perencanaan Internet marketing

# INTERNET MARKETING

**Disarikan Dari :**

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- Sumber lain yang relevan

# Overview of the E-Marketing Planning Process

- The e-marketing plan is a blueprint for e-marketing strategy formulation and implementation.
- The plan serves as a road map to guide the firm, allocate resources, and make decisions.



# Seven-Step E-Marketing Plan

1. Situation analysis
2. E-Marketing strategic planning
3. Plan objectives
4. E-Marketing strategy
5. Implementation plan
6. Budget
7. Evaluation plan



# Step 1: Situation Analysis

- Environmental factors
  - Legal factors
  - Technological factors
  - Market-related factors
- SWOT analysis
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats



# SWOT Analysis Leading to E-Marketing Objective

<b>Opportunities</b>	<b>Threats</b>
<ol style="list-style-type: none"> <li>1. Hispanic markets growing and untapped in our industry.</li> <li>2. Save postage costs through e-mail marketing.</li> </ol>	<ol style="list-style-type: none"> <li>1. Pending security law means costly software upgrades.</li> <li>2. Competitor X is aggressively using e-commerce.</li> </ol>
<b>Strengths</b>	<b>Weaknesses</b>
<ol style="list-style-type: none"> <li>1. Strong customer service department.</li> <li>2. Excellent Web site and database system.</li> </ol>	<ol style="list-style-type: none"> <li>1. Low-tech corporate culture.</li> <li>2. Seasonal business: Peak is summer months.</li> </ol>
<p><b>E-Marketing Objective:</b> \$500,000 in revenues from e-commerce in one year.</p>	

# Step 2: E-Marketing Strategic Planning

- Market and product strategies, called Tier 1 tasks or strategies, are outcomes of strategic planning.
  - Segmentation
  - Targeting
  - Differentiation
  - Positioning
- Marketers conduct analyses to determine strategies.
  - Market opportunity analysis
  - Demand analysis
  - Segment analysis
  - Supply analysis

# Step 3: Objectives

- Objectives are typically related to task, measurable quantity and timeframe.
- Most e-marketing plans seek to:
  - Increase market share
  - Increase sales revenue
  - Reduce costs
  - Achieve branding goals
  - Improve databases
  - Achieve customer relationship management goals
  - Improve supply chain management

# Step 4: E-Marketing Strategies

- Marketers craft strategies for the 4 P's and relationship management to achieve plan objectives.
  - Product strategies
  - Pricing strategies
  - Distribution strategies
  - Marketing communication strategies
  - Relationship management strategies
- These are referred to as Tier 2 tasks or strategies.





# Steps 2, 3, and 4 of the E-Marketing Plan



# Step 5: Implementation Plan

- Tactics are used to achieve plan objectives
  - Marketing mix (4 P's) tactics
  - Relationship management tactics
  - Marketing organization tactics
  - Information-gathering tactics

# Price Strategy

GlodokShop.com | Toshiba Regza 24PS1E LED -LCD/LED 26 -Pesan 021-5695-9333 hantar hari ini! - Mozilla Firefox

Berkas Edit Tampilan Riwayat Markah Alat Bantuan

glodokshop.com/detail\_barang.php?barang=Toshiba&kat=NDI4NQ==&type=barang+baru

GlodokShop.com  
mudahnya belanja murah

Mudahnya belanja murah

Informasinya lengkap, harganya murah, dihantar sampai rumah!

VISA MasterCard COD

"Tadinya daku hanya pantau harga murah Tapi setelah nekat ternyata bener2 cepat! Pagi pesan siang sampe! Info yg jelas membuat daku percaya GlodokShop 1000%!"  
Chintami - Rasuna Said

Home Shop by Categories Shop by Theme Pre Sales After Sales B2B

Rabu, 02 November 2011 Kurs 1US\$:Rp 9.075

Home > Television > Televisi Sedang > LCD/LED 26 **ANDA DISINI**

## LCD/LED 26

# Toshiba : Regza 24PS1E LED

Kode Barang: CTV-LED0043

**HEMAT!**  
Rp 150.000,-

**TOSHIBA**

Before **Discount** For You!

Rp 2.800.000,-  
Rp **150.000,-**

Rp **2.650.000,-**  
++ Local Delivery Charge

Status\* : **Limited Stock**

**Konfigurasi Singkat :**

- Screen Type & Size: 24 inch LED
- Resolution: 1920 x 1080p (Full HD)
- Contrast Ratio: 14.000:1
- View Angle (V/H): -
- Surround Sound: -

**KlubGS**  
Bergabunglah dalam KlubGS dan nikmati berbagai keuntungan!

**Login** Member: 27.154

Email:


# Product Strategy

Iklan gratis - Jual beli barang baru dan bekas - Tokobagus.com - Mozilla Firefox

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Iklan gratis - Jual beli barang baru da... x Smartfren :::: x +


www.tokobagus.com


more people around the world with Visa.  [www.visaagcexplore.com/id\\_ubv](http://www.visaagcexplore.com/id_ubv) Ulang

- HP dan Telekom (3749)
- Jam dan Perhiasan (52890)
- Jasa (30047)
- Kategori Lain Lain (450)
- Kesehatan dan Kecantikan (91430)
- Koleksi (24129)
- Konstruksi dan Taman (6190)
- Liburan dan Bepergian (1757)
- Lowongan Kerja (8786)
- Makanan dan Minuman (9012)
- Mobil (57135)
- Mobil aksesoris (13197)
- Mobil onderdil (2811)
- Motor dan Sekuter (30896)
- Musik (865)
- Olahraga Air dan Perahu (1249)
- Olahraga dan Kesehatan (8335)
- Peluang Usaha (12880)
- Perangkat Keras Komputer (45402)
- Perangkat Lunak Komputer (3103)
- Perlenokapan Rumah (19477)

**Sponsor Iklan**

	<p>baju grosir &amp; reseller terbaru (min... # jual baju khusus wanita remaja/dewasa dengan berbagai model terbaru, # Rp. 123.456,00</p>		<p>kredit termurah daihatsu terios-sir... xenia baru tdp hanya 7jt.!!! dapatkan kendaraan idamar Rp. 115.800.000,00</p>		<p>jersey bola - manchester city home ... trusted jersey seller ---100% satisfaction guaranteed exclusive Rp. 240.000,00</p>
	<p>jual ps2 / playstation2 murah di ja... jual termurah ps2 tebal dijakarta seharga 595rb (bisa nego) jika ambil byk... Rp. 595.000,00</p>		<p>spesial promo serbu daihatsu: xenia... all new xenia sudah bisa di pesan gan, cukup booking fee 5 jt anda sudah Rp. 125.800.000,00</p>		<p>warga jak-sel ga usah jauh-jauh car... honda fatmawati jl. rs fatmawati no. 21 jakarta selatan 08122121211    Rp. 261.000.000,00</p>

 Refresh

**EXPLORION** Temukan sepeda yang hilang 

IKUTI PETUALANGANNYA! **REPLAY**

# Promotion Strategy

**NEW!**  
RUMAH MEWAH  
DI BSD SENILAI  
1 MILIAR

**Beli pulsa  
dapat rejeki.**

Program berlangsung mulai 1 Oktober 2011.  
Untuk info lebih lanjut :  
**Ketik INFO, SMS kirim ke 189**  
dari nomor smartfren (tarif SMS Rp 50).  
Kunjungi <http://rejeki.smartfren.com>.  
Hubungi 888 dari kartu Smartfren Anda,  
atau 08811223344/02150100000 dari nomor operator lain.

\* Gambar rumah hanya ilustrasi, hadiah akan disesuaikan dengan unit yang tersedia  
\*\* Syarat dan ketentuan berlaku

**Undian Berhadiah**  
**REJEKI smartfren**

**I HATE SLOW!**

Kunjungi [www.smartfren.com](http://www.smartfren.com)

No.DEPS05:1021/PPSDB5-SAP/IX/2011

info selengkapnya, klik disini

# Promotion Strategy

detikcom : situs warta era digital - Mozilla Firefox

Berkas Edit Tampilan Riwayat Markah Alat Bantuan

Iklan gratis - Jual beli barang baru da... x detikcom : situs warta era digital x +

www.detik.com

Rabu, 2 November 2011

detikSearch

Find us on: RSS Facebook Twitter

Ayo, dukung Komodo menjadi bagian dari 7 keajaiban dunia.

..: Iklan Baris | adPoint | Seremonia | Games | Sindikasi | Info Iklan | Suara Pembaca | Surat dari Buncit | Redaksi :.

**Berita Utama**

Rabu, 02/11/2011 17:38 WIB

**5 WNI Ditahan Polisi Malaysia**

Rabu, 02/11/2011 18:29 WIB

**Din: Keuntungan Tambang di Papua Triliunan Rupiah, Mana untuk Rakyat?**

Rabu, 02/11/2011 20:07 WIB

**Jimly: Menkum HAM Jangan Ngeper Digugat Koruptor**

Mantan Ketua MK Jimly Assiddiqie menilai kebijakan Menkum HAM Amir Syamsuddin moratorium remisi koruptor dan teroris terburu-buru. Namun Jimmy memberikan tetap semangat kepada Amir agar tidak takut menghadapi koruptor.

**Berita Terkait**

Fabri Tuding Wamenkum HAM Lakukan Pencitraan Soal Remisi Koruptor

Membaca www.detik.com

**smartfren**

**XSTRE@M EV-00**

Streaming Gak Pake Lelet!

Smartfren EV-00 smartphone advertisement featuring a smartphone, a laptop, and various social media icons. Price tag: Rp 299.000.

**PETIK**

# Distribution Strategy

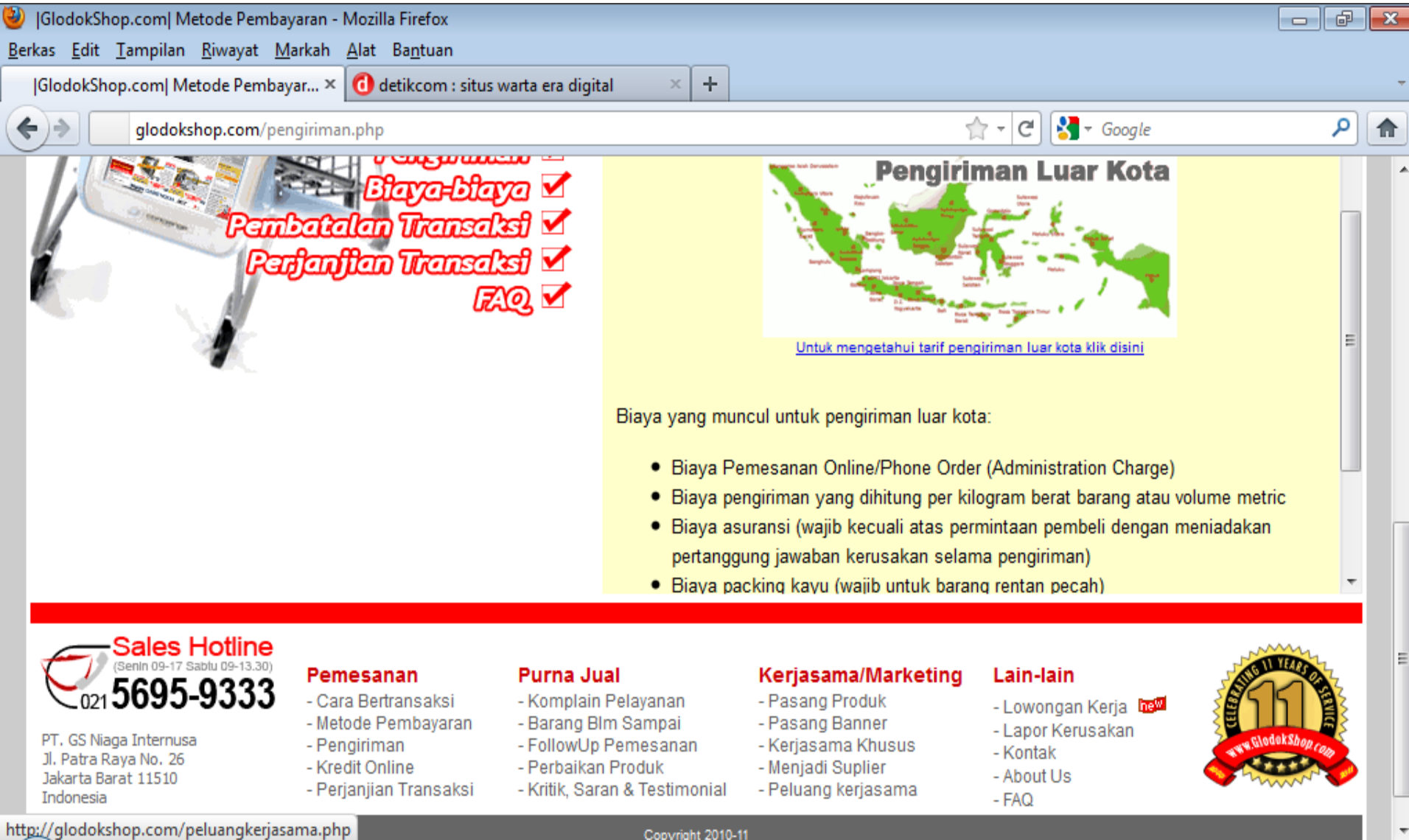
|GlodokShop.com| Metode Pembayaran - Mozilla Firefox

Berkas Edit Tampilan Riwayat Markah Alat Bantuan

|GlodokShop.com| Metode Pembayar... x detikcom : situs warta era digital x +

glodokshop.com/pengiriman.php

Google



**Pengiriman Luar Kota**

Untuk mengetahui tarif pengiriman luar kota klik disini

Biaya yang muncul untuk pengiriman luar kota:

- Biaya Pemesanan Online/Phone Order (Administration Charge)
- Biaya pengiriman yang dihitung per kilogram berat barang atau volume metric
- Biaya asuransi (wajib kecuali atas permintaan pembeli dengan meniadakan pertanggung jawaban kerusakan selama pengiriman)
- Biaya packing kayu (wajib untuk barang rentan pecah)

**Sales Hotline**  
(Senin 09-17 Sabtu 09-13.30)  
**021 5695-9333**

PT. GS Niaga Internusa  
Jl. Patra Raya No. 26  
Jakarta Barat 11510  
Indonesia

**Pemesanan**

- Cara Bertransaksi
- Metode Pembayaran
- Pengiriman
- Kredit Online
- Perjanjian Transaksi

**Purna Jual**

- Komplain Pelayanan
- Barang Blm Sampai
- FollowUp Pemesanan
- Perbaikan Produk
- Kritik, Saran & Testimonial

**Kerjasama/Marketing**

- Pasang Produk
- Pasang Banner
- Kerjasama Khusus
- Menjadi Suplier
- Peluang kerjasama

**Lain-lain**

- Lowongan Kerja new
- Laporan Kerusakan
- Kontak
- About Us
- FAQ

**CELEBRATING 11 YEARS OF SERVICE**  
**11**  
www.Glodokshop.com

<http://glodokshop.com/pejuangkerjasama.php>

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# Step 6: Budget

- The plan must identify the expected return from marketing investments.
  - Revenue forecast
  - Intangible benefits, such as brand equity
  - Cost savings
  - E-Marketing costs
    - Technology
    - Site design
    - Salaries
    - Other site development expenses
    - Marketing communication



# Step 7: Evaluation Plan

- Marketing plan success depends on continuous evaluation.
- E-marketers must have tracking systems in place to measure results.
- Another Monitoring and Evaluation Instruments