



# Konten Marketing Kekinian

*Untuk Bisnis UMKM*

**Hello!**



**Aldio Judisya**  
Social Media Manager  
Gojek Merchant

# Agenda

1. What is content marketing?
2. What are the type of content marketing?
3. Why using content marketing?
4. General tips
5. How to plan content marketing?
6. Content king of pandemic

# What is Content Marketing



“Content marketing is the process of **planning, creating, distributing, sharing,** and **publishing content** to reach your **target audience**. It can boost factors like brand awareness, sales, reach, interactions, and loyalty.”

# What is The Purpose

- ★ **For Branding**  
Increase brand awareness
- ★ **For Growth**  
Generate leads or traffic and sales
- ★ **For Marketing**  
Promoting campaign or customer service
- ★ **For Insight**  
Audience or competitor analysis
- ★ **For Social**  
Creating human interaction
- ★ **For Retention**  
Make customer loyal

# Type of Content Marketing for Business

Blog

Digital Review

E-mail

Website

Chat platform



Social Media



Video and Voice



Short stories



Interactive Content



Influencer



Social  
Media

## Why Using Social Media



**180 Mio** social media users in Indonesia in January 2021.

**+10 Mio** compare to 2020  
**61,8% Population**



**3h 14m** Avg. of time per day spent using social media.

**+20 minutes** longer than watching TV



**10,5** account Avg. number of social media accounts per user

**60%** use social media for work purpose



Video and  
Voice

## Why Using Video and Voice

98.5%

People in Indonesia  
watch online video\*



74.3%

People in Indonesia  
watch Vlogs\*



58.0%

People in Indonesia listen  
to or watch Podcast\*



Sources:

\*GWI Data 2021, "Online Content Activities" 2021. Percentage of age 16 - 64 2021, that consume each content via internet each month

\*Hotsuite Data 2021, "Online Content Activities" 2021. Percentage of age 16 - 64 2021, that consume each content via internet each month

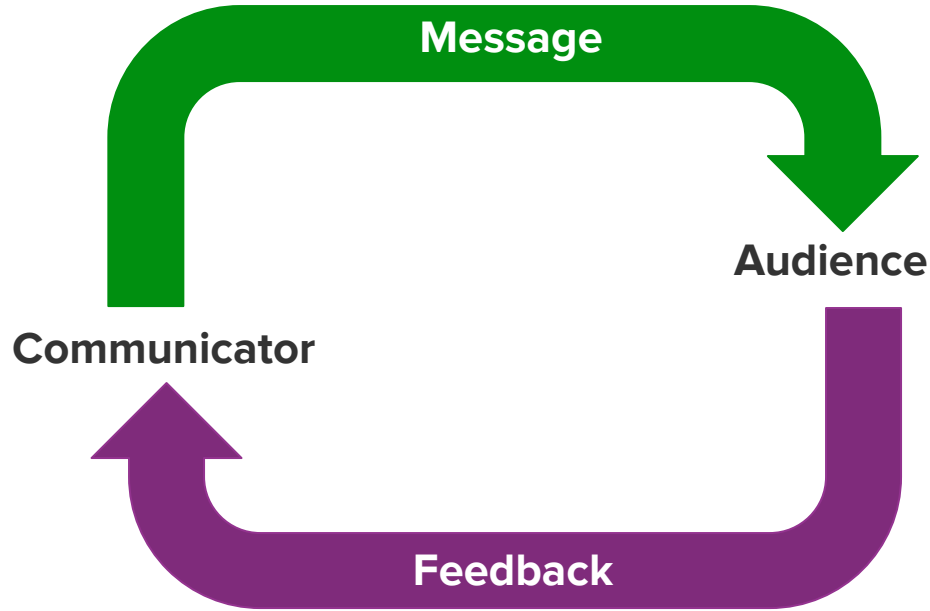
\*We are Social Data 2021, "Online Content Activities" 2021. Percentage of age 16 - 64 2021, that consume each content via internet each month





Interactive  
Content

## Why Using Interactive Content

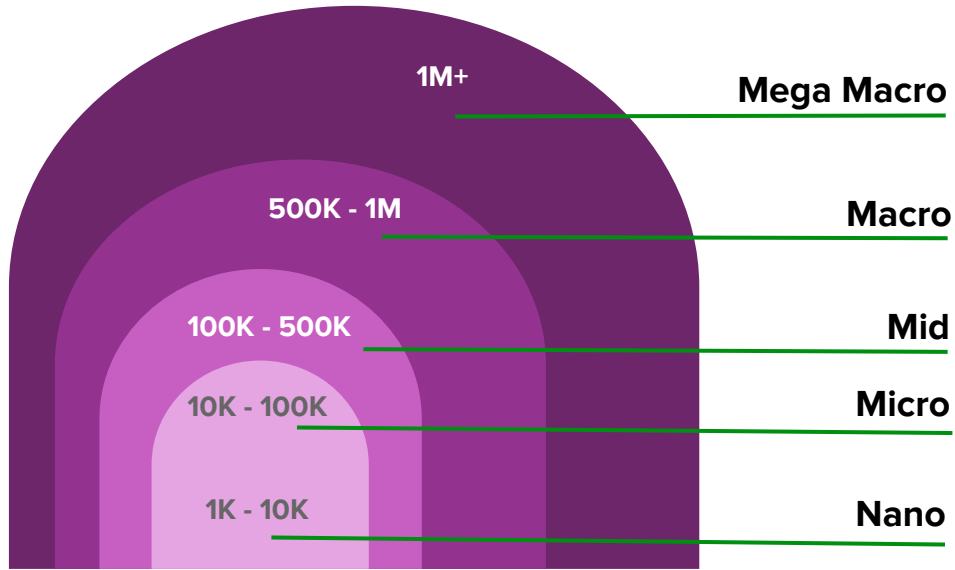


- ★ Quizzes
- ★ Polls & Survey
- ★ Questions content
- ★ Calculator



Influencer

## Why Using Influencer



34.2%

Indonesian people find new brands from word-of-mouth recommendation\*





Short stories

## Why Using Short Stories

3

Seconds Rule

Original

Concise

High Reach



- ★ TikTok
- ★ Instagram Reels
- ★ Youtube Shorts
- ★ Whatsapp Status

# General Tips

# How to Utilize Social Media

## The Golden Rule

**SET YOUR  
GOALS**

**DEFINE YOUR  
VALUE**

**WHAT IS  
YOUR  
SUCCESS?**

**WHO ARE  
YOU?**

**KNOW  
YOUR  
AUDIENCE**

**BE PRESENT**

**TRACK YOUR  
COMPETITORS**

**DEFINE YOUR  
PLAY**

# How to Utilize Social Media

## SET YOUR GOALS

Translate your **business goals** into **marketing goals** then **social media goals**

Sales growth  
Distribution growth

Increase awareness  
Improve experience

Impression/Reach  
Engagement

## DEFINE YOUR VALUE

Eco Friendly

Latest Technology

High quality  
material

Trusted by famous  
people

Covid Safety

# How to Utilize Social Media

## WHAT IS YOUR SUCCESS

“If you want to score a **goal**, you have to hit the **target**”

Fabio Capello

Followers

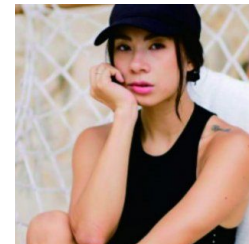
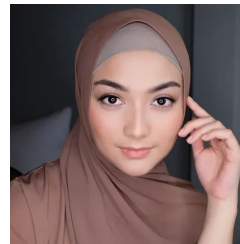
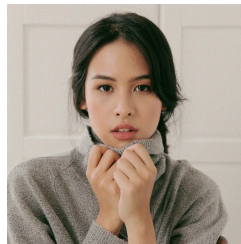
Reach

Viewers

Engagement

Feedback

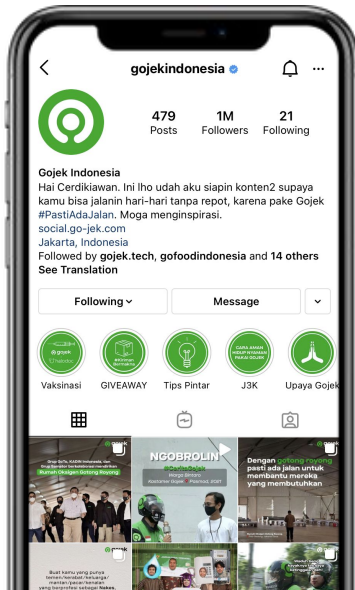
## WHO ARE YOU



# How to Utilize Social Media

## KNOW YOUR AUDIENCE

**@gojekindonesia**  
Customer  
Branding Transaction



**@gostoreindonesia**  
Seller  
Seller Retention



**@lifeatgojek**  
Employee  
Company Branding

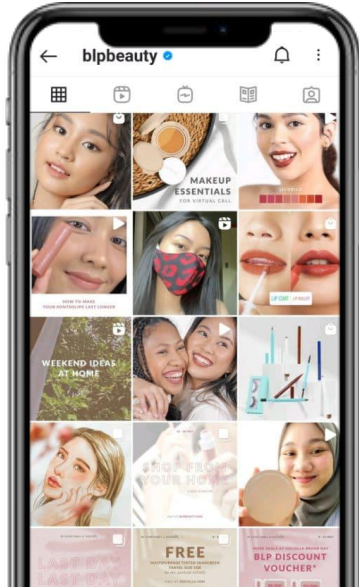




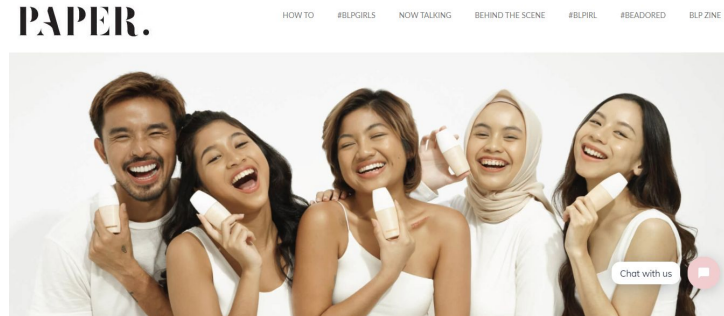
# How to Utilize Social Media

## KNOW YOUR AUDIENCE (by channel)

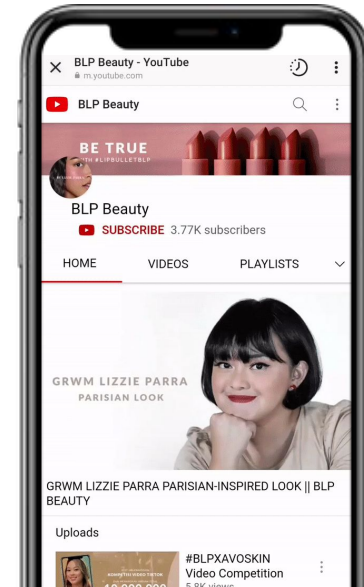
By Lizzie Parra  
Instagram  
Catalogue



By Lizzie Parra  
Blog  
Tips and Journal



By Lizzie Parra  
Youtube  
Campaign



# How to Utilize Social Media

## BE PRESENT



Reach wider audience

Visual Pleasing

Link Share

Formal-  
Semi formal copy

1-3 days process

Best for conversation

Flexible to content format

Link Share

Formal-informal copy

Minutes process

Reach wider audience

Best for campaign launch

Link share

Formal copy

3-7 days process

Reach gen Y

Flexible to content format

Link Share

Formal - semiformal Copy

1-3 days process

Reach Millenials & Gen-Z

Best for campaign launch

Faster Virality

Semi formal copy

1-3 days process

Reach professional audience

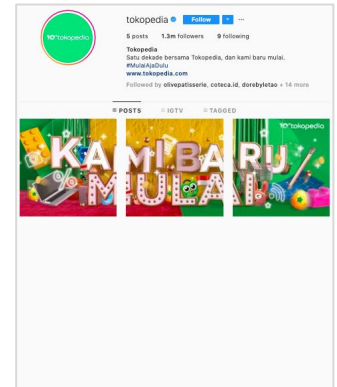
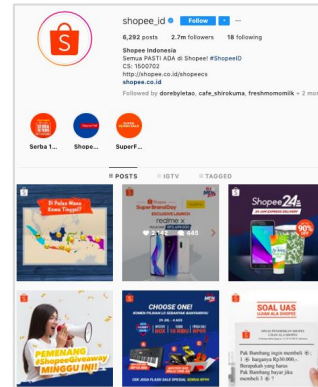
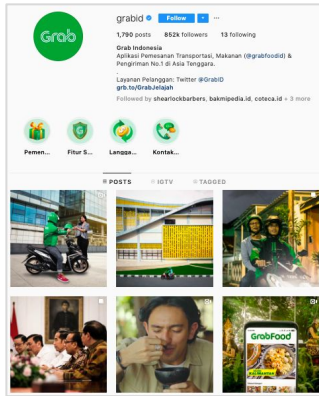
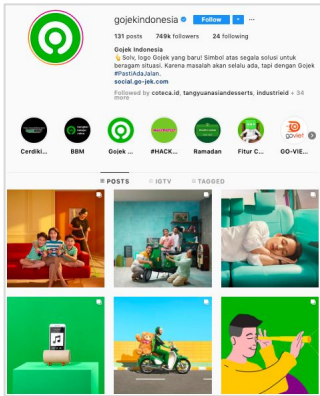
Link Share

Formal-  
Semi formal copy

1-3 days process

# How to Utilize Social Media

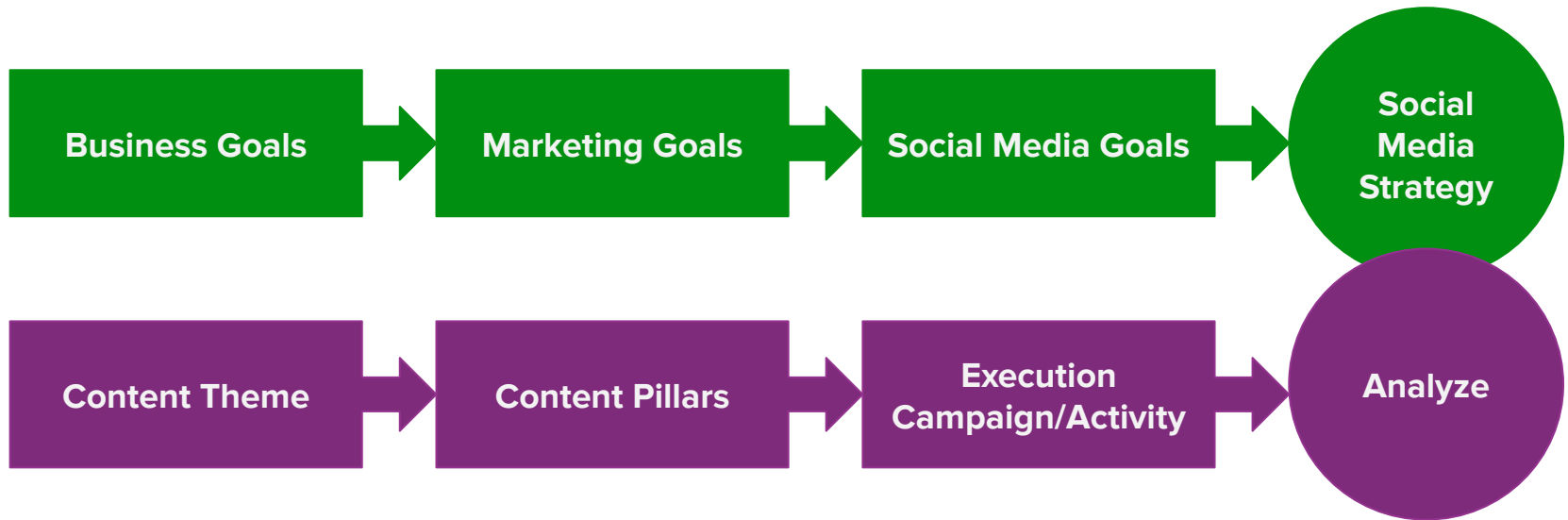
## TRACK YOUR COMPETITORS



Product/services  
Prices  
Brand & Values  
Communication  
Campaign/Promo  
Performance  
Customer

# How to Utilize Social Media

## DEFINE YOUR PLAY



# Content Optimization

## Great Content Creation

**Fit to audience** - Stay relate

**Have value** - Give audience major takeaways (has substance)

**Create emotional feeling** - Always think of an impact

**Optimizable** - Hashtag, Tag location, CTA



## Great Content Distribution

**Right platform** - Each platform have their own habit

**Perfect moment** - Riding moment or understand trend

**Consistency** - This is not a one hit wonder

**Collaboration** - Engage with audience & KOL

**Redistribute** - Use multiple account

# How to plan content marketing

## Magic & Simple Tools



### **Photo and Video Editor**

canva.com



### **Free Stock Photo**

pexels.com , stocksnap.io



### **Content Planner**

Use calendar template



### **Analysis**

In-app analytics (Instagram, Facebook, TikTok, Youtube, etc)



### **Trend**

Google Trend

**Content is King**



# Viral and Trending Contents of Pandemic 2021



filosofikopi

filosofikopi VAKSIN = KOPI GRATIS

Hanya berlaku Rabu, 30 Juni 2021

Apresiasi kecil dari kami untuk kalian semua yang sudah divaksin!

Karena kalian adalah bagian dari kami!

Langkah nya sangat mudah :

- Datang ke keelai #Filosofikopi di kota kalian
- Tunjukkan sertifikat vaksin kalian (1 sertifikat = 1 kopi)
- Isi data diri
- Hanya berlaku take away agar tidak berkerumun

Liked by ekypagau and 34,829 others

JUNE 28

Add a comment...

**Last** but not least

# Create Pre Order Product

ONLINE ATTRIBUTES

Brand Name \*

Condition \*

Weight \*

Input weight after packaging

Dimension \*

Input dimension after packaging

Age Group \*

Gender \*

Pre-Order \*  No  Yes

Product is Ready Stock  Product need longer shipping process.

Processing Time

Days

\* GoStore: between 1-90 days.



- Durasi pemrosesan pesanan hingga 90 hari (termasuk hari libur)
- Mudah diatur melalui Backoffice Moka
- Peluang berkreasi produk bagi merchant *creator*



merchant  
marketing

***Thank You!***

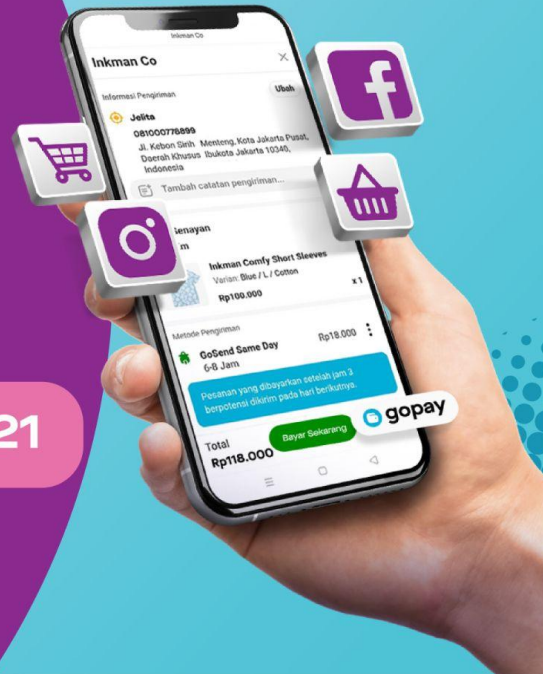
# BARU: Promo Cashback GoPay 50%!

 gostore

## Dapatkan Cashback Gopay 50% dan Gratis Ongkos Kirim

Promo Berlaku Mulai 23-31 Juli 2021

- \*Gratis ongkir maksimal Rp10.000, minimal pembelian Rp100.000
- \*Cashback maksimal Rp40.000, minimal pembelian Rp200.000
- \*Cashback Rp30.000, min pembelian Rp120.000
- \*Cashback 50% maksimal Rp10.000, tanpa minimal pembelian



## Daftar Jadi Anggota Aktif GoStore Community



[bit.ly/saya-gostore](https://bit.ly/saya-gostore)



- *Promo khusus anggota aktif community*
- *Informasi terupdate*