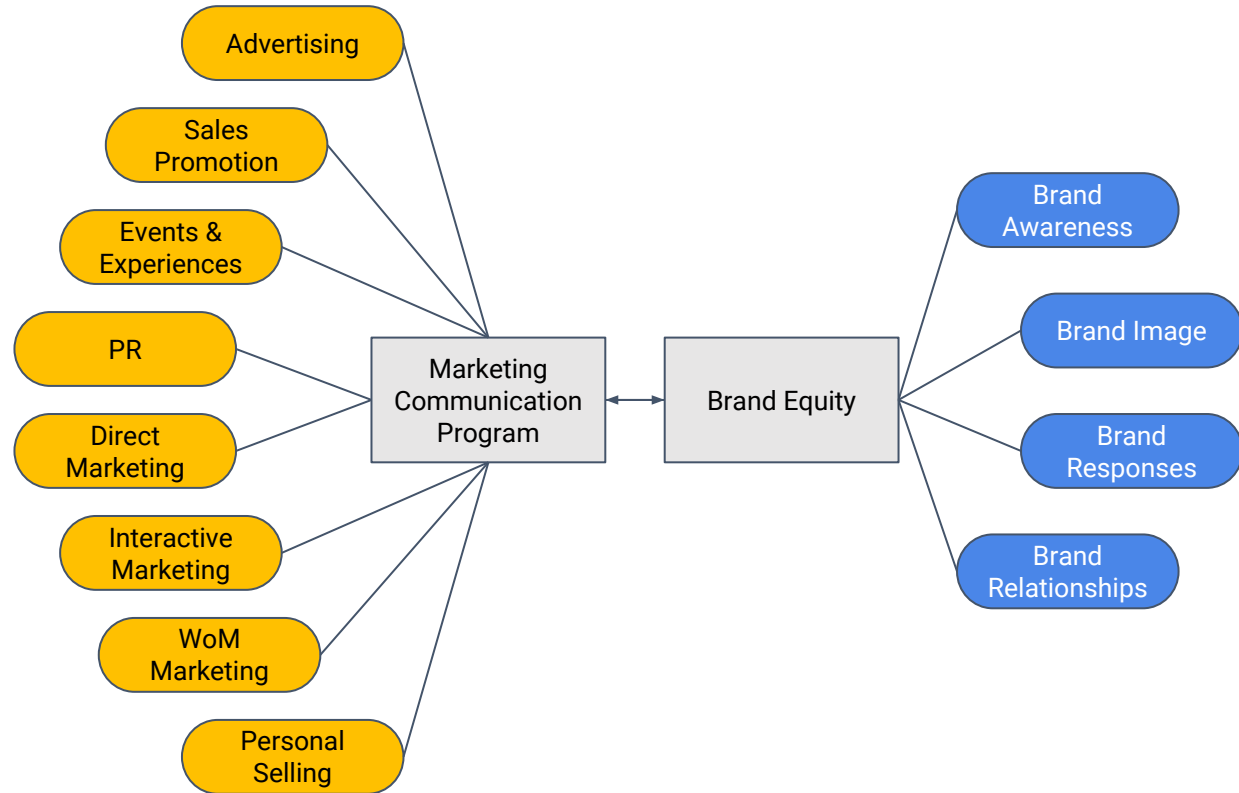1. What is integrated marketing communication?

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Integrated Marketing Communications ensures that all forms of communications and messages are carefully **linked together**.
Means integrating all the promotional tools, so that they **work together in harmony**.

IMC plays a very important role in establishing a distinctive and unique **Brand Image** and **Brand Identity** for the company.

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Communication Platform

1. Advertising
2. Sales Promotion
3. Events & Experiences
4. Public Relations
5. Direct Marketing
6. Interactive Marketing
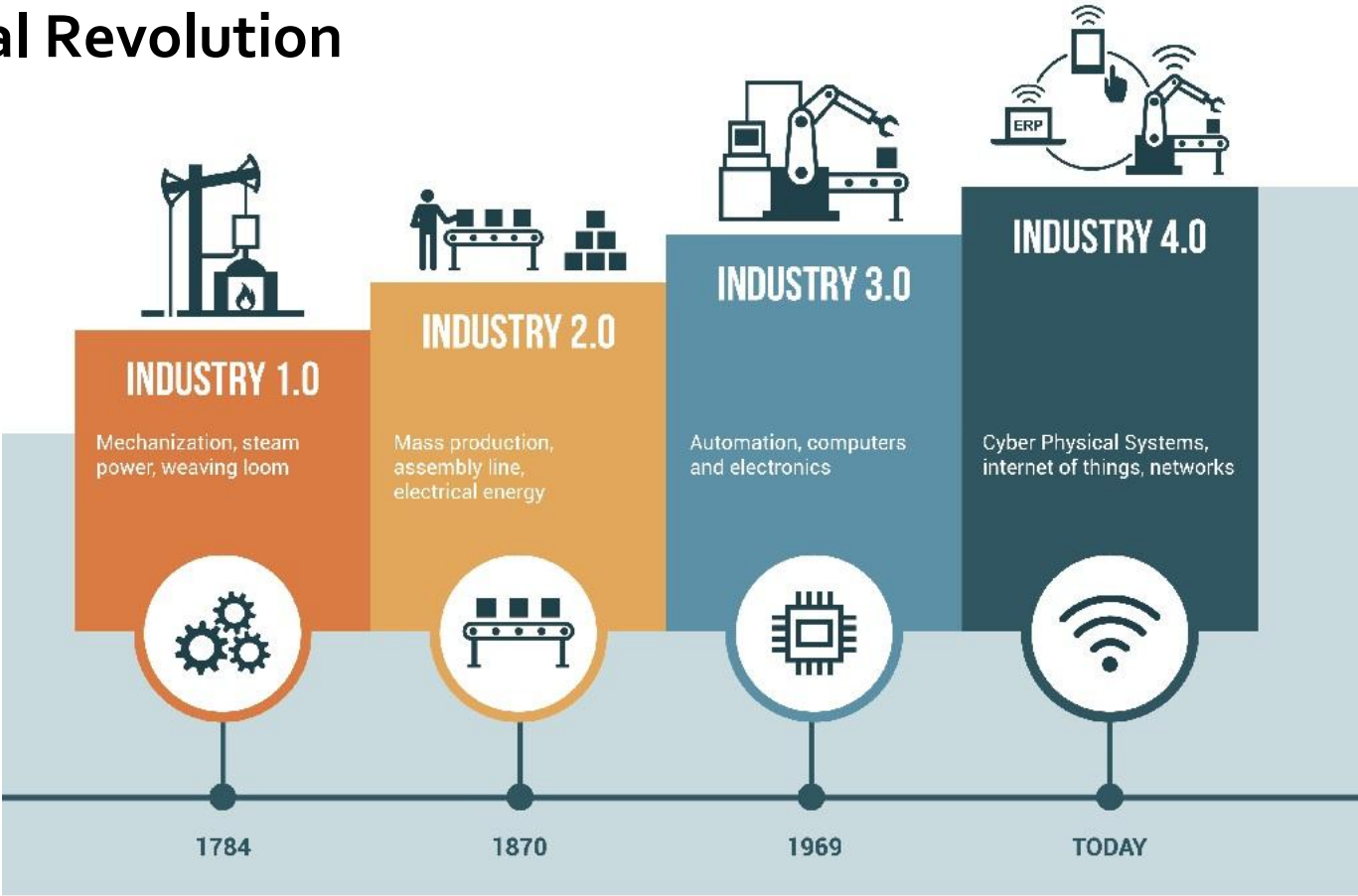7. Word Of Mouth Marketing
8. Personal Selling

Advertising

Sales Promotion

Events & Experiences

PR

Direct Marketing

Interactive Marketing

WoM Marketing

Personal Selling

Marketing Communication Program ↔ Brand Equity

Brand Awareness

Brand Image

Brand Responses

Brand Relationships

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2.

INDUSTRIAL

REVOLUTION
1.0 - 4.0

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Industrial Revolution

INDUSTRY 1.0
Mechanization, steam power, weaving loom
1784

INDUSTRY 2.0
Mass production, assembly line, electrical energy
1870

INDUSTRY 3.0
Automation, computers and electronics
1969

INDUSTRY 4.0
Cyber Physical Systems, internet of things, networks
TODAY

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The Fourth Industrial Revolution

A smarter, connected world

AI

IoT
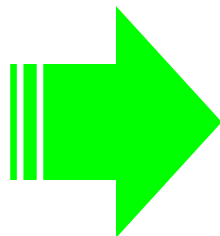
Mobile

Social

Cloud

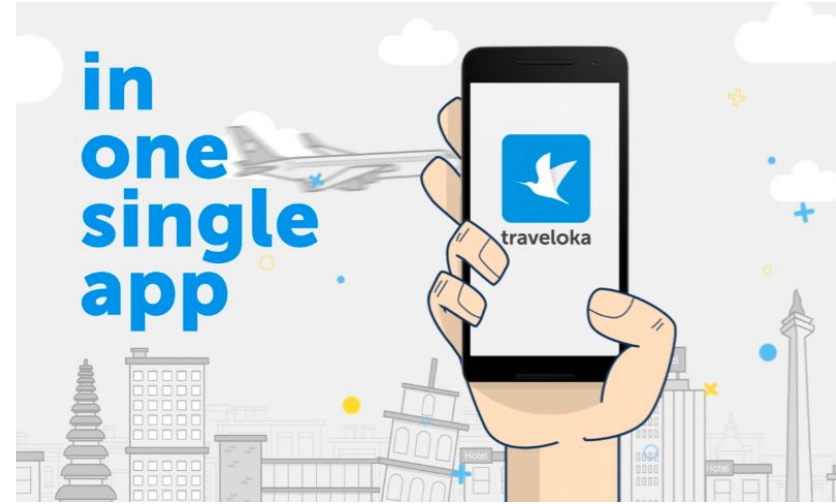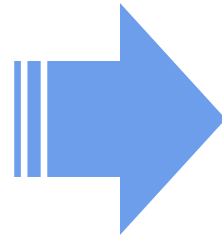Client / Server

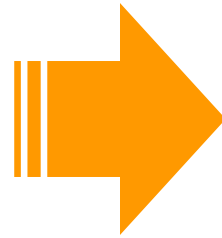Mainframe / Terminal

DIGITAL DISRUPTION

What is digital disruption?

2010: Digital Transformation ➡ 2015: Digital Disruption

Sebuah inovasi yang menggantikan seluruh sistem lama dengan cara-cara baru
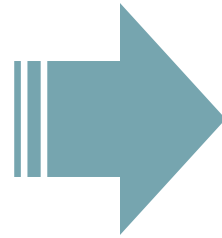
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3. The role of digital marketing in industry 4.0

Indonesia is <u>LIVE</u> Online

What Happened to the Indonesian Consumer?

Indonesia Digital Landscape 2018

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Key Digital Statistical Indicators in Indonesia

Indonesian digital population is +143 Million. All of them use social media and mobile phones. Nowadays digital marketing is the necessary approach to communicate with people.

Total Population	Internet Users	Active Social Media Users	Active Mobile Social Users
265.4 million	**143.26** million	**130.0** million	**120.0** million

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Pengguna Internet Indonesia
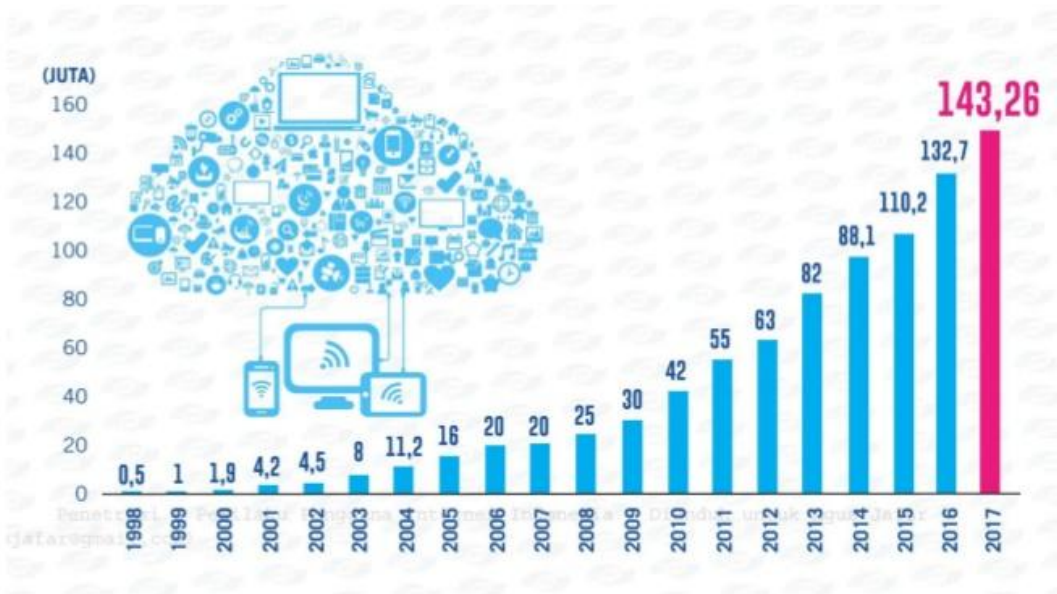
Sumber : APJII 2017

Digital Population

54,68%

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Penetrasi Pengguna Internet Berdasar Pulau
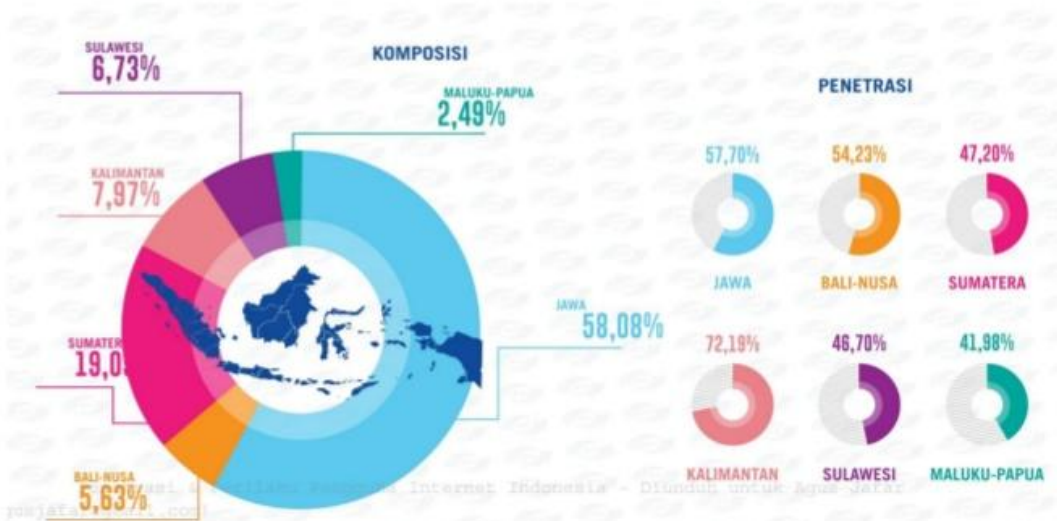
Sumber : APJII 2017

Dari 143,26 Juta Jiwa Pengguna Internet, **58,08% Berada di Pulau Jawa.**

Tapi Penetrasi terbesar ada di **Pulau Kalimantan, 72,19%**

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Penetrasi Pengguna Internet Berdasar Usia

75,50%
13 - 18 Tahun

74,23%
19 - 34 Tahun

44,06%
35 - 54 Tahun

15,72%
> 54 Tahun
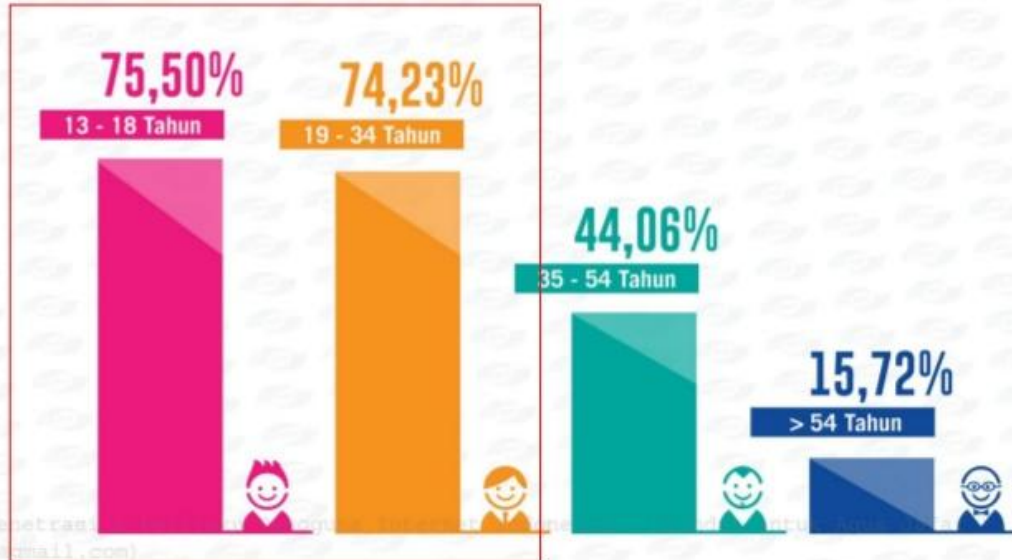
Sumber : APJII 2017

Penetrasi Internet terbesar berada di
Gen Milenial & **Gen Z**

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Penetrasi Pengguna Internet Berdasar Tingkat Pendidikan
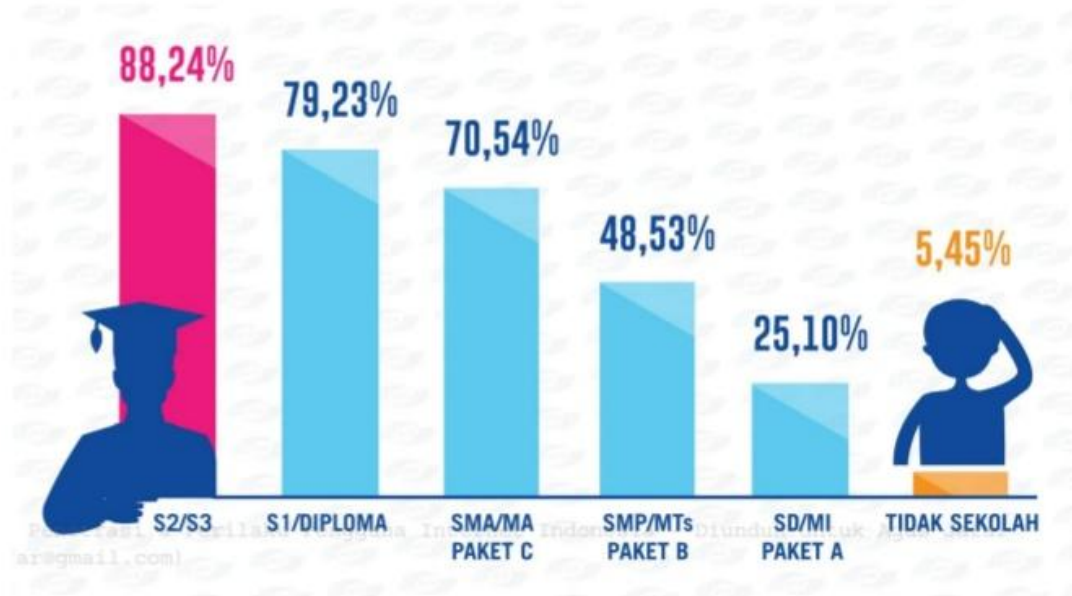
Di Indonesia, Semakin Tinggi Tingkat Pendidikan, Semakin Tinggi Tingkat Penetrasi Pengguna Internet.

Sumber : APJII 2017

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What is the most active social media platform in Indonesia..?

JAN 2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS
SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY

Platform	Percentage
YOUTUBE	43%
FACEBOOK	41%
WHATSAPP	40%
INSTAGRAM	38%
LINE	33%
BBM	28%
TWITTER	27%
GOOGLE+	25%
FB MESSENGER	24%
LINKEDIN	16%
SKYPE	15%
WECHAT	14%

SOCIAL NETWORK

MESSENGER / CHAT APP / VOIP
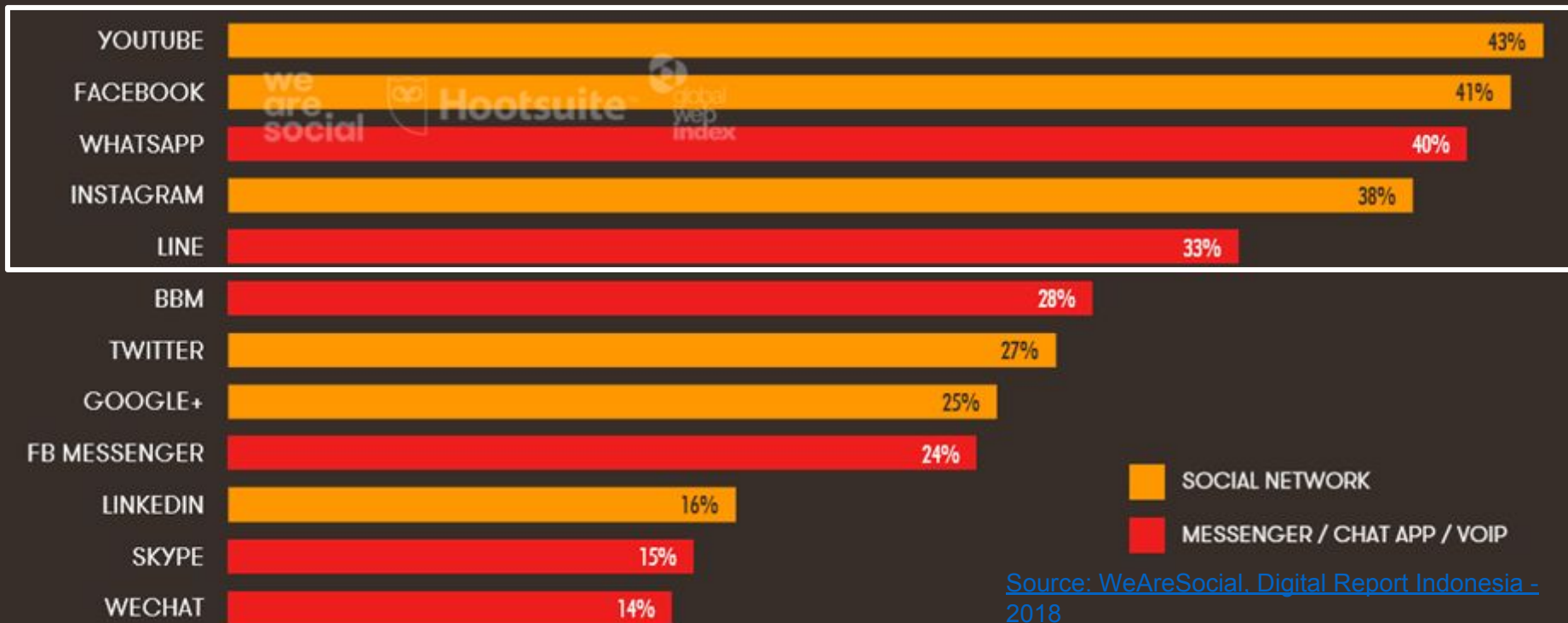
IN SUMMARY:
YouTube, Facebook, & Instagram become the most active social media in Indonesia. Meanwhile, Whatsapp & Line the most commonly used in Indonesia.

Market Overview - Facebook Rankings

Countries and cities with the largest active Facebook user bases

COUNTRIES WITH THE LARGEST NUMBER OF ACTIVE FACEBOOK USERS

#	COUNTRY	USERS	▲ Y-O-Y	▲ Q-O-Q
01	INDIA	270,000,000	+27%	+8%
02	UNITED STATES	240,000,000	+10%	+4%
03	INDONESIA	140,000,000	+26%	+8%
04	BRAZIL	130,000,000	+6%	0%
05	MEXICO	85,000,000	+12%	+2%
06	PHILIPPINES	69,000,000	+10%	+3%
07	VIETNAM	58,000,000	+16%	+5%
08	THAILAND	52,000,000	+11%	+2%
09	TURKEY	52,000,000	+8%	+2%
10	UNITED KINGDOM	45,000,000	+7%	+2%

FACEBOOK'S TOP CITIES

#	CITY	USERS
01	BANGKOK	25,000,000
02	JAKARTA	20,000,000
03	DHAKA	18,000,000
04	MEXICO CITY	15,000,000
05	CAIRO	14,000,000
06	HO CHI MINH	14,000,000
07	ISTANBUL	14,000,000
08	NEW DELHI	14,000,000
09	SÃO PAULO	13,000,000
10	BANGALORE	12,000,000

FACEBOOK'S TOP LANGUAGES

#	LANGUAGE	USERS
01	ENGLISH	1,100,000,000
02	SPANISH	320,000,000
03	INDONESIAN	170,000,000
04	ARABIC	150,000,000
05	PORTUGUESE	150,000,000
06	FRENCH	110,000,000
07	VIETNAMESE	61,000,000
08	TURKISH	54,000,000
09	THAI	53,000,000
10	GERMAN	43,000,000

Facebook Usage Analysis per Jan 2018

A closer look at Facebook use, broken down by mobile use & self-declared gender of users

Total Number of Monthly Active FB Users	Annual Change in FB Users vs. January 2017	Percentage of FB Users Accessing via Mobile	Percentage of FB Profiles Declared as Female	Percentage of FB Profiles Declared as Male
130.0 million	**+ 23%**	**92%**	**44%**	**56%**

Source : Hootsuite & Wearesocial 2018

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Market Overview - Instagram Country Rankings

Countries and cities with the largest active Facebook user bases

#	COUNTRY	USERS	▲ Q-O-Q	▲ Q-O-Q
01	UNITED STATES	120,000,000	+9%	+10,000,000
02	BRAZIL	61,000,000	+7%	+4,000,000
03	INDIA	59,000,000	+13%	+7,000,000
04	INDONESIA	56,000,000	+6%	+3,000,000
05	TURKEY	34,000,000	+3%	+1,000,000
06	RUSSIA	31,000,000	+7%	+2,000,000
07	IRAN	24,000,000	0%	(UNCHANGED)
08	JAPAN	23,000,000	+5%	+1,000,000
09	UNITED KINGDOM	23,000,000	+10%	+2,000,000
10	MEXICO	21,000,000	+5%	+1,000,000
11	GERMANY	18,000,000	+13%	+2,000,000
12	ITALY	17,000,000	+6%	+1,000,000
13	ARGENTINA	15,000,000	+7%	+1,000,000
14	FRANCE	15,000,000	+7%	+1,000,000
15	SPAIN	14,000,000	+8%	+1,000,000
16	THAILAND	14,000,000	+8%	+1,000,000
17	CANADA	12,000,000	+9%	+1,000,000
18	SAUDI ARABIA	12,000,000	0%	(UNCHANGED)
19	COLOMBIA	11,000,000	+10%	+1,000,000
20	EGYPT	11,000,000	+10%	+1,000,000
21	SOUTH KOREA	11,000,000	0%	(UNCHANGED)
22	MALAYSIA	11,000,000	0%	(UNCHANGED)

Instagram Usage Analysis per Jan 2018

An overview of monthly active instagram users, broken down by gender

Total Number of Monthly Active Instagram Users	Active Instagram User As A Percentage of Total Population	Female Users As A Percentage of All Active Instagram Users	Male Users As A Percentage of All Active Instagram Users
53.00 million	**20%**	**49%**	**51%**

Source : Hootsuite & Wearesocial 2018

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4. Application of Integrated Marketing Communications in the digital era

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Steps to develop effective marketing communication

1. Identify the target audience
2. Determine the communication objectives
3. Design the message (call to action)
4. Budget decision
5. Communication tools
6. Measure the results

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Sample Case

- Universitas Swasta S1
- Lokasi di kawasan strategis Jakarta, kawasan bisnis, dan mall untuk anak muda / keluarga
- Menjadi pilihan kedua setelah universitas negeri
- Banyak pesaing lain dari universitas swasta favorit dengan jurusan yang sama
- Akreditasi A
- Harga kompetitif
- Brand awareness cukup baik, tetapi butuh peningkatan
- Membutuhkan target mahasiswa
- Budget promosi terbatas

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TARGET AUDIENCE

PRIMARY

- Male/ Female, 18 – 20 years old
- SES A – B
- Updated with the latest trend, digital savvy, active mobile users
- Considering of the output from major
- University facilities & university environment
- Location

SECONDARY

- Male/ Female, 40 – 55 years old
- SES A – B, live in urban area
- Consider about the university accreditation, university partnership with big company, the prospect of university alumni, quality of lecturers.
- Influence the decision to determine the selection of college/ university

OBJECTIVE
Brand Consideration > Leads

DESIGN THE MESSAGE
Soft sales: facilities, location, achievement from alumni
Hard sales: scholarship

DIGITAL MARKETING
Minimum budget is small
Detail audience targeting
Clear advertisment results & measurable

Importance of Digital Marketing for business

Most of companies tend to choose digital marketing rather than traditional paid marketing.

TRADITIONAL MARKETING	DIGITAL MARKETING

TRADITIONAL MARKETING

Not clear advertisement result

Long time for preparation

Minimum budget is huge

Hard to improve ad performance

Viewer is getting down

Doesn't connect with user's action

Unclear audience

DIGITAL MARKETING

✓ Clear advertisement result. It's measurable

✓ Quick start

✓ Minimum budget is small

✓ Able to improve

✓ Viewer is getting increasing

✓ Connect with user's action

✓ Detail audience targeting

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Zero Moment of Truth
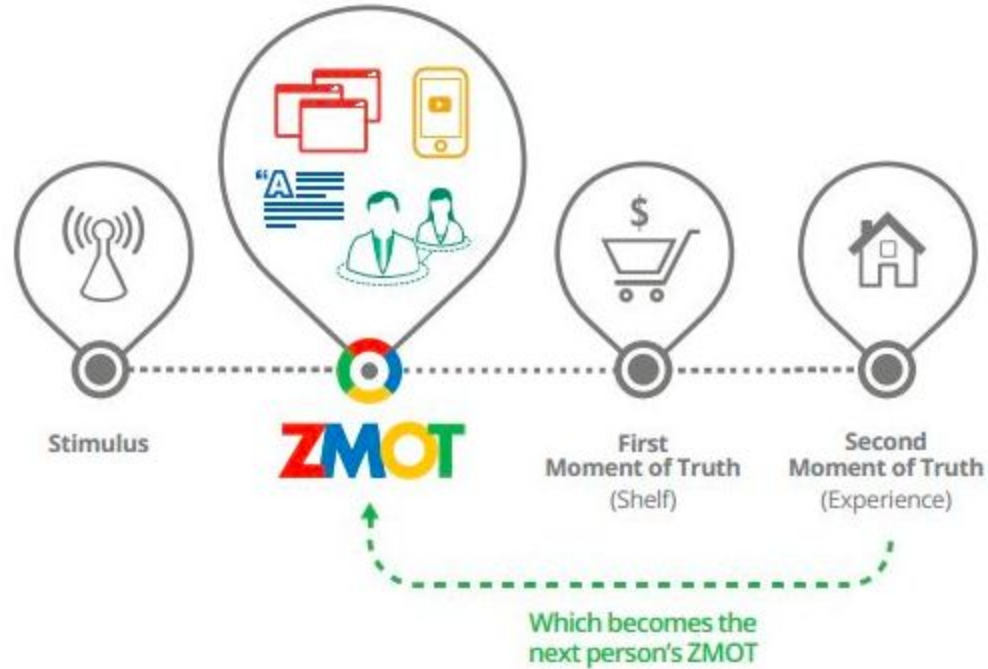
Case Study **Voila Leather**

+10% Conversion	**+5%** Royal Customer	**8.3x** ROAS

THEIR PROBLEMS

Voila Leather needs to improve and stabilize their revenue growth.
They looked for higher marketing way to improve ROAS.

OUR STRATEGIES

- Gain new customer by integrating Voila Leather's customer demographic & interest with current customer behavior.
- Create lookalike and custom audience targeting by utilizing customer data.
- Boosting awareness to Voila Leather's website and engagement in their whatsapp account, we utilize Instagram ads.

CHANNELS

- Instagram Click to Website/Whatsapp
- Instagram Page Post Engagement
- Instagram Stories

Case Study **Wacoal Indonesia**

|	
5.4x ROAS	**47.6%** Traffic Share

THEIR PROBLEMS

Although well-known as offline store, as an online store Wacoal still counted as a newcomer. Wacoal has tried digital campaigns, but the outcome was under expectation.

OUR STRATEGIES

Since Wacoal's brand characteristic is inclined to social media personality, we focus more on social media ads and website banner ads by Google Adwords to bring awareness and traffic to their website.

CHANNELS

- Google Display Network
- Facebook Click to Website
- Instagram Click to Website
- Instagram Page Post Engagement
- Instagram Stories
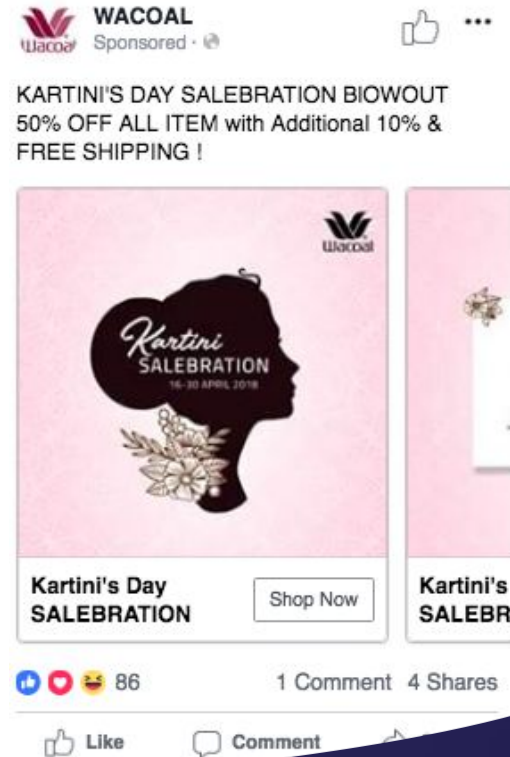
Case Study Canon Indonesia

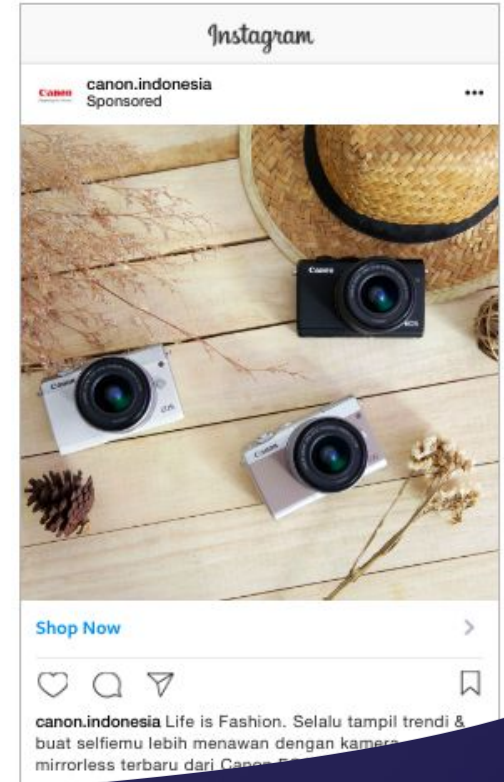| **3.6x** Growth Speed	**+150%** KPI achievement	**94%** Increased Followers

THEIR PROBLEMS

Canon's social media (Instagram & Facebook) is one of important digital assets for them, unfortunately Canon had difficulties in increasing number of followers/fans for their social media.

OUR STRATEGIES

- Re-identify their suitable audience for Canon's product.
- Set and run Facebook and Instagram ads with detail condition.
- Create lookalike and custom audience targeting by utilizing customer data.

CHANNELS

- Instagram Click to Website
- Facebook Click to Website
- Instagram Page Post Engagement
- Facebook Page Post Engagement

Canon
Delighting You Always

Instagram

canon.indonesia
Sponsored

Shop Now

canon.indonesia Life is Fashion. Selalu tampil trendi & buat selfiemu lebih menawan dengan kamera mirrorless terbaru dari Canon

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THANK YOU

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