



*Integrity, Trust, Compassion*

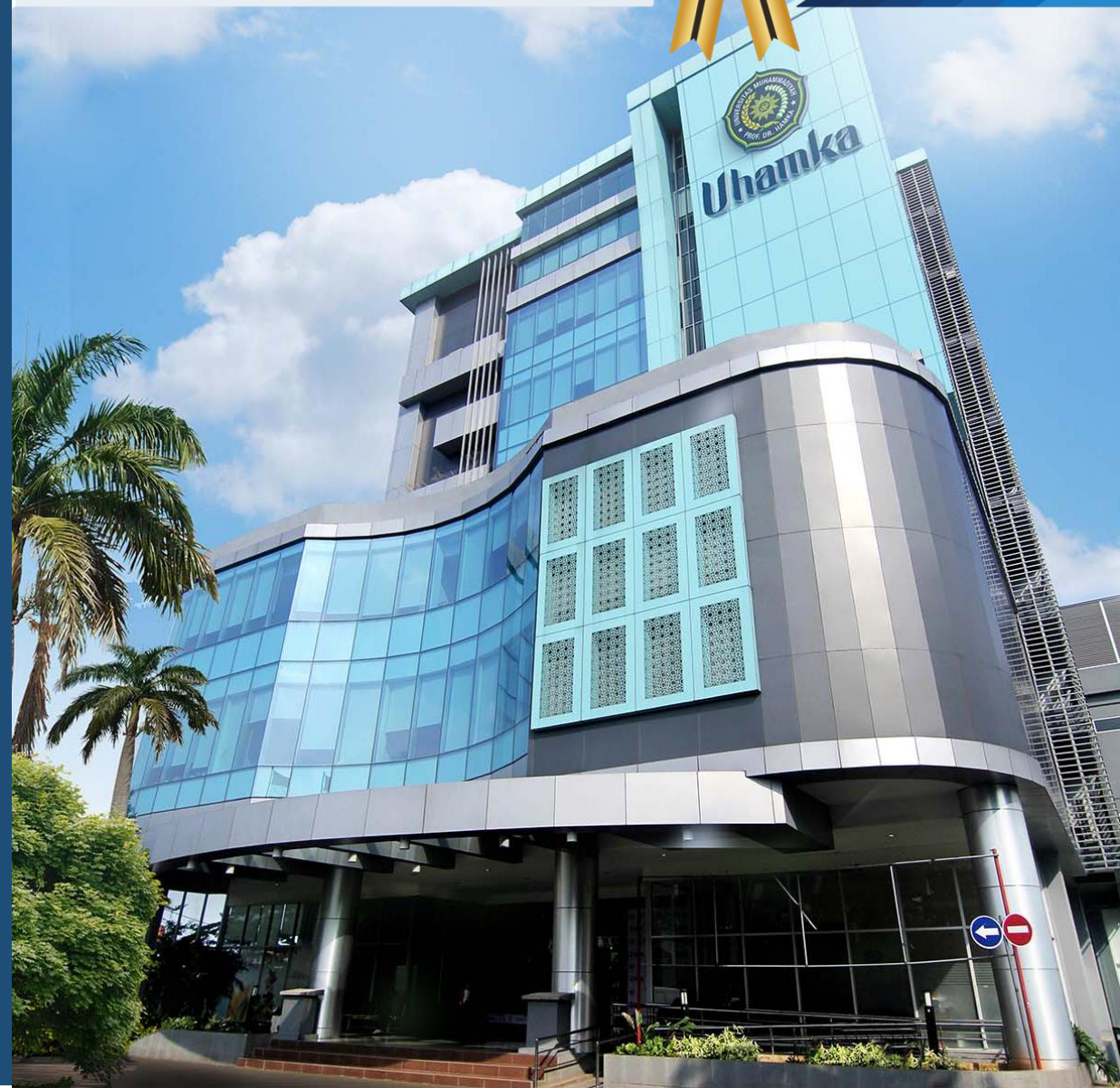
# Digital Marketing and Sales Funnel Strategy

Dr. Deni Adha Akbari

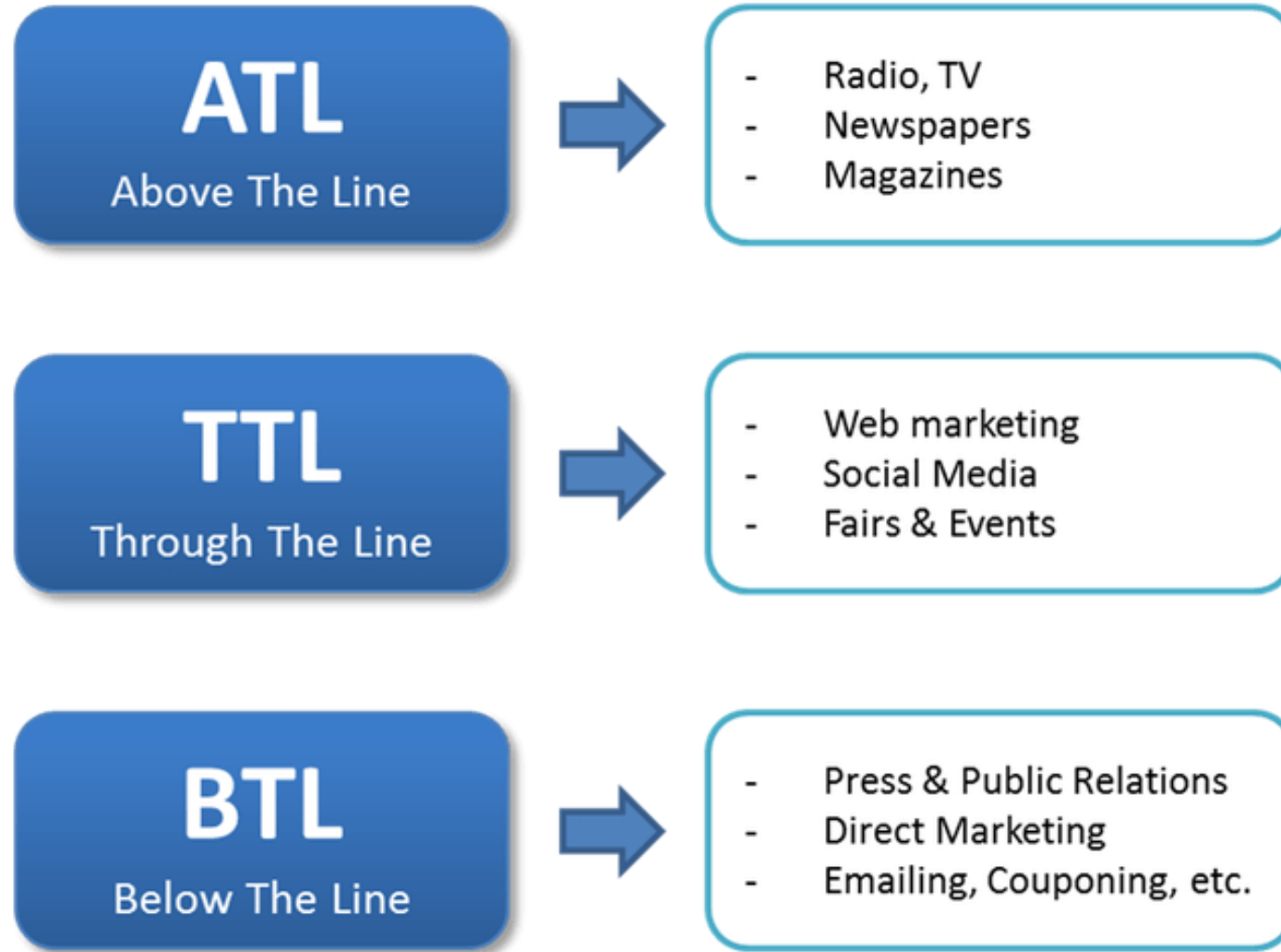
Akreditasi Institusi UHAMKA

**TERAKREDITASI - A**

SK BAN-PT | 3128/SK BAN-PT/Akred/PT/XII/2016



# Marketing



# Target Audiens

## INDIVIDUAL



- Age 19-30 years, SES B+
- Looking for a public speaking course
- Still confused about which training program to choose or have not yet decided on the type of training (public/private)
- Looking for courses based on recommendations
- Actively looking for information on social media

## CORPORATE



- Number of Employees 100-1000 people,
- Have employees who need Public Speaking training
- Looking for courses based on employee skill improvement prospects
- Looking for courses that can be customized

# Premise

The strategy will be aimed at potential consumers who are looking for a place for "Public Speaking" training for the following reasons: (1) Afraid of speaking in public; (2) Not knowing how to present properly; (3) Wanting a job promotion; (4) Wanting to give a graduation presentation.



# Strategy

## PUSH

Pushing the COMPANY into the market or 'proactive' to individuals and companies who may be interested.

## PULL

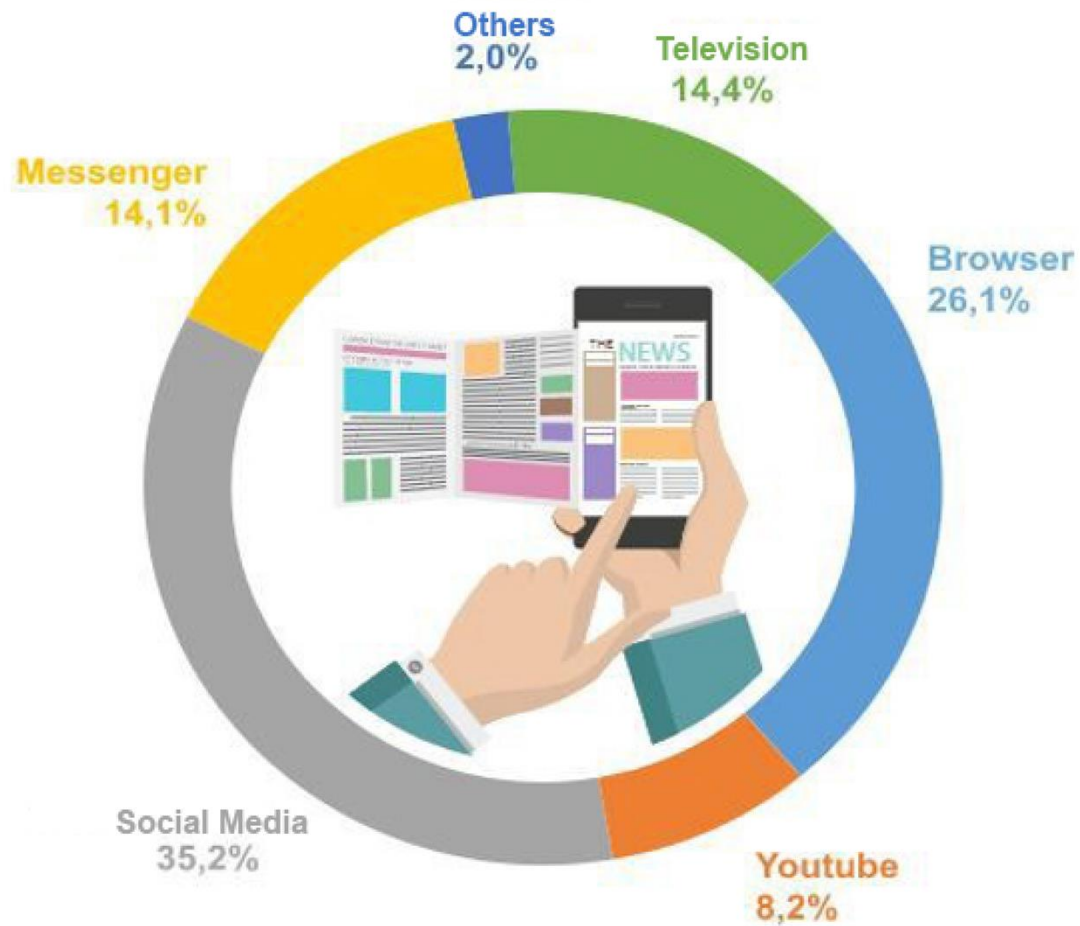
Target an audience that already has an interest in the COURSE to convince them of their choice.

## MAINTAIN

Management strategy to retain registered participants by enhancing the brand experience.



# Audience Media Habits



Source: Tirto.id



Individual target, potential customers, use Instagram, Telegram and Tiktok a lot

Companies target, company leaders/managers, use LinkedIn, Telegram, Facebook, and Google a lot.

7 platforms most frequently used by target audience to access information.

# Channel Mapping



**Objective:**  
engagement & link  
click conversion

**Ads Type :**  
Tiktok Ads  
Ads On Feed  
Retargeting Strategy



**Objective:**  
engagement & link  
click conversion

**Ads Type :**  
Instagram Stories  
Ads On Feed  
Retargeting Strategy



**Objective:**  
Objective link click  
conversion

**Ads Type :**  
Search Engine  
Management



**Objective:**  
Engagement & link  
click conversion

**Ads Type:** News  
Feed Ads  
Retargeting Ads  
Engagement Post



**Objective:**  
Awareness dan  
Reach

**Ads Type :**  
Influencer Post

# THROUGH THE LINE PROMOTION





ALVIN ADAM COMMUNICATION IS ABOUT SENSE



### Alvin Adam School

1,5 rb suka · 1,5 rb pengikut

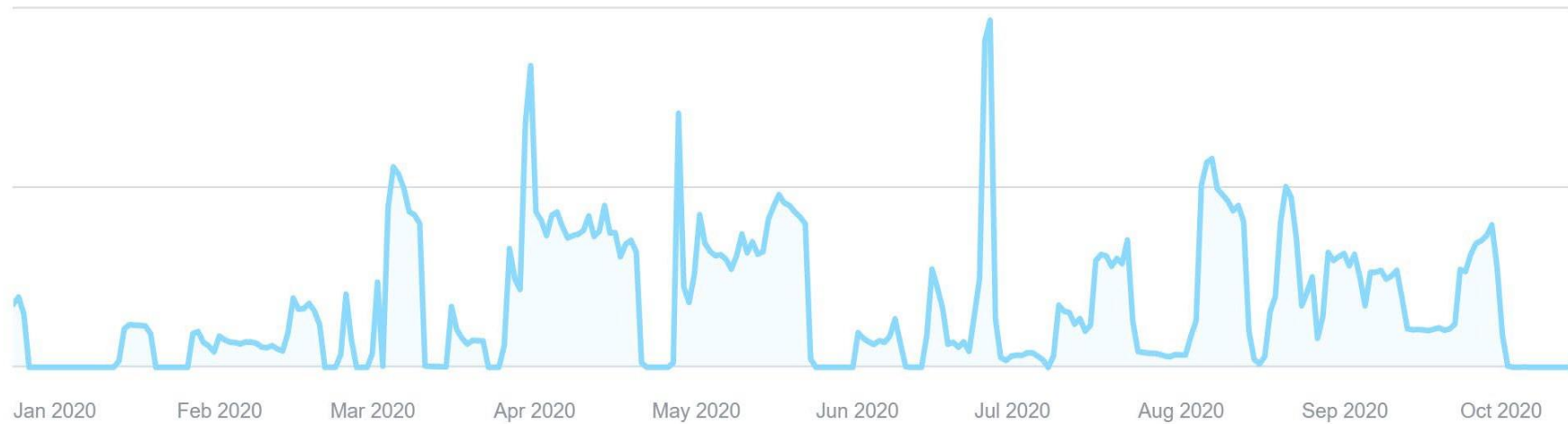


WhatsApp

Disukai

Kirim pesan

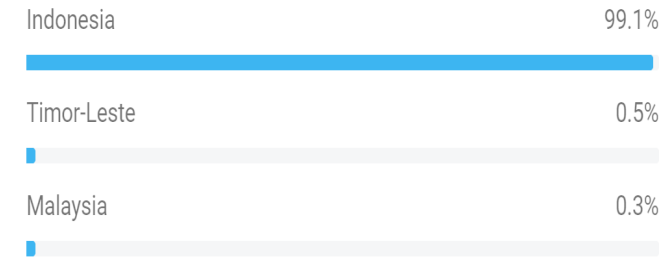
14,335,548 ↑ 238%



#### Top towns/cities



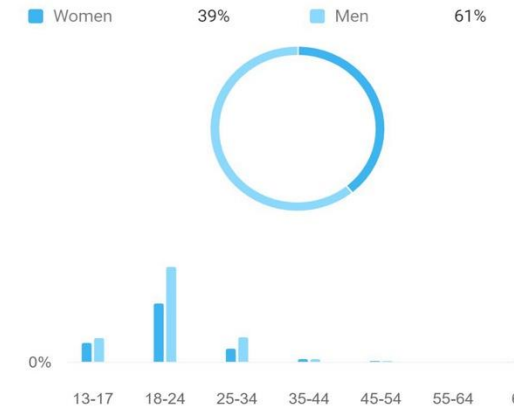
#### Top countries



#### Facebook Page likes

180,166

#### Gender and age





[Log In](#) [Sign Up](#)

alvinadamschool [Follow](#) [Message](#)

Insight By Virol  
300 posts 1,050 followers 41 following

**Alvin Adam School**  
Communication is About Sense  
WA: 087875661703  
Sentral Senayan II, 16th Floor, Jl. Asia Afrika No. 8 Bung Karno, Senayan,, Jakarta, Indonesia 10270  
@ bit.ly/alvinadam



Training Reg



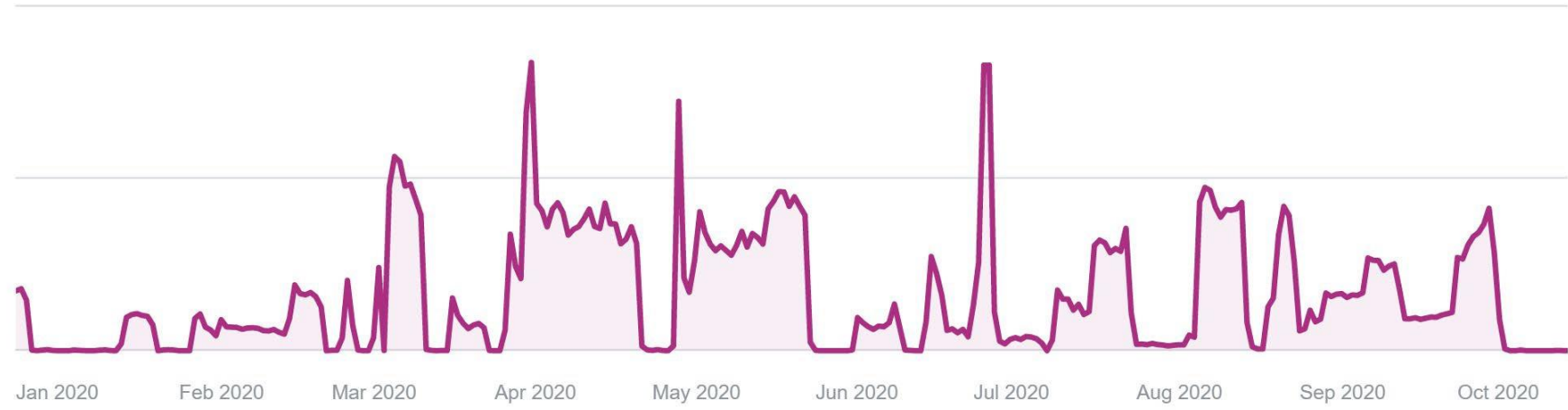
Training Corp



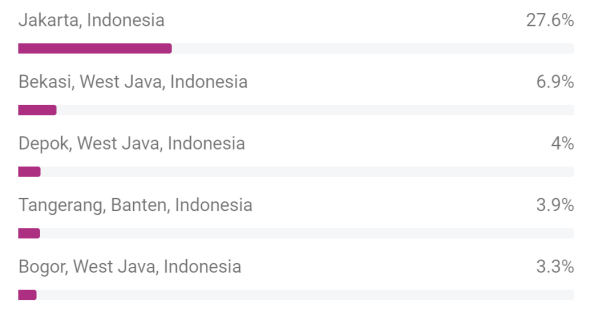
Info Training

Instagram reach ⓘ

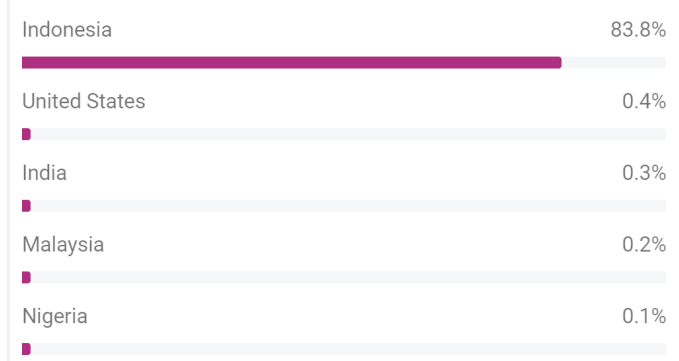
13,132,127 ↑ 260.5%



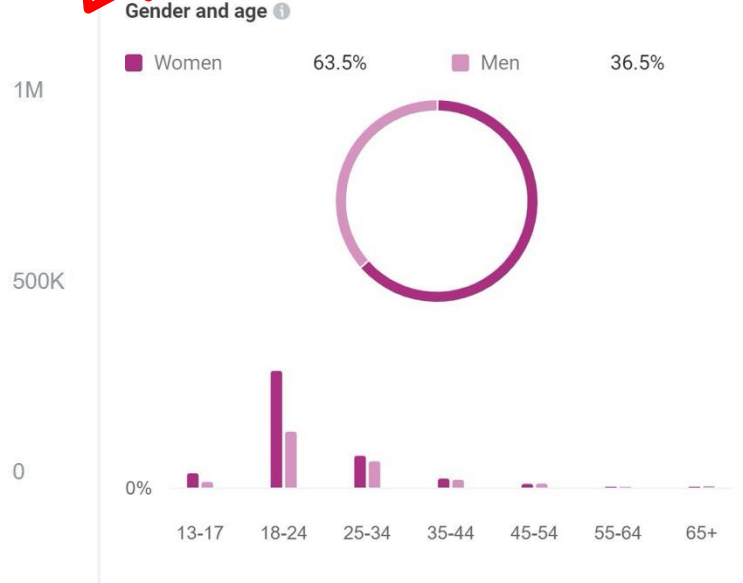
Top towns/cities



Top countries



Instagram followers ⓘ  
**9,150**





Home

Explore

Notifications

Messages

Bookmarks

Lists

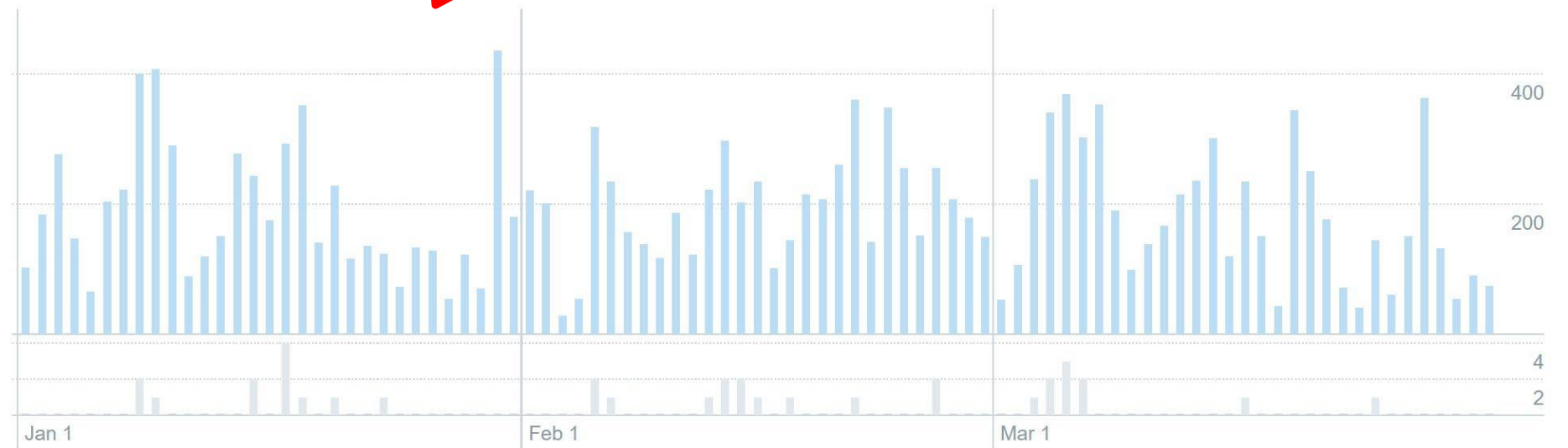
Profile

More

Tweet



Tweet Anda memperoleh **17.3K tayangan** selama periode **91 hari** ini



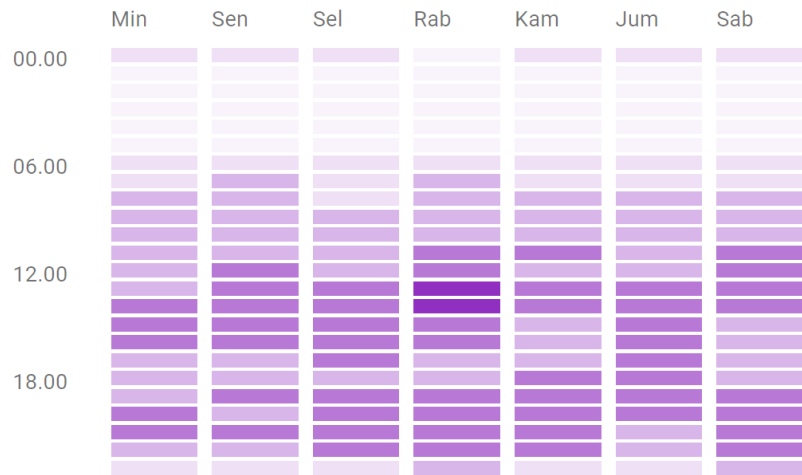
- Home
- Shorts
- Subscriptions

You



### Kapan penonton Anda membuka YouTube

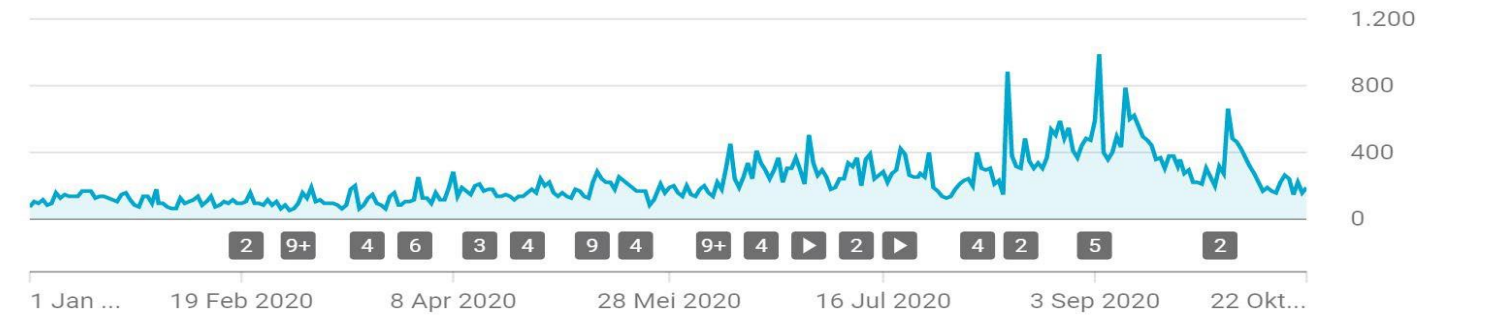
Waktu lokal Anda (GMT +0700) · 28 hari terakhir



ⓘ Tidak diketahui apakah waktu publikasi berpengaruh langsung terhadap performa video dalam jangka panjang. [Pelajari lebih lanjut](#)

## Video Anda ditonton 67.049 kali pada tahun 2020

<p>Penayangan</p> <p><b>67,0 rb</b></p> <p>↑ 52%</p>	<p>Waktu tonton (jam)</p> <p><b>1,8 rb</b></p> <p>↑ 135%</p>	<p>Subscriber</p> <p><b>+1,3 rb</b></p> <p>↑ 159%</p>	<p>Estimasi pendapatan Anda</p> <p>—</p>
--	--	---	--



# ABOVE THE LINE PROMOTION



# RADIO



# TELEVISION



ALVIN ADAM COMMUNICATION®  
IS ABOUT SENSE

Reni : 085717200200  
WA : 087875661703

**Register Now**

**MASTER OF CEREMONY**

Let's Join  
Rp. 5.500,000,-  
Early Bird  
Rp. 4.000,000,-

## SERVICES & PACKAGES

- 2 Days Regular Program
- 2x Coffee Break
- 1x Lunch
- Sertificat
- Training Module
- Membership

## TRAINING METHOD

- 15% Sharing & Consultation
- 25% Lecturing
- 60% Practice



**December. 08 - 09, 2018**

Visit our Website for another Information [www.AlvinAdam.com](http://www.AlvinAdam.com)





KOMPAS 58 AMANAT HATI NURANI RAKYAT  
RABU, 6 SEPTEMBER 2023  
www.kompas.id

58 Halaman-Kompas.id  
Rabat: 201, 202, dan 203  
Harga Langganan Kompas (Kompas.id)  
Rabat: Rp 200.000/bulan (Dana) atau Rp 1.600.000/tahun (Dana)  
Rabat Eksternal: Rp 350.000

Layanan Pelanggan  
Telp: 021 7780 1391  
E-mail: alvinadam@kompas.id  
Berkas: 021-7780-1391-021-7780-1391  
Kata: (021) 8562-0888-99

Ekonomi Digital  
12 strategi dasar dengan 20 inovasi teknologi ekonomi di abad 21 untuk Indonesia.  
Tersedia: Rp 100.000

### Melanjutkan Episentrum Pertumbuhan di ASEAN

Purno Kusadono  
Konferensi Tingkat Tinggi (KTT) ASEAN ke-43 akan berlangsung pada Sabtu (3/9/2023) di Jakarta, Indonesia. Pertemuan tahunan ini akan membahas berbagai isu penting dalam dunia ASEAN, seperti ekonomi, politik, dan budaya.

Salah satu agenda utama KTT ASEAN ke-43 adalah membahas pertumbuhan ekonomi di kawasan ASEAN. Purno Kusadono menilai bahwa ASEAN memiliki potensi besar untuk menjadi episentrum pertumbuhan ekonomi di kawasan Asia Tenggara.

### Pembangunan Ekonomi Jadi Perhatian Utama ASEAN



Pembangunan ekonomi menjadi perhatian utama dalam agenda KTT ASEAN ke-43. Para pemimpin ASEAN menekankan pentingnya memperkuat ketahanan ekonomi kawasan dan meningkatkan daya saing ASEAN di tingkat global.

### Bantuan Pompa Air Jadi Andalan Daerah

Sejumlah pemerintah daerah di Indonesia mengandalkan bantuan pompa air sebagai solusi untuk mengatasi masalah air bersih di berbagai wilayah. Bantuan ini sangat penting untuk mendukung kegiatan pertanian dan kehidupan masyarakat.

### Penjabat Kepala Daerah 2 Purnawirawan, 4 Sekda, 3 Birokrat

Sembilan penjabat gubernur di lima provinsi akan dilantik pada Sabtu (3/9/2023). Penjabat tersebut meliputi Gubernur Kalimantan Barat, Kalimantan Selatan, Kalimantan Tengah, Kalimantan Timur, dan Kalimantan Utara.

Provinsi	Penjabat Gubernur	Asal
Kalimantan Barat	Heriawan Sembiring	Kalimantan Barat
Kalimantan Selatan	Wahono	Kalimantan Selatan
Kalimantan Tengah	Alvin	Kalimantan Tengah
Kalimantan Timur	Triandhita Daryono	Kalimantan Timur
Kalimantan Utara	Yusuf	Kalimantan Utara

INDEXES  
Mekasinis: Ein Merganti, Irena Puspita  
PUBLIK & HIBURAN  
BEAD EDITORS' CHOICE IN ENGLISH  
kompas.id

# NEWS PAPER

**ALVIN ADAM COMMUNICATION IS ABOUT SENSE**  
**Ren: 085717200200  
WA: 087875661703**  
**DAFTAR SEKARANG**

## PUBLIC SPEAKING AND COMMUNICATION SKILL

### JOIN IN OUR REGULAR CLASS PROGRAM

**NOVEMBER 17 - 18, 2018**  
UPDATE SOON!

Let's Join  
**Rp. 5.500.000,-**  
Early Bird  
**Rp. 3.500.000,-**

**8:00 AM - 17:00 PM**  
Come on time!

Visit our Website for another Information [www.AlvinAdam.com](http://www.AlvinAdam.com)

# MAGAZINE



# BELOW THE LINE PROMOTION

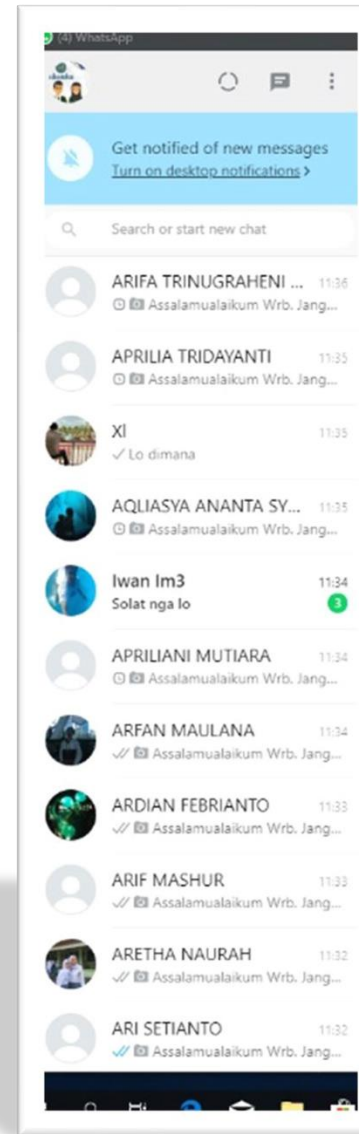




**Telemarketer Tracking.** Every Database that comes from your advertising results will be automatically recorded for monitoring and quality control processes. The data obtained are:

1. Name of prospective client
2. Email address
3. Mobile number
4. Training program of interest

# WhatsApp Email Blasting



ALVIN  
ADAM  
COMMUNICATION®  
IS ABOUT SENSE

Reni : 085717200200  
WA : 087875661703

Register Now



MASTER OF CEREMONY

Let's Join  
Rp. 5.500,000,-  
Early Bird  
Rp. 4.000,000,-

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- 25% Lecturing
- 60% Practice



December. 08 - 09, 2018

Visit our Website for another Information [www.AlvinAdam.com](http://www.AlvinAdam.com)

# Call Center

**FORM WHATSAPP**

**Nama Lengkap**

**Nomer WhatsApp**

**Pelatihan yang Diminati**

**Komentar (Jika ada)**

Pengiriman pesan ini membutuhkan aplikasi WhatsApp.

**KIRIMKAN**

- Connected to microsite
- Connected to Customer Service number
- Connected to Company services
- Connected to Individual services

# SALES FUNNEL



Portal or website specifically for accepting new potential customers



Packed with Persuasive and interactive

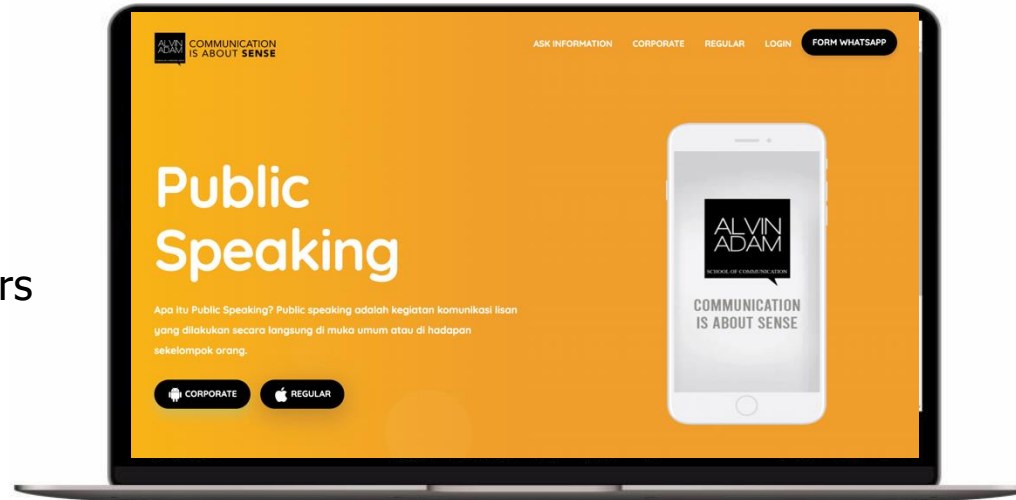


Increase the number of registrants to acquire quality customers

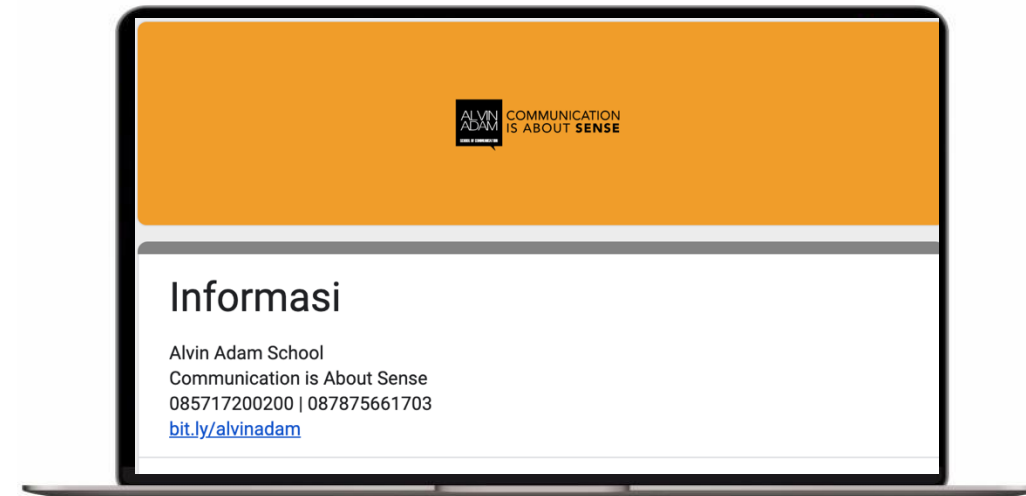


As a company branding

## LANDING PAGE



## LEADS PAGE





## THE DIGITAL MARKETING FUNNEL



A	B	C	D	E	F	G
Timestamp	1. Nama	2. Nomor HP	3. Email	4. Program Studi yang Di Asal Sekolah	5. Nomor HP Referral (Jika ada)	
06/05/2023 19:55:39	Indi Rahn	082236071	watiindi34@gmail.	FK - Pendidikan Kedokte	MAN 1 SERAM BAGIAN TIMUR	
06/05/2023 19:59:33	IQBAL B/	081275401	syhaq602@gmail.	FK - Pendidikan Kedokte	SMAN 1 BUNGURAN TIMUR	
06/05/2023 20:33:18	Farhan Ir.	083897201	sikdewa21@gmail	FT - Informatika	SMK Karya Guna Bhakti 1 Kota Bekasi	
06/05/2023 20:51:45	ALBET J/	085828511	nuardi8@gmail.co	FEB - Manajemen S1	SMKN 1 SAMALANTAN	
06/05/2023 20:59:55	OKTO DI	08128627	cto9@gmail.com	FFS - Farmasi	SMA negeri 1 lobalain	
06/05/2023 21:01:01	Annisa A/	085743151	annisa1123@gmai	FPsi - Psikologi	SMK Cendekia ada	
06/05/2023 21:01:27	Mar'atul H	08579159	ilmuammanah@gr	FEB - Akuntansi S1	SMK AL-KARIMIYYAH	
06/05/2023 21:11:48	Muhamm	08953594	731@gmail.com	FKIP - Pendidikan Sejar	SMA 1 NGEMLAK BOYOLALI	
06/05/2023 21:13:03	Mira Apri	08211746	xril27@gmail.com	FEB - Akuntansi S1	SMA IT Ibadurrohman	
06/05/2023 21:18:43	IQBAL B/	081275401	syhaq602@gmail.	FK - Pendidikan Kedokte	SMAN 1 BUNGURAN TIMUR	
06/05/2023 21:23:32	Femas al	089561901	alfaneza@gmail.c	FEB - Perpajakan D3	MA Swasta PPM Diniyya Pasia	
06/05/2023 21:40:31	Ariela got	081281091	agobay0@gmail.c	FEB - Akuntansi S1	SMA N1 PANIAI	
06/05/2023 22:06:30	Falthya Ni	085795611	urulazmi@gmail.c	FIKES - Kesehatan Masy Mas	Ma'had Al-Zaytun	
06/05/2023 22:07:43	Alex sanc	08521633	nderkayamealex@	FKIP - Pendidikan Ekonc	SMA ypk tabernakel Nabire Papua	
06/05/2023 22:09:00	Kallia Sh	081230201	skallia0@gmail.co	FEB - Manajemen S1	Sman 2 Bondowoso	
06/05/2023 22:14:20	ARELLA	088193671	hintaa@gmail.com	FK - Pendidikan Kedokte	SMAN 1 MADIUN	
06/05/2023 22:27:22	WULAN I	08227752	idebang315@gm	FPsi - Psikologi	SMAN 1 SILAHISABUNGAN	
06/05/2023 22:50:57	Wewi Nol	082174401	wi@gmail.com	FIKES - Ilmu Gizi	SMAN 3 MANDAU	
06/05/2023 23:01:17	Jauzatuni	083897811	innisa27@gmail.o	FAJ - Pendidikan Bahasa	Mas pon-pes darul quran	
06/05/2023 23:04:55	Dedek Se	082183571	setiawan794@gm	FT - Elektro	SMK Swasta Satrya Budi 1 perdagangan	
06/05/2023 23:08:34	Jauzatuni	083897811	innisa27@gmail.o	FAJ - Pendidikan Bahasa	Mas pon-pes darul quran	
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06/05/2023 23:19:49	Monang I	085719221	jtarmonang32@g	FEB - Manajemen S1	SMK Tunas Grafika	
06/05/2023 23:23:52	HUSNA L	085602731	aেলাa@gmail.com	FEB - Manajemen S1	SMK ANDALLUSIA WONOSOBO	
06/05/2023 23:32:40	RAFDFE	08193230	dorafdi@gmail.c	FI SIP - Ilmu Komunikasi	MAS MUHAMADIYAH SILAPING	
06/05/2023 23:37:18	Naila fazi	081260041	zilaazwa@gmail.	FT - Informatika	Mas soe	
06/05/2023 23:48:09	Syarifah I	082278541	kia2006@gmail.c	FK - Pendidikan Kedokte	SMAN 1 Ranto Peureulak	
06/05/2023 23:51:32	RIYAN HI	0821-8274	elvi@gmail.com	FT - Elektro	SMA Negeri3 bingin teluk	
07/05/2023 2:23:43	Reisya av	08954112	nudin01@gmail.c	FAJ - Pendidikan Agama	MA Nurul Jadid	
07/05/2023 5:16:04	Rifan Bak	08967118	kri897@gmail.c	FK - Pendidikan Kedokte	SMAN 1 Polewali	
07/05/2023 5:40:58	Yustina U	081337611	935@gmail.com	FT - Informatika	SMK NEGERI SASITAMEAN	
07/05/2023 5:42:09	Yustina U	081337611	935@gmail.com	FT - Informatika	SMKN SASITAMEAN	
07/05/2023 6:02:09	Faris Hak	08787709	ak13@gmail.com	FK - Pendidikan Kedokte	MA Mardhatillah	
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07/05/2023 6:58:52	Agung Dv	08779472	iaagungdw@gma	FEB - Manajemen S1	PM Gontor Ponorogo	
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07/05/2023 7:18:53	suryani	08216041	678@gmail.com	FFS - D4 Analisis Kesehat	SMAN 1 TAKENGON	
07/05/2023 7:28:11	Matius Be	085275301	gea16@gmail.com	FT - Informatika	SMK Negeri 2 Botomozoi	
07/05/2023 7:42:39	Tri Agnes	08236693	slusianahasugian	FI SIP - Ilmu Komunikasi	SMAN 1 SIDAMANIK	
07/05/2023 8:56:46	Paris Hat	08212889	bang@gmail.com	FT - Mesin	SMA PGRI Waingapu	
07/05/2023 9:23:28	Dina Alfai	08577198	ariza10612@gmai	FK - Profesi Kedokteran	SMAN 1 CIKARANG SELATAN	
07/05/2023 9:33:59	Saitiyas F	08577524	sr@gmail.com	FKIP - Pendidikan Bahas	Sma negeri 10 tangsel	
07/05/2023 9:43:40	Andi Intar	08223843	nregi@gmail.com	FK - Pendidikan Kedokte	SMA Negeri 1 Kendari	
07/05/2023 10:19:22	Nifa Rest	08388763	arini@gmail.com	FEB - Akuntansi S1	MAN 5 Garut	
07/05/2023 10:23:54	Elsa Sirm	085834311	nanjuntak020@g	FKIP - Pendidikan Bahas	SMA negeri 1 Sipahutar	
07/05/2023 10:47:07	Pradischi	081359281	haanzala16@gm	FFS - Farmasi	SMAN 1 TONGAS	
07/05/2023 10:51:15	Muhamm	085263431	xrih@gmail.com	FT - Mesin	Srnkn 1 mandau	
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07/05/2023 11:19:58	Andi bint	08239362	langmaharanipur	FEB - Akuntansi S1	SMAS Datok sulaiman	
07/05/2023 11:45:23	NICKEN I	08128376	chelna@gmail.c	FPsi - Psikologi	SMAN 1 Kuaro	

# Alfa Company

Alfa Company Program Campaign for 6 months. The goal of campaign is to increase number of student application form purchase.

**Value per customer:**  
IDR 180.000.000

## Features:



DataBase



Landing Page



Leads Management

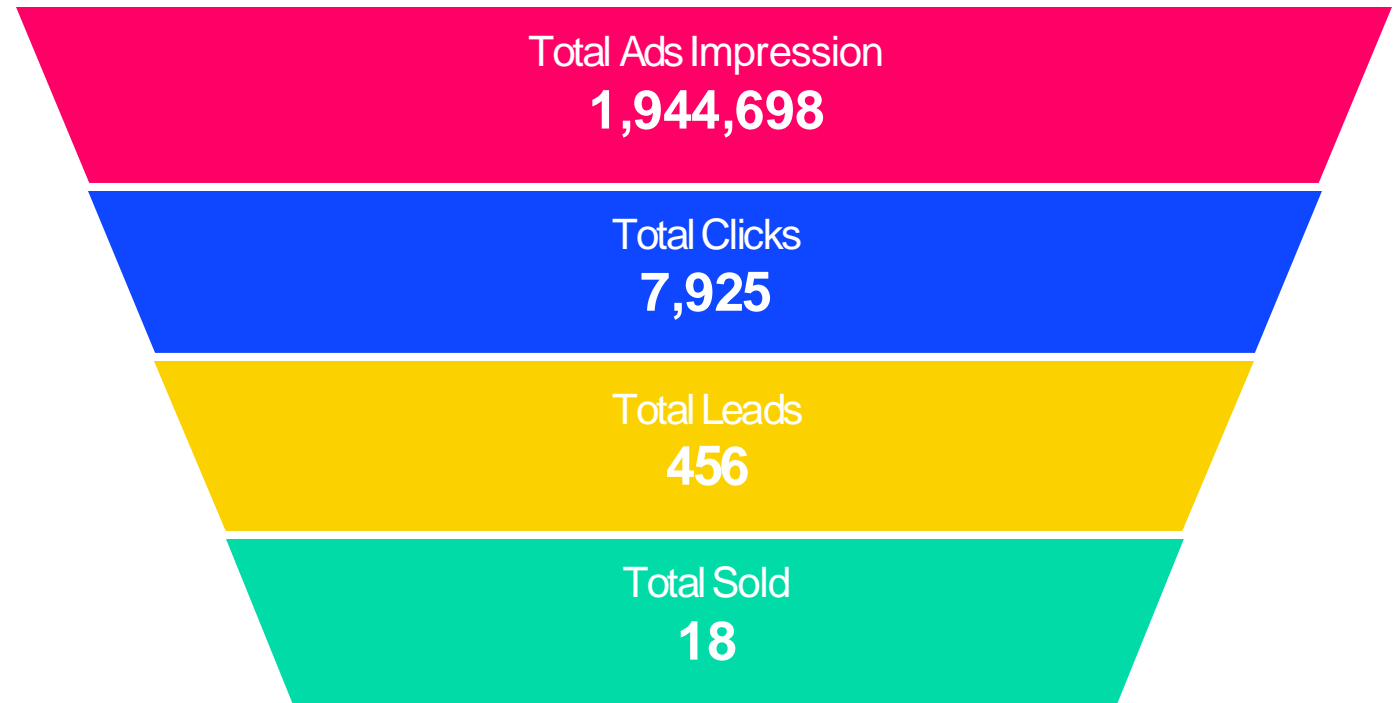


Nurturing Email

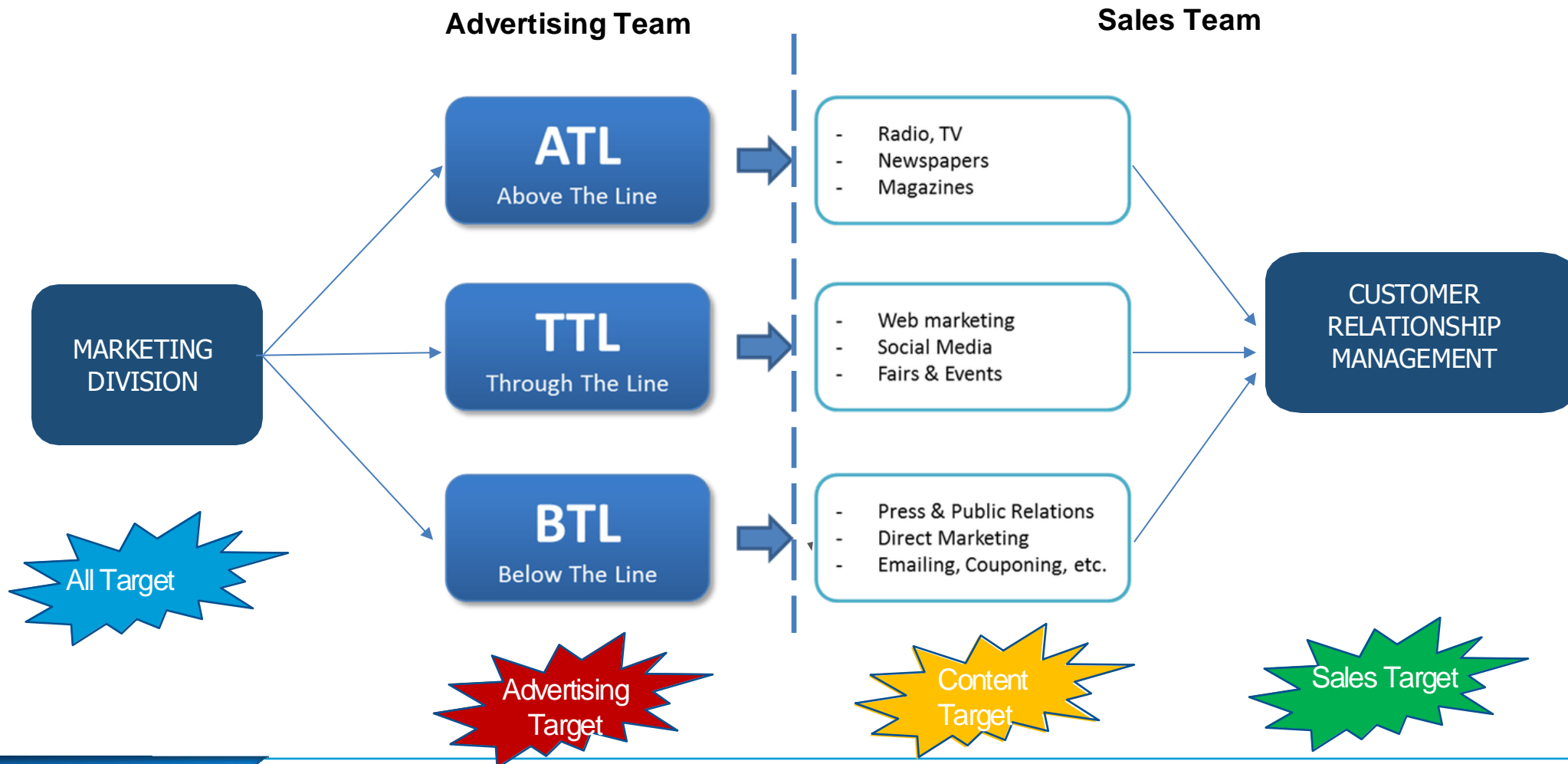
## Results:

1. Conversion Rate 3,95%
2. Customer Acquisition Cost: IDR 8,333,333 or 4,63% from Customer Value
3. Return of Ad Spent: 20,60x

**Campaign Period:** January - July (6 months)



# Key Performance Indicator





## Dr. Deni Adha Akbari

For collaboration please contact:  
[deni@uhamka.ac.id](mailto:deni@uhamka.ac.id)