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Dr. Deni Adha Akbari

Management Study Program Lecturer,
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Foreword

In the ever-growing digital era, a deep understanding of digital marketing is an important key for business people and academics. The book **"Digital Marketing Fundamentals: Understanding SEO, Social Media, and PPC"** was prepared to answer these needs. As Head of the Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah, Prof. Dr. Hamka, I see the importance of literature that can be a solid guide in navigating the complex digital world. This book is the work of Dr. Deni Adha Akbari, a lecturer who not only has theoretical expertise but also extensive practical experience in the field of digital marketing. Through this book, Dr. Akbari shares his knowledge and experience in implementing various effective digital marketing strategies, which will be very useful for readers, whether students, practitioners or researchers.

As an in-depth educational series, this book delves into various fundamental aspects of SEO, social media marketing, and Pay-Per-Click (PPC) advertising. Each chapter is presented in an easy-to-understand approach, complemented by relevant case studies, providing a rich practical perspective. I hope that the knowledge conveyed in this book can inspire more innovation in digital marketing strategies and open up more opportunities in readers' professional careers. Enjoy reading and hopefully this book will provide significant added value for the development of digital marketing in Indonesia and the world.

Arif Widodo Nugroho, S.E. M.M.

Head of the Management Study Program,
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Universitas Muhammadiyah Prof. Dr. Hamka

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Introduction

In this fast-paced digital era, digital marketing is no longer just an option, but a fundamental necessity for every business that wants to survive and thrive. The book **"Digital Marketing Fundamentals: Understanding SEO, Social Media, and PPC"** is designed as a comprehensive guide to entering and mastering this dynamic and often seemingly complex world of online marketing. Author, Deni Adha Akbari, an expert in the field of digital marketing, shares his in-depth experiences and insights to equip marketers with the skills and knowledge necessary to succeed in today's digital landscape. Through this book, readers will be invited to explore various key aspects of digital marketing, starting from search engine optimization (SEO), social media strategies, to pay per click (PPC) advertising techniques. Each chapter is rich with the latest information, accompanied by relevant and applicable case studies, as well as practical tips that can be implemented immediately. The main aim is to not only introduce readers to important theories but also show how they can be applied in real scenarios thereby enabling them to come up with effective and efficient marketing strategies. With an emphasis on analyzing current trends and adapting strategies to a variety of business situations, this book is a valuable resource for marketing professionals looking to improve their digital competencies as well as for anyone eager to understand the complexity and full potential of digital marketing.

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About the Author



Dr. Deni Adha Akbari is a professional passionate about applying artificial intelligence to digital marketing and neuromarketing. He completed his undergraduate education at Airlangga University, master's education at the University of Indonesia, and doctoral education at IPB University. Throughout his career, Deni has worked at Matari Advertising and Ogilvy & Mather, managing large clients such as Citibank, American Express, IBM, and Nestle. His specialties cover various aspects of integrated marketing communications, including smart blogging, search engine optimization, and keyword research. As a lecturer at Muhammadiyah University, Prof. Hamka (UHAMKA) Indonesia, he is committed to bridging theory and practice by integrating real case studies into the curriculum. This allows students to analyze and develop an in-depth understanding of the challenges and solutions in today's digital marketing industry. With extensive experience in promotions and admissions, public relations, and affiliate marketing, he demonstrates a thorough understanding of digital marketing tactics and techniques. His depth of knowledge and dedication to education prepare students for successful careers, making him an influential figure in both academia and the marketing industry.

FIRST EDITION

Digital Marketing Fundamentals:

Understanding SEO, Social Media, and PPC

In this digital era, the success of a business is greatly influenced by its marketing strategy. "**Digital Marketing Fundamentals**" takes you deep into the world of SEO, social media, and pay-per-click (PPC) advertising with a practical and applicable approach. This book is designed to guide professionals and beginners alike in building effective and efficient digital strategies. Author, Dr. Deni Adha Akbari, invites readers to dig deeper into how technology can be integrated into marketing strategies to reach a wider target market and produce higher conversions. With his extensive experience in the digital industry, Deni offers valuable insights into the application of modern marketing theories supported by relevant local case studies, such as Bukalapak and Tokopedia, providing real examples of the success of these strategies. This book also thoroughly reviews the importance of data analysis in marketing strategy and how this data can be used to make more informed decisions. From SEO to content marketing, and from social media marketing to PPC techniques, this book is an essential guide for anyone looking to improve their digital marketing skills. Ideal for business people, marketing practitioners and students who want to develop skills in the field of digital marketing. With "Digital Marketing Fundamentals," you will be armed with the knowledge and tools necessary to compete in this dynamic and ever-changing marketplace.