

FIRST EDITION

# Marketing Management:

Integrating Traditional and Digital Strategies



DENI ADHA AKBARI

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# Marketing Management:

## Integrating Traditional and Digital Strategies



DENI ADHA AKBARI

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**Dr. Deni Adha Akbari**

Management Lecturer,  
Faculty of Economics and Business,  
Muhammadiyah University Prof. Dr. Hamka

## Foreword

I am proud to write the foreword to this important book entitled **"Marketing Management: Integrating Traditional and Digital Strategy"**. This book presents a detailed view of how traditional and digital marketing can be combined to achieve competitive advantage in a dynamic business environment. As Head of the Management Study Program at the Faculty of Economics and Business, Muhammadiyah University, Prof. Dr. Hamka (UHAMKA), I witnessed firsthand the challenges faced by organizations in adapting their marketing strategies to meet rapidly changing market demands. Marketing is no longer just about sales or advertising; it is a complex process that integrates advanced technology, data analysis, and a deep understanding of consumer behavior. Dr. Deni Adha Akbari, through this book, provides a strategic and practical framework that will help practitioners and academics understand and apply the principles of effective marketing management. Discussions of real case studies, from leading companies such as Unilever and Tokopedia, add depth to the material by providing concrete examples of successful marketing strategy applications. This book is an invaluable resource for management and marketing students looking to gain applicable knowledge and for industry professionals seeking to improve their marketing skills and strategies. Through the insights this book offers, readers will be equipped to make more informed and effective marketing decisions. I congratulate Dr. Akbari for his outstanding work and hopes that this book will meet and exceed the expectations of diverse readers in academic and professional fields.

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

Head of Management Study Program  
Faculty of Economics and Business  
Muhammadiyah University Prof. Dr. Hamka

## **List of contents**

<b>Thank-you note</b>	<b>3</b>
<b>Foreword</b>	<b>4</b>
<b>List of contents</b>	<b>5</b>
<b>Introduction</b>	<b>12</b>
Chapter 1: Basics of Marketing Management	1
1.1 Introduction to Marketing Management	1
1.2 Evolution of Marketing Concepts	3
1.3 The Role of Marketing in Strategic Planning	5
1.4 Integrating Marketing with Other Business Functions	7
1.5 Successful Case Study: Unilever (Indonesia)	10
1.5.1 Unilever's success in managing a diverse product portfolio	10
1.5.2 Innovative marketing division	12
1.5.3 When launching new products that are responsive to market trends	14
1.5.4 Well integrated marketing strategy	16
1.5.5 Consistency in brand values and marketing messages	17
1.6 Summary of Material	19
1.7 Exercise Questions	21
Chapter 2: Consumer Behavior and Market Research	24
2.1 Understanding Consumer Behavior	24
2.2 Segmentation, Targeting, and Positioning	26
2.3 The Role of Market Research in Forming Strategy	28
2.4 Effective Market Research Techniques	30
2.5 Successful Case Study: Tokopedia (Indonesia)	33
2.5.1 Tokopedia's success in understanding the needs of Indonesian consumers	33
2.5.2 In-depth and effective market research division	35
2.5.3 When adapting the platform to be user friendly	37
2.5.4 Strong understanding of local consumer behavior	39

2.5.5 Utilization of big data for segmentation and targeting	41
2.6 Summary of Material	43
2.7 Exercise Questions	44
Chapter 3: Strategic Marketing Planning	47
3.1 Marketing Plan Components	47
3.2 Align Marketing with Company Strategy	49
3.3 Budgeting and Resource Allocation in Marketing	51
3.4 Monitoring and Evaluating Marketing Performance	53
3.5 Successful Case Study: Telkom Indonesia (Indonesia)	56
3.5.1 Telkom Indonesia is successful because of effective digital marketing integration	56
3.5.2 The marketing and corporate strategy divisions are key divisions that lead to success	58
3.5.3 At the launch of IndiHome as a Triple Play service	59
3.5.4 Dynamic adjustment of marketing strategies according to market changes	61
3.5.5 Through product and service innovation that meets the needs of the digital market	63
3.6 Summary of Material	65
3.7 Exercise Questions	66
<b>Chapter 4: Brand Management</b>	<b>69</b>
4.1 The Importance of Branding	69
4.2 Building and Managing Brand Equity	71
4.3 Brand Positioning and Repositioning	72
4.4 Managing the Brand over Time	74
4.5 Successful Case Study: Indomie (Indonesia)	77
4.5.1 Indomie's success in maintaining a strong brand image	77
4.5.2 Marketing and communications division	79
4.5.3 When carrying out rebranding to strengthen market position	81
4.5.4 Clarity of positioning and consistency of message	83
4.5.5 Implement a cohesive and sustainable branding strategy	85
4.6 Summary of Material	86

4.7 Exercise Questions	87
Chapter 5: Digital Marketing Strategy	90
5.1 Introduction to Digital Marketing	90
5.2 Integrating Digital with Traditional Marketing Channels	93
5.3 SEO and Content Marketing	95
5.4 Social Media Marketing and Management	97
5.5 Successful Case Study: Gojek (Indonesia)	99
5.5.1 Gojek's success in digital marketing	99
5.5.2 Digital marketing division	101
5.5.3 When transitioning to a fully digital platform	103
5.5.4 Effective integration of digital and traditional marketing channels	105
5.5.5 Adopt latest technology and implement efficient SEO strategies	107
5.6 Summary of Material	108
5.7 Exercise Questions	110
Chapter 6: Pricing Strategy	113
6.1 Understanding Pricing in Marketing	113
6.2 Factors Influencing Pricing Decisions	115
6.3 New Product Pricing Strategy	118
6.4 Competitive Pricing Tactics	120
6.5 Successful Case Study: BCA (Indonesia)	122
6.5.1 BCA's success in implementing competitive pricing	122
6.5.2 Financial division and product strategy	124
6.5.3 When introducing new financial products	126
6.5.4 Pricing policy in accordance with the value and quality of services	128
6.5.5 Customer value-oriented pricing approach	130
6.6 Summary of Material	132
6.7 Exercise Questions	133
Chapter 7: Integrated Marketing Communications	136
7.1 Integrated Marketing Communications (IMC) Concept	136



7.2 The Role of IMC in Building Brand Image	138
7.3 Develop an Effective IMC Plan	141
7.4 Evaluating IMC Effectiveness	143
7.5 Successful Case Study: Garuda Indonesia (Indonesia)	146
7.5.1 Garuda Indonesia's success in integrated marketing communications	146
7.5.2 Public relations and marketing division	148
7.5.3 At the time of the re-branding campaign	149
7.5.4 Cohesive use of multiple communication channels	151
7.5.5 IMC strategies that create a strong unified message	152
7.6 Summary of Material	154
7.7 Exercise Questions	155
Chapter 8: Managing Customer Relationships	158
8.1 Importance of Customer Relationship Management (CRM)	158
8.2 Effective CRM Strategy	161
8.3 Use of Technology in CRM	163
8.4 Measuring CRM Success	165
8.5 Successful Case Study: Telkomsel (Indonesia)	168
8.5.1 Implementation of innovative CRM strategies	168
8.5.2 Customer service and information technology division	170
8.5.3 Loyalty programs based on customer behavior analysis	172
8.5.4 Investment in advanced CRM technology and human resource training	173
8.5.5 Implementation of automation systems that enable customer segmentation	175
8.6 Summary of Material	177
8.7 Exercise Questions	178
Chapter 9: Marketing in a Global Environment	181
9.1 Challenges and Opportunities in Global Marketing	181
9.2 International Market Entry Strategy	183
9.3 Cultural Considerations in Global Marketing	186
9.4 Global Branding and Positioning	188

9.5 Successful Case Study: Batik Keris (Indonesia)	190
9.5.1 Success of Batik Keris in marketing products globally	190
9.5.2 International marketing division	192
9.5.3 Currently expanding the market to Europe and America	194
9.5.4 Ability to adapt to local culture while maintaining original identity	197
9.5.5 Effective globalization strategy with brand consistency	198
9.6 Summary of Material	200
9.7 Exercise Questions	201
Chapter 10: Ethical and Social Responsibility in Marketing	204
10.1 The Importance of Ethics in Marketing	204
10.2 Corporate Social Responsibility (CSR) in Marketing	206
10.3 Ethical Issues in Digital Marketing	208
10.4 Building Trust through Ethical Practices	210
10.5 Successful Case Study: Danone Aqua (Indonesia)	213
10.5.1 Danone Aqua's success in implementing CSR	213
10.5.2 CSR and sustainability division	214
10.5.3 During the clean water crisis in several areas	216
10.5.4 Commitment to ethical practices and social responsibility	217
10.5.5 Implementation of CSR programs that have an impact on the company's positive image	218
10.6 Summary of Material	220
10.7 Exercise Questions	221
Chapter 11: Marketing Technology and Automation	224
11.1 Emerging Technologies in Marketing	224
11.2 Benefits of Marketing Automation	226
11.3 Implementation of Marketing Automation Tools	229
11.4 Integrating AI in Marketing Strategy	231
11.5 Successful Case Study: Blibli (Indonesia)	234
11.5.1 Blibli's success in utilizing marketing technology	234
11.5.2 IT and digital marketing division	236
11.5.3 When upgrading the marketing automation system	238

11.5.4 Adopt advanced technologies such as AI for personalization of offers	240
11.5.5 Use automation for efficiency and accuracy in campaigns	241
11.6 Summary of Material	244
11.7 Exercise Questions	245
Chapter 12: Performance Metrics and Analytics in Marketing	248
12.1 Importance of Metrics in Marketing	248
12.2 Key Performance Indicators (KPIs) for Marketing	250
12.3 Using Analytics to Drive Marketing Decisions	253
12.4 Marketing Analysis Tools and Techniques	255
12.5 Successful Case Study: Traveloka (Indonesia)	257
12.5.1 Traveloka's success in using performance metrics for optimization	258
12.5.2 Data analysis and marketing division	259
12.5.3 When launching new features based on user feedback	261
12.5.4 Utilization of KPIs to measure and improve performance	263
12.5.5 Implement advanced analytical tools for in-depth market understanding	265
12.6 Summary of Material	267
12.7 Exercise Questions	269
Chapter 13: Future Trends in Marketing Management	271
13.1 Predicting Future Trends in Marketing	271
13.2 The Role of Sustainability in Marketing of the Future	273
13.3 Innovation in Customer Engagement	276
13.4 Anticipating Changes in Consumer Behavior	278
13.5 Successful Case Study: Shopee (Indonesia)	282
13.5.1 Shopee's success in anticipating future marketing trends	282
13.5.2 Research and development division	284
13.5.3 As the COVID-19 pandemic changes consumer behavior	285
13.5.4 Readiness to adopt new trends and technologies	287
13.5.5 Use innovation to maintain relevance in a changing market	289

13.6 Summary of Material	290
13.7 Exercise Questions	292
<b>Index</b>	<b>294</b>
<b>Bibliography</b>	<b>296</b>
<b>About the Author</b>	<b>303</b>

## Introduction

The digital era has brought significant changes to the way companies interact with their consumers. Integration of traditional marketing strategies with digital is crucial in achieving optimal marketing communications effectiveness. The book **"Marketing Management: Integrating Traditional and Digital Strategies"** aims to provide readers with an in-depth understanding of the dynamics of modern marketing that combines these two elements in harmony. In this book, we will explore techniques and strategies that have proven successful in both the digital and traditional marketing worlds, and how they can be integrated to create more effective and efficient campaigns. Special emphasis is placed on real case analysis and theoretical applications that can be implemented in daily practice. The author, with extensive experience in both digital and traditional marketing, invites readers to take a closer look at how new technology and social media have changed the marketing landscape. By understanding the basic principles and practical applications of marketing management, readers are expected to be able to adapt and implement strategies that will be profitable in this competitive market environment. This book is designed to be an essential guide for students, marketing practitioners, and anyone who desires to understand and exploit the full potential of the integration of traditional and 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 prepares students for successful careers, making him an influential figure in both academia and the marketing industry.

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