

WORKSHOP

4 Formula Menentukan Strategi Marketing Yang Tepat Di Bisnis Untuk Tetap Berkembang Di Masa Sulit

SABTU
29 Okt
2022



Paulus Sulastri

Co-Founder
Indonesia Pride Consulting



Imam Wijoyo

Co-Founder
Indonesia Pride Consulting

PUKUL
09.00-16.00
WIB

BONUS!! **Business Workbook**

serta banyak bonus lainnya yang
nantinya membantu menyusun
strategi marketing bisnis Anda

Contact Person:  087852161789

Info Selengkapnya:
www.dconsulting.id/workshopmarketing

Online Workshop

Learning Facilitator:

*Imam Wijoyo, S.E., M.M.,
CLMA., CPLM., CHRA., CPTNA.,
CH., CHt., RFP-I*

Paulus Sulastri, S. Kom, M.A



**Imam Wijoyo, S.E., M.M.,
CLMA., CPLM., CHRA., CPTNA.,
CH., CHt., CPNLP, RFP-I**

**T – Trainer
E – Educator
A – Author
C – Consultant
H – HR Transformation Coach**

**Chairman of IW Institute
Indonesia Winning Institute**

**Former Chairman of STIE IBMT
School of Management
(2009 – 2018)**

**Advisor (2018 – Present)
Yayasan Nusa Abdiguna (STIE IBMT)**

**Dewan Pengawas (2010 – Present)
Yayasan Pendidikan Cendekia Utama
(Universitas Dr.Soetomo)**



**Co-Founder
Indonesia Pride Consulting**

**Vice President
Billionaire Mindset - Surabaya**

**Direktur Pembiayaan – ICSB Jatim
Indonesia Council for Small
Business**

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Paulus Sulastri, S. Kom, M.A



- Co-Founder Indonesia Pride Consulting

- Co-Founder GF Internasional (gudangfurniture.com)

- Reviewer for Start-Ups program Technology Business Innovation Center (TBIC) PUSPITEK Serpong (2018-2019)

- Business Consultant at many SME and companies

- Trainer at companies and government agencies, such as Manulife, Bank BJB, JNE, Bank Syariah Mandiri, IADE Timor Leste, evalube, Unilever, etc

- Mentor for innovation and Cultural Transformation in Bank Indonesia Institute (2018)

About **Indonesia Pride Consulting**

Sebuah **Perusahaan consultant manajemen bisnis** yang membantu Anda dalam mencetak pemimpin bisnis untuk menjadi perusahaan Anda sebagai **perusahaan kebanggaan Indonesia**

More Information : www.ipconsulting.id

Today's Agenda:

- Building the Common Ground
 - Reviewing Business Profile & Strategy
 - Designing Customer Journey
 - Strengthening Customer Experience
 - Engaging with Customer
 - Wrap Up & Conclusion

Sales & Marketing



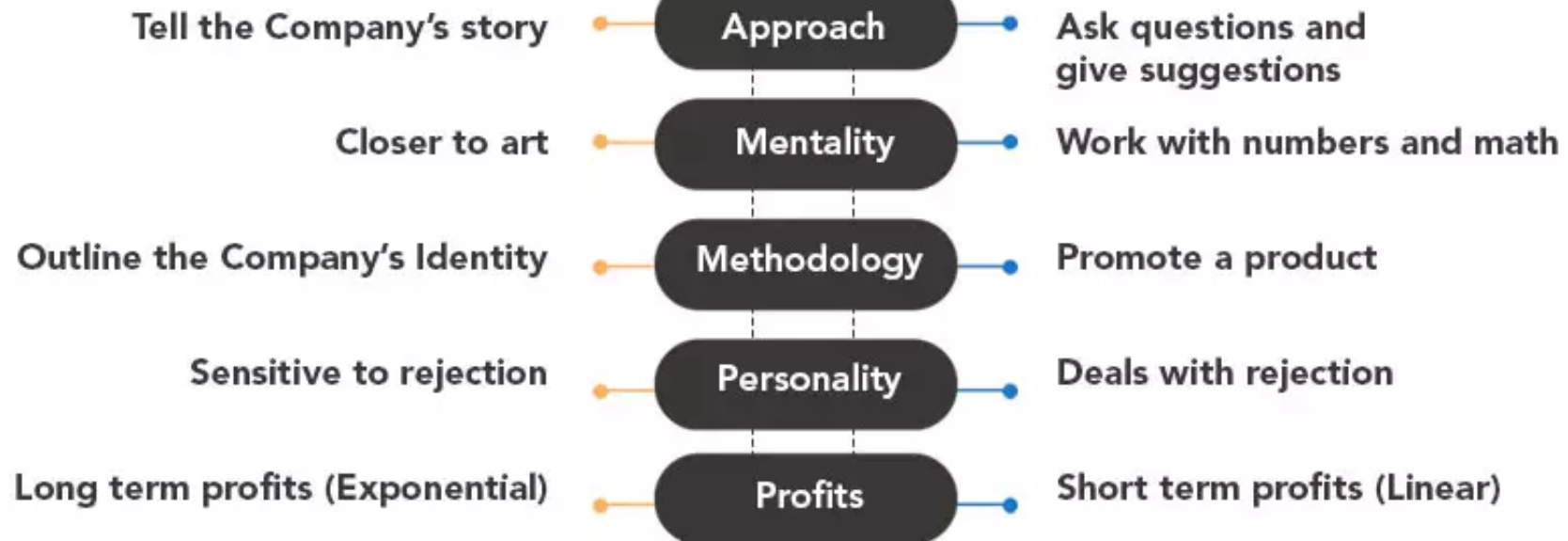
| WAYS | MARKETING | SALES |
|------------------------|--|---|
| MEANING | Marketing deals with understanding customers' requirements. As a result, when a product is manufactured, it gets sold hassle-free. | A sale is the transferring of ownership of a product from its manufacturer to the end customer for money. |
| MAIN FOCUS | Customer-focused | Product-focused |
| EMPHASIS | Needs of the market | Needs of the company |
| APPROACH | Integrated | Fragmented |
| DURATION | Long-term | Short-term |
| SCOPE | Related to all activities which drives the customers to buy the products | Related to flow of goods to the ultimate customers. |
| TARGET | Huge audience | Small groups or individuals |
| ACTIVITY IS DONE ON/BY | Media | Persons |
| RELATIONSHIP | One to innumerable | One to one |
| ACTIVITY | Research, advertisements, sales, after sales service, customer satisfaction, and so on. | Product is created to fulfill the needs of the customers. |



Marketing



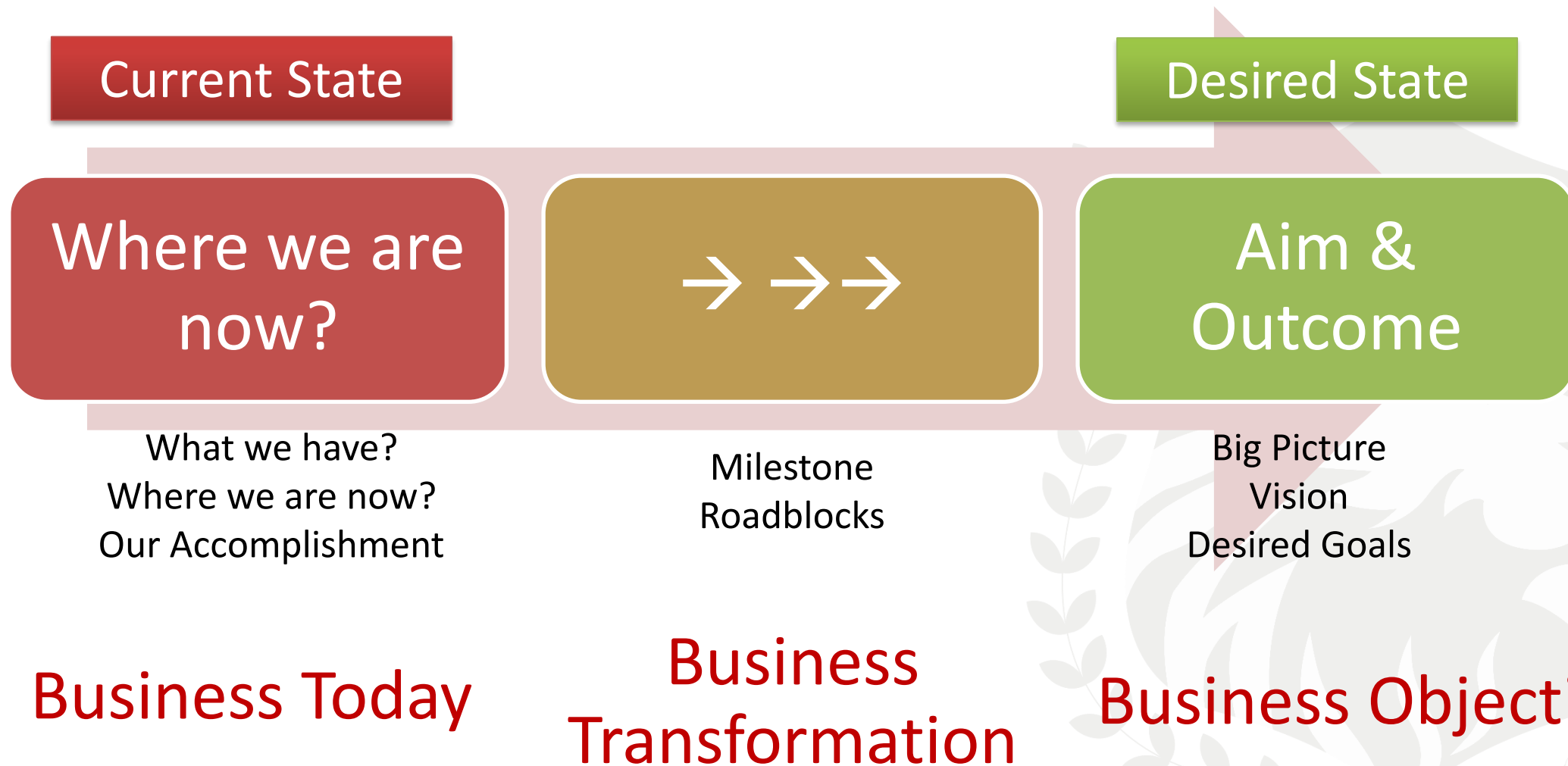
Sales



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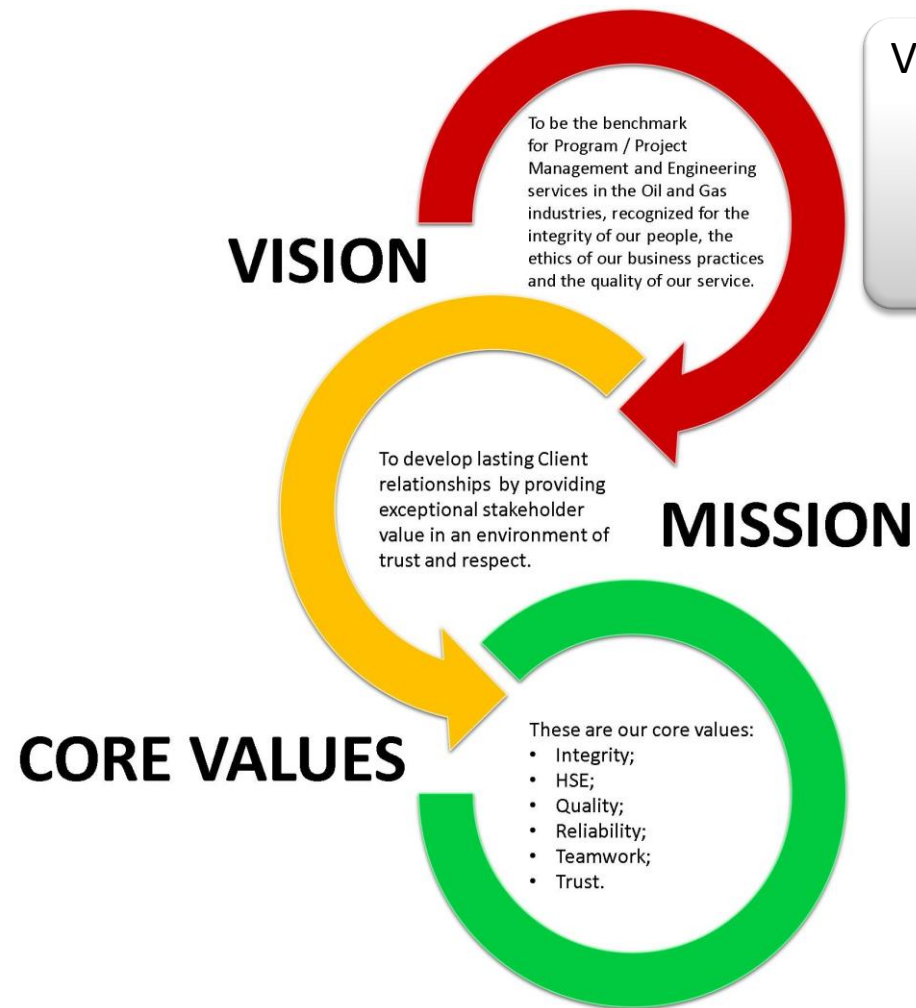
Business Transformation Journey



Business Transformation Journey



Our Vision, Mission & Values



Vision

.....

Mission

.....

Values

.....

SWOT Matrix (Style 1)

| | | HELPFUL (for your objective) | HARMFUL (for your objective) |
|------------------------------------|--|---|---------------------------------|
| INTERNAL (within organisation) | Strengths <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>S</div> | Weaknesses <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>W</div> | |
| EXTERNAL (outside organisation) | Opportunities <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>O</div> | Threats <div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>T</div> | |

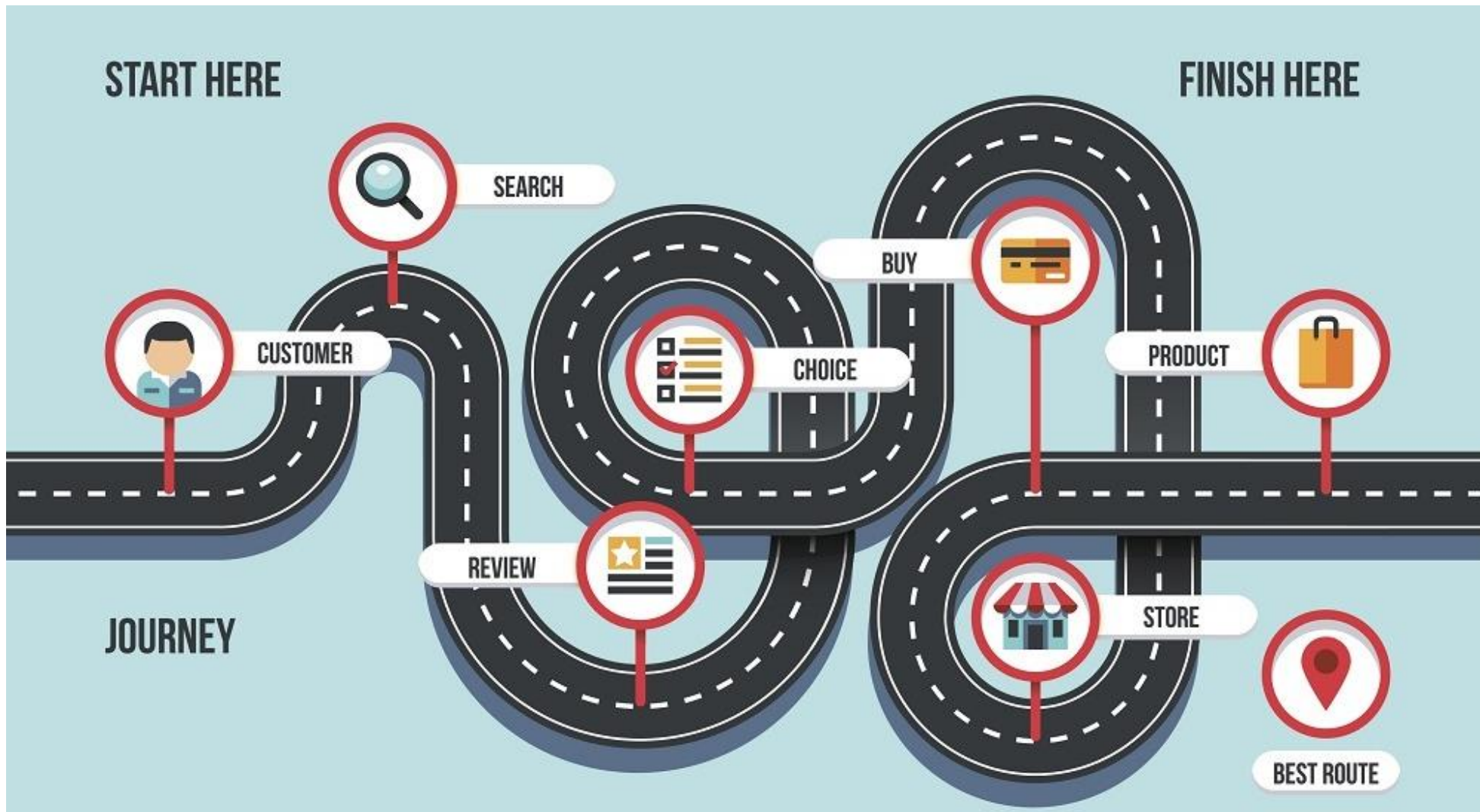
SWOT Action Plan

| <div></div> <div>External</div> | Internal | Strengths | Weaknesses |
|---------------------------------|---------------|-----------|------------|
| | Opportunities | SO | WO |
| Threats | | ST | WT |

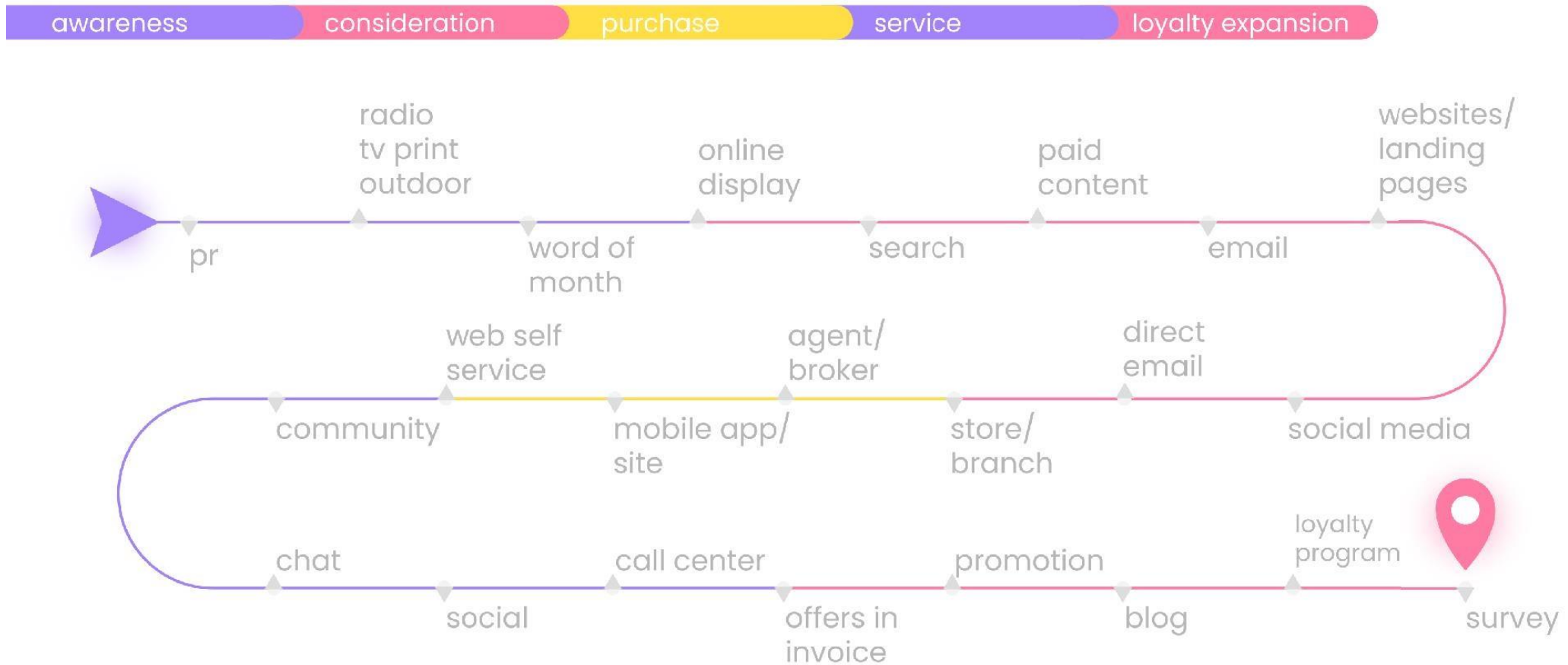
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Customer Journey to Product





















CUSTOMER JOURNEY MAP

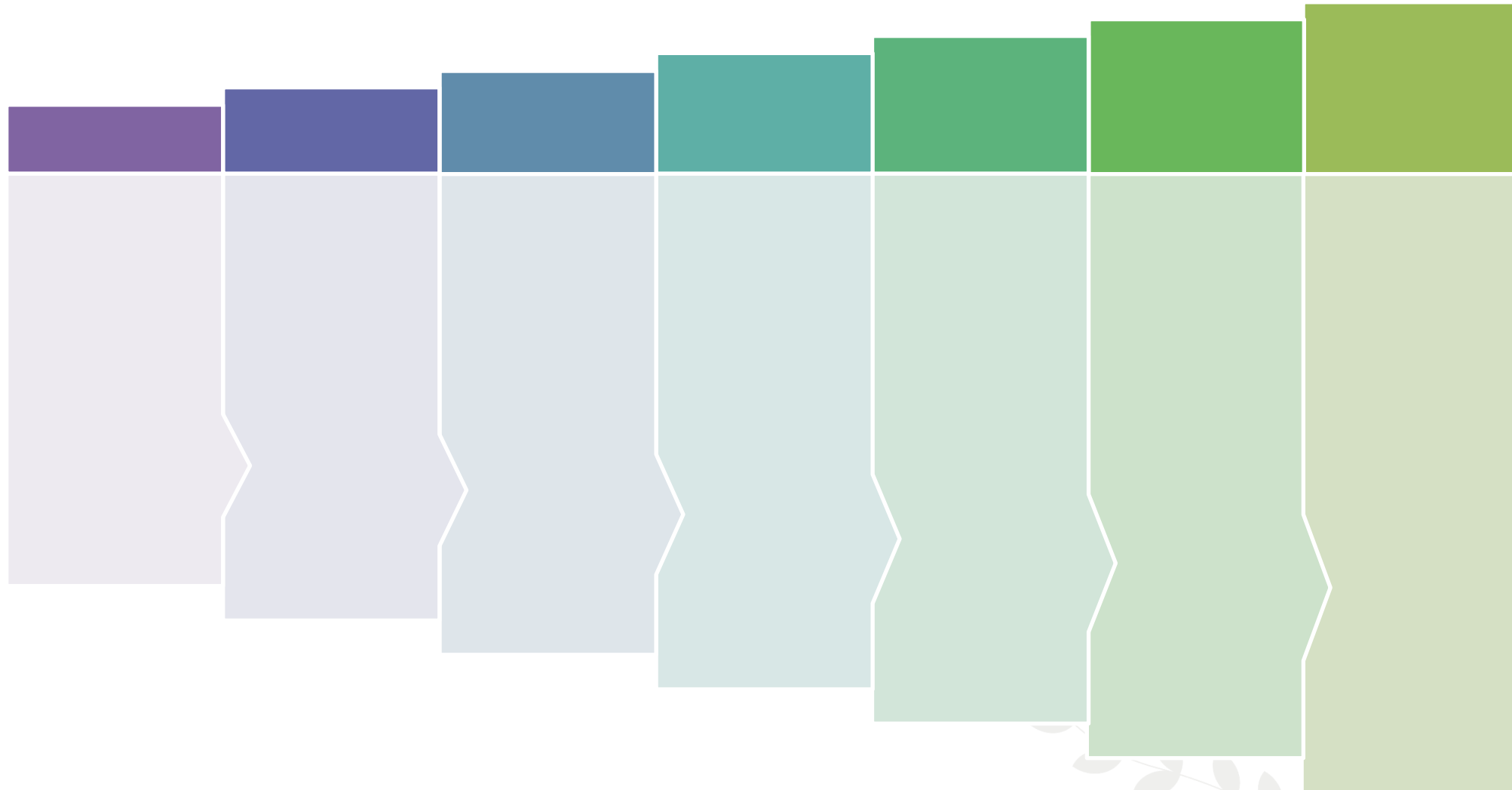




Online Shopping Customer Journey Map

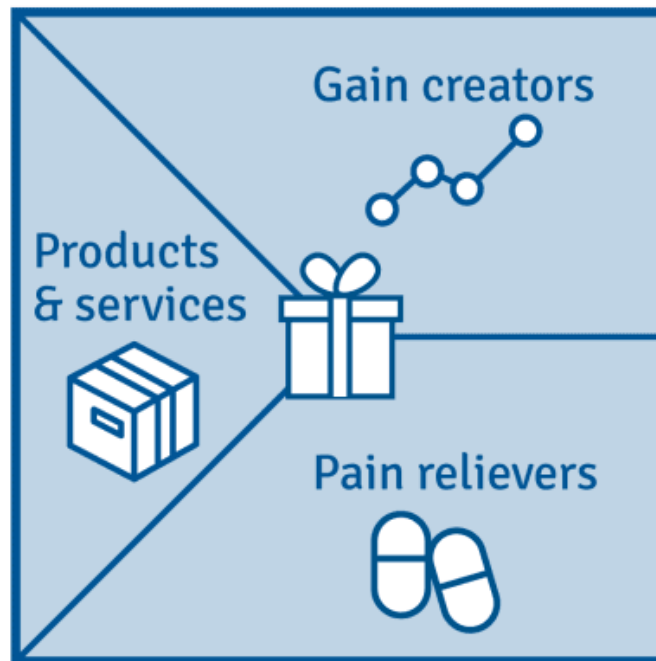
| Stages of Journey | Motivation | Searches for Websites | | | Browses the Site | Evaluates Products | | Pay | |
|-----------------------|---|---|---|--|---|---|---|---|--|
| Activities | Wants to buy a Christmas gift for a friend | Searches products keywords on search engines | Clicks the 1st ads. result. | Checks online again and go to the 1st. original result | Checks out ongoing deals and hot sale products | Opens a product page to check product details. | Opens more product pages to compare info. | Processes to pay a preferred product. | Contacts online service for help. |
| Feelings |  |  |  |  |  |  |  |  |  |
| Very Happy |  | | | |  | | | | |
| Overall Satisfied | |  | |  | | |  | |  |
| Unhappy | | |  | | |  | |  | |
| Experiences | Excited to give a surprise to the friend. | <ul style="list-style-type: none"> Happy to see many options Confusing about how to choose. | Annoyed at the useless info. | <ul style="list-style-type: none"> Happy with the informative shopping website. Not sure about how to find the best price. | Surprise to see lots of discounts | Frustrated about reviews from other customers. | <ul style="list-style-type: none"> Pleased with usages & designs. Sad to see out of stock products. | Frustrated to find only the Paypal payment option. | <ul style="list-style-type: none"> Satisfied with bank card payment. Feels unhappy to wait for a bit of long time. |
| Customer Expectations | Easily to obtain discount news. | More user-friendly search engine. | Allow to hide unnecessary ads. | Clear and innovative website design. | More discounts during holidays. | Higher quality products. | Faster supply chain system. | More payment choices. | Faster website speed. |

Our Customer Experience & Journey

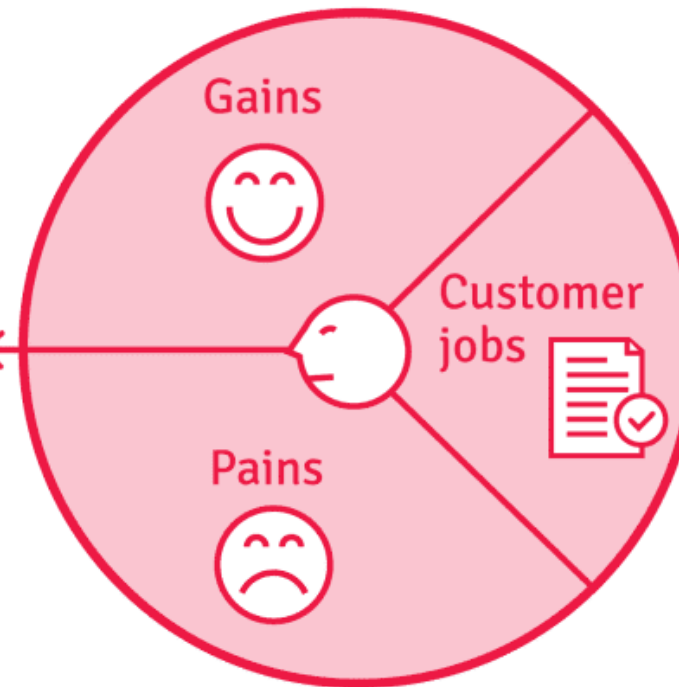


Value Proposition Canvas

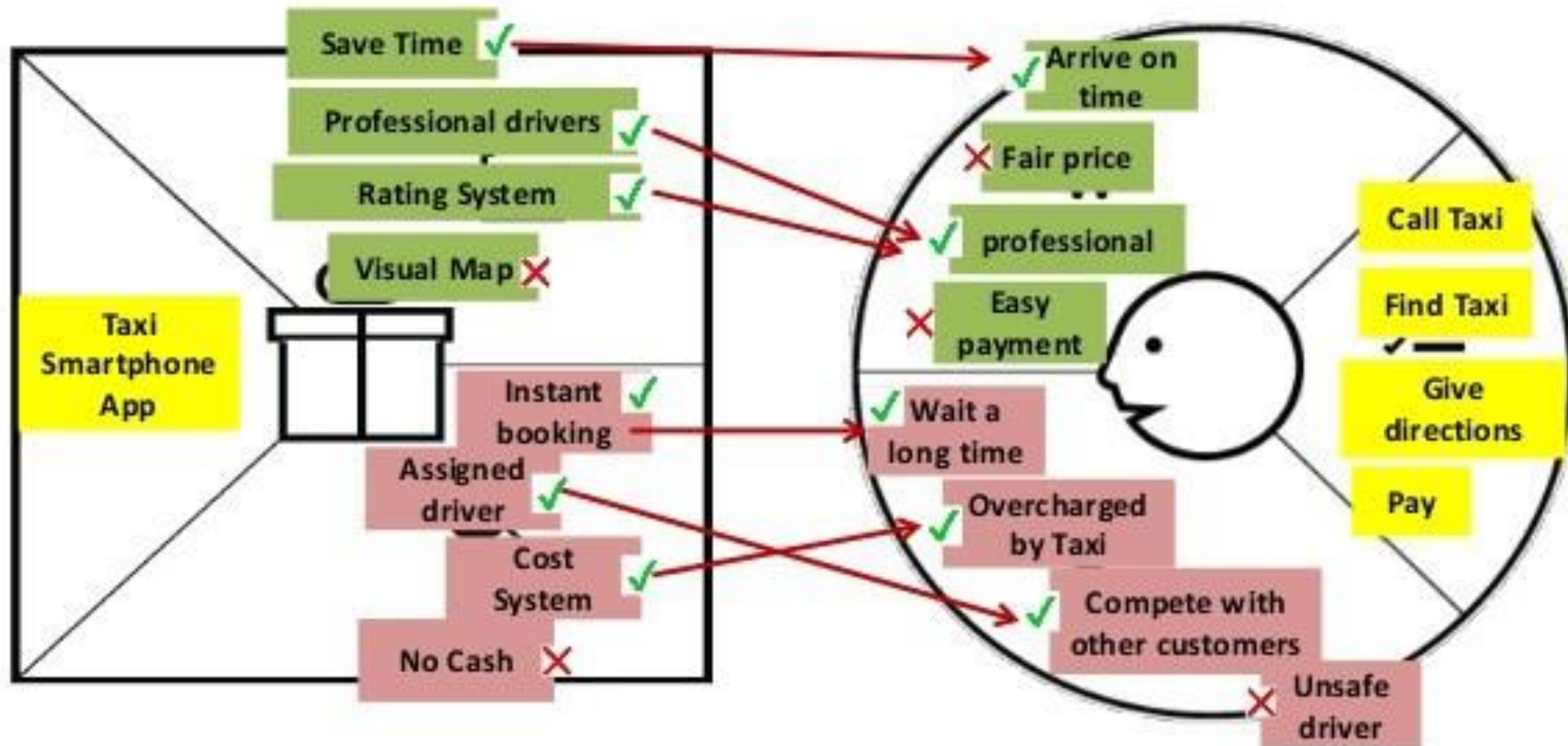
Value Proposition



Customer Profile



Value Proposition Canvas Sample





Features Benefits Story



Features Benefits Story

USP

Unique Selling Point

Unique Selling Proposition

Unique Value Proposition

- [@paopaulus](#)



Your value proposition is an answer to the question:
'Why should I buy from you and not your competitor?'

- Neil Patel @neilpatel

Unique Selling Proposition



✓ **Winning Zone.** Clear point of difference that meets the needs. Make it even bigger.

✗ **Losing Zone.** Your competitor meets the consumer needs better than you do. You'll be crushed.

? **Risky.** Competitive Battle ground. Use emotion, innovative, superior execution.

Marketing Mix



ES TEH MANIS

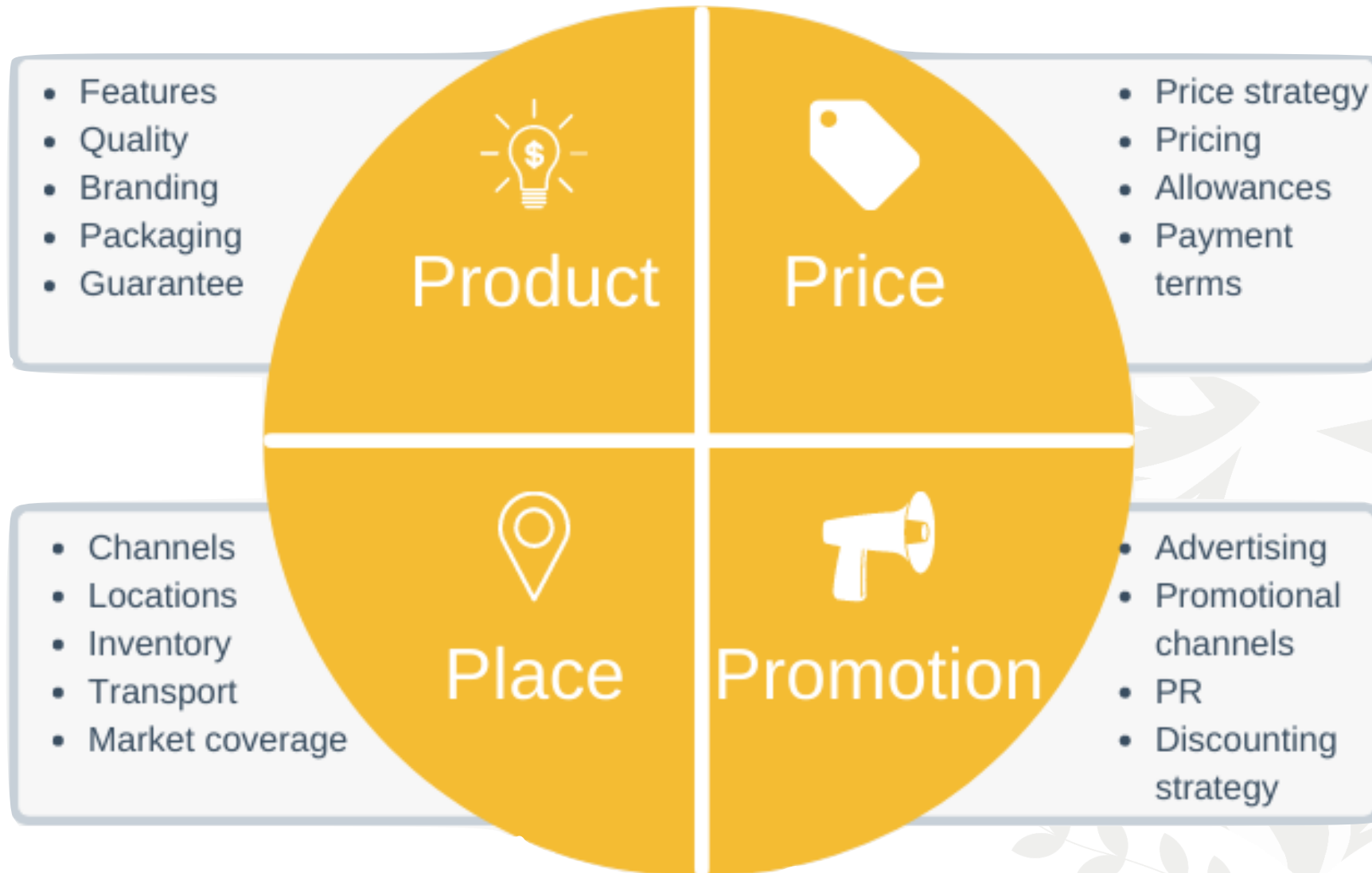
SAMA BENTUK, SAMA RASA, BEDA KASTA, KADANG BEDA HARGA



SWEET ICE TEA

la-lights.com

The 4Ps of Marketing



PRODUCTS



PRODUCTS



PRICE

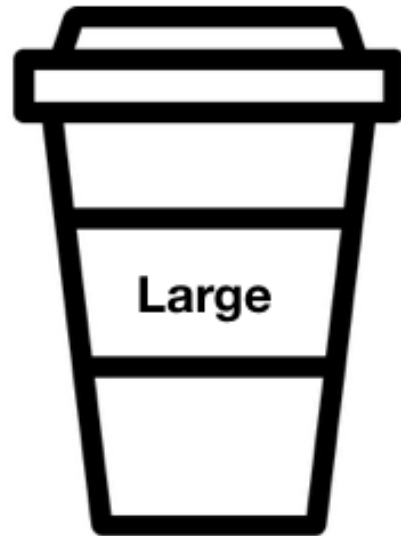


PRICE

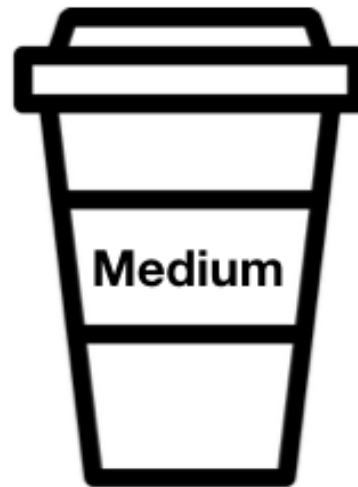


VALUE VS PRICE

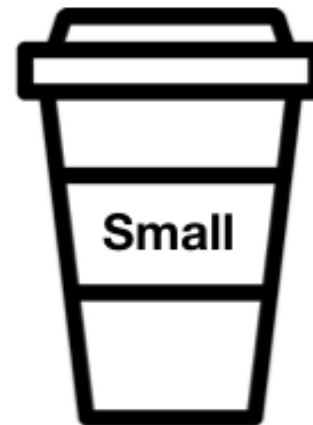
PRICE



\$7



\$6.50



\$2

DECOY PRICE

PLACE



tokopedia Kategori Di Gudang Furniture ID Cari barang di sini

Laptop Hp Masker Onemed Ipad Air 5 Lunch Box Dus Bekas Celana Dalam Pria

Semua Produk

READY STOCK
1 YEAR WARRANTY
TKDN
UNTUK HODOLIN & KARI

spesifikasi
- Headrest Adjustable
- Sandback Reclining / Health
- Lumbar Adjustable
- Seat High Density Foam 40
- Tengg Sandaran Kaki
- 360 derajat Adjustable
- Tilt Control / Lock 3 Position
- Headrest / Cervical / Tilt / Head Rest up to 100 kg

ULTRON

Produk Terbaru
Kursi Kerja Kursi Kantor Kursi Gaming Ultrtron (PICKUP ...
Rp 1.899.000

READY STOCK
TKDN
UNTUK HODOLIN & KARI

spesifikasi
- Dimensi : 90 x 40 x 180 cm
- Bahan : Metal Finishing
- Finishing Powder Coating
- Ukuran Photo 28 x 30 cm
- Material : S.S 20 x 23cm
- Warna : Grey

SL B15

Produk Terbaru
Lemar Metal / Filling Cabinet Metal / Safeguard SL B15
Rp 2.400.000

READY STOCK
1 YEAR WARRANTY
TKDN
UNTUK HODOLIN & KARI

spesifikasi
- Synthetic Leather
- Backrest Support 120 degree
- Include 2 Bantal
- Bantal Proforma 120kg
- Kaki Nylon Base
- Warna Merah dan Biru

VIKING

Produk Terbaru
Kursi Gaming / Gaming Chair Premium Quality Viking ...
Rp 999.000

TKDN

Produk Terbaru
Loker Besi / Lemari Besi Kantor 6 Pintu Safeguard ...
Rp 2.730.000

TKDN

Produk Terbaru
Lemari Arsip Kantor / Low Cabinet Aditech BC 03
Rp 979.000

TKDN

Produk Terbaru
Lemari Arsip Kantor / Low
Rp 979.000

TKDN

Produk Terbaru
Meja Kerja Kantor Manager

TKDN

Produk Terbaru
Meja Komputer Kantor

TKDN

Produk Terbaru
Meja Kaca/Cafe Aditech ISP

TKDN

Produk Terbaru
Workstation / Meja Partisi

PLACE



PROMOTION



PROMOTION



BUNDLING SARAPAN

Kehangah

Berlaku: 08:00 - 12:00 WIB

SARAPAN 25RB



- 1**
Cappuccino +
Cerita Roti Martabak



- 2**
Latte +
Cerita Roti Keju Manis

*Pilihan minuman tersedia juga untuk varian dengan es

Syarat & Ketentuan

Promo hanya berlaku di outlet tertentu dan tidak bisa digabungkan dengan promo lain

PROMOTION



Cross-sell

vs



Upsell



MULTICHANNEL



OMNICHANNEL



Produk Terakhir Dilihat

Lihat Semua



Kursi Gaming
Kursi Gaming Floth 2
Rp. 1.369,000

Terlaris

Add to cart



Kursi Kantor Manager
Insperra Louis PRO
Rp. 1.799,000

Terlaris

Add to cart



Kursi Kantor Staff
Insperra Hero
Rp. 420,000

Terlaris

Add to cart



Kursi Kantor Staff
Insperra Astute A
Rp. 699,000

Terlaris

Add to cart



Meja Kantor Direktur
Aditech NFD 63
Rp. 3.203,000
~~Rp. 4.575,000~~

Terlaris

Add to cart

Lagi banyak diminati

Kategori sesuai kebutuhan kamu ada disini, buruan cek



Kursi Staff

11rb produk terjual bulan ini



Kursi Rumah

4rb produk terjual bulan ini



WhatsApp



Meja Gaming

+35 produk terjual bulan ini

Open "https://gudangfurniture.com/m-insperra/promo-kursi-gaming-gaming-chair-premium-quality-floth-2" in a new tab

SIAL InterFOOD

INSPIRE FOOD BUSINESS

Visit For Register :

bit.ly/SialinterfoodExpo2022

Registration Online before 28 October 2022 & Save 150k (IDR)
Registration after 28 October / Onsite Registration
will be charged 150k (IDR)



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COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group



See You at 

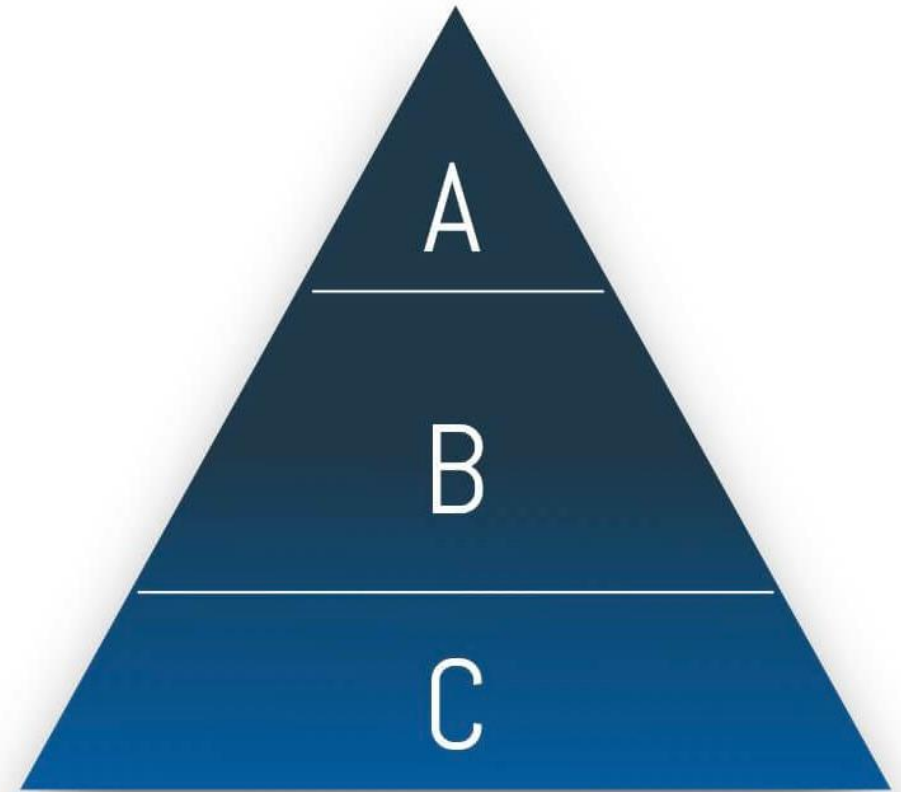
09-12 NOVEMBER 2022

JIEXPO, KEMAYORAN

[SIALINTERFOOD.COM](https://sialinterfood.com)



CUSTOMER SEGMENTATION



@PAOPAULUS

CUSTOMER SEGMENTATION



| | Where | Who | Why | What | Who, What, Why, Where | Who and When |
|-------------|---|--|--|--|---|---|
| SIMPLE | | | | | | |
| WHAT IS IT? | Geographic segmentation divides customers into groups based on their location. | Demographic segmentation divides customers into groups based on census data. | Psychographic segmentation divides customers into groups based on personal interests and motivations. | Behavioural segmentation divides customers into what do - online/offline. | Persona segmentation divides customers into groups based on a blended data, as well as customer goals. | Predictive segmentation uses historical behavioral patterns to predict and influence future customer behaviors. |
| EXAMPLES | Countries Cities Urban, Suburban, Rural IP Addresses | Age Income Family/Single/Couple Gender Education | Interests Personality Lifestyle Social Status Activities, Interests, Opinions Attitudes | Benefits Sought Occasion Usage Rate Loyalty Buyer Readiness Actions taken e.g. online | Jobs to be done Pain/Gains Demographic data Psychographic data Behavioural data | Unsupervised Learning Supervised Learning Reinforcement Learning |
| WHY USE IT | Dynamic Pricing Ease of use Country/Language differences Localized offers - stores | Easy to use Good for store profiling Ideal for life stages Good to supplement with other data | Uncovers motivations and reasons for product and brand purchases | Ideal for identifying patterns and triggers during buying process. Helps to tailor marketing to different stages. | Provides a rich profile of a customer segment. Proves a foundation to test hypothesis and testing to optimize results. | Uncovers hidden buying clusters of customers. Helps with customer discovery. |

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Identifying the Customer Experience Cycle

The six stages of the Buyer Experience Cycle

The six Utility Levers

| | <Stage 1> | | | <Stage 2> | | |
|--|----------------------------|--|--|-----------|--|--|
| | Productivity | | | | | |
| | Simplicity | | | | | |
| | Convenience | | | | | |
| | Risk | | | | | |
| | Fun & Image | | | | | |
| | Environmental Friendliness | | | | | |

Capture the pain points in each stage here

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CUSTOMER RELATIONSHIP MANAGEMENT





DATA MINING



Data sets



Pre-processing



Classification



Database



Statistics



Analytics



Evaluation

CUSTOMER POOL



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THANK YOU



Need Help? Call Us



www.ipconsulting.id



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