

INITIATIVE

CONTENT MARKETING

2013

case: online shop



by JM Zacharias

1. Increased traffic & conversion rate

(slide 3-13)



2. Product Diversification

(not only Life Style product)

(slide 14-16)



3. Increased end-consumer participation

(customer acquisition)

Currently major existing customer: Retailer

(slide 17-19)



Challenge

1. Increased traffic & conversion rate



BACKGROUND



Online shopper in average (2012):
5 %



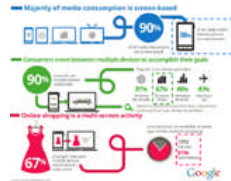
Image Source: Rising Middle Class in Indonesia-MarkPlus Insight **Traffic & Conversion (Background)**

1. Increased traffic & conversion rate



INITIATIVE

- Mobile Platform Deployed (slide 5)



- Smartphone
- Tablet
- Notebook

- Advanced Product Visual Communication (slide 7-10)

Garbage Truck



- Killer Media & Content Communication (slide 12-13)



Content with the Best ROI According to Marketing Professionals Worldwide, Jan 2013
% of respondents

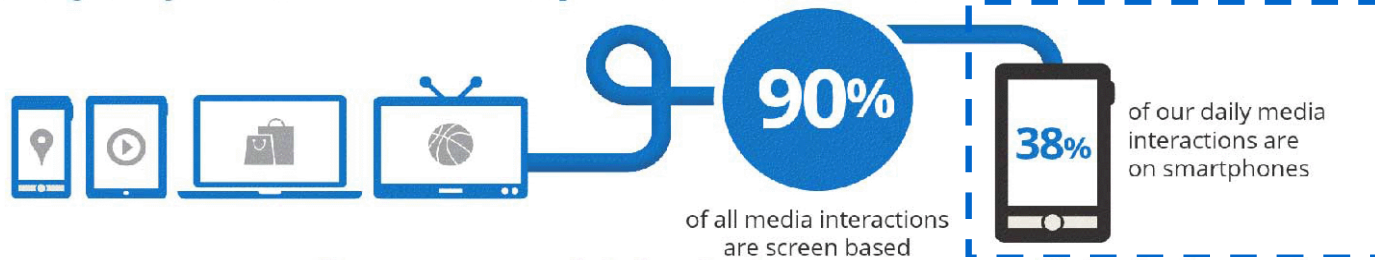
Featured articles	62.2%
Video	51.9%
White papers	45.6%
Photos	37.8%
Interactive media	36.0%
Sales copy	29.7%
Infographics	27.9%
Buyers guides	21.4%
Illustrations	17.0%
Motion graphics	11.3%

Note: n=284
Source: CopyPress, "2013 State of Content Marketing Study," Feb 12, 2013
10/10/13 www.marketer.com

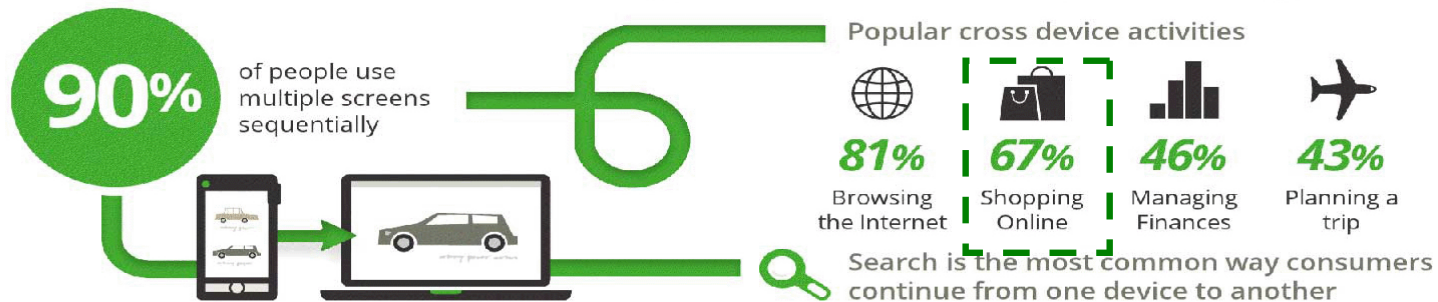


Traffic & Conversion (Initiative)

Majority of media consumption is screen-based



Consumers move between multiple devices to accomplish their goals



Online shopping is a multi-screen activity



Source: Google/Ipsos/Sterling, 2012

Image Source: Google



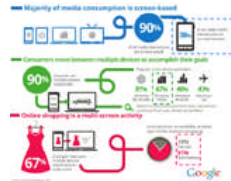
Mobile Platform Important Role

1. Increased traffic & conversion rate



INITIATIVE

- Mobile Platform Deployed (slide 5)



- Smartphone
- Tablet
- Notebook

- Advanced Product Visual Communication (slide 7-10)



- Killer Media & Content Communication (slide 12-13)



Content with the Best ROI According to Marketing Professionals Worldwide, Jan 2013
% of respondents

Featured articles	42.2%
Video	31.9%
White papers	25.6%
Photos	17.8%
Interactive media	16.0%
Sales copy	12.7%
Infographics	12.5%
Buyers guides	11.4%
Illustrations	11.0%
Motion graphics	11.3%

Note: n=284
Source: CopyPress, "2013 State of Content Marketing Study," Feb 12, 2013
www.marketer.com



Traffic & Conversion (Initiative)

EXAMPLE

Garbage Truck



Provide more product views & clear visual message.

Visual Communication (Photo)



Image Source: JM Zacharias, <http://jmzone.tokobagus.com>

EXAMPLE

The screenshot shows a web browser window displaying a WordPress blog post. The browser's address bar shows the URL videoperjalanan.wordpress.com/2013/04/02/flemington/. The page title is "Flemington Fashion". The post is dated "April 2, 2013" and is by "admin".

The main content area features a large heading "Flemington Fashion" and a sub-heading "Posted on April 2, 2013 by admin". Below this is a photograph of a crowd of people at an event. To the right of the photo is a paragraph of text:

Pada Selasa pertama bulan Nopember rutin diselenggarakan Kejuaran Dunia Pacuan Kuda (Melbourne Cup). Tidak hanya joki, kuda dan tim turut serta, namun juga entitas penonton beserta pasar taruhan untuk olahraga warisan monarki Inggris ini. Tak ketinggalan atraksi menarik penampilan busana pengunjungnya. Ajang parade busana penonton pria dan wanita ini tak ayal menjadi ikon menarik kejuaraan dunia berkuda ini (dikenal dengan Flemington Fashion). Flemington merupakan tempat dimana Kejuaran Pacuan Kuda Dunia ini dilaksanakan, yang dapat dicapai 15 menit menggunakan kereta dari Flinder Station Melbourne.

Below the text is a video player with the title "Melbourne Cup Dress Code, Flemington fashion". The video shows a man in a white shirt and glasses speaking to the camera, with a crowd and a "FUJI HD TV" sign in the background. The video player shows a progress bar at 0:01 / 4:13.

On the left side of the page, there is a sidebar with the following sections:

- About**
- CAMERA & ITS STORY**
Where ever I go, my camera always accompany me. Do you know why? because I just have a pair of eyes, but I want another million eyes ... billion eyes, even more can see the Beauty of God's creation where ever I go. I need another kind of eye to make it happen! It's part of camera itself. [JM Zacharias, Dec 6th 2008]
- ARCHIVES**
Select Month
- UPDATE SETIAP HARI SENIN.**
- VideoPerjalanan selanjutnya: April 29th, 2013**
- 2**

Combine video & photo within brief story mixed in blog posting.



Image Source: JM Zacharias, <http://videoperjalanan.wordpress.com>

Visual Communication (Video)

EXAMPLE



Image Source: JM Zacharias

Brand icon involvement for effective visual communication through photo or video sharing related consumer's traveling experience or special occasion. This approach strengthen consumer engagement via web and social media.



Visual Communication (Icon)

9

EXAMPLE

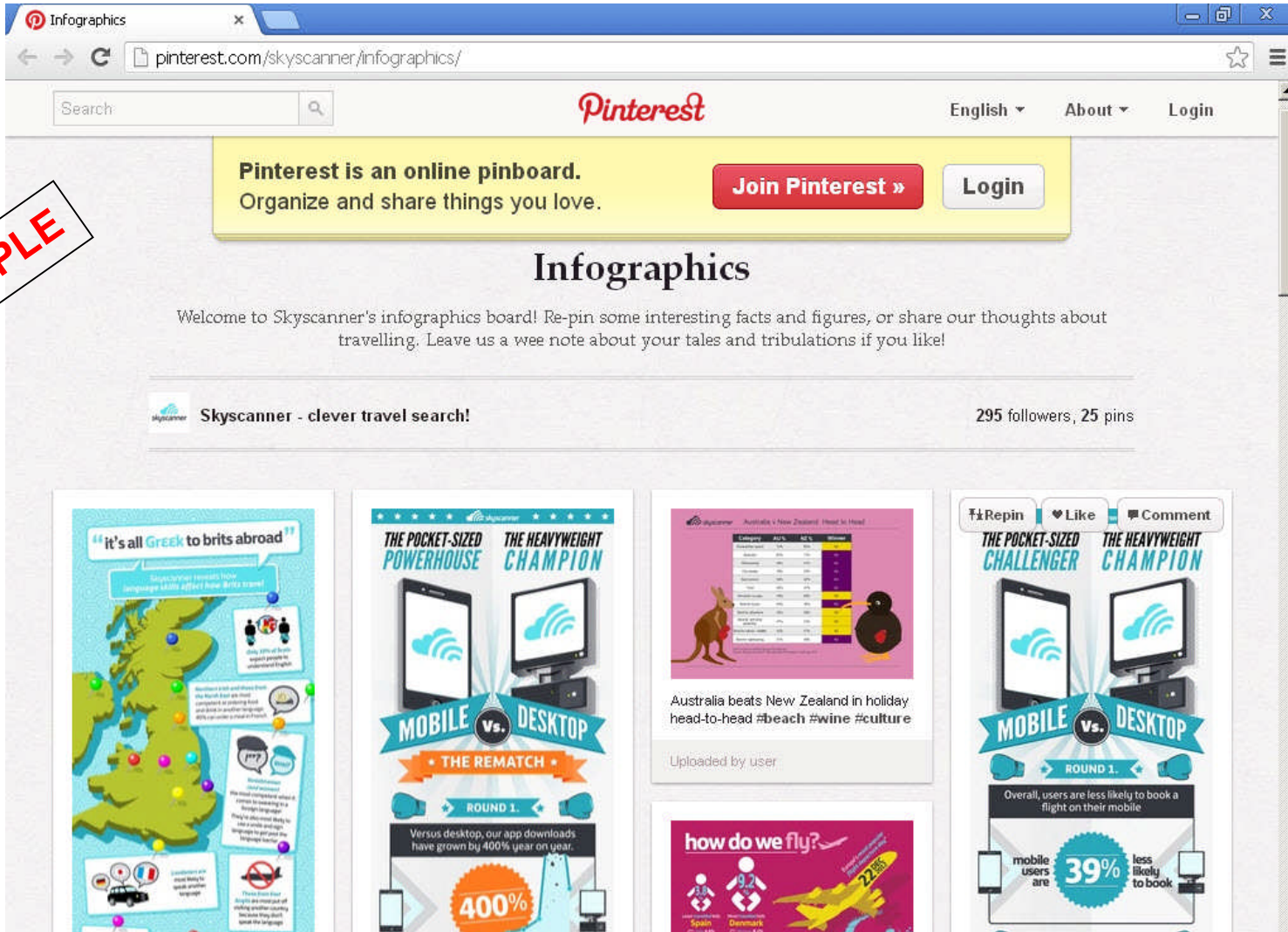


Image: Skyscanner (travel search portal) infographic collection

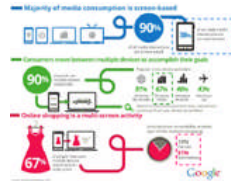
Visual Communication (Infographic)

1. Increased traffic & conversion rate



INITIATIVE

- Mobile Platform Deployed (slide 5)



- Smartphone
- Tablet
- Notebook

- Advanced Product Visual Communication (slide 7-10)

Garbage Truck



- Killer Media & Content Communication (slide 12-13)



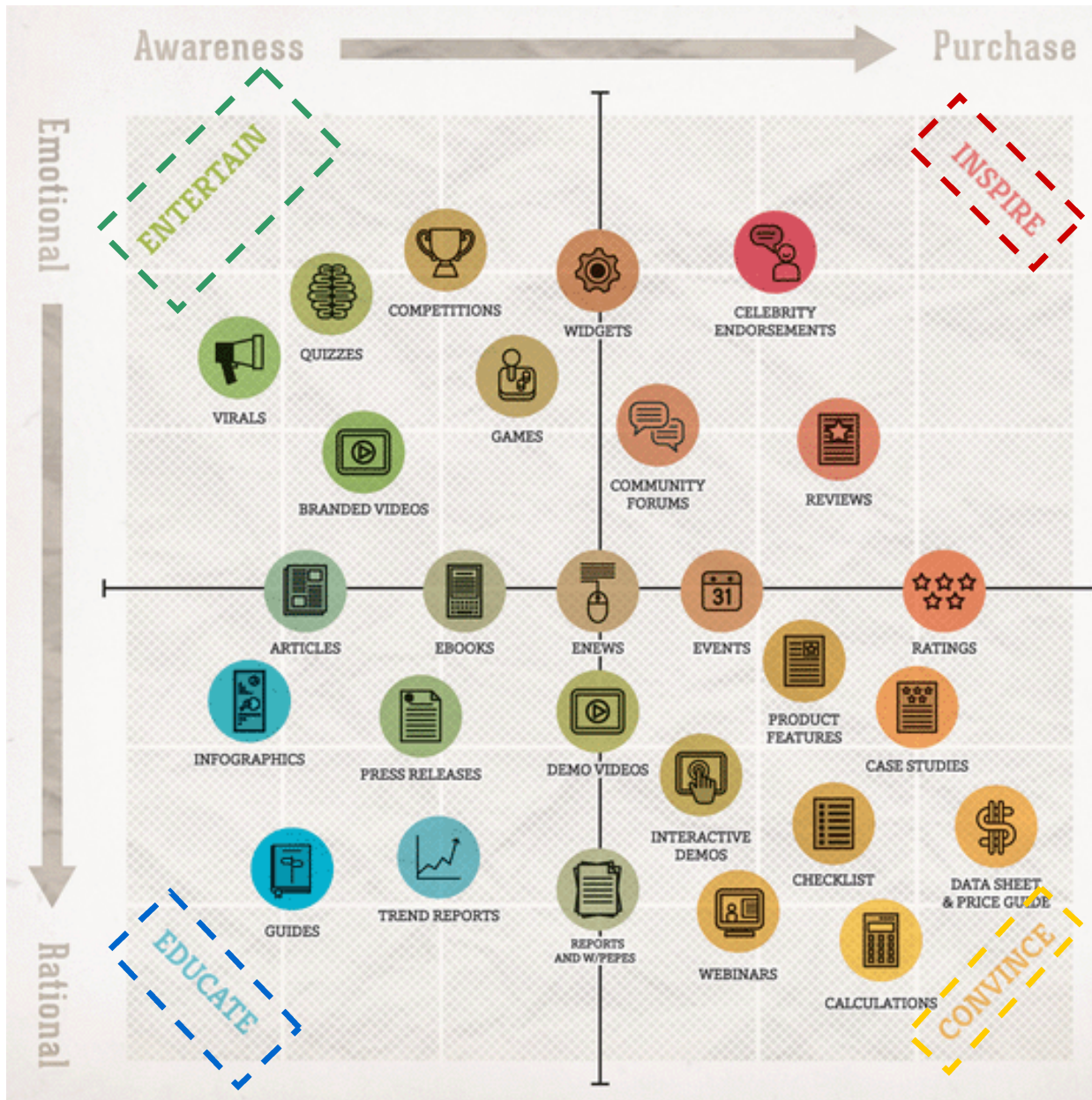
Content with the Best ROI According to Marketing Professionals Worldwide, Jan 2013
% of respondents

Featured articles	62.2%
Video	51.9%
White papers	45.6%
Photos	37.8%
Interactive media	36.0%
Sales copy	29.7%
Infographics	27.9%
Buyers guides	21.4%
Illustrations	17.0%
Motion graphics	11.3%

Note: n=284
Source: CopyPress, "2013 State of Content Marketing Study," Feb 12, 2013
13010



Traffic & Conversion (Initiative)



Content :

- Entertain
- Educate
- Inspire
- Convince

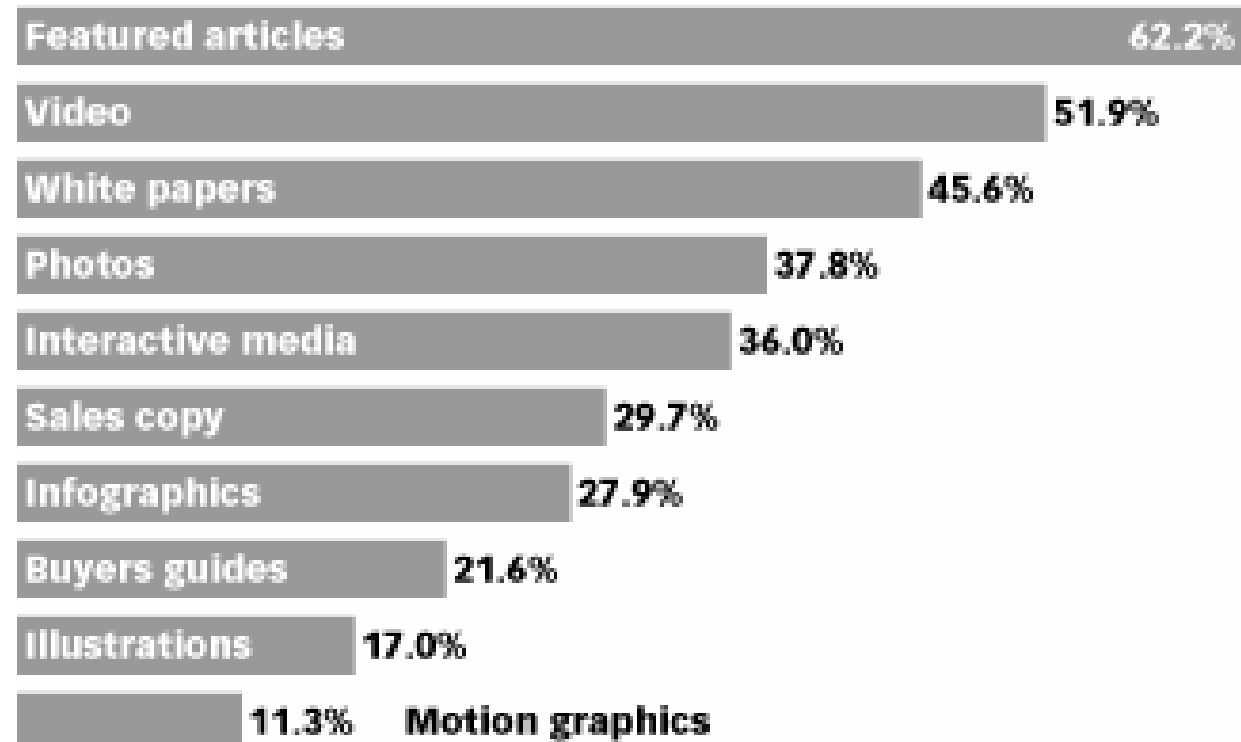
Benefit :

- Functional
- Emotional



Content with the Best ROI According to Marketing Professionals Worldwide, Jan 2013

% of respondents



Note: n=284

Source: CopyPress, "2013 State of Content Marketing Study," Feb 12, 2013

152017

www.eMarketer.com



INITIATIVE

Content Category:

- Featured Articles
- Video
- Photos
- Interactive Media
- Buyer Guide
- Infographics
- Motion graphics

1. Increased traffic & conversion rate

(slide 3-13)



2. Product Diversification

(not only Life Style product)

(slide 14-16)



3. Increased end-consumer participation

(customer acquisition)

Currently major existing customer: Retailer

(slide 17-19)



Challenge

14

BACKGROUND

2. Product Diversification (not only Life Style product)



Product Diversification (not only Life Style product)

INITIATIVE

- Book & Stationary
- Show Ticket
- Household Goods



p.s.: Interesting gross margin (nearly 40%) for book category.



1. Increased traffic & conversion rate

(slide 3-13)



2. Product Diversification

(not only Life Style product)



(slide 14-16)

3. Increased end-consumer participation (customer acquisition)

Currently major existing customer: Retailer

(slide 17-19)



Challenge

17

3. Increased involvement of Consumer participation (acquisition)

BACKGROUND

- Increased emerging middle class in Indonesia (more less 135 million, 2012) around 60 million Internet user (6% online shopper, 2012).
- Doubt feeling related online transaction fraud threat.
- Information and management availability of product range and program.
- Infrastructure support (payment, courier service and etc.)



**E-Commerce Consumer
(in Indonesia)**

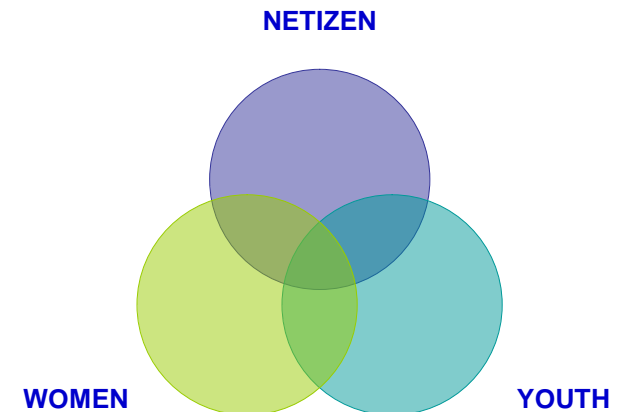


Image Source: Rising Middle Class in Indonesia-MarkPlus Insight

Consumer Acquisition

3. Increased end-consumer participation (customer acquisition).

INITIATIVE

- **Safe transaction guarantee & education**

Communication: infographics , celebrity endorsements, demo videos, forum, articles, ebooks, manual and etc.
Supporting factor: Banking, Police Cyber Crime Unit, ISP-Telco Provider, Government , Society and etc.

- **Product Diversification**

Communication: trend report, virals, interactive demo, forum, review, celebrity endorsements, news, press release, product feature, manual guide, application, and etc
Supporting factor: Middle class growth, segmentation, need and trend.

- **Infrastructure & Service Assurance: courier & payment service**

Communication: manual guide, forum, news, press release, interactive demo, application and etc.
Supporting factor: Central Bank facilitates interconnection directly transfer via ATM among banks (realtime) during this year.
Increased courier services including courier service (B2B) that expands service to B2C.
Courier plan expand numerous outlets including remote area.

C-O-N-T-E-N-T Marketing:



Increasing Consumer Experience Level

↓ support by

Word of Mouth (WoM), 'O[ther]' information
support by **C-O-N-T-E-N-T Marketing**

Consumer Acquisition

THANKS