

Digital Marketing Strategy Through Digital Channels in Promoting Product

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Abstract:- The rapid development of the internet and its usability, which significantly affects today's human life, make the internet one of the most fundamental technologies globally. Amidst this, one of the subscription-based television companies or pay-television created integrated marketing communication that utilises the internet as a tool to promote its products. This study aimed to investigate the strategies and roles of some digital marketing platforms such as websites, search engine marketing, online public relations, display ads, E-mail marketing, and social media marketing in promoting products. This research was designed as a qualitative-descriptive by conducting interviews, participant observations, and involving short-listed digital marketing-related documentation and literature. In this research, findings showed that digital marketing strategies play a vital role in promoting products. Besides, all digital marketing strategies have their advantages in planning, implementation, and evaluation. This research indicated that all existing digital marketing strategies have been well-implemented.

Keywords:- Digital Marketing, Integrated Marketing Communication, Promotion, Marketing Communication Strategy.

I. INTRODUCTION

Technological advancements are overgrowing and continue to progress. The rapid advancements of technology make all aspects of human life are inseparable from technology. Technological advances and their practical uses have made technology is being utilised in human activities or work. Technology is closely related to the internet. The rapid development of the internet and its usability affect human life, making the internet one of the world's most fundamental technologies. Particularly in Indonesia, based on the Indonesian Internet Service Providers Association (APJII) data, Indonesia's internet users continue to increase. There were 88 million and 132.7 million internet users in Indonesia, respectively, which means that there has been an increase of 51.8% (tekno.kompas.com, 2016). The numbers reflect that Indonesian are familiar with the internet, and the users will continue to increase over time as technological advancements are rapidly occurring. The use of the internet has also become a trend that cannot be separated from everyday human life.

Technology has also influenced the public's desire to obtain well-qualified entertainment. Technology makes a business on subscription-based television become an appealing business. With the growth of the pay-television business, which began in the 90s until now, there are various pay-television companies such as Nexmedia, Indovision, UseeTV (Indihome), BigTV, K-Vision, First Media, MyRepublic, DensTV, Transvision, Topas TV, Top TV, Okevision, Slynindo, and many more.

There is a tight competition among pay-television companies in Indonesia. Many companies managed to survive, but some companies could not survive. There are more subscribers in the market with different variety of pay-television companies that make the subscribers offered various choices. Every pay-television offers advantages and disadvantages among the competitors. The intense business competition that occurs makes the pay-television companies show their products' excellence and advantages to compete with the competitors. Therefore, companies should continue to create an appropriate strategy to choose their products as their preferred pay-television.

One of the efforts made by a pay-television company is implementing integrated marketing communication strategy. Realising that these days is a digital era, 2017 was a suitable year to start improving marketing communication strategies through digital marketing. Digital marketing, which is commonly referred to as internet marketing, makes the internet become a business tool where companies can provide services and customers can fulfil their needs. The internet functions as a search engine and an information provider and has expanded and continues to grow. The advantages and diversity in digital marketing will further develop the creativity and advancement of technology in the future. In terms of effectiveness and efficiency, internet technology eases access to information searching. Whereas for companies, internet technology contributes to easing operations and is used as a marketing strategy. The advantages of digital marketing and communication strategies through the internet and the communication target that closes with the customers make a digital communication strategy considered the appropriate strategy to market any product. Therefore, there is an interest to research the digital marketing strategy for a company, particularly in pay-television companies, to promote their products throughout research entitled "Digital Marketing Strategies in Promoting Products".

Based on the background, below are the questions to support the research:

1. How are digital marketing's strategy and role through the website carried out by company X in promoting products?
2. How does company X carry out digital marketing strategy and role through Search Engine Marketing (SEM) promoting products?
3. How are digital marketing's strategy and role through online PR carried out by company X in promoting products?
4. How does company X carry out digital marketing's strategy and role through display advertising in promoting products?
5. How are digital marketing's strategy and role through marketing e-mail carried out by company X in promoting products?
6. How does company X carry out digital marketing's strategy and role through social media marketing in promoting products?

This study aimed to:

1. Find out the strategies and roles of digital marketing through the website carried out by company X in promoting products.
2. Find out the strategies and roles of digital marketing through Search Engine Marketing (SEM) carried out by company X in promoting products.
3. Find out the strategies and roles of digital marketing through online PR carried out by company X in promoting products.
4. Find out the strategies and roles of digital marketing through display advertising carried out by company X in promoting products.
5. Find out the strategies and roles of digital marketing through marketing e-mail carried out by company X in promoting products.
6. Find out the strategies and roles of digital marketing through social media marketing carried out by company X in promoting products.

❖ *Conceptual*

a. Communication Strategy

According to Pearce and Robinson (2008) defined strategy as decisions that result in the formulation and implementation of plans designed to achieve organisational goals. Roland (2005) stated a communication strategy is an activity or communication campaign that is informational or persuasive to understand and support ideas, cases, planned products, and services. The objectives of the communication, according to Pace and Faules (2010), are to:

1. Ensure that there is a process of receiving the message, and understanding the received message in communicating.
2. Establish acceptance, how the acceptance continues to be well-nurtured.
3. Motive action to determine future actions.

b. Integrated Marketing Communication

The American Association of Advertising Agencies describes integrated marketing communication is a philosophy of systematic marketing communication strategy that evaluates the strategic functions of various communication disciplines, such as ads, direct response, product promotion, public relations, and the integration of different disciplines to provide quality, continuity, and the results of communication (Belch and Belch, 2015).

According to Wenats, Yusuf, Syarief, Widjanarko (2012), integrated marketing communication is a strategic business process to plan, develop, implement, and evaluate brand communication programs that are integrated, measurable, and persuasive for a particular time with existing customers, potential customers, and other targets, as well as concerned observers inside and outside the company. Burnett and Mariarty (2007) explained that integrated marketing communication is a step to unify all marketing communication tools and messages so that the persuasive messages to promote brands can be more coherent.

Throughout different explanations, it can be concluded that the strategy of marketing communications includes types of activity that are used to convey a message consistently to the public to achieve a long-term relationship with customers and to establish accepted brand value to be preferred by the customers. The suitable strategy implemented through integrated marketing communication will generate profits for the company.

c. Promotion Mix

The principle of integrated marketing communications applies to the marketing message techniques used. A promotional combination is called the primary instruments used in integrated marketing communications. The promotional mix typically involves many components, such as advertisements, promotions of purchases, public relations and personal sales. However, in a modern context, direct marketing, and digital marketing are also elements in the promotional mix used to communicate with target markets (Belch and Belch, 2015).

d. Digital Marketing

In the development of integrated marketing communication, digital marketing plays a fundamental role and is frequently used in the modern era. Chaffey and Chadwick (2012) explained, digital marketing can be easily interpreted to achieve marketing goals by applying digital technology, including desktops (computer screens), mobile phones, tablets, and other digital platforms.

Digital Marketing is a new communication application that utilises the internet and related digital technologies and conventional communication to achieve marketing goals. Therefore, to create a well-integrated message, digital marketing will be more effective when combined with other promotional tools.

In fact, digital marketing can be described as the use of digital media to enhance the marketing process, with the ultimate objective of promoting interaction and building customer engagement (Zahay, 2015).

In carrying out digital marketing, several types of digital marketing media platforms must be optimised to achieve beneficial results for a brand; those are:

1. Website

As stated by Dan Morley (2016) in his post "The 6 Fundamentals of Digital Marketing, a website is the ultimate outcome of a social network, search result and internet advertisement marketing method to draw new customers to the website. A website is a platform where potential customers make real decisions and find their needs. Kotler and Armstrong (2012) suggested that the initial step is creating a website. The website will be efficient with decent hosting and useful links. The link will subsequently be reviewed to assure that the link represents the company and product and is easily remembered and mentioned. Also, it is necessary to pay attention to the meaningful content on the website. Meaningful, attractive, and compelling content will make internet users visit the website longer and frequently return to the website.

2. Search Engine Marketing (SEM)

Other than the website, Chaffey and Chadwick (2012) mentioned that other digital marketing platforms must be optimised to support digital marketing activities. One of them is Search Engine Marketing. Search Engine Marketing is the placement of messages on search engines to encourage users to click through the website when users write specific sentences in the search engine. SEM works to optimise search engines such as Google to display the website when internet users for a specific sentence/keywords in the search engine.

3. Online PR

Before diving deeper into online PR, further understanding of public relations is necessary. In an integrated marketing communication strategy, public relations increase brand messages' credibility, influence leaders, or trendsetter opinion. Online PR does all these things online, As mentioned by Philips and Young (2009) the emergence of the online world means that almost every aspect of scientific discipline needs to be reconsidered, including the public relations field. Therefore, every public relations activity should use an only system and be connected to the internet. According to Chaffey and Chadwick (2012), online public relations in digital marketing involves maximising the company name, brand, or product on a third-party website or social media or blog whose viewers are likely to match the target market the company's products are aiming. Online public relations also include responding to negative news and implementing public relations throughout social media and blogs.

4. Display Ads

Display ads or generally referred to as display advertisements, use advertisements in streaming media such as static and rotating banner advertisements to accomplish targets such as increasing brand recognition, product launch, and the urge to purchase goods. Internet users are urged to click on these advertisements by show advertisements and be guided to the company website, which has more comprehensive ad information (Belch and Belch, 2015).

5. E-Mail Marketing

According to Chaffey and Chadwick (2016), marketing e-mail applies to outgoing communications from companies to customers or prospects to drive the purpose of buying or branding. Marketing e-mail intends to customers who are on a mailing list. The utilisation of e-mail as direct-promotional media drives internet users to be interested in the content in the e-mail and direct them to a website that shows a further explanation of the products offered in the e-mail.

6. Social Media Marketing

Social media marketing simplify customer interaction and participation across the web to suggest positive engagement with companies and their brands. Social media marketing is an essential digital marketing category, including communication to consumers through social networking sites, blogs, and forums (Chaffey and Chadwick, 2016). Social media is a medium to communicate and share knowledge between individuals and groups to interact and exchange information about products. Through social media, companies can convey messages to target the audience and create a viral marketing/campaign on social media to raise the desire of other social media users.



Picture 1. Framework

e. State of the Art

Previous research that supports this research are on the following table:

Table 1. State of the Art

Journal/Author	Title	Research Method	Result
JBMA – Vol. I, No. 2, 2013. Endang Hariningsih	Internet Advertising As Interactive Marketing Communicarion Merdia	Qualitative	The use of the internet as a promotional media which is increasingly developing adds the offered options besides the conventional media. The various advantages of the internet over conventional media have made this media popular among marketers. The popularity of internet marketing has created many different advertising opportunities that can be offered to the public. The variety of internet marketing options with various advantages is necessary to determine how consumer attitudes respond to internet marketing and how it impacts the consumer purchasing decisions.
Jurnal Transformasi, Vol. 11, No. 2, 2015. Fatimah Nur Arifah	Social Media Analysis as a Marketing Strategy in Online Business	Qualitative	Social media plays a vital role in digital marketing in online businesses, particularly in marketing products and services. Meanwhile, social media currently being highlighted by consumers and business people are Facebook, Twitter, and Instagram. The three social media established platforms and unique features to support digital marketing activities through Facebook Ads, Twitter Ads, and Instagram Ads Sponsored.
International Journal of Business and Management; Vol. 8, No. 14; 2013, Simona Vinerean, Iuliana Cetina, Luigi Dumitrescu, Mihai Tichindelean.	<i>The Effects of Social Media Marketing on Online Consumer Behavior</i>	Quantitative	Marketers understand the importance of internet marketing in growing their business. The use of social media is creating buzz about brands. Marketers or business owners understand the importance of internet marketing. Business marketing through the web implies that social media is creating a buzz in correlation with brands. Social media platforms provide way to establish partnership with online users. Companies need to build consumers impressions to be competitive in social media marketing, and then establish and continuously evolve their web marketing campaign for long-term success based on consumer desires.
Procedia Economics and Finance 3 (2012) 536 – 542. Adelina Eugenia Ivanova	<i>The Internet's Impact On Integrated Marketing Communication</i>	Qualitative	In the internet age, different tactics have shifted around marketing communications. The internet is a medium that enables individuals to connect more effectively and allows the sender to communicate at the same time with a vast number of individuals. A message can be sent to anyone on the mailing list via e-mail with one click and received immediately. An integrated approach to marketing communications includes automated e-mail, with specific focus on knowing consumer desires and behaviour using a customer database and interactive contact media can create effective marketing communications.
Business Horizons (2014) 57, 703—708. Maria Teresa Pinheiro Melo Borges Tiago, Jose Manuel Cristovao Verissimo	<i>Digital Marketing and social media: Why bother?</i>	Qualitative	The transition in customer behaviour allows company to rethink their digital marketing strategy. This study adopts a company perspective to facilitate understanding of digital marketing and social media use and its benefits and barriers. Increasing marketing efforts by enabling companies to implement communication forms and create innovative content will establish a better digital marketing strategy.

II. METHODS

This research was designed as a qualitative with a descriptive approach. With this method, the digital marketing strategy carried out by company X as one of the pay-television companies in Indonesia can be described in detail. In this research, the qualitative-descriptive method reported research with systematic, factual, accurate descriptions of the facts related to the digital marketing strategy in company X. This research involved a case study research method. Case study research is intended to closely investigate the underlying situation and position of an on-going event and the interactions of social units involved in company X's digital marketing division as the subject. The study objective is to examine the digital marketing strategy of company X to promote its products.

The data were collected using main and secondary data. Main data included semi-structured interviews with three internal sources related to digital marketing strategies to promote products and participant observation. Meanwhile, secondary data obtained from the report documents, literature, and research journals on digital marketing. Data analysis used reduction, display, and verification. Data validation used triangulation source. Interviewees who were asked for information to undertake triangulate source were digital marketing practitioners who experience in the digital marketing field for more than five years.

III. RESULTS AND DISCUSSION

Based on the research results and data analysis on the digital marketing communication strategy carried out by company X to promote its products, the company undertakes the stages, namely planning, implementation, and evaluation to achieve company goals and objectives as stated by Pearce and Robinson (2008) in correlation with the definition of a communication strategy.

Company X used several types of digital marketing platforms to achieve beneficial results to promote pay-television products. Company X's digital marketing platforms were website, SEM, online Public Relations, display ads, marketing e-mail, and social media marketing. Below is an explanation of each digital marketing platform used by company X in promoting products following the concept of digital marketing in Chaffey and Chadwick, 2012:

1. Website

According to Kotler and Armstrong (2012) Creating a website is the initial step in online marketing, as stated by the informant in the interview. Website is the first thing that a company should have to run digital marketing. The website is made to have the right link which characterises the brand name, making it easier to remember. Besides, in search and typing in a search engine, it becomes accessible. Various features available on the company's website include Top Programs, Special Events, Packages, and Choices such as Channels, Promos, Subscriptions, and About Us, as well

as subscription page to register, namely Subscribe Now, making the website able to meet the existing customers and potential customers need to find out about the product through the website. The complete available information including channels, package prices, available promos, and features for a subscription via the website makes the potential customers recognise the brand and willing to subscribe if they are interested in the products described on the website features. The provided information will impact the increasing number of product sales as the selling on the internet aids it. The website feature is also created to make customers comfortable by providing all information in one website type. Top Program is one of the features to find the synopsis of the best programs or are currently airing and exhibiting the program and match schedules. All of these features are intended to make customers visit the website more often.

In the research journal "Digital Marketing and Social Media: Why Bother?" Tiago and Verissimo (2014) stated that a website is a useful tool for marketers to create brand awareness and gain competitive advantages. Company X provides comprehensive information about its products and also provides a subscription feature on the website. That way, the website becomes a platform to subscribe to television products, and the website will allow the company to gain profit.

Method of assessment carried out by company X on the website is seen from the traffic generated by the website and the number of conversions or sales. Based on company X's internal data, the traffic that has been generated so far has not been able to reach the target as it is 5% lower than the target set. However, this does not occur. In the conversion results obtained from the website. Although the target set is 800 conversions per month, company X's website can achieve 1,100 conversions per month, meaning that it has contributed to increased product sales beyond the predetermined target.

Various other digital marketing platforms assist traffic and conversions on the website. Therefore, the evaluation is considered suitable as it shows the types of digital marketing platforms supporting website traffic. Thus, it can be optimised for use in the next strategy.

2. Search Engine Marketing (SEM)

SEM contributes the most significant share of the website traffic. Playing a role in optimising information distribution and product promotion on the internet, the SEM utilised by company X uses persuasive sentences and explains the promo that will attract the internet visitors to click on the SEM ad. SEM planning begins with determining the keywords that will be used in the search engines. Company X used keywords in brand names and other types of keywords related to television subscriptions such as TV subscription, pay-TV, or TV without satellite. Thus, when the customers search for pay-television on the Google search engine, the search results will be a website link that directs the customers to buy the products of company X. Zahay (2015) revealed that there are two types

of SEM, organic (non-paid) or Search Engine Optimisation (SEO) and paid such as Pay Per Click. Company X applies these two types of SEM. In SEO or organic, company X optimises website blogs and social media to upgrade the relevance of keywords that internet users commonly use when searching for a pay-television. In Par Per Click or paid, company X uses Google Adwords by using a call to action to optimise the promotion strategy.

Company X uses real-time evaluations in evaluating SEM. Every implementation strategy will be assessed for its effectiveness on these keywords' performance to increase website traffic. SEM results show that SEM contributes to 80% of traffic from all platforms that support the website. Therefore, SEM plays a vital role in website traffic. The number exceeded the target set by company X (70%). SEM is a strategy that supports the goals of digital marketing through sales via the website.

In line with the explanation of the triangulation of existing sources, real-time evaluation and trial and error testing are evaluations that must be taken in carrying out a digital marketing strategy to optimise the budget spent when defending the keywords that are not suitable to the website traffic.

3. Online Public Relations

Company X optimises online public relations as a digital marketing strategy to bolster the promotion of its products. In Chaffey and Chadwick (2012), online public relations in digital marketing maximises the existence of the company name, brand, or product on the website, social media, or third-party blogs whose viewers are likely to match the target market the company is aiming. Company X implemented online PR using blogger and social media. Also, running media relations, press conferences, and press releases as the offline PR activities support the brand on the news portal. Digital marketing will create reports based on positive and negative tidings on the internet. If negative statements arise such as customer complaints that appear on the customer complaint column, the digital marketing team will forward it to the Customer Care team who will manage the complaints as soon as possible.

Company X conducts online public relations following Chaffey and Chadwick, which includes responding to negative statements on the internet. If the company target set is 70%, handling negative complaints has been handled by 80%. With regular media monitoring, the company can handle the complaints faster to avoid pessimistic news about its products.

4. Display Ads

Apart from online public relations, there is different digital marketing platform for product promotion. Attractive appearance makes display ads become a digital marketing platform that contributes to promoting products. "The Internet's Impact on Integrated Communication" research journal mentioned the advantages of integrated marketing communications using the internet such as supporting multimedia applications where the internet provides images,

letters, sound, and video in a one internet ad. Display Advertising is a digital marketing platform that adapts to this concept.

Company X delivered messages and designed information with attractive visualisations to promote products through display ads. In planning display ads through GDN (Google Display Network) or on the online news website, company X promotes products by providing information that potentially elevates the channels' television programs into an attractive visualisation. In addition to displaying the television programs, company X also designs a visualisation that displays promo prices as the main visible content in the display ads. As Chaffey and Chadwick (2012) mentioned, internet users, are encouraged to tap on the ad and be aimed to its website, which has more detailed information about the ad.

Display ads made by company X use attractive colours with bright colours supported by attractive images. An example is an image of a soccer player in display ads to promote the Sports Platinum package or a cartoon to promote the Kids package that can attract internet visitors and is urged to click on the display ads.

To strengthen the promotions, company X shows prices as the most prominent display in the display ads. The displayed prices are considered to promote products and interest the customers as it provides information about the relatively affordable prices. Company X displays 3,000 rupiahs/day in the display ads to promote the Sports Platinum package and increasing website visitors and product sales.

As the display ads have been run, the company will assess display ads' effectiveness by observing how much awareness and clicks the ad generates. The more intentions generated by the display ads, meaning that the showed images were attractive. This can be used as a guideline for other strategies in the future by company X.

Display ads have a target of contributing 20% of the website traffic. Display ads were able to contribute more than the target (30%) of the website traffic.

5. Marketing E-Mail

Regarding marketing e-mail, company X uses these platforms to build relationships with the existing customers. According Chaffey and Chadwick (2012) stated that e-mail marketing is often used for customers on the mailing list. The Portfolio team owned the mail list at company X, adjusted according to the target consumer segment. Images and persuasive sentences on the channel programs were created by company X in sending out marketing e-mail.

In carrying out a marketing e-mail, company X has made a plan by determining the information that will be included in the e-mail and the target segmentation of e-mail recipients, subsequently.

When the e-mail sent to the customers, the next is evaluating the open rate generated from the marketing e-mail. The more open rates that are generated, the more information the customers have received. The excellent marketing e-mail is 20% of open rate, while company X achieved 40% of open rate from the marketing e-mail. The open rate results will then be used to improve the e-mail content and upgrade future strategies.

6. SMM (Social Media Marketing)

Social media marketing is a digital marketing platform for company X to promote its product. For instance, in performing social media marketing, company X uses three platforms: Facebook, Twitter, and Instagram with the same content but different posting times. The number of posts per day is four posts on each social media except Twitter, considering Twitter has to be updated to read the content posted. If there are on-going special events or promo, the number of posts will be increased to escalate the promotion.

Social media holds a part in distributing information and promoting products. Company X has established consistent information through three predefined post types, #Guide, #NShow, and #Info. #Guide as a type of content that provides information about the ins and outs, For Example how to solve program troubleshooting, information about Customer Care phone numbers, program and match schedules, and tutorials on how to pay. #Show contains the television programs displayed on channels, while #Info shows the latest entertainment news. All of this information is the guidelines for the Digital Marketing team to create daily content. The three types of posts are a benchmark for creating Social Media Marketing posts that can achieve engagement targets in likes per post, eight likes.

“The Internet’s Impact on Integrated Marketing Communication” research journals reveals the advantage from using the internet as an integrated marketing communication strategy is building a relationship interactively together with consumers through the internet so that the customers can quickly access the information they need. This is applied in social media where customers can communicate with Customer Care to deliver complaints or request for information regarding the products.

With fast responses from the company, social media is a digital marketing platform used by company X to build relationships with customers. As stated in the research journal "Internet Advertising as an Interactive Marketing Communication Media", it is explained that the function of internet advertising is building customer relationship management. The handling of customer complaints by company X is one of the examples of utilising social marketing media. The complaints are heard, and solutions are sought to make the customers feel satisfied and possibly spread a positive impression about the brand to other colleagues on their social media or real world.

Company X is considered to have provided exciting and useful information for its loyal followers and customers in running the digital marketing strategy. By providing

information about product promotion, it will make people are interested in the products. The real customer engagement stated in the research journal "The Effects of Social Media Marketing on Online Consumer Behaviour" means focusing on customer commitment instead of transactions. Consequently, company X conducted promotions limited to soft selling and prioritised the event content, useful information for customers and potential customers to build product interest.

In a research journal "Social Media Analysis as a Marketing Strategy in Online Business", several strategies can be implemented in social media. A giveaway or quiz is one of the tactics. Company X worked on that to perform social media marketing in promoting products. The quiz created to attract social media followers and increase customer trust in the brand. Based on research conducted, quizzes have made the number of social media followers increase every time the company arranges a quiz. However, there are still shortcomings in achieving engagement in the form of likes. On average, every post made has not yet reached the engagement target determined by company X.

IV. CONCLUSION

Based on the research findings and data analysis carried out by Company X on the digital marketing communication strategy, the company carried out its strategy in the right steps, preparation, execution, and assessment to achieve the goals and objectives of the company, as described by Pearce and Robinson (2008) regarding the concept of a communication strategy.

Company X optimally used several types of digital marketing platforms to achieve beneficial results for product promotion. Company X's digital marketing platforms are Website, Search Engine Marketing, Online public relations, Display Ads, E-mail marketing, and Social Media Marketing. Each of the digital marketing platforms used by company X in promoting products follows the concept of digital marketing in Chaffey and Chadwick, 2012.

In conclusion, company X's digital marketing strategy is well-performed as all the digital marketing platforms have achieved the predetermined targets. The public can receive information about products via the internet to increase awareness of the product's advantages to be urged to subscribe. Potential customers obtain convenient access through digital marketing. This also supports integrated marketing communication, where one of the goals is increasing product sales. Digital marketing enables us to reach the community faster and closer in person has become the right strategy in carrying out integrated marketing communications today and in the future.

The suggestions that can be considered for further research are studying similar topics with different research objects or programs and different methods with quantitative research methods to study the impact of digital marketing activities on customers' desire to purchase a product.

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