

Diploma Thesis Presentation

**Czech University of Life Sciences Prague
Faculty of Economics and Management
Department of Management**



Online Marketing Analysis of Cekindo Bisnis Grup

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Goals of the diploma thesis



Analyze online marketing activities of Cekindo Bisnis Grup.

- evaluate online marketing activities of Cekindo Bisnis Grup
- find competitors within Indonesian market and analyze its online marketing activities
- propose recommendations for the future

Research Questions



- **What are the current online marketing activities of Cekindo Bisnis Grup?**
- **What is the current position of Cekindo Bisnis Grup in Google Search Engine in comparison to its competitors?**
- **How can Cekindo Bisnis Grup improve its online marketing strategy?**

Methodology

- **Theoretical methods**
 - explanation of basic terms related to online marketing and social media
- **Practical methods**
- **introduction** of the company + social **marketing report** of Indonesia
- **analysis of positioning** in Google Search Engine
- **analysis of current marketing activities**
- **PageRank analysis + backlinks**
- **proposal for innovations** in the field of:
 - 1) Search Engine Optimization (new keywords, SEO tools)
 - 2) Public Relations (online journals)
 - 3) Social Media (online competition)

Methodological Tools



- **Google Search Engine**
 - selection of competitors and analysis of its position
- **Small SEO tools (Alexa Rank, Page Rank, Backlinks)**
 - evaluation of the webpage
- **Facebook, Twitter, LinkedIn, Google +, YouTube**
 - measuring performance in social media
- **Skype, Gmail** – tools for communication
- **MS Excel** – processing of the results, creation of tables, charts
- **MS Word Smart Arts** – creation of diagrams and schemes
- **Mindjet – Mind Manager** – mind map creation

Company Information



CEKINDO BISNIS GRUP

- market entry consulting firm based in Jakarta
- **Business Set Up** - company registration, business import licences, market research
- **BPO** – recruitment, payroll processing, visa services, mystery shopping
- **Local Representation** – local distributor, buying agent
- 10 – 12 employees
- established in 2011

Recommended search engine optimization tools (Table 13)

Tool Source	Functions
woorank.com	SEO, social media, mobile optimization
vnseo.com	insight analyses, meta information, heading information, keywords, java script information, google search, DNS Information, all links, site color, whois information, server Information
seotoolsfree.in	SEO + social statistics
hypestat.com	earnings report, traffic report, visitors by country
urldub.com	suggestions for improvements, feedback about design, correlation between user searches, search rates and distribution on some countries
keywordspy.com	Ads, PPC keywords (volume, CPC, profitable Ads, Affiliate Ads, Days Seen, last/first seen), organic keywords (position, volume, CPC, traffic, value, Ads, results, URL)
statscrop.com	overview, SEO, traffic, domain, socials, related sites, charts

Source: concrete sources are listed in the table [online] 2015. Data are up to date for 23rd of February 2015, processed by author in MS Excel

Innovations in SEO

Suggested keywords (Table 14)

Category	Current Keywords	Suggested Keywords
BPO	Visa Services Indonesia	Visa Information Indonesia, kitas
BPO	Retirement Visa Indonesia	cancel this keyword and merge it with Visa Information
BPO	Mystery Shopping Indonesia	Surveys Indonesia
LR	Office Space Indonesia	Office Rent Indonesia

Source: keyword spy, Google Search Engine analysis. Data are up to date for 22nd of February 2015, processed by author in MS Excel

Online Journals (Table 15 + Table 16)

Name of the Journal	Web – Data Source
Bisnis	http://www.bisnis.com/
Start UP bisnis	http://startupbisnis.com/#
Journal of Economy and Business	http://www.jieb-febugm.com/
Tech in Asia	http://id.techinasia.com/
Teknopreneur	http://teknopreneur.com/
The Wall Street Journal	http://indo.wsj.com/public/page/bahasa-bisnis.html
Palgrave Communications	http://www.palgrave-journals.com/abm/index.html
Asian Journal of Business and Management	http://www.ajouronline.com/index.php?journal=AJBM
Igi Global	http://www.igi-global.com/journal/international-journal-asian-business-information/1137
Tempo Bisnis	http://www.tempo.co/bisnis/
Bloomberg Indonesia	http://topics.bloomberg.com/bisnis-indonesia/
Business Insider	www.businessinsider.co.id

Source: concrete sources are listed in the table [online] 2015,. Data are up to date for 23rd of February 2015, processed by author in MS Excel

Innovations in Social Media



- Online competition published in social media
- online questionnaire consists of questions from the Cekindo Bisnis Grup field of business
- multiple choice test
- right answers might be found in company videos on Youtube or on company profiles in other social media
- win-win situation (help for participants & interaction with company profiles)
- reward for best participants – participation in assessment centre or one day shadowing in the company
- purpose is to increase awareness, educate, support recruitment processes
- introduction on company profiles, sharing online
- involve student organizations to attract pro-active students and graduates

Innovations in Social Media



- **8.9.1 Question – purpose is to increase the views of concrete video**
- **Question 1 (choose all that can be applied)**
- What kind of company can be established by foreigner in Indonesia?
 - a) Representative Office
 - b) PT. ILE (International Limited Enterprise)
 - c) PT. PMA (Foreign Direct Investment)
 - d) PT. IBU (International Business Unit)
- See the [video](#) for the right answer



Innovations in Social Media



- **8.9.3 Question – purpose is to increase the number of followers**
- **Question 3**
- **Cekindo Bisnis Grup plans next week announce news from job fair in Bandung. For the information follow the Cekindo Bisnis Grup profile on Twitter and determine the largest success they have achieved.**
 - a) signed new contract with partner
 - b) agreed on cooperation with Institut Teknologi Bandung
 - c) agreed on cooperation with Universitas Pendidikan Indonesia
 - d) high attendance on delivered workshops



Conclusion

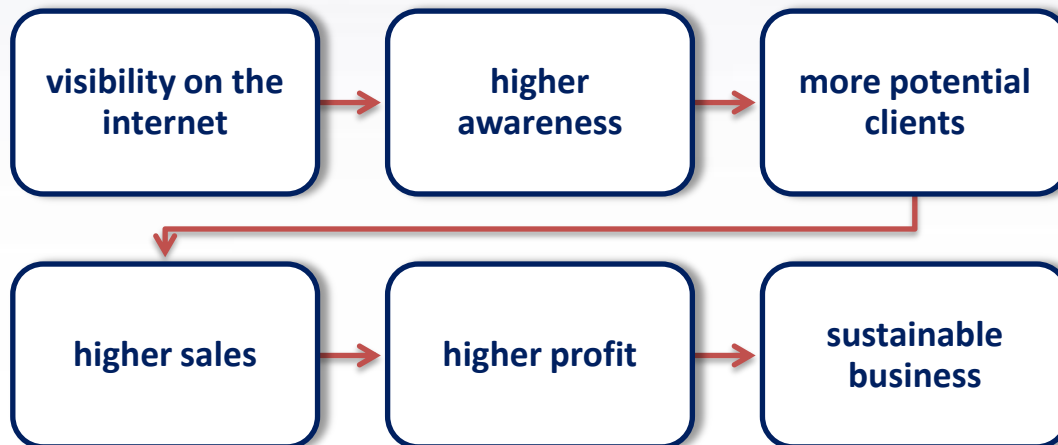
Recommendations

1. SEO online tools
2. new keywords
3. online journals
4. online competition

Prerequisites of recommendations

- ✓ zero investments into new technologies or equipment
- ✓ availability online
- ✓ low opportunity costs
- ✓ low financial risk

Assumed development



Source: based on findings of author from the research, processed by author in Smart Arts

Selected resources of the diploma thesis



AHLQUIST T., BÄCK A., HALONEN B. & HEINONEN S., Social Media Roadmaps, Exploring the futures triggered by social media, VTT Technical Research Centre of Finland, 2008, ISBN 978-951-38-7246-5

BELSCH GEORGE & MICHAEL, Introduction to Advertising and Promotion, An Integrated Marketing Communications Perspective, San Diego State University, Von Hoffman Press, Inc. 1995, ISBN 0-256-13697-1

BORDEN N. H., The Concept of the Marketing Mix, Harvard Business School, taken from: The Economic Effects of Advertising. Homewood, 111.: Richard D. Irwin, 1942

DESHPANDE R., Department of Marketing, University of Texas, Paradigms Lost: On Theory and Method in Research in Marketing, Journal of Marketing Vol. 47, fall 1983

KOTLER P., Principles of Marketing, Prentice Hall Inc. A Simon & Schuster Company Upper Saddle River, New Jersey, USA, 1999, ISBN 0-13-262254-8

LEADER W. G., KYRITSIS N., Fundamentals of Marketing, Stanley Publishers, Ltd. Cheltenham, 1990, ISBN 0-7487-0388-8

LEDFORD J. L., Search Engine Optimization Bible, 2nd Edition, Wiley Publishing Inc., Indianapolis, USA, 2009, ISBN 978-0-470-45264-6

MORDKOVICH BORIS & EUGENE, Pay per click Search Engine Marketing Handbook, Low Cost Strategies for Attracting New Customers Using Google, MSN, Yahoo! & Other Search Engines, MordComm, Inc., USA, 2007, ISBN 978-1-4116-2817-5

ZARRELLA D., The Social Media Marketing Book, O'Reilly Media, Inc., 1005 Gravenstein Highway North, Sebastopol, Canada, 2010, ISBN 978-0-596-80660-6

Thank you for your attention!

Terima Kasih!



This presentation is created as additional supplement for defense of the Diploma Thesis with the topic Online Marketing Analysis of Cekindo Bisnis Grup created by Jan Šulc, student of MSc. in Economics and Management at the Czech University of Life Sciences Prague.