

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Diploma Thesis Abstract

Online Marketing Analysis of Cekindo Bisnis Grup

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1 Introduction

The topic of the diploma thesis is Online Marketing Analysis of Cekindo Bisnis Grup. The ideas within the topic, is correspond to the masters course in Economics and Management and its specialization in Information and Communication Technologies and Quantitative Methods.

The theoretical part of the diploma thesis provides an introduction to online marketing and social media. The practical part evaluates current online marketing activities of the company and its competitors. The author contributes by providing proposals for innovation in the field of online marketing.

Cekindo Bisnis Grup is a market entry consulting firm located in Jakarta, Indonesia, that provides services for foreign entities from various industries to successfully expand their market to Indonesia.

2 Objectives

The main goal of the diploma thesis is enhancing online marketing analysis of Indonesian company Cekindo Bisnis Grup.

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

3 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?

4 Methodology

In the theoretical part of the diploma thesis **basic terms** related to various kinds of **online marketing and social media** are explained. First part also includes **definition of tools** and indicators for measuring of online performance.

The first chapter of the practical part includes an **introduction of the Cekindo Bisnis Grup**, its services and partners. In addition, this chapter includes a brief **introduction of Indonesia** and its **social marketing report**.

The next step is **online marketing analysis**, when the **Google Search Engine** was **used** to find relevant competitors for Cekindo Bisnis Grup. After its definition **three other companies are selected for comparison**.

Selection is **based on the order of records from the Google Search Engine** and on the communication with a representative from Cekindo Bisnis Grup. Online marketing performance of selected firms is analyzed through **pageranks, backlinks** and through **quantitative indicators** measuring statistics in social media.

Based on outputs from Google Search Engine, pagerank analysis and statistics from social media, online marketing recommendations are proposed for the future.

5 Evaluation

The possible value added for the company is, that all the **proposed innovations presumes zero investments in to the new technologies or equipment;** only costs might be related to the labor.

Evaluation is based on data gathered from the internet. Proposed innovations are inspired by gained knowledge from the research and also by performance of the competitors.

All the **solutions are available online** on the internet and only one requirement might be registration. The possible implementation of proposed innovations **does not include high opportunity costs**, so it might be done with relatively **low risk from the financial point of view**.

The **general aim of doing online marketing analysis is to increase sales of the company**, The **higher activity** of the company **on the internet** results in raised awareness, which brings in **more potential clients** and generates **higher sales**.

6 Conclusion & Recommendations

This diploma thesis **evaluated the online marketing activity** of an Indonesian company Cekindo Bisnis Grup. Online marketing **activities were compared to other competitors on the Indonesian market**. The competitors were **defined based on the records from the Google Search Engine**.

As a recommendation for improvement in the area of search engine optimization **new keywords** were proposed and **online marketing tools** allowed measurement of performance.

For the improvement of awareness on the internet **online journals** publishing topics related to business, that might be approached, were proposed.

For improvement of awareness in social media, the idea of an **online questionnaire** with the purpose to **increase interaction of users with company profiles** was proposed, which is also suitable as a part of the company's recruitment strategy.

All the results and recommendations from this diploma thesis were communicated to Cekindo Bisnis Grup as possible innovation.

7 Selected Resources

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