Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management

Diploma Thesis

Online Marketing Analysis of Cekindo Bisnis Grup

Author: Bc. Jan Šulc

Supervisor: Ing. Richard Selby, Ph. D.

Declaration

  I hereby declare that I have worked on the diploma thesis titled ''Online Marketing Analysis of Cekindo Bisnis Grup'' by myself and I have used only the resources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any third person.

19th March 2015, Prague   _____

                 Bc. Jan Šulc

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Online Marketing Analysis of Cekindo Bisnis Grup

Summary

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. Nevertheless the main focus is on marketing activities of the company on the Indonesian market.

The theoretical part of the diploma thesis provides 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.

Keywords: online marketing, Cekindo Bisnis Grup, Indonesia, search engine, social media, pagerank

Analýza internetového marketingu ve společnosti Cekindo Bisnis Grup

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Souhrn

Diplomová práce analyzuje internetový marketing ve společnosti Cekindo Bisnis Grup. Práce je psána v rámci magisterského studijního programu Ekonomika a Management se zaměřením na informační a komunikační technologie a kvantitativní metody. Práce klade hlavní důraz na marketingové aktivity firmy na indonéském trhu.

Teoretická část diplomové práce poskytuje úvod do internetového marketingu a sociálních médií. Praktická část hodnoti a srovnává současnou marketingovou aktivitu na internetu s aktivitou konkurence. Autorův příspěvek spočívá v poskytnutí návrhů na zlepšení a inovace.

Cekindo Bisnis Grup je poradenská firma se sídlem v Jakartě, specializující se na posktování asistenčních služeb pro zahraniční společnosti z různých průmyslových odvětví, které se rozhodnou vstoupit na indonéský trh.

Klíčová slova: internetový marketing, Cekindo Bisnis Grup, Indonésie, internetový vyhledávač, sociální media, hodnocení stránky

Table of Content

Notice

Please note that this diploma thesis contains hyperlinks allows easier orientation and movements in the electronic version of the diploma thesis. The hyperlinks can be identified as underlined text. All the references are listed in the Chapter 7, nevertheless some of it can be found also in the notes below the line as a concrete information or link related to the article, video or the other external information. Below the line can be also the explanation of expressions or abreviations.

1 Introduction to the topic

Success in the business depends on the marketing. In the 21st century we live in, is perceptible development of the information technology, which means many changes in successful ways of the customer attraction, operations with the media and building the enterprise strategy. Many activities on the internet site were moved and many people because of technological development lost their jobs.

On the other hand demand for the qualified laborforce with background in the information technology grows. The globalisation and current development is so fast that every decade brings some new innovation which improves the quality of everyday life, reduces costs for the companies, giving the chance kids in the Africa living the better life.

Development in the marketing area is also significant. The most important change is in the way, how to attract the customer. The current population, with access to the internet, prefers the fresh information immediately accessible in their mobile devices, except of buying newspapers, reading paper advertisements or meeting each other. Simply the progress is so fast, to people can spend time with that. So the evolution in marketing was necessary step to keep advertisement effective.

The online marketing provides many advantages against the clasical one. The first visible tranformation is in the promotion costs structure. The organizations operating on the market increased their investments in the online promotion, internet security and optimization to keep on the top. Online marketing brings the chance to create an interactive content, which affects potential customer.

The inalienable advantage of the online marketing is possibiltity of the tracking, who checked the content, when it occurred, how much time s/he spent by reading the information, the original source where was s/he redirected from. The common place is possibility of the targeting on the specific group of customers. The online marketing specialist needs just very little time to change the message. Just a few clicks on the keyboard can influence the massive group of the people.

The current phenomena are also the social media. The most famous ones are Facebook, Twitter, LinkedIn, Google + or YouTube.The social media are indispensable part of everyday life for the millions of people. The greatest share of social media users are young people, easily influenced by advertisements and by newest trends. They would like to be in and have the most modern things, to be part of the social strata they associates with. But of course that older population uses it too, but they do not spend so much time online and also aren´t so sensitive to be influenced in the decision making.

Social media are mainly used for the communication, sharing of the pictures, videos, internet news. The advertisers have a great chance to approach potential customers just through the social media. The right application of the online marketing in the social media is one of the key aspects of success in today´s business.

The diploma thesis analyzes online marketing and social media activities in the Cekindo Bisnis Grup firm operating on the Indonesian market. Company uses online marketing for enlargement of the awareness about their activities, communication with the potential clients, but also for the recruitment purposes.

The diploma thesis provides the innovations in the field of online marketing, with the aim to increase the online awareness and contribute to the development of the firm.

2 Objectives and methodology

This part of the diploma thesis defines concrete objectives, research questions, methodology and tools that are used in the process of creation.

2.1 Objectives

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

2.2 Sub-goals:

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

2.3 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?

2.4 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 at the beginning 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 communication with 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.

2.5 Methodological tools:

- **Google Search Engine** – selection of the competitors and analyze their positions
- **Small SEO tools (Alexa Rank, Page Rank, Backlinks)** – evaluation of the webpage
- **Facebook, Twitter, LinkedIn, Google +, YouTube** – measuring of performance in social media
- **Skype, Gmail** – tools for communication
- **MS Excel** – procession of the results, creation of tables, charts
- **MS Word SmartArts** – creation of diagrams and schemes
- **Mindjet – MindManager** – mind map creation

3 Literature review

The theoretical part consists of literature review and provides introduction to online marketing and social media.

3.1 Basic definitions of marketing

Marketing is a business activity that is little understood by the general public and yet it is an essential part of most organizations intent on expanding within democratic countries that have a highly sophisticated economy. The germination of the marketing concept can be seen in the writings of Adam Smith at the start of the British Industrial Revolution. He states that consumption is the sole end and purpose of production. Practically claims that:

"The consumer has Sovereignty or The Customer is King".

In other words the company should first discover what potential customers wish to purchase. As second step determine if the desired product can be sold by the company at the price customer will pay and at a profit to the company. (Leader W. G., Kyritsis N.)

Marketing is viewed in terms of individual activities, that constitutes the overall marketing process. One of common concemption of marketing is that it primarily involves sales. The others can view marketing as advertising or retailing activities. Other define marketing is as market research, product planning or pricing. (Belsch G.E & Belsch M.A)

(Leader W. G. Kyritsis N.) Philip Kotler expressed the markting concept in the following way:

"The marketing concept is a customer orientation backed by integrated marketing aimed at customer satisfaction as the key to satisfying organizational goals''.
Neil H. Borden states in his article about the concept of the marketing mix that:

''Marketing is still an art, and the marketing manager, as head chef, must creatively marshal all his marketing activities to advance the short and long term interests of his firm. (Borden N. H.)

3.2 Marketing Mix

Marketing mix is defined as a mix of marketing procedures and policies which should help produce a profitable enterprise. (Borden N. H)

Picture 1 Elements of markting mix
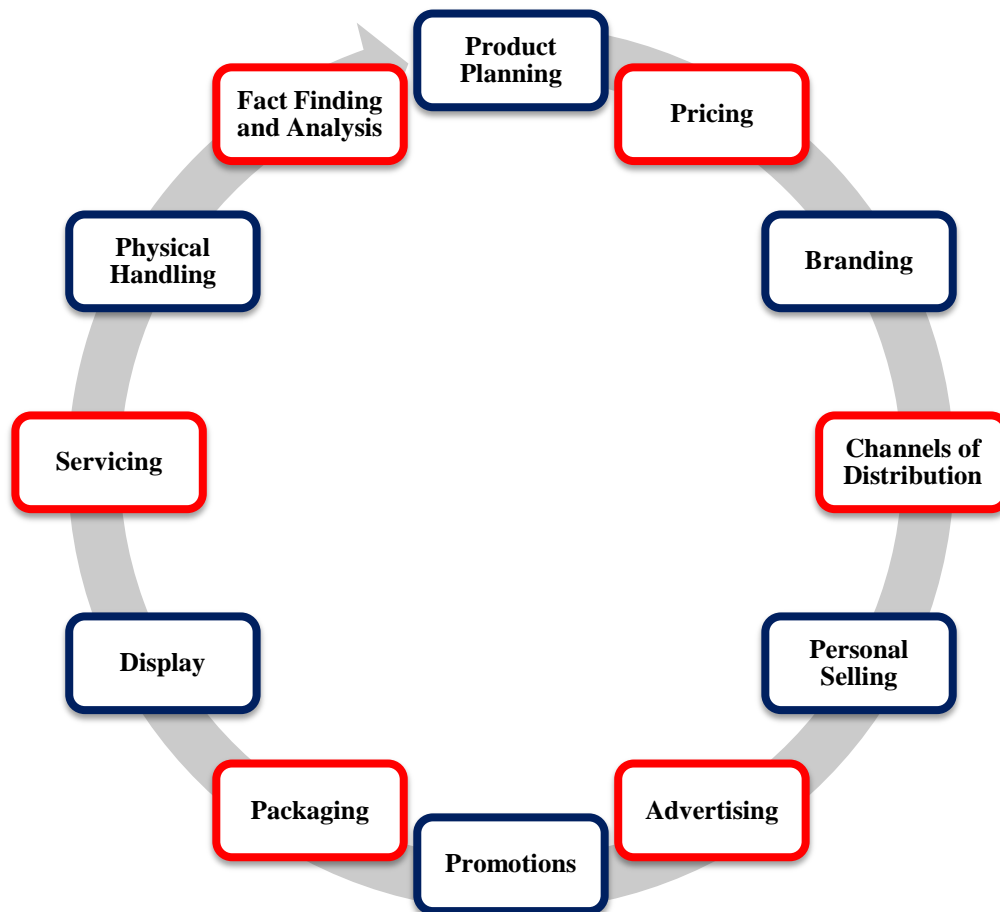
Source: Borden N. H, author procession in SmartArts
go to list of pictures

Robert Lauteborn analyzes marketing mix from the customer´s point of view. He defines **customer value** which expreses that the customer makes a decision about what they will consume. The second element is **cost to the customer** determined as the amount of money that customer spends. Then s/he identifies **convenience** as an amenity and availability of goods and services. The last element is **communication** as a relationship between seller and customer. (Kotler P.)

Picture 2 The 4 P's versus the 4 C's of Marketing

Product	Customer Value	Wants and Needs
Price	Cost to the Customer	Cost to Satisfy
Place	Convinience	Ease of Buying
Promotion	Communication	Give and Take
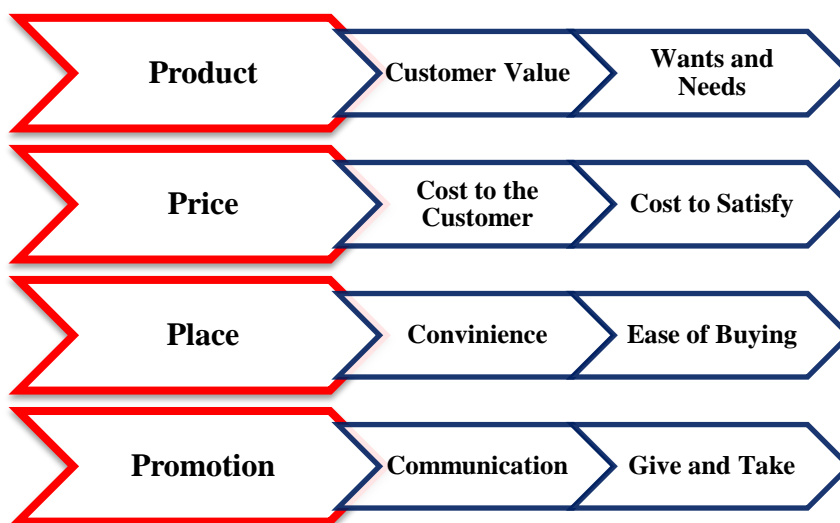
Source: Kotler Philip, author procession in SmartArts, go to list of pictures

3.3 Online marketing

Online marketing is currently one of the most fast growing form of direct marketing and involves online channels and electronic commerce. It is conducted through interactive online computer systems, which connects consumers with marketers electonically. Online marketing provides some benefits for customers, but also for marketers. The customer doesn´t have to battle with traffic or walk through seemingly countless stores, to find and examine the products. Prices can be checked out online, where there is also a chance to compare brands and order merchandise 24 hours a day from anywhere.

Online shopping is easy and private. There is no need for customers to face salespeople or open themselves up to persuasion and emotional pitches. Online shopping also offers to customer access to an abundance of comparative information about products or competitors. It is interactive and immediate. Consumers interact with marketer´s site to seek exactly the products or services they want and then order it.

Online marketing is a good tool for customer relationship building. A benefit for marketers is that it brings companies and their customers closer together. Through these interactions with customers, companies learn more about their needs and wants. In turn customers can ask questions and volunteer feedback.. Companies can increase customer value and satisfaction through product and service refinements.

Online marketing reduces costs and increases efficiency. Online sellers avoid expense of rent, store and maintaining, utilities and insurance. Results also in lowering delivery, order processing, inventory handling and trade promotion. Electronic communication costs lees than communicating on paper through the post. Companies produce online catalogues for an unlimited number of people instead of printing and mailing paper ones to each potential customer. (Kotler P.)

3.3.1 Social Media Marketing

Social media marketing is best described in the context of the previous industrial media paradigm. Newspapers, television, radio, magazines and other traditional media, are one-way, static broadcast technologies. So the influenced person does not have any chance to send the editorial staff instant feedback. Social media helps various brands to be outsmarted without making huge investments and also make possible two-way communication. Web technologies have made it easy for anyone to create and distribute their own content. Advertisement in blog, post, tweet or Youtube video can be produced and viewed by millions people for free. Advertisers don´t have significant costs to publish and distribute her/his message. (Zarella D.)

3.3.2 Search Engine

Search engine is a piece of software uses algorithms to find and collect information about web pages. Collected information as phrases or keywords are possible indicators of what is contained on the web page as a whole. It means URL[1] of the page, the code that makes up the page, and the links into and out of the page. All these informations are then indexed and stored in a database. Search engines are divided on primary and secondary one. Primary ones are for instance Google, MSN[2] or Yahoo! Secondary search engines are targeted at smaller, more specific audiences although the content itself is still general. They are useful for regional or local more narrowly focused searches. Examples include Ask.com, Looksmart, Lycos or Miva. (Ledford J.)

3.3.3 Search Engine Marketing

SEM[3] is one of the most successful forms of online advertising. Using potential of search engines to display advertisements or concrete pages of client based on concrete keywords user searching for. SEM is divided in to Search Engine Optimization and Pay per clil systems. Result of optimization is better visibility of client web pages in searched records. In the real situation client with her/his firm should be displayed on the first position for keyword: Payroll services in Prague. Optimization leads to achieve it. Usually have more steps:

1. web analysis
2. analysis of keywords
3. link building
4. change of metadata
5. copywriting

Media Guru [online] 2014 [15th November 2014]

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[1] **URL** - uniform resource locator
[2] **MSN** - The Microsoft Network
[3] **SEM** – Search Engine Marketing

3.3.4 Pay per click search engine advertising

PPC[4] is the placement of a small ''ad'' on the search result page for a specific keyword or for keywords in return for a specified payment when a visitor actually clicks on that ad. Advertiser pays nothing to appear on the result page, but pay only the amount they have agreed to when someone actually clicks on their ad and is taken to the landing page on their website. Term pay per click means that advertiser pays each time a visitor clicks on their ad. (Mordkovich B. & Mordkovich E)

3.3.5 Keywords

On the site are plenty of free, independent tools available to help the users search the right keywords. Many of them also show current bid price for certain words or phrases on different search engines. For each keyword has to be specified the maximum amount the user is willing to bid. The price of keyword can be ranged anywhere from 1 cent to a few dollars or more, depends on its popularity as a search term and the search engine itself. Advertiser who pays more appears higher on the search results pages. The business that bids the highest amount of money for a specific keyword will be ranked first in the PPC results, the second-highest will be ranked second. (Mordkovich B. & Mordkovich E)

3.3.6 Search Engine Optimization

SEO[5] is about the on-page and off-page design strategies can be used to improve search engine ranking. It usually means tweaking web site using design elements and content. Doing SEO doesn´t requires to be a professional, it requires a lot of time and lot of hard work. Anyone with desire and effort can learn the most successful strategies of SEO and that´s probably why are so many SEO consultants in the world today. (Ledford J.)

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[4] **PPC** – Cost per click - advertisers pay the publisher (typically a website owner) when the ad is clicked
[5] **SEO** – Search Engine Optimization

3.3.7 Affiliate Marketing

Affiliate marketing is perception from performance marketing. It include all marketing activities which are evaluated by percentage (or fixed amount) from sales of product or service. It starts by creation of relationship between advertiser and publishers (Affiliates). Publishers (providers of advertising place) are evaluated by commission from realized trades, so not only for CPM[6] or PPC. Customer purchases the product and transfers money to the advertiser. Advertiser obligation is send commission from sales to publisher who is responsible for increasing of advertiser´s online sales. Payment system is usually based on PPO[7] but it can be also PPL[8]. Media Guru [online] 2014

Picture 3 Affiliate marketing scheme
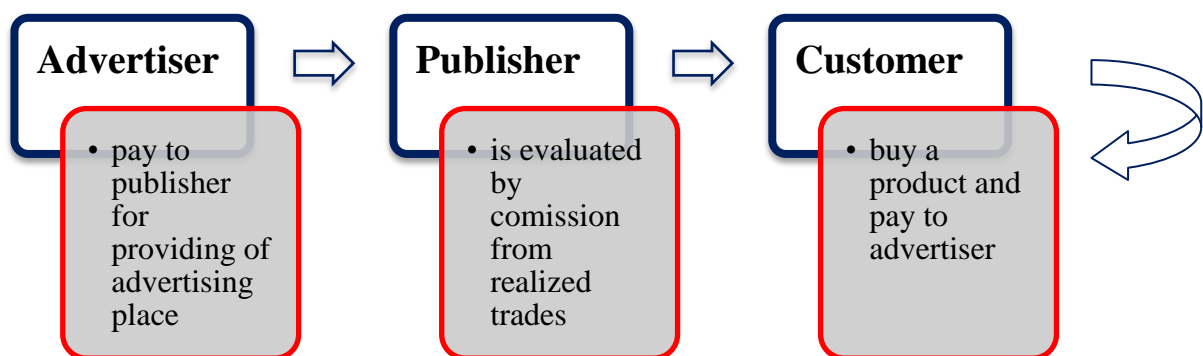
Source: Media Guru [online] 2014, author procession in Smart Arts, go to list of pictures

3.4 Viral Marketing

Viral marketing can be described as any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message´s exposure and influence. Basically can be defined as virus, because uses strategy to being multiplicated to explode the message to thousands. (Dr. Wilson)

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[6] **CPM** – Cost per mile – is purchased on the basis of showing the ad to one thousand viewer
[7] **PPO** – Pay per order - advertiser pays the publisher a percentage of the order amount (sale) that was created by a customer who was referred by the publisher
[8] **PPL** – Pay per lead - advertiser pays publisher a commission for every visitor referred by the publisher to the advertiser

Off of the internet viral marketing has been referred to as:

- word-of-mouth
- creating a buzz
- leveraging the media
- network marketing

3.4.1 Elements of a Viral marketing strategy, example of Hotmail.com

- **gives away products or services** *(free e-mail addresses and services)*
- **provides for effortless transfer to the others** *(attach a simple tag at the bottom of every free message sent out: "Get your private, free email at http://www.hotmail.com")*
- **scales easily from small to very large** *(then stand back while people e-mail to their own network of friends and associates)*
- **exploits common motivations and behaviours** *(checking who see the message)*
- **utilizes existing communication network** *(sign up for their own free e-mail service)*
- **takes advantage of other resources** *(then propel the message still wider to their own ever-increasing circles of friends and associates)*, (Dr. Wilson)

3.5 Content Marketing

„brands telling stories to attract and retain customers"

Content marketing is technique to attract the customer by creation of relevant and valuable content with the objective of influence consumer behavior. It is a process integrated in marketing strategy focuses on owning media, not renting it.

Companies communicating with customers through content marketing without selling products. It is non-aggressive and non-interruption marketing stream. Information should makes potential customer more intelligent instead of pitching products or services. Strategy beliefs that customer with consistent and valuable information may reward our business and loyalty.

Content marketing is not new. Brands have been telling stories for centuries. One of the first was in 1895 John Deere launches customer magazine called The Furrow. Other example is from 1930s when P&G Begins Radio Soap Operas with brands such as Duz and Oxydol. Hence The Soap Opera. In mid 1980s United Kingdom sees boom in customer magazine market. Biggest boom coming after 1990 with world wide web.

Currently is content marketing very often used through social media such as MySpace, Facebook, Youtube. In 2009 the average company spent $1.8 million per year on content creation and distribution. In 2011 was 25% of marketing budgets spent on content marketing. Around 88% of all brands use content marketing.

Over the hundreds of years and thousands of brands one thing remains the same and its the power of story, because marketing is impossible without a great content. Content Marketing Institute [online] 2014

Picture 4 Content Marketing´s winning drive
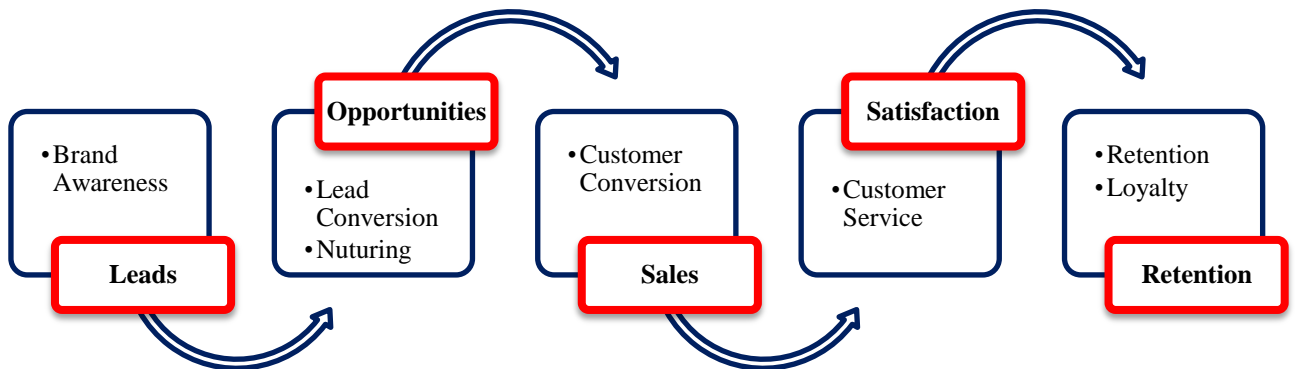
Source: Content Marketing Institute [online] 2014, author procession in SmartArts,
go to list of pictures

3.6 Martketing Research

Quantitative methods have been developed mainly for the task of verifying or confirming of some theories. Qualitative methods were developed for the task of discovering or generating theories. Qualitative methodologies assumes that there is some value to analyzing inner and also outer perspectives of human behaviour. Basically can be defined as what other people say and do. The qualitative methodologist believes that a complete and ultimately honest analysis can only be achieved by active participating in the life of the subject of observation and gaining insights by means of introspection. It is primarily inductive rather than deductive method. (Deshpande R)

3.7 Social Media

Social Media refers to combination of content user communities and Web 2.0 technologies. Collaborative social media services are widely utilized in social activites, companies, local environment and private life. Real and virtual worlds are more integrated into ubiquitous, communicative media supporting participation and new forms of work and co-creation. Social media creates new business models and also changes traditional ways of doing business by enabling customers to be involved more and more in company processes. (Ahlqvist T., Bäck A., Halonen M., Heinonen S.)

Picture 5 Social media scheme
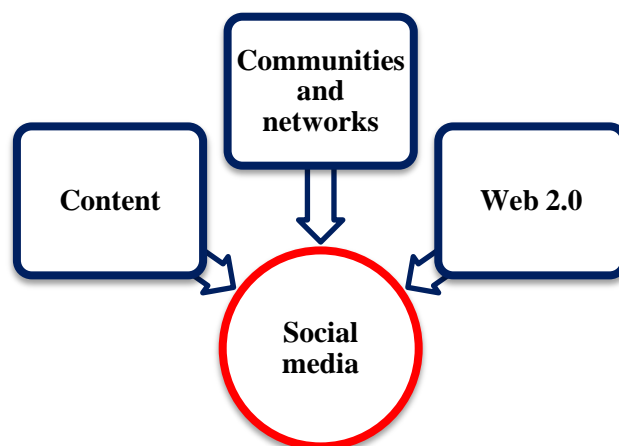
Source: Ahlqvist T., Bäck A., Halonen M., Heinonen S., author procession in SmartArts
go to list of pictures

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3.7.1 Facebook

The hundreds of millions of people use Facebook´s websites and mobile applications every day to stay in connection with their friends and family, to discover and learn what is going on in the world around them, **share, like** and **comment** what matters to them and to the people they care about. The company generates majority of its revenues from advertising. The loss of marketers, or reduction in spending by marketers with Facebook, could seriously harm its business. **The business** of the company Facebook **focuses on creation of value for users, marketers and developers**. Facebook Annual Report [online] 2014

Picture 6 Functions of Facebook for users, marketers and developers

Functions for Users	Functions for Marketers	Functions for Developers
Connect and Share with Friends	Targeted reach	Build
Discover and Learn	Engagement	Grow
Express Yourself	Facebook Ads	Monetize
Stay Connected Everywhere	Facebook Ad system	
	Ad Measurement	
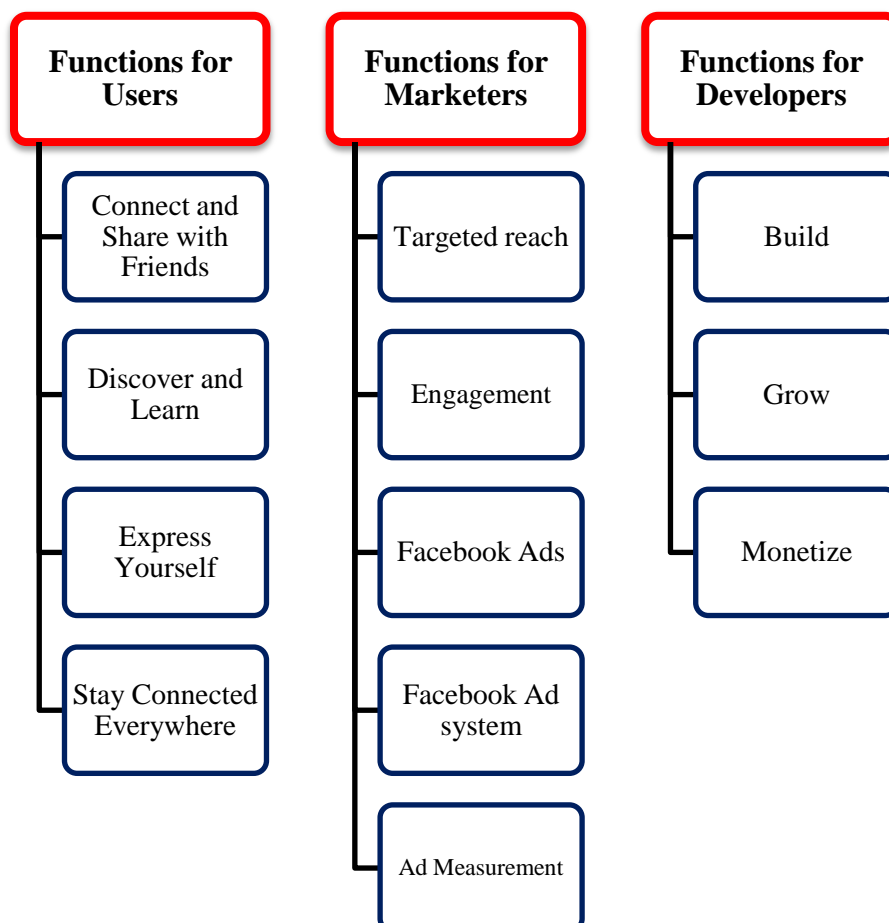
Source: Facebook Annual Report [online] 2014, author procession in SmartArts

3.7.1 Social Plugins on Facebook

Social features such as Like button that developers can easily intergrate with their websites by incorporating a few lines of HTML[9] code. Social Plugins enables developers to provide engaging and personalized social experiences to the users. Facebook Annual Report [online] 2014

Like Button – enables share pages and content from certain site back to the user Facebook profile with one click so all friends can read them. The Like Button is available for web iOS and Android platforms

Share Button – allows people to share on Facebook, share with particular friends or with a group, alternatively users are able to share in private message.

Embedded Posts – enables add any public post from Facebook to other blog or web site

Comments – this plug-in let´s people coment any piece of content on their web site

Send Button – allows people privately send content from user site to other friends

Follow Button – let people subscribes to public updates on Facebook

Activity Feed – displays the most interesting, recently activity taking place on user site

Recommendations Feed – displays the most recommended content on user site

Like Box – a special version of the Like Button only for Facebook pages

Facepile – displays the profile photos of the people who have connected with user Facebook page or application. Social Plugins - Facebook Developers, [online] 2014

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[9] **HTML** - HyperText Markup Language - standard markup language used to create web pages

3.7.2 Twitter

It is global platform for public self-expression and conversation in real time. Developing new way for people to **create**, **distribute** and **discover** content. Enabling people creation and distribution of any voice to echo around the world instantly and unfiltered.

Twitter aims to become an indispensable daily companion to live human experiences. Any user can create a Tweet, which is limited to 140 characters of text and any user can follow other users. Twitter Annual Report [online] 2014

Twitter combines the following four elements to create a global platform for self expression and conversation in real time:

- Twitter is public and it is open to the world
- news breaks on Twitter are in Real-Time
- Twitter is where users come to express themselves and iteract with the world
- Twitter is distributed – Tweets go everywhere

3.7.2 Interesting functions related to the topic

The technology platform enables targeting capabilities that makes possible for advertisers to promote their services, amplify visibility, complement and extend the conversation around their advertising campaigns. Including:

- interest and gender targeting
- geographic targeting
- keywords targeting
- device targeting

When the customers purchase advertising services, they have the ability to monitor their advertising campaigns with some additional functions:

- campaign management
- real-time analitics
- advertiser API[10]
- mobile advertising exchange

Twitter Annual Report [online] 2014

3.7.3 LinkedIn

It is the world´s **largest professional network** on the Internet with approximately 277 million users in over 200 countries. It is the most extensive, accurate and accessible network focused on professional. LinkedIn platform enables its users to become more successful in their careers through three value propositions:

- managing and sharing who they are through their digital professional identity
- engaging and expanding who they know through their professional network
- discovering professional knowledge and making them better at what they do

Whole platform provides applications and tools to help users compete more effectively, make better decissions faster, manage their careers to achieve their full potential. Main strategy is focused on users first.

The majority of the solutions are provided with no cost and with the aim build a critical mass of members, resulting in beneficial network effects. The solutions promote greater utilization of network, higher level of engagement and increasing value for all users. LinkedIn Annual Report [online] 2014

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[10] **API** – Application Programming Interface – incdicates application programming interface in computer

Picture 7 Mission, vision and strategy of LikenIn platform

Mission

- connect the world´s professional to make them more productive and successful

Vision

- create economic oportunity for every member of the global workforce, each of whom has the ability to create economic opportunities for others

Strategy

- foster viral members growth
- serve as the professional profile of record
- become the definitive professional publishing platform
- expand international presence
- increase monetization while value for its members

Source: LinkedIn Annual Report [online] 2014, author procession in SmartArts

The customers of LinkedIn are mainly companies, HR managers and personal agencies seeking job applicants. The users of the site are usually people building their professional network or looking for new opportunities. LinkedIn Annual Report [online] 2014

3.7.3 Iteresting functions of LinkedIn

The aim of LinkeIn marketing solutions is to **be effective platform for marketers to engage with professionals**. Marketers has chance to target premium audience in a high quality professional context.

The targeting capabilities allow marketers to reach members according to attributes such as industry, company size, fiction and seniority.

- **Enterprise Solutions** – Display Ads, Sponsored InMails

- **Self-service channels – (LinkedIn Ads)** enable marketers to build and target their advertisement to members based on information in their profiles. Includes the following features: **Targeting, Daily Campaign Budget, Campaign Management, Reporting**

- **Sponsored Updates** – available for Enterprise and also self-service channels. These updates enable advertisers to share and amplify content marketing messages to a targeted audience. Sponsored updates appeal in the streams of targeted members. LinkedIn Annual Report [online] 2014

3.7.4 Google +

Google + is service for social and identity networking created by Google Inc. in 2011. It is social layer, which enhance many of its social properties and also authorship tools that associate web-content directly with its author. The Next Web [online] 2014

3.7.5 Youtube

Youtube is the biggest internet platform for sharing of the videos, where every second is uploaded one hour video. It was established in 2005 by employees of PayPall. In November 2006 was bought by Google. Mashable - Youtube [online] 2014

3.7.6 Slideshare

Allows to upload and share privately or publicaly user´s presentations or documents. SlideShare is part of LinkedIn Corporation. SlideShare [online] 2014

3.8 Pagerank Indicators

Pagerank is **algorithm for evaluation of importance of webpage** involved by Larry Page and Sergey Brin. It is basis of Google Search Engine technology. Pagerank assigns an importance value to each page on the web and rank it to define how useful it is. According to company Google, Pagerank is called after Larry Page. Google Press Center - Fun Facts [online] 2014

GTPR (Google Toolbar Page Rank) is one of the important site since describes how the page is popular (well known). Main criterion is number of inbound links to detect page. It is assumed that **page with a high PageRank** is very popular and prominent and **has a higher position in the Google Search Engine**. Values are updated once every 3-6 months. Values are between 0 and 10. Google Toolbar Page Rank [online] 2014

Alexa Traffic Rank is a unit of measure site traffic worldwide. It is service of an Amazon Company. **The lower Alexa rank the more sought after and traffic to the site**. Alexa gathered data from Alexa toolbars that are installed directly in browsers. The values are updated about once or twice a week, (at busier domains per day) and are in the range of about 30 million – 1. Alexa Rank [online] 2014

Pagerank indicators are in the chapter 5.7 Pagerank analysis.

4 Introduction of selected company

This chapter consists of an intoduction of the chosen company Cekindo Bisnis Grup operates in Indonesia. Thererofore a brief introduction of Indonesia is also included.

4.1 Profile of the company

Cekindo is a market entry consulting firm located in Jakarta, the capital city of Indonesia. The company provides one-stop services assisting foreign entities and entrepreneurs from various industries to successfully expand their market to Indonesia. Cekindo [online] 2014

Picture 8 Logo of the company

Source: cekindo.com [online] 2014, go to list of pictures

4.2 History

Cekindo was founded by partners from Indonesia and Czech Republic, which earlier had established Czech.Ina Group Ltd., a business bridge based in Prague, Czech Republic with the purpose to support European companies expanding to Indonesia.

Over time, there were many inquiries recieved from other countries outside Europe requiring assistance to enter the Indonesian market. Therefore PT. Cekindo Bisnis Grup was established to facilitate all the clients around the world to help establish and develop their business in Indonesia.

Cekindo is an abbreviation of Check Indonesia, where the goal is the creation of platform for international clients to explore the Indonesian market and provide one stop service to assist their business in Indonesia. The business relationship reflected on the logogram shows two parties exchanging a valuable thing. Cekindo [online] 2014

4.3 Partners

The company collaborates with selected partners to assists its client´s business and operations in Indonesia. Additionally, governmental institutions are partners because they implement policies that have significant effects on doing business.

4.3.1 Indonesia Investment Coordinating Board

BKPM[11] is the Investment Coordinating Board of the Republic of Indonesia. As the primary interface between business and government, the board is mandated to boost domestic and foreign direct investments through creating a conductive investment climate. Since 2009 the Investment Coordinating Board has also been responsible for seeking quality investments that improve social inequality and help to reduce unemployment. Indonesia Investment Coordinating Board [online] 2014

4.3.2 Ministry of Trade of the Republic of Indonesia

The Ministry of Trade always opens its doors to allow the public to access information on various trade activities and policies in Indonesia. For companies there is important information related to the development of the trade sector. Information is provided through the website of Ministry of Trade. Ministry of Trade of the Republic of Indonesia [online] 2014

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[11] **BKPM** – Badan Koordinasi Penanamen Modal - Indonesia Investment Coordinating Board

4.3.3 Ministry of Foreign Affairs of the Republic of Indonesia

Ministry of Foreign Affairs of the Republic Indonesia determines national policies and implements technical policies in the field of foreign policy and foreign relations as well as managing governmental affairs within its scope of work. Ministry of Foreign Affairs of the Republic Indonesia [online] 2014

4.3.4 Indonesia´s National Agency of Drug and Food Control

BPOM[12] is responsible for the assessment, organization and implementation of national policy in the food and drug evaluation field. The board also coordinates functional activities in the implementing of BPOM duties. Another function is monitoring and and providing guidance and development on the activities of government agencies in the food and drug evaluation field. Indonesia´s National Agency of Drug and Food Control [online] 2014

4.3.5 Directorate General of Immigration Indonesia

The directorate General of Imigration is the executive element that is under and responsible to the Ministry of Justice and Human Rights. Its main task is to formulate and implement policies and technical standardization in the field of immigration. Some of its main functions include policy formulation and its implementation in the field of immigration. Additionally, it assists with the preparation of norms, standards and criteria in the field of immigration. Directorate General of Immigration Indonesia [online] 2014

4.3.6 Directorate General of Taxes Indonesia

The directorate General of Taxes Indonesia defines and implements taxation policies and technical standardization. The directorate composes norms, standards, procedures and criteria in terms of customs and excise. It generally provides taxation and technical guidance. Directorate General of Taxes Indonesia [online] 2014

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[12] **BPOM** – Badan Pengawas Obat dan Makanan – The National Agency of Drug and Food Control

4.3.7 Embassy of the Czech Republic in Jakarta

The Embassy of the Czech Republic in Jakarta seeks to develop the realtionship of the Czech Republic with Indonesia, but also three othe countries (Singapore, Brunei Darussalam and Timor-Leste). Embassy of the Czech Republic in Jakarta [online] 2014

Cekindo cooperates with the Czech Embassy in Jakarta, and together they support Czech companies in their expansion to Indonesia, their development in the local market, and presenting their products and services in the country of Indonesia. As part of the cooperation Czech companies are coming to Jakarta participating in the various business fairs. Cekindo Partners [online] 2014

4.4 Services

Picture 9 Services of Cekindo Bisnis Grup

Source: http://cekindo.com/services.html, design created by author in MindManager,
go to list of pictures

4.5 Basic information about Indonesia

On August 17, 1945, after the defeat of the Japanese nation in the World War II., Indonesia declared independence through their leaders Soekarno and Hatta. The freedom was not granted, only after the years of fighting, did the Dutch government finally relent and officially recognized Indonesia´s **independence in 1950.**

Indonesia is:

- **fourth biggest population** in the world with approximately 252 millions inhabitants
- **third biggest democracy** in the world, country with the **largest Muslim population**
- member of G20[13] + founding member of ASEAN[14]

The Indonesian archipelago consists of **18, 307 islands.** The current capital city is **Jakarta.** With an official population **9 milion people,** Jakarta is a seat of goverrnment, and the center of business and finance. Indonesia´s Official Tourism Website [online] 2014

Picture 10 Map of Indonesia

Source: http://www.asiapacific.anu.edu.au [online] 2014, go to list of pictures

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[13]**G20** - is an international forum for the governments and central bank governors from 20 major economies
[14] **ASEAN** - Association of Southeast Asian Nations

4.6 Social marketing report of Indonesian market

Regional social marketing report analyzes and benchmarks social profiles across the major social media platforms. **All the data in chapter 4.6 represents results for Facebook and Twitter for December 2014 for Indonesia.** Social Bakers [online] 2014

4.6.1 Average number of fans for top 20 brands in Indonesia
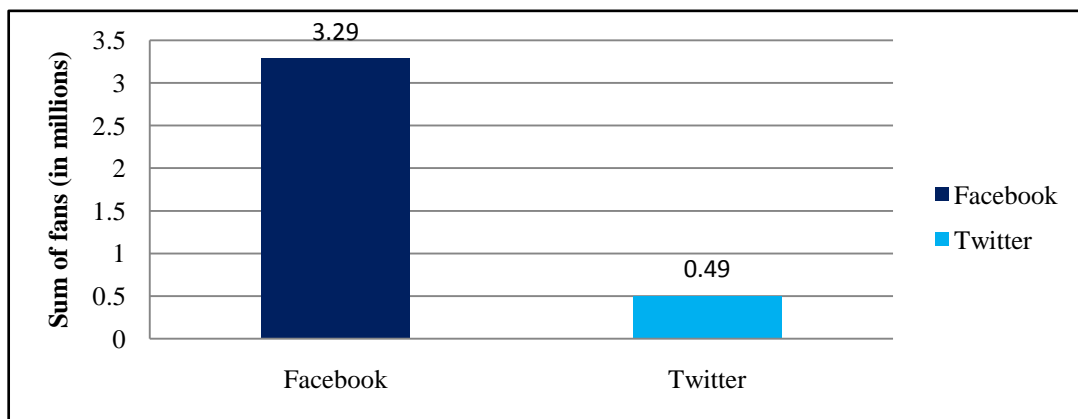
Source: http://www.socialbakers.com/resources/reports/regional/indonesia/2014/december / processed by author in MS Excel, go to list of charts

4.6.2 Average number of posts for top 20 brands in Indonesia
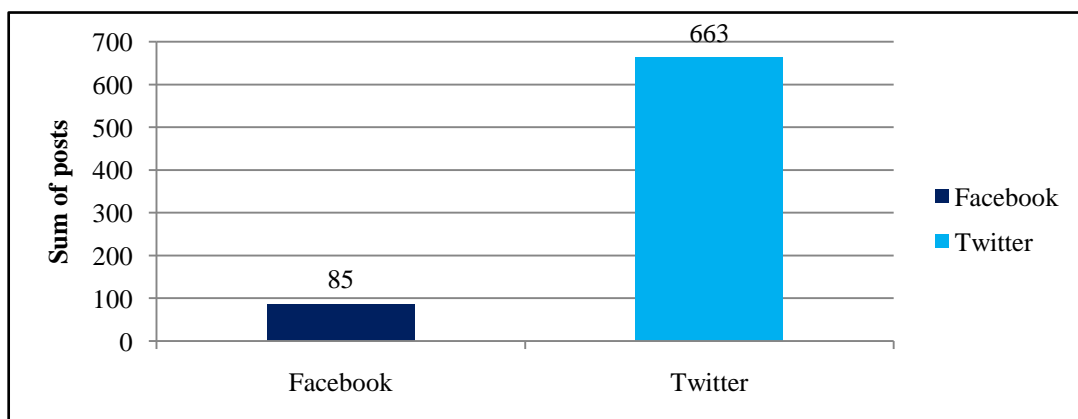
Source: http://www.socialbakers.com/resources/reports/regional/indonesia/2014/december / processed by author in MS Excel (values in this chart are not in millions), go to list of charts

Based on statistics from Social Bakers.com it is visible that in Indonesia it is more popular **be a fan** of a brand **on Facebook**, than on Twitter. In turn it is more popular to **post on Twitter** than on Facebook.

4.6.3 Top 5 industries on Facebook in number of total fans in Indonesia
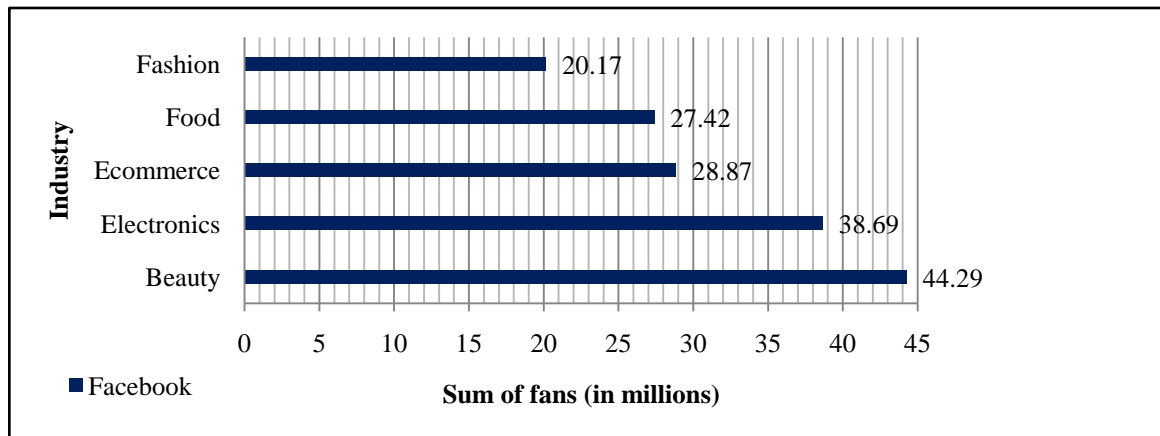
Source: http://www.socialbakers.com/resources/reports/regional/indonesia/2014/december /
processed by author in MS Excel, go to list of charts

4.6.4 Top 4 brands in Indonesia by number of followers or fans
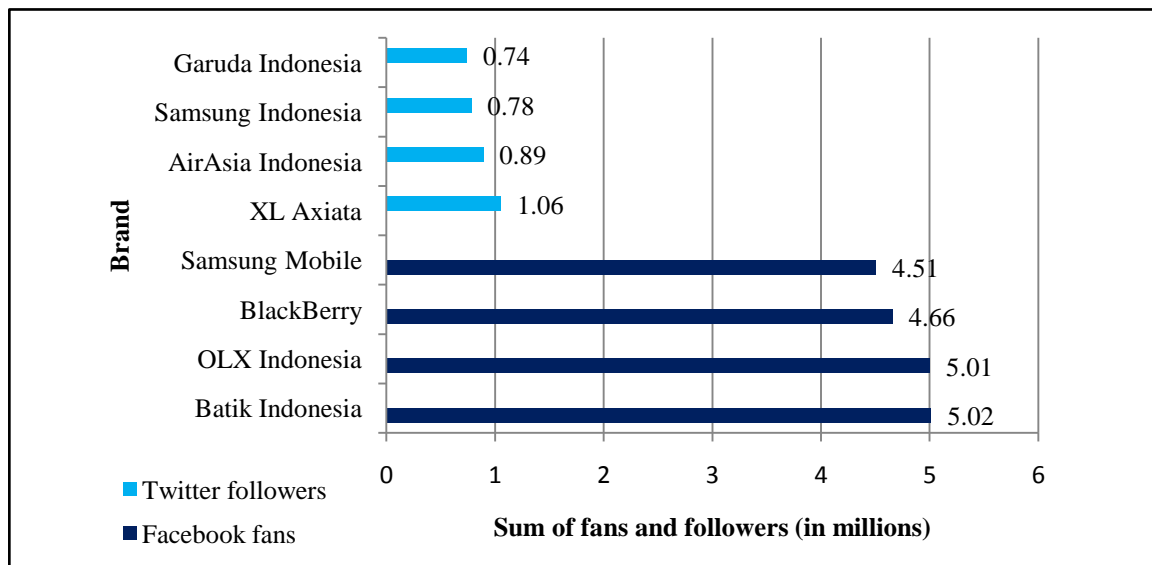
Source: http://www.socialbakers.com/resources/reports/regional/indonesia/2014/december /
processed by author in MS Excel, go to list of charts

The most popular brand is Batik Indonesia, a clothing company, followed by
mobile operator XL Axiata and mobile devices Samsung and BlackBerry. BlackBerry
earns many fans because of its mobile application BlackBerry Messenger (BBM), which is
very popular in Indonesia. Popular are also airlines Garuda Indonesia and AirAsia
Indonesia. OLX Indonesia is an online aukro portal where people buy & sell products.

5 Online marketing analysis

This chapter provides analysis of positioning in the Google Search Engine. Based on that information, competitors of Cekindo Bisnis Grup are selected. Three companies are selected for comparison, which are compared through various indicators monitoring online marketing performance.

5.1 Analysis of positioning in Google Search Engine

Positioning analysis in search engine, aims to compare positions of Cekindo Bisnis Grup with the positions of its competitors. A higher position in the records results in higher visibility of the company and also provides a higher chance to be approached by potential client.

5.1.1 Definition of the competitors

Selection of competitors is based on the match of selected keywords with keywords of other companies in search engine records.

Competitors are other companies:

- with similar position in search engine results
- using similar keywords
- providing similar services
- in the same location/market
- with aim to attract similar type of clients

Competitors are not:

- organizations using same keywords (embassies, ministries, international NGOs[15])
- online forums and blogs collecting advices related to the topic (expat.or.id)

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[15] **NGO** – non governmental organization

5.1.2 Definition of the time

The analysis is based on data collected on **November 30, 2014**. Records in search engine are changed every day. The number and order of records are **influenced** by **search engine optimization of competitors**, by the **presence of new business entities** or by the **absence of enterprises that have been already damaged by competition**.

5.1.3 Creation of the keyword

Keywords are selected based on services provided by Cekindo Bisnis Grup. An overview of provided services is available in chapter 4.3.8 (see <u>Picture 9</u>). A keyword consists of "**the name of the service**" plus the word "**Indonesia**". The purpose of the word "Indonesia" is to specify location and omit other providers of similar services on other foreign markets. The goal is to filter only relevant records.

Keyword Example: **"Company Registration Indonesia"**

5.1.4 Definition of database attributes in Search Engine Analysis[16]

- **Category** – defines the main class; **BSUP** stands for **Business Set Up**, **BPO** for **Business Process Outsourcing** and **LR** for **Local Representation**
- **Searched Keywords** – is equal to name of the **company services**
- **Matched Keywords** – keywords, which are matched with searched keywords, in that case are **attracted keywords** in search engine marked as a bold words
- **Name of the Company** – name of the enterprise, which have been found in records
- **Webpage** – link to the company webpage
- **Order** – sequence of the records, **where lower number is equal to better position**
- **Company Office** – country

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[16] **complete database is available in appendices** 8.4 Business Set Up records, 8.5 Business Proces Outsourcing records and 8.6 Local Representation records

5.2 Results of positioning in Google Search Engine

Selection of companies for comparison is based on the order in search engine records. Companies with better possition are selected.

The perception of Cekindo Bisnis Grup is also significant, and therefore the results of research with suggested companies for comparison were firstly communicated to Cekindo Bisnis Grup. With the knowledge of the local market, the business may verify the reliability of the gathered records. The consultation of results is also a precaution to avoid mistakes in data gathering.

The following companies are selected for comparison: **Indosight, Nusa Research** and **Healy Consultants.** In following paragraphs an introduction of each of the selected companies is given, plus its achieved records from search engine.

Picture 11Logos of companies selected for comparison

Source: Indosight logo taken from www.indosight.com, Healy Consultants logo from www.healyconsultants.com, Nusa Research logo from www.nusaresearch.com, all the sources available online are up to date for 22nd of December 2014, go to list of pictures

5.2.1 Cekindo Bisnis Grup records

Introduction of cekindo Bisnis Grup is available in chapter 4.

Table 1: Cekindo Bisnis Grup records

Category	Searched Keywords	Mathched Keywords	Name of the Company	Order
BPO	Business Process Outsourcing Indonesia	Business Process Outsourcing in Indonesia	Cekindo	1
BPO	Recruitment and HR establishment Indonesia	Recruitment and HR establishment in Indonesia	Cekindo	1
BPO	Payroll Processing Indonesia	Payroll Processing Indonesia, payroll	Cekindo	1
BPO	Accounting and Tax reporting Indonesia	Accounting and Tax reporting Indonesia, acccountants	Cekindo	1
BSUP	Company Registration Indonesia	Company Registration, Market Research, Visa Services in Indonesia	Cekindo	1
BSUP	Product Registration Indonesia	Product Registration in Indonesia	Cekindo	1
BSUP	Market Research and Analysis Indonesia	Market Research and Analysis in Indonesia	Cekindo	1
BSUP	Local Partner Selection	Local Partner Selection in Indonesia	Cekindo	1
LR	Local Representation Indonesia	Local Representation Indonesia	Cekindo	1
LR	Local Distributor and Partner Indonesia	Local distributor and partner, Indonesia	Cekindo	1
BPO	Business visa and work permit Indonesia	visa and working permit, indonesia	Cekindo	2
BSUP	Business import licences Indonesia	Company Registration, Market Research, Visa Services in Indonesia	Cekindo	2
BSUP	Trade Mission Indonesia	trade mission, indonesia	Cekindo	2
LR	Buying Agent Indonesia	Buying Agent, Indonesia	Cekindo	2
BPO	Recruitment and HR Indonesia	recruitment and HR, HR recruitment	Cekindo	3
BSUP	Business set up Indonesia	Company Registration, Market Research, Visa Services in Indonesia	Cekindo	3
LR	Land and Property Ownership Indonesia	Land and Property Ownership, Indonesia	Cekindo	3
BPO	Visa Services Indonesia	indonesia, visa services	Cekindo	6
BPO	Retirement Visa Indonesia	Indonesian retirement Visa, retirement, retirement visa	Cekindo	6
BPO	Mystery Shopping Indonesia	mystery shopping, indonesia	Cekindo	6
LR	Office Space Indonesia	office Space, Indonesia	Cekindo	8

Source: search engine analysis, data collected by author in Google Search Engine, name of the company filtred:Cekindo, attributes are explained above in chapter 5.1.4 Definition of attributes, data are up to date for 30th of November 2014, go to list of tables

5.2.2 Indosight records

Good position was achieved with keywords "business set up" and "business import licences". The company also competes with Cekindo Bisnis Grup in company registration services, product registration and providing business visa services in Indonesia. Indosight, as a market entry firm located in Jakarta, provides legal support, permits and visas necessary for entering the Indonesian market. The company was founded in 2011. The most commonly requested services are:

- company registration - set up of limited liability company
- representative office - local representation of foreign owned companies
- all the visa and work permit types, Indosight [online] 2014

Based on the records from search engine Indosight is perceived as the biggest competitor according to frequency of matches and similarity of services.

Table 2 Indosight records

Category	Searched Keywords	Mathched Keywords	Name of the Company	Order
BSUP	Business import licences Indonesia	Import licences in Indonesia	Indosight	1
BSUP	Business set up Indonesia	company registration in Indonesia - Indosight	Indosight	1
BPO	Retirement Visa Indonesia	retirement visa, indonesia	Indosight	1
BSUP	Company Registration Indonesia	company registration in Indonesia - Indosight	Indosight	2
BSUP	Product Registration Indonesia	cosmetic product registration in Indonesia	Indosight	2
BPO	Business visa and work permit Indonesia	visa, permit, business, Indonesia	Indosight	3
LR	Office Space Indonesia	Indonesia, office space	Indosight	3
BPO	Accounting and Tax reporting Indonesia	tax reporting indonesia, accounting	Indosight	4

Source: search engine analysis, data collected by author in Google Search Engine, name of the company filtred: Indosight, attributes are explained above in chapter 5.1.4 Definition of attributes, data are up to date for 30th of November 2014, go to list of tables

5.2.3 Nusa Research records

Nusa Research established in 2012 is currently being driven as the local Indonesian branch of the Japanese company W&S Group. Nusa Research aims to provide valuable research study and modern marketing solutions to its clients.

The company attracts on harmonious combination of local insights and Japanese strategic recommendation which helps to support decission making of businesses to effectively expand operations in Indonesia. The local branch is located in Jakarta. Its main services are:

- online + offline research, qualitative research
- system connection, services analysis
- recruitment, Nusa Research [online] 2014

Table 3 Nusa Research records

Category	Searched Keywords	Mathched Keywords	Name of the Company	Order
BPO	Mystery Shopping Indonesia	Indonesia, Mystery Shopping	Nusa Research	1
BSUP	Market Research and Analysis Indonesia	Cluster Analysis, Online market Research in Indonesia.	Nusa Research	2

Source: search engine analysis, data collected by author in Google Search Engine, name of the company filtred: Nusa Research, attributes are explained above in chapter 5.1.4 Definition of attributes, data are up to date for 30th of November 2014, go to list of tables

5.2.4 Healy Consultants records

Healy Consultants does **not achieve the best sequence in search engine records, but it was chosen based on communication with Cekindo Bisnis Grup representative**. The company was mathed for company registration and business set up in Indonesia.

Healy Consultants, founded in 2003, helps companies worldwide start up their businesses, and provides accounting, taxation and corporate finance services. Healy Consultants is a diversified group of companies operating in corporate services. Four business lines are formed by Healy Consultants, Asia Property Consultants, Search Engine Advertising for Entrepreneurs and Business Set UP. Company offices are in many countries around the world, head office is situated in Singapore. Healy Consultants [online] 2014

Table 4 Healy Consultants records

Category	Searched Keywords	Mathched Keywords	Name of the Company	Order
BSUP	Company Registration Indonesia	Indonesia business registration	Healy Consultants	3
BSUP	Business set up Indonesia	Indonesia business set up, indonesia business	Healy Consultants	4

Source: search engine analysis, data collected by author in Google Search Engine, name of the company filtred: Healy Consultants, attributes are explained above in chapter 5.1.4 Definition of attributes, data are up to date for 30th of November 2014, go to list of tables

5.3 Online marketing in Cekindo Bisnis Grup

Cekindo Bisnis Grup maintains a blog on its webpage, on which various articles written by specialists from the company are published. Articles are commonly focused on legislation changes, which influence immigration, taxes, trade and investments in Indonesia.

Sources of information are usually governmental institutions. Other kinds of topics are the successes of the company related to the launching of new service, and an introduction of opportunities for investments on Indonesian market.

5.3.1 Examples of articles published in newsroom:

"Rapid growth of technology offers great opportunities in Indonesia"[17]
- article provides information about current state on Indonesian market

"Opening a bank account in Indonesia"[18]
- message for incoming investors planning to launch their business in Indonesia

"Purtuguese Business Delegation intends to enter Indonesian market"[19]
- information about movements and plans of portuguese investors in Indonesia

"Local Nominee in Indonesia: The Safe Practice how to establish your company in Indonesia"[20]
- information and recommendations for potential investors

5.3.2 Search Engine Optimization:

Based on search engine records available in Table 1, it is obvious that company pays attention to optimization of its keywords, as it is necessary for the visibility of the company. In half of the caterogies was ranked first, for the rest of the services the company occupied at least a spot on the first page of results. There are some categories where Cekindo does not achieve a good score, mainly among services th at are not core activities of a firm. Of course that does not mean it can not be improved.

5.3.3 Social media

The company has its profiles on Facebook, Twitter, LinkedIn, Google+, YouTube and SlideShare. The most common activities on Facebook, Twitter, Google+ and LinkedIn are shared articles from the company newsroom created on its webpage.

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[17] posted by Michal Wasserbauer on 8th of May 2014, available from http://cekindo.com/blog/page/3
[18] posted by Nurmia Agustina on 7th of May 2014, available from http://cekindo.com/blog/page/3
[19] posted by Nurmia Agustina on 22nd of November 2013, available from http://cekindo.com/blog/page/8
[20] posted by Pandu Ramadhan on 22nd of December 2014, available from http://cekindo.com/blog/page/1

On Youtube there are usually videos that show a performance of **two specialists pursuing dialogue on the topic related to company core business activities**.

The company also uses Youtube videos for **hiring new employees**. Between videos **testimonials from business partners** who already succeed cooperation with Cekindo Business Group might be found.

5.3.4 Examples of YouTube videos:

"Company registration in Indonesia Cekindo"[21]

- dialogue about company services with purpose to explain process and facts related to company registration

"CEKINDO is hiring NOW"[22]

- recruitment video with the aim to attract the labor force

"TESTIMONIAL SMT Cekindo Bisnis Grup Business Development in Indonesia"[23]

- testimonial video contains experiences of business partner from the Czech Republic who have cooperated with Cekindo Bisnis Grup

All the YouTube videos are shared through various social media to enhance the visibility and reliability of the company.

The company also **presents itself on Slideshare**. There is a presentation about company core activities, business mission, selected clients and a brief introduction of selected employees operates at Cekindo Bisnis Grup. On the page other presentations links to doing business in Indonesia and related topics are also recommended.

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[21] published on 20th of July 2014 by Cekindo Bisnis Grup, PT, available from https://www.youtube.com/watch?v=iadUG4Ws3_w
[22] published on 3rd of October 2014 by Cekindo Bisnis Grup, PT, available from https://www.youtube.com/watch?v=pAT4RBJI2IE
[23] published on 8th of September 2014 by Cekindo Bisnis Grup, PT, available from https://www.youtube.com/watch?v=gXXkqQdU1iU

5.3.5 Other online activities:

Cekindo Bisnis Grup has a link to the webpage of the Embassy of Czech Republic in Jakarta. Cekindo Bisnis Grup also has a blog on lowtax.net and maintains a profile on aihitdata.com. The company advertises some of its job opportunities on Indonesian webpages loker.web.id and lokeroke.com.

5.4 Online marketing in Indosight

Indosight builds its image around its chief consultant Marlissa. On the main page are visible most commonly requested services with starting prices are visible. Indosight provides an **opportunity to schedule a meeting on its main page**. Its blog makes a nice first impression and has a pleasing and there is chance to **subscribe via email and be in touch** with updates released on the blog. Topics are related to business opportunities in Indonesia, situations that may arise while setting up a business and **interviews with enterpreneurs performing in Indonesia**.

An interesting fact is that Indosight **runs its second company webpage built in Korean language** probably with the goal of attracting some foreign direct investments or clients from South Korea. The page is available on http://www.indosight.com/korea/. The company profits from having in team a native Korean speaker on its team.

5.4.1 Indosight blog published articles:

"Giude To Finding An Office In Jakarta"[24]
- article about recommended locations, developmental real estate pricing, and types of offices that may be rented.

"Multi-Level Marketing (MLM) Licence for Foreign Companies In Indonesia"[25]
- guide for how to get a license and succeed with presentation

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[24] posted by Aivar Hiio, available on 22 nd of December 2014 from http://www.indosight.com/blog/office-in-jakarta-rent-guide/#more-1087
[25] posted by Lauri Lahi, available on 22 nd of December 2014 from http://www.indosight.com/blog/multi-level-marketing-mlm-license-foreign-companies-indonesia/#more-1800

"It is badly understood that Indonesia is a mobile market – Remko Weingarten"[26]

- interview with Dutch developer operating in Indonesia

5.4.2 Indosight search engine optimization

Based on records from Table 2 Indosight has very good results for core services they provide, and attractive offers on its main page. For other kinds of services Indosight is weaker than competitors.

5.4.3 Social media activities

Indosight has profiles on Facebook, Twitter, LinkedIn, Google+, where they are usually share articles posted in their blog. They also **pins articles through** another social platform **Pinterest**. Consultant Marlissa publishes **company presentations** on its personal **SlideShare** profile. Up the 23rd of December 2014 the company has **32 visits on Foursquare done by 2 visitors**. Obviously it means that somebody repeats the online check-in many times. By this date they also had **2 check-ins on Instagram** by one of its employee. Its activities on YouTube are mainly videos related to business establishment in Indonesia, testimonials. Also included on its company profile are **videos taken not just in English but in Korean language.**

5.4.4 Youtube videos:

"KITAS[27] – How to get a work permit in Indonesia"[28]

- information video

"인도네시아 시장 진출을 위한 준비"[29]

- video with the title "Get ready for the Indonesian market" informs potential Korean investors about the situation on Indonesian market

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[26] posted by Waristian Nur, available from http://www.indosight.com/blog/website-and-mobile-applications-with-remko-weingarten/#more-868
[27] KITAS – Limited Stay Visa ……(other type is KITAP - Permanent Residence Visa)
[28] published by Indosight on 8th of October 2013, available from https://www.youtube.com/watch?v=MRUcSZ9q98U
[29] published by Indosight on 18th of November 2013, available from https://www.youtube.com/watch?v=ZASzdgTE5Vw

5.4.5 Other online activities:

The Indosight firm has a **tag on various webpages, which helps them to be more visible in search engine records.** According to the amount of online information about Indosight it is obvious that the company uses an employee especially for some online marketing or might be outsourced to some other company.

Job Portals - Recruitment
- Ada Lowongan Kerja – Info Loker Indonesia Terbaru - Indosight[30]
- Anfaku – Lowongan Kerja - Indosight[31]
- Best jobs in Indonesia[32]
- Beritakarir – Receptionist - Indosight[33]
- Career Builder – Legal Officer job in Jakarta[34]
- Ecc ugm – job fair online - Indosight[35]
- Jobs DB – Legal Officer Indosight[36]
- Kocim Biz - Lowongan Kerja – Receptionist Indosight[37]
- Kaskus – Receptionist - Indosight[38]
- Loker Jobs – HR Consultant, Jakarta Selatan - Indosight[39]
- Loker Nasional – Accounting and Tax staff - Indosight[40]

Articles
- Tech in Asia - Indosight News[41]
- Cascadeasia - How to address intellectual property violations in Indonesia[42]

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[30] available on 21st of February 2015 from http://adalowongankerja.com/29038/accounting-and-tax-staff-indosight/
[31] available on 21st of February 2015 from http://anfaku.com/lowongan-kerja-indosight-2.html
[32] available on on 21of st February 2015 from http://www.bestjobsindonesia.com/bt-empd-indosight.htm
[33] available on 21st of February 2015 from http://www.beritakarir.com/lowongan-kerja--receptionist-indosight-wwwindosightcom?view=single#
[34] available on 21st of February 2015 from http://www.careerbuilder.co.id/jobs/jn030/jakarta-selatan/legal-officer/jhv6xh750v309yvfm6q/
[35] available on 21st of February 2015 from http://ecc.ft.ugm.ac.id/employer/site/view/1737/profil-pt-indosight
[36] available on 21st of February 2015 from http://id.jobsdb.com/ID/EN/Search/JobAdSingleDetail?jobsIdList=200003001404589
[37] available on 21st of February 2015 from http://kocim.biz/200003001409671/receptionist-indosight.html
[38] available on 21st of February 2015 from http://www.kaskus.co.id/thread/51c5b22a1ed719504400000d/receptionist-amp-admin---pt-indosight
[39] available on 21st of February 2015 from http://www.lokerjobs.com/200003001404621/hr-consultant-senior-recruiter-indosight.html
[40] available on 21st of February 2015 from http://www.lokernasional.com/200003001404668/accounting-and-tax-staff-indosight.html
[41] available on 21st of February 2015 from https://www.techinasia.com/tag/indosight
[42] available on 21st of February 2015 from http://www.cascadeasia.com/2013/12/guest-post-indosight-address-intellectual-property-violations-indonesia/

Company Profile – General information about company services

- ec plaza – more trade chances for you - Indosight[43]
- Jakarta kwikfind - Indosight[44]
- Website informer - Indosight[45]

Indosight uses a very high number of channels to hire new employees. The majority of jobs are offered in English language.

5.5 Online marketing in Nusa Research

Nusa Research runs two web pages, **first in English**, and **another one in Bahasa Indonesia:**

- Nusa Research – Online Market Research company in Indonesia|W&S Indoensia[46]
- Nusa Research - Riset online nomor satu di Indonesia[47]

In this diploma thesis only its English version is evaluated, which is cluttered. There are advertisements created in various colour combinations and different languages. Similar to Indosight, Nusa Research allows subscription for Newsletter.

5.5.1   Content of the page consists of:[48]

a) **research specialization part, with a classification of all services**
- online, offline and qualitative research, recruitment, service analysis

b) **news & topics part, which informs about updates in tools or about concrete survey results**
- power bank Sub-panel, conducted by Nusa Research about the frequency of charging personal gadgets and which brand or capacity is preferred

[43] available on 21st of February 2015 from http://indosight.en.ecplaza.net/
[44] available on 21st of February 2015 from http://www.jakartakwikfind.com/indosight/
[45] available on 21st of February 2015 from http://website.informer.com/indosight.com
[46] available on 21st of February 2015 from http://www.nusaresearch.com/
[47] available on 21st of February 2015 from http://nusaresearch.net/public/
[48] available on 21st of February 2015 from http://www.nusaresearch.com/

c) market research study, which has a function of a blog and shows some new information related to the research

- market research study released in November 2014 informs about a combination of off-line recruitment and on-line methods for a more effective research execution

d) voluntary surveys, which are created on various topics by nusaresearch team

- report of soft drinks consumption habits in Indonesia from February 2014 or report on internet services providers in Indonesia from July 2014

5.5.2 Search engine optimization

Based on the Table 3 **Nusa Research achieved very good results in keywords related to market research** and that was the main reason for its selection for comparison with Cekindo Bisnis Grup.

5.5.3 Social media

Nusa Research has its profile on **Twitter**, where it shares articles from its webpage, **retweeted posts** of other users and posts **mottos, practices or quotations**. Some of the tweets are in English language, some in Bahasa Indonesia.

LinkedIn and **Facebook** profiles are **operated globally under the profile name W&S Group** and through articles links to local branches in Indonesia, Vietnam and Japan. Posts are related to new trends in research, business forecasting or refers to results of research done by the company.

SlideShare profile is also for W&S Group and presentations there are created for the **Vina Research branch** in Vietnamese language or for Nusa Research in Bahasa Indonesia, so the company focuses on specific markets through this social medium.

Nusa Research has just three videos on **Youtube**, but compared to Cekindo Bisnis Grup or Indosight they have achieved more views. **All of that happened just because of one video.**

An astute video **"Nusaresearch clip"[49] earned almost 15,000 views.** The video is taken in Bahasa Indonesia and provides **instructions for how to register new users for online research** about entrepreneurship development in Indonesia. The video also promises that **people who will join the research get a certain amount of bonus points,** which could be used as a loan or cash for purchase of some ladies goods.

The promise of reward points for free could have significant influence on increase in visibility in a country like Indonesia. The other two clips are not significant.

Up to December 27, 2014 the company has had 3 visits on **Foursquare** done by 1 visitor. Nusaresearch on **Pinterest** focuses on pins of charts related to the development of users of social media or sim cards in Indonesia.

5.5.4 Other activities

Nusa Research created a mobile application called **"Nusaresearch"** available on iTunes. The usage of this application allows the user to take online surveys and earn reward points.

The company also does other activities to increase its online awareness:

Articles

- Green Book – the guide for buyers of marketing research - Nusaresearch[50]
- Tech in Asia – Backed by Japan´s WWS Corp. Nusaresearch aims to be Indonesia´s top online research firm[51]

Company profile

- Asia directory research online - Nusaresearch[52]

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[49] published on 16th of April 2013 by Nusaresearch Indo, available from https://www.youtube.com/watch?v=B0y9iFmSftE
[50] available on 21st of February 2015 from http://www.greenbook.org/company/PT-Nusaresearch
[51] available from https://www.techinasia.com/nusaresearch-indonesia-research-firm/

Job portals – Recruitment

- Job street - Sales and Marketing - Nusaresearch[53]
- Best jobs in Indonesia - Nusaresearch[54]
- Jobs DB – Sales and Marketing - Nusaresearch[55]
- JobLike - Sales and Marketing - Nusaresearch[56]
- Karier.ga – Sales and Marketing in Jakarta - Nusaresearch[57]
- Lowongan Indonesia – Sales and Marketing - Nusaresearch[58]
- Id Indeed - Sales and Marketing - Nusaresearch[59]

Similar to Indosight, Nusa Research uses various job portals to hire new employees A similarity is in using Jobs BD and Best jobs in Indonesia, other **job portals are different for both comapanies.**

5.6 Online marketing in Healy Consultants

Healy Consultants is the biggest company, both by size and by the number of countries in which it operates. The firm runs its webpage with **poor design, but necessary information can be found easily.**

On the top of the webpage is the option **"find a jurisdiction"** where users can set a filter for one from more than 100 countries, where Healy Consultants operates. The user can **see advantages and disadvantages of company registration or other services** in the specified country, and includes economic transformation, taxation, financial services and costs connected to the registration. For each country some in-house country expert is accountable.

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[52] available on 21st of February 2015 from http://asia-research.net/directory/id/nusaresearch-pt/
[53] available on 21st of February 2015 from http://jobs.jobstreet.com/id/jobs/1507417?fr=21
[54] available on 21st of February 2015 from http://www.bestjobsindonesia.com/bt-empd-nusaresearch.htm
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[58] available on 21st of February 2015 from http://lowonganindonesia.net/id/806905/sales-marketing-nusaresearch-pt-nusaresearch-pt-februari-2015/
[59] available on 21st of February 2015 from http://id.indeed.com/Marketing-Part-Time-jobs-in-Jakarta-Barat

The Healy Consultants' blog makes a much better first impression, and it is very comprehensive. Articles can be filtered by recent or popular tags or by the selection a desired keyword. It is divided in to five main subcategories:

- company registration
- business an investing strategy
- international banking
- markets & finance
- global economics

5.6.1 Healy Consultants articles:

"Setting Up Company in Indonesia Could Be Much Easier Now"[60]
- article informs about changes in administrative reforms in Indonesia, which should quicken the whole process of company registration
- whole article is available on **Techinasia.com**, where it was published by **Enricko Lukman** under the headline **"Setting Up a company in Indonesia could get a lot easier"**

"International banking regulation in Asia on the rise"[61]
- article about increase of rating in Asia and about the probability, that regulations in whole region will increase too

5.6.2 Search engine optimization

According to the results from Table 4 Healy Consultants were found to be in 3rd place in the category of company registration, which is immediately after Cekindo Bisnis Grup and Indosight. For business set up, the company was in 4th place. Other services are a little bit outside of the core activities of Cekindo Bisnis Grup, so that is the reason, why they scored, just in two categories, because the list is based on services of Cekindo Bisnis Grup.

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[60] published by Keith Kok, on 24th of November 2014, available from http://www.healyconsultants.com/blog/setting-company-now-much-easier/
[61] published by Aidan Healy on 6th of September 2013, availble from http://www.healyconsultants.com/blog/international-banking-regulation-asia-rise-video/

5.6.3 Social media

Healy Consultants has its profiles on Facebook, Twitter, LinkedIn and **Tumblr** where **articles from company blog** are **shared**, but information from other global forums focuses on its field of business.

On Youtube, the company has **published more than 200 videos**, but most of them have the **same content, it is just created with different names for each country**. For example: Singapore company formation, Hong Kong company formation or, Thailand virtual office, Taiwan virtual office.

The frequency of posting videos is very low - the last post is 7 months old, but **most of videos were released more than 5 years ago,** so their YouTube activities at this moment are dormant.

Healy Consultants uses **Pinterest,** where various dashboards with client testimonials, weekly news, business tips, international business infographics or company culture can be found.

SlideShare is used for the sharing of presentations and documents with various titles:

Examples of shared documents and presentations[62]

- How to Set Up an Hong Kong Company
- Advantages and Disadvantages of Ireland Company Registration
- What Can I do with Offshore Company
- Top 5 Myths about Offshore Banking
- Vietnam 2020: Global Industrial Powerhouse
- Quick Facts on Company Registation
- Singapore Corporate Tax

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[62] available on 27th of December 2014 from http://www.slideshare.net/healyconsultants/documents

5.6.4 Other activities

Healy Consultants launched a **mobile application** for Android OS called **"**Healy Consultants Mobile**"**, where **users can find business news**, articles and **tips for the improvement of building business skills** and knowledge.

5.7 Pagerank analysis

At the beginning, it is necessary to define concrete meanings of indicators. For a deeper understanding of indicators should be followed explanation of indicators in chapter 3.8 Pagerank indicators.

Table 5 Alexa Rank & Google Page Rank

Indicator	Cekindo	Indosight	Nusa Research	Healy Consultants
Alexa Traffic Rank	1,234,306	558,243	1,346,610	414,756
Google Traffic Page Rank	0/10	1/10	3/10	4/10

Source: Small SEO tools [online] 2015, data gathered through online alexa rank comparison tool and google page rank checker, author procession, data are up to date for 21st of February 2015, go to list of tables

Alexa Traffic Rank shows the popularity of a web page based on the data from toolbars, which are installed in browsers. The lower the number is the higher the popularity on the internet. So the highest popularity on the internet is the Healy Consultants website and it is lowest for Nusa Research.

Google Page Rank is a link analysis algorithm used by Google that states how many links point to a website. The higher the number is the better the page rank is. The value range is limited from 0 to 10. Position might be improved by increasing the number of higher quality backlinks. Only high quality links count, and can have a signifiant effect.

Table 6 Backlinks

Indicator	Cekindo	Indosight	Nusa Research	Healy Consultants
Backlinks	1,920	1,030	1,450	6,270

Source: Small SEO tools [online] 2015, data gathered through online backlink checker, author procession, data are up to date for 21st of February 2015. The concrete list of the backlinks and additional informations are available online on http://smallseotools.com/backlink-checker/#,
go to list of tables

The number of Backlinks is determined by the series of tests that map how many backlinks are pointing to the website. The higher the number of high quality links the higher the Google Pagerank; quality is rewarded over quantity. A concrete example is placed in appendices as **8.7 Cekindo Backlinks**. **By visiting smallseotools.com a complete list of backlinks for each company might be displayed.**

5.8. Social media performance

This chapter consists of **quantitative indicators**, which **measure activity in social media**. The results provide a comparison among companies. A detailed explanation of indicators is provided in the notes below the line.

Table 7 Facebook indicators overview

Indicator	Cekindo	Indosight	Nusa Research	Healy Consultants
likes	140	72	3,011	38,971
visits[63]	16	3	N/A	21
stars[64]	4.9	5	N/A	4.3
number of reviews	7	2	N/A	76

Source: Facebook [online] 2014, data gathered in social media by visiting of each company profile on Facebook, author procession. Data are up to date for 21st of December 2014, go to list of tables

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[63] **visits** – online check, user of Facebook uses tag to specify her/his location
[64] **stars** – page rating, where user evaluates company page by stars from 1 as worst to 5 as best

Healy Consultants has the highest number of fans folowed by Nusa Research. This is **because they operate on various markets worldwide which also include the countries, where the popularity of Facebook is higher than in Indonesia**. Compared to number of likes it has, Cekindo Bisnis Grup has a high number of online visits.

Table 8 Twitter indicators overview

Indicator	Cekindo	Indosight	Nusa Research	Healy Consultants
tweets	42	1,254	6,546	2,917
following[65]	45	115	918	1,221
followers[66]	26	265	5,026	1,439
favorites[67]	19	6	134	3
lists[68]	N/A	N/A	1	2

Source: Twitter [online] 2014, data gathered in social media by visiting of each company profile on Twitter, author procession. Data are up to date for 21st of December 2014, go to list of tables

The leader in the number of tweets and followers is Nusa Research. In turn the most active in the following of other brands or profiles is Healy Consultants. Cekindo Bisnis Grup had lower activity on Twitter compared to the others. **Cekindo Bisnis Grup indicators might be increased by increasing the number of followers who might increase interaction with its profile.** A concrete idea for improvement is in chapter 6.5.

Table 9 LinkedIn indicators overview

Indicator	Cekindo	Indosight	Nusa Research	Healy Consultants
followers	164	351	44	821
employees[69]	10	6	3	17

Source: LinkedIn [online] 2014, data gathered in social media by visiting of each company profile on LinkedIn, author procession. Data are up to date for 21st of December 2014, go to list of tables

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[65] **following** – is the action a user tends to connect with another user or brand on Twitter
[66] **follower** – anyone who has subscribed to a user´s status updates is known as follower of that user
[67] **favorites** – a small star icon most commonly used when users like a tweet
[68] **lists** – curated group of Twitter users
[69] **employees** –just users, who registered themselves through their profile as company employees

Healy Consultants has the highest number of followers, which again might be explained by its presence on various markets. Cekindo Bisnis Grup achieved good results compared to Nusa Research, where is has obviously very low activity on LinkeIn.

But compared to Indosight, Cekindo Bisnis Grup finished with less than half of its followers. The number of employees is not so significant, because it depends on the matches of employees personal profiles with the company profile on LinkedIn.

Table 10 Google + indicators overview

Indicator	Cekindo	Indosight	Nusa Research	Healy Consultants
fans	21	N/A	17	82
profile views	6,432	3,795	10,227	26,863

Source: Google + [online] 2014, data gathered in social media by visiting of each company profile on Google +, author procession. Data are up to date for 21st of December 2014, go to list of tables

Obviously it is not very popular among users to be a fan of some company on Google +.

Table 11 YouTube indicators overview

Indicator	Cekindo	Indosight	Nusa Research	Healy Consultants
published videos	16	13	3	218
subcribes	8	19	7	55
video views	1,470	7,057	14,760	38,489
joined	29-Apr-14	11-Dec-11	30-Oct-12	13-May-08

Source: YouTube [online] 2014, data gathered in social media by visiting of each company profile on YouTube, author procession. Data are up to date for 21st of December 2014, go to list of tables

Nusa Research has the most efficient YouTube usage, because only with 3 videos earned 14,760 views, but it was done mainly because of the one video deeply discussed in chapter 5.5.3 Social media.

Cekindo Bisnis Grup has very good results, because they are **relatively new** on YouTube**, so currently published videos might earn more views in the future. A concrete idea for improvement is in <u>chapter 6.5.</u>**

Video views of Healy Consultants were achieved often by publishing the same video with different keywords for each country in which they operate.

6 Evaluation

Chapter 6 consists of the evaluation of Cekindo Business Grup in the field of online marketing. Based on the knowledge from the literature review and data about the companies gathered from the internet, innovations for the future are proposed. At the end in the chapter <u>6.6 Conslusion & Recommendations</u>, all the proposed innovations are summarized.

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.**

6.1 Final evaluation of keywords in Cekindo Business Grup

Based on Table 1 Cekindo Business Grup achieved very good results in most of the services provide. The records mostly placed Cekindo Business Grup in the first, second or third positions. Weak results were found in the categories of Business Process Outsourcing and Local Representation for keywords:

Table 12 Keywords selected for improvement

Category	Searched Keywords	Mathched Keywords	Name of the Company	Order
BPO	Visa Services Indonesia	indonesia, visa services	Cekindo	6
BPO	Retirement Visa Indonesia	Indonesian retirement Visa, retirement, retirement visa	Cekindo	6
BPO	Mystery Shopping Indonesia	mystery shopping, indonesia	Cekindo	6
LR	Office Space Indonesia	office Space, Indonesia	Cekindo	8

Source: original data from Table 1, author procession. Data are up to date for Sunday on 30th of November 2014, go for suggestions in Table 14, go to list of tables

According to the records from the search engine **Visa Services is a very common business provided in Indonesia**, so the competitiveness is higher. Cekindo Business Grup was mostly **skipped by firms specialized just for Visa services** in these keywords**.**

Business with Office Space in Jakarta grows very fast, so there are many companies that provide this service. As a result, **it is not easy to find the companies whose core service is not Office Space in the final records.** Suggestions for improvement are mentioned in the chapter 6.3 Innovation in Search Engine Optimization.

6.2 Proposal for innovation

Suggestions and recommendations are divided in to three parts based on the structure of the diploma thesis. The first part focuses on **innovations in the area of search engine optimization** while the second part provides **suggestions for the publishing of articles** and the last part focuses **on the increase of awareness in social media.**

6.3 Innovation in Search Engine Optimization

For the improvement of webpage visibility, various tools available from following resources might be used. **All the tools are available for free**. Recommended search engine optimization tools are listed in the table below.

Table 13 Recommended search engine optimization tools

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: woorank.com, vnseo.com, seotoolsfree.in, hypestat.com, urldub.com, keywordspy.com, statscrop.com [online] 2015, author procession. All the sources are up to date for 22nd of February 2015, go to list of tables

The recommended set of tools provides almost all the information needed for the optimization of the webpage. **It might be used for monitoring of a firm´s own webpage, but of course also for checking on competitor´s websites.** Concrete functions are listed in the table.

Keywords from <u>Table 12</u> might be changed into different ones for better position in the Google Search Engine. A **test can be done by using the tools mentioned in <u>Table 13</u>. Suggested keywords are listed below in <u>Table 14.</u>**

Suggestions are based on trials with the Google Search Engine **and on the preview of some keywords used by competitiors**, who achieved better results.

Table 14 Suggested keywords

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, author procession. Data are up to date for 22nd of February 2015, go to list of tables

6.4 Innovation in Public Relations

According to results from Google Search Engine, **Cekindo Bisnis Group should try to publish articles in online journals,** specifically in journals related to business establishment or its continued operations in Indonesia. The company itself has comparable productivity in the creation of new articles, but the **problem might be that its distribution is just through its own channels.** (company webpage, Facebook, Twitter, LinkedIn profile)

In Indonesia are journals that allow companies to publish articles related to business development in certain regions. It has been proven during the collection of data about companies in chapters **5.4, 5.5, 5.6 Evaluation of online marketing activities**. So obviously there are opportunities to be published.

Based on that, anonymous research to get more information about publishing in journals was done. Unfortunately, perhaps of bad structure of the email or some missleading formulations, **any measurable success or information was not achieved.**

Journals have been asked by fictional email or through questionnaire forms online if there is any chance to publish articles of third party about doing business in certain regions. Text of the email is available in **8.8 Email Example** in appendices. Only a few received answers show that conditions are available on the website of journals or that there is no chance to be published. Approached journals are listed in Table 15.

Table 15 Approached journals

Name of the Journal	Web – Journal 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

Source: internet [online] 2015, the concrete sourcses are listed in the table, author procession. Articles are up to date for 23rd of February 2015, go to list of tables

During the research online, other online journals which have not been approached yet, were also found. A list of other journals is available in Table 16.

Table 16 Other journals

Name of the Journal	Web – Data Source
Tempo Bisnis	http://www.tempo.co/bisnis/
Bloomberg Indonesia	http://topics.bloomberg.com/bisnis-indonesia/
Business Insider	www.businessinsider.co.id

Source: internet [online] 2015, the concrete source isplaced in the table, author procession. Data are up to date for 23rd of February 2015, go to list of tables

The journals from Table 15 and Table 16 can be used by Cekindo Bisnis Grup at least as an inspiration that there are available online journals. **Unfortunately, the way to be published in them remains undefined.**

6.5 Innovation in Social Media

Based on Tables 7,8,9,10,11 from chapter 5.8 Social Media Performance the overall performance of Cekindo Bisnis Grup in social media is not breathtaking. Therefore the **proposal for innovation in the field of social media is to come up with online competition.**

6.5.1 Product

The vision is **online competition published in social media. The overall goal is** to have more likes on Facebook, followers on Twitter etc, - **basically increase awareness and through that attract new clients and higher the sales.** But the competition may be useful also as a supporting activity for the recruitment of new interns.

The concrete product is an **online questionnaire consisting of questions from the Cekindo Bisnis Grup field of business.** (company registration in indonesia, business set up, local taxes) Example of **8.9 Multiple Choice Test** and a more about strategy for **how to build and target the question** is in the appendices.

As a help, the **correct answers** for the questions **might be available in the videos** of Cekindo Bisnis Grup published on YouTube. It **will be a win-win situation**[70], because **Cekindo Bisnis Grup will increase the number of views on YouTube**, and the **participant will find the right answer**. But of course some answers should be based just on the knowledge of the participants, to allow for the measurement of the results somehow.

The video and the **questions might be chosen based on the current needs** of the company. For example **when the company needs to increase awareness about visas**, they should build the **question based on information mentioned in video about visa services.**

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[70] **win-win -** both sides benefits from the situation

The top of the competition might be the selection of the best participants based on their knowledge and provide a reward for them. Again with the idea to support recruitment, the **reward might be participation in the assessment centre or a one day shadowing at the Cekindo Bisnis Grup**, when the **winner might get the chance to spend one day in the company and follow the agenda of some employee** to experience a real business day.

6.5.2 People

According to the age structure study done by Smart Insights[71] it is obvious that the **majority of social media users are in the age range from 18 to 24.** As a result, it may be presumed that some of them are currently working young people - some of them unemployed - **students of Universities**, and **people at the beginning of their careers**. The strategy for increasing awareness in social media is focused on attracting **this age group, who may rapidly increase the interaction with Cekindo Bisnis Grup profiles on social media platforms.** The most desired categories are University graduates or current students.

6.5.3 Place & Promotion

Competition should only be **promoted online** on the social profiles of Cekindo Bisnis Grup to **keep the cost as low as possible**. Links for this competition should be **distributed to student organizations** that operate at the Universities as an opportunity to get in touch with a possible future employer from Jakarta, but also as an oportunity to practise their knowledge in the field of business. Student **organizations then can easily distribute it to the desired group of pro-active students or graduates.**

6.5.4 Price

There is no price for this product.

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[71] available on 28th of February 2015 from http://www.smartinsights.com/

6.6 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.

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Available from http://www.mzv.cz/jakarta/en/about_the_embassy/index.html

Green Book [online] 2015 [21st February]
Available from http://www.lokernasional.com

Healy Consultants [online] 2014 [13th December]
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Hype Stat [online] 2015 [22 nd February]
Available from http://www.hypestat.com/

ID Indeed [online] 2015 [21st February]
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Indosight [online] 2014 [14th December]
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Indonesia´s Official Tourism Website [online] 2014[22nd November]
Available from http://www.indonesia.travel/en/discover-indonesia#

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Jobs BD [online] 2015 [21st February]
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Small SEO tools [online] 2015 [21st February]

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Smart Insights [online] 2015 [22nd February]

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Start Up Bisnis [online] 2015 [22nd February]

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Stats Crop [online] 2015 [22nd February]

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Tech in Asia[online] 2015 [21st February]

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Tempo Bisnis [online] 2015 [22nd February]

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8 Appendices

8.1 List of pictures

8.2 List of tables

8.3 List of charts

8.4 Search engine analysis records for category Business Set Up

Category	Searched Keywords	Mathched Keywords	Name of the Company	Web	Order	Company Office
BSUP	Business import licences Indonesia	Import licences in Indonesia	Indosight	http://www.indosight.com/blog/import-licenses-in-indonesia/	1	Indonesia
BSUP	Company Registration Indonesia	Indonesia company registration	ABS Asia Business Set Up	http://www.asiabusinesssetup.com/company-formation/indonesia-company-registration/	5	Indonesia
BSUP	Company Registration Indonesia	Indonesia business registration	Healy Consultants	http://www.healyconsultants.com/indonesia-company-registration/	3	Indonesia
BSUP	Company Registration Indonesia	Jakarta Virtual Office, Indonesia - Serviced office Jakarta, Temporary Office Jakarta, Sewa Kantor Virtual	Jakarta Virtual Office	http://jakartavirtualoffice.com/indonesia-company-registration.html	4	Indonesia
BSUP	Company Registration Indonesia	Company Registration, Market Research, Visa Services in Indonesia	Cekindo	http://www.cekindo.com/	1	Indonesia

BSUP	Company Registration Indonesia	Indonesia Company Incorporation Services Jakarta Indonesia	JakartaService	http://www.jakartaservice.com/company-incorporation/	6	Indonesia
BSUP	Company Registration Indonesia	Company Formation and Registration Services	Andhyka Consulting	http://www.andhykaconsulting.biz/	7	Indonesia
BSUP	Company Registration Indonesia	TC Jakarta Indonesia Consultants Interim Managers Trainers	Trimitra Consultants (connected with Jakarta Service)	http://www.trimitra.com/	8	Indonesia
BSUP	Market Research Indonesia	AIP Corporation - Asia´s Leader in Online Market Research	AIP Corporation	http://www.aip-global.com/EN/solutions/?gclid=CPS3xL658sECFQZffgod_jIASw	1	Indonesia
BSUP	Market Research Indonesia	Marketing Research Indonesia	PT MARSINDO KONSULT PRIMA	http://www.mri-research-ind.com/	6	Indonesia
BSUP	Market Research Indonesia	Deka Research	DEKA Marketing Research	http://www.deka-research.co.id/	5	Singapore
BSUP	Market Research Indonesia	Market Research Indonesia - BOI Research Services	BOI Research Services	http://www.boi-rs.com/	2	Indonesia
BSUP	Market Research Indonesia	Market Research Indonesia Consultancy Firm	Market Research Indonesia	http://www.marketresearchindonesia.com/	7	Indonesia
BSUP	Market Research Indonesia	Insight Asia Market Research	Insight Asia Market Research PT	http://www.insightasia.com/	8	Indonesia
BSUP	Market Research Indonesia	Market Research Indonesia	Kadence International	http://www.kadence.com/indonesia/	3	Indonesia
BSUP	Market Research Indonesia	Mitra Market Research	Mitra Market Research	http://www.mitramr.com/	4	Indonesia

BSUP	Business set up Indonesia	company registration in Indonesia - Indosight	Indosight	http://www.indosight.com/company-registration/?p=set&k=1&gclid=CJWItrLS8sECFQlgfgodcJcA3Q	1	Indonesia
BSUP	Business import licences Indonesia	Company Registration, Market Research, Visa Services in Indonesia	Cekindo	http://cekindo.com/services/business-and-import-licenses-in-indonesia.html	2	Indonesia
BSUP	Product Registration Indonesia	Product Registration in Indonesia	Cekindo	http://cekindo.com/services/product-registration-in-indonesia.html	1	Indonesia
BSUP	Market Research and Analysis Indonesia	Market Research Indonesia, Business Analysis Indonesia	Clarity Research	http://www.clarityindonesia.com/who-we-are/	3	Indonesia
BSUP	Market Research and Analysis Indonesia	Market Research Indonesia	Kadence International	http://www.kadence.com/indonesia/	4	Indonesia
BSUP	Market Research and Analysis Indonesia	Market Research and Analysis in Indonesia	Cekindo	http://cekindo.com/services/market-research-and-analysis-in-indonesia.html	1	Indonesia
BSUP	Local Partner Selection	Local Partner Selection in Indonesia	Cekindo	http://cekindo.com/services/local-partner-selection-in-indonesia.html	1	Indonesia
BSUP	Business set up Indonesia	Indonesia, Up	ABS Asia Business Set Up	http://www.asiabusinesssetup.com/company-formation/indonesia-company-registration/	6	Indonesia

		Setting up Business Company in Indonesia, Jakarta	Yufendy Partners	http://www.yufendypartners.com/JakartaSettingUpBusiness.htm	5	Indonesia
BSUP	Business set up Indonesia					
BSUP	Business set up Indonesia	Indonesia business set up, indonesia business	Healy Consultants	http://www.healyconsultants.com/indonesia-company-registration/setup-llc/	4	Indonesia
BSUP	Company Registration Indonesia	company registration in Indonesia - Indosight	Indosight	http://www.indosight.com/company-registration/	2	Indonesia
BSUP	Business set up Indonesia	Setting Up Business in Indonesia	pwc	http://www.pwc.com/id/en/publications/assets/Investment_Guide.pdf	2	USA
BSUP	Business set up Indonesia	Company Registration, Market Research, Visa Services in Indonesia	Cekindo	http://cekindo.com	3	Indonesia
BSUP	Product Registration Indonesia	cosmetic product registration in Indonesia	Indosight	http://www.indosight.com/blog/cosmetic-product-registration-indonesia/	2	Indonesia
BSUP	Market Research and Analysis Indonesia	Cluster Analysis, Online market Research in Indonesia.	PT Nusa Research	http://www.nusaresearch.com/service/analysis/cluster_analysis/	2	Indonesia
BSUP	Trade Mission Indonesia	trade, indonesia	Export New Zealand	http://nztrademission.co.nz/trade-mission-indonesia-2	1	New Zealand
BSUP	Trade Mission in Indonesia	trade mission, indonesia	Cekindo	www.cekindo.com	2	Indonesia

Source: data gathered in Google Search Engine on 30th of November 2014

8.5 Search engine analysis records for category Business Process Outsourcing

Category	Searched Keywords	Mathched Keywords	Name of the Company	Web	Order	Company Office
BPO	Visa Services Indonesia	visa, service, indonesia visa	ABRIGGS	https://www.abriggs.com/visas/i/indonesia_visa.php	5	Indonesia
BPO	Visa Services Indonesia	Rami Visa and Imigration Services Indonesia - Rami Does It Better	Rami Services	http://www.rami-services.com/home.html	1	Singapore
BPO	Visa Services Indonesia	ALP Consulting/Indonesian Immigration/Visa Consultant/Indonesian Visa Service	ALP Consulting	http://www.indonesiaimmigration.com/	2	Singapore
BPO	Visa Services Indonesia	visa assistance in indonesia, visa assistance services	Uni Agents - (providing Visa Assistance Consultants & Agents in Indonesia)	http://www.uniagents.com/en/consultant-visa-assistance/indonesia.htm	4	Indonesia
BPO	Business Process Outsourcing Indonesia	Mind Reach Consulting	Mind Reach Consulting	http://www.mindreachconsulting.com/bpo-solutions/	6	Indonesia
BPO	Visa Services Indonesia	Indonesia Visa Consultants Denpasar, PT Bali IDE, for Requirement Visa, Business, Work and Travel Visa - -Denpasar	Bali IDE visa consultants for Indonesia	http://www.bali-expat-business.com/	3	Indonesia
BPO	Visa Services Indonesia	indonesia, visa services	Cekindo	http://cekindo.com	6	Indonesia

BPO	Retirement Visa Indonesia	retirement visa, indonesia	Indosight	http://www.indosight.com/blog/retirement-visa-indonesia-guide/	1	Indonesia
BPO	Mystery Shopping Indonesia	Indonesia, Mystery Shopping	PT Nusa Research	http://nusaresearch.com/service/customized_survey/qualitative_research/mystery_shopping/	1	Indonesia
BPO	Business Process Outsourcing Indonesia	indonesia, business process ousourcing	PT. SIGMA SOLUSI INTEGRASI ORACLE BPO PROVIDER PROFILE	http://www.oracle.com/us/solutions/business-process-outsourcing/pt-sigma-solusi-profile-080030.pdf	4	USA
BPO	Business Process Outsourcing Indonesia	indonesia, business process ousourcing	Accenture	http://www.accenture.com/us-en/outsourcing/business-process-outsourcing/Pages/bpo-index.aspx	3	Indonesia
BPO	Business Process Outsourcing Indonesia	Business Process Outsourcing in Indonesia	Cekindo	http://cekindo.com/services/business-process-outsourcing-in-indonesia.html	1	Indonesia
BPO	Business Process Outsourcing Indonesia	company, business, BPO	JAC Recruitment	http://www.jac-recruitment.co.id/english/outsourcing/about.html	5	Indonesia
BPO	Business Process Outsourcing Indonesia	indonesia, business process ousourcing	tylianPristka	http://tilyanpristka.co.id/accounting-services	2	Indonesia

BPO	Recruitment and HR establishment Indonesia	Recruitment and HR establishment in Indonesia	Faro Recruitment	http://www.farorecruitment.com/	2	Indonesia
BPO	Recruitment and HR establishment Indonesia	Recruitment and HR establishment in Indonesia	Cekindo	http://cekindo.com	1	Indonesia
BPO	Recruitment and HR Indonesia	Recruitment Indonesia	Potentia HR	http://www.potentiahr.com/	2	Indonesia
BPO	Recruitment and HR Indonesia	recruitment and HR, HR recruitment	Cekindo	http://cekindo.com	3	Indonesia
BPO	Recruitment and HR Indonesia	Recruitment Indonesia, human resources	Rimbun job agency	http://www.rimbunjob.com/	6	Indonesia
BPO	Recruitment and HR Indonesia	Recruitment Indonesia	Verify HR	ww.verity.net.au/page/contactus.php	1	Indonesia
BPO	Recruitment and HR Indonesia	Recruitment Indonesia	JAC Recruitment	http://www.jac-recruitment.co.id/	6	Indonesia
BPO	Recruitment and HR Indonesia	Recruitment, HR Manager, Indonesian	QSI Recruit	http://www.qsirecruit.com/contact-us/	4	Indonesia
BPO	Recruitment and HR Indonesia	Recruitment Indonesia, Human Resources	Lansima Human Resources Development Institution	http://www.lansima.com/	5	Indonesia
BPO	Recruitment and HR Indonesia	Recruitment HR	BRecruit	http://www.brecruit.co.id/	8	Indonesia
BPO	Recruitment and HR Indonesia	HR Indonesia Recruiting	Pasona Indonesia	http://www.pasona.co.id/	9	Indonesia
BPO	Recruitment and HR Indonesia	Indonesia, Recruitment, HR	Benchmark Recruitment	http://www.benchrecruit.com/	7	Indonesia
BPO	Payroll Processing Indonesia	payroll process, indonesia	KCS	http://www.kcs.com/payroll-outsourcing-services	2	Indonesia

BPO	Payroll Processing Indonesia	payroll processing, indonesia	Laureoli	http://www.laureoli.com/managed-payroll-services.html	3	Indonesia
BPO	Payroll Processing Indonesia	indonesia, payroll, process	TMF group	http://www.tmf-group.com/en/where-we-are/asia-pacific/indonesia	6	Indonesia
BPO	Accounting and Tax reporting Indonesia	tax reporting, accounting, indonesia	ACCOUNTING & TAX REPORTING, AJ Consultants	http://ajconsultants.net/accounting-tax-reporting/	2	Indonesia
BPO	Payroll Processing Indonesia	payroll, indonesia	PT ASA Indonesia	http://www.asa-indonesia.com/services/payroll.html	5	Indonesia
BPO	Payroll Processing Indonesia	payroll processing, indonesia	Zapper	http://www.zapper.net	4	Indonesia
BPO	Payroll Processing Indonesia	Payroll Processing Indonesia, payroll	Cekindo	http://cekindo.com	1	Indonesia
BPO	Accounting and Tax reporting Indonesia	Accounting and Tax reporting Indonesia, acccountants	Cekindo	http://cekindo.com	1	Indonesia
BPO	Accounting and Tax reporting Indonesia	tax reporting, bookkeeping, filing tax returns	JakartaService	http://www.jakartaservice.com/accounting-tax/	5	Singapore
BPO	Accounting and Tax reporting Indonesia	Indonesian Accountancy, Tax Reporting, Accounting and Tax Reporting	Okusi Associates Indonesian Corporate Services	https://okusiassociates.com/indonesia_accountancy_taxation	3	Indonesia
BPO	Business visa and work permit Indonesia	visa, permit, business, Indonesia	Indosight	http://www.indosight.com/inc/business-visa-indonesia/	3	Indonesia

BPO	Business visa and work permit Indonesia	visa and working permit, indonesia	Cekindo	http://cekindo.com	2	Indonesia
BPO	Business visa and work permit Indonesia	employment visas, indonesian company	Visa Bali	http://www.visabali.com/employment-visas.php	1	Indonesia
BPO	Retirement Visa Indonesia	retirement visa, indonesia, retired	Bali IDE visa Consultants	http://www.bali-expat-business.com/2/retirement-visa-indonesia-bali/	2	Indonesia
BPO	Retirement Visa Indonesia	retirement visas, indonesian visas	Visa Bali	http://www.visabali.com/retirement-visas.php	3	Indonesia
BPO	Retirement Visa Indonesia	retirement visas, indonesian retirement visa	Rami Services	http://www.rami-services.com/retirement.html	4	Indonesia
BPO	Retirement Visa Indonesia	indonesian immigration, immigration, retirement visa	ALP Consulting	http://www.indonesiaimmigration.com/	5	Indonesia
BPO	Retirement Visa Indonesia	Indonesian retirement Visa, retirement, retirement visa	Cekindo	http://cekindo.com	6	Singapore, Hong Kong, Vietnam
BPO	Mystery Shopping Indonesia	Indonesia, Mystery Shopping	Customer Excellence	http://customerxcellence.com/	3	Indonesia
BPO	Mystery Shopping Indonesia	mystery shopping, indonesian	Coyle Hospitality	http://www.coylehospitality.com/	4	Indonesia
BPO	Mystery Shopping Indonesia	mystery shopping	1Lotus Marketing Research Services	http://www.1lotusresearch.com/contact_us.htm	5	Indonesia
BPO	Mystery Shopping Indonesia	mystery shopping, indonesia	Cekindo	http://cekindo.com	6	Indonesia

BPO	Mystery Shopping Indonesia	mystery shopping	PT SGS Indonesia	http://www.sgs.co.id/en/Public-Sector/Quality-Health-Safety-and-Environment/Health-and-Safety/Hospitality-Services/Mystery-Shopping.aspx	2	Indonesia
BPO	Accounting and Tax reporting Indonesia	tax reporting indonesia, accounting	Indosight	http://www.indosight.com/blog/reporting-taxes-in-indonesia/	4	Indonesia

*Source: data gathered in Google Search Engine on 30th of November 2014*

8.6 Search engine analysis records for category Local Representation

Category	Searched Keywords	Mathched Keywords	Name of the Company	Web	Order	Company Office
LR	Office Space Indonesia	Indonesia, office space	Indosight	http://www.indosight.com/blog/office-in-jakarta-rent-guide/	3	Indonesia
LR	Local Representation Indonesia	local representative, indonesia	Pacific Bridge Medical (focus on medical devices)	http://www.pacificbridgemedical.com/regulatory-services/representation/	2	Indonesia
LR	Local Representation Indonesia	Local Representation Indonesia	Cekindo	http://cekindo.com	1	Indonesia
LR	Local Distributor and Partner Indonesia	Local distributor and partner, Indonesia	Cekindo	http://cekindo.com	1	Indonesia
LR	Local Distributor and Partner Indonesia	local partner, distributor partner, Indonesia	Bisakita	http://www.bisakita.com/?q=content/finding-local-partnerdistributor-partner-indonesia	2	Indonesia
LR	Buying Agent Indonesia	Buying Agent	Indonesia Export	http://www.indonesiaexport.com/buying_agent_in_bali.php	1	Indonesia
LR	Buying Agent Indonesia	Buying Agent, Indonesia	Cekindo	http://cekindo.com	2	Indonesia
LR	Buying Agent Indonesia	Indonesia, buying agents	Sourcing Indonesia	http://www.sourcingindonesia.com/identity_and_mission.php	3	Indonesia
LR	Buying Agent Indonesia	Indonesia, buying agent	Indonesia Trading	http://www.indonesia-trading.com/	4	search engine
LR	Office Space Indonesia	office Space, Indonesia	Cekindo	http://cekindo.com	8	Indonesia
LR	Office Space Indonesia	office space, indonesia	Instant Offices	http://id.instantoffices.com/	1	search engine

LR	Office Space Indonesia	office space, indonesia	Webscout	http://www.webscout.com/indonesia/	2	search engine
LR	Office Space Indonesia	office space, indonesia	Regus	http://www.regus.com/office-space/indonesia	4	Indonesia
LR	Office Space Indonesia	office space, indonesia	Search office Space	http://www.searchofficespace.com/asia-pacific/office-space/indonesia-serviced-offices.html	5	Indonesia
LR	Office Space Indonesia	indonesia´s , office space	Marquee Offices	http://www.marqueeoffices.com/eng/serviced-offices/	6	Indonesia
LR	Office Space Indonesia	indinesia, office spaces	Cross Coop	http://www.crosscoop.biz/en/offices/jakarta/	7	Indonesia
LR	Land and Property Ownership Indonesia	land and houses, ownership	Bali Real Estate	http://www.bali-information.com/aboutus.php	1	Indonesia
LR	Land and Property Ownership Indonesia	indonesian land, property, indonesia	Bali Reality	http://www.balirealty.com/buy/foreign-ownership/826	2	New Zealand
LR	Land and Property Ownership Indonesia	Land and Property Ownership, Indonesia	Cekindo	www.cekondo.com	3	Indonesia

Source: data gathered in Google Search Engine on 30th of November 2014

8.7 Cekindo Backlinks

				Download Links

Total backlinks: 1920

	Page 1	Next »	Last » »

#	Pages URL contain your backlinks	Site PR	Page PR	Anchor text	Flag
1	http://www.alexa.com/siteinfo/...	7	N/A	cekindo.com Site Overview - Alexa	nofollow
2	http://www.slideshare.net/mich...	8	N/A	Market Entry Consulting in Indonesia - Cekindo - SlideShare	nofollow
3	http://www.slideshare.net/mich...	8	N/A	How to Invest and Doing Business in Indonesia - SlideShare	nofollow
4	http://www.slideshare.net/mich...	8	N/A	Company Registration in Indonesia: Overview about ...	nofollow
5	https://www.scribd.com/doc/214...	8	N/A	Company Registration in Indonesia - Cekindo - Scribd	nofollow
6	http://cekindo.com.webstatsdom...	N/A	N/A	Cekindo.com	nofollow
7	https://plus.google.com/+Cekin...	9	N/A	Cekindo BisnisGrup - Google+	nofollow
8	http://cekindo.com.cutestat.co...	N/A	N/A	Cekindo : COMPANY REGISTRATION AND MARKET ...	nofollow
9	http://builtwith.com/cekindo.c...	5	N/A	cekindo.com Technology Profile - BuiltWith	nofollow
10	http://vimeo.com/90088850	N/A	N/A	Company Registration in Indonesia on Vimeo	

Total backlinks: 1920

	Page 1	Next »	Last » »

Source: Small SEO tools [online] 2014, available from http://smallseotools.com/backlink-checker/#

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8.8 Email example

Hello,

my name is *fictional name*, working as external PR Agent.
I would like to ask you about conditions for publishing article in *name of the journal*.
Working for company operates in South-East Asia and looking for the reliable online journal, allows publishing articles of third parties related to doing business in given region.

Could you please tell me, what are the requirements to be published in *name of the journal?*

Thank you for your time and consideration.
Best Regards

fictional name
PR Agent
fictional name @yahoo.com

8.9 Multiple Choice Test example (strategy for awareness in social media)

By the right formulation of the question, awareness about something concrete might be increased. **User can be redirected** to the article, video, post on Facebook, job offer on LinkeIn.

8.9.1 Question – purpose is 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.

This kind of question might be used to **increase the number of views of concrete video** on YouTube. Link redirects the user to the concrete video. By the increase of views done by participants in the competition grows the chance, that the video would be watched by somebody for who is originaly determined, because thanks to cookies the favorite video might be recommend also for her/him.

8.9.2 Question – purpose is increase the views of more than one video

Question 2 (choose all that can be applied)

How long is the validity of the product licence?

    a) 3 years
    b) depends on the product quantitity
    c) depends on the product type
    d) depends on the country of origin

Find the video with the right answer.

The question **presumes the fact, that the user clicks on more videos**, before s/he finds the right one with the aswer. Thanks to that, popularity of videos might grow. **Disadvantage is that it can not be regulated or targeted for the concrete video**.

8.9.3 Question – purpose is increase the number of likes or followers

Question 3

The Cekindo Bisnis Grup plans announce news from job fair in Bandung on Twitter. 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

The question **may results in increase of followers on Twitter**. Because users would expect, that information, which is needed to complete this survey, would be released soon. **The way how to catch the information on Twitter is to become a follower and to see all the updates.** Again it might be applied to the concrete social media or announce that the information will be released on the profile of the company in social media. It may results in the fact, that user starts follow or likes more than one of the Cekindo Bisnis Grup social media profiles.

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Author: Bc. Jan Šulc
Supervisor: Ing. Richard Selby, Ph. D.

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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