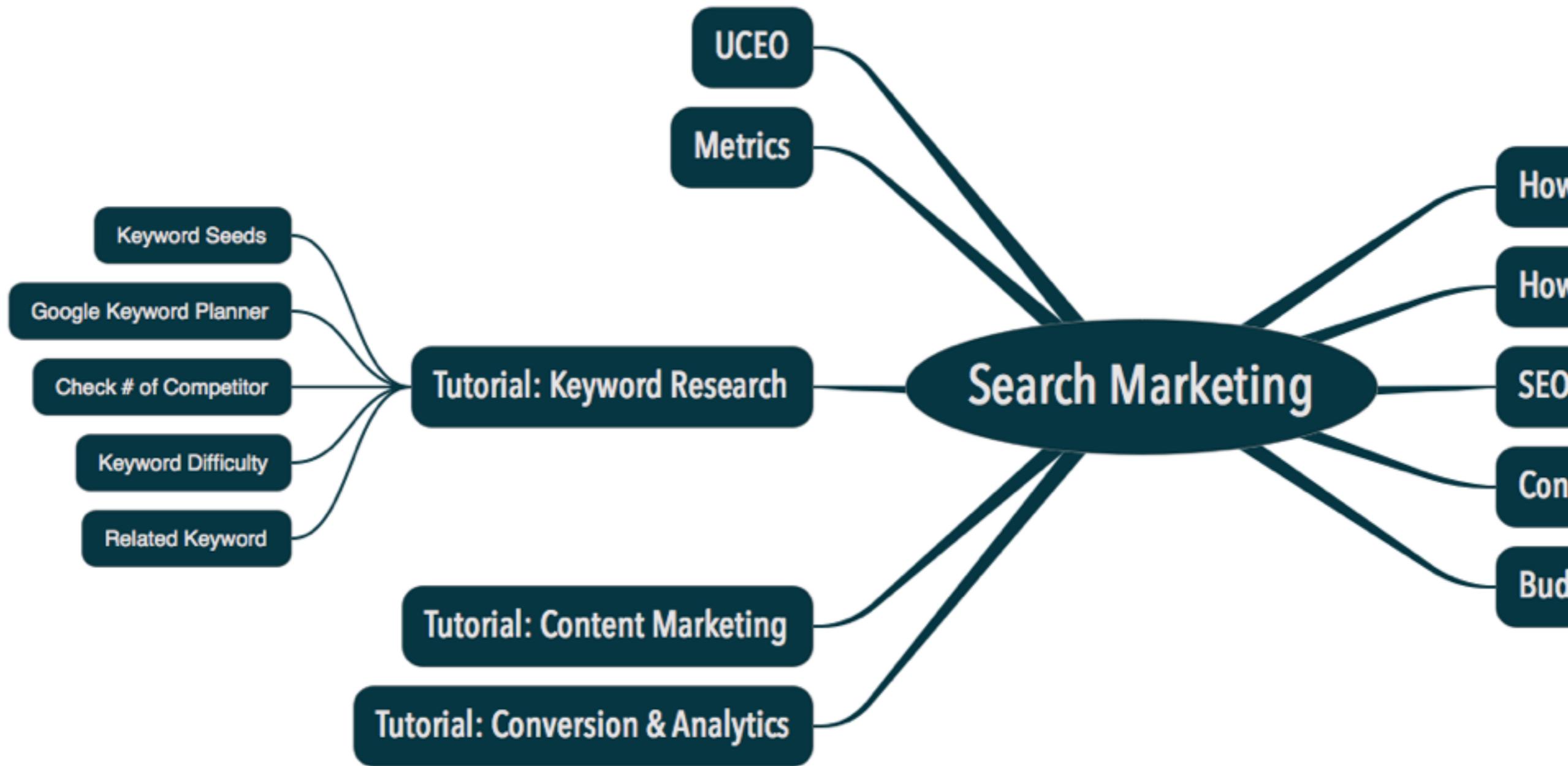


KEYWORD RESEARCH

a study case by UCEO Online Marketing Team



Keyword Research

things to do to get a ready-to-use keyword

- ▶ Collect the Keyword Seeds
- ▶ Look for a good Monthly Search Volume
- ▶ Check # of Competitor Websites
- ▶ Keyword Difficulty
- ▶ Find related Long-Tail Keywords



Keyword Seed

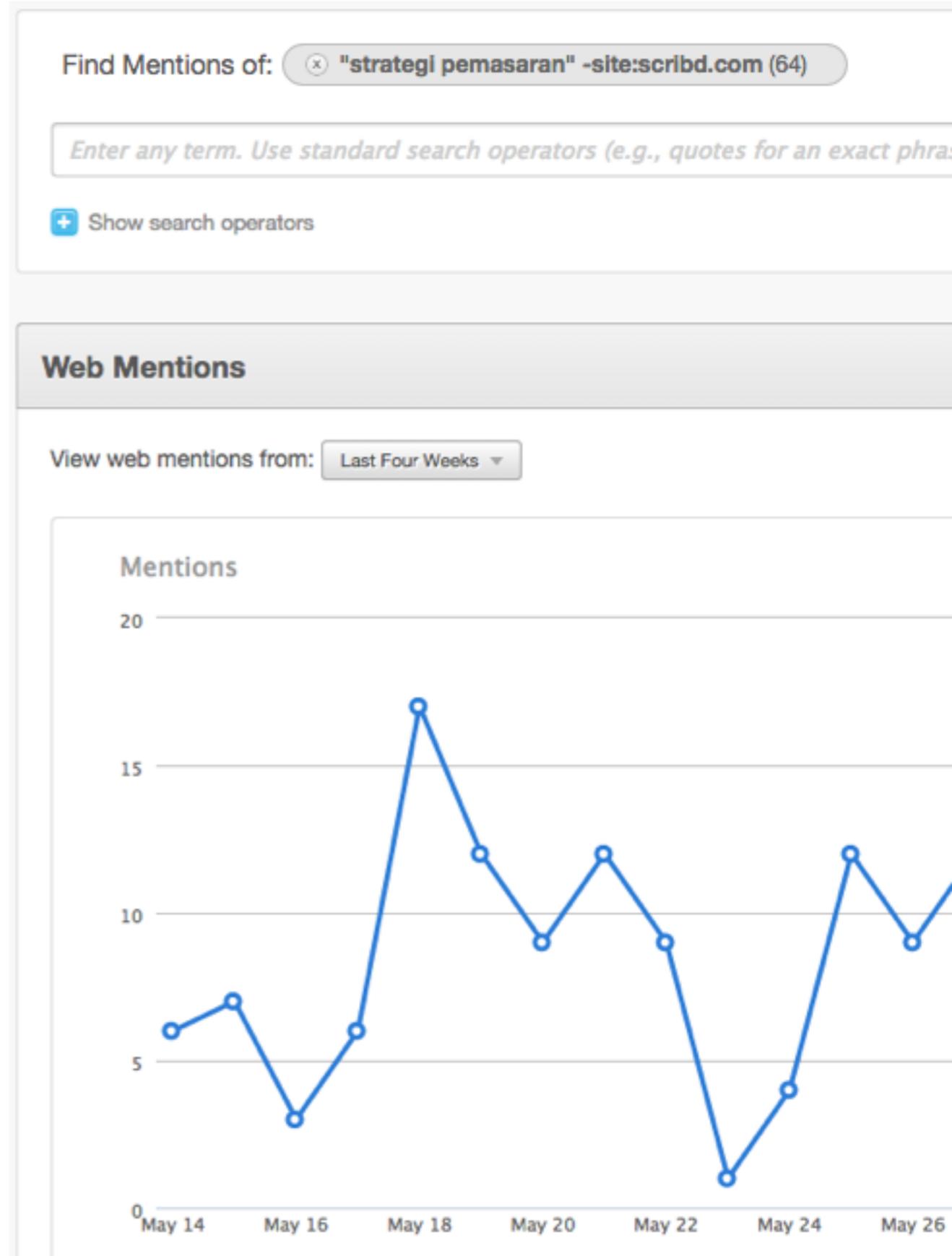
a good keyword seed makes the whole research process easier

- ▶ Find one base keyword that relates to your website, use it to find your keyword seed
- ▶ Use these tools to quickly gather some keyword ideas related to the seed keyword
 - ▶ Fresh Web Explorer (Moz)
 - ▶ Topsy
- ▶ You can also use modifiers to get your more specify your keyword, these modifiers can be classified as:
 - ▶ Time and Date - **[kebaya modern 2015]**
 - ▶ Quality and/or Price - **[kebaya cantik untuk orang gemuk], [kebaya bali murah], [kebaya elegan]**
 - ▶ Intent - **[sewa kebaya], [model kebaya pengantin], [gambar kebaya modern]**
 - ▶ Location - **[butik kebaya di surabaya]**

Keyword Seeds

fresh web explorer

- ▶ Fresh Web Explorer (FWE) finds website with key terms that suitable for your keyword base
- ▶ FWE uses Freshscape Index contains over 3 Million RSS feeds and over 63 Million URLs



Keyword Seeds

collect keyword - from fresh web explorer

- ▶ **Filters:** Last Four Weeks, sort Mention Authority
- ▶ Scan for *Mentions of all Terms*, **read the content** for one related article with the base keyword
- ▶ **Extract keyword** seed from the article that inspires you
- ▶ Try to minimize search result by adding **search operators** in the terms

The screenshot shows a search tool interface. At the top, there is a search bar with the text "Find Mentions of: "strategi pemasaran" -site:scribd.com (64)". Below the search bar is a text input field with the placeholder text "Enter any term. Use standard search operators (e.g., quotes for an exact phrase — "pu...". Below the input field is a button with a plus sign and the text "Show search operators".

Below the search bar, there is a section titled "Mentions of all Terms from Last Week". This section contains a list of search results. The first result is "Mahasiswa Universitas Brawijaya ciptakan bolpoin antistres - ANTARA News" with the URL "http://www.antarane...". The second result is "Windows tablet Real Madrid debut di Spanyol - ANTARA News" with the URL "http://www.antarane...". The third result is "Perbedaan Segmen Yamaha YZF-R25 dengan MT-25 :: Okezone News" with the URL "http://news.okezone.com/read/2015/06/07/15/1161655/perbedaan-segmen-yamaha-yzf-r25-dengan-mt-25?...". This row is highlighted with a red border. The fourth result is "Astra Otoparts Menjadi Distributor Resmi Ban Pirelli :: Okezone News" with the URL "http://news.okezone.com/read/2015/06/08/15/1161786/astra-otoparts-menjadi-distributor-resmi-ban-pirelli...". The fifth result is "BUAS Bolpoin Unik Anti stress | Tempo" with the URL "http://www.tempo.co/read/news/2015/06/04/273672370/BUAS-Bolpoin-Unik-Anti-stress?utm_medium=twitt...". The sixth result is "Pengrajin Kota Yogya Harus Lebih Tingkatkan Kemampuan Pemasaran - Tribun Jogja" with the URL "http://jogja.tribunnews.com/2015/06/06/pengrajin-kota-yogya-harus-lebih-tingkatkan-kemampuan-pemasara...". The seventh result is "Pengendara Yamaha R-Series Bingung saat Dikeroyok Wanita Seksi - Tribun Jogja".

Keyword Seeds

fwe's search operators

Operator:

Matches phrase exactly: " "

Includes all: (space), AND

Includes any: OR

Excludes: -

Links to page: url:

Links to subdomain: sd:

Links to a root domain: rd:

Results from a site: site:

Exclude results from a site: -site:

Results from a tld: tld:

Enter multiple terms: (comma)

Example Search:

"puppies and kittens"

inbound marketing AND community

search OR engine

elephant -castle

url:moz.com/learn/seo/mozrank

sd:finance.yahoo.com

rd:cnet.com

rand site:www.slideshare.net

nascar -site:www.nascar.com

rand tld:edu+gov

jazz, blues, reggae

Excludes the term immediately following the dash.

Example Results:

the elephant stormed the house

elephant in the room

Pink Elephant

one elephant there

Fresh Web Explorer

study case 24 - find keyword seeds based on news

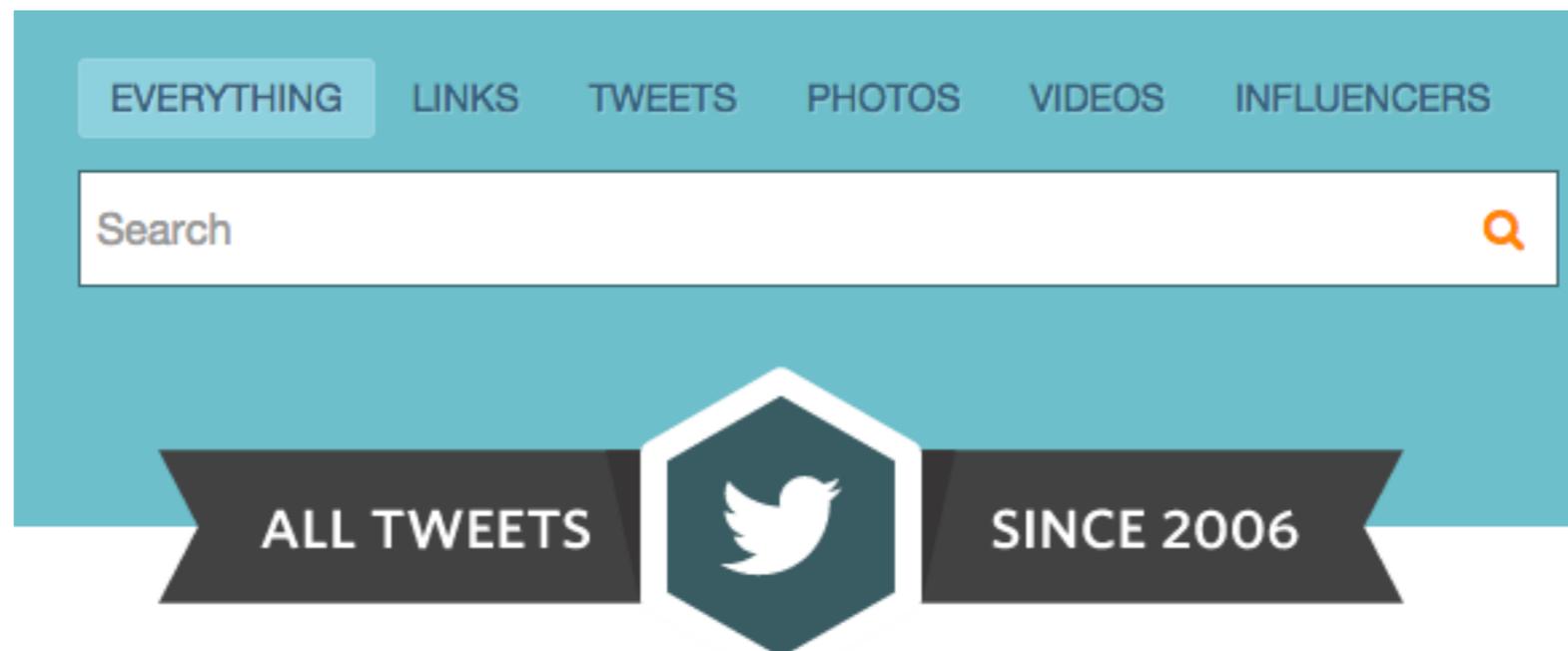
- ▶ Step 1: Register for Moz Pro (30-day free trial)
- ▶ Step 2: Open Fresh Web Explorer: [psikologi kepribadian], [rumah minimalis], [model kebaya modern], [desain grafis], [animasi bergerak], [cara membuat blog], [pajak], [strategi pemasaran], [masakan indonesia], [tempat wisata], [peluang usaha]
- ▶ Step 3: View web mentions for [four weeks], show only mentions from Google
- ▶ News, sort by Mention Authority
- ▶ Step 4: Find related news article
- ▶ Step 5: Read to find keyword seeds



Keyword Seeds

topsy

- ▶ Topsy is a real-time search engine for socially shared content primarily on Twitter
- ▶ Topsy will measure how often a keyword is tweeted, find the influential person on that keyword
- ▶ It then will ranks results based on how much others support the person who posted it



Keyword Seeds

collect keyword - from
topsy

- ▶ Filters: Links only, Past 30 days
- ▶ Scan for *Tweets*, **read the content** for related articles with the base keyword
- ▶ **Extract** keyword seed from the article that inspires you

TOPSY

strategi pemasaran

Latest Results	
Past 1 Hour	0
Past 1 Day	20
Past 7 Days	177
Past 20 Days	590
Past 30 Days	825
All Time	
Specific Range	

Past 30 Days

825 TWEETS

Topsy Sentiment Score: 52

Tweets Over Past 30



View trends on Topsy

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran

dailysocial.net/post/perusahaan-b2b-strategi-pemasaran-sosial



DailySocial @dailysocial

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial

12 days ago Reply Retweet Favorite 14 more

5 Strategi Pemasaran Terbaru di Bisnis Online

kaskus.co.id/thread/5568712e0d8b4642658b456c/5-strategi-pemasaran



Hapus @xxxxx_aaaaa05

5 Strategi Pemasaran Terbaru di Bisnis Online dlvr.it/B1WkTY

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e-book GRATIS via DM @plaza_bisnis

4 Strategi Pemasaran di Media Sosial bit.ly/1HkX99d pic.twitter.com/1HkX99d

2 hours ago Reply Retweet Favorite 18 more



DailySocial @dailysocial

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial

pic.twitter.com/XR4H1QvrrJ

13 days ago Reply Retweet

Strategi Pemasaran yang Efektif untuk Bisnis Kecil >> klik

marketing.co.id/strategi-pemasaran-yang-efektif-untuk-bisnis-kecil



Majalah Marketing @mjlh_marketing

Strategi Pemasaran yang Efektif untuk Bisnis Kecil >> klik bit.ly/1HkX99d

19 days ago Reply Retweet Favorite 5 more

Topsy

study case 25 - find keyword seeds based on twitter

- ▶ Step 1: Search in Links: [psikologi kepribadian], [rumah minimalis], [model kebaya modern], [desain grafis], [animasi bergerak], [cara membuat blog], [pajak], [strategi pemasaran]
- ▶ Step 2: Past 30 days
- ▶ Step 3: Find related news article
- ▶ Step 4: Read to find keyword seeds



Long-Tail Keywords

- ▶ Use **Google Keyword Planner**
- ▶ Put all the seed keywords there
- ▶ Make sure targeting options is correct

Find new keywords

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

perencanaan produk
segmentasi pasar
sasaran pasar

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting ?

Indonesia

Indonesian

Google

Negative keywords

telluride, pc, free, online,
computer + 5 more

Date range ?

Show avg. monthly searches
for: Last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

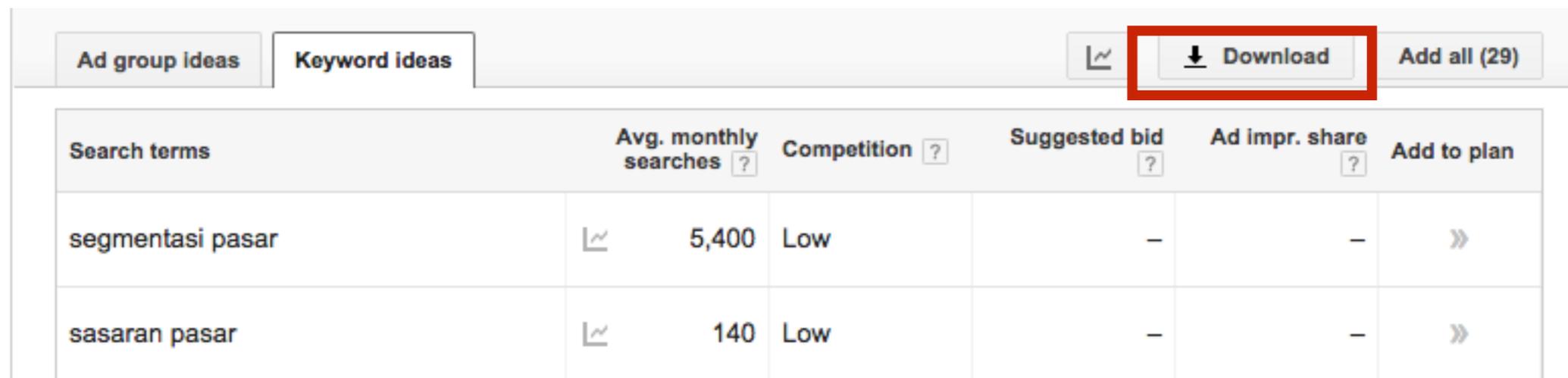
Keywords to include

Get ideas

Google Keyword Planner

find long-tail keywords

- ▶ Download the Keyword Ideas and Open it in Excel
- ▶ Look for a good Avg. Monthly Searches



The screenshot shows the Google Keyword Planner interface. At the top, there are two tabs: "Ad group ideas" and "Keyword ideas". To the right of the tabs are three buttons: a line graph icon, a "Download" button (highlighted with a red box), and "Add all (29)". Below the tabs is a table with the following columns: "Search terms", "Avg. monthly searches", "Competition", "Suggested bid", "Ad impr. share", and "Add to plan". The table contains two rows of data:

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
segmentasi pasar	5,400	Low	-	-	»
sasaran pasar	140	Low	-	-	»

Check # of Competitor

from keyword planner, check # of competitor websites

A screenshot of a Google search page. The search bar contains the text "strategi pemasaran produk". Below the search bar, there are navigation tabs for "Web", "Images", "News", "Videos", "Shopping", and "Maps". The "Web" tab is selected and highlighted with a red underline. Below the navigation tabs, a red-bordered box highlights the text "About 578,000 results (0.50 seconds)".

A screenshot of a Google search page. The search bar contains the text "segmentasi pasar". Below the search bar, there are navigation tabs for "Web", "Books", "Images", "News", and "Videos". The "Web" tab is selected and highlighted with a red underline. Below the navigation tabs, a red-bordered box highlights the text "About 366,000 results (0.41 seconds)".

[Segmentasi pasar - Wikipedia bahasa Indonesia](#)
[id.wikipedia.org/.../Segmentasi_...](#) [Translate this page](#)
Artikel ini perlu diwikifikasi agar memenuhi standar kualitas Wikipedia. Anda dapat memberikan bantuan berupa penambahan pranala dalam artikel ini. Untuk petunjuk, lihat [Wikipedia:Pedoman pengeditan](#).
[Faktor penetapan](#) - [Syarat](#) - [Tingkat](#) - [Manfaat](#)

[Segmentasi Pasar](#)
[pengetahuantentangsegmentasipasar.blogspot.com](#)
Nov 30, 2012 - **Segmentasi pasar** adalah pengelompokan konsumen ke dalam kelompok-kelompok konsumen yang homogen, dimana tiap kelompok

[Segmentasi Pasar, Targeting Dan Positioning](#)
[www.academia.edu/.../Segmentasi_Pasar...](#) [Translasi](#)
SEGMENTASI PASAR, TARGET PASAR, DAN POSISI TI C
untuk memenuhi tugas mata kuliah Manajemen Pemasaran

[PENGERTIAN SEGMENTASI PASAR DAN](#)
[globeoftheatre.blogspot.com/.../pengertian-segmentasi](#)
Nov 22, 2013 - Mengatakan bahwa **segmentasi pasar** adalah proses membagi pasar menjadi kelompok-kelompok potensial dan

Google Keyword Planner

study case 26 - find potential keywords based on google organic search data

- ▶ Step 1: Make sure you change country and language in Targeting Section
- ▶ Step 2: Download all to XLS
- ▶ Step 3: Sort by Avg. monthly searches
- ▶ Step 4: Use Google Search to find competitors



Keyword Difficulty

check competitor websites strength

Keyword Difficulty

Enter keywords to see keyword difficulty and Bing search volume. Once you've submitted a keyword, you can request a ranking factors report for any keyword.

strategi marketing bank
strategi pemasaran hotel
strategi promosi pemasaran
tujuan strategi pemasaran
strategi promosi kesehatan
tujuan segmentasi pasar

On

Google

Indonesia

Check Difficulty

0 of 400 keywords checked today

Keyword	Keyword Difficulty	Bing Search Volume (Exact Match)		SERP Analysis Reports	
		Local	Global	Basic	Full
<input type="checkbox"/> strategi marketing for Google ID	20%	0	9	View 06/10/15	
<input type="checkbox"/> segmentasi pasar for Google ID	1%	6	210	View 06/10/15	
<input type="checkbox"/> manajemen pemasaran for Google ID	32%	23	576	View 06/10/15	
<input type="checkbox"/> strategi pemasaran for Google ID	20%	69	730	View 06/10/15	
<input type="checkbox"/> 4 strategi pemasaran for Google ID	14%	0	0	View 06/10/15	
<input type="checkbox"/> sejarah afiliasi pemasaran for Google ID	1%	0	6	View 06/10/15	
<input type="checkbox"/> kegiatan manajemen pemasaran for Google ID	15%	0	6	View 06/10/15	
<input type="checkbox"/> strategi marketing bank for Google ID	15%	0	3	View 06/10/15	
<input type="checkbox"/> strategi pemasaran hotel for Google ID	1%	0	11	View 06/10/15	
<input type="checkbox"/> strategi promosi pemasaran for Google ID	22%	0	14	View 06/10/15	
<input type="checkbox"/> tujuan strategi pemasaran for Google ID	14%	0	9	View 06/10/15	
<input type="checkbox"/> strategi promosi kesehatan for Google ID	1%	0	4	View 06/10/15	
<input type="checkbox"/> tujuan segmentasi pasar for Google ID	1%	0	13	View 06/10/15	
<input type="checkbox"/> strategi komunikasi pemasaran for Google ID	1%	0	23	View 06/10/15	

Look for lowest keyword difficulty

how low your limit can fight depends on your website's strength

Moz's Keyword Difficulty

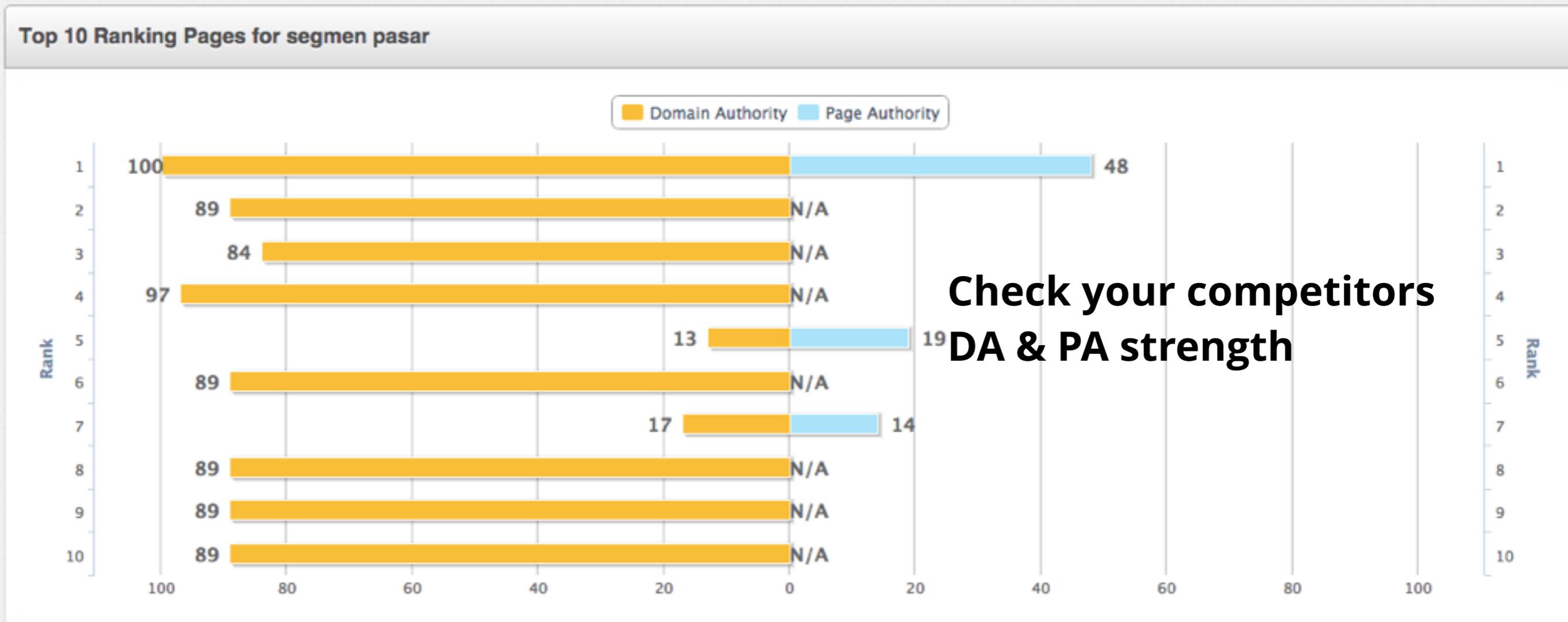
study case 27 - understand keyword difficulty

- ▶ Step 1: Login to moz.com, look for Keyword Difficulty
- ▶ Step 2: Put Keywords with high potential to the Search box (don't forget to change the Google's country into Indonesia)



Keyword Difficulty

check competitor websites strength



Keyword Difficulty

full competitor report by moz

Rank	Page Name and URL / Vertical Result	Page Authority	# Root Domains Linking to the Page	Domain Authority	# Root Domains Linking to the Root Domain
1	Segmentasi pasar - Wikipedia bahasa Indonesia ... http://id.wikipedia.org/wiki/Segmentasi_pasar	48.7	1	100	2.74 M
2	Segmentasi Pasar http://pengetahuantentangsegmentasipasar.blogspot.com/	N/A	0	89.7	2.5 M
3	Segmentasi Pasar, Targeting Dan Positioning Pasar Marga ... http://www.academia.edu/8616373/Segmentasi_Pasar_Targ...	N/A	0	84.1	49.8 K
4	Segmentasi Pasar & Analisis Demografi « taniosutrisno https://taniosutrisno.wordpress.com/2014/10/07/segmentasi...	N/A	0	97	2.23 M
5	Segmen pasar - market segments Warsidi	19.6	1	13.9	5
6		N/A	0	89.7	2.5 M
7		14.2	1	17.3	33
8		N/A	0	89.7	2.5 M
9	Segmentasi Pasar sebagai Salah Satu Strategi Pemasaran http://ikopangestii.blogspot.com/2013/11/segmentasi-pasar-...	N/A	0	89.7	2.5 M
10	sabrina FG: Dasar - dasar Segmentasi Pasar http://sabrina-ferbella.blogspot.com/2013/11/dasar-dasar-se...	N/A	0	89.7	2.5 M

you can fight with these websites if your website's DA within the range of this list

Related Long-Tail Keyword

keywordtool.io - when your website's DA is too low to fight

Keyword Suggestions

<input type="checkbox"/>	strategi pemasaran	strategi pemasaran produk
<input type="checkbox"/>	strategi pemasaran	strategi pemasaran adalah
<input type="checkbox"/>	strategi pemasaran	strategi pemasaran jasa
<input type="checkbox"/>	strategi pemasaran	strategi pemasaran online
<input checked="" type="checkbox"/>	strategi pemasaran	strategi pemasaran produk makanan
<input type="checkbox"/>	strategi pemasaran	strategi pemasaran global
<input type="checkbox"/>	strategi pemasaran	strategi pemasaran pdf
<input checked="" type="checkbox"/>	strategi pemasaran	strategi pemasaran produk baru
<input type="checkbox"/>	strategi pemasaran	strategi pemasaran coca cola
<input type="checkbox"/>	strategi pemasaran	strategi pemasaran menurut para ahli
<input checked="" type="checkbox"/>	strategi pemasaran a	strategi pemasaran asuransi

 Copy (3)

Keywordtool.io

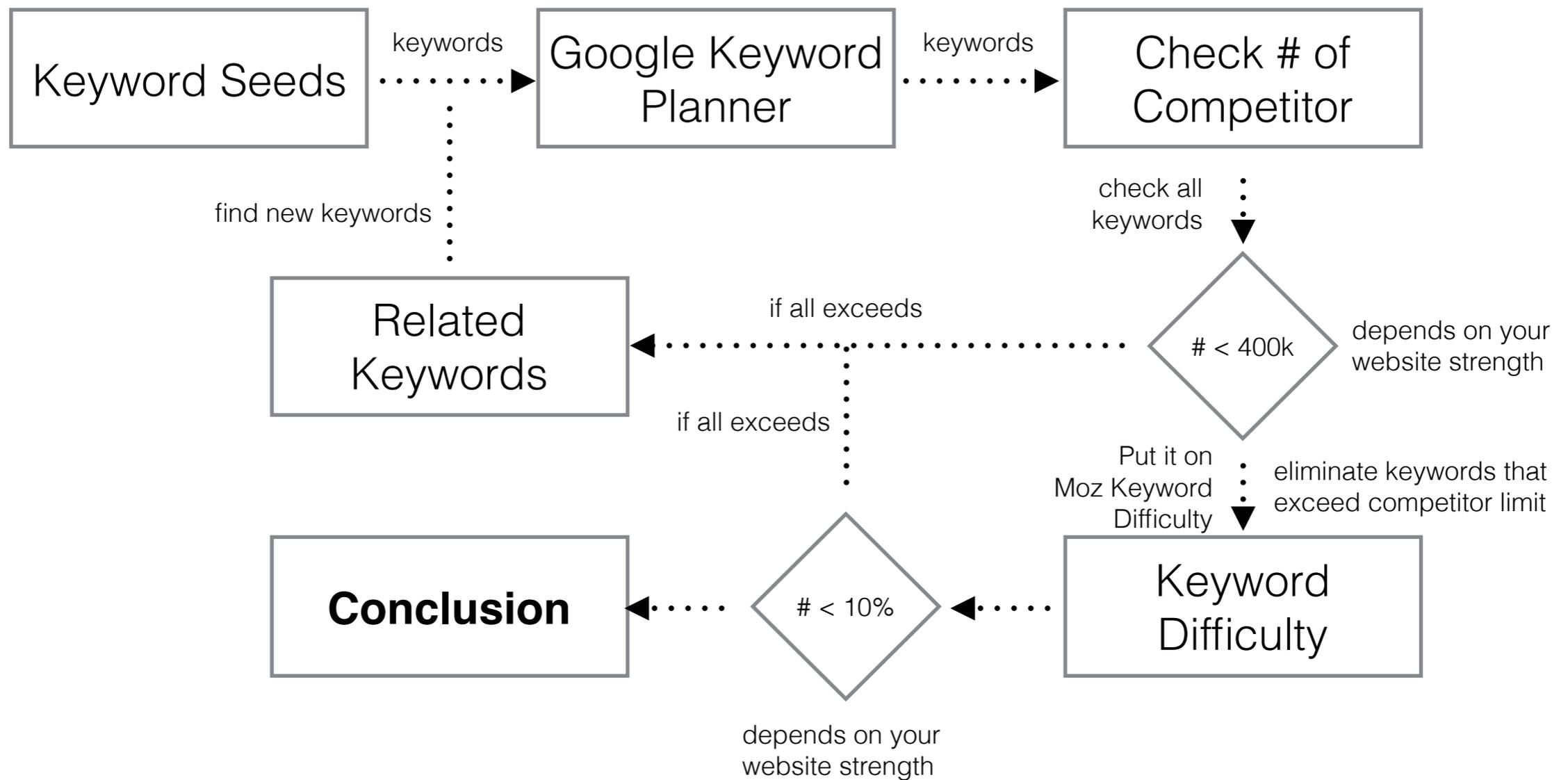
study case 28 - find potential keywords based on google suggest data

- ▶ Step 1: Open the site, use search to Google.co.id with Bahasa Indonesia
- ▶ Step 2: Use 1 keyword for every search
- ▶ Step 3: Collect relevant keywords



Keyword Research

the flowchart



Let's do this Marine!

study case 29

- ▶ Find the best keyword with monthly searches ≥ 30 , competitor $< 400,000$ and keyword difficulty $\leq 15\%$
- ▶ Use the flow chart on your Handout to guide you through





LET'S GET STARTED
prepare your keyword seed

KEYWORD SEED

step 1.1. Fresh Web Explorer

► use keyword: "strategi pemasaran" -site:scribd.com

Find Mentions of: ✕ "strategi pemasaran" -site:scribd.com (64)

Enter any term. Use standard search operators (e.g., quotes for an exact phrase — "puppies and kittens")

Find Mentions

+ Show search operators

Web Mentions

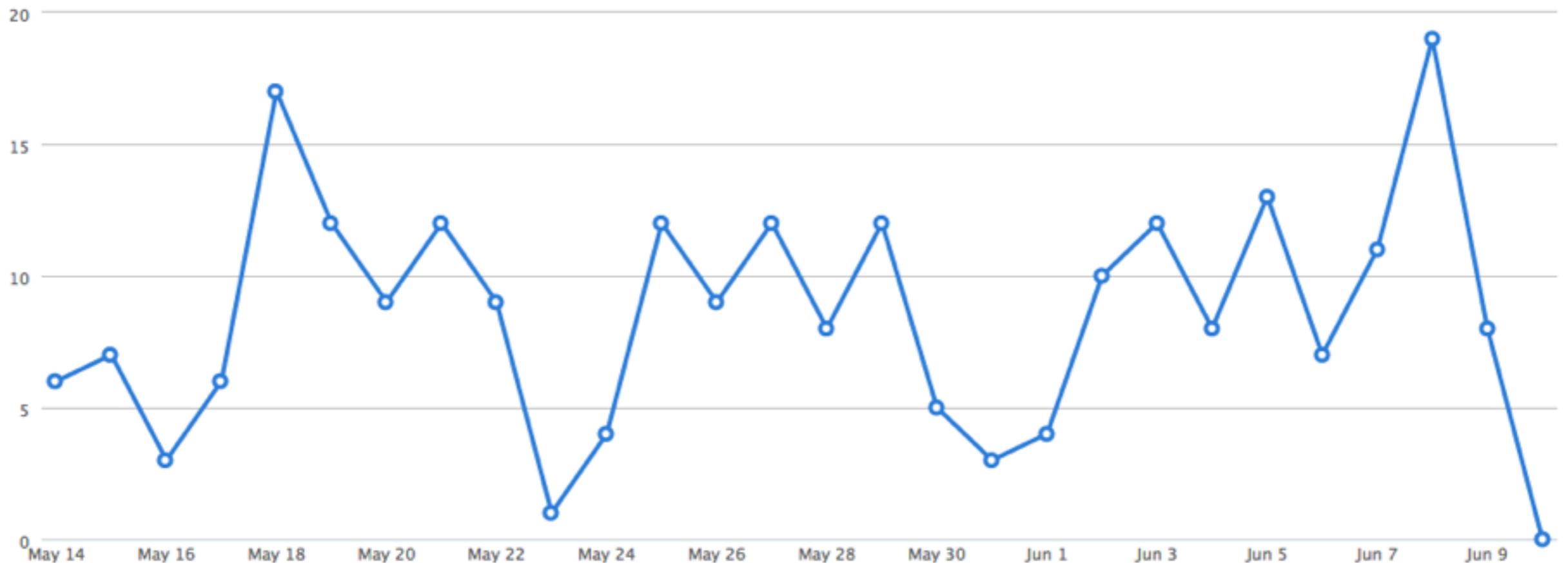
10 out of 10 alerts available [Manage Alerts](#)

[Create an Alert](#)

View web mentions from: Last Four Weeks ▾

Show only those mentions from sites we've seen in Google News 

Mentions



- ▶ filter: last four weeks
- ▶ sort by Mention Authority, look for a related articles

Mentions of all Terms from Last Week

Please give us feedback! Flag a page if you think it looks sketchy.

Page Title / URL Containing Mention	Mention Authority	Mentioned	Date Found	
Mahasiswa Universitas Brawijaya ciptakan bolpoin antistres - ANTARA News http://www.antaranews.com/berita/500362/mahasiswa-universitas-brawijaya-ciptakan-bolpoin-antistres...	81	"strategi pemasaran" -site:scribd.c...	06/08/2015	
Windows tablet Real Madrid debut di Spanyol - ANTARA News http://www.antaranews.com/berita/500147/windows-tablet-real-madrid-debut-di-spanyol?utm_medium...	81	"strategi pemasaran" -site:scribd.c...	06/07/2015	
Perbedaan Segmen Yamaha YZF-R25 dengan MT-25 :: Okezone News http://news.okezone.com/read/2015/06/07/15/1161655/perbedaan-segmen-yamaha-yzf-r25-dengan-mt-25?...	77	"strategi pemasaran" -site:scribd.c...	06/08/2015	
Astra Otoparts Menjadi Distributor Resmi Ban Pirelli :: Okezone News http://news.okezone.com/read/2015/06/08/15/1161786/astra-otoparts-menjadi-distributor-resmi-ban-pirelli	77	"strategi pemasaran" -site:scribd.c...	06/08/2015	
BUAS Bolpoin Unik Anti stress Tempo http://www.tempo.co/read/news/2015/06/04/273672370/BUAS-Bolpoin-Unik-Anti-stress?utm_medium=twitt...	76	"strategi pemasaran" -site:scribd.c...	06/05/2015	
Pengrajin Kota Yogya Harus Lebih Tingkatkan Kemampuan Pemasaran - Tribun Jogja http://jogja.tribunnews.com/2015/06/06/pengrajin-kota-yogya-harus-lebih-tingkatkan-kemampuan-pemasara...	74	"strategi pemasaran" -site:scribd.c...	06/06/2015	
Pengendara Yamaha R-Series Bingung saat Dikeroyok Wanita Seksi - Tribun Jogja http://jogja.tribunnews.com/2015/06/04/pengendara-yamaha-r-series-bingung-saat-dikeroyok-wanita-seksi?...	74	"strategi pemasaran" -site:scribd.c...	06/04/2015	
Beginilah Rekan Gibran Anak Jokowi di Mata Pegawai Markobar Plus.Kapanlagi.com http://plus.kapanlagi.com/beginilah-rekan-gibran-anak-jokowi-di-mata-pegawai-markobar-48f0ef.html	72	"strategi pemasaran" -site:scribd.c...	06/05/2015	
Tak Puas, Gibran Anak Jokowi Bakal Buka 'Markobar' di Luar Kota Plus.Kapanlagi.com http://plus.kapanlagi.com/tak-puas-gibran-anak-jokowi-bakal-buka-markobar-di-luar-kota-b432a6.html	72	"strategi pemasaran" -site:scribd.c...	06/05/2015	

- ▶ read the article and extract keyword

kalangan eksekutif

peluncuran produk

segmentasi pasar

sasaran pasar

penjaringan customer

Perbedaan Segmen Yamaha YZF-R25 dengan MT-25

Senin, 8 Juni 2015 - 09:00 wib



Yamaha MT-25 warna Black Strige (Yamaha Indonesia)

Santo Evren Sirait
Jurnalis

A A A



JAKARTA - Yamaha MT-25 yang baru saja diluncurkan oleh PT Yamaha Indonesia Motor Manufacturing (YIMM) merupakan saudara dari YZF-R25. MT-25 adalah versi telanjang (*naked bike*)

KEYWORD SEED

step 1.2. Topsy

▶ keyword: strategi pemasaran

Search and Analyze the Social Web.

EVERYTHING

LINKS

TWEETS

PHOTOS

VIDEOS

INFLUENCERS

strategi pemasaran|



ALL TWEETS



SINCE 2006

▶ filter: Links, Past 30 days

TOPSY

strategi pemasaran



Sort by relevance



Latest Results

Past 1 Hour 0

Past 1 Day 20

Past 7 Days 177

Past 20 Days 590

Past 30 Days 825

All Time

Specific Range

Everything

Links

Tweets

Photos

Videos

Influencers

All Languages

English

中文

日本語

한국어

Past 30 Days

825 TWEETS

Topsy Sentiment Score: 52

Tweets Over Past 30 Days



View trends on Topsy Analytics

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial

dailysocial.net/post/perusahaan-b2b-strategi-pemasaran-sosial



DailySocial @dailysocial

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial owl.li/NxBuc pic.twitter.com/YOv6bcJ5uX

12 days ago Reply Retweet Favorite 14 more

5 Strategi Pemasaran Terbaru di Bisnis Online

kaskus.co.id/thread/5568712e0d8b4642658b456c/5-strategi-pemasaran-terbaru-di-bisnis-online?goto=newpost



Hapus @xxxxx_aaaaa05

5 Strategi Pemasaran Terbaru di Bisnis Online dlvr.it/B1WkTY

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plaza-bisnis.com/strategi-pemasaran-di-media-sosial



e-book GRATIS via DM @plaza_bisnis

4 Strategi Pemasaran di Media Sosial bit.ly/1HkX99d pic.twitter.com/YEqmDtfZyX

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DailySocial @dailysocial

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial owl.li/NxyXu

pic.twitter.com/XR4H1QvrrJ

13 days ago Reply Retweet Favorite 3 more

► find relevant articles

[Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial](#)

dailysocial.net/post/perusahaan-b2b-strategi-pemasaran-sosial



DailySocial @dailysocial

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial owl.li/NxBuc pic.twitter.com/YOv6bcJ5uX

🐦 12 days ago ↩ Reply ↻ Retweet ☆ Favorite 💬 14 more

[5 Strategi Pemasaran Terbaru di Bisnis Online](#)

kaskus.co.id/thread/5568712e0d8b4642658b456c/5-strategi-pemasaran-terbaru-di-bisnis-online?goto=newpost



Hapus @xxxxx_aaaaa05

5 Strategi Pemasaran Terbaru di Bisnis Online dlvr.it/B1WkTY

🐦 12 days ago ↩ Reply ↻ Retweet ☆ Favorite 💬 20 more

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plaza-bisnis.com/strategi-pemasaran-di-media-sosial



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4 Strategi Pemasaran di Media Sosial bit.ly/1HkX99d pic.twitter.com/YEqmDtfZyX

🐦 2 hours ago ↩ Reply ↻ Retweet ☆ Favorite 💬 18 more



DailySocial @dailysocial

Bagaimana Perusahaan B2B Adopsi Strategi Pemasaran Sosial owl.li/NxyXu
pic.twitter.com/XR4H1QvrrJ

🐦 13 days ago ↩ Reply ↻ Retweet ☆ Favorite 💬 3 more

[Strategi Pemasaran yang Efektif untuk Bisnis Kecil >> klik](#)

marketing.co.id/strategi-pemasaran-yang-efektif-untuk-bisnis-kecil



Majalah Marketing @mjlah_marketing

- read the article and extract keyword

strategi pemasaran sosial

strategi media sosial

target pasar

perusahaan b2b

partner teknologi

postingan blog

DailySocial

Strategi pemasaran dewasa ini sudah mulai mengoptimalkan penggunaan salah satu sarananya. Hal ini juga termasuk dengan strategi pemasaran bergerak di bidang B2B. Mereka harus mulai mengadopsi strategi pemasaran bersaing dengan para kompetitornya.

Sales Director Oracle Cloud CRM Asia Pasifik Atul Tuli mencoba membantu perusahaan B2B dalam mengoptimalkan strategi pemasaran yang efektif untuk menciptakan strategi pemasaran sosial yang komprehensif dan sembilan prinsip dasar yang harus diperhatikan.

Kenali yang Anda ajak bicara

Untuk memastikan produk Anda dipasarkan tepat sasaran Anda harus ajak bicara. Jika Anda beranggapan "siapa pun yang mungkin tertarik" Anda sudah dalam tahapan frustrasi. Ketahui dan kenali siapa yang ingin memasuki dunia digital mereka.

Manfaatkan media sosial untuk menawarkan

Pastikan Anda memanfaatkan media sosial untuk menawarkan sesuatu yang dibutuhkan atau diinginkan. Mereka tidak terlalu peduli dengan perusahaan, bagi mereka adalah mereka mampu menyelesaikan masalah dan membantu pekerjaan mereka. Berbicaralah mengenai hal tersebut dengan mereka.

Keyword Seeds

collect keyword - from
Google SERP

pelaku bisnis
strategi pemasaran produk
baru
jenis strategi pemasaran
strategi promosi

strategi pemasaran

Web Images Books News Videos More Search tools

About 1,070,000 results (0.18 seconds)

[Pemasaran - Wikipedia bahasa Indonesia, ensiklopedia ...](#)

[id.wikipedia.org/wiki/Pemasaran](#) Translate this page

Jump to [Strategi pemasaran](#) - [Strategi pemasaran](#) merupakan hal yang sangat penting bagi perusahaan dimana [strategi pemasaran](#) merupakan suatu ...

[Strategi Pemasaran | BisnisUKM.com](#)

[bisnisukm.com/tag/strategi-pemasaran](#) Translate this page

Memasarkan produk dan jasa secara online dapat menjadi salah satu [strategi pemasaran](#) yang sekarang ini banyak digunakan oleh para [pelaku bisnis](#).

[Dasar Marketing : 5 unsur dalam strategi pemasaran \(bagi ...](#)

[ipan.web.id/dasar-marketing-5-unsur-dalam-strategi-p...](#) Translate this page

Logika dalam pemasaran yang harus diubah kepada para pemula dalam membangun usaha adalah, ketika tahun 1935, maka [strategi pemasaran](#) berfokus ...

Searches related to strategi pemasaran

[strategi pemasaran produk](#)

[jenis strategi pemasaran](#)

[strategi pemasaran 4p](#)

[pengertian strategi pemasaran](#)

[contoh strategi pemasaran](#)

[strategi pemasaran berkesan](#)

[strategi pemasaran produk baru](#)

[strategi promosi](#)

GoOoooooOoooooOoOgle >

1 2 3 4 5 6 7 8 9 10 Next

GOOGLE KEYWORD PLANNER

step 2.

- ▶ Put all the keyword seeds
- ▶ Filter: Indonesia, Indonesian

Find new keywords

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

perencanaan produk
segmentasi pasar
sasaran pasar

Your landing page

www.example.com/page

Your product category

Enter or select a product category

Targeting [?](#)

Indonesia 

Indonesian 

Google 

Negative keywords
telluride, pc, free, online,
computer + 5 more 

Date range [?](#)

Show avg. monthly searches
for: Last 12 months 

Customize your search [?](#)

Keyword filters 

Keyword options 

Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include 

Get Ideas

- ▶ take the keyword ideas and the avg. monthly searches
- ▶ save the ineffective keyword seeds first, we would reuse it later

Ad group ideas		Keyword ideas	
Search terms		Avg. monthly searches ?	Competition ?
strategi pemasaran	↘	12,100	Low
segmentasi pasar	↘	5,400	Low
revolusi	↘	3,600	Low
strategi promosi	↘	1,000	Low
target pasar	↘	880	Low
strategi pemasaran produk baru	↘	390	Low
pemasok	↘	260	Low
kegiatan pemasaran	↘	210	Low
kegiatan bisnis	↘	210	Low
pelaku bisnis	↘	170	Low
jenis strategi pemasaran	↘	170	Low
memasarkan produk	↘	140	Low

► Find relevant keywords

▼ Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested
strategi pemasaran produk		1,600	Low	IDR54,3
strategi pemasaran 4p		210	Low	
contoh strategi pemasaran		590	Low	IDR6
strategi komunikasi pemasaran		390	Low	
cara memasarkan produk		880	Low	IDR1,2
strategi pemasaran hotel		110	Low	IDR1
strategi promosi pemasaran		140	Low	
pengertian segmentasi pasar		1,000	Low	
manajemen pemasaran		9,900	Low	IDR9,6
segmentasi pasar adalah		480	Low	
segmen pasar		590	Low	
pemasaran		5,400	Low	IDR58,4

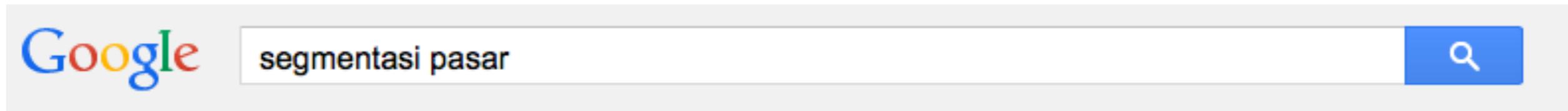
50 4 strategi pemasaran
50 sejarah afiliasi pemasaran
90 kegiatan manajemen pemasaran
110 strategi marketing bank
110 strategi pemasaran hotel
140 strategi promosi pemasaran
210 contoh konsep pemasaran
210 tujuan strategi pemasaran
260 cara marketing
320 cara marketing yang baik
320 pengertian target pasar
320 strategi promosi kesehatan
320 tujuan segmentasi pasar
390 strategi komunikasi pemasaran
390 strategi pemasaran produk baru
590 contoh strategi pemasaran
590 segmen pasar
880 cara memasarkan produk
880 target pasar
1000 iklan produk
1000 pengertian segmentasi pasar
1000 strategi promosi
1600 strategi pemasaran produk
2400 bisnis mlm
2400 strategi marketing
5400 segmentasi pasar
9900 manajemen pemasaran
12100 strategi pemasaran

► Combine all keywords

GOOGLE SERP

step 3. Find # of Competitor Websites

► Count the Competitors for Each Keyword



About 366,000 results (0.41 seconds)

[Segmentasi pasar - Wikipedia bahasa Indonesia ...](#)

id.wikipedia.org/.../Segmentasi_... ▾ [Translate this page](#) Indonesian Wikipedia ▾

Artikel ini perlu diwikifikasi agar memenuhi standar kualitas Wikipedia. Anda dapat memberikan bantuan berupa penambahan pranala dalam, atau dengan ...

[Faktor penetapan](#) - [Syarat](#) - [Tingkat](#) - [Manfaat](#)

[Segmentasi Pasar](#)

pengetahuantentangsegmentasipasar.blogspot.com/ ▾ [Translate this page](#)

Nov 30, 2012 - **Segmentasi pasar** adalah pengelompokkan pasar menjadi kelompok-kelompok konsumen yang homogen, dimana tiap kelompok (bagian) ...

[Segmentasi Pasar, Targeting Dan Positioning Pasar | Marga ...](#)

www.academia.edu/.../Segmentasi_Pasar... ▾ [Translate this page](#) Academia.edu ▾

SEGMENTASI PASAR, TARGET PASAR, DAN POSI TI ONI NG MAKALAH disusun untuk memenuhi tugas mata kuliah Manajemen Pemasaran Jurusan ...

[PENGERTIAN SEGMENTASI PASAR DAN ANALISIS ...](#)

globeoftheatre.blogspot.com/.../pengertian-segmentasi... ▾ [Translate this page](#)

MOZ KEYWORD DIFFICULTY

step 4. check competitor's strength

- ▶ Check Keyword Difficulty for < 400K keywords
- ▶ Filter: Google ID

Keyword Difficulty

Enter keywords to see keyword difficulty and Bing search volume. Once you've submitted a keyword, you can request a ranking factors report for any keyword.

strategi marketing bank
strategi pemasaran hotel
strategi promosi pemasaran
tujuan strategi pemasaran
strategi promosi kesehatan
tujuan segmentasi pasar

On

Google

Indonesia

Check Difficulty

0 of 400 keywords checked today

► Find Keywords with
Keyword Difficulty <
10%

<input type="checkbox"/> Keyword ▾	Keyword Difficulty ⓘ ▾	Bing Search Volume (Exact Local ▾)
<input type="checkbox"/> strategi marketing for Google ID	20%	0
<input type="checkbox"/> segmentasi pasar for Google ID	1%	6
<input type="checkbox"/> manajemen pemasaran for Google ID	32%	23
<input type="checkbox"/> strategi pemasaran for Google ID	20%	69
<input type="checkbox"/> 4 strategi pemasaran for Google ID	14%	0
<input type="checkbox"/> sejarah afiliasi pemasaran for Google ID	1%	0
<input type="checkbox"/> kegiatan manajemen pemasaran for Google ID	15%	0
<input type="checkbox"/> strategi marketing bank for Google ID	15%	0
<input type="checkbox"/> strategi pemasaran hotel for Google ID	1%	0
<input type="checkbox"/> strategi promosi pemasaran for Google ID	22%	0
<input type="checkbox"/> tujuan strategi pemasaran for Google ID	14%	0
<input type="checkbox"/> strategi promosi kesehatan for Google ID	1%	0
<input type="checkbox"/> tujuan segmentasi pasar for Google ID	1%	0
<input type="checkbox"/> strategi komunikasi pemasaran for Google ID	1%	0

RELATED KEYWORDS

step 5. use [KeywordTool.io](https://keywordtool.io)

- ▶ Use keywordtool.io to Refine the Keywords
- ▶ Filter: Google.co.id, Bahasa Indonesia

Keyword Suggestions	
<input type="checkbox"/>	strategi pemasaran produk
<input type="checkbox"/>	strategi pemasaran adalah
<input type="checkbox"/>	strategi pemasaran jasa
<input type="checkbox"/>	strategi pemasaran online
<input checked="" type="checkbox"/>	strategi pemasaran produk makanan
<input type="checkbox"/>	strategi pemasaran global
<input type="checkbox"/>	strategi pemasaran pdf
<input checked="" type="checkbox"/>	strategi pemasaran produk baru
<input type="checkbox"/>	strategi pemasaran coca cola
<input type="checkbox"/>	strategi pemasaran menurut para ahli
<input checked="" type="checkbox"/>	strategi pemasaran a asuransi

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