



# Key Metric Pemasaran & Efektivitas Digital Marketing

---

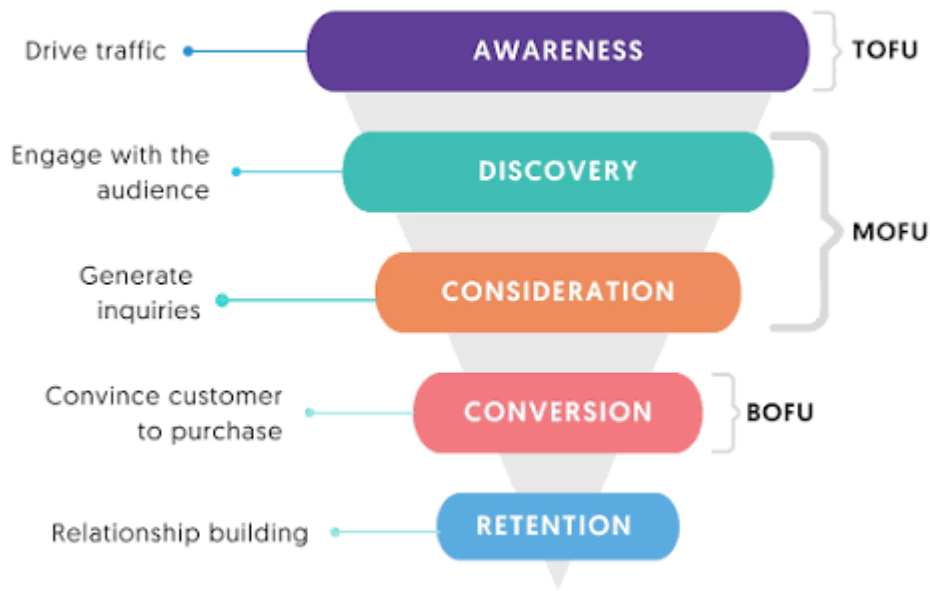
CAHYANI PRATISTI

# Tujuan Pembelajaran

---

- ❑ Memahami key metric pemasaran
- ❑ Mengukur efektivitas digital marketing
- ❑ Mengetahui letak data & cara hitung tiap platform

## DIGITAL MARKETING FUNNEL



### 1. Awareness

Tujuan: menarik dan traffic

Taktik: Blog posts, social media, SEO, display ads, videos.

### 3. Consideration

Tujuan: membangun *trust* dan mengedukasi konsumen potensial

Taktik: webinars, email, panduan detail, keunggulan produk

### 4. Conversion

Tujuan: pembelian

Taktik: Special offers, limited-time discounts, free trial

### 5. Retention/Loyalty

Tujuan: Membuat konsumen *happy*

Taktik: Loyalty program, personalized emails, customer service yang baik, follow-up content

### 6. Advocacy (after purchase)

Tujuan: review positif dan referral

Taktik: Referral program, testimoni, komunitas

Customer lifetime value ⇒  
memperlakukan konsumen **sesuai tahapannya**

# TikTok

---

TikTok studio -> analytics -> overview -> key metrics -> pilih harinya -> cek content untuk lihat top post, most views, most likes

Cek viewer untuk lihat total viewer dan new viewer

Cek follower untuk lihat total follower dan new follower

Tiap Viewers dan Followers bisa dilihat insightnya: (gender, age, location), most active times

**Engagement Rate = (Like+Comment+Share) / Views x100%**

# Instagram

---

Profile → Professional Dashboard → Insights (view, interaction, new followers)

Reach & Impression tersedia di Insights

Untuk maksimalkan Instagram klik your tools -> ada month recap, best practice, partnership ads, ad tool (boost reels, optimization, manage ads)

**Engagement Rate = (Like+Comment+Share) / Reach x100%**

# YouTube

---

Install YouTube Studio → Channel Analytics (view, watch time, ranking by views, views, impression click through rate, average view duration)

**Average View Duration = Watch Time / Views**

**CTR tersedia di Reach**

# Email Marketing

---

Platform: Gmail / Mailchimp

Menu: Campaign Report

**Open Rate = Email Dibuka / Email Terkirim x100%**

**CTR = Klik / Email Dibuka x100%**

EMAILS SENT

270,880

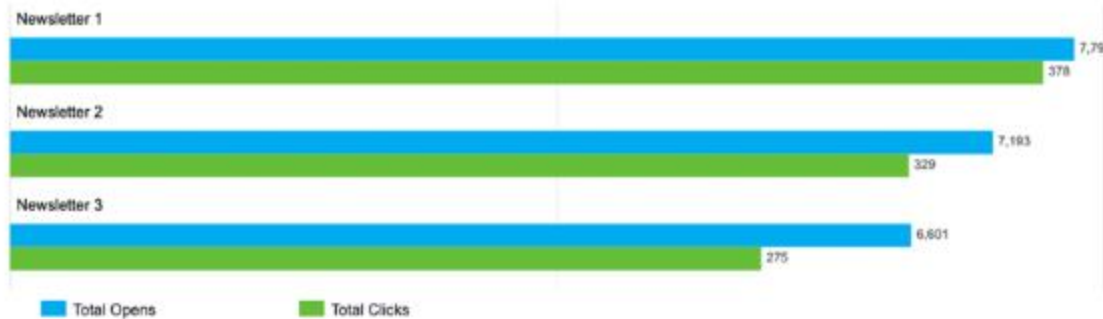
OPEN RATE

14.24%

TOTAL OPENS

58,854

TOTAL OPENS AND TOTAL CLICKS BY CAMPAIGN



CAMPAIGN PERFORMANCE

Campaign	Subject line	Emails Sent	Open Rate	Total Opens	Total Clicks
Newsletter 1	Online marketing 1	28,757	17.25%	7,794	378
Newsletter 2	Online marketing 2	28,802	16.02%	7,193	329
Newsletter 3	Online marketing 3	23,808	16.19%	6,601	275
Newsletter 4	Online marketing 4	28,902	15.23%	6,439	275
Newsletter 5	Online marketing 5	29,052	11.51%	4,692	70
		<b>139,321</b>	<b>15.2%</b>	<b>32,719</b>	<b>1,327</b>

Create shareable link

Create Online Report

Create PDF

Send by e-mail

Schedule report

Copy report

Report language

English (US)

Date range

Last month

Compare date range

Previous month

Main author

John Doe

Client

Reports and templates

Project

Select a project

Brand template

Integration report template

# WhatsApp Business

---

Business Tools → Statistics

**Conversion Chat = Pembelian / Chat Masuk x100%**

**Response Time otomatis tercatat**

# Google My Business

---

Buka Performance

**Conversion Lokal = Call + Direction + Website Click**

Time period  
Feb 2022–Feb 2022

Overview Calls Messages Bookings Directions Website clicks

# 518

Business Profile interactions ⓘ



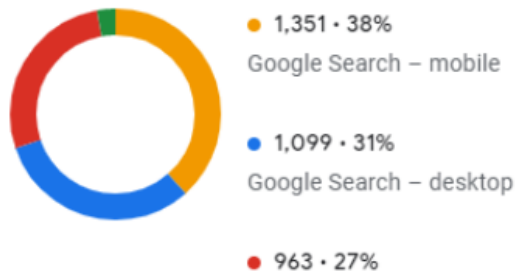
## How people discovered you ⓘ

# 3,517

👁️ People viewed your Business Profile

### Platform and device breakdown

Platform and devices that people used to find your profile



## 🔍 Searches triggered your Business Profile



Data is still being collected. Check back at the start of the next month.

# Website

---

<https://www.seoptimizer.com/>

Google Analytics -> Reports → Engagement

**Bounce Rate = Session tanpa interaksi / Total Session**

# SEO

---

Google Search Console

Performance

**CTR SEO = Click / Impression x100%**

**Keyword Ranking di Search Result**

# Iklan Digital

---

Platform: Meta Ads / TikTok Ads / Google Ads

**CTR = Click / Impression x100%**

**CPC = Biaya / Click**

**ROAS = Pendapatan / Biaya**

# Contoh Perhitungan

---

Impression: 5.000 | Click: 50 | Biaya: Rp100.000

CTR = 1%

CPC = Rp2.000



---

Platform	CTR (klik per banyajna y tayang)	Impressi on (tayanga n)	Reach (jumlah user)	Bounce Rate (yang nonton dan gak melakuk an apapun)	Leads (yang pesan/tu lis no telp/ prospek)	Conversi on (closing/ beli)

---

Ukur → Analisis → Ambil Keputusan