

A man with a surprised expression, looking at a laptop screen. He is wearing a dark blue button-down shirt. The background is a light blue gradient.

GROWTH HACKING

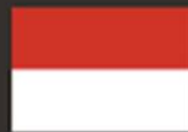
Cara Dahsyat Meningkatkan Jumlah Likers dan penjualan di Facebook

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JAN
2016

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**259.1
MILLION**

URBANISATION: 55%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**88.1
MILLION**

PENETRATION: 34%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**79.0
MILLION**

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**326.3
MILLION**

vs POPULATION: 126%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**66.0
MILLION**

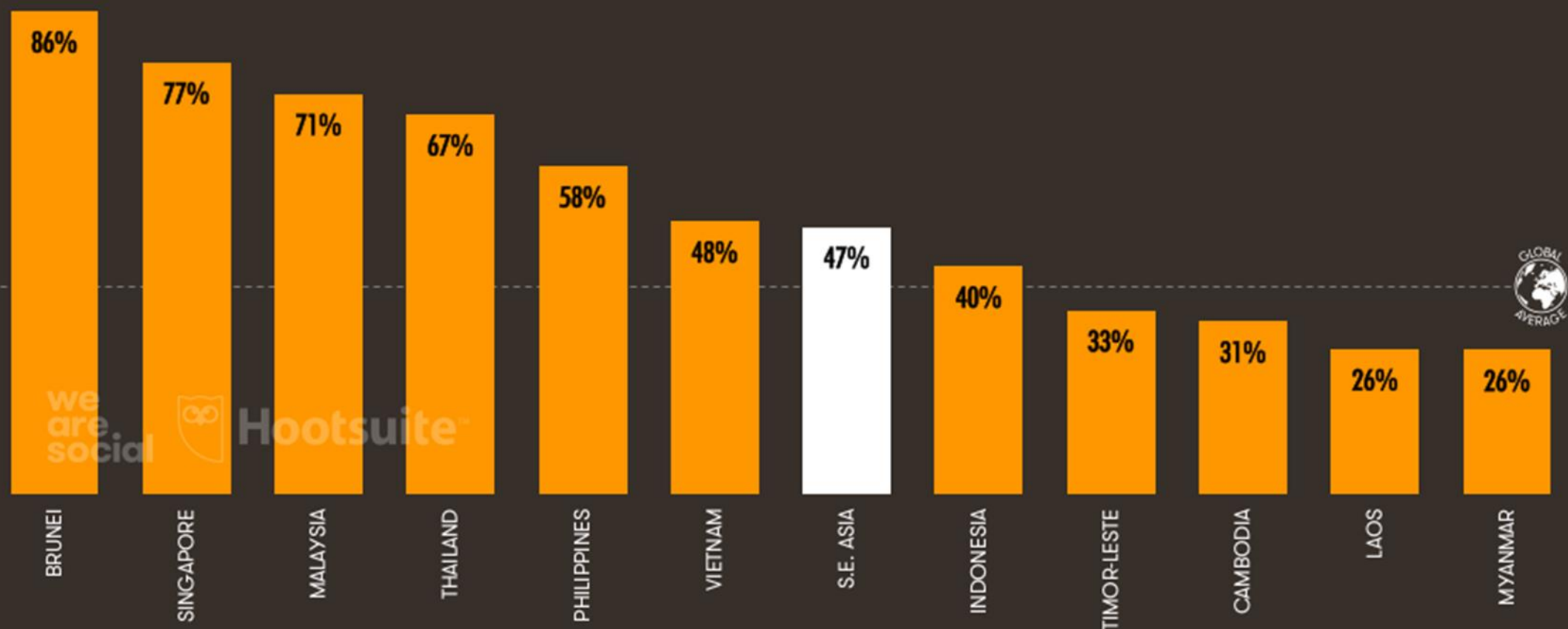
PENETRATION: 25%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2017

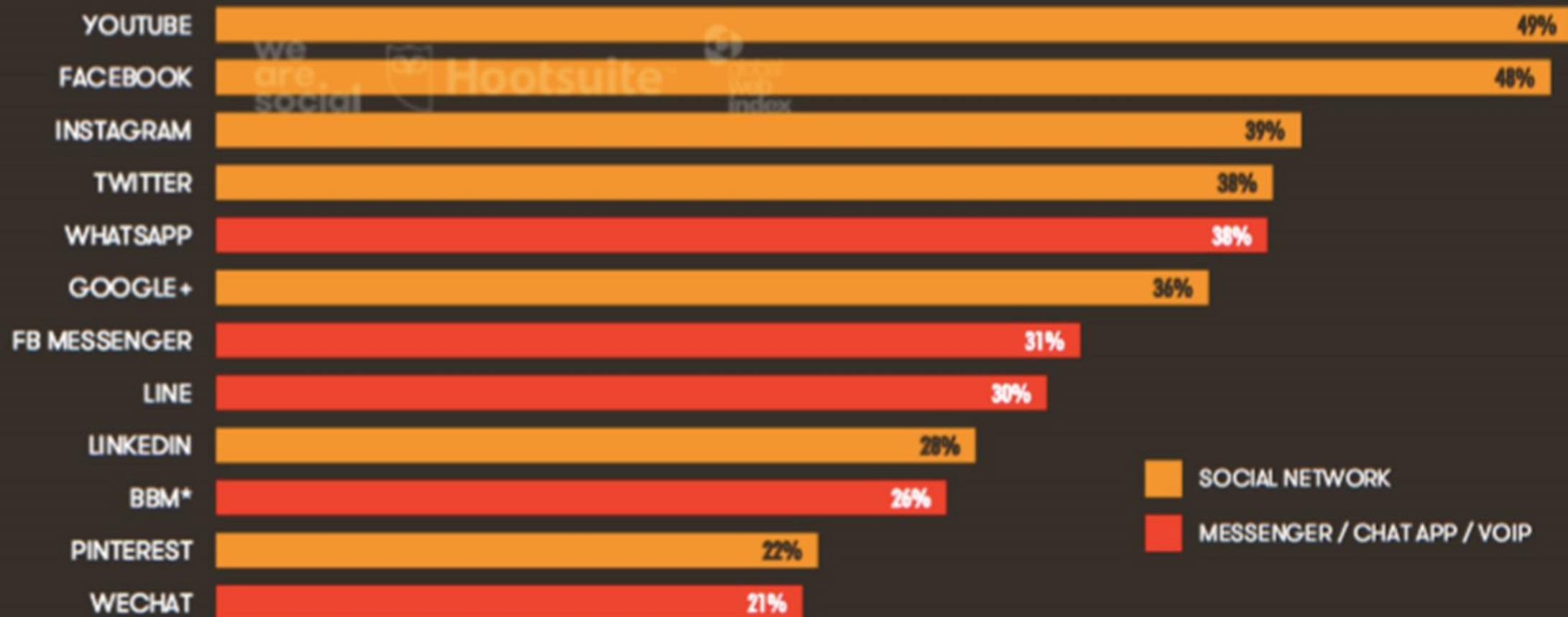
SOCIAL MEDIA PENETRATION BY COUNTRY

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH COUNTRY, COMPARED TO THE TOTAL NATIONAL POPULATION



MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



SUDAHKAH PUNYA

FANPAGE FACEBOOK & INSTAGRAM?

FACEBOOK 101





Use a catchy headline

- *What will stand out?*
- *What will most likely grab their attention?*
- *Is there a way to make this headline #moreinteresting?*



**Ask open-ended...
...questions?**





#Avoid

#Multiple

#Hashtags



**Follow the
trends**





Use humor

Everyone loves a good knee-slapper



Tag people when possible

but don't go overboard





**Don't talk too much about
your organization**



Start the day with a post

*16% of people rely on Facebook & Twitter
for their morning news. Don't miss your
chance to reach this audience.*





Post 2-3 times a day

Flexibility is key when it comes to post frequency, but try to hit your audience at least twice a day.



Be human!

*Users need to know there's a person behind the post. To really connect, don't post monotonous sales pitches and dull reminders. Don't just *sell* to your users - *connect* with them.*



1 Konten



1.000 Konten

BERKUALI

YANG

TAS

BIASA

**SIAPA TARGET
MARKET ANDA??**

COPY WRITING???



Writing.



Copywriting.

Right words, different story.



14.1MP
5x OPTICAL
ZOOM
AUTO FOCUS

Writing.



BECAUSE
MEMORIES
FADE

Copywriting.

Right words, different story

8 Elemen Copywriting Pemicu CLOSING

- ☑️ Headline
- ☑️ Penawaran
- ☑️ Alasan
- ☑️ Bonus
- ☑️ Testimoni
- ☑️ Garansi
- ☑️ Call to Action
- ☑️ N.B



HEADLINE

=

IKLANNYA **IKLAN ANDA**

A hand is shown holding a light gray rectangular sign. The sign contains the text 'Ini Kenapa orang-orang Selalu Mengira Saya 10 tahun Lebih Muda'. Another hand is visible at the bottom right, pointing towards the sign.

**Ini Kenapa orang-orang Selalu Mengira
Saya 10 tahun Lebih Muda**

A pair of hands is shown holding a light gray rectangular sign. The left hand is at the top left corner, and the right hand is at the bottom right corner, with the index finger pointing towards the text. The background is plain white.

**Bayangkan Anda dapat Melepaskan Rasa Lelah
Anda dengan Merasakan Kenikmatan Aroma Kopi
khas Aceh yang MENDUNIA!**

A pair of hands is shown holding a light gray rectangular sign. The left hand is at the top left corner, and the right hand is at the bottom right corner, with the index finger pointing towards the text. The background is plain white.

**“Mereka tertawa ketika Saya duduk di
depan piano. Tapi BUNGKAM saat Saya
mulai memainkannya”**

Kata-kata **PERANGSANG** untuk **Headline**

» Anda

» Penting

» Pengumuman

» Cepat

» Buruan

» Perhatian

» Praktis

» Menarik

» Perkenalkan

» Lebih

» Hanya

» Dicari

» Rahasia

» Mudah

» Spesial!

» Terbatas

» Akhirnya

» Segera

» Sekarang

» Baru

» Cara

Frasa **PALING POPULER** untuk **Headline**

- » Inilah Cara...
- » Ini Alasan Kenapa...
- » Bagaimana Caranya...
- » Bagaimana Anda Bisa...
- » Kini...
- » Jangan... sebelum... ini
- » Siapa lagi...
- » 7 Alasan Kenapa Anda...

HATI-HATI!

Jangan sampai mereka berpikir...

- ✓ **Siapa peduli?**
- ✓ **Emangnya kenapa?**
- ✓ **Apa untungnya buat Saya?**

KENAPA SAYA HARUS BELI PRODUK ANDA?



Frasa untuk ALASAN

- » 7 Alasan Kenapa Anda HARUS beli ...
- » Mengapa Produk ini WAJIB Anda miliki...
- » Kenapa ini PENTING untuk Anda coba...
- » Ini Alasan Kenapa Anda HARUS Bergabung Menjadi...
- » Selain Alasan ini, Alasan Apa Lagi yang Membuat Anda Tidak MEMBELI Produk ini...

BONUS

✓ Relevan

✓ Berkualitas

✓ Ada Harganya

✓ Cantumkan Benefitnya

Tips Memberikan **TESTIMONI**

- » Semakin spesifik, semakin orang akan merasa bahwa 'INI BENAR'
- » Tunjukkan dalam Bentuk Angka
- » Jangan gunakan angka genap, 5, 10 atau kelipatannya
- » Jangan semuanya ditunjukkan
- » Tunjukkan Fotonya

GARANSI

3 Fungsi Garansi

- ✓ Mengunci risiko mereka
- ✓ Mengatasi rasa frustrasi mereka
- ✓ Alasan terkuat mereka bertransaksi dengan Anda



Tips Memberikan **GARANSI**

- ❏ Hindari kata-kata Garansi yang sering digunakan oleh banyak orang
- ❏ Garansi harus menyentuh rasa frustrasi terbesar yang dialami mereka
- ❏ Berikan Garansi yang sekiranya tidak memberatkan Anda

Contoh Kalimat N.B

- ❏ Kami tidak mengatakan kami yang terbaik, merekalah yang mengatakannya...
- ❏ Jadikan ini sebagai titik balik dalam hidup Anda!
- ❏ Hanya ada satu kesimpulan. BELI SEKARANG!
- ❏ Siapa Cepat, Dia Dapat!
- ❏ Harga hanya berlaku untuk 50 pemesan tercepat. Jika HABIS, maka saya akan menutup penjualan ini segera!

Checklist **COPYWRITING** ✓

- ✓ Headline
- ✓ Penawaran
- ✓ Alasan
- ✓ Bonus
- ✓ Testimoni
- ✓ Garansi
- ✓ Call to Action
- ✓ N.B
- ✓ Gambar / Foto
- ✓ 5W + 1H
- ✓ Kemudahan Menghubungi
- ✓ Kemudahan Bertransaksi
- ✓ Data Lengkap

BANYAK PRAKTIK

= BANYAK HASIL

