

**GILA**

*"Gali Ilmu Langsung Action ONLINE!"*

**SIAAAP !!!**

**ONLINE**



# WISUDA

DIPLOMA III, DIPLOMA IV, SARJANA, PASCASARJANA  
UNIVERSITAS ESA UNGGUL TA 2011/2012  
HOTEL PULLMAN, JAKARTA, 6 OKTOBER 2012



***“ You Must Trust Yourself Better Than Anyone. - @DandyKurniadi “***

Tangerang, October 1989

Sundanese, Gamers, Life Observer, Super Hardworker !

**Now :**

- Owner & CEO PT. Inovasi Handal Sinergi (INHASI)
- Online Business Practitioner
- Passion Accelerator

**Past :**

- 2010 – 2012 : Dagang aksesoris BlackBerry (TakoTaki.com)
- 2013 – 2014 : Jasa recovery data (SolusiDataHilang.com)
- 2012 – 2016 : Jasa pembuatan website (DuniaWebsite.com)
- 2015 – Now : Licensed STIFIn Promotor (STIFInTangerang.com)
- 2017 : Sosis Halal Sehat (SosisGaga.com) ,  
Aloe Vera (@AloeVeraNatureRepublicKorea)

**Dandy Kurniadi, SE**  
@DandyKurniadi | DandyKurniadi.id





A person wearing a dark grey pinstriped suit jacket, a white dress shirt, and a gold striped tie. Their hands are cuffed together in front of them with silver metal handcuffs. The background is dark and out of focus.

# Masalah Dalam MeMULAI Bisnis ?

Belum ada **MODAL**

Belum ada **NIAT** jadi pengusaha

Belum ada **DASAR** jadi pengusaha

Bingung **cara meMULAINYA**

Belum ada **WAKTU**

Belum ada **TEMAN**

Sudah banyak **PESAING**

Takut **RUGI**

**TUJUAN** atau **CARA**

LEBIH penting mana ?

# MM Coaching Camp 1





Apa  
PERSAMAAN  
semua  
gambar ini ?



# DREAM



# REALITY





# 2016, Orang Indonesia Habiskan Rp 295 Triliun untuk Belanja Online

- detikinet



0 Komentar



**Jakarta** - Dari penelitian yang diprakarsai oleh Asosiasi e-Commerce Indonesia (idEA), Google Indonesia, dan TNS (Taylor Nelson Sofres), nilai pasar e-commerce di Indonesia dari yang tadinya cuma sekitar Rp 94,5 triliun pada 2013 bisa melonjak tiga kali lipat mencapai Rp 295 triliun pada 2016.

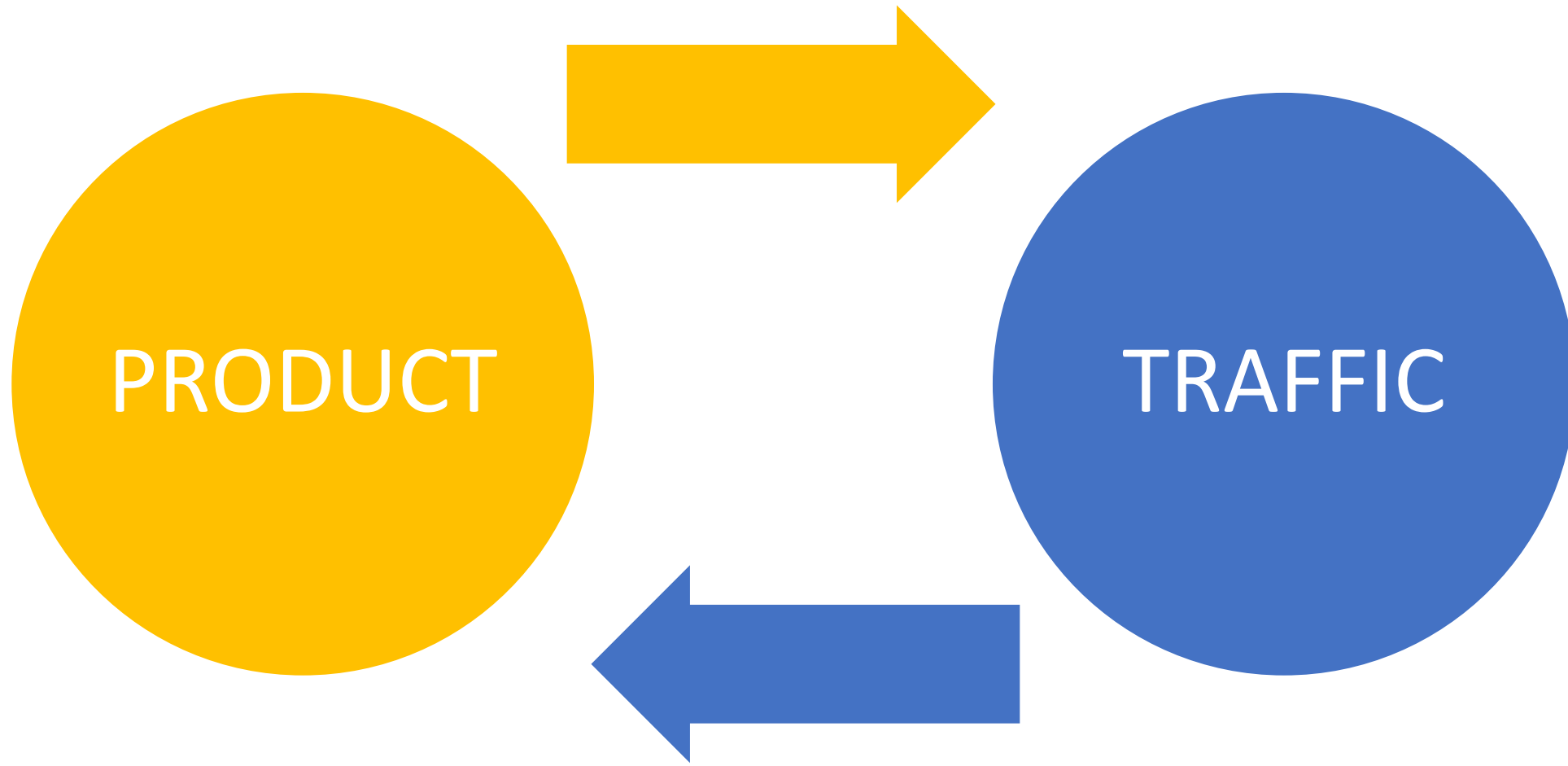


"Transaksi belanja online atau e-commerce di Indonesia terus meningkat pesat dari tahun ke tahun. Hal itu bisa dilihat dari data yang dirilis oleh banyak lembaga survei," kata praktisi sekaligus pengamat media digital, Nukman Luthfie, kepada **detikINET** di Jakarta, Rabu (22/10/2014).



Transaksi yang tinggi akhirnya membuat situs jual beli online juga ikut





**HOW TO  
GET MONEY FAST**



**Choose PRODUCT**

**CREATE**

- Social Media
- Marketplace
- Website

**SELLING !**

**SIMPLE STEPS  
TO **START**  
ONLINE BUSINESS**

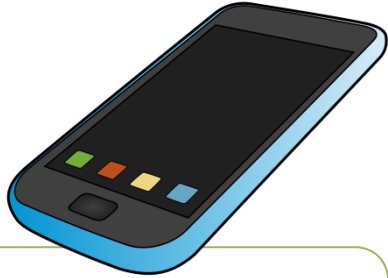


# 7 SENJATA BISNIS ONLINE



7 SBO  
**GADGET**

# GADGET



- “The Money Machine”
- Android
- iPhone

Smartphone

1

- “The Presenter”
- Galaxy Tab
- iPad

Tablet

3



- “The Converter”
- WiFi
- Bluetooth
- Web Camera

Laptop

2



7 SBO

# CONTACT ADDRESS

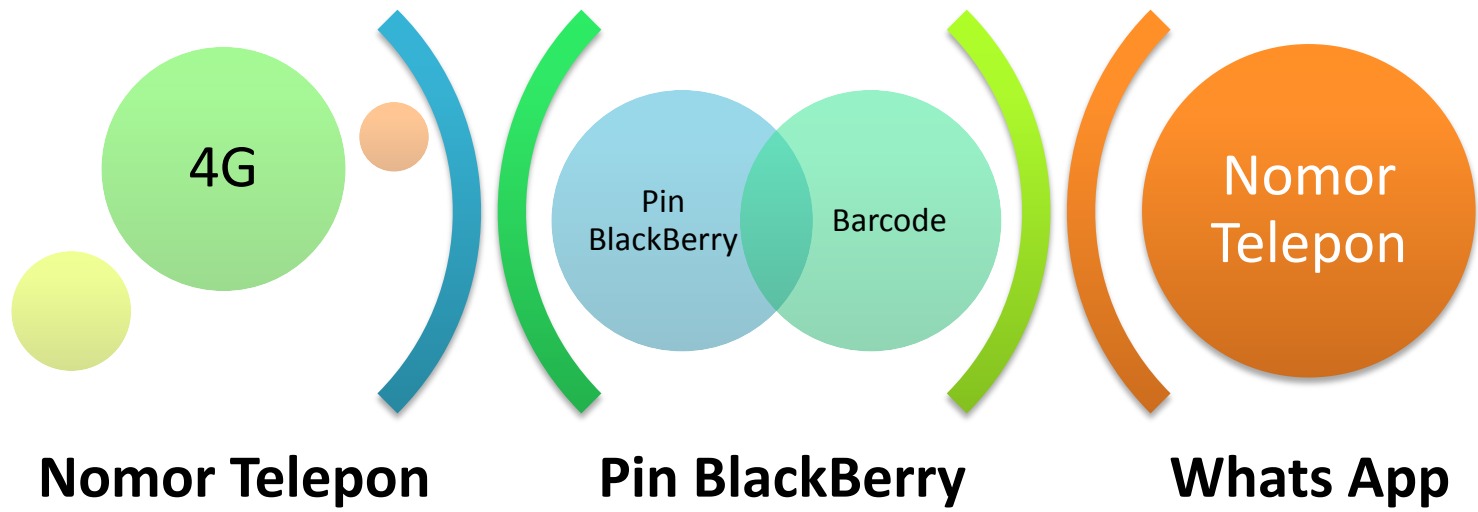


Nomor

Email



# Nomor Kontak



# Email Kontak

## Email Pribadi

- [DandyKurniadi@gmail.com](mailto:DandyKurniadi@gmail.com)
- [semangat@dandykurniadi.com](mailto:semangat@dandykurniadi.com)

## Email Bisnis

- [SpazelaID@gmail.com](mailto:SpazelaID@gmail.com)
- [lapar@spazela.com](mailto:lapar@spazela.com)





**7 SBO**

**REKENING**



# Rekening Bank

## Rekening Bank

- Konvensional
- Syariah

## Mobile Banking

- Transaksi Mobile
- Notifikasi

## Internet Banking

- Pengecekan Transaksi
- Transaksi Online



# Rekening Bank

## Konvensional

- BCA
- Mandiri
- BNI
- BRI
- CIMB Niaga
- Permata Bank
- Dsb

- ✓ Mandiri Syariah
- ✓ Muamalat
- ✓ CIMB Niaga Syariah
- ✓ BNI Syariah
- ✓ BRI Syariah
- ✓ Dsb

## Syariah

# Mobile Banking

## Notifikasi

1. SMS
2. Email



## Transaksi Mobile

1. Handphone
  - Aplikasi M-Banking
  - SMS Banking

Internet  
Banking

1. Uang transferan pembeli
2. Simpan transaksi

Pengecekka  
n  
Transaksi

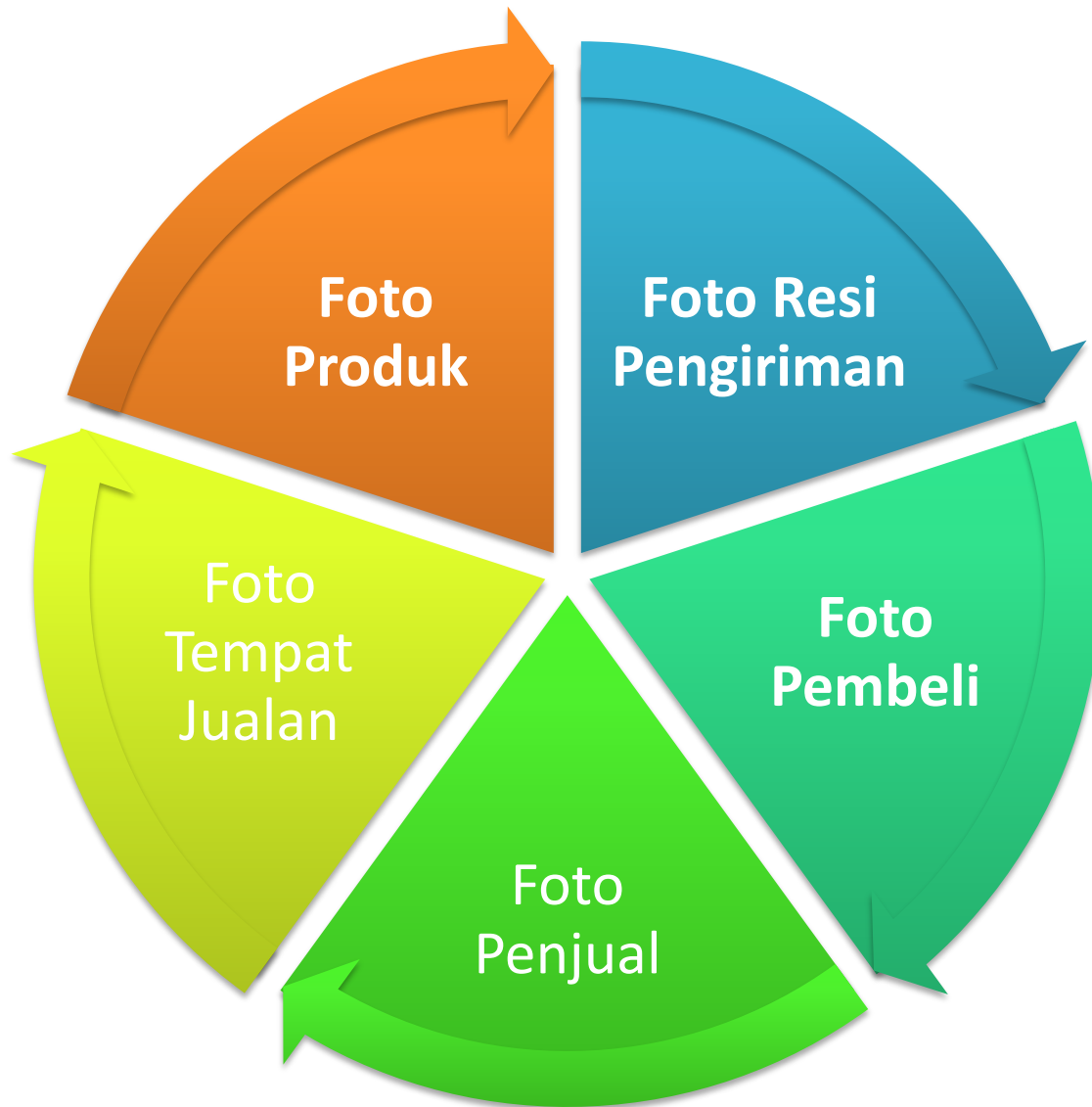
1. Transfer
2. Mutasi Rekening
3. Retur

Transaks  
i Online



**7 SBO**  
**FOTO**





# Amunisi **FOTO**

# FOTO PRODUK

Foto produk yang jelas

Lebih dari 1 foto

Watermark

Foto hasil jepretan sendiri



*Sosis Ikan (Otak-Otak)*  
100 Buah Sosis + Tusuk Sate + Sambal

NIDA : 0896 - 5220 - 2012



# FOTO PENGIRIMAN

Screenshot  
barang sampai  
ke pembeli

Testimonial  
pembeli



Foto pembeli  
bersama  
barang



# FOTO PEMBELI

# Foto Penjual



Foto terbaru

Berpakaian  
sesuai jenis  
bisnis

**Jual - Beli**



**Senjata 4**

**ECOMMERCE**

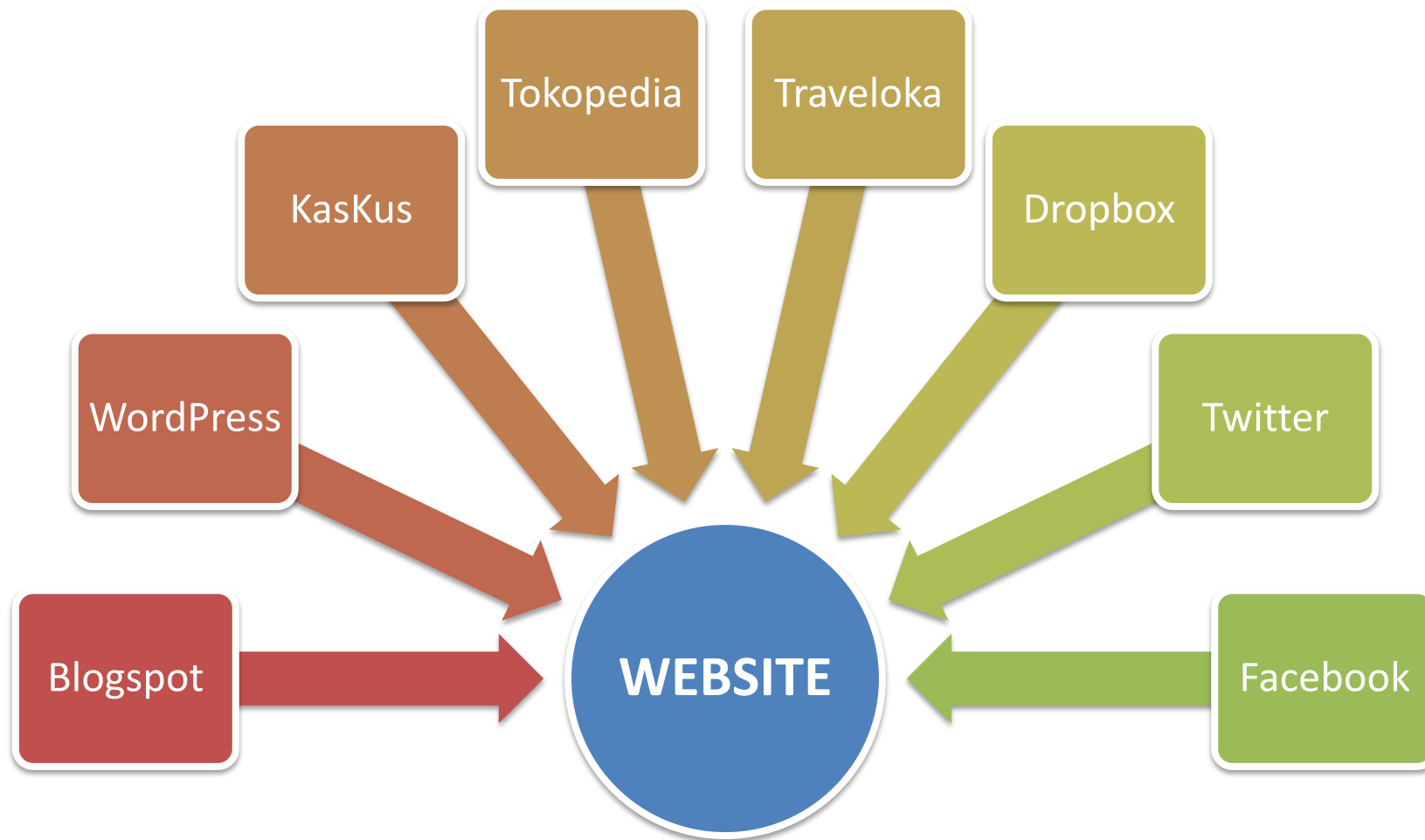




**7 SBO**  
**WEBSITE**



# Website ?





Coba ketikkan di Google :

# **Trainer Bisnis**

Lihat....

siapa yang berada di halaman 1 bahkan ranking  
1 Google 😊

***“Teknik untuk meningkatkan  
rating website dalam mesin  
pencari.”***

**Apa itu SEO ?**

7 SBO

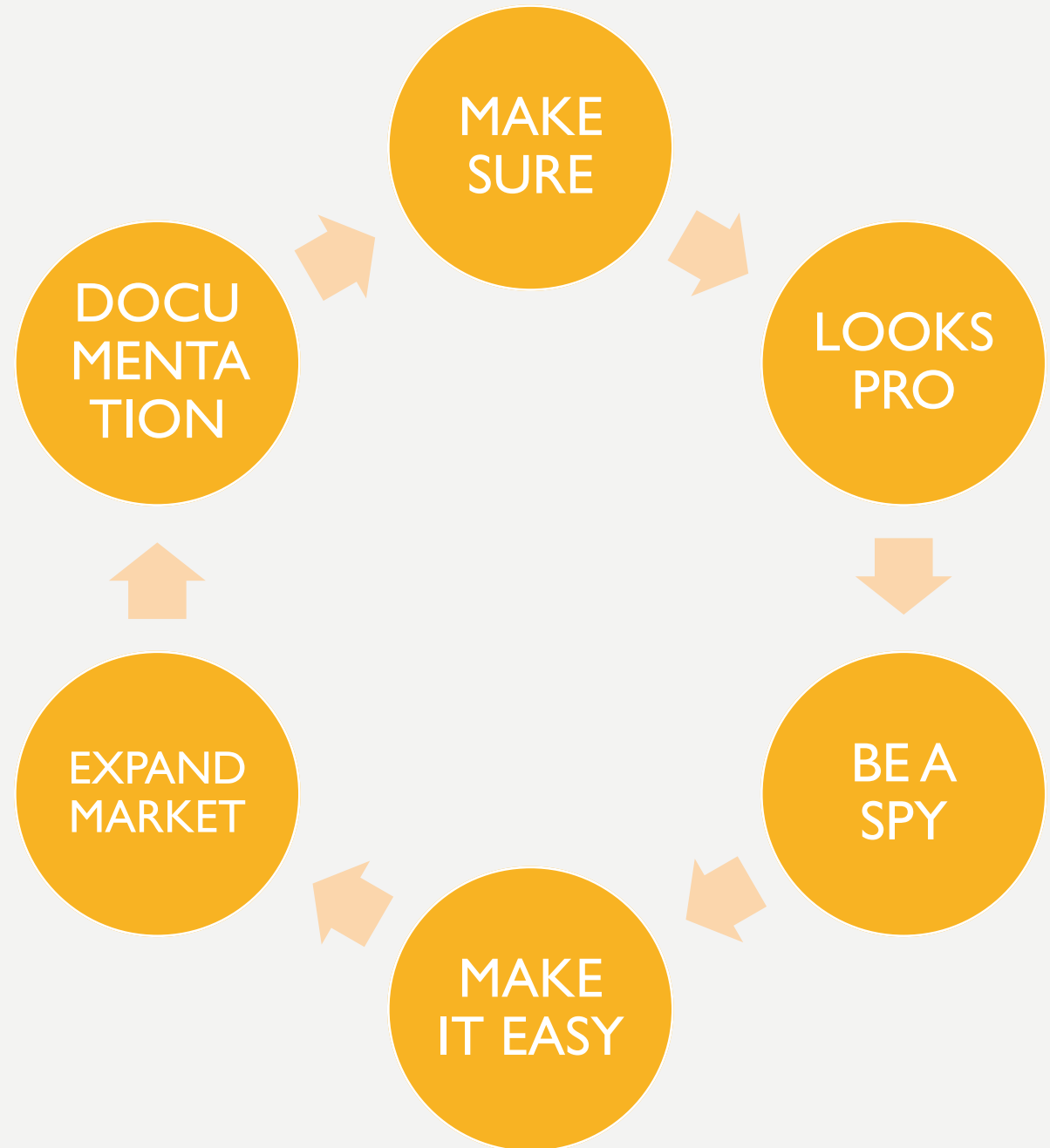
# SOCIAL MEDIA



# Social Media



# 7 LANGKAH SUKSES IG





# facebook

## Ads



# 😊 WHAT WE LEARN TODAY

**1**

Why must Advertise on Facebook

**2**

The Types of Facebook Ads

**3**

Campaign Structure

**4**

START to Create Ads !

**5**

Campaign Analyzing

# WHY MUST ADVERTISE ON FACEBOOK ?

Session X



Massive audience



(Super) detailed targeting



Cheaper cost



Faster results



Easy to scalable



Remarketing strategy




Remarkable campaign analyze


7 Reasons to Advertise on Facebook

# THE TYPES OF FACEBOOK ADS

# RULES !

















When you create an ad,  
you first choose your  
objective.



The objective  
you choose  
aligns with your  
overall business  
goals

# 3 Types Of Campaign Objective

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic 	 Conversions 
 Reach 	 Engagement	 Product catalog sales
	 App installs 	 Store visits
	 Video views	
	 Lead generation	

# 3 Types Of Campaign Objective



**AWARENESS :**  
Objectives that **generate interest** in your product or service.



**CONSIDERATION :**  
Objectives that get people **to start thinking** about your business and **look for more information** about it.



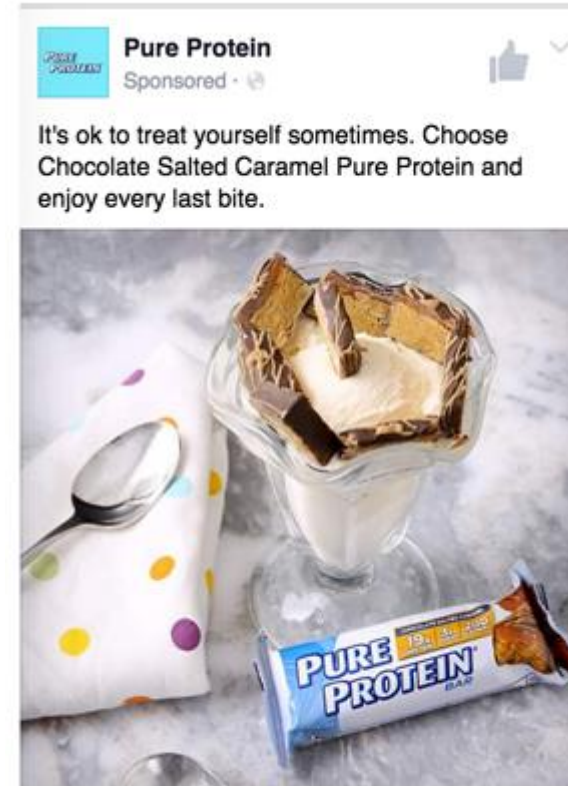
**CONVERSIONS :**  
Objectives that encourage people interested in your business **to purchase or use** your product or service.

# AWARENESS

- Objectives that **generate interest** in your product or service.

Types :

1. Brand Awareness
2. Reach





# CONSIDERATION

- Objectives that get people to **start thinking** about your business and **look for more information** about it.

Types :

1. Traffic
2. Engagement
3. App Instals
4. Video Views
5. Lead Generation



**Sosis Halal Sehat**  
October 9, 2016 · 🌐 · 🌐

Nagih bangeet nih SOSIS emang!  
Ada rasa ikan (otak-otak), ayam & sapi. Grattiss sambal SPESIAL & tusukan.  
Terima RESELLER !  
Add SEKARANG, gratis sosis lagi, MAU ?  
Chat WA: 082112448370 / [bit.ly/ChatWhatsAppSosis](https://bit.ly/ChatWhatsAppSosis) | 50515HS (BBM)



**Pesan ?**  
0896 5220 2012

👍 Like    💬 Comment    ➦ Share

👍 🗨️ 🗨️ Nida' Millatina, Eka Romadhan and 47K others    Chronological ▾

353 shares    906 Comments

# CONVERSION


- Objectives that encourage people interested in your business **to purchase** or **use your product** or service.

Types :

1. Conversions
2. Product Catalog Sales
3. Store Visits

**SOCIAL PRO DAILY** Social Pro Daily 14 hrs · 🌐

Click-to-Messenger ads were introduced for Facebook last November:



Brands on Instagram Can Now Run Click-to-Messenger Ads

The click-to-Messenger ads Facebook introduced last November are now available for Instagram.

ADWEEK.COM

Like Comment Share

# CAMPAIGN STRUCTURE






Nina Nugroho (1118887226610... ▼)

✓ Campaign

└ Objective

☰ Ad Set

└ Audience   
└ Placements   
└ Budget & Schedule 

☰ Ad

└ Format   
└ Media   
└ Additional Creative 

# CAMPAIGN STRUCTURE

## 1. Campaign

1. Objective

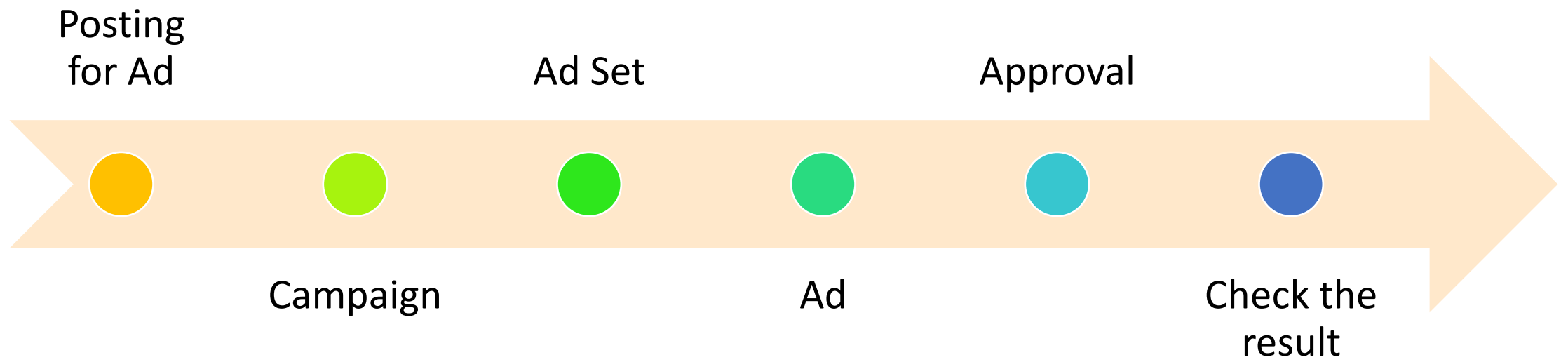
## 2. Ad Set

1. Audience
2. Placements
3. Budgets & Schedule

## 3. Ad

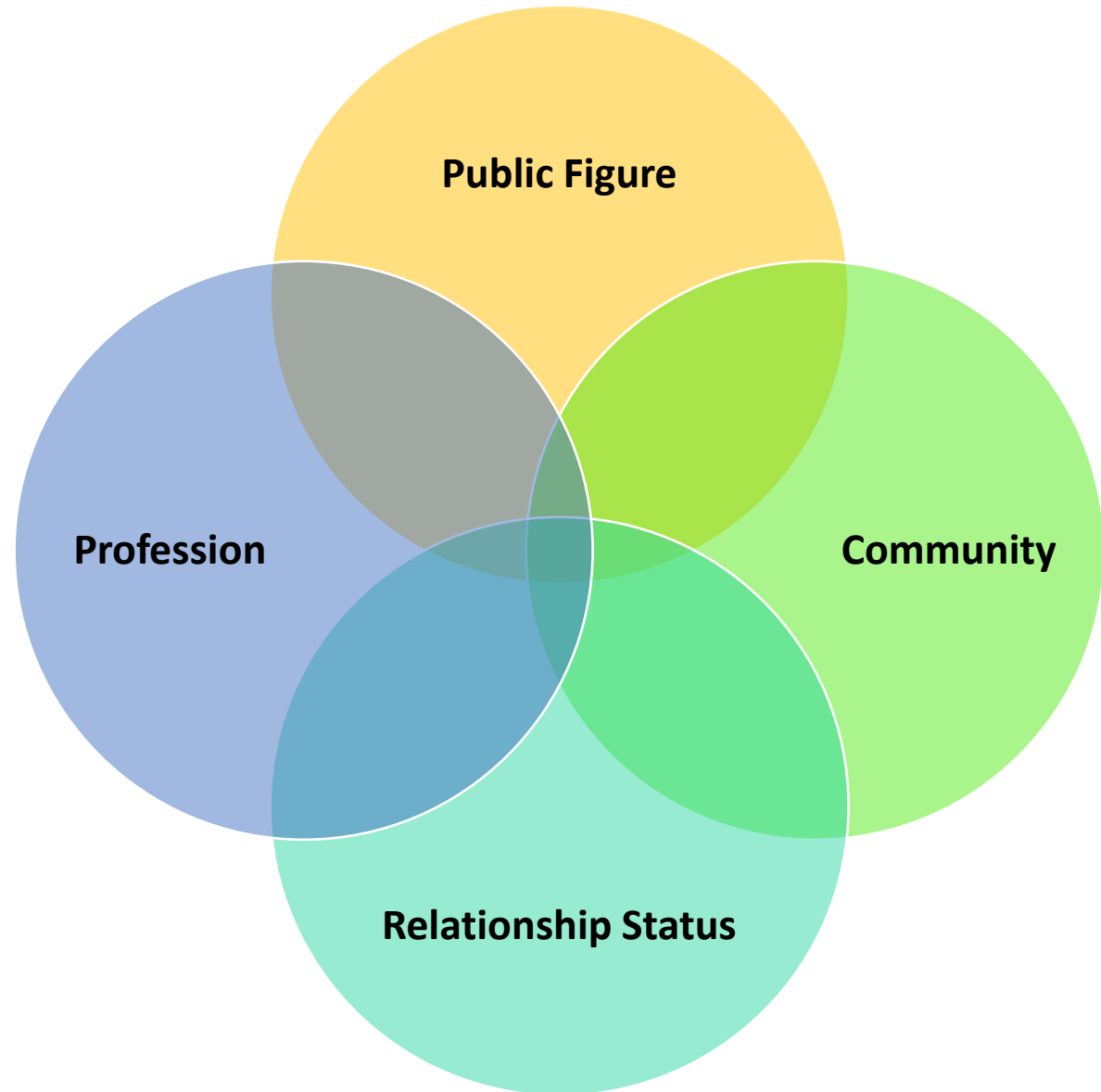
1. Format
2. Media
3. Additional Creative

START TO CREATE ADS !



**BASIC STEP**

# DETAILED TARGETING



# CAMPAIGN ANALYZING



Reach

Relevance  
Score

Frequency

Impressions

Cost per  
Mile (CPM)

Cost per  
Click (CPC)

Comment,  
Like, Share

# BASIC CAMPAIGN ANALYSIS

**QUESTION ?**

# READY TO GO ONLINE?



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Dandy Kurniadi

**DandyKurniadi.com**

Praktisi Bisnis Online & Passion Accelerator