

The Design of Klettern Media Promotion

Nurvivi Hamdani, Ananda Risya Triani

Email: vivienurhamdani@gmail.com

Visual Communication Design Department, Creative Industries Faculty
Telkom University Bandung, Indonesia

ABSTRACT

The use of the Internet as a promotional and business media grows higher. Internet makes it easy for businesses to market their products or services. A brand named Klettern that sell outdoor gear products, market their products through online promotional media such as Facebook and Instagram. But, marketing is done through the media is not able to attract these consumers, because not every community or target market used the social media. Therefore, optimizing the strategy of content is very important for marketing the product. In marketing, it takes a strategy for the products offered to align with the needs of consumers. One of the route that can be used is the inbound marketing technique that comprised of content marketing and social media participation. In this study, the author conducted several data collection methods, such as literature studies, observation, interviews, questionnaire, and documentation. Through the research, it is expected that Klettern brand can devise a grand plan to promote and expand their market nationwide and overseas.

Keywords: Promotion, Inbound marketing, Internet, Klettern.

ABSTRAK

Penggunaan internet sebagai media promosi dan bisnis semakin meningkat. Internet memberikan kemudahan kepada para pelaku bisnis dalam memasarkan produk ataupun jasa. Salah satu brand bernama Klettern yang menjual produk perlengkapan outdoor, memasarkan produknya melalui media promosi online seperti Facebook dan Instagram. Namun, pemasaran yang dilakukan melalui media tersebut tidak mampu menarik konsumen secara luas atau global, karena tidak semua komunitas atau target pasar menggunakan media sosial tersebut. Sehingga, untuk memperluas pasar dibutuhkan adanya media promosi pendukung lainnya. Dalam pemasaran dibutuhkan adanya strategi agar produk yang ditawarkan sesuai dengan kebutuhan konsumen. Salah satu cara yang dapat digunakan yaitu teknik inbound marketing yang terdiri dari content marketing dan social media participation. Di dalam penelitian ini, penulis melakukan beberapa metode perancangan yaitu dengan studi literatur, observasi, wawancara, kuesioner dan dokumentasi. Melalui penelitian ini diharapkan produk Klettern dapat mewujudkan rencana untuk mempromosikan dan memperluas pasar secara nasional hingga internasional.

Kata kunci: Promosi, Inbound marketing, Internet, Klettern.

INTRODUCTION

In Indonesia, Internet users have reached 88.1 million people and 66 million of them accessing social media through mobile devices. The development of science and technology bring great benefit to the advancement of society, especially in the business world. The presence of the Internet provides convenience to the business owners in introducing and marketing products or services offered. Moreover, with the presence of internet, it changing the face of marketing and behavior from consumers that previously finding information through TV, newspapers, brochures and so on, but now searching for information through the internet such as google, blogs and social media, and even 86% of consumers are less interested in watching TV.

According to Holt [2011: 10] there are two main strategies of marketing namely outbound marketing and inbound marketing. Outbound marketing is a large-scale marketing activities aimed to encourage consumers to buy a product or services offered such as television commercials, newspapers, magazines, brochures and so forth with limited target market (niche). While inbound marketing is a way to attract consumers with the content presented. The methods used in inbound marketing are the marketing content like blogs, e-book and infographics. Furthermore, using social media participation method such as Facebook, Twitter, Instagram, Youtube and SEO (search engine optimization).

Klettern is one of the hiking products that have been offered through online media like Facebook and Instagram. This product was established in 2010 in Bandung city and has been copyrighted in 2012. Klettern strategy is to reach wider market to go international. However, with the promotional media used today aren't enough to reach wider market because not all consumers using that media, consequently the right promotional media is needed which is appropriate to the target audience.

Based on the above problems, the researcher considers that promotional media which appropriate to the target market is required to reach broader market and designing a promotional media in order to gain potential customers. Promotional media which to be made are expected to increase product loyalty and to make consumers decision to buy and to promote the product.

THEORITICAL REVIEW

According to Rangkuti (2009: 49-51) stated that "Promotion is a communication activities aimed to describe some information and to persuade therefore the product or service being offered can attract the consumers' attention and can introduce them and also to increase sales. The promotional purpose is to modify the consumers' behavior by providing a good impression of products offered, to provide information to consumers, to persuade or encourage consumers to buy and to remind consumers of the product. Rangkuti (1997: 49-52) argues that "Marketing is an activity to create and offer a product or service to meet the needs that consumer desires. Moreover analyzing consumer based on the background, motivation and attitude / perception is very important to determine the characteristics of each individual or consumer. The marketing element strategies consists of three namely segmentation, targeting and positioning. Through technological change, ways of thinking and behavior from each consumers are also experiencing changes that business owner have to adapt in doing

marketing, to be able to gain profit from the product sale and still having the attention of consumers. There are several changes of promotional strategies that occur related to the technological change, these as follows:

- The target audience is a group of people who served as the main target in offering certain products. Previously, the promotions done on a large scale or conventionally such as through television, newspapers, magazines, radio and so on to reach a mass market or globalized, although these targets are not necessarily need the products offered. However, looking at the current digital developments, the promotion is done through the internet with its target audience which is the internet users.
- The presence of the Internet creates interaction between businesses owner and consumers are oftenly occurs and it is very beneficial for both sides. Moreover, it is also enable them to build friendships by maintaining communication through the Internet. Unlike advertising through media such as television, magazines and so on that only direct the consumer to purchase the product.
- By promotion through the internet, the interaction between buyers and sellers become mutual and reciprocal. Consumers can leave a comment and argues about a product offered by businesses owner in the comments such as Facebook, Instagram, Twitter, Blog, Youtube and so on.
- Then the business owner can reply to a comment from the customers. The advantage with this two-way communication is businesses owner can find out a compliment or complaint of a product being offered. If there are complaints in the comments column, for example on the product which sold is not good, the seller can make improvement or become the supporter to create better quality product. Unlike the advertising on television which only a one-way, customers can only see and cannot be part of the product directly.
- Consumer behavior tends to decide by their own to product that they want to buy without any force; consumers visits a site on their own and then buy the product. While advertising media such as television tends to force and encourage consumers to buy the products offered.
- By using promotional media through the Internet, the range of the market is more segmented and locally. So that consumers who are trying to be reached are the people or internet users who really need the product being offered. However, the media campaign through electronic media such as television, radio or print media such as newspapers, magazines, brochures and so on includes all persons or consumers nationwide.
- Previously by advertising through television, newspapers and so on, the product being offered which have simple characteristics and simply introducing and offering the product, the products are made according to the company wants and without consumer intervention. However, by offering products through the internet, the products offered tend to become more complex and based on the consumer's or customer's wants or needs.
- Prior to technological change, the promotion was dominated by television, radio, magazines, and newspapers and so on. However, with increasing awareness of the businesses owner to technological changes and consumer behavior, at present the promotion is switching to multimedia or through the internet.

According to Holt (2011:10) proposed that "in marketing there are two main strategies namely outbound marketing and inbound marketing. Outbound marketing is a promotional activity which done in order to encourage consumers to purchase a product. While inbound marketing is a promotional activity through the internet media

to provide content that is interesting and useful that aims to attract more customers to visit site that contains the products offered.

- Branding is a way to differentiate one product to another. Doing branding through internet is very different from conventional promotional branding through media such as television, newspapers, and brochures and so on. Things to be done in branding through internet is connecting website / blog with consumers through social media and search engines, delivering information consistently and openly, strengthen brand through the use of search engines.
- Content marketing is a way to attract consumers to a website by creating the content that interesting, useful and appropriate to the consumer. There are three forms of marketing content namely long form, short form and conversation and sharing. Long form is a content form that contains articles or text that consists of a few sentences and even paragraphs that offer value and benefits of a product and shared in blog. In selecting longer content it's necessary to use the content which has great opportunity and according to the primary targets so it can be read and attracts consumers. There are several ways that needed to be considered in writing content on the blog which is creating content's theme that is appropriate with the product being offered and currently required by consumers. Moreover, the content presented can provide a solution for consumers. After creating content, then focus on creating content with similar theme and regularly update the content and packing the content in an interesting way whether from title or content form such as infographics, photos and videos. The more content is presented, the easier to be found by consumers on search engines such as Google. Short form is a form of content which is shorter, the information presented is fewer and pointing to a useful message, the form of this content is also serves to increase website traffic or blog by sharing links or content to social media in a short form. This could become attractive and drive the user to the long form content and increase the number of readers. Moreover there is a form of conversation and sharing namely doing conversation in blog, social media and so on. Then sharing content that is presented to various media or vice versa from the content sharing then a conversation is occurred with one another in social media or word of mouth.
- SEO (search engine optimization) is a method to increase the number of visitors to a web site in order to be in the first position on search pages such as Google, Yahoo and so on. There are two types of SEO, namely on-page and off-page. On-page is something that concerns with the website design to optimize the web page or something that comes from within the website itself. While the off-page is something that comes from outside website, for example backlink or link out for example social media. Sumajaya (2016: 58-103) argued that there are two types of Google Adwords network to advertise on the internet that is Google search network and the Google display network. When using Adwords to promote a product, your ad can be displayed on one or both of the Google networks. These ads served as an attraction for consumers to visit a website linked in the search results or Google search. Here's the description of both types of the Google network.

Search Network or the Google search network is the ads that appear on the search results by using specific keywords. For example Google Adwords is an advertising service from Google that can be set and managed online by the user such as adjusting the target market in terms of age, location, language and so on. The use of Google Adwords is intended to increase traffic from a web site. Within the Adwords text on searching results like Google consist of three parts,

namely the display URL headline and two lines of description. As the way that can be done to create an effective advertising through the internet using Google Adwords is thinking from the consumers' point of view such as the motivation or the words that may be used to search for the products offered, creating an interesting title by considering a specific keyword, using key words in the contents of the ads, relevant URLs, describing the product and using the words of call to action like "order now", buy now and so on. Moreover, promoting product benefits, not the product, use an exclamation mark on the ad's description and ad's extensions or format that displays additional information about the business such as the address, phone number and so on. Display network or adsense allows business owners to earn revenue whenever visitors click on ads served through the website content or applications and so on. In targeting audiences ads using display network can be done in several ways, namely in terms of the demographic that is targeting consumers based on age and gender. In addition, targeting user based on interests such as sports, shopping and so forth and by topic with the theme of appropriate products, targeting a relevant keyword to the products targeting a relevant keyword to the products and targeting user according to Advertisement placement specified by Google automatically.

There are several benefits can be obtained by advertising through Google Adwords that is wider market reach because Google reaches 96% of Internet users which spread across Indonesia with the variety of digital devices whether smartphone, tablet or computer. By using Google Adwords, the ads are more targeted or reaching people with specific interests and attracted to certain products. Furthermore, business owners can determine the costs that must be spent each day. The cost calculation method for advertising adwords is Cost Per Click (CPC). With the calculation method of the CPC, the cost will be charged each time a user clicks on the ad. When ads appear, but not clicked then do not need to pay. Generally adwords payment method is through credit cards, bank transfer and Paypal. Another advantage that can be gained by using Google Adwords is business owners can find out whether there is someone who clicks on ads served, so the result is very scalable and by knowing which ads are clicked and are not clicked by consumers, therefore business owners can change the strategy campaigns quickly. It is also very flexible, business owners can choose what keywords are targeted and when or how those ads will appear and may decide to continue advertising or stopped in advance.

- Social Media Marketing is a way of marketing products which can be done by updating the products to social media and provide link to social media to drive consumers to a page, such as websites, blogs, Youtube, Instagram and so forth.

Sumajaya (2016: 35-39) also argues that "Things that to be done to determine which keywords are manually and using Google keywords planner. The method that done to determine which keywords manually, namely thinking from the customer point of view, thinking terms or words that likely customers will use to describe your product or service and choose keywords that are more general or more specific. While Google keywords planner assisting in taking decisions of which keywords are used and how much budget will be spend ". Pujirianto (2005: 41-42) argues that "Illustrations are graphical elements such as images, photographs or other graphics that explain the advertising content, illustration used to attract the attention and interest in reading, to highlight products, creates the unique atmosphere and providing statement and convey messages . To give the impression, raises the atmosphere and psychological impact in

the picture requires color, color selection composition in a design is determined by the situation and the environment. Moreover, to complete the illustrations or visual statement typography is needed. Typography is a study to learn about letters and each letter has its own uniqueness and differences. To support the concept and message, layout are the elements that must also be considered in the design, since it is a design process work therefore in creating layout have to specify the purpose, target audience, message and media used.

RESEARCH FINDINGS

On April, 9th 2016 at about 08:20 to 16:00, researchers conducted observations in the Indofest event in Istora Senayan Jakarta. That event is a special hiking gear event, followed by foreign brands, local and newcomers like Klettern. Although Klettern is a "new comer" product however, its enthusiasts has been quite a lot and Klettern stand / booth are very crowded. Revenue earned through events held during the four-day is ranged of 80 million rupiah. Since the establishment, Klettern had followed two special events of mountain climbing equipment namely Outfest event held in Bandung and Indofest in Jakarta in 2016. Besides, observing the event and Klettern, researchers also done observations to the visitors who came to the event to find out the background, motivations and consumers' behaviors. Moreover the consumers' observation through events, the researcher also traveled up to the Papandayan mountain, Garut on July 17th, 2016 to obtain more accurate data. From the observation of consumers, some data were obtained on the background like the occupation, most of the mountain climbers are students who likes to update the status and commenting status in social media, enjoy watching television, walks and sports activities, hanging out with friends and shopping hiking gear as well as members of the community or nature lovers' organization. The community has motivation or encouragement to do sports activities and outdoor activities such as mountain climbing / hiking, interested in the things that are functional and affordable, interested in challenging places and with adventure nuances and motivated to participate in special hiking gear events such as Indofest event, Most of the communities has the nature such as confident, independent, physically strong, economical, simple, bold, friendly, disciplined, caring for others and humble with others.

Based on the questionnaire data, the average of the mountain climber is an adult male which ages ranging from 17 to 25 years which consists of student / college students with an income from Rp.1.000.000.up to Rp.3.000.000. Motivation in mountain climbing is gaining experience and friends. The average of nature lovers' community or mountain climbers in using smartphones are capturing moment, communicate and buy products online. In selecting a product, the consumer is really considering on the function, quality and price, and then buy the product. The average purchasing products at the store / events, social media and websites. Most of them are using Facebook social media and Instagram. Related to the question about the product, it turns out that consumers were still not know about the Klettern products brand and average of them who already aware about these products have never purchased the product. Despite, the product also has a good quality and affordable price. Mr. Muchlis as business owners said that by looking at the enthusiasm from consumers who visited the Klettern booth and purchase the product. Mr. Muchlis is ready to increase the production by 50% to meet consumer demand. Currently Klettern has marketed its products through social media Facebook and Instagram, but the media has not been able to reach all the

market since not all consumers are using these media, other promotional media are needed to introduce the products and would reach a broader market up to international. Based on the interview data related to marketing strategies that must be done, therefore data regarding the target audience is obtained which as follows:

- Segmentation

Geographical	Major cities throughout Indonesia
Demographics	Gender : Female and male Age : 17-35 Education : Senior high school-Graduate Occupation : Student, employees and entrepreneurs SES : Intermediate or below
Psychographics	<ul style="list-style-type: none"> - Having humble nature, like to socialize and share, open personality / care and happy to have many friends and experience - Following the development of the era / trends such as trend of using gadgets and social media. - People who have the curiosity and try new things and loved to hike and adventure into the wild

Table 1 Segmentation Data

- Targeting

The community of nature lovers, nature lovers students and college students nature lovers
Teenager and adults who love to climb mountains / hiking
Teenagers and adults who use mobile devices with the Internet network and look for information online whether information place climbing, hiking gear and geographical information such as compass and Google map as well as shopping goods online.

Table 2 Targeting Data

- Positioning

Klettern product is a new comer product, however the products offered is very varied and having good quality with an attractive design. The price offered is very affordable. Besides durable, yet lightweight product and easy to carry. The appearance of products which is interesting in social media such as facebook and instagram become the main attraction for consumers. Moreover, the services provided by Klettern is very friendly and fast.

In designing promotional media through the internet based on the issues related to the appropriate promotional media to reach potential consumers, some analysis are conducted about inbound marketing techniques and the results are as follows.

In terms of branding, Klettern was very suitable to use Facebook and Instagram as promotional media in introducing the product. However, in order to expand the market, reaching the right consumer and makes Klettern product to be known better, it would require other promotional media. Klettern as a newcomers product can use similar products that have long existence before and well known among society as an inspiration in promoting of products by observing, imitating and modification. In conducting branding through internet is very different with doing branding by conventional marketing which focuses on the product, packaging and so on. In marketing through the Internet, the technique has to do first is optimizing the use of a website by linking the website with consumers instantly, for example, the use of website name which is the name of the product being offered, distributing or setting website link through social media and the use of search engine optimization to make it easier to be found by consumers. , In branding a product, there certainly are marketing content presented. Based on research, on a similar product is doing branding by an emotional approach and providing useful content such as giving motivation, adventure and lifestyle show in the wilderness. Content presented is appropriate with the products offered which are hiking equipment products. Strategies that can be done in creating content that is Klettern also provides useful content to consumers, for example the motive to climb the mountain, the equipment must be taken when hiking. To give the impression of a uniqueness and differentiate content to be presented by Klettern with similar products, the content is presented in the form of an infographic or form of images with a brief description. Besides attracting consumers' attention, as well provides convenience to consumers in understanding the content presented. Based on the questionnaire data that has been obtained previously regarding social media that the most widely used today, namely Instagram and Facebook. From the research results, the use of social media will remain used as a Klettern promotional media in order to obtain potential customers. There are two types of SEO on-page and off-page. Besides designing a website as a promotional media Klettern, is also providing a link out of the website for example social media. From the research that has been done, the competitors who use similar product, is currently not promoting products using Google Adwords and Google Adsense. This could create Klettern opportunity to promote their products through these media.

Analysis which done to the product is using TOWS analysis which is a way to identify the factors by considering external factors namely opportunity and

threats, internal factors namely the strength and weakness. From the TOWS analysis that has been done, therefore the strategies that can be used by researchers is to draw conclusions between weakness and opportunity which are as follows:

Weakness -Media Promotion used is through Facebook and Instagram. -Product Offered is highly segmented -Brand Awareness is not so strong -Does Not have a store Yet	WO - Optimizing the use of the Internet to reach a broader market. - Promoting / marketing through the Internet to gain potential customers.
Opportunity -Technology which growing rapidly. - Technology support and facilitate business activity. - Internet users are increasing. - The way of marketing through the internet is cheap and effective. - The existence of nature lovers' organization in every school and college.	- Targeting internet user segmentation (user) which included in the community organization of nature lovers in schools and campus widely.

DESIGN SOLUTION

The concept used in the design of this promotional media namely, communication concept, creative concept, visual concept and the media concept. Here are the explanations:

Based on the analysis that has been done, research in the final project is intended to expand the market of hiking equipment products with the brand "Klettern" and reach out to all target audience spread across Indonesia namely the nature lovers' community that uses a smart phone with internet network and used it for online. For that, the concept of a communication product that is done in the internet must be adjusted with the desires of consumers and consumer characters.

The purpose of this promotion media existence as communication media to introduce Klettern products to the right customers and presenting marketing content which interesting and useful. Moreover, the concept of communication is also to provide information about the Klettern product, so to facilitate consumers in taking decision in purchasing product and media promotions that are designed as social media, adwords and to increase the amount of traffic a website so it can be in the first position of a Google search page.

There are some communication strategies that need to be considered in the promotion on the internet, namely determine the message and content. As for the message to be delivered in this design that is suitable equipment when climbing a mountain called the phrase "Together with friends are lighter, closer, safer and more comfortable". The message to be delivered in that statement is that consumers must have the courage in climbing the mountain as there are friends who accompany the journey. In addition, consumers should not be afraid to feel tired during the journey from heavy belongings since the products used are very light, so it will be easier to come through all the obstacles in climbing that passed through with friends. In a journey to climb a mountain, teamwork and friendliness is very likely to happen so that will be a lot easier to be close with all his friends. Klettern products which is light, gives convenience effect to consumers in mountain climbing for example hiking bags, when brought it felt like empty because the bag is so light, the approach is not all about the product, but about the atmosphere when climbing a mountain feels lighter when done with many friends and help one another. The content presented contains useful information and required by consumers. Therefore, in the content selection is also very necessary to find out the consumer's question or keyword searches done on the internet, focus on customer and packing content in an attractive way. The keywords used, namely, climbing equipment, climbing tools and outdoor gear. Selection of keyword is based on the research manually, which is thinking from the customer's point of view, selecting terms or keywords that are likely to be searched on the search page like Google and by doing keyword research on Google keywords planner. Based on the search and the questions asked on the internet, then the next step is to provide solutions to consumers by providing useful content and answering or helping consumers obtaining the information they want. In this scheme, the content to be created, namely about the "equipment that must be brought when climbing a mountain". After creating content, then the steps that must be done next is packing content in an interesting way. This is to attract customers to visit the content on a website / blog that has been created. In this design, the content is packaged in the form of infographics and images. The target audience is closely related to nature thus in this design, natural atmosphere and the adventure atmosphere is used as an approach to the right targets and using emotional approach.

To show the products in realistic, then the drawing style used is photography technique. Moreover, using a flat design style that refers to the shape of the logo and some derivative pictures such as tents and compass with acute angle to describe some information and as a supporting element.



Figure 1 Icon Logo Klettern
Source: Document Klettern



Figure 2 Tent
Source: German.alibaba.com



Figure 3 Compass Icon
Source: Pixabay.com

In terms of layout, there are several media campaigns that will be used and each media has different layouts style. The Media used is meant to introduce the product and make Klettern products closer to the consumer emotionally, therefore the red color used is taken from Klettern logo and the gray color used to provide an elegant impression on the media promotion display.

Typography used is Neue free font as a headline or title that gives the impression of firm and strong, sans serif fonts or Arial for typing the content and lemon / milk font which has a pointed end to explain the information in the infographic blog. It also uses font of Basic title font.

The media used in this design is online media with inbound marketing technique that consists of Branding, Content Marketing, SEO and Social Media Marketing. The following are the design results or the final results created based on the data that has been acquired and the designed concept.

Website

The purpose of this media promotion creation is to introduce Klettern products to audiences or potential customers. Therefore, for starters website used to present product and company information in the form of online catalog. Through the website, then Klettern would appear more professional, more credible, clarifying differentiation or distinction and be more easily found by consumers.

On the web page header contains the product logo and right beside logo there are buttons for navigation consists of home menu, profile, products, blogs, events and contact. At the bottom of the navigation or sidebar contain information or images. In the footer presents contacts, addresses and social media links.

At the home page presenting the image contents of new products and the best-seller with sidebar containing of 5 images slide which shows a message that Klettern is a companion in climbing mountain. That statement means Klettern is a product that must be used as partners as travel companion to climb the mountain. Then on the next slide explains the reason Klettern is a suitable companion when climbing the mountain as the statement "with friends would be lighter" because by using the Klettern product, then the journey to climb the mountain will be lighter. The statement "with friends would be closer in climbing the mountain by using Klettern will be more confident because the product is durable. Therefore with such courage would create a lot of mountain climbing experience and certainly gained a lot of close friends. The statement "with friends would be more convenient" since Klettern products using good quality materials and comfortable when used, then the journey will be more calm and peaceful and walk along with friends would be more comfortable. The statement "with friends is more secure", because the Klettern product is suitable to climb the mountain, and mount climbers do not need to be afraid of the danger that might occur when climbing the mountain, for example coldness when climbing the mountain can be overcome by using jackets from Klettern to feels warmer and safer. The statements adjusted with the images and products.

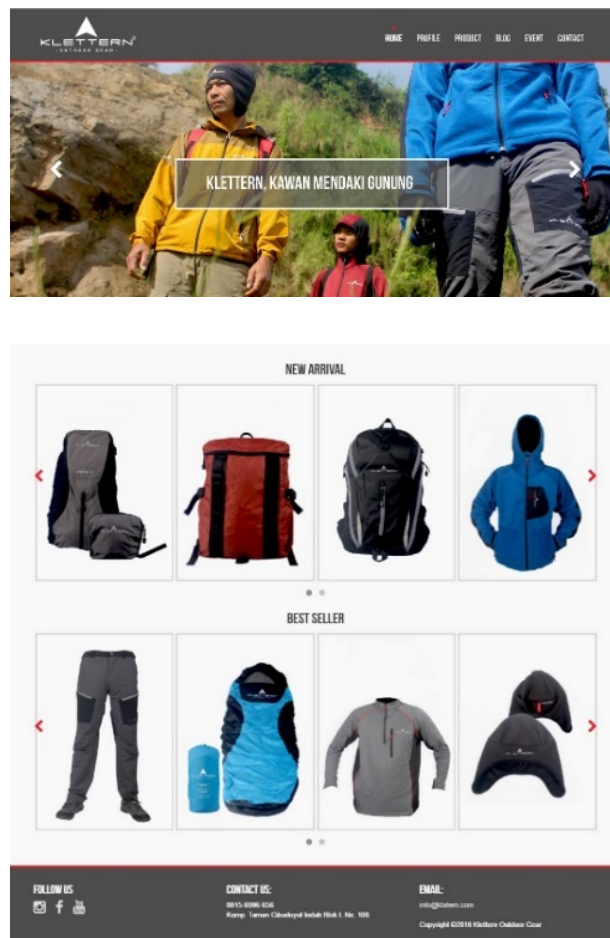


Figure 4 Home Page View
Source: Hamdani, Triani 2016

On the profile page displays some brief information in the form of images and text. On the sidebar of this page displays the photos of the business owner and several product images. For more complete information is provided under the image or sidebar. The information is delivered in fewer or shorter, because consumers tend to be not so pleased to read more details about information as such.

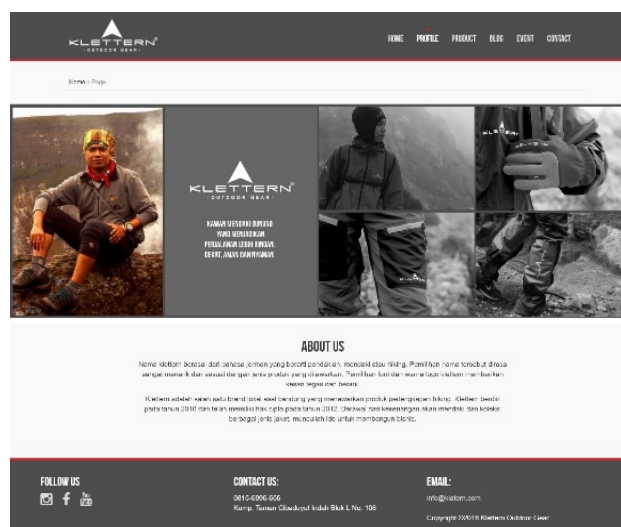


Figure 5 Profile Page View
Source: Hamdani, Triani 2016

On the profile page displays some brief information in the form of images and text. On the sidebar of this page displays the photos of the business owner and several product images. For more complete information is provided under the image or sidebar. The information is delivered in fewer or shorter, because consumers tend to be not so pleased to read more details about information as such.

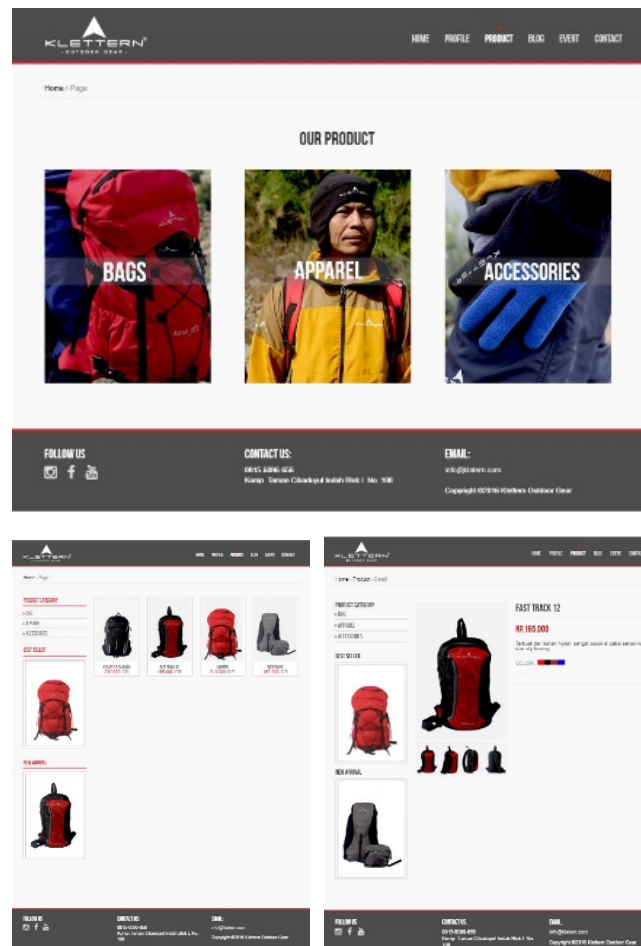


Figure 6 Products Page View
Source: Hamdani, Triani 2016

On the blog pages and the event displays the title of the article and images related to the title. On the blog page presents the text or articles and images in the form of an infographic to facilitate the reader in understanding the content presented. While in the event page, there are pictures or documentation when following the event. Moreover, there are events posters that would be and have been followed.

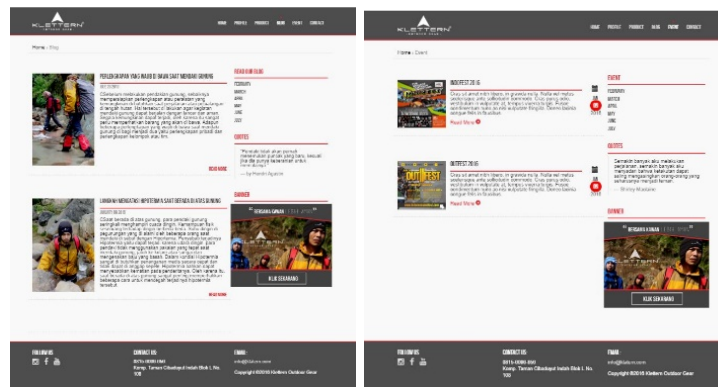


Figure 7 Blog Page View and Events
Source: Hamdani, Triani 2016

Infographic Blog

Based on Google's keyword research keywords planner, then the content to be presented in the blog namely "equipment that must be taken when climbing a mountain". The content presented on this blog is in the form images with a technique of flat design with a pointed end on a supporting element. It is based on the logo form and some derived images such as tents and compass with acute angle. It also provides information in the form of a brief text.



Figure 8 Infographic Blog View
Source: Hamdani, Triani 2016

Display Network

Network display ads will appear on a particular site based on demographics, interests and topics chosen and arranged in Google keywords planner. By arranging these things, then Google will determine the place and sites appropriate to the products and the potential target market. On the display network, the logo is placed on strategic or empty space, the placing of logo is adjusted to the banner size or the display network. The headline / title has large size and thick and is followed by a brief description of the product that is by smaller and thinner font size. Containing a description about the benefits that would be obtained by consumers when buying the product such as more comfortable, more secure, and so on. In addition, in picture element in promoting product with the display network is very important to attract consumers' attention. At the end part or the bottom space there is a call to action button or the invitation aimed at consumers to take further action such as purchasing a product or ordering a product. In this button using the word "Click Now" that aims to attract consumers and visit the related web sites that contain the products offered, so that consumers would buy the product.



Figure 9 Network Display
Source: Hamdani, Triani 2016



Figure 10 Display Network Placement on Website and YouTube
Source: Hamdani, Triani 2016

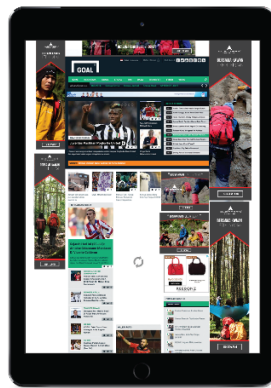


Figure 10 Display Network Placement on Website and YouTube
Source: Hamdani, Triani 2016

Organic SEO

Content that will be made is based on the keywords selection in Google keywords planner appropriate to the target and the products offered. With content created, then google will index or locate content by itself on the search page, or SEO. Therefore, the content on the blog must be appropriate with the needs, attracting attention and useful to the reader / user. Google will be easier to find specific content if more content of business owner or a company created and shared. Based on the research, the content to be posted is about "equipment that must be brought when climbing mountain".

Search Network (AdWords)

On the search network or Google adwords, title that will be used in the promotion through google adwords are using the key words "Selling Hiking Equipment". Content to be presented on the search network adwords is about the uniqueness or product excellence such as "high quality and reasonable prices". It also provides information about the benefits of the products offered and the advantages to be gained by consumers when buying these products namely "more economical more comfortable" that choice of words is because the price is cheap and the quality is good so it is more comfortable when used. In the last section contains the commands that is "order now!" messages using the exclamation mark, this to encourage or persuade consumers to order the products as soon as possible. Google adwords is very suitable for introducing new products.

Fanpage

In a fanpage advertisement will use five images at once in a single ad by providing story and appropriate design style interconnected from one image to another. Fanpage ads will appear in the news feed and Facebook as well as on the right column of instagram based on demographic targets, interests and consumer behavior. On Facebook ads also has call to action button, Meanwhile words used in the button namely "click now" which aims to encourage and encourage consumers to click the button and then directed to a related web that contain information about the products offered. Facebook ad design has the elements or visual elements that are similar to network display ads and instagram.



Figure 11 Display Ads in News Feed and Facebook Right Column
Source: Hamdani, Triani 2016

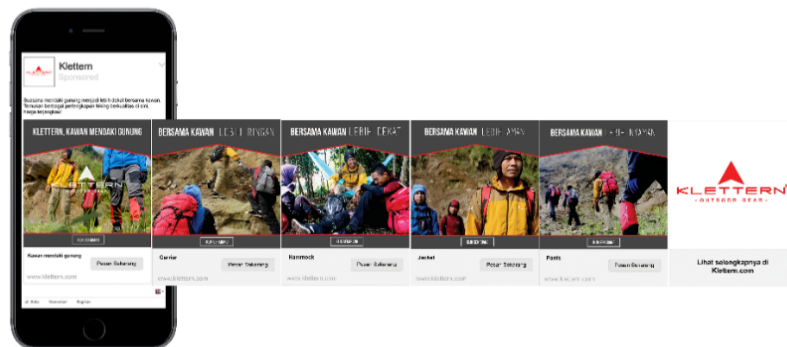


Figure 12 Facebook Ads Display with Carousel Format
Source: Hamdani, Triani 2016

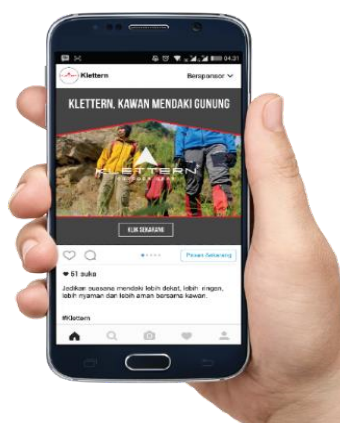


Figure 13 Ads Display on Instagram
Source: Hamdani, Triani 2016

CONCLUSION

The website is a promotional media that suitable for the Klettern products and in an effort to increase traffic is to focus on content which is presented as well as optimizing the backlink or social media. To reach the market and attracting consumers toward Klettern website, the use of Facebook ads, Instagram ads, SEO, Google Adwords and Google Adsense is very appropriate because it can target which appropriate to demographics, interests, behavior and so on. Moreover, Facebook and Instagram also suitable to introduce Klettern products because these media provides special features for business and frequently used by various groups. Unlike marketing techniques in general (traditional marketing), inbound marketing techniques prioritize content to attract consumer attention. Therefore, the selection of the right keywords and suitable to the products and targets is needed. In future studies which is still relevant with inbound marketing is to be expected about video marketing, email marketing, SEO off-page (besides social media), new wave marketing and inbound marketing methodology.

Additionally, it's better to do some research about Google adsense, such as method or technique to earn money and the way to find out how business owners earn revenue from Google Adsense and about the cost and the proper time to place ads on Google as well as analyzing the ads which can make the most traffic. In the selection of advertising costs on the internet or Google keywords planner it's better to choose high price and selecting low competition, because the higher costs chosen and the lower of competition on the internet therefore the ad will be more often to appear on the digital devices and sites that have been determined by Google, also it's recommended for the online catalog website that in the future to be transformed to online store or e-commerce when Klettern infrastructure is ready, so it can ease consumers to order products.

REFERENCES

Book Sources

- Avianto, Tiyo. (2010). *Trik Membuat Wesbite dan Blog*. Jakarta : Mediakita.
- Pateman, Nick & Dan, Holt. (2011). *Inbound Marketing*. Ventus Publishing Aps
- Pujirianto, (2005). *Desain Grafis Komputer*. Yogyakarta : C.V. Andi Offset
- Rangkuti, Freddy. (1997). *Analisis Swot Teknik Membedah Kasus Bisnis*. Jakarta : PT Gramedia Pustaka Utama.
- Rangkuti, Freddy. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus*. Jakarta: PT Gramedia Pustaka Utama.
- Sumajaya, Tikak. (2016). *Rahasia Jitu Berpromosi dengan Google Adwords*. Jakarta : PT Elex Media Komputindo.

Internet Sources

Kemp, Simon, (2016), Digital in 2016. [Online] Available at: <http://wearesocial.com/blog/2014/01/Social-digital-mobile-apac-2014> [Accessed Kamis, 04 Februari 2016, 22:00]

Madian, Andre, (2012), Inbound Marketing dan Keunggulannya. [Online] Available at: <http://inkvibe.com/2012/11/inbound-marketing-dan-keunggulannya/>

Marketplace, Gambar tenda [Online] Available at: German.alibaba.com [Accessed Sabtu, 14 Juli 2016, 14:22]