



INBOUND MARKETING PLAYBOOK

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Ministry of Tourism | Rep. of Indonesia

Content:

1. The Marketing Approach
2. Owned-Media Playground
3. Digital Marketing Strategy
4. Inbound Marketing Map

Wonderful Indonesia Marketing Approach

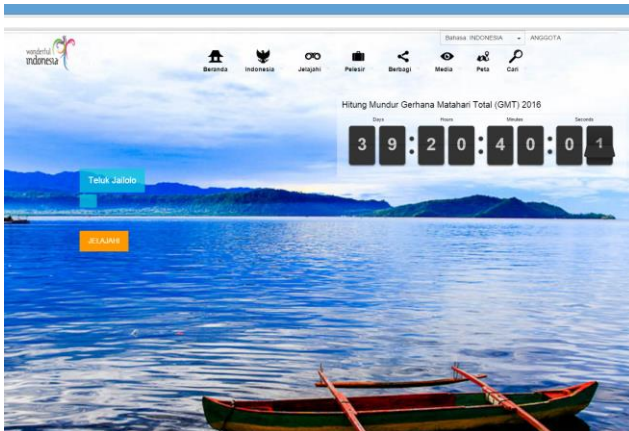
3 Kinds of Strategy

- ✦ A strategic model has been developed to guide marketing, promotional and media planning and implementation

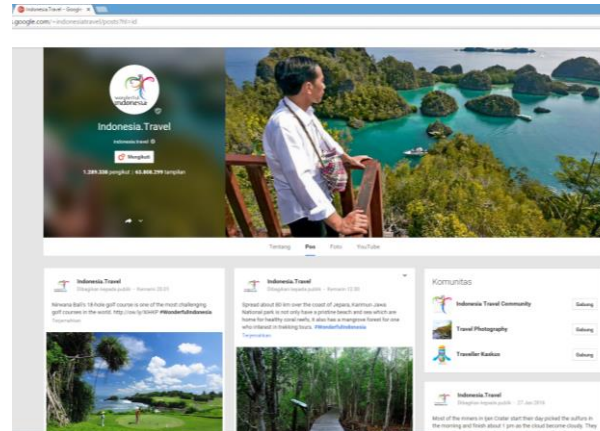
Kinds of Strategy

Marketing	D Destination	O Origin	T Time
Promotion	B Branding/PRing	A Advertising	S Selling
Media	P Paid Media	O Owned Media	S Social Media

Owned-Media Playground



www.indonesia.travel



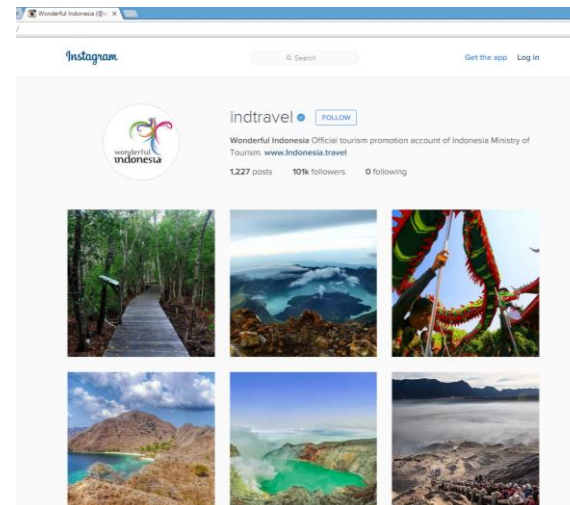
[indonesia.travel](https://plus.google.com/indonesia.travel)



[@indtravel](https://twitter.com/indtravel)



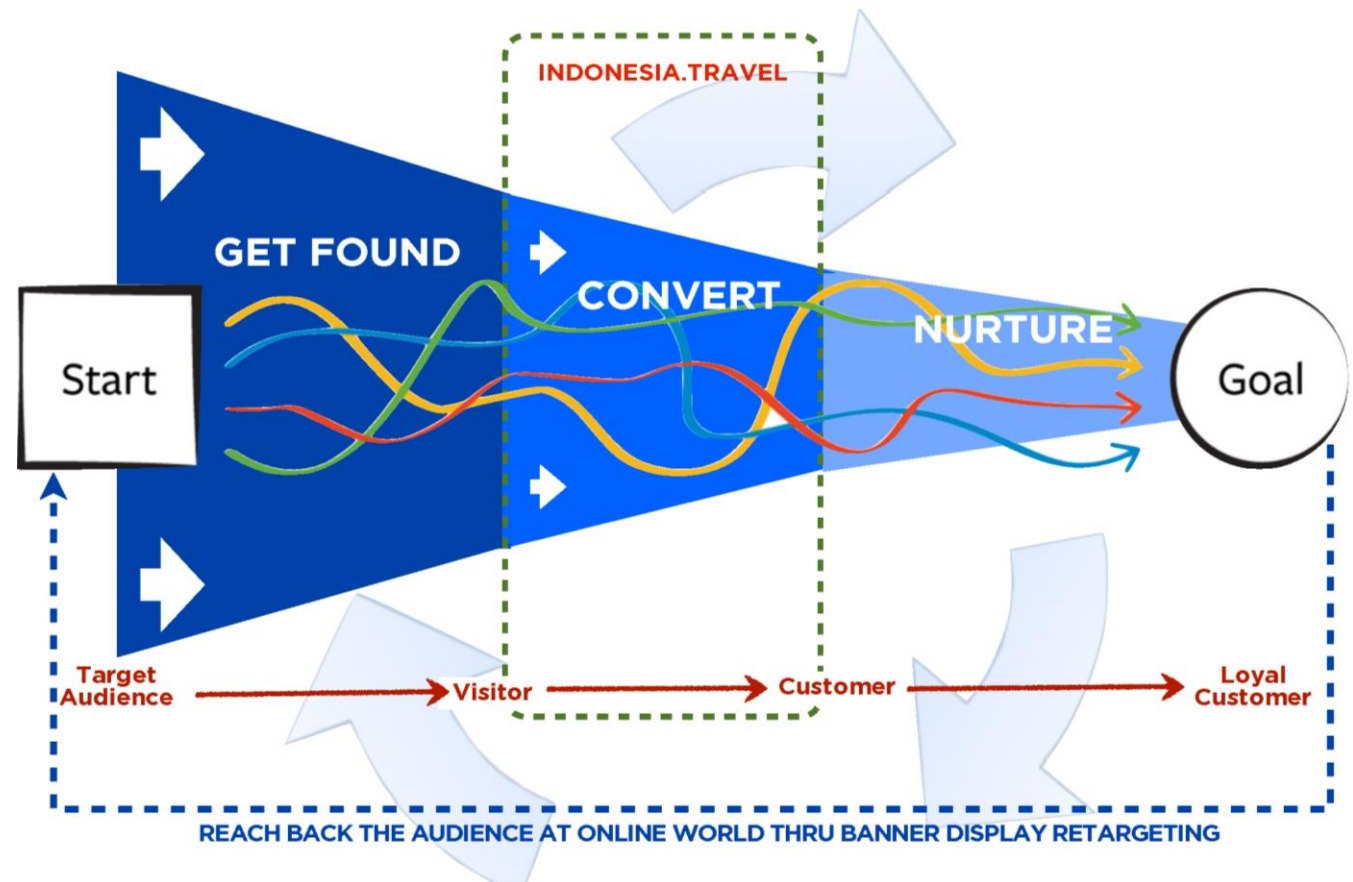
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Digital Marketing Strategy

- ✦ A strategic approach has been used to guide digital marketing planning and implementation
- ✦ Indonesia.travel is a tool for branding not a tool for sales.
- ✦ There is no inbound marketing approach on destinations' marketing used up till now.



Inbound Marketing Map



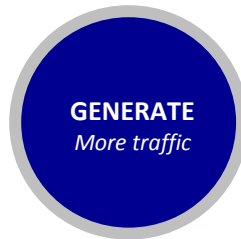
1

- Develop:
- Tourism Marketing Communication Plan 2016-2019
 - Digital Marketing Blueprint
 - Wonderful Indonesia Brand Guidelines
 - A theme of 5 pillars "World of Wonders"



2

- [Create and maintain www.indonesia.travel](http://www.indonesia.travel) as :
- Encyclopaedia of Indonesia Tourism, and
 - a link to tourism suppliers



3

- Search Mkt :
 - Organic search
 - Paid search
- Display Adv. : Ad Banners
- Social Media Mkt: YouTube, Face book, Instagram, Twitter, Google+



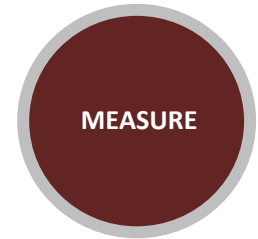
4

- Email Submission through :
- Enquiries
 - Contest
 - Quiz
 - News Letters



5

- Developing: MarketPlace in website www.Indonesia.travel



6

- Web Analytics:
 - Number of Visitor
 - Number of New & Repeating Visitors
 - Bounce Rate
 - Traffic Source (organic, direct, referral)
- Dashboard/Social Listening Tools



THANK YOU
