

Impact of Irresistible Sensational Offer on Digital Marketing

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Abstract— Especially software product offerings currently widely supported by the development of the science of marketing. Sensational Irresistible Offer (ISO) is the center offers that can not be denied of identity, products, services, or companies where the Return Of Investment (ROI), it can be trusted, which communicated so clear and efficient so we look foolish when skip this offer [1]. So TAGLINE may not constitute ISO. Based on data from CSI Market, in the 2nd Quarter 2015 Net income contracted by -91.24% year on year. Sequentially, Software & Programming Industry Net income fell by -90.62% sequentially [2]. To improve some software sales in Indonesia, researchers have shown that there are many SMEs that offer class products and are not inferior to other countries, but they have drawbacks, namely customer always missed their bid. This study was carried out to create a new strategy in the form of ISO development blueprint for the software developer. The method used is the traditional ISO to develop reliability, advantages and benefits of the product for ISO development better. These results indicate that some of the SMEs or small-scale software house can attract far more customers with the development of the ISO so that the growth of the SME field of software developers will increasingly flourishing and increase the creativity of Indonesian society.

Keywords—selling; digital; SME; tagline; offer

I. INTRODUCTION

In general, the definition of Internet business is a business that uses the internet as a medium for marketing of products and services. So the internet is just the media. The products are marketed can be a physical product, digital products and services. Examples of physical products such as clothing, electronics, computers, mobile phones and others, examples of digital products such as ebooks, video, audio, software, and other services while samples of products such as website design services, advertising services, translation services and so on Other.

For physical products requiring delivery of the products by post to the address of the buyer and for digital products, buyers access Internet connection to download the digital product to the computer. And for services, depending on what kind of services you offer.

Business Internet is not a complicated business, you can sell physical products through the internet such as clothing, computers, cellphones, and others, with a set way of ordering and payment, and then send the physical product to the buyer's address in both Indonesia and abroad.

But in the online marketing products on the internet, digital products was the one that gives the most advantages. Why??? Because digital products are very quick and easy to make, just issued a first-time production costs, and furthermore is an advantage of 100% of every sales and delivery process can be done via the internet directly so as not to pay the shipping again.

Any Advantages of Owning a Business? Has a leverage factor (leverage) marketing. Try to compare when you run a business offline (business daily) usually constrained in marketing their products and services on an area of the city or in one country alone, but by marketing products online using the internet. You can market throughout Indonesia and abroad.

Your market is very large. With such a huge market, will provide a factor times (leverage) is very large in the speed of making money. Because the products you are selling on the Internet can be purchased by anyone from Indonesia or abroad, just how you market it.

Internet business can be automated using sales and follow-up system that you set previously. So URLs Your Internet Business is a shop, then your shop will be open 24 hours a day 7 days a week non-stop serving buyers from around the world and every prospective buyer will be followed up automatically using a system that does not require your presence at all times to supervise and you can do other activities while selling products via the internet and earn money from the internet.

All Business can be analyzed accurately rapidly in a matter of minutes. Unlike companies that wait until the financial statements so.

In running an Internet Business, you need to know that the Internet media is a source of information, so everyone using the internet, the ultimate goal is to find information and to communicate. As a source of information, the Internet can

provide speeds for users to obtain the required information quickly. Usually the person is using search engines to find the information they need to solve the problem.

So you can do is you create an Internet business that sells information products in digital form, to sell it on the internet and using the internet as well to send products to the purchaser after he made the payment. And in addition to digital products, you'll also be able to market other types of products, namely physical product or service products, depending on which is more potential business for you to run at this time. Because the system is the same, differing only products alone, can be a physical product, digital products and services products [3].

II. LITERATURE REVIEW

The following are some basic knowledge that should be known in developing ISO.

A. Digital Marketing

Digital Marketing is a way of marketing for a brand or product using digital media. Which includes Digital Media include: Television, Radio, Internet, Mobile, Social Media, and various other media digital media, where internet marketing techniques are included in the category of Digital Marketing.

What are the advantages compared to Conventional Marketing Digital Marketing which relies more on offline marketing such as door to door, the deployment of such a kit marketing (brochures, leafet and posters), billboards, print ads such as (newspapers, magazines, etc.) telemarketing by telephone. Arguably Digital Marketing uses tools that can streamline the performance of your marketing, imagine with a website and social media so we can reach out to marketing over the globe without easily, imagine if you use the media conventional, the effort that you need more to reach the market so big.

Digital Marketing is now very popular in the world of online marketing through websites and social media as a marketing technique has value democracy because it provides flexibility of time for our target audience to read our promotion. Imagine we are often given a brochure on the Mall-Mall and because we have not needed it so often brochure that we waste so wasteful resource on the type of marketing conventional, so with the direct marketing of door to door is often the sales offer us at the wrong time, even for marketing telemarketing often we accept credit card offers or product investment at the wrong time so we feel disturbed.

We should thank the digital marketing imagine if all companies implement methods of digital marketing we are given the freedom and we are no longer violated by the sales of products / brands, other than that digital marketing has a value of eco-friendly because it is paperless, imagine if all of us use digital marketing methods how many trees we can save this world.

B. Digital Product

Digital products is such that there is in our computer, such as software, in other words intangible goods but this can be sold to pay to use real money.

Another example could be an ebook or digital book that usually we can download and then use the computer to read it, marketing course or software that earlier I mentioned above.

The advantage of these products is if we ourselves make it necessary cost of production or distribution. Once we make and sell the advantages are enormous. For example, create an ebook after we type then change the format, for example into a pdf and then ready for sale.

But it is not all production costs will be minimal, for us to make ebook Indonesia if they have to hire a translator, or perhaps that make software that we lay on the program still have to hire people, but it can be concluded that selling digital goods upside is huge.

C. Tagline

A tagline is a slogan that succinctly, memorably, and descriptively sums up a company or product. The art of crafting one is quite complex, and several consulting companies actually specialize in creating taglines for their clients. A well constructed slogan can endure in the minds of consumers for years; some taglines have actually outlived their products. Once a company has a good one, it includes it in all its marketing materials to get it into the minds of consumers so that they think about that company frequently.

A wide range of industries use taglines. Movies are famous for them, and those of many films have entered popular culture, regardless as to the quality of the film itself. Many people refer to "going where no man has gone before," for example, without realizing that they are referencing Star Trek films. A movie tagline is typically included on its poster and in previews for the film, and famous film franchises may start early campaigns with cryptic posters that only display the slogan for the franchise, and nothing else.

In product advertising, taglines and jingles can make or break a product. Many people remember than M&M's "melt in your mouth, not in your hand" when they're at the candy store, or they "don't get mad, get Glad" when they buy garbage bags. One for a product is usually included in commercials and print advertisements, and sometimes on the product packaging as well, so that if someone remembers hearing about a "quicker picker-upper" on television, he or she can figure out which brand of paper towels the advertisement referred to.

Organizations also use taglines to brand themselves and their family of products. Apple once asked its users to "think different" for example, and Allstate lets its customers know that they're "in good hands." These slogans are meant to promote a positive overall view of the company in question and to make potential customers feel good about that particular company. Some companies also use tongue in cheek taglines, like "for negative people" for a camera company.

Taglines are so globally pervasive that many people probably would recognized most, if not all, of the companies referenced above by their slogans alone. Most individuals can probably generate a sizable list if they sit down and think about it for a moment, and people might even catch themselves using one in the form of a snowclone in conversation [4].

D. Irresistible Sensational Offer

Irresistible Sensational Offer (ISO) is the central supply (which can not be denied) of identity, products, services, or companies where the return on investment (ROI) it can be trusted, who communicated so clearly and efficiently so that we seem foolish to skip this offer.

Sensational Irresistible Offer (ISO) NOT Special offer (no time limit). ISO form tagline that applies to this day and so on (all the time and no time limit) Is NOT a statement of fact, For example, "Nyonya Meneer has been established since 1908", INSTEAD Benefit, For example, "Irex Max prize for Wife", NON-USP (unique selling proposition)

Example 1.

"Anacin: Describe The Pain Reliever Doctor Most"

This indeed is a very good USP, but NOT ISO ... !!

Example 2.

"Your headache is Gone and you are feeling good in 10 minutes or your money back"

Well the example 2 above is only the ISO. (Examples of Mark Joyner). Tagline an ISO we make do not necessarily take effect immediately. and should preferably be carried out tests and monitoring to determine effectiveness [5].

E. Elements of Irresistible Sensational Offer

The first element is: High Return On Investment Offer, the sense of brevity that is, a parameter that is used to evaluate the efficiency of an investment, for more details will be discussed in the next post

The second element is: Can Trust !!, If someone put an ad : "Give me Rp 1.000.000, - I'll give you \$ 100 million, -" True, just like that sentence without any other details.

What about the response obtained? although it contains elements of High Return on Investment offer, many people even become not believe the numbers are too large (also probably because it is not accompanied by testimony nor a convincing argument about how the process or method to get the big), so the ad is not getting a positive response because it can not be trusted even less.

Tagline greatest examples throughout history:

1. Domino's Pizza, Its tagline:

"Pizza Hot and fresh to your door in 30 minutes ... or Less or it's free"

2. Columbia House Record, the Tagline:

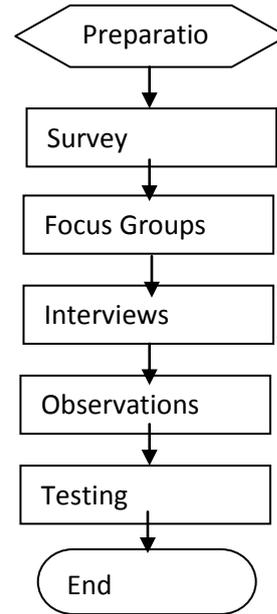


Figure 1. Technique for ISO

"10CD for 1 cent"

3. Federal Express, the Tagline:

"When it absolutely, positively has to be there overnight" [5]

III. METHODOLOGY

This research was conducted in order to explore the influence of the advent of the ISO on the level of sales and the introduction of digital product.

While there are many ways to perform market research, most businesses use one or more of five basic methods: surveys, focus groups, personal interviews, observation, and field trials. The type of data you need and how much money you're willing to spend will determine which techniques you choose for your business.

1. Surveys. With concise and straightforward questionnaires, you can analyze a sample group that represents your target market. The larger the sample, the more reliable your results will be.

2. Focus groups. In focus groups, a moderator uses a scripted series of questions or topics to lead a discussion among a group of people. These sessions take place at neutral locations, usually at facilities with videotaping equipment and an observation room with one-way mirrors. A focus group usually lasts one to two hours, and it takes at least three groups to get balanced results.

3. Personal interviews. Like focus groups, personal interviews include unstructured, open-ended questions. They usually last for about an hour and are typically recorded.

4. Observation. Individual responses to surveys and focus groups are sometimes at odds with people’s actual behavior. When you observe consumers in action by videotaping them in stores, at work, or at home, you can observe how they buy or use a product. This gives you a more accurate picture of customers’ usage habits and shopping patterns.

5. Field trials. Placing a new product in selected stores to test customer response under real-life selling conditions can help you make product modifications, adjust prices, or improve packaging. Small business owners should try to establish rapport with local store owners and Web sites that can help them test their products.

ISO preparation steps above can be used further by conducting a survey in advance or field observations. Results of the ISO product formulation can be seen in the next chapter [6].

IV. RESULT AND DISCUSSION

After conducting a series of research methods above, and benchmarking against digital products by comparing the digital product early and after given ISO, then the result is that digital products which have not only a tagline alone but ISO will provide the level of user satisfaction, there will be a presumption big profits for customers , examples of the use of the tagline and ISO can be seen in the following figure.



Figure 2. bufferapp.com

No.	Technology Company	Slogans
1	3M	Innovation
2	3PARdata Inc.	Serving Information. Simply.
3	Accenture	High Performance. Delivered.
4	Acorn Computers	No slogan
5	Adobe	Better by Adobe.
6	Affiliated Computer Services	People Making Technology Work
7	Agere Systems	How Communication Happens
8	Aluria Software	Security Made Simple
9	Amazon.com	... and You're Done

Figure 3. Slogan Lists from advergize.com

From figure 2 and figure 3, it appears that the use of the slogan, ISO and tagline has an important role in attracting customers to buy a product, similar to what was done domino pizza a few years ago.

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