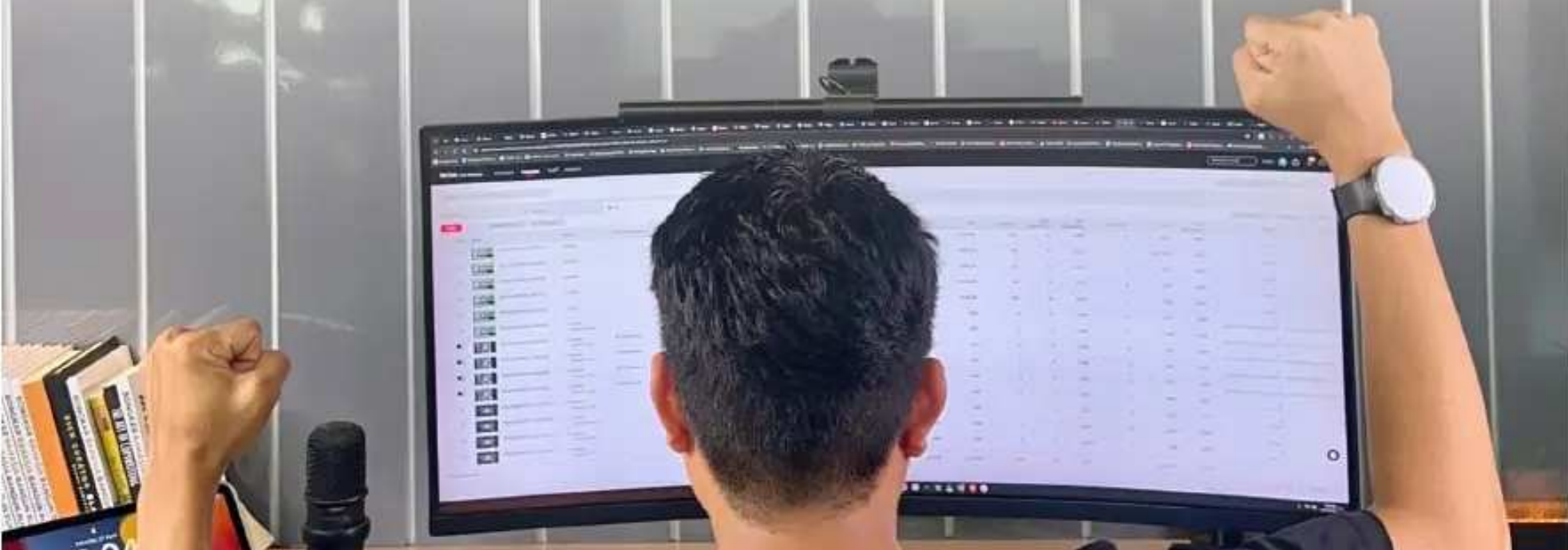


CUJIAN dari RUMAH

Jualan Produk Hasil Milyaran



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Ada banyak hal-hal teknis dan rata-rata menghabiskan waktu 2-3 jam/hari selama 1 bulan dialokasikan untuk menyelesaikan ebook ini.

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Prelude

Apakah bisa mendapatkan puluhan juta hanya dengan bekerja dari rumah atau mungkin mendapatkan ratusan juta hanya dengan jualan produk online?

Dan bagaimana jika anda bisa melakukannya semuanya, tanpa memerlukan modal yang besar untuk membuat toko fisik atau kantor yang besar. Dan anda pun bisa melakukannya dirumah tanpa meninggalkan istri dan anak-anak anda.

Kalau Anda memiliki laptop, handphone dan internet maka Anda sudah memiliki modal yang cukup untuk mendapatkan semuanya ini. Mungkin Anda akan mengatakan kalau hal itu tidak masuk akal yang hanya bekerja dari rumah dengan

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mendapatkan nyinyiran dari teman dan keluarga Anda. Bisa dibilangin pengangguran lah, pesugihan dan masih banyak lagi kata-kata negatif yang datangnya justru dari orang terdekat dan lingkungan sekitar.

Tetapi ketika anda sudah memulai dan mengikuti step by step di buku ini. Saya yakin hasilnya akan membuat anda puas dan bisa mengubah hidup anda dan anda pun bisa dekat dengan keluarga.

Kalau anda ingin bekerja dari rumah atau bahkan dari mana saja, Bisa banyak bersedekah, melihat tumbuh kembang anak-anak anda dan tetap bisa menghasilkan cuan dari internet. Jualan produk online adalah salah satu jalan di era digital ini. Hal yang perlu lakukan awal-awal adalah melakukan riset produk dan memasarkannya di internet.

Nikmati prosesnya, semuanya akan penuh perjuangan tetapi hasilnya akan sangat luar biasa karena banyak sekali orang yang menginginkannya untuk bekerja dari rumah dan tetap mendapatkan income.

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Kata Pengantar

Segala puji syukur kepada Allah karena hanya dengan anugerahNya akhirnya bisa menyelesaikan ebook ini tepat waktu. Awalnya saya tidak ada keinginan untuk menulis ebook ini karena banyaknya DM instagram yang masuk di NR HOUSE menanyakan pekerjaan apa yang bisa dikerjakan dari rumah? Itu dikarenakan salah satu konten saya yang bekerja dari rumah ternyata tembus jutaan views. Karena dorongan dari istri saya akhirnya harus menyelesaikannya dalam waktu yang cepat.

Ebook ini saya buat berdasarkan pengalaman pribadi saat menjalankan online shop saya bersama istri. Mengapa judulnya CUAN DARI RUMAH,JUAL PRODUK HASIL MILYARAN? Jadi ini adalah pola yang saya temukan dan saya share di ebook ini bagaimana cara menemukan produk

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terjun pertama kali berjualan online. Ebook ini bisa jadi tidak sempurna di waktu yang berbeda, Tetapi setidaknya ebook ini saya tulis Dengan harapan anda bisa bekerja dari rumah dengan sukses dan mendapatkan income yang luar biasa.

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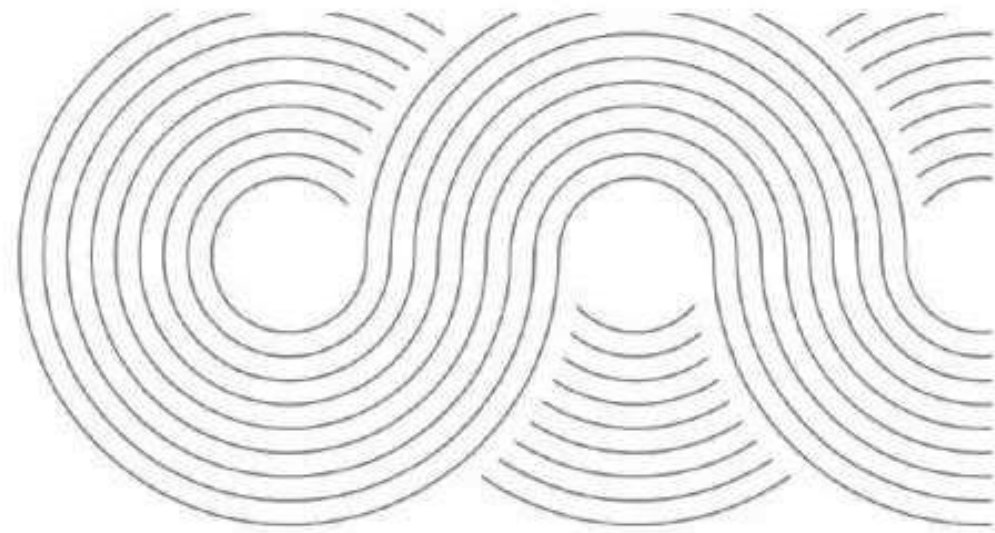
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Chapter 1

Beginning

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Introduction

Ini tahun kesepuluh saya bekerja dari rumah walau sebetulnya saya sudah memulai belajar jualan online 1 tahun sebelumnya sambil kuliah.

Saya flashback dulu yah. Jadi waktu kuliah semester awal saya sudah tertarik dengan dunia digital. Pas kuliah di semester-semester akhir ada mata kuliah tentang e-commerce. Disana belajar tentang cara membuat online shop dan membuat website. Berawal dari situ jika ingin mendapatkan nilai bagus harus ada produk yang terjual.

Akhirnya mulai lah beli domain **kaoskatamu.com**, belajar wordpress dan setting-setting website jualan waktu itu selain itu juga ikut expo kampus dan waktu itu saya dan teman

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Ternyata baru jual di lingkungan kampus sudah banyak yang order. Akhirnya saya dan teman memutuskan untuk serius jualan online untuk kaos *custom* itu. Dan butuh modal untuk belajar , akhirnya waktu itu saya menjual motor yang biasa saya pakai berangkat ke kampus untuk membiayai teman saya belajar sablon manual dan sisanya saya pakai belajar beriklan di facebook dan belajar membuat website. Setelah itu saya coba beriklan di facebook bekal dari yang saya pelajari beberapa waktu yang lalu. Tidak disangka ternyata

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Akhirnya, saya beli domain **jubahakhwat.com** bantu
membuatkan website, fanspage dan membuat iklan di
facebook. Untuk website saya melakukan optimasi mesin
pencari (*search engine optimization*).

Dan puncak nya ketika ramadhan penjualan membludak dan

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sekarang beriklan minimal 100rb saja belum tentu ada yang closing hehe.

Waktu terus berjalan, tahun 2016 saya dan istri mulai merekrut *Customer service* Sekaligus sebagai *packers*. Perjalanan dari tahun 2016 sampai 2020 sangat banyak hal baru yang dipelajari kalau di total budget belajarnya habis lebih dari 100 jutaan cuma untuk mengikuti berbagai macam workshop. Belajar *CS-ing*, facebook advertising, building team, Copywriting dan masih banyak lagi.



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melakukan riset produk-produk apa sih yang bisa dijual diluar brand yang sudah di bangun. Di Tengah tingginya pandemi covid-19, saya berhasil menemukan produk dan ini adalah produk pertama saya yang saya testing dan Alhamdulillah langsung berhasil.



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Kurang lebih seperti itu di ebook ini saya akan men *sharing* pengalaman saya langkah-langkah apa yang dilakukan untuk memulai jualan online. Sehingga setelah anda selesai membaca ebook ini dan mempraktekkannya , Anda bisa memulai mencari produk anda sendiri yang *winning* dan bisa menjadi *income* untuk anda. Dan saya harapkan anda bisa lebih sukses dan menghasilkan profit yang luar biasa. Sehingga anda bisa bekerja dari rumah dan dimanapun yang anda mau hanya dengan koneksi internet.

Mengapa harus bekerja dari rumah?

Bekerja dari rumah telah populer sejak pandemi covid-19. Padahal sebelumnya orang yang bekerja dari rumah terasa asing malahan dikira pengangguran sama tetangga 😊 .

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bercampur baur antara laki-laki dan perempuan hehe.

Alasan terbesar saya yaitu ingin lebih dekat dengan keluarga karena masa kecil waktu sekolah dulu di memori saya seringnya ditinggal oleh orang tua dan saya tidak ingin itu terulang lagi ke istri dan anak-anak saya. Pasti anda tidak mau kan berangkat bekerja pagi hari dan pulang ketika malam hari, anda mendapati anak anda masih tertidur dan malamnya pun setelah sampai rumah anak-anak sudah tertidur lagi. Jangan sampai ini terjadi di anda. Apalagi jika anda baru saja memiliki anak yang usianya masih kecil atau bayi dengan bekerja dari rumah anda bisa melihat tumbuh kembangnya tiap hari. Menyenangkan bukan? 😊

Bekerja dari rumah bisa menghemat uang dan waktu.
Bayangkan hampir tiap hari perjalanan pergi dan pulang kantor menghabiskan waktu 1 jam, belum lagi di kota-kota

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keuntungan, namun ada pula sejumlah kekurangan yang perlu anda dipertimbangkan.

Diantaranya adalah adanya banyak distraksi di sekitar rumah seperti gangguan dari anak-anak atau istri tiba-tiba minta bantuan, kadang bekerja terlalu larut karena tidak adanya jam kerja yang tetap, atau potensi kesepian karena kurangnya interaksi sosial jika anda seorang extrovert tapi kalau saya sih senang-senang aja dengan kesunyian. Namun, penting untuk diingat bahwa pengalaman ini dapat bervariasi antara individu.

tapi hal itu bisa dengan mudah diatasi. Misal anda membuat ruang kerja khusus yang tertutup untuk mengurangi distraksi atau menentukan jam kerja di malam hari ketika anak-anak sudah tertidur. Misal jika saya jam kerja nya dari jam 9 sampai jam 11 malam yang paling intense.

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bahkan darimana saja dengan mengandalkan resource yang ada. Walau demikian anda harus mengasah skill dan mempelajari hal baru jika ingin berhasil bekerja dari rumah. Tidak ada yang instan memang semua butuh proses seperti halnya saya di tahun pertama harus belajar banyak hal, mengeluarkan biaya untuk belajar tapi semua itu tidak ada yang sia-sia apa yang di usahakan pasti membuahkan hasil, kuncinya banyak berdo'a dan konsisten.

Kemajuan teknologi yang begitu pesat semua bisa dilakukan melalui gadget dari mulai pesan makanan, sarana transportasi, hingga berbisnis. Selama anda terhubung dengan internet maka kamu bisa terhubung siapa saja. Hal ini tidak menutup kemungkinan anda bisa bekerja freelance hingga keluar negeri.

Lalu apa saja pekerjaan yang bisa menghasilkan uang dari

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- ☐ Graphic Designer(Freelance)
- ☐ Penerjemah (Freelance)
- ☐ Kursus online
- ☐ Admin online shop
- ☐ programmer
- ☐ Illustrator (Freelance)
- ☐ Animator
- ☐ Game developer
- ☐ Penulis
- ☐ Dan masih banyak lagi

Itu beberapa ide pekerjaan yang bisa dilakukan dari rumah dan akan saya fokuskan ke pembahasan jualan online di ebook kali ini.

Jualan online VS Bisnis online

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memikirkan bulan depan seperti apa. Memang dengan berdagang khususnya jualan online keuntungan lebih cepat didapat dan dirasakan, tapi sulit untuk meningkatkan pendapatan dalam jangka panjang.



Dalam sistem manajemennya belum rapih. Nah untuk kasus

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akan dibahas di chapter scale up. Jika sudah berpindah kuadran ke bisnis online anda sudah harus mulai memikirkan brand untuk jangka panjang, membangun tim, sistem yang lebih rapi karena tujuan kedepannya bagaimana caranya produk yang kita bangun itu bisa bermanfaat untuk jangka panjang baik untuk customer ataupun untuk anda sebagai owner yang akan terus mendapatkan hasilnya. Membangun tim tidak harus memiliki kantor, banyak perusahaan yang timnya remote bekerja dari rumah atau anda juga bisa menggunakan freelance jika sewaktu-waktu dibutuhkan.

Oke, kita berangkat dari jualan online dulu yah. Jadi jualan online ini anda bisa memiliki produk sendiri, bisa menjadi reseller sebuah produk, bisa menjadi marketer ataupun sebagai affiliate.

Tahun 2014 istri saya berawal dari menjadi reseller pakaian

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Itulah mengapa kita membutuhkan satu strategi dan skill untuk mendatangkan traffic (pengunjung) dan membuat penawaran. Mulai dari sini untuk mendatangkan traffic perlu banyak pengetahuan karena sangat kompleks. Dari sisi traffic anda bisa mendapatkan nya dari search engine dengan SEO atau iklan AdWords. Bisa juga mencari traffic di sosial media seperti Facebook grup, Facebook marketplace, Facebook profile, iklan Facebook, Instagram followers dan lain-lain.

Dari sisi offer anda bisa melakukan riset produk dengan berbagai macam cara. Membuat packaging yang menarik, product development, menentukan margin produk dan lain-lain.

Untuk permulaan Anda bisa memilih 1 traffic generation Dan 1 produk. Itu akan jauh lebih muda karena jika mau

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kekurangan. Untuk paid traffic cara mendapatkan pengunjung yang berujung ke pembelian sangat cepat. Misalkan anda membuat iklan di hari itu langsung bisa profit. Contoh paid traffic Facebook ads, google ads dan tiktok ads tapi yang namanya paid traffic membutuhkan modal untuk keberhasilannya.

Adapun traffic gratisan untuk mendatangkan pengunjung membutuhkan waktu yang lebih lama tapi modal yang lebih rendah. Contohnya YouTube subscriber, search engine optimisation dan membangun Instagram followers. Seperti salah satu Instagram saya @nrhouse_id itu dibangun selama setahun lebih dan konsisten sampai bisa mendapatkan lebih dari 200K followers dan mendapatkan income di bulan ke 6. Berbeda cerita dengan salah satu produk saya yang campaign iklan nya saya jalankan iklan jam 4 pagi dan jam 7 pagi sudah bisa untung. Untuk berhasil di iklan online Anda harus mengalokasikan waktu dan dana

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Foundation

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Inilah mindset pebisnis online yang benar

Simple nya mindset adalah pola pikir. Namun, sebetulnya maknanya cukup luas. Mindset dalam ranah bisnis, bisa diartikan sebagai pola pikir atau cara berpikir dalam menjalankan usaha.

Lebih dalamnya lagi, mindset merupakan pola pikir yang dibentuk oleh keyakinan kita. Contohnya, anda kesulitan

tidur di malam hari kalau sorenya anda tidak mandi. Kebiasaan itu menjadi mindset anda dan sudah tertanam di alam bawah sadar anda.

Faktanya, mengubah mindset seperti itu tidaklah mudah. Karena, mindset tersebut telah tertanam pada diri Anda. Nah begitu pula saat menjalankan bisnis online anda harus mengubah dan mempelajari mindset yang tepat agar

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mereka yang mulai berhenti, mulai tidak fokus, mulai menyerah. Selain itu, masih banyak penyimpangan-penyimpangan yang terjadi ketika berjualan online, seperti program cepat kaya, program investasi yang tidak transparan, penjualan barang-barang terlarang, program cepat dapat uang dan banyak juga seller online yang melakukan penipuan dengan cara mengirim barang yang tidak sesuai ke customer.

Misalkan tempo hari saya bersama teman melakukan tracking salah satu seller dan produk yang dijualnya. Seller ini mempromosikan menggunakan video/gambar produk orang lain

Dan mengirim produk yang tidak sesuai dengan video/gambar. Itu hanya beberapa contoh penyimpangan yang terjadi di dunia bisnis online. Oleh karena itulah, anda perlu memperbaiki dan membangun mindset anda sejak awal

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menjual motor untuk membiayai proses belajar saya, memang harus ada yang dikorbankan untuk mengejar impian anda, terutama waktu dan dana untuk belajar nya.

Langkah kedua setelah anda menentukan tujuan anda adalah menciptakan mindset baik sebagai seorang pebisnis online dengan belajar. Apa saja yang perlu anda pelajari? Yang jelas langkah awal nanti anda harus mempelajari dan meriset produk yang diminati pasar, mempelajari cara membuat packaging yang menarik , mempelajari cara menjualnya, dsb.

Anda akan sulit mencapai impian anda untuk bekerja dari rumah jika anda tidak tahu cara menjalankannya. Maka dari itu, belajar bukan hanya pas mulai saja tapi sebagai produk owner anda harus belajar sepanjang perjalanan bisnis anda karena di tengah jalan akan banyak case-case yang anda temui dan harus memecahkan masalah yang anda hadapi untuk kelancaran bisnis online anda.

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pemasaran dan selanjutnya anda mencari audience dan membangun audience anda berdasarkan produknya. Misalkan saya memiliki produk gamis tugas saya adalah mencari dimana audience saya berkumpul. Misalkan di pengajian yang isinya ibu-ibu yang membutuhkan gamis atau saya beriklan di meta ads dan menarget calon customer yang sesuai dengan produk saya. Jadi ketika mencari audience saya harus mengeluarkan biaya untuk itu.

Untuk opsi Fokus pada produk , sebaiknya riset produk yang memiliki tingkat repeat order tinggi. karena ketika anda melakukan scale up dengan mencari pelanggan baru, maka pelanggan lama masih tetap melakukan repeat order dari produk anda. Jika tidak, Anda akan terus mengeluarkan biaya untuk menemukan pelanggan baru.

- Fokus pada audience

Fokus pada audience adalah anda mengumpulkan target audience terlebih dahulu kemudian membuat produk dari

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followers saya. Sehingga saya bisa menyediakan jasa tukang, jasa interior, jasa arsitek dan saya pun membuat buku "Bongkar rahasia bangun rumah hemat hingga ratusan juta". Dan bisa ditebak pasti akan laris walaupun tanpa beriklan karena market sudah terbentuk.

3. Segera memulai

Nah, setelah belajar langsung praktek sisihkan waktu dan Persiapkan segala sesuatu yang dibutuhkan, dimulai dari modal, pembuatan produk , strategi bisnis, dan cara berjualan nya

4. Bangun networking

Banyak pemula yang melupakan langkah yang satu ini. Padahal jaringan merupakan sesuatu yang sangat penting baik online maupun offline. Semakin banyak jaringan pertemanan anda maka semakin cepat impian anda tercapai karena tidak menutup kemungkinan anda bisa bertemu

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profitnya. Apa saja value atau nilai yang ingin anda berikan ke calon customer melalui produk anda. Ketika anda fokus pada value produk, maka profit atau uang akan mengikuti anda. Dengan fokus pada value bisnis online atau jualan online anda bisa bertahan dengan lama.

6. Fokus membangun Database

Database customer sangat penting dalam menjalankan bisnis online terutama jika anda membuat produk untuk jangka panjang. Jika anda baru memulai dan anda mencari pembeli menggunakan iklan anda wajib menyimpan database customer karena dengan memiliki ratusan hingga ribuan nomor WA pelanggan.

Dengan begitu, Anda bisa menghubungi dan menawarkan produk kepada mereka secara mudah. dan kedepannya anda tidak perlu lagi mengeluarkan budget untuk beriklan

7. Atur keuangan

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anda sudah stabil rekrut lah bagian accounting khusus
mengurusi keuangan bisnis online anda.

8. Mencari peluang atau produk baru

Setelah menemukan winning produk dan sudah stabil anda bisa mencari produk baru untuk tetap menjaga roda bisnis agar tetap berputar. Anda tinggal mengikuti cara anda sejak awal ketika mencari produk pertama kalinya. Anda harus mengambil peluang yang datang jangan puas hanya memiliki satu produk saja karena anda tidak tahu apa yang akan terjadi kedepannya bisa jadi produk yang anda bangun saturated karena banyaknya kompetitor.

9. Pantang menyerah dan konsisten

Ini adalah salah satu kunci sukses. Orang yang sukses dalam berbisnis, rata-rata mereka yang melakukan pekerjaan secara konsisten. Kadang apa yang anda usahakan tidak sebanding dengan apa yang kita bayangkan. Jika anda

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tidak akan tahu bisa jadi setelah mencoba produk yang ke 5
anda riset bisa jadi itu yang berhasil. Oleh sebab itu, sebagai
pemula anda harus memiliki pemikiran “pantang menyerah”
sampai anda menemukan winning product Dan winning
campaign anda.

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Chapter 3

Niche

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Target market

Target market atau target pasar adalah kelompok orang yang potensial atau yang sudah memiliki kecenderungan untuk membeli produk yang anda tawarkan.

Untuk sukses jualan online anda harus menentukan target market anda secara spesifik. Sehingga anda bisa membuat promosi konten yang sesuai dengan target market anda.

Target market ada 3 yaitu mass market dimana target pasarnya luas tidak membutuhkan segmentasi khusus karena bersifat umum. Yang kedua broad market jenis target market yang lebih spesifik dari mass market.

Misal produk shampoo khusus untuk pria atau wanita. Dan target market yang terakhir ada niche market yaitu target pasar yang lebih sempit karena karakteristik dari

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warna gamis yang tidak mencolok.

Jadi saat membuat konten promosi saya tidak memakai model karena bertentangan dengan target marketnya. Begitu pula harus konsisten membuat produk yang warna gelap dan tidak mencolok tidak boleh banyak hiasan yang terlihat di gamis.

Ketika konsisten membuat konten dengan mengikuti rule yang sudah ada otomatis follower baru akan memiliki karakter yang sama.

Cara mencari target market

Mengetahui cara menentukan target pasar adalah hal yang penting bagi anda yang baru terjun ingin jualan online. Sebab, tidak semua produk cocok untuk seluruh segmentasi market (pasar). Nah, setelah mengetahui target pasar anda, barulah

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Anda masuki.

2. Pahami Keunggulan Produk: Anda perlu memahami dengan jelas keunggulan produk atau layanan Anda. Apa yang membuatnya berbeda atau lebih baik dari yang lain? Ini akan membantu Anda menarik minat dari segmen pasar yang tepat.

3. Lakukan Segmentasi Pasar: Setelah memiliki pemahaman yang kuat tentang pasar, langkah berikutnya adalah melakukan segmentasi pasar. Ini melibatkan pemisahan pasar menjadi kelompok-kelompok yang lebih kecil berdasarkan karakteristik demografis, geografis, psikografis, atau perilaku.

4. Ciptakan Buyer Persona: Buyer persona adalah representasi fiksi dari konsumen ideal Anda. Ini membantu Anda memahami dengan lebih baik siapa target pasar Anda, termasuk preferensi, kebiasaan, dan kebutuhan mereka.

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Chapter 4

Product

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Riset produk

Memilih produk yang tepat adalah bagian yang sangat penting yang menentukan 80% keberhasilan anda dalam berjualan online. Lebih baik anda lama melakukan proses riset produk daripada banyak biaya iklan yang dipakai untuk testing.

Sudah menjadi rahasia umum bahwa topik riset produk selalu menarik dibicarakan para pemilik toko online. Gimana sih cara mencari produk untuk dijual online yang benar?

Proses yang dilakukan lebih dekat kepada “mencari”. Karena memang pekerjaannya mencari produk untuk dijual di online shop. Jadi statusnya seperti pedagang.

Cara saya mencari produk

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Riset di marketplace

Tempat yang paling mudah untuk mencari produk adalah Marketplace. Produk pertama saya yang menghasilkan penjualan 1,5 Milyar saya riset melalui marketplace. Saya biasanya menggunakan shopee dan tokopedia untuk mencari produk yang akan saya jual. Begini caranya :

1`. hunting produk

Awalnya lakukan hunting produk secara acak. Anda juga bisa menentukan mau masuk ke segmen atau kategori apa sebelum melakukan pencarian produk. Favorit saya adalah mencari produk harga dibawah Rp.10.000 di marketplace atau anda mau meluaskan pencariannya lagi bisa di angka maksimal Rp.20.000 gunakan fitur marketplace untuk melakukan filtering harga produk. Contoh kasus waktu itu saya mau menjual pest control untuk pengendalian hama. Misalkan di marketplace

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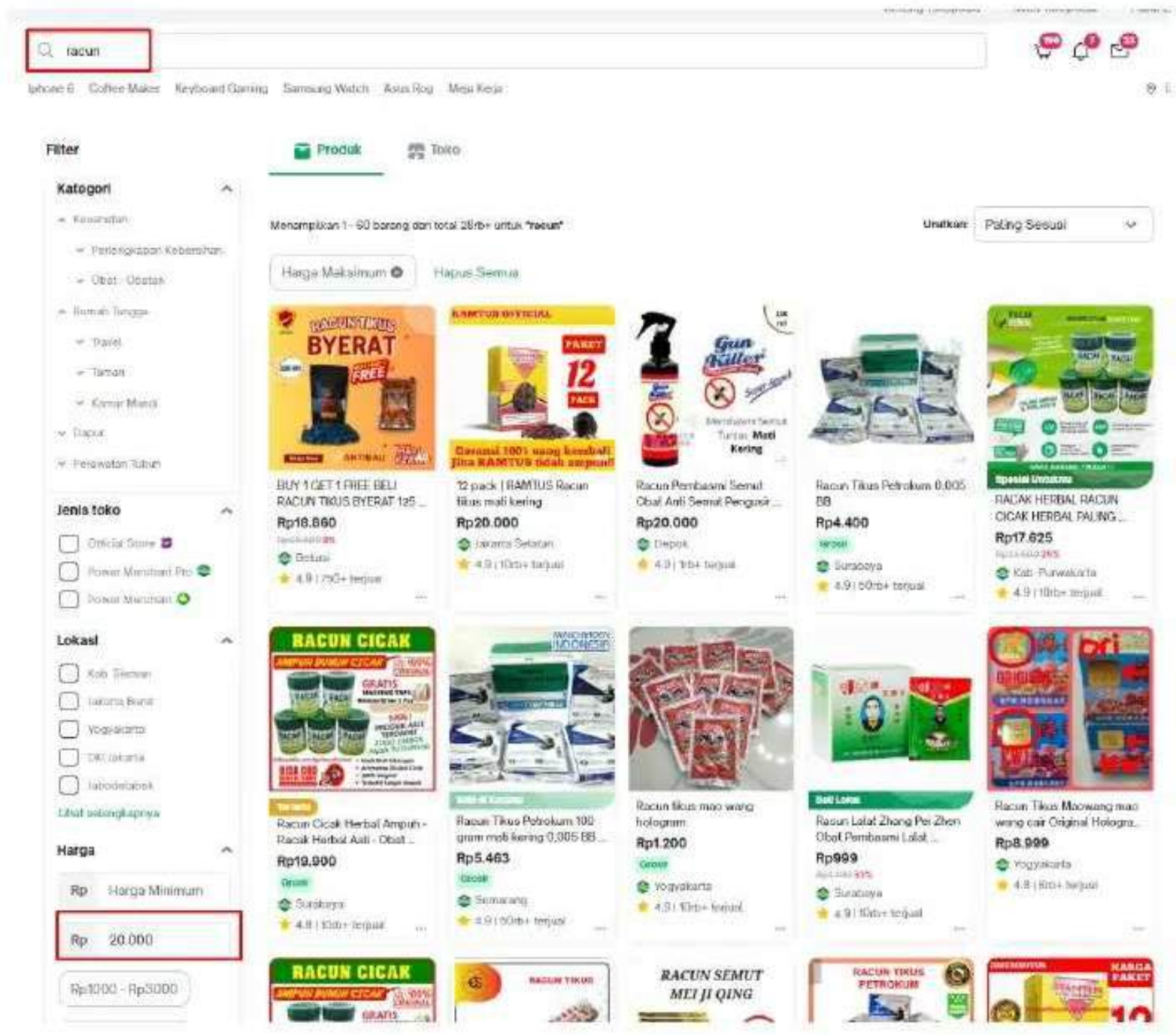
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Produk yang diriset tidak harus dibawah harga 10rb. Nanti bisa

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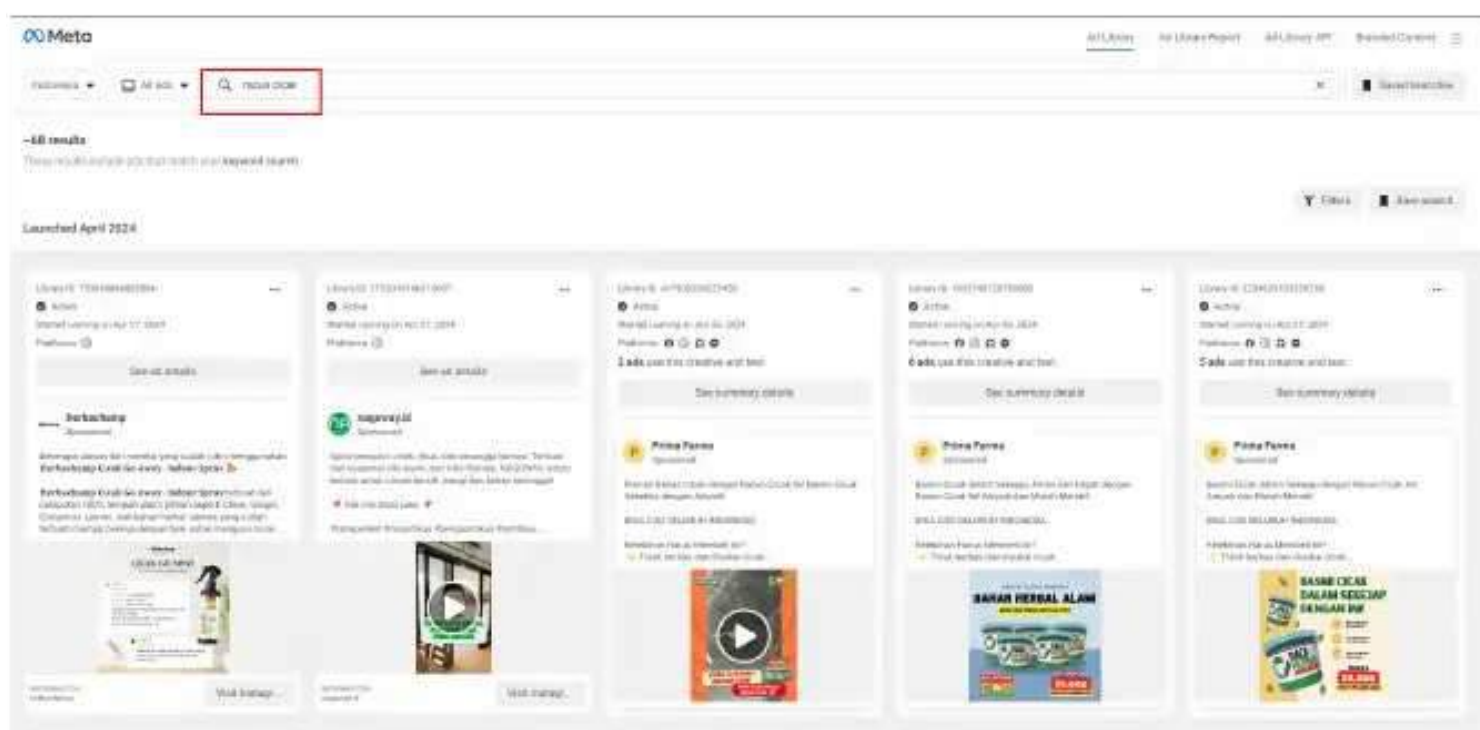
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apakah produk tersebut sudah banyak yang mengiklankannya di meta ads atau belum. Bisa cek di

<https://web.facebook.com/ads/library/> .



Jika disana yang mengiklankan produk itu sedikit anggaplah tidak lebih dari 10 orang berarti produk itu bisa dijual melalui iklan walau kedepannya anda untuk berjualan produk tidak harus melalui iklan bisa juga melalui facebook marketplace, facebook profile dll.

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iklan sudah dipastikan anda bisa mendapatkan ratusan juta hingga milyaran dari produk itu.

3. Analyzing

Di Bagian ini bisa jadi list produk yang 20 tadi bisa berkurang misalkan dapat 3 produk atau bahkan cuma 1. Selanjutnya setelah dilakukan pengecekan lakukan analisis berdasarkan scamper. Contoh kasusnya racun cicak apa yang saya lakukan sehingga produk ini jadi berbeda dari yang dijual orang lain di marketplace atau di ads library tadi. Apa value yang bisa ditambahkan dan manfaat apa yang bisa dimainkan.

4. Testing

Di Tahap ini anda bisa melakukan test kecil-kecilan. Bisa menggunakan sistem pre order ataupun bisa membeli produk tersebut 5-10pcs untuk keperluan testing pasar. Buat landing

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- Setelah ada kontak atau customer yang menanyakan produk anda bisa menginformasikan produk anda sistem nya pre order atau habis. Atau jika anda sudah membeli sampel produk bisa langsung anda kirimkan ke customer sekalian anda meminta testimoni jika memungkinkan dan bisa masukkan ke landing page di iklan berikutnya
- Hitung kira-kira 1 hari beriklan bisa berapa banyak customer yang di jangkau.
- Anda bisa mematikan iklan ketika sudah mendapatkan beberapa data yang anda butuhkan.

Memanfaatkan aplikasi google trend

Salah satu cara riset produk terlaris yang umum digunakan pelaku bisnis adalah memanfaatkan aplikasi Google Trend.

Anda bisa melakukan riset produk yang lagi trend.

Memanfaatkan google trends untuk mengetahuinya. Misalkan anda mau menjual herbal tapi bingung kira-kira herbal apa yang

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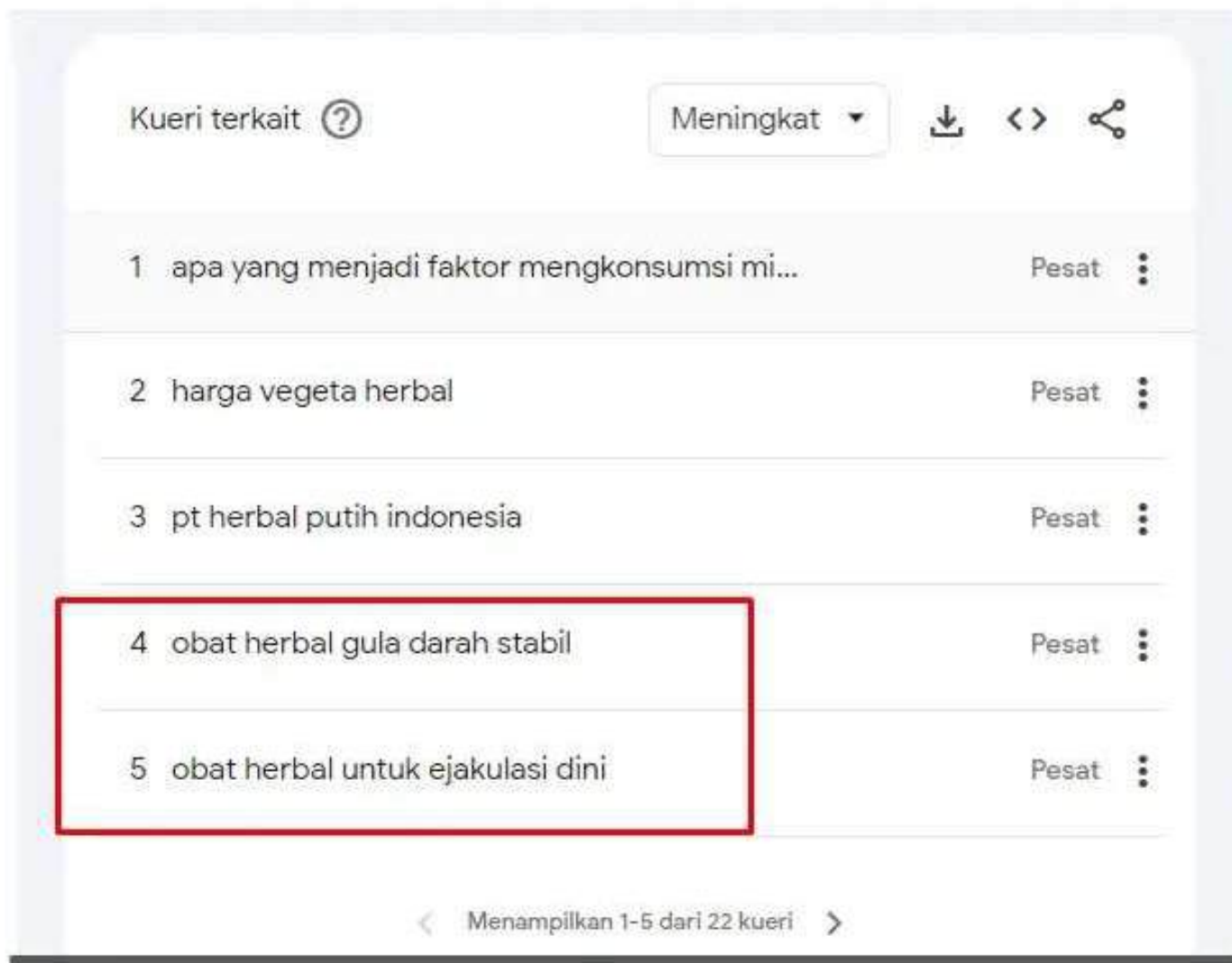
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Dan tentu setelah mendapatkan data ini anda harus menghubungi pabrik untuk maklon produk tersebut.



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Kueri terkait ?	Meningkat ▾	⬇	<>	🔗
6 obat herbal tumor ganas	Pesat	⋮		
7 herbal untuk ginjal sehat	+4.350%	⋮		
8 herbal penurun darah tinggi paling cepat	+3.850%	⋮		
9 obat herbal ambeien yang sudah parah	+3.150%	⋮		
10 obat herbal vertigo paling ampuh	+2.650%	⋮		

< Menampilkan 6-10 dari 22 kueri >

Melakukan survey di lapak pesaing

Langkah mudah berikutnya adalah melakukan survey lewat social media atau lapak online yang dimiliki pesaing.

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kemudian berpindah ke toko online lainnya dan lakukan hal yang sama. setelah itu filter produk-produk yang sekiranya anda bisa jual dan produksi.

Mengamati problem di lingkungan sekitar

mengamati problem yang ada di masyarakat atau di lingkungan sekitar adalah salah satu cara yang paling ampuh karena bisa mengatasi masalah yang terjadi. tidak perlu jauh-jauh.

anggaplah melihat problem di keluarga atau di tubuh anda sendiri. Misalkan saudara anda gatal-gatal anda sudah bisa menemukan solusinya dan bisa menjualnya dan itu bisa diterima market tinggal bagaimana anda mencari produk untuk itu dan lakukan pengemasan yang menarik.

Menentukan harga produk

Menentukan harga juga menjadi hal penting ketika berjualan online. Jangan asal-asalan memasang harga jangan samnai

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pasokan (*supply chain*) untuk bisnis online anda. Suppliers dapat berupa produsen, distributor, pedagang grosir. Misalkan tadi di bagian riset anda tinggal mencari harga produk yang paling murah diantaranya mungkin anda bisa misal list 3-5 toko online yang harganya mirip-mirip.

Di jaman sekarang banyak juga suppliers atau produsen yang membuat toko di marketplace. Setelah itu hubungi satu-satu tanyakan mengenai produknya apakah dijual grosir anda bisa meminta price list untuk harga grosir dan minimal ordernya.

Tips dari saya jika sudah ketemu dengan suppliers yang terpercaya jangan pernah transaksi lagi di marketplace apalagi jika anda membeli secara grosir. Kenapa? Karena ketika anda membeli secara grosir total penjualan dari produk itu akan makin banyak dan mengundang kompetitor untuk melakukan hal yang sama.

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hasilnya bagus. Ini yang harus anda lakukan. Jadi setelah sudah ketemu produknya dan sudah scroll-scroll di marketplace tapi tidak ketemu juga anda bisa melihat label kemasan dari produk tersebut dan temukan nama pabrik yang memproduksinya setelah itu anda hubungi perusahaannya bagian pemasarannya dan jika anda sudah melakukan testing produk dan ternyata hasilnya bagus sudah saatnya anda membeli langsung di pabriknya.

Adapun jika produknya bisa dibuat dan anda memiliki modal besar. Anda bisa melakukan makloon di pabrik-pabrik. Misalkan anda membuat obat herbal untuk ambeien anda tinggal menghubungi pabrik maklon herbal. Di zaman sekarang sangat mudah menemui maklon untuk produk herbal.

Dan beberapa produk lainnya juga bisa dibuat. Contohnya anda mau membuat tempat tisu kotak yang terbuat dari kayu jati tentu yang pertama anda lakukan adalah mencari suppliers kayu jati dan mencari tukang untuk membuatnya. Jika anda jeli banyak

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- **Branding/rebranding** : Bisa dilakukan dengan cara mengubah persepsi produk yang baru ke konsumen. Misalkan tadinya produk sisir untuk manusia diubah persepsinya ke produk sisir khusus kucing. Sehingga membentuk pasar yang baru yang berbeda dengan sebelumnya.
- **Packaging** : Mengubah packaging dari sebuah produk sehingga menjadi produk yang baru. Misalkan produk racun cicak yang sebelumnya menggunakan tabung plastik bisa diubah packagingnya dengan menggunakan tube seperti wadah pasta gigi sehingga dari cara penggunaanya saja jadi berubah. Tadinya di oles menggunakan tangan kemudian setelah mengganti packaging menjadi tube, penggunaan bisa tanpa di oles tinggal di pencet.



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racun tikus menggunakan cairan seperti lilin sehingga menjadi produk racun tikus baru berbentuk kotak padat yang penggunaanya lebih praktis.

- **Resize** : Mengubah ukuran produk lama sehingga menjadi produk baru. Contohnya Produk deodorant ukuran 100ML di ubah size nya ke ukuran 50ML
- **Labeling product** : Memberi label pada produk. Ini adalah salah satu yang paling mudah dilakukan dan minim budget. Cukup dengan mendesain dan membuat stiker baru kemudian ditempel pada produk sudah menjadi produk baru lagi dari sebelumnya.



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Lihat video ini untuk pembahasan lebih lanjut tentang riset dan product creation : <https://bit.ly/cdrrisetproduk>

Cara jual mahal

Cara menjual produk mahal yang pertama adalah lakukan edukasi secara masif. Lakukan edukasi kepada para target market Anda mengapa produk Anda harganya mahal dan apa saja benefit yang akan mereka dapatkan. Bisa dilakukan ketika product creation.

Merubah kemasan

Saya kasih contoh produk saya yang racun cicak saya stok dari pabrik tanpa label hanya wadah polos dengan hpp di bawah 10rb/pcs. Apa yang saya lakukan agar produk ini bisa di jual mahal? Pertama saya buat sticker dengan desain yang

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Selanjutnya saya buat box kemasan yang menarik juga dengan menambahkan fitur. Setelah kemasan sudah professional saya lakukan testing iklan dengan harga 75rb/box ternyata laku keras bahkan sehari pernah tembus 500 kiriman. Karena penasaran saya otak atik harga nya dan saya coba harga 75rb, 95rb dan 150rb masih ada penjualan tapi di satu sisi biaya iklan akan membengkak dan stabil di angka 75rb/box

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Misalkan ubah menjadi kemasan 50ml dan tetap bisa dijual di angka 45rb agar produknya berbeda unik dari produk lain yang sejenis bisa menambah rasa/aroma pada produknya misal rasa lemon, strawberry dan lain-lain. Sehingga jadilah produk baru lagi dan bisa dijual lebih mahal dari produk awalnya.

Photo produk professional

Foto produk yang diambil dengan teknik fotografi yang baik dan menarik akan menimbulkan kesan bahwa usaha dikelola secara profesional yang bisa meningkatkan harga jual. Untuk photo produk sendiri bisa dilakukan sendiri menggunakan mini studio atau bisa juga mengundang freelance untuk melakukan photo produk. Banyak juga yang membuat jasa photo produk di instagram yang mungkin bisa anda pakai.

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Chapter 5

Preparation

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Marketing kit

Marketing kit untuk bisnis offline biasanya berupa brosur, leaflet, x banner dan lain-lain. Nah berbeda dengan marketing kit jualan produk secara online. Berikut beberapa yang biasa saya lengkapi sebelum memasarkan produknya:

Product knowledge

Product knowledge adalah semua pengetahuan atau deskripsi terkait produk, baik dari segi cara penggunaan, harga produk, fitur dari produk, dan informasi detail lainnya. Tuliskan juga value dari produk anda yang membedakan produk Anda dengan yang dimiliki oleh kompetitor atau membedakan dengan produk sebelum ada mengubahnya menjadi produk yang baru.

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Photo dan Video produk

Photo Product sangat penting ketika berjualan online karena inilah visual yang akan dilihat langsung sehingga harus terlihat menarik dan profesional.

Anda bisa melakukan pengambilan photo di indoor (studio) ataupun outdoor. Photo dan video ini nanti nya digunakan untuk iklan landing page, sosial media, creative image, website dan marketplace.

Kalau saya biasanya menyerahkan ke jasa photo produk. Tapi jika dana terbatas anda bisa mengambil gambar/video menggunakan smartphone anda dan edit menggunakan canva.

Testimoni

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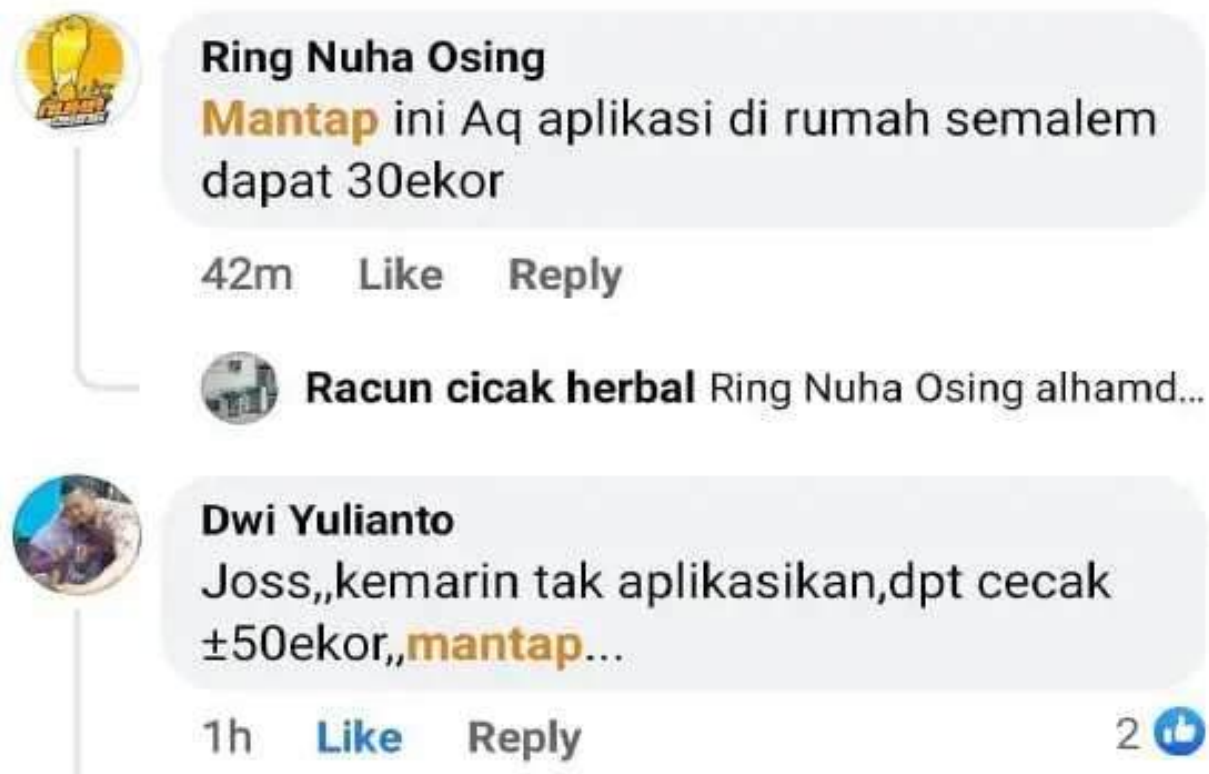
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testimoni tapi jika anda mau menggunakan bisa produknya anda tawarkan ke teman terdekat atau saudara agar mencoba produknya. Kemudian tanyakan pendapatnya di whatsapp dan



anda bisa screenshot dan menjadikannya testimoni dari pada menggunakan testimoni palsu atau hasil comot testimoni orang kan yah?

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FAQ bisa di tuliskan di landing page, sosial media, deskripsi produk di marketplace.

Contoh FAQ:

A: Bagaimana cara memesannya?

Q: Untuk pemesanan anda bisa menghubungi tombol whatsapp yang tersedia untuk terhubung dengan admin

A: Cara pembayarannya bagaimana:

Q: Untuk pembayaran bisa melakukan transfer ke rekening atau bisa juga bayar ketika barang sampai dirumah

A: Berapa biaya kirimnya?

Q: anda bisa menanyakan admin atau mengecek nya sendiri di sini <https://berdu.id/cek-ongkir>

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tidak mau menggunakan facebook ads untuk testing apakah bisa? Bisa saja tapi hasilnya akan lama dan hanya bisa mengandalkan sosial media pribadi seperti instagram story atau whatsapp pribadi.

Atau bisa melakukan testing di marketplace. Upload produk dengan photo yang menarik kemudian iklankan di shopee atau tokopedia. Cara beriklannya nanti di bagian strategi marketing dan promosi di bagian iklan online.

Strategi Penjualan

Untuk penjualan saya selalu menggunakan 3 tempat ini yaitu website (melalui landing page), marketplace bisa di shopee atau di tokopedia yang terakhir melalui sosial media bisa instagram atau facebook dengan cara organik dan membuat konten baik itu post ataupun video reels.

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Website / Landing page

Landing page adalah sebuah halaman website yang digunakan untuk mendatangkan traffic yang memiliki tombol Call-to-action (CTA). tombol call to action disini bisa berupa tombol whatsapp yang akan terhubung ke admin bisa juga berupa form.

Form disini calon customer akan mengisi data lengkap seperti nama,no.hp dan alamat lengkapnya bisa juga menambahkan opsi biaya kirim di bagian form.

The screenshot shows a form with the following sections:

- Pilihan Produk:** A dropdown menu labeled 'Warna' with 'Mauve' selected.
- Data Penerima:** A series of input fields:
 - Nama Anda
 - No. WhatsApp Anda
 - Alamat Lengkap Anda
 - Masukkan Kota / Kecamatan
 - Pilih biaya
- RINCIAN PESANAN:** A section at the bottom, partially visible.

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kebanyakan tidak berkualitas setelah di follow up customer tidak merespon dan butuh banyak effort untuk follow up.

Contoh landing page dengan tombol whatsapp bisa lihat halaman ini

<https://nrhouse.id/buku-bongkar-rahasia-bangun-rumah>. untuk landing page dengan form bisa dilihat disini <https://jubahakhwat.com/sahira-basic>.

Jika anda belum mau beriklan dengan facebook ads (meta ads) untuk pembahasan landing page ini bisa anda skip ke pembahasan berikutnya.

Berikut langkah-langkah sebelum membuat landing page:

- ☐ **Membeli domain** : Sebelum lanjut membuat landing page pastikan anda sudah membeli domain bisa domain nama toko

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- ☐ Berlangganan **Berdu** : **Berdu** adalah platform digital pembuatan website. Untuk case saat ini anda akan memanfaatkan berdu untuk membuat landing page. Walau nanti bisa menggunakan banyak fitur di berdu. Saya biasanya menggunakan berdu untuk membuat landing page, melihat laporan penjualan dll.



[Harga](#) [Fitur](#) [Tutorial](#) [My Account](#) [Logout](#)

BERDU.COM

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ada masa percobaan 14 hari bisa dimanfaatkan untuk belajar. bisa klik link berikut untuk daftar dan berlangganan berdu <https://berdu.id?x=ja>. Berikut tutorial lengkap cara berlangganan berdu <https://bit.ly/cdrberdu> (klik atau ketik di web browser)

Menghubungkan domain dengan Berdu

Setelah melakukan pembelian domain saatnya menghubungkan domain dan *berdu*. Untuk lebih jelasnya tutorialnya ada di video ini <https://bit.ly/cdrdomainberdu> (klik atau ketik di web browser)

Cara membuat landing page

Setelah domain anda dan platform *berdu* nya terhubung selanjutnya membuat landing page. Untuk membuat landing

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Setelah anda sudah menemukan landing page yang cocok untuk di *ATM* (amati tiru dan modifikasi) sesuaikan dengan produk masing-masing. Selanjutnya anda membuat landing page sendiri di berdu. Untuk mengaksesnya di menu sebelah kiri pilih tampilan, overview kemudian halaman tambahan. Di halaman tambahan untuk membuat landing page klik kanan atas. Lebih jelasnya bisa melihat susunan landing page nya disini dan cara membuatnya <https://bit.ly/cdrp>

Marketplace

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Jika anda belum memiliki budget beriklan menggunakan facebook ads. Anda bisa mencoba mengupload produk anda di tokopedia atau shopee. Berikut video cara mengupload produk di marketplace khususnya shopee :

Dengan beberapa tips penjualan anda pun bisa tetap berjalan walau hanya melalui marketplace.

Ini yang harus anda lakukan setelah membuat akun di marketplace:

- Lengkapi profil toko
- Setting rekening pembayaran
- Pilih jasa pengiriman untuk toko anda
- Sediakan deskripsi masing-masing produk

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Manfaatkan Fitur-Fitur yang ada di Marketplace termasuk anda bisa juga membuat iklan baik di shopee atau marketplace. cara beriklan di marketplace pun cukup mudah. Yang terakhir yang tidak kalah penting adalah anda sebagai admin, harus melayani pelanggan dengan baik.

Sosial media

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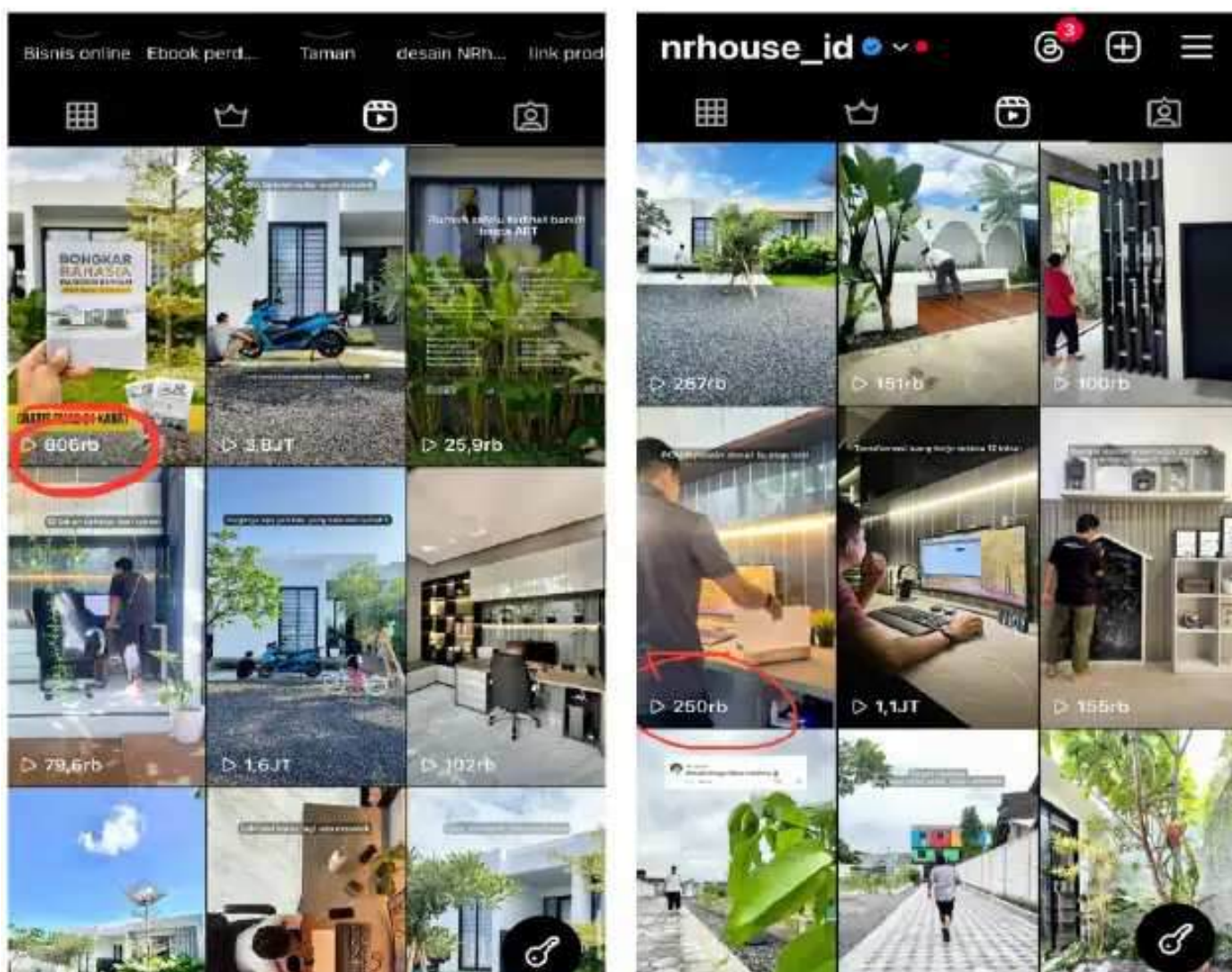
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Lihat contoh postingan saya di instagram @nrhouse_id yang saya upload dengan produk di video secara hard selling to the point. Yang sudah ditonton lebih dari 800rb orang.



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Strategi marketing dan Promosi

Kelebihan beriklan secara online adalah anda bisa mendapatkan target audiens yang lebih tepat. Tujuan dari iklan online kurang lebih sama seperti iklan konvensional, seperti iklan TV, iklan radio, spanduk di jalanan, dan lain sebagainya, yaitu untuk memasarkan dan mengenalkan produk ke khalayak umum. Namun, media yang digunakan untuk memasang iklan tersebut berbeda, di mana iklan online dilakukan secara digital melalui berbagai platform.

Pemasaran secara online sebetulnya ada banyak seperti email marketing, Search engine, media sosial dan lain-lain. Untuk jualan online kali ini untuk permulaan dan pernah saya lakukan bisa mencoba 3 platform ini yaitu Facebook, Tiktok dan Marketplace.

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Facebook ads (Meta)

Facebook ads menjadi salah satu platform sosial media terbesar dan bisa menjadi salah satu media yang digunakan untuk beriklan. Facebook ads merupakan postingan yang berbayar yang lewat di timeline pengguna yang bisa digunakan untuk bisnis atau brand mempromosikan produk. Kelebihannya anda bisa menargetkan berdasarkan usia, jenis kelamin, tempat tinggal, ketertarikan dan lain-lain selain itu anda bisa mengukur konversi dari tiap iklan anda jika dibandingkan dengan iklan offline tentu lebih efektif. Itulah mengapa facebook ads menjadi salah satu favorit untuk media beriklan termasuk saya.

Waktu awal-awal jika beriklan lewat facebook ads jauh lebih mudah dibandingkan sekarang karena algoritma dan banyaknya advertiser. Jadi saya sarankan ketika memulai berjualan dan

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Ini beberapa referensi jika anda sama sekali belum pernah menggunakan facebook ads sebagai sarana beriklan.

1. Cara Kerja Facebook Ads

<https://www.scaleup.club/cara-kerja-facebook-ads/>

2. Targeting Facebook Ads dan Mindset Penting Didalamnya

<https://www.scaleup.club/targeting-facebook-ads/>

3. Tutorial Facebook Ads: Belajar Mulai Dari Nol Sampai BISA!

<https://www.scaleup.club/belajar-facebook-ads/>

4. Cara split testing

<https://www.scaleup.club/cara-split-testing-yang-menurut-saya-paling-killer/>

Jika anda sudah memiliki produk setelah praktekan di bagian riset anda bisa langsung mempelajari bagian facebook ads atau strategi promosi lainnya dengan serius.

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kepada para pedagang atau penjual untuk menawarkan produk dan layanannya ke para pengguna TikTok.

Selain itu, TikTok shop juga menyediakan fitur yang membuat para penjual bisa berkreasi dalam menawarkan bisnisnya.

Entah lewat konten video pendek, fitur live shopping, dan bisa juga bekerja sama dengan kreator atau influencer.

Iklan tiktok VSA

1. Apa itu VSA?

VSA adalah video shopping ads yang bisa menampilkan video dengan tombol beli keranjang kuning. Iklan jenis ini sangat mudah dan konversi nya cepat berbeda dengan facebook ads yang harus melewati landing page kemudian ke

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dengan VSA customer langsung bisa melakukan pembelian tanpa keluar dari platform itu sendiri.

2. Pembuatan konten iklan

Buat konten video yang menarik bisa mengikuti trend yang lagi populer atau buat berdasarkan keunikan masing-masing intinya video jelas kualitas bagus dan tidak buram nyaman buat di tonton. anda bisa bekerja sama dengan influencer untuk pembuatan videonya atau dibuat sendiri bersama tim anda.

3. Pengaturan Campaign iklan

untuk pembuatan iklan di tiktok (VSA) gunakan budget minimal 100 ribu/hari bisa dijalankan atau schedule pas dini hari atau pagi hari. Jangan lupa gunakan targeting yang

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Iklan marketplace

Untuk marketplace sendiri anda bisa menggunakan iklan di tokopedia atau shopee. Misalkan anda mau beriklan di shopee, untuk shopee sendiri bisa beriklan secara internal atau external. Untuk internal meliputi iklan pencarian (produk/toko), iklan produk serupa, iklan produk otomatis, iklan live.

Adapun iklan external meliputi beriklan di facebook yang di integrasikan dengan shopee (cpas) . Pelajari cara beriklan di shopee disini <https://iklan.shopee.co.id/learn/faq/56/49> atau disini <https://bit.ly/cdriklanshopee>

Iklan di shopee atau marketplace pada umumnya dibayarkan ketika ada user yang mengklik iklan anda.

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Dengan memakai influencer produk anda bisa menjangkau banyak user. Jika anda baru mulai bisa memanfaatkan micro influencer untuk menghemat budget tapi kadang kalau micro influencer juga bisa mendatangkan banyak traffic. Micro influencer mempunyai 10rb-20rb followers.

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Chapter 6

Launching product

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Launching product

Setelah melakukan persiapan yang begitu banyak, lakukan checklist dulu sebelum melakukan launching product. Pastikan landing page anda siap, marketing kit nya sudah lengkap dan lain lain. Berikut yang harus anda lakukan pada hari launching produk.

Jalankan facebook ads / tiktok ads

Ini adalah proses yang benar-benar anda harus pantau di hari launching product nya. Pastikan CPR (Cost per result) biaya untuk mendatangkan lead (customer) ke nomor whatsapp atau form tidak melewati batas maksimalnya. Proses ini yang menentukan apakah produk anda bisa di scale lebih jauh atau

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sebagian besar orang juga akan mengabaikan iklan anda walau dia tertarik dengan produknya karena kebiasaannya mencari di marketplace jadi anda harus menjalankan iklan di marketplace juga agar tidak terjual ke kompetitor atau toko lain yang sejenis produknya.

Broadcast whatsapp

Broadcast whatsapp bisa dilakukan jika anda sudah pernah menjual produk sebelumnya yg masih memiliki target market yang sama dan memiliki databasenya. Contohnya saya memiliki database sekitar 40.000 customer yang pernah beli gamis di toko online saya jadi ketika saya launching produk koko atau gamis anak, saya bisa memanfaatkan di waktu launching produk yang baru dengan market yang sama.

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Posting IG post / Share ig story

Posting semua konten yang sudah anda siapkan sebelumnya baik berupa photo produk dan video reels baru kemudian share di ig story. Jika anda sudah memiliki akun instagram sebelumnya mungkin hal itu jadi lebih mudah ketika launching produk baru. Adapun jika anda baru pertama kali membuatnya jangan khawatir karena beberapa case tanpa followers atau sedikit followers video reels bisa mendapatkan banyak view. Kunci nya adalah buat banyak video reels tentang produk anda baik secara hard selling ataupun soft selling. Anda tidak tau yang mana video yang akan mendatangkan traffic.

Influencer

Pada waktu product launch pastikan semua influencer yang telah anda ajak bekerja sama melakukan posting di hari yang

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Traffic landing page: Mengukur jumlah pengunjung yang mengakses situs web Anda selama periode peluncuran. Hal ini dapat menunjukkan tingkat minat dan kesadaran yang dihasilkan dari peluncuran produk. untuk mengecek jumlah pengunjung di dashboard berdu pilih menu laporan kemudian page view.



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anda bisa menaikkan budget iklan.

Prospek yang dihasilkan: Selain dari pendapatan anda juga bisa mengukur jumlah lead masuk di admin. Apakah berupa chat whatsapp atau DM instagram dsb.

Jika iklan yang dijalankan di hari pertama untung terutama facebook ads. Jalankan lagi di hari selanjutnya dengan formasi campaign yang sama. Jika belum untung evaluasi tiap metrics di campaignnya. Apakah creative ads nya yang kurang bagus sehingga CTR (Click through rate nya) rendah ataukah landing page nya yang lambat evaluasi masing-masing seperti di tutorial facebook ads yang sudah dibagikan.

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Chapter 7

Scale up

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Scale up adalah langkah yang dilakukan pemilik bisnis online dalam rangka mempersiapkan pertumbuhan bisnis agar bisa lebih berkembang mulai dari sistem, sumber daya, sampai dengan teknologi yang digunakan.

Intinya, scale up dalam bisnis artinya usaha dalam menjadikan bisnis skala kecil berkembang besar.

proses scale up biasanya dengan menambah jumlah karyawan, meningkatkan atau mengembangkan sarana dan prasarana operasional.

Tujuan scale up yaitu untuk meningkatkan pendapatan dari jualan online anda bisa menambah produk atau menambah budget iklan untuk mendapatkan pendapatan yang lebih besar.

Tani jangan terlalu buru-buru untuk scale up pastikan memang

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Building team

saya biasanya menggunakan facebook ads untuk mencari tim/karyawan online shop saya. Karena lebih cepat dan efektif. Pengalaman saya pernah beriklan selama 3 hari melalui facebook ads dan berhasil mendapatkan 200 orang pelamar walaupun saya hanya membutuhkan 20 orang. Makin banyak pilihan makin bagus. berikut tim yang harus anda tambah pertama kali jika ingin mendelegasikan beberapa pekerjaan anda :

1. Packagers : Tugasnya melakukan packing produk, quality control, mengecek produk yang datang dari suppliers atau pabrik

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testing anda selanjutnya.

4. Design graphis/video editor : Setelah melakukan proses scale up anda tidak lagi hanya berfokus pada iklan facebook ads saja. agar produk anda bisa bertahan lama anda harus mulai memoptimasi sosial media terutama instagram dan mendatangkan followers yang relevan dengan produk anda. salah satu SDM yang sangat dibutuhkan untuk itu adalah desain grafis dan video editor agar sosial media anda bisa hidup. Untuk kali ini anda bisa menggabungkan tugas nya. Tapi jika memang sudah dibutuhkan design graphic dan video editor bisa mencari masing masing-masing SDM nya

5. Leader CS : Leader cs dibutuhkan ketika anda sudah memiliki lebih dari 5 Customer service

6 Photographer/Videoographer : Tugasnya take gambar dan

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Anda bisa melihat contoh landing page untuk mencari tim disini
<https://jubahakhwat.com/loker-marketing>

Add exclusions

★ Locations

Location:

- Indonesia: Special Region of Yogyakarta

Age

23 - 28

Gender

Women

Untuk iklan facebook nya cukup sediakan 1 ads creative dan settingan iklan tentukan lokasi tempat tinggal anda atau kantor anda. Tentukan umur calon tim anda, dan gender nya apakah mencari tim laki-laki atau perempuan.

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Seperti pengalaman saya pas memiliki winning campaign malah was-was karena takut produk tidak mencukupi padahal iklan lagi bagus dan banyak lead. Sudah memesan dari pabrik tapi proses distribusi yang memakan waktu cukup lama kira-kira seminggu sehingga saya merasa kehilangan kesempatan. Jadi anda harus mengukur kapan anda harus memesan produk dari pabrik analisa di bagian pemasaran terutama di campaign facebook ads nya jika memang itu media promosi yang utama. jangan sampai stok sisa 10% baru melakukan pemesanan produk dari pabrik atau suppliers. Dengan kejadian seperti itu jangan sampai kompetitor anda yang mengambil kesempatan itu.

Strategi marketing

Setelah proses scale up ubahlah strategi marketingnya jangan

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Mainkan semua channel

Seperti yang saya tuliskan sebelumnya jangan sampai anda kehilangan kesempatan. untuk itu ketika anda sudah memiliki produk yang winning, mainkan semua channel yang bisa anda mainkan baik itu di meta ads, marketplace bahkan website anda pun harus di optimasi agar meranking ketika seseorang melakukan pencarian terhadap produk anda. anda juga wajib membuat channel youtube tentang produk anda.

Berikut beberapa channel marketing yang wajib anda optimalkan.

Facebook ads

Di tahap ini ketika produk anda winning dan profit, lakukan scale up (menaikkan budget iklan) atau scale out (memperbanyak

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pengalaman saya di bulan pertama dan bulan kedua belum ada kompetitor yang muncul tapi penjualan masih di gas dan rem karena kendala di distribusi produk dari pabrik yang lama.

Iklan Marketplace

Walaupun setelah anda mendapatkan winning produk dan winning campaign pastikan marketplace anda juga di optimasi terutama di bagian iklan. Sehingga budget iklan yang anda keluarkan di facebook ads tidak terjadi kebocoran.

yang saya maksud disini adalah ketika anda menjalankan iklan terutama di facebook ads sebagian besar user yang melihat iklan anda juga akan mencari produk itu di marketplace pastikan nama produk dan gambar produk sama di iklan dan di

marketplace yang anda posting produknya Agar calon pembeli

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marketplace. oleh karena nya untuk mengantisipasi anda harus memainkan di semua channel.

Influencer

Mulailah me list micro influencer sebanyak-banyaknya dan jalankan lah campaign nya dan mulai membesarkan sosial media produk anda terutama di instagram. Jalankanlah konten marketing baik itu soft selling maupun hard selling.

Distributor

Mulai bangun jaringan distribusi kalau perlu buka lah keagenan di tiap provinsi atau cara lainnya anda mencari orang di tiap provinsi untuk dijadikan stokis dan pengiriman tetap atas nama perusahaan anda jika anda khawatir jika membangun keagenan

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marketer yang serius anda bisa membatasi jumlah marketer dengan cara membayar.

Jadi jika ada yang mau menjadi marketer, harus membayar sejumlah uang pendaftaran untuk bergabung di grup, Anda bisa memberikan produk anda gratis ke marketer untuk di review sekalian merasakan manfaatnya. seperti yang saya lakukan ketika mencari marketer untuk produk gamis saya.

Tiap marketer wajib membayar pendaftaran, tapi tentu saya memberikan beberapa pilihan produk. Walau anda memberikan produk gratis anda pun tetap bisa mendapatkan keuntungan dari pendaftaran karena ada selisih dari hpp produk dan harga jual ke marketer.

Branding

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pembelian berulang. Apalagi anda mendapatkannya melalui iklan berbayar sayang sekali kalau pelanggan anda tidak “dipelihara”. Retention Ini cara yang luar biasa untuk membangun loyalitas pelanggan , hubungan antara merek Anda dan pelanggan Anda. Untuk melakukan retention saya sudah membuat video khusus mengenai retention ini. Simak video nya disini <https://bit.ly/cdrretention>

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Chapter 8

Studi kasus

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Disini saya akan sharing studi kasus tentang produk saya yang winning dan mendapatkan omzet 1,5 milyar dalam waktu 6 bulan, walau setelah itu penjualan tetap ada tapi tidak beriklan secara rutin lagi dan saya hanya menjualnya di marketplace dan orderan masuk melalui customer service.

Begini step yang saya lakukan:

- Riset produk : Mencari produk yang lagi trend/viral/unik di marketplace
- Membeli produk sampel sebanyak 1 lusin
- Photo produk dan cara penggunaan
- Membuat landing page dengan bundle produk

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- Membuat kemasan produk yang lebih menarik
- Jalankan facebook ads dengan 50 campaign budget 500rb/campaign
- Mendaftarkan produk ke HAKI
- Jalankan facebook ads dengan 100 campaign budget 300rb/campaign
- Bulan ketiga kompetitor mulai masuk, kompetitor mencuri semua photo produk dan memasangnya di landing pagenya.
- Jalankan facebook ads dengan 200 campaign budget 300rb/campaign.
- Facebook down di pagi hari, tiba-tiba normal di malam hari. Budget iklan harian yang harusnya habis hanya max 20 juta di sedot facebook hingga 30 juta dengan hasil iklan yang buruk.
- Ads manager error, akun tidak bisa digunakan. Pelajarannya ketika menemukan winning product dan winning campaign mulailah membangun akun lain untuk iklan. Jika terjadi

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campaign lagi, tapi kompetitor sudah semakin banyak. Dan tidak bisa “mengeruk lagi” seperti waktu masih sendiri.

- Lanjut riset produk lain sambil menjalankan campaign produk sebelumnya. Dapat winning campaign lagi tapi tidak bisa di scale up lebih jauh karena sudah beberapa advertiser yang main produk yang sama.

Ini beberapa hal yang anda harus perhatikan ketika menemukan winning campaign sehingga life cycle produknya bisa lebih lama.

1. Ketika menemukan winning produk, selain menggunakan iklan ke end user. Mulai lah juga untuk membangun channel distribusi. Bangunlah jaringan distributor, agen, hingga reseller-reseller dengan harapan produk bisa menjangkau ke seluruh indonesia

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dananya untuk pengembangan

4. Jangan idealis hanya menggunakan satu akun iklan dengan harapan bisa bertahan jangka waktu lama karena masin aman. Selalu sediakan akun lain untuk jaga-jaga dan harus dibangun sejak awal.

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Chapter 9

What's Next?

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Akhirnya sampai di bab terakhir dari ebook ini. Saya ulang lagi bahwa untuk mendapatkan miliaran dari jualan produk online adalah melakukan riset produk yang mendalam dengan memilih produk yang sedikit pesaingannya atau bahkan belum ada sama sekali. Belum ada persaingan yang saya maksud disini adalah yang menjual melalui facebook ads secara masif.

Carilah produk yang bisa menyelesaikan problem masyarakat dan harga pokok produksi nya terjangkau. Jika menemukan produk yang seperti itu mulai lah take action dan lakukan testing pelajaryliah cara develop produknya, membuat landing page dan yang paling penting belajar cara mendatangkan traffic nya misalkan menggunakan facebook ads yang sudah saya bagikan link ecourse nya.

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Contohnya saya menjual produk racun cicak selanjutnya saya meriset produk bagaimana cara menciptakan produk racun tikus, racun lalat dan pest control lainnya.

Karena anda bisa menawarkannya lagi di orang yang sama jadi hanya mengeluarkan 1x biaya akuisisi dalam hal ini iklan facebook.

Bangun tim bisnis online anda

Setelah menemukan winning produknya mulailah membangun tim bisnis online anda mulai lah delegasikan tugas harian yang berulang.

Anda bisa merekrut tim yang bekerja dari rumah sebagian lagi di kantor untuk bagian gudang yang mengemas produk untuk dikirim

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investasikan uang anda di sektor-sektor lain untuk mendapatkan passive income.

Semua “Rahasia dapur” saya sudah tulis di ebook ini dan belum pernah saya share ke publik. Anda tidak harus meninggalkan pekerjaan utama anda, mulailah melakukannya di waktu senggang anda, di malam hari ataupun ketika anda libur bekerja.

Yang paling penting adalah anda mulai belajar dan take action karena di era digital ini perubahan sangatlah cepat. Good luck!

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anda bertanggung jawab atas segala tindakan yang anda ambil berdasarkan materi yang disampaikan dalam e-course, konsultasilah sebelumnya jika anda ragu. informasi dalam ebook ini dapat berubah seiring waktu. lakukan riset tambahan sebelum mengambil keputusan.

dan kembali lagi semua tergantung kemampuan Anda sendiri

dan rezeki yang sudah ditetepkanNya. Banyak banyak berdo'a

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Tentang saya

Perkenalkan saya nurdin, Full time internet marketer. mulai mengenal digital marketing khusus nya facebook ads sejak tahun 2011. Dan pada tahun 2013 sambil kuliah mencoba jualan online dengan menjual

kaos custom dan menjadi publisher di google adsense

selama 3 tahun. Pada tahun

2014 membantu istri untuk membangun brand @jubahakhwat dan 2 tahun setelah nya memutuskan untuk full di toko online lokal mengembangkan brand jubah akhwat bersama istri dan



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