

# ANNUAL REPORT

## DIGITAL MARKETING

Digital Marketing  
Annual Report 2024

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Prepared For:  
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[www.situsyangsangathebat.com](http://www.situsyangsangathebat.com)

# Executive Summary

Various strategies and tactics to promote products or services through digital channels.

## Summary

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**+3500**

NEW INSTRUCTIONS

**+50%**

ANNUAL PROFIT

**+1600**

NEW FOLLOWERS

**Kyrie Petrakis,**  
Marketing Manager

**“**Various strategies and tactics to promote products or services through digital channels.

# Goals and Objectives

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## Brand Awareness

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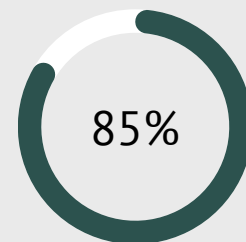
## Thought Leadership

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## Customer Loyalty

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## Percentage of Goals

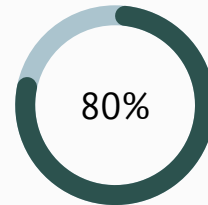
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# Performance Analysis

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## Website Performance

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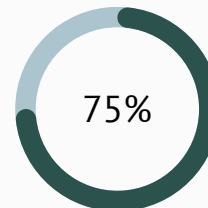


### Click-Through Rate

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## Content Marketing

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### Overall ROI

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## SEO Performance

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## Social Media Performance

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➡ **\$300**  
CTR Per Campaign

➡ **Rp. 1.25**  
CPC Per Campaign

➡ **\$ 625**  
CPA Per Campaign

## **S** STRENGTH

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## **THAT** OPPORTUNITY

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## **INSIDE** WEAKNESSES

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## **T** THREAT

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# SWOT Analysis

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# Tools and Platforms

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**+70%**

## Percentage Range

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# Future Goals & Strategies



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“ *Various strategies and tactics to promote products or services through digital channels.* ”

## Building a Brand with Digital Excellence

### Page 01

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### Page 02

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### Page 03

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# Conclusion

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## Conclusion #01

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## Conclusion #02

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## Conclusion #03

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## Conclusion #04

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