Digital Marketing Strategy for a Non-Profit Cause in a Website Platform Case Study: Chatsehat.Com

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Abstract: *Chatsehat.com is a non-profit website platform where people who have the problem with their disease or their closest people diseases discuss each other. Chatsehat.com has lack of visitors and Chatsehat.com wants to boost people recognition on them. This research goal is to help Chatsehat.com to increase the number of visitors and make Chatsehat.com more recognized for people in Indonesia with formulating a more effective digital marketing strategy. Before the strategy is formulated, researcher analyzed the internal condition of Chatsehat.com and the industry condition first and gathered visitor data with Google Analytics. The formulated digital marketing strategy contains of redesign homepage, paid marketing campaign in search engine and social media, content marketing, and mail marketing. From those strategies, it is concluded that only redesign website will not solve the problem and it would need other efforts such as paid marketing campaign and content marketing. The most effective paid marketing campaign media is through the search engine, also paid marketing campaign through social media also shows the positive results and the result should be more positive if Chatsehat.com found the most suitable target market for them according to the demographic data and their market interest.*

Keywords: Digital Marketing, Health, Marketing Strategy, Non Profit, Website

1. Introduction

Health issue is one of serious problems in Indonesia. Many people search for health information and discussions regarding to their health problems in internet. There was a survey that stated that contents regarding health is one of the most searched contents in the internet in Indonesia in 2017 [1]. People also search for optimism from health discussions in many internet forums [2]. However, many of them do not bring reliable information [3][4]. From those basis, Chatsehat.com was developed by Rolling Glory.

Rolling Glory or PT. Radya Gita Bahagi is one of the digital creative company in Indonesia that was established in 2012. Rolling Glory build digital products such as websites, mobile applications, games, and video clips [5]. Rolling Glory organization consists of General Affairs, Game Division, Technical Division, and Art & Design Division. Some of the members have multiple job description, such as account manager from General Affairs also managed the marketing of Rolling Glory products.

Rolling Glory had a problem with Chatsehat.com. They have not developed an effective marketing strategy for Chatsehat.com and Chatsehat.com is still weak at product recognition phase. Chatsehat.com needs to attract more visitors so the possible donors will come to fund Chatsehat.com and health professionals will help

Chatsehat.com to make the information in the site becomes more reliable. Since Chatsehat.com is a non profit product, Rolling Glory also need to formulate the marketing strategy, especially to attract more visitors with minimum budget as possible and to make use their digital platform in order to convey their value proposition to share optimism to others.

2. Business Issue Exploration

2.1 Conceptual Framework

Conceptual framework is a set of procedures that will be used to define the problems, analyze what caused the problem, and develop a set of solutions that could be used to solve the problem. First, researcher finds the background of the problems and the problem of the company behind Chatsehat.com and define their business issue. After that, researcher do both internal and external analysis. The internal analysis goal is to find out how is the business of Chatsehat.com get done and from where their revenue come and external analysis goal is to find out the current industry condition of Chatsehat.com and possible problems that could be occurred from external factors. With the results of both external and internal analysis, SWOT Analysis is formulated. Then to target the specific area that must be solved within the scope of this research, a root cause analysis is also conducted. Finally, researcher gather some data from the Google Analytics, gathered all possible solutions, then finally formulated the solution.
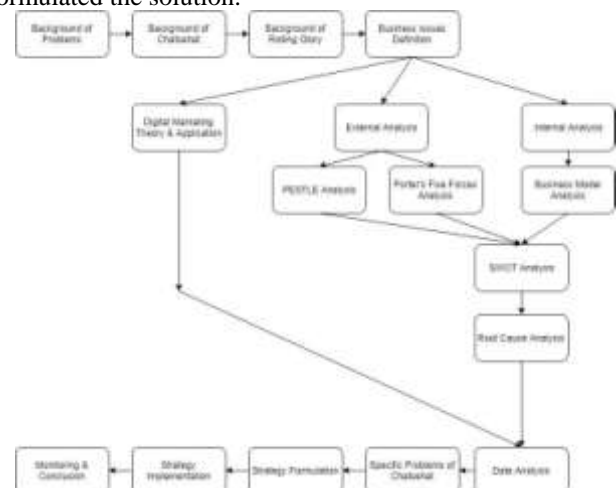

Figure 1: Conceptual Map

2.2 Method of Data Collection and Analysis

There are three different methods of data collection and analysis that used for this research:

1) Qualitative Method
The qualitative method is conducted by doing interviews with the representative of Chatsehat.com. The representative of Chatsehat.com is the person in charge in terms of marketing activities of Chatsehat.com. Researcher gathered important information from them and also the representative of Chatsehat.com also voiced the customer or visitor of Chatsehat.com. The observation on them or the interviews with those customers are conducted by the representative of Chatsehat.com

2) Quantitative Method
This quantitative method conducted by the observation on Google Analytics of Chatsehat.com. Researcher gathered the number of visitor data, demographic data, and traffic sources data from Google Analytics. Researcher also benchmarked Chatsehat.com with other website that has the similar business by using a tool on Google Analytics.

3) Literature Study
Literature study is also needed to collect relevant data and decide the important ones. Researcher gathered some tools that could be used for data, internal, and external analysis of this research and learnt about digital marketing itself, Google Analytics and its terminologies from various sources.

2.3 Analysis of Business Situation

Researcher conducted internal analysis and external analysis. Internal analysis is conducted by using Business Model Canvas[6][7]. From internal analysis using business model canvas, researcher knew the customer segments of Chatsehat.com, which has contributors, readers who read posts and discuss, donors, charities, and health experts. From the Business Model Canvas, researcher also acknowledged the customer relationship, channels, value proposition, key activities, key resources, key partners, cost structure, and revenue streams of Chatsehat.com.
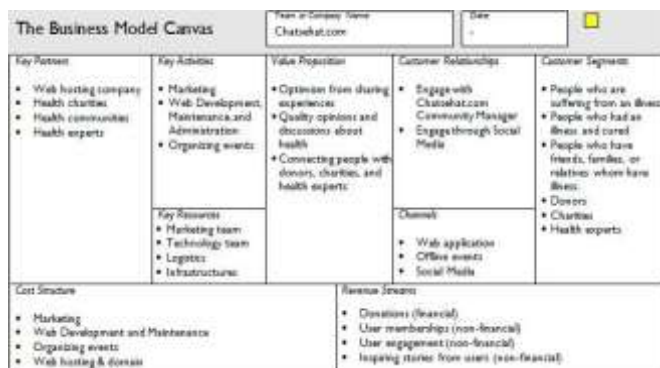

Figure 2: Business Model Canvas

On the other hand, the external analysis is conducted using PESTLE Analysis [8] and Porter's Five Forces [8]. The factors that could be a problem or opportunity according to PESTLE Analysis are the political, since in 2018 the political

condition of Indonesia is scorching and polarized, the economy factor that said the economic growth has been stagnant this year, people will look for cheaper alternatives, social factor that said 87.13% people in Indonesia are actively engaged in social media, and technology factor that said that internet penetration in Indonesia are already 54.68%.

Table 1: Margin specifications

Political	The political climate in Indonesia is currently unstable, it is because the outbreak of opulism in 2017. The people in Indonesia are polarized into two sides: pro-government and the opposition of government who represents the grass root of Indonesia. This is flagged at the DKI Jakarta Governor election on 2017[9]. This is a threat for Chatsehat.com, as they must be more selective on selecting partners and charities.
Economical	The economic growth of Indonesia in 2017 has been stagnant at 5% - 5.1% level, it was not too bad but nothing special too[9], and it is also said that the purchasing power of Indonesians is declining[9]. so people will seek cheaper products more. For Chatsehat.com, as they do not charge any cost for patients and cheaper than direct consultation to the doctors, this is an opportunity.
Social	Most of Indonesians are actively engaged in social media in 2017 and most of internet users in Indonesia (87.13%) engaged in social media [10].This is an opportunity for Chatsehat.com
Technology	The internet has penetrated 54.68% of total Indonesia populations [10]. This is an opportunity for Chatsehat.com
Legal	Researcher concluded that there is no serious concern regarding to the business issue of Chatsehat.com in terms of sEnvironment.
Environment	Researcher concluded that there is no serious concern regarding to the business issue of Chatsehat.com in terms of Environment.

On the other hand, the result of Porter's Five Forces Analysis shows that most of the threats from five forces that there is no intense rivalry among competitors because there are no similar products or services in Indonesia, but this service can be easily imitated (medium threat), same goes for threat of new entrants because although it has low capital cost and low barrier to entry, it is hard to make differentiation. Chatsehat.com has two buyers group, they are patient who wants to consult their disease and donors, for patient the threat is low because Chatsehat.com offers free discussion with people who have similar experiences and hopefully the health experts in the future, but for donors the threat is medium because there are already a lot of offline communities and health charities in Indonesia. Threat from suppliers can be considered low as Chatsehat.com only needs hosting company and there are a lot of suppliers in this industry and they cannot integrate into the online platform business. Last, there are two possible of substitutes, general online discussion platforms such as Quora and direct consultation to the doctor. The threat of substitute products possess medium threats since both of kind of substitutes have their own superiority and drawbacks. Consultation from doctors offer high quality and precise information with high

cost and discuss from general platform discussion costs nothing but the quality of the information is questionable.

Table 2: Porter's Five Forces Analysis

Force	Strength	Comments
Rivalry Among Competitors	Medium	No similar products or services in Indonesia and low fixed cost, but can be easily imitated by others and high exit barriers.
Threat of New Entrants	Medium	Low capital cost and low barrier to entry. However, it is hard to make a differentiation on platform of online community.
Bargaining Power of Buyers	For patients: low. For donors : medium	For patients, consult to the online community platform is cheaper than directly to doctors. For donors, there are already a lot of offline communities and charities regarding to health in Indonesia.
Bargaining Power of Suppliers	Low	There are a lot of suppliers (server providers) and they cannot integrate into the online platform business.
Threat of Substitute Products	Medium	There are two possible substitutes: general online discussion platforms and direct consultation to the doctor. Direct consultation cost will cost higher, but more reliable but general online discussion platforms have lower cost, but less reliable.

Then from both internal and external analysis, the SWOT Analysis [11] is formulated. Table below shown the result of SWOT Analysis :

Table 3: SWOT Analysis

Strength :	Weakness :
-Rolling Glory as the creator of Chatsehat.com has the dedicated teams in design and technology. So, it will not hard for them to execute the digital marketing strategy using content or optimizing search engine (SEO).	– Rolling Glory as the creator of Chatsehat.com currently does not have a dedicated team that are specialized in marketing, especially in digital marketing and copywriting. – Rolling Glory does not have a large budget in marketing of Chatsehat.com – Chatsehat.com financial revenues mainly come from donors, so they heavily will rely on donors.
Opportunites – Indonesia has the large population of internet users' among the world (143.26 million people, or 54.68% from total Indonesia population [10]. -Most of internet users in Indonesia open the contents that are regarding to health, according to the survey from Opera [1].	Threats - Political climate in Indonesia is currently unstable because of the outbreak of populism [9], so in order to neutralize it, Chatsehat.com needs to be more selective on selecting partners and charities. - People can easily copy Chatsehat.com, so it has a low entry barrier.

Last, to make this research stay on its scope and prioritize what could be solved first within the scope, researcher conducted a root cause analysis [12]. The root cause analysis result shows that there are three root causes of this problem,

they are lack of capable human resource for marketing, insufficient budget, and unorganized marketing activities. Lack of capable human resource could be solved with the budget and cannot be solved unless the marketing activities organized properly and the budget allocation will be more efficient if the marketing activities organized, so researcher chose to solve the problem of unorganized marketing activities.
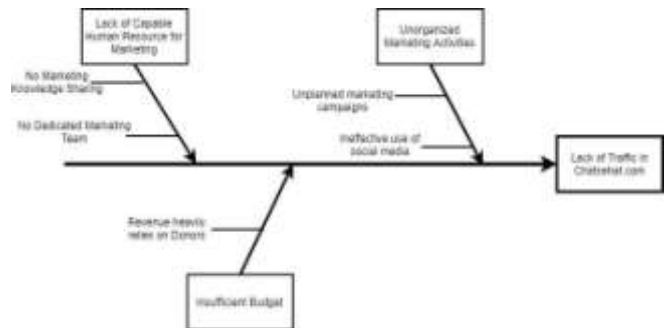

Figure 3: Root Cause Analysis

2.4. Data Analysis

Finally, the data analysis is conducted. The data that gathered for this research is the data from August 2017 to February 2018. First, figure below shown the result of session or number of visits data analysis from the mentioned period:

Figure 4: Session Data of Chatsehat.om

The next one, is the traffic source data of Chatsehat.com shown in the table below.

Table 4: Traffic Source Data of Chatsehat.com

	Traffic Source	Total	Percentage
1.	Organic Search	1,425	58.88%
2.	Direct	821	33.93%
3.	Social	125	5.17%
4.	Referral	48	1.98%
5.	Other	1	0.04%

Then finally, the table below shown the pageviews data of Chatsehat.com.

Table 5: Pageviews Data of Chatsehat.com

Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Chat Sehat	1938	367	85.07	319	44.83%	10.99%
Aku Terkena Kanker Payudara	1041	979	217.03	970	92.27%	91.26%
Beranda	984	134	109.39	49	28.57%	6.71%
Lengkapi Profil	585	39	120.17	17	17.65%	3.42%
Masuk	550	206	46.2	27	40.74%	9.45%
Gejala Awal Kanker Kulit	529	35	129.19	12	8.33%	3.02%
Tentang Kami	288	53	61.2	9	66.67%	7.64%
Tambah Diskusi	273	28	119.38	3	66.67%	3.66%
Diskusi	258	143	57.39	20	50.00%	12.79%
Gamma GT Tinggi	217	187	84.35	144	67.36%	65.90%
Total	9668	4432	98.11	2976	78.83%	30.78%

From the data analysis, researcher could make some hypothesis regarding the problems specific of Chatsehat.com and its characteristics, which are mentioned below:
1) Chatsehat.com is the kind of website that most people found it on the search engine result, which resulted the highest proportion of organic search traffic.
2) People from social media are reluctant to visit Chatsehat.com.
3) Most people are only read the content of Chatsehat that are interesting for them, not actively contribute, which resulted high bounce rate on specific topics such as breast cancer topic and low number returning visitors.
4) Chatsehat.com has "feminine culture" which contains how to improve the quality of life and how to help others, which explains why most of Chatsehat.com visitors are women.

It is concluded that Chatsehat.com had a poor performance regarding to the number of visitors or sessions and the bounce rate is very high at 80-90% level, it means that 80-90% visitors of Chasehat.com leave after they have seen one page. This performance level is not good for health discussion platform, which people should be more actively involved to discuss something. On the other hand, traffic sources data analysis shows that most of Chatsehat.com visitors came from organic search traffic, then the next one is direct traffic. Social media traffic had a poor performance here, in 6 months there were only about 24 people per month who came from the social media traffic. It is also found that people are mostly searched about breast cancer in Chatsehat.com and people are only interested in breast cancer topic in Chatsehat than Chatsehat itself in a whole.

For the considerations, the demographic data shows that about 71.4% visitors of Chatsehat.com are females. For the age groups, about 37% of Chatsehat.com visitors are 18-24 years old, about 42% are 25-34 years old, and the remaining are 35-44 years old and 45-54 years old.

3. Business Solution

Based on the analysis from the previous sections, researcher can formulate the digital marketing strategy [13] for Chatsehat.com. The goals for this marketing strategy is to attract more visitors, reduce bounce rate, use the social media at full potential, and focus on the target market demographic. The proposed strategies that could be used for Chatsehat.com are:

A. Redesign Website
The goal of redesign website is to reduce the bounce rate. The new design will show the main topics of Chatsehat.com, so it will attract visitors to read discussions on Chatsehat.com

B. Social Media Paid Marketing Campaign
Social Media Marketing is the marketing strategy that using social media as the marketing media [14]. This marketing campaign will be targeted to 18-44 years old people in big cities in Indonesia in Facebook and Instagram. The goal of this marketing campaign is to bait the Facebook and Instagram users that have the interests related with Chatsehat.com such as cancer, health discussion, and autoimmune to visit Chatsehat.com via advertisements column in social media.

C. Search Engine Marketing Campaign (SEM Campaign)
Similar with social media, but this campaign is specialized for the search engine such as Google and Bing [15], but Chatsehat.com will be focused on using Google with Google AdWords.

D. Mail Marketing
This strategy uses e-mail as the media [16]. People who are already members of Chatsehat.com will be sent email everytime there is an event or something important on Chatsehat.com. The goal of mail marketing is to retain returning visitors to show that Chatsehat.com is still exist.

E. Content Marketing
Content marketing [17] goal is to use social media of Chatsehat.com on its full potential. On content marketing, the admin of the social media of Chatsehat will post some contents on the important days regarding to health, then bait people to discuss at Chatsehat.com, for example on Internaional AIDS Day, admin will post a content in Facebook and invite people to discuss AIDS in Chatsehat.com platform.

F. Influencer Marketing
Influencer marketing use the power of influencer to promote Chatsehat.com, such as public figures in health or celebrities. However, because the political condition is currently polarized and unstable that many public figures and celebrities in Indonesia are not taking neutral position that could bring out potential problems and the cost of influencers is high, researcher does not recommend this solution.

4. Implementation Plan

After the internal analysis, external analysis, and data analysis of Chatsehat.com, researcher understand that the main goal of this marketing strategy is to attract as many visitors as possible and make Chatsehat.com more attractive for them to stay and discuss on the platform. The marketing

strategy would be started at April 2018, started with the website redesign. The details of the implementation plan could be seen below:

Table 6 : Impelementation Plan

As for the budget implementation, Chatsehat.com allocated IDR 500,000 for one SEM Campaign and IDR 250,000 for one Social Media Marketing Campaign, either Facebook or Instagram. For the mail marketing, Chatsehat.com is advised to use free MailChimp service. If their business gone bigger, they could use the premium one with IDR 3,600,000 for a year. Below is the detail of Chatsehat.com marketing strategy budget allocation in a year.

Table 6: Implementation Plan Budget

Strategy Plan	Duration	Frequency	Budget per Campaign	Total Budget
Facebook Paid Campaign	Two weeks per campaign	4	IDR 250,000	IDR 1,000,000
Instagram Paid Campaign	Two weeks per campaign	4	IDR 250,000	IDR 1,000,000
SEM Campaign	1 month	2	IDR 500,000	IDR 1,000,000
Total Budget Without Premium MailChimp				IDR 3,000,000
Premium MailChip	1 month	12	IDR 300,000	IDR 3,600,000
Total Budget With Premium MailChimp				IDR 6,600,000

5. Conclusion

From the implementation from April 2018 to middle of May 2018, it is concluded that:
1) Chatsehat.com had poor performances. Especially in terms of the number of visitors, bounce rate, and the number of active members or contributors.
2) The main goal of the digital marketing strategy of Chatsehat.com is to gain more recognition from people about Chatsehat.com.
3) The most effective method to conduct this Digital Marketing Strategy is first by fixing the product or website itself. After the product is fixed, we need to identify the demographic research of Chatsehat.com

visitors, then conduct paid marketing campaign via social media and search engine marketing. Chatsehat also needs to make some content marketing and send mail marketing to their members to show their existence.
4) The most effective media has not been founded yet. However, Social Media seems to be effective if the target market is right (between 25-34 years old), but the most effective media is the Search Engine Marketing, because the number of Organic Search of Chatsehat.com is the largest, it means that to find the similar website to Chatsehat, they usually search it via search engines, such as Google.
5) So far, the impact of implementation by fixing the website and social media advertising had a positive impact on the numbers of sessions. However, for social media advertising it is not so effective, because the bounce rate is still high. It would be better if we use SEM campaign and take 18-24 years old from the market segmentation, as they probably will not care about health discussion topic.

A further study is required to proof whether a health discussion platform such as Chatsehat.com will get a better result if researcher uses SEM paid campaign channel.

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