

# Internet Marketing dengan Squidoo



Akademi Berbagi Palembang  
#akberplg ke-6  
Tanggal 16 Juli 2011  
RSAB Az Zahra  
Jl Brigjen Hasan Kasim No 1-2 Kalidoni  
Palembang

# Internet Marketing

---

- Marketing = Promosi
- Upaya menjual / memperkenalkan suatu produk.
- Internet Marketing = Upaya promosi via internet

# Squidoo

---

- ❑ <http://www.squidoo.com>
- ❑ Diluncurkan sejak Maret 2006 oleh Seth Godin.
- ❑ Website gratis yang memperbolehkan para anggotanya untuk membuat halaman yang di sebut lensa.
- ❑ Topik lensa beragam (gadget, fotografi, anak-anak, hobi dll)
- ❑ Para member squidoo disebut dengan lensmaster.

# Syarat bergabung dengan Squidoo

---

- ❑ Punya alamat email (gmail, yahoo dsb)
- ❑ Punya akun paypal yang sehat (bisa menerima dan mengirim uang)
- ❑ Akses internet (warnet, speedy, t-sel flash, smart dsb)

*Akun paypal digunakan untuk menerima pembayaran dari Squidoo*

# Sumber Penghasilan Squidoo

---

- Google Adsense (55% dari dana pool)
- Komisi penjualan dari Amazon, Zazzle, eBay, Cafepress
- Infolinks
- Chitika
- GlamAds
- dsb

# Sumber Penghasilan Lensmaster

---

- Afiliasi (mendapat komisi dari tiap barang yang terjual) -> 50:50
- Google Adsense (penghasilan dari Adsense di berikan pada lensmaster lewat skema pool), Infolinks, Chitika.
- Lensa dengan Average Ranking :
  1. Tier 1 (1-2000) : \$20,5
  2. Tier 2 (2001-10000) : \$4,75
  3. Tier 3 (10001-85000) : \$0,24

# Faktor-faktor yang mempengaruhi Tier





---

- Traffic
- Clickout
- Backlink
- Sales
- Update

Pada halaman depan Squidoo terdapat daftar lensa2 yang menjadi jawara untuk saat ini.

# Contoh Earning Squidoo

May 2011 earnings (paid out 07/14/2011)

| Lens Earnings   |                |               | Source   | Total   |
|---|----------------|---------------|--|---------|
|    | <b>Lensa 1</b> | <b>Tier 3</b> | \$59.64 from Amazon<br>\$0.04 from Infolinks<br>\$0.01 from Chitika<br>\$0.24 from Ad Pool | \$59.93 |
|    | <b>Lensa 2</b> | <b>Tier 2</b> | \$4.05 from Amazon<br>\$4.75 from Ad Pool<br>\$0.13 from Chitika                           | \$8.92  |
|  | <b>Lensa 3</b> | <b>Tier 2</b> | \$4.75 from Ad Pool<br>\$0.85 from Infolinks<br>\$0.13 from Chitika                        | \$5.73  |
|  | <b>Lensa 4</b> | <b>Tier 2</b> | \$0.72 from Amazon<br>\$0.13 from Chitika<br>\$4.75 from Ad Pool                           | \$5.60  |



# Notifikasi Penjualan

---

**+20**

Good news: Someone bought [Rampage Women's Talia Wedge Sandal, Yellow, 7.5 M US](#) from your lens 


07/13/2011

**+20**

Good news: Someone bought [Generic Micro USB Wall Charger](#) from your lens 


07/13/2011

**+20**

Good news: Someone bought [Beaute de Maman Stretch Mark Cream, For Pregnancy 3.5 oz \(100 ml\)](#) from your lens 

07/12/2011

**+1**

someone voted in the poll 

07/11/2011

# Contoh notifikasi pembayaran

★ [payteam@squidoo.com](mailto:payteam@squidoo.com) payteam@squidoo.com [show details](#) 1:20 AM (14 hours ago) [Reply](#)

**Images are not displayed.**

[Display images below](#) - [Always display images from payteam@squidoo.com](#)

[PayPal](#)

Transaction ID: [\[REDACTED\]5A5856613F](#)

**Squidoo LLC sent you [REDACTED] USD**

Hello alamsyah rasyid,

Squidoo LLC sent you a payment of [REDACTED] USD.

## Note from Squidoo LLC:

It's payday on Squidoo.com! Here are the Squidoo royalties that your lenses earned during May 2011, paid out today (after our standard 60 day processing period). For questions about how payouts work on Squidoo, please read our FAQ here: <http://tinyurl.com/4yvct32>. Thanks. -- The Official Squidoo Team

# Contoh Proses Transfer ke Bank

---

Jul 14, 2011 23:33:06 PDT

## We're transferring money from PayPal to your bank

Hello alamsyah rasyid,

You asked us to transfer Rp [REDACTED] IDR from PayPal to your bank account, and we're processing it now. It usually takes 2-4 business days for transfers like this to go through, so you should see the money in your bank account by Jul 20, 2011.

Here are the details:

|                          |                                      |
|--------------------------|--------------------------------------|
| Total amount transferred | Rp [REDACTED] IDR                    |
| Bank account             | BCA x-7921                           |
| Transaction ID           | [REDACTED] <a href="#">G2747310V</a> |

## Beberapa Hal yang Perlu di perhatikan

---

- ❑ Masukkan keyword dalam judul dan URL lensa
- ❑ Pilih topik yang anda kuasai, tulis dengan sudut pandang anda.
- ❑ Jika memungkinkan, pilih topik 'evergreen' (<http://www.holidaysmart.com/2011/year2011.htm>). Ex : Independence Day, Canada Day, Parent's Day, Bastille Day untuk bulan Juli 2011

# Contoh Kategori & Lensa

## Arts & Design

[More](#)

FREE Digital Photo Editing ★★★

Clip Art Borders & Frames

Make Your Own Fairy Wings

Doodle Art

Polymer Clay Sculpting Tips and Tutorial...

## Culture & Society

[More](#)

Bible Coloring Pages - Old Testament

Anatomy of a Nervous Breakdown

Ancient Roman Recipes

Bible Coloring Pages - New Testament

Nona Dirksmeyer

## Sports & Recreation

[More](#)

Hope Solo Pictures - US Women Soccer | H...

Best Family Tents | Family Tent and Camp...

Jadwal Copa America

Buy Bear Grylls Pants, Clothing, and Kni...

Portable Pools: Intex vs. Summer Escapes

## Entertainment & Media

[More](#)

Megan Fox's Tattoos

Top Anime List

Bruce Lee - The Little Dragon

The Best Movie Kisses of All Time

Hall Pass Soundtrack

## Music

[More](#)

Woodstock Music Festival 1969

Top 2011 Songs and Playlists

Beginners' Guide To Playing The Harmonic...

The Beatles Songs - My Favorite Kind Of...

Bad Teacher Soundtrack

## Cars

[More](#)

Can you return a car?

How To Overcome Driving Test Nerves

Vintage VW Cars and Buses for Sale

Best Headlight Restoration Kit Reviews

Kit Cars and Car Body Kits for Sale

## Computers & Electronics

The Best HDTVs for 2011

The Only Twitter Applications List You'l...

Xbox Troubleshooting: Red Ring of Death...

The Best FREE BlackBerry Apps

Kindle Wireless Reading Device from Amaz...

## Business & Work

Make your Handmade Products Stand Outl...

How to Write an Article that Powerfully...

Start My Own Business Ideas

101 Best Websites for the Freelance Writ...

Employee Performance Reviews - Tips, Tem...

## Nonprofits

How to Donate Your Hair

Becoming a Search and Rescue Volunteer

Character Traits

Community Service Ideas

Help End World Hunger

# Tentang Saya

---

- Nama : Alamsyah Rasyid
- Email : [alamsyah@rasyid.net](mailto:alamsyah@rasyid.net)
- Blog : <http://alamsyah.rasyid.net>
- Twitter : @alamsyahrasyid

# Iklan 😊

---

- ❑ Materi ini adalah satu bahan yang akan diajarkan dalam program “InternetPreneur” pada LKP Bina Cipta Cendekia.
- ❑ [www.binaciptacendekia.com](http://www.binaciptacendekia.com)
- ❑ Anda akan belajar bagaimana mencari uang dari internet.
- ❑ Program InternetPreneur ini berdurasi selama 3 bulan.
- ❑ Informasi lebih lanjut silahkan kunjungi website kami.