

Lifepal and UPNVJ Hold a Webinar on the Importance of Financial Planning Literacy and Ways to Face Internet Marketing Challenges

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Lifepal together with UPN Veteran Jakarta are holding a webinar with the theme "Financial Planning for Gen Z and the Potential and Challenges of Internet *Marketing* in Facing the *Digital* Age" in March 2022.

This webinar, which is intended for students, presents *Lifepal.co.id* Financial Educator and Financial Planner, Aulia Akbar, CFP® , AEPP® and *Lifepal.co.id* Head of SEO, Dudung Rahmanto.

The two speakers will thoroughly discuss *financial planning* and digital marketing so that students as the Gen Z generation can be financially independent and optimize SEO to provide additional income.

Lifepal.co.id *Financial Educator* and Financial Planner, Aulia Akbar, CFP® , AEPP® said, how can students (students and female students) as Gen Z be able to manage their finances so that they can finally be financially independent.

“Financial independence is not easy to achieve, but it is not impossible for us to achieve it. The college years are the most valuable for someone. If a person is able to be disciplined in financial planning at this time, then in old age he can more easily achieve *financial* independence,” said Aulia Akbar.

According to Akbar, there are six stages to be passed towards financial independence. The first is the dependency phase, which is the initial phase where a person still depends on other people to live.

This phase is followed by the *solvency* phase, when a person already has income because he has just entered the world of work.

Third, there is a phase of stability, namely when a person's finances have begun to stabilize. In this phase, a person receives a higher income and can save with more funds, has health insurance (lifepal.co.id/asuransi/kesehatan/ (<http://lifepal.co.id/asuransi/kesehatan/>)) from the best insurance company (lifepal.co.id/media/company-asuransi/ (<http://lifepal.co.id/media/perusahaan-asuransi/>)), as well as having an adequate emergency fund.

In the fourth stage, there is a phase of being free from all forms of debt obligations. Next, there is a safe phase, which is when you already have an investment that provides passive income equivalent to spending on basic needs.

Passing through a safe phase, there is an independent phase, a phase in which a person is said to be financially independent. Passive income from the investment can finance basic needs or other things that are desired per month.

In addition to discussing financial planning for Gen Z so they can be financially independent, *Head of SEO at Lifepal.co.id*, Dudung Rahmanto also explained tips on how this technology literate generation can generate income from optimizing *Search Engine Optimization* (SEO), which is one of the most effective *online marketing* methods. The goal is to increase *traffic* or visitors to our *website* .

Not only for study activities and doing college assignments, using *search engines* can also provide various other benefits, including:

1. Great opportunity for content production around majors, courses. On *the website* campus, or *personal blog* .
2. Great opportunity to *monetize* , get *income* from the internet, through *google adsense, affiliate, online coaching, consultation, ebook, endorse* and so on.

By taking advantage of the opportunities that exist in *internet marketing* to support all needs, students can get various benefits.

Article source:

This article was written by *Lifepal.co.id* Financial Educator and Financial Planner, Aulia Akbar, CFP[®], AEPP[®] and *Lifepal.co.id* Head of SEO , Dudung Rahmanto as part of a collaboration with UPNVJ.

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