



PARTNER FOR IPO

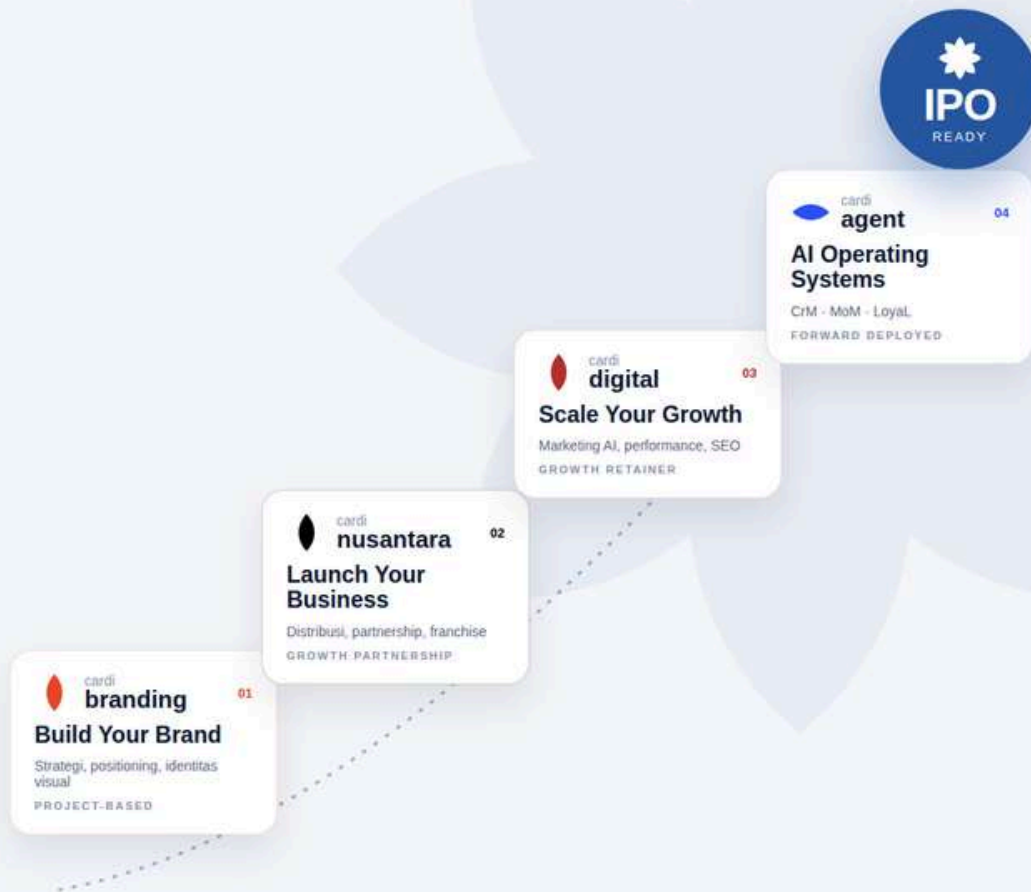
Power your IPO.

Empat mesin pertumbuhan dalam satu ekosistem,
dari brand pertama sampai siap melantai di bursa.

Strategic. Trusted. Together to IPO.

CARDI.CO.ID

PT Digital Cardi Nusantara · Business Power Ecosystem & AI Agents



CARDI Vision



**A world where brands grow beyond selling into
ecosystems owned by the public**

Idea → Brand → Product → Go-To-Market → Growth → Investment → Exit/IPO

cardi

The Holding Company Behind Indonesia Business Growth Ecosystem



2016

Founded in Jakarta
Start as
Foodinhands
Community & Media Food
Blogger



2017

Started
managed
brand as
Agency

Brand
Development/Branding
Company
Build the brands people
trust & choose

2019



cardi
digital
2022

Empowering Local
Brands to scale
into National &
Global Markets
through Digital
Marketing

cardi
nusantara
2024

Your Go To Market
Partner for
Indonesia
Market

cardi agent | CRM
cardi agent | Loyal
cardi agent | MoM

Product Apps
-Cardi MoM

2026



Automate your
business.
Not an agency, not a
Vendor, Not a
software House

Proven experience in Building Brand, Brand Development & Strategic Investment

Experience & Capabilities

- **Extensive Brand Development** – Experienced in building and developing **30+ brands** across diverse industries, including F&B, lifestyle, retail, and digital business. Several have achieved significant recognition, such as **Franchise Kopi Lain Hati, Street Boba, FMCG Gudbite, Republic Padel, FMCG Tea N Tales, Surya Painting (Automotive)**, and many others.
- **Brand Strategy & Positioning** – Developed comprehensive brand strategies from inception to scale-up, covering brand identity, positioning, and consistent multi-channel communication.
- **Integrated Marketing & Campaigns** – Managed the execution of integrated campaigns that combined storytelling, creative content, digital advertising, and offline activations to strengthen brand awareness and loyalty.
- **Influencer & Community Engagement** – Designed collaborations with KOLs, brand ambassadors, and communities to build brand trust and expand consumer networks.
- **Adaptation & Growth Focus** – Drove cost efficiency, innovation, and strategic adaptation to market trends, ensuring brands remain relevant and competitive.

We Build. We Grow. We Automate.

Cardi Nusantara helps brands to be born, grow, and evolve — from strategy to system.

Brand Development | Business Development | Strategic Investment | Creative Ideation

OUR
FOUNDER



DEO CARDI NATHANAEL

Founder & CEO

CARDI NUSANTARA - BRAND DEVELOPMENT COMPANY
PT. DIGITAL CARDI NUSANTARA

OUR CLIENT PROFILE

We are proud to help our diverse client in all of their needs



SME

SMEs are the heart of Indonesia's economy. We recognize that many business owners still greatly need agencies as partners to drive the digital presence of their growing brands. We have the experience to help many SMEs start their digital brand journey correctly and effectively.



CORPORATE

Companies often use our services to help establish new brands or sharpen their digital strategies. With relevant market experience, companies can have strategic options that are trending and more hyped in the market.



GOVERNMENT

The government uses our services to develop strategies that are more easily accepted by the public. The information delivered is packaged in a more informal way, using everyday language and a more relevant delivery strategy.

Industry Experience



Travel & Umroh

- Kelola data jamaah
- Follow-up otomatis
- Broadcast paket via WhatsApp



Beauty & Klinik

- Booking online
- Reminder treatment
- Loyalitas pelanggan otomatis



Finance & Asuransi

- Lead scoring
- Nurturing nasabah
- Telesales dengan rekaman panggilan



Edukasi

- PMB otomatis
- Update orang tua
- Komunikasi alumni via WA & email



Otomotif

- Test drive & servis
- Reminder servis
- Upsell aksesoris via broadcast



ISP / Telco

- Tiket gangguan otomatis
- Notifikasi tagihan
- Retensi pelanggan



Kesehatan

- Reminder jadwal donor
- Edukasi pasien
- Koordinasi rujukan antar unit



Dealer Mobil

- Manajemen lead showroom
- Follow-up test drive
- Broadcast promo via WhatsApp



Rental Mobil

- Booking otomatis
- Reminder pengembalian
- Upsell armada via WhatsApp



Kontraktor

- Leads proyek
- Follow-up klien otomatis
- Koordinasi tim lapangan



Healthcare

- Appointment pasien
- Reminder otomatis
- Riwayat komunikasi terpusat



Pemerintah

- Kelola aduan publik
- Layanan warga terpusat
- Monitoring kinerja divisi



Manufaktur

Pipeline penjualan, order distributor, tim sales lapangan



Non-Profit & NGO

Kelola donor, relawan, dan campaign sosial otomatis



Ritel & E-Commerce

Inbox terpusat, broadcast promo, analitik perilaku customer



Professional Service

Leads, follow-up klien, pipeline proyek dalam satu platform



Kampus & Universitas

Track leads PMB, inquiry, funnel pendaftaran mahasiswa baru



& 25+ Industri Lainnya

Restoran, Bank, Koperasi, Rumah Sakit, Hotel, Apotek, & lainnya

Our Client



Semurni Rasih Mamal



And Many more



RECORD / PORTOFOLIO

TWELVE MONTHS OF RECORD

Setiap angka di bawah berasal dari brand yang benar-benar kami kelola.

01
280+
BRAND TELAH DIKELOLA

02
8,1 JT+
PESAJAN DIKELOLA

03
Rp 453 M+
OMZET DIKELOLA

SATU TAHUN • SATU BRAND



WE PROVIDES OVER 200+ CLIENTS



FASHION BRANDS

Over 50+ fashion brands including:
Aruchi Baby, Sumimo Baby,
DialogueBaby Group, MomaBae,
SorexUnderware, etc



BEAUTY BRANDS

Over 40+ beauty brands including:
DanDan, Hair and Me, BDL, TrueEve,
MilaDopiz, Remine Beauty, Ture, Eleven
Thirty 1130 by Ririn Ekawati & Ibnu
Jamil, etc



CORPORATE & FMCG

Over 40+ corporations brands, including:
Infinix, Baterai ABC, MamaKoko Santan,
CocoClub Drinks, Sambel Cap Jempol,
MamaRoz Juice, Rejuve Juice, Cassa Chips,
Yava Bali, Sido Muncul, Laukita, Fox Drinks, Mix
Max, Squeezy Stationary, etc.

FOOD AND BEVERAGE

Over 70+ F&B brands including: Kopi Lain Hati,
Warung Wakaka, Platinum, Roti Bakar 88,
Kafe Betawi, Sponji Cake, Gokana Ramen,
Martabak Pecenongan 65A, Uji Matcha, Tom
Tom Kitchen, Street Boba, etc



STARTUPS & GOVERNMENT

Over 40+ startups including: VINTAGE
Lawyer, Grab Food, OKBANK, Siloam, Bank
Mandiri, GoTo, FITA Apps by Telkomsel,
TokoGame Voucher, etc

STARTUPS & GOVERNMENT

Over 15+ lifestyle brands including: Simply
Bed, Elite SpringBed, Dr Shield Atap, ITSU
Kursi Pijat, BurnLab Sport, Remax Indonesia,
Kohana, PURO Ecogreen, SouthCity,
UnaKaffee etc

A day in the life of a customer **Meet an Indonesia Customer**



Decan's phone alarm goes off at 6.55 a.m.



Decan going for a short jog around the housing complex.



She drives her motorbike to the nearest commuter line station.



She **checks her social media** and reads the news while commuting to work.



At lunch time, **she checks her social media again** to relieve her stress at work. She finds an influencer talk about a product.



She checks her social media to see trending topics and heads to bed.



When she got home, **she watched another live shopping review** content during her dinner and realize the product been talked a lot. Then decided to buy the recommended product



Risa leaves work at 5.45 p.m. and **spends more time short videos on social media** to pass the time until she arrives home safely.

B2B & B2C: Kenapa Mereka Butuh Cardi Digital Activation

B2B — BUSINESS OWNER / PURCHASING

Pak Rian, 38 — pemilik usaha manufaktur/distribusi. Butuh vendor digitalisasi bisnis, tapi **belum** kenal nama **brand** mana pun.



GOOGLE SEARCH Sadar butuh **website & digital presence**, langsung ketik “jasa digital marketing Jakarta” — belum tau nama vendor.



AI SEARCH Cek ulang di **ChatGPT / Google AI / Claude**: “rekomendasi agency digital marketing terpercaya” untuk validasi sebelum hubungi sales.



GBP & WEBSITE Buka **Google Business Profile & website** tiap kandidat — cek rating, portofolio, kelengkapan info sebagai filter kepercayaan.



RETARGETING ADS Muncul iklan **retargeting** di Instagram Feed & LinkedIn dari brand yang sudah ia buka — memperkuat top-of-mind.



DECISION Bandingkan **3–5 proposal & paket harga** lewat WA/meeting — keputusan rasional: kejelasan scope, portofolio, harga.

B2C — END CONSUMER

Risa, 26 — karyawan swasta, scroll medsos di sela kerja & commuting. **Belanja karena impulsif**, terpicu konten, bukan pencarian aktif.



TIKTOK / IG Scroll **FYP TikTok & IG Reels** di waktu commuting/istirahat — tanpa niat cari produk, hanya cari hiburan.



INFLUENCER / UGC Ketemu **konten influencer / live shopping** yang membahas produk — muncul rasa penasaran & FOMO.



VERIFIKASI GOOGLE Cari nama brand/produk di **Google** untuk cek review, harga, dan keaslian sebelum yakin membeli.



YT SHORTS ADS Terekspose ulang lewat iklan **YouTube Shorts / TikTok Ads** yang muncul berkali-kali — repetisi memperkuat niat beli.



DECISION Klik **checkout di TikTok Shop / Shopee / Instagram Shop** — keputusan emosional: dorongan konten & social proof.

INSIGHT

B2B mencari lewat logika (Google + AI Search + GBP), B2C tersulut lewat emosi (TikTok / IG / YT Shorts). Karena itu Cardi Digital Activation harus hadir di **kedua titik temu**: dominasi pencarian (Google Search, AI Search, Google Business Profile, Google Ads, Website SEO) untuk ditemukan B2B, dan dominasi konten (Instagram, TikTok, YouTube Shorts) untuk memicu impuls B2C.

5 Step Level Cardi Matrix

Posisikan brand Anda di salah satu level, lalu fokus menguasainya sebelum naik



Syarat naik level : ROAS stable + omzet terus naik

Cheat Sheet: Inventory Marketing per Level

Rentang pada header = omzet per tahun

Channel/Inventory	Level 1	Level 2	Level 3	Level 4	Level 5
Konten organik & media sosial & SEO & GBP	●	●	●	●	●
Iklan marketplace (Shopee / Tokopedia)	●	●	●	●	●
Meta Ads (Facebook & Instagram)	●	●	●	●	●
Tik Tok Ads & Affiliate	●	●	●	●	●
KOL nano-micro	●	●	●	●	●
Google Search Ads & SEM	●	●	●	●	●
YouTube Ads			●	●	●
KOL macro	●	●	●	●	●
Distribusi retail offline (GT/MT)			●	●	●
Artis / mega endorsement (Rp200 jt+)	●	●	●	●	●
OOH/billboard					●
TV & sponsorship besar	●	●	●	●	●

Catatan:

OOH Level 4 =
hanya kota terkuat |

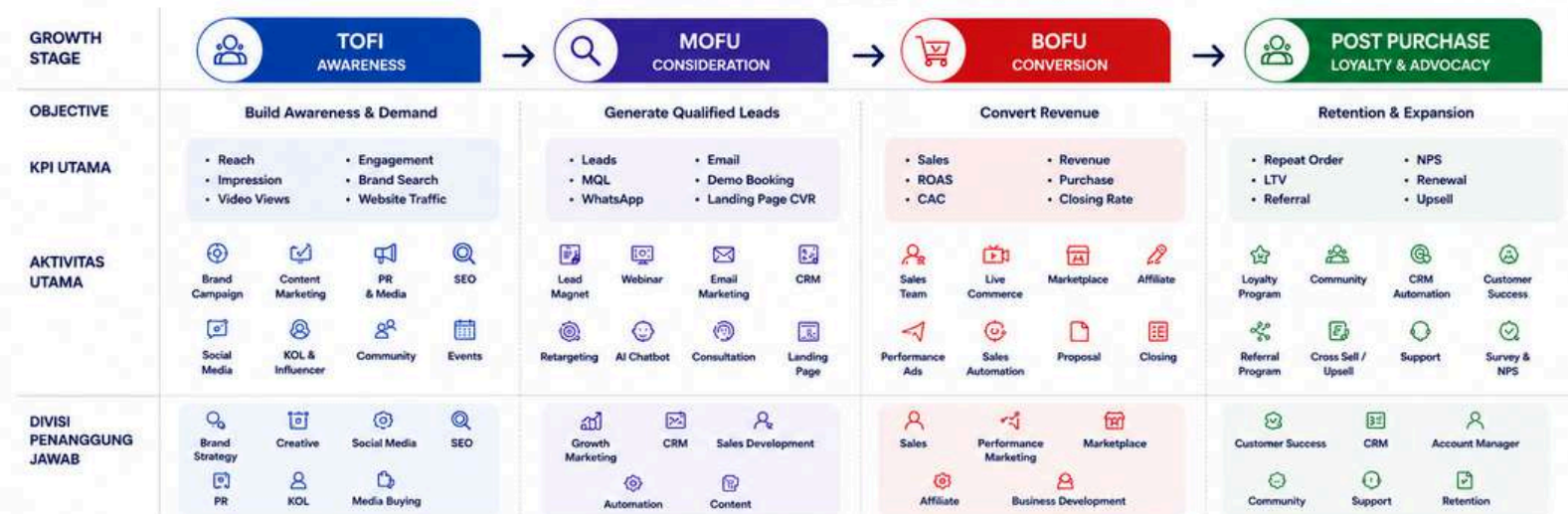
Level 5 = lokasi ikonik
(Sarinah, SCBD, Bandara) |

Aturan praktis budget: 10-20%
dari omzet.

CARDI MATRIX FRAMEWORK™

TRAFFIC → REVENUE → IPO

cardi.co.id
Partner for IPO



DATA & AI POWERED



AI & Automation
Chatbot, AI Content,
AI Ads, Predictive



CDP & CRM
Data Customer 360°



Analytics & BI
Dashboard, Attribution,
Forecasting



Integration
All Channel Connected
(Online & Offline)

STRUKTUR ORGANISASI CARDI

CHIEF BRAND OFFICER



CARDI BUSINESS GROWTH ECOSYSTEM™



TUJUAN AKHIR

SUSTAINABLE GROWTH • PROFITABLE BUSINESS • INVESTMENT READY • IPO READY



VALUE CREATION

KETENTUAN PARTNER CARDI MARKETPLACE

New Star

- Brand / Distributor Tunggal
- Merek terdaftar di DKI (memiliki sertifikat HAKI)
- Sosial media aktif
- Product / Jasa Ready
- Cardi Content Makeover semua SKU
- Periode kerjasama 1 tahun

Rising Star

- Omzet 100 - 300 juta
- Brand / Distributor Tunggal
- Stok per SKU varian ≥ 24
- Merek terdaftar di DJKI (memiliki sertifikat HAKI)
- Umur brand ≥ 5 tahun
- Harga jual MP maks. lebih rendah 15% dari harga OS (kompetitif)
- Periode kerjasama 3 bulan

Super Star

- Omzet ≥ 300 juta
- *Sama Seperti Rising Star*

CARDI NUSANTARA • BRAND ECOSYSTEM PACKAGE

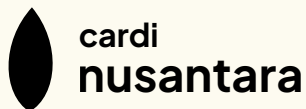
Paket Growth Ecosystem

Naikkan rating Google lewat Cardi Loyal, bangun website, lalu tumbuh bersama Digital Activation.

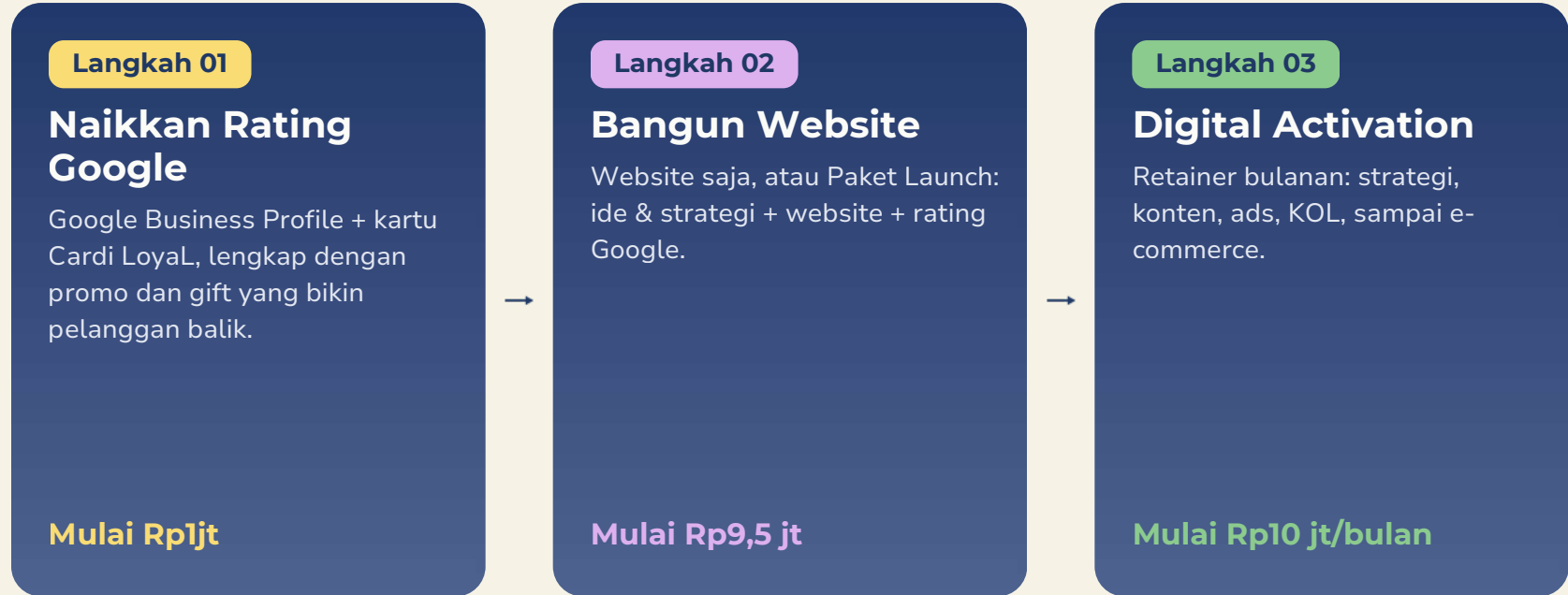
Dilihat

Diingat

Dipercaya



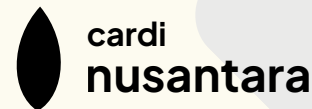
Tiga langkah tumbuh bersama Cardi



Dilihat di Google → diingat lewat website → dipercaya lewat aktivasi rutin.

FASE 0 • BRAND CHECK UP

Gratis • 1 minggu



Cek dulu asetnya, baru kasih solusi



Google Business Profile

Terverifikasi? Rating & jumlah ulasan? Info lengkap?



Website

Sudah ada? Cepat di HP? Ada tombol WhatsApp & tracking?



Social Media

Akun aktif? Posting konsisten? Ada interaksi?



Ads

Pernah iklan? Akun & pixel terpasang? Hasil terukur?



Content

Ada stok foto & video? Ada content plan?

Hasil cek menentukan solusinya

Aset belum ada

Bangun dulu di Bulan 1–2

Ada, tapi belum jalan

Optimasi + program datangkan leads

Sudah jalan

Langsung masuk retainer

Cek, bangun aset, lalu tumbuh

Pekerjaan

Minggu 1

Bulan 1

Bulan 2

Bulan 3–12

Brand Check Up

Audit

Idea & Strategy (FCBO)

Positioning, Idea & Strategy, promo & gift, content plan

Google Business Profile

Setup GBP + kartu review Cardi Loyal

Website Development

Desain, build, go live

Program Datangkan Leads

Promo, gift, loyalty, program marketing & sales

Retainer (Based on Service)

SEO · Content Creation · Social
Media Management & Ads · KOL ·
Marketplace

Akhir minggu 1

Laporan aset + rekomendasi solusi

Akhir bulan 2

Aset siap + laporan rating & leads

Bulan 3–12

Retainer sesuai paket (slide berikut)

Aktivasi, optimasi, lalu scale up

Paket	Bulan 3-4 · Aktivasi	Bulan 5-7 · Optimasi	Bulan 8-10 · Scale Up	Bulan 11-12 · Evaluasi
New Star	Setup ads & GBP, 15 SEO + 5 konten/bulan, uji 1-2 KOL	Optimasi ads dari data, perkuat artikel SEO	Scale ads ke konten terbaik, KOL repeat	Evaluasi tahunan & rencana tahun 2
Rising Star	Setup official store, 30 SEO + 10 konten, KOL 3-10 akun	Komisi marketplace & campaign promo bulanan	Scale KOL & affiliate ke produk terlaris	Evaluasi & siap naik ke Super Star
Super Star	Setup studio & jadwal live, CPAS, KOL 10++ akun	Live shopping rutin, optimasi CPAS & toko	Campaign besar marketplace + live maraton	Evaluasi omzet & target tahun 2

Semua paket: FCBO, posting & reply, ads management, laporan bulanan. New Star kontrak min. 1 tahun · Rising Star & Super Star min. 3 bulan, ideal lanjut sampai bulan 12.

Ditemukan di Google Maps, dipilih karena rating



Setup & Verifikasi

Profil bisnis resmi, terverifikasi, muncul di Maps.



Optimasi Profil

Foto, kategori, jam buka, menu, dan kata kunci lokal.



Posting Promo

Update dan penawaran rutin langsung di profil Google.



Balas Review

Setiap ulasan dijawab dengan tone brand yang konsisten.



Laporan insight bulanan: jumlah dilihat, klik telepon, permintaan rute, klik website, dan perkembangan rating.

Rating naik, pelanggan kembali lagi

01

Tap / Scan

Kartu NFC + QR di meja atau kasir.



02

Kumpul Poin

Poin per transaksi atau punch card per kunjungan.



03

Beri Ulasan

Diajak menulis review, langsung ke form Google.



04

Kembali Lagi

Promo & birthday reward bikin pelanggan balik.

Cocok untuk

F&B

Barbershop & Salon

Retail

Bengkel

Ajakan review dibuat tanpa imbalan poin atau promo, sesuai kebijakan ulasan Google.



Ide promo yang bikin pelanggan balik



Stamp Card

Kunjungan ke-10 gratis 1 menu.
Barbershop: potong ke-6 gratis.



Poin Belanja

Setiap belanja jadi poin, ditukar
dengan menu atau produk.



Birthday Reward

Free dessert atau diskon spesial
di bulan ulang tahun member.



Happy Hour Member

Diskon khusus member di jam
sepi untuk meratakan traffic.



Ajak Teman

Member baru dan pengajaknya
sama-sama dapat poin bonus.



Comeback Voucher

Member yang 30 hari tak datang
dapat voucher untuk kembali.

Semua promo berjalan otomatis di aplikasi Cardin Loyall dan bisa disesuaikan per jenis bisnis.

Ide gift untuk member setia



Welcome Gift

Free topping, minuman kecil, atau add-on saat daftar member.



Merchandise Brand

Tote bag, tumbler, atau keychain bermerek untuk tukar poin.



Level Member

Naik dari Silver ke Gold, dapat benefit dan hadiah eksklusif.



Early Access

Member Gold mencoba menu atau produk baru lebih dulu.



Hampers Akhir Tahun

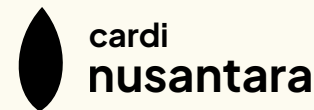
Hadiah untuk member paling setia di penghujung tahun.



Cross-Promo Lokal

Voucher dari bisnis tetangga, saling kirim pelanggan.

Paket Google Rating × Cardi Loyal



Review Pro

Untuk multi-outlet

Rp 12.000.000

Sekali bayar · 1 tahun

Features

- ✓ Semua isi Review Booster, hingga 3 Outlet
- ✓ Kartu Google Review NFC + QR
- ✓ Program Gift & Level Member
- ✓ Kampanye Promo Member 1 Bulan
- ✓ Laporan Rating per Outlet

Additional

+ Outlet Tambahan · + Lanjut Digital Activation

Etalase brand yang bekerja 24 jam

Landing Page

Rp 7.500.000

Features

- ✓ Platform: HTML
- ✓ Copywriting
- ✓ UI Design: Elementor
- ✓ Mobile Friendly
- ✓ Floating Whatsapp Button
- ✓ 1 Custom Business Email Address
- ✗ Website Security
- ✗ Setup Google Analytics
- ✗ Space & Bandwidth: 200 GB
- ✗ Hosting & Domain 1 Year

Additional

- + Custom Business Email
- + Web Management
- + Web Maintenance
- + Add 1 Language
- + Elementor Pro
- + Add Pages

Company Profile

Mulai Rp 12.500.000

Features

- ✓ Platform: HTML
- ✓ Copywriting
- ✓ UI Design: Elementor
- ✓ Space & Bandwidth: 200 GB
- ✓ Hosting & Domain 1 Year
- ✓ Mobile Friendly
- ✓ Floating Whatsapp Button
- ✓ 1 Custom Business Email Address
- ✓ Website Security
- ✓ Setup Google Analytics

Additional

- + Custom Business Email
- + Web Management
- + Web Maintenance
- + Add 1 Language
- + Elementor Pro
- + Add Pages

E-Commerce

Mulai Rp 45.000.000

Features

- ✓ Platform: HTML
- ✓ Copywriting
- ✓ Custom Products from Client
- ✓ Payment Gateway
- ✓ UI Design: Elementor
- ✓ Space & Bandwidth: 200 GB
- ✓ Hosting & Domain 1 Year
- ✓ Mobile Friendly
- ✓ Floating Whatsapp Button
- ✓ 5 Custom Business Email Address
- ✓ Website Security
- ✓ Setup Google Analytics

Additional

- + Custom Business Email
- + Web Management
- + Web Maintenance
- + Add 1 Language
- + Elementor Pro
- + Add Pages

Proses & standar pengerjaan website

01

Brief & Sitemap

Tujuan, struktur halaman, referensi.

02

Copywriting

Teks mengikuti brand story.

03

Desain UI

Desain di Elementor, 2x revisi.

04

Development

Build, testing desktop & mobile.

05

Go Live

Online, serah terima akses.

Standar di setiap website

✓ Platform WordPress/HTML

✓ Mobile friendly

✓ Floating WhatsApp button

✓ Email bisnis custom

✓ Security & Google Analytics*

✓ Maintenance Bug

*Company Profile & E-Commerce. Landing Page: hosting, domain, security & analytics sebagai add-on.

LANGKAH 02

Paket Launch: FCBO + Website



Launch New Star

Mulai tampil online

Rp 12.500.000

Sekali bayar

Features

- ✓ Audit: Brand Check Up
- ✓ Ide & Strategi (FCBO)
- ✓ Setup Google Business Profile + Kartu Review Cardi Loyal
- ✓ Simple Website Landing Page
- ✓ Monthly Meeting

Exclude:

- Domain
- Hosting

Launch Rising Star

Rekomendasi · Siap jualan

Rp 20.000.000

Sekali bayar

Features

- ✓ Semua isi Launch New Star
- ✓ Simple Website Company Profile
Setup Social Media
- ✓ Setup E-Commerce: Shopee, Tokopedia
/ TikTok Shop
- ✓ Weekly Meeting

Exclude:

- Domain
- Hosting

Launch Super Star

Jualan online penuh

Rp 55.000.000

Sekali bayar

Features

- ✓ Semua isi Launch Rising Star
- ✓ Setup Live Shopping + Strategi
- ✓ Setup E-Commerce + Strategi Jualan Online
- ✓ Simple Website E-Commerce

Exclude:

- Domain
- Hosting

Konten website disediakan klien. Belum punya foto, video, atau copy? Tersedia add-on Content Creation sesuai kebutuhan.

Launch New Star

Strategi Dasar

- ✓ Audit GBP, website, socmed, ads & konten
- ✓ Positioning & pesan utama brand
- ✓ Profil target pelanggan
- ✓ Ide promo & gift Cardi Loyal
- ✓ Struktur keyword & copy landing page
- ✓ Presentasi hasil audit & strategi

Launch Rising Star

+ Social Media & Marketplace

- ✓ Semua isi Strategi Dasar
- ✓ Riset kompetitor lokal
- ✓ Content pillar & arah konten socmed
- ✓ Setup akun: bio, highlight, link
- ✓ Strategi Shopee, Tokopedia / TikTok Shop
- ✓ Setup toko: etalase, deskripsi, voucher
- ✓ Struktur & copy company profile

Launch Super Star

+ Live Shopping & E-Commerce

- ✓ Semua isi Launch Rising Star
- ✓ Hero product, bundling & strategi harga
- ✓ Setup live shopping: jadwal, alur & script
- ✓ Kalender voucher, flash sale & campaign
- ✓ Simple website e-commerce + payment gateway
- ✓ Rencana 30 hari setelah toko live
- ✓ Sudah termasuk Diagnostic Sprint (26+ SKU, 3+ marketplace)
 - eta marketing cost & margin per SKU
 - Daftar Hero SKU: naikkan, pertahankan, atau hentikan
 - Rekomendasi harga & bundling

Semua paket: Ideation & Strategy (FCBO) · Posting, reply comment & DM (Meta, Threads, TikTok) · Setting ads account & Google Business Profile (1 titik) · Ads management (exclude budget ads)

New Star

Min. kontrak 1 tahun

Rp 10.000.000

per bulan

- ✓ 15 Content SEO (Website Ready)
- ✓ 5 Konten Video / Foto / Desain
- ✓ KOL Management 1–2 Akun

Belum termasuk: official store, komisi marketplace, live shopping, CPAS, e-commerce management

Rising Star

Min. kontrak 3 bulan

Rp 15.000.000

per bulan + commission fee

- ✓ 30 Content SEO (Website Ready)
- ✓ 10 Konten Video / Foto / Desain
- ✓ KOL Management 3–10 Akun
- ✓ Setup E-Commerce Official Store
- ✓ Komisi Fee for Marketplace

Belum termasuk: live shopping, CPAS, e-commerce management

Super Star

Min. kontrak 3 bulan

Rp 25.000.000

per bulan + commission fee

- ✓ 30 SEO + 10 Konten, KOL 10++ Akun
- ✓ Komisi Fee for Marketplace
- ✓ Live Shopping Management (exclude talent)
- ✓ Free Studio Live + Tools
- ✓ Ads Commerce (CPAS) Management
- ✓ E-Commerce Management (exclude admin) + Layanan Iklan All Channel Ads (On Platform + Meta + CPAS) — harga menyesuaikan, diinfokan saat penawaran + Min. budget iklan Rp30.000.000/bulan, dibayar langsung ke platform — terpisah dari biaya jasa

Belum termasuk: live host, admin marketplace

Ritme kerja retainer setiap bulan

Setiap paket dipimpin Ideation & Strategy (FCBO) oleh Deo Cardi Nathanael, supaya konten, ads, dan KOL bicara dengan satu suara.

Minggu 1

Arahan

Content plan, brief kreatif, arah ads dan KOL.

Minggu 2-3

Eksekusi

Produksi konten, posting, reply, dan optimasi ads.

Minggu 4

Laporan KPI

Evaluasi brand dan rekomendasi untuk bulan berikutnya.

Kontrak minimum: New Star 1 tahun · Rising Star & Super Star 3 bulan. Budget ads, budget KOL, dan talent live di luar paket.

Ketentuan & langkah berikutnya

Termin Pembayaran

Paket rating & website: DP 50%, lunas saat go live ·
Retainer: dibayar di awal bulan

Belum Termasuk

Konten website (add-on content creation), biaya hadiah & promo, budget ads & KOL

Revisi

2× revisi untuk setiap deliverable

Durasi Pengerjaan

Rating Google ±1–2 minggu · Website ±2–6 minggu ·
Retainer berjalan bulanan

Mulai dari Brand Check Up gratis — WhatsApp 0812 8989 5646

OUR SUCCESS STORY



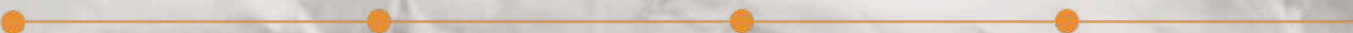
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FRACTIONAL CHIEF BRAND OFFICER (FCBO)

We can help with the development and management of brand strategy starting from brand

Scoop of Work:

Brand direction & communication strategy (CARDI Matrix)

- 
01. *Product-market fit & growth roadmap*
 02. *Leadership mentoring untuk tim internal*
 03. *Periodic business review & alignment session*
 04. *Franchise Development*

Monthly Brand Audit

- *review bulanan*
- *identifikasi gap antara positioning, komunikasi, & hasil aktual*

Komponen Layanan

- *Audit visual & komunikasi*
- *Analisis performa digital*
- *sentiment analysis*
- *Ation plan & improvement report*
- *Model bisnis & improvement report*

Peran Chief Brand Officer (CBO)

CBO adalah arsitek brand secara menyeluruh, yang memastikan semua aktivitas — dari strategi, konten, hingga campaign — berjalan selaras dengan DNA brand, positioning, dan tujuan bisnis.

CBO Bertanggung Jawab Langsung untuk:

1. Brand Strategy & Architecture

- Menentukan visi, misi, dan positioning setiap brand.
- Membangun sistem “brand house” dan guideline untuk seluruh komunikasi.

2. Creative Direction & Campaign Narrative

- Menentukan konsep besar (big idea) tiap campaign.
- Mengarahkan tone, visual, dan narasi di semua channel.

3. Brand Performance & Value Growth

- Mengukur brand equity, awareness, engagement, hingga ROI dari campaign.
- Menghubungkan aktivitas digital ke strategi bisnis (sales, retention, community).

CBO Berkolaborasi/Mengawasi divisi untuk:

Aktivitas	Tanggung Jawab CBO	Eksekutor/Tim Operasional
Integrated Digital Activation	Menentukan Objektif, konsep dan pesan utama aktivasi	Tim digital strategis, project manager
Campaign Activation	Menyetujui tema & arah komunikasi	Tim campaign, creative, media
Social Media Activation	Menentukan guideline & storytelling	Tim content & community
KOL Management	Menentukan persona KOL yang cocok dengan DNA brand	Tim KOL & PR
Ecommerce Management	Menentukan positioning & campaign funnel	Tim e-commerce & growth marketing
Digital Verification	Menentukan standar kredibilitas digital (blue, tick, media PR, website)	Tim PR & digital ops
PR Media Activation	Menyetujui narasi & pesan publik	Tim PR & copywriting

Chief Brand Officer bukan hanya “mengawasi digital.” tapi menyatukan semua fungsi pemasaran dan komunikasi menjadi satu arah strategis brand.



JAMILOS

Nasi goreng dan sate

Jamilo's adalah brand makanan lokal yang memfokuskan diri untuk menyajikan berbagai varian makanan nasi goreng dan sate sebagai bahan utamanya. Kami menciptakan beragam resep otentik yang di olah dari bahan-bahan berkualitas premium, namun tetap menawarkan harga yang terjangkau oleh berbagai kalangan. Hal tersebut kami lakukan untuk memberikan brand experience terbaik, serta menjamin kepuasan pelanggan.



Chief Brand Officer | Integrated Branding | Franchise Development | Social Media Management | Business Development | Ecommerce Management

Distributor & Supplier Biji Plastik Berkualitas - PrimaPlastindo ...

Selama lebih dari sepuluh tahun, **Prima Plastindo** telah menjadi distributor dan supplier biji plastik lebih dari 200 pabrik di dalam dan luar negeri.

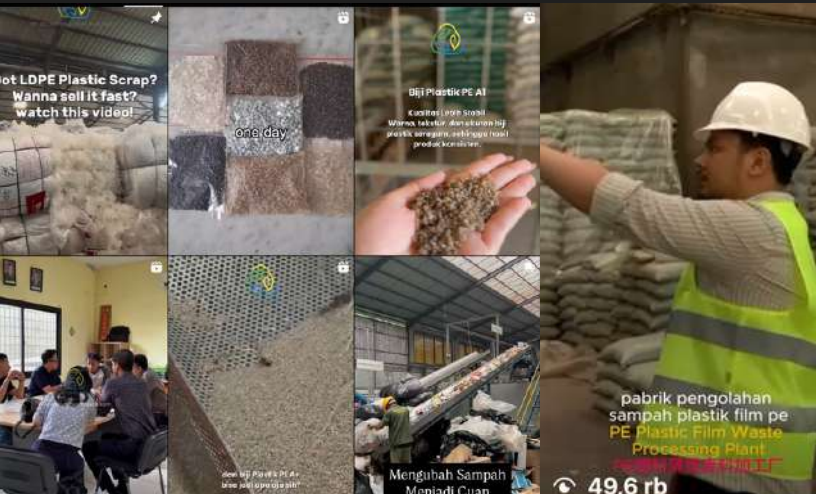


PT. Seluas Samudera Plastindo

<https://seluassamudera.com>

PT. Seluas Samudera Plastindo – Supplier Biji Plastik ...

Sebagai produsen biji plastik tangan pertama, **Seluas Samudera Plastik** memberikan harga kompetitif untuk menjaga biaya produksi anda tetap hemat dan stabil.



BIJI PLASTIK SPESIALISASI SELUAS SAMUDERA PLASTIK

PELLET PLASTIK PE (POLYETHYLENE)

**GRADE SUPER 2**

Pengaplikasian kantong bening NON
Food grade dan Inner Karung

**GRADE A1+**

Pengaplikasian kantong bening atau
warna NON Food grade dan Injection

**GRADE A1**

Pengaplikasian kantong warna atau
hitam NON Food grade dan Spons

**GRADE SUPER 1****GRADE A2****GRADE SABLON/HITAM**

**PT.SELUAS SAMUDERA
PLASTINDO**

Fractional Chief Brand Officer | Audit Brand Bulanan | Kampanye Pemasaran
Terintegrasi | Corporate Branding | Brand Experience & Aktivasi



Nama depan*

 Nama depan kamu di sini

Nama Belakang*

 Nama belakang kamu di sini

Email*

 Alamat email kamu di sini

Nomor Telepon*

(Diawali Dengan '62', Contoh: 6287 555 xxxx) *

Kota Asal*

 Kota asal kamu di sini

Jenis Calon Mahasiswa*

 Silahkan pilih

Bidang yang Diminati*

 Silahkan pilih

Tujuan Utama Ikut Acara:*

 Please Select

Pesan

☐ Dengan mengirimkan detail saya melalui form ini, saya menyatakan bahwa saya telah membaca dan memahami **ketentuan** SAE dan **kebijakan privasi** SAE.

WEBSITE DEVELOPMENT

“Seamless Web & App
for Digital Success”

Developed high-performing websites and intuitive digital products that enhance user experience, align with brand identity, and drive measurable growth through seamless functionality and compelling design.



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Website Development



Website Design & Development Portofolio

<https://portableaudio.co.id/>
Company Profile + Catalog Product

<https://squeezy.co.id/>
Company Profile + Catalog Product

<https://mkitchen.id/>
Company Profile + Catalog Product

<https://seluassamudera.com/>
Company Profile

<https://ebfashiongrosir.com/>
Company Profile + Catalog Product

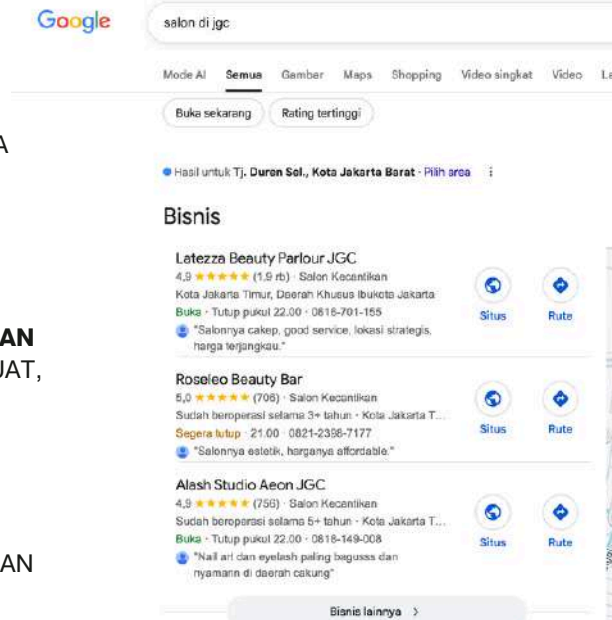
<https://nubiso.com/>
Company Profile + Catalog Product

<https://latezzabeautyparlour.com/>
Company Profile

and many more..

Google Business Profile

1. **AUDIT & ANALISIS** - MENINJAU INFORMASI BISNIS, MEMBANDINGKAN DENGAN PEDOMAN GOOGLE, SERTA MENGIDENTIFIKASI PELANGGARAN ATAU KETIDAKSESUAIAN.
2. **REKOMENDASI & PERBAIKAN PROFIL** - MENYUSUN DAFTAR PERBAIKAN YANG HARUS DILAKUKAN DAN MEMASTIKAN PROFIL SESUAI ATURAN GOOGLE.
3. **PENYUSUNAN & PENGAJUAN BANDING/PERMOHONAN PEMULIHAN** - MEMBUAT ARGUMEN BANDING YANG KUAT, MENYIAPKAN BUKTI PENDUKUNG, DAN MENGAJUKAN PERMOHONAN KE GOOGLE.
4. **TINDAK LANJUT & KOMUNIKASI BERKELANJUTAN** - MELAKUKAN KOMUNIKASI BERKELANJUTAN HINGGA PROSES PEMULIHAN SELESAI.
5. MEMBERIKAN SARAN TAMBAHAN UNTUK MENINGKATKAN PERFORMA PROFIL SETELAH PULIH.



Skema Investasi

GMV
<100
juta/bulan

Early Stage

New Star

10 juta/bulan
(komisi jika
omset >300juta)

GMV
100-300
juta/bulan

Grow Stage

Rising Star

Mulai 15 juta/bulan
+ komisi dari total
omset

GMV
>300
juta/bulan

Scale Stage

SuperStar

Mulai 15
juta/bulan + komisi
dari peningkatan
omset

Terms & Condition Applied



Fractional Chief Brand Officer | Audit Brand Bulanan | Kampanye Pemasaran Terintegrasi | Corporate Branding | Brand Experience & Aktivasi

Project Overview

NEW STAR

Scope of Work & Client Information

FCBO & Marketing Plan

Strategi Branding,
Marketing & Sales
Online

5 Video/Bulan

Konten video
sosial media Instagram&Tiktok
@samudraciptarasa

Website Development & SEO Management 15 Keywords

Optimasi website
& pencarian

Ads Management

META Ads
2JT/Months

Client: PT Samudra Cipta Rasa

Industri: Produsen Bumbu Seasoning & Tepung Goreng Ayam untuk UMKM hingga Industri

Website: samudraciptarasa.com | IG/Tiktok/YTShorts: @samudraciptarasa | Target: UMKM, Resto, Franchise

Progress Update

Pencapaian yang telah diselesaikan

Website Development-<https://samudraciptarasa.com/>



Progress Update

Pencapaian yang telah diselesaikan

Samudra Cipta Rasa SEO [Article](#)

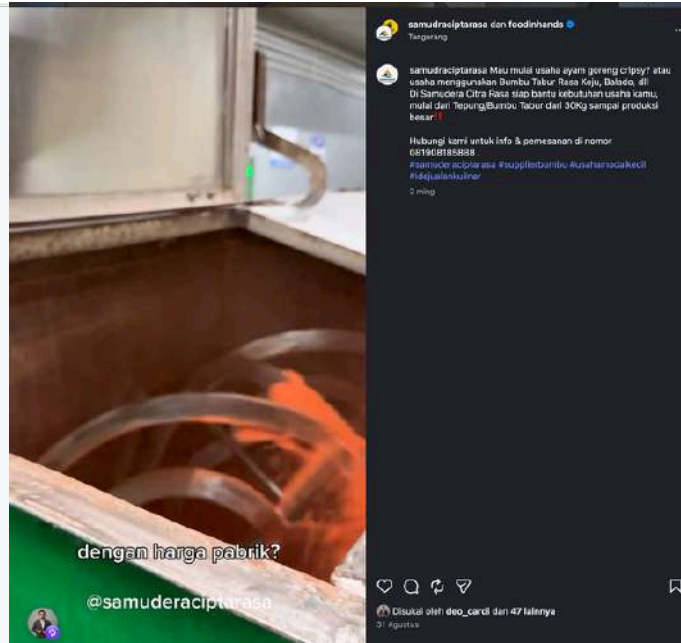
Link: [SPS SEO ARTICLE](#)

SCR					
No	Keywords	Approval	Title of Article	Link Document	Status
1	produsen bumbu tabur premium	Approved	Bisnis Melejit! Ini Alasan Harus Pakai Produsen Bumbu Tabur Premium	https://samudraciptarasa.com/bisnis-melejit-ini-alasan-harus-pakai-produsen-bumbu-tabur-premium/	Published
2	tepung premiks ayam goreng fried chicken	Approved	Anti Ribet dan Pasti Konsisten: Keunggulan Tepung Premiks Ayam Goreng Fried Chicken	https://samudraciptarasa.com/tepung-premiks-ayam-goreng-fried-chicken/	Published
3	jasa maklon bumbu seasoning kuliner	Approved	Ciptakan Brand Sendiri Tanpa Pabrik Lewat Jasa Maklon Bumbu Seasoning Kuliner	https://samudraciptarasa.com/jasa-maklon-bumbu-seasoning-kuliner/	Published
4	bumbu tabur rasa lokal autentik	Approved	Menggubah Selera Nusantara: Eksplorasi Varian Bumbu Tabur Rasa Lokal Autentik	https://samudraciptarasa.com/bumbu-tabur-rasa-lokal-autentik/	Published
5	supplier bumbu tabur jakarta tangerang	Approved	Cari Mitra Bisnis Terpercaya? Cek Supplier Bumbu Tabur Jakarta Tangerang	https://samudraciptarasa.com/supplier-bumbu-tabur-jakarta-tangerang/	Published
6	rahasia tepung kriuk fried chicken omset jutaan	Approved	Bongkar Rahasia Tepung Kriuk Fried Chicken Omset Jutaan untuk Pemula	https://samudraciptarasa.com/rahasia-tepung-kriuk-fried-chicken-omset-jutaan/	Published
7	bumbu marinasi ayam geprek meresap	Approved	Pedas Gurih Maksimal: Tips Memilih Bumbu Marinasi Ayam Geprek Meresap Sempurna	https://samudraciptarasa.com/bumbu-marinasi-ayam-geprek-meresap/	Published
8	distributor tepung breeding fried chicken murah	Approved	Hemat Modal Produksi Bersama Distributor Tepung Breeding Fried Chicken Murah	https://samudraciptarasa.com/distributor-tepung-breeding-fried-chicken-murah/	Published
9	tren rasa bumbu tabur snack terbaru	Approved	Jangan Ketinggalan Zaman! Ini Tren Rasa Bumbu Tabur Snack Terbaru yang Disukai Pasar	https://samudraciptarasa.com/tren-rasa-bumbu-tabur-snack-terbaru/	Published
10	bumbu powder premium untuk kripik singkong	Approved	Rahasia Kripik Renyah dan Gurih: Gunakan Bumbu Powder Premium untuk Kripik Singkong	https://samudraciptarasa.com/bumbu-powder-premium-untuk-kripik-singkong/	Published
11	maklon seasoning bumbu custom industri kuliner	Approved	Solusi Praktis Pebisnis Food Service: Maklon Seasoning Bumbu Custom Industri Kuliner	https://samudraciptarasa.com/maklon-seasoning-bumbu-custom-industri-kuliner/	Published
12	cara meningkatkan kualitas rasa produk kuliner UMKM	Approved	Pengusaha Wajib Tahu! Cara Meningkatkan Kualitas Rasa Produk Kuliner UMKM	https://samudraciptarasa.com/cara-meningkatkan-kualitas-rasa-produk-kuliner-umkm/	Published
13	tepung biang fried chicken anti gagal	Approved	Pasti Mekar dan Renyah: Panduan Menggunakan Tepung Biang Fried Chicken Anti Gagal	https://samudraciptarasa.com/tepung-biang-fried-chicken-anti-gagal/	Published
14	supplier bumbu tabur kiloan bersertifikat halal	Approved	Aman dan Higienis: Keuntungan Kulakan di Supplier Bumbu Tabur Kiloan Bersertifikat Halal	https://samudraciptarasa.com/supplier-bumbu-tabur-kiloan-bersertifikat-halal/	Published
15	rekomendasi bumbu praktis untuk pengusaha franchise	Approved	Rasa Konsisten di Semua Cabang: Rekomendasi Bumbu Praktis untuk Pengusaha Franchise	https://samudraciptarasa.com/rekomendasi-bumbu-praktis-untuk-pengusaha-franchise/	Published

Progress Update

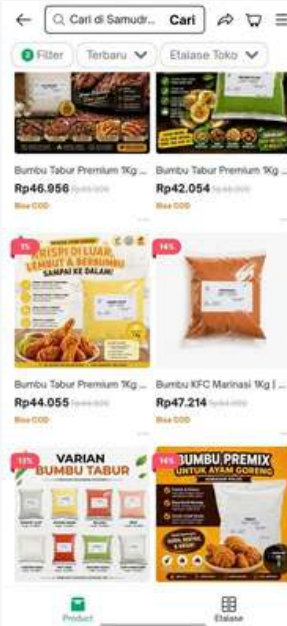
Pencapaian yang telah diselesaikan

KOL Activationv(Media & Influencer)



Progress Update

Marketplace



Samudra Cipta Rasa



Samudra Cipta Rasa Store

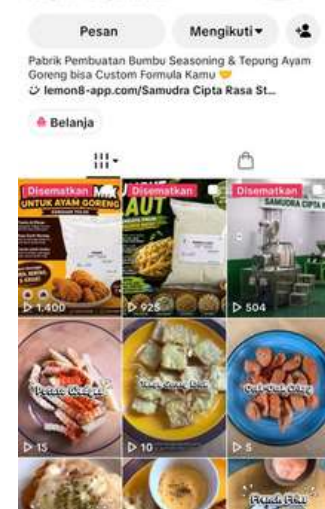
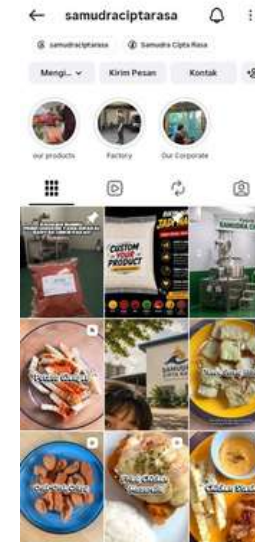
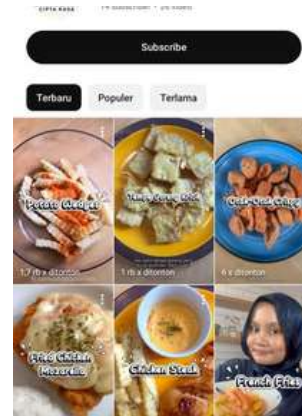
Lead Generation Report Cycle 1-5

HASIL REKAP CYCLE 1-5

STATUS LEAD MASUK

Chat Lead Masuk	493 Nomor	Done
Grup Minta Sample	50 Grup	Done
Sample Terkirim	63 Sample	Published
Transaksi	Chicken Breader, Marinasi, Balado , Sapi Panggang , Jagung Bakar, Hot Chili	Published

Deal Transaksi 400kg Chicken Breader, 20 kg Marinasi, 30kg Balado, 30kg Jagung Manis, 25kg Hot chili, 30kg Sapi panggang



Bisnis

Latezza Beauty Parlour Tebet

4,8 ★★★★★ (2,7 rb) · Salon Kecantikan
Kota Jakarta Selatan, Daerah Khusus Ibukota

Buka · Tutup pukul 22.00 · 0815-5933-366

👤 "tempatnya bersih wangi, puas bangee
udah massage dan hair mask"

Latezza Beauty Parlour JGC

4,9 ★★★★★ (2,5 rb) · Salon Kecantikan
Kota Jakarta Timur, Daerah Khusus Ibukota

Buka · Tutup pukul 22.00 · 0816-701-155

👤 "Ikutan promo di **Latezza** sesuai deng
yg kita pilih."



Fractional Chief Brand Officer | SEO Management |
Content Management | Ads Management | Google
Business Profile Management



Project Overview

RISING STAR

Scope of Work & Client Information

FCBO & Marketing Plan

Strategi Branding,
Marketing & Sales
Online

10 Video/Bulan

Konten video
sosial media Instagram&Tiktok
@latezzabeautyparlour

Website Development & SEO Management 30 Keyword

Optimasi website
& pencarian

Ads Management

META Ads & Google
10JT/Months

Google Business Profile

Management Google Business
& Keywords

Client: Latezza Group

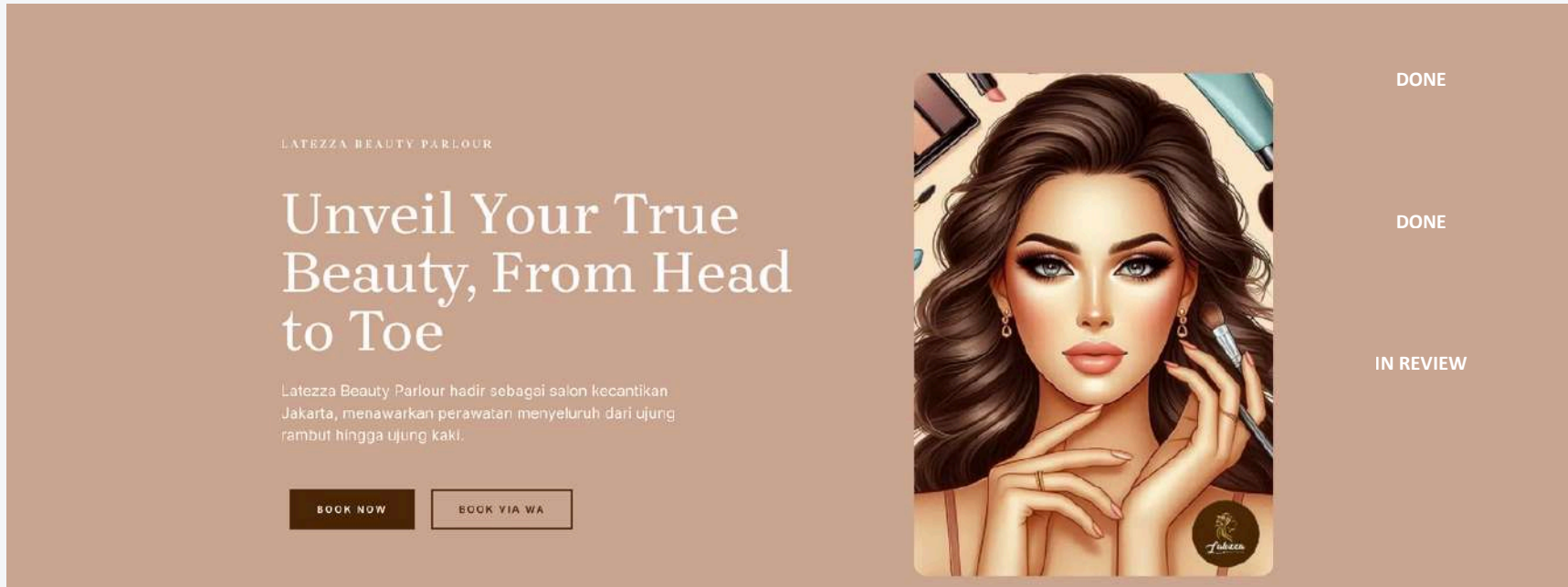
Industri: Salon Kecantikan & Spa di Tebet & JGC

Website: latezzabeautyparlour.com | IG/Tiktok/YTShorts: @latezzabeautyparlour | Target: Female & Moms

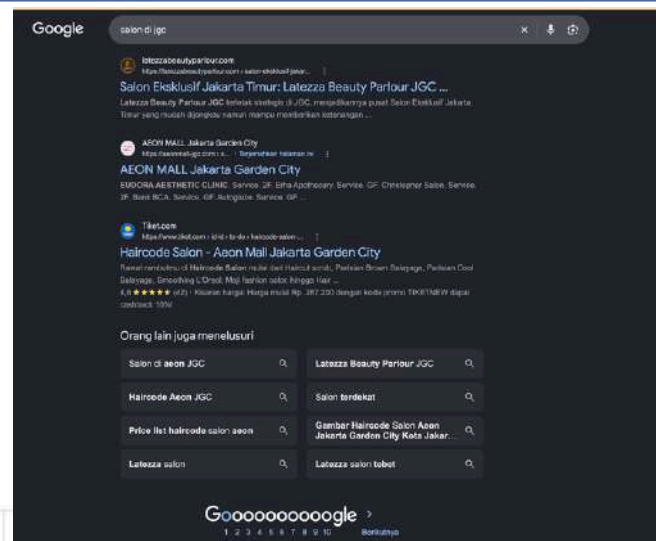
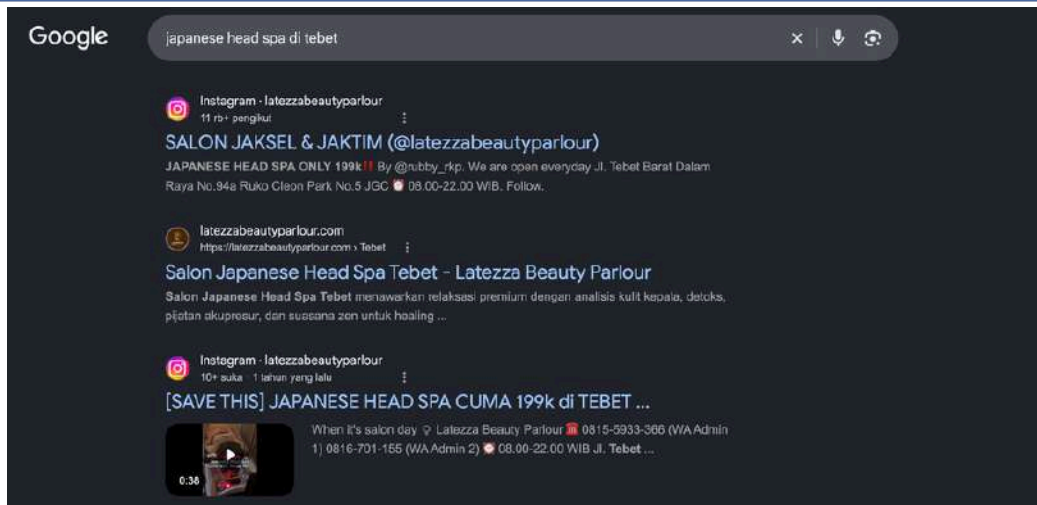
Progress Update

Pencapaian yang telah diselesaikan

Website Development- <https://latezzabeautyparlour.com/>



Progress Update (SEO & Keyword Strategy)



☐	☒	Kata kunci	Jenis kecocokan	Status	Konversi	Biaya / konv.	URL final	Google 1 2 3 4 5 6 7 8 9 10				
☐	☒	salon kecantikan tebet	Pencocokan luas	Valid	39,50	Rp24.870	—	786	9.045	8,69%	Rp1.250	Rp982.475
☐	☒	japanese head spa jakarta	Pencocokan luas	Valid	6,50	Rp36.178	—	102	1.340	7,61%	Rp2.305	Rp235.156
☐	☒	head spa jakarta selatan	Pencocokan luas	Valid	0,00	Rp0	—	5	89	5,62%	Rp456	Rp2.282
☐	☒	head spa tebet	Pencocokan luas	Valid	0,00	Rp0	—	11	127	8,66%	Rp1.036	Rp11.398
☐	☒	salon terdekat jaksel	Pencocokan luas	Valid	12,15	Rp14.422	—	204	2.273	8,97%	Rp859	Rp175.169
☐	☒	keratin treatment tebet	Pencocokan luas	Valid	1,00	Rp9.411	—	10	142	7,04%	Rp941	Rp9.411
☐	☒	salon terbaik jaksel	Pencocokan luas	Valid	9,15	Rp29.687	—	327	3.362	9,73%	Rp830	Rp271.488
		Total: Kata kun...			80,05	Rp25.554		1.636	18.508	8,84%	Rp1.250	Rp2.045.502

Progress Update (Ideation&Strategy Google Rating)

Bisnis

Latezza Beauty Parlour Tebet

4,8 ★★★★★ (2,7 rb) · Salon Kecantikan
Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta
Buka · Tutup pukul 22.00 · 0815-5933-366
"tempatny bersih wangi, puas bangeett cuma 99k udah massage dan hair mask"



Situs

Latezza Beauty Parlour JGC

4,9 ★★★★★ (2,5 rb) · Salon Kecantikan
Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta
Buka · Tutup pukul 22.00 · 0816-701-155
"Ikutan promo di Latezza sesuai dengan treatment yg kita pilih."



Situs

LATEZZA BEAUTY PARLOUR

JAPANESE HEAD SPA

816-701-155 (WA Admin JGC) 0815-1007- (WA Admin Tel) 0816-703- (WA Admin Ki)

299K
199K

ST PACKAGE
ration: 90mins

EEP CLEANSING SHAMPOO
CALP DETOX TREATMENT
ELAKSASI FACE (CLEANSING, FACE MASK)
ASSAGE (HEAD, NECK, SHOULDER, RM AND BACK)
OOT MASSAGE
YPNOTERAPHY WATER
ATER HEALING
ERUM, HAIR TONIC AND HEAT
ROTECTOR
AIR DRY + STYLING

FREE!

- FACE MASK
- COLLAGEN
- HAIR SERUM
- HAIR STYLING (CATOK)

S&K BERLAKU
Follow Instagram/Tiktok
Update IG Story
(tag @latezzabeautyparlour)
akun tidak di private, Re
Google & Follow Shope
latezzabeautyparlour



Progress Update (Content & Ads Strategy)



Ringkasan Performa Iklan (3 Cycle)

Periode: 3 Bulan

Saluran Iklan	Periode (30 Hari)	Belanja (Spend)	Leads / Hasil	Impresi
Meta Ads (IG & FB)	Bulan 1 (18 Jun – 18 Jul)	Rp 3.040.498	538 Leads	134.802
Bulan 2 (18 Jul – 18 Agu)	Rp 2.415.016	455 Leads	93.013	
Bulan 3 (18 Agu – 18 Sep)	Rp 2.759.829	492 Leads	74.117	
Google Ads Tebet	Bulan 1 (18 Jun – 18 Jul)	Rp 5.661.516	2.664 Leads	65.509
Bulan 2 (18 Jul – 18 Agu)	Rp 7.087.673	3.231 Leads	91.552	
Bulan 3 (18 Agu – 18 Sep)	Rp 5.239.352	3.904 Leads	116.754	
Google Ads JGC	Bulan 1 (18 Jun – 18 Jul)	Rp 3.238.698	8.642 Klik Masuk	92.259
Bulan 2 (18 Jul – 18 Agu)	Rp 3.436.382	8.739 Klik Masuk	103.305	
Bulan 3 (18 Agu – 18 Sep)	Rp 3.752.242	9.880 Klik Masuk	105.605	
Total Akumulasi 3 Bulan	Rp 36.631.206	11.284 Leads (+27.261 Klik)	876.916	

TOTAL BELANJA IKLAN

Rp 36.631.206

TOTAL RESPON / LEADS

11.284 Leads Langsung

TOTAL IMPRESI (TAYANGAN)

876.916 Impresi

Basis Ulasan & Korelasi Leads Iklan

Periode Analisis
3 Bulan Terakhir



Cabang Tebet

Rating 4,8 ★ (2.700 setahun)

675

Estimasi Transaksi 3 Bulan

Kontribusi: 51,9% volume closing



Cabang JGC

Rating 4,9 ★ (2.500 setahun)

625

Estimasi Transaksi 3 Bulan

Kontribusi: 48,1% volume closing



Total Volume Closing

Akumulasi 2 Cabang

1.300 Closing

Dari 5.200 transaksi online per tahun

Periode: 25% kuartal tahun berjalan



KORELASI LEADS IKLAN (WHATSAPP)

1.485 Leads Masuk → 1.300 Transaksi Ulasan

CONVERSION RATE LEADS

87,5%

Estimasi Nilai Closing & Efisiensi ROAS

Biaya Iklan (3 Bln)
Rp 8.215.343

SKENARIO MIN

@Rp 99k

Rp 128,7 Jt

1.300 × Rp 99.000

ESTIMASI ROAS IKLAN:

15,6× lipat

~Rp 42,9 Jt / bulan

SKENARIO RATA-RATA

@Rp 149k

Rp 193,7 Jt

1.300 × Rp 149.000

ESTIMASI ROAS IKLAN:

23,5× lipat

~Rp 64,5 Jt / bulan

SKENARIO MAKS

@Rp 199k

Rp 258,7 Jt

1.300 × Rp 199.000

ESTIMASI ROAS IKLAN:

31,4× lipat

~Rp 86,2 Jt / bulan



KESIMPULAN PERFORMA IKLAN

Budget Rp 8,21 Jt menghasilkan estimasi omset Rp 128,7 Jt – Rp 258,7 Jt (ROAS 15,6× – 31,4×).

Rata-Rata ROAS

23,5× Lipat



Suryapainting Bogor

4,8 ★★★★★ 2.307 ulasan Google

Bengkel sepeda motor di Tajur Halang, Jawa Barat



ROADMAP BENGKELTAINMENT



APPS DATABASE & GARANSI PLUS



CAR VELG & BODY PAINT



FOOD & BEVERAGES



GAMES



ACC & DISTRIBUTION CHANNEL



SPAREPART/ADVERTISING



1.164.656++ Followers Cross Platform

Surya Painting Indonesia

More info

www.youtube.com/@surypaintingindonesia



Chief Brand Officer | Integrated Branding | Franchise Development | Social Media Management | Business Development | Ecommerce Management

Project Overview

SUPER STAR

Scope of Work & Client Information

FCBO & Marketing Plan

Strategi Branding,
Marketing & Sales
Online

10 Video/Bulan

Konten video
sosial media Instagram&Tiktok
@latezzabeautyparlour

Website Development & SEO Management 30 Keyword

Optimasi website
& pencarian

Ads Management

META Ads & Google
10JT/Months

KOL Management

Collab with Influencer & Media

Ecommerce Management

Manage Marketplace
Tokopedia-Tiktokshop & Shopee

Google Business Profile

Management Google Business
& Keywords

Client: Surya Painting

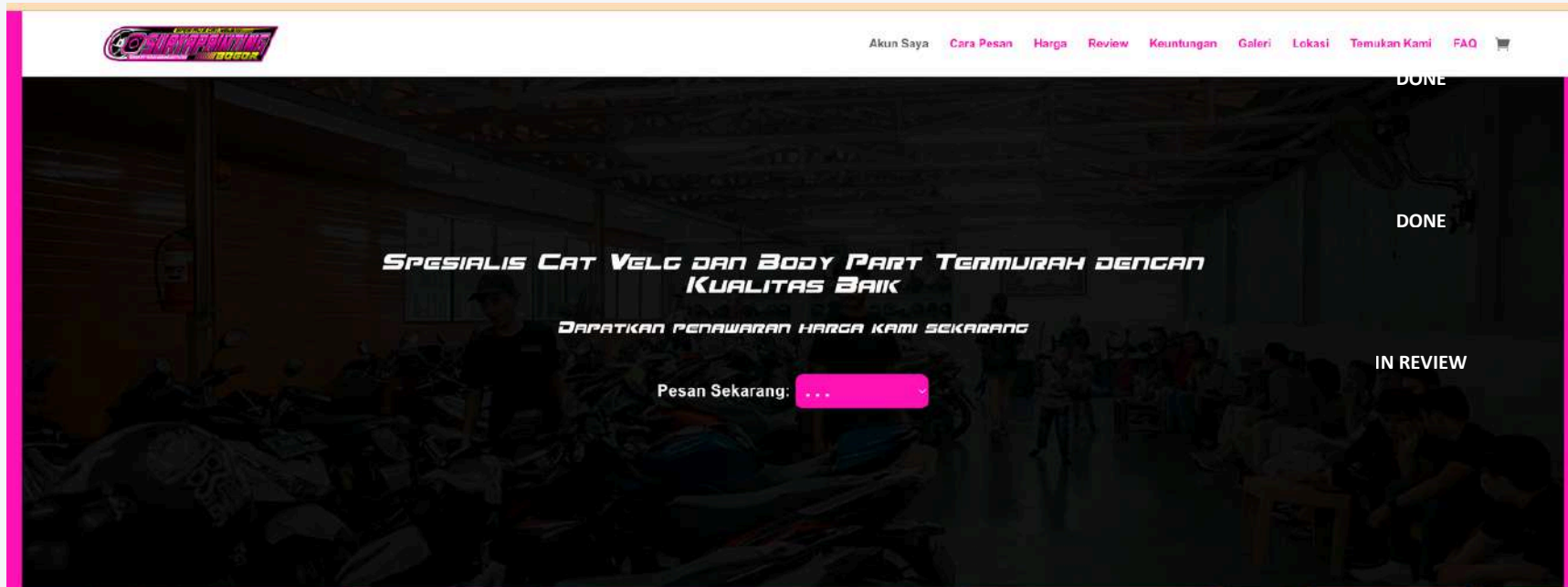
Industri: Bengkel Cat Velg dari 3 Cabang saat ini punya 8 Cabang

Website: samudraciptarasa.com | IG/Tiktok/YTShorts: [@samudraciptarasa](https://www.instagram.com/samudraciptarasa) | Target: UMKM, Resto, Franchise

Progress Update

Pencapaian yang telah diselesaikan

Website Development - <https://www.suryapainting18.com/>



Progress Update (SEO & Keyword Strategy)

Google

bengkel cat velg motor



3 Mar 2025 — 5 Bengkel Repaint Velg Motor Jabodetabek Terdapat dan Terpercaya · 1. Twins Painting · 2. Gerasi Repaint 01 · 3. Hengan Garage · 4. Shaffian Project.

 **Surya Painting 18**
<https://www.surypainting18.com>

Surya Painting 18 adalah situs booking Cat Velg dan Body Part kesayangan Anda. Syarat dan Ketentuan Penggunaan · Kebijakan Privasi.



 **Instagram**
84,6 rb+ pengikut
surypainting_jakbar · Jakarta, Indonesia

Cat velg bisa d' tunggu berpengalaman 10thn cabang ke-3 setelah tambun dan bogor info 0821 2788356.



 **Instagram · surypaintinglangerang**

Google

cat velg motor indonesia



 **Surya Painting 18**
<https://www.surypainting18.com>
Surya Painting 18: Home

Surya Painting 18 adalah situs booking Cat Velg dan Body Part kesayangan Anda. Syarat dan Ketentuan Penggunaan · Kebijakan Privasi.

 **YouTube · Diton Premium**
96,1 rb+ perayangkan · 5 tahun yang lalu

BENGKEL CAT VELG VIRAL DI BEKASI!! | DITON TALK WITH ...



... Cat Semprot Khusus Motor ... / surypainting18 dia adalah salah satu suhu dalam bidang pengecatan **velg motor**, sampe banyak yang ngantri mau di cat ...

Google

cat velg motor



 **Surya Painting 18**
<https://www.surypainting18.com>

Surya Painting 18: Home

Surya Painting 18 adalah situs booking Cat Velg dan Body Part kesayangan Anda. Syarat dan Ketentuan Penggunaan · Kebijakan Privasi.



 **Suzuki Indonesia**
<https://www.suzuki.co.id> · tips-trik · anti-lebay-ini-lips-...

Anti Lebay! Ini Tips Repaint Cat Velg Motor atau ...

12 Des 2024 — 5 Tips Repaint Velg Motor yang Tepat · 1. Persiapkan Alat Mengecat · 2. Pilih Jenis Cat yang Tepat · 3. Lindungi Bagian Motor Lainnya · 4.



Progress Update (Google Business Profile & Rating)

Bisnis

Suryapainting Jakbar
4,7 ★★★★★ (1,5 rb) · Bengkel Sepeda Motor
Jl. Tj. Duren Barat 1 No.10, RT.6/RW.3
Tutup · Buka pukul 08.00 · 0821-2788-8368
"Surya painting jakbar terbaik lah.. rapih beneeerrr, cakep bgll!"

Situs

Rute

Suryapainting Bogor
4,8 ★★★★★ (2,7 rb) · Bengkel Sepeda Motor
Sudah beroperasi selama 3+ tahun · Kabupaten Bo...
Tutup · Buka pukul 08.00 · 0812-7777-5368
"Isi ulasan tentang Surya painting sangat rekomendasi dan bagus kerja nya."

Situs

Rute

Suryapainting18 Bekasi
4,9 ★★★★★ (5 rb) · Bengkel Sepeda Motor
Sudah beroperasi selama 10+ tahun · Kabupaten B...
Tutup · Buka pukul 07.00 · 0896-5484-9261
"Mantap warna nya sesuai, untuk Surya painting thebest pokoknya++"

Situs

Rute

Bisnis lainnya >



Surya Painting 18
<https://www.suryapainting18.com>

Surya Painting 18: Home
Harga Surya Painting 18 · Velg Rp. 250.000 · Velg Rp. 300.000 · Velg Rp. 350.000 · Body 1 · Body 2 · Body 3. CBR Full Body Halus Rp. 1.500.000.

Surya Painting
<https://www.suryapainting18.com> · product · rencana-k...

Rencana Kedatangan [Original] - Surya Painting 18
Surya Painting 18 adalah situs booking Cat Velg dan Body Part kesayangan Anda. Syarat dan Ketentuan Penggunaan · Kebijakan Privasi. fbpx. ✖

GET FREE
Mystery Box from Surya painting

Terms and Condition
REVIEW US ON GOOGLE REVIEW

***Selama persediaan masih ada**

Ringkasan Ads Cost & Leads — 3 Cabang

Total Ad Spend (Setahun)
Rp 331,3 Jt

Total Klik / Leads
317.400

Rata-rata CPC
Rp 1.044

Ads Spend vs Omset*
1,5–2,3%

Breakdown per Cabang				
Cabang	Ad Spend (Setahun)	Klik / Leads	CPC	Share Spend
SP Bogor	Rp 129.834.139	94.475	Rp 1.374	39%
SP Jakut	Rp 103.899.710	92.169	Rp 1.127	31%
SP Jakbar	Rp 97.575.846	130.756	Rp 746	29%
Total	Rp 331.309.695	317.400	Rp 1.044	100%

Omset asumsi Rp400–600 Jt/cabang/bulan (≈Rp14,4–21,6 M/tahun, 3 cabang) — biaya iklan setahun hanya ~1,5–2,3% dari omset, dengan SP Jakbar paling cost-efficient (CPC terendah, leads terbanyak).

*Estimasi berdasarkan omset per cabang, bukan dari data Ads Manager. Klik tautan dipakai sebagai proxy leads; closing rate & nilai transaksi per cabang belum termasuk.

Surya Painting Cat Velg Motor x Influencer

An integrated brand activation highlighting product expertise and lifestyle relevance. By aligning the brand with an active and performance-oriented influencer, the collaboration positioned Surya Painting as a reliable and modern solution within its category.



Surya Painting x Yodifit (Instagram & Tiktok)



**TOTAL 28,6JT
VIEWS VIEWS**

**TOTAL 40JT(8X5)
MODAL RUPIAH**

**CPM
RP 1390
PER 1000 VIEWS**

CPM RP 1.390 ITU SANGAT RENDAH.
SEBAGAI PERBANDINGAN:

- INSTAGRAM ADS NORMAL: RP 15.000 - 40.000 CPM
- TIKTOK ADS NORMAL: RP 10.000 - 30.000 CPM

 ARTINYA SECARA EXPOSURE VALUE,
KONTEN INI 7-20X LEBIH MURAH DIBANDING PAID ADS.



WHAT' NEXT ?



**Whatsapp Group
Brand X Cardi**



**Brand Check
(Cost IDR 5.000.000/
Free dalam 7 Hari Jika
Service Deal)**



Cardi Consultation

Brand Check Up

Diagnostic Assessment Framework

DILIHAT (Visibility)

- ✓ Brand Visibility
- ✓ Market Presence
- ✓ Channel Coverage
- ✓ Awareness Level

DIINGAT (Memorable)

- ✓ Brand Identity
- ✓ Visual Coherence
- ✓ Message Clarity
- ✓ Differentiation

DIPERCAYA (Trusted)

- ✓ Reputation Score
- ✓ Customer Perception
- ✓ Brand Authenticity
- ✓ Competitive Position

INVESTMENT
IDR 5,000,000

Free dalam 7 Hari Jika Service Deal)

DELIVERABLES

Comprehensive Brand Audit Report
Strategic Recommendations & Action Plan

NEXT STEPS

WhatsApp: Connect
Consultation: Discovery Session

WHY US?

- 1 Strategic & Personalized Approach
- 2 In-Depth Market Research
Data-Driven Custom Content
- 3 High-Quality
Content & Visuals
- 4 In-Depth Market Research
Data-Driven Custom Content
- 5 Experienced & Proven
- 6 End to End
Service



cardi

**THANK
YOU.**

