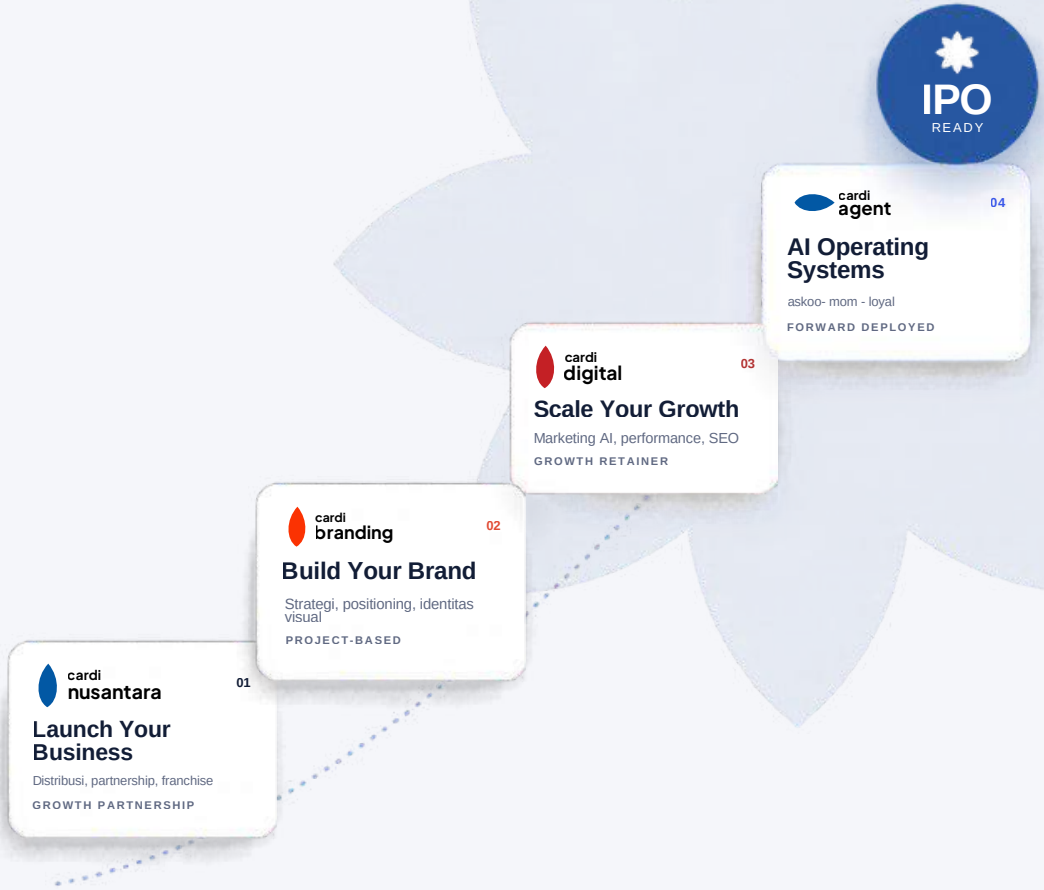
cardi

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

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The Holding Company Behind Indonesia Business Growth Ecosystem

cardi agent | aspri

cardi agent | askoo

cardi agent | loyal

cardi agent | mom

Product Apps

#FOODINHANDS
FOOD & BEVERAGES
MEDIA ASIA
SHARE

inhands.
MEDIA NETWORK

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

cardi digital

cardi nusantara

## 2016

Founded in Jakarta
Start as Foodinhands
Community & Media Food Blogger

## 2017

Started managed brand as Agency

## 2019

cardi branding

## 2022

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

## 2024

Your Go To Market Partner for Indonesia Market

## 2026

cardi agent

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

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OUR FOUNDER

**DEO CARDI NATHANAEL**
Founder & CEO
CARDI NUSANTARA - BRAND DEVELOPMENT COMPANY
PT. DIGITAL CARDI NUSANTARA

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# 2 Tipe Klien Cardi Nusantara

## Pemilik Brand FMCG

Ingin menjangkau konsumen di seluruh Indonesia.

## Pemilik Toko Offline

Ingin menarik pelanggan ke toko lewat pemasaran online.

# Industry Experience

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### 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 aksesori 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

### FMCG & Manufaktur
Pipeline penjualan | Order distributor | Tim sales lapangan

### Non-Profit & NGO
Kelola donor dan relawan | 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 dan inquiry | Funnel pendaftaran mahasiswa baru

### 25+ Industri Lainnya
Restoran, Bank, Koperasi | Rumah Sakit, Hotel, Apotek | dan lainnya

# Portofolio Klien Cardi Nusantara

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Rekam jejak 12 bulan

| 200+ | 280+ | 8,1 jt+ | Rp 453 miliar+ |
|---|---|---|---|
| Klien | Brand dikelola | Pesanan dikelola | Omzet dikelola |

### Fashion · 50+
Aruchi Baby, Sumimo Baby, DialogueBaby Group, MomaBae, Sorex

### Beauty · 40+
DanDan, Hair and Me, BDL, TrueEve, MilaDopiz, Remine Beauty, Ture, Eleven Thirty 1130

### Corporate & FMCG · 40+
Infinix, Baterai ABC, MamaKoko, Coco Club, Sambel Cap Jempol, MamaRoz, Re.juve, Cassa Chips, Yava Bali, Sido Muncul, Laukita, Fox Drinks, Mix Max, Squeezy

### Food & Beverage · 70+
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

### Startup & Pemerintah · 40+
GrabFood, OKBANK, Siloam, Mandiri, GoTo, FITA, TokoGame Voucher

### Lifestyle · 15+
Simply Bed, Elite SpringBed, Dr. Shield, ITSU, BurnLab Sport, Remax Indonesia, Kohana, PURO Ecgreen, SouthCity, UnaKaffee

## Klien Kami

*Dan masih banyak lagi*

Customer Behaviour Journey

# B2B & B2C: Kenapa Mereka Butuh Cardi Digital Activation

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## B2B · Pak Rian, pemilik usaha

**Cari vendor**
Google Search

**Cek rekomendasi**
AI Search

**Cek kredibilitas**
Google Business Profile & website

**Lihat iklan lagi**
Instagram & LinkedIn

**Bandingkan proposal**
WhatsApp & meeting

## B2C · Risa, karyawan

**Scroll saat perjalanan**
TikTok & Instagram Reels

**Tertarik saat istirahat**
Influencer, UGC & live shopping

**Cek sebelum beli**
Review, harga & keaslian

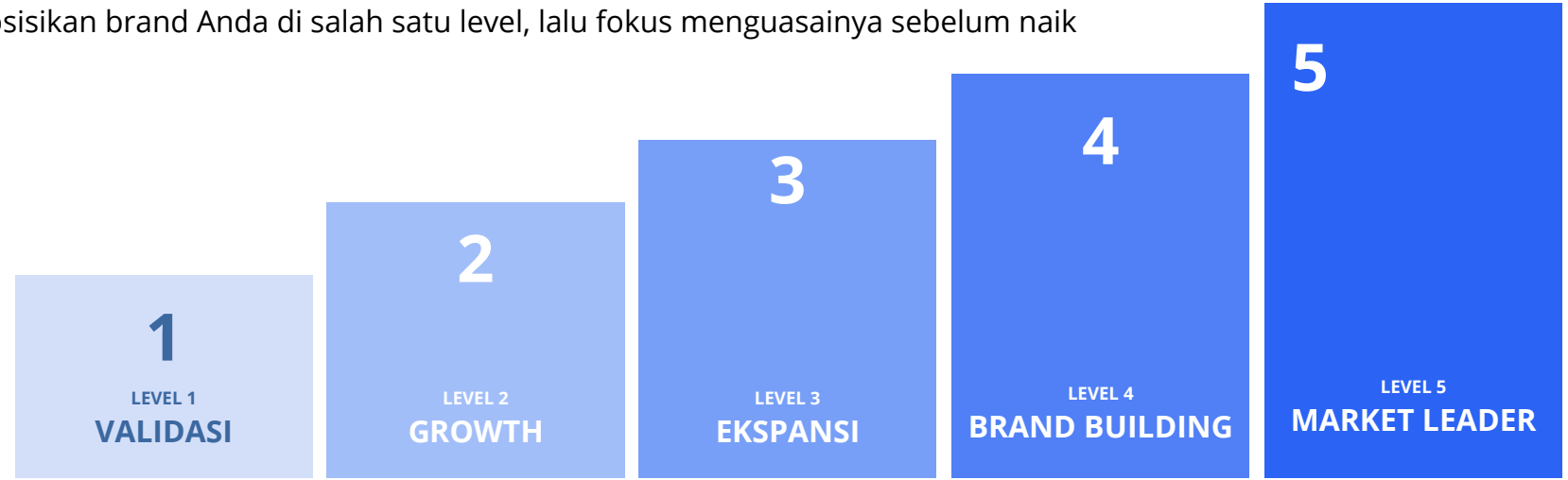
**Lihat produk lagi**
YouTube Shorts & TikTok Ads

**Checkout di rumah**
TikTok Shop & Shopee

**Cardi Digital Activation** | **B2B:** mudah ditemukan saat dicari. **B2C:** menarik perhatian dan membangun kepercayaan.

# Brand/Business Kamu Posisi  dimana?

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




| <Rp 1 M/thn | Rp 1 - 5 M/thn | 5 - 10 M/thn | 20 - 100 M/thn | 100+ M/thn |
|---|---|---|---|---|
| Buktikan produk laku & gunakan marketing organic | Gunakan ads & scale channel digital yang terbukti profit | Multi-channel & masuk distribusi offline | Awareness Nasional: Artis, KOL & OOH selektif | Top of mind: TV, YouTube & Premium spot OOH |

Syarat naik level : ROAS stable + omzet terus naik

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# **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 omset.

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# Layanan Cardi Nusantara

Dari pengembangan brand hingga pertumbuhan omzet

## Website & SEO Management

- Website Development
- E-Commerce Backend
- SEO & SEM Management
- Google Business Profile
- AI Overview Optimization

## Branding & Blueprint

- Brand Identity
- Brand Guidelines
- Brand Positioning
- Visual Blueprint

## Campaign Strategy

- Campaign Advising
- Marketing Strategy
- Content Planning
- Brand Consultation

## Social Media Management

- Content Creation
- TikTok Management
- YouTube Shorts
- Meta (Instagram, Threads, Facebook)

## Paid Media

- Google Ads
- Meta Ads
- TikTok Ads
- Paid Media Online & Offline

## Influencer Marketing

- BA & Endorse
- Micro Influencer
- Macro Influencer
- Brand Review Campaign

## E-Commerce Activation

- Shopee Activation
- Tokopedia Activation
- TikTok Shop Activation
- Marketplace Management

## Canvas & Design

- Deck & Presentation Design
- Brand Collateral
- Visual Ad Creative
- Infographic & Proposal Visual

## Strategic Planning

- Go-To-Market Blueprint
- Competitor & Market Analysis
- OKR & KPI Framework
- Business Growth Roadmap

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# Belum Punya Brand?

## Bangun fondasi brand sebelum Digital Activation

Strategi Brand → Identitas Visual → Website → Digital Activation

### Brand Blueprint Strategy · Rp35 juta

**Output: Brand Book Strategy**

Brand DNA, storytelling, personality, message, experience & touchpoints

## Paket Brand Identity

### Basic · Rp20 juta

Logo, palet warna, tagline, tipografi & materi marketing

### Pro · Rp35 juta

Basic + moodboard foto, desain kemasan opsional, 9 desain feed & seragam

### Enterprise · Rp55 juta

Pro + desain menu, cek HKI & arahan konsep interior dan website

**Brand sudah siap? Lanjutkan ke Digital Activation.**

LANGKAH 02 • BANGUN ATAU PERBARUI BRAND

# Branding & Rebranding

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Belum punya brand? Mulai dari branding. Perlu arah baru? Pilih rebranding.

Strategi Brand → Identitas Visual → Desain & Pengembangan Website

## Brand Blueprint Strategy • Rp35 juta

**Output: Brand Book Strategy**

Brand Storytelling • Brand DNA • Brand Personality • Brand Message • Brand Experience • Brand Touchpoints

*Min. 2x revisi minor*

## Paket Brand Identity

### Basic • Rp20 juta

Logo & filosofi, palet warna, tagline, tipografi, elemen grafis, materi marketing, kartu nama & ID (opsional), signage.

### Pro • Rp35 juta

Semua isi Basic + moodboard foto, hingga 3 desain kemasan (opsional), 9 desain feed, dan seragam.

### Enterprise • Rp55 juta

Semua isi Pro + 10 desain menu, cek pendaftaran HKI (Rp3,5 juta), serta saran konsep interior dan website.

**Layanan desain lainnya:** company profile, banner & billboard, serta desain interior.

LANGKAH 02 • SUDAH PUNYA BRAND

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# Ketentuan Partner Cardi

## New Star

- Brand / distributor tunggal
- Merek terdaftar di DJKI (sertifikat HAKI)
- Media sosial aktif
- Produk / jasa siap
- Cardi Content Makeover untuk semua SKU
- Kerja sama 1 tahun

## Rising Star

- Omzet Rp100–500 juta
- Brand / distributor tunggal
- Stok minimal 24 per varian SKU
- Merek terdaftar di DJKI (sertifikat HAKI)
- Usia brand minimal 5 tahun
- Harga marketplace maksimal 15% lebih rendah dari harga OS
- Kerja sama 3 bulan

## Super Star

- Omzet ≥ Rp500 juta
- Ketentuan lain mengikuti Rising Star

PAKET GROWTH ECOSYSTEM

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# Strategi Growth untuk FMCG & Toko Offline

## Produk FMCG
Jangkauan nasional & penjualan online

| | |
|---|---|
| **Dilihat** | Konten produk & materi iklan<br>Social media management, KOL & affiliate<br>Meta Ads & TikTok Ads untuk jangkauan nasional |
| **Diingat** | Bangun website brand dan optimalkan etalase Shopee, Tokopedia & TikTok Shop. |
| **Dipercaya** | Perkuat ulasan produk, retargeting & promo pembelian ulang. |

**KPI: penjualan marketplace, ROAS, pembelian ulang**

## Toko Offline
Pencarian lokal, booking & kunjungan

| | |
|---|---|
| **Dilihat** | Konten toko & materi iklan<br>Social media management & optimasi Google Maps / Google Business Profile<br>Ads dengan target radius sekitar toko |
| **Diingat** | Tampilkan lokasi, jam buka, katalog & tombol WhatsApp di website. |
| **Dipercaya** | Kumpulkan ulasan lewat Cardi LoyaL dan dorong booking atau kunjungan dengan promo. |

**KPI: chat WhatsApp, booking, kunjungan toko**

GROWTH JOURNEY • CARDI NUSANTARA

# Strategi Growth untuk Brand FMCG

Dari produk unggulan ke penjualan nasional.

Langkah 01

## Siapkan Produk Unggulan

- Pilih hero SKU dan target konsumen
- Perjelas positioning, kemasan, dan harga
- Cek stok, margin, dan kesiapan distribusi

**Fokus: produk siap dipasarkan**

Langkah 02

## Bangun Kanal Penjualan

- Siapkan website brand dan official store
- Optimalkan katalog di Shopee, Tokopedia, dan TikTok Shop
- Uji bundling, promo, dan materi produk

**Fokus: konsumen mudah membeli**

Langkah 03

## Digital Activation

- **Produksi konten & materi iklan** (video, foto, desain)
- **Social media management:** IG, TikTok, YouTube Shorts, Threads, X, dll.
- **Ads management:** iklan media sosial & Google Ads ke website
- **KOL, affiliate, live shopping & retargeting**
- **Ulasan & promo** untuk pembelian ulang

**Fokus: penjualan dan repeat order**

**KPI: Penjualan per SKU • ROAS • Pembelian ulang**

# Strategi Growth untuk Brand FMCG

Cardi Nusantara

Dari audit hingga pengelolaan pemasaran dan penjualan online.

## Fase 0 · Brand Check Up

Gratis · 1 minggu

- **Produk** — Hero SKU, stok, harga & margin
- **Website & Marketplace** — Website brand, official store & katalog
- **Social Media** — Kanal aktif, konsistensi & interaksi
- **Ads** — Akun, tracking, budget & ROAS
- **Content** — Aset foto, video & materi iklan

## Hasil cek menentukan solusi

- **Aset belum ada** — Bangun fondasi di Bulan 1–2
- **Ada, tapi belum optimal** — Perbaiki katalog, konten & tracking
- **Sudah siap** — Masuk pengelolaan bulanan

### Langkah 01 — Siapkan Produk Unggulan

Pilih hero SKU, perjelas positioning, dan cek kesiapan stok serta distribusi.

→

### Langkah 02 — Bangun Kanal Penjualan

Siapkan website dan optimalkan official store di Shopee, Tokopedia & TikTok Shop.

→

### Langkah 03 — Digital Activation

Produksi konten & materi iklan. Kelola IG, TikTok, YouTube Shorts, Threads & X. Kelola social ads dan Google Ads ke website. Aktifkan KOL, affiliate & live shopping sesuai paket.

**KPI: Penjualan per SKU · ROAS · Pembelian ulang**

# Strategi Growth untuk Toko Offline

Cardi Nusantara

## Fase 0 · Brand Check Up

*Gratis · 1 minggu*

**Google Business Profile**
Verifikasi, rating, jumlah ulasan, kelengkapan info

**Website**
Kecepatan di HP, WhatsApp & tracking

**Social Media**
Akun aktif, konsistensi posting & interaksi

**Ads**
Riwayat iklan, akun, pixel & hasil

**Content**
Stok foto & video, content plan

## Hasil cek menentukan solusi

**Aset belum ada**
Bangun di Bulan 1–2

**Ada, tapi belum jalan**
Optimasi + program datangkan leads

**Sudah jalan**
Langsung masuk retainer

Langkah 01

### Naikkan Rating Google

Google Business Profile + kartu Cardi LoyaL, promo dan gift untuk pelanggan kembali.

**Mulai Rp2,5 juta**

→

Langkah 02

### Bangun Website

Website saja atau Paket Launch (ide & strategi, website, rating Google).

**Mulai Rp9,5 juta**

→

Langkah 03

### Digital Activation

Retainer bulanan untuk strategi, konten, ads, KOL, dan e-commerce.

**Mulai Rp10 juta/bulan**

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

TIMELINE KERJA

# Cek, bangun aset, lalu tumbuh

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| 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)

LANGKAH 01 - CARDI LOYAL CARD

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# 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.

LANGKAH 01 - IDE PROMO

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# 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 Cardi LoyaL dan bisa disesuaikan per jenis bisnis.

LANGKAH 01 - IDE GIFT

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# 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.

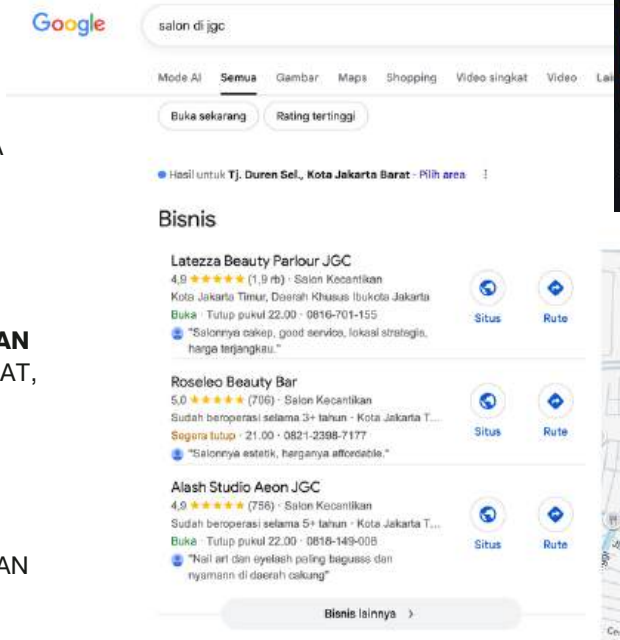
### Hampers Akhir Tahun
Hadiah untuk member paling setia di penghujung tahun.

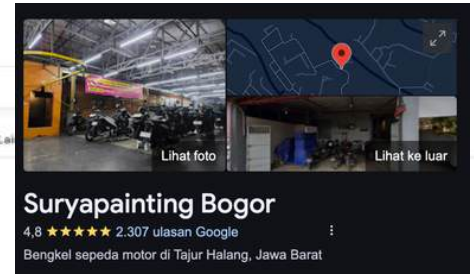
### Cross-Promo Lokal
Voucher dari bisnis tetangga, saling kirim pelanggan.

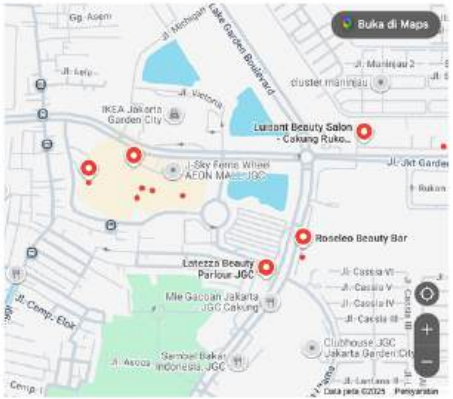
Gift diberikan dari transaksi dan loyalitas, bukan sebagai imbalan ulasan Google.

# 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.



# Paket Google Rating × Cardi LoyaL

cardi agent | loyal

cardi nusantara

## Review Pro

Untuk multi-outlet

**Rp 12.000.000**

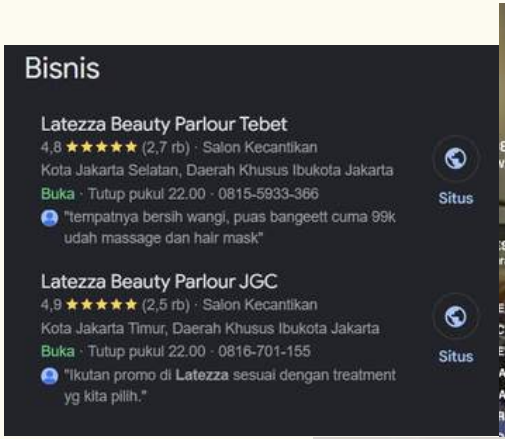
Sekali bayar · 1 tahun

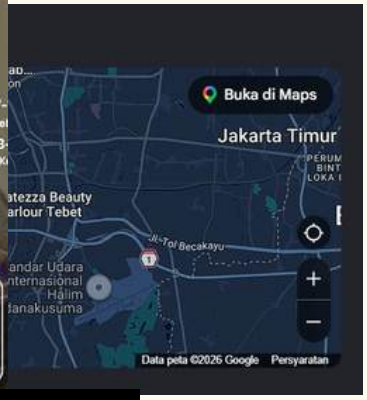
### Features

- 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





## *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.*

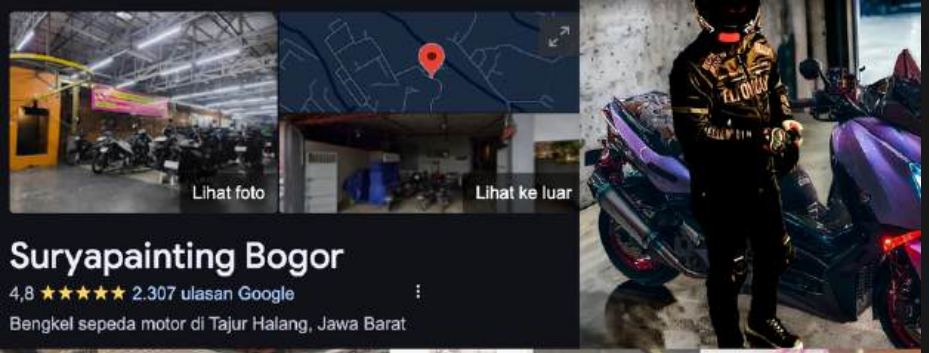
### *CBO Bertanggung Jawab Langsung untuk:*

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.***



1.164.656++ Followers Cross Platform

Surya Painting Indonesia

More info

www.youtube.com/@suryapaintingindonesia

SPESIALIS CAT VELG
SURYAPAINTING
BOGOR
DESIGN BY : NUSACAMBANGANSTICKER

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

ONGOING BRAND PARTNERSHIP

# Fractional Chief Brand Officer (FCBO) / Per Bulan

*Deo Cardi Nathanael hadir sebagai Chief Brand Officer eksternal Company kamu — tanpa biaya direktur penuh, tapi dengan expertise level C-Suite.*

## Basic

**Rp 13.500.000**

**Per Brand / Bulan**

- ✓ Initial Brand Assessment
- ✓ Market Research & Competitor Analysis
- ✓ Social Media Setup (1 platform)
- ✓ Monthly Reports & KPI Tracking
- ✓ Customer Support (Email)
- ✓ 1× Online Meeting / Bulan
- ✓ Advice: Branding Positioning
- ✓ Advice: Website Design & Build (3rd party)
- ✓ Advice: Google Business Maps Profile
- ✓ Advice: Social Media Strategy

## Enterprise

**Rp 25.000.000**

**Per Brand / Bulan**

- ✓ All features Basic Plan
- ✓ Advanced Data Analytics
- ✓ SEO Optimization
- ✓ Custom Marketing Campaigns
- ✓ Quarterly Strategy Review
- ✓ 4× Offline / Online Meeting / Bulan
- ✓ Advice: Branding Positioning
- ✓ Advice: Website Design & Build (3rd party)
- ✓ Advice: Ads Performance
- ✓ Advice: SEO & SEM

WEBSITE DEVELOPMENT

cardi nusantara

# Proses & standar pengerjaan website

**01**
### Brief & Sitemap
Tujuan, struktur halaman, referensi.

**02**
### Copywriting
Teks mengikuti brand story.

**03**
### Desain UI
Desain di Elementor, 2× 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.

cardi nusantara

# Website Design & Development

*Ilustrasi tampilan responsif*

| Website | Cakupan Proyek |
|---|---|
| portableaudio.co.id | Company Profile + Katalog Produk |
| squeezy.co.id | Company Profile + Katalog Produk |
| mkitchen.id | Company Profile + Katalog Produk |
| seluassamudera.com | Company Profile |
| ebfashiongrosir.com | Company Profile + Katalog Produk |
| nubiso.com | Company Profile + Katalog Produk |
| latezzabeautyparlour.com | Company Profile |

*Dan proyek lainnya*

# Website Development (Company Profile)

cardi nusantara

## REQUEST

- Websiite B2B, without Pricing
- Make a Photo Catalog
- Make a Creative Photo Catalog
- Create Creative Video Content for Website
- Make a E-Catalog

SQUEEZY®

www.squeezy.co.id

SERVICE | INHANDS SERVICE

SCAN DISINI
UNTUK HASIL VIDEO

SERVICE | E-CATALOG

SERVICE | DIGITAL ACTIVATION

## FULLY SUPPORT TO DIGITAL PLATFORM

We support Squeezy to fully present in Digital Platform for Sales Channel by creating digital catalog content. The content will be utilized in Online Purchase platform such as Shopee & Tokopedia and also e-Catalog for Squeezy home website

SERVICE | WEBSITE DESIGN & BUILED

SERVICE | CREATIVE PHOTOGRAHPY

WEBSITE DEVELOPMENT

cardi nusantara

# 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

LANGKAH 02

# Paket Launch: FCBO + Website

cardi nusantara

## 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.

LANGKAH 02

# Ide & strategi yang klien dapatkan

cardi nusantara

**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

Konten website disediakan klien · Add-on Content Creation tersedia sesuai kebutuhan.

LANGKAH 03

# Cardi Nusantara Digital Activation

cardi nusantara

## New Star

Min Contract 1 Year

**Rp 10.000.000/Months**

**Choose this package**

**Features**
- ✅ Ideation & Strategy (FCBO)
- ✅ 15 Content SEO (Website Ready)
- ✅ 5 Create Content Video/Photo/Design
- ✅ Posting (Meta, Threads, Tiktok)
- ✅ Reply Comment & DM (Meta, Threads, Tiktok)
- ✅ Setting Ads Account (Google, Meta, Tiktok)
- ✅ Setting Google Business Profile (1 Titik)
- ✅ KOL Management (1-2 Akun / exclude budget kol)
- ✅ Ads Management Google, Meta, Tiktok (exclude budget ads)
- ❌ Setup Ecommerce Official Store
- ❌ Komisi Fee for Marketplace
- ❌ Live Shopping Management
- ❌ Ads Commerce (CPAS) Management
- ❌ Ecommerce Management

## Rising Star

Min Contract 3 Months

**Rp 15.000.000/months**
**+ Commision Fee**

**Choose this package**

**Features**
- ✅ Ideation & Strategy (FCBO)
- ✅ 30 Content SEO (Website Ready)
- ✅ 10 Create Content Video/Photo/Design
- ✅ Posting (Meta, Threads, Tiktok)
- ✅ Reply Comment & DM (Meta, Threads, Tiktok)
- ✅ Setting Ads Account (Google, Meta, Tiktok)
- ✅ Setting Google Business Profile (1 Titik)
- ✅ KOL Management (3-10 Akun / exclude budget kol)
- ✅ Ads Management Google, Meta, Tiktok (exclude budget ads)
- ✅ Setup Ecommerce Official Store
- ✅ Komisi Fee for Marketplace
- ❌ Live Shopping Management
- ❌ Ads Commerce (CPAS) Management
- ❌ Ecommerce Management

## Super Star

Min Contract 3 Months

**Rp 25.000.000/months**
**+ Commision Fee**

**Choose this package**

**Features**
- ✅ Ideation & Strategy (FCBO)
- ✅ 30 Content SEO (Website Ready)
- ✅ 10 Create Content Video/Photo/Design
- ✅ Posting (Meta, Threads, Tiktok)
- ✅ Reply Comment & DM (Meta, Threads, Tiktok)
- ✅ Setting Ads Account (Google, Meta, Tiktok)
- ✅ Setting Google Business Profile (1 Titik)
- ✅ KOL Management (10 Akun++ / exclude budget kol)
- ✅ Ads Management Google, Meta, Tiktok (exclude budget ads)
- ✅ Komisi Fee for Marketplace
- ✅ Live Shopping Management (exclude talent)
- ✅ Free Studio Access Live + Tools
- ✅ Ads Commerce (CPAS) Management (exclude budget ads)
- ✅ Ecommerce Management (exclude admin)

LANGKAH 03 · DIGITAL ACTIVATION

# 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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cardi

# Skema Investasi

cardi nusantara

GMV
<100
juta/bulan

Early Stage

## New Star

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

GMV
100-500
juta/bulan

Grow Stage

## Rising Star

**Mulai 15 juta/bulan + komisi dari total omset**

GMV
>500
juta/bulan

Scale Stage

## SuperStar

**Mulai 25 juta/bulan + komisi dari peningkatan omset**

**Terms & Condition Applied**

SAMUDRA
CIPTA RASA

**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

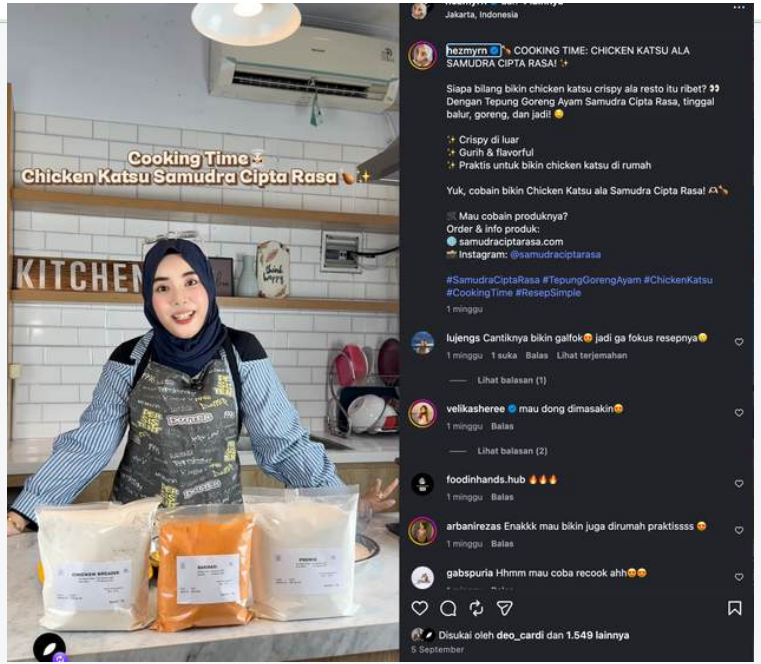
## SCR

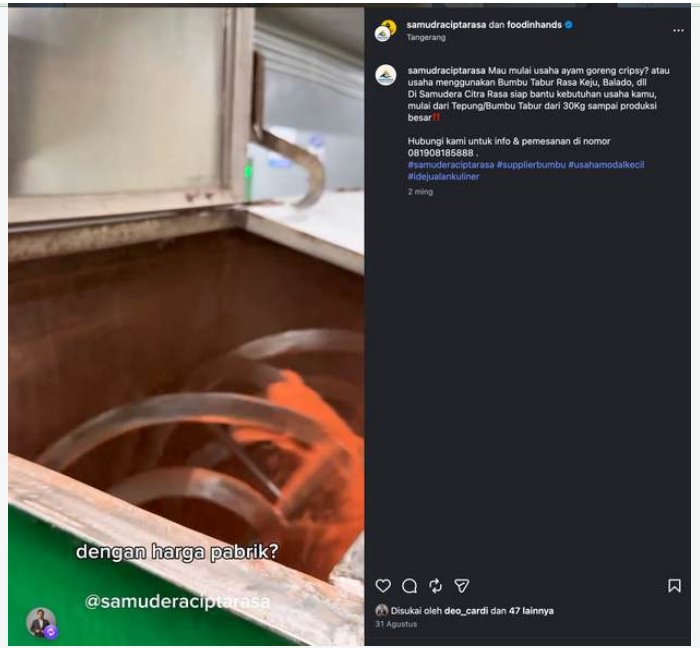
| No | Keywords | Approval | Tittle of Article | Link Document | Status |
|---|---|---|---|---|---|
| 1 | produsen bumbu tabur premium | Approved | Bisnis Melejit! Ini Alasan Harus Pakai Produsen Bumbu Tabur Premium | https://samudraciptarasa.com/bisnis-melejit-ini-alasan-harus-pakai-produsen-bumbu-tabur-premium/ | 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 | Menggugah 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 breading fried chicken murah | Approved | Hemat Modal Produksi Bersama Distributor Tepung Breading Fried Chicken Murah | https://samudraciptarasa.com/distributor-tepung-breading-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 Keripik 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)



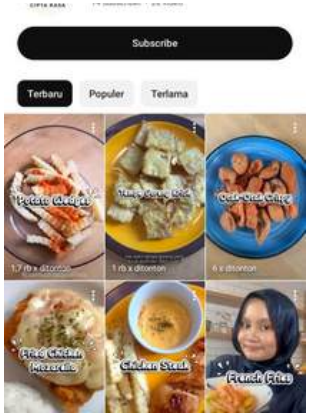
# Lead Generation Report Cycle 1-5

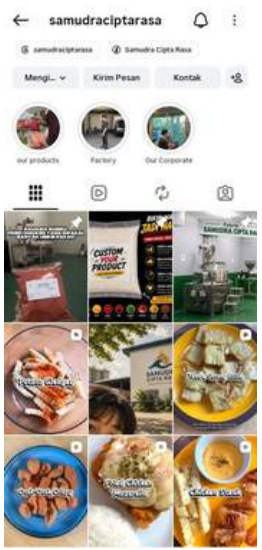
HASIL REKAP CYCLE 1-5

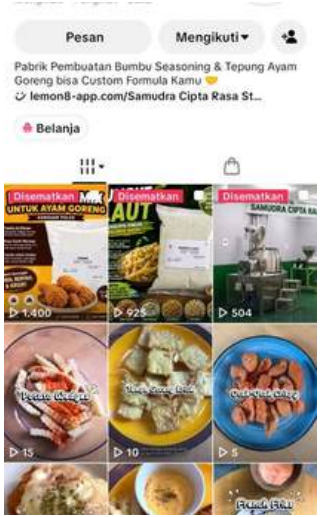
## STATUS LEAD MASUK

| | | |
|---|---|---|
| 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 Ibuk

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 Ibukot

Buka · Tutup pukul 22.00 · 0816-701-155

"Ikutan promo di **Latezza** sesuai denga yg kita pilih."

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

Latezza
Beauty Parlour

# 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**

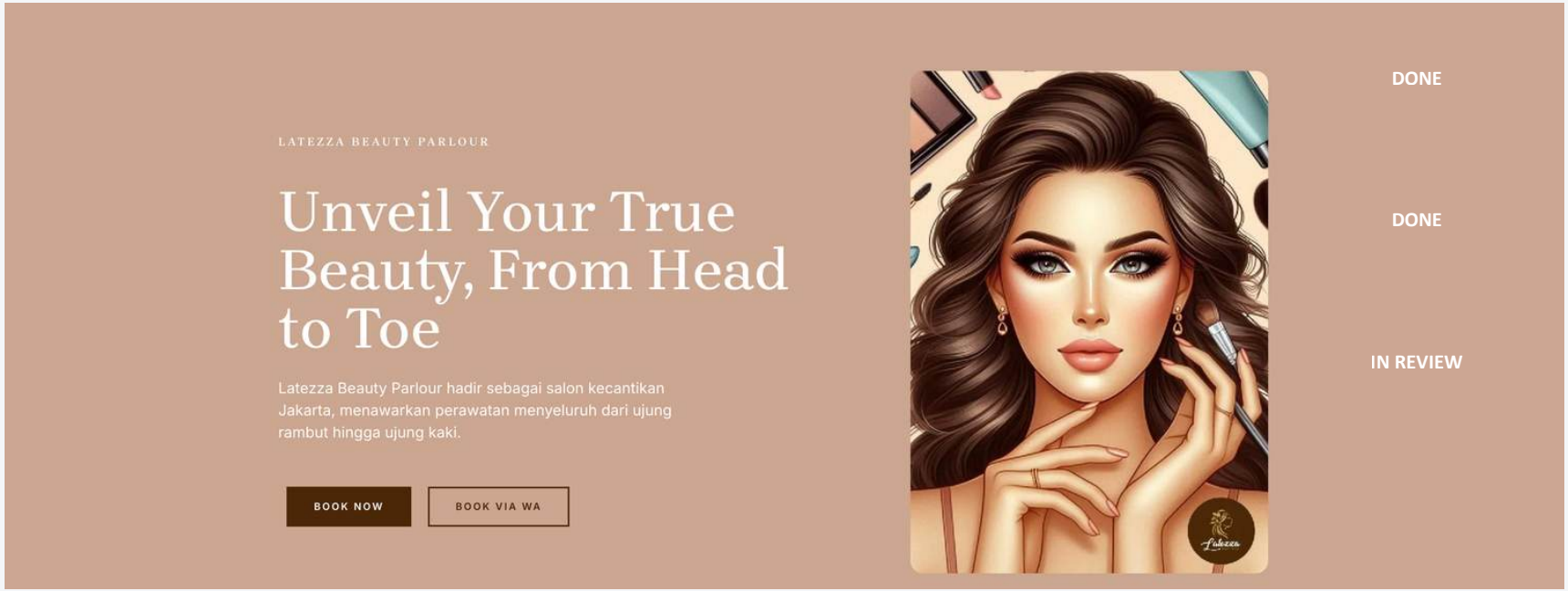
Industri: Salon Kecantikan & Spa di Tebet & JGC

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

# Progress Update

Pencapaian yang telah diselesaikan

## Website Development- https://latezzabeautyparlour.com/

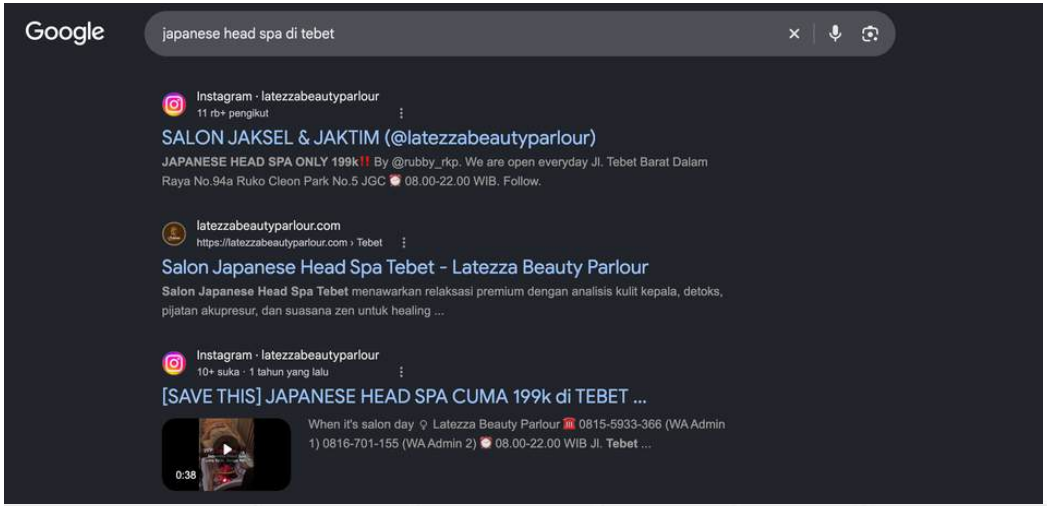


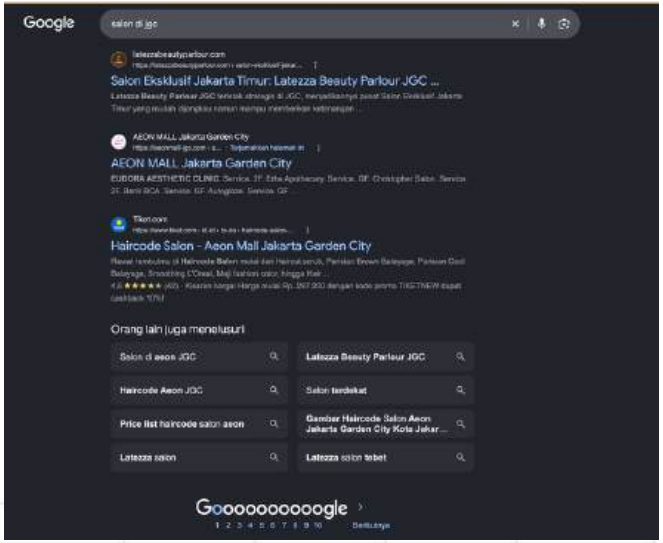

DONE

DONE

IN REVIEW

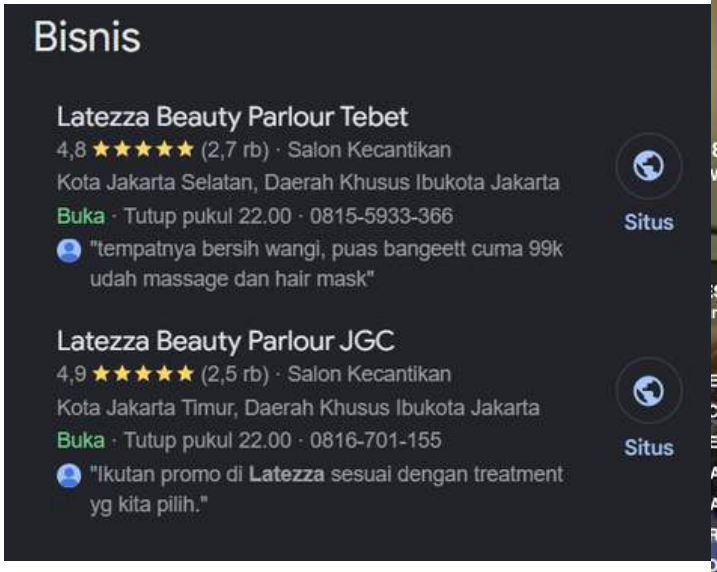
# Progress Update (SEO & Keyword Strategy)

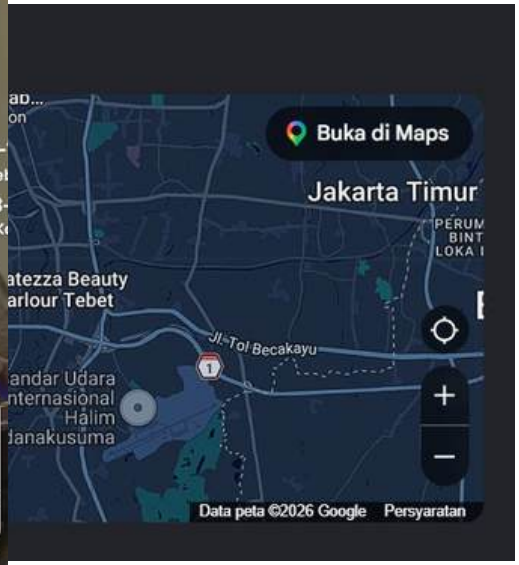


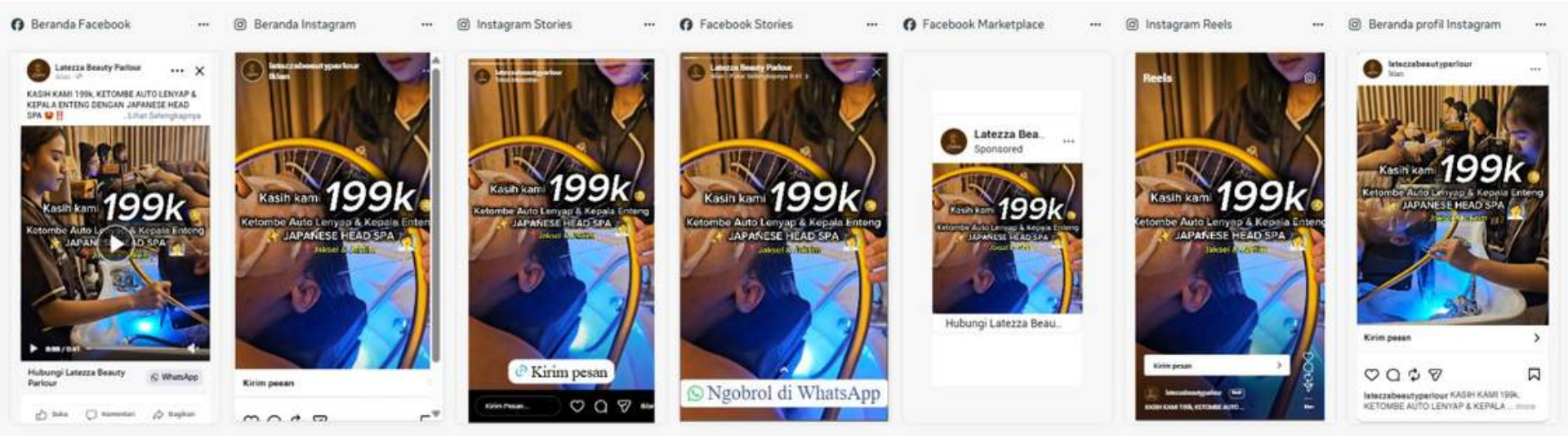

| Kata kunci | Jenis kecocokan | Status | Konversi | Biaya / konv. | URL final | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| salon kecantikan tebet | Pencocokan luas | Valid | 39,50 | Rp24.870 | – | 786 | 9.045 | 8,69% | Rp1.250 | Rp982.475 |
| japanese head spa jakarta | Pencocokan luas | 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)





# Progress Update (Content & Ads Strategy)



LAPORAN KINERJA DIGITAL MARKETING

# 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**

LATEZZA BEAUTY PARLOUR (TEBET & JGC)

# 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%**

PROYEKSI OMSET & EFISIENSI IKLAN

# 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:

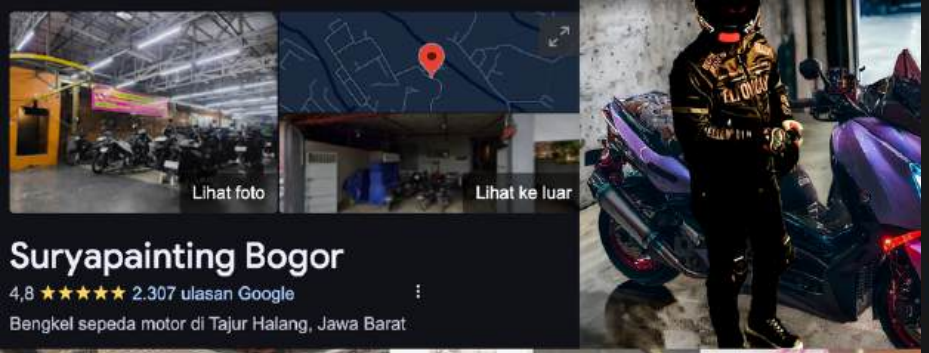
**31,4×** lipat

~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**



1.164.656++ Followers Cross Platform

Surya Painting Indonesia

More info

www.youtube.com/@suryapaintingindonesia

SPESIALIS CAT VELG
SURYAPAINTING
BOGOR
DESIGN BY : NUSACAMBANGANSTICKER

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**

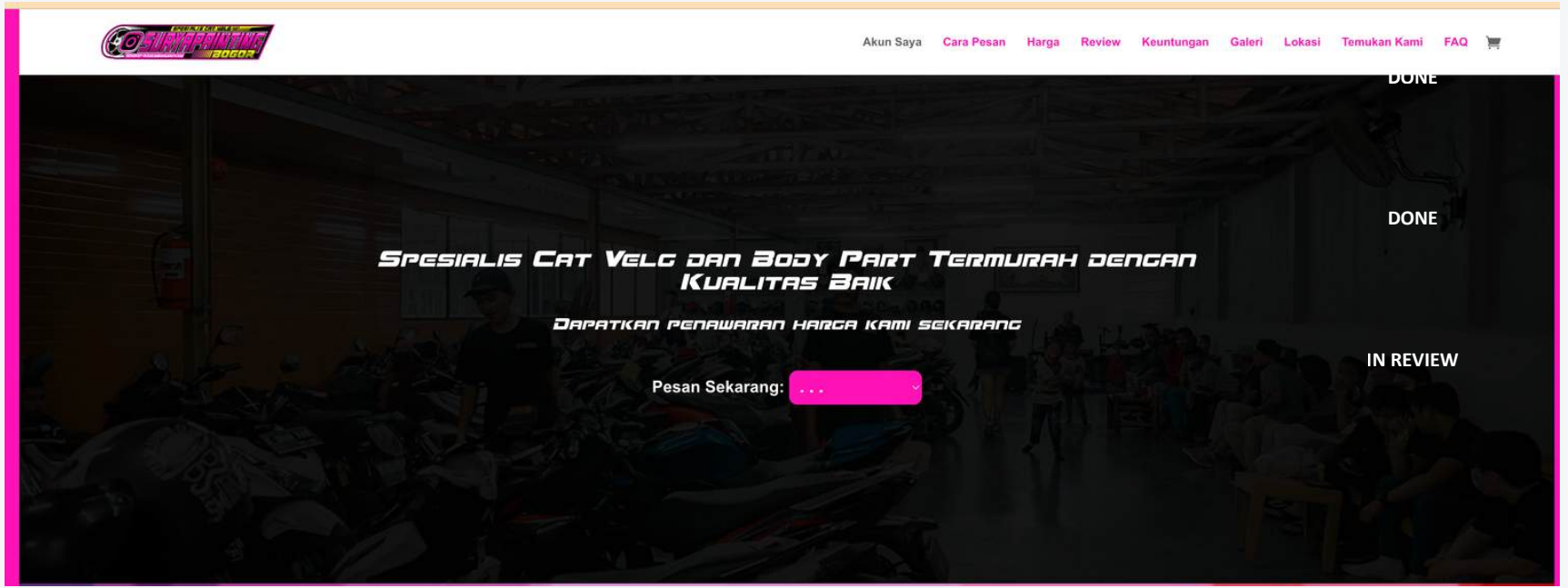
Industri: Bengkel Cat Velg dari 3 Cabang saat ini punya 8 Cabang

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

# Progress Update

Pencapaian yang telah diselesaikan

## Website Development - https://www.suryapainting18.com/




DONE

DONE

IN REVIEW

# Progress Update (SEO & Keyword Strategy)

Google

bengkel cat velg motor

3 Mar 2025 — 5 Bengkel Repaint Velg Motor Jabodetabek Terdekat dan Tepercaya · 1. Twins Painting · 2. Garasi Repaint 01 · 3. Hanan Garage · 4. Snalfian Project.

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

Surya Painting 18: Home

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

Instagram
84,6 rb+ pengikut

suryapainting_jakbar · Jakarta, Indonesia

Cat velg bisa d tunggu berpengaloman 10thn cabang ke-3 setelah tambun dan bogor info 0821 27888368.

Instagram · suryapaintingtangerang

Google

cat velg motor

Surya Painting 18
https://www.suryapainting18.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-tips-...

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.

Google

cat velg motor indonesia

Surya Painting 18
https://www.suryapainting18.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+ penayangan · 5 tahun yang lalu

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

... **Cat** Semprot Khusus **Motor** ... / suryapainting18 dia adalah salah satu suhu dalam bidang pengecatan **velg motor**, sampe banyak yang ngantri mau di **cat** ...

# Progress Update (Google Business Profile & Rating)

**Suryapainting Jakbar**
4,7 ★★★★½ (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 terbaek lah.. rapih beneeerrr, cakep bgt!"

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. ×

LAPORAN ADS PERFORMANCE · PERIODE 1 TAHUN

# Ringkasan Ads Cost & Leads — 3 Cabang

| Total Ad Spend (Setahun) | Total Klik / Leads | Rata-rata CPC | Ads Spend vs Omset* |
|---|---|---|---|
| **Rp 331,3 Jt** | **317.400** | **Rp 1.044** | **1,5–2,3%** |

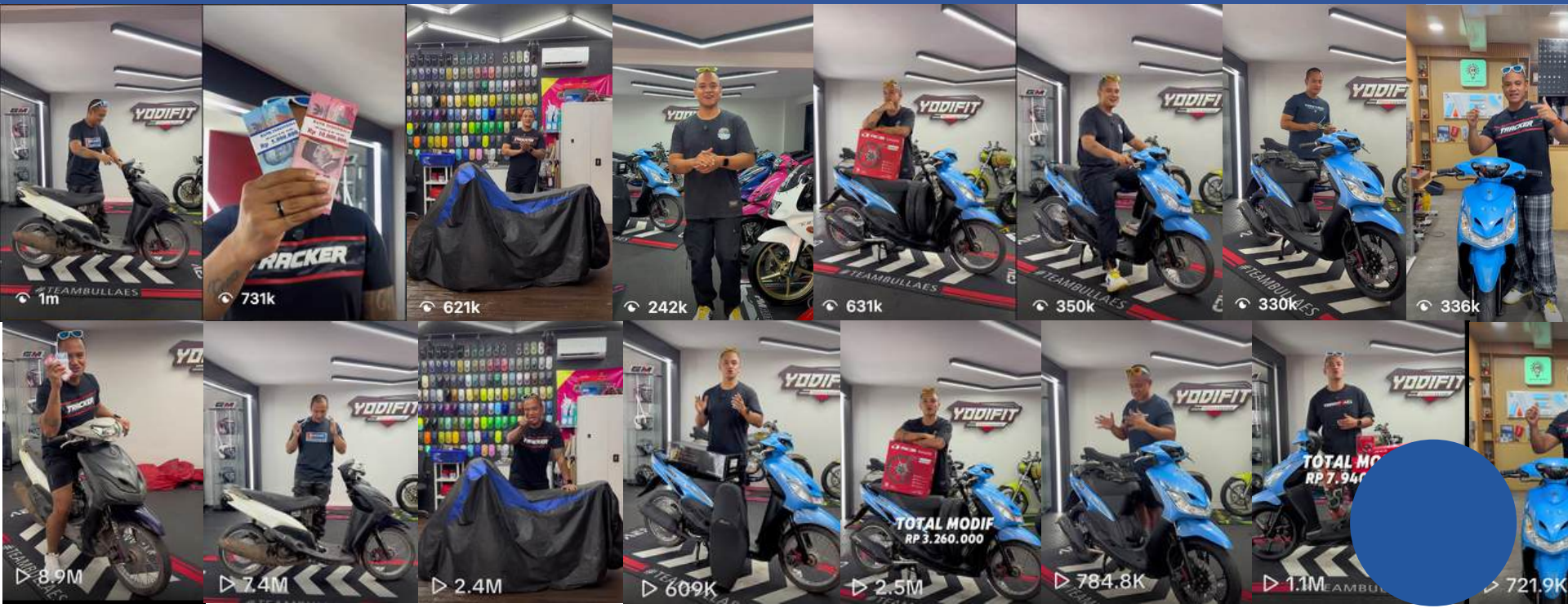
## Breakdown per Cabang

| 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 x Yodifit (Instagram & Tiktok)




**TOTAL VIEWS** **28,6JT VIEWS**

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

cardi

# THANK YOU.