



Porto Client Nanas





Overview: *Kafe27*

Kafe 27 is a coffee shop located in Surabaya, East Java.

Kafe 27 positioning is to be co-working space for employee/freelance and convenient place for hangouts with Europe architecture.

<https://www.instagram.com/kafe27.id/>





Overview: *Kafe27*

Market Research

We research what consumers needs when visit coffee shop & their interest.

Create Content

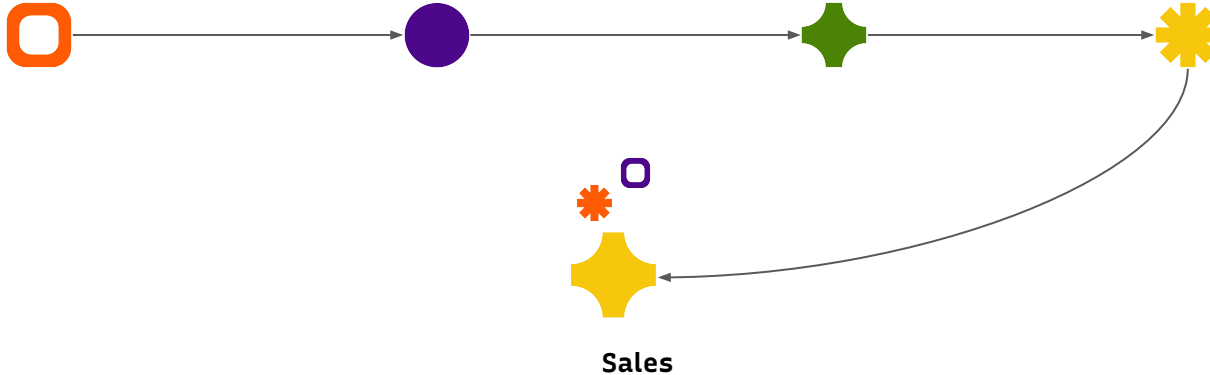
Based on our survey we create content for Gen Z & millennial who interest in funny content & relate with their life.

KOL Prof & Testimony

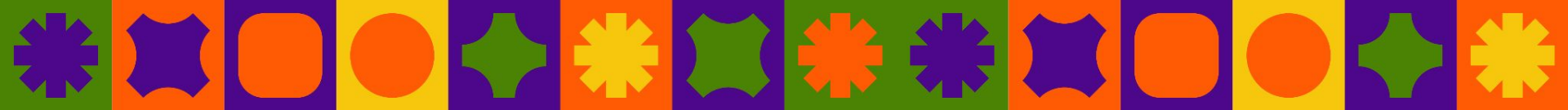
Invite KOL to create content. The goals is to get awareness & social proof (ambience & food) of our Kafe to get new visitor from the KOL's followers.

Ads Activations

Scale up our content & review from KOL to get reservation for new customers or repeat visitor.



The whole marketing process will direct to sales for our client.

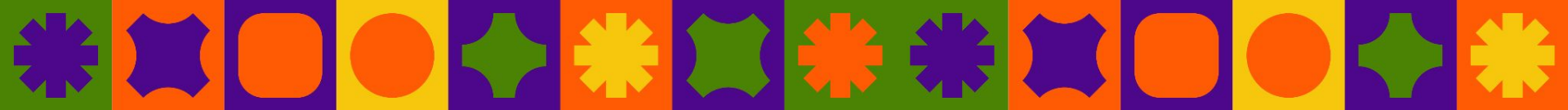


Our Results: *Campaign Activation*



#27society
#HomeforSociety

Is our campaign for Kafe 27 to be co-working space for employee/freelance and convenient place for hangouts with Europe architecture.



Our Results: *Campaign Activation*

1. Live Music

Live music at night to get crowded from people (Gen Z & millennials) to hangouts after work.





Our collab with @dsherylartha to create podcast content for Ngabuburit in Ramadan season.

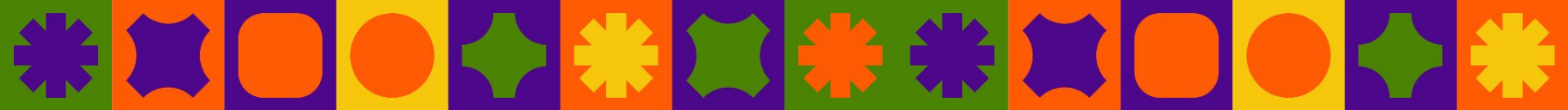


Our Results: *Campaign Activation*

3. Community Program

We create special package for community who hangouts at our coffee shop.



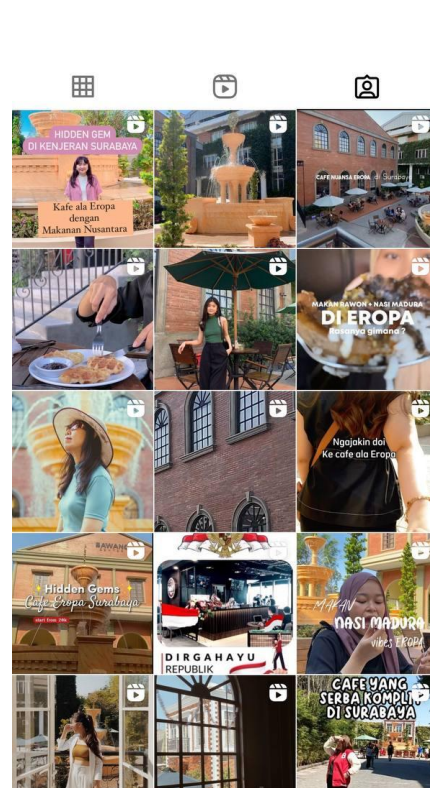


Our Results: *Campaign Activation*

4. User Generated Content

With our USP as European Architecture it drives people to share their experience at Kafe 27 & tagged us on Instagram.

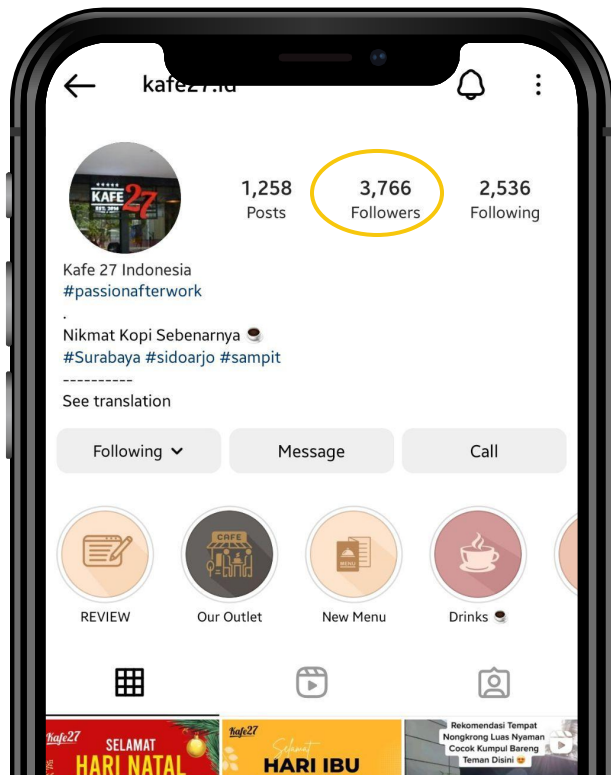
It's one of the best strategy to get viral & new customers.



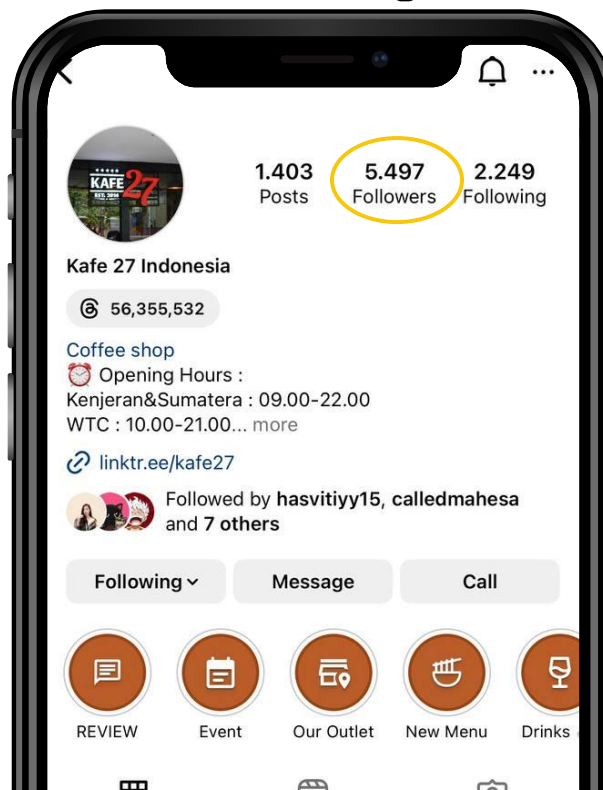


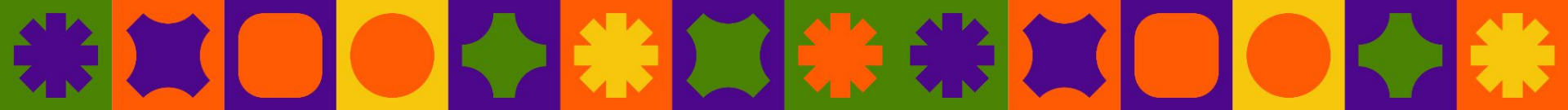
Result: Metric Overview

Before (Jan)



After (Aug)



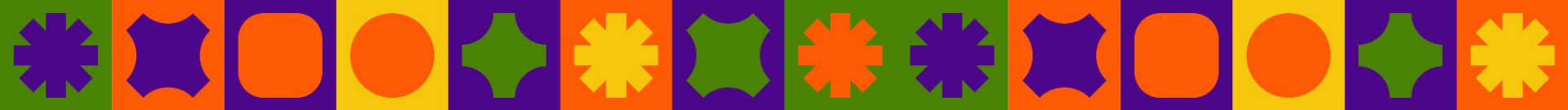


Our Results: *Followers Growth*



Followers always increase every month from ads activation & testimony from customers

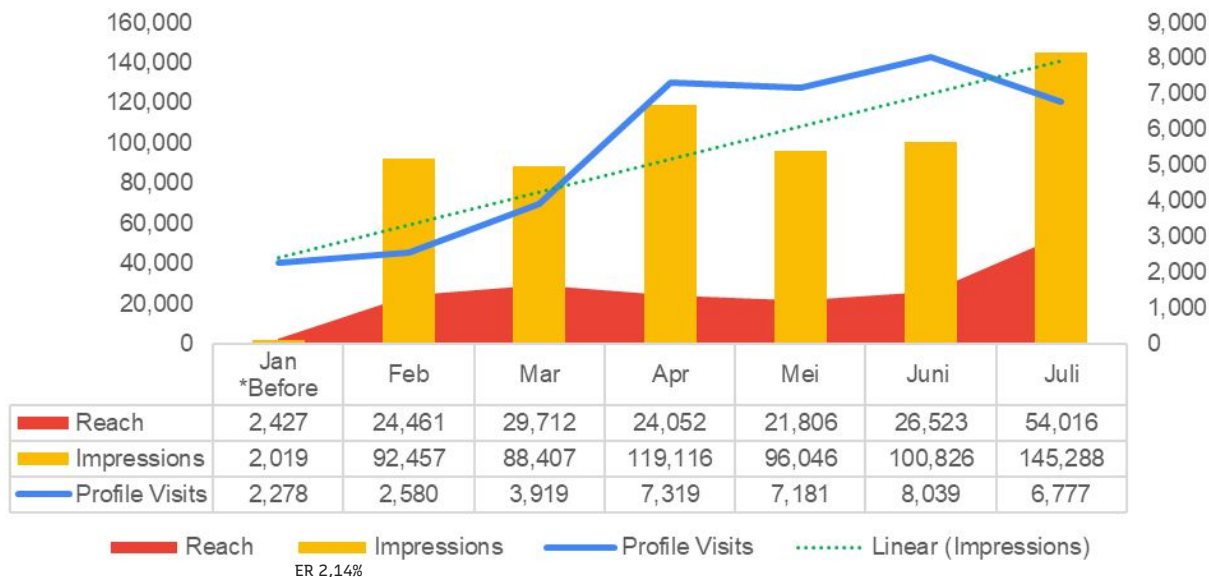
Growth	Value
40.98%	1,560



Our Results: *Performance Account*

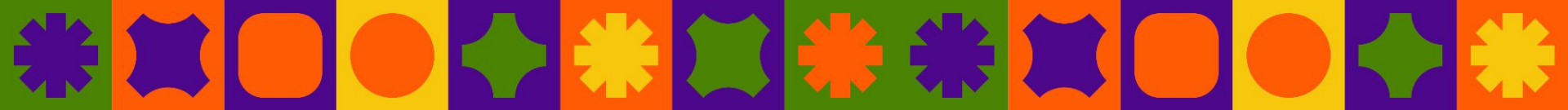


Performance Account



The performance account exhibits a positive trend line.

Items	Jan *Before Nanas Handling	AVG 6 months	Growth 6 months
Profile Visits	2,278	5,969	72.04%
Reach	2,427	30,095	1124.23%
Impressions	2,019	107,023	4278.75%
ER	-	6%	159.81%





Ad	Results	Reach	Impressions	Cost per result	Amount spent	Clicks (all)	CPC (all)	CTR (all)
Results from 4 ads ⓘ	54 ⓘ Messaging convers...	23,024 Accounts Centre acco...	35,206 Total	Rp8,929 ⓘ Per messaging con...	Rp482,169 Total Spent	786 Total	Rp613 Per Click	2.23% Per Impressions

Performance overview

Customise metrics

Demographics

Platform

Messaging conversations started ⓘ

54

Per messaging conversation started ⓘ

Rp8,929

Amount spent ⓘ

Rp482,169

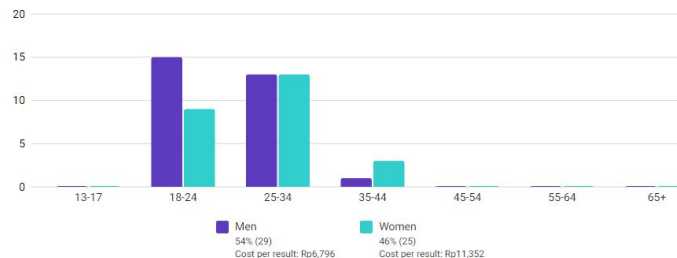
Messaging conversations started



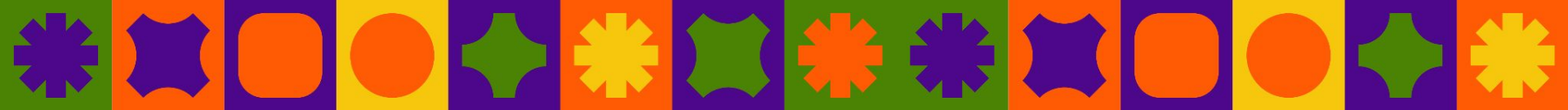
Age and gender distribution

All

Results



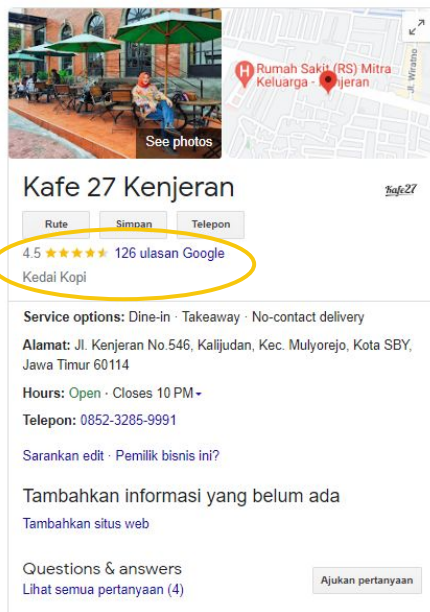
The effective ads strategy will direct us to get the best results & efficient cost.



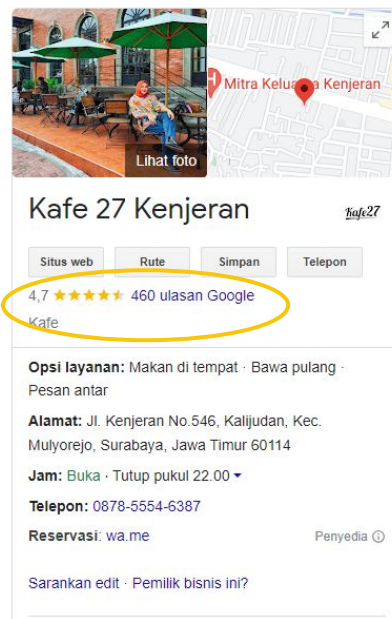
Our Results: *Google My Business*



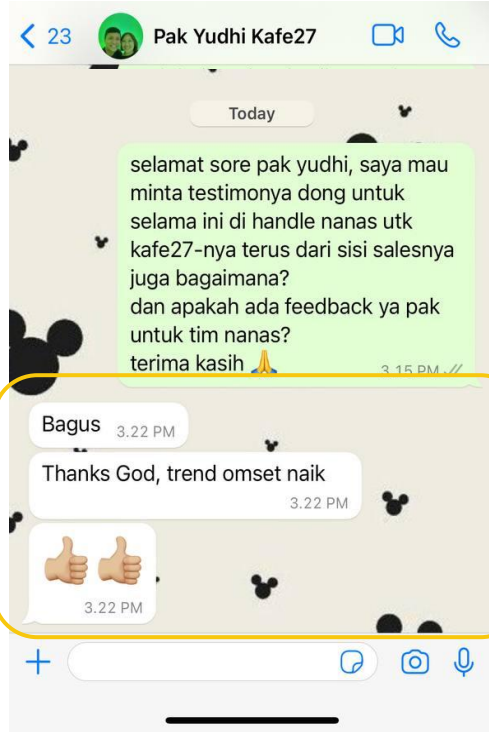
Before (Jan)



After (Aug)



- Increase positive review
4,5 → 4,7 ★★★★★
- Increase quantity of review
125 → 460 reviews



Testimony from our client.

Their omzet above 200.000K/month and increase every month.





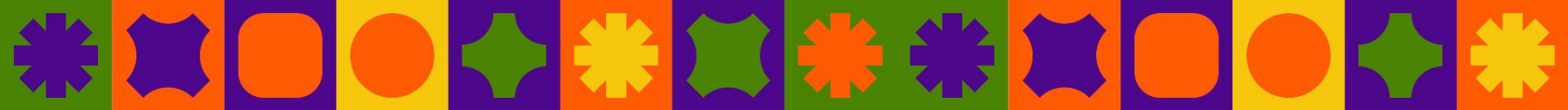
Overview: *Artisan Rugs*

Artisan Rugs is luxury rugs that provide custom & hand tufted rugs with high quality materials.

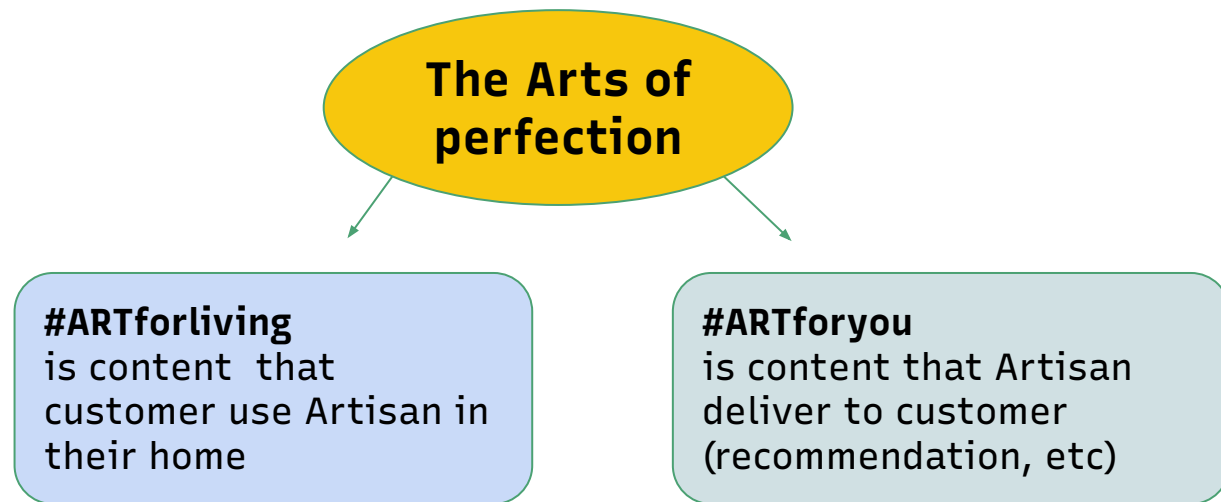
Artisan positioning is first choice of bespoke rugs for interior designer.

<https://www.instagram.com/artisanrugs/>





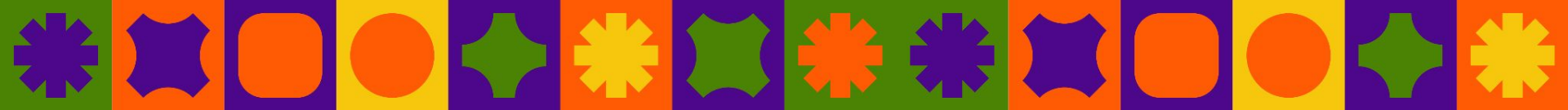
Our Results: *Campaign Activation*





A modern interior design featuring a large, textured wooden ceiling, a dining area with a wooden table and chairs, and a living area with a grey sofa and a black armchair. The space is decorated with plants and contemporary lighting.

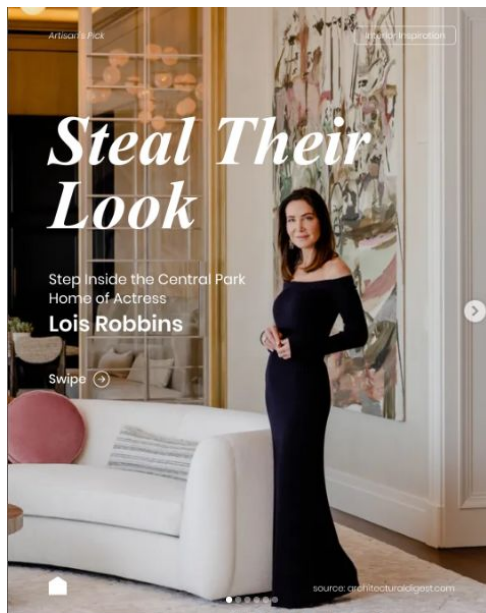




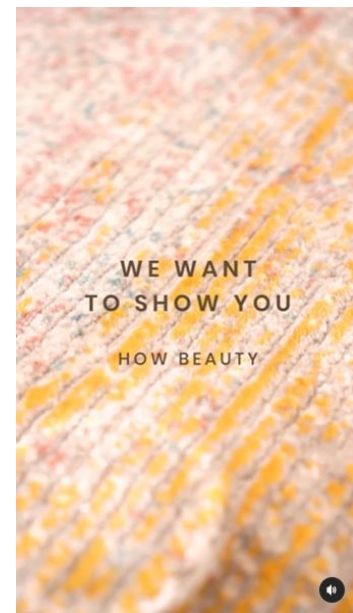
Our Results: *Campaign Activation*



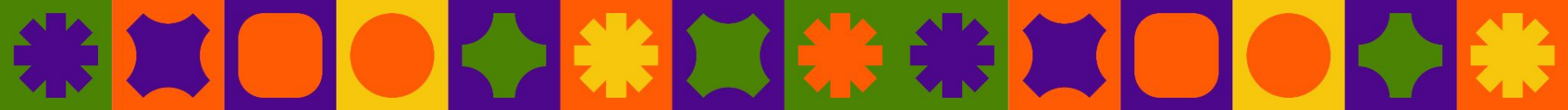
#ARTforyou
is content that
Artisan deliver to
customer (detail
carpet,
recommendation,
tips & tricks, etc)



https://www.instagram.com/p/CqXYhxmP-wo/?img_index=1



<https://www.instagram.com/p/Cmv4X5kgwK7/>



Our Results: Campaign Activation



#ARTforyou

For this activation, we also collaborated with an interior designer to provide references based on their client's use of Artisan Rugs.

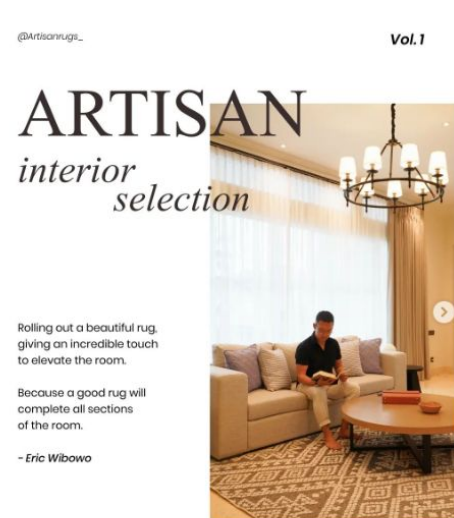


I believe that design impacts all our lives in subtle and overt ways.
Creating a room design not only has to be aesthetic but also has to be functional.



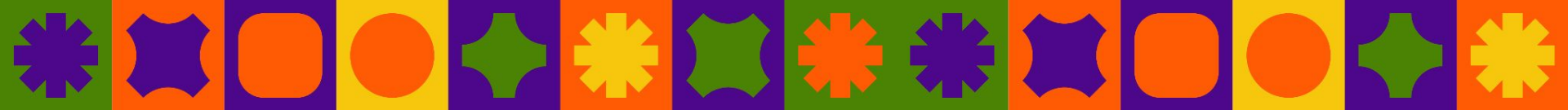
Architecture & Interior by: @beta.design.studio designed by: @ardie.beta

https://www.instagram.com/p/CqfbS1LPCRs/?img_index=1

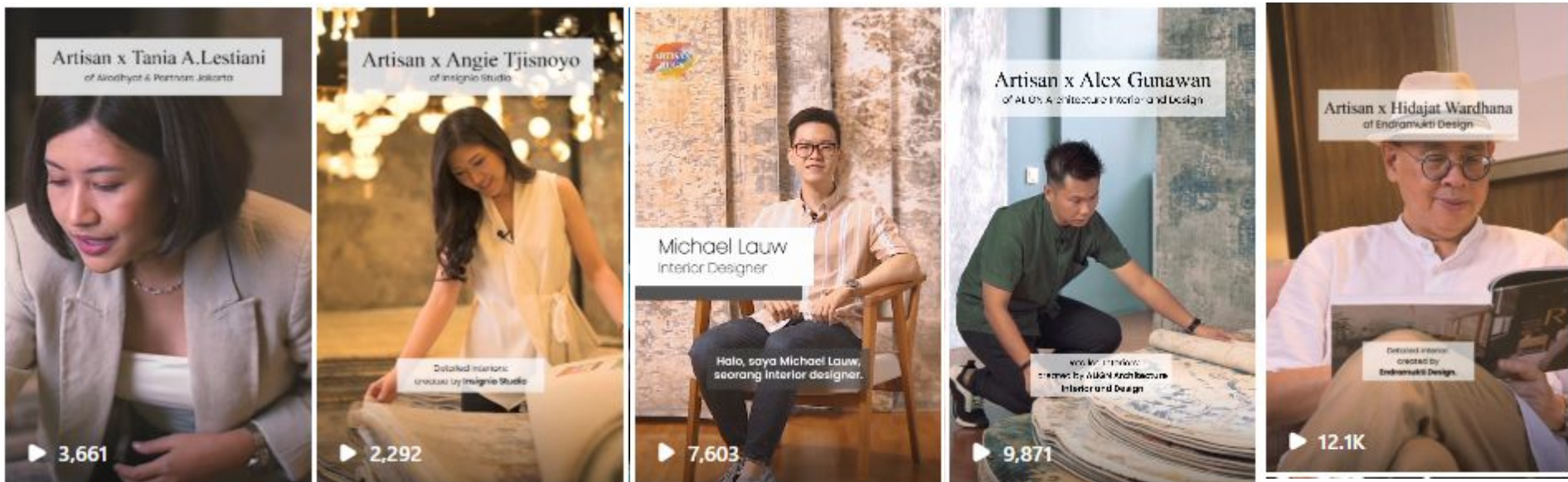


designed by: @eric.wibowo photographed by: @leowardistudio

https://www.instagram.com/p/CpMa9f_S_GQ/?img_index=1

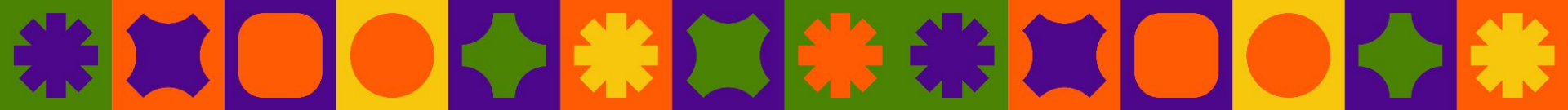


Our Results: *Special Campaign*

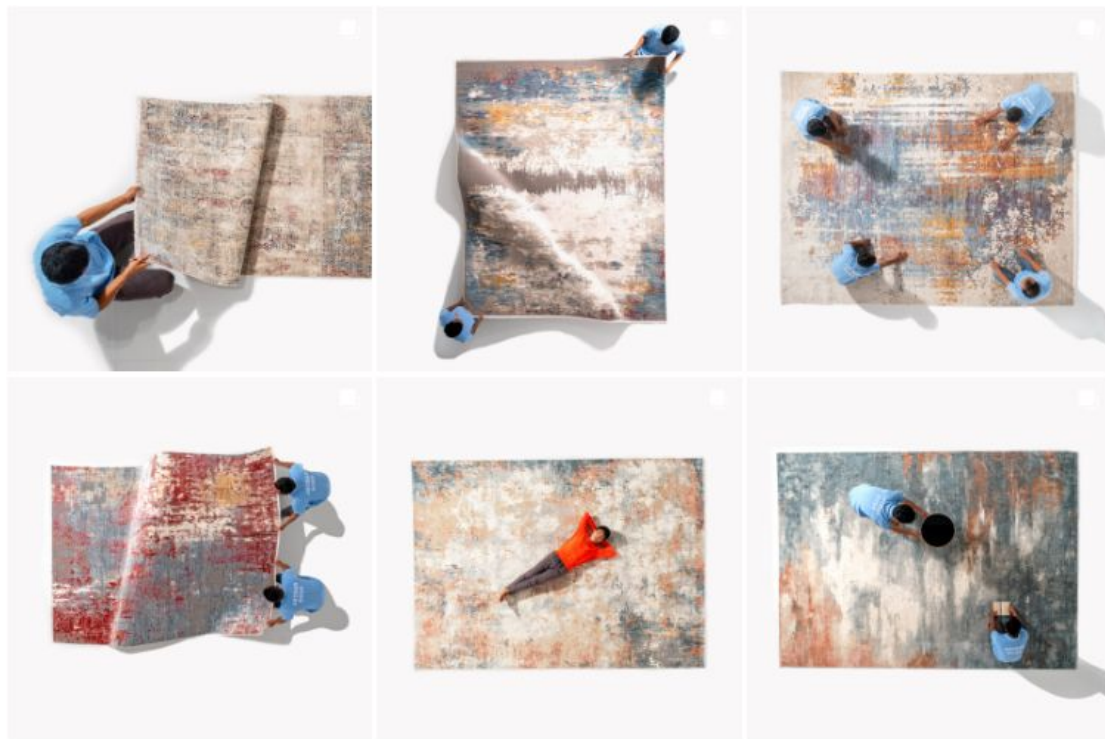


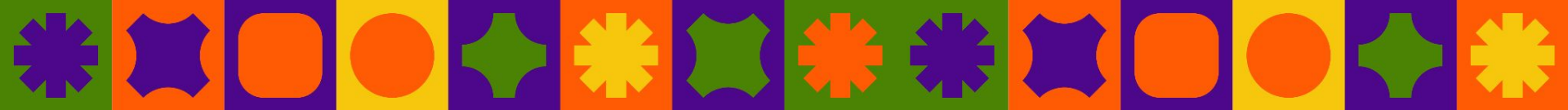
Collaboration with interior designer to share their knowledge, expertise & experience to choose the perfect rugs.





Our Results: *Creative Photoshoot*





Our Results: *Visit from actress*



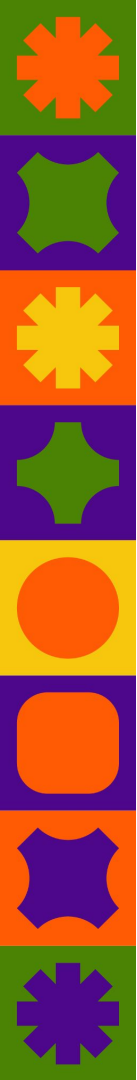
@maudyayunda



@alikaislamadina and
@rajaregar



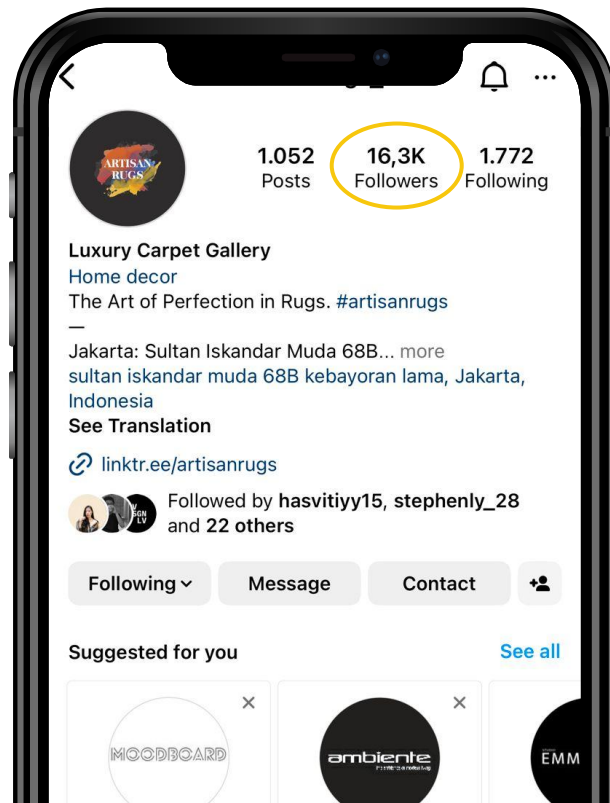
@pevpearce

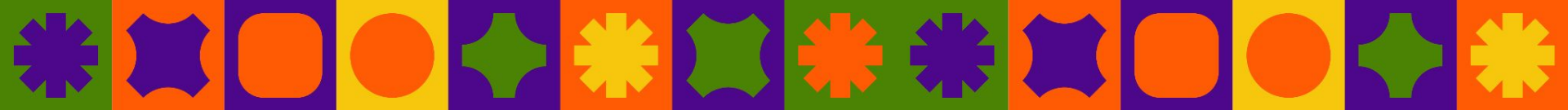


Result: Metric Overview



After (Aug)





Our Results: *Followers Growth*



Followers Growth



Followers always increase every month from ads activation & testimony from customers

Growth YTD	Value
4.67%	729



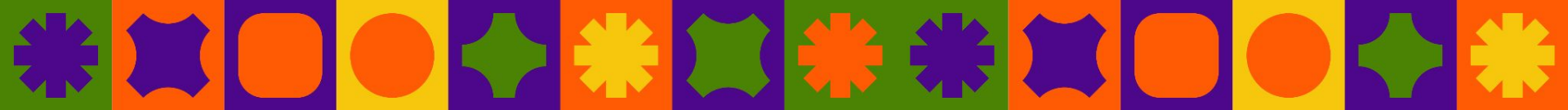
Overview: *Kalbe Animals Health*

Kalbe Animal Health has many option and variety of products for better animals health.

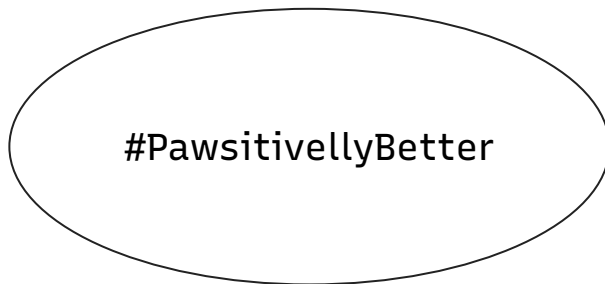
Our goals for this project is increase awareness of Agroveta's brand & followers for instagram account.

<https://www.instagram.com/kalbeanimalhealth/>

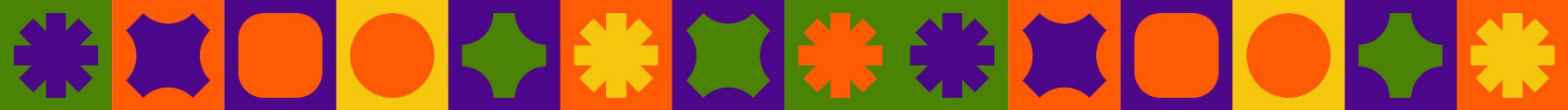




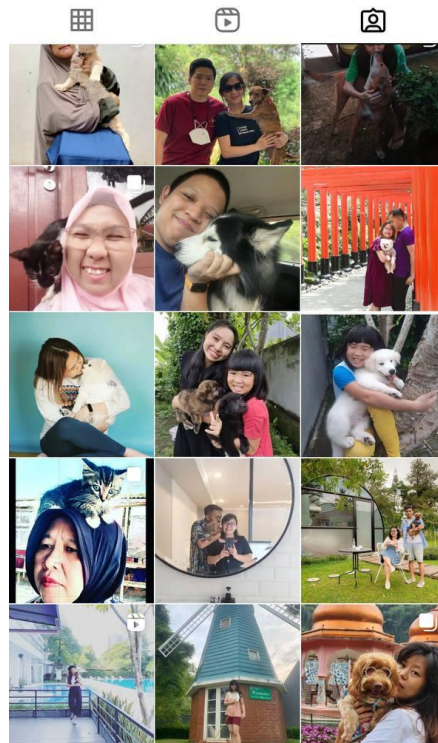
Our Results: *Campaign Activation*



Is the phrase "positively better" and highlights how using veterinary medical drugs can lead to a better quality of life for pets.

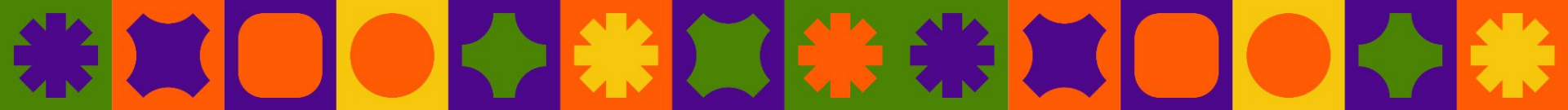


Our Results: *Campaign Activation*

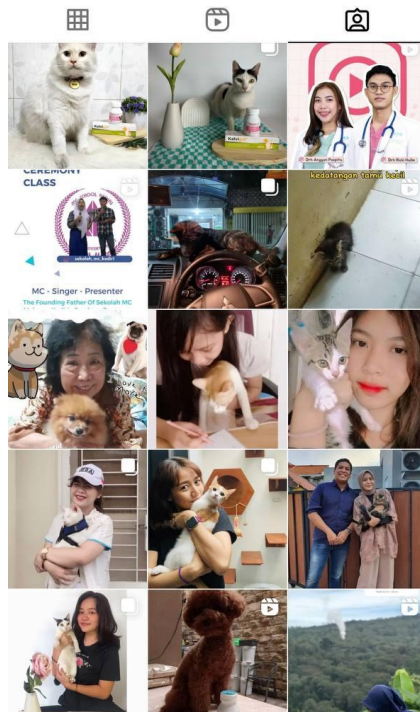


Our activation Pawrents Challenge to get tagged photo & create our platform us community for all Pawrents

https://www.instagram.com/p/Cta_wQQqs3L/



Our Results: *Campaign Activation*



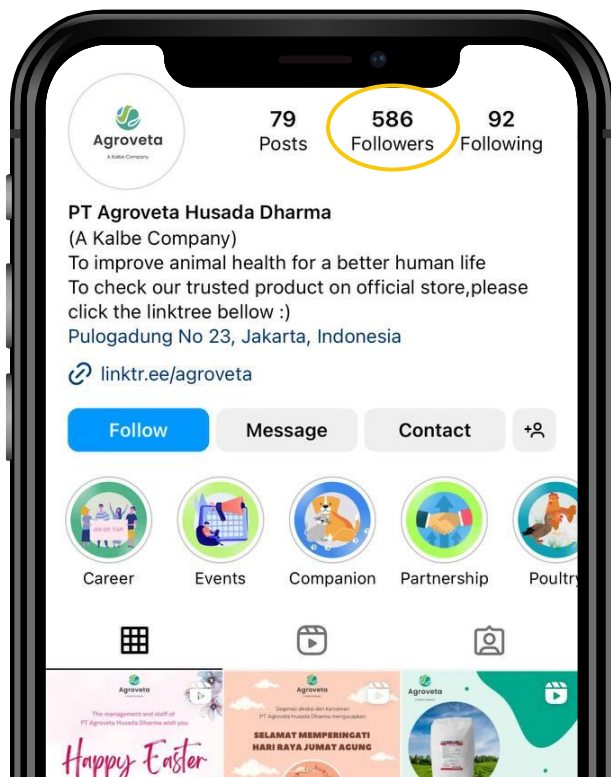
Our activation Adopt Don't Shop to support animal rescue.

<https://www.instagram.com/p/CvJeb1mpwJ/>

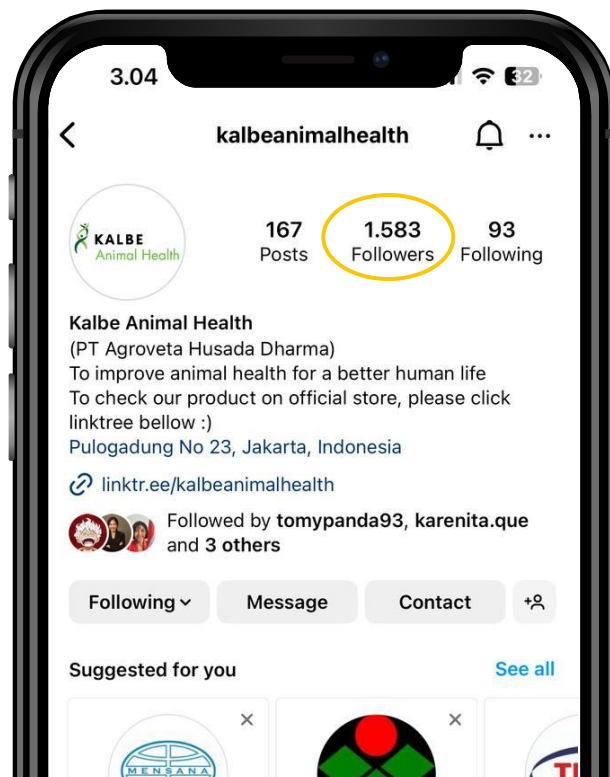


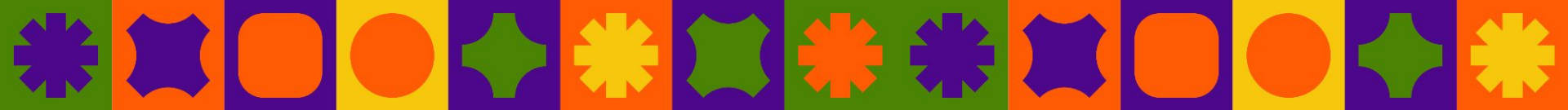
Result: Metric Overview

Before (Apr)



After (Aug)

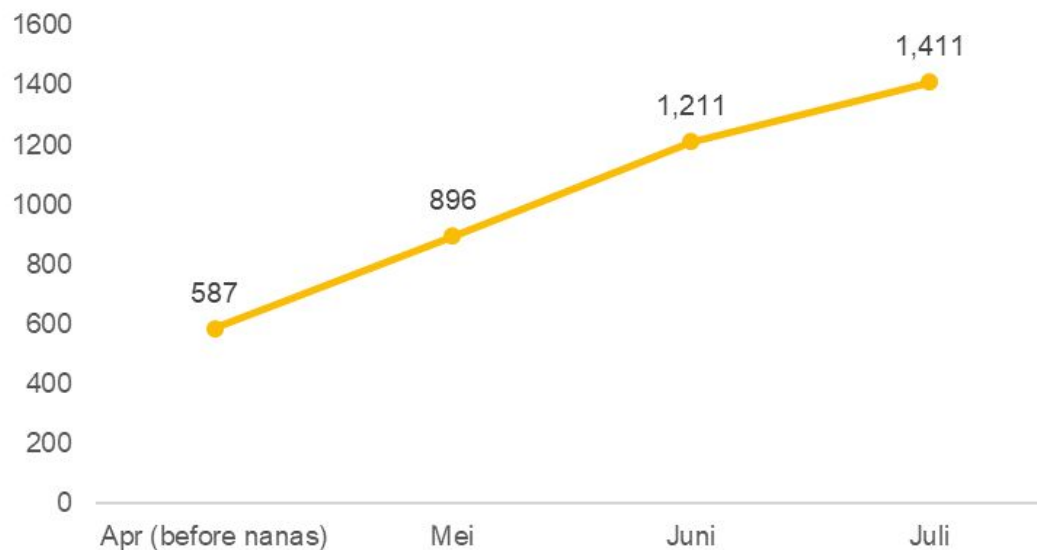




Our Results: *Followers Growth*

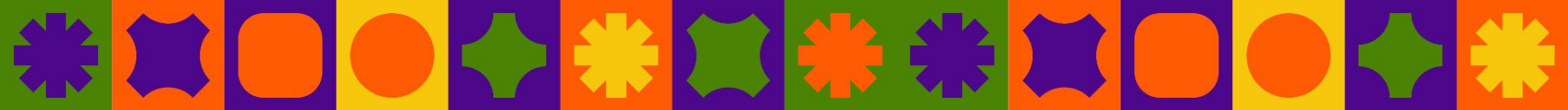


Followers Growth



Followers always increase every month from ads activation & testimony from customers

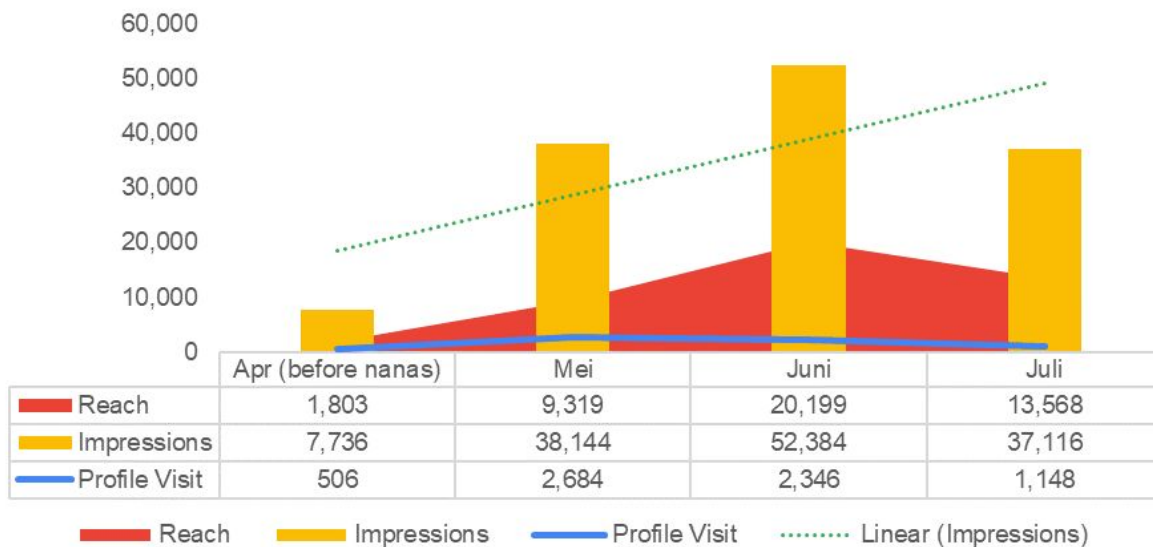
Growth	Value
140.37%	824



Our Results: *Performance Account*

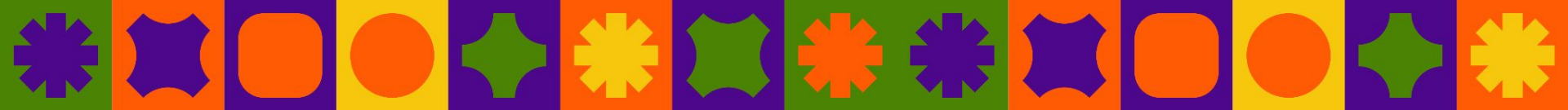


Performance Account



The performance account exhibits a positive trend line.

Items	AVG 3 Months
Profile Visit	1,671
Reach	11,222
Impressions	33,845
ER	8.66%



Our Results: *Ads Activation*



Performance overview

Customise metrics

Age and gender distribution

All

Results

Link Clicks ⓘ

3,198

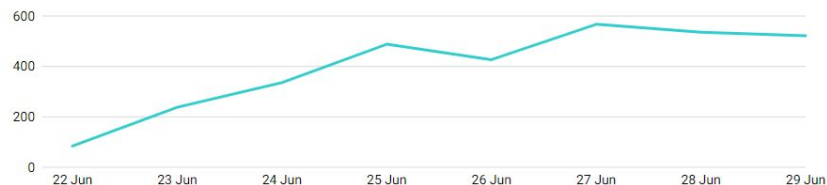
Per link click ⓘ

Rp92

Amount spent ⓘ

Rp295,009

Link Clicks



Ad	Results	Reach	Impressions	Cost per result	Amount spent	Clicks (all)	CPC (all)	CTR (all)
 JUNI-ADS1-TRAFFIC-VIDEO LA 1	33 Link Clicks	415	458	Rp118 Per link click	Rp3,893	39	Rp100	8.52%
 JUNI-ADS1-TRAFFIC-VIDEO CAT	3,158 Link Clicks	19,528	29,861	Rp90 Per link click	Rp283,810	4,260	Rp67	14.27%
 JUNI-ADS1-TRAFFIC-VIDEO LA 2	7 Link Clicks	270	280	Rp1,044 Per link click	Rp7,306	14	Rp522	5.00%
Results from 3 ads ⓘ	3,198 Link Clicks	20,032 Accounts Centre acco...	30,599 Total	Rp92 Per link click	Rp295,009 Total Spent	4,313 Total	Rp68 Per Click	14.10% Per Impressions

The effective ads strategy will direct us to get the best results & efficient cost.



Andre Mazaya Agroveta

Dear Tim Nanas,

Terima kasih atas kerjasamanya yang baik selama 3 bulan ini. Kami puas dengan hasil kerja Nanas dan senang selama bekerjasama dengan Nanas. Namun, dari Agroveta memutuskan untuk tidak memperpanjang kontrak dengan Nanas. Hal ini dikarenakan sudah adanya agensi social media management dari internal group Kalbe sehingga dari management lebih prefer untuk menggunakan agensi internal group.

Di sisa kontrak dengan Nanas hingga 17 agustus nanti, mohon kerjasamanya :)

Terima kasih

8:24 am



Testimony from our Agroveta





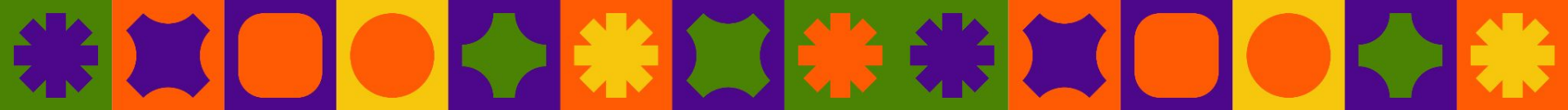
Overview: *Vedlyn Signature*

Vedlyn is designed to exclusively empowering the customer for daily routines and any other special occasions.

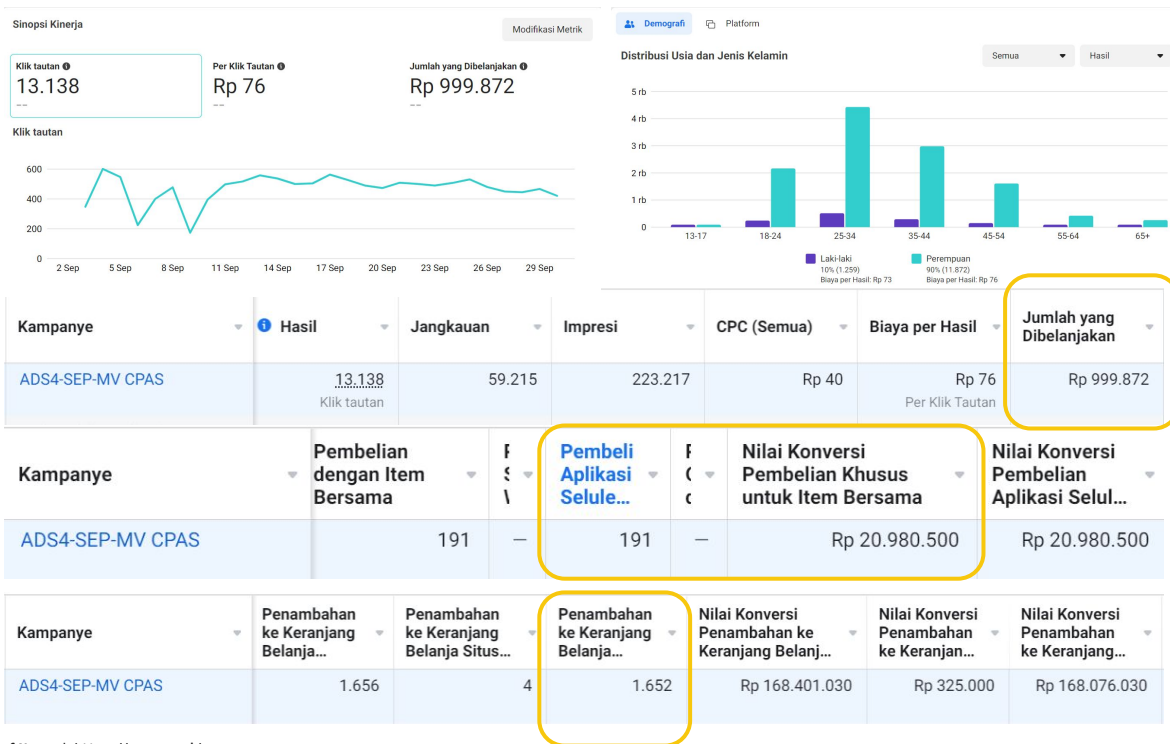
Established in 2013, Vedlyn is an Indonesian brand that deliver a good quality & attention to details. The products are thoughtfully made to give you chic and sophisticated look.

<https://www.instagram.com/vedlyn.signature/>





Our Results: Ads Activation



A good strategy will direct us to good performance like what we did for Vedlyn.

With total spent Rp 1.000K

We get 191 product purchased, with omzet $\pm$ Rp 21.000K

And 1.652 potential buyers who interest in the product & add the products to the cart



Thank you.



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