Date	**: 2020**
Quotation No	: QS-XX/20
Vendor	: CV Andaf Corp (Digitalmarketer.co.id)
Client	: -
Brand	: -
Attn to	:
Project Details	: Digital Marketing Service
Campaign Period	: 2020

Digital Marketer

No	Services	Item	Description	Price	Quantity KPI	Unit KPI	Month	Total
1	**Social Media Advertisement**	Digital Strategy Set up	Content Pillar, Strategi Channel & Perancangan Customer Journey	IDR 5,000,000	1	1	1	IDR 5,000,000
		Facebook Ads Awareness	Monthly, Pixel Setup, Audience Setting, Custom Audience Set up, Mirroring FB & Insta	IDR 15	200,000	People Reach	6	IDR 18,000,000
		Instagram Ads Awareness	Monthly, Pixel Setup, Audience Setting, Custom Audience Set up, Mirroring FB & Insta, Story Ads	IDR 20	200,000	People Reach	6	IDR 24,000,000
		Google Adwords	Keyword Research & Setting, Bidding Strategy, Campaign Optimization	IDR 2,500	500	Click	6	IDR 7,500,000
		Youtube Ads	Keyword Research & Setting, Bidding Strategy, Campaign Optimization	IDR 500	500	Views (>30 Second)	6	IDR 1,500,000
		Ads Editorial Plan and Content Production	3 Ads content (Caption & graphic design)/month for fb & ig (mirroring)	IDR 400,000	3	Content	6	IDR 7,200,000
2	**Social Media Management**	Editorial Plan, Content production and Management	Monthly, (Caption + Graphic Desain), 1x gif/infographic per month, mirroring FB & IG	IDR 350,000	12	Content	6	IDR 25,200,000
		Social media admin activity	5 day/week, 9am-6pm work hour, liaise with your team(response time 4 hour based on office hour)	IDR 100,000	30	Day	6	IDR 18,000,000
		Monthly Reporting	Performance, analysis, and recommendation	IDR 2,000,000	1	Package	6	IDR 12,000,000
3	**KOL Influencers**	Micro Influencer	SOW : 1 Ig Feed + 1 Ig story	IDR 1,000,000	5	KOL	1	IDR 5,000,000
4	**Video Production**	Motion Graphic Video Production	Concept, Story Line, Voice over, Subtitle, 59 Seconds Duration	IDR 2,000,000	1	Package	1	IDR 2,000,000
					Grand Total			**IDR 125,400,000**

Cost/Month	IDR 20,900,000

Diajukan	Disetujui	Klien
Hizburrahman	Nugraha Andaf	
Strategic Planner	Direktur DigitalMarketer	