

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



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	250,000	People Reach	6	IDR 22,500,000
		Instagram Ads Awareness	Monthly, Pixel Setup, Audience Setting, Custom Audience Set up, Mirroring FB & Insta, Story Ads	IDR 20	250,000	People Reach	6	IDR 30,000,000
		Google Adwords	Keyword Research & Setting, Bidding Strategy, Campaign Optimization	IDR 2,500	500	Click	6	IDR 7,500,000
		Google Display Network	Monthly, Pixel Setup, Audience Setting, Campaign Optimize	IDR 2,500	500	Click	6	IDR 7,500,000
		Linkedin Ads	Monthly, Pixel Setup, Audience Setting, Campaign Optimize	IDR 1,500	1,000	People Reach	6	IDR 9,000,000
		Youtube Ads	Keyword Research & Setting, Bidding Strategy, Campaign Optimization	IDR 500	1,000	Views (>30 Second)	6	IDR 3,000,000
		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	20	Content	6	IDR 42,000,000
		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 Management	Macro Influencer	SOW : 1 lg Feed + 1 lg story	IDR 10,000,000	1	KOL	1	IDR 10,000,000
		Micro Influencer	SOW : 1 lg Feed + 1 lg 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	2	Package	1	IDR 4,000,000
					Grand Total			IDR 182,700,000
					Cost/Month			IDR 30,450,000
	Diajukan	Disetujui	Klien					
	Hizburrahman	Nugraha Andaf						
	Strategic Planner	Direktur DigitalMarketer						