

KOL marketing

Project workflow

Strategy and **Client Acquisition Production** Reporting Planning Content drafting Initial list of KOL Published content First meeting and influencers Content preview and revisions KOL review and re-Insights report and Brand criteria vision invoice MOU signing and Final list of KOL Approval down payment

Packages

Instagram Feeds and Reels

(include free product samples)

Bronze

20 Nano influencers IDR 4,990,000

Silver

25 Nano and 5 Micro influencers IDR 7,990,000

Gold

50 Nano and 10 Micro influencers
IDR 14,990,000

Add on IG story

 Bronze
 IDR 1,250,000

 Silver
 IDR 2,250,000

 Gold
 IDR 4,250,000

TikTok Short Video

(include Keranjang Kuning and free product samples)

Bronze

20 Nano and 10 Micro influencers IDR 9,590,000

Silver

25 Nano and 15 Micro influencers IDR 14,890,000

Gold

50 Nano and 30 Micro influencers
IDR 25,990,000

TikTok Livestream

(include free products)

Bronze

12x livestream/KOL/month IDR 6,000,000

Gold

12x livestream/exclusive KOL/month IDR 8,000,000

Special offers!



let's kounnect!

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