

COMPANY PROFILE

SERENTAK  
DIGITAL  
DIGITAL STRATEGIC SERVICE

*Serentak  
Digital*

## **VISI**

“Mewujudkan Serentak Digital sebagai lembaga yang memberikan layanan edukasi dan jasa di bidang digital marketing & branding terbaik di Indonesia.

## **MISI**

- Menjadi partner lembaga/perusahaan yang solutif dalam bidang digital strategis
- Menyediakan layanan edukasi dan jasa secara keseluruhan mulai konsep sampai implementasi
- Memberikan layanan digital strategis secara terintegrasi



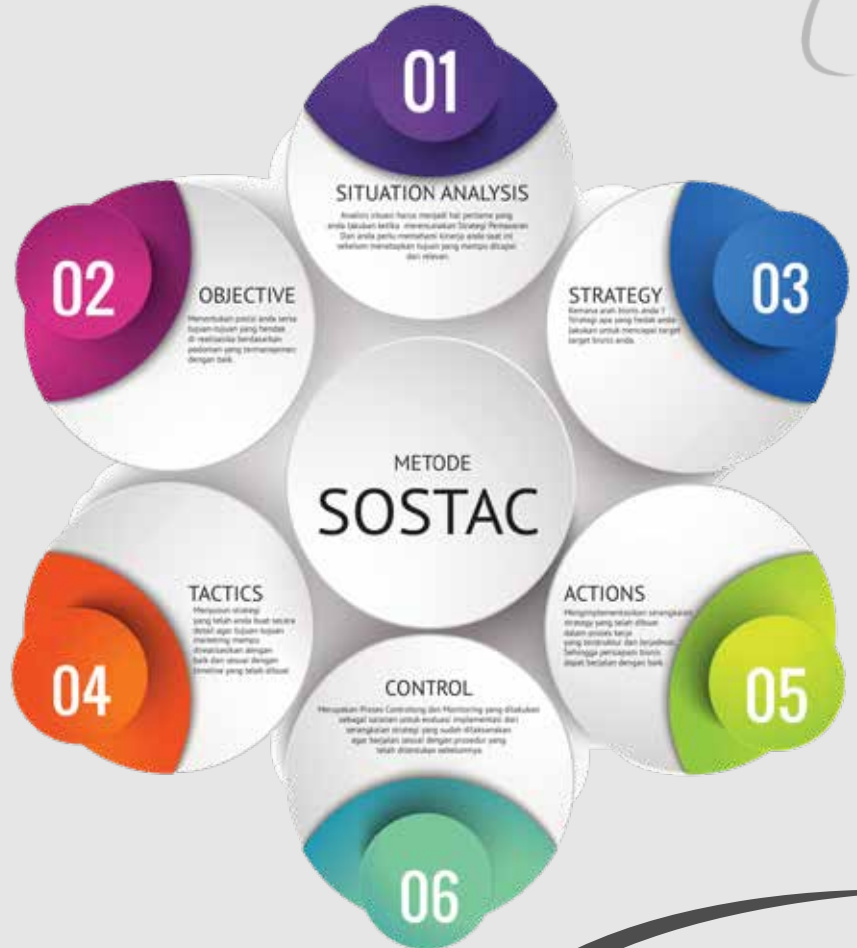
## OUR COMPETENCIES

Strategic Digital Branding

Strategic Creative Visual

Web And Mobile App Support

# OUR PROCESS





## CHIEF EXECUTIVE OFFICER

**AHMAD HUSEIN FAUZI** (Digital Strategies Expert)

Semua yang terlampir di dalam compro ini adalah bagian dari keahlian dan portofolio saya. Alhamdulillah semua itu atas limpahan karuniaNYA yg akan kami terus kembangkan, sehingga semakin meluas manfaatnya, Insya Allah.

## OUR TEAM

### Web & Mobile Apps :

Laksana Adi

Pandu Maulana

Salman Al Farizi

Yogi Wicaksono

M Fardan Wardana

Hifshan RiesVicky

Septian Cahyadi

### Creative Design :

Anjar

Fauzi Prabowo

Ishaq Hasanudin

Yan Yan Irawan

### Digital Campaign :

Guslaeni Hafidz

Ridwan Faizal

Aditya Firman

### Copywriting :

Guslaeni Hafidz

Anggia Sapitri

Reno Abimanyu

Jajang Hartono

# OUR PARTNER



## OUR PARTNER & CLIENT

Pertamina Ubep Adera Palembang

Teuku Aria

Telkom Padjajaran Bogor

Pusbangsitek UIN Syarif Hidayatullah

Baznas

Universitas Negeri Makassar

Bazis Jakarta

Phinisi Informatik

Jakarta Islamic Centre

Syafaat Marcomm

Kubik Training

Desainku

Akademi Trainer

Menera Organizer

DRI Institute Pertanian Bogor

Cyber Business School

IICT Institute Pertanian Bogor

Cyber Business Of Indonesia

Roti Durian Panglima Samarinda

Ilmu Website

Dompot Dhuafa Parung

Kaafah Gemilang

Kampoeng Ternak Nusantara

Ilmuwebsite Course Centre

Raja Kapling

Cinta Quran

Arm Property

Quantum ISO E Dokumentasi

Arm Fashion

Bakosurtanal (BIG)

ProSM Realty

Wakaf bani Umar



## OUR PARTNER & CLIENT

PT Salsabila Dharma Raya

AsaPlus

El Rahma University

Baitul Muhajirin

Cendikia Mandiri Bersama

PT CFCiD Consulting

CSR Centre Indonesia

PT Focus Indonesia

Yuk Ngaji

Raditya Komputer

LPK3i

Rumah Sehat Afiat

Distributor Kartu Nano

MUI Kabupaten Bogor

Civilta

Kabar Bogor

Bogor Watch

Pintu Ledeng TV

Badan Wakaf Al-Quran

Global Media

Boneka Potty

Triasteri Interior Design

Bogoraya

Media Umat

Sharqee

Rumah Kosmetik

Sketsa Multimedia

Suara Qolbu Jayapura

Daarul Jannah Islamic School

Kibaceta

Kaos Hadits

Cucak Rawa Farm

## OUR PARTNER & CLIENT

Cucak Rawa Rakha

Untuk Mereka Foundation

Sunnah Property

PT Geo Indonesia

Buat Aplikasi ID

Atelier Iltizam

Raja Benih

Mainan Edukasi

Mustika Herbal

Bilal Property

Wakaf Daarut Tauhiid

Duets Cars

Helm Modifikasi

Kampoeng Kurma Al- Kayyis

Web 500 Ribu

Buku Tahunan

Scooter Fanatics

Sheba ID

FPIK IPB

Syariah Property Indonesia

DII

Nomor Cantik Makassar

Jas Hujan Cantik

Perum Bumi Sentosa, Bogor

Global Inc Surabaya

Muslimah Media

Gempa Nusantara

Evav Co

ESQ Business School

Kabar Muslim

Prisma Training

Drafter Arsitektur

Bibi Training

Ilmunesia

Badan Informasi Geospasial

Bimbel 21

PT Lembaga Pengembangan Jasa Kontruksi Pusat

# SEMINAR TRAINING

Seminar Internet Marketing Telkom

Seminar Internet Marketing Indosat

Seminar Full Day Internet marketing Batch 1 Until batch 7 Cyber Business School

Seminar Half Day SEO Marketing Batch 1 & Batch 2 Cyber Business School

Seminar Half Day Twitter Marketing Batch #1 & Batch 2 Cyber Business School

Seminar Half Day Facebook Marketing Cyber Business School

Seminar Half Day Instagram Marketing Cyber Business School

Seminar Full Day Baitul Muhajirin

Seminar For Dakwah UIN & CBS

Seminar One Day IICT IPB Bogor

Seminar Social Media, Ruang Kita Tebet

Seminar Facebook Ads, Kolaborato Bogor

Seminar SEO Cyber Business School

Seminar Facebook Ads, Sukses Mulia, Kubik

Seminar Success Social Media, Ina Cookies Bandung

# SEMINAR TRAINING

Seminar Social Media Booster #1 & #2, Uhamka Jakarta

Talkshow Social media, GOR Bulungan jakarta

Seminar Twitter Perum Bukit Asri

Seminar Digital Branding, Middle East, Bogor

Seminar Digital Branding Perum Pagelaran

Seminar Digital Branding Crown Pallace

Seminar Digital Branding, Excelco Bidakara Jakarta

Seminar Social Media Advertising, Perum Villa Ciomas

Seminar Social Media, Abah Farm, Bogor

Seminar Social Media Ads, Wakaf Daarut Tauhid bandung

Seminar Nano Apel

Seminar Digital Branding Virenze Interior Design, Sentul

Seminar Sosial Media & Hi Pro Apps, Kuningan Jakarta

Seminar Bebas Hutang Batch 1 da 2

Seminar Semua Bisa Bebas Hutang Batch 1

# SEMINAR TRAINING

Seminar Bebas Hutang Berau Coal, Kalimantan

Seminar Life Coaching Batch 1 dan 2

Seminar Spiritual Capital Batch 1 dan 2

Seminar Rahasia Mendapat Cuan di Instagram Batch 1

Seminar Iklan Jutaan Jadi Milyaran di Facebook Batch 1

Program Seminar 1000 Pengusaha Bersama Nano Apel

Seminar Digital Strategies Bersama Dilo Bogor

Seminar Digital Strategis Islamic Digital Preneur

# WORKSHOP TRAINING

Workshop 2 Days Internet Marketing CBS

Workshop One Days SEO CBS

Workshop IM Batch #1 - #3 Raditya Computer

Workshop 2 Days #1 & #2 Makassar

Workshop 3 Business Class Makassar

Workshop Social Media For Dakwah, Makassar

Workshop 3 Days Internet Marketing #1-#7 CBS

Workshop 2 Days Twitter Marketing #1 - #2 CBS

Workshop 2 days Facebook Marketing #1 - #2 CBS

Workshop 1 days Facebook Marketing kampus El Rahma

Workshop 2 Days Instagram Marketing #1 CBS

Workshop 2 Days Baitul Muhajirin

Workshop One Day UIN Syarif Hidayatullah

3 Days Personal Branding Hotel Braja Mustika

2 Days Internet Marketing CICO Hotel

# WORKSHOP TRAINING

Workshop One Day Dompot Dhuafa Parung

Workshop One Day kampoeng Ternak Nusantara Ciputat, Sub Dompot Dhuafa

Workshop One Day Wakaf Bani Umar Bintaro

Workshop 2 Days PT Salsabila Dharma Raya

Workshop 2 Days PKU Majelis Ulama Indonesia Kabupaten Bogor

Workshop 2 Days Bimbel 21 Depok

Workshop 2 Days Perum Taman Kenari AsaPlus

Workshop 12 Teknik Onpage SEO, Bogor

Workshop 2 Days Jakarta Islamic Centre

Workshop Branding Salsabila Darma raya, Bogor

Workshop Branding Minapolitan Land

Workshop Branding Dekost Indonesia

Workshop Branding Raja Karkas Jakarta

Workshop Komunitas Dakwah, Tuyul Café Jakarta

Workshop Komunitas Dakwah, Duren Sawit Jakarta

# WORKSHOP TRAINING

Workshop Customer Care System, Rebutan Pancong

Workshop Internet Marketing, Hotel Omega Karawang Bekasi

Workshop facebook Ads, Enjoy Bogor Café, Bogor

Workshop Facebook Ads #1-#2 Ilmunesia Bogor

Workshop SEO #1 Ilmunesia Bogor,

Workshop 1 Days Digital Branding, Jakart Islamic Center Jakarta

Workshop Facebook Ads, Sofyan Hotel Tebet

Workshop Facebook Ads, Amaris Hotel Ps Minggu

Workshop Facebook Ads, Dilo Bogor

Mentoring 3 Month Fajri FM

Mentoring 6 Month Syifa Herbal Alami

Mentoring 6 Month Bukit Durian Purwakarta

Mentoring 3 Month Sunnah Property

Workshop Facebook Ads 1 & 2 Dekost Indonesia

Workshop Facebook Ads Indi Property



# WORKSHOP TRAINING

Workshop Facebook Ads Sunda Property

Workshop Branding ARM Property, Bogor

Workshop Manakib Realty

Workshop SEO Sekolah Digital Indonesia

# OUR **PRODUCT**

Digital Strtategis

Digital Branding

Digital Marketing

Creative Visual Design

Logo & Corporate ID

Content Writer

Advertising (Socmed)

Website Developer

Apps Developer

Videos/Podcast

# DIGITAL BRANDING COVERAGE AREA



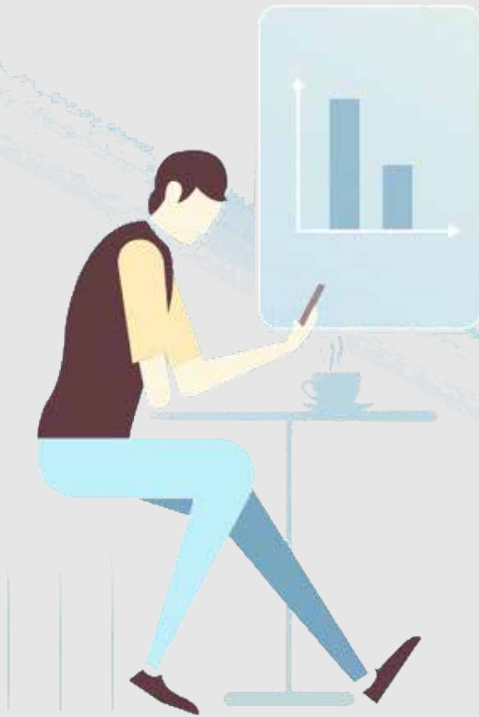
1. Global Concept
2. Analyze
3. Content
4. Advertise
5. Placement
6. Report
7. Evaluation

# GLOBAL CONCEPT



1. Mapping & Analyze
2. Target Audience
3. Competitive Environment
4. Consumer Insight
5. Discriminator
6. Benefits
7. Value & Personality
8. Reason To Believe
9. Brand Insight
10. PDB
11. Main Strategy
12. Communication Flow
13. Media Channel
14. Communication Step

# ANALYZE

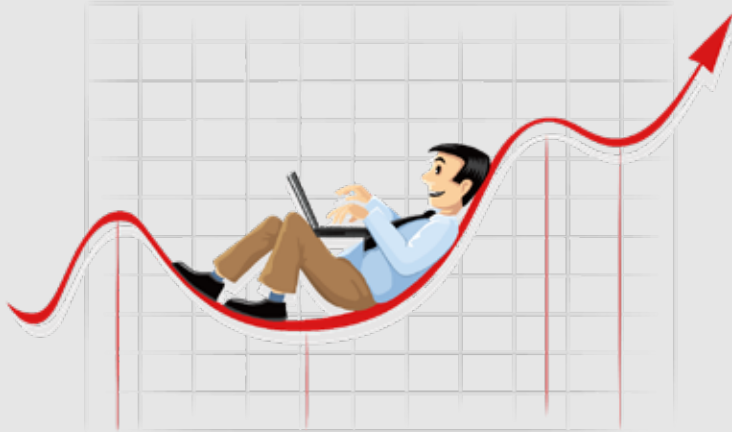


1. Competitor

2. Opportunity

3. Social Media Target Audience

# CONTENT/Month



## **Creative Visual Design :**

1. 20 Visual Post (VP)
2. 4 Hard Selling Design (HS)  
(Cover, Web Banner & Square Post)

## **Content Writer :**

1. 20 Education CW
2. 4 Hard Selling CW

## **Strategic Plan :**

1. Timeschedule
2. Monthly Theme for CW , HS and VP

# ADVERTISE/Month



## Facebook :

1. 1000 natural Follower
2. Minimal 500K Reach (aware)
3. 20 Visual Post Adversting
4. 6 Month Hard Selling Featured Product
5. 4 Hard Selling Design (Include Event /Gathering) + Video Promote
6. Business Manager
7. Pixeling
8. Retargeting database

## Instagram :

1. 2000 natural Follower
2. Minimal 500K Reach (aware)
3. 20 Visual Post Adversting
4. 6 Month Hard Selling Featured Product
3. 4 Hard Selling (Include Event/Gathering)

# ADVERTISE/Month



## Adword Text :

1. 16 Month Hard Selling Featured Product
2. 4 Hard Selling (Include Event/Gathering)
3. 100 - 500 New Database From FB Ads & Web Form

## Adword Google Display Network (Design) :

1. 6 Month Hard Selling Featured Product
2. 4 Hard Selling (Include Event/Gathering)

## Youtube (Video) :

1. 6 Month Hard Selling Featured Product
2. 4 Hard Selling (Include Event/Gathering)



# PLACEMENT/Month



## Website :

1. Upload 4 Web Banner
2. Upload 20 Education Content (Design + Text)
3. Upload 4 Hard Selling ( Design + Text)

## Facebook :

1. 4 Cover Facebook
2. 20 Visual Post Education + Caption
3. 4 Hardselling Creative Design Content + Caption
4. 4 Video Promote + Caption
5. 1 Hard Selling For 6 Month

# PLACEMENT/Month



## Instagram :

1. Sorotan (Product, Testimoni, Feature, Promo)
2. 20 Visual Post Education + Caption
3. 4 Hardselling Creative Design Content + Caption
4. 4 Video Promote + Caption
5. 1 Hard Selling For 6 Month

## Youtube :

1. Cover Youtube
2. 4 Video Promote + Caption
3. All Video FAQ

# MONTHLY REPORT



1. Global Concept
2. Marketing Strategy
3. All Design Content + Master
4. All Video Content + Master
5. All Content Writer
6. All Analyze Report
7. All Advertising Report  
(CPC, CTR, CLICK, LEADS,  
TRAFFIC, REACH, ENGAGEMENT,  
FOLLOWERS)
8. All Strategic Plan + Monthly Theme

# OTHERS

## 1. SEO

Merupakan teknik marketing yang dilakukan agar website tampil dihalaman pertama dengan kata kunci tertentu. Tentunya aktifitas ini didahului oleh aktifitas analisis pesaing agar tepat dalam pemilihan keyword atau kata kunci yang akan digunakan.

### **Teknik ini meliputi 2 Teknik Besar :**

- Onpage Penempatan meta, deskripsi, title pada head web serta melakukan optimasi pada konten seperti judul, heading, anchor text, tagging, category dan optimasi gambar sebelum dan sesudah upload ke website
- Offpage Peningkatan backling, Page dan Domain Authoritation, Walking Dummy, Do & No Follow link, serp, GT Matrix, Optimalisasi performa halaman, web master dll.

# OTHERS

## 1. Redevelope Website

Membangun ulang website agar tampilan website tampil lebih elegan dan professional, responsive dan kekinian.

## 2. System Website CS

Automatic Form dan database import ke excel dan otomatis notifikasi melalui whatsapp.

## 3. Backup & Security

(Maintenance) Melindungi website dari malware dan spamming, dilakukan scanning dan backup file secara berkala.

# OTHERS

## 1. Endorsement/Paid Promote

Malkukan peyebaran data dengan menggunakan akun lain yang followernya mencapai standar penyebaran. Lalu mereka dibayar per konten.

## 2. Selebgram/YouTuber

Agar produk lebih dikenal bahkan mencapai target closing perlu melakukan aktifitas endorsement melalui akun-akun mereka untuk melakukan aktifitas “unboxing” terhadap produk yang ingin diviralkan.

## 3. Brand Ambassador

### Biaya :

Biaya tergantung management dari penyedia jasa.

# OTHERS

## 1. Apps Builder

Pembuatan aplikasi apa saja bebasi android dan ios. Baik native maupun hybrid.

## CONTACT US



**Serentak Digital :**

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serentakdigital.com





TAKE ACTION,  
MIRACLE HAPPEN....



**SERENTAK DIGITAL**  
DIGITAL STRATEGIC SERVICE