

Research & Strategy for Social Media

Social Media Marketing



Topics We Discuss

01 Analisa Kompetior

02 Analisa KOL Profile



Members of Group 2

Firasya Al Birra

Miftahur Rohmah

Imelda Dwi Puspita

Theresia Febriani Jesica Puri

Sunarwati

Putri Aafiyah

Fazryna Virani

01 ✨ ✨

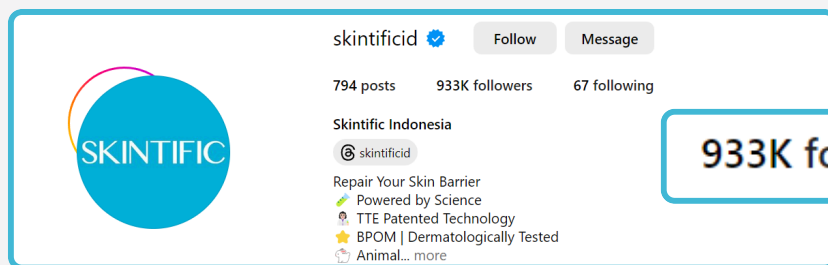
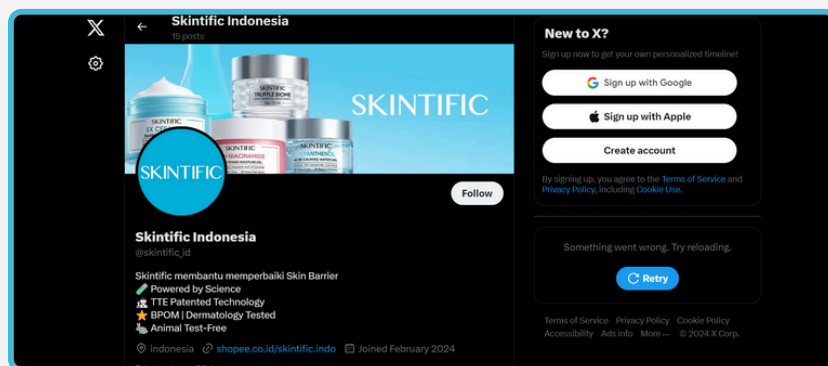
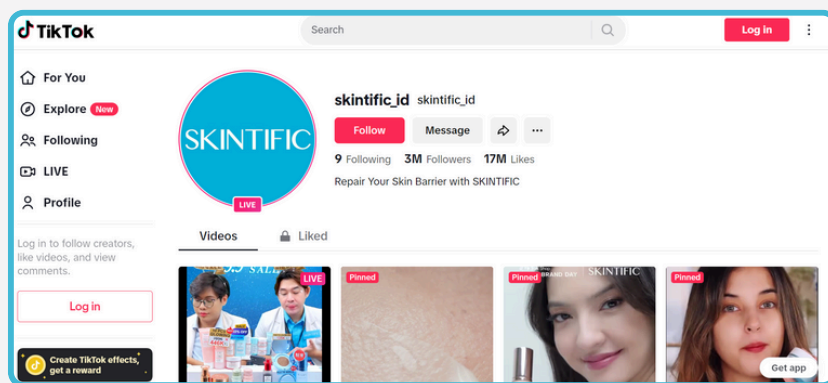
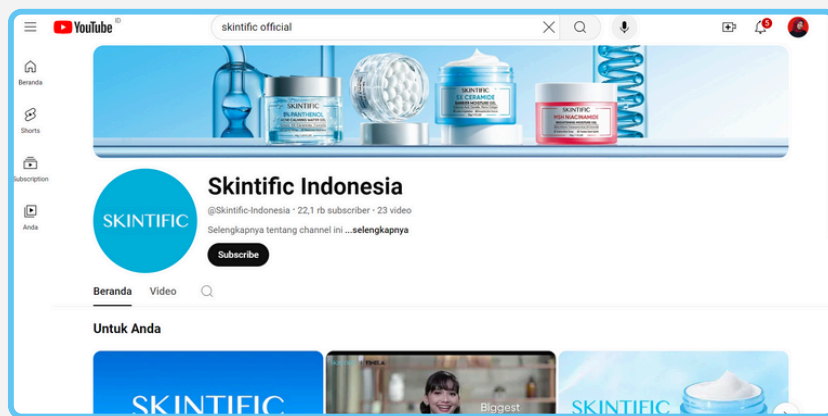
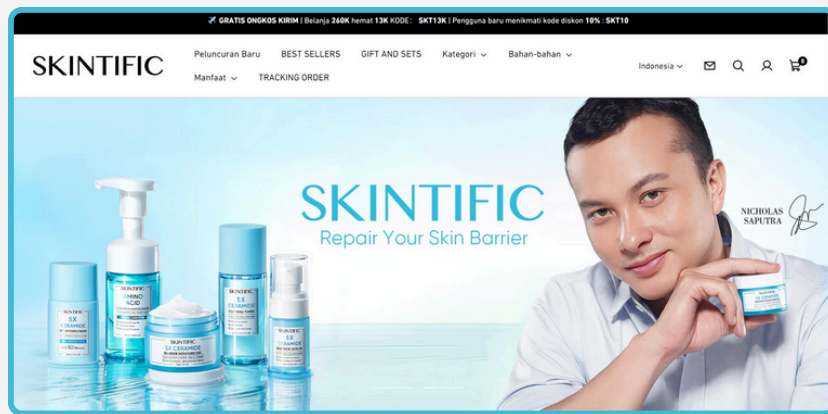
Analisa Kompetitor

Menganalisis Brand Skincare



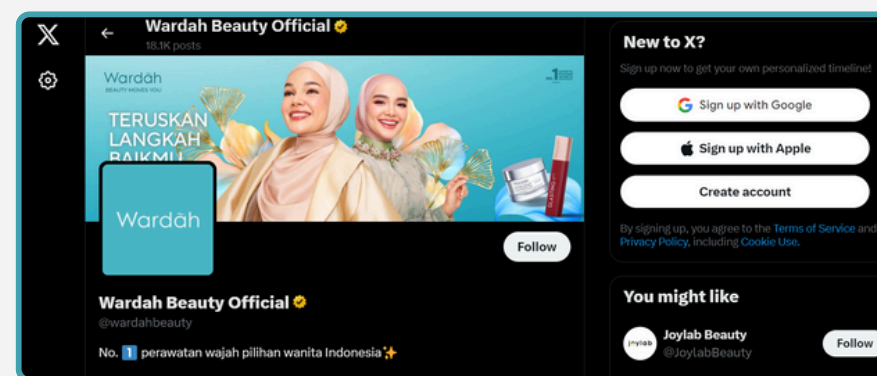
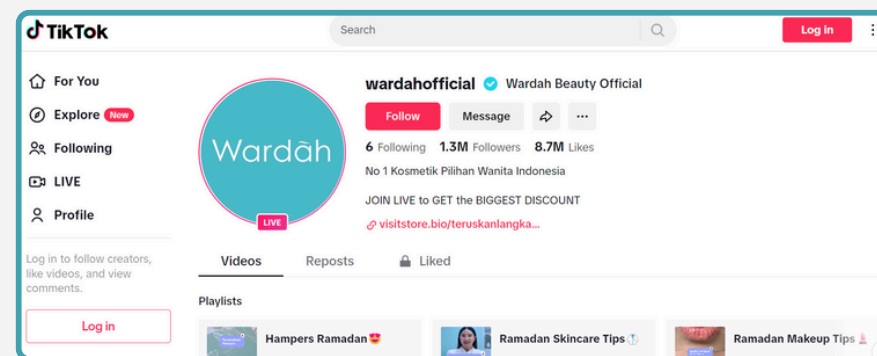
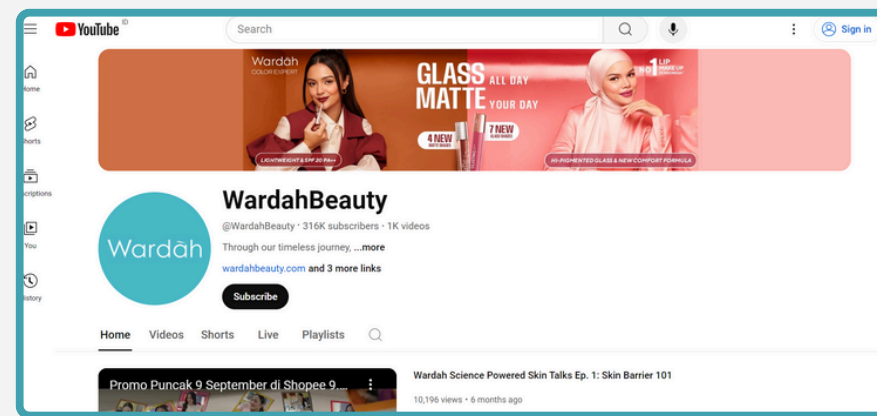
SKINTIFIC

Repair Your Skin Barrier



Wardah

inspiring beauty



Naturavie

Healthy and Beautiful Naturally

Website:
<https://www.naturavie.com/>

Instagram:
<https://www.instagram.com/naturavie?>

X:
<https://x.com/naturavie>

TikTok:
<https://www.tiktok.com/@naturavieofficial>

Youtube:
<https://www.youtube.com/NaturaVie>



SKINTIFIC

Repair Your Skin Barrier



Periklanan (melalui platform media sosial)



Pemasaran langsung (membuka outlet pada event tertentu dan di pusat perbelanjaan)



Public relations (kegiatan talkshow)



Promosi penjualan (promo voucher, cashback, diskon, paket bundling, hampers series, dan lainnya)



Brand ambassador (penujukkan artis/influencer)

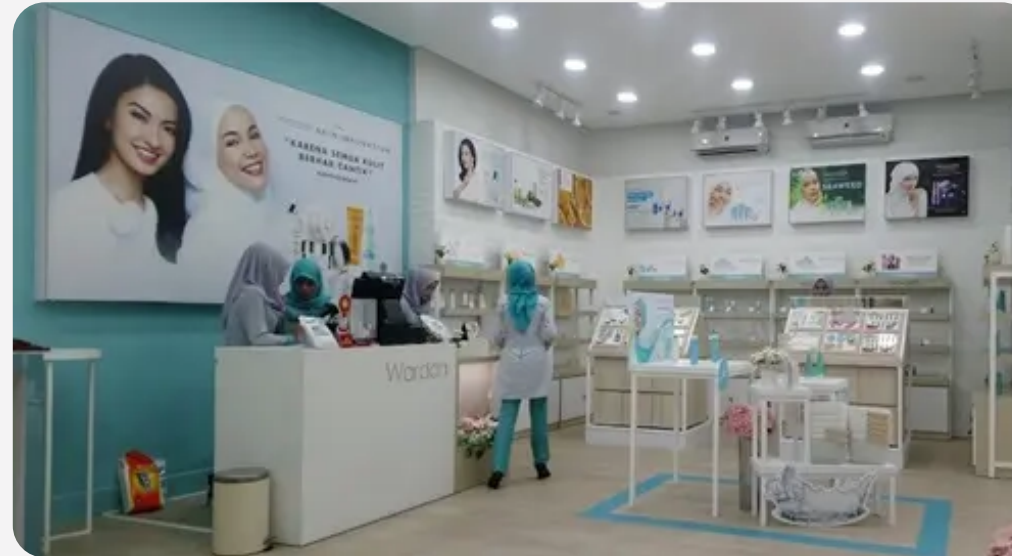


Wardāh

inspiring beauty



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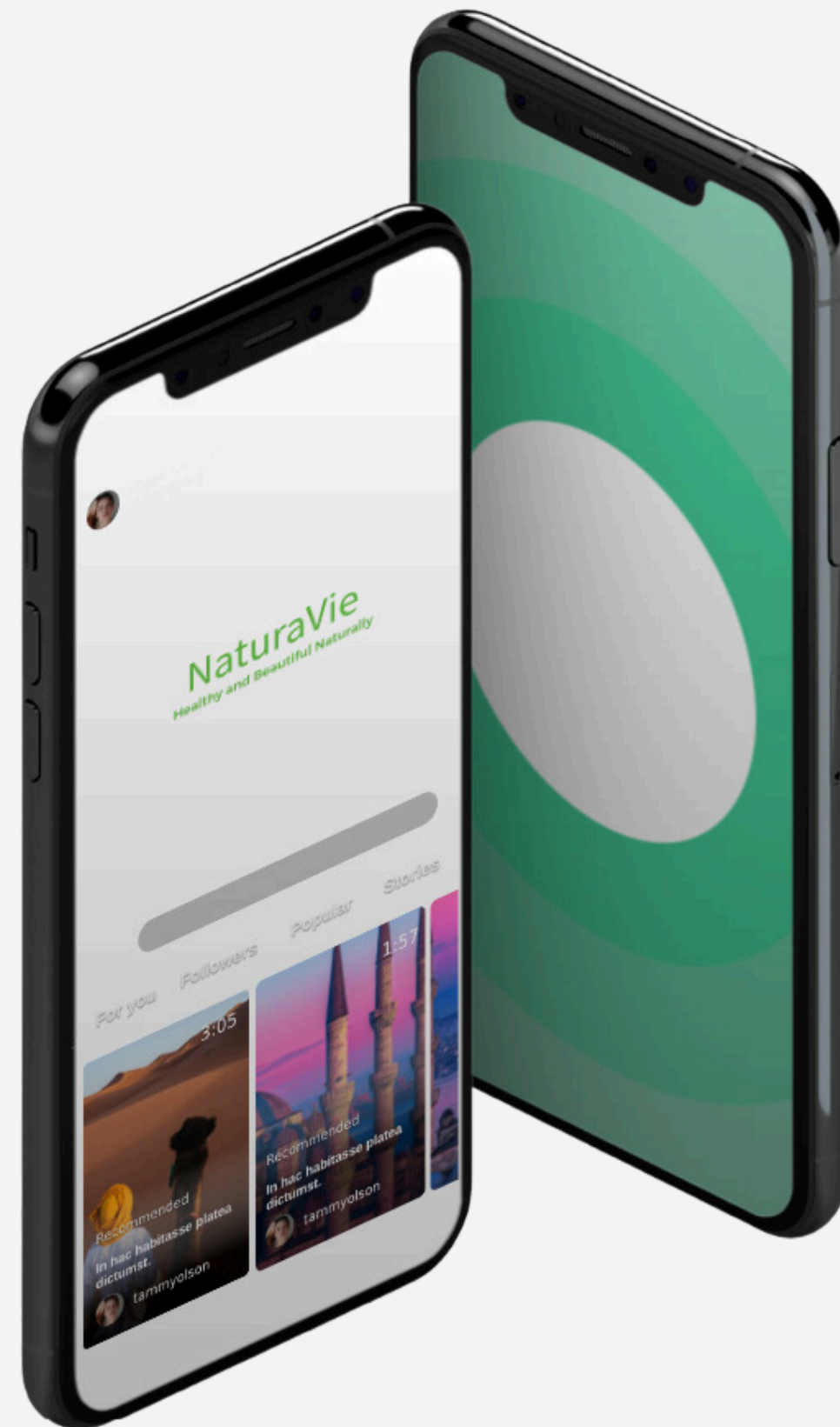
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NaturaVie

Healthy and Beautiful Naturally



1

Periklanan

Melalui platform media sosial, iklan luar ruangan, serta televisi

2

Pemasaran Langsung

Kerjasama dengan berbagai organisasi, kampus, maupun lembaga lain. Selain itu, membuka outlet pada event tertentu dan di pusat perbelanjaan

3

Public Relations

Kegiatan seminar, talkshow, dan lain lain

4

Brand Ambassador

Penujukkan artis/ tokoh ternama yang sudah dikenal dekat dengan masyarakat

5

Promosi penjualan

Promo voucher, cashback, diskon, paket bundling, hampers series, dan lainnya)

SKINTIFIC

Repair Your Skin Barrier

Wardāh

inspiring beauty

NaturaVie

Healthy and Beautiful Naturally

Promo terdekat



9.9 Super shopping day
9.9 Promo guncang
9.9 Mega sale day

Total produk
(estimasi)



5

Lokasi Store/
Principle office

Oslo, Norway

Jakarta, Indonesia

Jakarta, Indonesia

02



Analisa KOL Profile

Menganalisis KOL Profile Beauty Influencer



Dwi Suci Fitriyani



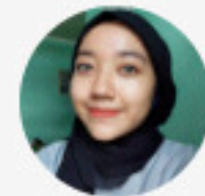
Followers Instagram:

2,7K

@dsfitriyani

Nano KOL

Memiliki 1.000 hingga 10.000 pengikut



@dsfitriyani

Engagement Rate

1.99%

Average Interactions per post

41 likes
18 comments

C

TOTAL GRADE ²

6,228,616th

FOLLOWERS
RANK

2,469,782nd

FOLLOWING
RANK

4,321,663rd

ENGAGEMENT
RANK

5,996,181st

MEDIA
RANK

Mey



Followers Instagram:

82.4K

@review.meira

Micro KOL

Memiliki 10.000 hingga 100.000 pengikut



@review.meira
Engagement Rate

Average Interactions per post

21,820 likes
223 comments

16.94%

Why is this engagement rate so high?

B-

TOTAL GRADE [?]

815,826th

FOLLOWERS
RANK

2,844,647th

FOLLOWING
RANK

1,804,482nd

ENGAGEMENT
RANK

4,346,910th

MEDIA
RANK

Amanda Zahra



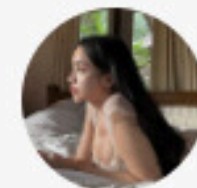
Followers Instagram:

389K

@aamandazahra

Macro KOL

Memiliki 100.000 hingga 1 juta pengikut



@aamandazahra
Engagement Rate

Average Interactions per post

46,266 likes
634 comments

11.12%

Why is this engagement rate so high?

B-

TOTAL GRADE [?]

157,072nd
FOLLOWERS
RANK

4,499,151st
FOLLOWING
RANK

1,087,652nd
ENGAGEMENT
RANK

6,783,952nd
MEDIA
RANK

Tasya Farasya

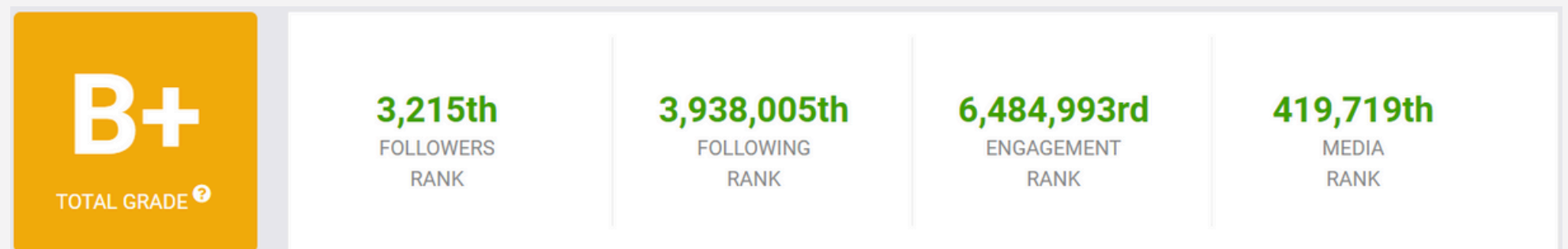


Followers Instagram:

6.9M

@tasyafarasya

Mega KOL
Memiliki lebih dari 1 juta pengikut.





Thank You

For Your Attention!

