



CoMarketing Activity Brand and Merchant

Jan, 2019



Official Brand Program

Co-Branding Program



TELKOMSEL 11.47 76%
tukangdotcom • Following
tukangdotcom Kamu sudah bisa memesan aplikator @mortarutama.weber via tukang.com, loh! Gimana caranya? Bisa aja aplikator tukang.com Official Brand ini mencantumkan logo Mortar Utama. Setelah itu kalian bisa pilih produk mana saja yang kalian butuhkan. Yuk, download aplikasinya sekarang!
#tukangdotcom #MortarUtama #membangunbersamautukangdotcom #handyman #decor #renovasi

Rp 0 DEPOSIT PROYEK Rp 0
Mau Cashback 10% untuk setiap pembelian produk MUT!
Saya ingin memperbaiki...
OFFICIAL BRAND

Program:

- Online Marketing;
 - Social Media, Blog, Ads
- Offline Marketing
 - Event
 - Applicator gathering
 - Voucher and Promo





Official Brand Program

Co-Training Program



Program:

- In-class training
- Product training
- Tukang.com Apps Training



Roadshow



Kopdar Mitra

- Existing Mitra gathering
- Two-way communications between Mitra and Tukang.com
- Tukang.com update for new features and promo to Mitra





Roadshow



Roadshow Mitra Acquisition:

- New Mitra Acquisition in certain location
- On-the-spot application training
- On-the-spot registration
- Referral fee program for existing Mitra



Roadshow



Mitra Learning Center:

- Workshop non technical for existing Mitra
- Maintenance program for existing Mitra
- Collaboration with third party such as BPJS, K3, Tax, Pegadaian, Brand Material, Etc.



Point Reward

The figure consists of three screenshots of the Tukang.com mobile application interface, illustrating the Point Reward program.

Screenshot 1: Home Screen

- Poin Saya: 121.407
- DISKON Rp 20rb (Offer: Untuk semua layanan Tukang.com)
- TIKETGRATIS 1000 poin
- DISKON Rp 20rb (Offer: Untuk semua layanan Tukang.com)
- Kode Voucher Mitra 100 poin
- DISKON Rp 20rb (Offer: Untuk semua layanan Tukang.com)

Screenshot 2: Riwayat Poin (Point History)

Activity	Date	Points
Rating Order #4060616130	10 Jan 2019	+ 50 poin
Rating Order #4060616947	10 Jan 2019	+ 50 poin
Rating Order #4060619104	10 Jan 2019	+ 40 poin
Rating Order #4060611108	10 Jan 2019	+ 50 poin
Rating Order #4010118181	10 Jan 2019	+ 50 poin
Rating Order #4010117684	10 Jan 2019	+ 40 poin
Completed Job	13 Des 2018	+ 1.000 poin
RAB submitted	13 Des 2018	+ 4.800 poin
RAB submitted	13 Des 2018	+ 3.658 poin

Screenshot 3: Voucher Saya (Available Vouchers)

Voucher Type	Expiration Date	Action
Cashback Point Tukang	Berlaku sampai 2019-12-31 15:16:00	Pakai
Cashback CIMB	Berlaku sampai 2019-12-31 15:17:00	Pakai
Voucher Cashback	Berlaku sampai 2019-12-31 15:19:00	Pakai

Point Reward:

- Incentive program for Mitra Tukang.com
- Point earned by being active and do the job via Tukang.com
- 1 Point = IDR 1
- Voucher can be flexible such as voucher kuota, gift, merchandise, etc.
- This program open to brand / merchant

THANK YOU



Point Reward

	Badge	Reputation Points	Panggil Complete	Submit BOQ**	Project Complete**	Rating	Cancel	Absent
1	No Badge	0	/10.000	/10.000	/5.000	x1	0	0
2	Bronze 1	10-20	/10.000	/10.000	/5.000	x1	0	0
3	Bronze 2	21-70	/10.000	/10.000	/5.000	x1	0	0
4	Bronze 3	71-100	/10.000	/10.000	/5.000	x1	0	0
5	Bronze 4	101-200	/10.000	/10.000	/5.000	x1	0	0
6	Bronze 5	201-500	/10.000	/10.000	/5.000	x1	0	0
7	Silver 1	501-1000	/10.000	/10.000	/5.000	x1	-1000	-500
8	Silver 2	1001-2000	/10.000	/10.000	/5.000	x1	-1000	-500
9	Silver 3	2001-4000	/10.000	/10.000	/5.000	x1	-1000	-500
10	Silver 4	4001-6000	/10.000	/10.000	/5.000	x1	-1000	-500
11	Silver 5	6001-9000	/10.000	/10.000	/5.000	x1	-1000	-500
12	Gold 1	9001-20000	/10.000	/10.000	/5.000	x1	-300	-150
13	Gold 2	20001-30000	/10.000	/10.000	/5.000	x1	-300	-150
14	Gold 3	30001-60000	/10.000	/10.000	/5.000	x1	-300	-150
15	Gold 4	600001-100000	/10.000	/10.000	/5.000	x1	-300	-150
16	Gold 5	>=100001	/10.000	/10.000	/5.000	x1	-300	-150

*From value of Panggil Complete

**From value of the project