



Hello



FIRST INDONESIA SOCIAL MEDIA MONITORING & MEASUREMENT

we

HELP

your
brand

MediaWave helps the brand to communicate 2-ways with the consumers.

We also helps the brand to make digital strategy for effective campaign.

MediaWave was established in 2010. It is a product of Indonesian citizen and has become the market leader for this industry. We have worked together with Frontier Marketing Group and Marketing Magazine since 2011 to hold social media award, to grant award to brand that is being talked positively in social media.

MediaWave Services

SOCIAL MEDIA MONITORING AND ANALYTIC

Allow users to find insights into a brands' overall visibility on digital media, measure the impact of campaigns, identify opportunities for engagement, assess competitor activity and share of voice, alerted to impending crises. It can also provide valuable information about emerging trends and what consumers and clients think about specific topics, brands or products.

DIGITAL MARKETING COMMUNICATION

In Digital Communication, we have advertising, marketing campaign, and marketing intelligence. We hope that MediaWave could become the 'one solution' for all your digital needs. We have the group that highly capable human resources and competence in this field. They have various background so we could understand the culture, essence, and value of the business that runs by the client.

From online to offline Marketing Campaign. To help your brand, your objective with our carefully crafted creative concept because we have all the data for wider and deeper insight.

INTEGRATED MARKETING COMMUNICATION

SOCIAL MEDIA MONITORING POLITICAL TRACKING

MediaWave Services

**SOCIAL MEDIA
MONITORING
AND
ANALYTIC**

**Brand
Tracking**

**Campaign
Activity**

Trend

**Consumer
Behaviour**

**Adhoc
Report**

**Alert
System**

MediaWave Services

SOCIAL MEDIA MONITORING AND ANALYTIC

To track [/ monitor / listen] the conversation of netizen in social media platform using some particular keywords that relate with the brand. The monitoring will also look at the online media [such as online news] to complement with the conversation in social media

Brand Tracking

The tracking will also see the sentiment of the conversation [positive - neutral - negative] and the category of each conversations [whether it's about the product, price, marketing, and so on]

Observe the trend of the netizen based on their conversation in social media. The trend can be made to several categories [favourite travel destinations, food, hangout places, and so on], depends on the needs.

Trend

This trend report is good for content development

MediaWave Services

SOCIAL MEDIA MONITORING AND ANALYTIC

Campaign Activity

Usually the marketing campaign in social media will use a particular hashtag so it will be easier to measure the campaign

In this report, we can see the performance of the hashtag in a period of time and how many people that is using the hashtag and share it

Consumer Behaviour

This report is made by collecting a group of people in social media for sampling purposes. We then monitor their conversation [usually around one month] to check their favourite things / things to do / else

This report is similar to 'market research'

MediaWave Services

**SOCIAL MEDIA
MONITORING
AND
ANALYTIC**

**Alert
System**

Alert is to monitor potential issues that is being set up using a 'keyword' with parameters [such as: numbers of RT], and can be sent via email daily or based on client needs

**Adhoc
Report**

Customized report based on client needs

MediaWave Services



**Digital
Marketing
Communication**



**Mobile App
Development &
Maintenance -
Consulting**

**Social Media Management
Conversation Maintenance
Monitoring & Engagement**

**Website Development
& Maintenance -
Consulting**

**Online PR Strategy
& Marketing
Consulting**



**Media Placement
Buying
Strategy and
Consulting**

MediaWave Services

**Digital
Marketing
Communication**

Social Media Management

**Conversation Maintenance
Monitoring & Engagement**

- Ongoing social media strategy
- Social media maintenance: dedicated admin. 7 day, 12 hour.
Max Respon: (FB 1 hour, Twitter 30 minute)
- Keyword tracking update in all social media channel
(keyword 1, keyword 2, etc)
- Account profiling and content analysis (positive, negative, neutral)
- Keyword tracking competitor brand/corporate, product, and campaign
- Competitor's social media channel analysis
- Engagement with other account in social media channel
(school, collage, community, public figure, etc)
- Account profiling and issue analysis
- Social Media content creative production
- Photo production for social media content
- Digital Imaging/manipulation
- Crisis issue alert

MediaWave Services

Digital Marketing Communication

Online PR Strategy & Marketing Consulting

- Ongoing content strategy including social media, PR, email, and mobile.
- Developing and optimised press release for social media channel
- Creating blog editorial calendars to build website and improve SEO.
- Determine categories to build the breath and depth of website.
- Meta data and on-page attributes to continually optimise website.
- Online branding and channel selection.
- SMS strategy and mobile website optimisation for public relations.
- Online newsroom audits and makeovers and takeovers.

MediaWave Services

Digital Marketing Communication

Mobile App Development & Maintenance - Consulting

- Wireframe sketch
- Design
- Lay-outing and Slicing
- Input content
- Testing Alpha

Website Development & Maintenance - Consulting

- Wireframe sketch
- Design
- Lay-outing and Slicing
- Content
- Testing Alpha
- Button tab unlimited
- Google Analytic
- Plug in and embed
- SEO, SEM

Media Placement Buying Strategy and Consulting

- FB ads
- Twitter Ads
- Networks Banner

MediaWave Services

SOCIAL MEDIA MONITORING POLITICAL TRACKING

In politic, MediaWave has **PoliticaWave** that successfully predict 10 out of 12 accurately based on the conversation in social media. This proves the accuracy of MediaWave algorithm in catching and analyzing the conversation in social media. PoliticaWave has also helped the governors to win the Pilkada. And at the presidential election, almost all the presidential candidates and team use PoliticaWave as the benchmark and the KPI for digital campaign.



PoliticaWave is a real time monitoring platform based on MediaWave dashboard and allow users to find conversation from all channels: Facebook, Twitter, online news, forum, and blog. Conversations with specific keywords capture in real time and will be analyzed by our Analyst Team for validation. Based from conversation analysis, policy makers can anticipate sensitive issue so the communication strategy can be targeted and more comprehensive.

Media Coverage



Some of Our Client



MediaWave is made by Indonesian for Indonesian! When it comes to Social Listening Tool, nothing beats the mind of a fellow Indonesian. The imported tools might look fancy, but when it comes to what really matters, listening and understanding what Indonesian think and perceive, nothing that is better than a tool that has been built up from ground to specifically cater to Indonesian.

Fachry Badry,
Head of McCann Digital

We used MediaWave to measure Indonesia's big cities mood in Mizone City Project. This platform is reliable and accurate to identify mood and sentiment from Indonesia social media conversation. We've found many new and interesting insight from this project.

Tommy Prastowo,
GM Wunderman Pamungkas Indonesia

Some of Our Client Testimonial

The right platform for BNI monitor social media. Especially in Banking Industry. And have a precise Bahasa Indonesia. It's very useful when we need to know the position of our brand / product / Service among competitors.

Dadang Purwaganda
AVP Online and Mobile Media Bank BNI46

Telkomsel are one of the companies that use the MediaWave services. We have used service from the foreign companies, but after seeing the platform, we chose to use MediaWave. Through social media monitoring platform developed by MediaWave, Telkomsel used to determine the sentiment in the Indonesian language, for the brand owned by Telkomsel, as halo cards, sympathy, ace and Telkomsel flash.

Rizky Muhammad
Telkomsel Head of Media Channel Management Division

Some of Our Client



Some of Our Partner



Media Coverage



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You can't improve what you can't measure.
You can't measure what you can't analyze.
You can't analyze what you can't monitor.

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A top-down view of a wooden desk. On the left, a portion of a silver laptop is visible, showing the keyboard. In the center, a brown ceramic coffee cup sits on a matching saucer. The cup is filled with a dark liquid, and a white circular overlay is centered on the cup's surface. The text "Let's talk over a cup of coffee :)" is written in white serif font within this circle. The background is the natural grain of the wood, with some light reflecting off its surface.

Let's talk
over a cup of
coffee :)

