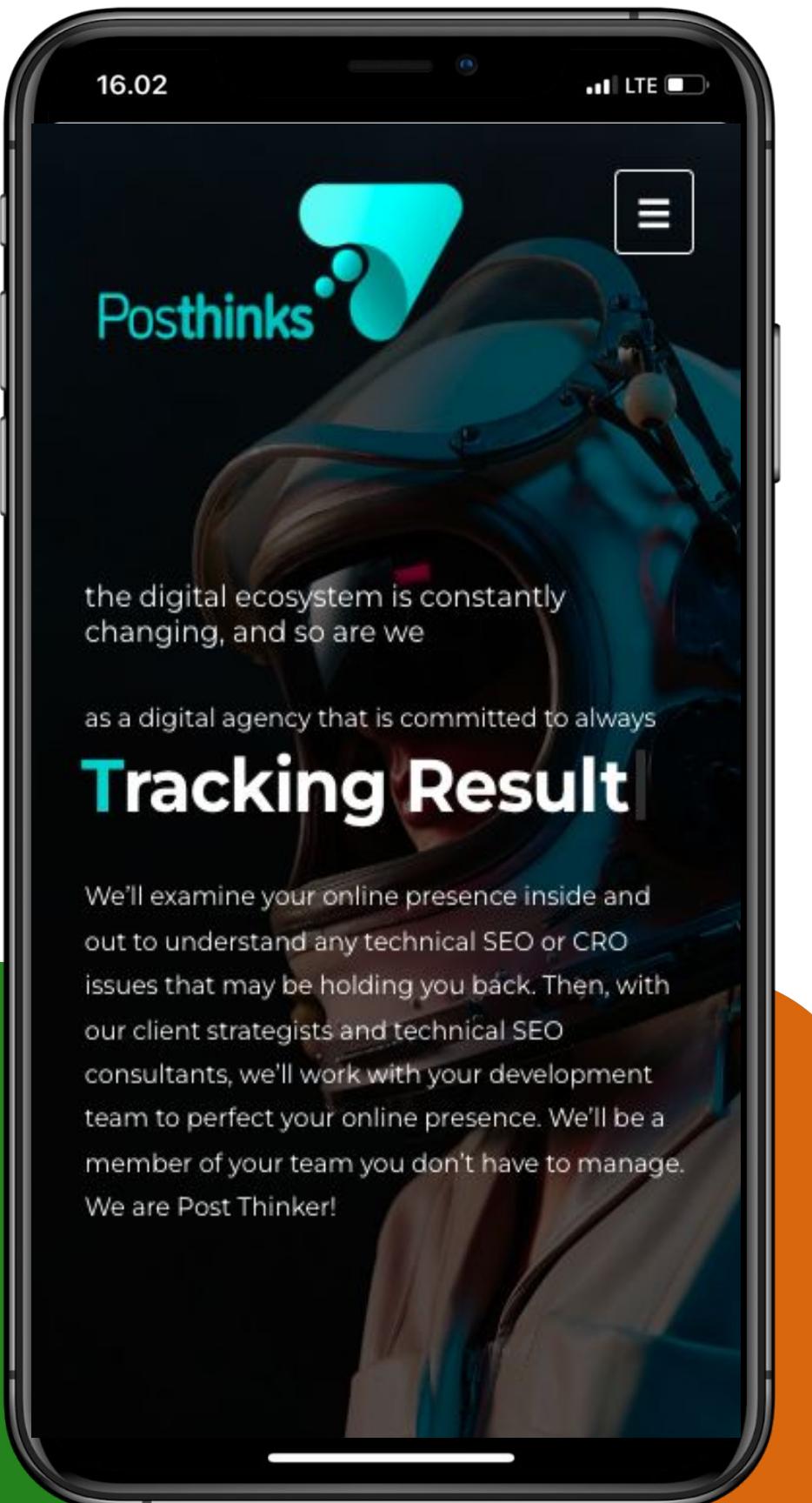


The Agency That Powers Game-Changing Solutions

Mastering Big Data, real-time buzz, influential voices, Clipper, media power, engaged communities, and high-impact SEO





INTRODUCTION

360° Media-Agency delivering strategy marketing technology. Posthinks looks to empower professionals, businesses & industries for further growth through technology.

First Hand
Buzzer

Influencer

Media Listening

Media Buying

SEO Handling

Local Media
Network

Video
Production

Clipper

Event &
Production

POSTHINKS WILL BRING THE BRAND AND THE AUDIENCES CLOSER



- ➡ Fulfill Brand & Client Need
- ➡ Engage the right audience through specific category

10.000+
Media Network

Wide and targeting audience with national & local media networking.

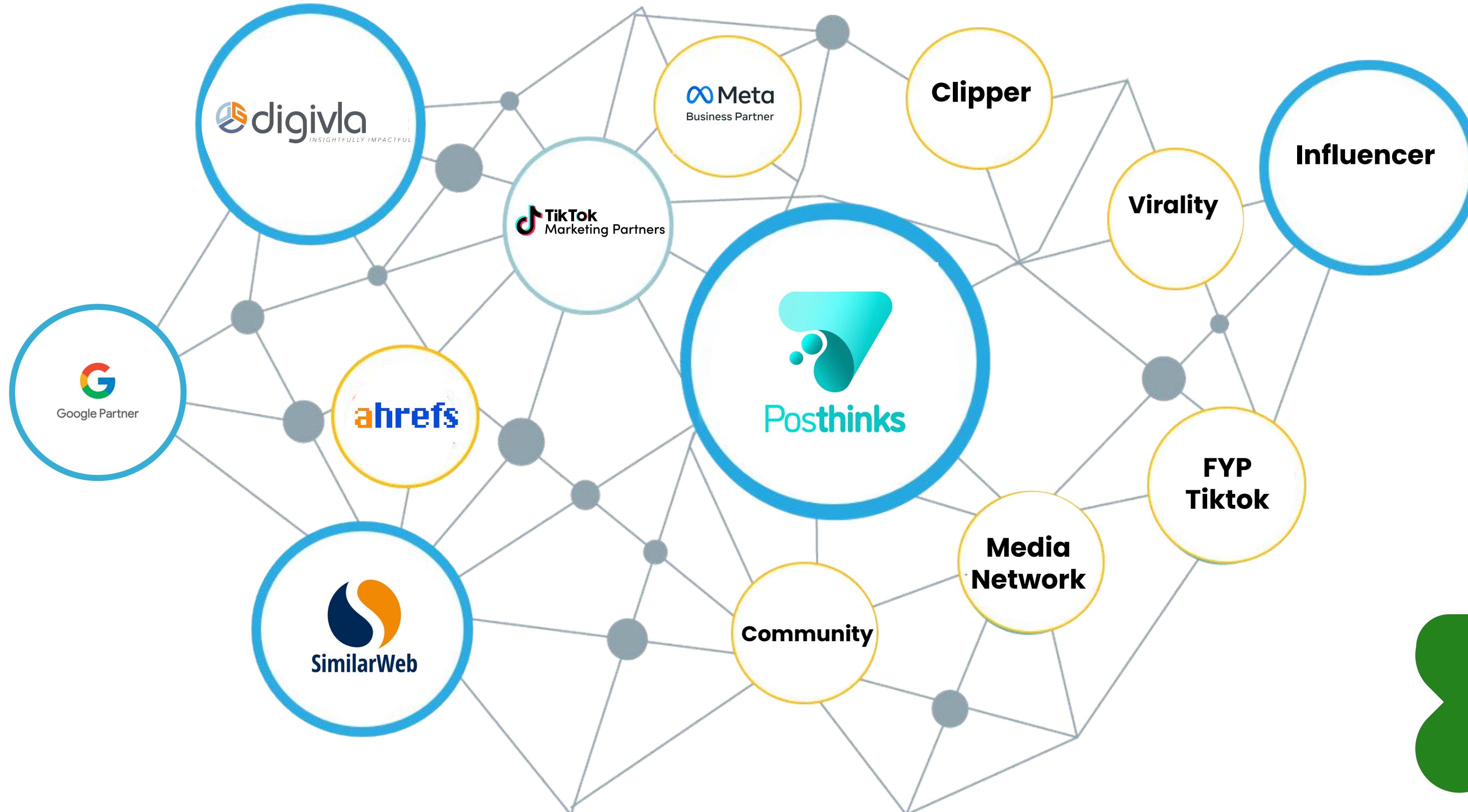
100.000+
Talent/Buzzer

Total combination of various communities from various discipline, expert, and interest

500+
Clipper

Experience the perfect combination of function and form—**500+ Clipper: Made to Perform.**

360° SOLUTION CHANNEL



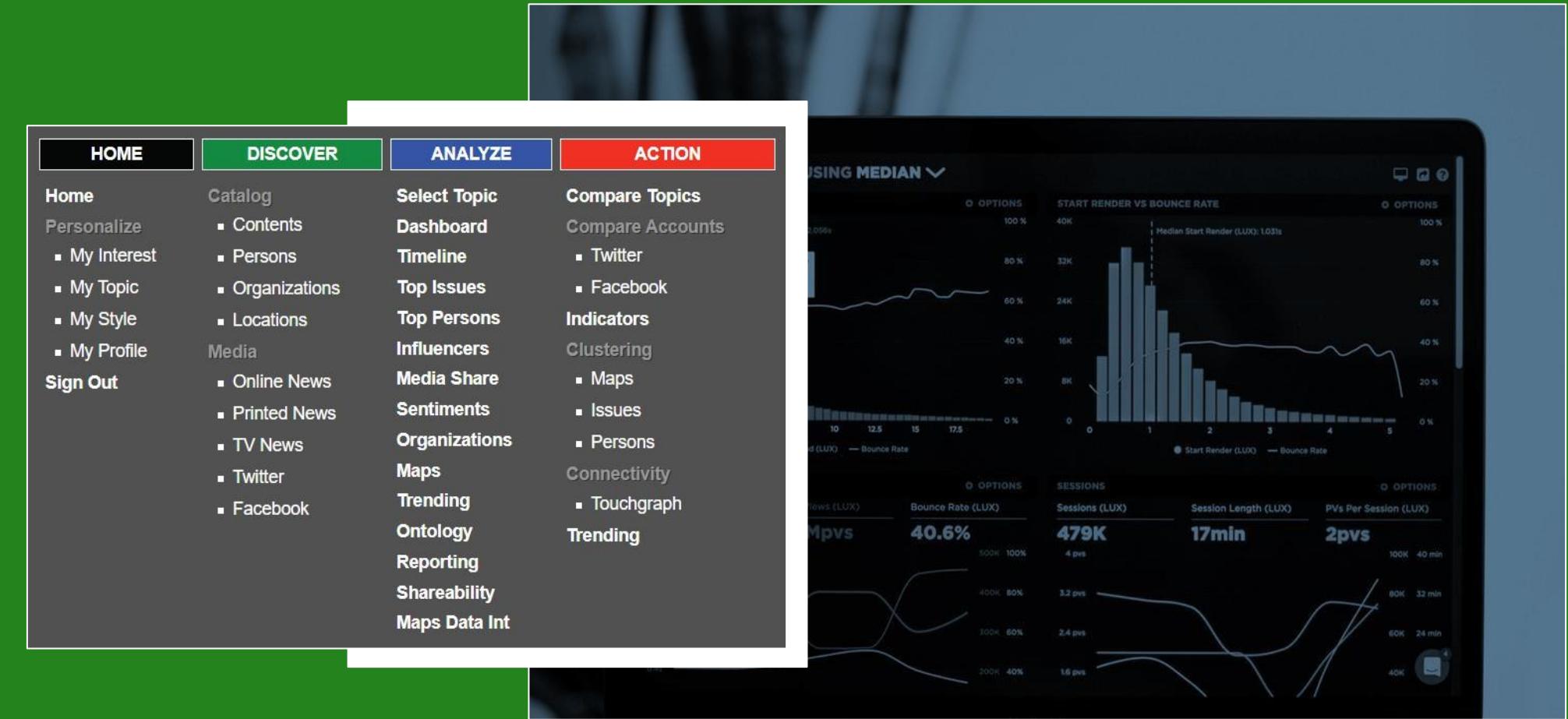
**EKOSISTEM
KAMI**

Backed by Big Data expertise, in-depth research and analytics, and a powerful network of national and regional online media, Posthinks delivers campaigns that are optimized, measurable, and capable of driving meaningful influence across society.



OUR POWERFUL TOOLS

Our powerful toolkit combines Big Data precision, social platform partnerships, and world-class analytics including **Digivla, TikTok Partner, Meta Partner, Google Partner, Similarweb, and Ahrefs** to drive campaigns that lead, influence, and convert.



OUR COMMUNITY, KOL & CLIPPER

With **500 active communities**, **500 content clippers**, and a network of over **100,000 talented members**, Posthinks offers a powerful ecosystem to amplify your brand.

Our KOL network spans diverse categories **from niche creators to mass influencers** ready to act as buzzers or content creators, driving authentic engagement and measurable impact across social media.

GENDER



Male



Female

41%
59%

Interest

Lifestyle	27%
Food	24%
Music	10%
Beauty	10%
Fashion	8%
Games	7%
Technology	4%
Travel	4%
Otomotif	6%

Region

Jabodetabek	47%
Java (outside jabodetabek)	28%
Sumatera	9%
Kalimantan	6%
Sulawesi	5%
Others	5%

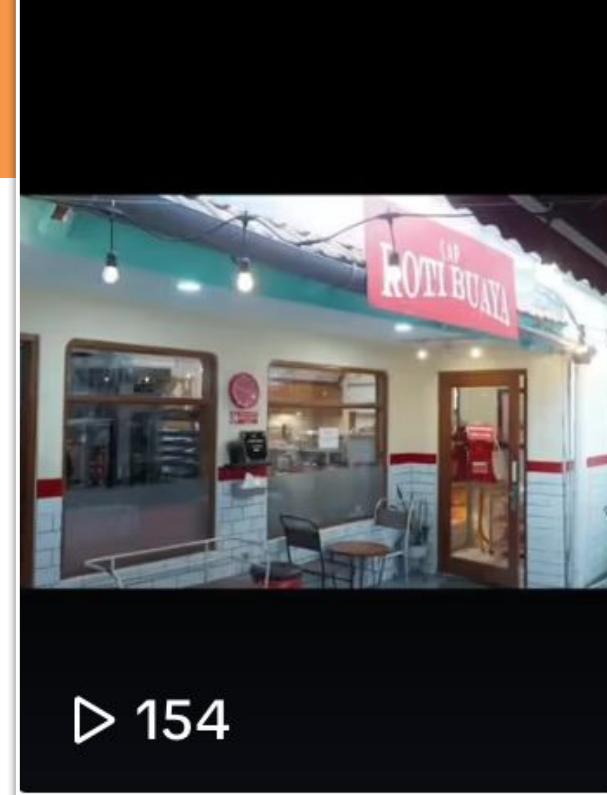
Age



follower



500+ ACCOUNT CLIPPER



OUR MEDIA NETWORK

With access to **10,000 local and international media outlets**, we amplify your message to the right audience whether targeted with precision or broadcast at scale.

Our collaborations span leading national and regional platforms across Indonesia, ensuring your brand reaches every corner with maximum relevance, coverage, and impact.

Article Coverage

Article
Journalist

Advertiser



OUR CLIENT

Trusted by innovators, leaders, and market shapers our clients are the driving force behind every bold idea we bring to life.



Projects in Snapshot

A showcase of exceptional projects across industries crafted by our expert team to connect brands with millennials and beyond, delivering impact that lasts.

Media

We help media to meet their KPIs starting from paid participation:
Trending Topic, FYP Tiktok, Photo & Video Competition, Comment Boosting, Leads, Survey & Attended

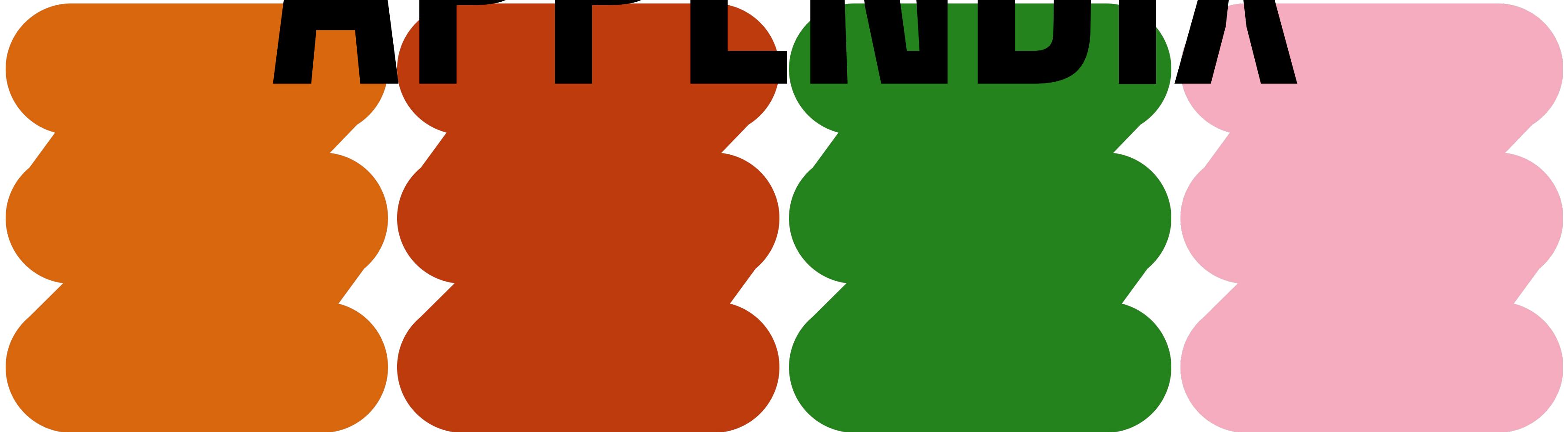


Agency

We help agency to meet their KPIs starting from paid participation:
Media Release, Buzzer, Trending Topic, FYP Tiktok, Photo & Video Competition, Comment Boosting, Leads, Survey & Attended



APPENDIX



Client

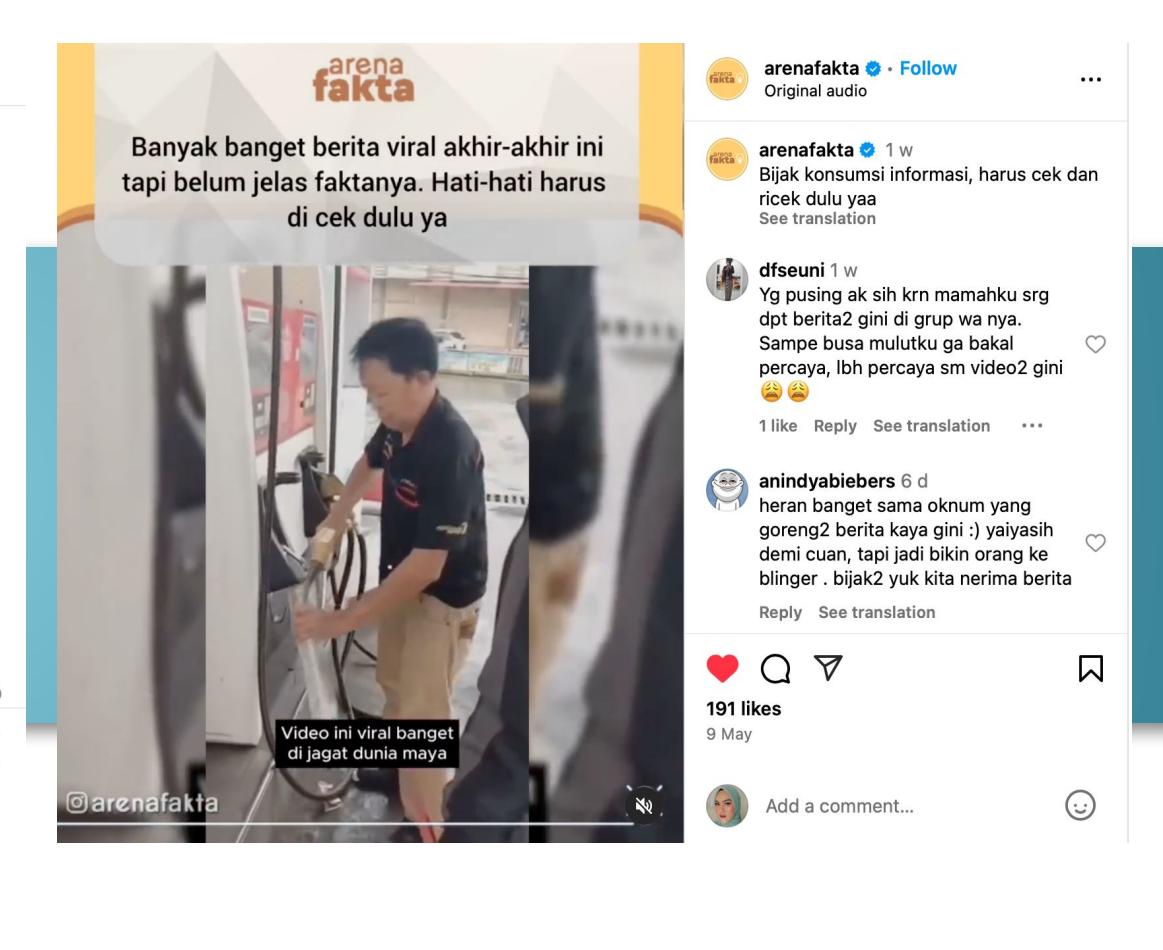


Objective

Issue Mapping, Agenda Setting Case Pertamina Product Pertamax

Service:

- Agenda Setting
- Media Strategy
- Media Buying / Placement
- Mapping Issue all media channel
- Social Media

+100 Media & KOL

2 Mio Reach

Client

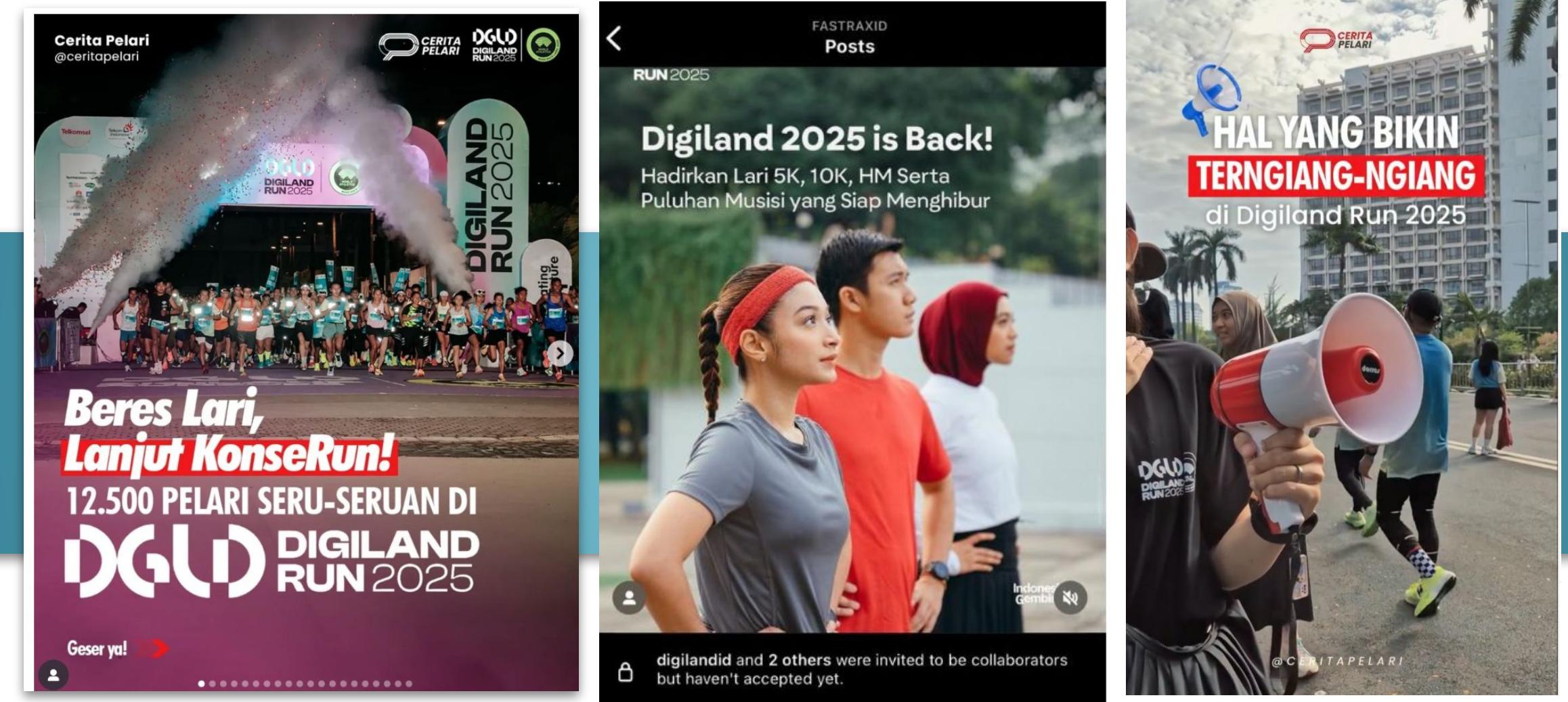


Objective

Boost Awareness Digiland Campaign Telkom

Service:

- Agenda Setting
- Media Strategy
- Media Buying / Placement
- Influencer Marketing



+50 Media & Influencer

1 Mio Reach

Client



**Empower for Success
with Fadil Jaidi.**

Keypoint:

- Collaborate with Fadil Jaidi to gain big awareness
- Virality in social media
- Build strong image over audience.

Mandatory:

KOL Management & Homeless Media



Total Performance:

- | | |
|------------------|--------------|
| • CPV | : 76 |
| • CPR | : 71 |
| • KPI Impression | : 131 |
| • Views | : 24.000.000 |
| • Reach | : 26.000.000 |

Client

Community User Acquisition Snapshot Project

Service:

- Download
- Open Account
- Registration
- Survey
- Event / Webinar

...and many more



Leads Registration AIA
50,000 person



Registration Social Movement ASTRA
5,000 person



Download LinkAja Syariah
100.000 Downloader



Download & Registration NUTRICLUB APPS
2,500 person



Registration DCODE Dunhill
10.000 person



Download & Registrasi Pegadaian Digital
50.000 person

Client

Buzzer & Influencer Activity Snapshot Project

Service:

- Photo / Video Activation
- Comment Activation
- Trending Topic X
- For Your Page Tiktok
- Agenda Setting
- Webinar & Event Attended
- Influencer Marketing

...and many more



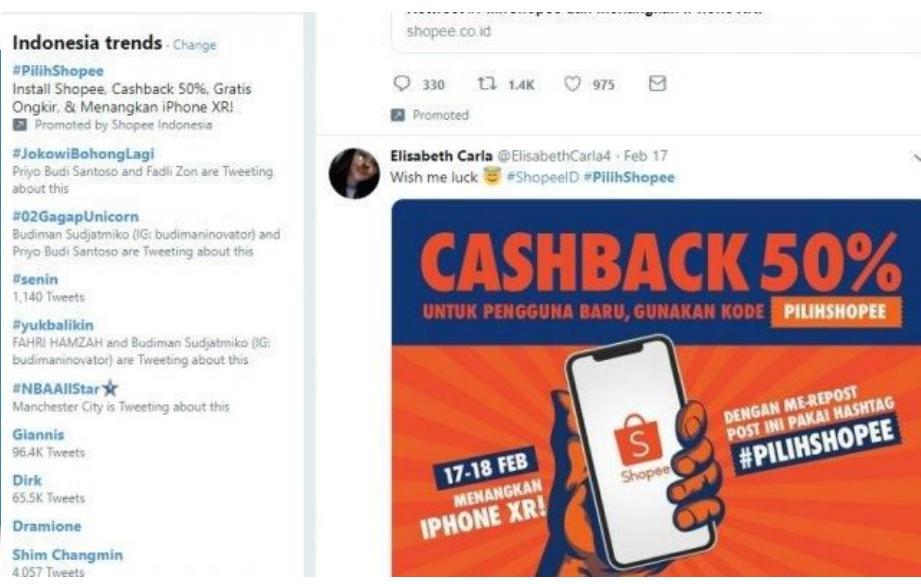
Masako Video Challenge
2.5000 person



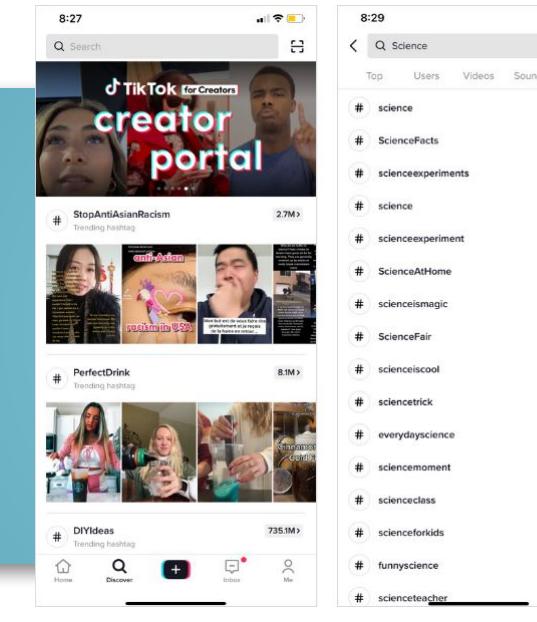
Pertamina Photo Contest
500 person



Adakami Comment Agenda Setting
80.000 Comment



Shopee Trending Topic
Top 1-3 Trending X



Gudang Garam FYP Content
1 - 10 Mio Views



Festival UMKM Kumparan Webinar
1.750 person

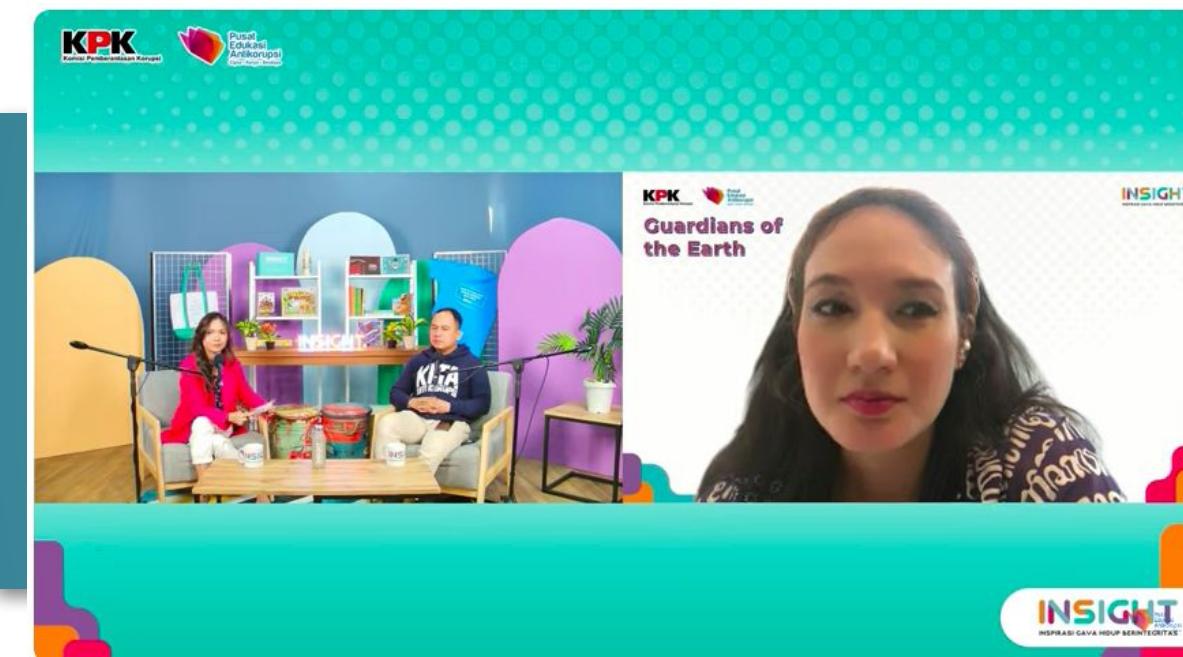
Client

Production & Event Activity Snapshot Project

Service:

- Production Video & Podcast
- Event Production
- Webinar & Event Attended
- MICE

...and many more



KPK
Webinar, Event & Podcast



JAKARTA CARNIVAL 2019
Exhibition, Carnaval & Music



**Indonesia Sustainable Tourism
Award (ISTA) 2019**
Awards Night



Festival Bandung Virtual
Webinar, Bazar
Virtual, Music Virtual

Media Production & Buying

Service:

- Media Planning & Investment
- Media Release Contributor
- Media National & Local Media Network
- SEO & Backlink optimization
- Content Production
- Radio Network
- OOH & DOH

...and many more

Client



Shopee
150 Lokal Media & 20 Media Nasional



OCBC NISP

SEO Strategy, Content Production & Backlink Optimization



TPN Prabowo - Gibran
SEO Strategy, Content Production & Media Distribution

Client

Big Data Platform

Service:

- Agenda Setting
- Issue Mapping
- Early Warning System
- Mapping Issue all media channel
TV, Koran, Social Media



TPN Ganjar & Mahfud
Social Media Listening



Pertamina
Issue Mapping, Agenda Setting & Early
Warning System

...and many more

SEO Handling - Singapore Tourism Board

Visit Singapore is the official content marketing website from the Singapore Tourism Board Department, Posthinks helps produce content & suggest SEO keywords

Objective:

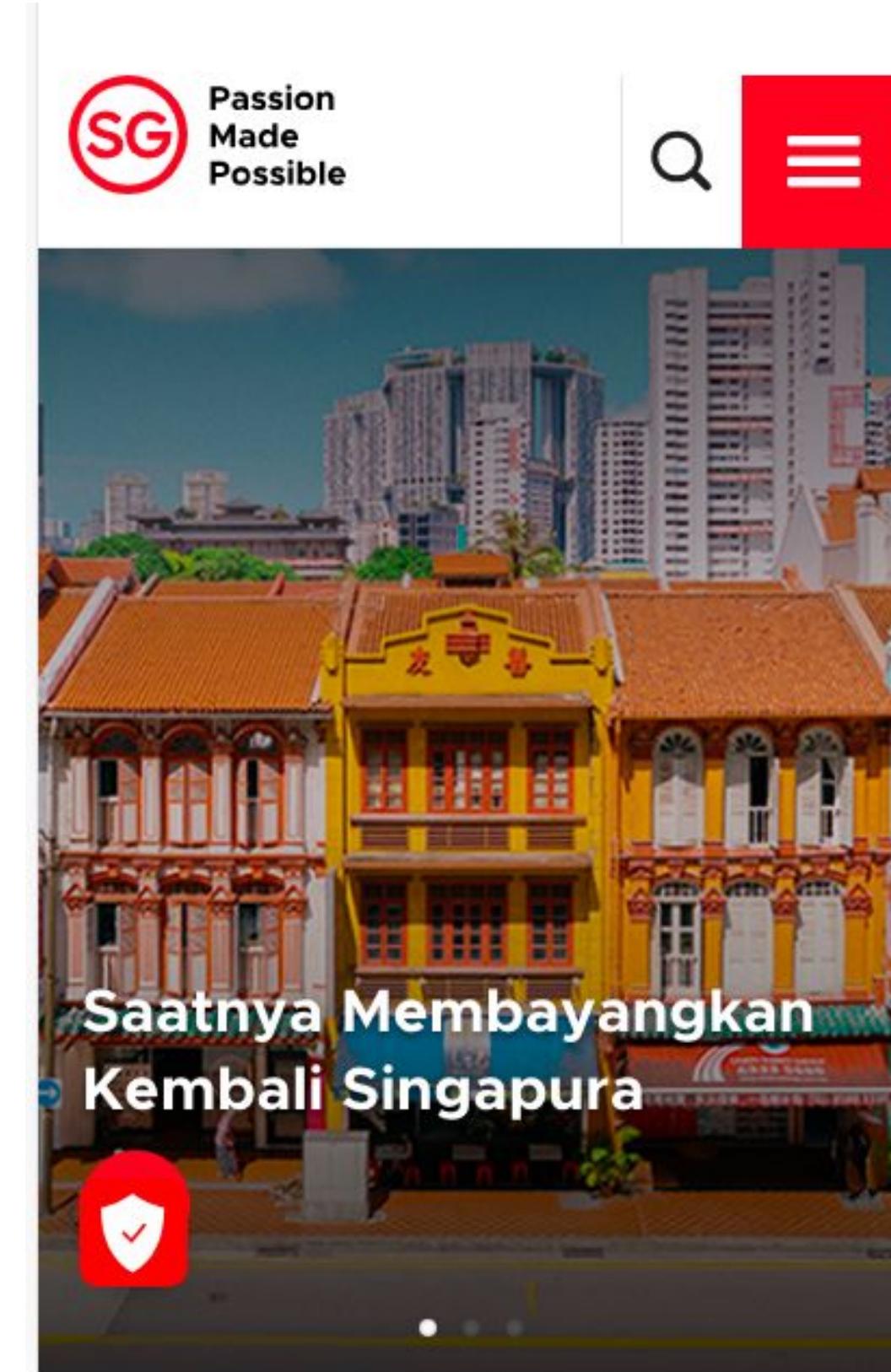
Boost traffic organic website & Improve SERP on Google ID

Result:

Increase 150%
Organic Traffic / year

Maintain SERP
Rank 1-10

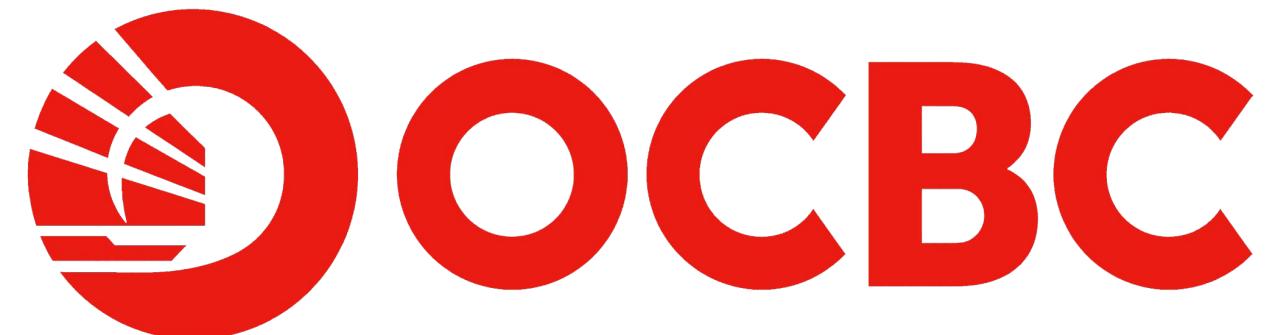
Leads/ month:
20K



SEO Handling - OCBC

Through strategic SEO maintenance, we elevated OCBC's digital presence to industry-leading levels.

- Our approach drove **3 million unique visitors** to the website each month
- Generated **80,000 qualified leads** monthly
- Consistently secured **Google SERP rankings in positions 1–10** for high-value keywords.



In a breakthrough achievement, OCBC also became a **recommended brand in ChatGPT search results**, reinforcing its authority and visibility in the digital landscape.

SEO Handling – Ruang Menyala

Ruang Menyala is OCBC's financial literacy platform, designed to empower Indonesians with knowledge and tools to achieve financial freedom. Through continuous SEO optimization, we expanded its reach and influence, making it a go-to resource for personal finance education.

Our SEO maintenance delivered outstanding results:

- **1 million unique visitors** per month
- **5,000 qualified leads** monthly
- Sustained **Google SERP rankings in positions 1–10** for targeted keywords.

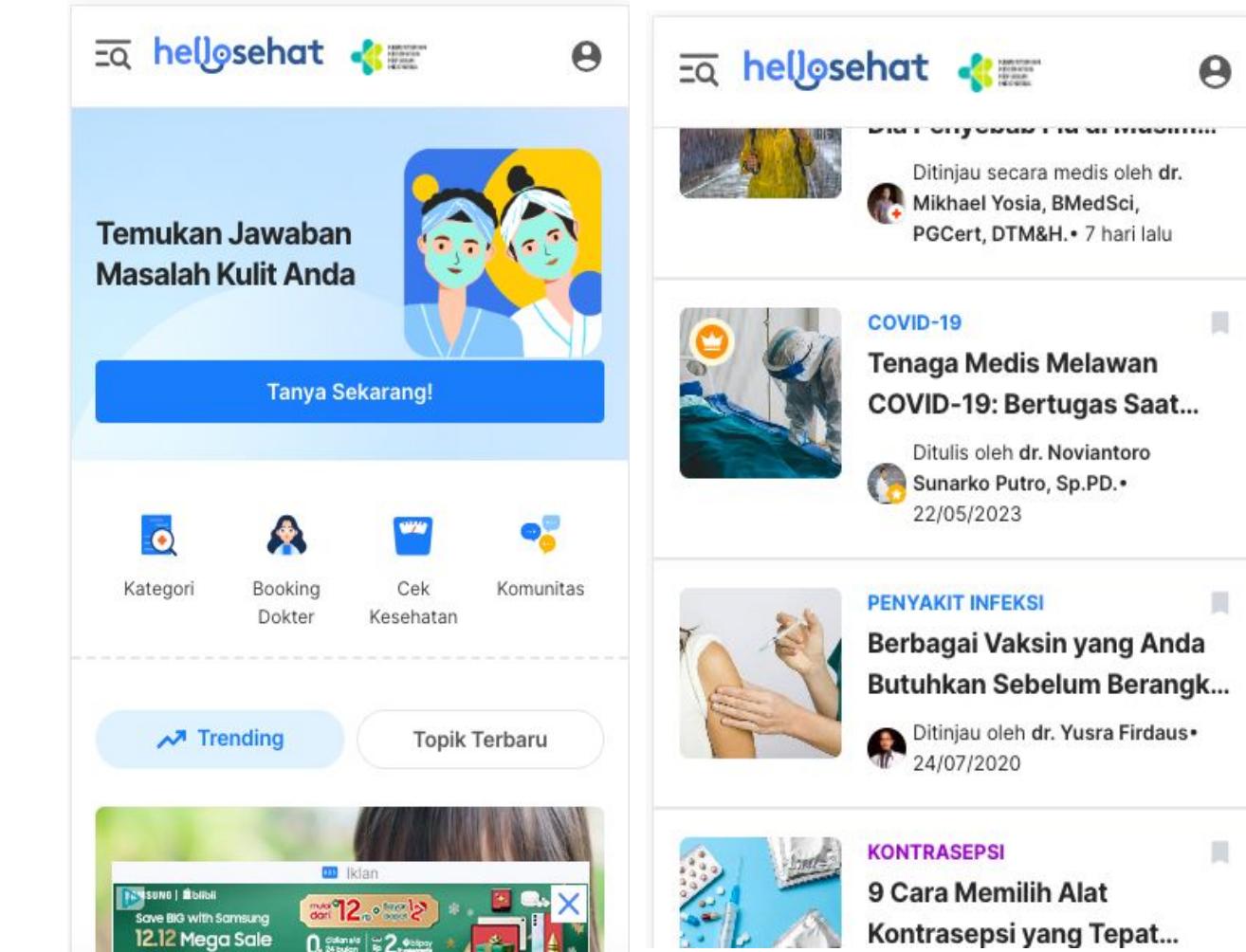
This ensured Ruang Menyala's visibility, credibility, and impact in the digital space.



SEO Handling - HELLO SEHAT

Hello Sehat is Asia's largest digital health platform, delivering trusted, research-based medical information tailored to individual health needs in multiple countries. As a leading source for health guidance, it empowers millions to make informed wellness decisions.

Posthinks provided expert **SEO consultancy**, conducting comprehensive **content and website audits** along with in-depth **performance analytics**. These efforts ensured Hello Sehat's content remained highly discoverable, authoritative, and aligned with search intent, driving sustained traffic growth and user engagement.



Increase 120%
Organic Traffic /
year

Maintain SERP
Rank
1-10

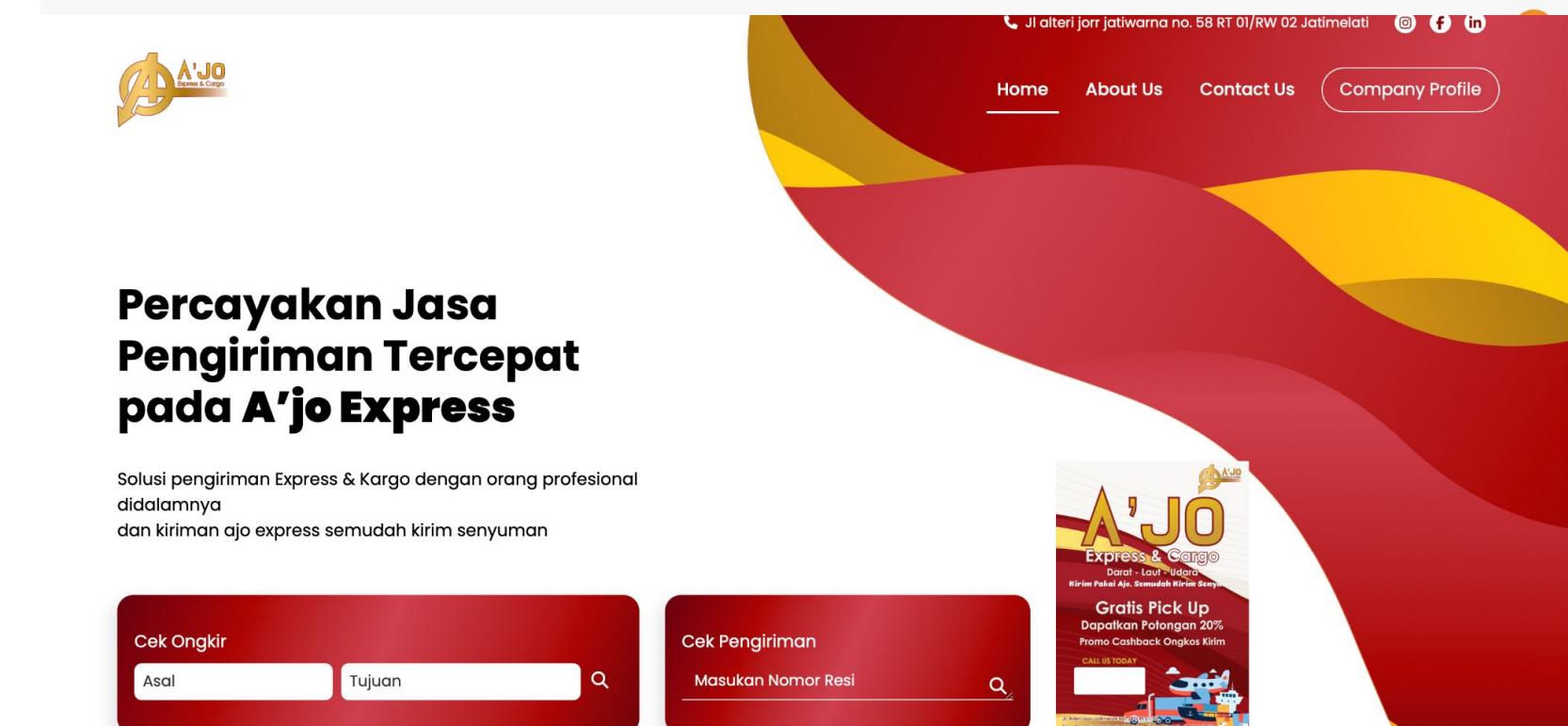
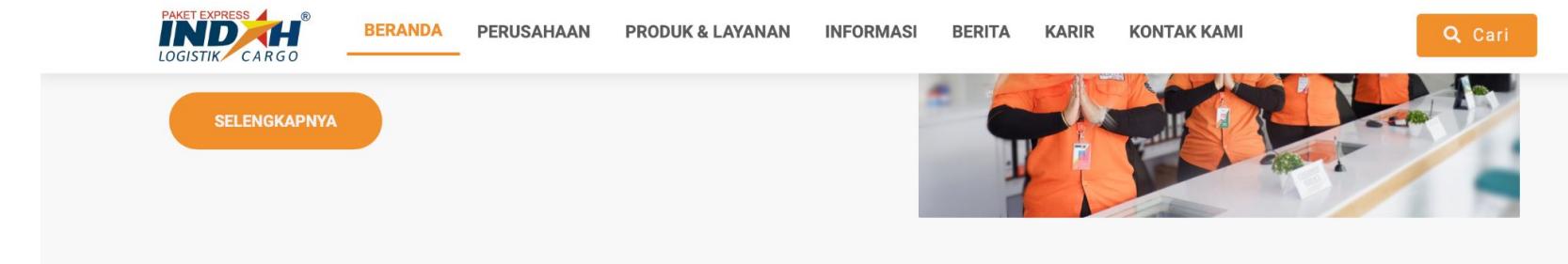
Leads/ month:
300K

Website & Google Indexing Friendly

We specialize in creating SEO-optimized logistics websites that are fully indexed by Google, ensuring maximum online visibility. Our smart tracking system allows you to monitor your customer journey in real-time, providing valuable insights to enhance user experience and drive business growth.

Portofolio:

- Indah Cargo (<https://indahonline.com/>)
- A'jo Express (<https://ajoexpress.com/>)



Agenda Setting

A targeted plan to boost audience interaction, with realistic comment goals and ER growth rates aligned to each brand's unique character.



Target: **10.000 komentar/bulan**

Rekomendasi kenaikan Engagement Rate (ER) yang realistik: **+8–12% positif per bulan**

Fokus strategi:

- Aktivasi konten interaktif (polling, quiz, challenge)
- Respon cepat & aktif di komentar untuk memicu percakapan berantai
- Kolaborasi dengan komunitas otomotif & micro-influencer



Target: **20.000 komentar/bulan**

Rekomendasi kenaikan ER yang realistik: **+10–15% positif per bulan**

Fokus strategi:

- Konten yang memancing diskusi (perdebatan ringan, pilihan favorit)
- Cross-brand activation antar produk Unilever
- Integrasi KOL & influencer untuk reach & engagement boost



Target: **5.000 komentar/bulan**

Rekomendasi kenaikan ER yang realistik: **+5–8% positif per bulan**

Fokus strategi:

- Edukasi finansial dalam format singkat & engaging
- Campaign interaktif yang relevan dengan momen (payday, hari besar nasional)
- Dorong user-generated content (UGC) melalui challenge berhadiah



THANK YOU



Visit Our Website Now
www.posthinks.com