

TWITTER #HASHTAG FOR BANKING





BNI Twitter #Hashtag

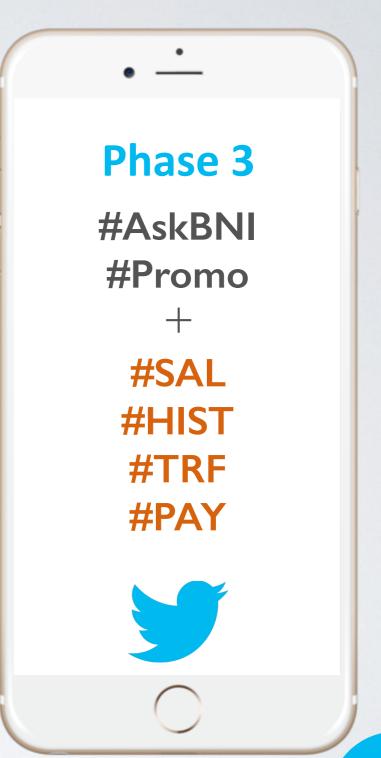
TUJUAN

- Memudahkan nasabah dan followers twitter @BNI46 untuk mendapatkan :
 - informasi terkini promo-promo BNI termasuk Program Rejeki BNI Taplus. #Promo
 - informasi tentang produk dan layanan BNI. #AskBNI

TWITTER HASHTAG FOR BANKING Timeline

Phase 1 #AskBNI **#Promo**

Phase 2 #AskBNI **#Promo** + #SAL **#HIST**



2015 Q-IV

2016 Q-II

2016 Q-III

Twitter
Hashtag for
Banking



Twitter #Hashtag for Banking



FOR INTERNAL USE ONLY

THE #HASHTAG



#MENU

#PROMO

#AskBNI





#MENU

Anda dapat mengirim DM dengan "#menu" (tanpa double quote) untuk mengakses daftar menu layanan BNI (@bni46) via Twitter.

Anda dapat mendaftar layanan BNI (@bni46) via Twitter DM dengan format: "#daftar #nama_lengkap #nohandphone" (tanpa double quote). Cth: #daftar #Andi_Waluyo #62213456789 Note: Nama Awal dan Akhir dipisah dengan "_". Gunakan +62 sebagai pengganti digit "0" di depan nomor telepon Anda.

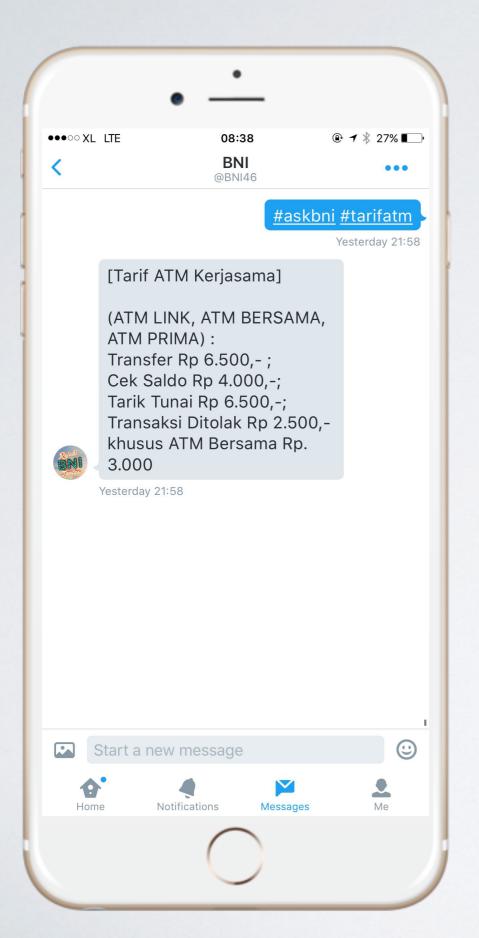
Anda dapat mengakses layanan promo BNI (@bni46) via Twitter DM dengan format #promo + #keyword sesuai yang anda inginkan. Cth: #promo #travel, #promo #hotel #travel. DM kami dengan mengetik #helppromo untuk mengetahui semua #keyword promo dari BNI.

Anda dapat mengakses layanan Customer Service BNI (@bni46) via Twitter DM dengan format #cs + #keyword sesuai yang anda inginkan. Cth: #cs #taplus, #cs #kartuhilang. DM kami dengan mengetik #helpcs untuk mengetahui semua #keyword customer services dari BNI.

TWITTER #HASHTAG @BNI46

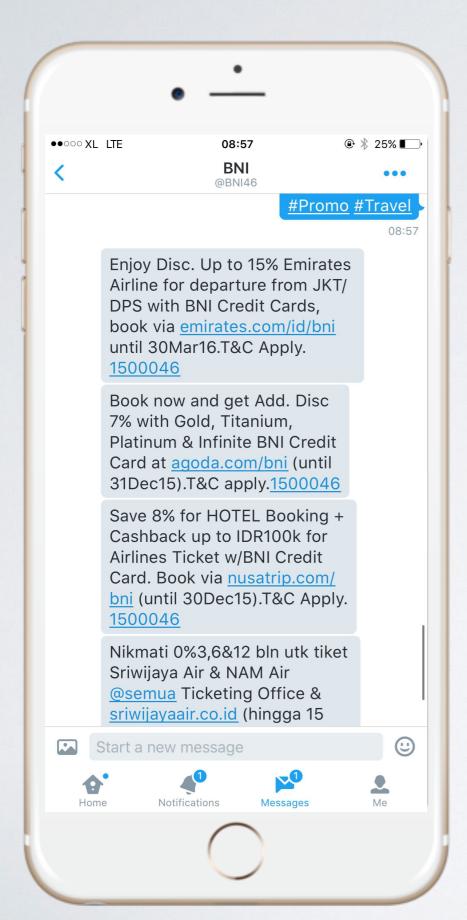
#PROMO	#AskBNI
 #RBT #Hotel #Travel #FB #eCommerce #BNIDebitOnline #Fashion #Health #AEON #Groceries #Watch #Sports 	 #KartuHilang #BukuHilang #TokenPLN #DebitOnline #Taplus #TarifATM #Passport #BlokirATM #TaplusMuda #ByrCCBankLain
 #Entertainment #HelpPromo untuk mengetahui semua keyword #Promo 	#HelpBNI untuk mengetahui semua keyword #AskBNI

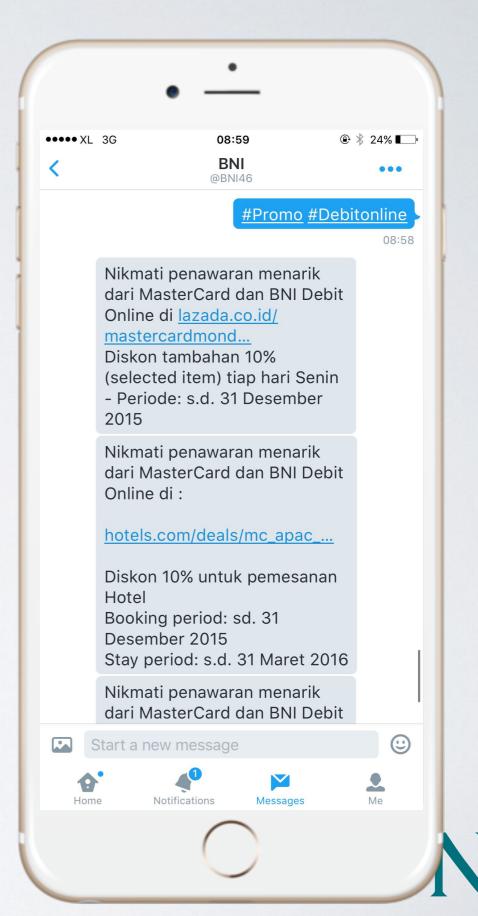
#AskBNI



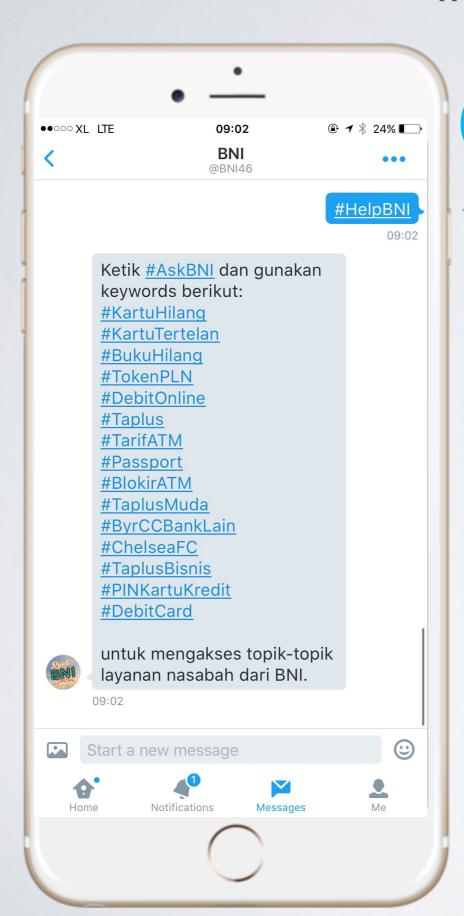


#PROMO

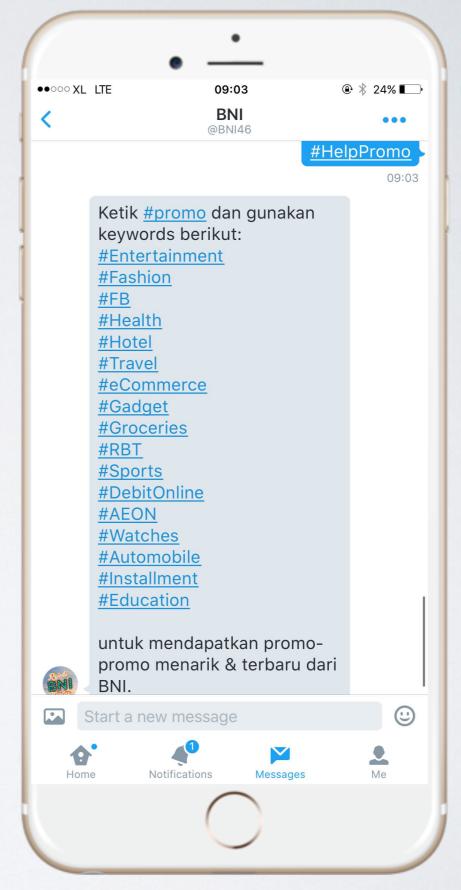




#HASHTAG HELP



#HELPBNI



#HELPPROMO



MARKETING PLAN

MARKETING COMMUNICATION



PRESS CONFERENCE

PROMO @ AEON

POSTERS

FLYERS

@ * 100% === +

0

BNI

Enjoy Disc. Up to 15% Emirates Airline for departure from JKT/DPS with BNI

Credit Cards, book via emirates.com/id/bni until 30Mar16.T&C Apply.1500046
Book now and get Add. Disc 7% with Gold, Titanium, Platinum & Infinite BNI Credit Card at agoda.com/bni (until 31Dec15).T&C apply. 1500046

Save 8% for HOTEL Booking + Cashback up to IDR100k

for Airlines Ticket w/BNI Credit Card. Book via nusatrip.com/bni (until

30Dec15).T&C Apply. 1500046

Start a new message

•••○ XL 3G

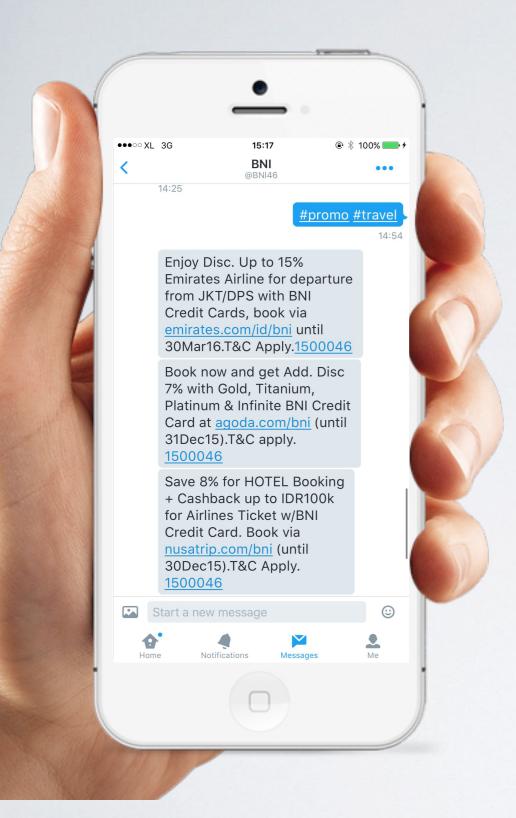


MARKETING COMMUNICATION SCHEDULE



November 2015

unday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 2	2	3 • Ist Meeting Koordinasi antara	4	5	6	7
	BNI, Twitter dan Bilinedev	Koord	linasi disain da	n acara		
	9 • Internal Comm. • Quiz for Internal	Internal Comm. Quiz for Internal	Internal Comm. Quiz for Internal	Internal Comm. Quiz for Internal	• Internal Comm. • Quiz for Internal	14
		Koor	dinasi disain da	an acara		
j	Internal Comm. Quiz for Internal Approval	• 2nd Meeting + Corporate Comm.	18 • Internal Comm. • Quiz for Internal	Internal Comm. Quiz for Internal	• Internal Comm. • Quiz for Internal	21
	Starts • Final Meeting	24 All Set!	25 • Press Conference • Twitter Ads • Email Marketing • Banner @ web • Posters	• Twitter Ads • Banner @ web • Quiz (ext & int) • Blog Competition	Part Approval Twitter Ads Banner @ web Quiz (ext & int) Blog Competition	• Twitter Ads • Banner @ web • Quiz (ext & int) • Blog Competition
Twitter Ads Banner @ web Quiz (ext & int) Blog Competition	• Twitter Ads • Banner @ web • Quiz (ext & int) • Blog Competition					Enjoy Disc. Up Emirates Airlin from JKT/DPS Credit Cards, k emirates.com/ 30Mar16.18C. C Book now and 7% with Gold, Platinum & Infi Card at agoda. 31Dec15),T8C 1500046 Save 8% for H + Cashback up



THANK YOU





DISCUSSION

