

# **SIPS Digital KOL Management**

[digital.sipsedutech.id](https://digital.sipsedutech.id)  
[halo@sejawat.co.id](mailto:halo@sejawat.co.id)

# Why Healthcare Company Needs KOL?

In today's rapidly evolving healthcare landscape, the integration of Key Opinion Leaders (KOLs) is paramount for the success of company's marketing effort.

KOLs or influencers, play a pivotal role in shaping opinions, disseminating credible information, and influencing healthcare-related decisions.

The presence of KOLs become crucial for healthcare companies as these influencers possess the ability to bridge the gap between medical expertise and the general public with their extensive knowledge and credibility. Moreover, KOLs contribute significantly to building and reinforcing the reputation of healthcare brands.

We at SIPS Digital Creatives can be your partner in collaboration of providing credible and impactful KOLs marketing.

# The Power of Influencer for Healthcare Company



**Provide medical  
Expertise**



**Increase brand awareness**



**Build trust and  
credibility**



**Simplify complex medical topic  
through creative content**



**Gain digital  
influence**



**Influence healthcare-related  
decision making for general public**

# When you need KOL services?



**New product launches**



**Entering a new market**



**Want to increase brand awareness**



**Organizing special campaign or promotion**



**During a brand crisis**

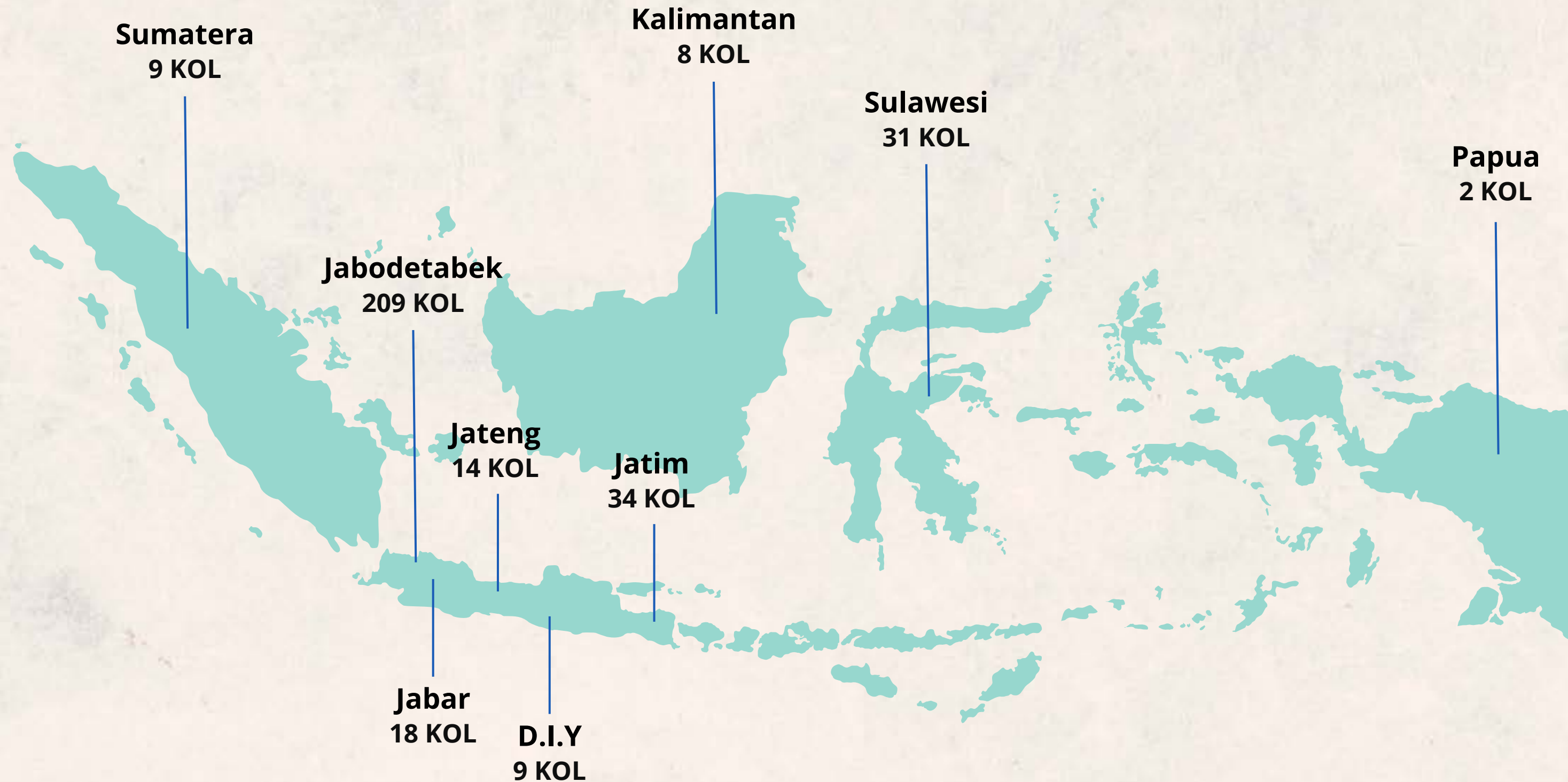


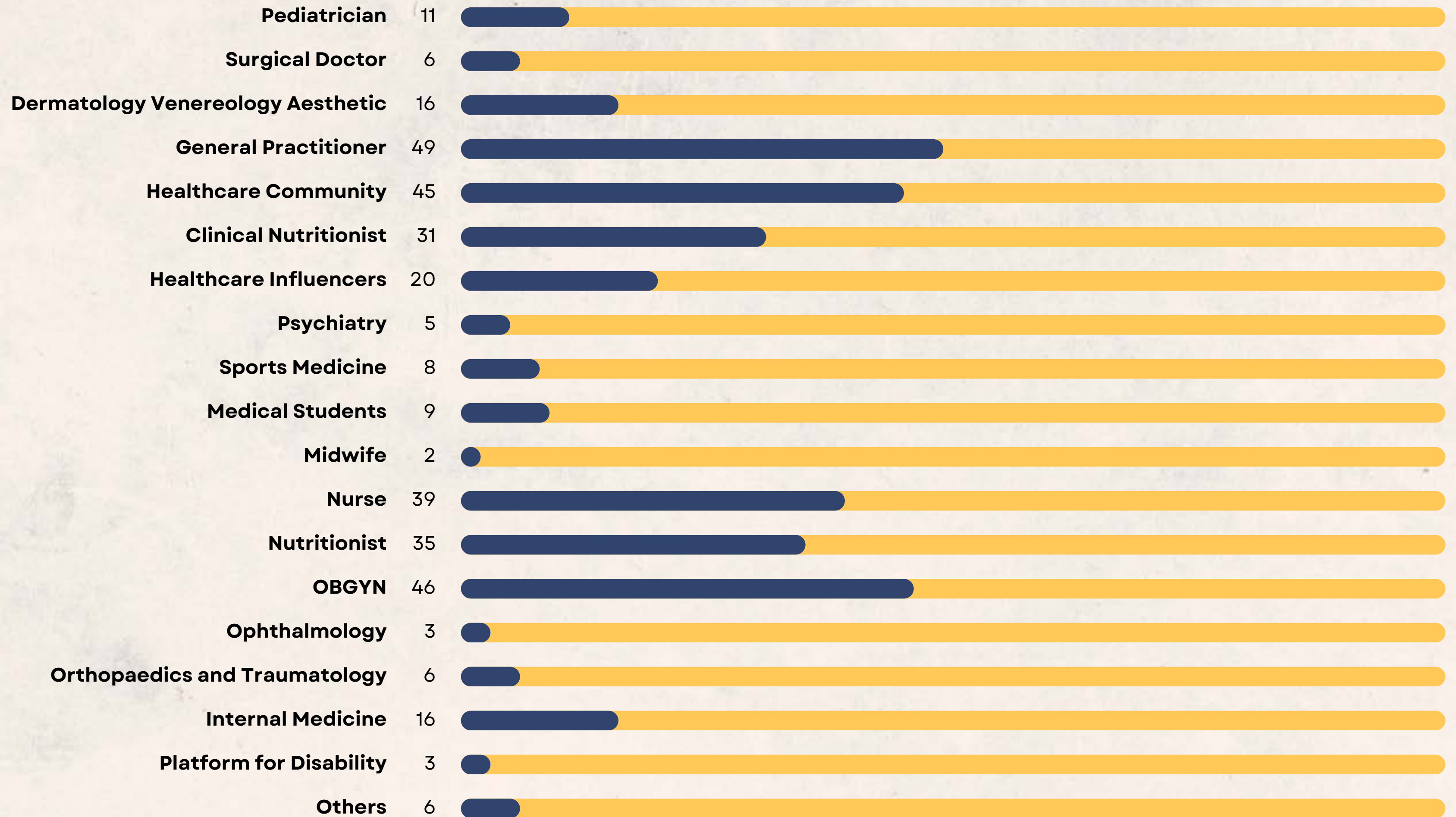
**Exploring market insights**





# KOL Demographics & Profession







# Why SIPSEI?

1. Target audience becomes more specific with KOL Good reputation





# Why SIPSEI?

## 2. KOL Content Has Higher Engagement



Apa saja ya nutrisi yang baik untuk pencegahan dan ...  
December 18, 2023 · Duration 0:45

271358 2887 108 90 323

Joint supplement  
company



Sikap ceroboh harus dijaui oleh perawat. Makany...  
March 28, 2023 · Duration 0:28

25736 1089 15 61 183

Nurse Community



Main game sebagai pengisi waktu luang memang...  
June 27, 2022 · Duration 0:35

10532 407 1 19 32

EdTech Company



# Why SIPSEI?

## Client Request

Brand awareness for health installment services

## SIPSEI Solution

KOL Management Service:

- Search for relevant and suitable KOL to convey brand message
- Find key opinion leaders that fit the client's product
- Learn the influencing rate of KOL
- Track all communications, agreements and payments with KOLs smoothly and efficiently
- Monitor our influencer marketing campaign
- Organize and track content promotion done by KOLs to match the timeline and brief we set
- Create post-campaign report and analytic

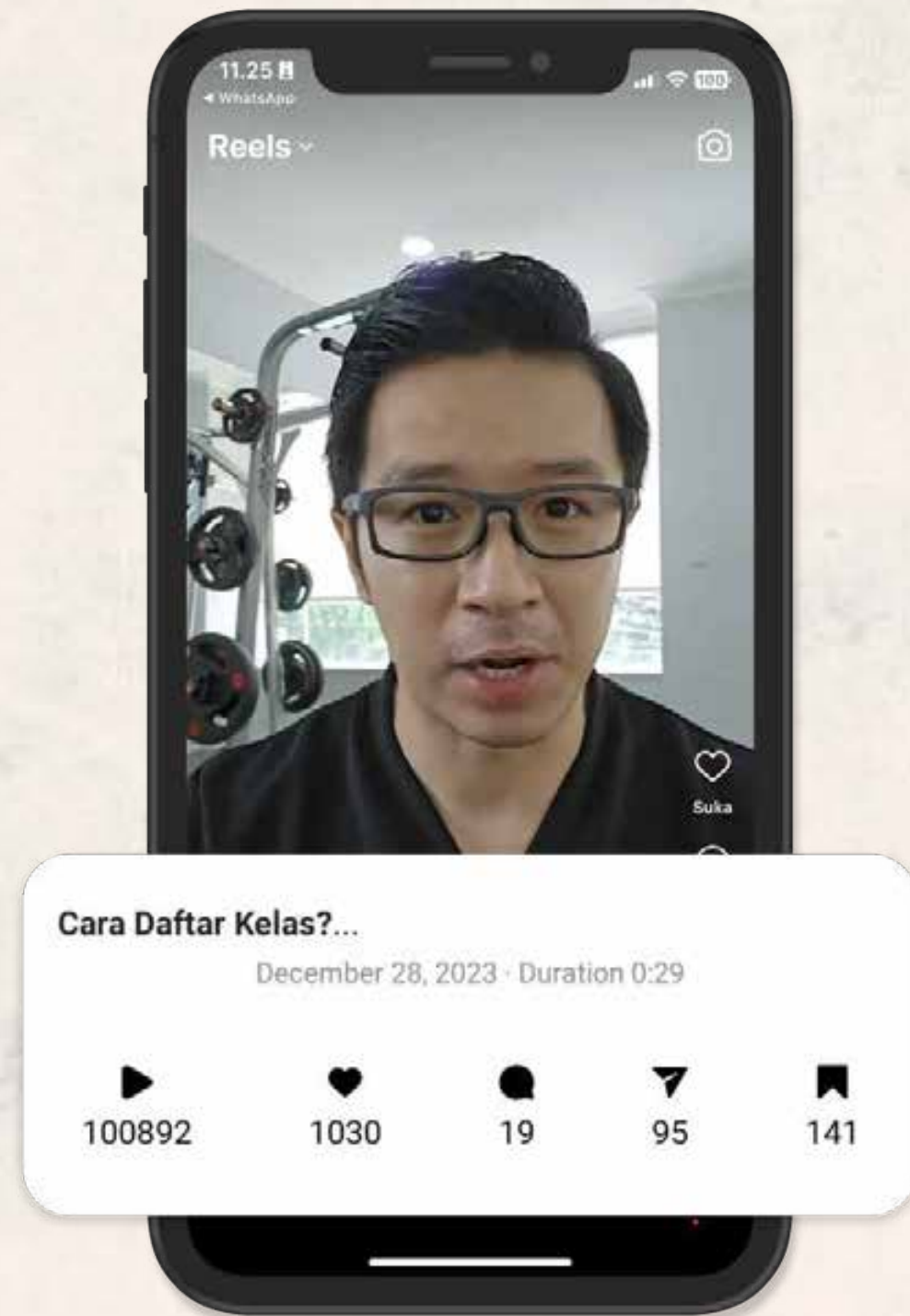
## 3. Authentic and engaging content





# Why SIPSEI?

## 4. Content and activations that Influences purchasing decisions



KOLs with experience as creators and speakers at various events can help brands to invite the audience to participate in webinar sessions created by brands to promote products from brands.



## KOL Marketing Price

Tier	Followers	Interaksi per Post	Rate Minimal
NANO	1000 - 5000	250	Start from Rp300.000
NANO	5000 - 10.000	375	Start from Rp500.000
MICRO	10.000 - 50.000	1250	Start from Rp2.000.000
MICRO	50.000 - 100.000	3750	Start from Rp5.000.000
MIDDLE	100.000 - 200.000	9000	Start from Rp10.000.000
MIDDLE	200.000 - 500.000	12.000	Start from Rp15.000.000
MEGA	500.000 - 1.000.000	50.000	Start from Rp45.000.000

 Rate KOL di insudtri kesehatan dan farmasi tidak hanya ditentukan oleh followers, rate juga ditentukan berdasarkan spesialisasi dan pengalaman di bidang tertentu.

# KOL Marketing Package

Total KOL = 10	Price	Objective		
		Awareness	Consideration	Conversion
Nano	Start from Rp10.000.000	Include: - General brief - Report	Include: - Brief campaign - Campaign report - Analysis and action plan	Include: - Brief campaign - Campaign report - Analysis and action plan
Micro	Start from Rp25.000.000			
Middle	Start from Rp130.000.000			
Macro - Mega	Start from Rp200.000.000			

 Jumlah KOL dan tier bisa disesuaikan dengan kebutuhan campaign dari Brand.  
Kami set 10 KOL sebagai jumlah efektif dari satu aktif campaign.

# Thank you, we greatly expect to be able to collaborate with you!

Contact Us :

PT SIPS Edutech Indonesia

Jl. Hertasning Utara II No. F28

Makassar 90231

Ph: +62 411 4677 545

Mobile: +62 812 4124 5032 (Dian)

[sipsedutech.id](https://sipsedutech.id)

[digital.sipsedutech.id](https://digital.sipsedutech.id)

