

“WE HANDLE
MATTERS
WHEN YOU THINK
IT DOESN'T
MATTER”

idblognetwork

is a company providing media placement, Buzzer Management, and event organizer.



We are founded in August 2010 by Kuku TW. We started the business by managing several Media Placement and expanded our service to event organizer & social media buzzers management.

As our network among social media influencers are established already, we want brands to understand the power of message virality in social media.

We believe, that good combination between superb technology and great business strategy will bring us to grow faster. So, We proud to introduce you a new our Business Director, MS. Wiwik W. Well known as Wiwikwae.



**Here at IBN, we have 4 services provided
what is that?**

1

MEDIA PLACEMENT

Well known as IBN, idblognetwork.com is a blog advertising platform that has a network with almost the entire blogger's community in Indonesia. Total Blogger who registered in IBN more than 12.000 blogger and still counting.

IBN meet, matches, and run in digital campaign between Corporate, Advertiser, and Blogs/Publisher in Indonesia. Ssst... We will expand our network to Asia ASAP.

And here are our Media Placement Services:

1. CPC : Cost Per Click
2. CPP : Cost Per Post
3. CPA : Cost Per Action
4. CPS : Cost Per Sales
5. CPVBanner : Cost Per Video Banner
6. CPVBloggng : Cost Per Video Blogging
7. CPR : Cost Per Read
8. CPB : Cost Per Browse
9. CPT : Cost Per Tweet
10. Placement in idblognetwork.com
11. Placement in forum idblognetwork
12. DSP : Demand Side Platform

2

BUZZER MANAGEMENT

We manage buzzers (endorser/influencer) for your online campaign :

- Find the right profile refers to your brand
- Making guideline & flow conversation strategy to buzzers
- Make a working schedule to buzzers
- Monitoring the campaign
- Making report

3

EVENT ORGANIZER

We create & manage event by utilizing our network of blogger community.
Some of the annual events we hold are:



4

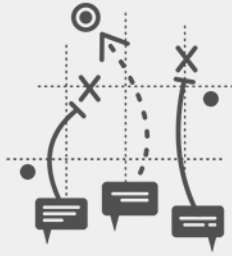
SOCIAL MEDIA MANAGEMENT

We create social media account like :

- Facebook
- Twitter
- Pinterest
- Youtube
- LinkIn
- Google+

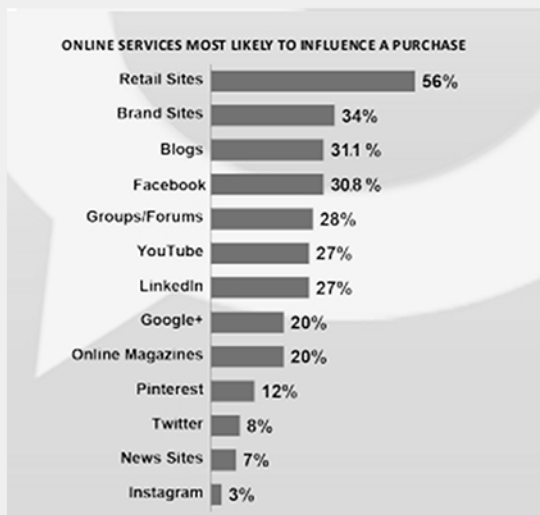
- We also manage & monitor your socmed account fo about 16 hours/day
- Making content plan/strategy
- Making report & analyze your socmed performance (per month)





WHY IS IT IMPORTANT TO HAVE A GOOD **COMMUNITY MANAGEMENT?**

The survey findings also indicate that many of those consumers are turning to blogs when looking to make a purchase. Blogs were found to be the third-most influential digital resource (31%) when making overall purchases, only behind retail sites (56%) and brand sites (34%). In fact, blogs were found to be the fifth-most trustworthy source overall for information on the internet. YouTube, Facebook and Google+ are the most popular social properties for consumers.



Here are some interesting
CONSUMER BEHAVIOR data
by Technorati Media Digital Influence
Report, 2013



**Great Results and Publicities
on Digital Campaign will give the Brand :**

KPI Achievement

Top Of Mind

SEO Offpage – Organic

And here the reason why do I have to choose Idblognetwork.

Market - All Categories - 2012-10-01 - 2012-10-31

Category: All Categories

Audience: Indonesia

Date: 2012-10-01 - 2012-10-31

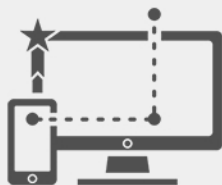
Traffic: All Devices



Name	UB's	%Change	UB %reach	UB's	UB %Chg.	Freq.	PPV	PV %Chg.	APD	ABD	APVPS	Mobile
All Categories	62,024,060	11.1%	100.00%	369,199,718	18.20%	5.95	2,238,096,802	23.00%	01.47	10.48	6.06	16.58%
idblognetwork.com	16,811,281			36,126,764	10.36%	2.15	133,011,475	13.12%	01.18	04.47	3.68	11.50%
KOMPAS.com	8,599,814	19.1%		18,790,887	13.62%	2.79	138,196,316	2.03%	03.39	18.48	5.16	31.28%
idblognetwork.com	5,223,221	38.42%	8.42%	10,141,470	50.20%	1.94	73,888,771	20.99%	01.53	13.44	7.28	27.86%
kompasiana.com	5,124,867	5.55%	8.26%	10,141,470	4.03%	1.59	18,994,214	-6.35%	01.23	03.14	2.33	43.67%
idblognetwork.com	3,489,177	17.38%	5.57%	8,141,470	25.34%	2.80	96,894,955	21.18%	01.38	09.07	6.31	2.36%
gaul.com	3,193,489	-0.09%	5.10%	10,141,470	1.42%	3.43	49,657,438	9.37%	01.51	09.27	4.58	22.57%
Tempo	2,867,184	3.09%	4.62%	7,592,470	5.09%	2.68	34,968,401	2.89%	01.38	07.28	4.68	31.29%
detik.com	2,379,026	11.02%	3.83%	5,296,445	15.96%	2.23	27,993,888	11.79%	02.23	12.36	5.29	4.16%
PusatIDN	2,196,384	6.20%	3.39%	9,543,970	8.28%	4.53	31,388,020	6.37%	02.23	11.07	3.29	1.07%
hulu.net	1,422,696	16.87%	2.29%	9,577,020	110.50%	3.92	43,720,719	133.67%	01.44	13.33	7.84	36.96%
republik.co.id	1,213,854	-2.28%	1.90%	2,158,816	1.80%	1.78	9,331,089	-1.11%	02.42	11.05	4.42	0.87%
21sepi.com	954,489	-18.72%	1.50%	1,760,227	21.50%	1.88	9,326,403	-19.18%	01.05	05.44	5.30	11.83%
ipuland.com	928,855	-2.80%	1.49%	1,810,563	3.02%	1.74	9,081,797	-20.32%	01.17	04.04	3.15	45.11%
news.tv	882,033	-1.70%	1.42%	1,738,170	3.89%	1.97	2,332,212	2.33%	01.32	02.03	1.34	5.16%
griyadana.com	718,576	29.75%	1.15%	910,170	34.53%	1.28	2,192,368	36.44%	01.02	02.21	2.29	17.89%
arifannews.com	653,611	4.54%	1.03%	1,738,170	6.08%	1.34	2,361,769	4.88%	02.19	06.14	2.70	1.74%
idblognetwork.com	608,803	-23.73%	-0.97%	1,738,170	-23.38%	1.53	2,236,187	-33.31%	01.32	03.41	2.40	25.12%
latihannews.com	595,367	24.61%	1.03%	1,738,170	20.30%	1.77	5,019,700	16.86%	01.10	05.38	4.81	44.22%
idblognetwork.com	516,843			1,738,170	1.87%	1.96	9,336,429	2.11%	01.09	10.46	9.42	20.30%
newsidn.com	451,201			1,738,170	11.77%	1.62	2,773,540	4.23%	04.25	16.47	3.60	17.19%
koran.co.id	393,817	-4.42%	0.82%	892,867	13.79%	2.04	2,899,486	15.36%	04.43	15.51	3.36	8.87%
seputar.com	392,042	-10.17%	0.43%	626,367	4.56%	1.60	2,815,181	4.22%	02.46	12.23	4.49	1.30%
Okload	354,432	50.63%	0.67%	924,739	55.36%	1.48	1,168,123	58.79%	01.27	03.14	2.23	4.98%

From 62 million UB's in Indonesia, Bloggers in Idblognetwork has deliver amazing contribution with number of 16,8million.

————— LET'S —————
DIG.IT.ALL
————— WITH US —————



OUR PRICING

CPC	Rp. 3.000,- / click min order Rp. 50.000.000,-
CPP	Start fr. Rp. 3.500.000,- / post depends on level of fame & page rank
CPT (Buzzer Management)	Start fr. Rp. 350.000,- / tweet depends on level of fame & no. of follower
CPA	Start from Rp. 10.000,- depends on level of difficulty
CPS	Star from 10% - 15% from price tag Depends on price
CPVBanner	Rp. 6500,- / view
Social Media Management (1 FB Page & 1 Twitter Account)	Rp. 25.000.000 / month Min 1 years
CPVBlogging	Start fr. Rp. 3.500.000,- / post depends on level of fame, page rank and difficulty
CPR	Rp. 1.500,- / read
CPB	Rp. 1.500,- / read
Placement in idblognetwork.com	Rp. 55.000.000 (home page) Rp. 25.000.000 (rectangle)
Placement in forum idblognetwork	Rp. 25.000.000 (home page) Rp. 10.000.000 (section)
DMP	To be Confirmed

OUR CLIENTS



OUR CLIENTS



OUR CLIENTS



OUR CLIENTS



NEED SOME ADVICE?

JUST SHOOT US AT

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