DIGITAL MARKETING
PORTOFOLIO IVOSIGHTS

AJRUN AZHIM FAWWAS

Experienced in digital marketing, expert in strategy, creative content, and data-driven campaigns to increase brand awareness, engagement, and conversions.

Driving **Growth**, One Digital **Strategy** at a Time

Hello, Im Ajrun Azhim Fawwas

8th semester student at Budi Luhur University, Bachelor of Business Management Study Program. Master basic knowledge of Business Management. Have Digital Marketing skills like Social Media Marketing, Copywriting, Brand Strategy, Brand Analysis, Paid Advertising, Search Engine Optimization, Graphic Design, and have basic Office Software skills such as Microsoft Word, Microsoft Excel, and Microsoft Power Point. Have an interest in a career as a Marketing Specialist Staff or Digital Marketing Specialist

in Ajrun Azhim Fawwas   ✉ ajrunazimfawwas23@gmail.com   🌐 https://ajrun-porto.vercel.app/

COMPETENCE

PERFORMANCE MARKETING

Skilled in planning, executing, and optimizing digital marketing campaigns across multiple platforms to achieve conversion goals.

Skiill Set

- Campaign Strategy & Optimization
- SEM & Social Media Ads Management
- CPR & CPA Monitoring and Optimization
- UTM Link Creation & Management

Tools

SEARCH ENGINE OPTIMIZATION (SEO)

Proficient in monitoringand enhancing search engine rankings through targeted strategies and analysis.

Skill Set

- SEO Keyword Ranking Monitoring
- On-Page & Off-Page Optimization
- Performance Reporting & Insights
- Strategic SEO Decision-Making

Tools

DATA ANALYTICS & REPORTING

Expert in translating performance metrics into actionable insights for informed strategic decisions.

Skill Set

- Monthly Campaign Summary Reporting
- Ad Performance Monitoring
- Data-Driven Strategy Development
- Visual Data Representation

Tools

EDUCATION

Myskill
Bootcamp Full Stack Digital Marketing
September - November 2023

Budi Luhur University
Bachelor of Business | GPA 3.68
2021 - 2025

CERTIFICATION

MySkill
E-Learning Search Engine Optimization

MySkill
Digital Marketing Full-Stack

MySkill
Final Project Mentoring

MySkill
E-Learning Tiktok Ads

WORK EXPERIENCED

PT TRINITI LAND
(August 2023 - September 2023)

PT JAGAD TANI SELARAS
(March 2024 – May 2024)

PT IVONESIA SOLUSI DATA (IVOSIGHTS)
(September 2024 - Desember 2024)

MANAGEMENT INTERN

MARKETING BUSINESS INTERN

DIGITAL MARKETING INTERN

01
IVOSIGHTS

September 2024 - Desember 2024

Ivosights is a technology-based company that is here to provide end to end solution services in managing and increasing customer satisfaction, as well as winning information competition through digital technology. This company helps clients in managing customer interactions automatically,

JOB DESCRIPTION

As a Digital Marketing Specialist at Ivosights, responsible for designing, implementing and optimizing digital campaigns for Sociomile, WABA, Ripple10 and BPO via SEM and Instagram, with a focus on conversion and budget efficiency. Duties include SEO monitoring analysis, CPR and CPA costs, managing daily tracking, compiling monthly reports, managing UTM links, as well as analyzing strategy development based on campaign and SEO performance.

TOOLS & SKILLS

ivosights
ivosights_id
ivosights.com

ADS PLACEMENT

Platform: Facebook Ads

Periode: 9 September - 31 Desember 2024

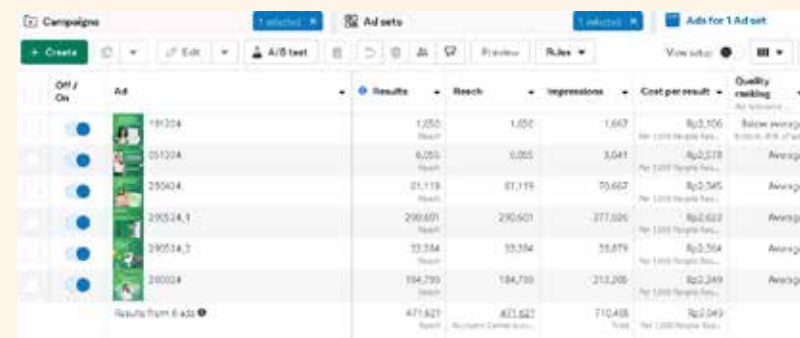**Project Description**: Manage Boost Post Sociomile Instagram
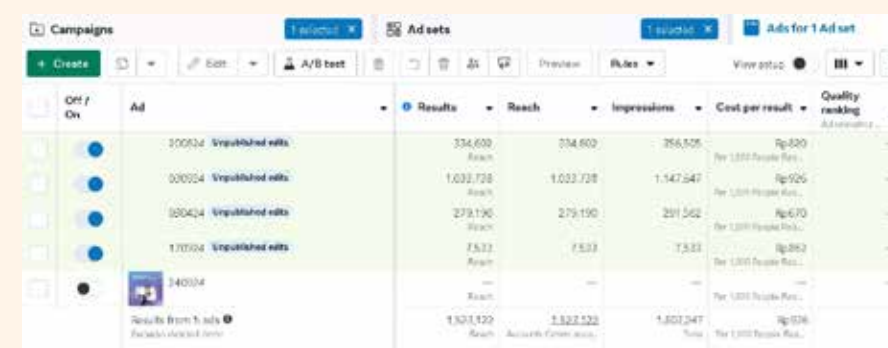
Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of Sociomile products.
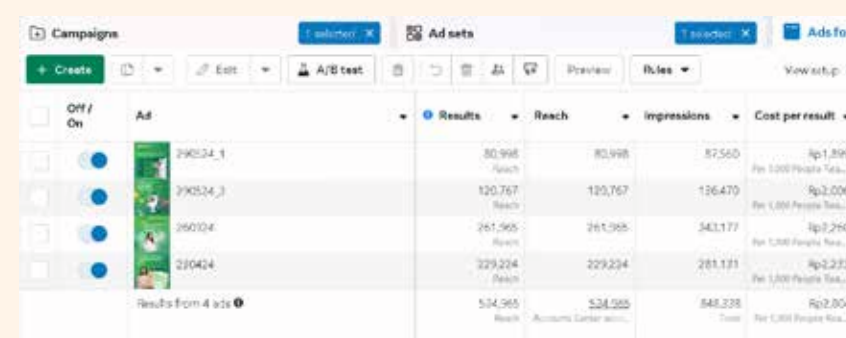
Scope of Work:
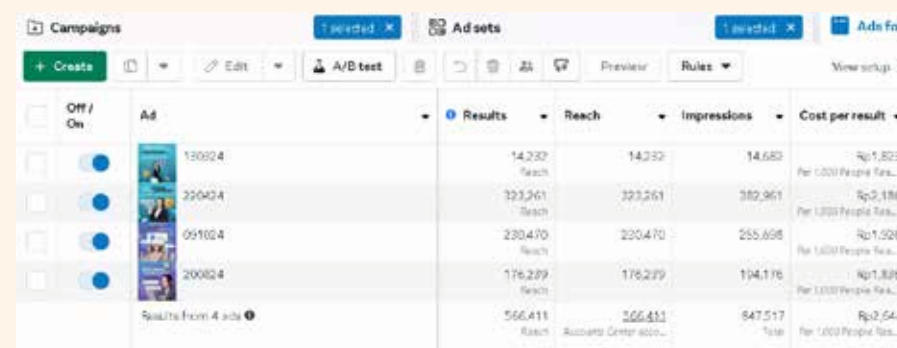
- Choose visual content (images or motion graphic) for Sociomile promotions.

- Determine the specific target audience (age, location, interests) according to the product.

- Create utm links on advertisements according to date, month, and year

- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024

- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).
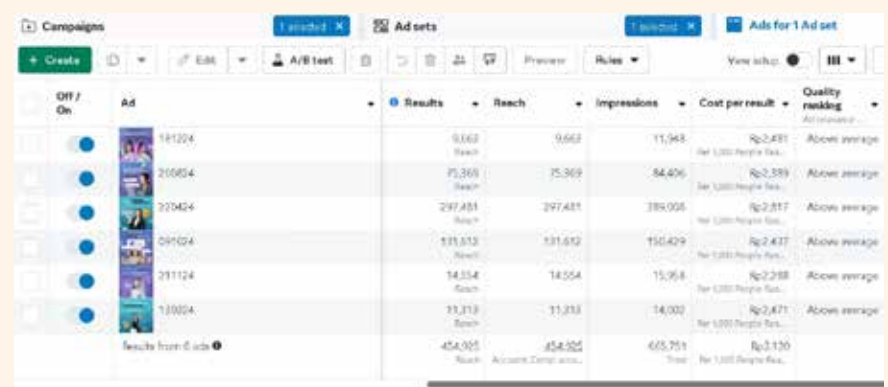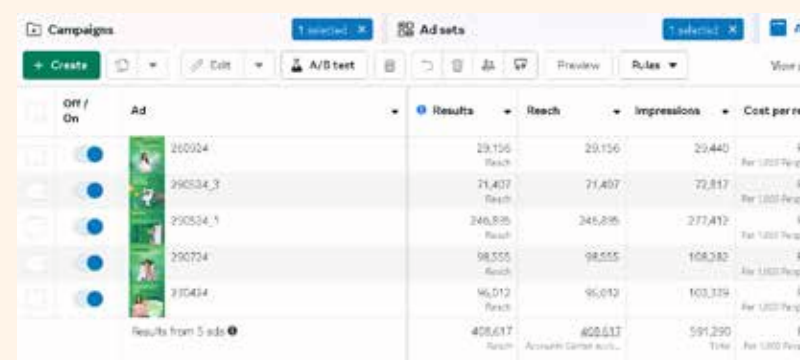

Results:

- Total Reach during the 4 month period (September 2024 - Desember 2024): around 4,549,925 people
- Total Impressions: 6,519,393 views.
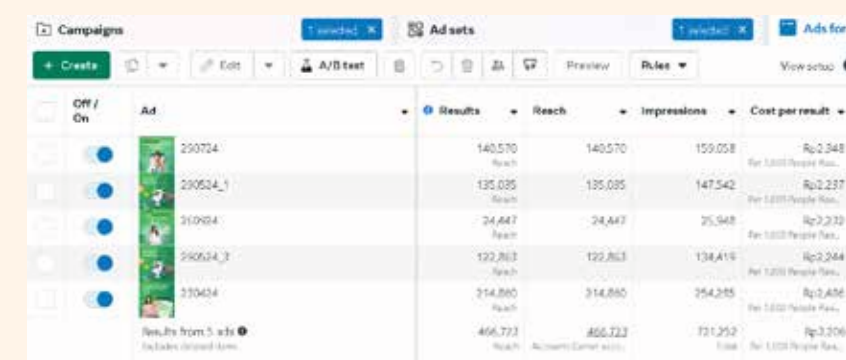- Average Cost per Result: Around Rp 2,648 per 1,000 people achieved.

ADS PLACEMENT

Platform: Facebook Ads
Periode: 9 September - 31 Desember 2024

Project Description: Manage Boost Post Ivowaba Instagram

Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of Ivowaba products.

Scope of Work:

- Choose visual content (images or motion graphic) for Ivowaba promotions.
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).

Results:

- Total Reach during the 4 month period (September 2024 - Desember 2024): around 2,268,072 people
- Total Impressions: 3,056,967 views.
- Average Cost per Result: Around Rp 2,576 per 1,000 people achieved.

ADS PLACEMENT

Platform: Facebook Ads
Periode: 9 September - 31 Desember 2024

Project Description: Manage Boost Post Ripple10 Instagram

Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of Ripple10 products.

Scope of Work:

- Choose visual content (images or motion graphic) for Ripple10 promotions.
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).

Result:

- Total Reach during the 4 month period (September 2024 - Desember 2024): around 1,222,609 people
- Total Impressions: 1,710,222 views.
- Average Cost per Result: Around Rp2.420 per 1,000 people achieved.
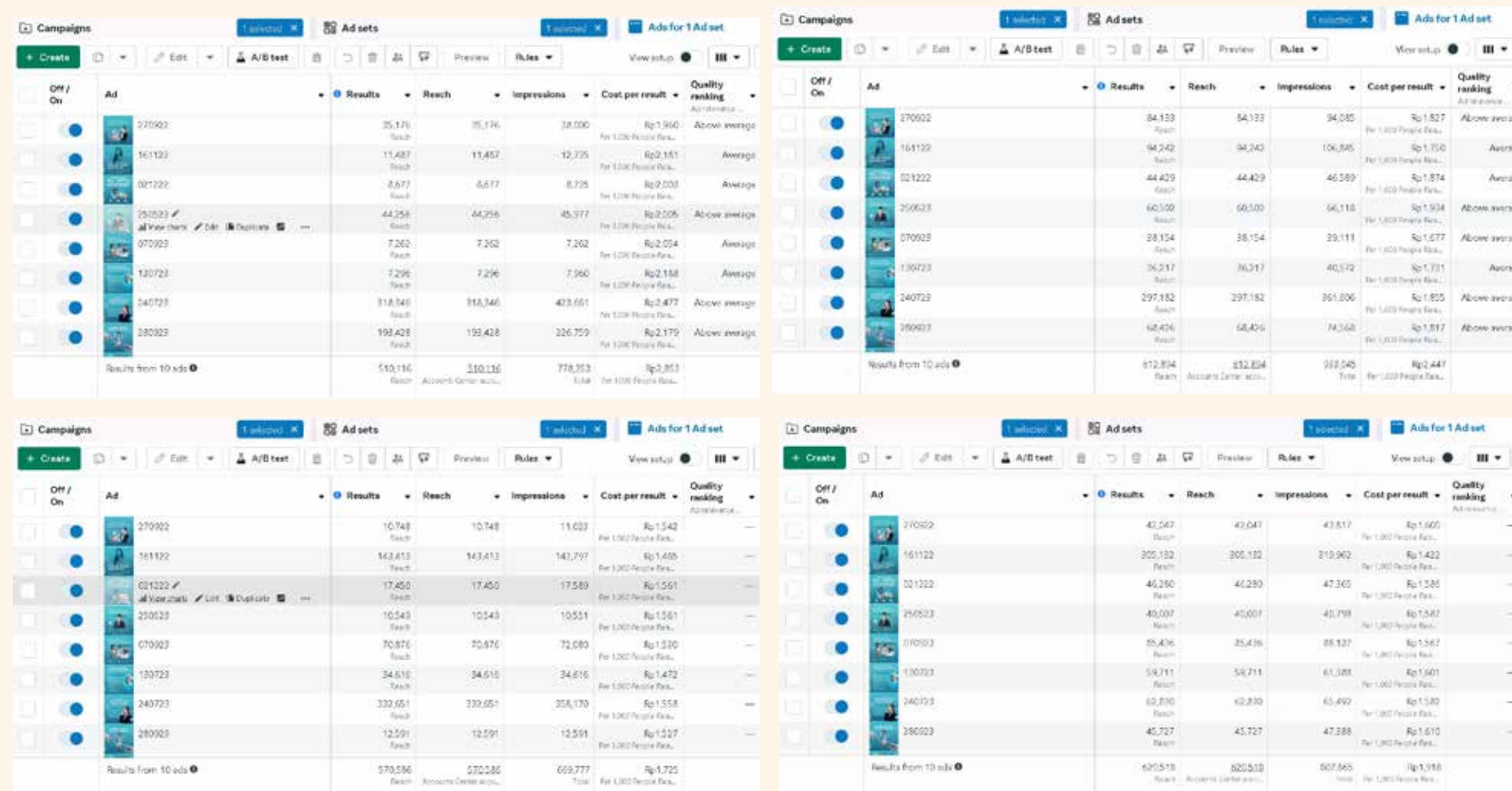
ADS PLACEMENT

Platform: Facebook Ads
Periode: 9 September - 31 Desember 2024

Project Description: Manage Boost Post BPO Instagram
Objective: Increase Reach (reach) and Impressions (impressions) to increase brand awareness of BPO products.

Scope of Work:
- Choose visual content (images or motion graphic) for BPO promotions.
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of boost posts during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (reach, impressions, and cost per result).

Results:
- Total Reach during the 4 month period (September 2024 - Desember 2024): around 2,314,114 people
- Total Impressions: 3,213,040 views.
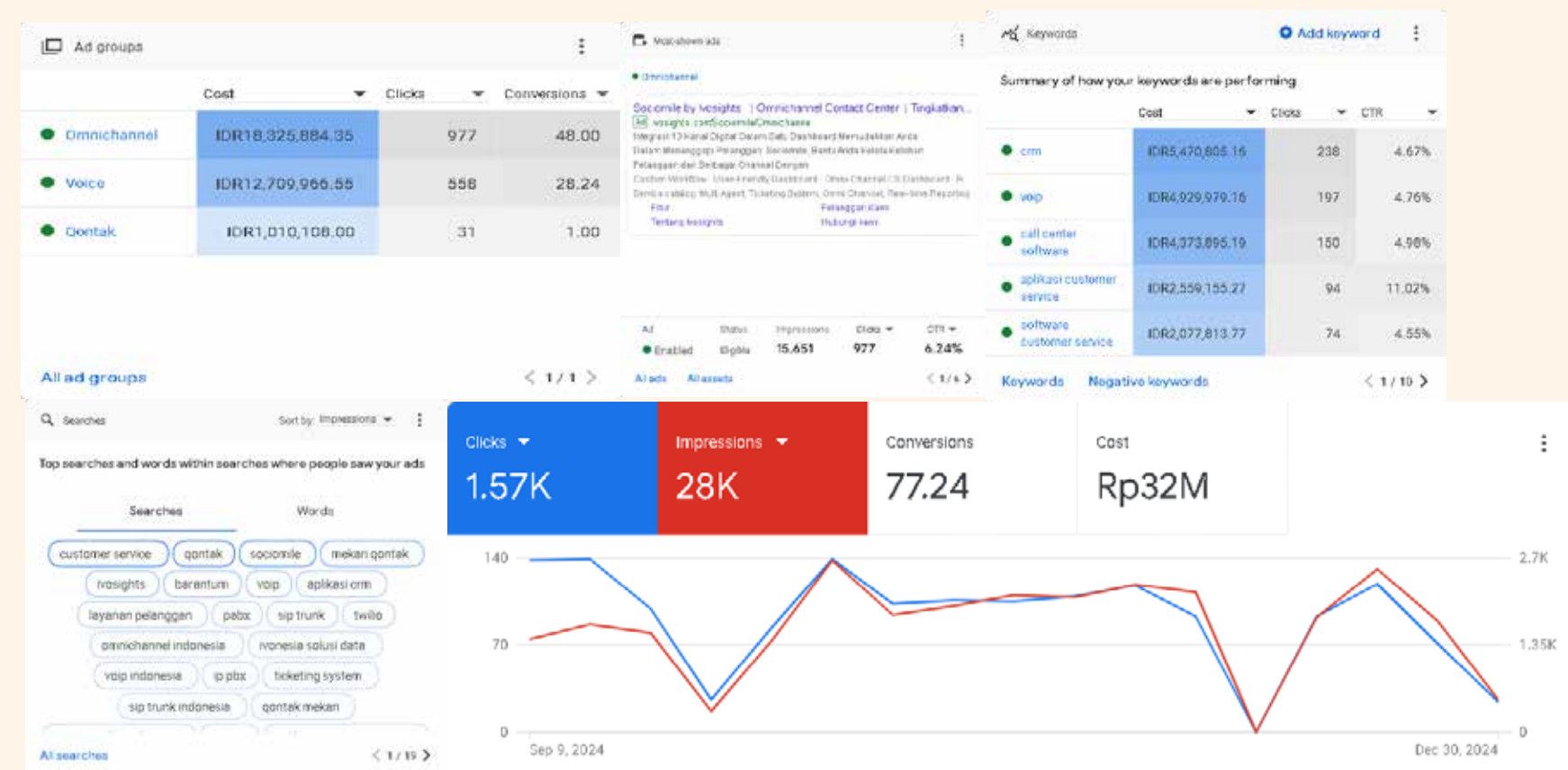- Average Cost per Result: Around Rp2.236 per 1,000 people achieved.

ADS PLACEMENT

Platform: Google ads
Periode: 9 September - 31 Desember 2024

Project Description: Manage SEM Sociomile Conversion

Objective: Increase Reach (conversions) and Impressions (impressions) to increase Sociomile product brand leads.

Scope of Work:
- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).

Results:
- Total Conversions during the 4month period (September 2024 – Desember 2024): around 74 Conversions
- Total Impressions: 21,800 views.
- Total Cost: Rp 32.000.000

ADS PLACEMENT

Platform: Google ads
Periode: 9 September - 31 Desember 2024

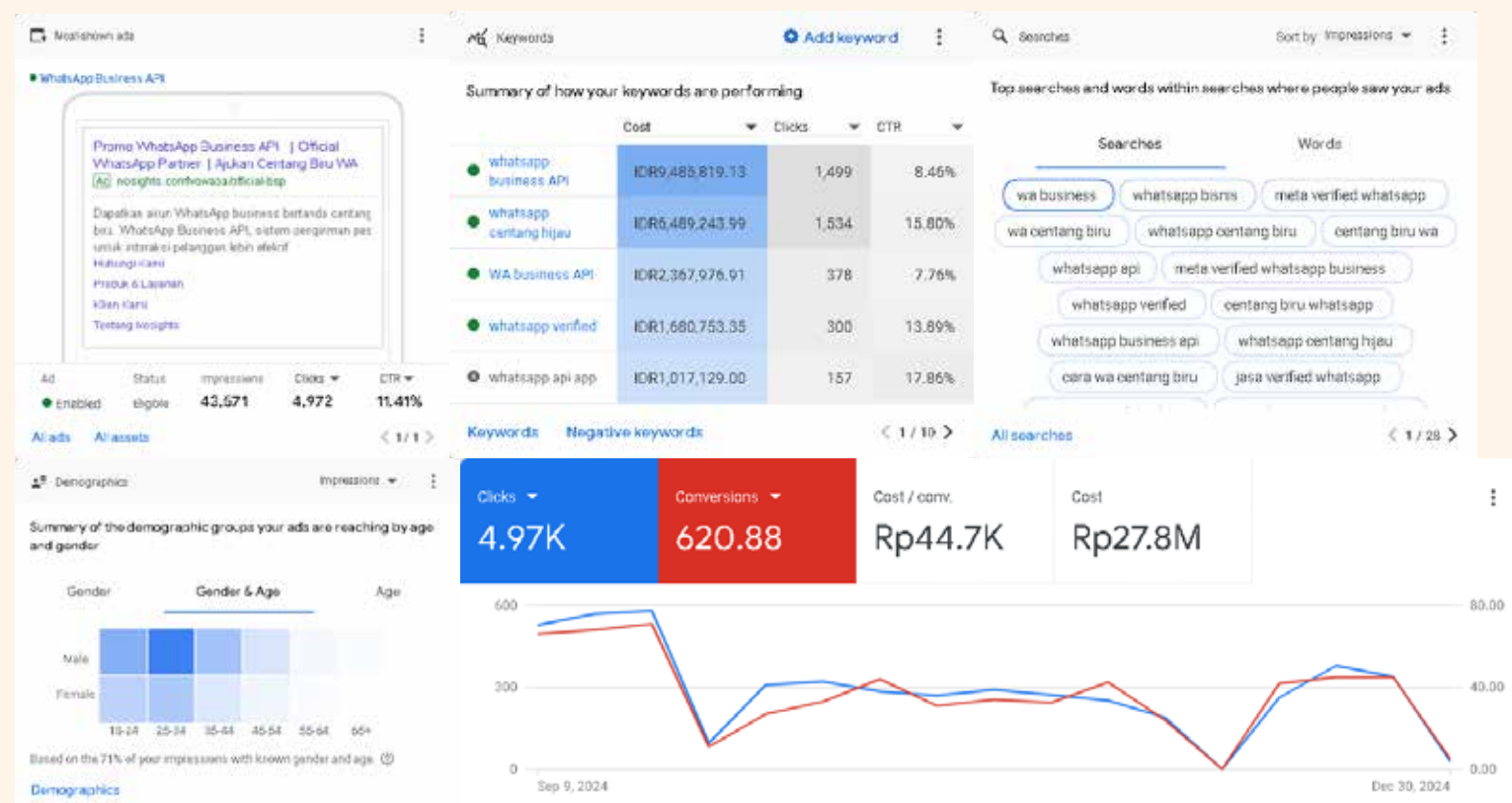**Project Description**: Manage SEM Waba Conversion

Objective: Increase Reach (conversions) and Impressions (impressions) to increase Waba product brand leads.

Scope of Work:
- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).

Results:
- Total Conversions during the 4month period (September 2024 – Desember 2024): around 628 Conversions
- Total Cost: Rp 27.800.000
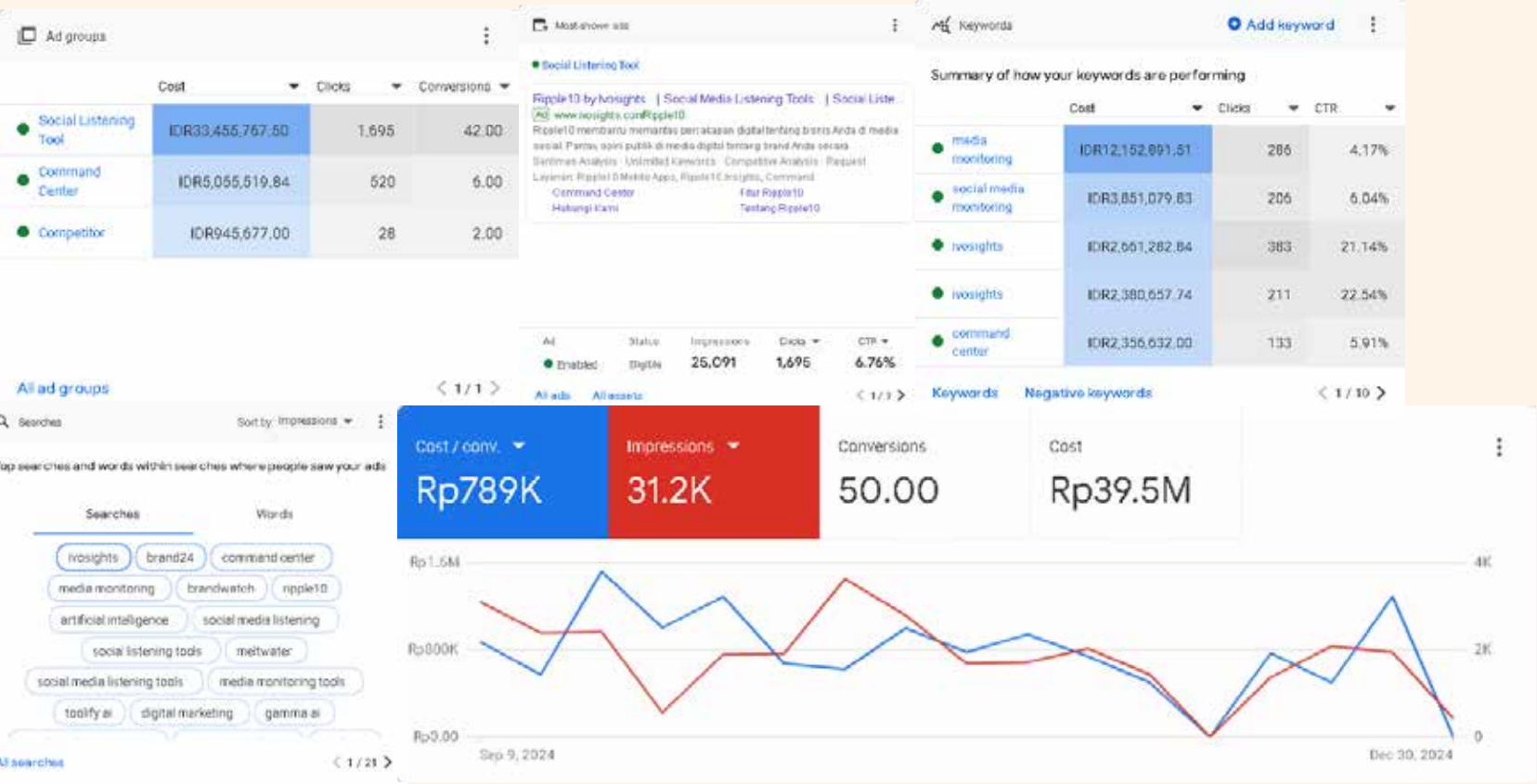- Total Cost per Result: Around Rp 44,700

ADS PLACEMENT

Platform: Google ads
Periode: 9 September - 31 Desember 2024

**Project Description**: Manage SEM Ripple10 Conversion

Objective: Increase Reach (conversions) and Impressions (impressions) to increase Ripple10 product brand leads.

Scope of Work:

- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).

Results:

- Total Conversions during the 4month period (September 2024 – Desember 2024): around 50 Conversions
- Total Impressions: 31,200 views.
- Total Cost per Result: Around Rp 789,000

ADS PLACEMENT

Platform: Google ads
Periode: 9 September - 31 Desember 2024

Project Description: Manage SEM BPO Conversion

Objective: Increase Reach (conversions) and Impressions (impressions) to increase BPO product brand leads.

Scope of Work:
- Create google ads campaign structure
- Determine the specific target audience (age, location, interests) according to the product.
- Create utm links on advertisements according to date, month, and year
- Running advertisements in the form of SEM Conversion during the period 9 September – 31 Desember 2024
- Daily/weekly monitoring of advertising performance (Conversion, impressions, and cost per result).

Results:
- Total Conversions during the 4month period (September 2024 – Desember 2024): around 109 Conversions
- Total Impressions: 26,100   views.
- Total Cost per Result: Around Rp 160.000
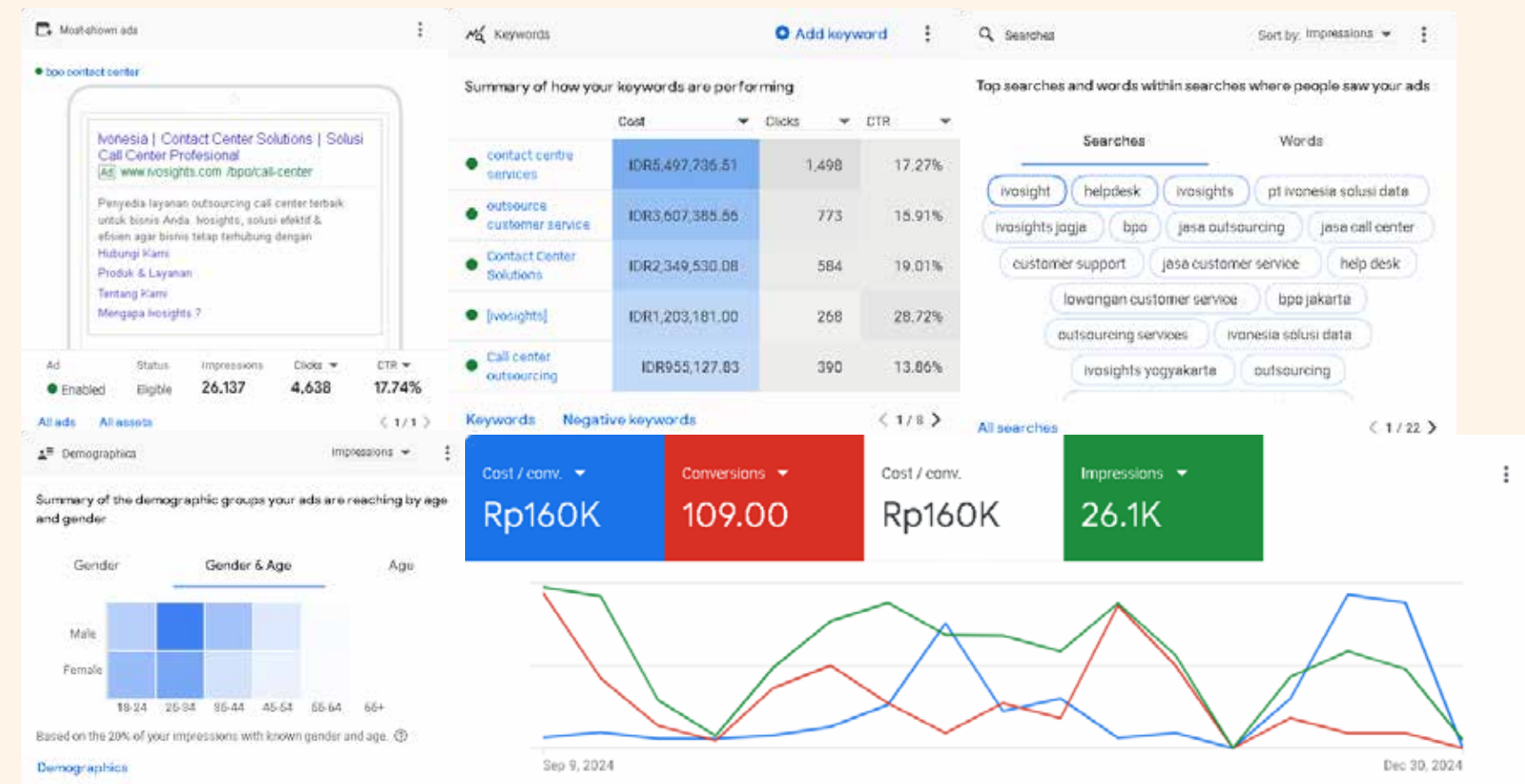
PLAN DIGITAL MARKETING

Platform: Google Spreadsheet
Periode: 1 Desember - 31 Desember 2024

Project Description: Create a digital marketing plan

Objective: Carry out a digital marketing plan to get the final results in terms of performance, cost per result, and budgeting in accordance with the targeted plan.

Scope of Work: : Create a plan for run digital marketing, and make slight changes to the Ripple10 product for objective awareness targeting digital and PR agency troughout jabodetabek

AD DASHBOARD DAILY TRACKING

Platform: Google Spreadsheet
Periode: 9 September - 31 Desember 2024

Project Description: Create and manage a ad dashboard daily tracking on every month

Objective: to monitor the advertisements being run so that they run well and in accordance with the plans that have been made.

Scope of Work: : Manage and monitor advertising for target awareness and SEM on all Ivosights products

GENERAL DAILY TRACKING

Platform: Google Spreadsheet
Periode: 9 September - 31 Desember 2024

Desember 2024

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Total
		Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	
Performance	Impr/Reach	0	0	0	0	0	0	0	0	0	241.888	266.424	243.082	240.164	238.420	263.322	251.266	259.180	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2.003.746
	Click																																0
	Conversion	0	0	0	0	0	0	0	0	1	8	7	13	13	11	10	1	18	9	0	0	0	0	0	0	0	0	0	0	0	0	0	91
	Lead	2	2	0	1	2	3	2	0	4	11	6	13	14	5	8	15	15	13	0	0	0	0	0	0	0	0	0	0	0	0	0	116
	Relevant Lead	2	0	0	1	1	2	2	0	4	11	5	11	11	4	6	14	9	11	0	0	0	0	0	0	0	0	0	0	0	0	0	94
Cost	CPM/CPR	0	0	0	0	0	0	0	0	0	17.700	21.127	24.283	24.398	22.564	21.996	24.152	23.308		0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 5.984
	CPC																																
	CPA	0	0	0	0	0	0	0	0	77.916	361.309	1.512.887	1.009.982	1.222.390	745.444	591.290	315.657	816.791	1.412.710	0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 268.879
	CPL	Rp 0	Rp 0	0	Rp 0	Rp 0	Rp 0	Rp 0	0	Rp 15.216	Rp 81.364	Rp 353.374	Rp 151.099	Rp 116.730	Rp 239.752	Rp 183.096	Rp 59.963	Rp 134.468	Rp 102.829	0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 89.868
	CAC	Rp 0	0	0	Rp 0	Rp 0	Rp 0	Rp 0	0	Rp 15.216	Rp 81.364	Rp 424.049	Rp 178.572	Rp 148.566	Rp 299.690	Rp 244.128	Rp 64.246	Rp 224.114	Rp 121.525	0	0	0	0	0	0	0	0	0	0	0	0	0	Rp 120.098
	Total Cost	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 60.863	Rp 894.999	Rp 2.120.243	Rp 1.964.288	Rp 1.634.221	Rp 1.198.761	Rp 1.464.767	Rp 899.443	Rp 2.017.022	Rp 1.336.776	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 0	Rp 13.591.383
SEO	Traffic/User	386	734	837	908	841	808	455	474	883	893	879	882	735	465	437	775	779	674														12.845
	Session	452	852	993	1.054	972	956	519	529	1.060	1.066	1.024	1	846	535	493	922	923	802														13.999
	Conversion	4	3	6	2	3	5	2	2	6	1	2	6	8	1	3	4	2	6														66

Link Google Looker Studio (Visualisasi Performa dari Google Analytics)
https://lookerstudio.google.com/u/0/reporting/25d8d87b-c078-472f-a0e2-efce53f43788/page/xJ95C/edit

Project Description: Create and manage general daily tracking on every month

Objective: Increase the effectiveness and efficiency of digital advertising campaigns and Generate relevant traffic to increase conversion opportunities.

Scope of Work: Create daily advertising performance reporting templates (impressions, clicks, leads, conversions), Track advertising costs (CPC, CPL, CPA) and their effectiveness, Present daily data via dashboard (Google Looker Studio) to provide regular SEO performance reports.

ADS SUMMARY

Platform: Google Spreadsheet
Periode: 1 Desember - 31 Desember 2024

Product	Desember						
	Conversion	Reach	Click	CPA	CPR	CPC	Cost
Sociomile	13	1.756.846		Rp 576.662	Rp 2.845,37		Rp 13.641.479
WABA	167	554.472		Rp 83.060	Rp 2.209		Rp 13.499.897
Ripple 10	11	1.670.399		Rp 711.270	Rp 2.092		Rp 11.305.411
BPO	8	1.125.459		Rp 600.108	Rp 2.219		Rp 7.278.021
	199	5.107.176	0	492.775	Rp 2.341	0	45.724.808

SEM	Desember				
	Conversion	Click	CPA	CPC	Cost
Sociomile	13		Rp 576.662		Rp 7.496.600
WABA	126		Rp 64.284		Rp 8.099.725
Ripple 10	11		Rp 711.270		Rp 7.823.973
BPO	8		Rp 600.108		Rp 4.800.867
	158		Rp 488.081		Rp 28.221.165

Meta	Desember				
	Conversion	Reach	CPA	CPR	Cost
Sociomile (Omni & Voice)		406.187		Rp 3.012	Rp 1.223.323
SIP Trunk		394.428		Rp 3.102	Rp 1.223.467
Premium Number		411.324		Rp 2.974	Rp 1.223.366
Sociomile Boost Post		544.907		Rp 2.294	Rp 1.249.834
WABA		554.472		Rp 2.209	Rp 1.224.889
	41		Rp 101.836		Rp 4.175.283
WABA Boost Post		554.472			Rp 1.224.889
Command Center		626.285		Rp 1.961	Rp 1.228.146
Digital & PR Agency		591.047		Rp 2.157	Rp 1.275.092
Ripple10 Boostpost		453.067		Rp 2.159	Rp 978.200
BPO Boost Post		615.080		Rp 2.029	Rp 1.247.879
Unit Layanan Terpadu		510.379		Rp 2.409	Rp 1.229.275
	41	5.661.648	Rp 101.836	Rp 2.431	Rp 17.503.643

MTD Des					
Budget	Rp 50.500.000	CPR	Rp	2.341
Cost	Rp 44.499.319	CPC		
% Usage	88,12%	CPA	Rp	492.775
Reach	5.107.176	CPL	Rp	149.933
Click	0	CAC	Rp	191.855
Conversion	199			
Lead	179			
Relevant Lead	154			
CR	77,39%			

Cost for Reach Campaign	Rp	11.329.360	26,76%	Rp	30.199.803
Cost for Click Campaign	-				
Cost for Conversion Campaign	Rp	31.446.054	82,95%	Rp	35.504.803
Total	Rp	42.774.414			

Project Description: December digital marketing campaign to increase reach, leads, and conversions through Meta, SEM, and products like Sociomile, WABA, Ripple10, and BPO.

Objective: Maximize budget utilization..

Scope of Work: Reporting campaign performance.

Results:
- Budget: Rp 50,500,000; utilization 88.12%.
- Reach: 5,107,176; Conversions: 199; CR: 77.39%.
- CPA: Rp 492,775; CPL: Rp 149,933; CPR: Rp 2,341.
- Best performance: WABA with 167 conversions, CPA Rp 83,060.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Project Description: Paid Media Performance for Sociomile

Objective: Generate leads for Sociomile products, including SIP Trunk and Premium Number, through paid media campaigns

Scope of Work: Provide detailed monthly performance reports showcasing results and trends

Results:
- Total Leads Generated: 33 (-5.7% compared to the previous month)
- Relevant Leads: 29 (-6.5% compared to the previous month)
- Irrelevant Leads: 4 (0% change)
- Relevance Rate: 87.88% (-0.8%)
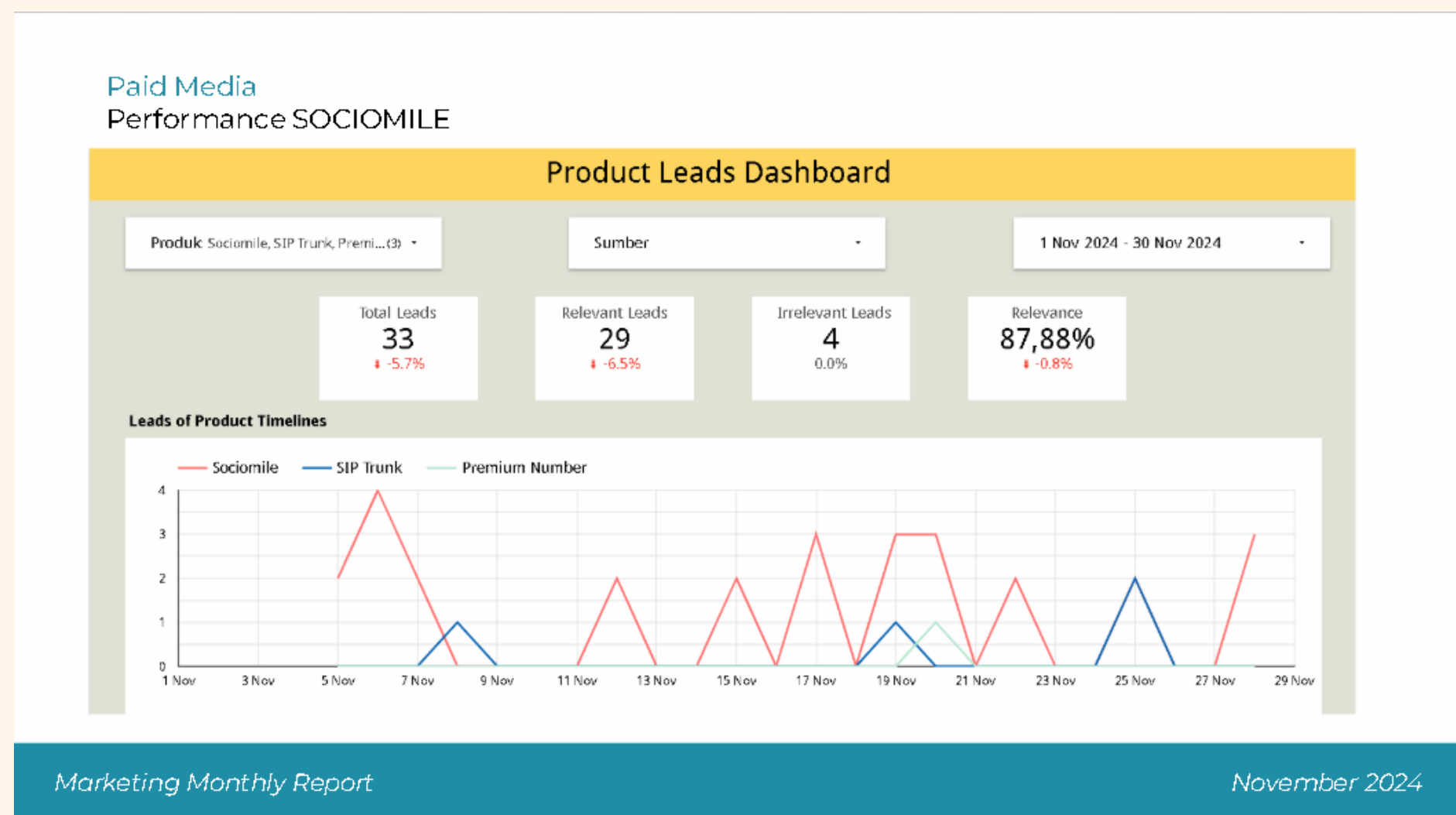
IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Project Description: Paid Media Performance for Sociomile

Objective: Enhance the visibility and lead generation for Sociomile products, including SIP Trunk, Premium Numbers, and Omni & Voice

Scope of Work: Monitored lead generation, cost-per-result (planned vs. actual), reach, and budget utilization through detailed analytics and created ads summary

Results:

- Total Spend: Rp 14,236,832
- Overall Campaign Achievement: 97.54%
- Achieved 83.25% KPI success rate with 25 leads generated
- Actual cost per lead (Rp 238,244) slightly exceeded planned cost (Rp 232,166)
- Reached over 1,517,000 users across multiple products
- Boost Post campaigns for "All Products" achieved the lowest cost per result of Rp 1,858

IVOSIGHTS MARKETING REPORT

Platform: Google Spreadsheet
Periode: 1 November - 30 November 2024

Project Description: Sociomile Geo-Tag Location Strategy

Objective: increase brand awareness and engagement for Sociomile's Omni & Voice, SIP Trunk, and Premium Number products by leveraging localized Instagram campaigns with geo-targeting within a 1km radius of relevant business sectors

Scope of Work: Monitored and adjusted campaigns based on reach, cost efficiency, and engagement rates

Results:

- (Sociomile)Reached 565,647 users with a 100.36% KPI achievement
- (Sociomile) Actual cost per result: Rp 2,626 (planned: Rp 2,900)
- (Sip Trunk) Reached 551,658 users with a 110.33% KPI achievement
- (Sip Trunk) Actual cost per result: Rp 2,719 (planned: Rp 3,000)
- (Premium Number) Reached 577,846 users with a 107.86% KPI achievement
- (Premium Number) Actual cost per result: Rp 2,580 (planned: Rp 2,800)

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Paid Media
Performance IVOWABA

Product Leads Dashboard

| Produk WABA | (1) ▾ | Sumber | ▾ | 1 Nov 2024 - 30 Nov 2024 | ▾ |

Total Leads	Relevant Leads	Irrelevant Leads	Relevance
118	101	17	85,59%
↓ -11.3%	↓ -14.4%	↑ 13.3%	↓ -3.5%

Leads of Product Timelines

13 Nov 2024
■ WABA: 6

Marketing Monthly Report   *November 2024*

Project Description: Paid Media Performance for Ivowaba

Objective: Generate quality leads for the IVOWABA product through targeted paid media campaigns and enhance lead relevance by optimizing ad targeting and messaging strategies.

Scope of Work: Analyzed daily and cumulative performance to identify trends and areas for improvement

Results:
- Total Leads Generated: 118 (11.3% lower than the previous period).
- Relevant Leads: 101, accounting for 85.59% relevance (slightly below target by 3.5%).
- Irrelevant Leads: 17 (13.3% higher than the previous period).
- Performance Trends: The highest lead generation occurred on November 13, with six leads generated.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Project Description: Paid Media Campaigns for WABA

Objective: Increase lead generation and brand awareness for the WABA product through targeted paid media strategies, leveraging both search engine marketing (SEM) and Instagram platforms

Scope of Work: Monitored lead generation, cost-per-result (planned vs. actual), reach, and budget utilization through detailed analytics and created ads summary

Results:

- (SEM Keyword Based) Leads Generated 123 (96.5% achievement)
- (SEM Keyword Based) Cost Per Lead Rp 43,601
- (SEM Customer List) Leads Generated 29 (172.8% achievement)
- (SEM Customer List) Cost Per Lead Rp 103,447
- (Boostpost) Total Reach 795,373 (107.2% achievement)
- (Boost Post) Cost Per Thousand Impressions: Rp 1,886

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November -30 November 2024

Project Description: Instagram Geo-Targeted Campaign for WABA

Objective: Boost brand awareness and user engagement for WABA products by leveraging geo-targeted Instagram campaigns, focusing on specific audience segments near the client's office location (+1km radius).

Scope of Work: Instagram Boost Post targeting retargeted visitors, lookalike audiences, ministries, and organizations within 1 km, with a Rp 1,500,000 budget (100% utilized).

- Reach 795,373 people (107.22% of target).
- Cost Efficiency Rp 1,886 per 1,000 people (below planned Rp 2,022).
- Outcome: Successfully exceeded reach goals with efficient budget use, driving strong brand awareness.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November

Project Description: Paid Media Performance for Ripple10
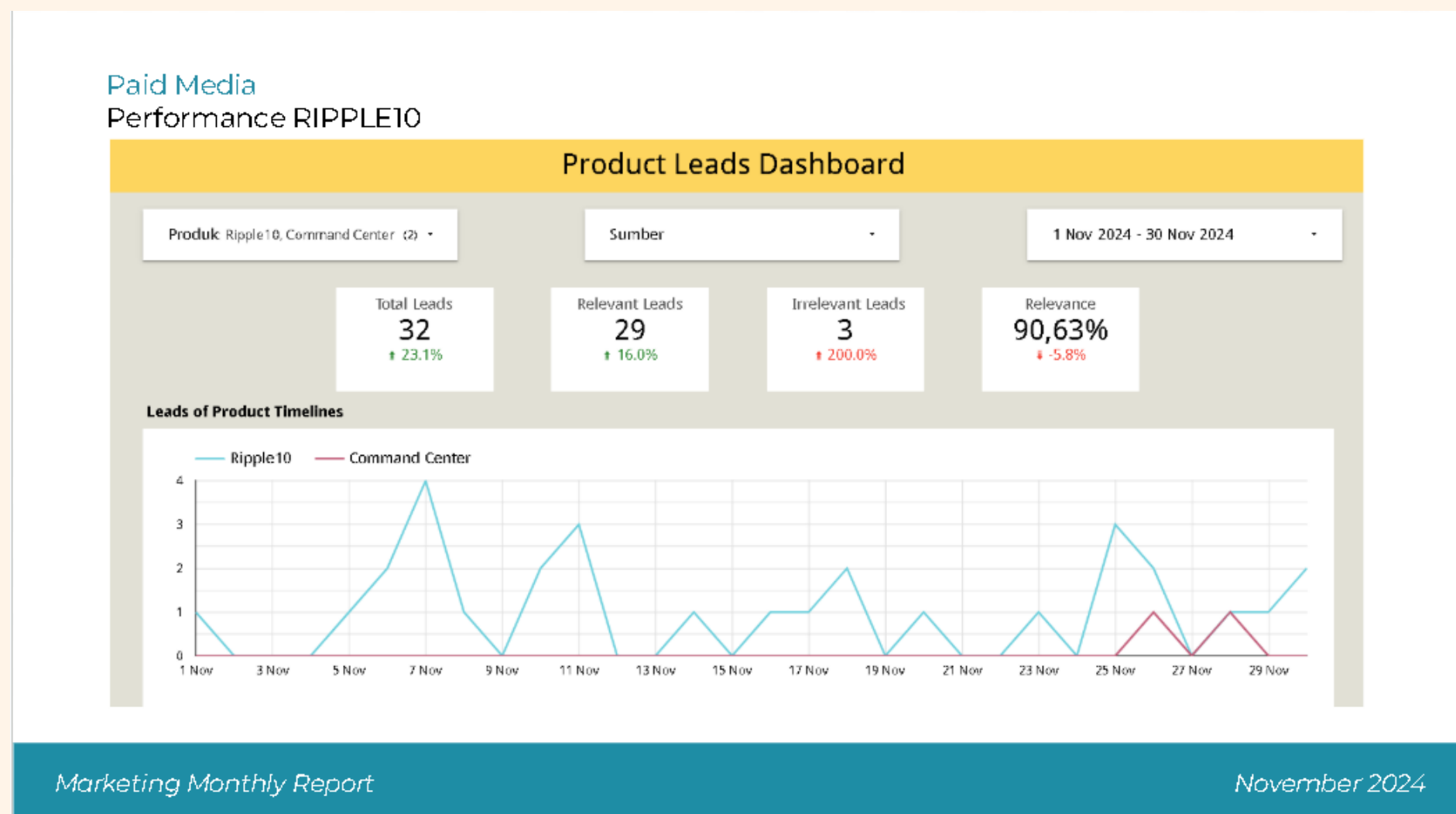
Objective: Increase total and relevant leads while optimizing performance

Scope of Work: Monitoring and optimizing ad performance on relevant platforms

Results:

- Total Leads: 32 (+23.1%)
- Relevant Leads: 29 (+16%)
- Relevance Rate: 90.63% (-5.8%)

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November

Project Description: Paid Media Perfomance for Ripple10

Objective: Increase brand awareness among government and organizational audiences

Scope of Work: Budget allocation, performance tracking, and optimization

Results:

- Budget spent: Rp 12,724,461 (96.77% utilization)

- SEM: 27 leads (120.98% of target) with CPA reduced to Rp 304,643

- Instagram: Command Center: 790,753 reaches (121.25% of target)

- Instagram: SDGs: 685,325 reaches (106.57% of target)

- Instagram: Boost Post: 729,907 reaches (63.79% of target).

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November

Project Description: Geo-tag location strategy campaign on Instagram for Ripple10, focusing on brand awareness among targeted audiences within a +1 km radius of the client's office.

Objective: Increase brand awareness among BUMN, government agencies, and ministries within a +1 km radius of the client's office.
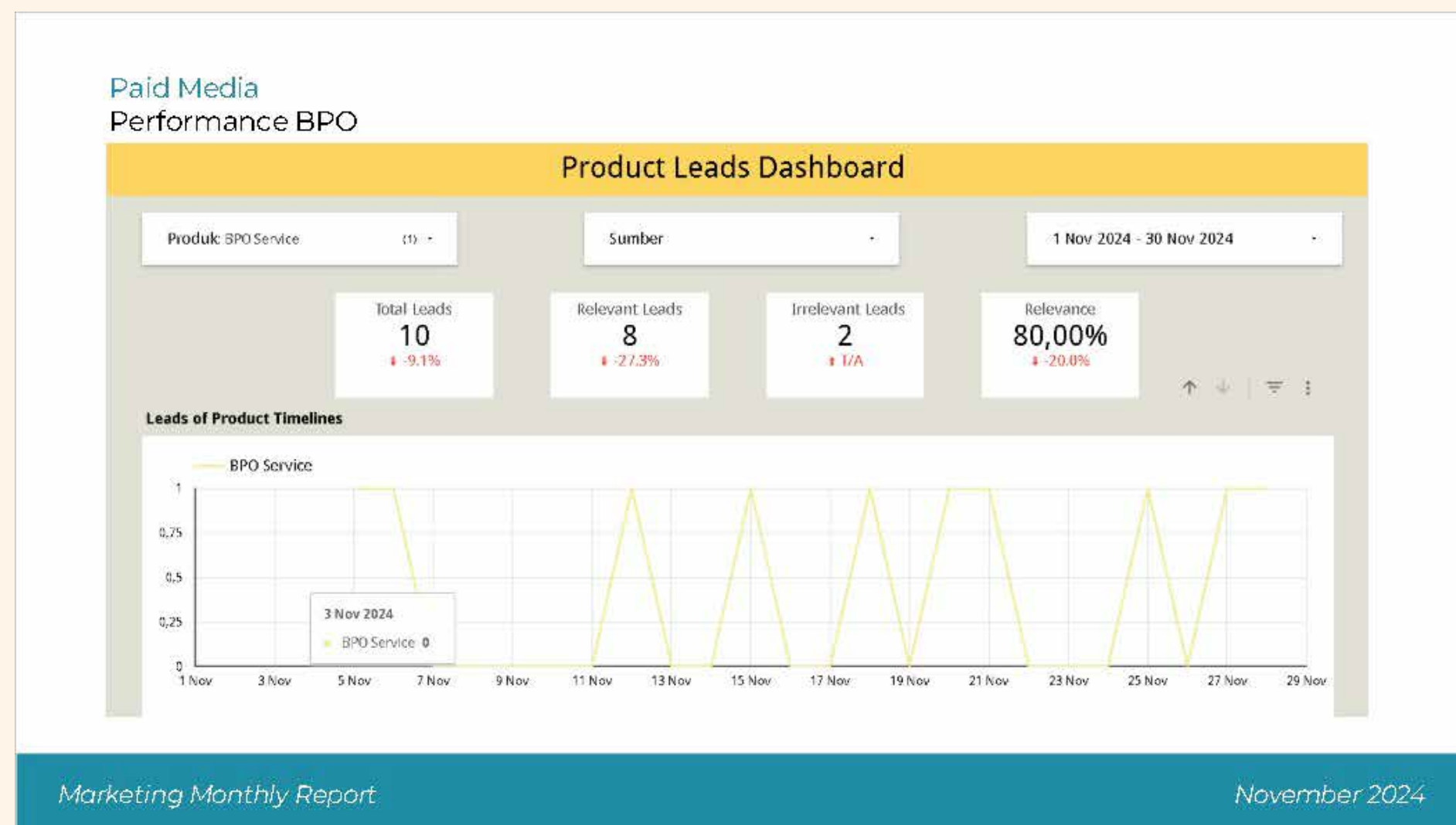
Scope of Work: Budget allocation and performance tracking.

- Command Center: 790,753 reaches (121.25% KPI), cost per result Rp 1,895.
- SDG Campaign: 685,325 reaches (64.91% KPI), cost per result Rp 2,129.
- Budget: Rp 3,000,000 (100% utilized).

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November

Project Description: Paid Media Performance for BPO

Objective: Evaluate the effectiveness of paid media campaigns to increase relevant leads for the "BPO Service" product.

Scope of Work: Monitoring performance (total leads, relevant leads, relevance ratio) and Data analysis for strategy optimization

Results:
- Total Leads: 10 (-9.1%).
- Relevant Leads: 8 (-27.3%)%
- Relevance Ratio: 80% (-20%).

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Project Description: Paid Media Performance for BPO

Objective: Increase awareness and optimize lead generation for "BPO Service" through paid media campaigns.

Scope of Work: Increase awareness and optimize lead generation for BPO Service through paid media campaigns.

Results:
- SEM achieved 8 leads (46.58% of target) with a CPR of Rp610,001.
- Instagram Awareness reached 682,788 (113.8% of target) with 99.97% budget utilization.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
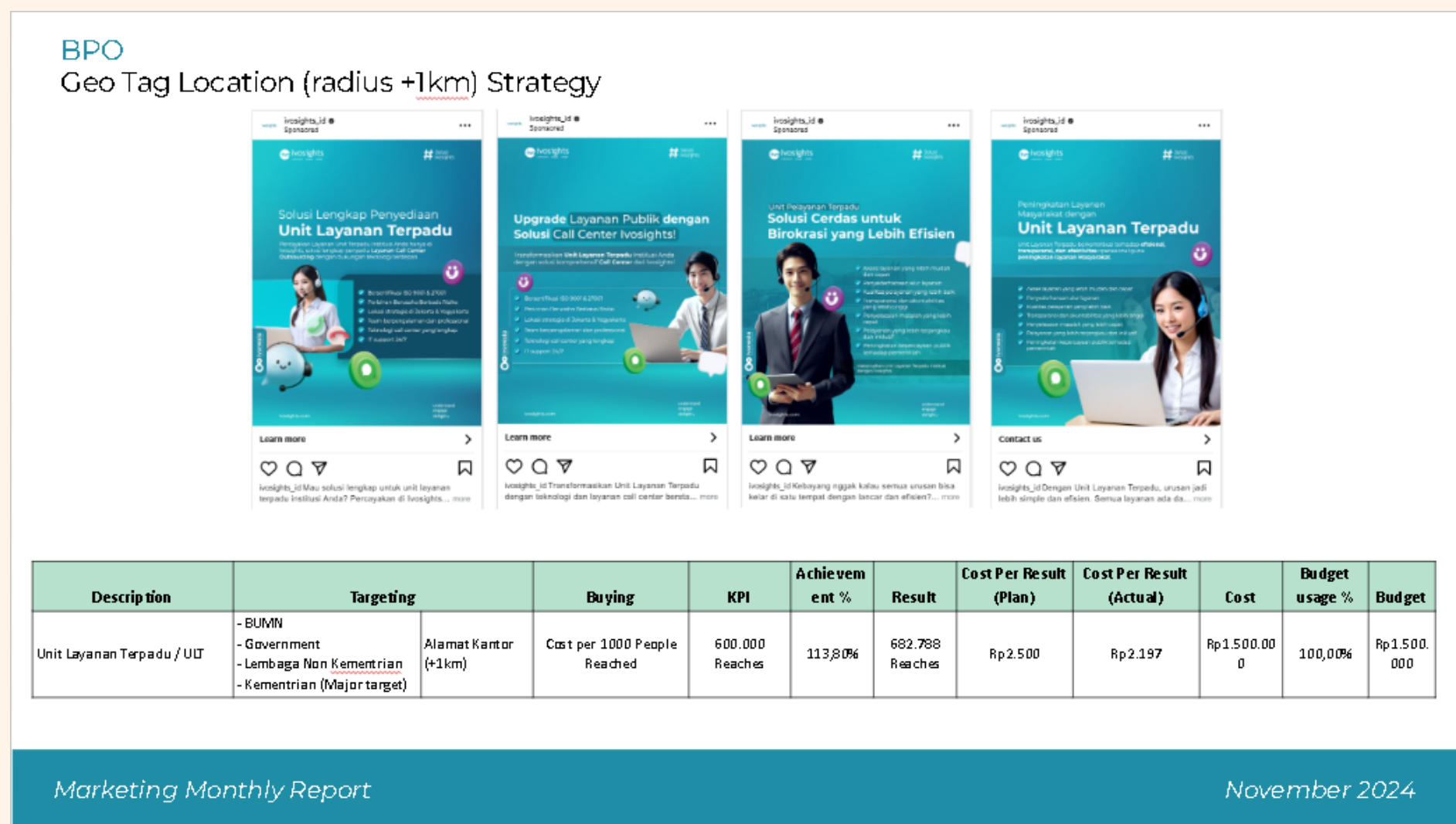**Periode: 1 November - 30 November 2024**

Project Description: Geo Tag location BPO

Objective: Increase reach and awareness for the "Unit Layanan Terpadu" (Integrated Service Unit) targeting government and non-government entities within a 1 km radius of office locations.

Scope of Work: Monitoring and optimizing campaign performance to maximize results within budget constraints.

Results:

- Target Reach: 600,000 people.

- Achievement: 682,788 reaches (113.8% of target)

- Cost Per Result: Actual Rp2,197 vs Plan Rp2,500, showcasing cost efficiency

- Budget Usage: 100% of the allocated Rp1,500,000 budget utilized effectively.

IVOSIGHTS MARKETING REPORT

Platform: Google Spreadsheet
Periode: 1 November - 30 November 2024

Project Description: Overall Summary

Objective: Evaluated digital marketing performance for all products so that they can be improved for the next strategy

Scope of Work: Analyzed all Meta ads and Google advertising performance Ads are then made into ad summaries to be used as digital strategies effective marketing

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Project Description: Owned Media Performance for Organic SEO

Objective: Generate leads or sales through the client's website.

Scope of Work: Optimize the client's website for better search engine rankings.

Results:

- The campaign generated a significant amount of traffic to the client's website, with over 11,000 users visiting in November.

- Engagement: The website saw a high level of engagement, with an average of 1.34 sessions per user.

- Conversions: The campaign resulted in 65 conversions, a positive outcome that demonstrates the effectiveness of the marketing efforts.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November 2024 - 30 November 2024

Project Description: Owned Media SEO Keyword Positioning

Objective:
- To improve the visibility and organic reach of owned media content
- To drive traffic to the website and generate leads through organic search.

Scope of Work:
- Keyword Research: Identifying relevant keywords for each category
- On-Page Optimization: Optimizing website content and structure to align with target keywords.

Results:
- Significant improvement in search engine rankings for several keywords across categories.
- Increased visibility and traffic to the website.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Project Description: Owned Summary Organic SEO

Objective:
- Increase website keyword rankings on search pages.
- Increase the amount of organic traffic.

Scope of Work:
- Website and keyword analysis
- Website on-page and off-page optimization
- Monitor website performance regularly
- Implement AMP URLs.

IVOSIGHTS MARKETING REPORT

Platform: Google Slides
Periode: 1 November - 30 November 2024

Next Strategy
Paid – Shared – Owned Media

Paid Media
· Penambahan Budget iklan Conversion untuk Business Unit IVOWABA

Shared Media
· Campaign Awareness SDGs digantikan ke Campaign Awareness dengan target audiens Digital & PR Agency dan untuk strateginya masih menggunakan Geotag Location dengan radius +1km

Owned Media
· **Dibutuhkan bantuan webmaster untuk pengoptimalan website.**
· Penambahan proporsi pembuatan artikel

Marketing Monthly Report   *November 2024*

Project Description: Sociomile Geo-Tag Location Strategy

Objective: The primary objective is to increase brand awareness, generate leads, and drive conversions for the Business Unit Ivowaba

Scope of Work:
- Increasing the budget for conversion-oriented advertising.
- Shifting the focus of Campaign Awareness from SDGs to targeting Digital & PR Agencies.
- Utilizing Geotag Location within a radius of +1km for targeted reach.
- Enlisting the help of a webmaster to optimize the website.
- Increasing the frequency of article creation.