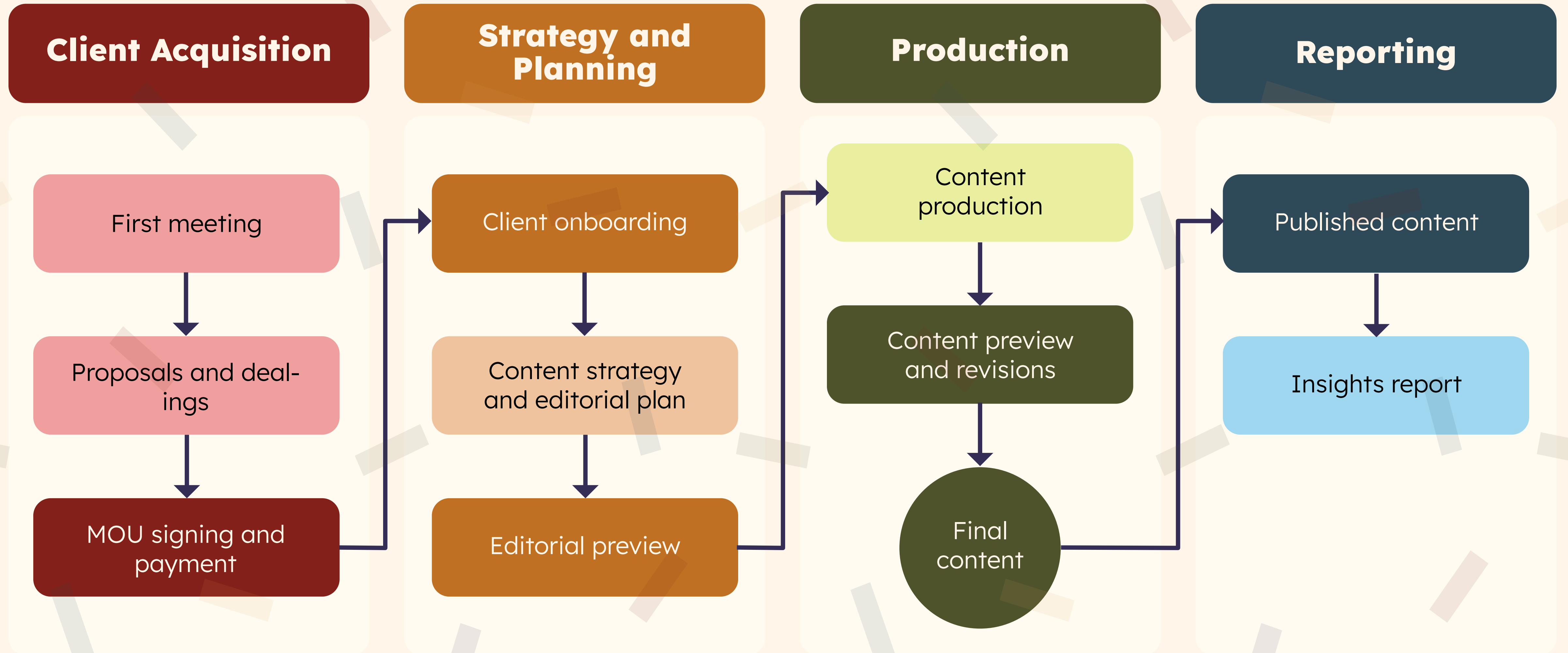


Koij

***Social media
management***

Project workflow



Project timeline

Final content will be done in 21-30 working days after MOU signed and payment done

Reporting will be given at week 4 of monthly content schedule

MOU signing and payment

Editorial preview



Client onboarding

Content preview and review

21-30 working days

Instagram



Services	Basic	Standard	Premium	
Content planning and calendar	✓	✓	✓	
IG Feed	10 feeds	15 feeds	25 feeds	
IG Story	15 story	20 story	30 story	
IG Reels	✗	1-5 Reels	6-10 Reels	
Copywriting and hashtags suggestion	✓	✓	✓	
Product photo and video shoot	✗	✗	1 x 6-hour session	
Revisions allowed	1x	2x	3x	
Monthly reporting	✓	✓	✓	
Pricing (per month)	6 months	IDR2.000.000	IDR3.500.000	IDR5.500.000
	3 months	IDR2.250.000	IDR3.750.000	IDR6.000.000
	1 month	IDR2.500.000	IDR4.000.000	IDR6.500.000

Add-ons

IG feed: starting from IDR 100.000/post
IG story: starting from IDR 75.000/story
additional slide for IG carousel: starting from IDR 20.000/slide
IG Reels: starting from IDR 500.000/reels (15-30 secs)
mirror to TikTok: IDR 250.000/video
IG ads: starting from from IDR 300.000

TikTok

Services	Basic	Standard	Premium	
Content planning and calendar	✓	✓	✓	
TikTok Short Video	15 feeds	20 feeds	30 feeds	
Mirror to IG Reels	✗	✓	✓	
Copywriting and hashtags suggestion	✓	✓	✓	
Product photo and video shoot	1 x 6-hour session	2 x 6-hour session	4 x 6-hour session	
Revisions allowed	1x	2x	3x	
Monthly reporting	✓	✓	✓	
Pricing (per month)	6 months	IDR3.500.000	IDR5.500.000	IDR6.500.000
	3 months	IDR4.000.000	IDR6.000.000	IDR7.000.000
	1 month	IDR4.500.000	IDR6.500.000	IDR7.500.000

Add-ons

mirror to IG Reels: IDR 250.000/video

TikTok carousel: starting from IDR 20.000/slide (max 9)

TikTok short video: starting from IDR 500.000/video (15-30 secs)

TikTok ads: starting from IDR 100.000

Instagram and TikTok

Services	Basic	Standard	Premium	
Content planning and calendar	✓	✓	✓	
IG Feed	10 feeds	15 feeds	25 feeds	
IG Story (mirror to TikTok Stories)	15 story	20 story	30 story	
IG Reels (mirror to TikTok Short Videos)	10 reels	15 reels	25 reels	
Copywriting and hashtags suggestion	✓	✓	✓	
Product photo and video shoot	1 x 6-hour session	2 x 6-hour session	4 x 6-hour session	
Revisions allowed	1x	2x	3x	
Monthly reporting	✓	✓	✓	
Pricing (per month)	6 months	IDR4.500.000	IDR6.000.000	IDR7.500.000
	3 months	IDR5.000.000	IDR6.750.000	IDR8.000.000
	1 month	IDR5.500.000	IDR7.250.000	IDR8.500.000

Add-ons

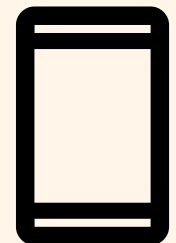
IG feed: starting from IDR 100.000/post
IG story: starting from IDR 75.000/story
additional slide for IG carousel: starting from IDR 20.000/slide
IG Reels: starting from IDR 500.000/reels (15-30 secs)
IG and TikTok ads: starting from from IDR 300.000

Special offers!



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