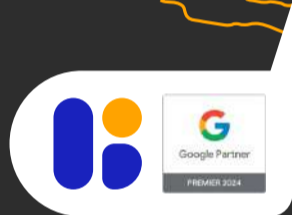




Company Profile

A world-class digital business ecosystem





Herco Digital

At Herco Digital, **we navigate your digital growth**, guiding brands through transformation with clarity, strategy, and measurable impact. **More than executors, we are marketing consultants** and execution partners, sharpening strategies for in house teams and delivering full scale execution for brands without a complete team.

Awarded at the **Agency Excellence Awards Southeast Asia** and recognized as a **Google Premier Partner Agency**, we treat every project with world class precision and care. Our proprietary HERCO Framework combines deep analysis, creative strategy, and measurable execution, proven to drive sustainable digital growth. With Herco, your brand doesn't just adapt to change, it leads it.

Framework

H **HOOK** → Build strong impression, interest and make HOT audiences “**want to know more**”

E **ENGAGE** → Build active engagement and two way communication to **increase audience trust**

R **REMIND** → Remind HOT audiences (shown interest & engage with your brand) and customers

C **CONVERT** → Convert or turn prospects into customers

O **OPTIMIZE** → Optimizing customer relationship to build **loyal customers**

Awards, Certifications, and Recognitions

2011



A Trusted Google Partner since 2011

Recognized as the first Google Partner in Central Java

2023



Google Premier Partner

- TOP 3% Agency Partner in Indonesia
- The only one in Central Java



Meta Certified

Creative Strategy Professional

2025



WINNER South East Asia Agency Excellence Award for Search Transformation



TikTok Certified

Media Buying Professional



MARKETING-INTERACTIVE
MARKETING EXCELLENCE AWARDS 2025
INDONESIA MEA 2025

Shortlisted as a FINALIST
Excellence in Search Marketing



WINNER Marketeers SME Award 2025

Search Engine Marketing Campaign of the Year

2022



Meta Certified

Digital Marketing Associate



Certified Blockchain &

Digital Marketing Professional

2024



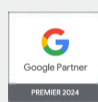
Meta Certified

Media Buying Professional



Meta Certified

Media Planning Professional



Google Premier Partner

- TOP 3% Agency Partner in Indonesia
- The only one in Central Java



Finalist Agency Excellence Awards 2024 (SEA)

- Online Sales
- Search Transformation

2026

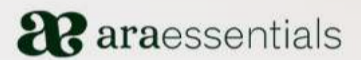


Meta Certified

Meta AI and Performance Marketing Specialist

Our Clients

We are trusted by leading brands and corporations across diverse industries, ranging from FMCG, finance, healthcare, manufacturing, to technology. With over **2,300 clients** and **11,300 successful projects**. From national giants to global names.



Services

We provide end-to-end digital marketing solutions, designed to meet each brand's unique challenges. As both consultant and execution partner, we sharpen strategies for in-house teams and deliver full scale execution for brands without a complete team.

Agency Services

- Digital Marketing Optimization
 - Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM)
 - Social Media Advertising
 - Youtube Ads
- Creative & Branding Service
 - Brand Development
 - Copywriting & Content Strategy
 - Campaign Creative Development
 - Photo & Video Production
 - Graphic Design for Digital Assets
- Digital Platform Activation
 - Social Media Activation
 - Community Management
 - Website Development
 - E-Commerce Platform Setup & Optimization

Consulting Services

- Marketing Strategy Consulting
 - Digital Growth Roadmap
 - Market & Competitor Analysis
 - Customer Journey Mapping
 - Omnichannel Marketing Strategy
- Brand Consulting
 - Brand Positioning & Value Proposition
 - Messaging Framework Development
 - Brand Audit & Communication Gap Analysis
- In-house Team Optimization
 - Workflow Design & Process Mapping
 - Tools & Martech Recommendation
 - KPI & Measurement Framework Setup

Training & Capability Building

- Digital Marketing Training
 - SEO, SEM, & Social Ads Mastery
 - Content Marketing & Storytelling
 - Data Analytics for Marketers
- Customized Corporate Workshops
 - Tailored Training Based on Industry Needs
 - Hands-on Campaign Simulation

Our Winning Project





Client

Pertamina Kilang Internasional
RU VII Kasim

Category

Energy & Industrial Sector

Social Media Activation & Management

Background

PT Kilang Pertamina Internasional RU VII Kasim, a subholding of Pertamina operating in Papua, plays a crucial role as one of Indonesia's national energy pillars. They faced the challenge of strengthening their reputation, engagement, and digital presence in line with their corporate vision. To achieve this, Herco Digital was entrusted as their partner to manage and activate their official Instagram and Facebook channels.

Deliverables

- **Media Monitoring & Listening** to manage public sentiment and issues
- **Content Production** (Press Releases & Interactive Content) aligned with brand positioning
- **Crisis Management** to anticipate and respond to strategic issues
- **Engagement Strategy** to enhance interaction with the public and stakeholders



Impact

+11,856

Instagram followers
in 90 days

+1,111

Facebook followers
in 90 days

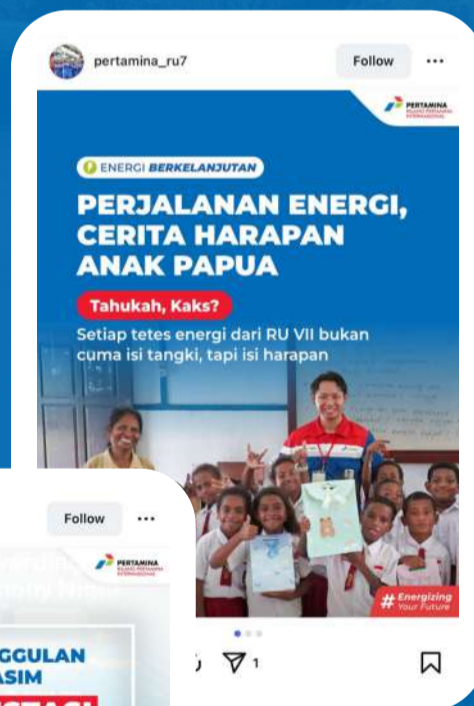
32,000+

interactions
within 3 months

2.5%

Engagement Rate boost
more than 5x increase
from baseline

Through a comprehensive strategy and measurable execution, Herco Digital successfully elevated Pertamina RU VII Kasim's digital presence, while strengthening their reputation as a transparent and community-driven energy company.



PUPUK KALTIM



Client

Pupuk Kalimantan Timur (Pupuk Kaltim)

Category

Agriculture & Industrial Sector

Social Media Activation &
Digital Imaging Strategy

Background

PT Pupuk Kalimantan Timur is the largest urea fertilizer producer in Indonesia. With a vision to strengthen its reputation, digital presence, and audience engagement, they aimed to elevate their social media channels through impactful creative strategies and strong visual communication.

Herco Digital was trusted to execute a modern digital imaging approach combined with interactive content to align with Pupuk Kaltim's brand identity.

Deliverables

- Enhanced productivity in **digital imaging design** production
- Increased output of **interactive content** to boost engagement
- **Hashtag research & optimization** for stronger organic reach
- Continuous creative support to ensure brand consistency and visual excellence

Impact

+22.1K followers → **+45.9K followers**

(Aug 2020)

(Apr 2023)

Stronger **brand presence and engagement** across social media platforms
Positive recognition with **industry awards and corporate achievements** supported by impactful digital communication
Significant contribution to **corporate reputation building**



“ Client Testimonial

Thank you for accompanying PKT over the past three years and bringing a fresh new look. We have received many appreciations for our social media appearance that now feels modern and up to date.

Ady Mulyadi,
Corporate Communication Officer of PT Pupuk Kalimantan Timur

CP PETINDO

FOOD • CARE • HEALTH

Client CP Petindo

Category Pet Food, Care & Health

CPAS (Collaborative Performance Advertising Solution) Activation

Background

CP Petindo, a leading pet food, care, and health brand in Indonesia, aimed to accelerate online sales performance across major marketplaces while maintaining strong profitability. With increasing competition in the pet care category, CP Petindo needed a data driven advertising strategy that could scale efficiently and directly impact revenue.

Herco Digital partnered with CP Petindo to execute a **CPAS campaign activation**, leveraging marketplace data and platform algorithms to maximize performance across Tokopedia and Shopee.

Challenge

- ▶ Scaling marketplace sales while keeping advertising costs efficient
- ▶ Competing aggressively during major promotional moments (“tanggal kembar” campaigns and seasonal promos)
- ▶ Maximizing return on ad spend (ROAS) across multiple platforms simultaneously



Deliverables

- CPAS campaign strategy and setup for Tokopedia & Shopee
- Creative asset optimization tailored for marketplace ads
- Performance monitoring and continuous optimization based on real-time data
- Budget allocation strategy to maximize ROAS during peak promo periods



Impact

+39%
marketplace traffic growth
on Shopee & Tokopedia

33X ROAS
demonstrating exceptional
campaign efficiency



Client

Shifudo

Category

Food & Beverage

Social Media & KOL Activation



Background

Shifudo is a seafood and frozen food brand that continues to expand its market presence by engaging younger audiences and strengthening its positioning as a fun, creative, and family-friendly brand. With a highly competitive F&B market in Indonesia, Shifudo needed impactful marketing activations that not only built brand awareness but also encouraged audience participation and emotional connection with the brand.

Challenge

How to create engaging campaigns that could differentiate Shifudo from other F&B players while maximizing brand recall and positioning Shifudo as a fun, innovative, and approachable brand for all segments.



Deliverables

- **Key Opinion Leader (KOL) Activation:** Leveraging food influencers and lifestyle creators to build trust and spread campaign messages.
- **Campaign "Makan Steamboat Sepuasnya" Activation:** A promotional campaign designed to attract mass audiences, creating hype and driving strong awareness through digital amplification.
- **Campaign 2 "Shifudo Jingle Contest"** A UGC-driven activation encouraging audiences to co-create with Shifudo, increasing engagement and brand affinity through music and creativity.

Result & Impact

- **980,000+** audiences reached
- **1.4 million+** campaign video views
- Strong participation in jingle contest, strengthening Shifudo's image as a creative and engaging brand.
- Successful positioning as a brand that connects with its audience through fun and collaborative campaigns.



Client Say Bread

Category F&B (Bakery & Café)

Content Production & Social Media Activation

Background

Say Bread sought support to strengthen its brand presence by making the concept of Say Bread Bakery and Cafe more widely recognized. The challenge was to create content that not only showcased its products but also resonated with the lifestyle and emotional connection of its target audience.

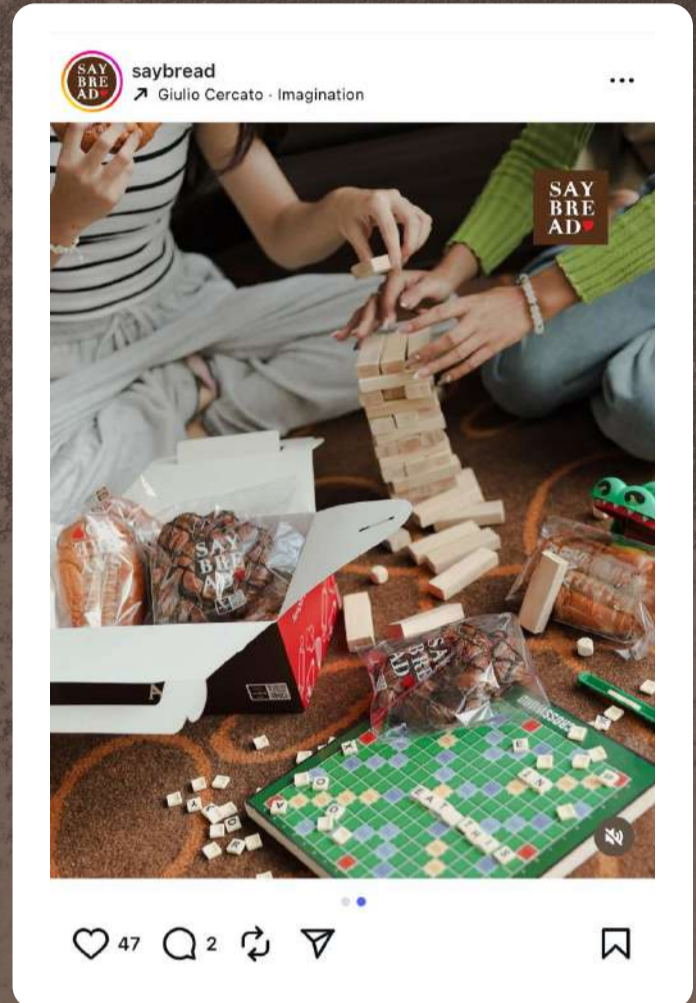
Deliverables

- Creative content production (photo & video)
- Social media strategy & activation



Impact

The campaign successfully boosted engagement across social media platforms. Positive interactions showed strong brand recall, with followers expressing excitement for Say Bread's products.





Client Bebio

Category Baby Care Product

Social Media Activation

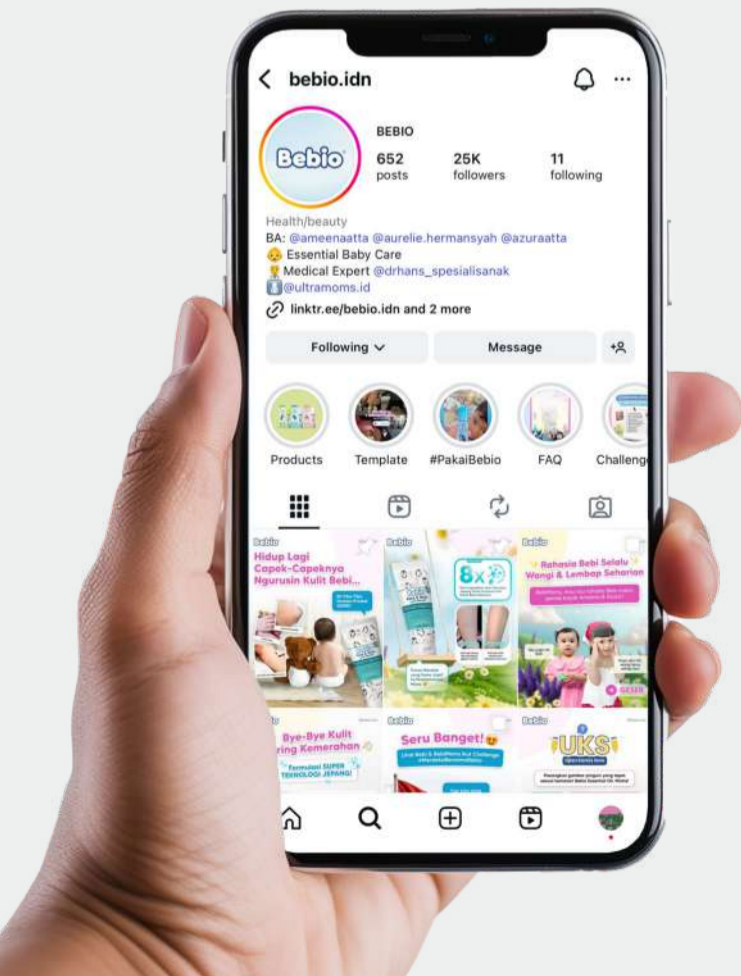
Community Engagement

Bebio, a baby care brand from PT Ultra Sakti, the company behind FreshCare and Madu TJ, offers innovative products like Bebio Telon Skincare and Bebio Face & Body Serum. To meet the growing demand for safe and trusted baby care, Bebio aimed to build digital trust and educate parents about its skincare benefits.

Herco Digital supported this goal through creative campaigns and community engagement, positioning Bebio as a trusted choice for moms across Indonesia.

Deliverables

- Social Media Content Strategy & Activation
- Creative Campaigns (Community-driven and Educational), including:
 - ▶ **#MerdekaBersamaBebio**
 - ▶ Coba & Buktikan **#TelonSkincareBebio**
 - ▶ **#PakaiBebioSetiapHari**
 - ▶ **Baby Star of The Month**
- Engagement & Interaction Strategy to strengthen brand trust
- Digital Storytelling emphasizing skincare benefits in Bebio products
- Community Engagement through interactive activities with Moms & Dads



Impact

Bebio became a Shopee Best Seller

Monthly reach soared to **almost 2 million moms & dads** nationwide

+17,000 new followers gained, with **500+ organic new followers every month**

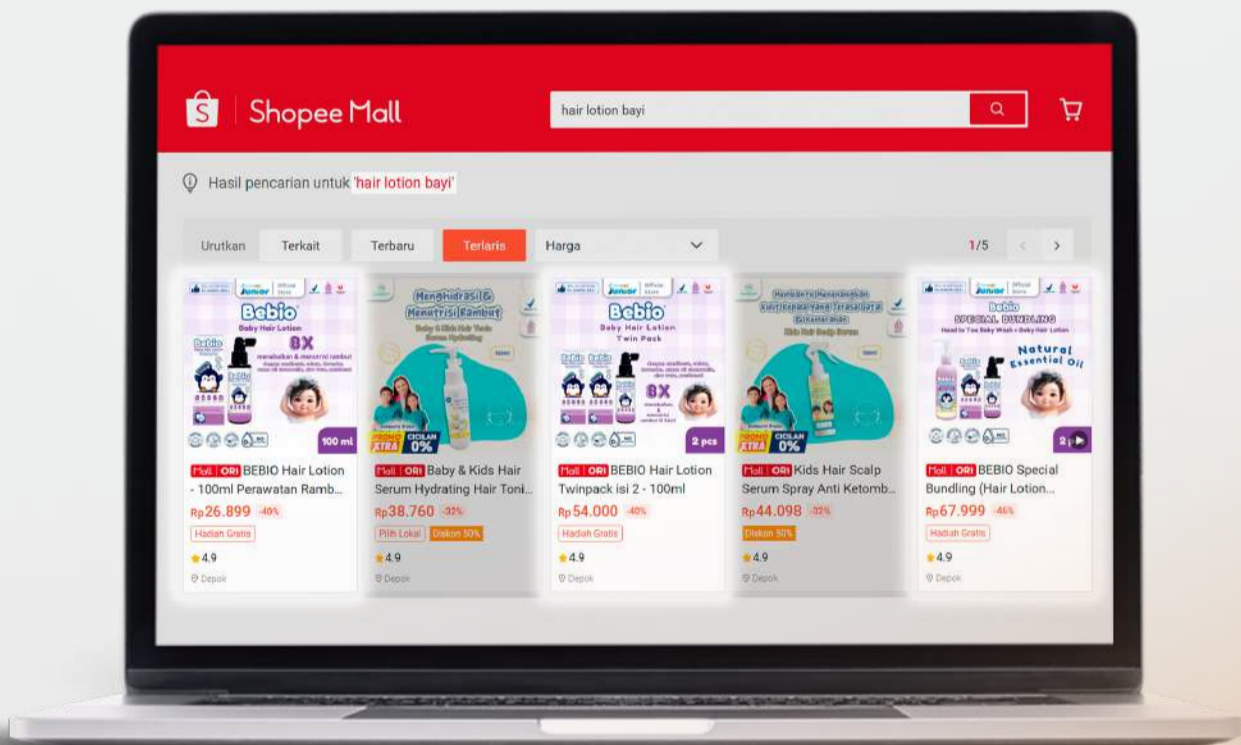
Stronger interaction and community trust, more moms actively engaged in discussions and brand conversations



Key Takeaways

Through consistent and personalized community activation, Herco Digital and Bebio successfully transformed the relationship between the brand and its audience into a thriving, engaged community.

The trust built through authentic interactions with the **Bebimoms** community not only strengthened brand trust, but also drove real conversions, positioning **Bebio** as one of the **Best-Selling** products on Shopee.



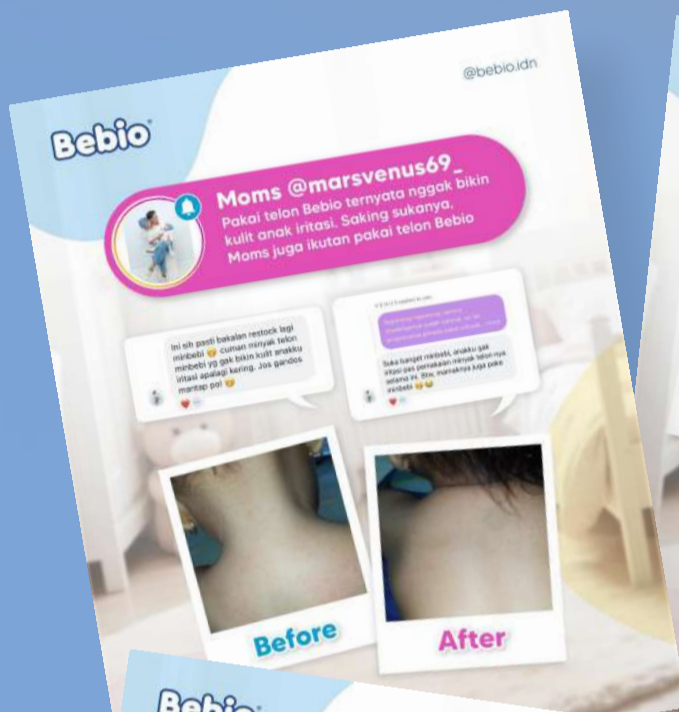
Campaign

Baby Star of The Month



Campaign

Coba & Buktikan #TelonSkincareBebio



Campaign

#PakaiBebioSetiapHari

Bebio
@bebio.idn
DICARI
5 Bebi yang Siap
Mengikuti Tantangan dari Bebio!

Isi FORM berikut yaa, Moms!
bit.ly/PakaiBebioSetiapHari

Slope takut!

Siap terima tantangan #PakaiBebioSetiapHari?

Bebio
@bebio.idn
Ikuti Seluruh SYARAT & KETENTUANNYA!

- 1 Sudah FOLLOW @bebio.idn
- 2 Like postingan @bebio.idn sebanyak-banyaknya
- 3 Isi form melalui link bit.ly/PakaiBebioSetiapHari dengan lengkap (LINK ADA DI BIO)
- 4 Setelah isi form, comment Siap ikut challenge #PakaiBebioSetiapHari dan mention 3 teman BebiMoms

Periode 7-20 April 2025

Bebio
@bebio.idn
Yuk #PakaiBebioSetiapHari

Anak Sehat, Anak Bebio!

1.050 329 92
bebio.idn JANGAN SAMPAI KETINGGALAN, MOMS !!
Yuk, ikut CHALLENGE #PakaiBebioSetiapHari dengan ikuti syarat dan ketentuan di atas yaa! 🙌
Jangan lupa juga isi form 🙌 bit.ly/PakaiBebioSetiapHari

Bebio
minyak
TELON
PLUS

8 jam melindungi dan gigitan nyamuk

Lavender Geranium Citronella

Campaign

#MerdekaBersamaBebio

Bebio @bebio.idn

DICARI!

5 Bebi yang Siap Ikut Challenge #MerdekaBersamaBebio

Siap ikut, Tek? siap maju jalan!

Isi form berikut ya, Moms!
bit.ly/MerdekaBersamaBebio
Desar uruk mengukuli seluruh aparat & bawakuanyra

GESER

Bebio @bebio.idn

Yuk Ikutan challenge #MerdekaBersamaBebio

Dapatkan 5 Paket Produk Bebio untuk 5 Pemenang!

Bebio @bebio.idn

Syarat dan Ketentuan

- 1 Sudah follow @bebio.idn
- 2 Likes postingan @bebio.idn selama bulan Juli dan Agustus
- 3 Mengisi formulir melalui link bit.ly/MerdekaBersamaBebio (LINK ADA DI BIO)
- 4 Setelah mengisi form, comment "Aku siap ikut challenge #MerdekaBersamaBebio" dan mention 3 teman BebiMoms

Periode pengisian form
19 Juli - 2 Agustus 2025

Bebio @bebio.idn

AGUSTUSAN SERU NYAMUK MINGGIR DULU

Lomba Agustusan tetap tenang tanpa garuk-garuk, Bebio Minyak Telon Plus siap usir nyamuk

Minggir dulu ya nyamuk nakal...

Bebas nyamuk sampai 8 jam!

314 19 3

bebio.idn Minyak telon andalan @ameenaatta setiap hari, termasuk dipakai pas lagi lomba Agustusan, Moms 😊

Sebelum lomba, oles-oles Bebio Minyak Telon Plus supaya nggak digigit nyamuk sampai 8 jam. Nggak khawatir lagi kulit digigit nyamuk 😊



Client Hufagrripp (PT Gratia Husada Farma)

Category Healthcare & Pharmaceutical

Social Media Activation

YouTube Ads Campaign

Community Management

Background

Hufagrripp is a well-established over-the-counter pharmaceutical brand under PT Gratia Husada Farma, trusted by Indonesian families since 1994 for providing quality health solutions. As the digital era reshaped consumer behavior, Hufagrripp needed to strengthen its online presence, engage new audiences, and differentiate from competitors in the highly competitive pharmaceutical industry.

Challenge

- ▶ **Transition from Traditional to Digital Media:** Previously relying heavily on TV advertising, which offered reach but lacked measurable performance tracking, making it difficult to optimize ROI.
- ▶ **Boosting Brand Awareness** amid fierce competition within the pharmaceutical space.
- ▶ **Increasing Engagement & Followers** through an active, loyal digital community.
- ▶ **Driving Campaign Success Across Multiple Platforms**, including Instagram, Facebook, TikTok, and YouTube.



Deliverables

- Social Media & KOL Activation
- YouTube Ads Campaign
- Social Media Ads Campaign
- Community Management to foster trust and engagement

Impact

- **67%** increase in Instagram followers
- **20%** monthly engagement rate
- Successfully transitioned from untrackable traditional TV ads to **measurable**, data-driven YouTube Ads campaigns, enabling precise audience targeting and improved ROI

Campaign **Bernyanyi Bersama HUFAGRIPP**



Hufagripp

Bernyanyi Bersama HUFAGRIPP

Sudah ikutan belum Bunda?
Yuk ajak Si Kecil ikutan
#BernyanyiBersamaHufagripp

PT. GRATIA HUSADA FARMA
SEMARANG - INDONESIA

SUARA KONSUMEN
(024) 7827202

Hufagripp

#BernyanyiBersamaHUFAGRIPP

Yuk, Bunda ajak Si Kecil
Hafalkan Jingle Hufagripp
dan ikuti Kontes

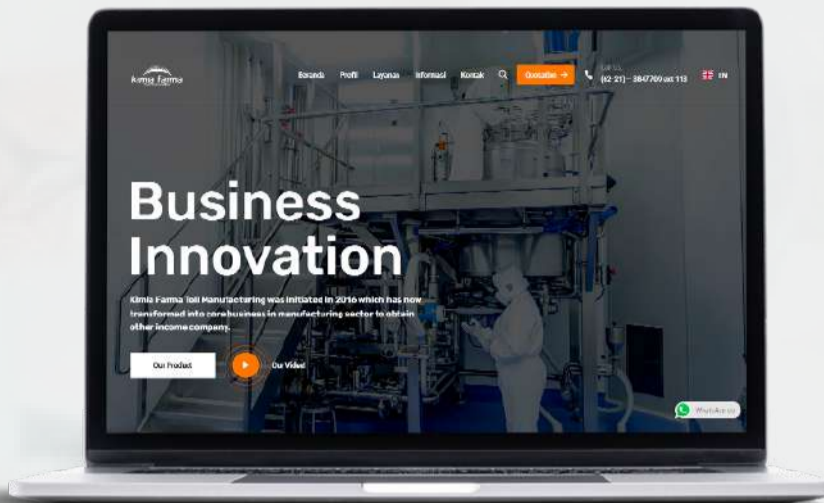
Bernyanyi Bersama HUFAGRIPP

PT. GRATIA HUSADA FARMA
SEMARANG - INDONESIA

SUARA KONSUMEN
(024) 7827202

Campaign **BundaBijakBertindak**





Client

Kimia Farma

Category

Healthcare & Pharmaceutical
Manufacturing

SEO Optimization

Content Placement

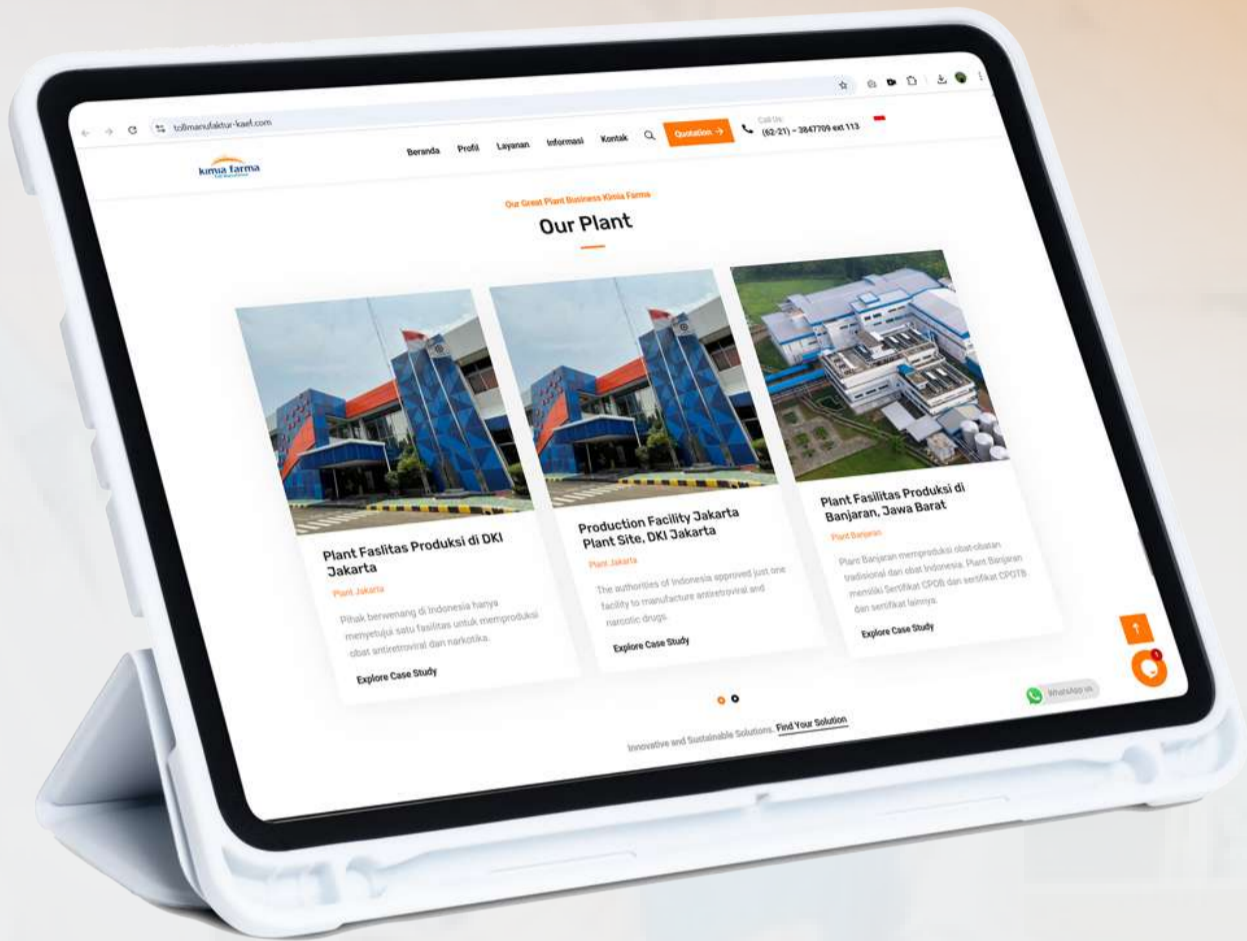
Website Content Strategy

Background

Kimia Farma, a leading pharmaceutical company in Indonesia, has developed its **Unit Toll Manufacturing** since 2016 to facilitate partners in producing high-quality pharmaceutical products. To strengthen its positioning and ensure long-term visibility in the digital landscape, Kimia Farma entrusted **Herco Digital** to optimize its organic brand presence on Google.

Challenge

- ▶ **Increasing Organic Visibility** for highly competitive pharmaceutical-related keywords.
- ▶ **Building Long Term SEO Value** to establish credibility and authority in the healthcare sector.
- ▶ **Optimizing Website Content** to align with both audience needs and Google's ranking algorithm.



Deliverables

- Strategic SEO Optimization tailored for pharmaceutical manufacturing.
- Content Placement across relevant and authoritative platforms.
- Website Content Optimization to enhance readability, keyword integration, and organic traffic growth.

Impact

- **28.000+** increase in impressions within 6 months.
- **700+** targeted keywords reached
- Strengthened **brand authority and visibility** in the pharmaceutical manufacturing sector.

Keuntungan Menggunakan Jasa Toll Manufacturing

Seperti yang telah dijelaskan, manufaktur toll adalah layanan produksi produk untuk perusahaan lain atau biasa disebut bentuk bisnis B2B (*Business to Business*).

Anda tentunya bisa mendapatkan banyak keuntungan dari kerja sama tersebut seperti yang sudah kami rangkum di bawah ini!

1. Hemat Biaya dan Waktu

Salah satu keuntungan utama menggunakan jasa ini adalah hemat biaya dan waktu. Anda tidak perlu mengeluarkan biaya untuk membangun pabrik, membeli mesin, dan mempekerjakan karyawan.

2. Fokus pada Pemasaran dan Penjualan

Dengan menggunakan jasa manufaktur toll, Anda dapat fokus pada aspek lain dari bisnis Anda, seperti pemasaran dan penjualan. Anda tidak perlu khawatir tentang proses produksi dan dapat mengalihkan sumber daya Anda untuk mengembangkan strategi pemasaran yang efektif.

3. Kualitas Produk Terjamin

Penyedia layanan toll manufacturing yang te

4. Fleksibilitas

Karena kendali akan bahan baku dipegang c

5. Risiko Lebih Rendah

Berbeda dengan jenis manufaktur lainnya, d

Memilih jasa toll manufacturing dapat menj

Keunggulan Toll Manufaktur PT Kimia Farma

Bagi Anda yang saat ini sedang berencana untuk mengembangkan produk farmasi, herbal maupun kosmetik dengan kualitas yang unggul, maka jasa produksi toll manufaktur dari Kimia Farma bisa dijadikan sebagai solusi terbaik.

Ada banyak kelebihan yang akan Anda dapatkan jika bekerja sama dengan kami, berikut contohnya!

1. Menyediakan Fasilitas dan Layanan Terbaik

Fasilitas dan layanan yang Kimia Farma sediakan adalah yang terbaik. Antara lain meliputi uji penelitian dan pengembangan produk melalui riset formulasi, proses produksi, pasokan bahan atau material, proses uji coba

standar.

2. Produk Lengkap

Produk lengkap sehingga bisa Anda sesuaikan dengan kebutuhan.

Produk yang bervariasi, *liquid* yang merupakan sediaan cair dan *solid* berupa bentuk semi pada seperti krim dan salep.

3. Teknologi Modern

Adaptasi teknologi modern dalam proses produksi dari awal sampai akhir. Proses yang konsisten dan menghasilkan produk yang benar-benar berkualitas.

4. Distribusi dan Internasional

Produk yang berkualitas karena fasilitas produksi sudah lengkap dengan sertifikasi

produk baik di dalam negeri maupun luar negeri, sertifikasi CPOB, CPOTB, dan lainnya.

Anda bisa memilih PT Kimia Farma sebagai *partner* andalan. Pionir dalam industri farmasi akan meningkatkan kualitas produksinya.

Hubungi kami untuk info lengkapnya ya!

pt kimia farma

Apa Saja Obat Produksi Kimia Farma?

Setidaknya ada 4 jenis produk yang disediakan oleh Kimia Farma, termasuk obat tradisional dan kosmetik seperti Marcks dan Venus. Berikut ini informasi lengkapnya:

1. Generik

Setidaknya ada 2 jenis obat generik dalam obat produksi Kimia Farma, yaitu obat generik dengan logo yang didistribusikan dengan merek serta kandungan zat aktifnya dan obat generik dengan merek dagang.

Jumlah obat generik yang disediakan mencapai 200 obat generik berlogo merek Kimia Farma, seperti Amoxicillin dan Paracetamol.

2. OTC dan Herbal

OTC atau obat *over the counter* merupakan jenis obat yang bisa dibeli konsumen tanpa perlu resep dokter. Oleh karena itu, obat ini dapat dengan mudah ditemukan di apotek terdekat.

Baca juga: [Butuh Produsen Obat Terbaik? Kimia Farma Jawabannya!](#)

Dalam hal ini Kimia Farma juga menyediakan OTC dan herbal yang akan membantu dalam mengatasi masalah kesehatan maupun meningkatkan daya tahan tubuh, seperti Fituno dan Enkasari.

3. Etikal

Ada lebih dari 100 obat produksi Kimia Farma jenis produk etikal dengan kualitas yang terjamin dan bisa didapatkan di apotik-apotik seluruh Indonesia.

Jenis obat ini ditandai dengan lingkaran merah bergaris tepi hitam dengan huruf K hitam di tengah. Contohnya Lipidef, Tecavir, Kifarox, Alergine dan lain-lain.

Kualitas dan Jaminan Mutu dengan Unit Research & Development

Unit *Research & Development* pada perusahaan farmasi kami berfungsi untuk melaksanakan penelitian serta pengembangan produk baru dengan fasilitas laboratorium yang lengkap.

Mulai dari laboratorium formulasi, analisis hingga ekstraksi dan perkebunan tanaman obat dengan luas mencapai 5 hektar.

Unit ini akan melakukan penelitian mulai dari formulasi untuk farmasi maupun herbal, pengembangan tanaman obat, sintesis kimia sederhana serta pengembangan produk kosmetik.

Nah, mengenai kualitas obat produksi Kimia Farma tentu tidak diragukan lagi. Percayakan kebutuhan produksi

VISION+



Client Vision+

Category OTT Streaming Platform (Entertainment)

KOL Activation

Background

Vision+, a leading OTT streaming platform and home to original Indonesian content, launched its original series DENDAM. To boost the show's visibility and audience engagement, Vision+ sought a creative approach to stand out in the competitive digital entertainment landscape. They partnered with Herco Digital to execute a targeted KOL Campaign Activation in Bandung.

Challenge

- ▶ Generating strong buzz and awareness in a saturated streaming landscape.
- ▶ Capturing the attention of digitally savvy viewers, especially fans of thriller and drama genres.
- ▶ Driving rapid viewership and engagement immediately after launch.

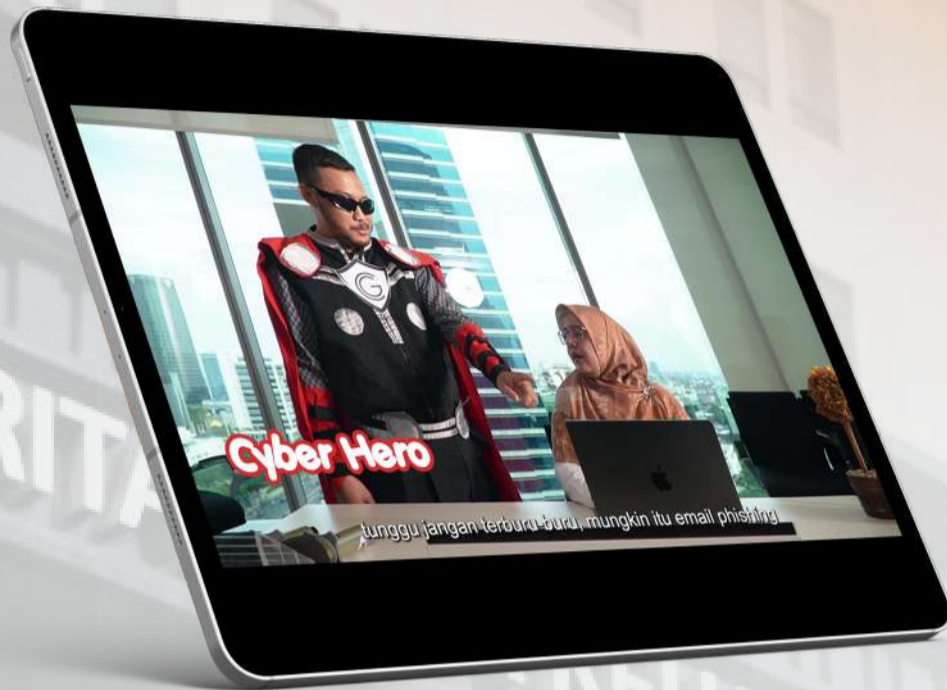
Deliverables

- KOL activation campaign featuring influencers and creators aligned with thriller/drama audiences.
- Teaser content roll-out and immersive storytelling on social media, highlighting suspense and action from DENDAM.
- Digital amplification via Vision+ official channels and influencer networks to funnel audiences toward the series premiere.

Impact

- **Rp44 interaction cost** proving strong audience interest and active engagement.
- Achieved budget efficiency far exceeding industry benchmarks (typically Rp100–150 per reach and Rp80–100 per interaction).
- Demonstrated not only high reach but also meaningful engagement at scale.
- Collaboration with local KOLs ensured cultural relevance and trust, driving organic buzz and community word-of-mouth in Bandung.





Client OJK (Otoritas Jasa Keuangan)
Category Government Institution

Educational Video Production

Background

As the regulatory body overseeing Indonesia's financial services sector, OJK recognizes the growing threat of cyberattacks and the critical need for internal awareness. To strengthen digital vigilance across its organization, OJK required an educational content initiative that would effectively inform and train its internal teams about cybersecurity risks and best practices. Herco Digital was entrusted to produce a comprehensive series of educational videos.

Challenge

- ▶ Delivering highly technical information in an engaging and easy-to-understand format for internal staff.
- ▶ Ensuring strict accuracy and compliance with cybersecurity protocols.
- ▶ Executing large-scale production within tight time and resource constraints.



Deliverables

- Production of 11 educational videos covering various aspects of cybersecurity awareness.
- Two-day intensive video shoot, optimizing production efficiency while maintaining high quality.
- Complete post-production, including editing, motion graphics, and final mastering.

Impact

- **11** videos in just 2 days of shooting, demonstrating efficiency and strong production planning.
- Delivered the finalized videos within 30 working days, meeting OJK's urgent timeline.
- Enabled OJK to strengthen its internal cybersecurity culture by providing staff with engaging, practical, and easily accessible learning content.
- Set a benchmark for producing impactful educational materials within government institutions under tight schedules.

Client Universitas Negeri Semarang (UNNES)

Category Education Institution

SEO Optimization

YouTube Ads Campaign

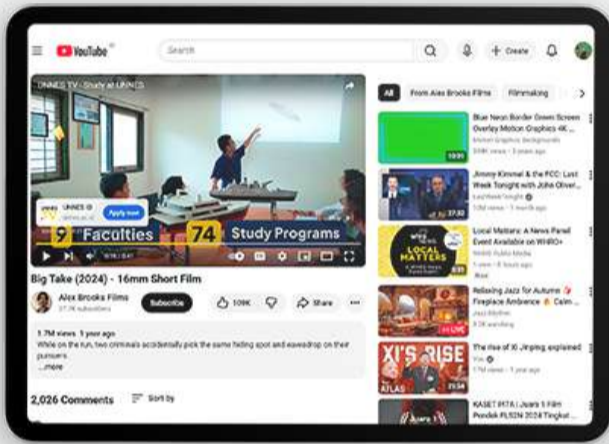
Background

UNNES, one of Indonesia's leading state universities, aimed to increase visibility and attract prospective students for its flagship study programs. To compete with other top universities in the digital space, UNNES partnered with Herco Digital to optimize their online presence through a combined **SEO strategy** and **YouTube Ads campaign**.

Challenge

- ▶ Increasing online discoverability of UNNES flagship study programs among prospective students.
- ▶ Competing with other universities that have strong digital marketing presence.
- ▶ Building trust and engagement with a young, digitally native audience.





Deliverables

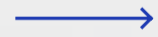
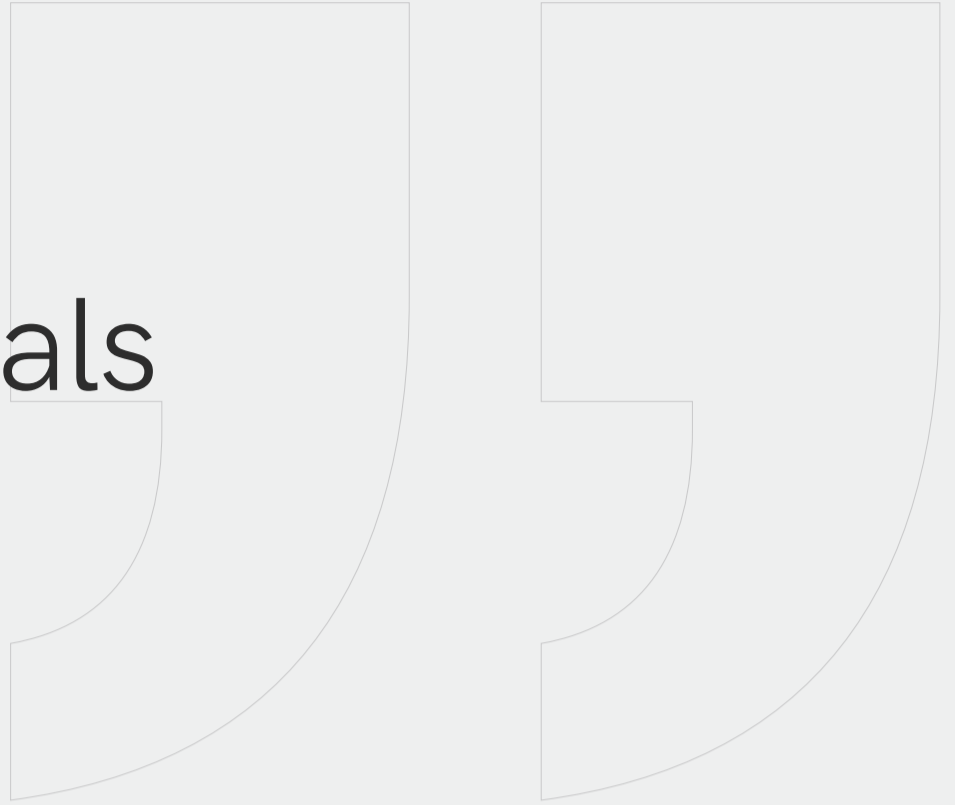
- Comprehensive **SEO optimization** for targeted education-related keywords.
- **YouTube Ads campaign** to showcase UNNES flagship programs with engaging video storytelling.
- Continuous campaign monitoring and optimization to maximize impact.

Impact

230,000+ audiences actively searching for higher education opportunities.

53% view rate on YouTube Ads campaign indicating strong audience interest and engagement.

Client Testimonials





“

Thank you for accompanying PKT for the past three years, bringing a fresh new look. We've received lots of appreciation for the modern and updated appearance of our social media.

Ady Mulyadi

CCO PT Pupuk Kalimantan Timur



“

I'm satisfied enough that I even want to recommend your digital marketing service to some of my colleagues.

Coway



“

We already got one client convinced until appeal stage. Thank you so much, the beginning already looks very promising!

Lidia

Marketing Head - Politeknik Nest



“

On our very first opening day, we already gained several new customers for the Bandung route. Thanks to the Herco Digital team for handling our promotions so well!”

Imelda Herlambang

Owner - PT Kartika Madya Perkasa



“

The latest ad report looks very satisfying. In August, we managed to hit our sales target, and it seems the ads had a role in it. Since launching the ads, the number of people contacting our customer service has been consistently high. Thank you so much !

Nabila

Marketing Manager - Metro Parcel Service



“

“I sincerely thank Herco Digital for helping us introduce Smoot Oto Semarang through social media, especially Instagram. The achievements even exceeded my expectations in July 2023. Now, people have started to recognize our Smoot electric motorcycle dealership under CV Oto Berkat Sentosa.”

Rudy Santoso

Owner - CV Oto Berkat Sentosa



Navigating Your Digital Growth

 0812 3656 5935  hello@hercodigital.id   @hercodigitalindonesia

 **SEMARANG** (Headquarter)

Jl. Taman Maluku No. 1,
Kel. Karangtempel,
Kec. Semarang Timur,
Kota Semarang

 **JAKARTA OFFICE**

Gedung Office EightyEight@Kasablanka,
Lantai 9, Unit A
Jl. Casablanka Kav. 88,
Kel. Menteng Dalam,
Kec, Tebet, Jakarta Selatan

