

RATECARD & SERVICE CATALOGUE

Digital Growth Strategist • Marketing
Systems Builder

*Strategy. Acquisition. Systems.
Capability.*



Marketing tidak kekurangan tools. Sering kali yang kurang adalah keterhubungan.

Mas Ojay membantu business owner membaca hubungan antara strategy, acquisition, website, CRM, follow-up, measurement, dan automation - lalu menentukan bagian mana yang perlu diperbaiki lebih dulu.

*System before scale.
Human before
automation.*

DIGITAL GROWTH STRATEGY

MARKETING SYSTEMS

EXECUTION & CAPABILITY



One ecosystem. Three connected layers.

01

DIAGNOSE & STRATEGY

Digital Growth Audit • Positioning • Offer • Funnel



02

BUILD & ACQUISITION

Website • SEO • Google • Meta • TikTok



03

SYSTEMIZE & SCALE

CRM • Follow-Up • AI • Automation • Team Capability

Tidak semua bisnis membutuhkan seluruh layanan sekaligus. Mulai dari bottleneck yang paling menentukan, lalu sambungkan sistem ketika memang dibutuhkan.

Mulai dari kebutuhan. Bukan dari paket terbesar.

*01***Belum tahu yang macet**

Growth Diagnostic / Digital
Growth Audit

*02***Strategi atau offer belum
tajam**

Positioning, Offer & Funnel

*03***Butuh traffic dan
conversion asset**

Ads / SEO / Website

*04***Lead ada tetapi proses
berantakan**

CRM / Automation

Semua layanan modular. Tidak ada kewajiban membeli full stack.

"Mulai dari" = standard scope. Scope tambahan dihitung secara
transparan.

GROWTH DIAGNOSTIC**FREE • 15-30 MINUTES**

Temukan dulu masalah yang benar sebelum menentukan layanan

atau budget berikutnya

DIGITAL GROWTH AUDIT**Mulai Rp2.500.000** / Business

Membaca marketing sebagai satu sistem untuk menemukan bottleneck utama dan menentukan apa yang seharusnya diperbaiki lebih dulu.

WHAT WE EXAMINE

- Business & Objective
- Positioning & Offer
- Acquisition
- Website / Funnel / Conversion
- Lead Management & Follow-Up
- Measurement & Data
- Growth Priority

YOU RECEIVE

- Digital Growth Audit Report
- Bottleneck Map
- Priority Matrix
- 90-Day Growth Roadmap
- KPI & Measurement Direction
- 60-90 min Review Session
- 7-Day Clarification Window

Rp1.000.000 Implementation Credit

Jika lanjut project implementasi minimum Rp10 juta dalam 30 hari.

Standard scope: 1 business • max 4 active digital channels

Before adding traffic, make the offer clearer.

POSITIONING, OFFER & FUNNEL

Mulai Rp3.500.000 / Business



INCLUDED

- Market & Customer Clarity
- Positioning & Differentiation
- Value Proposition
- Offer Architecture
- Message Architecture
- Funnel & Conversion Path
- Implementation Priority + Strategy Review

STANDARD SCOPE

- 1 primary market
- 1 core offer
- 1 primary funnel
- Max 5 direct competitors

ADD-ON

Additional Offer ~~Rp~~750k

Additional Funnel ~~Rp~~1m

Capture existing demand.

GOOGLE ADS

Initial Setup **Rp1.750.000**

SEARCH



CLICK



CONVERSION



LEAD



NEXT ACTION

1 BUSINESS

2 SEARCH CAMPAIGNS

10 AD GROUPS

MANAGEMENT

Spend ≤ Rp10m

Rp1.500.000/mo

> Rp10-25m

Rp2.250.000/mo

> Rp25-50m

Rp3.000.000/mo

> Rp50m

Custom

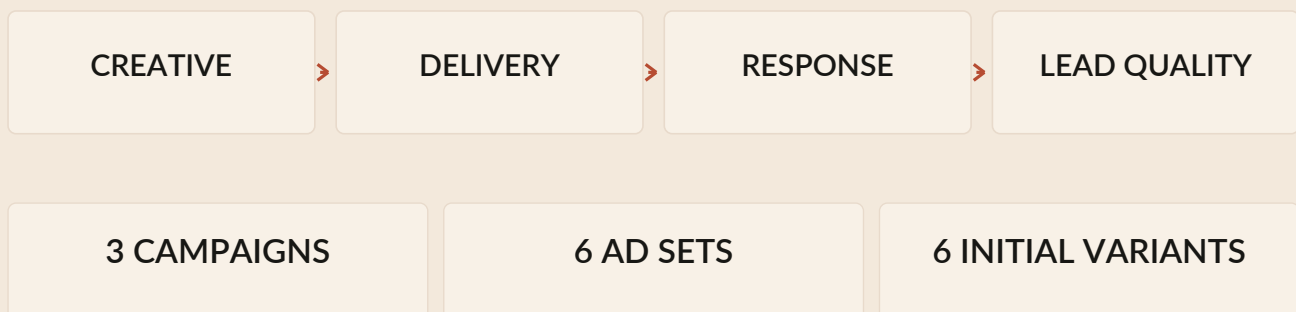
Additional Search Campaign: Setup +Rp500k •
Active management +Rp350k/mo

Ad spend separate •
Recommended evaluation ±3
months

Attention becomes useful when it reaches the right action.

META ADS

Initial Setup **Rp1.500.000**



MANAGEMENT

Spend ≤ Rp10m	Rp1.500.000/mo
> Rp10-25m	Rp2.250.000/mo
> Rp25-50m	Rp3.000.000/mo
> Rp50m	Custom

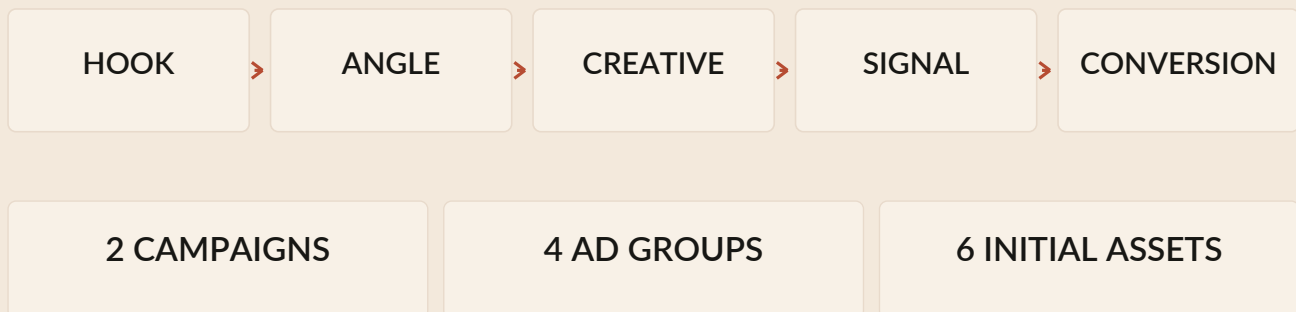
Additional Campaign: Setup +Rp500k • Active management +Rp350k/mo

Creative Strategy Included
Production separate

Creative first. Learning continuously.

TIKTOK ADS

Initial Setup **Rp1.500.000**



MANAGEMENT

Spend ≤ Rp10m	Rp1.500.000/mo
> Rp10-25m	Rp2.250.000/mo
> Rp25-50m	Rp3.000.000/mo
> Rp50m	Custom

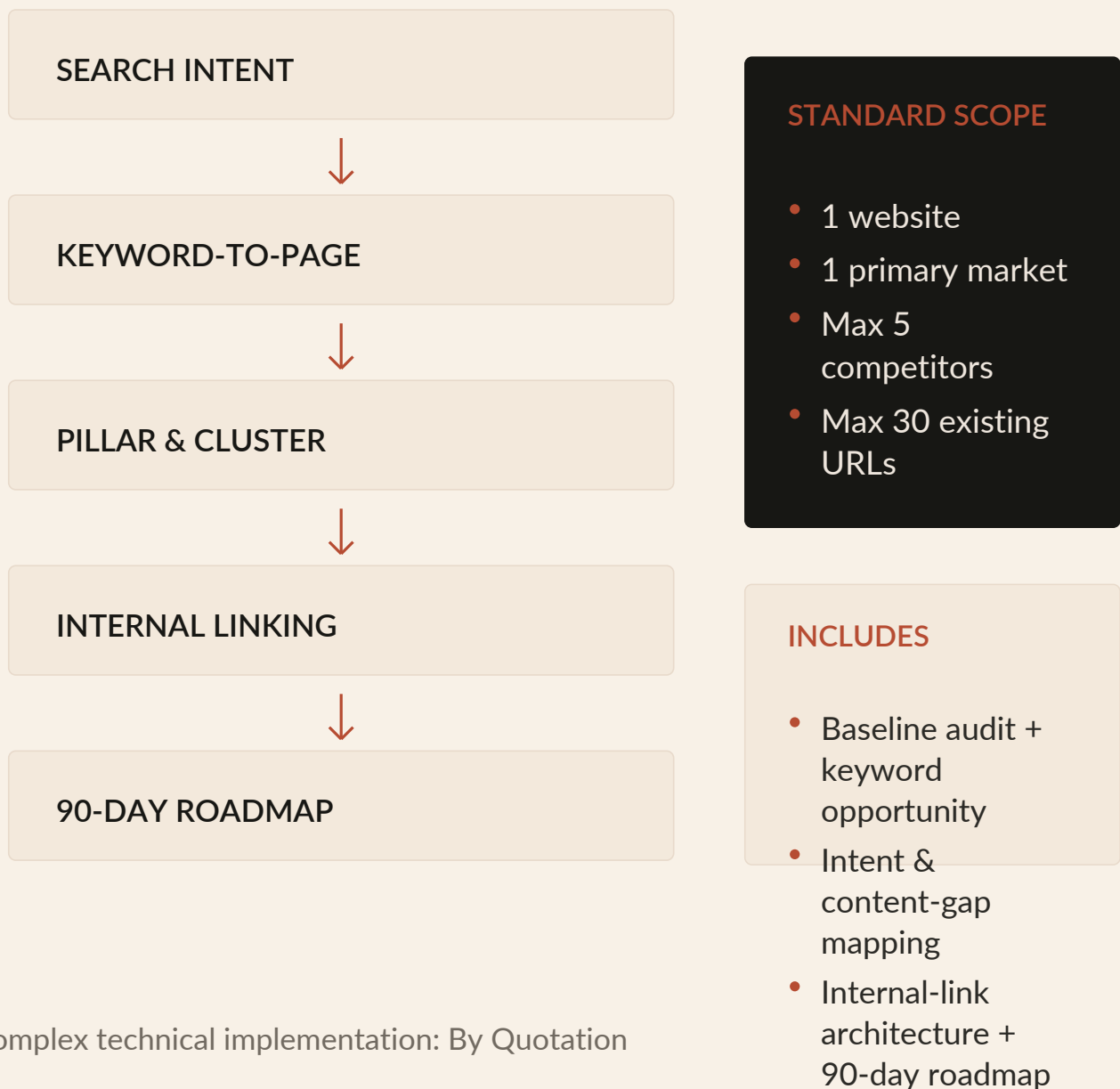
Additional Campaign: Setup +Rp500k • Active management +Rp350k/mo

Up to 6 Creative
Directions/month
TikTok Shop / GMV Max: By
Quotation

Build the search architecture before producing endlessly.

SEO FOUNDATION & SEARCH ARCHITECTURE

Rp3.500.000 / Website



Content becomes an asset when it compounds.

SEO GROWTH & CONTENT

Mulai Rp2.500.000 / Month

4

SEO CONTENTS / MONTH

Research • Writing • On-page • Internal Linking • Publishing

MONTHLY INCLUDED

- Monthly keyword/topic selection
- Search-intent based writing
- Title/meta + heading structure
- Contextual internal linking
- Optimization max 2 existing pages
- Google Search Console monitoring
- Monthly performance review

ADD-ON

Additional Content
+Rp400.000/article

Authority Building /
Media Placement
By Quotation

Recommended evaluation 4-6 months. No guaranteed ranking position.

One offer. One destination. One primary action.

CONVERSION LANDING PAGE

BASIC

Rp2.100.000

Clean. Responsive. Ready to use.

- 1 offer + 1 objective
- ±7-8 sections
- Proven structure adapted to brand
- Client-supplied copy + refinement
- Responsive + WhatsApp/form CTA
- Basic title/meta + SSL + deployment + 1 revision

PREMIUM

Rp3.500.000

Strategic. Conversion-oriented. Measurable.

- 1 offer + 1 audience + 1 objective
- Up to ±12 strategic sections
- Full Conversion Copywriting
- Custom page architecture + UI
- Basic SEO + GA4 + GTM + GSC
- Up to 2 conversion events + 2 revisions

Standard domain + hosting included for first year. Premium plugin/license, advanced tracking and custom integrations are separate.

From online presence to measurable infrastructure.

BUSINESS WEBSITE

BASIC

Mulai Rp3.900.000

Proper. Editable. Fast to launch.

- Up to 4 core pages
- Proven structure adapted to brand
- Editable CMS + responsive layouts
- WhatsApp/form CTA
- Client-supplied content formatting
- Basic metadata + deployment

Additional standard page
+Rp450.000

PREMIUM

Mulai Rp6.500.000

*Strategic. Trust-building.
Measurable.*

- Up to 6 core pages
- Information Architecture + user journey
- Custom brand-adapted UI/UX
- Copy structuring + SEO-ready architecture
- GA4 + GTM + GSC + up to 3 events + 2 revisions

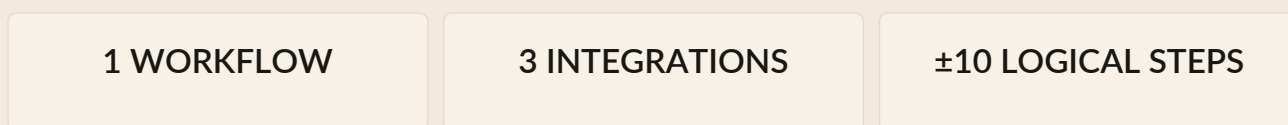
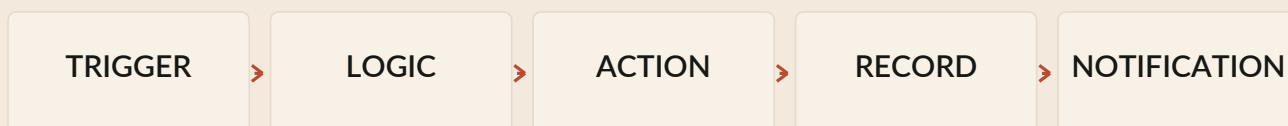
Additional standard page
+Rp750.000

Standard domain + hosting included for first year. E-commerce, booking, membership, portal, web app and custom systems: By Quotation.

Automate the process. Not the confusion.

WORKFLOW AUTOMATION

Mulai Rp2.500.000 / Project



INCLUDED

- Process/workflow mapping
- Trigger, condition & action configuration
- Basic data mapping
- Basic error handling
- Testing & deployment
- Workflow documentation
- 7-day bug-fix support

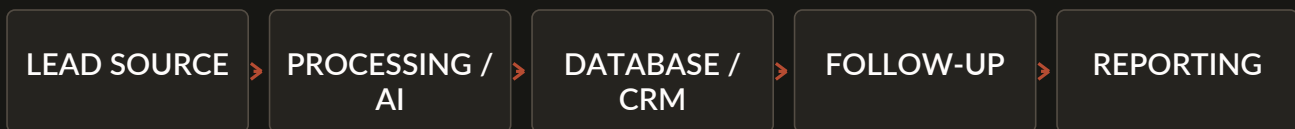
ADD-ON

Additional
Workflow
+Rp1.000.000

Connect the processes that should work together.

AI MARKETING AUTOMATION SYSTEM

Mulai Rp5.000.000 / Project



3 WORKFLOWS

5 INTEGRATIONS

14-DAY SUPPORT

INCLUDED

- Webhook/API connection
- Conditional logic
- Lead/data routing
- Synchronization & automated follow-up
- Basic AI/LLM component when relevant
- Reporting/notification workflow
- Documentation & team handover

ADD-ONS

Custom AI Agent
Mulai
+Rp2.500.000

Custom API
By Quotation

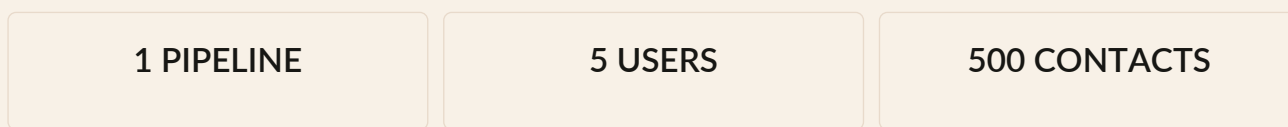
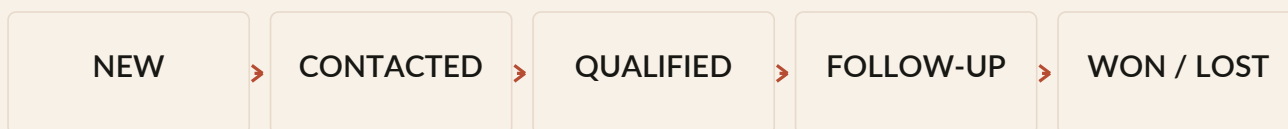
Automation Care - mulai Rp750.000/month. Optional monitoring, bug fixes and one minor modification/month.

CRM is not where contacts sleep.

CRM adalah cara bisnis mempertahankan konteks.

CRM BLUEPRINT & SETUP

Rp3.000.000 / Project



INCLUDED

- Current process mapping
- CRM/platform recommendation
- Up to ±15 custom fields
- Lead-source taxonomy
- Basic qualification/scoring
- Basic dashboard/views
- Migration + 90-min onboarding + 7-day support

ADD-ONS

Additional Pipeline **+750k**

Additional 5 Users **+500k**

Additional
1,000
Contacts **+500k**

Lead masuk. Siapa follow-up? Apa next action-nya?

CRM + FOLLOW-UP SYSTEM IMPLEMENTATION

Mulai Rp5.500.000 / Project

LEAD SOURCE > CRM > OWNERSHIP > FOLLOW-UP > DASHBOARD

2 PIPELINES

10 USERS

1,500 CONTACTS

3 WORKFLOWS

INCLUDED

- 1 standard communication-channel integration
- Follow-Up Architecture + core scripts
- Lead qualification/scoring implementation
- Lead ownership/assignment structure
- Management dashboard visibility
- 2-hour team training
- 14-day post-launch support

CRM CARE

Mulai
Rp750.000/month
1 CRM • 2 pipelines •
up to 10 users

Cross-app/API/AI orchestration masuk layanan AI Marketing & Automation, bukan CRM-native scope.

Sometimes you don't need another course. You need a clearer decision.

STRATEGIC MENTORING 1-ON-1

ONLINE

Rp1.500.000 / 90 min

OFFLINE

Rp2.500.000 / session

**3-Session Online Mentoring Pack
Rp4.000.000**

INCLUDED

- Pre-session context review
- Strategic discussion
- Relevant data/screen review
- Prioritized recommendation
- Action notes / next-step summary
- 7-Day Clarification Window



1 session = 1 primary business context.

Bring the team into the same operating logic.

TEAM WORKSHOP

HALF DAY • ±3-4 HOURS

Online **Rp3.500.000**

Offline **Rp5.000.000**

FULL DAY • ±6 HOURS EFFECTIVE

Online **Rp5.500.000**

Offline **Rp7.500.000**

Maximum 10 participants

- Customized topic
- Practical workshop
- Business case discussion
- Exercises / simulation
- Digital material + Q&A;
- Practical action points



Training built around the organization - not a generic deck.

CUSTOM CORPORATE TRAINING

HALF DAY

Online Mulai Rp6.000.000

Offline Mulai Rp8.500.000

FULL DAY

Online Mulai Rp8.500.000

Offline Mulai Rp12.000.000

Maximum 20 participants • 1 organization • 1 primary training objective

INCLUDED

- Stakeholder / needs assessment
- Customized training curriculum
- Company-specific cases
- Workshop / simulation
- Action planning
- Training summary
- 7-Day Post-Training Clarification

Travel/logistics
separate.
Additional dedicated
travel day
Rp1.500.000/day

Which starting point fits your situation?

01	"Saya belum tahu yang macet."	Digital Growth Audit
02	"Offer dan funnel belum tajam."	Positioning, Offer & Funnel
03	"Saya butuh traffic."	Google / Meta / TikTok / SEO
04	"Saya butuh conversion destination."	Landing Page / Website
05	"Lead ada tapi prosesnya berantakan."	CRM / Automation
06	"Saya atau tim perlu kemampuan mengambil keputusan."	Mentoring / Workshop / Corporate Training

You do not have to buy everything. Start where the bottleneck is most relevant.

When the scope grows, the engagement can grow with it.

Creative Production **By
Quotation**

Advanced Tracking /
Server-Side **By
Quotation**

Custom API
Integration **By
Quotation**

E-commerce / Custom
Web System **By
Quotation**

Authority Building /
Media Placement **By
Quotation**

TikTok Shop / GMV
Max **By
Quotation**

Premium Plugin /
License **Actual Cost**

Special VPS /
Infrastructure **Actual Cost**

Travel &
Accommodation **Actual Cost**

Add-on hanya digunakan ketika memang dibutuhkan. Tidak otomatis ditambahkan ke setiap project.

Commercial Terms

01 Standard Scope

Harga “mulai dari” berlaku untuk standard scope. Complexity, volume, integrations, locations, markets, campaign count, users, atau data di luar scope dapat mengubah quotation.

02 Project Confirmation

Project dimulai setelah scope, quotation/invoice, pembayaran awal, serta data/access/material minimum tersedia.

03 Payment Terms

Project-based: 50% commencement • 50% before final handover/go-live. Project ≤Rp2,5 juta dapat 100% upfront. Monthly services dibayar di muka.

04 Client-Owned Assets

Domain, hosting, ad accounts, pixels, analytics, CRM, database dan API account sebisa mungkin atas kepemilikan client.

05 Third-Party Costs

Ad spend, software, API/token, WhatsApp fee, premium license, media placement, creator/talent dan logistics tidak termasuk kecuali dinyatakan.

06 Revision & Change Request

Revision menyempurnakan direction yang disetujui. Perubahan target market, offer, business model, fitur atau design direction besar masuk additional work.

07 Timeline & Feedback

Timeline diasumsikan data/access tersedia dan feedback tepat waktu. Feedback/approval ideal maksimal 3 hari kerja; delay dapat menggeser queue.

08 Monthly Services

Monthly services berlaku per periode; scope tidak otomatis rollover. Ads direkomendasikan ±3 bulan dan SEO 4-6 bulan. Recommendation bukan kontrak wajib kecuali tertulis.

Performance, Platforms & Responsibility

PERFORMANCE

Mas Ojay memberikan strategy, implementation, optimization, measurement dan recommendation. Tidak menjamin lead, CPL/CPA, ROAS, revenue, closing, atau hasil bisnis tertentu.

ADVERTISING PLATFORMS

Approval, rejection, restriction, suspension dan delivery mengikuti kebijakan Google, Meta, TikTok dan platform terkait. Tidak ada janji akun kebal enforcement.

SEO

Tidak ada jaminan ranking #1, keyword position tertentu, indexing instant, traffic tertentu, atau timeline perubahan ranking.

AUTOMATION & API

Automation bergantung pada stability API, provider, credentials dan external services. Perubahan pihak ketiga setelah handover dapat membutuhkan additional work.

DATA & CONFIDENTIALITY

Access digunakan hanya sesuai scope dan authorization client. Business data, credentials dan non-public performance data diperlakukan sebagai confidential.

INTELLECTUAL PROPERTY

Setelah pembayaran selesai, final client-specific deliverables menjadi milik client sesuai scope. Reusable methodology, framework dan internal know-how Mas Ojay tetap menjadi IP

We commit to professional process, transparent scope, implementation quality, measurement and iteration - not fabricated guarantees.

Ready to work on the **bottleneck that matters?**

Anda tidak perlu menentukan seluruh stack sekarang. Kita mulai dari kebutuhan yang paling relevan, lalu susun scope yang tepat.

DISKUSIKAN KEBUTUHAN ANDA VIA WHATSAPP

0812 1474 0808

wa.me/message/XHXLNEC7YOIEP1



SCAN TO CHAT