

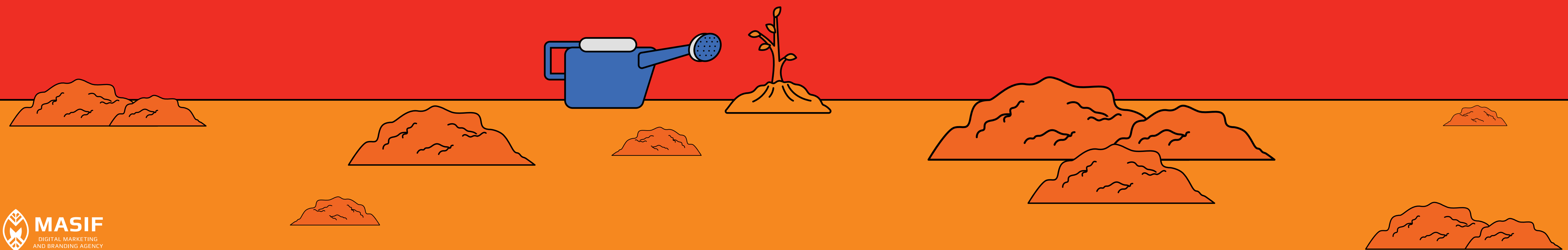
Hello, we are

MASIF

DIGITAL MARKETING
Agency



Masif Digital Marketing Agency focuses on delivering impactful results through data-driven strategies. We prioritize measurable outcomes over aesthetics, crafting tailored marketing tactics that drive engagement, growth, and tangible business results.





Search and Research

We commit ourselves to keep learning and diving deep into our partner's situations.
We only act by data not assumptions



Growth

Our mindset is to solve the problem that matters to our clients so we can grow together.



Impactful

Explore unique ideas that relate to our partner's problem and convert them into impactful solutions

OUR SERVICE

BRANDING

Naming | Brand Positioning | Identity & Design |
Guideline & Playbook | Print Design

DIGITAL MARKETING

Social Media Management | Campaign |
SEO & SEM | Digital Advertising |
Website & App Development

STRATEGY & CONSULTING

Communication Planning | Content Strategy |
Consumer & Market research

CONTENT & PRODUCTION

Copywriting & Editorial | Photography |
Video & Motion | Collateral Production

OUR CLIENTS

Food & Beverages Wakacao | Katsyu | Mang Kabayan | Main Street | Kopi Tugoh | Kopitema | Uncle John's Coffee | Mom Sarasa | Baharsa | Snatch.It | Resto Giri Tirta | Brees

Printing Paulin Print | Dhika4Print | DTEX | 4GoodThings

Entertainment, Education, Self Care & Lifestyle Politeknik SSR | Segar Reflexology | Mega Billiard | Brawl Combat

Property & Developer Inara Property | Puri Kalimaya | Propertycue

Tour & Travel Amarcy Travel | Riffy Travel

Some

CASE STUDIES

From Clients



FnB

Explore New Experience to Enjoy Wakacao

- Social Media Management
- Paid Ads Management
- Digital Activation



Delivering What Audiences Need: Stay Connected, Drive Interaction, and keep delivering the best result

We want all of our activity to be related to Wakacao's audience's pain and wants. By that, we try to tailor Wakacao's Brand Strategy and Wakacao's Instagram audience personas to generate more interest in Wakacao's Brand and Product. To make sure everything aligned Consistent with the content tone of voice targeting one persona.



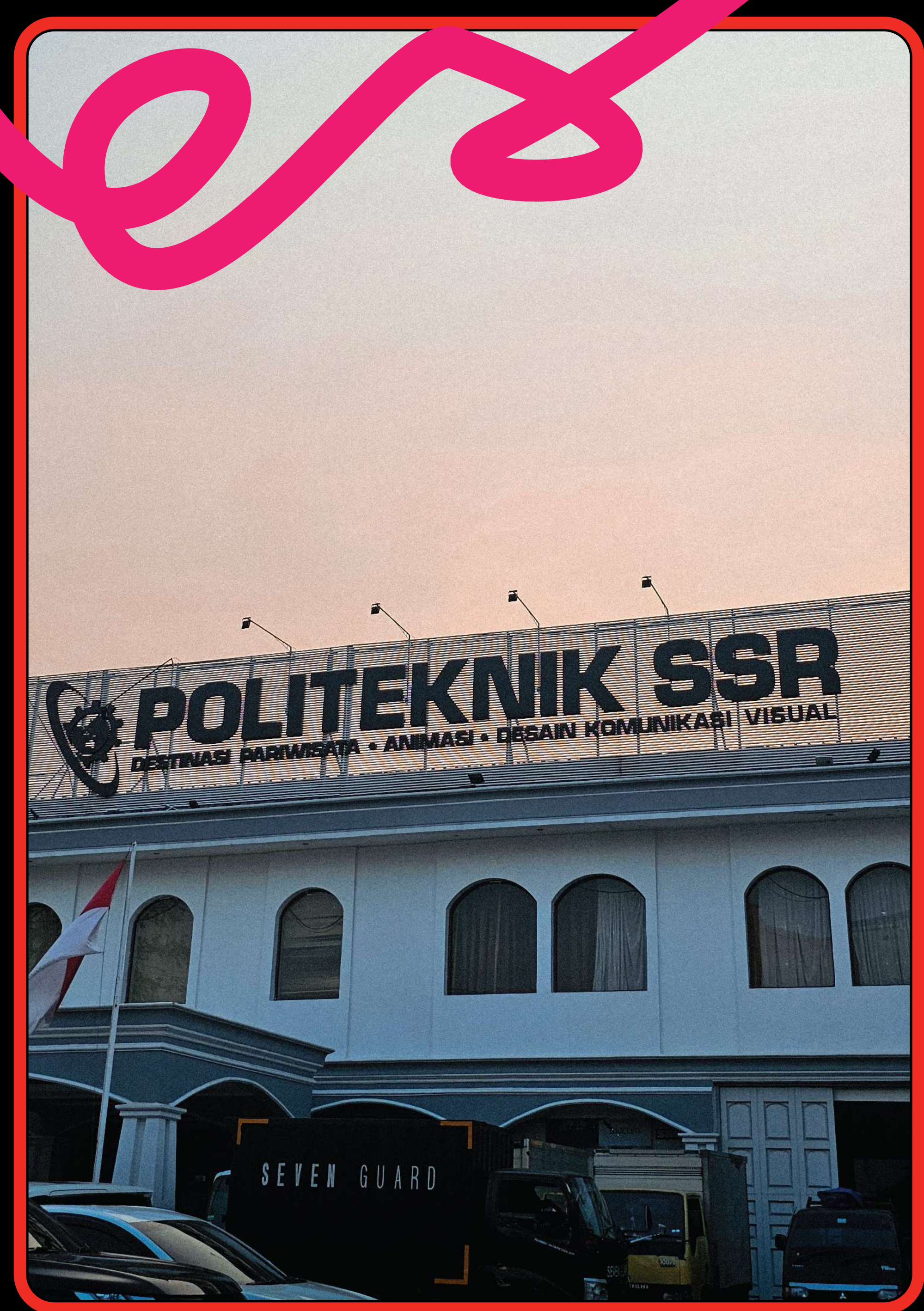
The chance to create their own perfect version of Wakacao, sizzling and ready to serve!

To push audience engagement while giving an impactful message, we created campaign called #PenasaranCoba invites the audience to challenge the wakacao team to eat wakacao with Indonesian side dishes. Pushing the audience submission with the selected best combination win a prize. Many upcoming stories and awesomeness are waiting to be executed; stay tuned because it might mesmerize you.



Start Your Dream Career With Politeknik SSR

- Social Media Management
- Paid Ads Management
- Digital Activation



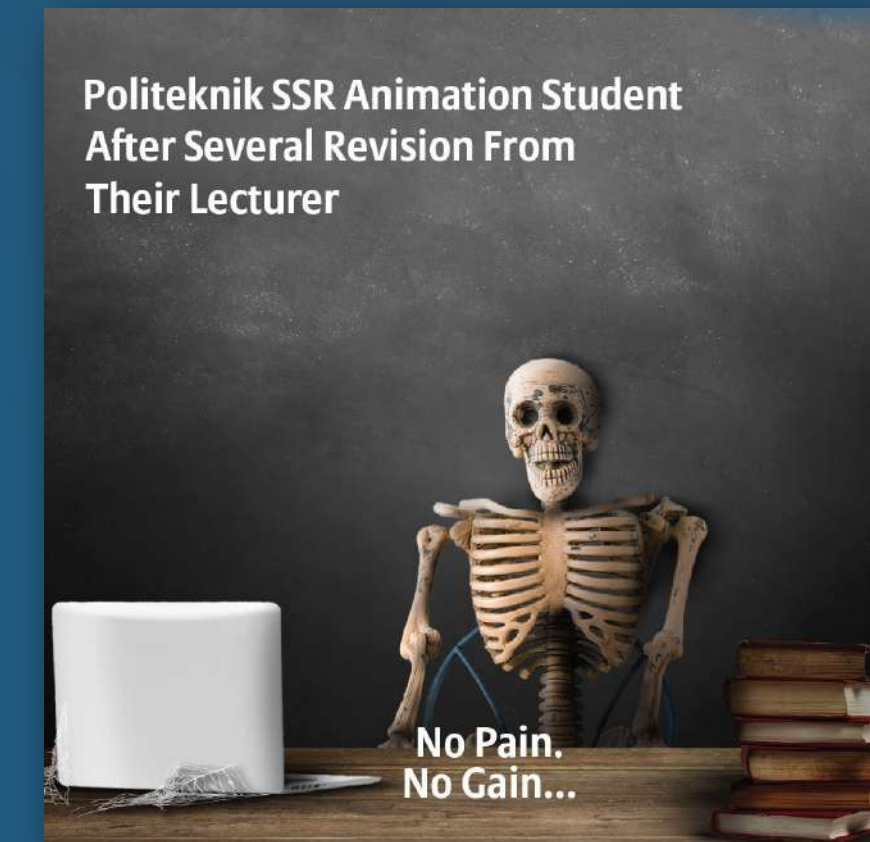
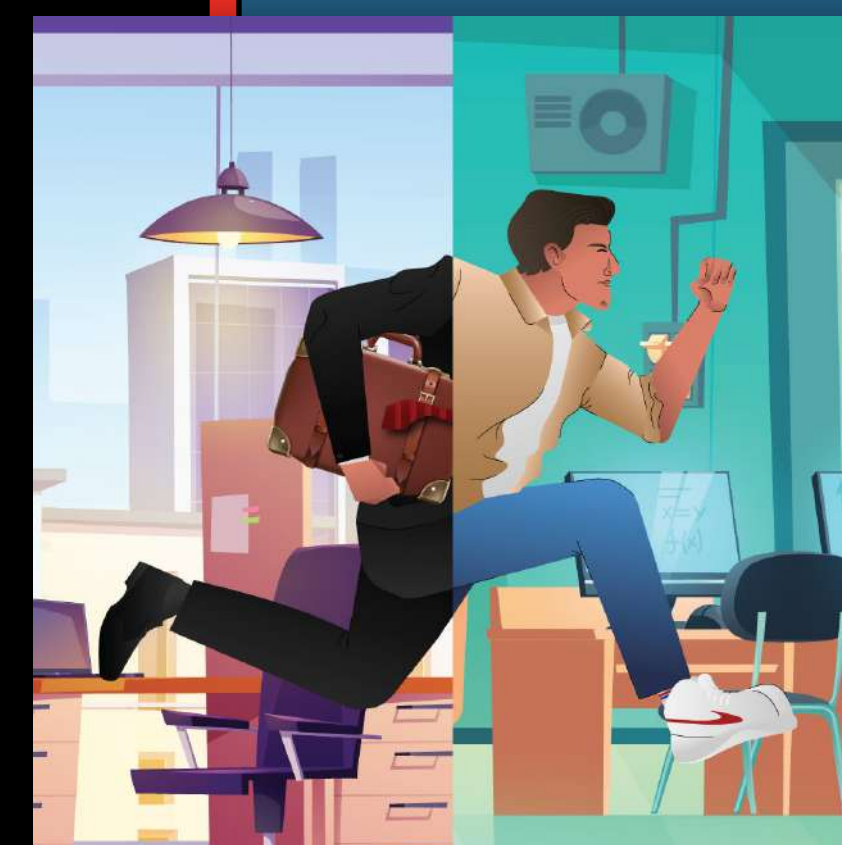
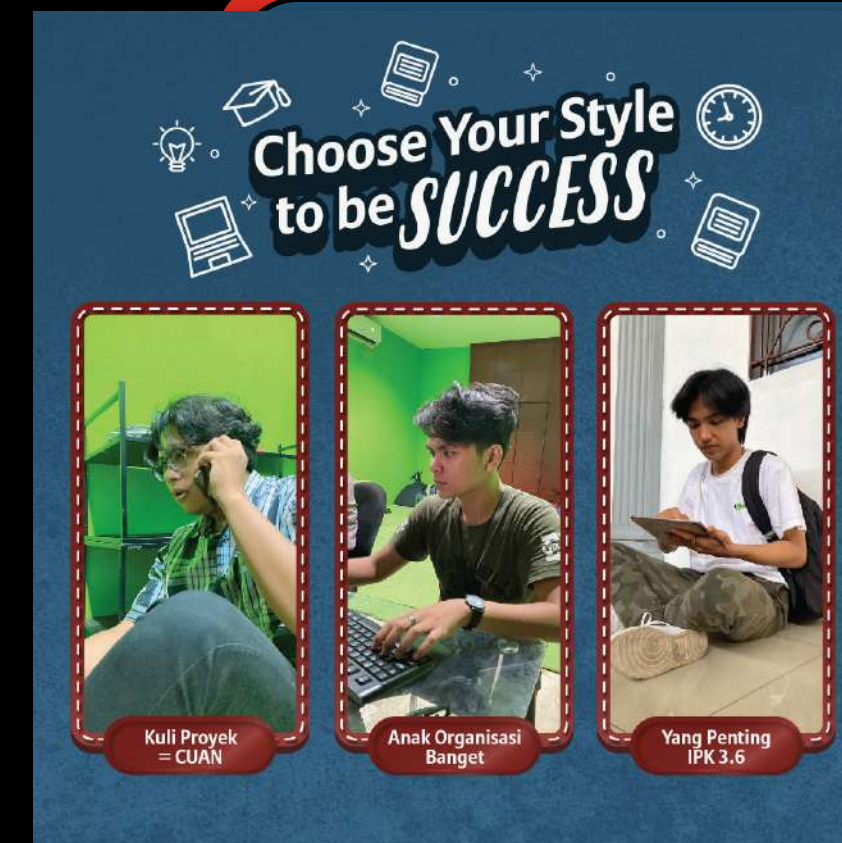
More promising candidate to compete as SSR student and give the best result

On August 2023, we were handling PoliteknikSSR digital marketing to acquire student applicants. Focusing on creating a social media portofolio for PoliteknikSSR and distribute it using A/B Testing method to find content that works with the right persona. We developed innovative advertising strategies to efficiently and effectively, pushing the number of student applicants throughout the year.



Constantly challenge ourselves to keep delivering the best result!

All of these are visuals for daily social media posts. Creating social media as a great portofolio & connect the audience with engaging content.





Developer

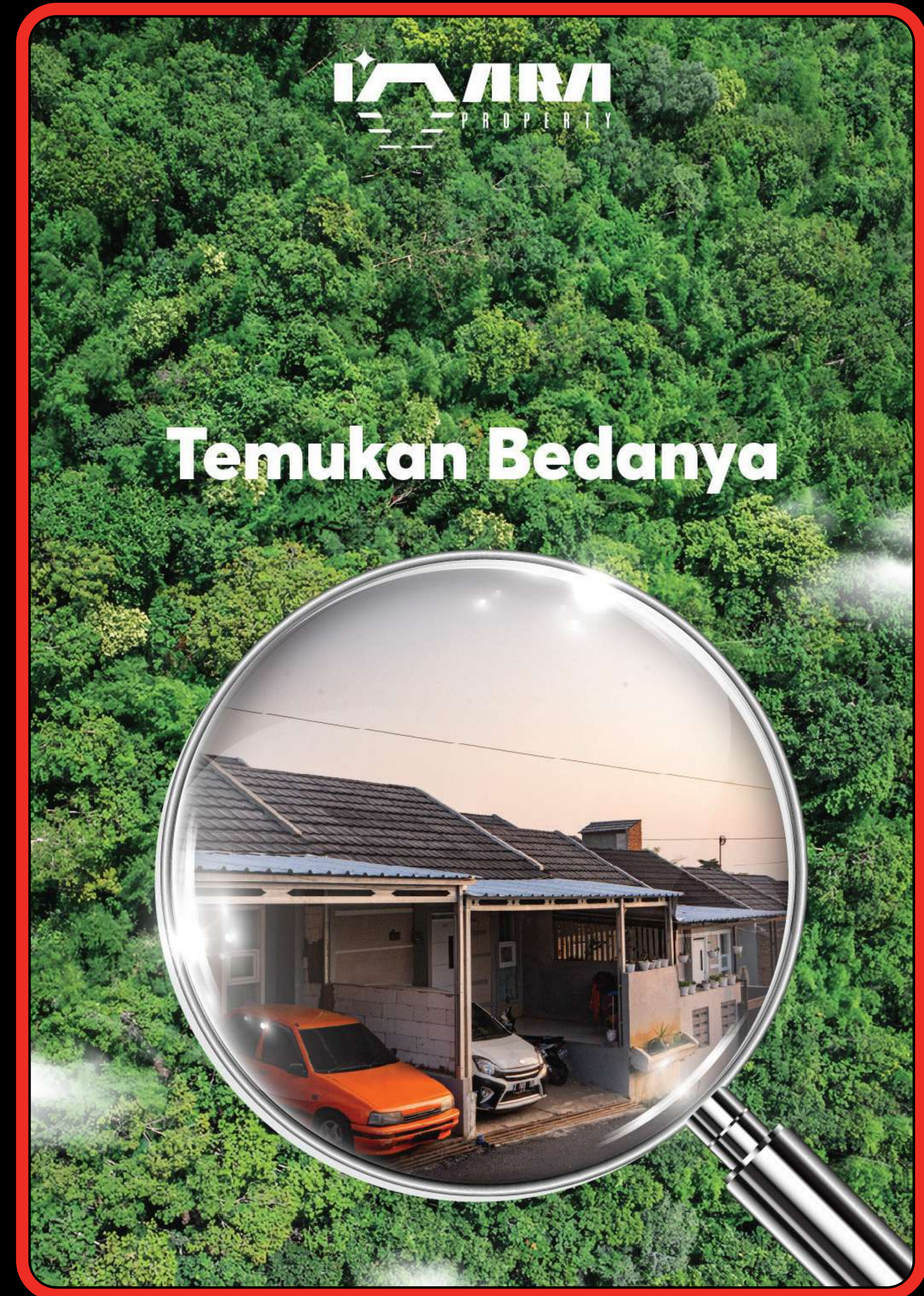
Unlock Your Potential with Our Project Opportunities

- Branding
- Social Media Management
- Paid Ads Management
- Digital Activation



Discover The Difference : Let's Tell Them That We are Different by You Discovering it

Since 2024, we are actively running campaign that caught attention of social media. We are also responsible creating multiple design for news and media to communicate with audience, including banner, tent event, and billboard. Consistently encourage audience that Inara Property maintain quality, integrity, and transparency, thus make it different from other.





Turn Leads Into Sales With Digital Advertising Campaign

Actively running digital ads, we were able to turn social media audience into leads that convert to visit housing residence, later turn into sales. With a long customer journey, we were able to optimize key touchpoint to maximize the performance of our marketing strategies.



New Step New Happines

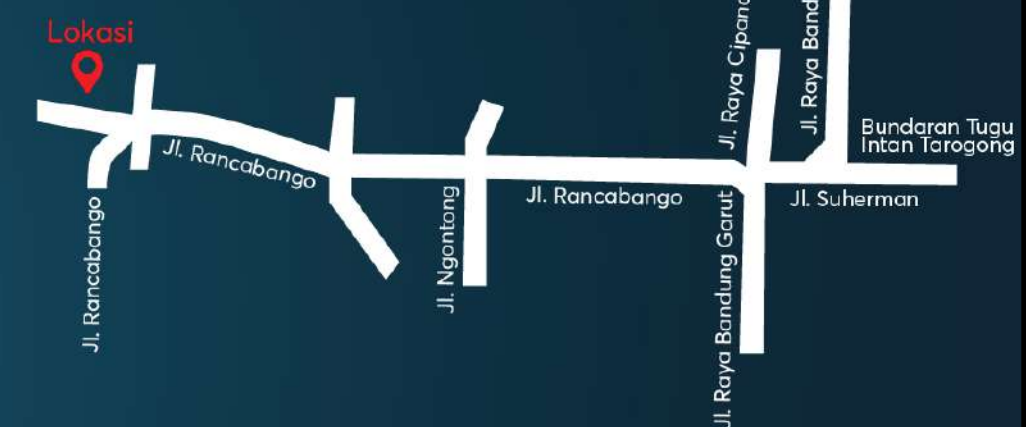


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litas Umum :
Security Pos
Masjid
Play Garden

Fasilitas Rumah :
 2 Kamar Tidur
 Dapur
 Kamar Mandi
 Air Sumersible
 Taman
 Carport

Peta Lokasi



 inaraproperty_

 +62 821-3009-9381

Dari
INTAN
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Recycle Center

Good For You, Great For Planet

- Branding
- Social Media Management
- Paid Ads Management
- Digital Activation

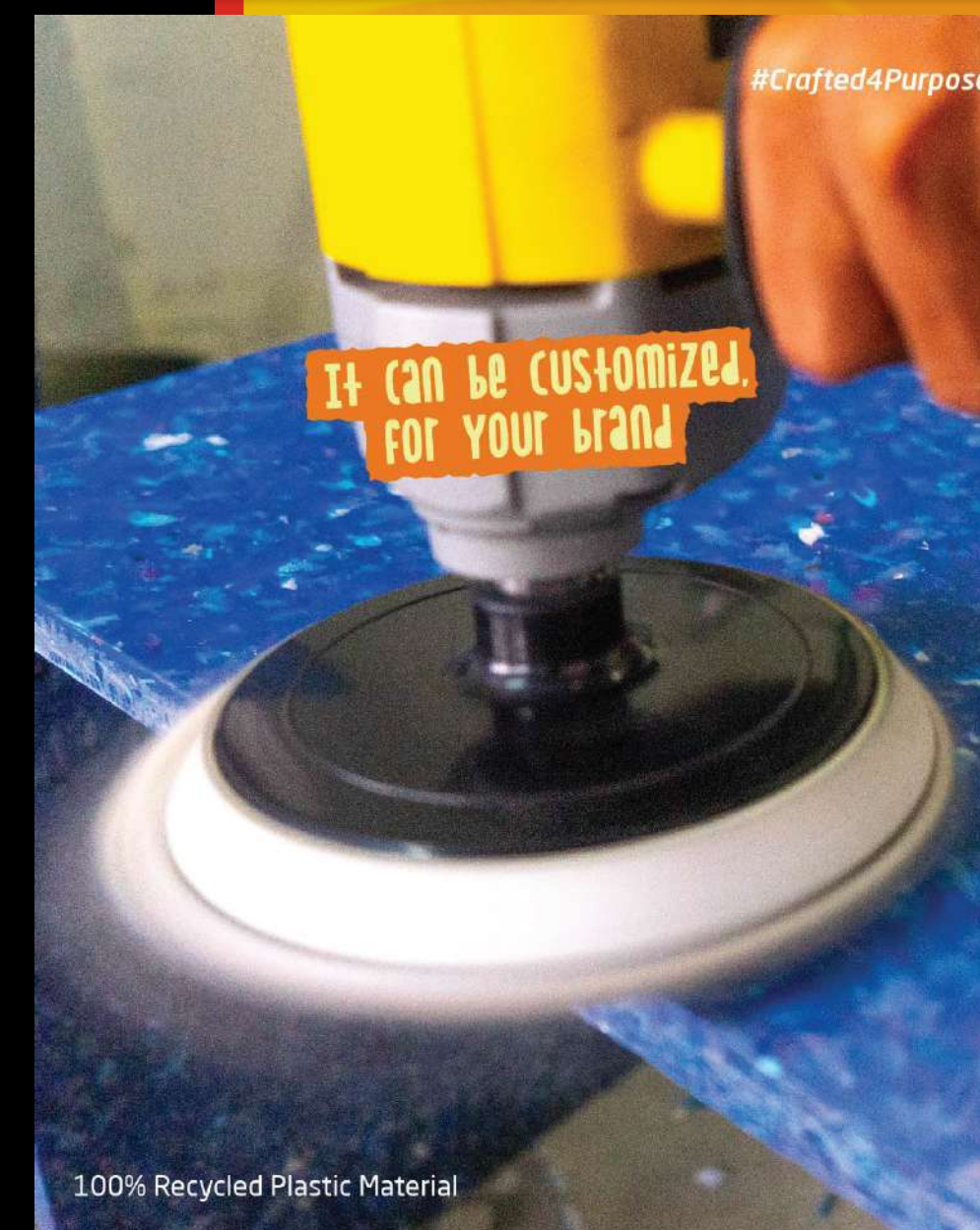


Empowering Change through Sustainable Choices, “Closing The Loop”

It all started with one of our clients, Dhika4Print, a retail digital printing company aiming to launch a sustainability campaign.

The campaign was a success and opened up broader opportunities, which led to the creation of 4GoodThings as a continuation of our commitment to sustainability.

In just 3 months, with organic approach on social media, we gained 1,000 followers, attracted 250 workshop participants, generated 320 leads, and secured various valuable collaboration opportunities to grow the young 4GoodThings brand.



Turning Plastic Pollution Into Good Things That Good For You

4GoodThings #Crafted4Purpose

Launching a public workshop series under the theme "#Crafted4Purpose," we organized several sessions aimed at boosting audience engagement toward recycling and upcycling industry. This initiative successfully attracted 250 participants and grew our Instagram followers by 1,000+.

We also managed digital ads across various platforms. The objective was to generate purchase intent and activate the customer journey through social media channels.



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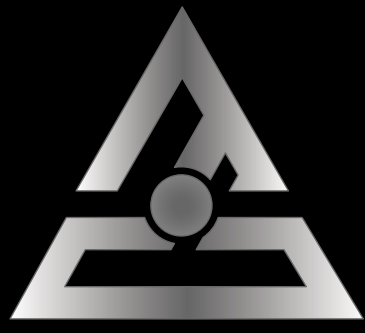
30 MIN AGO • SEE TRANSLATION

Let's Collaborate : Create a Business with More Sustainable Practices

We turn plastic waste into more valuable good things.
Whether it's small things or big things, It means more
for our sustainable future.

Would your brand like to collab with Us?

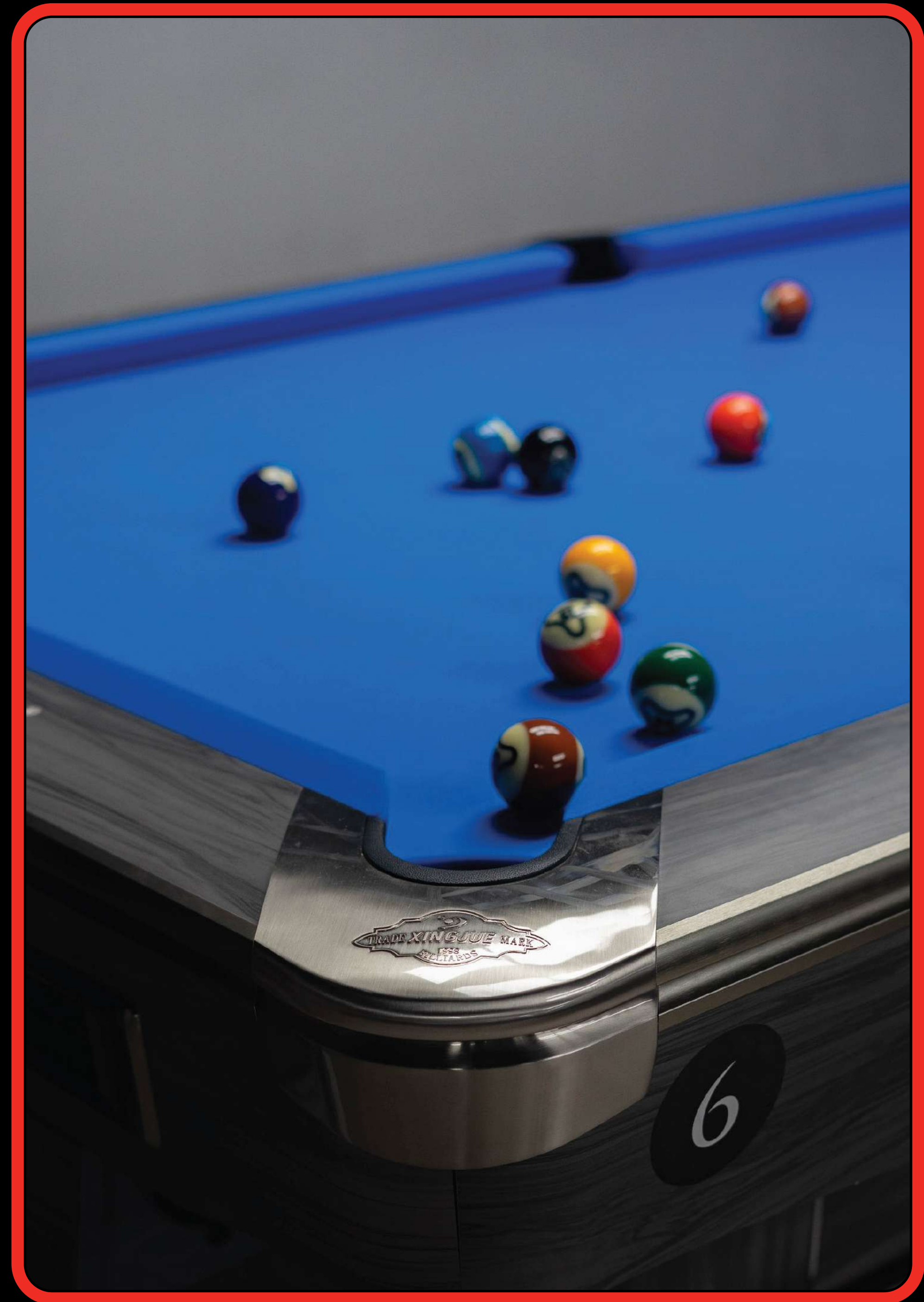




Pool Billiard

Stands out as a top choice for players of all ages and skill levels.

- Branding
- Social Media Management
- Paid Ads Management
- Digital Activation

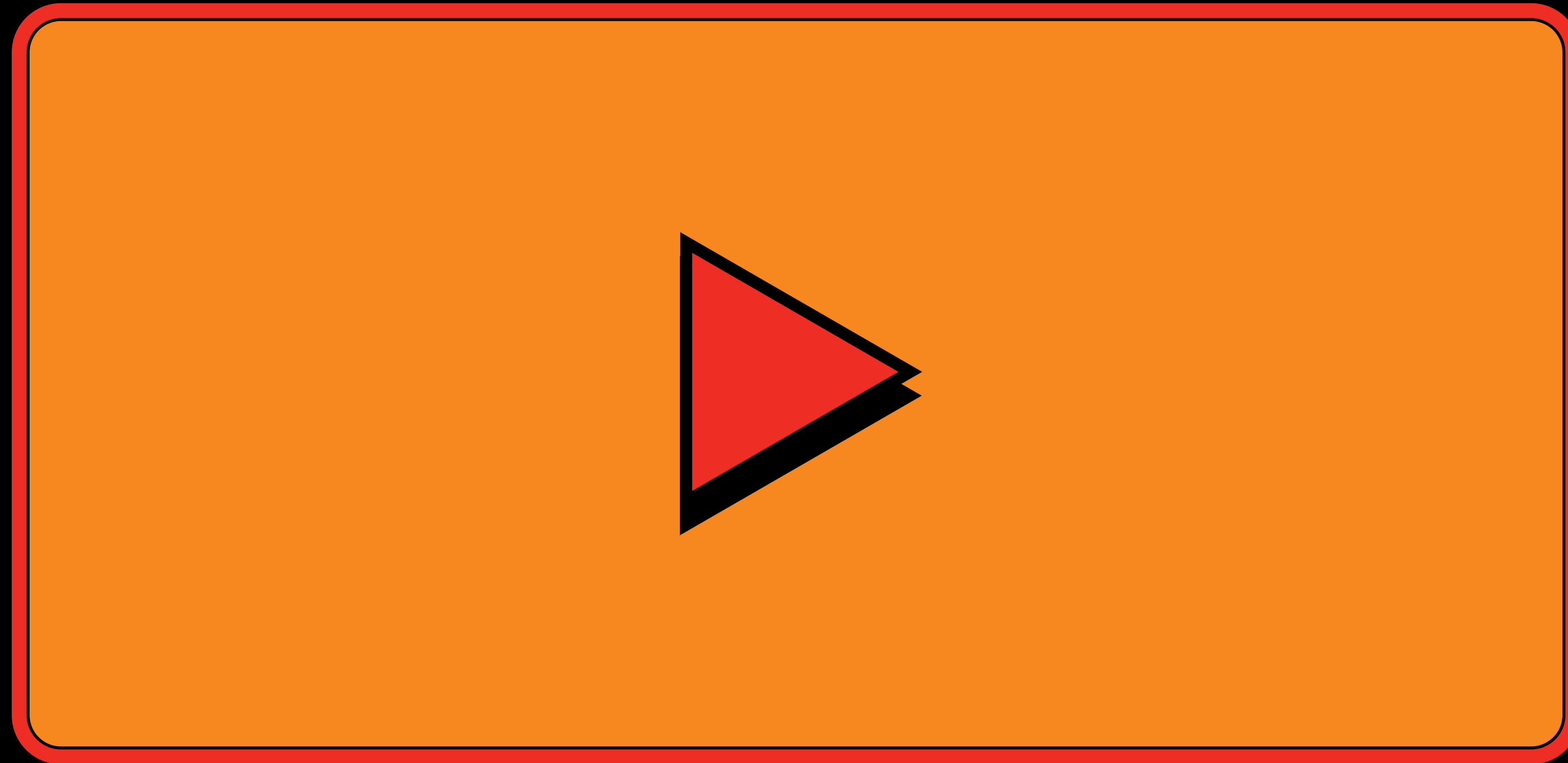


Discover Your Style, Elevate Your Game at Mega Billiard

In March 2024, We are officially handling Mega Billiard Instagram and have been actively creating content to provide brand visibility. Collaborated with Moor.Production, inviting Efren Reyes “The Magician”, an lively event, attended by Mega KOLs, Gen-Z and billiard player who were enthusiastic about the grand launching of Mega Billiard. We are also responsible for documenting all sponsored brand events or sharing them live on social media.

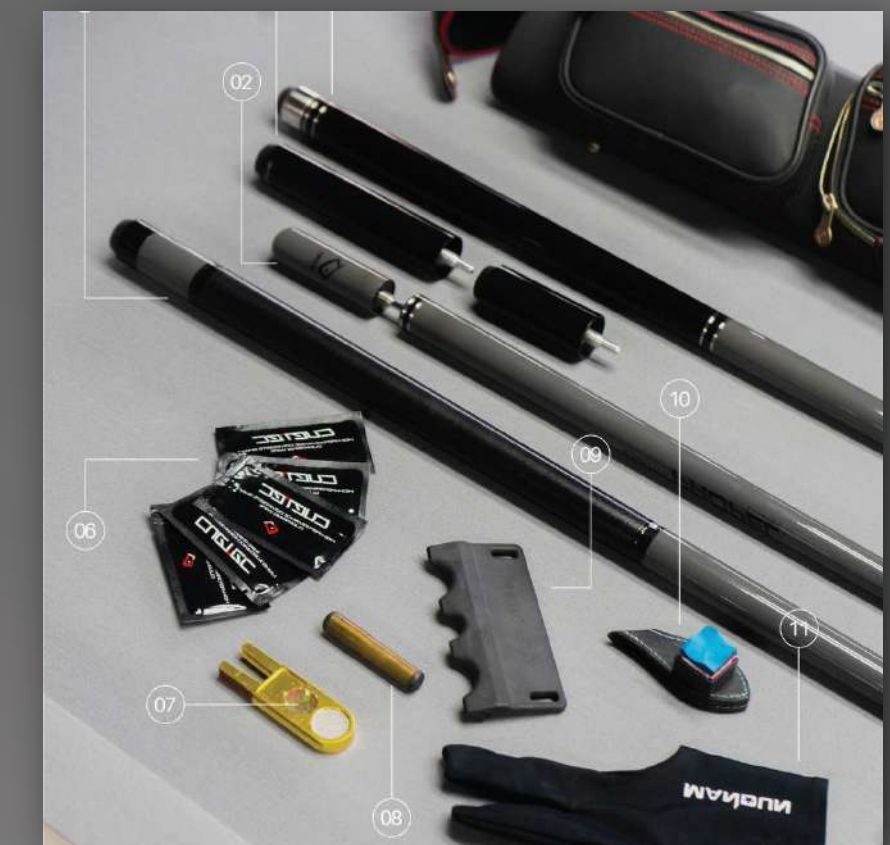
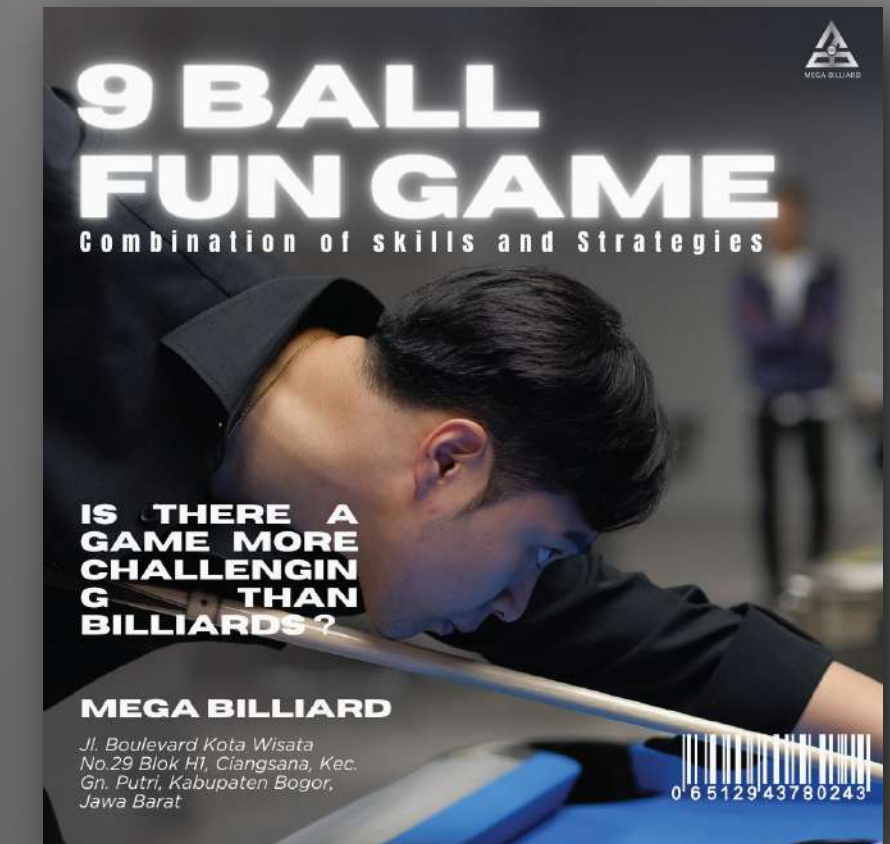


After Event Video



This is Our Output That We Created for Social Media

We crafted campaign #BilliardYourWay to reinforces our message that Mega Billiard is for everyone. Whether you're a child, a casual player, or a professional, Mega Billiard provides the facilities and support to help you get your shot at greatness. All of these are visuals for Mega Billiard social media posts.



SAMSUNG

SAMSUNG

Media Relation Highlight

Media Relation | Media Monitoring |
Reputation Buildings



DUA KELINCI



Media Relation Highlight

Media Relation | Media Monitoring |
Reputation Buildings



IKATAN ARSITEK INDONESIA



IKATAN
ARSITEK
INDONESIA

Stakeholder Mapping

Stakeholder Mapping | FGD | In-depth Interview



OUR ECOSYSTEM

X.ANTENA.VICI




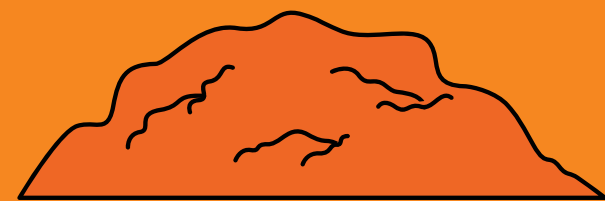
We always do our best to ensure our clients achieve their business objectives.



FEEL FREE TO CONSULT WITH US

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THANK YOU.