



www.seputarmarketing.com

Integrated Marketing Solution with
AUTHENTIC REALITY

Our Services



Strategic Marketing

We help you identify and develop your business goals, and set them in motion.

- Brand Development
- Strategy Development
- Industry Analysis
- Competitor Analysis
- Brand Audit



Marketing Tools

Make your sales team easily to sell with effective marketing tools both print and digital

- Video Production
- Creative Design



Digital Marketing

Extend your sales reach with various digital marketing activity and digital marketing tools

- Website Development
- Search Engine Optimization
- Social Media Optimization
- Digital Advertising



Marketing Training

Various training to increase corporate branding and personal branding

- Personal Branding
- Employer Branding
- Digital Marketing
- Strategic Marketing



Set Your Business
Success with
the Right
Strategy

Our Service Coverage - Strategic Marketing

We help you set up marketing strategy for new business, new product launch or re launching and re branding. We help you identify and develop your business goals, and set them in motion.

Brand Development

Strategically optimize your brand to be clear, strong, and relatable.

Strategy Development

Analyze your region, audience, and trends to pinpoint the right steps to success.

Industry Analysis

Your business is part of a whole. Know the field so that you can play it well.

Competitor Analysis

Understand your competitor's strengths and weaknesses. Learn from their successes and mistakes

Brand Audit

Know where you stand. Continually check the effectiveness of your existing brand and identify opportunities to improve.

Our Service Coverage - Marketing Tools

VIDEO PRODUCTION



VIDEO PURPOSE

1. Video Company Profile
2. Video Tutorial & Explainer
3. Video Product Review & Demo
4. Video Interview
5. Video Profile
6. Video Music
7. Video Event

Studio-Shot Video

We film the video in private studio to give you more focus on making great video with all access of creativity

On-Location Video Shoots

We shot video on your location to personalize your message and tell an unique story about your brand.

Video Animation

We deliver complex ideas into easy and compelling narratives with animation to evoke the right response

Event Coverage

Capture your precious moments at each event with detailed video capture

Our Service Coverage - Marketing Tools

CREATIVE DESIGN



Design Profile

Create printed or digital company profile, brochure, flyer, or another design to show your profile

Packaging & Labeling

Help you to attract more customer with creative and representative packaging designs with full customization



Media Promotion

Promote your brand with various media placement such as out of media (OOH), Activation, Signage, and more



Customize Design

Full fill your multipurpose needs of creative design such as book cover, uniform, and many more



Our Service Coverage - Marketing Tools

WEBSITE DEVELOPMENT



Any Website for

1. Corporate Website
2. Profile Website
3. Business Website
4. E-Commerce Website
5. E-Learning Website

Website Features

1. Customizable Design
2. Mobile Responsive
3. Social Media Integration
4. SEO Optimised Websites
5. Content Management System
6. Integration System

Assess

We hear your needs for your website according to your business or your profile

Plan

We plan website layout, content, picture that support, and hosting

Create

We create mockup version to give you visual sample for your upcoming website

Build

We do coding to build the web in wordpress CMS according to mockup

Optimize

We optimize the web with basic SEO Keyword for Google friendly

Our Service Coverage – Digital Marketing

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization is the practice of making sure that your business holds a solid top spot on the coveted lists of search engines. We make sure that your website get the exposure it deserves.

What We Do

1. Keyword Research, Monitoring, and Optimization
2. Keyword-based Content Idea Generation
3. On-page Optimization
4. Internal Linking
5. Competitor Analysis

90% of internet users only click on the top 10 search results



Our Service Coverage – Digital Marketing

SOCIAL MEDIA OPTIMIZATION

Meet your customers on social media platforms, engage in conversations, offer value-added encounters, and personify your brand identity.

What We Do

1. Social media channels relevant to your customers
2. Custom Social media campaigns
3. Promotions and competitions
4. Engagement campaigns
5. Photo interaction and competitions
6. Maximising Google+ to help SEO rankings
7. Blogging content created based on your brand

85% of search engine clicks are on the organic links vs. paid ads



Our Service Coverage – Marketing Training

Personal Branding

Build awareness about your reputation and help you to communicate your personal brand for huge advantages

Employer Branding

Boost corporate brand through your employee while they are aware to upgrade their work performance

Digital Marketing

Get you ready to win the business competition through digital marketing transformation

Strategic Marketing

Make you able to create your marketing strategy for new business or rebranding your product

Personal Branding Training For Your Employee

What We Do

We provide training for your employees to build awareness of the importance of having a good Personal Branding.

If your employees have a good Personal Branding, it will automatically impact the increase of your company brand.

Training Objectives

1. Increase employee awareness about work challenges
2. Motivate employee to improve their job performance
3. Increase awareness about personal branding for employee
4. Help to improve corporate brand
5. Make employee as a corporate brand ambassadors

Training Modul

1. Transformation of Career Paradigm
2. Threats and Work Challenges
3. Win the Competition and Improve Your Career
4. Basic Personal Branding and its benefits
5. How to Build the Right and Effective Personal Branding
6. Implementation of Personal Branding in Office

Detail Training

1. Theme : “Personal Branding for Your Better Career”
2. Participant : All Employee
3. Duration : 3 Hours



Benefit for Your Company

Recruitment Promotional Media

Spread job vacancy information quickly and minimize promotional costs for recruitment

Branding Media

Help to share your content and make your corporate brand more interesting for personal

Get Potential Talent

Attract potential talent to join in your company and keep them stay longer

Improve Talent Quality

Stimulate your employee to upgrade their self and improve their job performance

Build Trust

Help to build personal trust in your customer, employee, business partner and event investor to do business with you



Get to Know How It Works

We BUILD

Build your employee awareness about their personal branding and real work challenges

They UPGRADE

Make your employee upgrade their self and improve their work performance

Become BUZZER

They become active to share your content and influencing your industry to increase brand

Create IMPACT


Your corporate brand will increase as well as customer perception and other talent to work with

Why Invest In Training?

You will get the benefit as long as your employee still working with you, and make your brand more personal that able to build trust on your customer

When To Having Training?

You could held the training anytime whenever you needed to boost your employee performance or help your marketing increase the brand



SEPUTAR MARKETING is a new brand from Darta Corp that focus to provide integrated marketing solution for your business and your career

Delivering you with authentic and creative idea to boost your corporate brand and also your personal brand

We **FOUND**

Not everyone could define what's their problem. We will help you to find out your real needs.

We **CREATE**

You do business with the real people, so we will help you to deliver not only creative but authentic solution

And **MAKE IMPACT**

You need results, so our solution will make a good impact for your corporate brand or your personal brand

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Let's Work Together