




WORKBOOK PESERTA

Jabarkan salah satu customer persona Anda!

“Quote”



Real_photo

First_Last Name

PERSONAL BACKGROUND
Age
Status
Education
Language

PROFESSIONAL BACKGROUND
Occupation
Income
Spending power

USER ENVIRONMENT
Location
Device

PSYCHOGRAPHICS
Love/Hate
Preferences
Interests

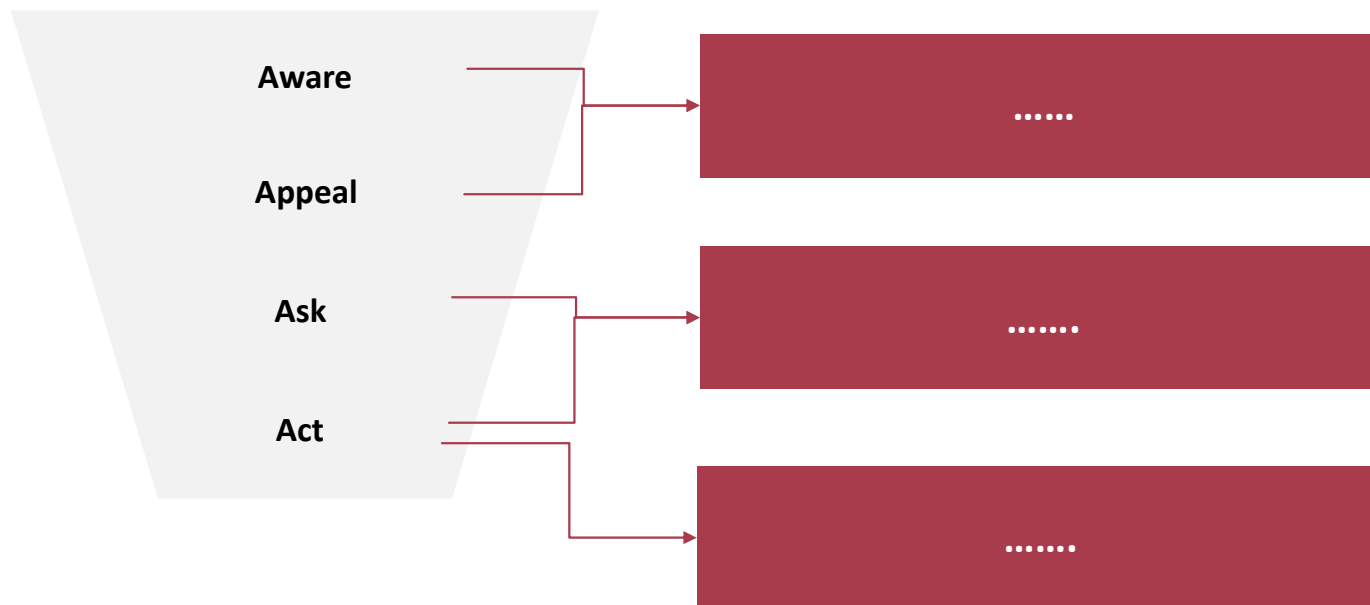
BEHAVIOR
Known habit
Daily routines

END GOALS
Wants & Needs

PAIN POINTS
Anxiety
Challenges

SCENARIOS
Purchase drivers
Product/service gains

Berdasarkan target audiens & Objective Anda, apa channels digital yang tepat untuk *brand* Anda?



Ketika Anda sudah menemukan *digital channel*, lakukan analisis competitor pada *channel* tersebut!

INSTAGRAM**TIKTOK****WEBISTE/GOOGLE
SEARCH/MARKETPLACE**

TOOLS

ANALISIS COMPETITOR – MEDIA SOSIAL

(NAMA AKUN KOMPETITOR) - PERIODE: JANUARI 2025

| Computer Check | Checking Date | Followers | Engagement Rate (Comments + Likes) /Pengikut (Followers) x 100% |
|----------------|---------------|-----------|---|
| ... | | ... | ... |
| | | | |
| | | | |

TOP 3-5 MOST LIKED CONTENT

| Link to Post | Content Product | Content Type | Still/Reels | Note | Next Step |
|--------------|-----------------|--------------|-------------|------|-----------|
| ... | ... | ... | ... | ... | ... |
| | | | | | |
| | | | | | |

OVERALL INSIGHT

| First Impression | Content Type | Collaboration | Promo/Campaign | Giveaway |
|------------------|--------------|---------------|----------------|----------|
| ... | ... | ... | ... | ... |
| | | | | |
| | | | | |

Jelaskan rencana konten Anda!



TUJUAN KONTEN

- xxx



TARGET PESERTA/AUDIENCE

- xxx



PESAN YANG HENDAK DISAMPAIKAN

- xxx



KPI DARI PROGRAM

- xxx



TEMA & JENIS KONTEN

xxx.



SUMBER REFERENSI

- 1 xxx
- 2 xxx

Judul Konten: xxx

Detail Konten/Key Visual

Placeholder for content details and key visual.

Detail Konten/Key Visual

xxx

Copywriting

HEADLINE:

xxx

SUBHEADS:

xxx

CAPTIONS/BODY COPY:

xxx

SLOGAN:

xxx

KEYWORDS:

xxx

**DESIGN KONTEN ANDA
MENGGUNAKAN
CANVA/CAPCUT!
(1 IMAGE & 1 VIDEO)**

MEMBUAT KONTEN IMAGE & VIDEO DENGAN CANVA

Step #1: Pastikan Anda memiliki bahan-bahan/media yang diperlukan sebelum memulai membuat konten!

Step #2: Pilih salah satu media social yang ingin Anda gunakan, tidak perlu semua. **Misalkan: Instagram Feeds & Reels**

Step #3: Perhatikan hasil dari Latihan ke-2 sebelumnya, buat berdasarkan brief konten tersebut!

Step #4: Buatlah *copywriting* yang sesuai dengan konten Anda!



MARKPLUS
INSTITUTE

Learn
Think
Share