

Preview Materi

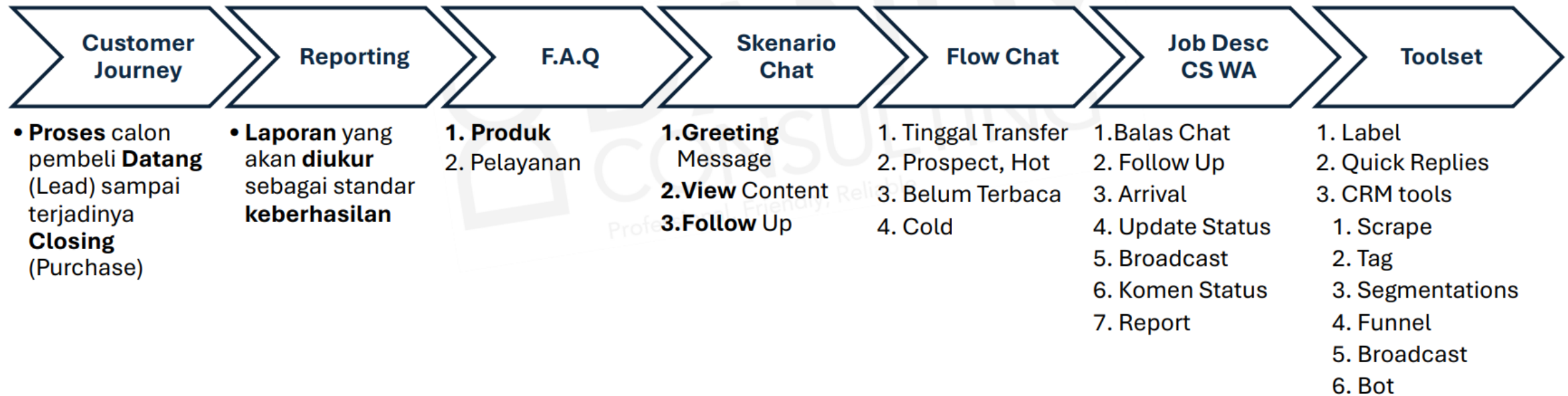
WHATSAPP

OPTIMIZATION



FRAMEWORK CS WA

TRANSFORMATION



4 JENIS VALUE

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs



KNOW YOURSELF & PRODUCT

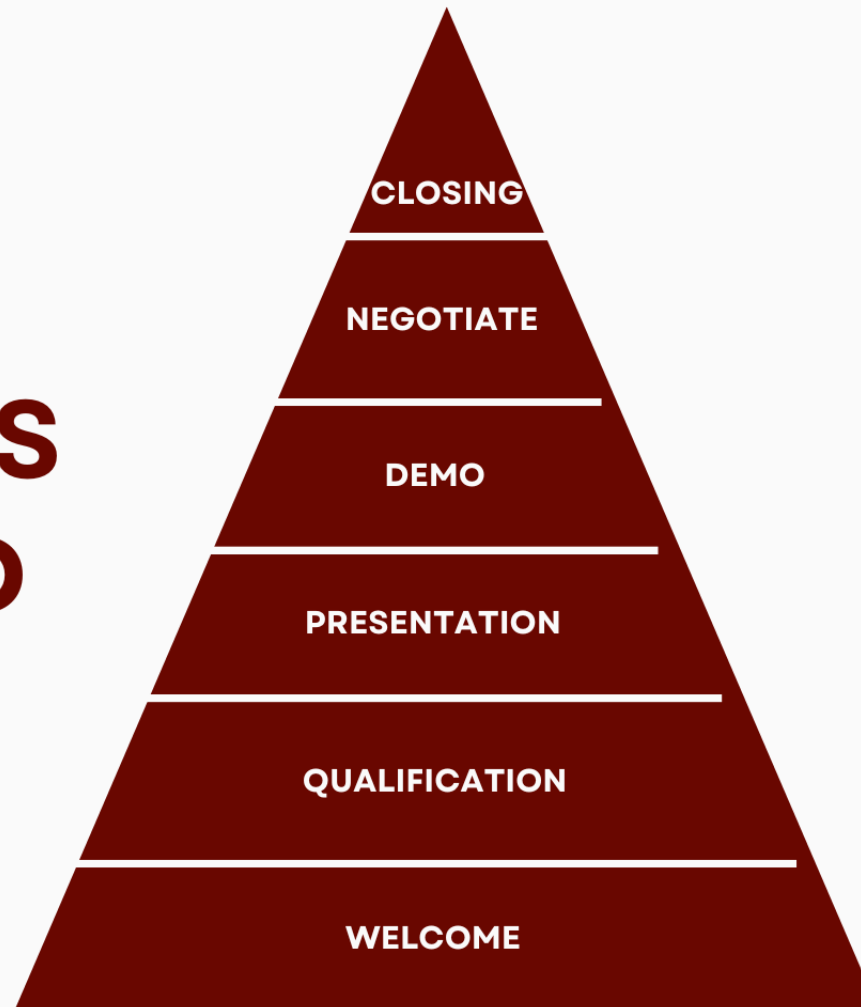
Rasulullah bersabda:

“Barang siapa yang mengenal dirinya, sungguh ia telah mengenal Tuhannya.”

Imam Al-Ghazali dalam kitabnya berjudul Kimiya' As-Sa'adah menjabarkan, mengenali diri sendiri merupakan kunci untuk mengenali Allah SWT lebih dekat.

IG: @NIDAMILLATINA | SALES ADVISOR STRATEGIST

THE SALES PYRAMID



IG: @NIDAMILLATINA | SALES ADVISOR STRATEGIST

Gratisan :

1. Sample
2. Trial
3. Webinar
4. Seminar
5.
6.
7.
8.
9.
10.
11.
12.

Murah Banged :

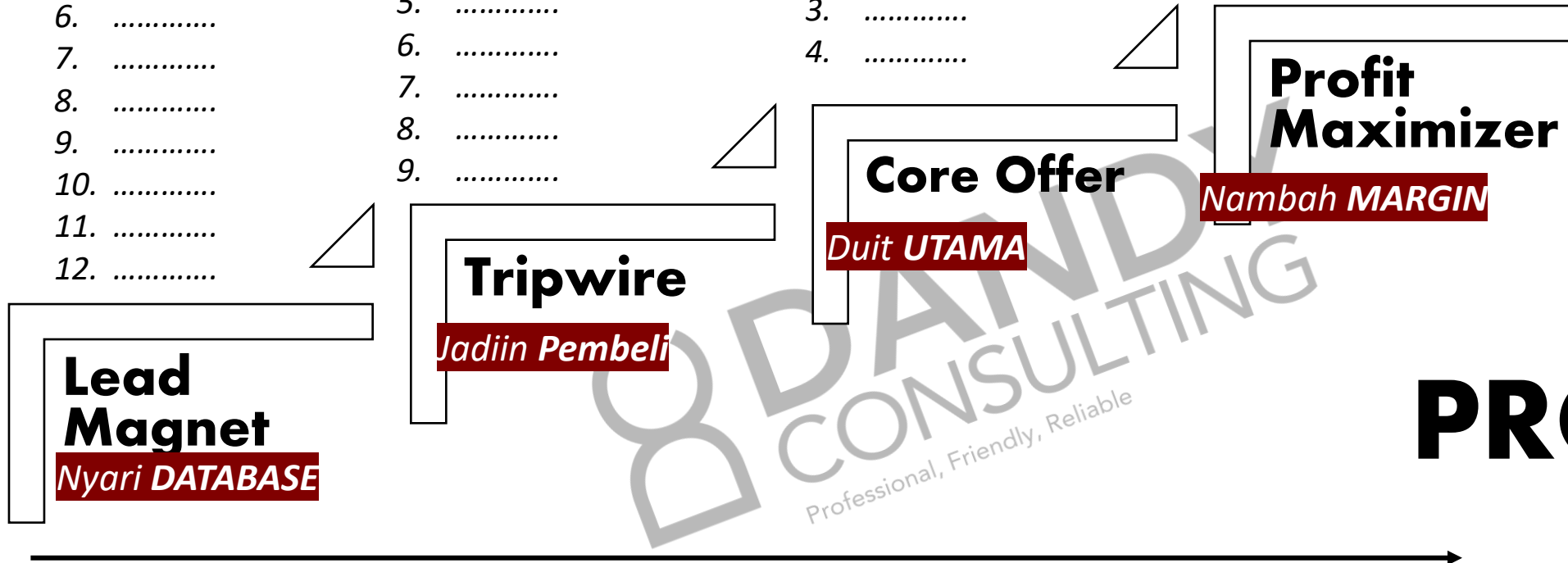
1. 1st time try
2. Trial berbayar
3. Diskon khusus
4. Bundling
5.
6.
7.
8.
9.

Produk Utama :

1. Berkualitas
2. Kuantitas
3.
4.

Untung Maksimal :

1. Premium
2.
3.



Continuity

Dibeli KONSISTEN

Beli lagi, Beli Terus :

1. Subscribe monthly, yearly
2. Membership
3.
4.

**PRODUCT
VALUE**

LADDER

CONTENT I.D.E.A.S

Inspiration	Discussion	Education / Entertainment	Attachment	Sell (Story / Soft)
1. Success Story 2. 3. 4. Life After Goal	1. What Do You Think ? 2. Feedback 3. Polling 4. 5. 6. 7.	1. Quotes 2. Tips & Tricks 3. Konten How To / Tutorial 4. Hack / Shortcut 5. 6. 7. 8. 9. 10. 11.	1. Behind the Scenes 2. Relatable Story 3. Share Their Story 4. Shoutout 5. 6. 7. 8.	1. Masalah Keseharian Customer Diselesaikan Produk 2. Share Latar Belakang Produk Dibuat 3. Before After Setelah Pakai Produk 4. Selipkan Produk di Konten Edukasi 5. Review Penjualan Produk 6. 7. 8. 9. 10. 11.

5 LANGKAH **BALAS** CHAT WHATSAPP



WA BUSINESS PROFILE

The image shows a WhatsApp Business profile for 'DANDY CONSULTING'. The profile includes a cover photo, a profile photo, a business name, a description, an address, business hours, a catalog of products, and contact information (email, website, Facebook, about, and number). Red arrows point from labels to the corresponding fields in the profile.

Labels and corresponding fields:

- Cover Photo:** The top banner image showing the company logo and name.
- Profile Photo:** The circular profile picture of a man.
- Business Name:** The name of the business, '@DandyKurniadi | DandyKurniadi.co...'.
- Description:** The text describing the business, 'Business Consultant, Digital creator' and 'Reliable Online Business Consultant since 2010'.
- Address:** The location, 'Ruko Vanda, Jl. Palem Raja Raya N...'.
- Business Hours:** The schedule, showing 'Open 24 hours' for all days from Sunday to Saturday.
- Email:** The email address, 'dandy@dandy.consulting'.
- Website:** The website links, 'https://instagram.com/dandykurniadi' and 'https://dandykurniadi.com'.
- Catalog:** The section displaying products, including 'Digital Marketing System & Management', 'Meta', and 'WhatsApp Sales'.
- Facebook:** The Facebook profile link, 'Dandy Kurniadi Facebook • 3,602 Likes'.
- About:** The 'About and phone number' section, including 'IG : @DandyKurniadi'.
- Number:** The phone number, '+62 851-5644-1838'.

HEADLINE

**Menghindari
Masalah
(Problem, Fear)**

**Cara GAIN
Tanpa PAIN**

**Mencapai
GOAL**

Social Proof

.....

.....

.....

.....

STORY TELLING



C.T.A

(call to action)

Daftar
Sekarang

Konsultasi
via WA

Hubungi
Kami via WA

Klik Link
Dibawah Ini

Baca Lebih
Lanjut

.....

.....

.....

.....

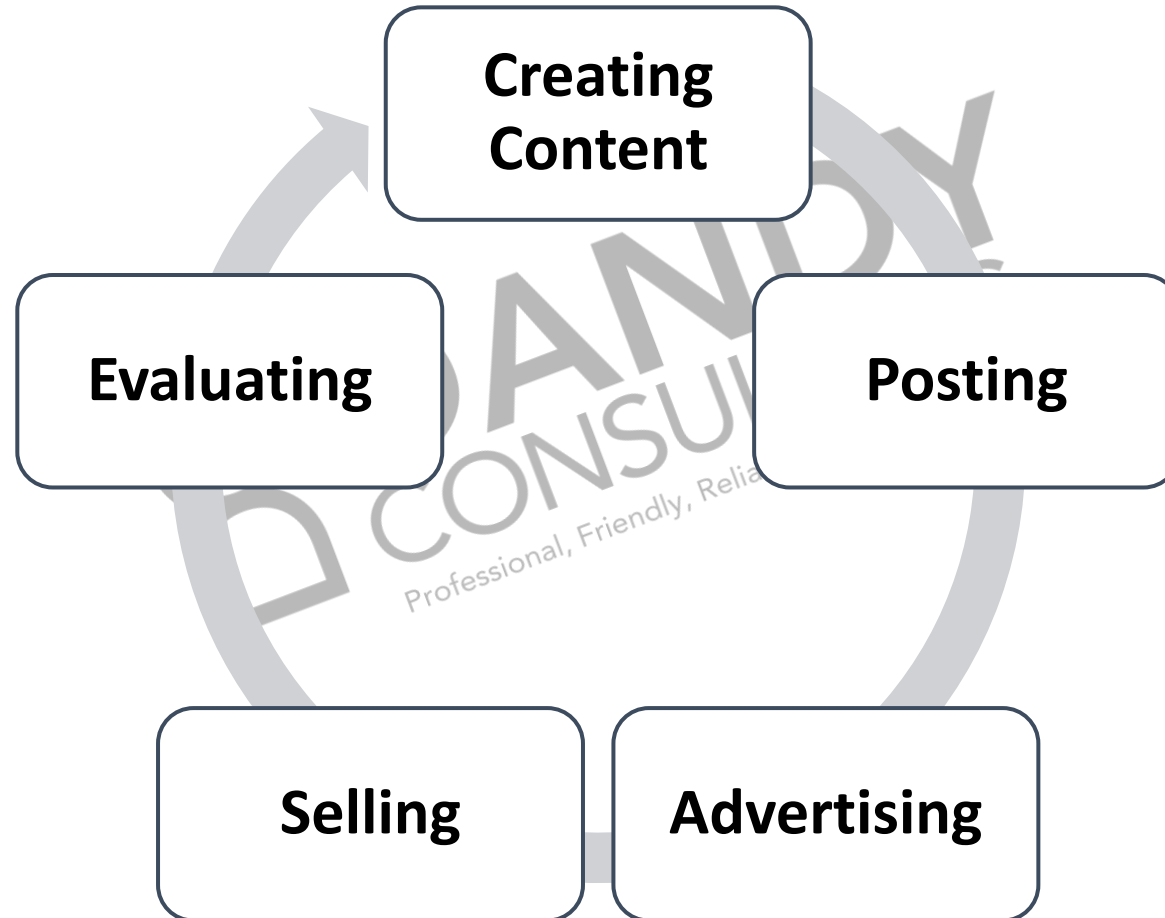
.....

Follow Akun
Ini

Tanya-Tanya
Dulu

Telepon
Kami Disini

5 DAILY ACTIVITIES OF DIGITAL MARKETING



"Jika Kamu Tidak Sanggup
Menahan **Lelahnya** Belajar

Maka Kamu Harus Sanggup
Menahan **Perihnya** Kebodohan"
- Imam Syafi'i



Social Media
@DandyKurniadi

Web
DandyKurniadi.com

@DandyKurniadi

Reliable Online Business Consultant
Passion Accelerator
Since 2010

@DandyKurniadi

Reliable Online Business Consultant
Passion Accelerator

Terupdate Materinya | To The Point Eksekusinya | Friendly Konsultannya | Detail Pengerjaannya | Langsung Terasa Hasilnya