

KOL
DIGITAL

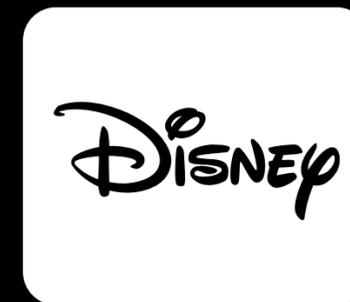
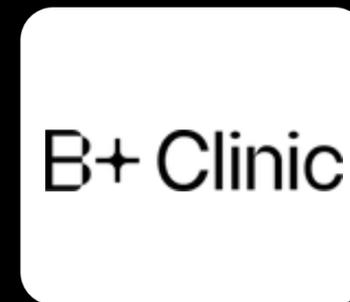
COMPANY PROFILE



KOL DIGITAL MALAYSIA

WHO WE ARE

WE ARE KOL DIGITAL, A ONE-STOP SOLUTION FOR INFLUENCER MARKETING BASED IN MALAYSIA. FROM IDEATION, SCRIPTWRITING, AND CONTENT CREATION TO SHOOTING, EDITING, AND CAMPAIGN MANAGEMENT – WE HANDLE IT ALL. OUR ROLE IS TO TAKE THE STRESS OFF OUR CLIENTS' SHOULDERS BY MANAGING THE ENTIRE PROCESS END-TO-END, ENSURING SEAMLESS EXECUTION AND IMPACTFUL RESULTS



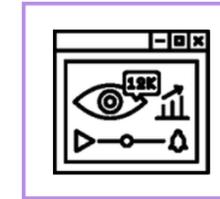


CHALLENGES BRANDS FACE

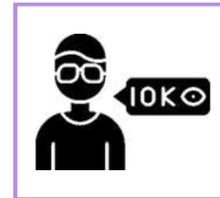
COMMON ISSUES: WE UNDERSTAND THAT MANY BRANDS FACE CHALLENGES WHEN IT COMES TO INFLUENCER MARKETING, WHETHER ITS:



FINDING THE RIGHT INFLUENCERS IN THE FIRST PLACE. IT'S TOUGH TO IDENTIFY INFLUENCERS WHO ALIGN WITH YOUR VALUES AND YOUR TARGET AUDIENCE.



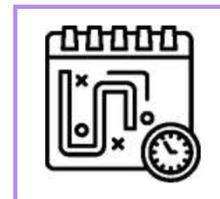
BUILDING BRAND RECOGNITION AND VISIBILITY CAN BE HARD IF YOU'RE NOT SEEING THE RIGHT LEVEL OF **EXPOSURE** FROM THE INFLUENCERS



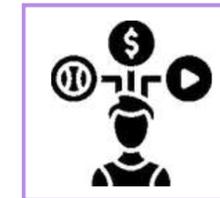
FAKE INFLUENCER PROFILES OR INFLATED FOLLOWER COUNTS, THEY DON'T HAVE GENUINE ENGAGEMENT OR IMPACT



MAKING SURE THE CONTENT INFLUENCERS CREATE ACTUALLY MATCHES THEIR BRAND'S VIBE. THIS CAN LEAD TO **CONTENT** THAT MISSES THE MARK WITH THE AUDIENCE OR, EVEN WORSE, FEELS FAKE.



DEADLINES AND TIMELINES ARE OFTEN MISSED, AND CAMPAIGNS DON'T HIT THE GOALS YOU'VE SET, WHETHER IT'S ENGAGEMENT, AWARENESS, OR SALES.

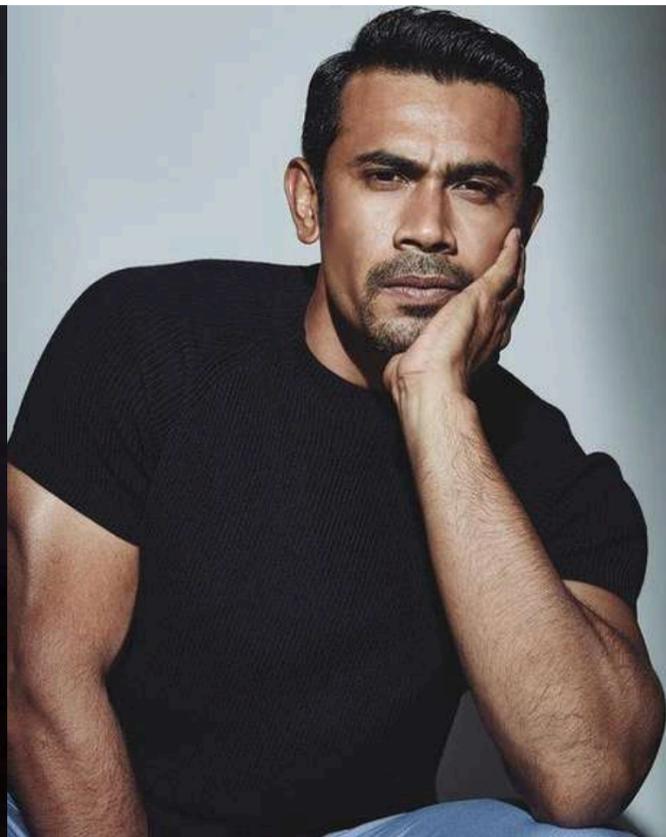


BRANDS CAN BE SO FOCUSED ON DRIVING SALES, BUT THEY'RE NOT SURE HOW TO ACTUALLY INTEGRATE INFLUENCERS INTO THAT STRATEGY.



INFLUENCERS NOT FULLY **UNDERSTANDING THE PRODUCT** THEY'RE PROMOTING

OFTEN, THESE CHALLENGES ARISE BECAUSE OF INEFFECTIVE STRATEGIES, WHICH CAN LEAD TO DISAPPOINTING SALES OR LACKLUSTER CAMPAIGN RESULTS



OUR AI
PLATFORM



OUR SOLUTION? FIRSTLY, WE LEVERAGE OUR AI-POWERED PLATFORM THAT GIVES US A COMPETITIVE EDGE IN TERMS **OF SPEED AND EFFICIENCY.**

WITH 12 YEARS OF EXPERIENCE AND THE LARGEST INFLUENCER DATABASE IN MALAYSIA AND ACROSS SOUTH EAST ASIA, WE'VE INTEGRATED ALL THAT VALUABLE DATA INTO OUR AI PLATFORM.

Filters | Enter a keyword, influencer name

TikTok, Country / Region: Singapore, Type, Gender: All, Followers: Any, Engagement Rate: Any, Reset

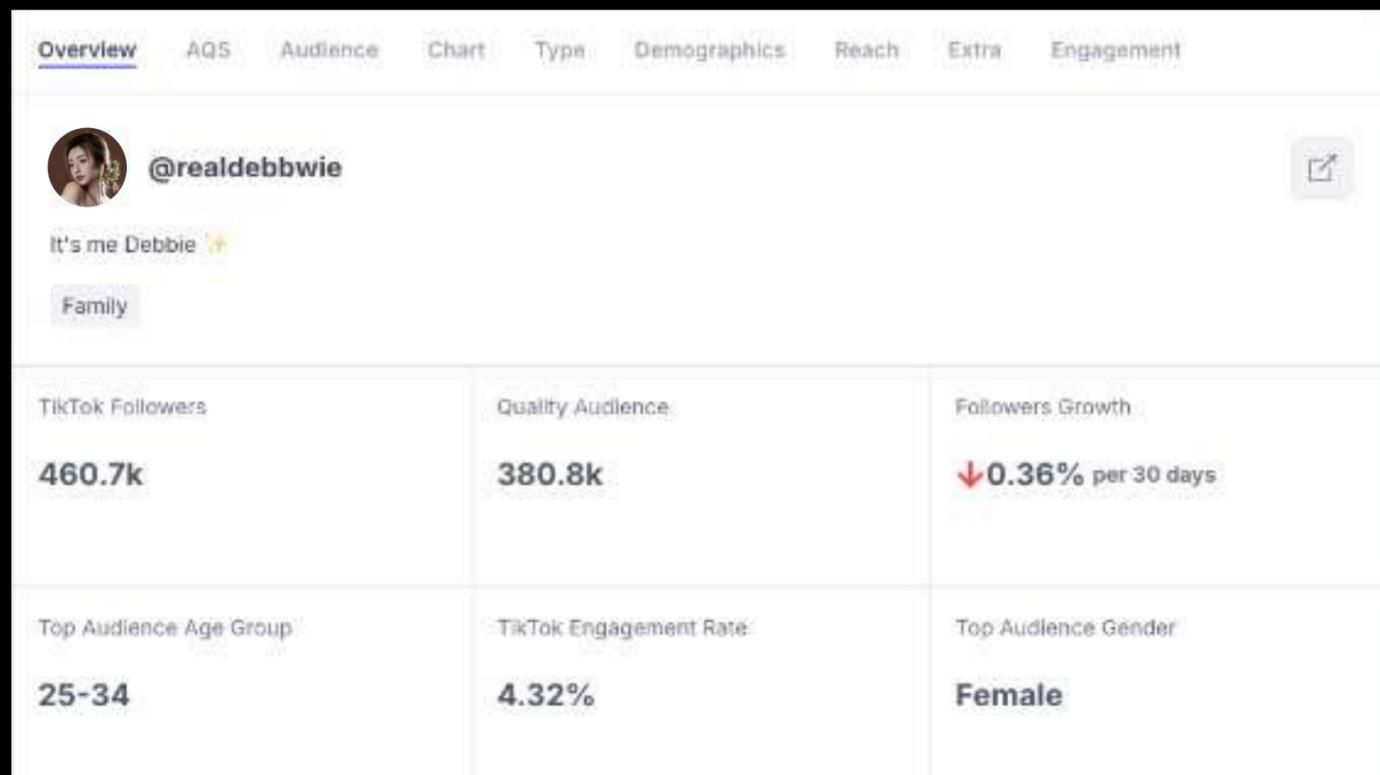
Filtered Results

Sort by: Relevance

Table with columns: ACCOUNT, FOLLOWERS, ER, PLATFORMS, CONTACT, CATEGORIES, SINGAPORE. Rows include MustShareNews, Mothership, The Straits Times, Fadzri Rashid, and Debbwie.

OUR AI PLATFORM

THIS MEANS YOU'RE NOT JUST GETTING ACCESS TO A LARGE POOL OF INFLUENCERS, BUT TO CAREFULLY VETTED, GENUINE PROFILES. WE REVIEW AND VALIDATE EVERY INFLUENCER INTERNALLY BEFORE RECOMMENDING THEM TO YOU, ENSURING YOU WORK WITH ONLY THE BEST



OUR AI PLATFORM

Engagement

Avg. Views: 165.8k | Avg. Shares: 319.5

Engagement Rate

4.32% - Compared to other sub 500k follower accounts, this is a very high engagement rate.

Engagement Rate Comparison

Influencer Categories | Audience Categories

Category	Influencer ER
Daily Life	Very High

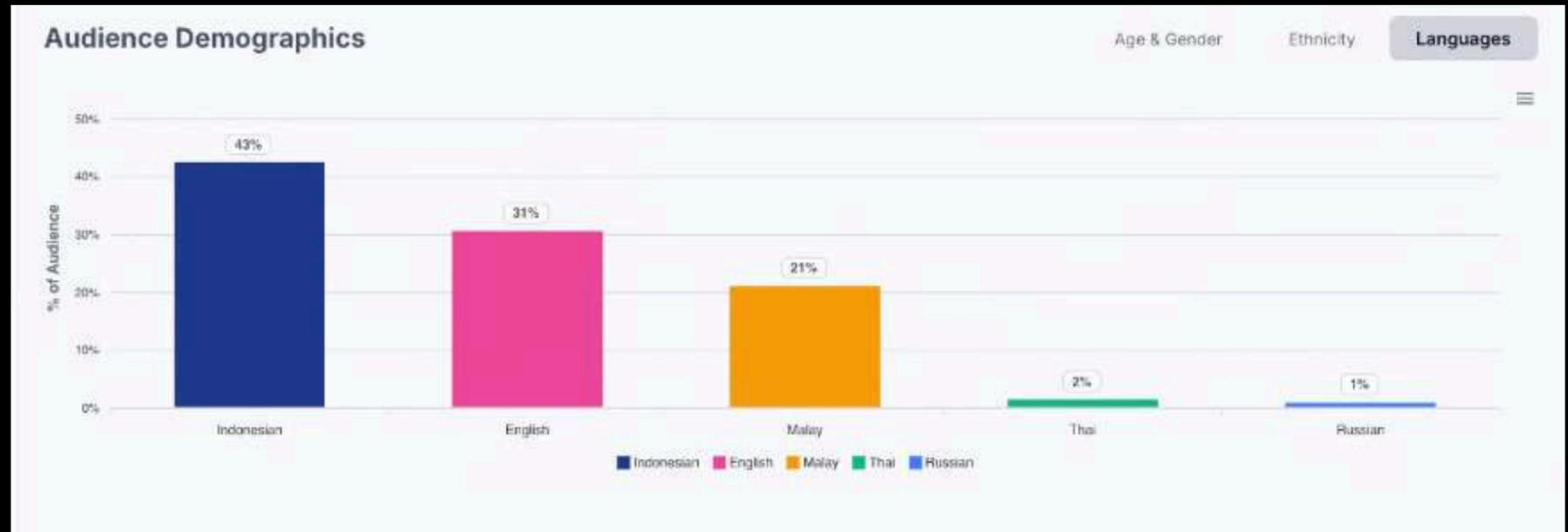
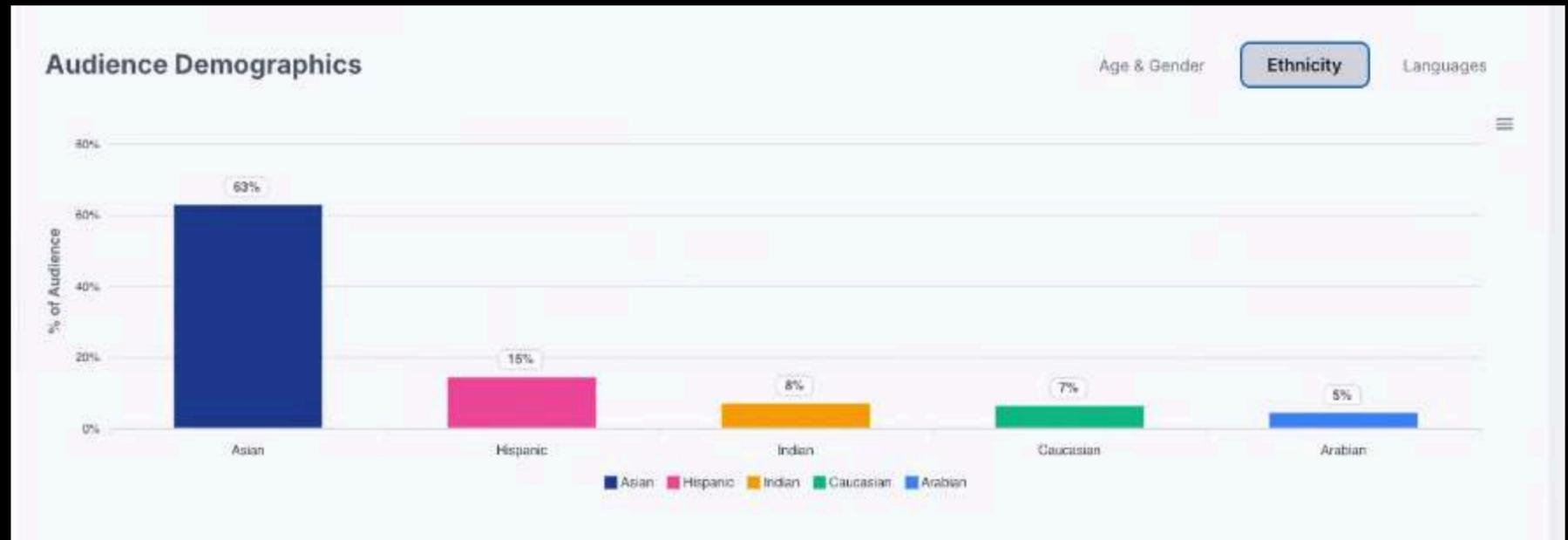
Growth

Yearly Growth

0.36% - Below average growth

Followers Growth

Fair
The growth is fair but could be improved.



HOW DO WE MANAGE CAMPAIGNS?



INFLUENCER FILTERING



SCRIPT WRITING/STORYBOARDING



VIDEO PRODUCTION



VIDEO EDITING



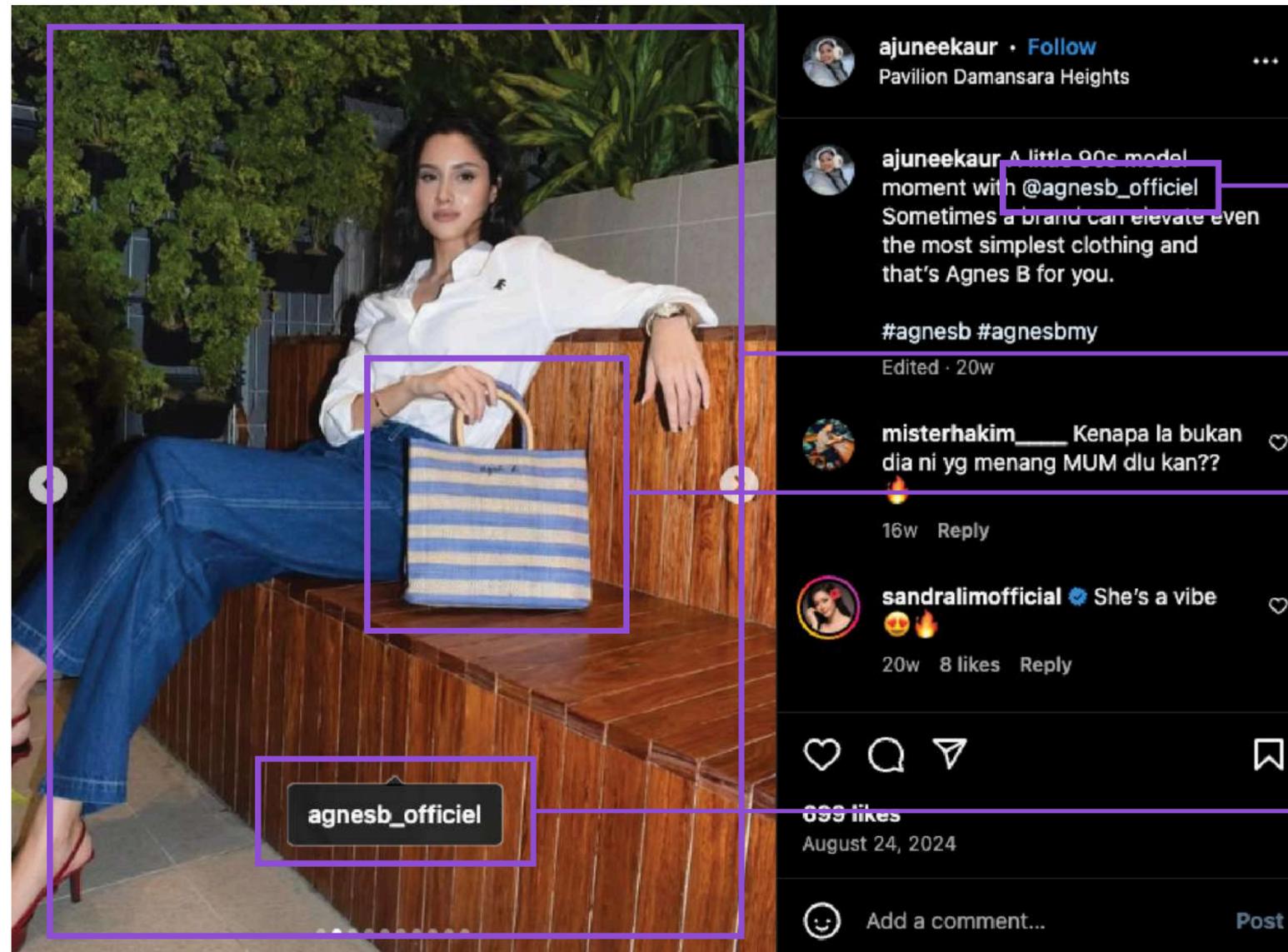
CAMPAIGN REPORTING & ANALYSIS

CONTENT AND SEO

ONE OF THE THINGS OUR CLIENTS APPRECIATE IS OUR ABILITY TO PROVIDE CLEAR CONTENT DIRECTION. WHETHER YOU HAVE FULLY FORMED IDEAS OR JUST A ROUGH CONCEPT, OUR IN-HOUSE TEAM CAN PROVIDE YOU WITH MULTIPLE CONTENT DIRECTIONS FOR YOUR CAMPAIGN THAT ALIGNS WITH YOUR BRAND'S VISION.

AN ADDITIONAL VALUE ADD THAT WE PROVIDE FOR OUR CLIENTS IS THE FACT THAT EVERY PIECE OF CONTENT WE CREATE IS OPTIMISED FOR GOOGLE SEARCH ENGINES, GIVING CLIENTS AN ADDED ADVANTAGE TO RANK ONLINE FOR THEIR PRODUCTS AND SERVICES.

ADDITIONALLY, WE TEST DIFFERENT STRATEGIES ACROSS INFLUENCER TIERS AND ANALYSE WHAT WORKS BEST. WE THEN REFINE THESE STRATEGIES FOR FUTURE CAMPAIGNS TO DELIVER EVEN BETTER RESULTS.



BRAND TAG
ON 1ST LINE

RELEVANT USE
CASE SCENARIO

STRONG PRODUCT
PLACEMENT

SINGLE BRAND
TAG FOCUS

WORKFLOW PROCESS



KOL
DIGITAL

PAST WORK



Saudi

Welcome to Arabia

TRAVEL TO SAUDI ARABIA CAMPAIGN



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

PLATFORMS: DOUYIN, INSTAGRAM & TIKTOK
10 INTERNATIONAL CELEBRITIES

- TRAVEL
- LIFESTYLE





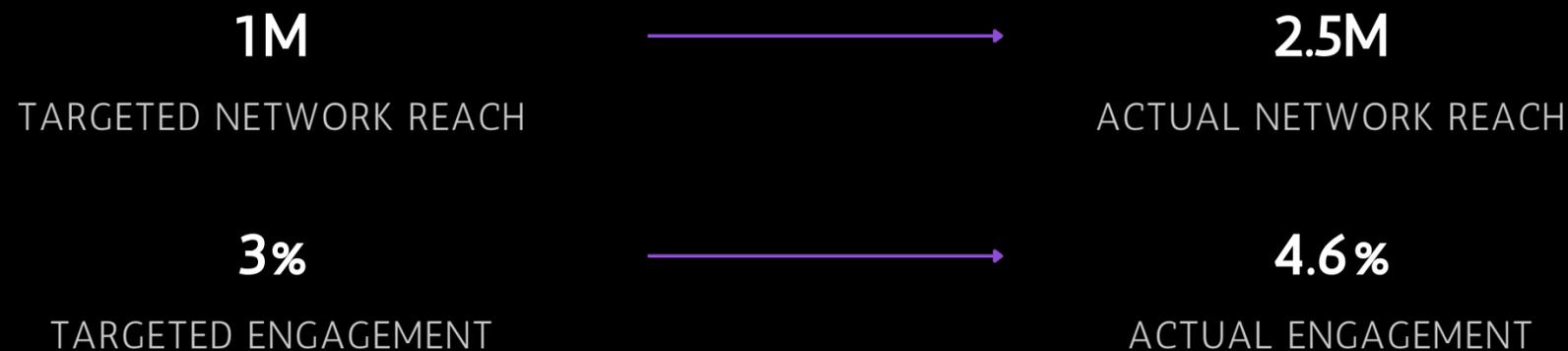
TRON ARES CAMPAIGN



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

PLATFORMS: INSTAGRAM & TIKTOK
10 MID-TIER & MICRO INFLUENCERS

- BIKERS
- OUTDOOR



LES' COPAQUE™
PRODUCTION SDN. BHD

UPIN & IPIN UNIVERSE CAMPAIGN



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

PLATFORMS: INSTAGRAM & TIKTOK
15 MID-TIER, MICRO KOLS & MACRO KOLS

- GAMING
- FAMILY





SILICA WATER CAMPAIGN 2024



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

PLATFORMS: INSTAGRAM & TIKTOK
50 MID-TIER, MICRO KOLS & NANO KOLS

- PROFESSIONAL
- LIFESTYLE



fino

MONTHLY RETAINER CAMPAIGN



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

PLATFORMS: INSTAGRAM, TIKTOK, FACEBOOK & XHS
30 MID-TIER, MICRO KOLS & NANO KOLS

- BEAUTY
- FASHION



A X I S - Y

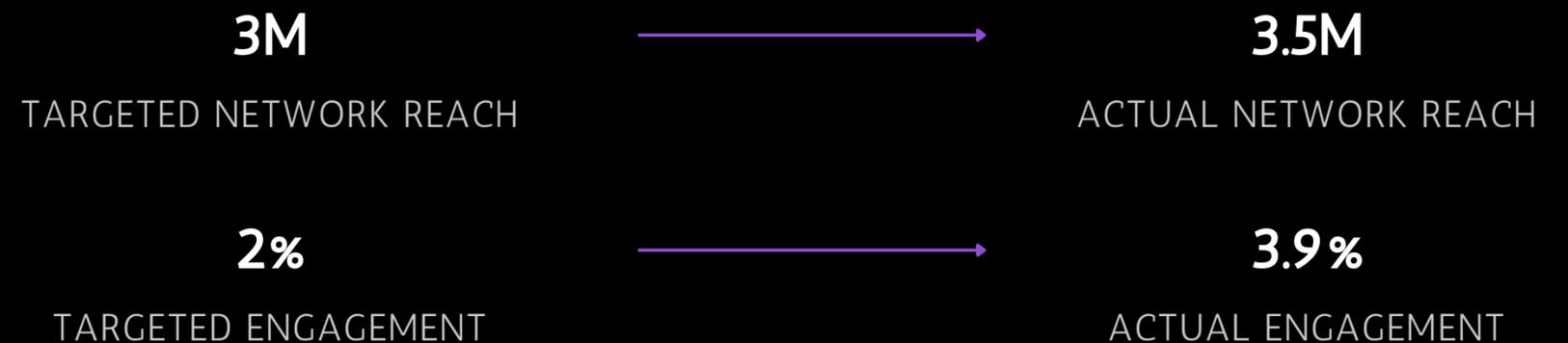
DARK SPOT CORRECTING GLOW



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

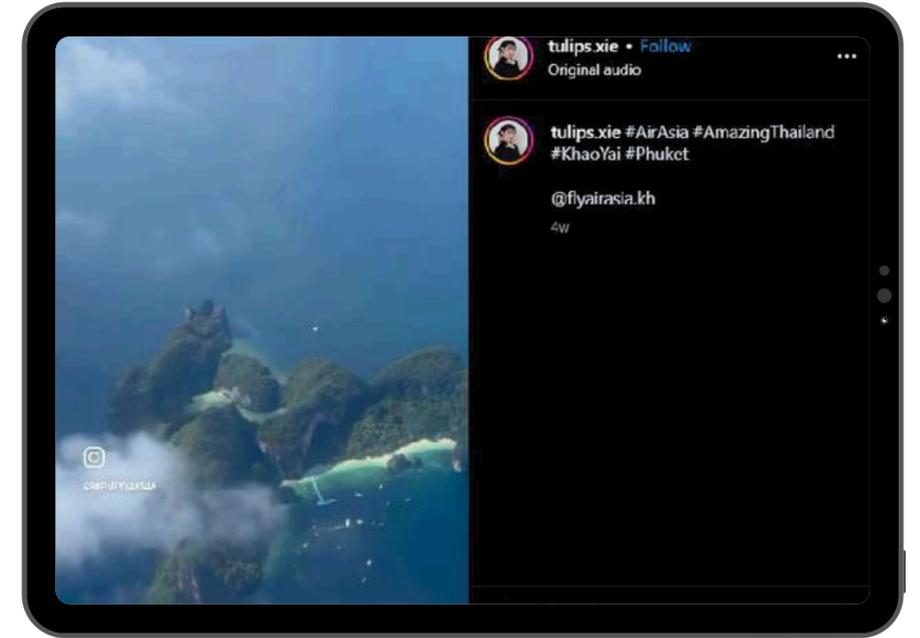
PLATFORMS: TIKTOK & INSTAGRAM
50 MID-TIER, MICRO KOLS & NANO KOLS

- SKINCARE ENTHUSIASTS
- LIFESTYLE





AIR ASIA CAMBODIAN
KOLS PROMOTING THAILAND CAMPAIGN 2024



MACRO INFLUENCER

PLATFORMS: TIKTOK & INSTAGRAM
50 MICRO KOLS

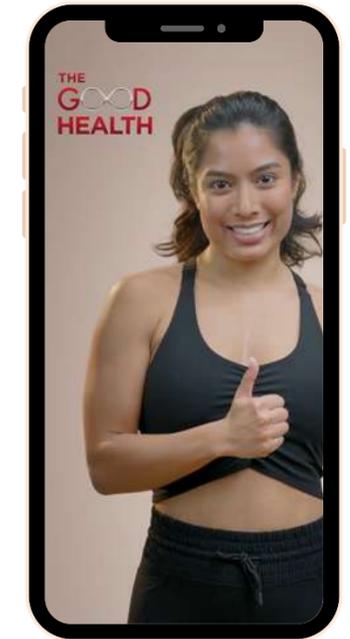
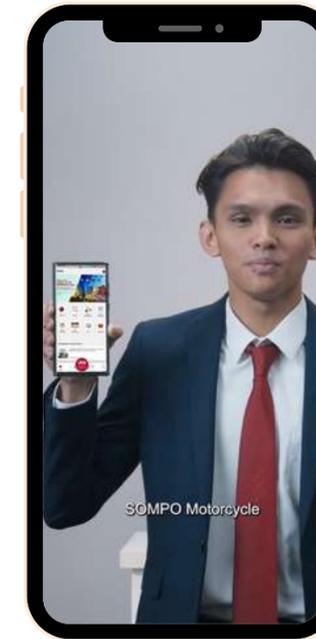
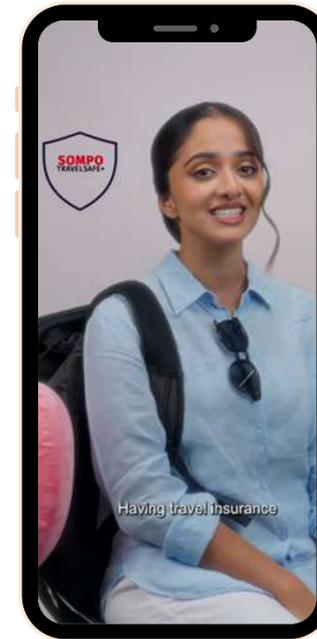
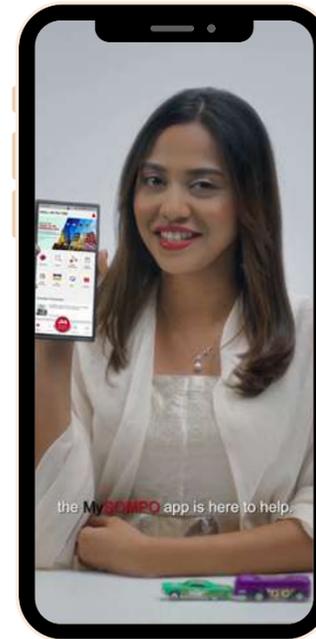
- TRAVEL
- LIFESTYLE





BERJAYA SOMPO
INSURANCE

4 POLICIES CAMPAIGN



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

PLATFORMS: TIKTOK & INSTAGRAM
4 TALENTS

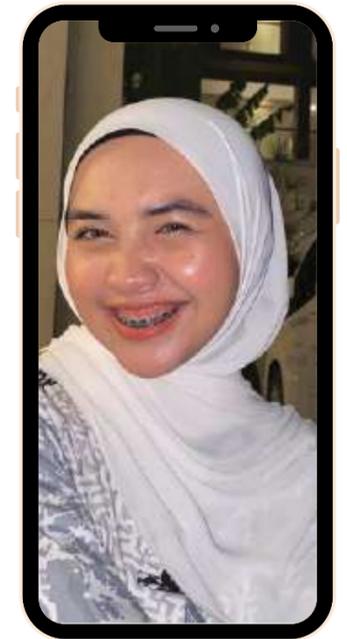
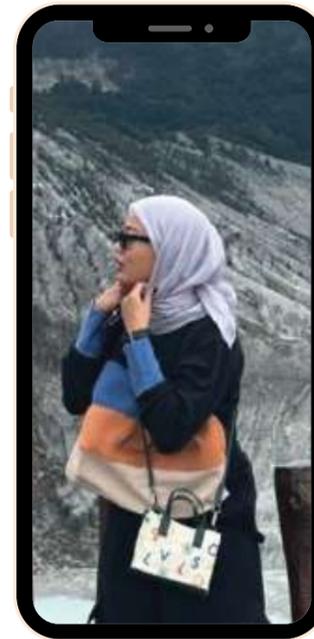
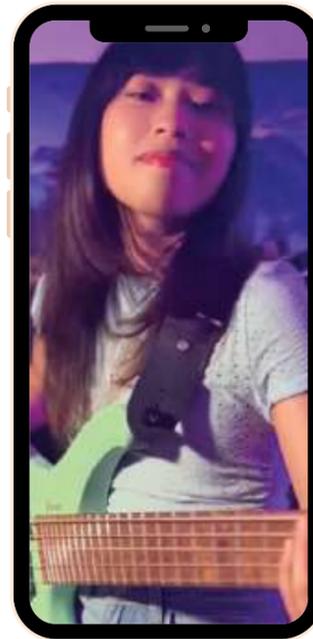
- LIFESTYLE





UNIVERSAL MUSIC GROUP

SABRINA CARPENTER
PLEASE PLEASE PLEASE



MACRO & MICRO INFLUENCER CAMPAIGNS

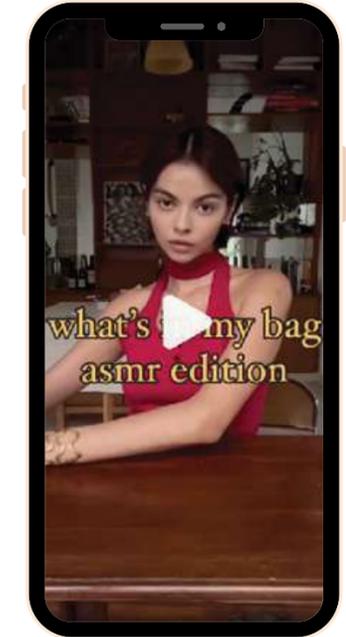
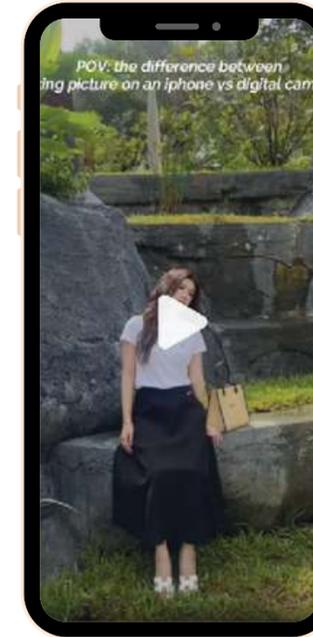
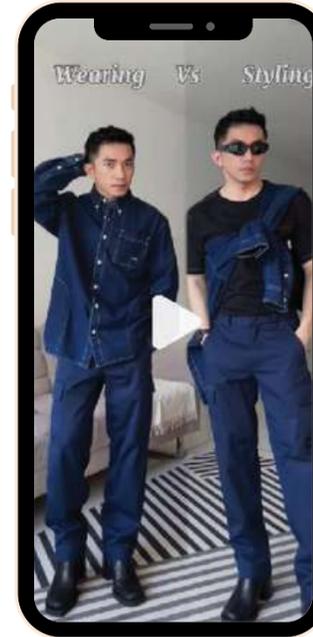
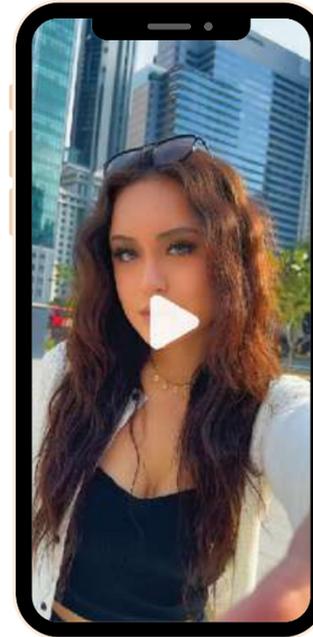
PLATFORMS: TIKTOK & INSTAGRAM
30 MID-TIER & MICRO KOLS

- COVER ARTISTS
- LIFESTYLE



agnès b.

APPAREL, HANDBAGS & ACCESSORIES
2024 COLLECTION



MACRO, MICRO & NANO INFLUENCER CAMPAIGNS

PLATFORMS: TIKTOK & INSTAGRAM
20 MID-TIER & MICRO KOLS

- FASHION
- LIFESTYLE



LET'S STAY IN CONTACT WITH US



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KOL
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