



# Panel Discussion | **[Social Media Marketing]** Redefining Your Branding Strategy on Social Media to Engage with Customers



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cove

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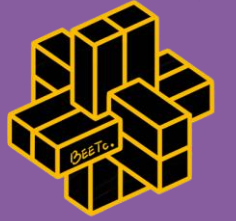
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**At a leadership level in your organization, do you agree that your company need more than simply a social media presence to help your business grow?**

① Start presenting to display the poll results on this slide.

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## Question 1

**How to redefine your brand for the modern consumer through social media?**



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Segments	Cities	Respondents	Criteria
<b>Mainstream Privileged (6x)</b> The biggest segment	Across <b>Main Cities</b> (Jakarta and Surabaya)	     	36-45 y.o., SME owner, AUM > 1bio
<b>Conservative Zen (4x)</b> Big, with high AUM and high regards of DBS		   	46-60 y.o., a mix of business owner, employees, and professionals, AUM > 1.5 bio
<b>Second Gen Affluent (5x)</b> Very open to foreign banks		    	25-60 y.o., runs family business, inheritance as main source of wealth, AUM > 1 bio
<b>High Achiever (4x)</b> Small but very focused on investing and regard DBS highly		Across <b>Growing Cities</b> (Makassar, Samarinda, Balikpapan)	   

○ Local Bank Customers
○ Foreign Bank Customers
○ DBS Customers

In-depth interviews to understand **key target segments**, their **needs & context**, and how to **attract & retain** them



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## Calculated Zen

Demographic Skews  
46-55 y.o., Javanese, A mix of Business Owners, Employees and Professionals, in Main Cities  
Jakarta (75%), Surabaya (21%)

Average AUM 2.16bio    Priority Vintage >3 years    Risk Profile Preservation (C0)



Segment Size  
24%


### Eager to put their most productive days behind

Segment Life Aspirations	Avg Importance	Index to total
Family responsibilities	7.5	129
Retirement	6.0	159

Segment Lifestyle	Segment %
Trip out of town	83%
Eat at a restaurant	76%
Go to car modification workshop	34%


*Who they are*



**Aspiring Retirees**  
Hard working entrepreneurs or employees who are transitioning to a slower-paced life

*"I'm growing my business now so I can feel at peace when I'm older, have my kids take over, and do more relaxing activities (healing)."*  
- 54 y.o, Male, Calculated Zen, Surabaya, Foreign Private


*Their current priority*



**Preparing To Do Less**  
From setting up succession plan to preparing sources of passive income— ensuring the family's long-term needs are taken care of, so they can work less and enjoy life more

*"Right now I'm preparing to retire so I can focus doing religious activities, but I need to make sure that my son has a proper job and my businesses are secure."*  
- 47 y.o, Female, Jakarta, Foreign Priority

*Their aspiration*



**Joyful and Comfortable Older Days**  
Being able to spend their golden years doing what makes them happiest (e.g. travel, religious activities) without worries


*"I would love to have more time on my hands to go on a holiday for months (without worrying about the business)."*  
- 50 y.o, Female, Jakarta, Local Priority

Identify **segments** and deep dive into **micro segmentation**, with output of rich personas, JTBDs & potential brand territories

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Brand Personality  
**We would be their Guiding Protector**  
*Supporting them and their loved ones to always be prepared, thus feel safe*

He/ She is..	<b>Empathetic, genuine, wise, caring, foresighted, action-oriented</b>
He/ She would..	<b>Strive to understand all aspects of you, and help you prepare and navigate through life thoughtfully</b>
And tell you..	<b>"I got you (and your family)."</b>



**Mr. Miyagi from The Karate Kid**  
A wise martial arts master who is known for guiding his mentee with empathy and genuine care.  
He's looked up to not only because of his karate skills, but also the valuable life lessons he gives, such as discipline and self-confidence.

Develop **CVP** for each persona, and idea how we might activate them to **attract** and **retain** customers as brand personality for both digital **introvert** and **extrovert**



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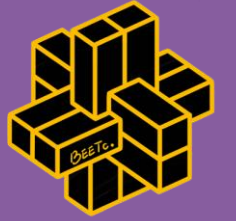
digital introvert



digital extrovert



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## Question 2

**How does social media affect your business in both  
organic and paid way?**



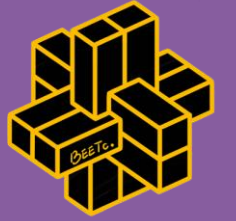


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### Question 3

**How to work with a suite of social media platforms and boost CRM? What are the important metrics on social media and CRM as the success indicator of your customer engagement strategy?**

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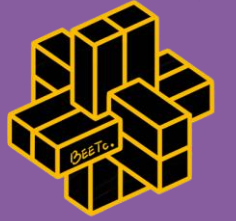


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**Q & A**

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**Key Takeaway**

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