

Draft SCP

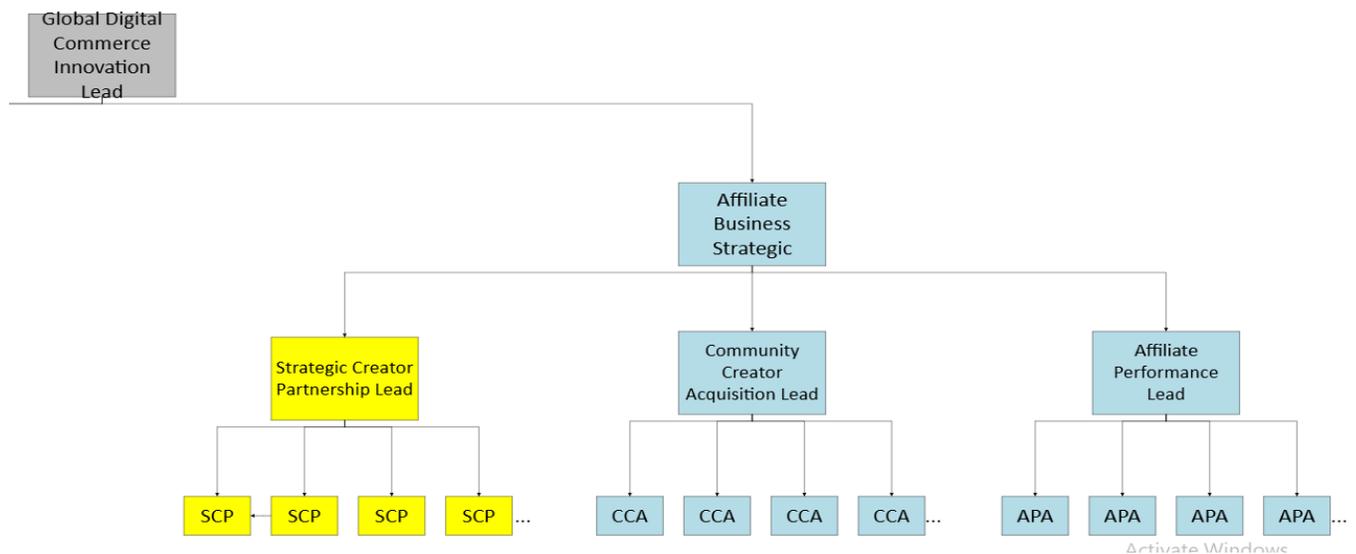
Role: Strategic Content Partnership (SCP)

Main Duties

To build and execute affiliate marketing strategies aligned with brand and business objectives to achieve the following targets:

1. Increase Sales and Drive Sustainable Growth
2. Boost Brand Visibility

Organisation Structure



Work Process

- 1. To build and execute affiliate marketing strategies aligned with brand and business objectives to Increase Sales and Drive Sustainable Growth**

1.1. To plan affiliate marketing strategies:

- Receive campaign requests from the Brand Channel Strategy team.
- Develop an affiliate marketing strategy that aligns with brand objectives and sales targets set by the Brand Channel Strategy team.

- Identify suitable affiliate partners with Community & Creator Acquisition
- Define and prepare commission structures with finance division.
- Prepare campaign timelines, tracking dashboard, and performance indicators (KPI).
- Coordinate with creative team (siapa yg bantu desain?) to design campaign materials.

1.2. To execute and monitor campaign performance

- Launch affiliate campaigns across assigned platforms and monitor real-time performance.
- Track conversions, traffic sources, and sales results through analytics dashboards.
- Evaluate campaign effectiveness against KPIs and optimize based on data insights.
- Provide performance reports and recommendations for improvement to the Brand Channel Strategy team.

2. To build and execute affiliate marketing strategies aligned with brand and business objectives to Boost Brand Visibility

- Identify suitable proxy accounts that align with campaign briefs provided by the Brand Channel Strategy team.
- Collaborate with the Proxy Management team to evaluate and select the most relevant accounts based on campaign persona and target audience.
- Ensure selected proxies represent the brand's tone, audience fit, and visibility objectives.
- Coordinate campaign execution with proxy partners to maximize engagement and exposure.

- Monitor performance and provide feedback to improve future proxy selection and collaboration.

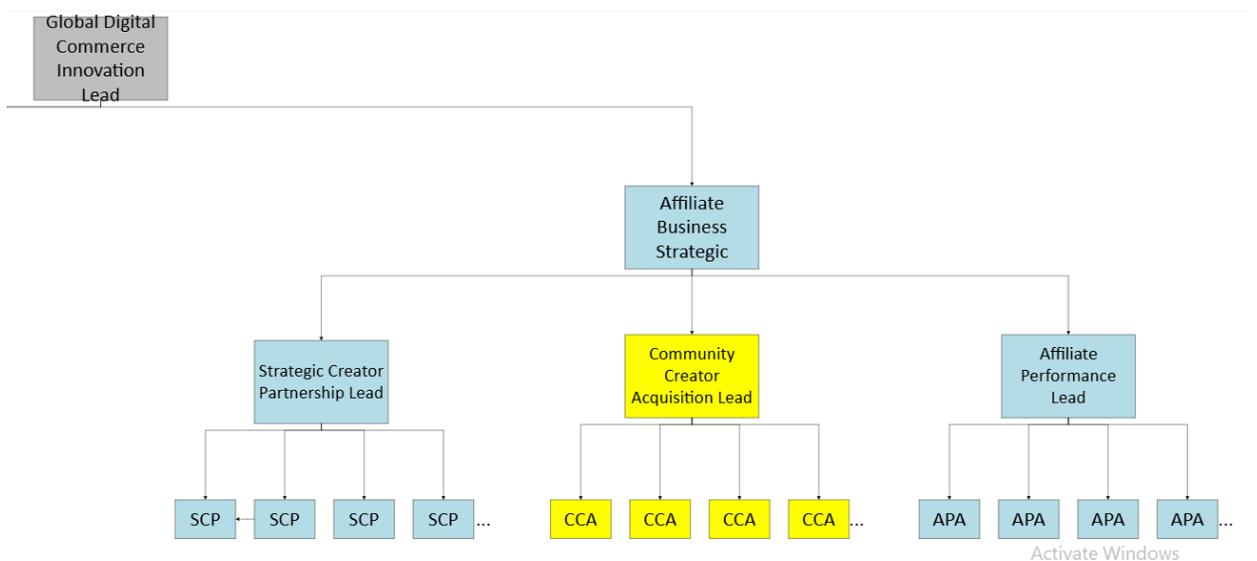
Draft CCA

Community & Creator Acquisition

Main Duties

1. Develop and implement affiliate marketing strategies that align with brand and sales objectives to drive growth and revenue
2. Build and manage partnerships with social media creators, communities, and proxy accounts to enhance brand presence and campaign effectiveness

Organization Structure



Work Process

- 1. To build and execute affiliate marketing strategies aligned with brand and business objectives to increase sales and drive sustainable growth**

1.1 To plan affiliate marketing strategies :

- Receive campaign requests from the Strategic Creator Partnership
- Develop an affiliate marketing strategy that aligns with brand objectives and sales targets set by the Strategic Creator Partnership team

- Identify suitable affiliate partners in collaboration with the Community & Creator Acquisition team.
- Prepare campaign timelines, performance dashboards, and key performance indicators (KPIs).

1.2 To execute and monitor campaign performance :

- Launch affiliate campaigns across assigned platforms and monitor real-time performance.
- Track conversions, traffic sources, and sales results through analytics dashboards.
- Evaluate campaign effectiveness against KPIs and optimize based on data-driven insights.
- Provide performance reports and recommendations for improvement to the Strategic Creator Partnership

2. To build and execute affiliate marketing strategies aligned with brand and business objectives to boost brand visibility

- Identify suitable proxy accounts that align with campaign briefs provided by the Strategic Creator Partnership
- Collaborate with the Proxy Management team to evaluate and select the most relevant accounts based on campaign persona and target audience.
- Ensure selected proxies represent the brand's tone, audience fit, and visibility objectives.
- Coordinate campaign execution with proxy partners to maximize engagement and exposure.
- Monitor performance and provide feedback to improve future proxy selection and collaboration.

3. To develop and shape the image of creators to align with brand identity and communication direction

- Assess each creator's existing content style, audience profile, and personal branding to identify alignment opportunities with the brand.

- Provide creators with branding guidelines, content direction, and storytelling frameworks that reflect the brand's image and values.
- Support creators in transforming their image through consistent content themes, visual style, and messaging.
- Continuously monitor and guide creator activities to ensure alignment with the desired brand perception.
- Gather feedback from audiences and internal teams to refine creator positioning and optimize long-term image consistency.

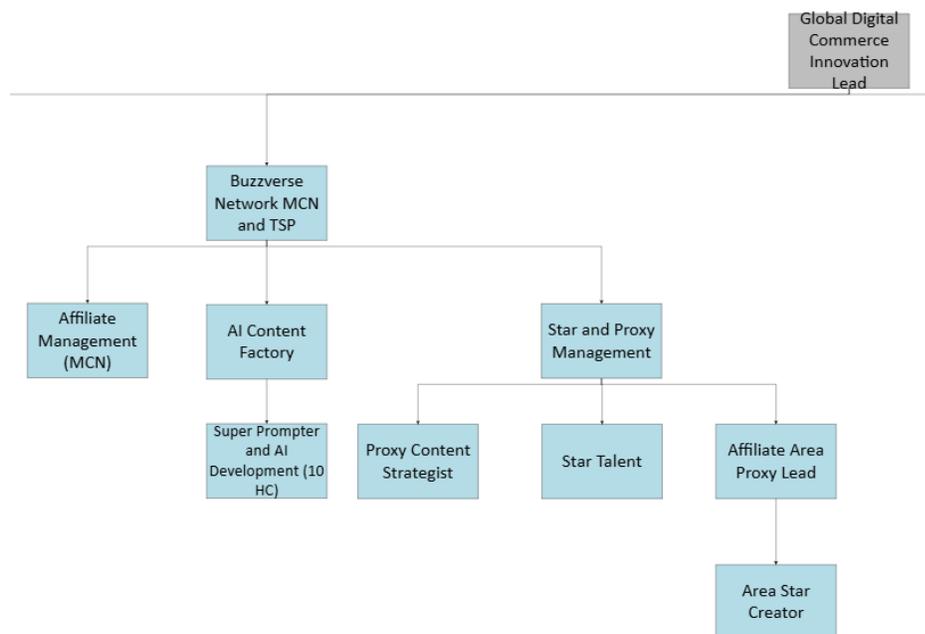
Draft Proxy

Role: Proxy Management

Main Duties

To manage a network of proxy accounts that represent diverse audience personas, ensuring content remains relevant, engaging, and able to reach a wider audience.

Organisation Structure



Work Process

1. To plan proxy strategies

- Develop proxy strategies tailored to audience personas and store needs.
- Collaborate with Strategic Content Partnership team to understand campaign briefs and define the proxy account approach.
- Identify and recruit potential proxy creators that match brand personality, tone, and target audience with Community & Creator Acquisition.

- Define content direction, tone, and posting schedule to maintain consistent brand communication with Strategic Content Partnership and Community & Creator Acquisition.
- Work with Streamverse & Affiliate Leader to activate local content and increase regional brand engagement.
- Collaboration with Community & Creator Acquisition to experiment with multi-brand and multi-persona content models.
- Collaborate with Brand Communication, National Communication, and Strategic Content Partnership teams to integrate proxy content to campaign initiatives.

2. To execute and monitor proxy performance

- Monitor key performance metrics such as GMV growth, engagement rate, reach, and persona coverage through analytics dashboards.
- Conduct performance evaluations and provide feedback for continuous improvement and content optimization.
- Prepare post-campaign reports summarizing results, insights, and recommendations for future proxy activations.

ALL + Desain

Guiding Principles

Commercial Directorate

SCP, CCA & Proxy Management

Strategic Content Partnership (SCP)

Main Duties

To build and execute **affiliate marketing strategies** aligned with brand and business objectives to achieve the following targets:

- Increase Sales and Drive Sustainable Growth
- Boost Brand Visibility

Organisation Structure



Work Process

1. To build and execute affiliate marketing strategies aligned with brand and business objectives to Increase Sales and Drive Sustainable Growth

1.1. To plan affiliate marketing strategies:

- Develop an affiliate marketing strategy that aligns with brand objectives and sales targets set by the Brand Channel Strategy team.
- Identify suitable affiliate partners with Community & Creator Acquisition

- Define and prepare commission structure based on budget.
- Prepare campaign timelines, tracking dashboard, and performance indicators (KPI).

1.2. To execute and monitor campaign performance

- Launch affiliate campaigns across assigned platforms and monitor the performance.
- Track conversions, traffic sources, and sales results through analytics dashboards.
- Evaluate campaign effectiveness against KPIs and optimize based on data insights.
- Provide performance reports and recommendations for improvement to the Brand Channel Strategy team.

2. To build and execute affiliate marketing strategies aligned with brand and business objectives to Boost Brand Visibility

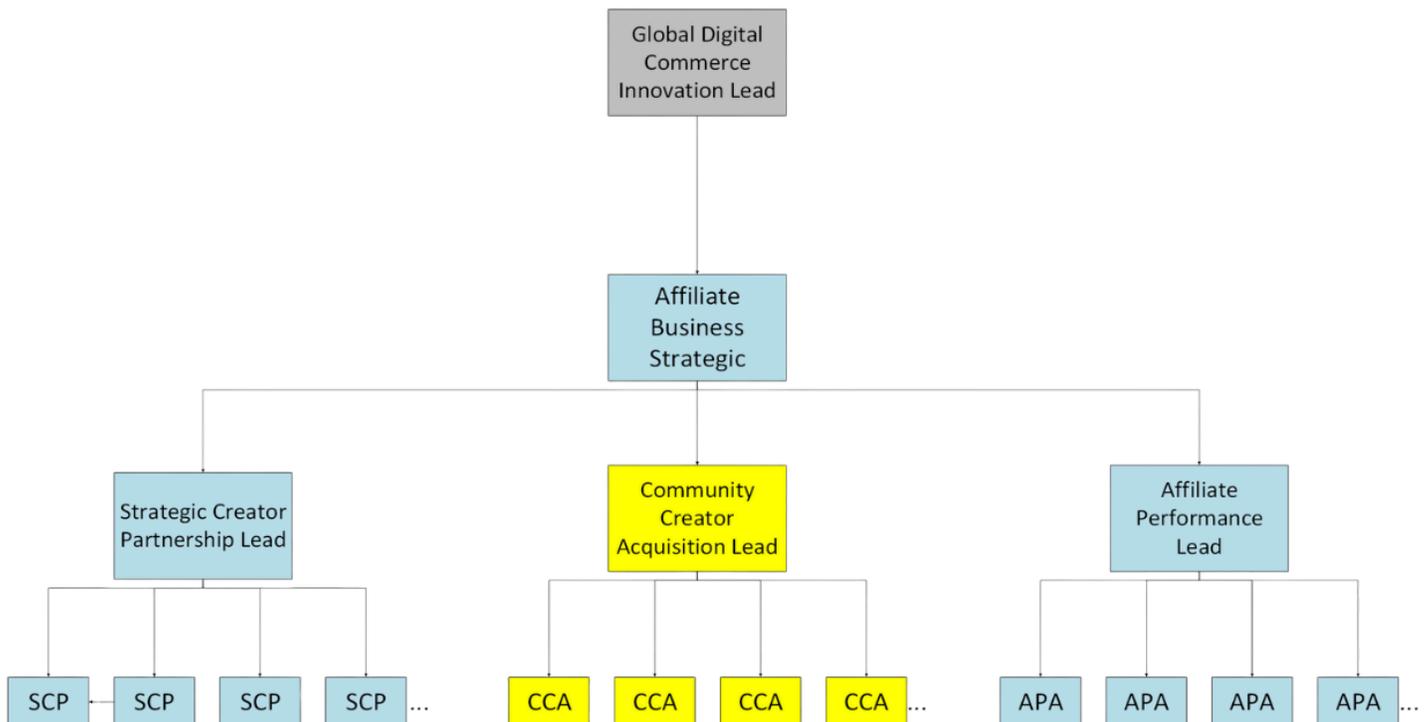
- Identify suitable proxy accounts that align with campaign briefs provided by the Brand Channel Strategy team.
- Collaborate with the Proxy Management team to evaluate and select the most relevant accounts based on campaign persona and target audience.
- Coordinate campaign execution with proxy partners to maximize engagement and exposure.
- Monitor performance and provide feedback to improve future proxy selection and collaboration.
- Jumlah konten supaya bisa meningkat visibilitasnya.

Community & Creator Acquisition (CCA)

Main Duties

- Develop and implement affiliate marketing strategies that align with brand and sales objectives to drive growth and revenue
- Build and manage partnerships with social media creators, communities, and proxy accounts to enhance brand presence and campaign effectiveness

Organisation Structure



Work Process

1. To build and execute affiliate marketing strategies aligned with brand and business objectives to increase sales and drive sustainable growth

1.1 To plan affiliate marketing strategies :

- Receive campaign requests from the Strategic Creator Partnership

- Develop an affiliate marketing strategy that aligns with brand objectives and sales targets set by the Strategic Creator Partnership team
- Identify suitable affiliate partners in collaboration with the Community & Creator Acquisition team.
- Prepare campaign timelines, performance dashboards, and key performance indicators (KPIs).

1.2 To execute and monitor campaign performance :

- Launch affiliate campaigns across assigned platforms and monitor real-time performance.
- Track conversions, traffic sources, and sales results through analytics dashboards.
- Evaluate campaign effectiveness against KPIs and optimize based on data-driven insights.
- Provide performance reports and recommendations for improvement to the Strategic Creator Partnership

2. To build and execute affiliate marketing strategies aligned with brand and business objectives to boost brand visibility

- Identify suitable proxy accounts that align with campaign briefs provided by the Strategic Creator Partnership
- Collaborate with the Proxy Management team to evaluate and select the most relevant accounts based on campaign persona and target audience.
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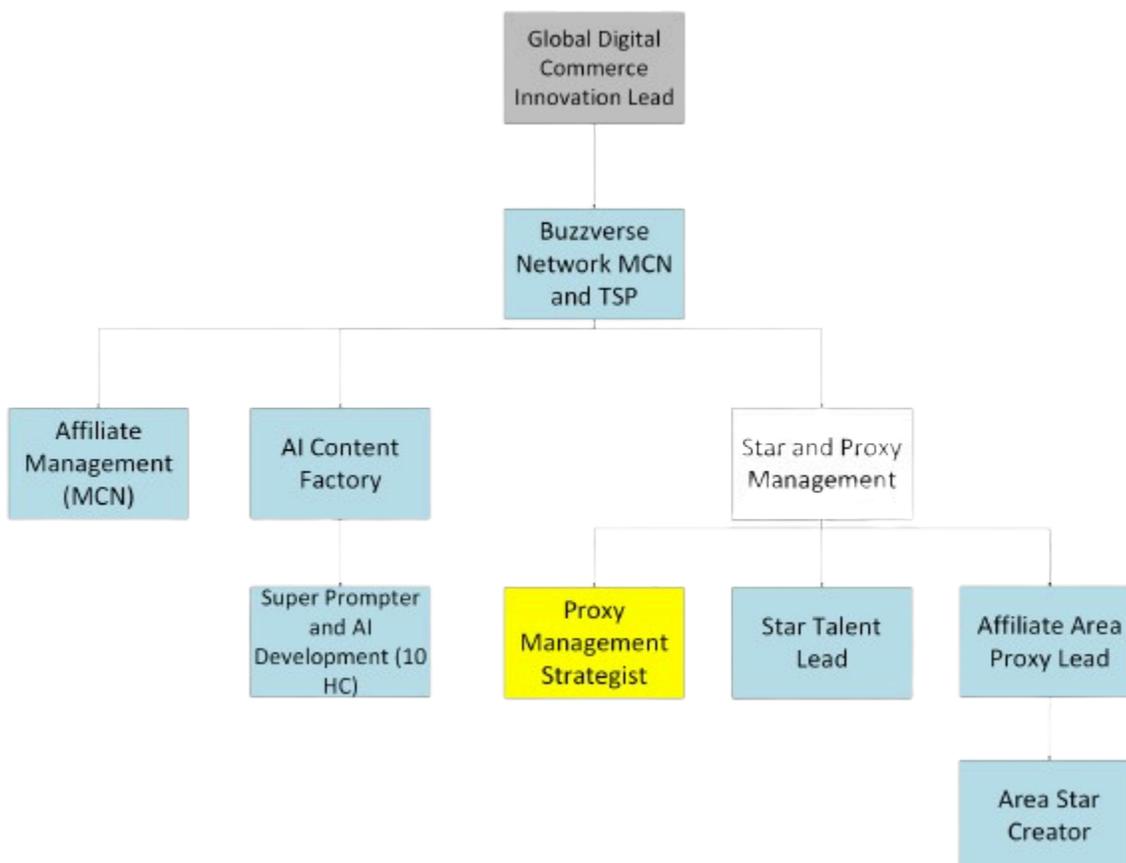
- Assess each creator's existing content style, audience profile, and personal branding to identify alignment opportunities with the brand.
- Provide creators with branding guidelines, content direction, and storytelling frameworks that reflect the brand's image and values.
- Support creators in transforming their image through consistent content themes, visual style, and messaging.
- Continuously monitor and guide creator activities to ensure alignment with the desired brand perception.
- Gather feedback from audiences and internal teams to refine creator positioning and optimize long-term image consistency.

Proxy Management

Main Duties

To manage a network of proxy accounts that represent diverse audience personas, ensuring content remains relevant, engaging, and able to reach a wider audience.

Organisation Structure



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- Monitor key performance metrics such as GMV growth, engagement rate, reach, and persona coverage through analytics dashboards.
- Conduct performance evaluations and provide feedback for continuous improvement and content optimization.
- Prepare post-campaign reports summarizing results, insights, and recommendations for future proxy activations.

Question List

- Review ppt SCP CCA APA
- Output key metrics SCP, CCA, APA
- Checklist general in this role SCP, CCA, APA