

KANDIGEST

NEWSLETTER#03



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ADAPT**

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Meet Our Editorial Team



Welcome to 2020 peeps!

Time goes really fast, and now we have entered the 3rd release of our E-newsletter. So, Yeay! But before we go any further, tirelessly we would like to say thank you to all of our colleagues on trusting Kandi as a working partner for your company or business. Now, we would like to share our newsletter to keep our communication and relation stays well and for further purposes, we can keep our heads up and updated on upcoming news and trends.

In 2020, people start to develop more and more advanced inventions, whether it is an idea, technology, or strategy. Gary Vayner or known as @garyvee (one of top inspirational motivator and also facebook investor) said “in recent years, attention is the new currency”, thus we can pull the red thread that by creating creative inventions, and using the ‘magic’ of social media it would drove everybody attention to us, thus, it becoming viral and make us literally everywhere.

So, if we stay old fashioned and not adapting to this unstoppable stream of digital era, believe me, we will be left behind and swallowed by it. We need to leap, leap of faith onto the new era. How do we leap? We adapt, (nd and follow what is trending. Nowadays, collaborations is the new working form, they embrace other parties to work as one, to aim for the same objectives. Other than making work easier, it also gives them a greater exposure as these two carry different audiences and thus good for raising awareness.

There is more to than just collaboration to leap onto a new era, so, let’s dive more into it and happy reading!

Farah Dilla Syofiana

Founder & CEO

Upgrading **PR Strategy** to Optimize Communication **Impact**

Say we need surgery. Would we go to a doctor who hasn't updated his techniques for the last 10 or 15 years? Of course not! New and better techniques have since come out and we want someone familiar with those. The same is true with your PR strategy. We want to be sure that you're using the latest techniques and trends.

We are face to face with an exciting time in PR — with new developments constantly on the horizon. But all of us need to adapt in order to take full advantage of all the latest trends has to offer.

Public relations serves brand in a number of ways. Among other things, PR helps to...

- Increase brand awareness.
- Improve brand reputation
- Widen your audience.
- Increase investment opportunities.



Image Source: Unsplash

PR is far from static — rather it is an exciting and dynamic strategy. It adapts and evolves as new technologies and tactics emerge, such developments as artificial intelligence and influencer marketing have been widely adopted by PR pros, with stellar results.

As we are in 2020, it is imperative that we adopt the latest PR trends — in essence, upgrading our strategies to compete for the best results. With that in mind, let's look at the top ways in which we can upgrade or elevate your strategy for the coming year.

Here's how to Elevate PR Strategy in 2020:

1. TELL A STORY

Storytelling does more than simply relay a message. One study found that 92% of consumers preferred ads that were in the form of stories — and this extends to PR as well. Storytelling forms a connection with our audience on an emotional level — after all, who of us doesn't get wrapped into a good story?

When looking at the strategy and crafting a campaign, always look for the human element. There are a number of ways to do this. For example, consider sharing a customer's experience in our campaign or showcasing the backstory of your brand's founder. Something like this helps people to feel a personal connection with our brand that drives engagement and ultimately moves purchase decisions forward.

3. DEPLOY AN EMAIL STRATEGY

Some brands are quick to dismiss the power of email in favor of social media or chatbots. But email is an incredible tool for your public relations strategy.

Even with the increase in social networks and other technologies, there is no doubt that email remains a powerful strategy.

How can we use email to improve our public relations strategy? Whether we're sending pitch emails or setting up drip campaigns, there are a few tactics that can help. First, use personalization elements to make a connection with our audience. Then, include a clear call to action to move our audience to take an action. And finally, use our email subject line to catch the eye of your audience and get more opens.

2. WORK WITH INFLUENCERS

Influencer marketing is one of the fastest-growing strategies in recent years — and this trend shows no sign of slowing down. Influencers help us to reach your audience and expose more people to your brand in a way that traditional advertising just can't do.

Consider a couple of statistics that show just how influencers can impact our campaign. First of all, 49% of consumers rely on influencer recommendations.

But there are a few things we should think about for this year. Instead of working with influencers for a short, one-and-done campaign, focus on creating a long-term partnership with a few key influencers in our industry. Do we research to find the right influencers for our brand — ones whom our audience follows and who regularly engage with their audience.

SPOTLIGHTS



4. CREATE CONTENT

Content marketing has become a key part of PR strategies. And as we move forward, we see just how connected these two strategies are.

The priority of public relations is to positively affect a brand's reputation. And content helps to do that in a number of important ways. For example, if we want our audience to view us as an expert in our industry, you will need to create content that showcases that expertise, comments on the latest trends and gives our audience key insights. As our audience sees our expertise in action, our brand's reputation will grow.

And as we've seen many times over, when people find content that they like and that is useful, they'll share it. This also helps to spread the word about our brand organically and bolsters our strategy.

5. CRAFT A PERSONAL BRAND

Gone are the days of CEOs and founders hiding behind the name of their business. Nowadays, people want to know the people behind the brand. This includes CEOs, founders, and even high-profile employees. In order to make the most of this, it's important to cultivate a personal brand.

Start with social media. Make sure that your entire profile, from picture to background information, represents the person you are personally and professionally. Engage with your audience, posting and commenting regularly. Create and share content that showcases your expertise and insights. You might even think about guest posting on other sites to expand your personal brand.





6. LEARN ABOUT AI

Artificial intelligence is growing by leaps and bounds. Many of the AI technologies that we once viewed with skepticism have become commonplace — and new forms of AI are frequently popping onto the PR and marketing scene. AI is not going anywhere — and the more we learn about and accept it, the better our PR strategies will be.

How can we adapt our strategy for artificial intelligence? Take email automation as an example. Next time we set up a PR campaign, automated emails can help us so that you never miss a potential lead. It eliminates human error and automatically sends follow-up emails. Chatbots are another AI technology that is proving its value. Many brands are using it to engage website visitors or people who ask questions on social media. It is often quicker than its human counterparts and mimics human speech and behavior realistically.

What other AI technologies are on the horizon and could impact our strategy? It's impossible to say with certainty — which is why you need to keep an eye on such technologies and to learn more about them.

7. BUILD TRUST

This year, as in recent years, there is an ongoing battle for trust among brands. Audiences are skeptical of brands — and this has damaged many businesses' bottom line. One report even estimated that brands lose around \$2.5 trillion per year because of lack of trust from audiences.

Clearly, trust needs to be a priority for PR strategies in 2020. One of the biggest ways to win trust is through our expertise. When we positioning ourself as a recognized expert, we're no longer the no-name professional pushing a brand. We become the voice of authority — someone to whom people want to listen.

Another layer of this trust comes from being helpful. We've already talked about the importance of content creation — it's important that we make that content pertinent and helpful to our audience.



Image Source: Unsplash

8. USED ANALYTICS

What would we say is the most valuable part of our public relations strategy? While some may point to a shiny PR campaign tool, we would argue that data and analytics should be on the top of our list. For many, it's an afterthought. But data and analytics help us make important decisions and guide our strategy toward success.

Analytics technology has become increasingly sophisticated in recent years and lets us see everything we need about our audience. This goes beyond simply how many people are visiting our website or who is clicking on a campaign. Analytics technology now has the ability to tell us when a site visitor is ready to become a lead or when someone is ready to make a purchase decision — and send the information on to our sales team.

Aside from the sophisticated technology that is available for analytics, just consider the mountains of data that we collect every day through even the simplest analytics program. With this information we can see what campaigns are working well and who makes up our core audience. Now is the time to take full advantage of this information.



9. TARGET NICHE MEDIA

Traditionally, brands have pushed for top-tier media placement — where Kompas and like publications are the best choice. But this trend has shifted decidedly in recent years, with niche publications proving their worth for brands.

The rise of online blogs, influencers, and self-publishing platforms have given top-tier publications a run for their money.

This is an exciting development for public relations — putting successful media placements in reach of smaller brands who struggle to compete for attention.

The takeaway for our strategy? When choosing to which media outlets we want to pitch, don't focus on who has the biggest audience or the best name recognition. Instead, focus on the outlets that our audience uses or that are popular within our industry.

10. CRAFT A PERSONAL BRAND

Live streaming has been around for a few years now — and shows no sign of losing momentum. Even compared to traditional video, live streaming video takes center stage. In one study, 79% said that live video facilitated a more authentic interaction with their audience than other formats. In addition, live video was shown to receive 10X more comments on Facebook than regular video.

How can we use live video in your public relations strategy? For starters, use it to amplify our earned media. We can do this by streaming live interviews, discussions, panels, and live events associated with our strategy. We could also use live streaming to make an announcement or feature a product launch.

Once we start with live streaming, we'll find limitless ways to use this tool in our PR.

Source: Business2Community





5 PUBLIC RELATIONS TREND YOU SHOULD ADAPT IN 2020

Image Source: Unsplash

Traditional PR is dead! As a result, more and more businesses are realizing the benefits of digital PR and using it to build exposure with their target audiences and grow their digital footprints.

Therefore, business needs to stay ahead of the curve and know what to expect. We've got you covered. Kandi Imaji decided on the digital PR trends your business should look out for in 2020.

Increased Measurement of Digital PR Efforts

In the past, measuring your digital PR efforts was a difficult and ambitious venture.

However, the increasing reliability of real-time data alongside the insights we can pull from that data has given us greater autonomy over our digital PR output.

We're able to understand exactly how our message is received and who by. Moreover, we can use this

information to adjust our communication and optimize its impact.

The growing availability and use of metrics are great for startup PR. The more data your startup or small business measures, the more effective your campaigns can be. Not to mention it's a darn sight easier on your budget than traditional PR methods.

Here are a few ways your startup can measure the success of your digital PR campaigns:

- Check the domain authority (DA) scores of your backlinks, brand mentions, and own website
- Track your email opens
- Monitor spikes in your inbound traffic

All this data can be downright overwhelming. We think it's best practice for you to set some SMART goals or KPIs for what your digital PR campaigns are looking to achieve.

Integration With Marketing

Yes, we may be biased by saying this. However, I believe that 2020 is the year that public relations are seen as an ally to marketing.

There are a number of ways that forward-thinking marketing and PR team can integrate and grow their results by working alongside each other. What's a working example of marketing and PR combining?

Well, one way your business can merge the two is by sharing your most relevant and successful earned media wins across your paid and owned media channels. This provides you with more credible content and gets further recognition for your earned media content. In turn, this builds your brand recognition and as well as your target audience.



A rise in storytelling

It's been a rough few years for press releases. Journalists are inundated with press releases every day and spend less than a minute reading them. In 2020, they will still be effective but should be used sparingly and through the right press release distribution service.

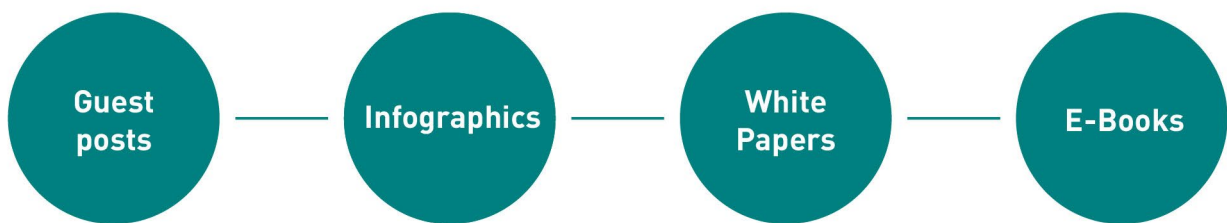
However, one digital PR method that will be used more and more is storytelling. The 24-hour-news-cycle has put added pressure on journalists and publications. As a result, they're in dire need of higher quality content.



That's Where Your Startup Steps in.

Producing engaging content that is automatically ready to publish is invaluable for building relationships with journalists and gaining media coverage for your business.

Not sure what content you could be producing? Here are some ideas:



In 2020, the way brands interact with their target audiences on social media is going to continue to evolve.

The way social media users engage with their timelines has drastically shifted over the past couple of years. A recent report of the world's top 100 brands revealed that stories have overtaken the main feed. Therefore, in 2020, you need to ensure that you're thinking of how your earned and owned media content can be adapted beyond the news feed.

Furthermore, Facebook's recent algorithm update has resulted in a drastic fall for organic reach for businesses. Therefore, as any digital PR agency would tell you, this upcoming year it's more vital than ever before that you have a well-thought-out social media PR and marketing plan that uses a variety of paid and organic content.

An increase in voice content

This year it was announced that voice search is officially taking over. Furthermore, these virtual home assistants are no longer being used for playing music or turning on other electronic devices. There is an increasing number of people using them to consume news and other information.

These are two factors that digital PR firms will have to consider in 2020. The increase in voice search has led to companies such as Procter and Gamble researching the differences between consumer behavior voice, in-person, or online.

You'll also need to consider earned media wins with voice content. That means podcasts. Podcasts are not only a great way for you to learn more about your industry, but they're also great thought leadership content that can build your authority within your industry. There are thousands of podcasts aimed at startups and entrepreneurs. We advise you look to make a guest appearance on as many as possible in 2020.

As anyone who has ever played fantasy football will tell you, predictions are difficult. However, due to our understanding of digital PR metrics and our wide-ranging experience, these are five trends you can hang your hat on.

Source: Publicize

Image Source: Unsplash



**YOUR LIFE IS
AS GOOD AS
YOUR
MINDSET**





7

MINDSETS THAT WILL IMPROVE YOUR LIFE

— Possibly more than any other single factor, your mindset determines your success.

What you think is what you become.

Internal dialogue--the ongoing conversation we all have with our mindset is the driving force behind every success story, and also behind every failure.

The difference between who you are and who you want to be stems from your mindset. Once you start to change your mindset, you will immediately start to change your behavior.

Here are seven mindsets that will radically improve your business and your life.



Image Source: Unsplash

1. SELF TRUST MINDSET

To do anything great, you have to be able to trust yourself and believe in your capabilities. Success is not something that just happens but something you create. You have to have the confidence to banish any negative voices in your head. Don't give up on the things you believe in--and most important, don't give up on yourself.

2. GOAL SETTING MINDSET

Knowing what you want and willing yourself to reach it are two different things. When you know your goals, they motivate you. Remember, if it doesn't challenge you, it won't change you. Set high goals and don't stop until you reach them.

3. PATIENT MINDSET

There's a fine line between moving forward and standing still. The most successful people do all they can to move forward, but they also have the patience to wait and watch. Those who are impatient tend to lose out on great opportunities. Sometimes you have to wait for the right thing.

4. COURAGEOUS MINDSET

Doing anything great requires courage, but fear always has a way of showing up. Courage does not mean being unafraid; having courage and showing courage means facing your fears, saying "I am scared and I am moving forward anyway." Courage is like a muscle you can strengthen with use.

5. FOCUSED MINDSET

One of the worst setbacks that can happen is losing focus and allowing procrastination to step in. Important as it is, it's difficult to be focused and disciplined. The best way is to stay in the here and now and to concentrate on everything going on in this particular moment. Distraction wastes time, and procrastination keeps you from moving forward. Discipline is the bridge between goals and accomplishment, and a mindset of focus builds that bridge.

6. POSITIVE MINDSET

Choosing to be positive and having a good attitude will determine a lot about your life. If you set your mind to positivity it can go a long way. Be positive, not passive. Instead of giving yourself reasons why you can't or shouldn't, give yourself reasons why you can and permission to go for it. Happiness doesn't come from circumstances but always from within.



Image Source: Unsplash

7. GOAL SETTING MINDSET

Just because you are struggling, that doesn't mean you're not learning. Every failure has something to teach you, and everything you learn helps you grow. If you are unwilling to learn, no one can help you; if you are determined to learn, no one can stop you.

Every great success requires some kind of struggle, and good things really do come to those who work hard and struggle to pursue their goals and dreams they believe in. To radically change your life, you have to change yourself. Start building your new mindset today--think the thoughts that will help you move toward your goals right now.

LIFE AT KANDI



In mid of 2019, Kandi Imaji was successfully accomplish many challenges, such as handling the PR and Tech Reviewer campaign strategy for various products of vivo Mobile Indonesia, and also handling PR Services for Event Press Launch Campina Indonesia in Jakarta.

In quarter 3 and 4 of 2019, vivo Indonesia launch their various product smartphone, such as vivo S1, vivo Z1 Pro, vivo V17 Pro and vivo S1 Pro. We handle their Event Product Review and Launching for every product. In addition, we also handle vivo mobile Indonesia's media partnership event with Kompas.com through the Tech Trip event that invites the winners of social media activation to travel to Singapore and explore various destinations that show technology innovation in Singapore.

Another exciting vivo Indonesia event that we held is Techvengers Event which inviting 10 Tech Reviewer as a guest star and also invite 80 social media followers to join Mobile Gaming PUBG competition in the Cikini Café Paradigma. At the end of 2019, we also initiated the vivo Mobile Indonesia Year End Gathering event which invited techno media and Tech Reviewer as an event appreciation.

Kandi Imaji also handled another exciting event, which the Press Launch Campina Indonesia product, that is Concerto of White Coffee and also their new web series "The Trilogy of Senses" in collaboration with Monty Tiwa as director. This event was also attended by several well-known artists such as Deanda Puteri, Michael Wanda, Grithe Agatha and many more. We are so glad to be part of those amazing events!



We believe that with a good communication and team work can be a powerful way for us to overcome the challenges. Kandi Imaji always focus on developing the capabilities of all our employees, that's why we do some internal program that can support a sense of togetherness, competitiveness and employee self-development such as Kandi Challenge that always held every year, in 2019 the challenge is create Kandi Outing 2019 Campaign to South Korea. This year's Kandi Challenge was won by Nabila Raisya with the campaign concept KiPOP2019 (Kandi Imaji Peeps on Picnic 2019).



**Help mba Kandi
find her way to go to office...**





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