

Kesato.

Creative
Digital Agency

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Kesato.

Kesato was created in Paris, France in 2010 and moved its headquarters to grow up in Bali, Indonesia in 2012.

www.kesato.com

ABOUT

As a full-service digital agency, we help people like you navigate the digital environment. Think of us as your own creative team and digital specialist squad.

We have a network of clients across a wide range of industries, producing works well-loved by people. We hear out ideas and work together to give life to them. We build smart digital branding strategies through careful and comprehensive research, utilizing self-developed tools to make the process even more efficient.

2026

OUR CLIENTS



Our work extends across industries, partnering with clients in hospitality, F&B, property, and emerging businesses. Shaping brands with intention.

Kesato.

PASSION

EXPERTISE

EMOTION

TRANSPARENCY

INQUISITIVE

OUR CORE VALUES

As the leading digital marketing agency in Bali, our creativity is built upon the foundation of **core values** that inspire our day-to-day actions and promote growth. These are the essence of Kesato; what it means to be part of it and what we look for in each of our teams.

www.kesato.com

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HOW WE WORK.

www.kesato.com

ABOUT

DISCOVER

Build brands that communicate clearly and stay consistent across every touchpoint.

STRATEGIZE

We explore and outline best ideas and strategy for the campaign.

EXECUTE

We build creative concepts and put ideas into action. We also want to hear from you to make sure everything is good before the final stage. When everything is ready, it's time to launch it!

MEASURE

We always review and evaluate the outcome and how we can improve it for you.

BRANDING & DESIGN

Brand Strategy
Brand Identity
Collaterals Design
Environmental Design

SOCIAL MEDIA MARKETING

Instagram
Tiktok
Google My Business
Influencer Marketing

CONTENT MARKETING

Photography
Videography
Content Production

WEBSITE

Company Profile
E-commerce
Web Application
Mobile Application
Website Audit
Website Maintenance

SEARCH MARKETING

SEO Audit
On-Page SEO
Off-Page SEO
Generative Search Optimization

DIGITAL ADS

Meta Ads
Tiktok Ads
Search Ads
Programmatic Ads

AI AND AUTOMATION

AI Audit and Strategy Consulting
AI Engineering & Workflow Design
Workflow Automation
Reporting Automation

CRM DEVELOPMENT

CRM Setup & Implementation
CRM Integration
CRM Management

ACQUISITION

Full-funnel acquisition
Lead generation campaigns

DESIGN & BRANDING

SERVICES

Build brands that communicate clearly and stay consistent across every touchpoint.

[MORE >](#)

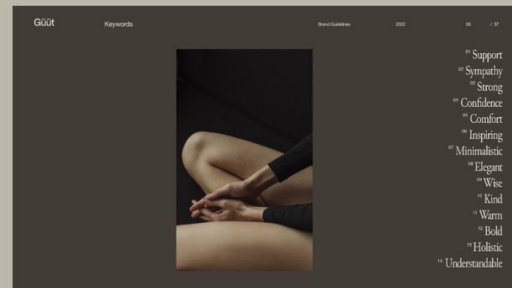
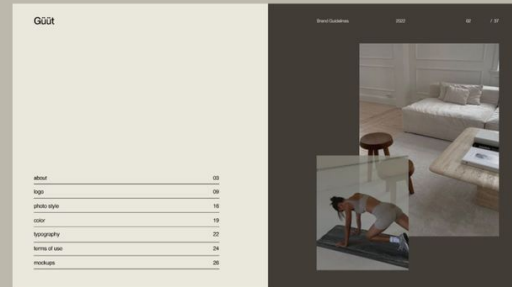
BRAND STRATEGY

Strong brand strategy sets you apart before you say a single word. It builds trust, creates recognition, and turns first-time customers into loyal ones. We develop brand strategies rooted in research and built to grow with your business, so every decision you make has a clear direction worth following.

FRAMEWORKS

Brand Purpose
Brand Story
Vision & Mission
Brand Values
Brand Ethos
North Star
Brand Essence
Brand Idea

Unique Selling Point
Positioning Framework
Target Audience
Taglines
Brand Personality
Story Telling
Experience
Experience Pillars



BRAND IDENTITY

Brand identity is more than just a logo. It is everything that makes a business recognizable. Your brand identity tells a story. Create a meaningful brand identity that communicate your values and resonate your customer' needs.

VISUAL DIRECTION

SUPERGRAPHIC

LOGO SKETCH

BRAND GUIDELINE



COLLATERALS DESIGN

Collateral design creates visual materials such as brochures, flyers, business cards, and more that promote your products or services. We offer collateral design services tailored to meet the unique needs of your business.

STATIONERY

COMPANY PROFILE

BROCHURE

MARKETING COLLATERALS

MENU



ENVIRONMENTAL DESIGN

Environmental design creates visual experiences within a physical space through signage, wayfinding, and interior graphics. We offer environmental design services that build a consistent brand experience and transform your space into a powerful touchpoint for your business.

LOGO SIGNAGE

DRIVEWAY SIGNAGE

WAYFINDING SIGNAGE

PUBLIC SIGNAGE

INSTALLATION



SOCIAL MEDIA MARKETING

SERVICES

A consistent Social Media Marketing keep your brand relevant in the daily digital conversation

[MORE >](#)

CONTENT MARKETING

SERVICES

Build asset that ready to engage, convert, and
create lasting brand demand

[MORE >](#)

CONTENT MARKETING

PHOTOGRAPHY

High-quality photography positions your product to meet demand. Audiences choose visually superior products, and our well-crafted shots make sure yours always stands out and converts.

VIDEOGRAPHY

Compelling videography elevates your brand story. We craft visuals that drive engagement and support every campaign goal.

CONTENT PRODUCTION

A consistent content production strategy ensures every visual asset reflects your brand's quality. We cover the visuals so your brand stays competitive.



WEBSITE

SERVICES

Build a seamless online experience that turns
curious visitors into loyal paying customers

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SERVICE

WEBSITE

WEB DESIGN & DEVELOPMENT

COMPANY PROFILE

Professionally built site with clear information architecture that establishes credibility and drives inquiries.

WEBSITE APPLICATION

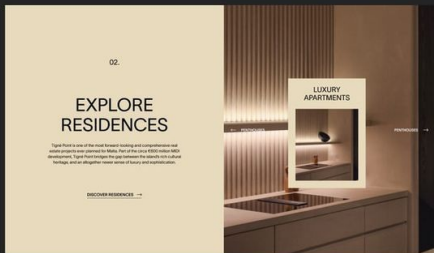
Scalable, custom-built web systems designed around your operational workflow and user access requirements.

E-COMMERCE

Conversion-optimized online store with product management, secure checkout, and integrated payment gateway.

MOBILE APPLICATION

Custom iOS and Android builds with structured UX, core feature integration, and scalable backend architecture.





Kesato.

SERVICE

WEBSITE

WEBSITE AUDIT & MAINTENANCE

WEBSITE AUDIT

Conversion-optimized online store with product management, secure checkout, and integrated payment gateway.

WEBSITE MAINTENANCE

Professionally built site with clear information architecture that establishes credibility and drives inquiries.

SEARCH MARKETING

SERVICES

Capture every high-intent search moment and turn organic visibility into consistent business growth.

[MORE >](#)

SEARCH MARKETING



SEO AUDIT

Identify technical issues, content gaps, and site structure problems that limit your search ranking, with actionable fixes that improve overall SEO performance.



ON-PAGE SEO

Optimize content, meta tags, headings, and internal linking so search engines understand and rank your pages for the right keywords.



OFF PAGE SEO

Build domain authority through quality backlinks and external signals that increase your site's credibility and ranking position on search engines.



GENERATIVE SEARCH OPTIMIZATION

Optimize your brand's presence in AI-generated search responses, ensuring your business gets cited when tools like ChatGPT and Gemini answer relevant queries.

DIGITAL ADS

SERVICES

Scale your growth by reaching the right
people faster

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SERVICE

DIGITAL ADS

DIGITAL ADS

META ADS

Reach specific audiences across Facebook and Instagram through demographic, behavior, and interest-based targeting that converts.

TIKTOK ADS

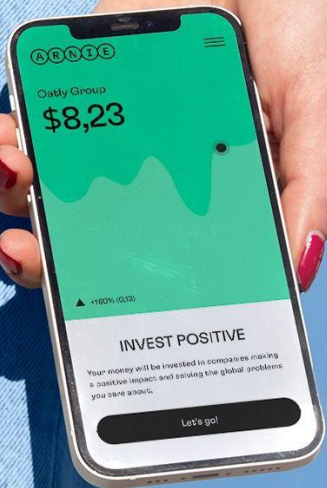
Serve video ads to behavior-based audiences on TikTok, driving fast awareness and measurable engagement at scale.

SEARCH ADS

Capture high-intent traffic on Google and Yandex by appearing at the top of relevant search results.

PROGRAMMATIC ADS

Automate premium placements via real-time bidding to reach audiences beyond Meta and Google walled gardens



AI & AUTOMATION

SERVICES

Eliminate operational bottlenecks with intelligent systems built for high-scale efficiency.

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AI & AUTOMATION

AI AUDIT & STRATEGY CONSULTING

We assess your operations and deliver a clear, prioritized roadmap for meaningful and profitable AI adoption.

WORKFLOW AUTOMATION

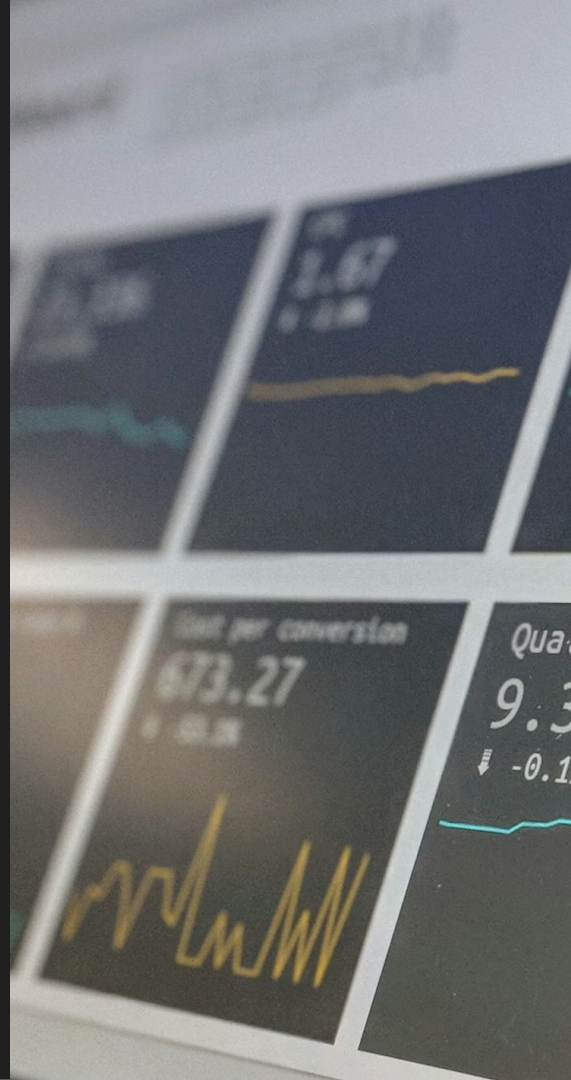
We replace manual bottlenecks with intelligent, connected systems so your team can focus on what matters.

AI ENGINEERING & WORKFLOW DESIGN

We turn your AI strategy into working systems — custom-built around how your business actually operates.

REPORTING AUTOMATION

We build automated dashboards that deliver live, actionable insights from all your key platforms — hands-free.



CRM DEVELOPMENT

SERVICES

Build stronger customer relationships
through streamlined data and intelligent
pipeline management.

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CRM DEVELOPMENT

CRM SETUP & IMPLEMENTATION

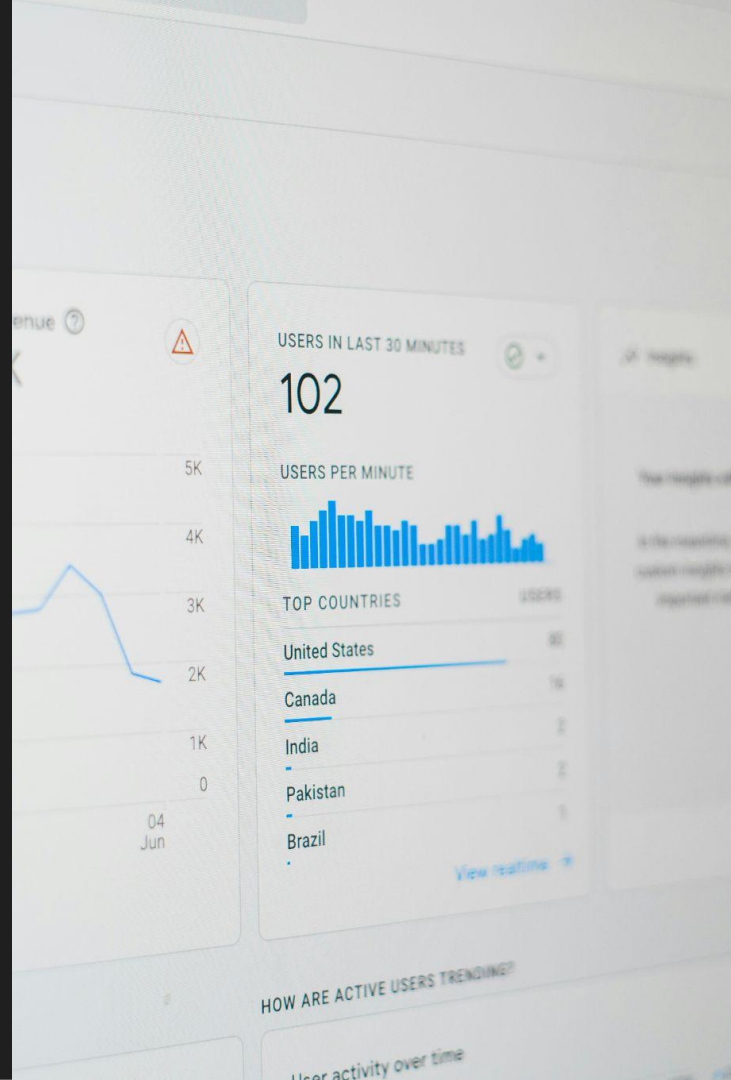
We design and implement the right CRM system for your business — built to capture, track, and close leads effectively.

CRM INTEGRATION

We connect your CRM with your website, ads, email, and tools — so your data flows automatically, without manual entry.

CRM MANAGEMENT

We manage your CRM on an ongoing basis — keeping your pipeline clean, your data accurate, and your team fully equipped.



ACQUISITION

SERVICES

Bridge the gap between awareness and sales
with unified, full-funnel conversion strategies.

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SERVICE

ACQUISITION



ACQUISITION

FULL-FUNNEL ACQUISITION

We design and execute end-to-end acquisition systems that guide your audience from first impression to closed deal. By combining paid ads, landing pages, lead capture, CRM, and nurture automation into one cohesive system, we ensure no opportunity is lost at any stage of your customer journey.

LEAD GENERATION CAMPAIGNS

We run highly targeted campaigns across Meta, Google, and TikTok — engineered to attract the right audience and convert them into qualified leads at a measurable, scalable cost. Every campaign is built with clear KPIs, continuous optimization, and full transparency on cost-per-lead performance.

Let's Build The Experience.

| Discuss your ideas with our team

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