

POSITIONING · TARGET · HYPOTHESES · TIMELINE

Siapa yang harus kita email, dan kenapa mereka mau membalas.

Research untuk cold email pertama Overseen, mengikuti Brand Foundation, draft rate card 2026, dan feedback lead 7 Okt.

Overseen.

7 OKT 2026 · VERSI 5

01 · SUMMARY

5 HAL YANG PERLU KAMU TAHU

30+

competitor white-label

36

agency lolos kriteria baru

8

Priority 1, hubungi duluan

11

Priority 2

INTI

Overseen jual finished website. Yang lain jual developer hours.

Fixed price, dari strategy sampai launch, under the agency's name.

TARGET

Brand & strategy studio dengan client B2B

5-20 orang. Signal terkuat: sudah pakai developer luar.

PRICING **DRAFT**

Marketing website mulai US\$3.300, first draft live dalam 1 hari

Harga dan timeline dipangkas, pakai AI workflow. Bukan wireframe, tapi website yang sudah live. Trial homepage US\$399.

EXCLUDED

PR, SEO/ads, consumer brand studio, Shopify

Jarang resell website di kisaran US\$4.500–5.500.

PLAN

NOT APPROVED

Batch 1: ±30 agency Tier A

Setelah warmup dan Behance series tayang (14 Okt).

GLOSSARY

White-label	Overseen yang mengerjakan, agency partner yang menjualnya ke client atas nama mereka. Client tidak tahu Overseen terlibat.
Developer hours	Model competitor: agency sewa developer, bayar per jam atau per bulan, dan manage sendiri pekerjaannya.
Found / Chosen	Found: website muncul di Google dan AI answers. Chosen: pengunjung jadi inquiry.
GEO	Generative Engine Optimization: bikin website mudah dikutip AI assistant (ChatGPT, Perplexity).
ICP / segment	ICP: ciri agency yang paling cocok. Segment: tipe agency yang kita email.
Priority 1 / 2 / Backup	Urutan dari lead: Priority 1 dihubungi duluan, Backup perlu dicek dulu.
Tier A	Status siap dihubungi: ukuran tim dicek di LinkedIn, decision maker + work email ketemu, ada 1 signal dengan link bukti, end client B2B.
Signal	Tanda agency butuh partner website, misalnya case study yang credit developer luar.
Partner rate	Harga khusus agency partner, lebih rendah dari harga ke client langsung, supaya agency bisa tambah margin.
Founding partner	5 agency pertama: harga di-lock 12 bulan, ditukar satu testimonial.
Angle / CTA	Angle: sudut pandang pembuka email. CTA: ajakan di akhir email.
Sequence / batch	Sequence: rangkaian email ke satu prospect. Batch: satu gelombang kirim.
Warmup / bounce	Warmup: inbox baru kirim sedikit dulu supaya tidak masuk spam. Bounce: email gagal terkirim.
NDA & non-solicit	Jaga confidentiality, dan janji tidak approach client milik agency.

Client lihat satu tim.
Tim itu agency-nya.

END CLIENT

Sees one team

Tidak pernah tahu Overseen ada

BRAND
RELATIONSHIP
INVOICE

AGENCY PARTNER

Your name on the work

Jual strategy, pegang client, tambah margin

BRIEF IN
FINISHED WEBSITE OUT
UNDER NDA

OVERSEEN

Invisible team

Strategy, copy, design, build, SEO/GEO

4 PILLARS DAN SEBERAPA KUAT PROOF-NYA

Proof meter = judgment saya

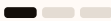
01 · CRAFTED



Award-level craft

40+ website, 5 case study di website.
Belum ada award.

02 · FOUND



Found on Google & AI

SEO + GEO sejak sitemap. Case study
belum ada.

03 · CHOSEN



Chosen on the page

Haizol: inquiry & form submission +87%.

04 · CREDITED TO YOU



Under your name

NDA + non-solicit. 0 kali di-credit. 1
testimonial.

SERVICES: "TAKE THE WHOLE CHAIN, OR DROP US IN WHERE YOUR TEAM RUNS OUT"

STRATEGY

Website strategy

Messaging & copy

UX architecture

DESIGN & BUILD

Creative direction

Website design

Motion

Development

GROWTH

Coming next: Shopify
CRO SEO

Out of scope: app, backlink, ranking guarantee
GEO Growth retainer

"We sold the strategy and kept the relationship. The build came back on our brand, on the date we had already promised."

FOUNDER, BRAND STUDIO, LONDON

SWOT UNTUK OUTBOUND

S • End-to-end + conversion, SEO, GEO • Senior team yang sama sampai launch • Results report unbranded untuk client • First draft live dalam 1 hari lewat AI workflow • Bisa mulai kecil: Trial homepage US\$399, module, atau Launch site	W • Belum ada award dan case study SEO/GEO • Proof angka baru satu (Haizol) • Rate card masih draft • Izin case study untuk email belum dikonfirmasi
O • Strategy + copy + motion + GEO white-label hampir tidak ada • Premium studio jarang buka white-label • GEO bisa jadi hook di subject line • Founding partner rate = reason to reply now	T • Volume player: public pricing, mulai cepat • Flow Ninja, Broworks, Digidop sudah punya nama • Agency kecil sudah punya freelancer • Anti-spam law di Australia dan UK

Mulai US\$3.300, dan first draft live dalam 1 hari

DRAFT · NOT APPROVED

Partner rate, "starting from". Agency tambah margin sendiri. Revisi 16 Okt dari masukan lead: harga lebih rendah, timeline lebih cepat, dan AI workflow jadi nilai jual utama. Jangan sebut angka di email sebelum di-approve.

You can get a first draft in one day. A live website, not only a wireframe.

DRAFT · KLAIM "1 HARI" PERLU DIKONFIRMASI TIM PRODUKSI

DARI BRIEF SAMPAI LIVE DENGAN AI WORKFLOW

DAY 1

Brief masuk

Sitemap, copy, dan layout dibuat dengan AI workflow, lalu direview senior team.

DAY 1

First draft live

Link yang bisa diklik, bukan wireframe atau PDF. Agency bisa langsung tunjuk ke client.

DAY 2 ONWARD

Review & refine

Feedback agency masuk ke draft yang sama. Art direction, motion, dan build dipoles senior team.

1-4 WEEKS

Launch

Launch site 1-2 minggu, Marketing website 3-4 minggu.

AI mempercepat draft. Keputusan desain, review kualitas, dan build final tetap dikerjakan senior team.

UP TO 5 PAGES · 1-2 WEEKS

Launch site

The site: design + build

US\$1.800

- First draft Homepage in 1 day, Live website not wireframe
- Positioning & copy
- Design, light motion
- Webflow or Next.js
- Technical SEO, GA4

RECOMMENDED

UP TO 12 PAGES · 3-4 WEEKS

Marketing website

The site + strategy + growth foundation

US\$3.300

- First draft Homepage in 1 day, Live website not wireframe
- Audit, positioning, message hierarchy
- Design system, motion, CMS
- Conversion, SEO & GEO foundation
- Results report at 30 & 90 days

12-25 PAGES · 6-8 WEEKS

Flagship

A multi-audience system

US\$6.500

- Everything in Marketing website
- Multiple audiences
- Signature interaction / WebGL
- Migration with redirects

Not sure? Start with the US\$399 trial homepage and see a live draft in 2 days.

TRIAL · HOMEPAGE ONLY

NEW

Trial homepage

US\$399

- First draft Homepage in 2 days, Live website not wireframe
- Your client's homepage, 2 art / visual direction options
- For agencies who want to try working with Overseen before taking a package

5 agency pertama: harga di-lock 12 bulan, ditukar satu testimonial singkat. Nama client tidak pernah disebut.

MODULE & PAGE RATES: DROP US IN (MULAI DARI, US\$)			MONTHLY DAN TERMS	
Design only		1.200		
Build only		1.000	Reserved capacity	1.000
Strategy & messaging		600		
SEO & GEO (existing site)		450	Growth retainer	350
Motion & interaction		400	Payment 50 / 30 / 20 3 revision round per stage	
Homepage		399	Rush +25% Excl. hosting, paid font & stock, translation	
Key page		250		
Inner page		120		

HOW TO READ THIS PRICING

- Agency bisa jual lagi marketing website sekitar US\$4.500-5.500 (estimasi saya), jadi margin tetap sehat.
- Trial homepage US\$399 adalah pintu masuk: agency langsung lihat website live dalam 2 hari, bukan janji di atas kertas.
- Harga dan timeline dibuat agresif karena proof masih sedikit; rencananya naik bertahap setelah ada case study dan testimonial.
- Yang dijual bukan "murah", tapi kecepatan: first draft live dalam 1 hari berkat AI workflow. Hindari kata "cheap" dan "discount".

⊖ Psychology of the price page: dasar riset

Tujuannya satu: sebagian besar agency memilih **Marketing website**.
Caranya mirip ukuran gelas di Starbucks. Naik satu ukuran terasa "tangung kalau tidak", sementara ukuran paling besar dipilih hanya kalau memang perlu.

HARGA	KENAPA ANGKA INI
Trial homepage US\$399	Ini "harga coba". Digit depannya masih 3, jadi terasa jauh di bawah US\$400, dan akhiran 99 langsung terbaca sebagai harga ringan. Sengaja lebih mahal per page daripada Launch (US\$399 vs US\$360), karena trial cuma satu homepage. Kalau lebih murah, agency bisa berpikir "beli trial saja".
Launch site US\$1.800 · ±US\$360 per page	Pintu masuk untuk agency dengan budget kecil. Angkanya sengaja dibuat tidak terlalu jauh dari Marketing, supaya agency yang melirik Launch berpikir "tambah sedikit lagi dapat jauh lebih banyak".

HARGA		KENAPA ANGKA INI	
Marketing website US\$3.300 · ±US\$275 per page		Pilihan yang kita dorong. Dibanding Launch, page-nya 2,4 kali lebih banyak (5 ke 12), tapi harganya kurang dari 2 kali (1,8x). Plus strategy, CMS, SEO & GEO, dan results report. Hasilnya terasa seperti upgrade yang jelas untung, dan harganya tidak sampai "dua kali lipat" Launch.	
Flagship US\$6.500 · ±US\$260 per page		Pembandingan di atas. Setelah melihat US\$6.500, US\$3.300 terasa wajar. Page-nya 2,1x Marketing dan harganya hampir 2x, jadi tidak terasa sebagai "promo". Flagship dipilih karena kebutuhan (banyak audience, migrasi), bukan karena murah.	
Per page di atas hanya untuk menjelaskan logika angka, tidak ditampilkan di kartu. Harga paket ditentukan scope, bukan jumlah page.			
PRINSIP YANG DIPAKAI, DENGAN BAHASA SEDERHANA			
PRINSIP	ARTINYA	DASAR RISET	
Pilih yang tengah	Kalau ada tiga pilihan, orang cenderung menghindari yang paling murah dan paling mahal. Karena itu Marketing di tengah, disorot, dan diberi label "Recommended".	Simonson & Tversky 1992. Kuat, tapi efeknya bergantung konteks.	
Selisih yang timpang	Naik ke Marketing cuma +US\$1.500, naik ke Flagship +US\$3.200. Langkah pertama terasa ringan, langkah kedua terasa besar.	Simonson & Tversky 1992 (tradeoff contrast). Sedang.	
Angka pembandingan	Angka besar yang terlihat membuat angka lain terasa lebih kecil. Ahli pun terpengaruh. Efeknya paling kuat kalau angka besar dilihat lebih dulu.	Northcraft & Neale 1987. Kuat, tapi diteliti di properti.	
Digit paling kiri	US\$399 dibaca "tiga ratusan", walau hampir US\$400. Berlaku kalau digit depannya berubah.	Thomas & Morwitz 2005. Sedang, diteliti di retail.	
Bulat untuk paket, 99 untuk trial	Angka bulat cocok untuk keputusan yang dihitung (agency menghitung margin). Akhiran 99 memberi kesan "harga coba". Kontras ini membuat trial terasa ringan dan paket terasa proyek serius.	Wadhwa & Zhang 2015 untuk bulat vs tidak bulat. Soal akhiran 99 sebagai sinyal diskon: praktik umum, belum saya cek khusus untuk jasa B2B.	
Tarif page hanya untuk add-on	Harga yang dipecah jadi satuan kecil terasa lebih ringan. Dipakai di page tambahan (homepage 399, key page 250, inner page 120), bukan di kartu paket.	Gourville 1998. Sedang, studi lab.	
Tidak pakai paket tiruan	Kita tidak membuat paket "pancingan" yang sengaja jelek. Efek itu tidak konsisten di studi dengan produk nyata.	meta-analisis decoy. Diperdebatkan.	
Semua riset di atas berasal dari konsumen atau retail, bukan agency yang membeli jasa white-label. Cara membuktikannya: catat paket yang dipilih agency di tiap batch outbound. Badge ditulis "Recommended", bukan "Most popular", karena belum ada data pembelian.			

Pricing FAQ & guide

CARA MENENTUKAN HARGA DALAM 4 LANGKAH

01

Hitung page

Homepage saja Trial · ≤5
Launch site · ≤12 Marketing
website · 12-25 Flagship

02

Full atau sebagian

Cuma butuh satu bagian?
Pakai module.

03

Tambahan

Extra page by type (US\$120-
390) · Rush +25%

04

Kirim quote

Semua angka "starting from".
Quote final setelah brief.

Quote builder

ESTIMASI DARI ANGKA "STARTING FROM"

Package

Marketing website · up to 12 pages · 3-4 weeks

Extra inner page

0



☐ Rush (+25%, kalau ada slot)

Package

US\$3.300

Extra inner page (0 × US\$120)

US\$0

Rush +25%

US\$0

Total, starting from

US\$3.300

50% · START

US\$1.650

30% · DESIGN
SIGN-OFF

US\$990

20% · BEFORE
LAUNCH

US\$660

DO

- Sebut "partner rate" dan "starting from".
- Jelaskan apa yang termasuk sebelum menyebut angka.
- Tawarkan Trial homepage, module, atau Launch site sebagai entry.
- Framing harga: founding partner rate.
- Kirim rate card page 1-2 saja.

DON'T

- Sebut harga sebelum rate card di-approve.
- Kirim page 3 (internal note).
- Pakai kata "cheap" atau "discount".
- Janji ranking atau jumlah leads.
- Kasih potongan harga tanpa approval.

PERTANYAAN YANG KEMUNGKINAN DITANYA AGENCY

Jawaban dari draft rate card. Klik untuk buka.

Can we try you first? DRAFT

Yes. A trial homepage is US\$399: your client's homepage, live rather than a wireframe, with two art direction options to choose from. You get the first draft in two days.

What does a website cost?

Partner rates start from US\$3,300 for a marketing website of up to 12 pages. A launch site of up to five pages starts from US\$1,800, a flagship from US\$6,500.

What is included?

Strategy, copy, design, motion and build, with conversion, SEO and GEO planned from the sitemap. A marketing website also comes with an unbranded results report at 30 and 90 days.

Can we buy only one part?

Yes. Strategy and messaging from US\$600, design only from US\$1,200, build only from US\$1,000, motion from US\$400.

How many revisions do we get?

Three rounds per stage.

How fast is the first draft?

Within one day of the brief, and it is a live website you can click through, not only a wireframe. A launch site takes 1–2 weeks to finish, a marketing website 3–4. When a slot allows, rush is +25%.

What happens after launch?

A growth retainer at US\$350 a month covers CRO tests, SEO and GEO monitoring and an unbranded monthly report. Reserved capacity from US\$1,000 a month holds a standing slot for your pipeline.

Which platform do you build on?

Webflow or Next.js.

Why "starting from"?

The price moves with page count, the number of audiences, migration and any signature interaction. You get a fixed quote once we have the brief.

How does payment work?

50% to start, 30% at design sign-off, 20% before launch.

What if the site needs more pages?

Priced by page type, designed, written and built: inner page US\$120, key page US\$250, homepage US\$399.

What is not included?

Hosting, paid fonts and stock, and translation.

What is the founding partner rate?

For our first five partner agencies, these rates are held for 12 months. In return we ask for a short testimonial. Your client is never named.

Do you build on Shopify?

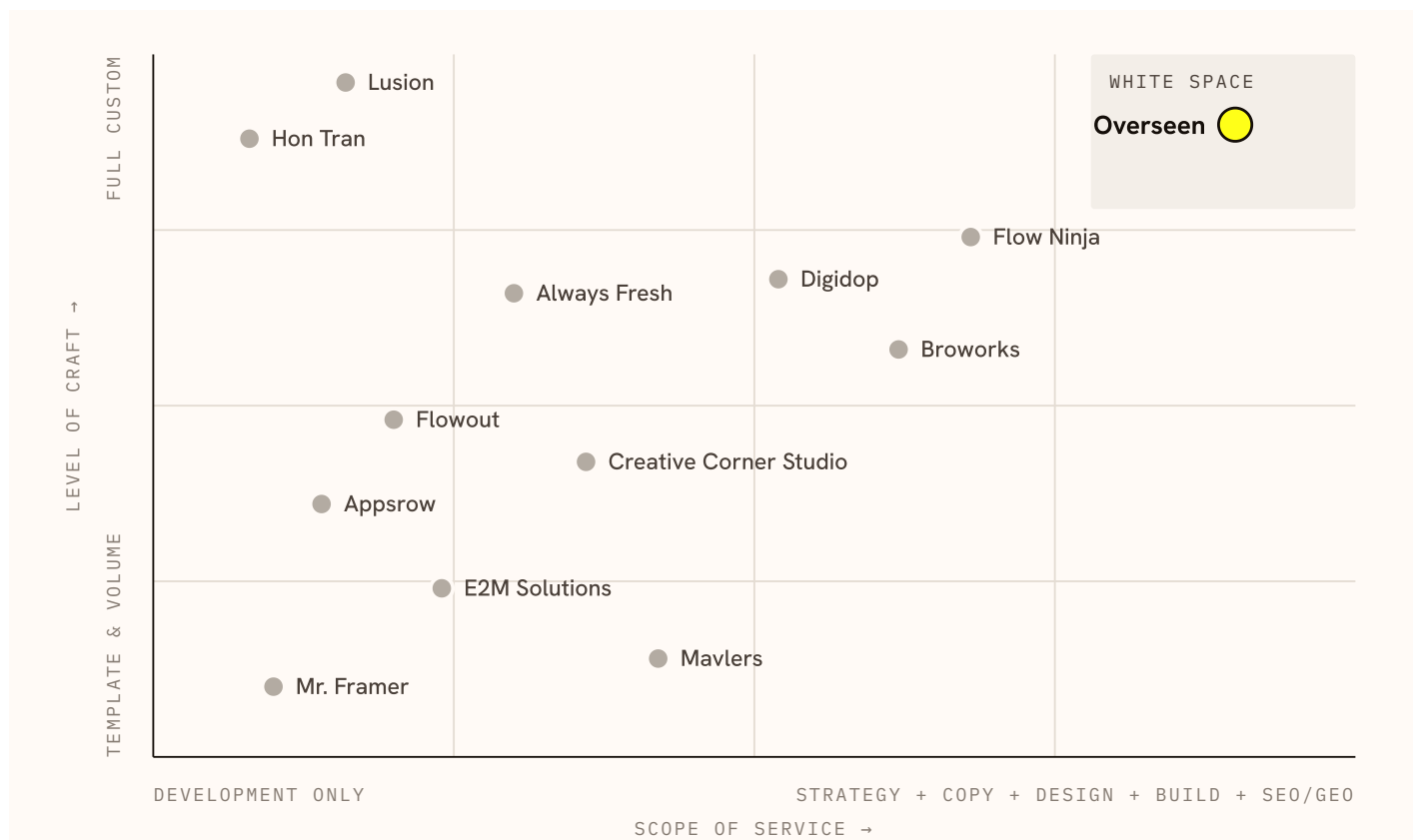
Not yet. Today we build marketing websites. Shopify is next.

- ☐ Trial homepage: design saja atau sampai build, berapa lama, berapa revision round
- ☐ Trial homepage: US\$399-nya dipotong dari harga package kalau agency lanjut, atau tidak
- ☐ Klaim first draft live dalam 1 hari: batas scope, kapasitas tim, dan berapa proyek paralel yang aman
- ☐ Seberapa terbuka soal AI workflow ke agency: disebut jelas, atau cukup hasilnya (kecepatan)
- ☐ Potongan harga untuk retained partner atau volume
- ☐ Direct rate untuk client langsung, dan selisihnya dari partner rate
- ☐ Scope berubah di tengah project: cara hitungnya
- ☐ 14 page: Marketing website + 2 extra page, atau Flagship?
- ☐ Rush +25% dihitung dari total, atau dari package saja
- ☐ Milestone untuk payment 50 / 30 / 20
- ☐ Kontrak, invoice, dan pajak: dari entity mana
- ☐ Ownership file dan source setelah project selesai
- ☐ SEO & GEO: include di package, atau add-on
- ☐ Framer: bisa atau tidak

Semua angka dari draft rate card dan belum di-approve; Trial homepage dari Rizal (13 Okt), belum ada di PDF rate card. Harga, timeline, dan klaim AI workflow di section ini direvisi 16 Okt dari masukan lead ("timeline dipercepat, harga dikurangi"); angka barunya usulan saya dan belum dikonfirmasi. Milestone payment (start · design sign-off · before launch) saya ambil dari draft rate card; yang kamu koreksi baru persentasenya. Di quote builder, rush saya hitung dari total.

Yang lain jual developer hours.
Overseen jual finished website.

	Competitor: developer hours	Overseen: finished website
YANG DIBAYAR	Per jam atau per bulan. Contoh: US\$1.299 untuk 30 jam.	Fixed price per website. Mulai US\$3.300 (draft), first draft live dalam 1 hari.
BRIEF & DESIGN	Agency yang siapkan.	Overseen yang kerjakan, dari strategy sampai launch.
KALAU BELUM SELESAI	Hours habis, bayar lagi.	Harga dan deadline jelas dari awal.
ANALOGI	Sewa tukang harian.	Beli rumah jadi (turnkey).



PUBLIC PRICING (US\$)

Dua skala berbeda. Titik kuning = Overseen (draft).

BILLED MONTHLY

Design subscription

ManyPixels, Design Pickle, Kimp



US\$200-2.995

KrishaWeb

30-40 developer hours



US\$1.299-1.599

E2M Solutions

flat rate



US\$1.299-9.999

Minute Creative

developer Webflow



mulai US\$1.999

Browworks

retainer



mulai US\$3.900

Flowout

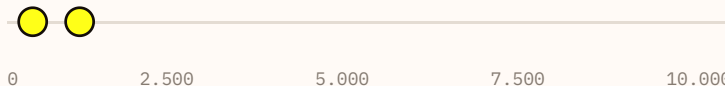
unlimited requests



mulai US\$5.900

Overseen

retainer; reserved capacity



US\$350 · mulai 1.000

BILLED PER PROJECT

Mr. Framer

Framer, min. 3 project



US\$499

Seahawk Media

WordPress template



mulai US\$699

White Label Agency

Webflow, WordPress



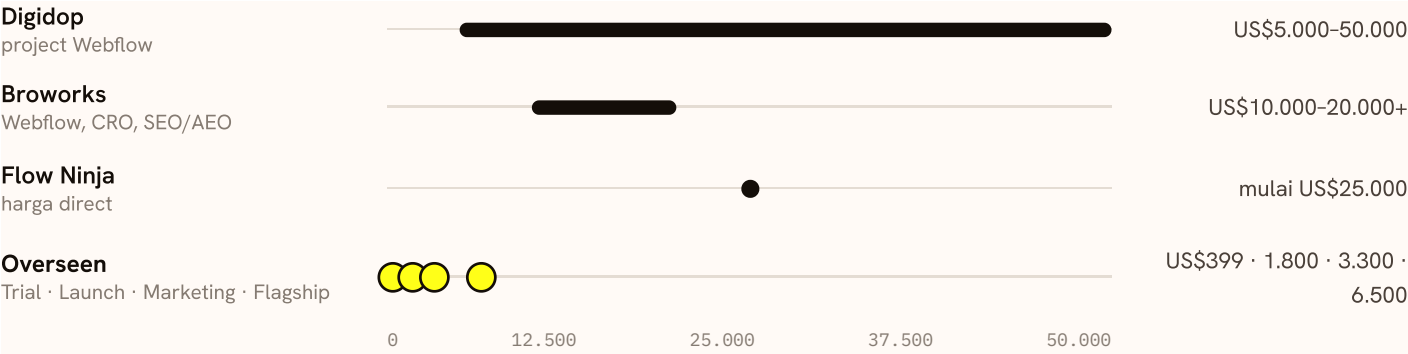
US\$1.499-4.699

Silver Arrow Creative

white-label Webflow



mulai US\$3.000



3 NAMA YANG PERLU DIINGAT

PALING PREMIUM

Flow Ninja

Webflow enterprise + SEO/AEO.
Direct mulai US\$25.000.

PALING MIRIP

Browworks

Webflow, CRO, SEO/AEO, white-label. US\$10-20K+ per project.

PALING DIKENAL

E2M Solutions

Developer hours. 1.100+ agency, 15.000+ website.

⊖ Premium & design-led: 8 studio + Overseen

STUDIO	YANG DIJUAL KE AGENCY	PUBLIC PRICING	BEDANYA DENGAN OVERSEEN
Flow Ninja Serbia + US	Webflow: rebrand, build, migrasi, WebOps, SEO/AEO	Direct mulai US\$25.000	Fokus Webflow enterprise ops
Digidop Paris	Design, development, atau full project Webflow	US\$5K-50K per project	White-label cuma satu baris FAQ
Browworks Serbia	Webflow, CRO, SEO/AEO; white-label	US\$10.000-20.000+; retainer dari US\$3.900/bulan	Agency cuma salah satu segmen
Always Fresh Denver	White-label Webflow custom, SEO, maintenance	Not listed	Tanpa strategy dan copy
VALMAX Chicago	Branding, design, development; B2B, SaaS, fintech	Not listed	Tidak menonjolkan SEO/GEO dan result
Silver Arrow Creative Ho Chi Minh City	White-label Webflow development	Mulai US\$3.000	Development only
Hon Tran Ho Chi Minh City	Creative development (GSAP, WebGL), NDA	Not listed	Front-end only. Bisa jadi partner
Lusion Bristol	WebGL / 3D production	Not listed	Namanya di-credit, khusus campaign
Overseen	Strategy + copy + design + motion + build + conversion, SEO & GEO	Mulai US\$3.300 (draft)	—

Tidak jual white-label website: Refokus, BX Studio, Edgar Allan, Psychoactive, Composite, Finsweet, Veza Digital. Halo Lab hanya white-label SEO.

⊖ Volume & price players: 14 nama

COMPETITOR	YANG DIJUAL	PUBLIC PRICING
E2M Solutions India / US	1.100+ agency, 15.000+ website; juga SEO & PPC	US\$1.299-9.999/bulan
The White Label Agency US	WordPress custom, 20.000+ website	Not listed
Mavlers	WordPress, Shopify, Webflow, HubSpot + SEO/PPC/email; 600+ agency	Not listed
Appsrow India	Webflow team untuk di-hire; 300+ project	Not listed
Flowout Slovenia / US	Webflow "unlimited requests"	Mulai US\$5.900/bulan
Creative Corner Studio Bulgaria	Webflow + HubSpot, sedikit UX/CRO, per jam	Mulai €1.125/bulan
Minute Creative India	Developer Webflow, 24-48 jam	Mulai US\$1.999/bulan
KrishWeb India	Developer hours: WordPress, Webflow, Shopify	US\$1.299/bulan (30 jam)
Octet Design India	UI/UX, WordPress, Webflow	Not listed
Mr. Framer	Framer, Shopify; min. 3 project	US\$499 per project
Seahawk Media	WordPress dari template; 1.000+ agency	Mulai US\$699
White Label IQ, GetDevDone, Mad Outsourcing	Dedicated developer dan project manager	Not listed
Clickx, OuterBox, WebFX, SmartSites	Website + SEO + ads dalam satu paket	Not listed
ManyPixels, Design Pickle, Kimp	Design subscription, bukan website utuh	US\$200-2.995/bulan

Brand & strategy studio, 5–20 orang, dengan client B2B.

Kriteria dan 32 nama dari lead, digabung dengan 4 nama dari research awal yang masih lolos.

3 SEGMENT DAN OPENING ANGLE-NYA

01

Brand / strategy studio

UTAMA

5–20 orang. Client B2B, SaaS, AI, fintech, professional services, properti, industri.

Pakai developer luar → partner build yang lebih lengkap

Jual website tanpa developer → build team siap pakai

02

Positioning / product marketing consultant

KEDUA

Kirim copy dan wireframe ke client SaaS, lalu client cari tim build sendiri.

Default build partner yang mereka rekomendasikan

03

Agency dengan web team kecil yang lagi full

KETIGA

Lagi hiring developer, atau satu design lead untuk semua website.

Extra capacity + motion

- EXCLUDED
- PR
- SEO / ads lokal
- F&B, hospitality, FMCG, fashion
- Shopify
- Solo freelancer
- >50 orang
- Web team in-house

SIGNAL, DARI YANG TERKUAT

Jumlah agency per signal = bacaan saya

1 · Case study credit developer luar		8
2 · Jual branding/website tanpa developer		22
3 · Lagi hiring web developer/designer		0
4 · Client baru rebrand, website-nya masih lama		0
Signal lemah / belum jelas		6

SYARAT TIER A

Progress 19 agency Priority 1 & 2

Decision maker (nama)		18/19
Team size dari team page / Clutch		15/19
Public email		12/19
Size check di LinkedIn		0/19
Work email decision maker		0/19
Link bukti untuk signal		0/19
Belum ada yang lengkap: size check di LinkedIn, work email, dan link bukti signal belum dikerjakan.		

36 TARGET PER REGION

US		13
UK		9
Ireland		4
Singapura		4
Australia		3
UAE		2
New Zealand		1

36 TARGET PER SEGMENT

Brand studio		27
Positioning consultant		6
Web team yang lagi full		3
■ Priority 1 ■ Priority 2 ■ Backup		

- Behance SaaS/AI series (mulai 14 Okt)
- Haizol +87% inquiry
- IDL Pro
- Koda Academy
- TradieBiz
- Adaptv

Behance series adalah karya Overseen sendiri, jadi aman dipakai. 5 case study tampil di website dengan izin partner, tapi izin untuk email dan deck belum dikonfirmasi.

DAFTAR AGENCY

- PRIORITY

All

Priority 1

Priority 2

Backup
- SEGMENT

All

Brand studio

Positioning

Web team
- REGION

All

US

UK

IE

AU

SG

UAE

NZ

36 agency

Emotive Brand

PRIORITY 1 · 5/5

Oakland (SF Bay) · Brand studio

Tidak ada developer. Review Clutch: client pakai web designer terpisah untuk eksekusi design mereka.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Slack, Harness, Marqeta, Render

SIZE

~17 (about page); Clutch 10-49

DECISION MAKER

Bella Banbury (Co-Founder & CEO); Tracy Lloyd (Co-Founder & CSO)

PUBLIC EMAIL

Belum ada

PROOF

Behance SaaS/AI series, Haizol

Block Club

PRIORITY 1 · 5/5

Brooklyn, NY · Brand studio

Jual "Website strategy & design" tanpa developer.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Plaid, Alloy, Middesk, Codat

SIZE

5 pimpinan, "small by design"

DECISION MAKER

Patrick Finan (Co-Founder & CEO); Brandon Davis (Co-Founder & CCO)

PUBLIC EMAIL

hello@blockclub.co

PROOF

Haizol, Behance SaaS series

Sunup

PRIORITY 1 · 5/5

Chicago · Brand studio

About page: web development lewat "partner studios within our network".

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Memfault, Akeyless, RWE, LeanDNA

SIZE

4 orang + partner network

DECISION MAKER

Brendan Shea & Drew Hower (Founders)

PUBLIC EMAIL

Belum ada

PROOF

Haizol, TradieBiz

Beneath

PRIORITY 1 · 5/5

London · Positioning consultant

Tidak ada web di services dan tidak ada developer, tapi tetap build website Webflow sendiri.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Celonis, Avolution, Placements.io

SIZE

12 (about page)

DECISION MAKER

Adam Ketterer & Duncan Begg (Founders)

PUBLIC EMAIL

contact@beneathagency.com

PROOF

TradieBiz, Behance SaaS/AI series

Zero-G

PRIORITY 1 · 5/5

Dublin · Brand studio

Case study Nearform meng-credit "Website Development: Estd" (developer luar).

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Nearform, PSB Insights, Linesight

SIZE

12, 0 developer

DECISION MAKER

Ciarán ÓGaora (Founder); JP O'Malley & Jason Delahunty (Partners)

PUBLIC EMAIL

hi@zero-g.ie

PROOF

Behance SaaS/AI series

Jpd Brand Consultants

PRIORITY 1 · 5/5

Dubai (+London) · Brand studio

Tidak ada layanan website.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Trans Asia, AESG, Seven Seas, Dubai CommerCity

SIZE

Clutch 2-9 (sumber lain 15, belum pasti)

DECISION MAKER

James Pass (MD & Founder)

PUBLIC EMAIL

hello@jpd.agency

PROOF

Haizol

DSR Branding

PRIORITY 1 · 5/5

Brisbane · Brand studio

Jual website ("91 websites built") tapi tim = MD + 4 designer.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Polar LNG, Barren Energy, Black Lab Finance, NetEngine

SIZE

5 (team page)

DECISION MAKER

Dan Rowell (Managing Director)

PUBLIC EMAIL

info@dsrb.com.au

PROOF

Haizol

Tangible Brand Consultants

PRIORITY 1 · 5/5

Singapura · Positioning consultant

About page mencantumkan partner web development dari luar.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Pacific International Lines, Topbank

SIZE

9 (about page); Clutch 10-49

DECISION MAKER

Charlie Scott (Founder & Project Leader)

PUBLIC EMAIL

info@tangible.com.sg

PROOF

Haizol, IDL Pro

Bolder

PRIORITY 2 · 4/5

San Francisco (+NY, Berlin, London) ·
Brand studio

Jual design website; tidak ada developer (1 creative technologist).

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Robotics, AI, biotech, cleantech, SaaS

SIZE

13 (about page); Clutch 10-49

DECISION MAKER

Masha Nikitina (Founder)

PUBLIC EMAIL

Belum ada

PROOF

Haizol, Behance AI series

Fletch PMM

PRIORITY 2 · 4/5

Chicago & Austin · Positioning
consultant

Kirim wireframe + copy homepage; tim client yang design dan build.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Notion, GitLab, Procore, ServiceTitan

SIZE

5 consultant

DECISION MAKER

Anthony Pierri (Founder); Rob Kaminski (Co-founder)

PUBLIC EMAIL

Belum ada

PROOF

Behance SaaS series, TradieBiz

NOTE

Kontak lewat Calendly. Sudah punya "trusted partners".

Olivine Marketing

PRIORITY 2 · 4/5

Jacksonville (tim di NYC, Toronto, SF)
· Positioning consultant

Jual "Website design & copy" tanpa developer.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

ServiceNow, LinkedIn, Envoy, Diligent

SIZE

14 (about page)

DECISION MAKER

Clayton Pritchard (CEO)

PUBLIC EMAIL

hello@olivinemarketing.com

PROOF

Behance SaaS series, TradieBiz

Truly Deeply

PRIORITY 2 · 4/5

Melbourne · Brand studio

Tidak ada layanan website; pakai "collective of expert partners in digital".

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Maddocks, Wotton Kearney, Mirvac, Lend Lease

SIZE

Clutch 2-9, "no juniors"

DECISION MAKER

Michael Hughes (Managing Partner); Derek Carroll
(Creative Partner)

PUBLIC EMAIL

Belum ada

PROOF

Haizol

NOTE

Kontak lewat form di website.

Gohan Strategy

PRIORITY 2 · 4/5

Singapura · Brand studio

Clutch: 100% branding; website tidak ada di services.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

First Circle, Finsi, Kumu (50% IT)

SIZE

Clutch 10-49

DECISION MAKER

Yohji Alexander Kanki (CDO/Co-Founder); Jason
Hutcheson (CCO/Co-Founder)

PUBLIC EMAIL

info@gohanstrategy.com

PROOF

Behance SaaS/AI series

NOTE

Cek apakah masih aktif.

Brandcourage

PRIORITY 2 · 4/5

Singapura (+Malaysia) · Brand studio

Services berhenti di brand/communication; tanpa
website dan developer.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

DBS, CapitaLand, Mapletree, Sembcorp

SIZE

4 (about page)

DECISION MAKER

Colin Anderson (Managing Director)

PUBLIC EMAIL

ask@brandcourage.com

PROOF

Haizol

Fabrik Brands

PRIORITY 2 · 4/5

London · Brand studio

Services hanya strategy, naming, identity.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

MinervaX, Fincore, Checksy

SIZE

Belum terverifikasi (listing: <15)

DECISION MAKER

Stewart Hodgson (Co-founder, belum terverifikasi)

PUBLIC EMAIL

mail@fabrikbrands.com

PROOF

Haizol

Huddle Creative

PRIORITY 2 · 4/5

London · Brand studio

Services branding; UX/UI hanya add-on, tanpa web
development.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Charles Russell Speechlys, vLex, S3 Connected Health

SIZE

6 pimpinan; total belum terverifikasi

DECISION MAKER

Danny Somekh (Founder & CEO); Sam Richardson (MD)

PUBLIC EMAIL

Belum ada

PROOF

Haizol

Foundation

PRIORITY 2 · 4/5

London · Brand studio

Tidak ada web development; ada Head of Digital tanpa developer.

CLIENT, CONTACT & PROOF

CLIENTS

Envisics, Trustonic, WaveOptics, Monzo

SIZE

Belum terverifikasi (core team + network)

DECISION MAKER

Keith Davie & Ben Vincent (Creative Partners)

PUBLIC EMAIL

Belum ada

PROOF

Behance SaaS/AI series

Immo Studio

PRIORITY 2 · 4/5

London · Brand studio

About page: "Dev Partner" dari luar.

CLIENT, CONTACT & PROOF

CLIENTS

Proptech, fintech, healthtech, professional services

SIZE

5 (about page)

DECISION MAKER

Imogen Ley-Clowes (Founder & Creative Lead)

PUBLIC EMAIL

hello@immostudio.co.uk

PROOF

Koda Academy, TradieBiz

RichardsDee

PRIORITY 2 · 4/5

Dublin · Brand studio

Services tanpa web; pernah build satu website sendiri.

CLIENT, CONTACT & PROOF

CLIENTS

Gas Networks Ireland, Openet, McCann FitzGerald

SIZE

LinkedIn 11-50, 19 tercantum

DECISION MAKER

Simon Richards & Celine Dee (Co-founders)

PUBLIC EMAIL

hello@richardsdee.com

PROOF

Haizol

Play Bigger

BACKUP · 3/5

San Francisco · Positioning consultant

Tidak ada staf web.

CLIENT, CONTACT & PROOF

CLIENTS

DocuSign, Qualtrics, Cloudflare

SIZE

5

DECISION MAKER

Al Ramadan (Founder & CEO)

PUBLIC EMAIL

Belum ada

PROOF

Haizol

Evviva Brands

BACKUP · 3/5

San Francisco (+Edinburgh) · Brand studio

Clutch: 100% branding, tapi pernah redesign website Anchanto.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Atlassian, Twilio, HPE

SIZE

Clutch 10-49

DECISION MAKER

David Kippen (CEO, dari Clutch)

PUBLIC EMAIL

info@evvivabrands.com

PROOF

IDL Pro, Haizol

Conjure

BACKUP · 3/5

Chicago · Brand studio

Hanya branding/strategy/graphic design.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Verso, Billerud, General Cable

SIZE

Clutch 6-9

DECISION MAKER

Chris Froeter (Founder, dari Clutch)

PUBLIC EMAIL

Belum ada

PROOF

Haizol

Simple Truth

BACKUP · 3/5

Chicago · Brand studio

Review Clutch: kerja dengan perusahaan web design.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Aon, Call One, HR Source

SIZE

Clutch 16-20

DECISION MAKER

Rhonda (Managing Partner, nama belakang belum terverifikasi)

PUBLIC EMAIL

Belum ada

PROOF

Koda Academy, Haizol

DeSantis Breindel

BACKUP · 3/5

New York · Brand studio

Tanpa web development.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

R1 RCM, Neuberger Berman, Gibraltar Industries

SIZE

36 (di atas ICP)

DECISION MAKER

Dru DeSantis & Howard Breindel (Co-CEOs)

PUBLIC EMAIL

Belum ada

PROOF

Haizol

Spruik

BACKUP · 3/5

Auckland · Positioning consultant

Tidak ada layanan website.

— CLIENT, CONTACT & PROOF

CLIENTS

Quantifi Photonics, professional services

SIZE

Clutch 6-9

DECISION MAKER

Jon Dunn (Managing Director)

PUBLIC EMAIL

hello@spruik.com

PROOF

TradieBiz

Tiny Hunter

BACKUP · 3/5

Sydney · Brand studio

Hanya branding (ada Technical Director).

— CLIENT, CONTACT & PROOF

CLIENTS

Big River Group, Sydney Airport (juga FMCG)

SIZE

10; Clutch 10-49

DECISION MAKER

Jodie de Vries (Founder & CEO)

PUBLIC EMAIL

Belum ada

PROOF

Haizol

NOTE

Kontak lewat form di website.

Tonnit & Co.

BACKUP · 3/5

Dubai · Web team yang lagi full

"Digital: Web" tanpa developer.

— CLIENT, CONTACT & PROOF

CLIENTS

ENOC, Masdar, Emaar (juga retail)

SIZE

Founder + 7

DECISION MAKER

Tonnit Thomas (Founder & CCO)

PUBLIC EMAIL

hello@tonnitandco.com

PROOF

Haizol

Structure

BACKUP · 3/5

London · Brand studio

Lemah: ada website di case study, tim belum bisa dicek.

— CLIENT, CONTACT & PROOF

CLIENTS

MOSTLY AI, Dixa, Upvest, iBanFirst

SIZE

Belum terverifikasi

DECISION MAKER

John Galpin & Jesse Swash (belum terverifikasi)

PUBLIC EMAIL

Belum ada

PROOF

Behance SaaS/AI series

Begley Hutton

BACKUP · 3/5

Dublin · Brand studio

Hanya "Digital design", tanpa developer.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Avolon, A&L Goodbody, Davy

SIZE

LinkedIn 2-10

DECISION MAKER

Belum terverifikasi

PUBLIC EMAIL

studio@begleyhutton.com

PROOF

IDL Pro, Haizol

Principle

BACKUP · 3/5

Dublin · Brand studio

Lemah: tim tanpa developer, tapi ada website "Site by Principle".

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Convergent, Animis

SIZE

LinkedIn 2-10

DECISION MAKER

Belum terverifikasi

PUBLIC EMAIL

Belum ada

PROOF

TradieBiz

Kiss Branding

BACKUP · 3/5

Leeds · Brand studio

Footer website mereka: "Website by Beaucoup" (web agency luar); services tanpa web build.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

AutogenAI, Aire Park (juga consumer/hospitality)

SIZE

2-10 (directory, belum terverifikasi)

DECISION MAKER

Belum terverifikasi

PUBLIC EMAIL

info@kissbranding.co.uk

PROOF

Behance SaaS/AI series

Good Brand Consultants

BACKUP · 3/5

Glasgow · Web team yang lagi full

Services tanpa website, tapi punya 2 head of development: tawarkan extra capacity + motion.

⊖ CLIENT, CONTACT & PROOF

CLIENTS

Stratasys, Universal Robots, Honeywell, Centrica

SIZE

15 (team page)

DECISION MAKER

Julie Murdoch (Managing Director); Chris Lumsden (Partner)

PUBLIC EMAIL

Belum ada

PROOF

Haizol

<u>Wit & Craft</u> BACKUP Grand Rapids, Michigan · Brand studio Removed: 31 agency dan alasannya Tidak ada layanan website. BUKAN PEMBELI WEBSITE (PR, SEO/ADS, EVENTS, FRACTIONAL CMO, CONTENT) CLIENT, CONTACT & PROOF Aperitif Agency Blue Cherry Soda Communications CLIENTS Kalyana Marketing B Asabell * MANUFACTURER SIZE END CLIENT CONSUMER (HOSPITALITY, F&B, FMCG) 2-5 (Clutch), di bawah ICP The Brand Fellows Joie Brands Created by South DECISION MAKER Jon Czeranna (Founder) WEB TEAM IN-HOUSE * PUBLIC EMAIL Brande Vivid Icon Overpass Studio Belum ada PROOF SHOPIFY / E-COMMERCE Haizol Enviary Simply Converting Chorus Collective Email Punks NOTE Dari research awal. Kalau tim di bawah 5 orang, coret. UKURAN TIDAK CUCUK Wonder Studio Studio Flowmo Talisman Sparro Fourth Day PR Archetype	<u>Humankind Design</u> BACKUP Singapura · Brand studio "Website" ada di services; belum jelas siapa yang build. CLIENT, CONTACT & PROOF The Jargon Group Le Plot Studio The Marketing Blender CLIENTS Healthcare dan pharma SIZE Belum terverifikasi Side By Side Studio The Collaborators DECISION MAKER Belum terverifikasi PUBLIC EMAIL hello@humankind.design PROOF Haizol NOTE Dari research awal.
<u>Shaped By</u> BACKUP Bristol · Brand studio Moniker Driving Growth Chello Hyphen SIM7 Belum jelas: ada "digital design", developer in-house * Asabell dan 3 agency "web team in-house" saya coret dengan menerapkan kriteria lead; lead tidak belum dicek. menyebut nama-nama itu langsung. CLIENT, CONTACT & PROOF CLIENTS B2B tech: cybersecurity, AI, cloud How to scale the list SIZE 10-49 (directory) 1. Cari di Clutch, Sortlist, DesignRush. Manchester dan Edinburgh perlu dicari ulang, misalnya dari pemenang Transform Awards. Kanada belum menghasilkan yang cocok. DECISION MAKER Belum terverifikasi 2. Filter pakai kriteria baru: brand/strategy studio atau positioning consultant, 5-20 orang, client B2B. PUBLIC EMAIL Belum ada 3. Cari signal, urut dari yang terkuat, dan simpan link buktinya. PROOF Behance SaaS/AI series 4. Lengkapi Tier A: cek ukuran tim di LinkedIn, lalu cari decision maker dan work email-nya lewat Apollo atau Hunter. NOTE Dari research awal.	<u>Elevate Demand</u> BACKUP Dallas · Web team yang lagi full Sticky Branding Satu design lead untuk semua website. CLIENT, CONTACT & PROOF CLIENTS B2B SaaS: cybersecurity, real estate tech, HR tech SIZE 5 (team page) DECISION MAKER Jay Baron (Founder) PUBLIC EMAIL Belum ada PROOF Behance SaaS series NOTE Dari research awal. Cek apakah timnya lagi full.

8 hal yang harus dibuktikan lewat reply, bukan asumsi.

H1

●●● MEDIUM

Brand & strategy studio (segment utama) paling banyak kasih positive reply.

⊖ WHY & HOW TO TEST

WHY

Segment utama di kriteria lead, dan 15 dari 19 priority agency ada di sini.

HOW TO TEST

Di batch 1, bandingkan positive reply rate brand studio vs positioning consultant.

PROVEN IF

Brand studio lebih tinggi.

IF NOT

Naikkan porsi positioning consultant di batch berikutnya.

H2

●●● LOW

Asia-Pasifik (AU, SG, NZ) membalas lebih baik daripada US, UK, dan Ireland.

⊖ WHY & HOW TO TEST

WHY

Timezone paling dekat dengan Jakarta. Tapi list terbesar justru US (13) dan UK (9).

HOW TO TEST

Bandingkan reply rate per region dengan email yang sama.

PROVEN IF

APAC lebih tinggi di 2 batch.

IF NOT

Region bukan faktor. Pilih target per segment dan signal saja.

H3

●●● HIGH

Angle "found and chosen" (result) lebih kena daripada "extra team" (capacity).

⊖ WHY & HOW TO TEST

WHY

Ini inti Brand Foundation. Kalau angle result tidak menang, positioning perlu di-review.

HOW TO TEST

A/B opening line: "website that gets your client found and chosen" vs "a website team without hiring one".

PROVEN IF

Versi result dapat lebih banyak positive reply.

IF NOT

Buka dengan capacity, masukkan result di follow-up.

H4

●●● MEDIUM

Tiap segment merespons pillar yang berbeda.

⊖ WHY & HOW TO TEST

WHY

Brand studio takut build tidak selevel (craft). Consultant takut client-nya diambil (safe to resell).

HOW TO TEST

Brand studio: craft vs safe to resell. Consultant: sebaliknya.

PROVEN IF

Craft menang di brand studio, safe to resell di consultant.

IF NOT

Satu angle menang di semua segment. Pakai itu.

H5

●●● MEDIUM

Menyebut AI search di subject line menaikkan reply.

⊖ WHY & HOW TO TEST

WHY

GEO masih baru dan hampir tidak ada competitor white-label yang menawarkannya. Belum ada case study, jadi claim tetap soal process.

HOW TO TEST

A/B subject: "the website after the rebrand" vs "will your client show up in AI answers?".

PROVEN IF

Versi AI search dapat reply lebih banyak.

IF NOT

GEO jadi supporting point di body email.

H6

●●● MEDIUM

Menawarkan Trial homepage US\$399 dulu (live dalam 2 hari) lebih gampang diterima.

⊖ WHY & HOW TO TEST

WHY

Entry offer paling kecil: homepage saja dengan 2 option art direction. Di atasnya ada module mulai US\$400 dan Launch site US\$1.800.

HOW TO TEST

A/B CTA: "20-minute call" vs "start with a US\$399 trial homepage, live in two days".

PROVEN IF

CTA trial menghasilkan lebih banyak call dan brief.

IF NOT

Call tetap CTA terbaik.

NOTE

Harga baru boleh disebut setelah rate card di-approve.

H7

●●● MEDIUM

Founding partner offer menaikkan positive reply.

⊖ WHY & HOW TO TEST

WHY

5 agency pertama: harga di-lock 12 bulan, ditukar testimonial. Reason to reply now, sekaligus menambah proof.

HOW TO TEST

A/B di follow-up day 8: founding partner offer vs jawaban objection.

PROVEN IF

Versi founding partner menghasilkan lebih banyak call.

IF NOT

Simpan offer untuk dibahas saat call.

NOTE

Jumlah agency dan durasi price lock belum diputuskan.

H8

●●● HIGH

Agency yang sudah pakai developer luar paling banyak membalas.

⊖ WHY & HOW TO TEST

WHY

Signal terkuat menurut lead: mereka sudah terbiasa outsource build, jadi tinggal ganti ke partner yang lebih lengkap.

HOW TO TEST

Tag tiap prospect dengan signal-nya, lalu bandingkan reply rate per signal.

PROVEN IF

Signal 1 punya positive reply rate tertinggi.

IF NOT

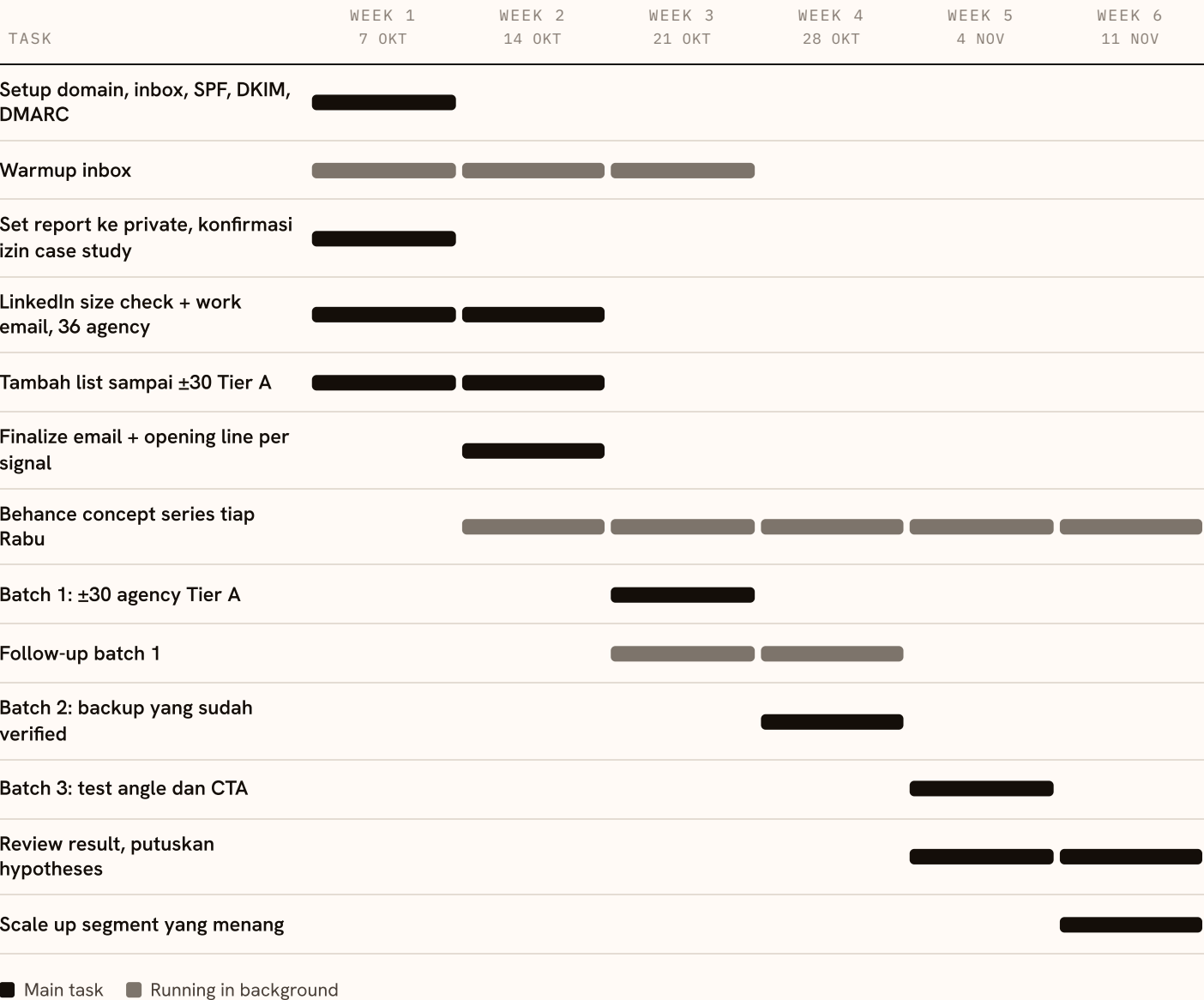
Urutan signal perlu di-review bareng lead.

±30 prospect per kelompok baru cukup untuk indikasi. Putuskan setelah pola yang sama muncul di 2 batch.

6 minggu: setup, kirim, review.

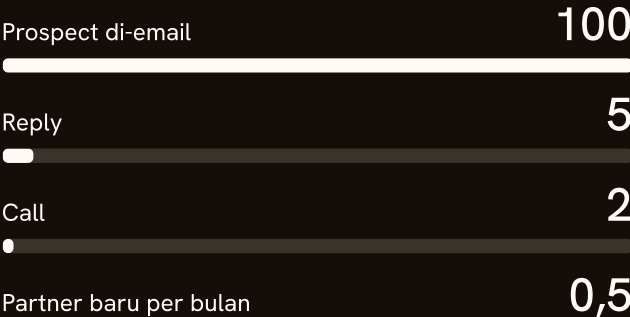
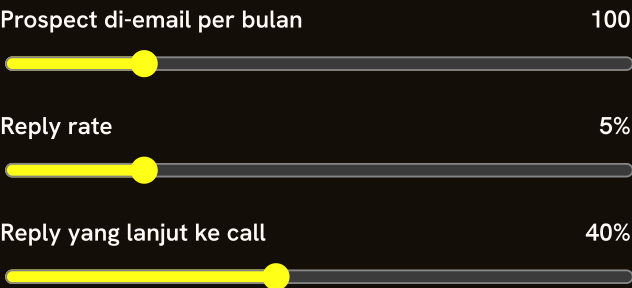
PLAN · NOT APPROVED

Proposed plan dari saya, belum di-approve tim. Batch 1 = ±30 agency Tier A yang datanya lengkap, dikirim setelah warmup dan Behance series tayang.



Funnel simulator

GESER SLIDER. ANGKA AWAL = ASUMSI SAYA



Call yang jadi partner

25%

1 partner baru ≈ 200 prospect, atau ≈ 2 bulan dengan volume ini.

TRACK PER BATCH

Sent Bounce Reply: positif / netral / menolak

Call booked Call terjadi Brief masuk

Segment Signal Negara Versi email

Alasan menolak (verbatim)

IF THIS, THEN THAT

- **Bounce > 2%:** stop, verify ulang list.
- **Hampir tanpa reply di 2 batch:** cek spam dan subject line dulu.
- **"Sudah punya partner":** angle "drop us in".
- **Tanya harga:** kirim rate card page 1-2 setelah di-approve.
- **Satu segment atau signal menang 2 batch:** alihkan volume ke sana.

08 · TOOLS

HARGA PER MARET 2026

5 langkah. Cukup 1 tool
berbayar: ±US\$47 per bulan.

01

Cari agency

Clutch, Sortlist,
DesignRush

GRATIS

02

Cari kontak

LinkedIn + Apollo
FREE TIER

03

Verify email

NeverBounce /
ZeroBounce

BAYAR PER EMAIL

04

Kirim

Instantly, warmup
included

±US\$47 / BULAN

05

Track

HubSpot CRM atau
spreadsheet

GRATIS

SENDING SETUP

- ☐ 1-2 domain khusus cold email, bukan overseen.agency
- ☐ 2-3 inbox Google Workspace per domain
- ☐ SPF, DKIM, DMARC sebelum warmup
- ☐ Warmup 2-3 minggu
- ☐ Maksimal ±30 email per inbox per hari
- ☐ Plain text, 1 CTA

COMPLIANCE

- **Australia:** butuh consent; dianggap ada kalau email kerjanya public dan isi email relevan.
- **UK:** email perusahaan boleh; sole trader dan partnership butuh consent.
- **Semua:** pengirim jelas, ada unsubscribe.

Rangkuman saya, bukan legal advice.

⊖ Alternative tools

TOOL	HARGA	PAKAI KALAU
Smartlead	±US\$39/bulan	Banyak inbox atau beberapa pengirim.
lemlist	±US\$69/user/bulan	Mau gabung email + LinkedIn outreach.
Clay	±US\$185/bulan	Volume di atas ±300 prospect per bulan.
Sales Navigator	Berbayar	Cari founder per ukuran dan lokasi tiap hari.

3 opening email, 1 sequence, dan objection handling.

DO

English

"you" · "we" · "your client"

Tiap claim ada proof

SEO/GEO sebagai result

Award-level craft

DON ' T

Hype, tanda seru, emoji

World-class

Passionate

Outsourcing

Cheap

Offshore

Guaranteed rankings

Award-winning

Nama client tanpa izin

- Brand & strategy studio
- Positioning consultant
- Web team yang lagi full
- Founding partner offer

Subject: **the website after the rebrand**

Hi {first name},

{agency} wins the brand project. Then the client asks who is building the website.

Overseen is the white-label team for that part. We plan, write, design and build the marketing website to the standard of the brand you just delivered: its own art direction, type and motion, no templates. It ships under your name, on a mutual NDA and non-solicit.

After one relaunch, Haizol's inquiries and form submissions grew 87%.

Would 20 minutes be useful before your next website brief?

Rizal Gadian
Overseen

Test H1 dan H4: angle craft. Haizol baru boleh disebut setelah izin untuk email dikonfirmasi.

Subject: **when your client asks for the website too**

Hi {first name},

You sell the strategy. The website is where your client expects to see it working.

Overseen builds that website under your brand: strategy, copy, design and build, planned from the sitemap to be found on Google and in AI answers, and to turn visits into inquiries. You get the results report to send on, without our logo.

Nothing carries our name: not the footer, the repo or the report. Every partnership runs on a mutual NDA and non-solicit.

Open to a 20-minute call?

Rizal Gradian
Overseen

Test H3 dan H4: angle found and chosen + safe to resell.

Subject: **a senior website team for the brief you can't staff**

Hi {first name},

When your team is full and another website brief lands, you can turn it down or stretch the people you have.

A third option: Overseen takes the whole chain, or only the part your team runs out of. The same senior team from kickoff to launch, a brief sent at the end of your day back at the start of the next, and your brand on everything.

Partner rates sit below our direct rate, so your margin holds.

Worth a 20-minute call to see the rate card?

Rizal Gradian
Overseen

Test H6: tawaran "ambil sebagian".

Untuk follow-up day 8 **DRAFT**

We are holding founding partner rates for our first five partner agencies: prices fixed for 12 months. In return, a short testimonial. Your agency name is optional, and your client is never named.

Test H7. Pakai setelah rate card di-approve.

OPENING LINE PER SIGNAL **DRAFT**

Angle dari lead, kalimat dari saya

SIGNAL 1 · SUDAH PAKAI
DEVELOPER LUAR

"I noticed the {client} site credits an outside developer. We do that build too, with the strategy, copy and motion around it, under your name."

Partner build yang lebih lengkap

SIGNAL 2 · JUAL WEBSITE
TANPA DEVELOPER

"{agency} sells website strategy and design. When it is time to build, who do you hand it to?"

Build team siap pakai

POSITIONING CONSULTANT

"You hand over the positioning and the homepage copy. Then your client has to find someone to build it. We could be the team you point them to."

Default build partner

SEQUENCE: 4 EMAIL DALAM 2 MINGGU

DAY 1

Opening

1 observation, 1 kalimat Overseen, 1 CTA

DAY 4

Proof

Link Behance series, atau case study setelah izinnya dikonfirmasi

DAY 8

Objection / offer

Jawab 1 objection, atau founding partner offer

DAY 14

Closing

Tanya kapan sebaiknya dihubungi lagi

OBJECTIONS & ANSWERS

Format Yes/No dari Brand Foundation. Klik untuk buka.

Will my client know?

No. Nothing carries our name: not the footer, the repo or the report.

Will you contact my client?

No. Every partnership runs on a mutual NDA and non-solicit.

Will it look like a template?

No. Every site gets its own art direction, type and motion.

Do you handle SEO and AI search?

Yes. Every site is planned for search from the sitemap: technical SEO, schema and answers AI assistants can quote.

Can you guarantee rankings?

No. We build what search engines and AI assistants can read, then report what changed.

Can you join client calls?

Yes, if you ask, as part of your team.

Do you build on Shopify? USULAN

Not yet. Today we build marketing websites. Shopify is next.

We already have a freelancer. DRAFT

Keep them for what they do well. We take the whole chain, or only the part your team runs out of.

Others start at US\$1,299 a month. DRAFT

They sell hours. We sell a finished website that gets your client found and chosen. Partner rates sit below our direct rate, so your margin holds.

How long does it take? DRAFT

Your first draft is live within one day. A launch site of up to five pages takes 1-2 weeks, a full marketing website 3-4 weeks, and reserved capacity gives you a standing monthly slot.

What does it cost? DRAFT

Yang berlabel Draft adalah tambahan dari saya, belum di-approve tim.
Partner rates start from US\$3,300 for a marketing website of up to 12 pages. You add your margin, and your client sees one team.

Sources

- Brand Foundation Overseen (internal, Oktober 2026)
- Rate card Overseen 2026 (draft, internal)
- Feedback dan target list dari lead (internal, 7 Okt 2026)
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- [Overgallery](#) (referensi internal)
- [Dribbble](#): white-label web design agency
- [KrishaWeb](#): harga developer hours
- [Seahawk Media](#)
- [ManyPixels](#): design subscription 2026
- [Silver Arrow Creative](#)
- [Instantly](#), [lemlist](#), [SyncGTM](#): cold email tools 2026
- Website tiap agency target (link di card masing-masing)

Overseen.