



Brief Guide

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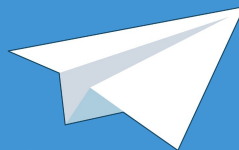


Thank you for partnering with Paper.id

We're excited to work together to deliver impactful and engaging content that aligns with our mission of empowering businesses with seamless financial solutions.

Let's get to know more about who we are and what we stand for!

***Welcome to Paper.id
Collaboration***



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Apa itu Paper.id?

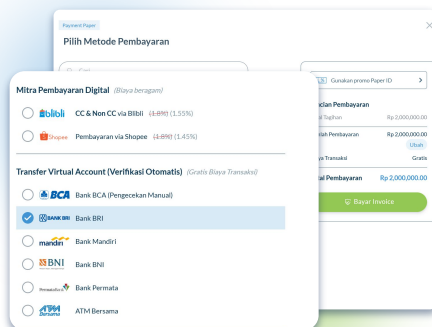
Platform **invoicing** dan **pembayaran B2B** terlengkap yang dapat meningkatkan produktivitas dan efisiensi usaha

Invoice



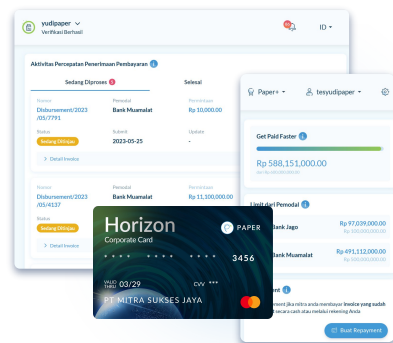
Kirim, kelola, dan lacak semua invoice dan dokumen bisnis, lengkap dengan laporan otomatis.

Payment



Tersedia berbagai metode **pembayaran digital** dan **rekonsiliasi otomatis** semua invoice.

Financing



Menghubungkan bisnis dengan berbagai lembaga finansial untuk **pendanaan berbasis kartu kredit** dan invoice.



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Our Products



Invoicing



Create, Modify, Send, and Track invoices easily



Automatic payment reminders for due invoices



Send invoices via **WhatsApp, SMS, and email** for free



Digitized Processes and Automatically Reconciled



Official e-Meterai from PERURI



Payments



PaperPay In:

Simplify customer payments without requiring EDC machines.



PaperPay Out:

Flexible payment methods for pay suppliers with low fees.



Multiple Payment Methods

Accept 30 + method payments through a variety of channels for convenience and efficiency.



Financing



Get Paid Faster:

Receive up to **80% advance payment** on invoices before the due date.



PayLater:

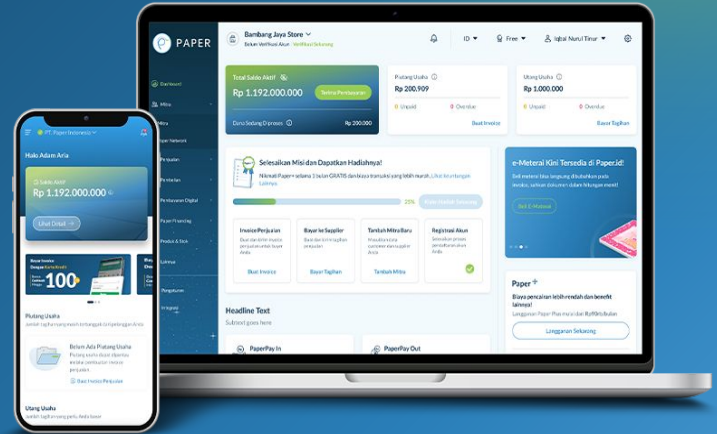
Buyers enjoy **payment terms of up to 180 days**, with the potential for **increased credit limits**, while suppliers receive payments on time.



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Paper.id Brand Guidelines



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Name, Logo, Color Principles

This is how we
write our name

Paper.id

Main Logo



Use these alternatives if
you're going to place
the logo in the colorful
background



Logo can be accessed on:

[Link](#)

Do not capitalized in every medium
(example: PAPER.id, PAPER.ID)

*The use of the logo must comply with the specified standard.
Do not change, add and subtract, rotate, distort or warp, outline, create a
keyline, or recompose the logo in any way*

Primary Color

Biru Paper

HEX #4195d5
RGB 65, 149, 209
CMYK 71, 30, 0, 0

Highlight

Shadow

Hijau Paper

HEX #93c854
RGB 147, 200, 84
CMYK 47, 0, 88, 0

Highlight

Shadow

Biru Tua Paper

HEX #3e5567
RGB 62, 85, 103
CMYK 79, 60, 43, 24

Highlight

Shadow



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Content Briefs

Campaign Title/Category:
PaperPay Out with CC method

Objectives-Awareness:

1. Introduce PaperPay Out as feature solution that helps businesses do business transaction
2. Educate business owners why its right thing to do use CC for business expenses
3. Share a genuine and relatable story about how PaperPay Out optimizes business expenses

Communication Approach

Product/Feature Highlight	Pain Points/Problem to Address	Story Highlight
- Melalui PayOut bantu pebisnis transaksi dimanapun dan kapanpun - Tersedia +30 jenis pembayaran mulai dari virtual account, QRIS, e-Wallet, ecommerce, dan CC - Admin fee hanya 1.5% dengan langganan PAPERPLUS - Setiap transaksi mendapat notifikasi di WA dan real time pencatatan di dashboard Paper.id	- Biaya MDR menggunakan mesin EDC mencapai 2% bahkan lebih, ini bisa impact cost yang bertambah dalam artian bisa juga mengurangi profit. - Pakai mesin EDC transaksi tidak tercatat otomatis harus manual yang berpotensi human error dan worst case-nya tidak tercatat.	Create video komedi, bagaimana perbedaan pebisnis biasa dengan pebisnis cerdas. Pebisnis cerdas pasti melakukan ini: • Trx pakai CC pribadi untuk bisnis tetap aman selama pencatatan rapi, makanya pakai Paper.id dan yang paling penting AMAN • Trx bisnis lebih ringan karena ada pilihan metode cicilan • Trx CC pakai PaperPay Out bisa hemat admin fee hanya 1.5%, tentu jangan lupa subscribe PAPERPLUS • CTA: pakai kode referral (footage) - Adrian parodi pebisnis biasa udah sibuk tetap pakai cara gesek mesin EDC - Adrian menunjukkan CC dari berbagai bank yang sudah kerja sama dengan Paper.id <i>*The HOOK must be there as a stopping point and can be adjusted to match KOLs style</i>

Requirement & Point of Communication

<u>Experience using Paper.id</u>	<u>CTA</u>	<u>Mandatory Elements</u>
• Show the Paper.id platform/UI. UI must be approved by the Paper.id team • Inform the USPs of Paper.id • Tell the story how Paper.id help your business	Inform the referral code AI0124 and the benefit to get free PAPERPLUS for 3 months	Tag & Mentions: @paperindonesia Hashtags: #SolusiPebisnisCerdas Word Inclusion: 'Cerdas' should be naturally included in verbal and captions Attire: Smart casual with a touch of blue/green Tone & Manner: Professional yet engaging

Do & Don'ts

Do's

Be Authentic and Engaged

1. Use Paper.id personally to create original and authentic content.
2. Provide honest and valuable feedback to help improve the platform.
3. Be responsive to your audience by answering comments and questions promptly.
4. Maintain a positive and professional online presence.

Follow Instructions

1. Follow Paper.id on social media @paperindonesia.
2. Adhere to the agreed-upon posting schedule.
3. Share performance insights as requested.
4. Allow Paper.id to review content before posting.
5. Produce high-quality content that adds value to your audience.
6. Grant Paper.id the rights to use your content for marketing purposes.

Don'ts

1. Please avoid mentioning Paper.id's ability to generate points and miles.
2. Do not promote Paper.id for any illegal or fraudulent activities, or misrepresent its capabilities in a way that could violate applicable laws and regulations.
3. Do not suggest using Paper.id for disbursing employee payrolls or personal expense.
4. Do not engage in any illegal activities or promote harmful content.
5. Respect copyright and intellectual property rights.
6. Avoid mentioning or comparing Paper.id to competitors (Mekari, Rintisan, Delegasi, Durian Pay, Peakflo)
7. Do not make false or misleading claims about Paper.id or its products.
8. Do not conduct paid activities or transactions without prior approval.



Timeline & Deadlines

Storyline Submission

14 Feb 2025

Content Preview

14-15 Feb 2025

Revisions

15-16 Feb 2025

Post-Scheduling

17 Feb 2025



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Performance Targets & Metrics

Below are some indicative targets to aim for:

IG Reels-Views	10 k
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Let us know if you have ideas to improve results, we're here to support you!



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us empower more
businesses together!



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