

BRIEF KOL

- Objective:
 1. Increase user transactions on Fasset app.
 2. Brand awareness during the campaign
 3. Build trust and engagement
- Target Audience:
 - a. Young professionals (22–35 y.o.) in urban areas (Jakarta, Bandung, Surabaya, Medan).
 - b. First-time and existing crypto investors.
 - c. Audience with interest in personal finance, digital lifestyle, and investment communities.
- Output:
 1. Video Reels dan atau TikTok
 2. Invite collaborator @fasset_id
 3. Instagram Story (gratis)
 4. Event attendance (optional depending on the campaign)
- Konsep Konten:
 1. Menjelaskan bahwa Fasset adalah crypto exchange berlisensi CPFAK dari Bappebti dengan pendekatan syariah.
 2. Meng-highlight campaign terbaru Fasset. Konten dibuat mandiri oleh influencer dengan gaya penyampaian masing masing influencer
- Kategori KOL:

Primary: Finance, Investment, Banking, Money, Crypto, Muslim

Secondary: General, Otomotif, Sport, travelling

NO KOL BEAUTY

Macro, micro, nano KOL as a money/investment/finance educator

Macro, micro KOL as a tech & web3 enthusiasts

Macro, micro muslim KOL / religious / value-driven finance

Macro, micro, nano KOL as a lifestyle & young professionals
- Budget: To be discussed