

PAPERTOASTER

A G R O W T H M A R K E T I N G A G E N C Y

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Founded in 2012, Papertoaster is an attentive, agile, and trustworthy digital marketing agency that offers an extensive range of marketing services to businesses.

From design and development into content curation, social media and influencer marketing management, we provide an integrated service to enhance your online marketing return and improve sales and branding.

We strongly believe that our success is intertwined with the success of businesses and the people we serve. Hence, we understand your requirements and infuse our interaction with innovative concepts around strategy, technology, and creative design. We take pride in what we do and we hold high expectations for our work.

The Papertoaster team is accountable and operates with integrity and sincerity.

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MISSION & VALUES

Our vision: To be recognized for our contribution to the digital economy and for value we bring to businesses, society and people.

Our mission: To enable businesses to grow by using our effective digital marketing services, and people to be satisfied by finding convenience, fun and value in our online products.

Our values: Our values derive from “enabling our customers”. At Papertoaster you will find us attentive; we listen well and we engage. We strongly believe that trust is a vital element in all relationships we build and being trustworthy leads to confidence and cooperation with companies.

We work hard to turn complexity into simplicity

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LISTEN & GUIDE

We gather, discuss and listen to your concept and requirements. Often, the ideas or needs are not fully completed; don't worry we will help you formulate and refine the concept. The team will make suggestions to improve the outcome.

DESIGN & DEVELOP

At this stage, our designers and developers will begin after we carefully evaluate and adopt the best strategies to implement your requirements. You will remain engaged throughout the process until the final services are delivered as promised.

OUR GUIDELINES

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A GROWTH MARKETING AGENCY

BUSINESS EXPERIENCE

Papertoaster has a strong record of accomplishments in business solutions. Our serial entrepreneur CEO has spearheaded several companies in the tech, education and e-commerce industry across South East Asia.

Papertoaster employees are also all well-trained with hands-on experience in the media industry where they head client services and business development within different organizations across multiple verticals. In turn, we assist businesses to grow and achieve their goals.

PROXIMITY & TRUST

Papertoaster operates in a professional manner of management style with a sense of immediacy. The casual and friendly environment also fosters a proximity mindset where businesses can easily discuss with all Papertoaster team members regardless their position in the company. Being trustworthy is our core value that ultimately gain our clients' confidence in marketing delivery and execution.

SENSE OF PURPOSE

Papertoaster has a clear sense of purpose. Guided by our clear vision and values, we value relationships with our clients. We believe that clarity leads to productivity, and the prime resolve will remain to help business grow.

1 SOCIAL CONTENT CREATION

How content is written for the social media audience is of extreme importance if brands want to have good visibility and recognition. Content and design is created in-house with regard for SEO and keyword identifiers that are deemed effective in marketing strategies. Papertoaster prides itself as experts in creating bespoke content for multiple market sectors.

We create witty, serious and educational updates to engage followers on brand's social media accounts so that they can fully focus on running their business.

We post content based on your social media analytics to optimise engagement.

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OUR SERVICES

AMPLIHIVE INFLUENCER MARKETING

Influencer marketing focuses on influential people rather than the target market as a whole on social media. It identifies the individuals who have influence over potential customers, and orients marketing activities around these influencers. Influencer marketing takes the idea of the celebrity endorsement and placing it into a modern day content-driven marketing campaign.

We offer the most affordable Influencer marketing in the industry.

Our job is to identify real influential people with a mass group of real followers to tell the brand story on social media.

We promise increase in brand awareness, engagement and traffic to the brand.

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OUR SERVICES

FACEBOOK ADS MANAGEMENT

80% of all Internet users use Facebook.

Facebook advertising is its ability to reach the company's exact audience. Facebook is the most targeted form of advertising. Advertisement strategies can be set to people's age, interests, behaviour and location with specific features.

Facebook advertising is fast. It drives immediate results, reaching thousands of people everyday.

With Papertoaster's strategies, effective Facebook advertising will boost brand's website traffic, drives revenue, sales, and leads.

The Papertoaster team creates powerful ads content, manage, analyze companies' Facebook ads so that businesses deliver successful ad campaigns.

OUR SERVICES

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A GROWTH MARKETING AGENCY

CONSULTING

Our 360-degree consultancy approach is designed to empower businesses to drive a fully comprehensive marketing strategy. We work closely with business owners to define a tailored marketing strategy based on analytical data and on their business ambitions. We guide our clients with the balance of each marketing channel in mind to maximize their returns.

Our typical consulting projects include rapid review and recommendations are:

- Refining who the target audience is
- Defining what the business need and objectives are
- Deciding on what marketing strategies are appropriate to employ to meet those objectives

Papertoaster aims for consistency and relevance when deciding what content strategy to meet specific business goals.

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