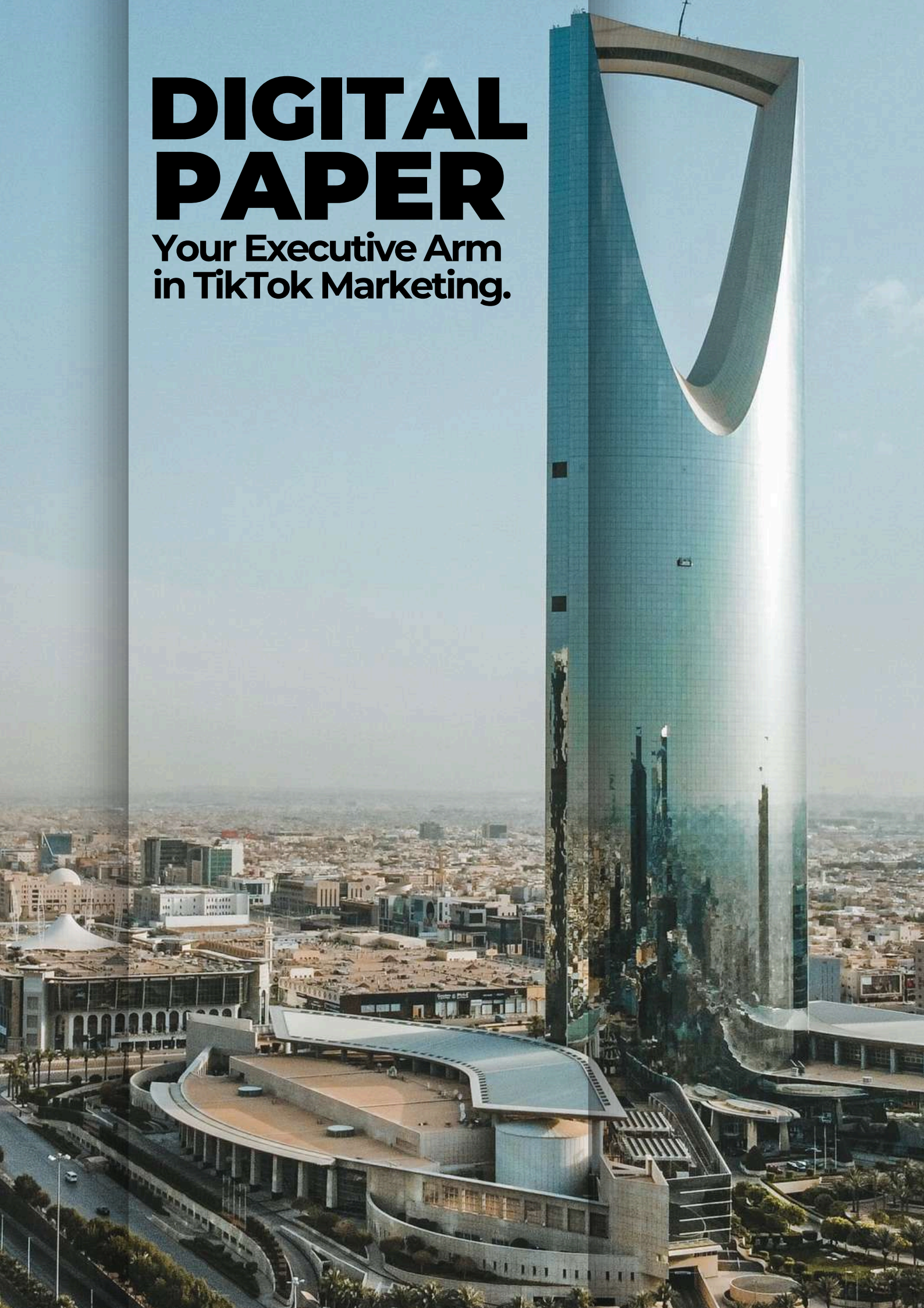


COMPANY PROFILE

2025

DIGITAL PAPER

**Your Executive Arm
in TikTok Marketing.**



Special Message

To: Our Dear Friend

Date: Q1-2025

Subject: New Partnership, Bright Future

With the beginning of the new year, we are pleased to share our achievements from 2024, during which we accomplished remarkable successes in collaboration with our partners across various sectors.

We are now looking forward to expanding our network of partners and are delighted to share our achievements report as a company profile, showcasing our innovative solutions and services in TikTok Marketing & campaigns.

We firmly believe that working with you will unlock new opportunities for fruitful collaboration. We aim to add real value to your business and contribute to the successful achievement of your goals.

We hope to explore potential areas of cooperation in the coming period and would be happy to connect with you to discuss the details further.

***Thank you for your interest,
and we look forward to building a successful partnership with you.***



The Digital Paper Team

55+ Projects in 3 Years .. Proven Results!

At Digital Paper, we take pride in assisting dozens of brands in achieving their marketing goals and sales targets.



IMPLEMENTED
PROJECTS:
TOTAL

+32
PROJECTS IN 2024

This year, we delivered 32+ projects across 10+ cities, driving impactful results across diverse sectors.



PROMOTIONAL
SPENDING:
TOTAL

+600K
SAUDI RIYAL

We invested over half a million riyals in TikTok ads this year, bringing our total campaign spend to over 2.5 million riyals.



TOTAL
IMPRESSIONS ≈
+230M

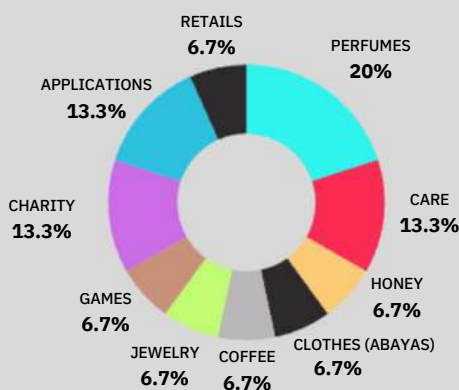


TOTAL
ENGAGEMENTS ≈
+1.64M

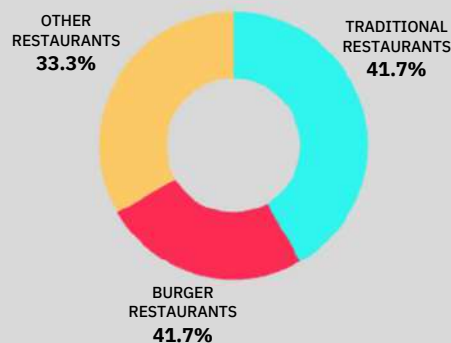


TOTAL INFLUENCERS AND
CONTENT CREATORS
(TRUSTED LICENSE)
+1200

E-COMMERCE & SERVICE PROJECTS BY TYPE



RESTAURANTS AND CAFES PROJECTS BY TYPE



FEATURED CONTENT WE'VE CREATED:

During 2024 year, we increased the quality of the content produced by experimenting with focusing on several different marketing angles, with unique scenarios.

Here is a sample of some of the videos:

UGC VIDEOS

+100

INFLUENCER VIDEOS

+250



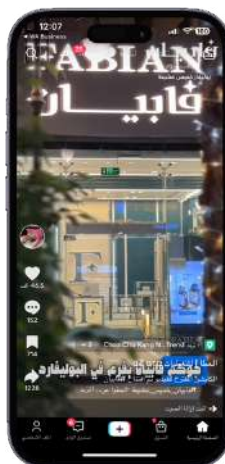
Sahmi platform campaign



Winter Bag Campaign



Honey Dose Campaign



Fabian Perfumes Campaign



Nakha Tahameiah Campaign

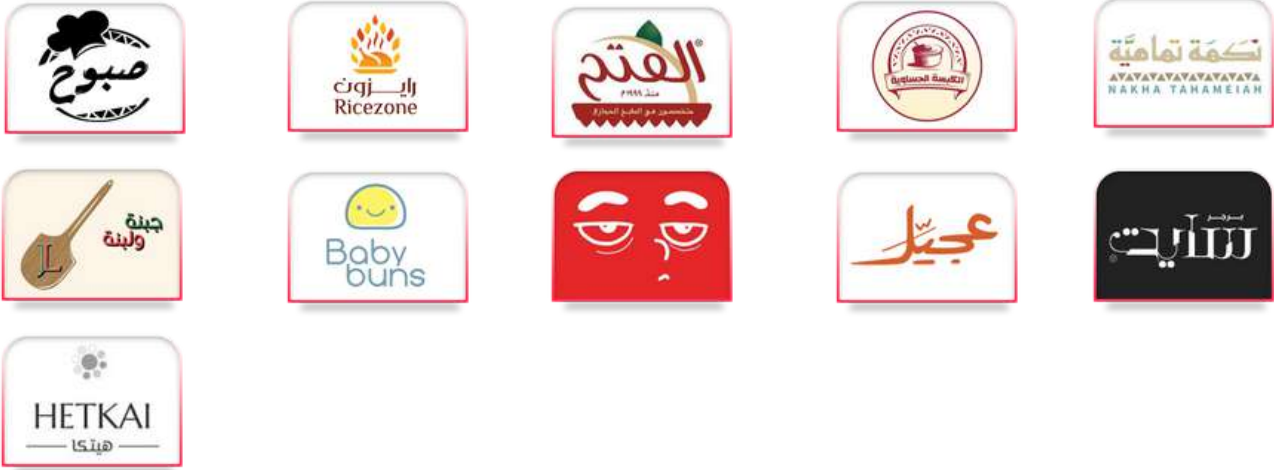
We served more than 32+ clients during 2024

We entered the e-commerce sector this year and expanded our services further into the modern retail sector.



Restaurant and Cafe (F&B) Sector

During 2024



Before 2024 AD



E-Commerce, Services and mobile Apps sectors

During 2024





Voices From Success Partners



*Sameer focuses on your project, you give him space, support him and encourage him to try.. you will see excellent results, with God willing 🙏
Sameer is an added value, all the best 🌹*

Mr. Abdulrahman Al-Qahtani
Nakha Tahameiah Owner



Marketing needs someone who is close to you, understands you and is compatible with your strategy. Whether you are a project owner or a marketing manager, this is what I have experienced from Brother Sameer and his team. They help you reach your destination in the shortest and least expensive way 🙌

Mr. Essam Al-Damini
PhD Researcher in Urban Marketing | International Customer Experience Judge



Marketing is built on the language of numbers and few marketers have this strong concept of dealing with business owners, the digital paper the language of numbers speaks for them.

Mr. Faraj Al-Aweer
Founder of Khaltah Restaurant Equipment Company



A standout aspect of my experience with Digital Paper is their quick & communication implementation, and flexibility in handling all needs.

Mr. Ahmed Faris
Growth Hacking Consultant

Knowledge Channels - Mr. Abdulrahman Al-Qahtani

A distinguished investor and content creator in the business world, especially the F&B sector.

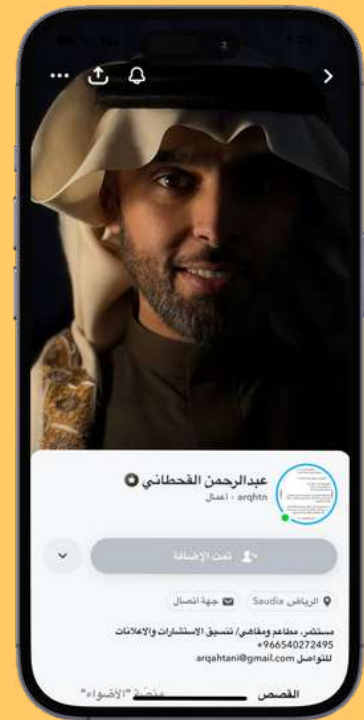
Telegram channel



Twitter account x



Snap account



His Experiences with Digital Paper



Scan the QR
to watch the project evaluation video.



Corporate Social Responsibility (CSR)

In the digital paper, we believe that social responsibility is a duty for every project, small or large, and each according to the it's ability and ambition. Here are some cognitive contributions to enrich the awareness of project owners about the latest marketing methods.



1. National Day Gift - 94 Famous Licensed Influencers



2. ZID e-commerce traders participating in the 10x Challenge



3. Conduct a Quick Market Survey on Community Engagement with the "Half Million Pink Cup"



4. Influencers database Platform:



COMING SOON



OUTSHINE

With your growth & influence
Through Innovative
Marketing on TikTok

In Digital Paper

We chose the Specialization!

So we offer our services exclusively on TikTok platform only, why?

The answer is simple..

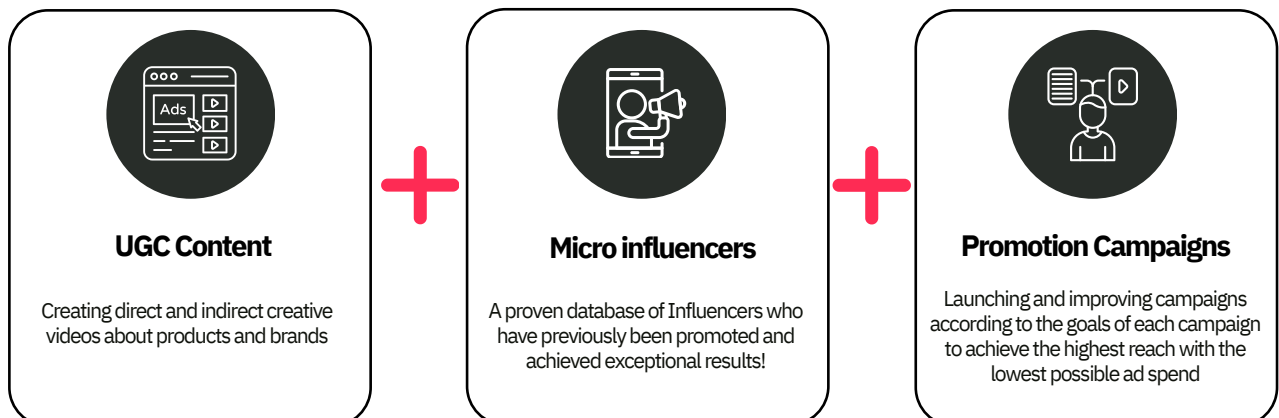
We discovered that TikTok stands out as the most cost-effective and efficient advertising platform after experimenting with over 55 projects and investing more than 2.5 million riyals in digital marketing. Its unique algorithm allows for massive audience reach, precise targeting, and rapid content spread, making it a fun and impactful platform for advertisers.



(360° Marketing Campaign)

It is offered as a comprehensive package through 3-key services within a short-term advertising campaign (2 weeks, 1 or 2 months), during which we can implement our secret formula that is consisting:

(Creative idea + Content + Influencers + Reach)



Call to Actions

Purchases

Leads

Sign-up

Downloads

Interaction

Shares

Video Views

Engagement

New followers

Services can be provided individually according to the project requirements, and there is flexibility to increase or decrease the number of influencers and content creators required for the project.

Our Campaign Strategies

Content testing → Audience testing → Targeting testing → Landing page testing



First - Content

Because content is king, we have been creative in creating content that attracts attention, whether directly or indirectly, and the result is a tangible reach and impact that achieves your marketing goals.

Goals	Direct About the brand/products/services		Indirect About the brand/products/services			
Types	Direct Sales	Engmangemnt		Awarenesss		
method	USP	Us Vs Them	Problem & Solution	Before & After		
Elements	Structure	Sound	Patterns	Originality	Production	Motivation

Second - Reach

We work in our campaigns through 2 main promotional axes to ensure reaching the largest number of audiences through several different accounts, which in turn will enhance the status and reliability of the brand.

AUDIENCES	<div><div>First Brand account Campaigns</div><div><ul style="list-style-type: none">• Campaigns to general audiences• Campaigns to customer list (emails/numbers)• Campaigns to custom audiences<ul style="list-style-type: none">◦ Engaged traffic:<ul style="list-style-type: none">▪ Views 50%▪ Views 100%▪ Like/Share◦ Conversion traffic:<ul style="list-style-type: none">▪ Link clicks▪ Browse the website/landing page▪ Take action/add to cart▪ Take action/purchase/register• Campaigns to lookalike audiences</div></div>	<div><div>Second Influencer accounts Campaigns</div><div><ul style="list-style-type: none">• List of over 1000 trusted licensed influencers• Influencers of both genders are male and female• Accounts followers better 10K - 1M</div></div>
	CUSTOMIZATION	<div><div>IOS users</div><div>Residents of Riyadh - Jeddah - Dammam</div><div>Specific interests</div></div>
LANDING PAGES	<div><div>PRODUCT PAGE</div><div>CATEGORIES PAGES</div><div>BUSINESS PROFILES</div><div>SALES PAGE</div><div>SURVEY PAGE</div></div>	

How can we help you?

1

We help you to deeply understand marketing and how to apply it effectively to suit your products and services.

2

We work with you to build a thoughtful marketing campaign tailored to your needs, ensuring that your sales goals are achieved.

3

We help you improve the efficiency of your marketing spend, ensuring the best return on investment.



Contact information:

Riyadh - Kingdom of Saudi Arabia
+966 547 839 765
info@digital-paper.io

To see some of the work we have implemented, you can visit our account on the TikTok platform

[@digital_paper.io](https://www.tiktok.com/@digital_paper.io)



Digital Paper is Your Executive Arm in TikTok Marketing.
through Influencers & UGC and Promoting.



WhatsApp

+966 55 576 8520



Our website

digital-paper.io

Book 30 minutes with our team
calendly.com/digital-paper/30min

Customised Package

Suggested Sectors:



Medium companies



Government agencies



Large companies



Public companies



International companies

Description:

The package focuses on visibility and awareness campaigns through micro-influencers that enable brands to achieve a significant increase in awareness of their products and services, as it is based on exploiting the unique dynamism and interactivity of TikTok.

Scope of Work:

1. Analysis of target audience
2. Design the appropriate campaign plan
3. Proposing creative ideas for the campaign
4. Preparing video content scenarios
5. Scale-up the best campaigns and videos
6. Improving and evaluating performance
7. Preparing campaign reports
 - a. Project kick-off report
 - b. Preliminary Results Report
 - c. Campaign Status Report
 - d. End of campaign report with recommendations

Quantities:

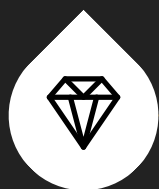
Quantities are determined after evaluating the campaign objectives.

We can work

With 1000+ micro-influencers

In one marketing campaign at one time.

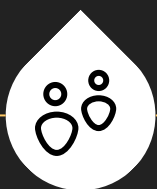
Stages:



1. CAMPAIGN
BRIEF APPROVAL



2. WRITING
SCENARIO



3. SELECTION
INFLUENCERS



4. FILMING &
EDITING VIDEOS



5. SPONSORED
ADS PROMOTION

Duration & Investment:

DURATION: 1 MONTH - 3 MONTHS

FINANCIAL INVESTMENT: N/A

Inclusive: Promotion budget + influencers fees + content preparation + campaign management + project management

Project KPIs:

1. Total impressions
2. Total reach
3. Total clicks
4. Campaign engagement rate
5. Total new followers

BRAND AWARENESS

BRAND AWARENESS

EXPAND REACH

Micro-influencers open doors to a larger, diverse, loyal and engaged audience

REASONABLE INVESTMENT

Collaborating with micro-influencers saves brands the costs of large advertising campaigns, while achieving a powerful impact.

BUILDING TRUST

Audiences give their trust to the micro-influencers they follow, which increases brand credibility

TARGETING FOCUS

Effectively target custom audiences with influencers who have expertise in specific niches.

BRAND ENHANCEMENT

Influencers help shape the brand's identity through engaging and personal content

INCREASE INTERACTION

High engagement from influencer followers increases brand recognition levels.

Professional Package

Suggested Sectors:



Online stores



Mobile Apps



Restaurants



Service Companies



Cafes



Charitable Organizations

Description:

An advertising campaign via the TikTok platform by creating UGC content for the brand and influencers in the sector with diverse content and multiple objectives to achieve the marketing objectives of the campaign.

Scope of Work:

- 1.Design the appropriate campaign plan
- 2.Configure your ad account and connect Pixels
- 3.Proposing creative ideas for the campaign
- 4.Preparing video content scenarios
- 5.Scale-up the best campaigns and videos
- 6.Preparing campaign reports
 - a. Project kick-off report
 - b. Preliminary Results Report
 - c. Campaign Status Report
 - d. End of campaign report with recommendations

Quantities:

Quantities are determined after evaluating the campaign objectives.

We can work

With 1000+ micro-influencers

In one marketing campaign at one time.

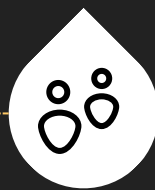
Stages:



1. CAMPAIGN
BRIEF APPROVAL



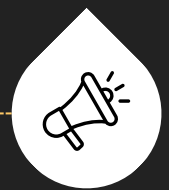
2.WRITING
SCENARIO



3. SELECTION
INFLUENCERS & CREATORS



4. FILMING &
EDITING VIDEOS



5. SPONSORED
ADS PROMOTION

Duration & Investment:

DURATION: 1 MONTH - 3 MONTHS

FINANCIAL INVESTMENT: SAR 27,000*

Inclusive: Promotion budget + influencers fees + content preparation + campaign management + project management

*The amount does not include value added tax

Project KPIs:

- 1.Total Reach & Impressions
- 2.Total clicks to the site
- 3.Campaign engagement rate
- 4.Growth in brand sales
- 5.Growth in the number of new customers



Brief Report
For some of our advertising campaigns

F&B

Food & Beverage Sector

12+ projects during 2024





Case Study

One of the projects in the restaurants and cafes sector, implemented in 2024, was selected and presented in a simplified template to demonstrate the work process and how results are achieved.

INTRODUCTORY PROFILE - A REAL CUSTOMER



Traditional Restaurant



3 Branches in Riyadh



New Meal Launching



2 Weeks

Initial contact:

We implemented a previous campaign for this client over the past years, after which we worked on promotion through periodic campaigns with the goal of focusing on the highlighting the customer experience and expanding in Riyadh.

The campaign had a creative idea in the way of presentation, as a new menu item was presented inside a jar (marketing strategy through tat focused on the presentation).

After several internal brainstorming sessions, we planed the components of the campaign as explained in the stages of this brief case study.

A. OBJECTIVES

1. Main Objective: Launching a new meal

The focus was on highlighting the item in an attractive way by highlighting the way of presentation (highlighting the moment the meat is poured from the jar onto the plate - showing how the meat pours, and explain how the smell is feeling).

2. Secondary Objective: Boost Sales

Focus on directing the audience to take action - come and try it in the branches for local orders or order from the applications (Jahez, The Chefs, Hunger Station).

3. Earned Objective: Raise brand awareness

The impact of each campaign is not limited to main and secondary objectives only, but extends to raising brand awareness as the exposure we achieve solidifies our image in the minds of consumers.

B. PROJECT KPIs

1. Total Reach
2. Total clicks to the site
3. Campaign engagement rate
4. Growth in branch sales and delivery orders

C. QUANTITIES

Saudi riyal

5.3K

Ads
Budget

01

UGC
Content

16

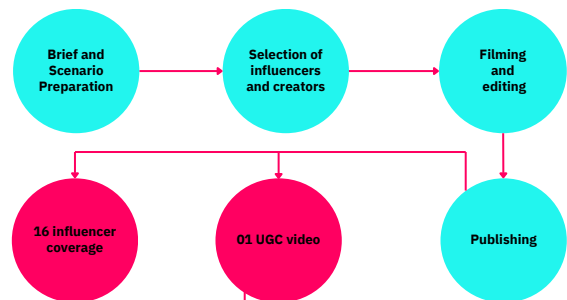
Micro
influential

D. CREATIVE IDEA

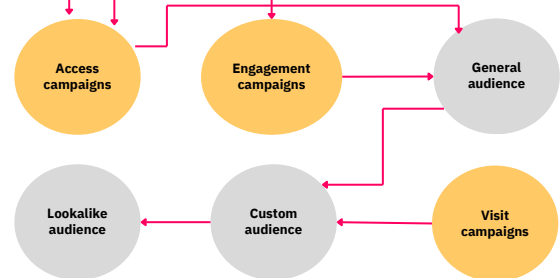
The creative idea in the campaign was focused on highlighting the method of presenting the new product inside a "Tahami jar" in an attractive and motivating way to motivating the desire of the trying (see how the meat vibrates in the middle of the jar, as if it is telling you, "Pour me, pour me").

E. IMPLEMENTATION

First - Content



Second - Reach



F. RESULTS

Engagement:

Great interaction from the audience, reaching 28 thousand interactions and an interaction rate of 1.18% of the total views 2.4M

2.4M Views

18.4K Likes

805 Comments

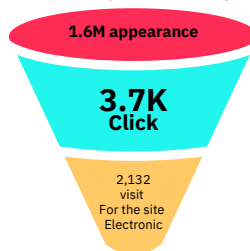
3.7K Shares

4.8K Saves

28K Total Engagements

1% Engagement rate

Promotion spend = 5,375 riyals



Total branch orders: N/A
Total delivery orders : N/A

Impressions:

Total impressions for cross-promoted videos were 1.6 million

G. CONCLUSION

The campaign stages were implemented according to the plan in the in the planned period, and the results of the campaign were satisfactory to the client, and the recommendations were:

1. More of targeted sponsored promotion on TikTok and other platforms
2. A campaign with a other influencers with different new ideas
3. Continuously creating content on TikTok account with the aim of keeping engaged with current clients & reaching new customers through the awareness of the brand



Some of our projects in 2024



Nakha Tahameiah

Campaign:
360° Marketing Campaign (influencers + UGC + promotion)

Type: Traditional

About the brand:

A restaurant serving traditional dishes from the Tihama region, with a focus on popular and local cuisine.

Number of influencers:
16 influencers

UGC videos:
1 video



[Link](#)



Baby buns

Campaign:
Influencer campaign + promotion

Type: Breakfast

About the brand:

About a restaurant that serves breakfast, including a wide variety of healthy and filling options. Brand:

Number of influencers:
16 influencers

UGC videos:
1 video



[Link](#)



jubnahwlabnah

Campaign:
360° Marketing Campaign (influencers + UGC + promotion)

Type: Pastries

About the brand:

A pastry restaurant that focuses on serving different types of pastries

Number of influencers:
5 influencers

UGC videos:
2 videos



[Link](#)



Burger Site / Ajeel

Project: Marketing consultations and supervision of the internal marketing team in designing and implementing advertising campaigns in the period (June - October) 2024

Type: Burger

About the brand:

A restaurant specializing in serving the most delicious types of burgers, and it has gained wide fame in the city of Al-Khobar. The restaurant is famous for providing a unique dining experience, combining delicious taste and high quality

Number of influencers:
N/A

UGC videos:
N/A



Brief presentation of projects

Modern Retails

17+ projects during the year 2024

E-Commerce





Case Study

One of the projects in the e-commerce sector, implemented in 2024, was selected and presented in a simplified template to demonstrate the work process and how results are achieved.

INTRODUCTORY PROFILE - A REAL CUSTOMER

**October offer****One Month****Food products****Zid platform**

Initial contact:

The brand specializes in a consumer product imported from a European country. The campaign was part of the brand's presence in the Zid 10X Challenge, where this brand was one of the 38 winners in this challenge.

The campaign was in parallel with Breast Cancer Awareness Month, where special offers were made for this month, in addition to special packaging with the cancer awareness identity.

After several internal brainstorming sessions, we arrived at the appropriate mix for the campaign as explained in the stages of this brief case study

A. OBJECTIVES

1. Main Objectives: Boost Sales

Activating the TikTok platform to reach new customers by creating attractive and influential content that highlights the quality and uniqueness of products and offers, which encourages direct purchase.

2. Secondary Objectives: Raising awareness of breast cancer

As part of its social responsibility and commitment towards society, the brand aimed to raise awareness of breast cancer through our campaign. By disseminating awareness messages about the importance of early screening, which enhances community communication and contributes to an important cause.

3. Earned Objective: Raise brand awareness

Within the campaign content, influencers were directed to pass messages urging their followers to follow the brand's TikTok account, where the brand periodically provides valuable tips and information. This approach contributes to raising brand awareness and building a committed and engaged follower base.

B. PERFORMANCE INDICATORS

1. Total reach
2. Total clicks to the site
3. Campaign engagement rate
4. Growth in store sales

C. QUANTITIES

Saudi riyal

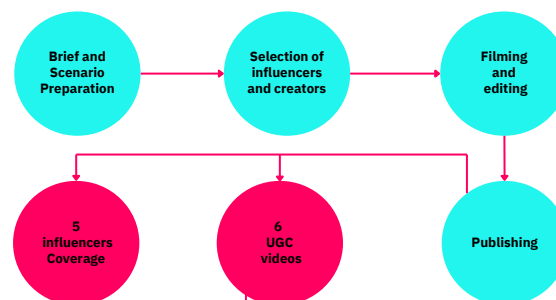
10KAds
Budget**6**UGC
Content**5**Micro
influential

D. CREATIVE IDEA

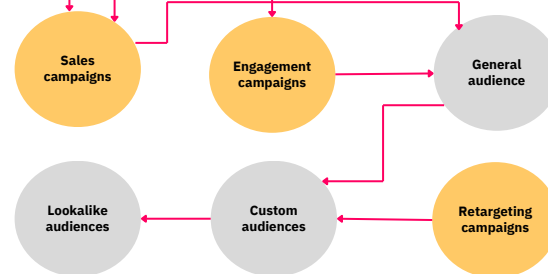
The creative idea in the campaign was focused on taking advantage of Breast Cancer Awareness Month and allocating distinctive packaging with the awareness identity.

E. IMPLEMENTATION STRUCTURE

First - Content



Second - Reach



F. RESULTS

1.7M Views
16.2K Likes
367 Comments
4.3K Shares
4.5K Saves
25.6K Total Engagements
1.49% Engagement rate

Interaction:

Great interaction from the audience, reaching 16 thousand interactions, and an interaction rate of 1.49% of the total views, 1.7 million.

Promotion budget = SAR10,000

8,170 store visits**1,553**
Add to cart**664**
Checkout initiated**165 orders**
SAR 28,181
ROAS= 2.82

Appearance:

Total cross-promoted video impressions were 1.04 million impressions - 539k reach

G. CONCLUSION

The campaign stages were implemented according to the objectives and the planned timeline, and the results of the campaign were satisfactory to the client, and the recommendations were:

1. Activate the quick payment option on Apple Pay to facilitate the process of purchasing the product directly without adding it to the cart
2. There are several pages to complete the purchase process, and there is a proposal to activate a single purchase page
3. Activating a campaign on WhatsApp for abandoned baskets with a reminder and motivational timeline
4. Narrowing the scope of the sales funnel in the campaign and narrowing the targeting to audiences over a shorter period of time
5. Encouraging the use of the promotional coupon designated for the campaign by influencers and content creators to facilitate the process of measuring the impact



We are proud of this achievement that we were a supporting arm in one month to support the brand to be one of the 38 stores that achieved 10 times their growth in 6 months within the 10x challenge.

To enhance the impact of the advertising materials that were created and to invest in our team's experience over the past month in understanding the target groups - the contract was extended for the next 3 months.



SOME OF OUR PROJECTS IN 2024



Fabian

Campaign: Influencer campaign + promotion**Type:** Branches + store**About the brand**

A perfume brand that is distinguished by offering various options for high-end perfumes with a comprehensive shopping experience. It has 5 branches around the Kingdom and an online store

Number of influencers:

11 influencers

UGC videos:

4

[Link](#)

Honeydose

Campaign:

360° Marketing Campaign (influencers + UGC + promotion)

Type: Honey Store**About the brand:**

A store specialized in selling honey, offering natural and organic honey products.

Number of influencers:

10 influencers

UGC videos:

10 videos

[Link](#)

Iluna-beauty

Campaign:

360° Marketing Campaign (influencers + UGC + promotion)

Type: care store**About the brand:**

A store specializing in hair oil products

Number of influencers:

16 influencers

UGC videos:

1 video

[Link](#)

Winter Bags

Campaign:

360° Marketing Campaign (influencers + UGC + promotion)

Type: Charity shop**About the brand:**

A store operating under the supervision of a charitable association, focusing on selling products that support the association's activities.

Number of influencers:

N/A influencers

UGC videos:

N/A videos

[Link](#)



SOME OF OUR PROJECTS IN 2024



Alwaal Store

Campaign: Influencer campaign + promotion

Type: Home supply store

About the brand:

A home and kitchen supplies store, offering a variety of products and packages at competitive prices.

Number of influencers:

10 influencers

UGC videos:

-



[Link](#)



Sahmi app

Campaign: Influencer campaign + promotion

Type: Trading platform

About the brand:

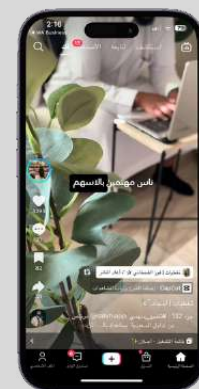
An application specialized in stock trading, providing tools to assist in investing and managing investment portfolios.

Number of influencers:

5 influencers

UGC videos:

-



[Link](#)



Tahara

Campaign: UGC videos

Type: Apps for women health

About the brand:

A women-focused app that offers educational and awareness content dedicated to health and personal care.

Number of influencers:

UGC videos:

12 videos



[Link](#)



WELCOME **To Saudi Arabia**





All our projects and clients are a result of trust
from those who recommended us — customers, friends, and colleagues.

We've made every effort to reflect that trust in this company profile.

We're excited for the opportunity to work together in the near future!