

Strategic Brief: Hurupay Indonesia Authority & Education Program

1. Your Role: The Voice of Authority We are not looking for a quick shout-out. Your role is to act as the educational pillar for Hurupay in Indonesia. While short-form content wins attention, your content wins the "I get it now" moment for users. We want you to help your audience navigate the complexities of global payments and financial stability.

2. Content Objectives Your content should move beyond "promotion" into **financial strategy and career empowerment**. Key themes include:

- **The "Why":** Why Indonesians—especially freelancers and remote workers—must start receiving international payments in USD.
- **The Global Account Advantage:** Explaining the benefits of stablecoin-backed global accounts over legacy banking options.
- **Practical Strategy:** How to integrate Hurupay into a broader toolkit for digital entrepreneurs and investors.

3. Specific Deliverables Instead of high-frequency posting, we are focusing on **quality and longevity**:

- **1 Flagship Deep-Dive Video:** A comprehensive video (e.g., a tutorial, comparison video, or "money strategy" session).
- **Repurposed Shorts/Clips:** Several high-impact clips cut from the main video for cross-platform distribution.
- **Persistent Conversion Tools:** A unique referral link/code and landing page featured in every video description and pinned comment.

4. Suggested Content Formats

- **"The Ultimate Freelancer Toolkit":** Feature Hurupay as a core tool for receiving global pay.
- **Comparison/Review:** A transparent look at how Hurupay beats legacy international payment methods in speed and cost.
- **Money Strategy:** How to protect earnings from Rupiah weakness by holding USD value.

5. Why YouTube Matters for Hurupay We recognize that your content **compounds over time**. It captures search intent from people actively looking for "how to get paid from abroad" or "best USD accounts in Indonesia". Your videos will serve as a permanent educational resource for our community.

6. Partner Incentives & Tools To support your role as a distribution partner, we provide:

- **Custom Landing Page & Referral Code:** Tailored specifically for your audience.
- **Performance Tracking:** Access to a dashboard showing signups, KYC approvals, and transaction volume so you can see the real-world impact of your education.
- **Limited-Time Incentives:** We can offer your audience exclusive sign-up bonuses or transaction rewards to drive immediate action.