

Felicia Putri Tjiiasaka

Investment Storyteller



Felicia Putri spent 5 years as professional investment analyst in the capital market industry.

During Covid pandemic, she jumpstarted to be fulltime content creator and entrepreneur, who empowers young generation to build wealth via investment.

She is a **CFA charter holder, passing Level III exam in June 2019.**





Awareness

Bundle: 80mio

1x Reels	Rp 60,000,000
1x YT Short	Rp 30,000,000
1x TikTok	Rp 30,000,000
YT Short & TikTok: Mirroring	Rp 120,000,000

Speaking

Bundle: 90mio

1x Webinar	Rp 50,000,000
1x IGs Session	Rp 30,000,000
1x Feed	Rp 50,000,000
IGs Session: 3 Stories	Rp 130,000,000

Conversion

Bundle: 120mio

1x YT Video	Rp 60,000,000
1x Feed	Rp 50,000,000
1x IGs Session	Rp 30,000,000
	Rp 140,000,000

Bundling



Felicia Putri Tjiasaka

1.38 M Subsribers

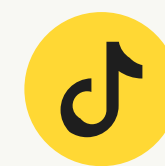
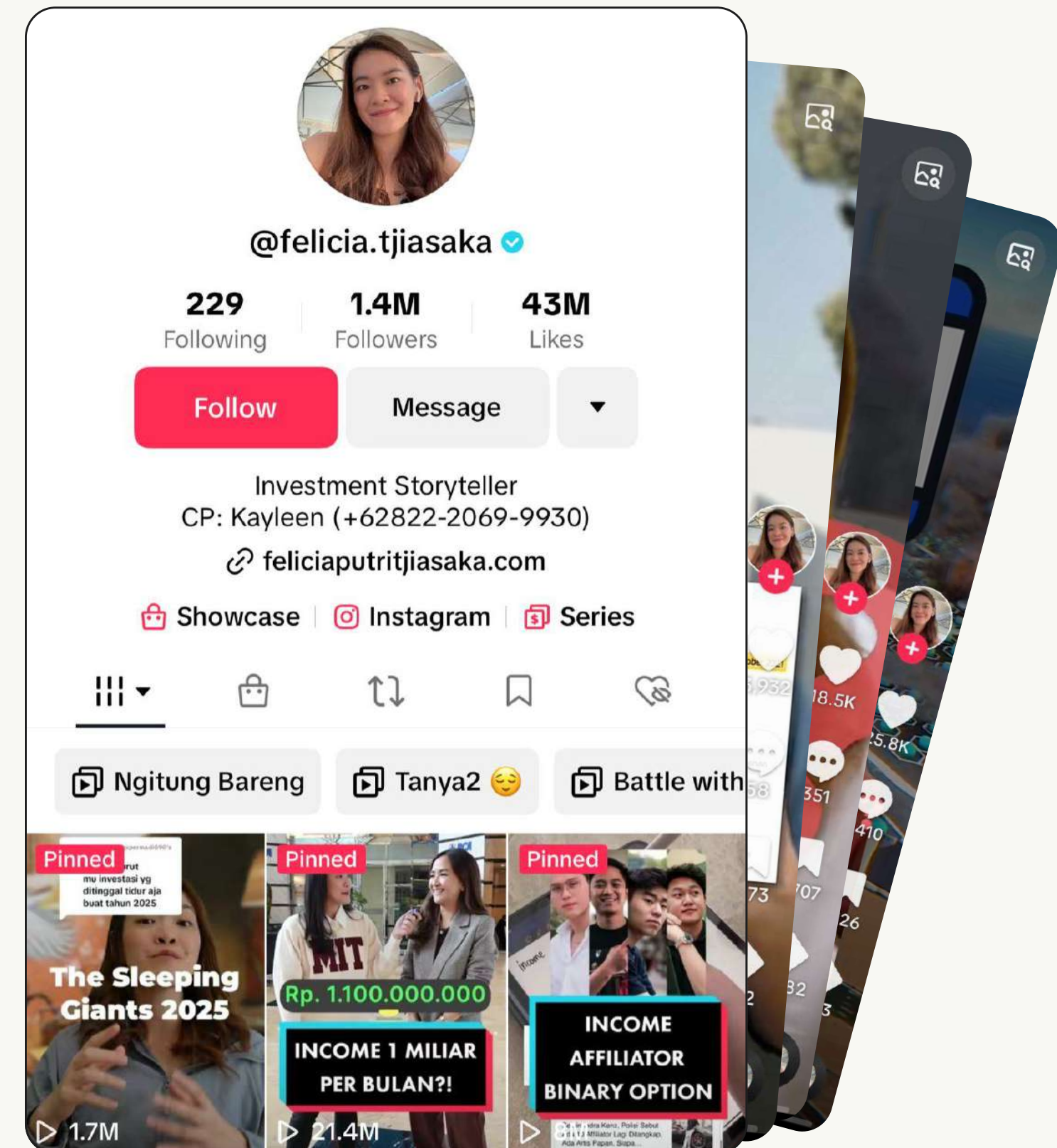
YOUTUBE — Rp60,000,000

Brand tap-in, adlibs 1-2 mins

TALENT — Rp50,000,000

Guest star/talent for client's channel

- Offline add ons 10 mio - max 3 hours/day,
- overtime +15mio/hour



felicia.tjiasaka

1.4 M Followers

VIDEO — Rp30,000,000

30-60s video personalized for client

 @feliciaputritjiasaka**FEED — Rp50,000,000**

Personalized post about brand/client, keep forever

STORY SINGLE 15s — Rp7,500,000**STORY SINGLE 60s — Rp10,000,000****STORY SESSION — Rp30,000,000**

Max 4-5 stories, highlight **+10 mio/month**

VIDEO / REELS — Rp60,000,000

Personalized video about brand/client
max 1-min video

LIVE — Rp30,000,000

30min-1 hour with/without brand/client

**Exclusive Rate = normal rate card x exclusivity factor
- Harga sudah termasuk pajak final 0.5%*

 Speaking/Event**UNIVERSITY****Rp30,000,000****BRAND/GOVERNMENT****Rp50,000,000**

Speaking session max 1 hour

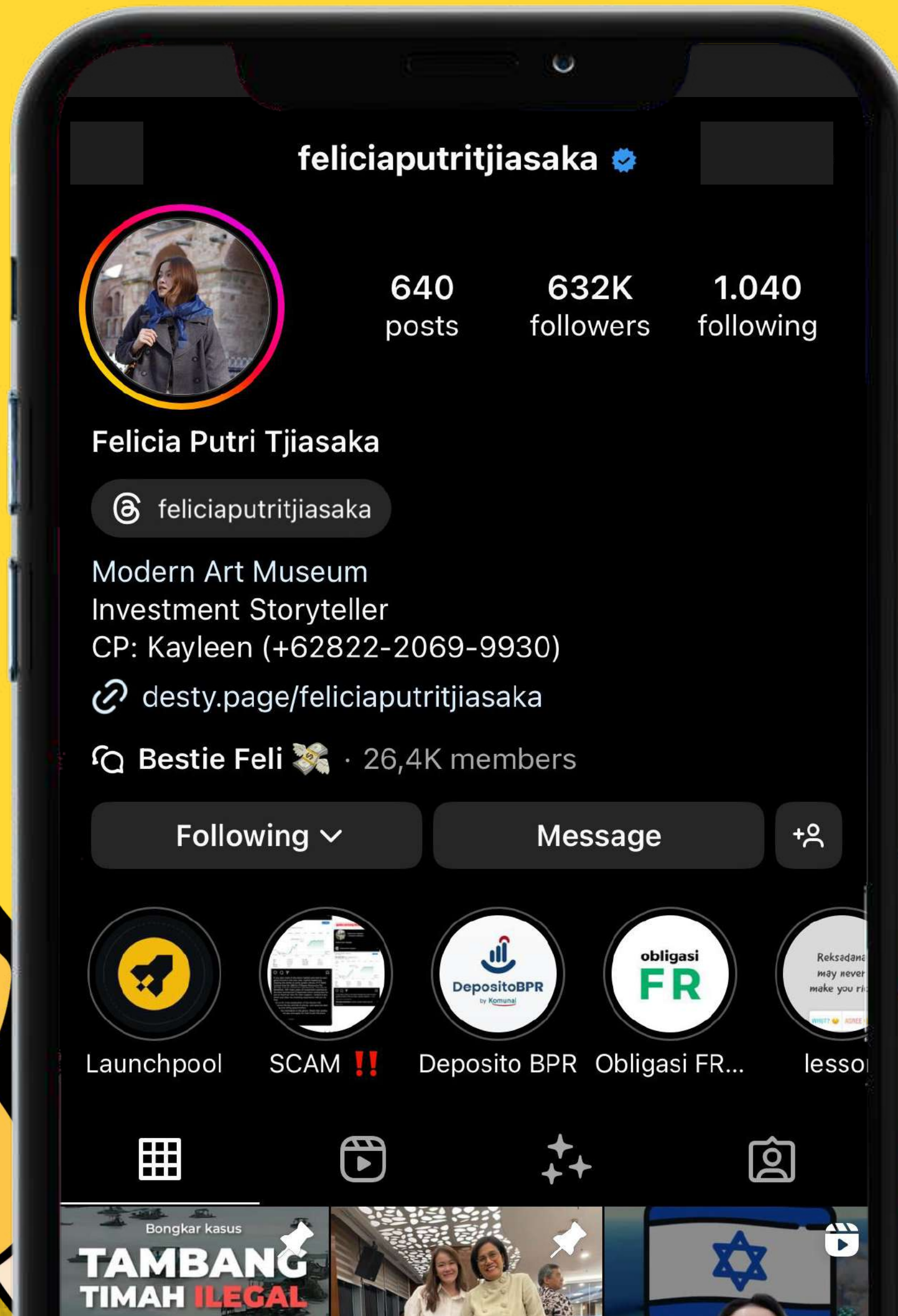
total duration standby 2-hours, offline + add-ons

BRAND AMBASSADOR**>Rp1,000,000,000**

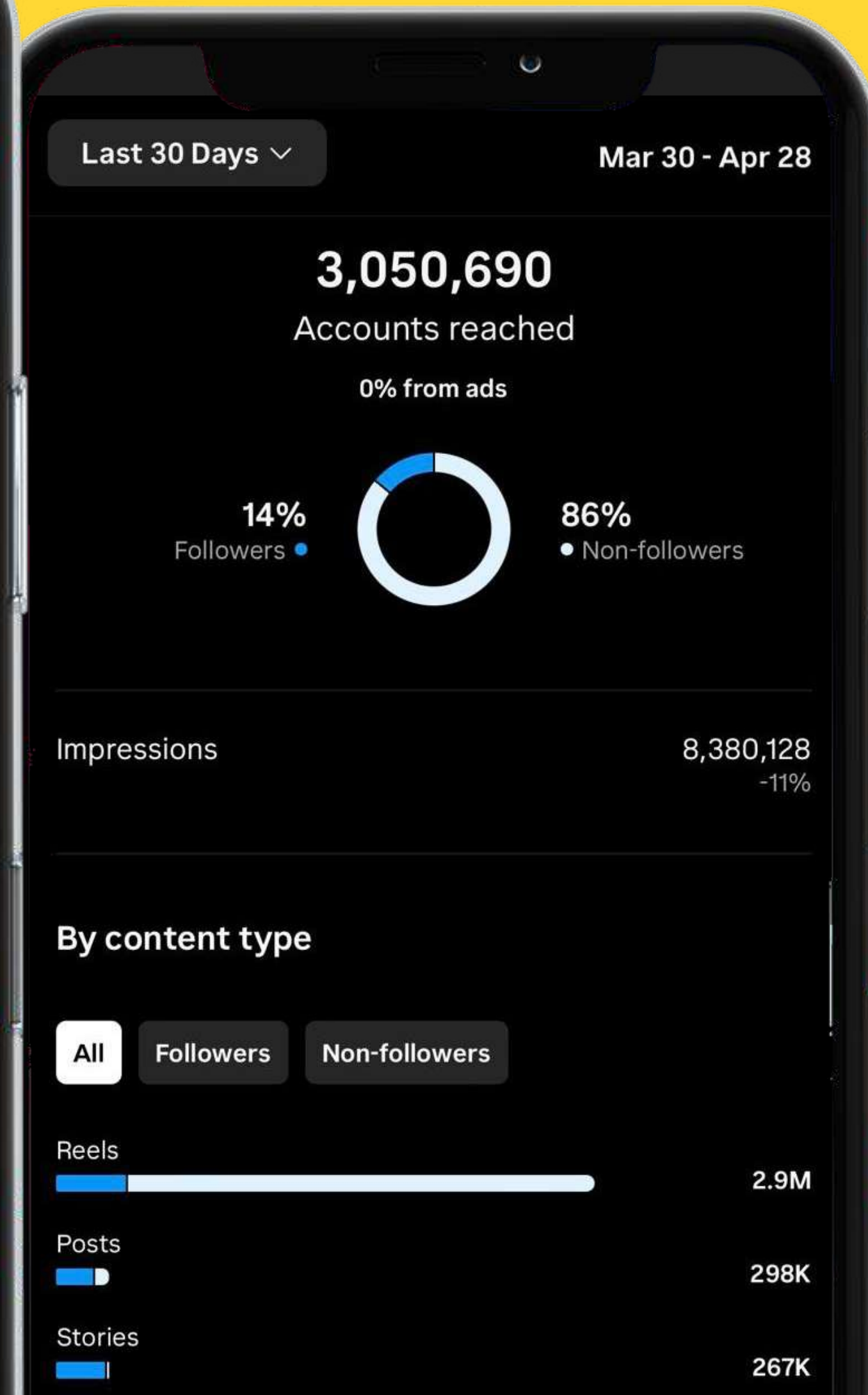
6-month contract, up for negotiation, use Exclusive Rate*

 Add-ons**OFFLINE VISIT — Rp15,000,000**

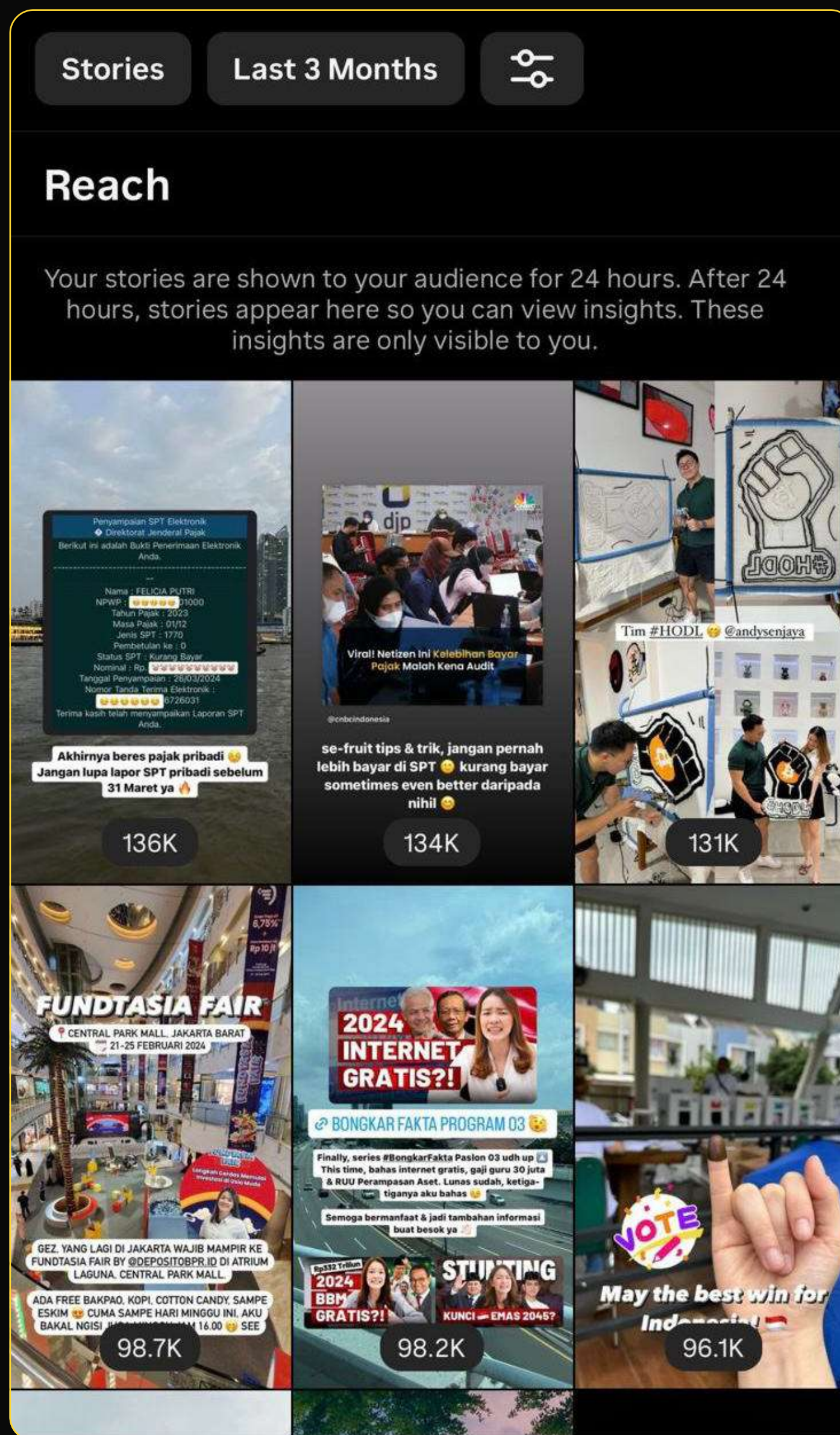
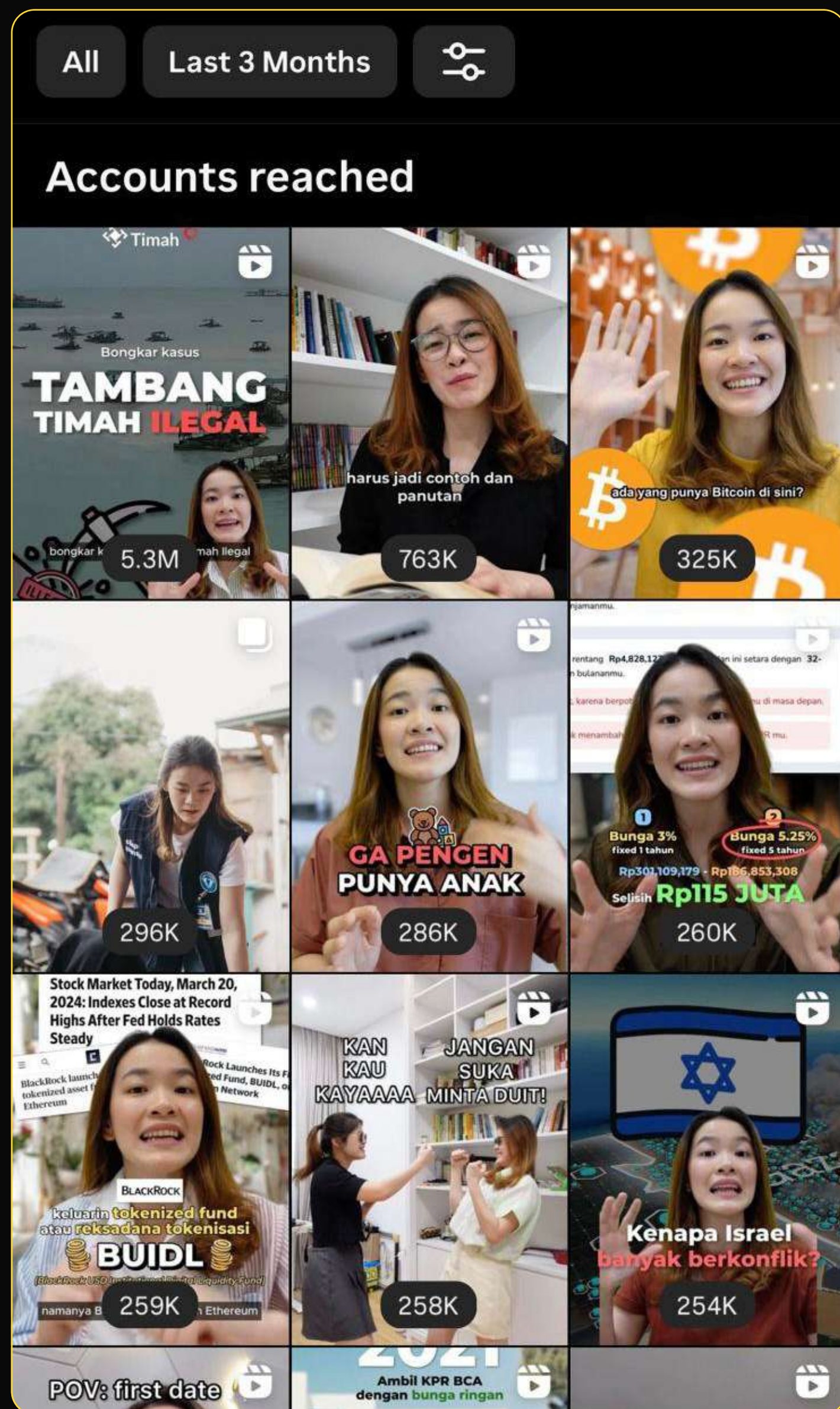
Followers



Account Reached



Top Content



Top Stories

Top 3 locations

Jakarta

Surabaya

Bekasi

Engagement Rate



7,21%



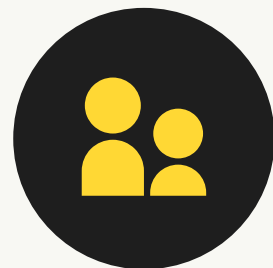
5,04%



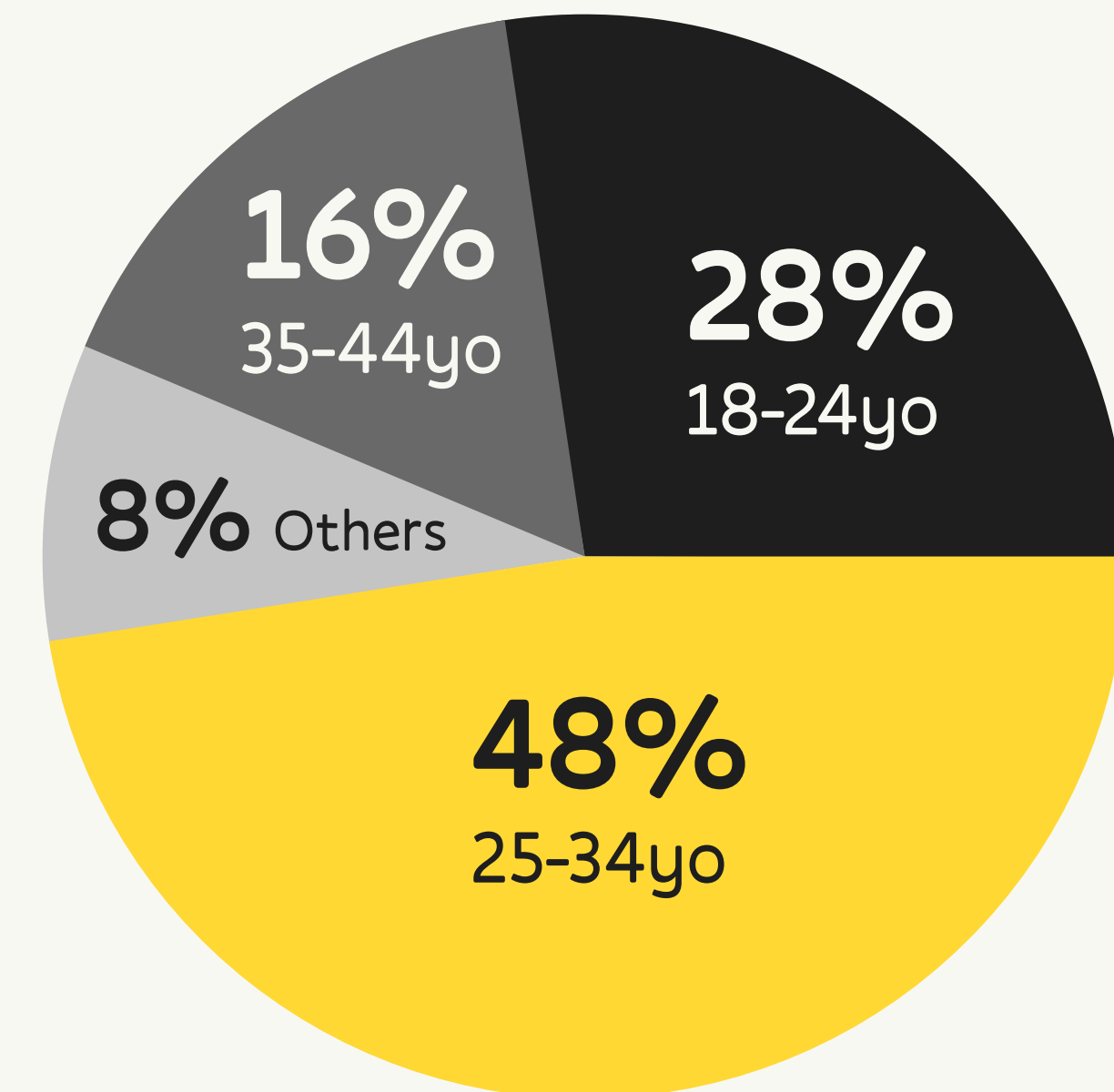
12,82%

Source: phlanx.com

Audience Profile

High-School/
College StudentYoung Adult/
ProfessionalYoung
parents

Age Demographic

52%
Men48%
Women

FAQ



Q: Bagaimana **Terms of Payment** yang berlaku?

A: Pembayaran **lunas 100% sebelum pengerjaan/acara**.
Client wajib melampirkan **bukti pembayaran/transfer**.

Q: Bagaimana **Workflow kerjasama?**

A: Ikuti steps berikut ini.

- 1 Infokan details SOW** (Cth: 2x IG Story, 2 Youtube,dll)
- 2 Cek availability jadwal untuk lock date harus ada payment**
- 3 Share Brief/Proposal proses review & tunggu konfirmasi**
- 4 TTD SPK & Invoicing konfirmasi apabila sudah membayar**

FAQ



Q: Apakah ada **bundling rate/bisa nego?**

A: Harga yang tertera adalah **nett**. Tetapi ada potongan untuk transaksi **di atas 100 juta**.

Q: Bagaimana prosedur **kontrak bersifat eksklusif?**

A: Rate yang tertera adalah untuk kontrak **NON-eksklusif**, dalam arti bisa menerima tawaran serupa dari pihak lain.
Untuk kontrak **eksklusif** = **rate normal x exclusivity rate**

Q: Apakah harga sudah **termasuk pajak?**

A: Sudah. Harga yang tertera belum termasuk grossup **pajak final sebesar 0.5%** **Wajib melampirkan bukti potong pajak di maks H+30 pembayaran.**

Publication

Untuk keperluan media dan publikasi
silahkan klik link yang telah tersedia
dan men-download secara manual.

Photo

bit.ly/Foto-FPT

Profile Brief

bit.ly/ProfileBrief-FPT

Title

Untuk penulisan gelar pada poster/
banner/penyebutan oleh MC

Felicia Putri Tjiasaka, CFA
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***Do not use it without permission or forward to others are not allowed**

Thank You

Can't wait for
collaboration

Contact

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