



Marketing Toolkit

2022

YOUR MARKETING JOURNEY STARTS HERE

Dear Valued Merchant

This toolkit is designed to support you in seamlessly integrating DPO Pay into your marketing communication. This is a guide with tips and templates to help create and execute captivating marketing campaigns. With this guide, you should be able to customize your customer communication to suit various campaign objectives and different channels.


TRUST BUILDS LOYALTY

We're here to help

- You can show your customers that you trust DPO Pay to process their payments safely and securely.
- In a demanding digital world, it's crucial to let your customers choose the most convenient way to pay with many available payment methods.



CO-BRAND WITH US



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Africa's Favorite Payment Service Provider

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When brands partner, magic happens!

Please note that adding the DPO Pay and card scheme logos holds fantastic value regarding visibility and building trust with your audience.

Instilling a sense of trust, credibility and security is vital to ensure your customers feel comfortable checking out online when purchasing a product or service from your business.



DOWNLOADABLE ASSETS

1. Please download the relevant logos from our resources center.
2. Contact your developer and ask them to place the logos on the footer of your website.

-
- DPO Pay
 - Visa
 - Mastercard
 - Other Payment Methods (mPesa, TigoPesa, Airtel, Orange Money etc.)

DOWNLOAD



CONNECT WITH US ON SOCIAL MEDIA

Letting Your Customers Know

Below are three suggested customer-facing social copy to help you with **announcing to**, **informing**, and **educating** your customers of the capacity to accept payments online securely. You can copy a line and paste onto your social post.

- Use DPO Pay to make payments on our website with your card or mobile money wallet quickly and safely.
- Pay in your local currency with any payment method of your choice like mobile money, cards and more. Secured by DPO Pay.
- You can quickly and securely make payments online or in person through our secure payment partner, DPO Pay.

Hashtags: #DPOPay. #DPOGroup #PaymentGateway #OnlinePayments

Tag us on social:



@dpogroup



@dpo_group



DPOGroup



DPO Group

SOCIAL MEDIA ARTWORK



DOWNLOAD

WHO WE ARE

About DPO Group

We understand the power of correct communication.

Should you prefer to feature us in your newsletter or blog post, this body of text is a brief profile of DPO Group as a company.

DPO is proud to be the largest and fastest-growing African payment gateway. They offer small and medium-sized businesses, right up to global companies, the solution, the technology, the opportunity, and the support to make and receive online payments wherever and whenever they want.

Developed in-house, their solutions enable customers to make and receive business payments quickly and securely, allowing enterprises to trade locally, across borders, and internationally.

Today, they work with over 60 000 merchants enabling modern electronic payments across all currencies and methods –whether debit or credit cards, mobile money, or e-wallets.

ABOUT DPO PAY

The DPO Solution

We also prepared a shorter version for you that briefly profiles our offering.

DPO Pay is the leading financial technology solution that helps businesses of all sizes to pay and get paid online. Trusted by over 60 000+ businesses, it is Africa and the Middle East's favourite way to accept payments online, offering merchants a variety of value-added products to help their business grow.

HOW TO REFER TO DPO PAY

DPO Keywords

Our solutions make it easier for your business to accept payments, which requires clear communication with prospective customers.

We have put together a few keywords to help guide your copy when mentioning DPO Pay.

What DPO is

- Payment Services Provider
- Secure Payments Solution
- Payment Gateway

What DPO isn't

- A Bank
- Business Loans Provider
- Mobile Money Wallet

VISUAL BRAND GUIDELINES

DPO Pay Logo

The gradient variant needs to always be the first choice of logo, with the exceptions being print, which can be reduced to two colours, or photographs where white can be used.



VISUAL BRAND GUIDELINES

Mono Colour Logo

Sometimes, often due to production costs, only one colour of ink is available and so the logo must be reproduced using only one colour.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light colour type on a dark background or in a dark colour type on a light background.



DPO^{pay}
by network



DPO^{pay}
by network

VISUAL BRAND GUIDELINES

Co-brand With Us

It's Important to maintain proper spacing around the logo to avoid overcrowding.

Including adequate white space around the logo also keeps the brand looking clean and fresh.



VISUAL BRAND GUIDELINES

Minimum Size

When significantly reduced in size, the logo will become illegible. These are the pixel dimensions we recommend staying within to preserve the quality of our logo.

Should these dimensions reduce further in size, please default to using the logo mark without “by network” by-line in the case where it should become illegible.

PRINT



SECONDARY (< THAN 58 MM)



DIGITAL



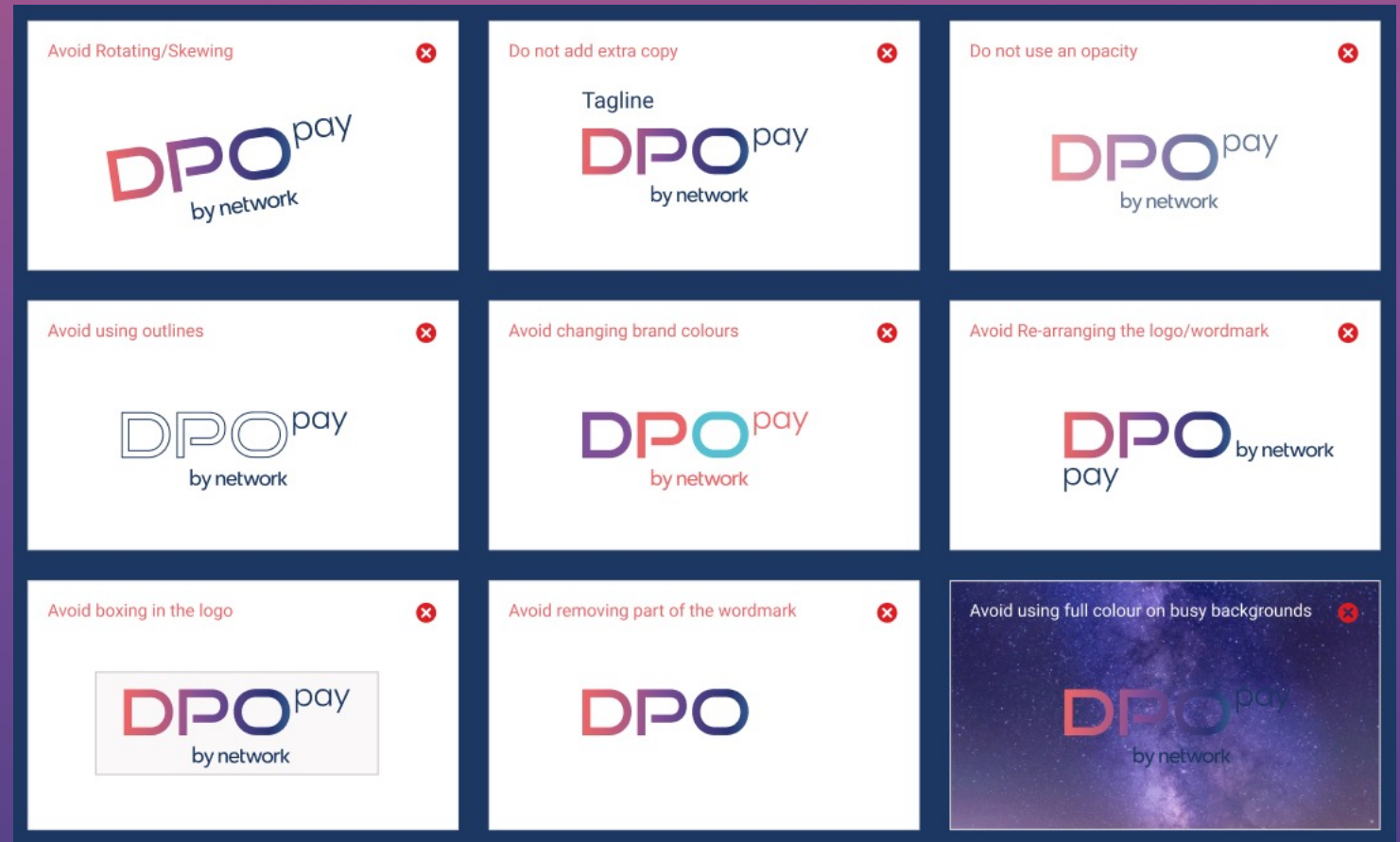
SECONDARY (< THAN 120 PX)



VISUAL BRAND GUIDELINES

Logo Usage

These are examples of how not to use the DPO Pay logo.





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