

# MARKETING SERVICES AND CUSTOMISED SOLUTIONS THAT MEET YOUR BUSINESS NEEDS



- Business Startup, Establishment • Sales and Marketing Setup • Other Operations Related and Support Services •

- Market Research, Assessment, Sampling
- Brand Building, Rebranding
- Digital Marketing
- Marketing and Communications
- Social Media
- Web / Print Creative, Design, Maintenance
- Product Launch
- Campaign Coordination / Execution
- Events : Trade Shows, Seminars, Live Webinar, Webinar Recording, etc.
- Lead Generation
- Benchmarks, KPI, Guidelines, Frameworks, Best Practices
- Reports and Analysis

• Competitive Media Analysis • Media Landscape Analysis • Press Conferences • Strategic Positioning and Messaging • Press / Media Kit • Contributed and Bylined Articles • Media Coverage and Articles (Print, Online, Radio, TV) •



 <https://www.linkedin.com/company/13372212/>

# MARKETING OUTSOURCING SOLUTIONS



# 3 KEY BUNDLES OF SOLUTIONS OFFERING

## 01 KEY BUSINESS ESSENTIALS FOR A STARTUP

### • BASIC BUSINESS SETUP REQUIREMENTS:

- Company name availability search.
- Setup of legal identity and structure.
- Rent retail, virtual office, office space.
- Intellectual property i.e. patents, trademarks, etc.
- Corporate, accounting and tax services.
- Business licenses, i.e. broadcast, halal, etc.
- Other setup and application processes.



### • KEY PLATFORMS AND CHANNELS FOR BUSINESS, COMMUNICATIONS, AND BRAND:

- Domain name search and subscription.
- Email and web hosting.
- Social media sign-up.
- Online place searches i.e. google maps, foursquare, etc.
- Company listing.
- Other setup and registration processes.



## 02 KEY ELEMENTS OF MARKETING AND COMMUNICATIONS

### • CREATIVE BRIEF, CONCEPTUALISATION, DEVELOPMENT OF BRAND, SALES AND MARKETING KITS:

- Company logo, tagline.
- Business card.
- Corporate folder, presentation.
- Company profile and offering.
- Stationary kit, includes templates for letterhead, envelopes, quotation, purchase order, vouchers, etc.



### • BUSINESS, MARKETING AND COMMUNICATIONS ELEMENTS:

- Business model, GTM strategy, marketing communications plan, product sampling, etc.
- Internet i.e. Website, SEO, PPC, etc..
- Social Media i.e. LinkedIn, Facebook, etc.
- Event Materials i.e. Posters, Backdrops, Buntings, Banners, Presentations, etc.
- Email marketing.
- Asset development.
- Print distributions.
- Advertising and promotions (Digital & Print).
- Communications (internal, external).



## 03 MARKETING OPERATIONS AND MANAGEMENT

### • FRAMEWORKS, PERFORMANCE, REPORTING AND ANALYSIS:

- Develop frameworks and best practices.
- Develop benchmarks and tools.
- Set KPIs, measurements.
- Define types of reports and analysis.
- Periodical reporting, review and performance improvement.



### • DATA, DATABASE MANAGEMENT:

- Data sourcing and building.
- Data profiling.
- Data cleansing.
- Database management.



### • ONGOING OPERATIONS AND SUPPORTS:

- Web pages or content creation or update.
- Assets development or update.
- Content writeup and edit.
- Web, email and hosting maintenance and upgrade.
- Social media posting and editing.
- Photoshop and image editing.
- Other marketing and communications services upon request.

