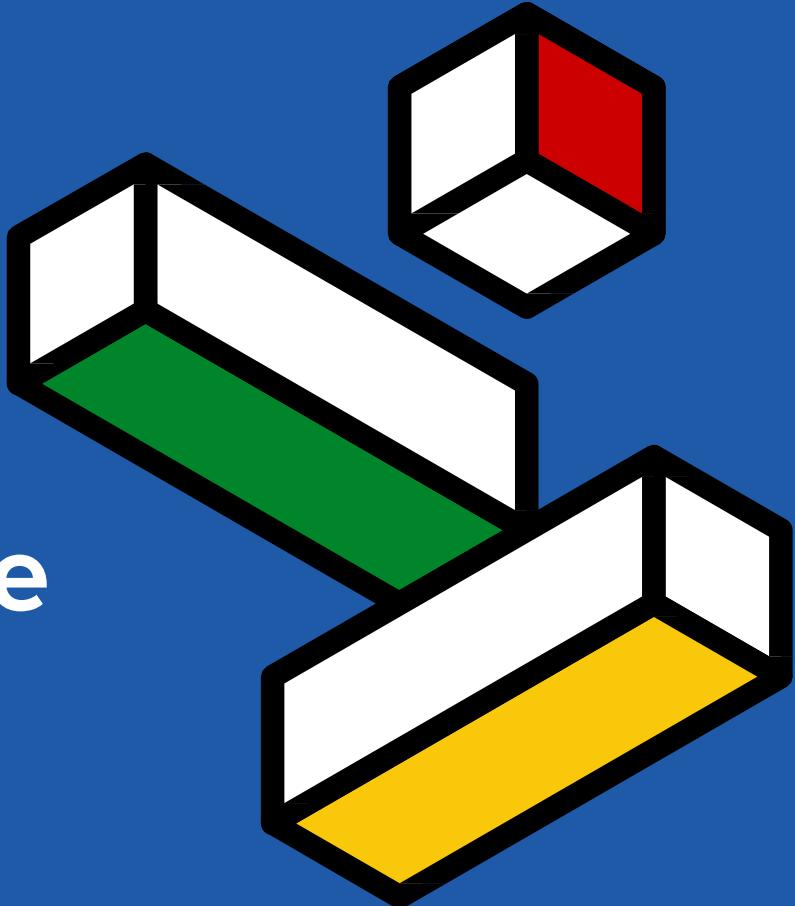


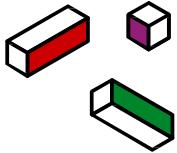


Delivering The Domain Advantage

**SMU ExD Digital Marketing
& SEO Proposal**



Executive Summary



Introduction

Construct Digital is the results-driven digital agency. Our team brings deep domain expertise in higher education marketing, having partnered extensively with NUS, NTU, LKYSPP, Kaplan, and PSB Academy. We understand executive education's unique challenges, and will use this knowledge to enhance SMU ExD's digital marketing and SEO strategies.

Objectives

We aim to increase programme enrolment and enhance SMU ExD's brand visibility through ROI-driven marketing strategies and comprehensive SEO solutions.

Campaign Strategy

We propose two media approaches: a focused 2-tactic solution as requested, and an enhanced 3-tactic strategy that introduces SMU ExD Domains. This shift from individual course marketing to a continuous growth ecosystem centres on key leadership capabilities, aligning with business cycles while maintaining dialogue around essential themes.

SEO Strategy

Our SEO strategy includes an audit to identify priority fixes and ensure best practices. It also incorporates the latest SEO trends such as the Search Generative Experience, and a proposed list of content and off-site tactics.

Conclusion

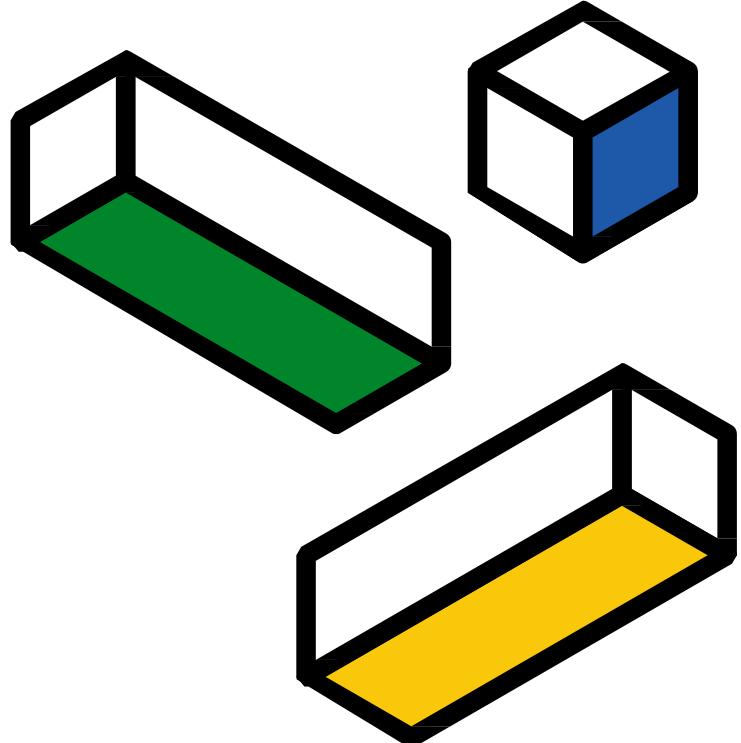
Our expertise and range of services positions us to deliver impactful results for SMU ExD's growth objectives. We welcome further discussion to tailor our approach to your specific needs.



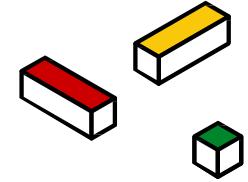
Your Ask

Review, develop and execute

comprehensive digital
marketing and SEO strategies.



Your Brief: Challenges and Objectives

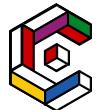


Key Challenges

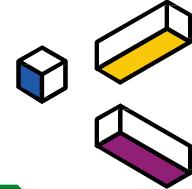
- Low enrolment in new programmes with risk of postponement if minimum class sizes unmet.
- Limited SEO capabilities due to CMS admin access restrictions.
- Concerned about wear-out on ad creatives for recurring courses.
- Delayed IT support for requested technical changes.

Key Objectives

- **Enhance** SMU ExD's brand and market presence to improve brand visibility.
- **Develop** effective, ROI-driven marketing strategies to improve performance of new programme launches.
- **Boost** sign-ups for their short courses with the aim of filling out classes for each course.
- **Improve** ad creatives for courses to make them look appealing.
- **Implement** SEO as a new solution to complement existing advertising efforts.



Our Approach



1 Review

High-level review to uncover gaps & priorities for SEO

- Full SEO audit
 - Content Audit
 - Content Tracker
 - Technical Tracker

2 Develop

Develop digital media strategy to attract & engage audiences

- Campaign strategy
 - Personas
 - Key Value Proposition
 - Concept Development
 - Message Architecture
- SEO strategy
 - Content tactics & plan
 - Keywords, channels, content calendar/roadmap

3 Execute

Deliver ad creatives and setup campaign for delivery

- Campaign production
 - Design & execute course-specific ad campaigns
 - Design & execute perpetual brand ad campaigns
- SEO implementation
 - Execute technical SEO fixes
 - Implement off-site SEO tactics
 - Backlinks plan & recommendations
- Reporting
 - Monthly reporting
 - Detailed reports
 - Mid & end year presentations



Our Strategic Direction*



Time = The New Currency for Executive Education

The Executive's Dilemma

In Singapore's competitive global hub, leaders face a critical paradox[^]:
they can't afford to take time off, yet can't afford not to stay ahead.

Strategic Direction for 2025 Campaigns

Position SMU ExD as the **solution that bridges the time-knowledge gap for today's always-on executive leaders**, delivering maximum impact with minimal time investment.

*Work in progress, for illustrative purposes only.

12 months strategy development is recommended as part of Tender Item 6.3 a-c

[^]Sources:

82% of respondents in Singapore said that re-skilling is important ([Ranstadt 2023](#))

42% of Singapore employees said lack of time to learn new skills is a primary concern ([ADP 2022](#))

Potential Audience Personas*



Evolving leaders

Board member, Business Head, VP, Senior VP, Director, Head of Department

Seasoned executives who seek to enhance their capabilities and influence within their organisations. They focus on navigating complex global challenges and staying abreast of technological advancements.

Evolving leader

Persona 1: Dedicated David



Demographics

- Age: 44
- Education: MBA from a top-tier university
- Industry: Technology
- Position: Chief Operating Officer (COO)

About

David is responsible for overseeing the company's daily operations and ensuring alignment with long-term strategic goals. Known for his ability to lead cross-functional teams and foster a culture of innovation.



Goals

- Enhance his strategic decision-making skills to better navigate the rapidly evolving tech landscape.
- Stay abreast of emerging technologies and integrate them into business operations.
- Expand his professional network with other C-suite executives to share insights and strategies.
- Ensure leadership continuity within his organization.

Pain Points

- Managing the complexities of global expansion while maintaining operational efficiency.
- Balancing immediate operational demands with long-term strategic objectives.
- Keeping up with technological advancements and digital transformation.
- 39% struggle to find time for professional development¹.

[source](#)

Aspiring leaders

Executives, Team leaders, Managers, Project coordinators, Technical professionals

Ambitious professionals who aim to develop core leadership skills and strategic insights to advance into senior roles, while overcoming industry biases and gaining visibility.

Aspiring leader

Persona 2: Ambitious Sofia

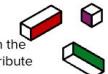


Demographics

- Age: 34
- Education: Bachelor's degree in Business Administration
- Industry: Finance
- Position: Business Finance Manager

About

Sophia aspires to become a Chief Financial Officer (CFO) in the future, where she can influence financial strategy and contribute to the overall success of her organization. She is eager to develop her leadership capabilities and play a pivotal role in guiding her company through financial challenges.



Goals

- Develop core leadership skills.
- Gain a deeper understanding of strategic financial management to prepare for future roles.
- Build a robust professional network to support her career advancement.
- Foster innovation within her team.

Pain Points

- Limited access to leadership training and mentorship opportunities.
- Challenges in gaining visibility and recognition for her contributions.
- Balancing current job responsibilities with aspirations for career growth.
- Stay competitive in today's fast-paced business environment.

Campaign Strategic Direction



GET

Evolving Leaders
and Aspiring
Leaders
[target personas]

WHO

Are too time
constrained and
under pressure
for upskilling

TO

Flip from 'off'
to 'always on'
learning

BY

Transforming SMU
from an occasional
course provider to a
continuous growth
ecosystem

SMU ExD Domains

“Always-on learning for always-on leaders”



Your Always-On Learning Ecosystem

Introducing SMU ExD Domains

Benefits for Executives

- **Find your focus:** Clear mental map of development opportunities across six intuitive domains.
- **Save time:** Quick navigation to relevant courses that match development needs.
- **Trust your choice:** New courses backed by the proven reputation of flagship programmes.
- **Learn your way:** Flexible development paths that match how they actually think and work.
- **Stay relevant:** Access to comprehensive, always-on learning for an always-on life.



Benefits for SMU ExD

- **Stronger marketing:** Move from fragmented course promotion to strategic domain architecture.
- **Better performance:** Enhanced SEO through themed content clustering.
- **Efficient creative:** Logical framework for refreshing assets across related courses.
- **Higher conversion:** Cross-promotion between established and new courses.
- **Clear positioning:** Alignment with how executives approach their development needs.



LinkedIn Ads

 **SMU-ExD Executive Development**
8,579 Followers
Promoted

Integrate world-class executive development into your always-on leadership journey with SMU ExD Domains. Six essential domains. Flexible learning paths. Zero compromise.

Keep Learning While Leading

SMU ExD Domains

-  Digital Transformation
-  Data & Analytics
-  Productivity & Operations
-  Leadership & Strategy
-  Business Management
-  Finance & Investment

 **Executive Development**

Download our brochure now
Discover always-on learning for always-on leaders

[Download](#)

 **SMU-ExD Executive Development**
8,579 Followers
Promoted

Rise above gender and organisational barriers while staying true to your authentic leadership voice. Join women leaders for 3 days of transformation.

Transcend. Transform. Lead.

Women & Leadership Programme

- Authentic personal leadership
- Transcend gender barriers
- Influence through thought leadership
- Powerful stakeholder relationships
- Lasting impact with authenticity

5 - 7 NOV 2024 | REGISTER NOW

 **Executive Development**

Register for Women & Leadership at SMU ExD
The path to executive excellence begins with personal mastery

[Register](#)

Google Ads



SMU
SINGAPORE MANAGEMENT UNIVERSITY
Executive Development

Accelerate Your Leadership Now

Master Influence, Crisis, & Agile Leadership in 5 Days with the EXCEL Leadership Programme

CLOSE OPEN

Accelerate Your Leadership Now

Master Influence, Crisis, & Agile Leadership in 5 Days with the EXCEL Leadership Programme

CLOSE OPEN

YouTube

SMU Executive Development

Accelerate Your Leadership Now

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Open

SMU-ExD Executive Devt.

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Accelerate Your Leadership Now

Master Influence, Crisis, & Agile Leadership in 5 Days with the EXCEL Leadership Programme

https://exd.smu.edu.sg

Sponsored

SMU-ExD Executive Development
<https://exd.smu.edu.sg>

EXCEL in ExD Leadership Domain | Level Up Your Leadership

Master influence, crisis & agile leadership in 5 days with our EXCEL Leadership Programme. Optimise your influence & organisational impact. Join SMU's EXCEL Leadership Programme.

<https://exd.smu.edu.sg>

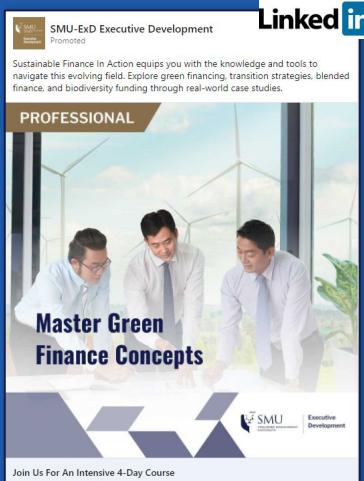
Our Media Strategy Framework

Comprehensive - Efficient - Achievable Framework

We developed a solid strategy structure to best attain pre-defined media objectives with practical operational steps and timelines.



Let's start by auditing your current campaigns...



SMU-ExD Executive Development
Promoted

Sustainable Finance In Action equips you with the knowledge and tools to navigate this evolving field. Explore green financing, transition strategies, blended finance, and biodiversity funding through real-world case studies.

PROFESSIONAL

Master Green Finance Concepts

Join Us For An Intensive 4-Day Course

SMU Executive Development



Sponsored

Emeritus

https://smu.emeritus.org

SMU Sustainability Program | Business Sustainability Prog

Explore 10 comprehensive modules in this online programme from SMU LKCM School of Business. Learn to leverage **sustainability** strategies to enhance competitiveness with SMU...

Sustainability Strategies and Green Economy Programme

Embedding Sustainability into Strategic Business Decisions.

OBSERVATIONS

- Missing compelling hook and visuals.
- Limited ad formats.
- Limited campaign reach for courses.
- Message is not tailored to the audience and doesn't highlight clear benefits.



RECOMMENDATIONS

- Test tailored messaging and ad formats.
- A/B test images and copy.
- Use urgency-focused CTAs.
- Directly address target audience.
- Highlight unique points and benefits.



... and some of your key competitors



	 National University of Singapore	 Nanyang Technological University	 Singapore Institute of Management	 University of Malaya	 Universitas Indonesia
Marketing Tactics	- Leverages global rankings for branding and lead generation through its strong reputation. - Focus on expanding global reach through partnerships, thought leadership and research excellence.	- Focuses on traffic generation by highlighting technological innovations. - Uses branding and industry connections to promote advanced research capabilities.	- Uses lead generation through international programmes and partnerships with top universities in the UK, US, and Australia. - Focus on branding and traffic generation targeting international students.	- Traffic generation through digital campaigns targeted at local and international students. - Focuses on branding with emphasis on research capabilities and collaborations.	- Focuses on lead generation by emphasizing government support and academic offerings. - Uses branding and traditional marketing for long-standing reputation.
Marketing Channels	    Digital: Global alumni networks. Traditional: Research conferences and education fairs.	    Traditional: Innovation events, tech partnerships, and academic showcases.	    Traditional: Innovation events, tech partnerships, and academic showcases.	  Traditional: Collaborations with international universities for student exchange programmes.	  Traditional: Government media, academic partnerships across Asia and Europe.

Our Media Approaches Summary

PROPOSED

Approach 1

Requested 2-tactic Media Approach

An approach that **closely follows your brief** to attain the predetermined objectives.



- Media Plan: Included
- Rollout Plan: Included
- Costing: Included

Approach 2

Comprehensive 3-tactic Media Approach

An **enhanced** approach to achieve the objectives with an **added always-on advantage**.



- Media Plan: Included
- Rollout Plan: Included
- Costing: To be determined*

**Costing of Approach 2 will be provided upon request (Optional).*

Our Tactics to Achieve The Objectives



APPROACH 1			APPROACH 2
TACTIC	Tactic 1	Tactic 2	Tactic 3
FLIGHT TIME	ALWAYS-ON (Monthly)	SEASONAL (Based on programme run dates)	ALWAYS-ON (Monthly when programmes do not have any classes)
DETAILED APPROACH	Run continuous campaigns with periodic creative refreshes to maintain visibility for on-demand users.	Leverage pre-built database, traffic, and consistent conversion tracking for hyper-targeting and converting users with high intent.	Capture qualified leads of those unrun programmes for further engagement and retargeting whenever users have strong interests.

Channels Rationale



APPROACH 1



Based on your request of using **Google and LinkedIn** platforms, we specifically recommend:

- **Google Display:** Build brand visibility widely.
- **Performance Max:** optimise ROAS with targeted placements.
- **LinkedIn Traffic:** Engage career-focused professionals.
- **LinkedIn Lead Gen:** Capture qualified leads directly on LinkedIn.

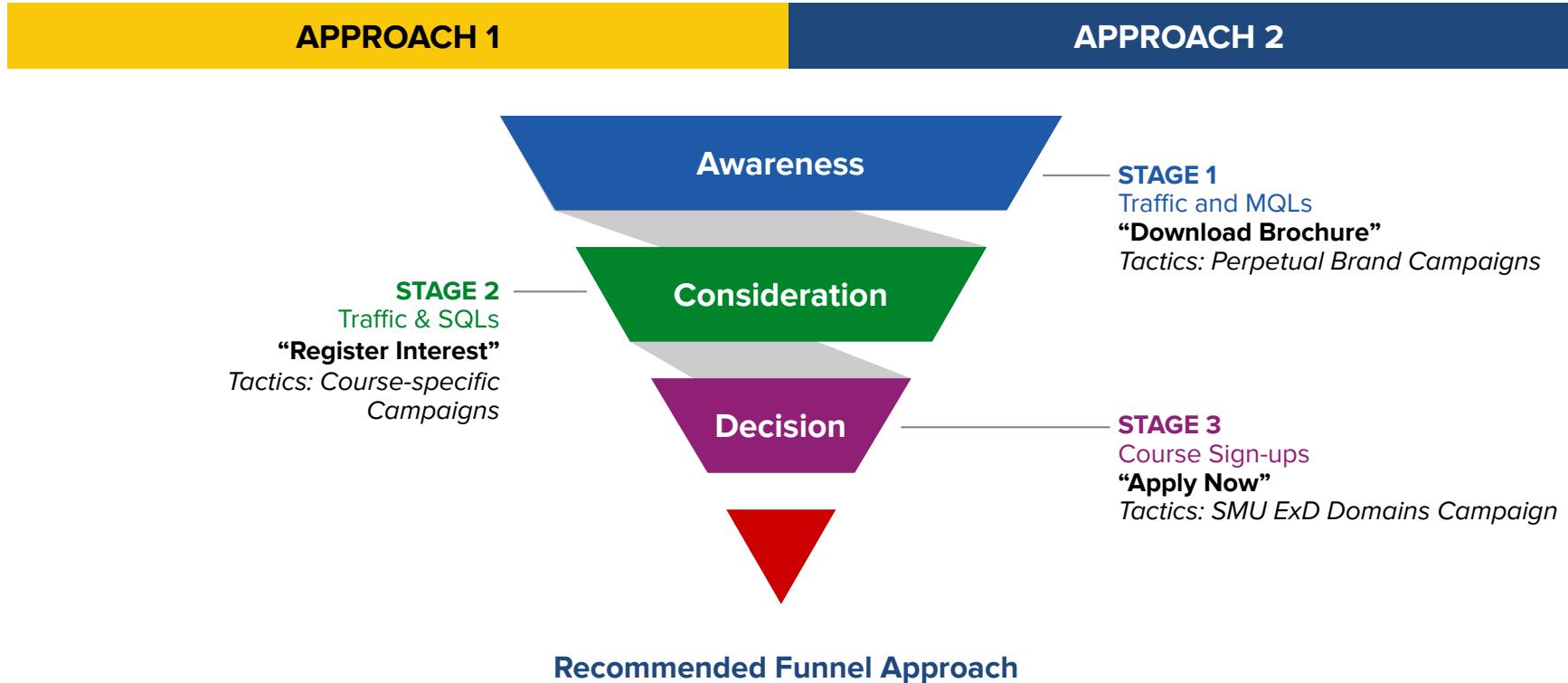
APPROACH 2



In this approach, we extend the selection and recommend a **multi-channel strategy**:

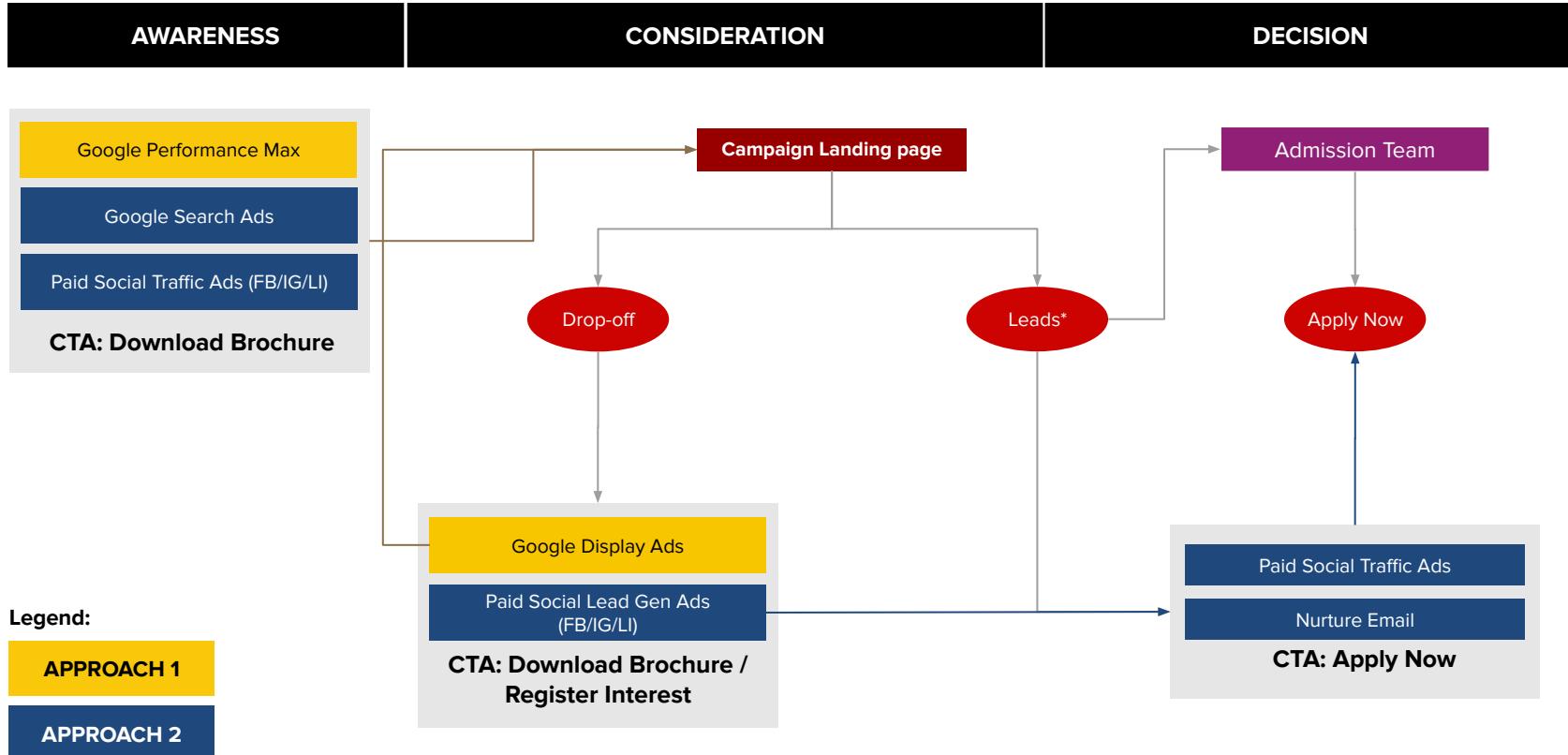
- **Facebook & Instagram:** Cost-effective targeting and broad reach.
- **LinkedIn:** Target professionals advancing their careers.
- **Search & Display:** Engage high-intent users at all funnel stages.
- **Performance Max:** maximise ROAS using data-driven outcomes.
- **Nurture Email:** Keep leads engaged and conversion-ready.

Conversion Funnel



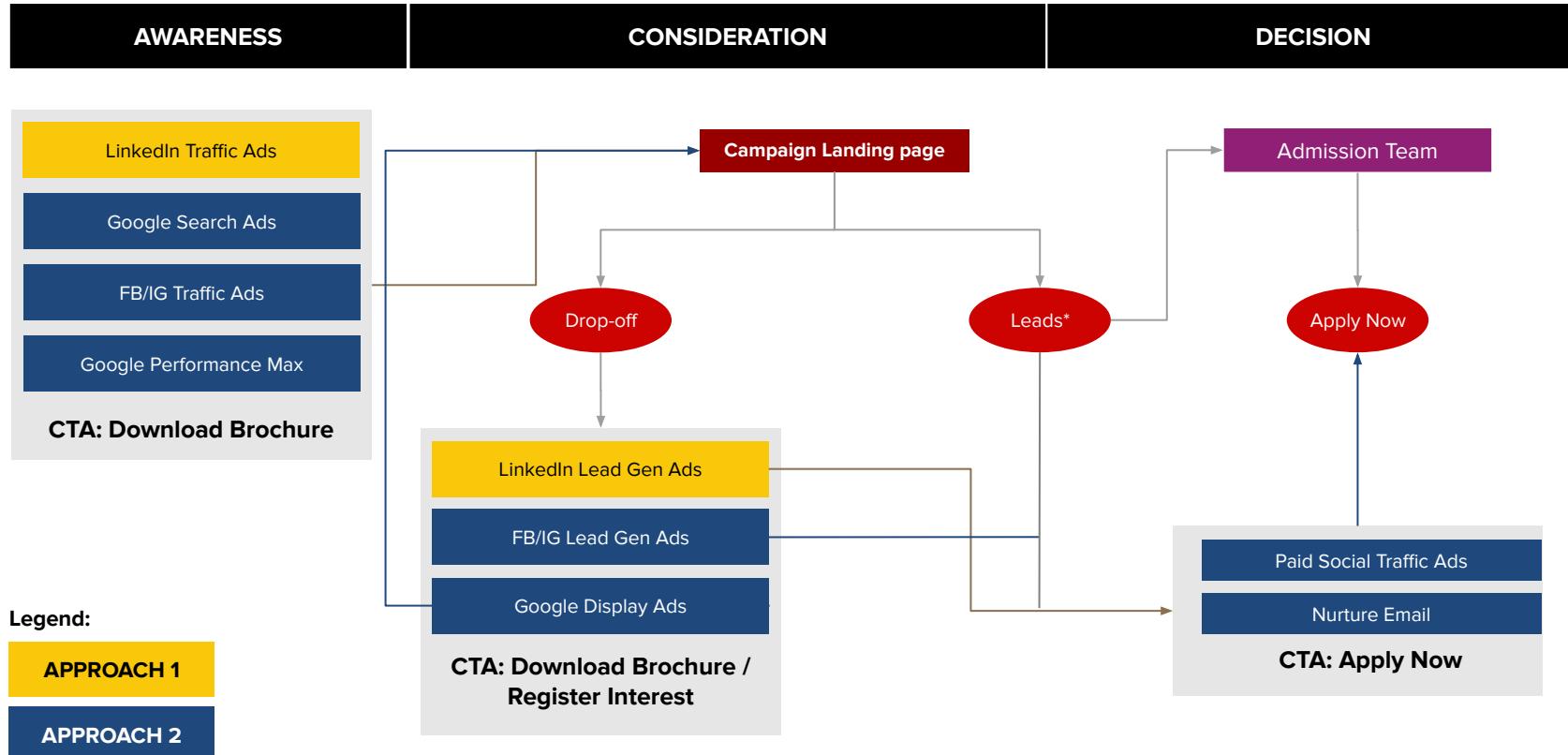
Achieve efficient reach through a cross-platform campaign targeting an addressable audience, while capturing leads at every stage to boost course registrations when applications open.

Perpetual Brand Campaign Flow (Tactic 1)



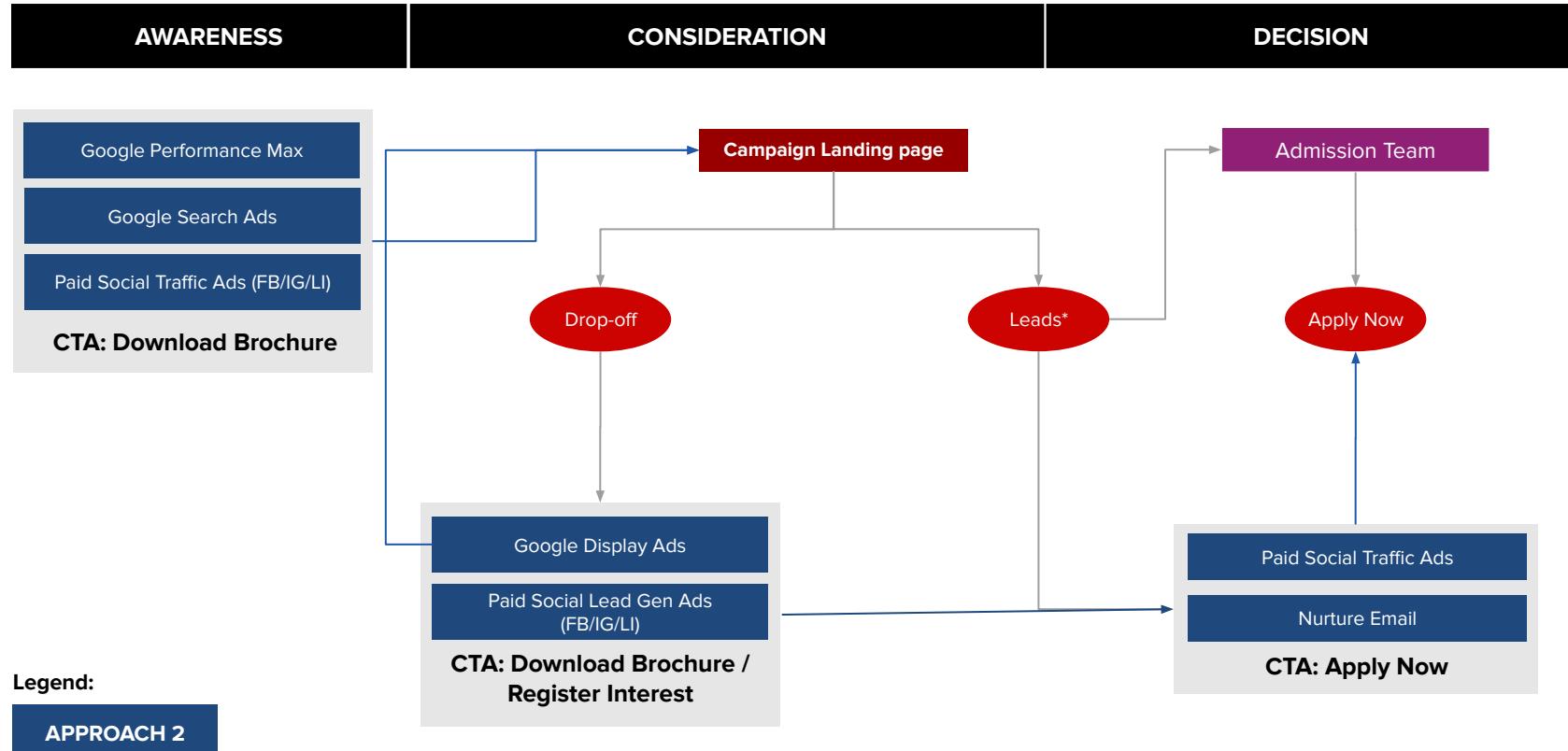
* Leads = Download Brochure or Register Interest

Course-specific Campaign Flow (Tactic 2)



* Leads = Download Brochure or Register Interest

SMU ExD Domain Campaign Flow (Tactic 3)



APPROACH 2

* Leads = Download Brochure or Register Interest

26-month Media Plan (SGD)



APPROACH 1

Tactical 1: Perpetual Brand Campaign

FUNNEL	CHANNEL	TOTAL BUDGET	BUDGET %	IMPRESSIONS	CTR	CLICKS	CPC	LEADS	CPL	APPLICATION	CPA APPLICATION
Prospecting	Google Performance Max	\$41,600	80%	4,333,333	1.20%	52,000	\$0.80	884	\$47	221	\$188
Retargeting	Google Display Ads	\$10,400	20%	2,971,429	0.70%	20,800	\$0.50	166	\$63	42	\$250
TOTAL		\$52,000	100%	7,304,762	1.00%	72,800	\$0.71	1,050	\$50	263	\$198

Tactical 2: Course-Specific Campaign

FUNNEL	CHANNEL	TOTAL BUDGET	BUDGET %	IMPRESSIONS	CTR	CLICKS	CPC	LEADS	CPL	APPLICATION	CPA APPLICATION
Prospecting	Linkedin Traffic Ads	\$64,000	80%	1,185,185	1.20%	14,222	\$4.50	782	\$82	336	\$190
Retargeting	Linkedin Lead Gen Ads	\$16,000	20%	152,381	1.40%	2,133	\$7.50	213	\$75	92	\$174
TOTAL		\$80,000	100%	1,337,566	1.22%	16,356	\$4.89	996	\$80	428	\$187

Expected results are based on industry benchmarks and past campaigns. This is also based on the assumption that we will have a high-performance Landing Page and Programme Brochure. Actual results may vary due to multiple dependencies and market variations. Construct Digital may suggest budget reallocations and other recommendations to optimise the campaigns performance.

26-month Media Plan (SGD)



APPROACH 2

Tactical 1: Perpetual Brand Campaign

Funnel	Channel	Total Budget	Budget %	Impressions	CTR	Clicks	CPC	Leads	CPL	Application	CPA Application
Prospecting	Google Performance Max	\$19,500	15%	1,625,000	1.50%	24,375	\$0.80	414	\$47	104	\$188
	Google Search Ads	\$26,000	20%	2,600,000	2.00%	52,000	\$0.50	452	\$57	113	\$230
	Facebook/Instagram Traffic Ads	\$26,000	20%	4,333,333	1.20%	52,000	\$0.50	468	\$56	117	\$222
	LinkedIn Traffic Ads	\$19,500	15%	361,111	1.20%	4,333	\$4.50	238	\$82	60	\$327
Retargeting	Google Display Ads	\$6,500	5%	1,857,143	0.70%	13,000	\$0.50	104	\$63	26	\$250
	Facebook/Instagram Lead Gen Ads	\$6,500	5%	232,143	1.40%	3,250	\$2.00	130	\$50	33	\$200
	LinkedIn Lead Gen Ads	\$13,000	10%	123,810	1.40%	1,733	\$7.50	173	\$75	43	\$300
Nurturing	Facebook/Instagram Traffic Ads	\$6,500	5%	162,500	1.60%	2,600	\$2.50	260	\$25	65	\$100
	LinkedIn Traffic Ads	\$6,500	5%	101,563	1.60%	1,625	\$4.00	163	\$40	41	\$160
TOTAL		\$130,000	100%	11,396,602	1.36%	154,917	\$0.84	2,403	\$54	601	\$216

Expected results are based on industry benchmarks and past campaigns. This is also based on the assumption that we will have a high-performance Landing Page and Programme Brochure. Actual results may vary due to multiple dependencies and market variations. Construct Digital may suggest budget reallocations and other recommendations to optimise the campaigns performance.

26-month Media Plan (SGD)



APPROACH 2

Tactical 2: Course-Specific Campaign

Funnel	Channel	Total Budget	Budget %	Impressions	CTR	Clicks	CPC	Leads	CPL	Application	CPA Application
Prospecting	Google Performance Max	\$30,000	15%	2,500,000	1.50%	37,500	\$0.80	638	\$47	274	\$109
	Google Search Ads	\$40,000	20%	4,000,000	2.00%	80,000	\$0.50	696	\$57	299	\$134
	Facebook/Instagram Traffic Ads	\$40,000	20%	6,666,667	1.20%	80,000	\$0.50	720	\$56	310	\$129
	LinkedIn Traffic Ads	\$30,000	15%	555,556	1.20%	6,667	\$4.50	367	\$82	158	\$190
Retargeting	Google Display Ads	\$10,000	5%	2,857,143	0.70%	20,000	\$0.50	160	\$63	69	\$145
	Facebook/Instagram Lead Gen Ads	\$10,000	5%	357,143	1.40%	5,000	\$2.00	200	\$50	86	\$116
	LinkedIn Lead Gen Ads	\$20,000	10%	190,476	1.40%	2,667	\$7.50	267	\$75	115	\$174
Nurturing	Facebook/Instagram Traffic Ads	\$10,000	5%	250,000	1.60%	4,000	\$2.50	400	\$25	172	\$58
	LinkedIn Traffic Ads	\$10,000	5%	156,250	1.60%	2,500	\$4.00	250	\$40	108	\$93
TOTAL		\$200,000	100%	17,533,234	1.36%	238,333	\$0.84	3,697	\$54	1,590	\$126

Expected results are based on industry benchmarks and past campaigns. This is also based on the assumption that we will have a high-performance Landing Page and Programme Brochure. Actual results may vary due to multiple dependencies and market variations. Construct Digital may suggest budget reallocations and other recommendations to optimise the campaigns performance.

26-month Media Plan (SGD)



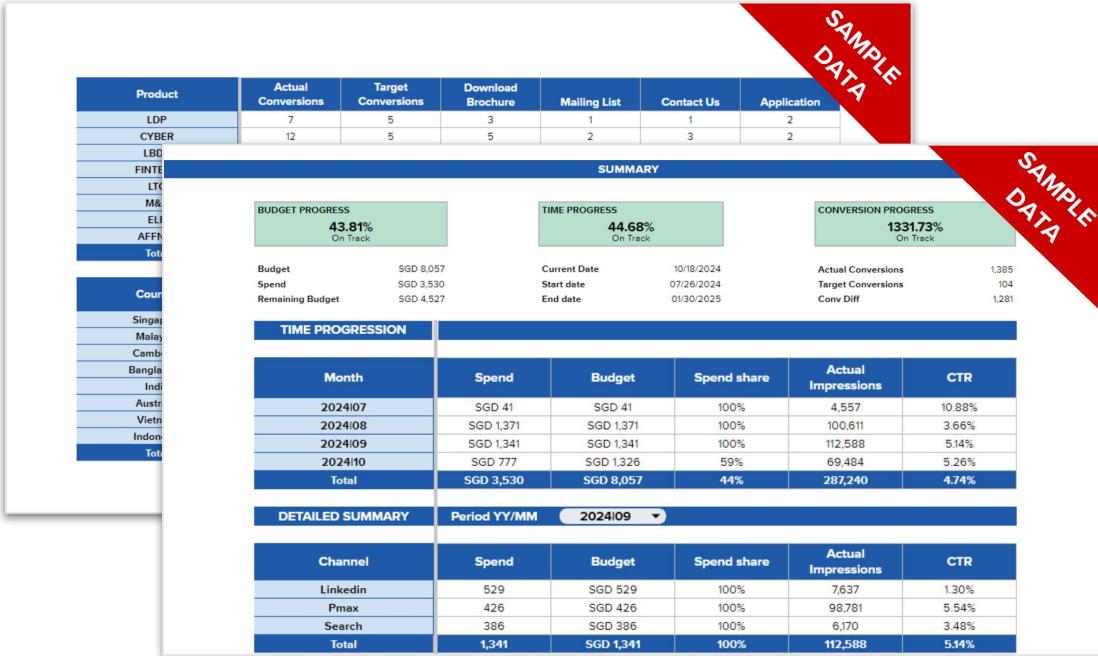
APPROACH 2

Tactical 3: SMU ExD Domain Campaigns

Funnel	Channel	Total Budget	Budget %	Impressions	CTR	Clicks	CPC	Leads	CPL	Application	CPA Application
Prospecting	Google Performance Max	\$19,500	15%	1,625,000	1.50%	24,375	\$0.80	414	\$47	124	\$157
	Google Search Ads	\$26,000	20%	2,600,000	2.00%	52,000	\$0.50	452	\$57	136	\$192
	Facebook/Instagram Traffic Ads	\$26,000	20%	4,727,273	1.10%	52,000	\$0.50	468	\$56	140	\$185
	LinkedIn Traffic Ads	\$19,500	15%	270,833	1.60%	4,333	\$4.50	238	\$82	72	\$273
Retargeting	Google Display Ads	\$6,500	5%	1,857,143	0.70%	13,000	\$0.50	104	\$63	31	\$208
	Facebook/Instagram Lead Gen Ads	\$6,500	5%	216,667	1.50%	3,250	\$2.00	130	\$50	39	\$167
	LinkedIn Lead Gen Ads	\$13,000	10%	101,961	1.70%	1,733	\$7.50	173	\$75	52	\$250
Nurturing	Facebook/Instagram Traffic Ads	\$6,500	5%	113,043	2.30%	2,600	\$2.50	260	\$25	78	\$83
	LinkedIn Traffic Ads	\$6,500	5%	65,000	2.50%	1,625	\$4.00	163	\$40	49	\$133
TOTAL		\$130,000	100%	11,576,920	1.34%	154,917	\$0.84	2,403	\$54	721	\$180

Expected results are based on industry benchmarks and past campaigns. This is also based on the assumption that we will have a high-performance Landing Page and Programme Brochure. Actual results may vary due to multiple dependencies and market variations. Construct Digital may suggest budget reallocations and other recommendations to optimise the campaigns performance.

Report Samples



SAMPLE
DATA

SAMPLE
DATA

Overview Metrics



Track progress against key milestones, identifying if you're on or off track.

In-Depth Metrics



Unlock deeper insights to optimise performance and drive efficient ROI.



Dynamic Filters

View performance across any timeline.



Detailed Breakdown

Analyse results by country, product, and channel to pinpoint focus areas.

Rollout Plan



Marketing Calendar 2025-2026

The calendar spans from January 2025 to March 2026, divided into five quarters:

- Q1 (2025):** Jan, Feb, Mar
- Q2 (2025):** Apr, May, Jun
- Q3 (2025):** Jul, Aug, Sep
- Q4 (2025):** Oct, Nov, Dec
- Q1 (2026):** Jan, Feb, Mar

Campaign Preparation: A red bar from Jan 1 to Feb 28.

Tactic 1: Always-On Perpetual Brand Campaigns (Yellow background):

- Q1:** A red bar from Jan 1 to Feb 28 labeled "Campaign Setup".
- Q2-Q4:** A large yellow bar spanning all months from Mar to Dec labeled "Maximise traffic to SMU EXD landing page to expose users to different domains".
- Q1 2026:** A yellow bar from Jan 1 to Mar 31 labeled "Recruit Q2 courses".

Tactic 2: Seasonal Course-Specific Campaigns (Yellow background):

- Q1:** A yellow bar from Jan 1 to Mar 31 labeled "Recruit Q2 courses".
- Q2:** A yellow bar from Apr 1 to Jun 30 labeled "Recruit Q3 courses".
- Q3:** A yellow bar from Jul 1 to Sep 30 labeled "Recruit Q4 courses".
- Q4:** A yellow bar from Oct 1 to Dec 31 labeled "Recruit Q1 courses".
- Q1 2026:** A yellow bar from Jan 1 to Mar 31 labeled "Recruit Q2 courses".

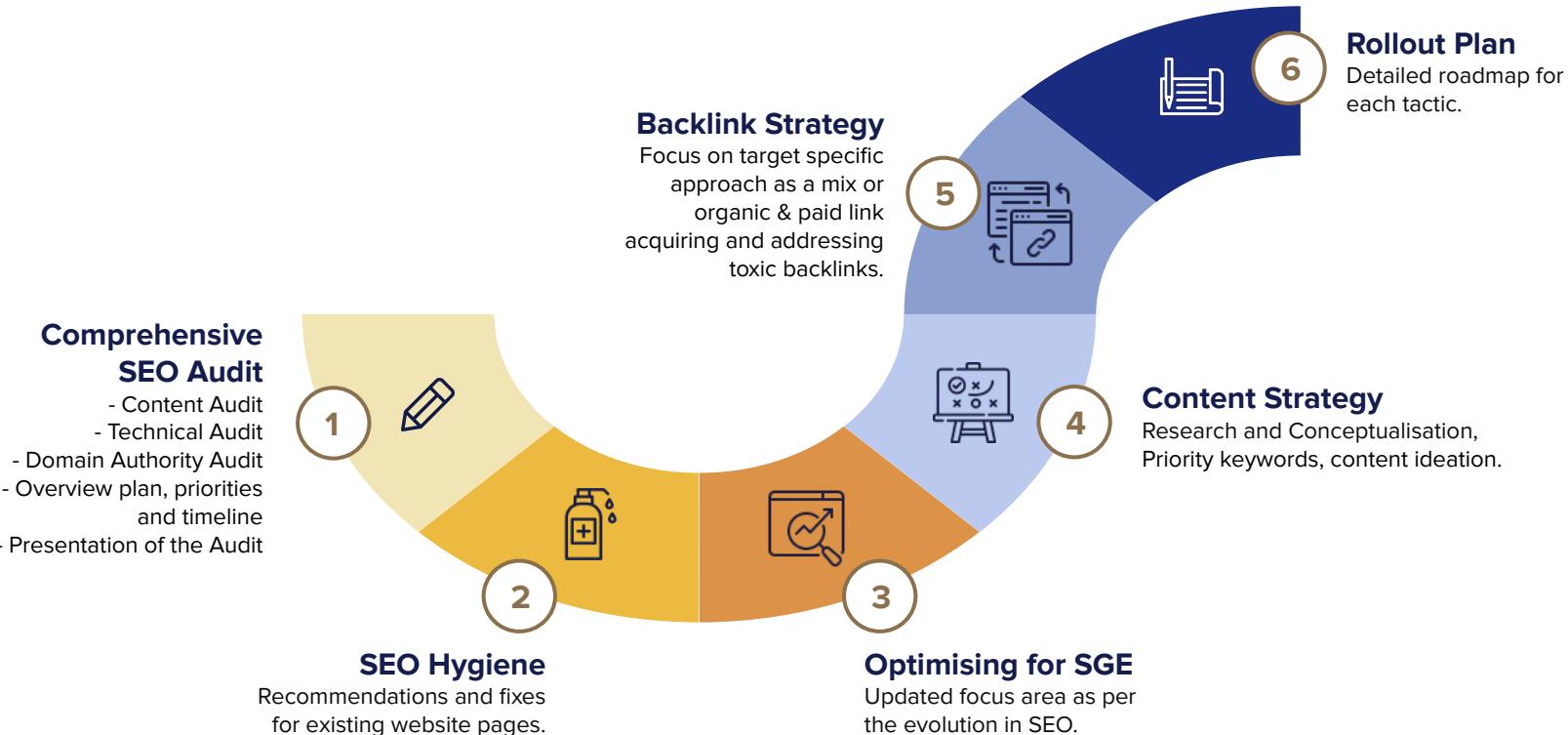
Tactic 3: Always-On SMU ExD Domain Campaigns (Dark Blue background):

- Q1:** A dark blue bar from Jan 1 to Mar 31 labeled "Increase visibility of unrun programmes for current and next quarter".
- Q2-Q4:** A dark blue bar spanning all months from Apr to Dec labeled "Increase visibility of unrun programmes for current and next quarter".
- Q1 2026:** A dark blue bar from Jan 1 to Mar 31 labeled "Increase visibility of unrun programmes for current and next quarter".

Our SEO Strategy Framework

Comprehensive - Efficient - Achievable Framework

We established a comprehensive strategy with detailed action plans outlining specific steps to meet our SEO goals.

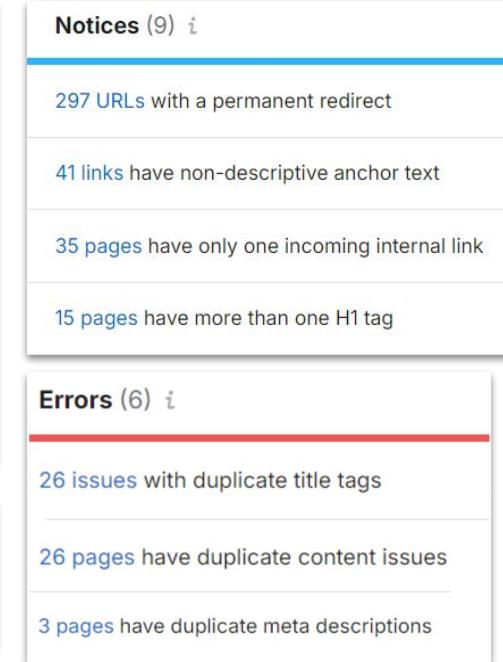
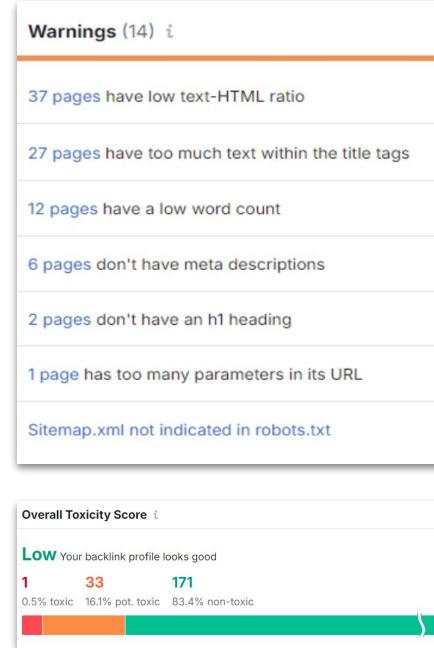
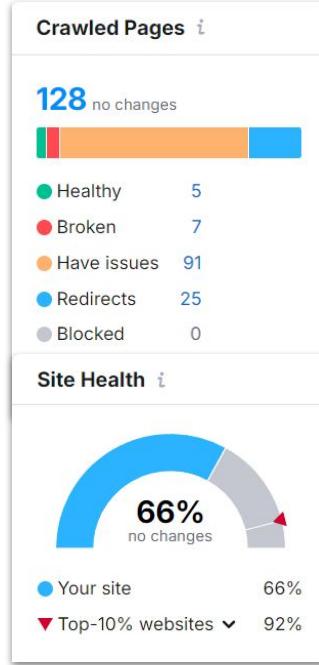


SEO Audit - Alert! Critical issues & toxic backlinks identified



Oops!

The site is plagued by numerous issues, warnings, and toxic backlinks—urgent action is needed!





SEO Audit - Competitor Analysis



National University
of Singapore

Organic Traffic: 1.6k
Backlinks: 499
Authority: 66



Nanyang
Technological
University

Organic Traffic: 1.2M
Backlinks: 4.4M
Authority: 62



Singapore Institute
of Management

Organic Traffic: 183.6k
Backlinks: 48.4k
Authority: 46



Singapore
Management
University

Organic Traffic: 8.9k
Backlinks: 650
Authority: 56

NEWS AND MEDIA



Artificial Intelligence (AI)

AI FOR LEADERS: LEVERAGING DATA
ANALYTICS FOR BUSINESS

[View More](#)

AI FOR LEADERS:
GENERATIVE AI
[View More](#)

02 Dec
2023

PROFESSIONAL CERTIFICATES



OBSERVATIONS

- Implemented a Course Calendar Page
- Existing Media Section for Articles and Videos
- Focus on the “Certificate Courses”

Unlike **NTU** and **SIM**, which leverage their root domains to drive leads for **Executive Education** courses, **NUS** and **SMU** use dedicated subdomains. While subdomains require more effort to rank as they act as separate sites, they also offer the advantage of targeting a broader, more specific audience.

SEO Hygiene

The image shows three overlapping Microsoft Excel spreadsheets. The top-left spreadsheet is titled '[EXT-Shared] - [SEO Audit #1] Toxic Backlinks 2024|08'. It has columns for Rank, URL, Type, and Status. The top-right spreadsheet is titled '[EXT-Shared] - [SEO Audit #1] SEO Content Issues Master Tracker 2024|08'. It has columns for Issue ID, Issue Category (New), Total Issues, Media File Discovery Status, Microsites, New Issues, Degradations, and Not Found. The bottom spreadsheet is titled '[EXT-Shared] - [SEO Audit #1] Technical Issues Master Tracker 2024|08'. It has columns for Issue ID, Issue Category (New), Total Issues, Media File Discovery Status, Microsites, New Issues, Degradations, and Not Found. All three spreadsheets have tabs at the bottom labeled 'Sitemap' and 'All Issues'.

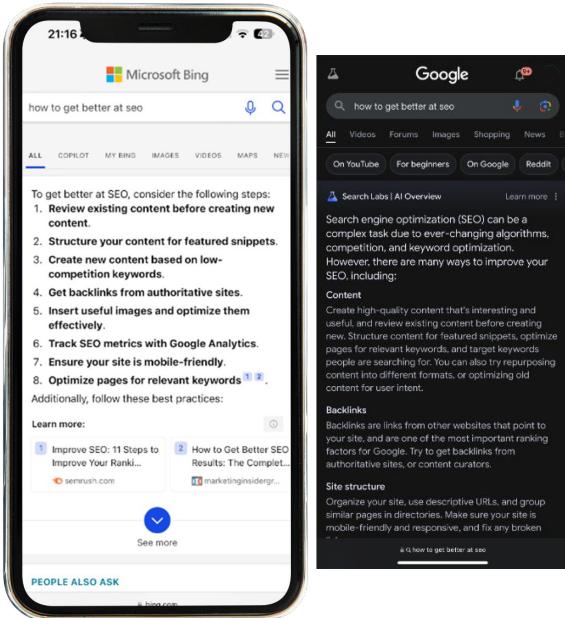
Our SEO hygiene provides a comprehensive audit of **Technical SEO**, **Content SEO**, and **Backlink Analysis** to fully optimise your website's performance.

With clear trackers included, we ensure each SEO component is systematically monitored, offering transparency and actionable insights for ongoing site health and sustained visibility.



Optimising for Search Generative Experience (SGE)

A recent key shift in SEO is the rise of **AI overviews** or **Search Generative Experience**, as shown in the screenshots below.



Amidst numerous changes in SEO in 2024, **Construct Digital** has developed a 4-step approach to navigate the evolving landscape.

Brand Building

Focus on User Intent

Brand building boosts trust, recognition, and customer conversion rates.

Search intent, or user intent, is the user's main goal when entering a query.

Optimise for AI

Traditional SEO as Usual

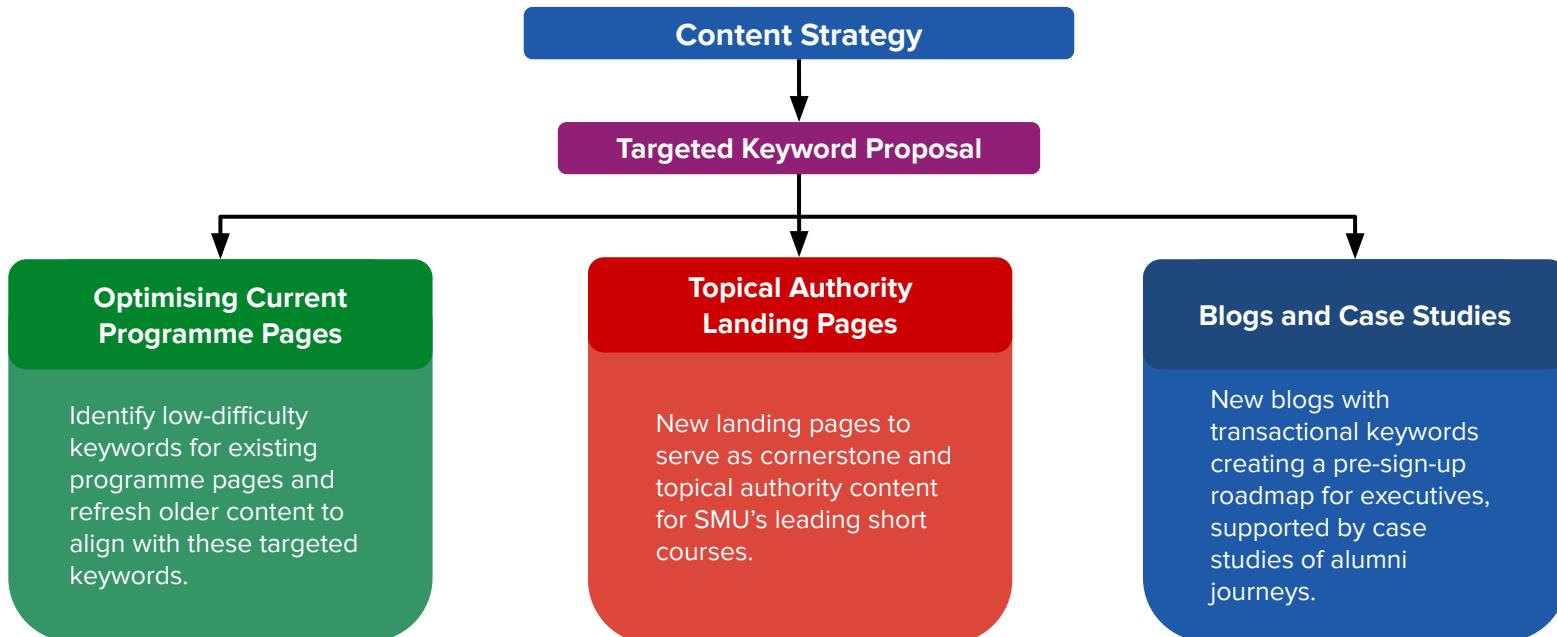
Optimising for AI means tailoring your site and content for AI-driven search engines.

Traditional SEO methods are vital as they form the foundation of a strong strategy.

Content Strategy

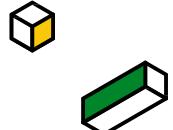


Our content strategy focuses on **optimising existing programme pages**, **proposing targeted keywords**, and creating **new landing pages** and **content pillars**. This structured approach ensures your content is strategically aligned to improve relevance, reach, and engagement across key areas.





Backlink Strategy



Our backlink strategy is built on **three powerful pillars**, designed to **drive impactful, lasting results**:

Organic Link Building

Organic backlinking will use guest posts, directory submissions, maps, Wikipedia, and Knowledge Graph to build authority, visibility, and growth.

Paid Link Building

Paid backlinks involve partnering with reputable agencies like Authority Builders and LinkDoctor to secure high-DA links with highly relevant content for our clients.

Toxic Backlinks

Following a comprehensive backlink audit, we will disavow all toxic links pointing to the site, reducing spam and enhancing SEO and brand reputation.

*This combination of strategy (**Organic+Paid**) will secure at least **10 high-quality links per month**, boosting site SEO and visibility across search engines.*



Rollout Plan





Monthly Report Samples

Website Performance: Traffic Acquisition Report

Organic Traffic vs Overall Traffic

Note: Traffic will have a discrepancy with Google Analytics if data of the report being taken from a backend dataset.

Organic Traffic

Total users	40,811
-------------	--------

Overall Traffic

Total users	182,901
-------------	---------

Sessions by Channel

Demographics, Geo & Devices

Country

Country	Total users
Singapore	133,006
United States	4,351
Malaysia	3,785
India	3,151
Indonesia	2,144
Japan	1,581
China	1,361
Hong Kong	1,031
Bulgaria	938
Australia	877
(not set)	829

Note: Sessions including Linux Operating Systems have been filtered to exclude traffic coming from Monoxide, this may affect traffic coming from all regions but not significantly.

Website Performance: Behavior Report

Content Consumption

User and Set Up | imds | Activity | Press releases | Programme | Standards Kampf | Guidelines | others

Content type	Views	Sessions
User and Set Up imds	61,260	47,817
Activity	41,012	31,339
Press releases	32,828	30,534
Programme	116,573	23,826
Standards Kampf Guidelines	33,318	18,856
Access Stories	24,631	13,968
Digital Solution Programme	16,984	13,212
Who we are	14,914	13,174
Content	17,556	12,971

Content type

Content type	Content group	Total users	Views	Sessions
User and Set Up imds	Digital economy Infrastructure Smart nation Wireless	24,273	41,016	31,414
Subsidy Programme Public Initiative	Community	3,676	6,673	5,474
Standards Kampf Guidelines	Internet Online content	4,639	5,941	5,164
Subsidy Public Initiative	Digital inclusion Technology	3,655	5,138	4,586
Digital Solution Programme	e-invoicing Cross-border Digital transformation PEPPOL InvoiceNow	3,466	4,651	4,195
Public Initiative Programme	Community Data protection Telecommunications	3,458	4,219	3,945
Programme	Film Filmmaker Film Festival Film Screening	1,776	16,473	2,839
Scholarship Programme	Media Technology SGD Scholarship	1,507	2,691	2,205
Programme	Digital transformation Innovation Talent Roadmap	1,309	2,189	2,126
Grand total		91,623	152,571	122,891

*These charts are excluding unknown

IMD International Management Development

Click here to see the interactive reporting dashboard: [SAMPLE SEO REPORT](#) (Looker Studio)



Overview Metrics

Track progress against key milestones, identifying if you're on or off track.



In-Depth Metrics

Unlock deeper insights to optimise performance.



Dynamic Filters

View performance across any timeline.



Detailed Breakdown

Analyze results by keywords, pages, and channels to identify focus areas.

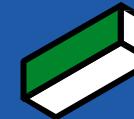


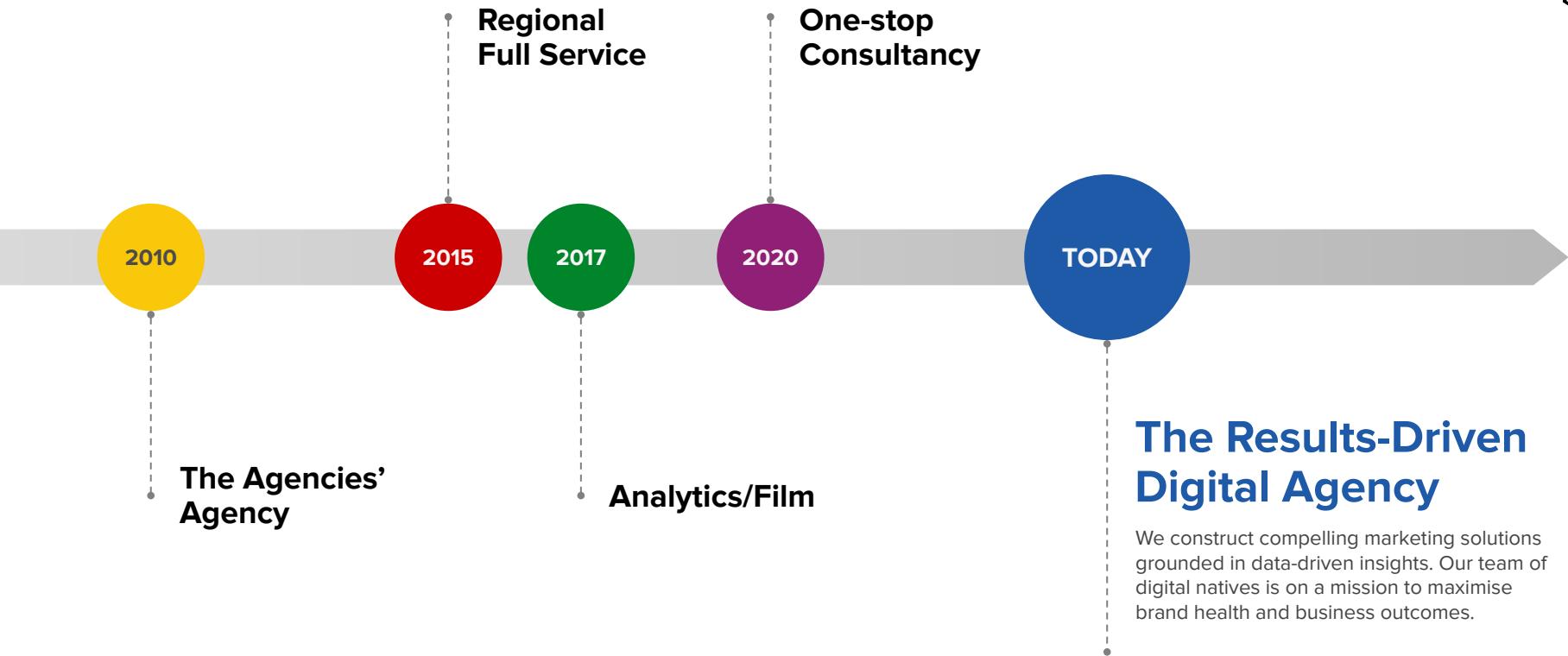
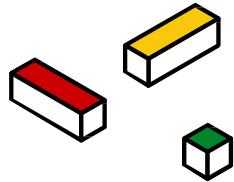
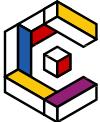
Project & Team Overview

Corporate Profile

Team Structure and Experience

Delivery Workflow

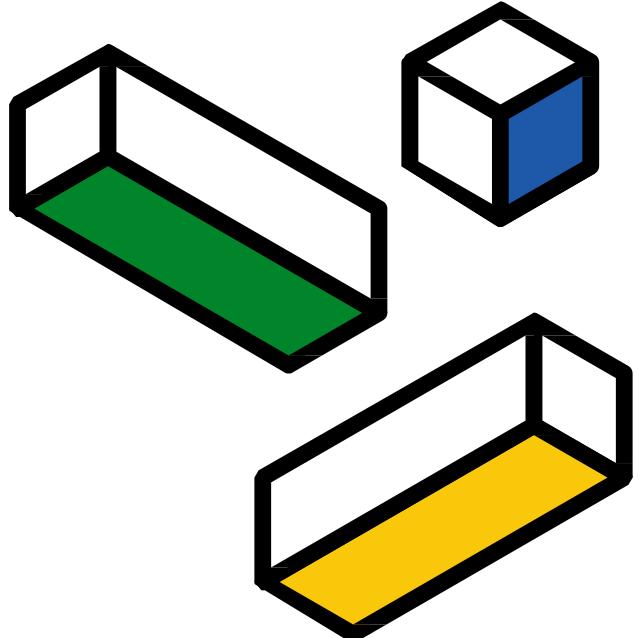




Our superpower

B2Human

In the world of marketing, logic and reason alone are not enough. Emotions are the catalyst that drive decisions and create lasting connections.



Our solutions

Our solutions harness imaginative thinking and frictionless technology to drive measurable results



UX, Creative Conceptualisation & Content Development

We conceptualise, design and deliver original campaigns, content and user experiences that forge meaningful connections with target audiences at every touchpoint.

- ▶ [Creative Strategy & Production](#) | [User Experience Design](#) | [Brand Design](#)



Marketing Planning, Activation & Measurement

We partner with you to map data-driven strategies, execute integrated campaigns across channels, and optimise performance through robust analytics.

- ▶ [Integrated Campaign Planning](#) | [Performance Marketing](#) | [SEO](#) | [Media Planning](#)



Data and Technology Enablement

We enable organisations to optimise their end-to-end use of data and technology - from building and maintaining websites to integrations - for greater efficiency, insight and innovation.

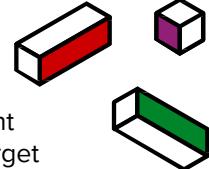
- ▶ [Tech Development & Build](#) | [Data Enablement](#)



AI and Automation

We empower organisations to harness AI and automation for transformative efficiency and innovation, deploying smart technologies that refine processes and enhance decision-making.

- ▶ [AI Integration & Automation](#) | [Process Optimisation](#)



Building momentum across South East Asia



India



Philippines



Vietnam



Singapore
HQ

With a diverse strong team of cross-functional specialists:



Maximising brand health and business outcomes for leading brands



Extensive Experience in IHL Branding & Marketing



Construct Digital has a proven track record in developing impactful branding strategies for prestigious Institutions of Higher Learning (IHLs) and related organisations.



Crafted a commemorative sub-brand to celebrate Duke-NUS' 20th anniversary



Optimised the NUS Giving website to boost donations by 45%.



Developed a fresh and memorable design language for NUS SCALE Sustainability.



Transforming NUS Lifelong Learning's dated and predictable style into a rich creative canvas



Strategic digital redesign to transform a functional entity into a powerful brand asset

5+ years

Partnering with the National University of Singapore

**CONSTRUCT DIGITAL IS THE
CREATIVE, MEDIA SERVICES AND WEBSITE
DEVELOPMENT AGENCY OF RECORD FOR NUS**

Creative And Media Services: Contract #T2023-000606
Website Development, Revamp And Maintenance: Contract #T2022-000375



We bring an integrated marketing approach to the entire NUS spectrum of schools.

Digital Marketing
& Admissions Campaigns

Digital
Analytics



Websites

Marketing
Automation



Award-Winning Success and Proven Results



IHL Marketing Expertise

NUS Business School - Master Programmes Office: UCLA EMBA leads up by 588%, MBA leads up by 391%, with CPL decrease of 220x for UCLA EMBA and 5x for MBA.

NUS Business School - Executive Education: Data-driven targeting achieves 157% above target.

NUS SCALE Continuing Education: 86% rise in applications.

NUS Giving: Website optimisation lifts donations by 45%.

NUS LKYSPP: Tactical lead-gen campaigns for executive education.

NTU PACE: Brand strategy refresh encompassing value proposition, key messages, verbal, and visual identity.

PSB Academy: Lead-generation campaigns for business degrees offered in collaboration with key university partners.

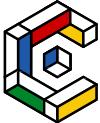
Kaplan Academy: 33% increase in website traffic, 18% increase in active users.

Multi-Year Contracts with NUS

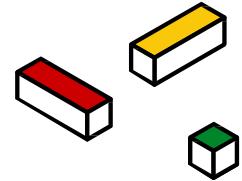
- **5+ Years Agency of Record:** Serving 17+ faculties and departments.
- **Comprehensive Integrated Services:** Brand and creative development, paid media strategy, performance marketing, website design, SEO.
- **Significant Value:** Contracts worth over \$5 million, reflecting substantial trust and investment.
- **Extensive Experience in Education:** Deep understanding and expertise in the education sector.



45+ awards and counting



Meet Your Construct Team



PRIMARY POINT OF CONTACT



Shee Fang Ling - 3 years
SENIOR ACCOUNT EXECUTIVE

ACCOUNT MANAGEMENT

Kunal Robert - 20 years
SENIOR DIRECTOR - CLIENT PARTNERSHIPS



PROJECT MANAGEMENT

Kha Nguyen - 7 years
DIGITAL PROJECT MANAGER



Samantha Shuttleworth - 20 years
HEAD OF STRATEGY & TRANSFORMATION



John Scott - 30 years
EXECUTIVE CREATIVE DIRECTOR



STRATEGY

Aahana Nawab - 4 years
STRATEGY MANAGER



Sharon Low - 8 years
CONTENT MARKETING MANAGER



Joseph Velasquez - 20 years
CREATIVE DIRECTOR



Luis Tejedor - 13 years
MARKETING DIRECTOR



Jez Cabidog - 7 years
SENIOR CONTENT MARKETER



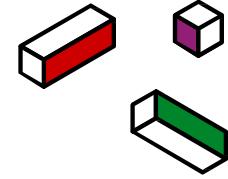
DESIGN

Luna Gambale - 7 years
SENIOR ART DIRECTOR



MARKETING & MEDIA

Our Proactive & Rigorous Partnership Approach



Open & Flexible Communication

We prioritise easy, informal communication without the need for scheduled meetings—reach out anytime, and we'll do the same. Formal check-ins include monthly reviews, quarterly updates, and half-yearly strategic planning.



Continuous Improvement & Opportunity Focus

Retrospective meetings help us learn from each project. We keep an eye open for new cultural or media opportunities and encourage feedback at every step to stay adaptive.



Performance Tracking & Alignment

Regular updates through a live project document and weekly status meetings ensure alignment on ongoing tasks, budget tracking, and key decisions.



Clear Roles & Accountability

Defined Service Level Agreements (SLAs) clarify team roles and responsibilities, setting expectations on response times and availability. Detailed contact reports follow key meetings within 48 hours.



High-Level Project Schedule



Overview of the planned activities over the year: Feb 2025 - Apr 2026

Payment Milestones



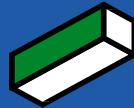
Cadence	2025	2026
Annual	<ul style="list-style-type: none"> SEO Site audit and recommended fixes \$7,500.00 <p>Annual Total: \$7,500.00</p>	<ul style="list-style-type: none"> SEO Site audit and recommended fixes \$7,500.00 <p>Annual Total: \$7,500.00</p>
Half-Yearly	<ul style="list-style-type: none"> Detailed Report \$3,560.00 Presentations \$1,880.00 <p>Half-Yearly Total: \$5,440.00</p>	<ul style="list-style-type: none"> Detailed Report \$3,560.00 Presentations \$1,880.00 <p>Half-Yearly Total: \$5,440.00</p>
Monthly	<ul style="list-style-type: none"> SEO off-site implementation (1 month = 1 unit) \$719.23 Understanding of business marketing needs, designing and executing overall marketing strategy (Agency Fee) (1 month = 1 unit) \$2,604.62 Design and execute course-specific ad campaigns \$1,557.69 (assuming total budget \$40,500.00 / 26 units) Design and execute perpetual brand ad campaigns (1 month = 1 unit) \$309.88 Monthly Reporting \$1,720.00 <p>Monthly Total: \$6,911.42</p>	<ul style="list-style-type: none"> SEO off-site implementation (1 month = 1 unit) \$719.23 Understanding of business marketing needs, designing and executing overall marketing strategy (Agency Fee) (1 month = 1 unit) \$2,604.62 Design and execute course-specific ad campaigns \$1,557.69 (assuming total budget \$40,500.00 / 26 units) Design and execute perpetual brand ad campaigns (1 month = 1 unit) \$309.88 Monthly Reporting \$1,720.00 <p>Monthly Total: \$6,911.42</p>

Note: Please refer to Annex C provided separately for the detailed cost breakdown



APPENDIX

CASE STUDIES



Extensive Experience in IHL Branding & Marketing



Construct Digital has a proven track record in developing impactful branding strategies for prestigious Institutions of Higher Learning (IHLs) and related organizations.



Crafted a commemorative sub-brand to celebrate Duke-NUS' 20th anniversary.



Optimised the NUS Giving website to boost donations by 45%.



Developed a fresh and memorable design language for NUS SCALE Sustainability.



Transforming NUS Lifelong Learning's dated and predictable style into a rich creative canvas.



Strategic digital redesign to transform a functional entity into a powerful brand asset.

Celebrating 20 Years of Excellence: The Duke-NUS Anniversary Sub-Brand



To commemorate the 20th anniversary of Duke-NUS Medical School, we created a unique sub-brand inspired by the master brand and infused with celebratory elements.

- **Seamless Integration:** Blending the essence of the Duke-NUS brand with vibrant new features for the anniversary.
- **Dynamic Visuals:** Designing eye-catching graphics that highlight the school's achievements and future vision.
- **Holistic Branding:** Creating a suite of assets, including a special anniversary logo, expanded colour palette, and versatile templates for consistent use across all media.
- **Compelling Narrative:** Developing a story that honours two decades of excellence and innovation, under the theme "20 Years & Beyond".

This sub-brand celebrates Duke-NUS's remarkable journey and sets the stage for future achievements, reinforcing its legacy of excellence.



[Click here to see it in action](#)

Transforming the NUS Giving brand website: From Dated to Timeless



[Click here to see the NUS Giving Website](#)



SEE THE POSSIBILITY FOR OUR FUTURE

Before: The original design featured a rigid, compartmentalised layout with a traditional color scheme. Content was densely packed, lacking visual hierarchy and engagement.

After: We reimaged the site with a fluid, contemporary aesthetic:

- Replaced boxy layouts with flowing, organic shapes
- Introduced an impactful "See the Possibility" campaign
- Created an intuitive, visually-driven navigation
- Incorporated storytelling to showcase real impact
- Balanced white space with rich media for enhanced engagement
- Modernised the colour palette whilst maintaining brand recognition

The result: A transformative design that elevates NUS Giving from a static repository to an inspiring, interactive platform.



Elevating NUS Business School's Brand Through Personalised Experiences



The image contains two screenshots of the NUS MBA Builder interface. The top screenshot shows the 'Explore popular journeys' section, which lists seven categories: Technology (With strategic innovation), Consulting (With a focus on), Finance (With tech expertise), Energy (With a social impact), Marketing (With a focus on digital marketing), Healthcare (Preparing for a healthcare role), and Real Estate (Preparing for a real estate role). The bottom screenshot shows the 'Core modules' section, which lists academic core modules: Quantitative Methods, Financial Accounting, Financial Reporting, Legal Environment, Managerial Economics, Managerial Accounting & Analytics, and Marketing Management. It also lists experiential core modules: Leadership for Innovation, Marketing Analytics, and New Venture Project. A sidebar on the right shows 'Recommending Electives' with options like Emerging Tech and the Future of Work, Digital Marketing, Leadership with Integrity, Managing Technological Change, Business & Big Data, and Total Professional & Personalized.

Brand Transformation

- Shifted from a traditional, one-size-fits-all approach to a dynamic, personalised brand experience.
- Developed a unique visual language that combines professionalism with innovation.

The Programme Builder: Branding in Action

- Created an interactive tool that embodies NUS's brand promise of customisation and flexibility.
- Designed intuitive UI/UX that reflects NUS's commitment to cutting-edge education.

Persona-Driven Brand Storytelling

- Crafted 7 distinct user personas, each with tailored visual and content journeys.
- Ensured consistent brand messaging while catering to diverse audience needs.

Visual Brand Cohesion

- Developed a cohesive design system across all touchpoints.
- Balanced NUS's established brand elements with fresh, modern aesthetics.

Brand Impact

- Significantly increased brand engagement and recall.
- Positioned NUS as an innovative leader in personalised business education.

A distinctly fresh and memorable design language for NUS SCALE Sustainability



NUS Lifelong Learning (L²) Catalogue

Browse - Finance

Sustainability Reporting and Governance
TGS-2023022008

Less than 1K views

Objectives
By the end of this module, participants should be able to: Understand the key stakeholders and the importance of environmental, social and governance (ESG) factors to them; Understand global, regional and local sustainability reporting frameworks; Developments in sustainability reporting and disclosure; Identify opportunities and challenges in the transition to a low-carbon economy; and propose efforts to develop a more robust ESG rating framework. Be able to recommend policies and practices in key areas of corporate governance that are aligned with environmental and social considerations.

Who Should Attend
Sustainability reporting: Sustainability Analyst; Sustainability Manager; Sustainability Strategist; business manager; executive
Sustainability reporting: Sustainability Analyst; Sustainability Manager; Sustainability Strategist; Business Manager; Executive

Entry Requirements
Familiarity with basic financial accounting concepts and the construct of key financial statements is recommended.

Class Schedule
2 days, 8:00AM-5:00PM

Lesson Delivery
Class facilitated Training 12 hr

Full Fees (before GST)
\$51900.00

Nett Fees payable after SSG Funding

International Participant	Singapore Citizen or Permanent Resident younger than 25 years old	Singapore Citizen or Permanent Resident eligible for SSO	Singaporean Minors	Enhanced Training Support for SMEs
\$51900.00	\$51900.00	\$51900.00	\$51900.00	\$51900.00
SSG Funding	-	\$51900.00	\$51900.00	\$51900.00
Discounted Fees	-	\$51900.00	\$51900.00	\$51900.00
Period 1st April 2021 to 30 Sept 2024	-	-	-	-
Net Programme Fee	\$51900.00	\$5170.00	\$5170.00	\$5170.00
Yours can add	\$5171.00	\$5132.30	\$5132.30	\$5132.30
Total Net Programme Fee Payable, incl. GST	\$50321.00	\$5021.30	\$5021.30	\$5021.30



Lead sustainability from Singapore

Foster an innovative and sustainable understanding of the triple bottom line.

Sustainability isn't one thing. It's the sum of many parts.

Communicate sustainability with impact

Share your goals and achievements with the world.

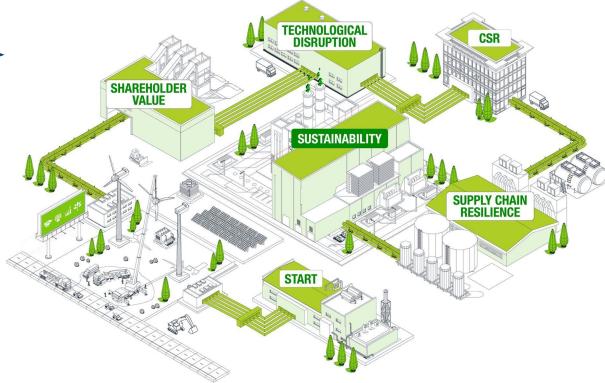
Want to go deeper? Join our new programme.

By the end of this programme, you will have a solid understanding of the latest developments in sustainability and climate change, and how they relate to your business.

Programme Highlights:

- Learn about sustainability and climate change from the best minds in the field.
- Gain practical skills and tools to help you implement sustainable practices in your organisation.
- Connect with other professionals who are passionate about sustainability and climate change.
- Learn how to use data to drive sustainable development.

Download the programme brochure for more details.



Download the programme brochure for more details.



Register your interest to the Leading Sustainability and Climate Change: Lessons from the Little Green Dot programme.

First Name *

Last Name *

Email *

Company Name *

Job Title *

By filling up this form, I hereby agree and consent that NUS may collect and use the personal data collected for sending sustainability-related updates in accordance with the Personal Data Protection Act 2012 and all

NUS SCALE Lifelong Learning

Transforming NUS SCALE's dated and predictable style into a rich creative canvas



NUS SCALE similar to other IHLs has struggled with standing out through use of stock photography, bland imagery with little engagement to show for it.

An award winning, transformative idea:

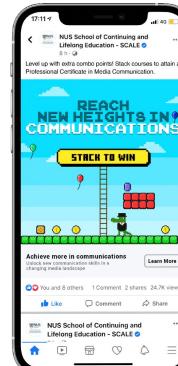
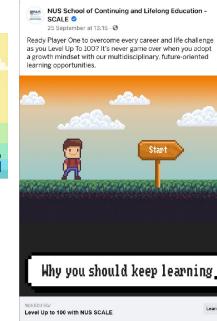
- Gaming-inspired design language
- Vibrant, pixel-art aesthetics
- Learning as "leveling up"

Results:

- 86% increase in applications per module.
- 12.5% increase in modules per applicant.

Impact: Repositioned NUS SCALE as an exciting, culturally relevant lifelong learning partner.

Key Takeaway: Bold visual reinvention can dramatically boost engagement and results in education marketing.



Kaplan: Reimagining Digital Brand Experience

Transforming a functional website into a powerful brand asset



Brand-Focused Redesign

- Shifted from process-centric to user-centric design.
- Aligned visual elements with Kaplan's core brand values.
- Created a cohesive brand story across 500+ courses.

User Experience Revolution

- Implemented intuitive course finder.
- Personalised user journeys based on learner personas.
- Enhanced information architecture for easier navigation.

Visual Identity Refresh

- Modernised look and feel to reflect Kaplan's innovative spirit.
- Consistent brand application across all digital touchpoints.
- Improved visual hierarchy to highlight key offerings.

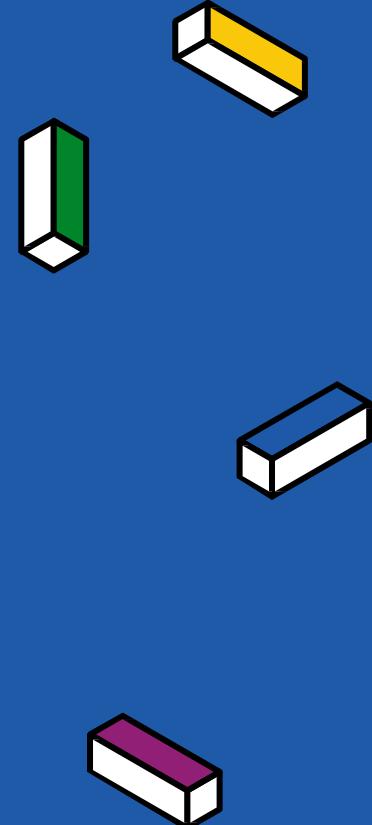
Results:

- 33% increase in website traffic.
- 18% increase in active users.
- Elevated brand perception as a modern, user-focused education provider.



39X CONVERSION SURGE THROUGH STRATEGIC TRACKING

NUS Executive Education



NUS Executive Education

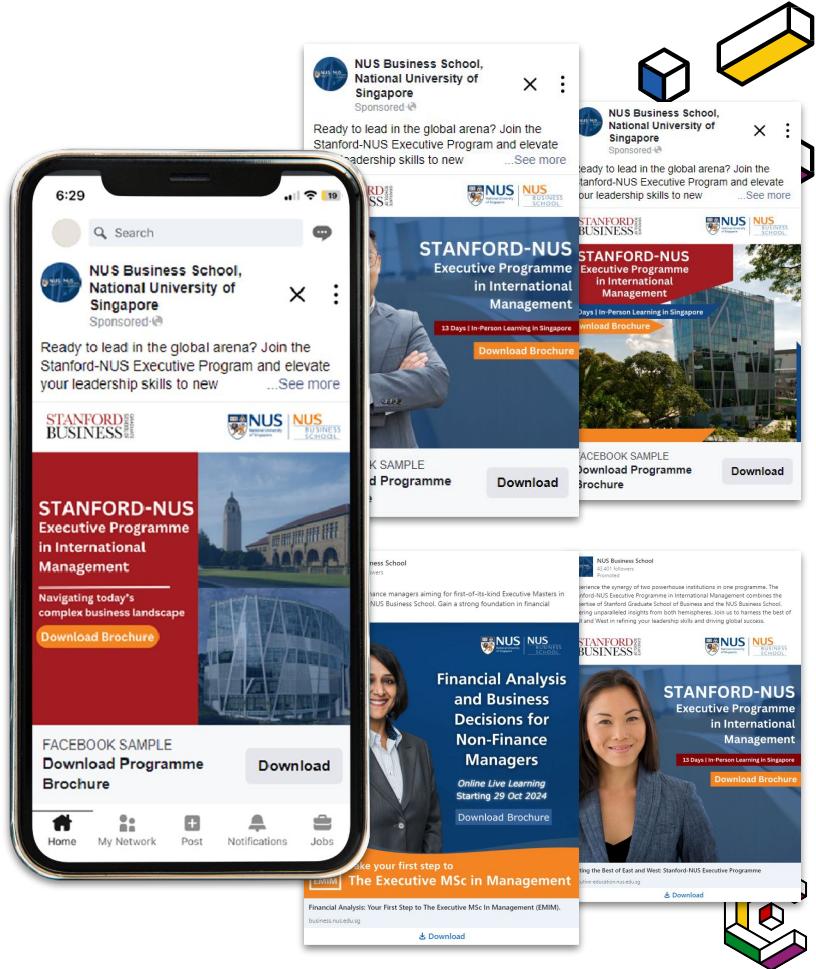
Digital Marketing & Consulting | Media

THE CHALLENGE

NUS Executive Education faced a complex challenge: diverse programmes with varying application processes made tracking and optimising conversions a formidable task. With budget constraints and niche audience targeting requirements, the digital landscape seemed more maze than pathway, particularly for their Digital Transformation Course.

THE INSIGHT

Our analysis revealed that the key to unlocking performance lay not in spending more, but in tracking better. By understanding the true value of each conversion and optimising accordingly, we could target the right audiences with precision while maximising limited budgets.



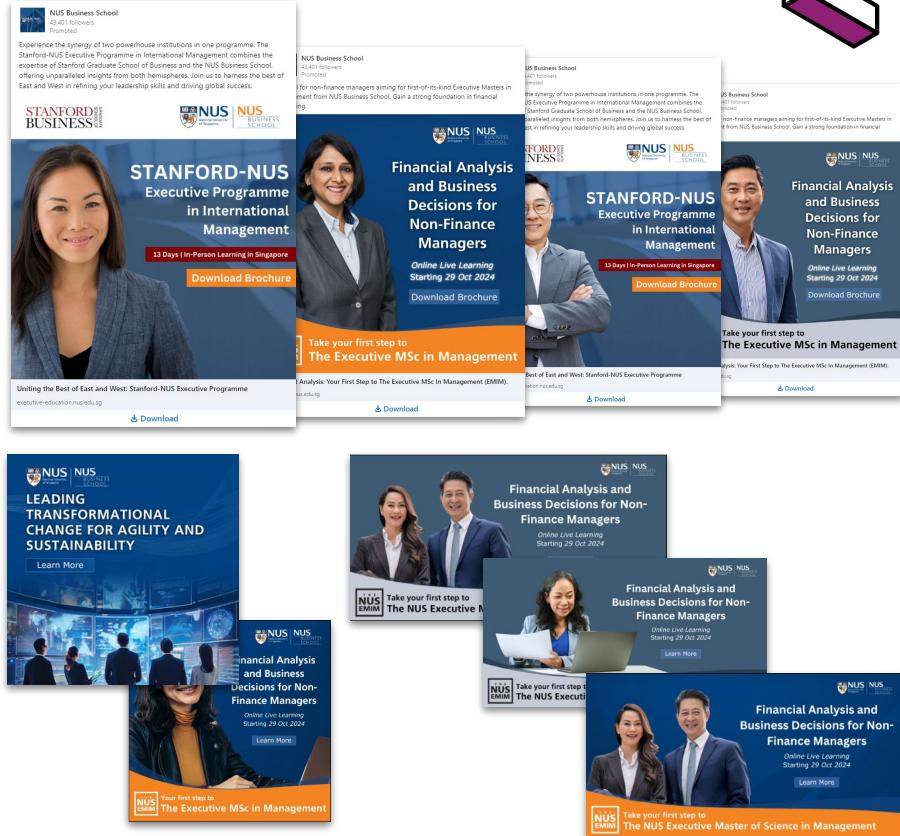
NUS Executive Education

Digital Marketing & Consulting | Media

THE SOLUTION

Our approach began with a comprehensive tracking audit, creating a master file to identify optimal conversion triggers. We refined keyword targeting to capture specific audience intent and implemented a strategic mix of Search and Display ads. Smart budget allocation across countries and campaign phases ensured every dollar worked harder.

By assigning proper values to each conversion and implementing sophisticated tracking, we transformed scattered efforts into a cohesive strategy. The result was a dramatic improvement in campaign performance, proving that precision and purpose can overcome even the tightest budget constraints.



NUS Executive Education

Digital Marketing & Consulting | Media

The Results

39X

Surge in
Conversation Rate

0.18% → 7%

2.5X

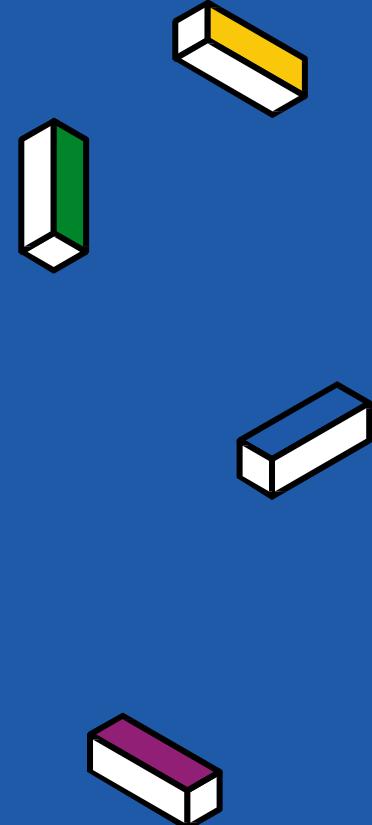
Increase in ROAS over
1 year (2023 YTD)

1.2 → 3



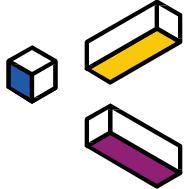
5X INCREASE IN APPLICATIONS THROUGH A TEMPLATED APPROACH

Lee Kuan Yew School of Public Policy



Lee Kuan Yew School of Public Policy

Digital Marketing & Consulting | Creative | Media



THE CHALLENGE

LKYSPP faced a common challenge in higher education marketing: how to effectively promote multiple programmes with distinct recruitment cycles and limited budgets. The Marketing and Admissions team needed a solution that could scale across programmes while maintaining efficiency in lead generation and budget utilisation.

THE INSIGHT

The key insight was that standardisation drives scalability. By creating a flexible framework that could be templated and replicated across programmes, we could achieve consistency in execution while allowing for programme-specific customisation - the perfect balance of efficiency and effectiveness.

The image displays a grid of nine screenshots illustrating digital marketing assets for the Lee Kuan Yew School of Public Policy (LKYSPP). The assets include:

- A mobile device screen showing a program landing page titled "Become a Certified Changemaker". It features a "OPEN" button and a video thumbnail.
- A desktop browser window showing a Facebook post for the "Lee Kuan Yew School of Public Policy Executive Education" page. The post features a large graphic with the text "STOP THE STIGMA" and "PEOPLE OVER PROFITS".
- A desktop browser window showing another Facebook post for the "Lee Kuan Yew School of Public Policy Executive Education" page, featuring a woman in a suit.
- A mobile device screen showing a program landing page titled "Become a Certified Changemaker". It features a "OPEN" button and a video thumbnail.
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- A mobile device screen showing a program landing page titled "Fast-track Your Journey in International Relations". It features a "Learn more" button and a video thumbnail.
- A desktop browser window showing a Facebook post for the "Lee Kuan Yew School of Public Policy Executive Education" page. The post features a large graphic with the text "STOP THE STIGMA" and "PEOPLE OVER PROFITS".
- A desktop browser window showing another Facebook post for the "Lee Kuan Yew School of Public Policy Executive Education" page, featuring a woman in a suit.

Lee Kuan Yew School of Public Policy

Digital Marketing & Consulting | Creative | Media

THE SOLUTION

Our solution centred on developing a flexible campaign framework that could be activated based on each programme's intake schedule. This templated approach encompassed everything from audience targeting and media planning to creative development and landing page optimisation, creating a repeatable formula for success.

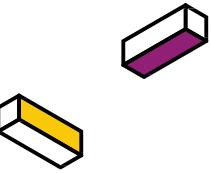
By implementing our systematic approach, each programme received tailored campaigns that could be deployed efficiently and measured effectively. This standardised-yet-customisable framework transformed LKYSP's recruitment efforts from ad hoc campaigns into a well-oiled marketing machine.

The first screenshot shows a LinkedIn advertisement for the 'LKYSPP | Public management course | Public policy training' program, featuring a woman in a suit and a complex web graphic. The second screenshot shows another LinkedIn ad for the 'Senior Management Programme', also featuring a woman in a suit and a complex web graphic. The third screenshot shows a Facebook ad for the 'Essentials of Policy Development' course, featuring a person walking through a 3D maze graphic.

The top section, 'Programme Overview', includes a laptop displaying a landing page for the 'Learn to lead with certainty in a complex world' programme, showing a woman in a suit and a complex web graphic. Below this are two video thumbnails: one of a person speaking at a podium and another of a person writing in a notebook. The bottom section, 'Hear from those who lead with certainty', features a quote from Lee Mun Long, Commander, Ministry of Defense Singapore, followed by a testimonial from a senior leader.

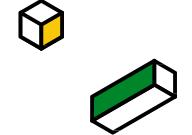
Lead with certainty in a complex world





Lee Kuan Yew School of Public Policy

Digital Marketing & Consulting | Creative | Media



The Results



5X

Increase in Leads
And Applications



SGD
10-50

Per Lead



SGD

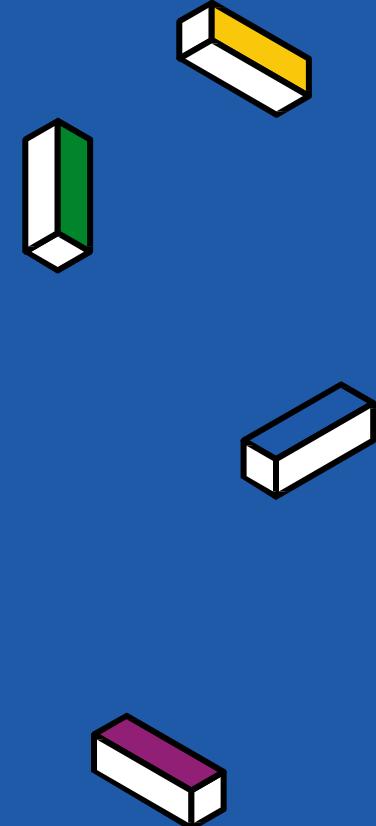
40-80

Cost Per Acquisition



TOP 3 RANKINGS ACHIEVED FOR ALL KEY PROGRAMME KEYWORDS

NUS Medicine SEO

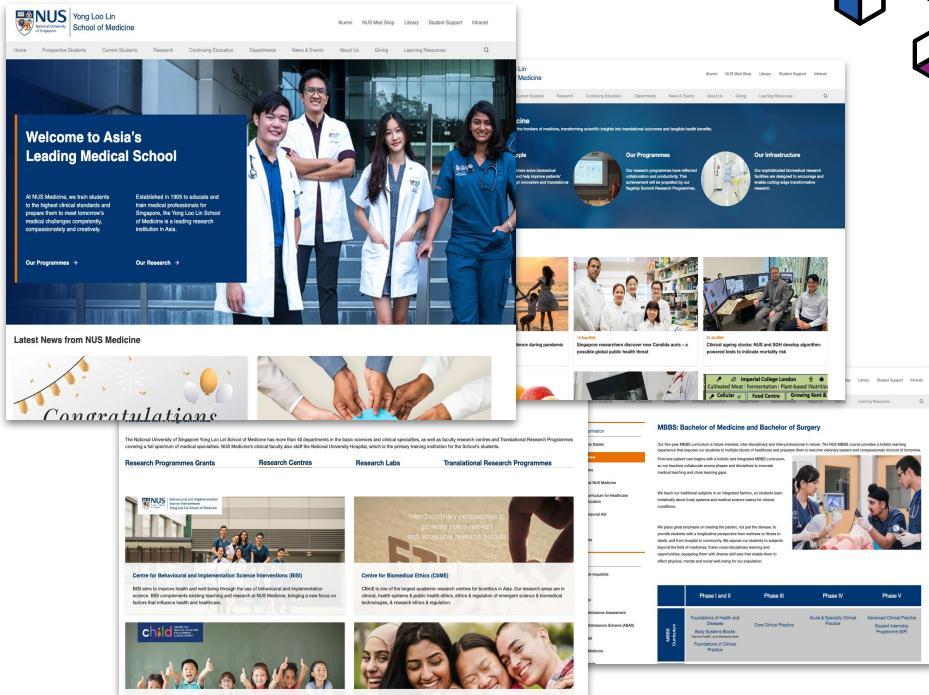


NUS Medicine

SEO | Content Strategy

THE CHALLENGE

NUS Medicine faced a critical visibility challenge: key pages, including their homepage and MBBS programme content, were failing to rank in top positions for crucial search terms. Despite their prestigious standing, potential students searching for "Medical School in Singapore" would struggle to find them.



THE INSIGHT

Success in SEO doesn't always require a site-wide overhaul. By treating each page as a distinct entity with unique optimisation needs, we could achieve faster, more impactful results while making efficient use of resources.



NUS Medicine

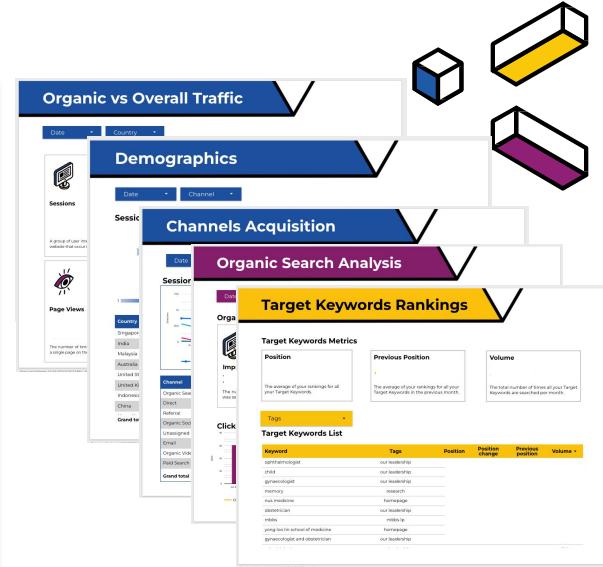
SEO | Content Strategy

THE SOLUTION

Rather than implementing broad solutions, we crafted a targeted SEO strategy for each key page. From meticulous keyword research and content optimisation to technical improvements like schema markup and page speed enhancements, every change was precisely calculated for maximum impact.

The transformation was remarkable: NUS Medicine's digital presence surged in search rankings. The homepage and MBBS programme pages claimed their rightful positions in the top three results, while other crucial pages began ranking for an expanding list of relevant keywords.

A screenshot of a Google search results page for the query "school of medicine". The top result is the NUS Medicine homepage, featuring the university's logo and a brief description: "NUS Yong Loo Lin School of Medicine (NUS Medicine) - NUS ...". Below it are links to "Our Programmes", "NUS Department of Medicine", "MBBS Application: How to Apply", and "About Us". The search interface shows various filters like "Acceptance rate", "Requirements", and "Within 8.1 km".



A screenshot of a Google search results page for the query "mbbs". The top result is the NUS Medicine MBBS programme page, titled "MBBS: Bachelor of Medicine and Bachelor of Surgery". Below it is a snippet from the same page: "MBBS: Bachelor of Medicine and Bachelor of Surgery". The search interface shows various filters like "All", "Images", and "News". On the right side of the page, there is a sidebar for the "Bachelor of Medicine and Bachelor of Surgery" degree, featuring a thumbnail image of medical students and faculty.



NUS Medicine

SEO | Content Strategy

The Results



Top 3

Rankings Achieved
for All Homepage
Keywords



Top 3

Rankings Secured
for MBBS
Programme Terms

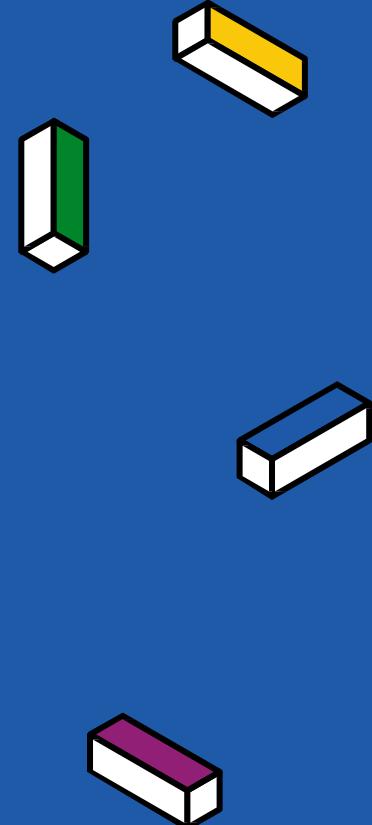


20+

New Keyword
Rankings Gained
Across Other Pages

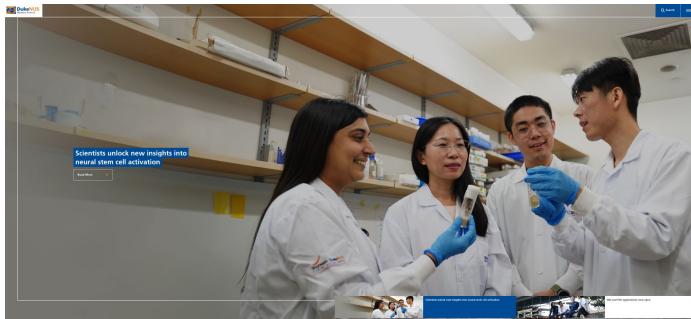


**15% BOOST IN ORGANIC
TRAFFIC THROUGH
STRATEGIC SEO OVERHAUL**
Duke-NUS SEO



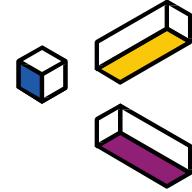
THE CHALLENGE

Duke-NUS faced a common challenge in academic institutions: a website shaped by multiple stakeholder requests rather than strategic planning. The result was a digital presence that struggled with user experience, information architecture, and search visibility, prompting the Communications team to seek a comprehensive solution.



THE INSIGHT

The key to transforming a stakeholder-driven website lies in balancing institutional needs with SEO best practices. By implementing a systematic, data-driven approach, we could optimise performance while maintaining the site's core academic purpose.



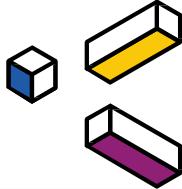
THE SOLUTION

Our year-long strategy encompassed every aspect of SEO excellence. From conducting exhaustive audits and keyword research to implementing technical fixes and establishing automated reporting, we created a roadmap that would transform the site's search performance while respecting its academic integrity.

Through methodical implementation of our strategy, Duke-NUS's website evolved from a stakeholder-driven platform to a user-centric, search-optimised digital asset. The systematic approach to content, technical improvements, and backlink management delivered measurable improvements across all key metrics.

The figure displays four Google search results pages for Duke-NUS Medical School. The queries are:

- medical school singapore**: The top result is the official Duke-NUS Medical School website, featuring a snippet about its collaboration with Duke University and the National University of Singapore.
- duke nus**: The top result is the official Duke-NUS Medical School website, with a snippet about its MD programme.
- mcat singapore**: The top result is the official Duke-NUS Medical School website, with a snippet about the MCAT test.
- md singapore**: The top result is the official Duke-NUS Medical School website, with a snippet about the MD programme.



Duke-NUS

SEO | Content Strategy

The Results

15%

Increase in
Organic Traffic

10+

Improvement in
Target Keyword
Rankings

5+

Position
Improvement in
Overall Ranking

10%

Boost in
Engagement
Rate



50% SURGE IN ORGANIC SESSIONS THROUGH STRATEGIC SEO

IMDA Website SEO Optimisation



THE CHALLENGE

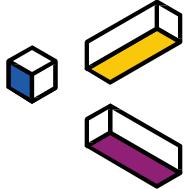
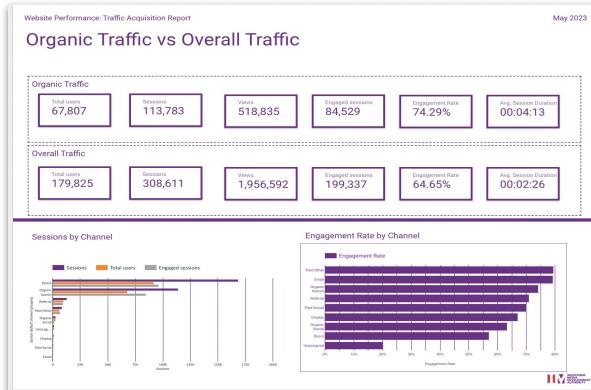
IMDA sought to increase awareness of its diverse programmes and benefits among key audiences in Singapore through its website.

However, the lack of analytics capabilities hindered their ability to understand visitor engagement patterns and effectively report website performance.

B2HUMAN INSIGHT

IMDA's target audiences sought tailored information and a seamless user experience on the website.

This insight emphasised the need for a comprehensive SEO and website optimisation strategy that focused on audience-centric approach, technical excellence, and data-driven performance tracking.



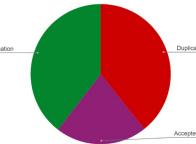
SEO and website performance optimisation strategy

- Conducted detailed persona/audience research.
- Developed a comprehensive information architecture analysis and recommendations.
- Conducted a full website audit, including technical audit, content audit and SERP rankings to develop a comprehensive list of issues to fix.
- Worked with website vendor to implement and validate all fixes.
- Developed a keyword strategy to target key audiences.
- Designed a sophisticated tracking framework with GA4 to track visitor engagement across multiple dimensions.
- Designed and built real-time dashboards for tracking website engagement and SEO performance.

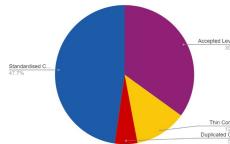
Overview - Content Duplication

A total of 1,922 pages were scanned, excluding microsites, media/pdf, etc. 1,161 pages will be used for analysis after excluding the skipped pages.

Scanned Pages (1,922)



Pages with Duplicate Content (1,161)



OBSERVATIONS & ANALYSIS

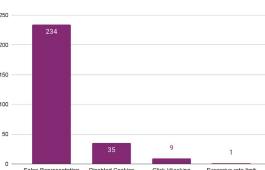
- Among the pages with Duplicate Content, 18.75% of the total content (not pages) is considered a duplicate. However, this number includes also includes an acceptable level of duplications without issues like header/footer, widgets, etc.

Volume of bot traffic and sources

Invalid Bot Activity



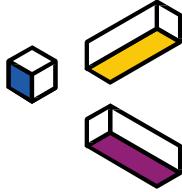
Invalid Non-Bot Activity



HIGHLIGHTS

From the 51,051 Total Invalid Visits, 98% of them are actually from **Automation Tools**, whose function or purpose is not clear to us at the moment. We can roughly estimate their source locations to various data centers (AWS, Zetabyte, etc).

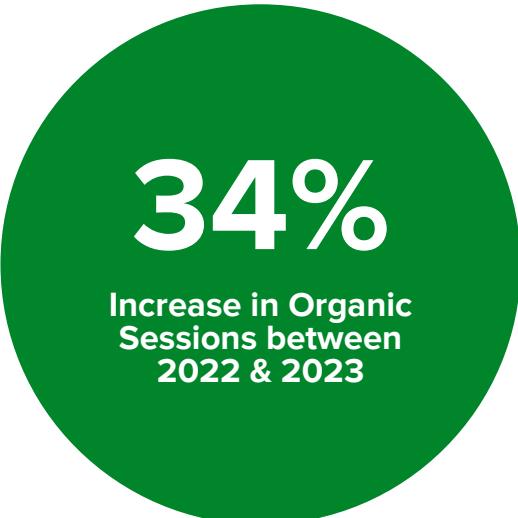
False Representation is the most common invalid activity and might just be a collateral effect of VPN usage unless it is more sophisticated (e.g. hiding or changing device/location/ip data). Other activities are too few to highlight in comparison to automation tools.



IMDA Corporate Site

SEO | Website

The Results



34%

Increase in Organic Sessions between 2022 & 2023



50%

In The Number of Targeted Keywords Moving to Page 1

Thank You.

Count on us to create work that works for you,
your business and your customers.