



A proposal from



Global Media Agency Services

20 August 2025



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Agency Credentials

- Company information
- Track records
- Service Team



Requirements Recap

- **The objective is to** appoint a media agency to deliver media strategies, Search Engine Optimisation strategies, and execute media campaigns on behalf of Singapore Institute of Management Group Limited (SIM).
- **Proposal** demonstrating clear understanding of SIM's dual business model (Global Education + Academy), education landscape across 11 markets, and data-driven media strategies for lead generation and brand building.
- **Cost Structure** including agency fees, media remuneration, and service charges across all proposed scopes.
- **Agency Credentials & In-Market Presence** including but not limited to:
 - Company Information including financials and market presence
 - Track record and current client portfolio
 - Dedicated account team profiles with relevant expertise



Our Response

A comprehensive 3-part response addressing your requirements.



PART A: SIM Global Education Services

- **Competitor Research & Market Insights** across 11 target markets
- **SIM GE Lead Generation Campaigns** for local Singapore and regional markets



PART B: Service for SIM Group

- **SIMA Lead Generation Campaigns** for B2C professionals and B2B enterprise clients
- **Brand Campaigns** for SIM Group, SIM GE, and SIMA brand equity building
- **SEO/GEO Strategy & Implementation** across multiple websites and search engines
- **Tiktok content strategy** and social media insights/best practices reporting



Agency Credentials

- Company Information including financials and market presence
- Track Record & Case Studies demonstrating education sector expertise
- Dedicated Service Team profiles and in-market office capabilities



Before diving into our comprehensive proposal, let us share why we believe we are uniquely positioned to accelerate SIM's growth across 11 markets and drive the quality applications that matter most to your business.





CONSTRUCT
DIGITAL

The Strategic Partner SIM Needs for Global Education Marketing

We understand that SIM's success depends on more than just leads.

It's about **driving quality applications that convert to enrolled learners across 11 diverse markets.**



Four Pillars of Excellence Tailored for SIM

Subject Matter Experts

Integrated Specialists Under One Roof

- Strong in-house capabilities across Digital Media, SEO & GEO, and Social Media
- No fragmented vendors – seamless coordination between paid, organic, and social strategies
- Dedicated team of specialists assigned exclusively to SIM

Education Industry Expertise

6+ Years Partnership with Singapore's Leading Institution

- Deep partnership with NUS spanning multiple campaigns and market expansions
- Proven track record with other education leaders Kaplan, PSB Academy, NTU

In-Market Excellence

Singapore-Led, Globally Executed

- Local market expertise across all 11 target markets with centralized account management from Singapore HQ – perfect alignment with SIM's decision-making structure
- Integrated Chinese operations through strategic partnership for seamless Baidu/WeChat execution

Partnership & Service

Quality Outcome-Driven Alignment

- Dedicated client partners and project managers with minimum 3 years of experience.
- Quality-focused measurement – Success measured by application conversions, not just lead volume





CONSTRUCT
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Market-Specific Research & Insights

Competitor Landscape • Media Consumption • Strategic Conclusions



Where the Opportunity Lives



Who Are You Really Competing Against?

What we looked at (and why it matters)



TYPE OF INSTITUTION:
Private providers
(like SIM)



TYPE OF PROGRAMMES OFFERED:
UG/PG + Executive Education +
short/professional courses



GEOGRAPHICAL COVERAGE:
Singapore and the broader
Asian market.

These criterias ensures we benchmark against
choices SIM's audiences actually consider.



Shortlist of direct and proximate competitors

Based on the above scope, these institutions represent the most relevant alternatives to SIM:



MDIS

Management Development
Institute of Singapore

Management Development
Institute of Singapore

psb
ACADEMY

PSB Academy, Singapore

EAIM
East Asia Institute of Management

East Asia Institute of Management,
Singapore

 **ISB**

Indian School of Business, India

SUNWAY
UNIVERSITY 

Sunway University, Malaysia

 **BINUS**
UNIVERSITY

BINUS University, Indonesia

 **ASIAN
INSTITUTE OF
MANAGEMENT**

Asian Institute of Management,
Philippines

 **ATENEO DE MANILA**

Ateneo de Manila University, Philippines

What each brand promises (at a glance)

Institution	Rank/recognition	Core promise	Programme mix	Strong Digital Presence
Management Development Institute of Singapore (English)	-	Dedicated to nurturing and empowering students through a diverse range of quality programmes.	Diplomas, UG/PG degrees (with partner unis); public short courses & seminars via MDC; customised corporate training;	Website, Facebook, LinkedIn, YouTube. Moderate activity, focus on institutional credibility.
PSB Academy, Singapore (English)	-	The Future Academy... education that focuses on what really matters: performance in the New Economy.	Certificates & Diplomas; UG/PG degrees (partner unis); short/professional courses; corporate training	Strong social presence: Facebook, Instagram, LinkedIn, YouTube, TikTok. Digital ads visible on Google & Meta.
East Asia Institute of Management, Singapore (English)	-	Executive Development programmes—crafted to sharpen strategic thinking, elevate leadership, and drive real-world impact.	Diplomas; UG/PG degrees (UK partners); Executive Education open workshops (leadership, analytics, CX, UX/UI, supply chain, etc.) and custom corporate	Website, LinkedIn, Facebook. Lower volume content but still solid digital-first presence.
Indian School of Business, India (English)	Global: FT Global MBA 2025 #27; Regional: FT MBA—#5 in Asia (ISB release). Exec Ed: FT 2024 Custom #23; Open #73	Transformational learning journeys designed to equip executives across multiple business areas.	PGP (MBA-equivalent), PGP MAX (EMBA), Executive Education (open & custom), short online programmes/certifications.	Heavy LinkedIn & Twitter/X activity; YouTube for thought leadership; high SEO visibility; professional webinars.
Sunway University, Malaysia (English)	Global: QS WUR 2026 =410; Regional: QS Asia 2025 #74; THE Impact 2025 #81.	One of Malaysia's leading private universities dedicated to providing quality holistic education.	UG/PG degrees; PACE short courses & micro-credentials; corporate programmes/bootcamps.	Facebook, LinkedIn, YouTube. Strong paid ads across Google & Meta.
BINUS University, Indonesia (Bahasa Indonesia)	Regional: QS Asia—South-Eastern Asia rank #52	A world-class university that nurtures and empowers society to build and serve the nation.	UG/PG degrees; Executive Education open programs; certification & modular trainings; customised corporate learning.	Heavy digital push: Instagram, YouTube, TikTok, LinkedIn; large online campaigns for student recruitment.
Asian Institute of Management, Philippines (English)	Global (MBA): QS Global MBA 2025 #131–140; Regional (MBA): QS Asia 2025 #21;	Leading Asian center for excellent executive education and lifelong learning.	MBA/EMBA; Executive Education (open & custom) incl. leadership, finance, strategy; certificates.	LinkedIn thought leadership; Twitter/X; SEO-optimised content. Limited presence on TikTok/Instagram.
Ateneo de Manila University, Philippines (English)	Global: QS WUR 2026 =511; Regional: QS Asia—South-Eastern Asia rank #35	An industry resource and partner... programs that are workplace-based with immediate take-away value.	UG/PG degrees; CCE short courses (leadership, HR, marketing, ops, gov't); customised corporate; professional diplomas/certificates.	Website, LinkedIn, Facebook, YouTube. More traditional tone, modest digital campaigns.



Your Competitors Are Already Going Digital-First

Digital media is the key to success across SEA countries: the most efficient, scalable, and precise way to reach diverse markets and segments.



Cost-Efficiency & Optimal ROI

- Digital media is more cost-efficient than traditional channels
- Every dollar spent can be tracked against clicks, leads, and conversions



High Coverage Across Markets

- Digital platforms dominate time spent online across SEA and beyond
- Ability to scale campaigns across multiple countries instantly



Comprehensive Targeting

- Precision targeting by age, intent, profession, and interests
- Advanced retargeting to re-engage high-value prospects



The way to differentiate is to do it better

The gap SIM can own (where others don't)



Opportunity: To own the intersection of the three varied messages by the key competitors.

Messaging: We turn real-world skills into the confidence to lead, and leadership into the kind of recognition that opens doors, anywhere.

Skills → Leadership → Prestige.

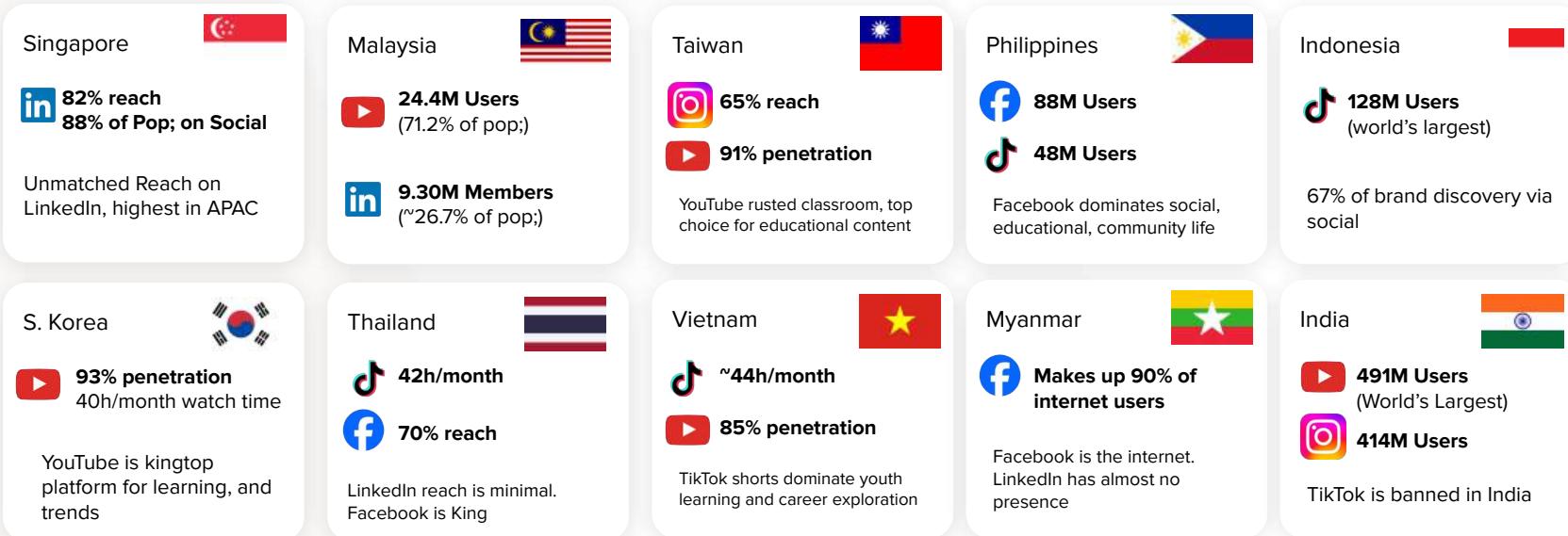
One arc, one place.

SIM Singapore.

Messaging must address **multiple audiences with multiple ambitions**. A **persona-based messaging** is required to tailored to different motivations (e.g., career advancement, leadership recognition, institutional credibility).

Digital Media Consumption by Country

Digital is universal. But consumption patterns differ sharply by country



"Digital habits in these markets are extreme and varied. Singapore is near-universal on social, the Philippines and Malaysia spend over three hours daily online, Vietnam and Thailand drive 40+ hours monthly on TikTok, Indonesia leads TikTok globally, India dominates YouTube, while Myanmar is almost entirely on Facebook. These patterns prove the need for a multi-channel mix tailored to local behavior."



Digital Media Consumption by Channel

Different platforms, different strengths. One connected path to SIM



Discovery Engine

For: Short-form, trend-driven discovery

Good at: Capturing Gen Z attention early

Key Stat: SEA users spend ~62 minutes per session on TikTok

Broad Reach

For: Mass connection across all ages

Good at: Awareness + parent/student communities

Key Stat: 70%+ penetration across SEA

Visual Discovery

For: Visual inspiration + lifestyle storytelling

Good at: Driving aspiration + brand discovery

Key Stat: 177 million active users in SEA

Career Connector

For: Professional networking + upskilling

Good at: Reaching working adults + post-grads

Key Stat: ~210 million users across 10 target markets

Intent Magnet

For: Search-driven discovery + conversions

Good at: Capturing high-intent audiences

Key Stat: 440M internet users (~75% penetration) in SEA



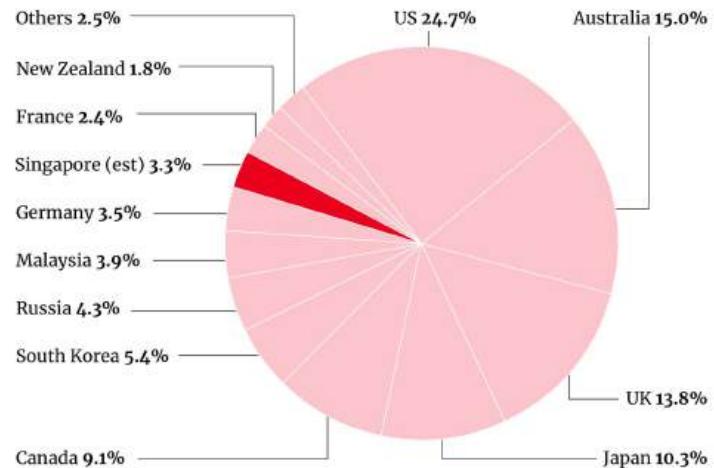
How about China?

China as Tier 1 priority market for SIM 2026.

- SIM GE: Key market for international student recruitment.
- Strong appetite among Chinese students for overseas study.
- Opportunity to position Singapore and SIM as credible, high-value alternatives to traditional destinations.

Major study destinations for Chinese students

In 2024



Note: Singapore enrolments are not reported by country, but sources indicate that China makes up about half of Singapore's 73,200 foreign students, supporting an estimate of 36,600 Chinese students in Singapore.

Infographic: Rafa Estrada

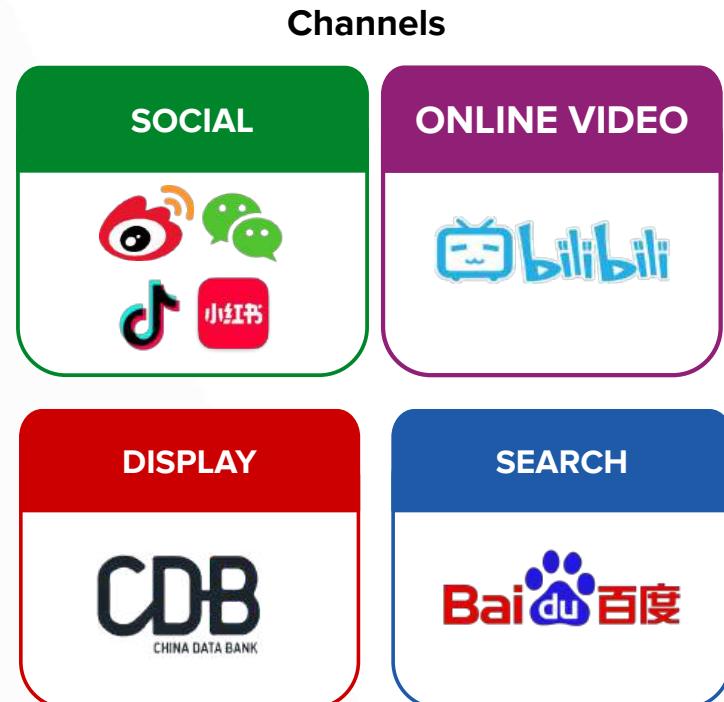
Source: Sunrise International – Trends in Chinese International Education 2025 White Paper



Let's Look At China's Platforms Across Touchpoints

Why these channels?

- High Reach across China
- Precise Targeting
- Proven Lead Generation Efficiency
- Balanced Tactical Mix across Funnel



Digital Media Consumption by Channel

Different platforms, different strengths. One connected path to SIM



Ecosystem Hub

For: Community, CRM, service & content hub

Good at: Always-on engagement + retargeting

Key Stat: 1.39B Monthly Active Users



Discovery Engine

For: Short-form discovery + social commerce

Good at: Rapid reach & commerce with Gen Z

Key Stat: 95.5% of internet users



Buzz & Trends

For: Trend amplification + news
Good at: Mass reach with hashtags & celebrities

Key Stat: 80M+ daily video views



Intent Magnet

For: Professional networking + upskilling

Good at: Capturing high-intent queries across web/app

Key Stat: >65% of China search market share



Social Commerce

For: Visual discovery & pre-purchase research

Good at: Lifestyle inspiration

Key Stat: 300M Monthly Active Users

Community Streaming

For: Long-form video & niche communities

Good at: Deep engagement with youth segments

Key Stat: Avg. session time 96 mins/day

Visual Discovery

For: On-shore audience data & activation

Good at: Cross-Platform Reach

Key Stat: 800M+ device ID's for programmatic display

Our Market Implications

What we see Across Markets?

- Shared and unified **platform usages, media habits**
- Variations in scale and penetration across different markets

What It Means for SIM?

- A holistic approach across markets with same channels and tactics
- Smart budget allocation tailored to market penetration and potential

Different markets - Shared habits - One market-tiered playbook

More campaigns don't mean better results → Clustering delivers impact and budget efficiency

NOTE

China standalone: Unique platforms & rules. Requires a localized strategy to win here



How We Cluster Those Countries Onwards

Local Market		Regional Market		China
Tier 1	Tier 2	Tier 3		
Country: Singapore Rationale: <ul style="list-style-type: none">Main home marketHigh ad cost, competitive market	Country: Taiwan, Korea, Malaysia Feature: <ul style="list-style-type: none">Moderate–high ad cost,Mature markets	Country: India, Indonesia, Myanmar, Vietnam, Thailand, Philippines Feature: <ul style="list-style-type: none">Large population,Cost-efficient media buys		
<u>Streamlined strategy across tiers</u>			<u>Localized strategy</u>	



Our Key Takeaways

A strong and holistic strategy framework that will guide all SIM Group's campaigns, ensuring relevance, audience precision, and digital efficiency across markets.



Market-Tiered Approach

Market-tiered focus with localised relevance

- Classify markets by tier for smarter budget use
- Different strategies for China vs. non-China
- Localise creative, messaging, and assets for cultural fit



Creative Localization

Unified messaging with local flexibility

- All SIM programmes taught in English, making it the campaign language
- China-oriented assets required due to unique platforms and ecosystems



Audience-Centric Channel Mix

Right channels towards right segments

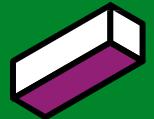
- Tailored media mix for youth, professionals, parents, corporates
- Balance between broad reach and outcome-driven formats



Digital-First Approach

Efficient, optimised, and scalable

- 100% digital channels for cross-market efficiency
- Precision targeting across demographics, geographies, and intent



Part A

SIM GE Local & Regional Campaign

Part A

SIM GE Regional & Local Campaign

Always-On campaigns
Seasonal campaigns
Event-based campaigns

Part B.1

SIMA Regional & Local Campaign

B2Human Targeting

Part B.2

SIM Group Branding Campaign

Video-first campaign



We Have Been Busy...

Disciplines Offered

We offer diploma, certificate and preparatory foundation courses for students who are looking at faster track to undergraduate programmes. Our courses allow them to move on to some of the university programmes around the world right here at SIM.

Social Sciences View Programmes	Accountancy View Programmes
Banking View Programmes	Business Administration View Programmes
Business Analytics View Programmes	Entrepreneurship & Innovation View Programmes

...reviewing all your event, programme details, intake calendar etc.

A screenshot of a website for a digital marketing course. The top section features a large, bold title 'Graduate Certificate in Digital Marketing (E-Learning)' in white text against a dark background. Below the title is a sub-headline: 'A 100% online Graduate Certificate in Digital Marketing (E-Learning) to power up your marketing in the digital age'. The main content area contains a large, bold heading 'Download my programme guide' with a descriptive paragraph below it. To the right, there's a 'Get Started' button and a 'Next step' button. A sidebar on the left lists course modules: 'What you'll learn', 'Entry requirements', 'Programme details', and 'Applying today'. The bottom of the page has a footer with links to 'About', 'Contact', 'Privacy', and 'Terms & conditions'.

The banner features the Southern Cross University logo (a blue and yellow geometric design) and the text "Southern Cross University" and "SUSS SOUTHERN UNIVERSITY OF SOCIAL SCIENCES". Below this, the heading "Upcoming intakes" is displayed in a large, bold, black font. A sub-headline below it reads "SIM E-Learning's Graduate Certificate in Digital Marketing (E-Learning) offers six intakes per year." At the bottom, there are five light grey rectangular boxes representing intake months: JAN 2025, MAR 2025, MAY 2025, JUL 2025, and SEP 2025. The SEP 2025 box is highlighted in blue. A red button at the bottom center contains the text "Take the next step".

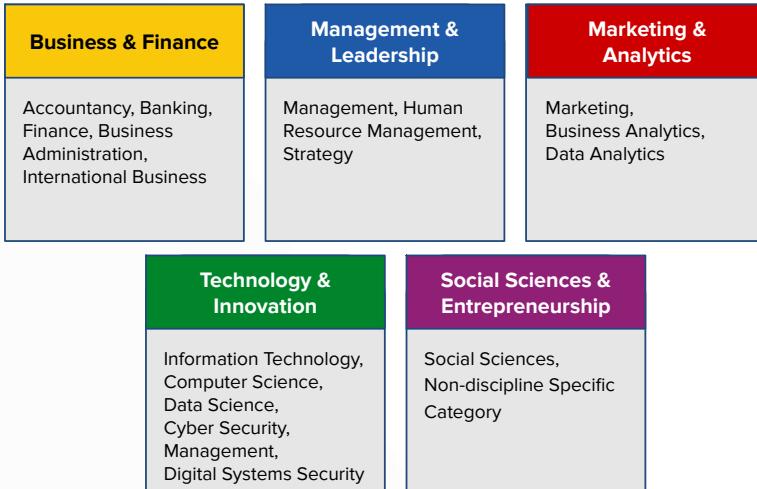


Efficient Way of Promoting Your Programmes

Streamlining 19 disciplines into 5 clear themes for clarity and impact



Proposed Grouping: 5 Themes

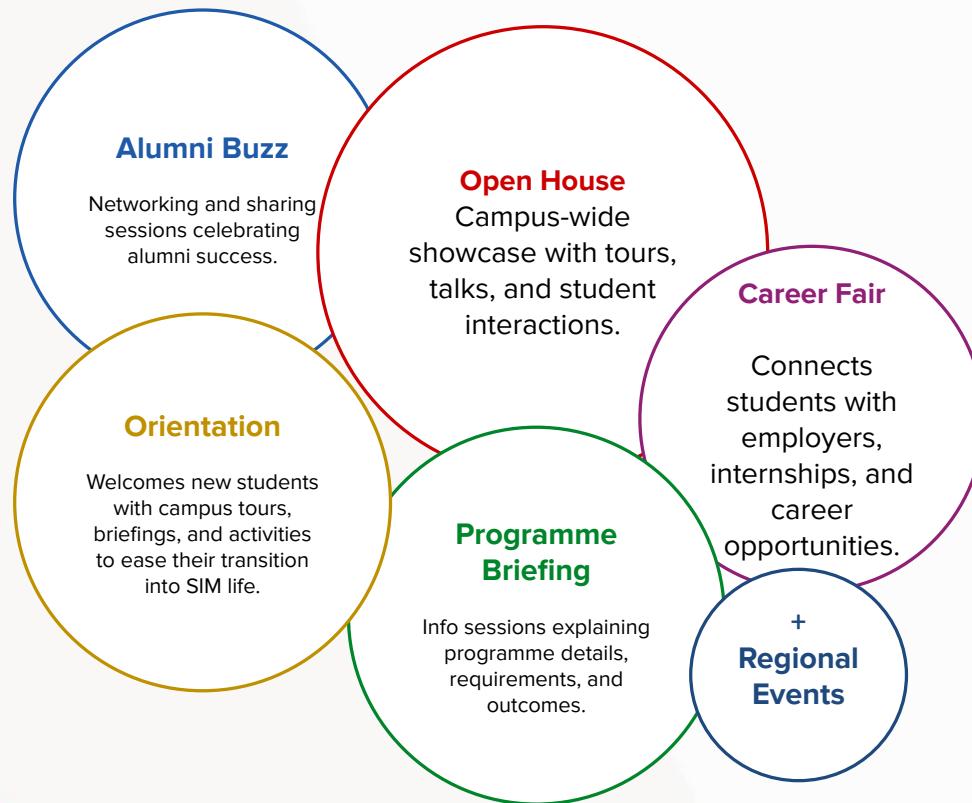


Clarity Through Themes

- Focuses campaigns for stronger impact
- Targets the right audience effectively
- Simplifies content creation and delivery
- Makes messages clear and noticeable online

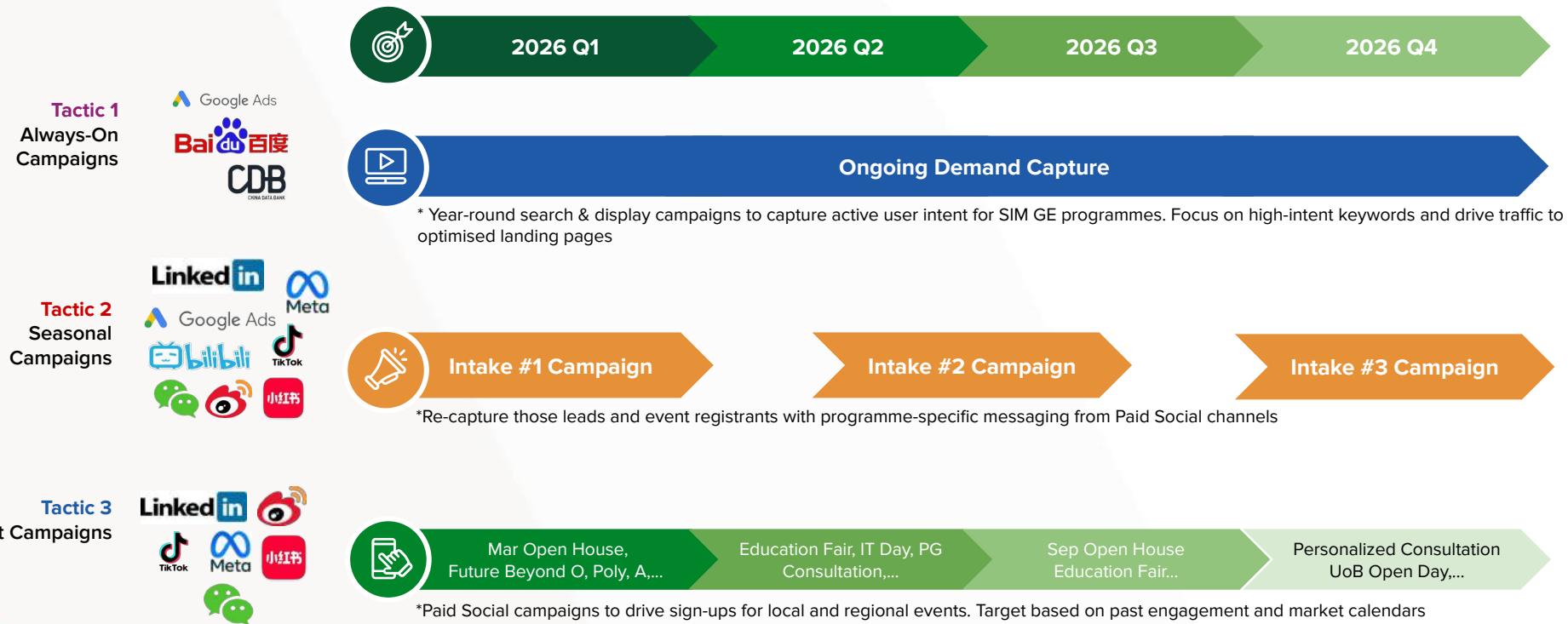


We Also Review & Integrate Your Event Calendar

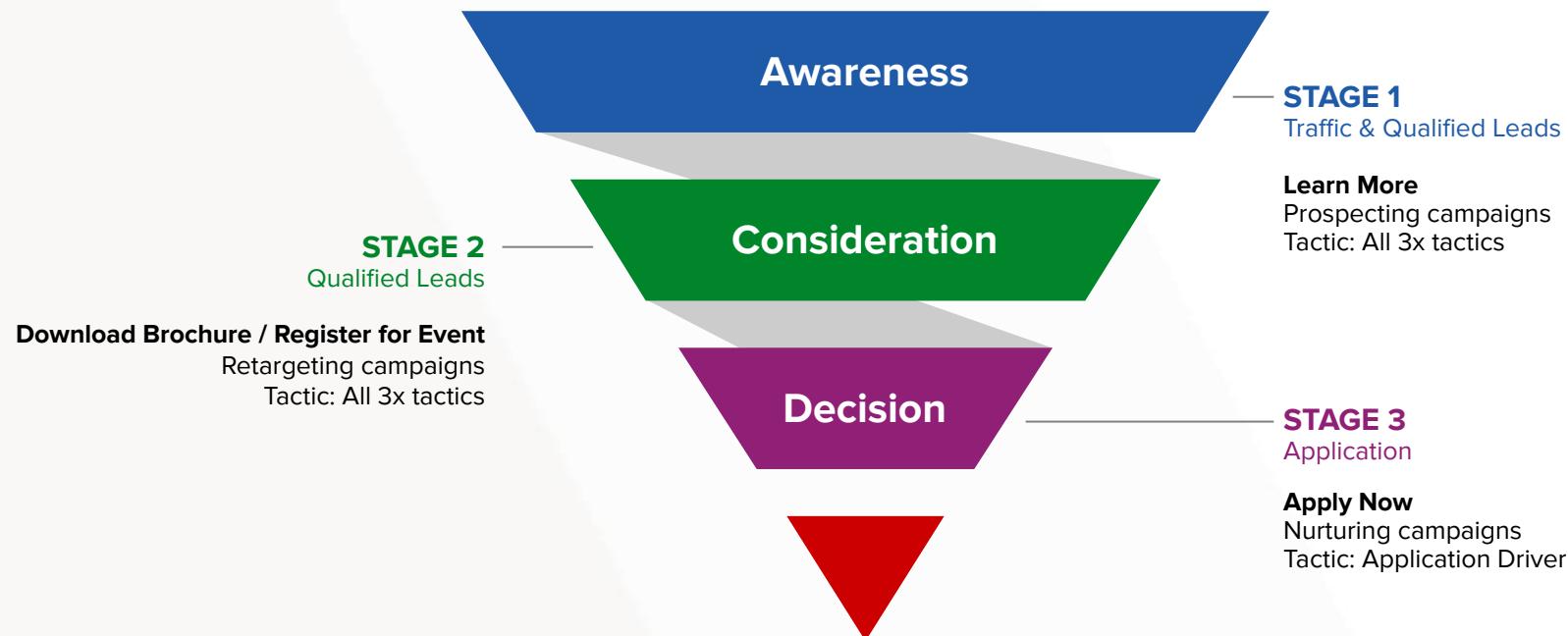


We provide full-funnel digital support for SIM's year-round events, driving event sign-ups as part of our strategic campaign flow

Together, We Come Up With Tactical Approach for SIM GE



We Continue to Guide Audiences Through a Full Funnel Approach



Two Paths to One Common Goal

Non-China

Tiered Market Strategy

Scaling efficiently across Asia



- Apply a consistent framework across markets, scaled to local needs
- Run campaigns on global platforms (Google, Meta, LinkedIn, TikTok) with English-language adaptation

China

Localised Strategy

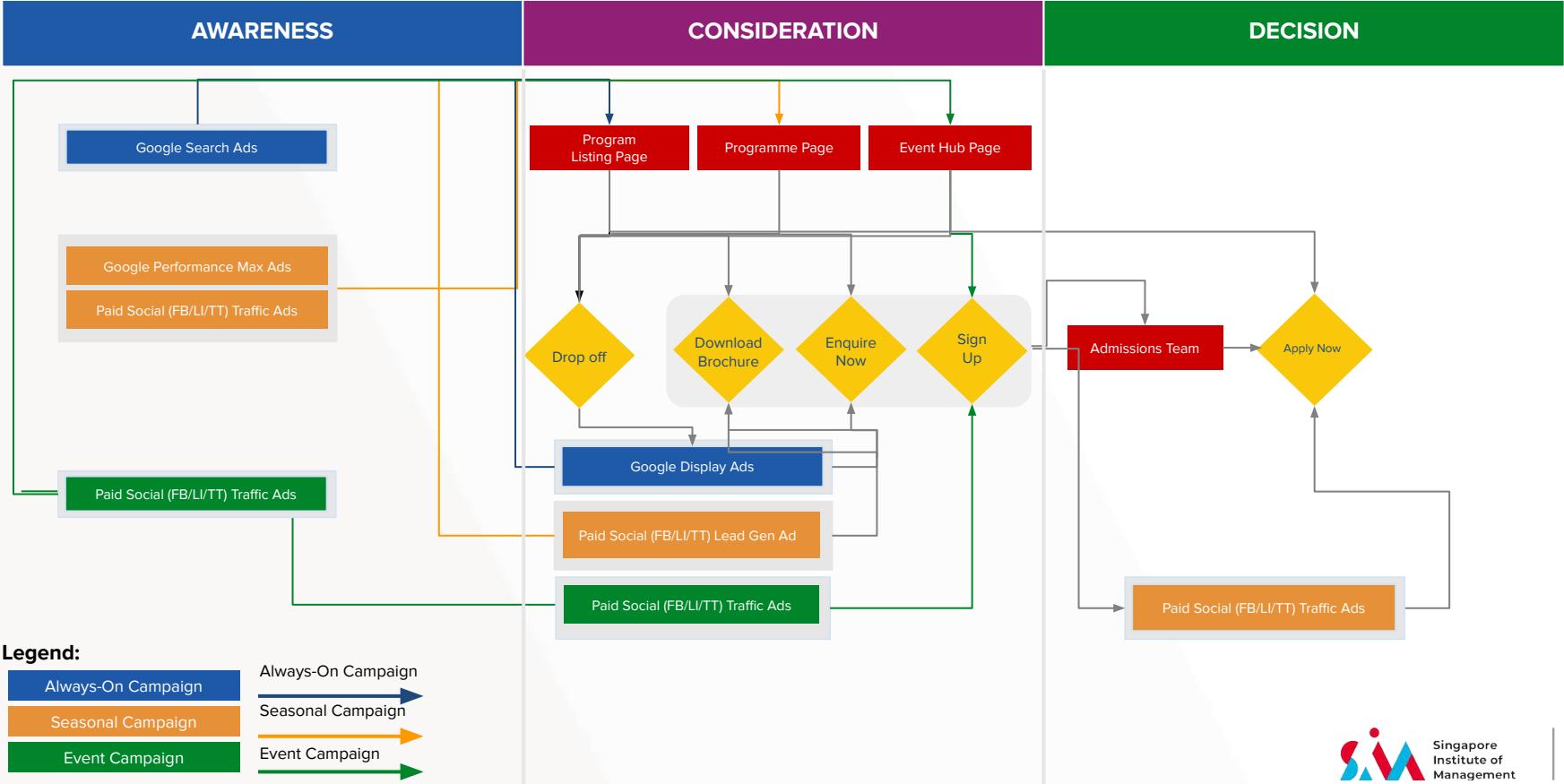
Penetrating locally distinct market



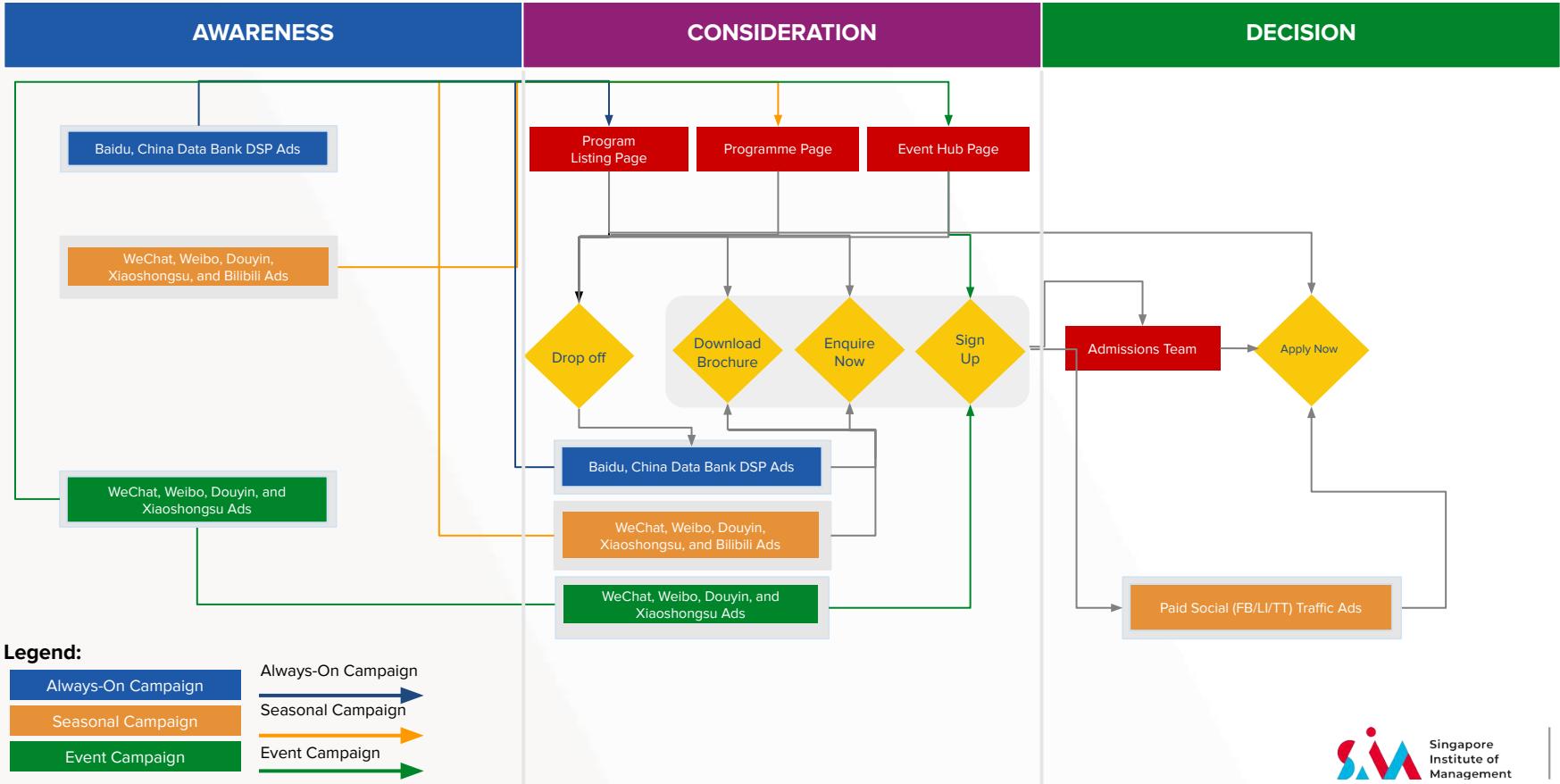
- Focus on top China platforms: Baidu, WeChat, Douyin, Xiaohongshu, Bilibili
- Adapt content for local language and regulations



Rolling Out Our Tactics Across the Funnel



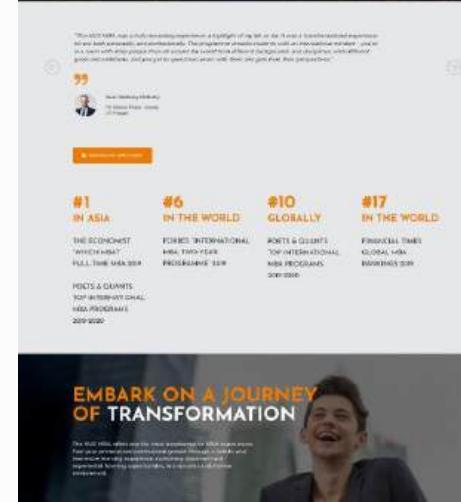
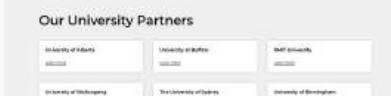
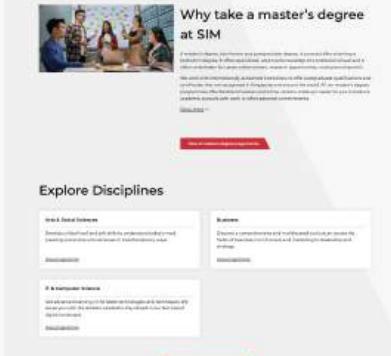
We Do The Same Thing for China Market As Well



To Get More Out of Your Landing Page

Your current landing page

- **Missing a strong lead generation CTA** at the top of the page.
- **Key actions** (enquiry, sign-up, brochure download) are placed **too low**, reducing visibility

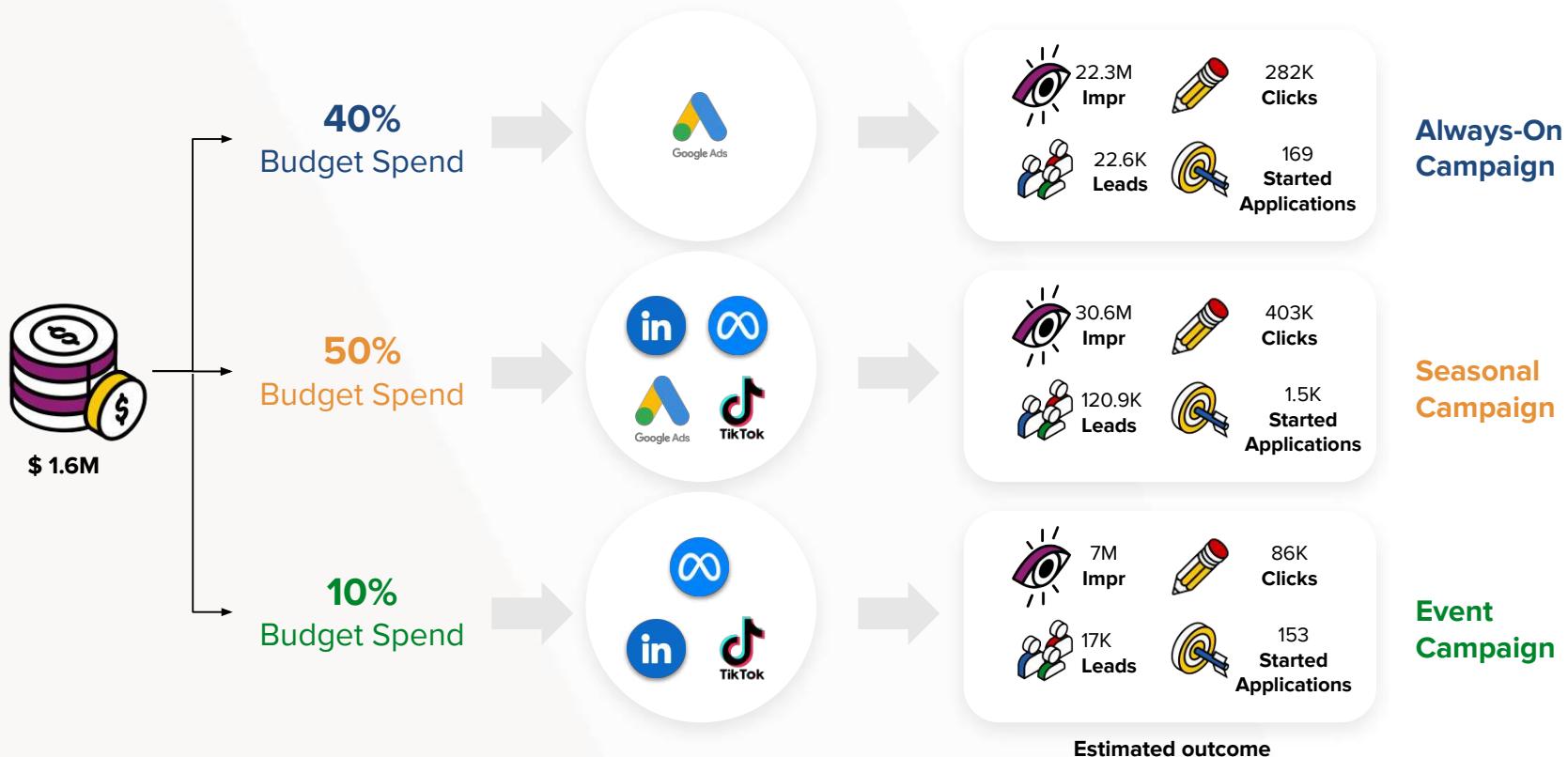


Optimised Landing Page

- Clear and prominent **Call-to-Action (CTA)** above the fold.
- Lead capture **forms placed at the top of the page** for immediate engagement.
- Inclusion of **conversion optimization elements** such as trust signals, testimonials, and programme highlights.



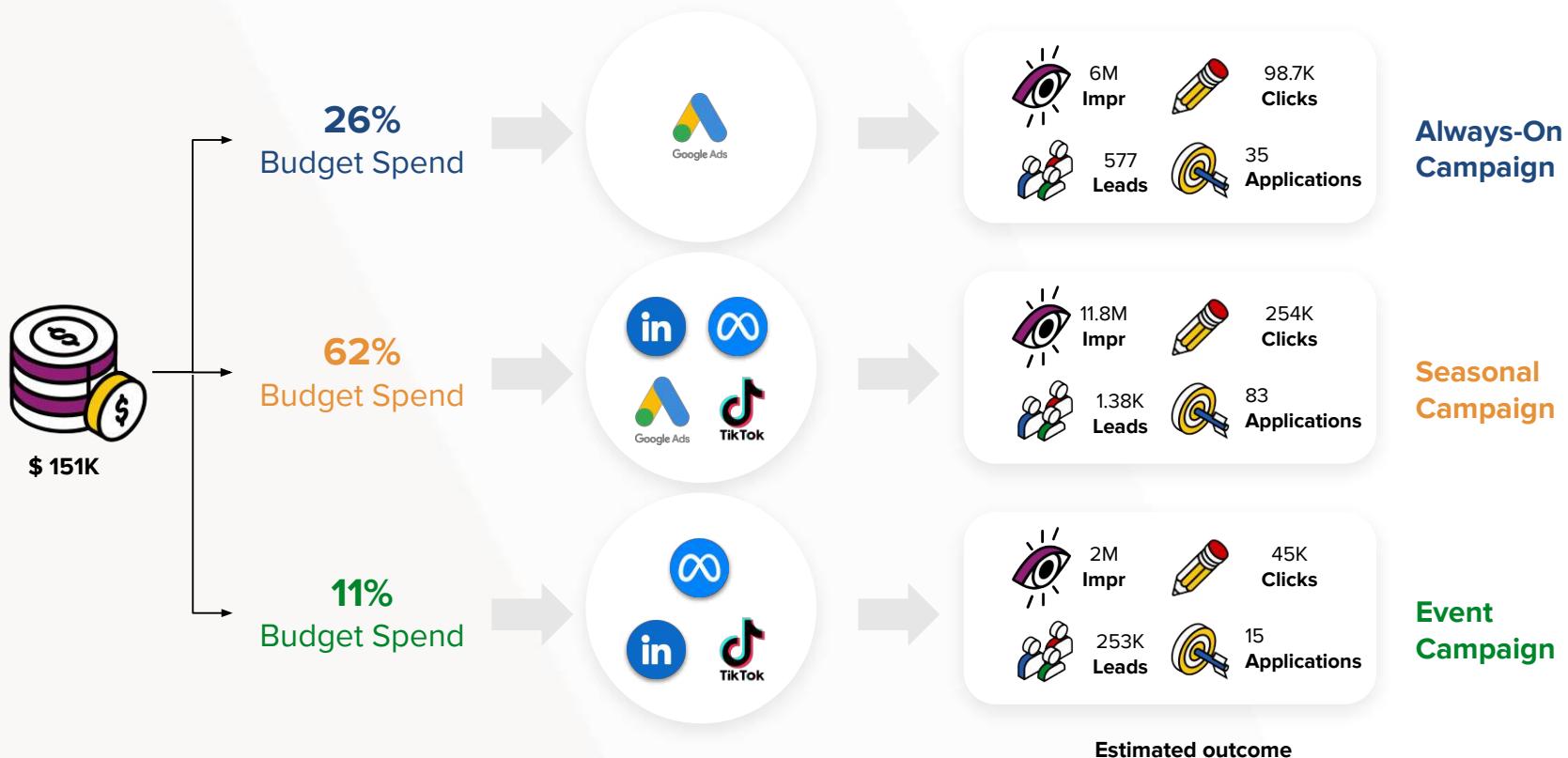
We Estimate The Outcome Across Tactics



*Please refer to this [LINK](#) for full media plan



...The Same For Our China Target



*Please refer to this [LINK](#) for full media plan



In Short, The Expected Outcome Of Your Regional Market

This media estimation applies for Tier 2, 3, and China



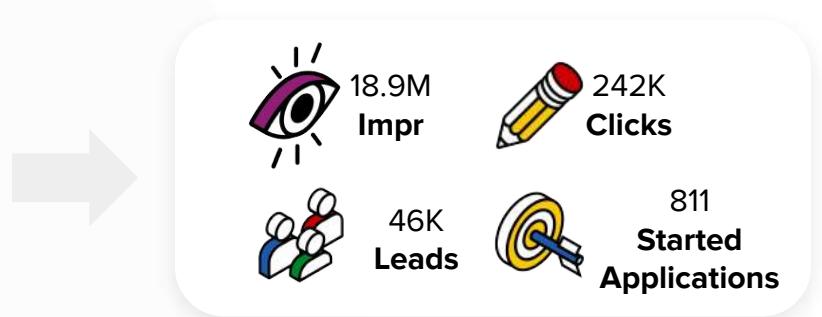
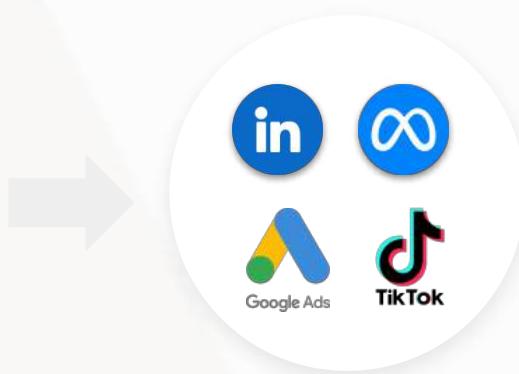
Tier 2, 3 & China



Estimated outcome

And The Expected Outcome of Your Local Market

This media estimation applies for Tier 1 - Singapore market only



*Please refer to this [LINK](#) for full media plan

Your SIM GE Success Snapshot

Total Budget

\$1.7M

Total Leads

163K

Total
Started Applications

1.9K



We Measure Success That Matters

Reach & Response Metrics



Impressions

Total times ads are displayed; indicates campaign visibility and reach across chosen media channels.



Clicks

Number of user interactions with ads; reflects interest and engagement with campaign messaging.



CTR

Percentage of impressions that generate clicks; highlights ad relevance and targeting accuracy.



CPC

Average cost per click; evaluates efficiency of media spend and budget optimisation.

Impact & Efficiency Metrics



Conversions

Completed desired actions such as sign-ups or applications; measures campaign's outcome delivery.



Conversion Rate

Percentage of clicks converting to actions; measures effectiveness of targeting and landing pages.



CPA

Average cost to generate one conversion; measures efficiency of spend in driving outcomes.



Your SIM GE Campaign In Action

Overview of the planned activities over the year of 2026 for both local & regional markets

2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Always-On Campaigns													Google Search & Display campaign to capture high-intent search queries
Seasonal Campaigns				April Intake						October Intake			
						July Intake							
Event Campaign					Event-based campaign to drive warm leads considering applying								
Management & Reporting									On-going campaign management & optimization				
									H1 Review				H2 Review

Investments Needed to Achieve Our Objectives

Breakdown based on Scope of Work and deliverables

ITEM	DESCRIPTION	INVESTMENTS	%
Planning and Setups	Media Strategy and Message architecture Setups of Ad Accounts and ad campaigns	\$ 13,960	0.73%
Campaign Assets	Search Ads (x7) Image Ads (x50) Video Ads (x0) Landing page Template (x1) Landing page Adaptation (x9) Nurture Emails (x6) Chinese adaptations & transcriptions	\$ 78,735	4.10%
Campaigns Management	Daily monitoring & optimisations Weekly updates Monthly reporting	\$ 37,400	1.95%
Media Buys	Media Buys - Local Plan (pure third-party cost)	\$ 894,953	46.63%
	Media Buys - Regional Plan (pure third-party cost)	\$ 894,080	46.59%
TOTAL		\$ 1,919,128	100%



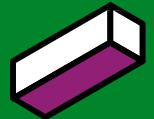
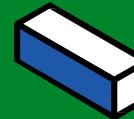
A look to the Schedule of Prices requested

Agency fees cover all services beyond media spend, including strategy, campaign setup, creative asset production, and ongoing campaign management.

Schedule of Prices

DESCRIPTION	AGENCY'S FEES	UNIT OF MEASURE
Part A - SIM GE - Local Plan - Search buy fees (gross)	6.42%	%
Part A - SIM GE - Local Plan - Display buy fees (gross)	6.09%	%
Part A - SIM GE - Local Plan - Social media buy fees (gross)	7.17%	%
Part A - SIM GE - Regional Plan - Search buy fees (gross)	6.63%	%
Part A - SIM GE - Regional Plan - Display buy fees (gross)	6.02%	%
Part A - SIM GE - Regional Plan - Social media buy fees (gross)	7.06%	%





Part B.1

SIMA Regional & Local Campaign

Part A

SIM GE Regional & Local Campaign

Programme-theme campaigns
Event-based campaigns

Part B.1

SIMA Regional & Local Campaign

B2Human Targeting

Part B.2

SIM Group Branding Campaign

Video-first campaign

Our Proposed B2Human Approach

Your Target Audience

A 25 y/o HR Manager from a MNC corp

40 y/o Operations Director from a NGO

can be

B2C Audience

Enrolls in a digital marketing short course to complement her employer branding skills

B2B Audience

Negotiates MBA partnerships to strengthen leadership pipelines in his company

...but can also be

B2B Audience

Selects customized leadership training vendors to roll out for all departments in corp

B2C Audience

Applies for an intensive AI adoption programme to future-proof his personal career.

*In today world, **the line between B2C and B2B has blurred**. Professionals act as both learners and decision-makers, switching roles seamlessly*

B2Human is the key to cutting through the noise in our industry



Our Recommend B2Human Channels



Why these channels?

- Wide reach in Asia
- Precise B2B targeting
- Cost-efficient performance
- Strong tactical mix



Efficient Way of Promoting Your Programmes

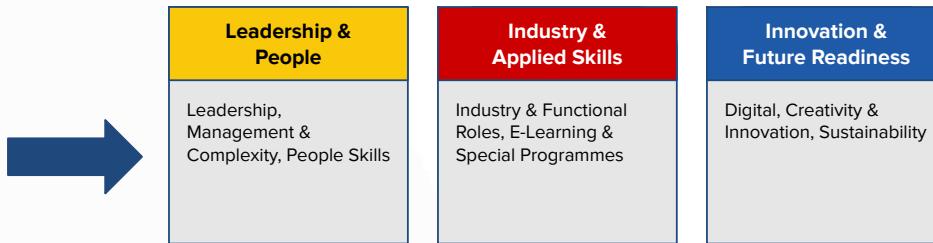
Streamlining 7 categories into 3 clear themes for clarity and impact

The screenshot shows the IBM Academy website's course listing for professional development. On the left, there are filters for Learning Mode (Online learning, Campus learning) and Categories. A red box highlights the 'Categories' section, which lists seven items: Creativity & Innovation, Digital, E-Learning and Special Programmes, Industry & Functional Roles, Leadership, Management & Complexity, Design Thinking, and Sustainability. Below this, several course cards are displayed, each with a thumbnail, title, and brief description.

Current Grouping: 7 Categories

Disclaimer: This regrouping tactic applies to search campaigns only

Proposed Grouping: 3 Themes



Clarity Through Themes

- Focuses campaigns for stronger impact.
- Targets the right audience effectively.
- Simplifies content creation and delivery.
- Makes messages clear and noticeable online



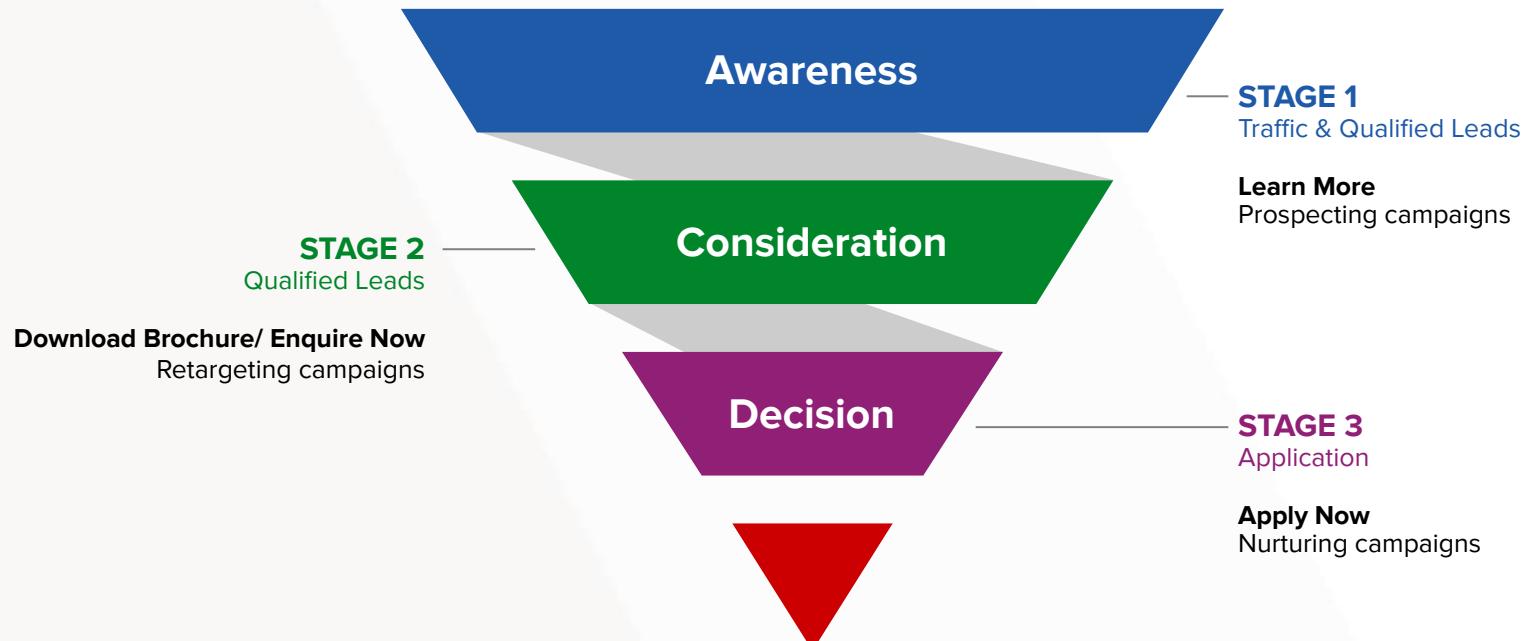
Our B2Human Tactical Approach

We align SIMA's priorities with a B2Human approach, connecting learners and decision-makers across markets.

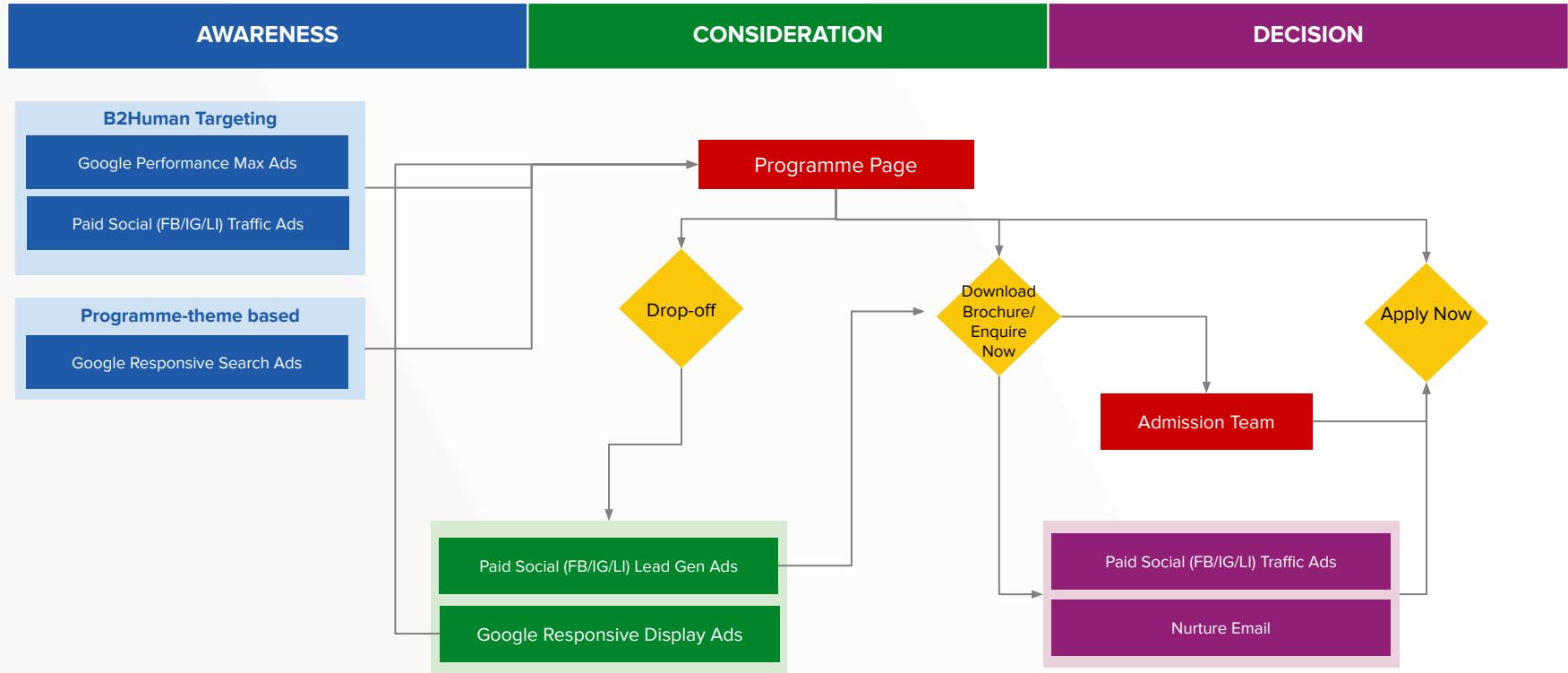
Market	Local Market		Regional Market				
Country Tier	Tier 1		Tier 2		Tier 3		
Country	Singapore		Indonesia, Vietnam, Saudi Arabia		India		
Audience	B2C Working Professionals Aged 25-65	B2B Organization from private, public, and non-profit sectors	B2B Government Agencies	B2B Mid to Large Enterprises	B2B MBA Colleges		
Approach	B2Human targeting Mid-career professionals as both learners & training influencers			B2Human targeting refined by relevant job titles (HR, L&D etc.) and industries (government, private sector etc.)			
Messaging	Persona-based Messaging						
Flight Time	Always-On						

We Activate The B2Human Approach Across The Funnel

A full-funnel approach to build demand, re-engage prospects, and drive qualified leads into enrolments and partnerships



And Map The Channels To Those Funnel Stages



Our Suggestions for Optimal Campaign Flow

Brochure downloads drive stronger leads than enquiries. Make ‘Request Brochure’ a main CTA alongside ‘Apply Now’ to boost conversions.



Give brochure access after enquiry.
Prospects want materials before committing

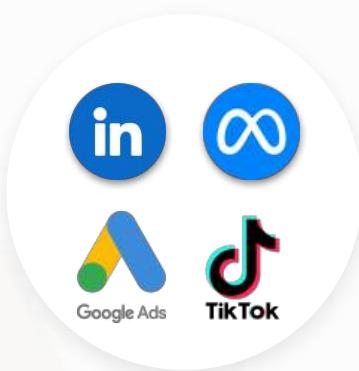
A screenshot of an 'Enquiry Form' page. The page title is 'Enquiry Form' and it states 'This form will take up to 10 minutes to complete.' There are several input fields for 'First Name', 'Last Name', 'Country or Residence', 'Email', 'Mobile Number', 'Industry', 'Company', 'Designation', and 'Description'. At the bottom of the form is a large red button labeled 'Request Brochure'.

Make brochure downloads
more prominent. Give them
equal weight as “Apply Now.”



What We Can Achieve With Your Spend

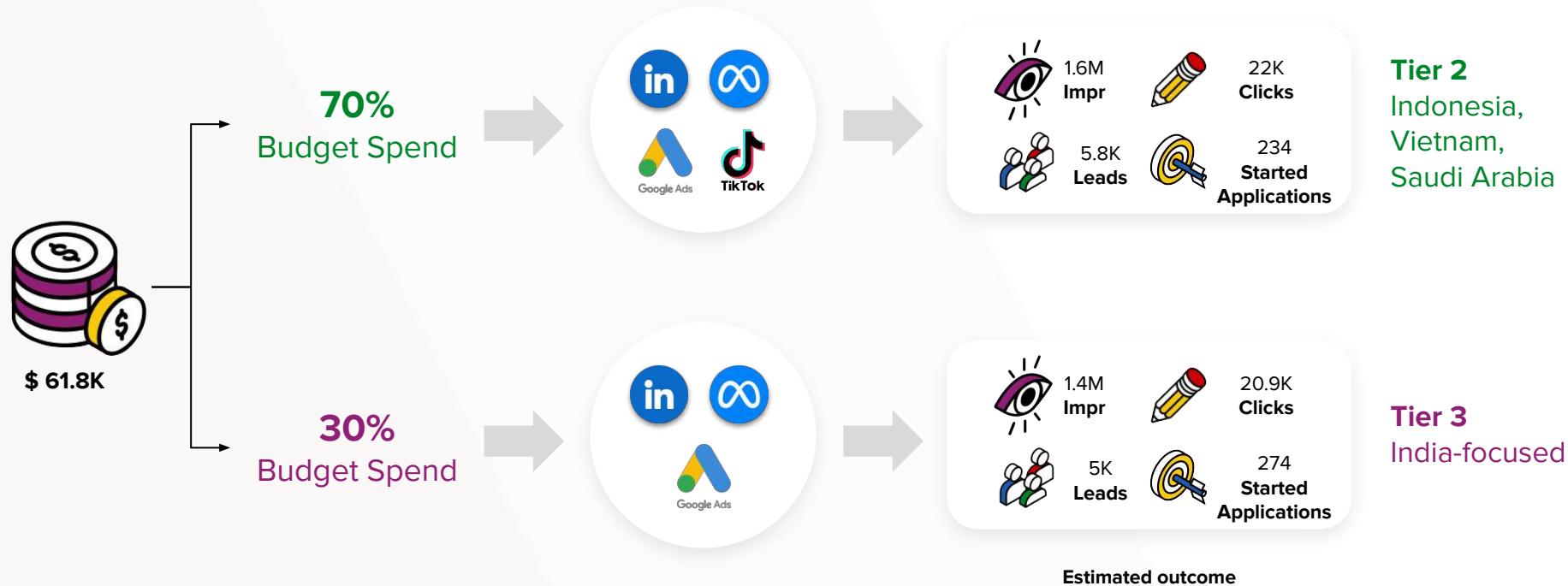
This media estimation applies for Tier 1 - Singapore market only



Estimated outcome

What We Can Achieve With Your Spend

This media estimation applies for Tier 2 & Tier 3. Based on the brief, we allocate a dedicated budget split with specific focus on India



Please refer to this [LINK](#) for full media plan

Your SIMA Success Snapshot

Total Budget

\$210K

Total Leads

23K

Total
Started Applications

864



We Measure Success That Matters

Reach & Response Metrics



Impressions

Total times ads are displayed; indicates campaign visibility and reach across chosen media channels.



Clicks

Number of user interactions with ads; reflects interest and engagement with campaign messaging.



CTR

Percentage of impressions that generate clicks; highlights ad relevance and targeting accuracy.



CPC

Average cost per click; evaluates efficiency of media spend and budget optimisation.

Impact & Efficiency Metrics



Conversions

Completed desired actions such as sign-ups or applications; measures campaign's outcome delivery.



Conversion Rate

Percentage of clicks converting to actions; measures effectiveness of targeting and landing pages.



CPA

Average cost to generate one conversion; measures efficiency of spend in driving outcomes.

Your SIMA Campaign In Action

Overview of the planned activities over the year of 2026 for both local & regional markets

2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Local B2Human Campaign													Always-on Lead Gen Campaign
Regional B2Human Campaign													Always-on Lead Gen Campaign
Management & Reporting													On-going campaign management & optimization

Investments Needed to Achieve Our Objectives

Breakdown Mapped to Scope of Work and deliverables

ITEM	DESCRIPTION	INVESTMENTS	%
Planning and Setups	Media Strategy and Message architecture Setups of Ad Accounts and ad campaigns	\$ 6,300	2.52%
Campaign Assets	Search Ads (x7) Image Ads (x50) Video Ads (x0) Landing page Template (x1) Landing page Adaptation (x9) Nurture Emails (x6) Chinese adaptations & transcriptions	\$ 21,843	8.74%
Campaigns Management	Daily monitoring & optimisations Weekly updates Monthly reporting	\$ 11,330	4.53%
Media Buys	Media Buys (pure third-party cost)	\$ 210,528	84.21%
TOTAL		\$ 250,000	100%



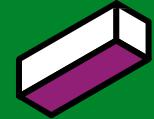
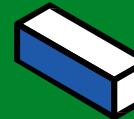
A look at the Schedule of prices

Agency Fees = Strategy, Setups, Asset Production & Management

Schedule of Prices

DESCRIPTION	AGENCY'S FEES	UNIT OF MEASURE
Part B - SIMA - Search buy fees (gross)	19.58%	%
Part B - SIMA - Display buy fees (gross)	13.33%	%
Part B - SIMA - Social media buy fees (gross)	15.56%	%





Part B.2

SIM Group Brand Campaign

Part A

SIM GE Regional & Local Campaign

Programme-theme campaigns
Event-based campaigns

Part B.1

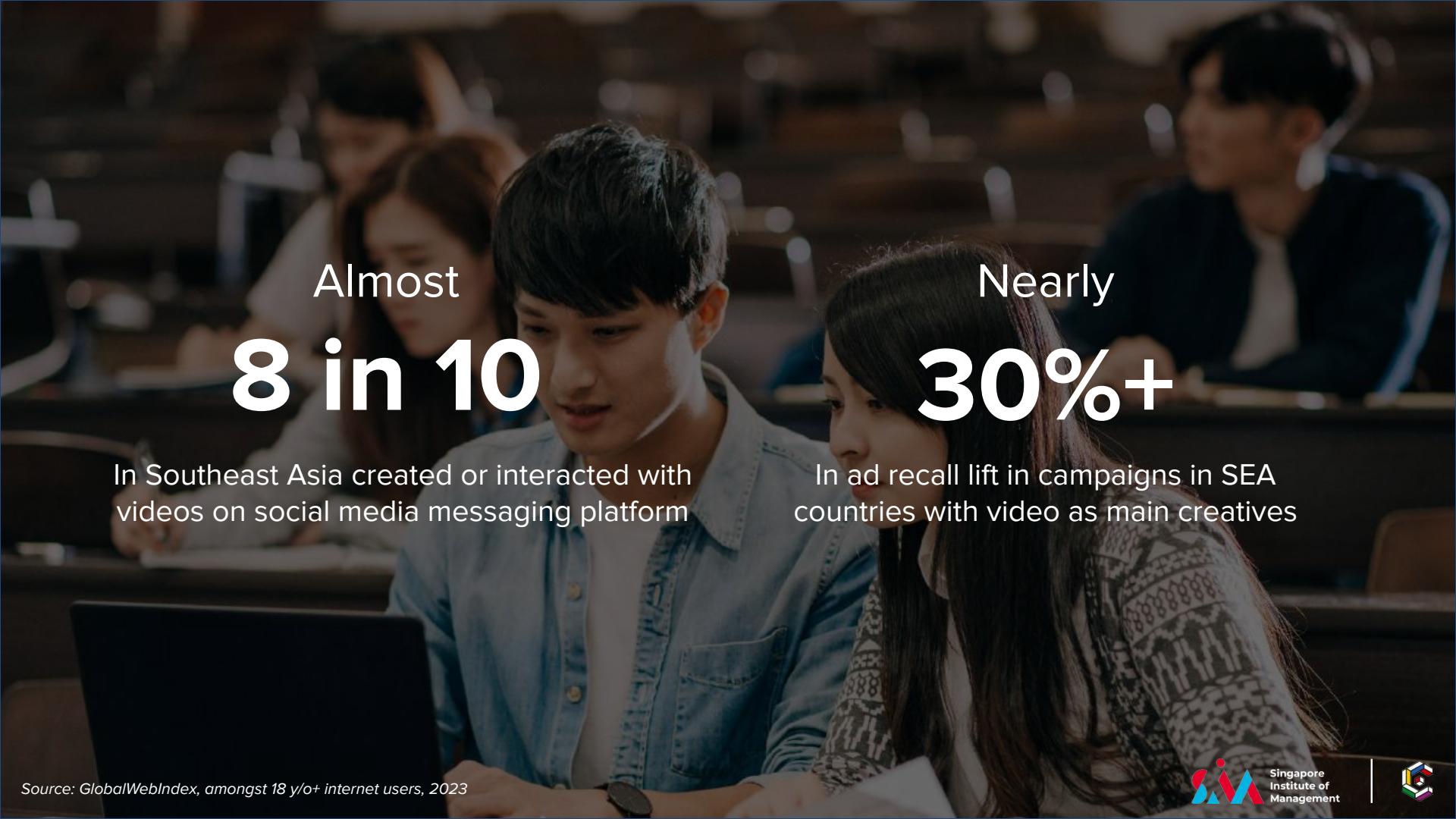
SIMA Regional & Local Campaign

B2Human Targeting

Part B.2

SIM Group Branding Campaign

Video-first campaign

A photograph of a classroom setting where several young people are gathered around a laptop, looking at the screen together. They appear to be students in a lecture hall or classroom environment.

Almost
8 in 10

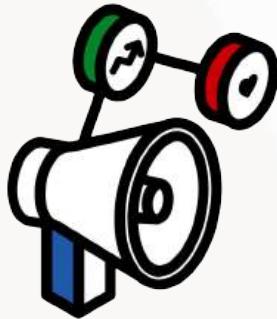
Nearly
30%+

In Southeast Asia created or interacted with videos on social media messaging platform

In ad recall lift in campaigns in SEA countries with video as main creatives

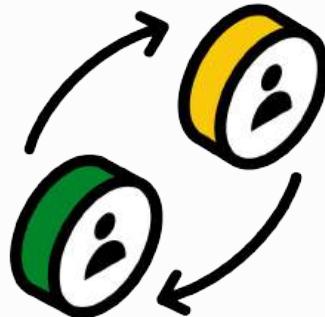


We Adopt a Video-First Approach to Maximize Impact on SIM Brand Entity



1. Highest Impact Format

Video captures attention faster than static formats, combining visuals, sound for **a full and immersive storytelling** to leave a stronger brand recall and emotional connection.



2. Multi-Audience Resonance

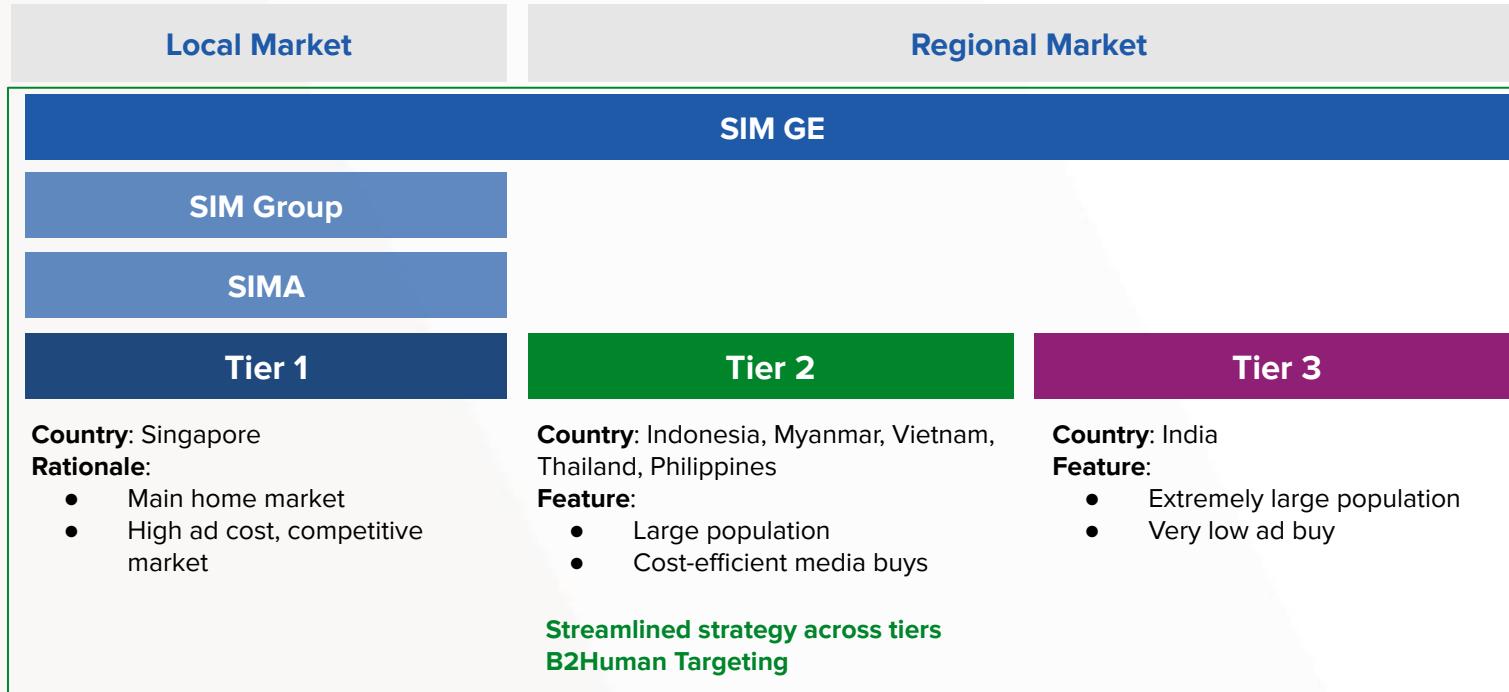
From students exploring options to parents evaluating credibility, videos communicate SIM's value propositions in ways that **resonate across diverse audiences**.



3. Aligned with Audience Trends

Audiences are spending more time consuming video content on social platforms than any other format, making video the most relevant medium to meet them where they are

With the Same Market-Tiered Playbook



The Same Mix of Channels, But More Video-Focused



Recommended Channels for Awareness

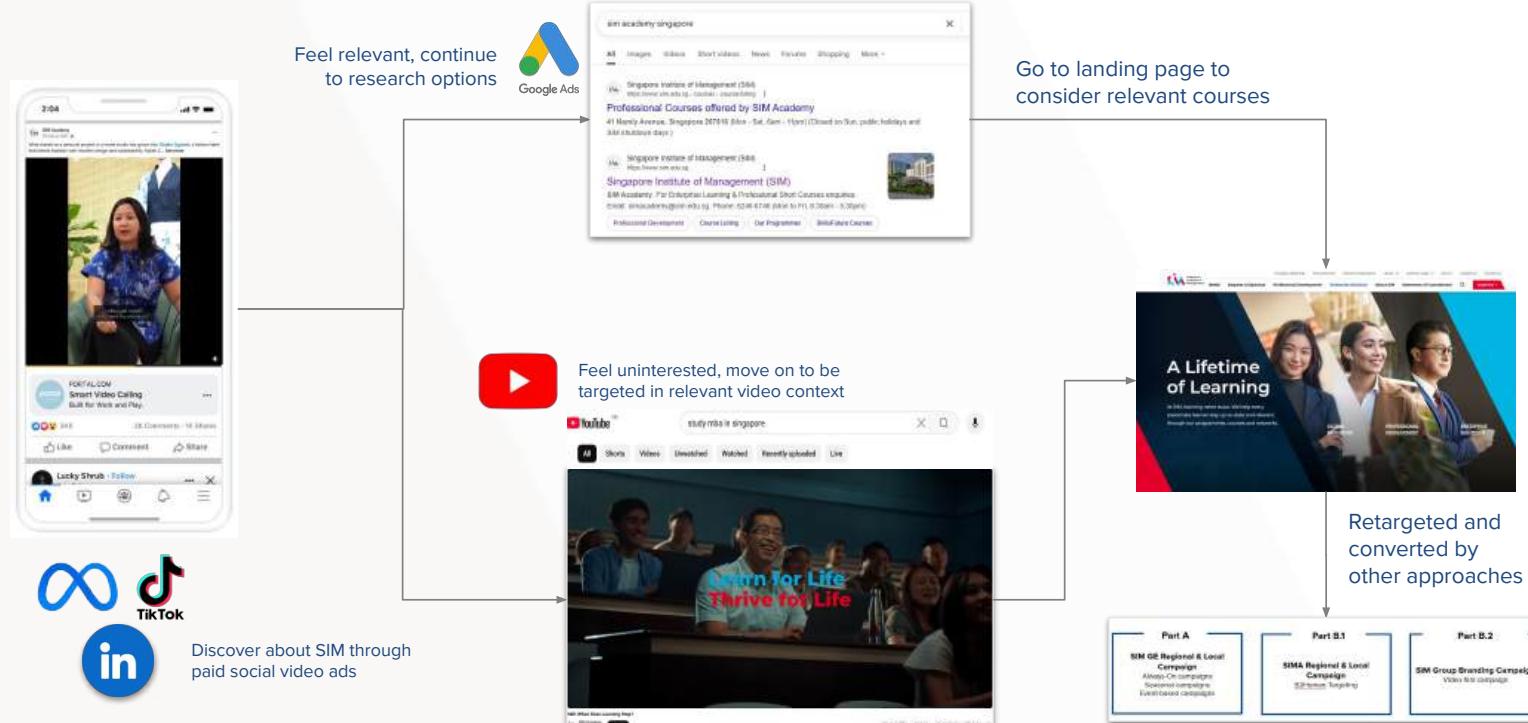
- **YouTube & TikTok** → Video reach & storytelling
- **Meta (FB & IG)** → Engagement & versatile formats
- **LinkedIn** → Credibility & professional targeting

Why?

- Scalable, precise, video-first
- Works for both B2C & B2B
- Cost-efficient path to build awareness before conversion



Maximize Brand Impact During User Journey & Complement Other Tactics



Follow the best practices in reach & frequency media planning across all Asian countries

>30%

Reach in your target audience*

>3+

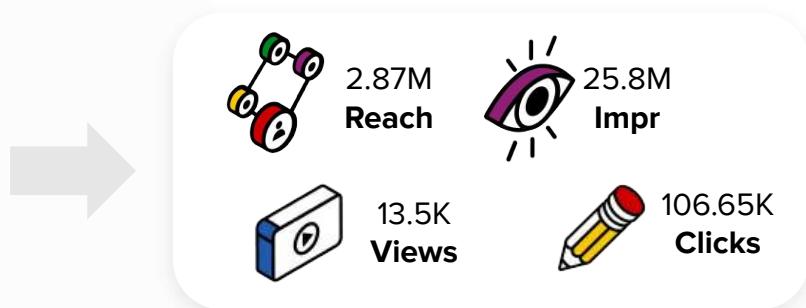
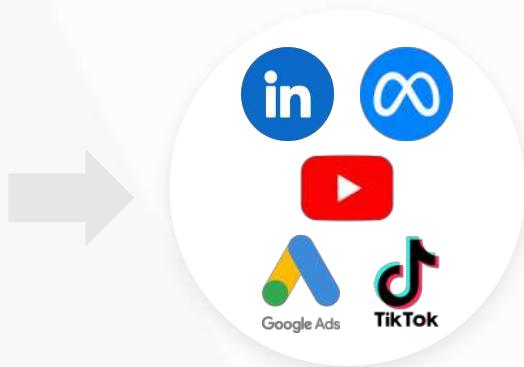
Frequency per month in your target market, or +1 per week

Sufficient rate for SIM Group to achieve optimal brand lift



The Expected Optimal Outcome of SIM Group

This media estimation applies for Tier 1 - Singapore market only

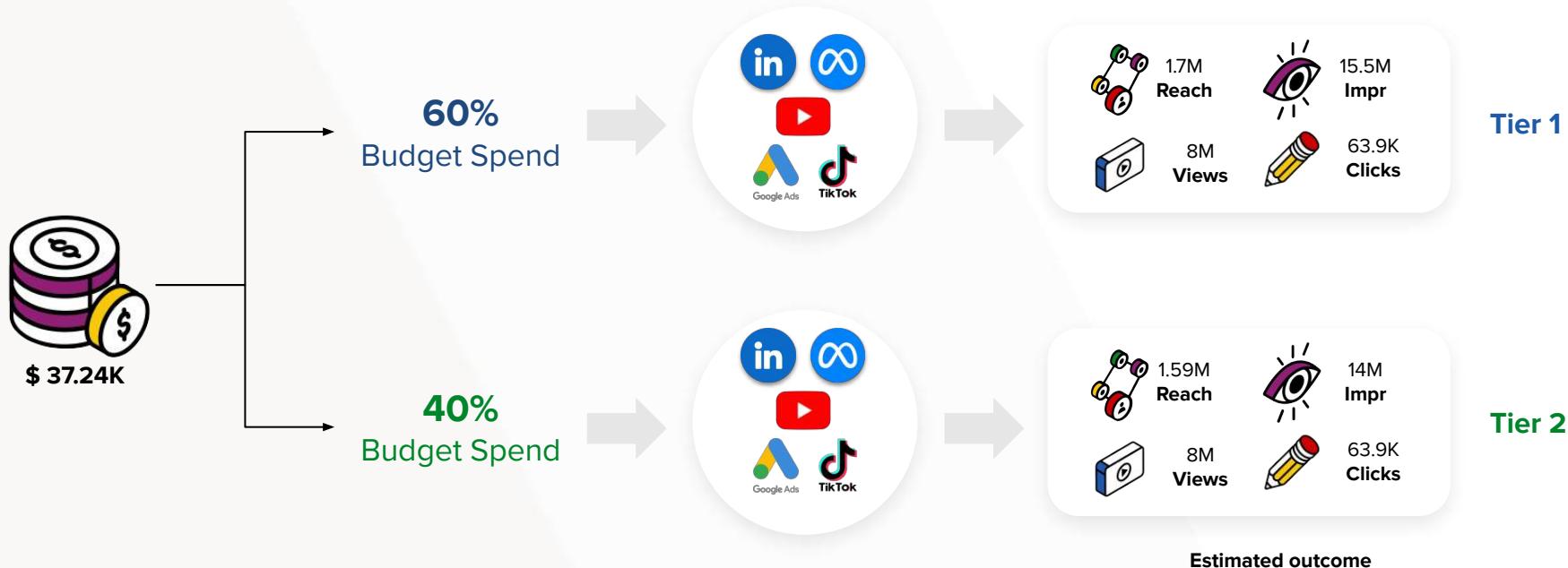


Estimated outcome



And The Expected Outcome of SIM GE

This media estimation applies for Tier 1 & Tier 2

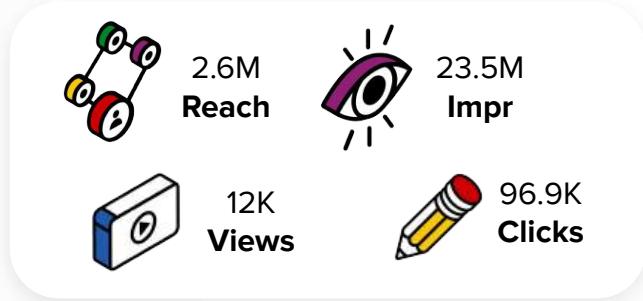


Please refer to this [LINK](#) for full media plan



Lastly, The Expected Outcome of SIMA

This media estimation applies for Tier 1 - Singapore market only



Your SIM Group Brand Success Snapshot

Total Budget

\$126K

Est. Reach

3.2M

Total Views

42M

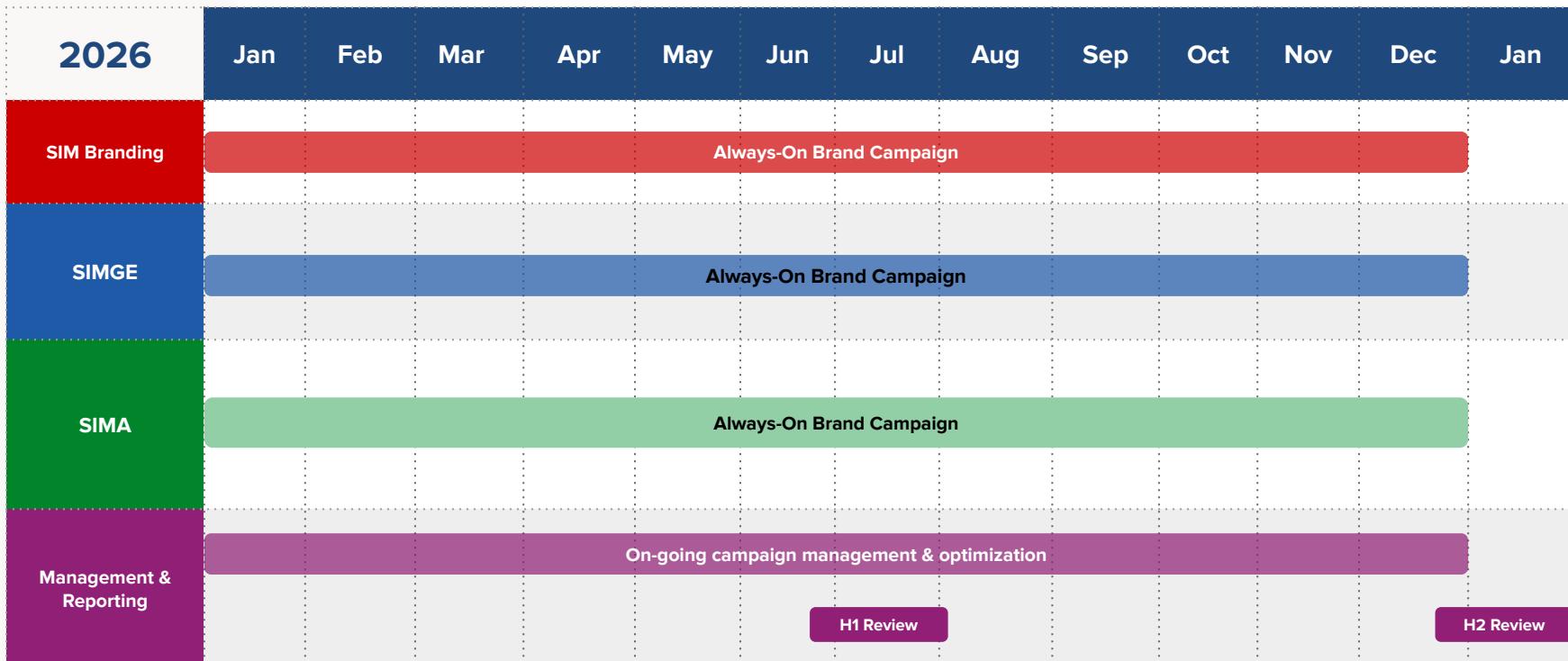


We Measure Success That Matters

Reach & Response Metrics	 Impressions Total times ads are displayed; indicates campaign visibility and reach across chosen media channels.	 Clicks Number of user interactions with ads; reflects interest and engagement with campaign messaging.	 Views Captures how often campaign content was watched, reflecting engagement and consumption.	 Reach Measures the number of unique individuals exposed to the campaign's message.	 Frequency Represents how many times, on average, an individual was exposed to the campaign.
Impact & Efficiency Metrics	 CTR Percentage of impressions that generate clicks; highlights ad relevance and targeting accuracy.	 CPC Average cost per click; evaluates efficiency of media spend and budget optimisation.	 VTR Indicates the percentage of viewers who watched the ad to completion, showing how compelling and engaging the content was.	 CPM Cost per 1,000 impressions; measures efficiency of spend for visibility.	 CPV Cost per view; evaluates efficiency of spend for video engagement.

Your SIM Branding Campaign in Action

Overview of the planned activities over the year of 2026 for both local & regional markets



Investments Needed to Achieve Our Objectives

Mapping Resources Directly to Scope and Deliverables

ITEM	DESCRIPTION	INVESTMENTS
Planning and Setups	Media Strategy and Message architecture Setups of Ad Accounts and ad campaigns	\$ 6,300
Campaign Assets	Search Ads (x7) Image Ads (x50) Video Ads (x0) Landing page Template (x1) Landing page Adaptation (x9 Nurture Emails (x6) Chinese adaptations & transcriptions	\$ 14,390
Campaigns Management	Daily monitoring & optimisations Weekly updates Monthly reporting	\$ 3,740
Media buys	Media Buys - Local Plan (pure third-party cost)	\$ 125,570
TOTAL		\$ 150,000



What Our Fees Actually Cover

Defining Agency Fees as Strategy, Assets, and Management Included

Schedule of Prices

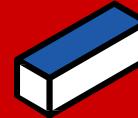
DESCRIPTION	AGENCY'S FEES	UNIT OF MEASURE
Part B - Brand - Search buy fees (gross)	18.23%	%
Part B - Brand - Video buy fees (gross)	17.06%	%
Part B - Brand - Social media buy fees (gross)	15.42%	%





Campaign Operations

See how we turn the all previous ideas into actions



Our Agile Media Adoption Framework



Dive deep into the market and analyze existing data to get actionable insights.

This foundational step minimizes guesswork, shortens the learning curve, and sets strategic clarity from the very beginning.

AUDIENCE & MESSAGING

Define key personas and develop messaging that speaks directly to their needs, pain points, and motivations.

Every word is crafted to create emotional connection and drive action throughout the journey.

CHANNEL RATIONALE

Select and align the most effective media channels with campaign goals, funnel stages, and audience behavior.

The focus is on maximizing reach, relevance, and return—choosing the right place to meet the right people at the right time.

CONVERSION FUNNEL & CAMPAIGN FLOW

Build a conversion-focused funnel with a clear campaign flow to move users from awareness to action.

Integrated channels and tactics ensure a seamless, persuasive journey across every touchpoint.

MEDIA PLAN

Build a detailed media plan with precise budget allocation, market-specific and performance metrics tailored to each channel.

Ensure efficient budget use and lays the groundwork for successful campaign execution.

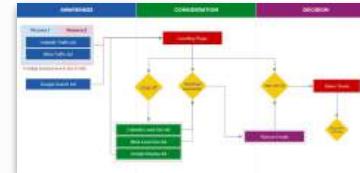
Ad Network	Total Spent
Social	\$500
Search	\$250
Email	\$200
Display	\$150
Programmatic	\$100
Native Advertising	\$50
OTT & Connected TV	\$30
Search & Display	\$20
Programmatic	\$10
Native	\$5

Lead Generation: Total 1000 leads generated through various channels like LinkedIn, Facebook, Google, and Outbrain.

Lead Nurturing: Total 500 leads moved from Awareness to Consideration.

Lead Win: Total 100 leads converted from Consideration to Decision.

Key Metrics: Total Leads Generated: 1000, Total Leads Moved: 500, Total Leads Won: 100.



TACTIC	TOTAL BUDGET	BUDGETING	CLAIMS	KPI%	MOB	END-STATE
LinkedIn: Verbal Ad	\$3,780	164,361	147%	80.9%	54	33%
Facebook: Verbal Ad	\$3,700	247,694	2,277	89%	52	33%
Google Search Ad	\$3,780	26,219	1,900	52.5%	45	16%
LinkedIn: Lead Gen Ad	\$1,000	50,114	783	52.3%	47	16%
Facebook: Instagram Lead Gen	\$1,000	83,710	1,000	51.2%	74	18%
Google Display Ad	\$1,000	214,306	1714	50.7%	51	16%
Twitter Email	\$0	935	0	50.0%	0	0%
TOTAL	\$10,760	844,490	5,242	81.8%	308	100%



Our Focused Campaign Setup

Campaign Structure

Clear hierarchy from campaign to ad group to ad enables scalable growth and effective control.



Ads

Set up with compelling copy, visuals, ad types tailored to campaign objectives.



CAMPAGN SETUP

Targeting

Delivers to the right audience at the right place.



Conversion Tracking

Tracks real outcomes with precision to optimize performance.



Campaign Management Calendar

Our weekly management calendar outlines key focuses for each day while ensuring ongoing communication with clients. This structured approach enables us to quickly identify issues, make timely adjustments, and drive consistent campaign improvement throughout the week.

PIC	Monday	Tuesday	Wednesday	Thursday	Friday
Digital Specialist	Monitoring Daily monitoring on campaign spend, overall KPI Constantly observe Spend%, Time Progress, and KPI achieved% to detect issues on timely manner				
Digital Specialist Senior Marketer	Planning Optimization Consolidate performance Insights to map out immediate actions for each campaign	Executing Optimization Apply aligned optimization tactics Closely monitor to see any impacts required for revision			Reviewing Optimization Final check on optimization tactics applied before closing the week
Senior Marketer Marketing/Account Director					Client Partnership Proactively communicate, keep client updated on campaign status, flag if any issues for on-time actions Receive requests, de-brief to the team to apply for the campaign (budget shift, creative refreshes, pause campaign etc.)



Report Samples

The dashboard displays a variety of performance metrics across different sections:

- BUDGET PROGRESS:** 43.81% On Track
- TIME PROGRESSION:** 44.68% On Track
- CONVERSION PROGRESS:** 1331.73% On Track
- BUDGET:** SGD 8,057
- SPEND:** SGD 3,530
- REMAINING BUDGET:** SGD 4,527
- CURRENT DATE:** 10/18/2024
- START DATE:** 07/26/2024
- END DATE:** 01/30/2025
- ACTUAL CONVERSIONS:** 1,381
- TARGET CONVERSIONS:** 1,041
- CONV DIFF:** 1281
- TIME PROGRESSION TABLE:**

Month	Spend	Budget	Spend share	Actual Impressions	CTR
2024/07	SGD 41	SGD 41	100%	4,557	10.88%
2024/08	SGD 1,371	SGD 1,371	100%	100,611	3.66%
2024/09	SGD 1,341	SGD 1,341	100%	112,588	5.14%
2024/10	SGD 777	SGD 1,326	59%	69,484	5.26%
Total	SGD 3,530	SGD 8,057	44%	287,240	4.74%
- DETAILED SUMMARY:** Period YY/MM: 2024/09
- CHANNEL SPEND TABLE:**

Channel	Spend	Budget	Spend share	Actual Impressions	CTR
LinkedIn	529	SGD 529	100%	7,637	1.30%
Pmax	426	SGD 426	100%	98,781	5.54%
Search	386	SGD 386	100%	6,170	3.48%
Total	1,341	SGD 1,341	100%	112,588	5.14%

Click here to see the interactive reporting dashboard: [SAMPLE PAID MEDIA REPORT \(GOOGLE SHEET\)](#)



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.

Report & Dashboard Samples

Performance Overview

Sample Data

Budget Progress: 3.26% (Actual: \$204,000, Target: \$6,648)

Time Progress: 205.22% (Progress Days: 747, Duration Days: 365)

Conversion Progress: 0.86% (Target: 10,200, Actual: 86)

Actual Impressions: 6,648 (Target: 5,000,000), Actual CTR: 9.75%, Actual CPC: 6.25

Actual Clicks: 648 (Target: 100,000), Actual CR: 13.58%

Channel Analysis

Sample Data

Clicks vs CTR: Actual CTR vs Actual Clicks across channels: Display, Facebook, Instagram, YouTube, No Channel, Programmatic, Search, Twitter, YouTube.

Spend vs CPA: Actual CPA vs Speed across channels: Discover, Display, Facebook, Instagram, YouTube, No Channel, Programmatic, Search, Twitter, YouTube.

Insights

Sample Data

Observations

1. [Text placeholder]

2. [Text placeholder]

3. [Text placeholder]

Analysis / Recommendations

1. [Text placeholder]

2. [Text placeholder]

3. [Text placeholder]

Looker Studio Dashboard

On a monthly basis, we also provide a Looker Studio dashboards, designed to provide a clear, actionable overview of performance metrics together with actionable insights to optimise our campaigns KPIs.

In a nutshell, this Dashboard will also provide the necessary data and filters, together with **relevant data highlights, an comprehensive analysis, and a list of recommendations.**

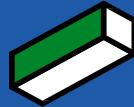
[Click here to see the interactive SAMPLE PAID MEDIA DASHBOARD \(LOOKER STUDIO\)](#)



CONSTRUCT
DIGITAL

Part B - SEO & GEO

Optimising for Today's Search and Tomorrow's AI





Traditional SEO is a must but it's not enough now



SEO Audit

Foundation Setting

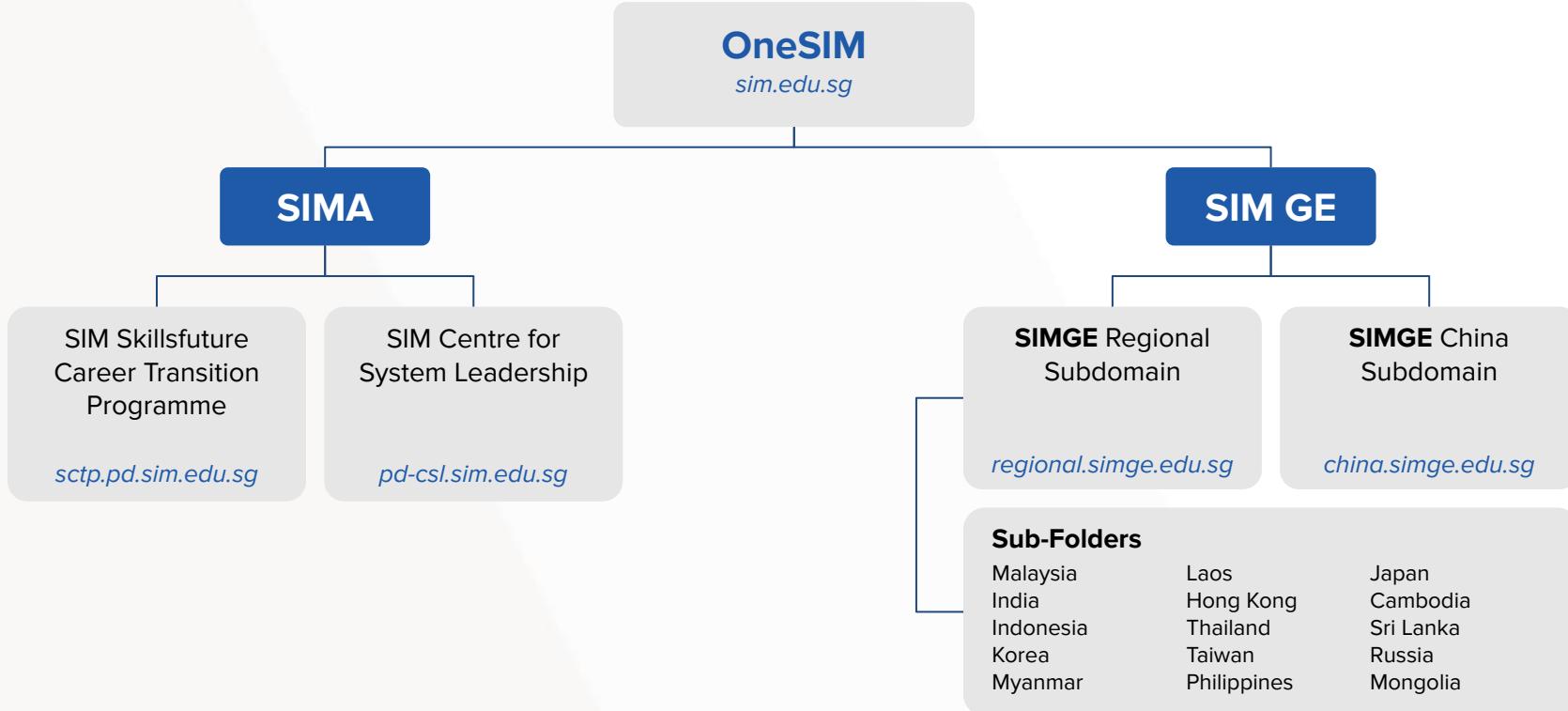
Before talking about SEO & GEO, let's see how SIM domains are performing.

This section will answers two questions:

1. How is SIM performing right now?
2. Where is SIM lacking?



SIM is a Family of Five



Overall Position & Ranking

	OneSIM	REGIONAL SIM-GE	CHINA SIM-GE	SIM-A SCTP	SIM-A CSL
PAGE SIZE	1991	749	302	46	15
SITE HEALTH	50	80	75	85	86
ORGANIC TRAFFIC	197.4K	237	6	88	33
DOMAIN RANK	312.1k	2.2M	2.2M	312.1k	312.1k

OneSIM → Oldest, strongest domain with highest traffic

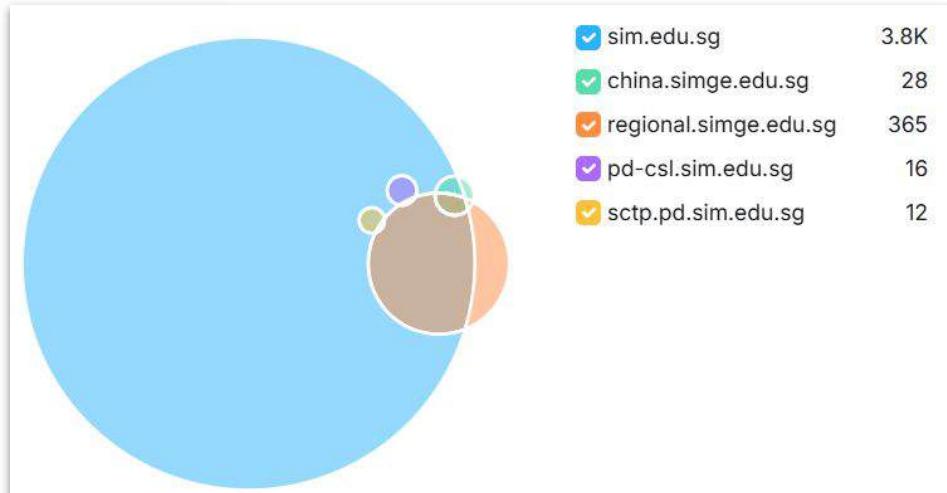
Clearly OneSIM is the Top Player of the lot!

Newer subdomains and microsites with better health are trying to push their way in, but, **unsuccessfully**.



Subdomains and microsites are in a fight with the Main Domain

This is essentially fighting with yourself, and also means that you are doing the same work multiple times



Keyword Gap Analysis

Content SEO Analysis

	OneSIM	REGIONAL SIM-GE	CHINA SIM-GE	SIM-A SCTP	SIM-A CSL
META DESCRIPTIONS	🔴	🔴	🟡	🟡	🔴
HEADING TITLE	🔴	🟡	🔴	🟡	🔴
CONTENT DENSITY	🟡	✓	🔴	🔴	🔴
ALT ATTRIBUTES	🔴	✓	✓	✓	🟡
HREF LANG	🔴	✓	🟡	✓	✓
CONTENT DUPLICATION	✓	🔴	🔴	✓	✓

**OneSIM's SEO Potential
has been Untapped for
a While**

SIM-GE subdomains and SIM-A
microsites are cleaner because they
are new



Technical SEO Analysis

	OneSIM	REGIONAL SIM-GE	CHINA SIM-GE	SIM-A SCTP	SIM-A CSL
SCHEMA	✓	✓	✓	✓	✓
PAGE SPEED	🔴	🔴	🔴	🔴	🔴
BROKEN LINKS	🔴	🔴	🟡	✓	🔴
CRAWLING	🔴	🟡	🟡	✓	🔴
JAVA/CSS FILE ISSUES	🔴	🔴	🔴	✓	🔴
REDIRECTS	✓	✓	🟡	✓	✓
ORPHANED PAGES	🔴	🔴	🔴	✓	🔴

OneSIM's Technical SEO isn't keeping up the pace

OneSIM's primary domain is the flagship site still it lacks proper SEO hygiene.



Domain Authority Audit

		OneSIM	REGIONAL SIM-GE	CHINA SIM-GE	SIM-A SCTP	SIM-A CSL
AHREFS	Domain Rating	63	53	53	63	63
	URL Rating	26	6	10	20	1.7
SEMRUSH	Authority Score	48	39	39	48	48
	Toxicity Score	High	High	N/A	N/A	N/A
AHREFS	Referring Domains	1400	44	29	30	26

OneSIM → The backlink heavyweight with the most referring domains

But the crown is rusting, toxic links are infecting its authority and dragging trust down

Subdomains & microsites → Cleaner but too lightweight



Current Realities

Advantage Gap

OneSIM holds the strongest presence, yet much of its search potential remains unused and unoptimised.

Competitive Overlap

Recently launched sites overlap in visibility, drawing traffic away from each other and from OneSIM.

Strategic Next Step

Connecting insights from the audit into clear, actionable strategies for SEO and GEO growth.

Proposed Strategy

This approach jumpstarts SIM's SEO journey with a solid foundation, enhanced pages, and ongoing optimisation to drive lasting success

Approach for Microsites

A way to work together instead of against each other

SEO Strategy

- **Traditional SEO Methods** to create a strong foundation
- **Brand Building** to boost trust
- Content Strategy focussed on **user intent**

GEO Strategy

- Optimise for AI with **Schema Markups**
- Move from keywords to **Queries and Conversations**
- Enrich Pages with GEO tactics



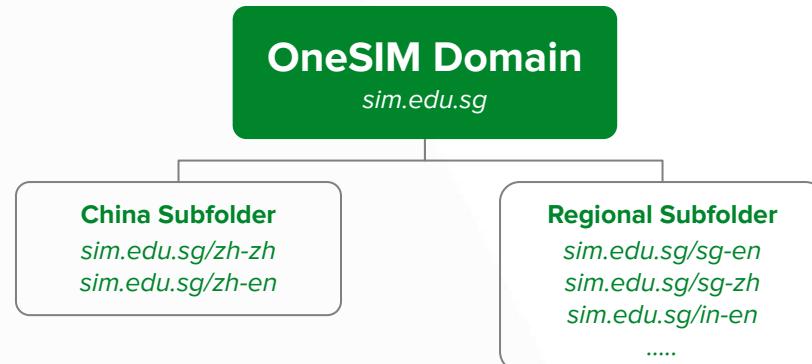
It's time to team up with the “Big Guy”, OneSIM.

With domain consolidation and SEO, regional sites could scale quickly since the health is already strong.

Current Structure



Proposed Structure





KEY RANKING FACTORS

Hosting & Compliance:	Requires China-based hosting + ICP license	Relevance:	Ranks based on content matching user intent
Language:	Prioritises Simplified Chinese	Authority:	Strong global backlinks & domain authority
Content:	Prefers locally relevant, fresh content	Content:	Multi-language, E-E-A-T (Expertise, Experience, Authority, Trustworthiness) focus
Tech:	Limited handling of JavaScript → better with plain HTML	Tech:	Handles JavaScript well, advanced crawling/indexing
Backlinks:	Favors .cn domains and local link networks	Backlinks:	Focus on overall quality and relevance (not geo-limited)

**As part of our 360 degree SEO approach,
we have got you covered.**



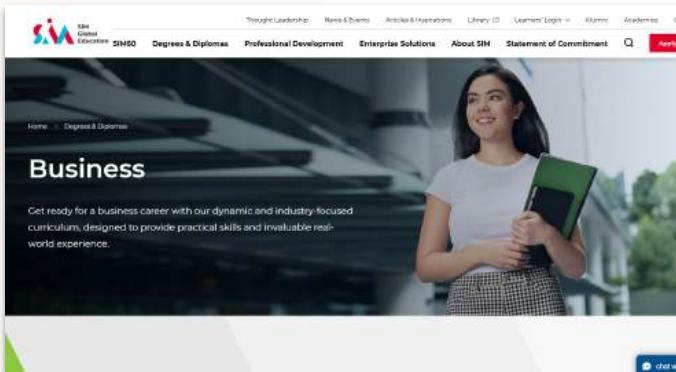
Focus on the vital 20% that drives 80% of the results.

By fixing and cleaning up OneSIM first, we create the strongest foundation.

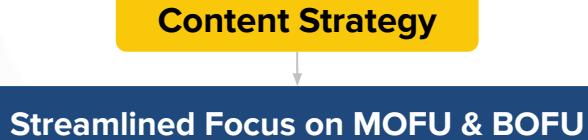
If it is decided to keep the subdomains as they are then we can start with hygiene on OneSIM as first priority and then move on to regional sites.



Don't just make content, build authority.



Screenshot of the Business Courses Landing Page or Content Cluster for reference



Build Keyword Strategy which nurture prospects deeper in the funnel, driving **trust and conversions**.

Strengthen Existing Pages

Optimise the already existing **Landing Pages & Content Clusters** for conversion.

Own the Big Themes

Build more **Landing Pages & Content Clusters** to further strengthen the Topical Authority.

Blogs and Articles

Keep building content around these clusters sustaining the clusters with fresh, keyword-rich content.



When AI searches, OneSIM shouldn't just appear, it should lead the conversation globally.

1

Speak their Language

Map **queries** (career goals, programme comparisons, skill demand) directly to SIM's offerings.



2

Enrich Current Pages

Transform current pages into query-magnets with **FAQs**, **snippets**, and highlights designed for AI and humans

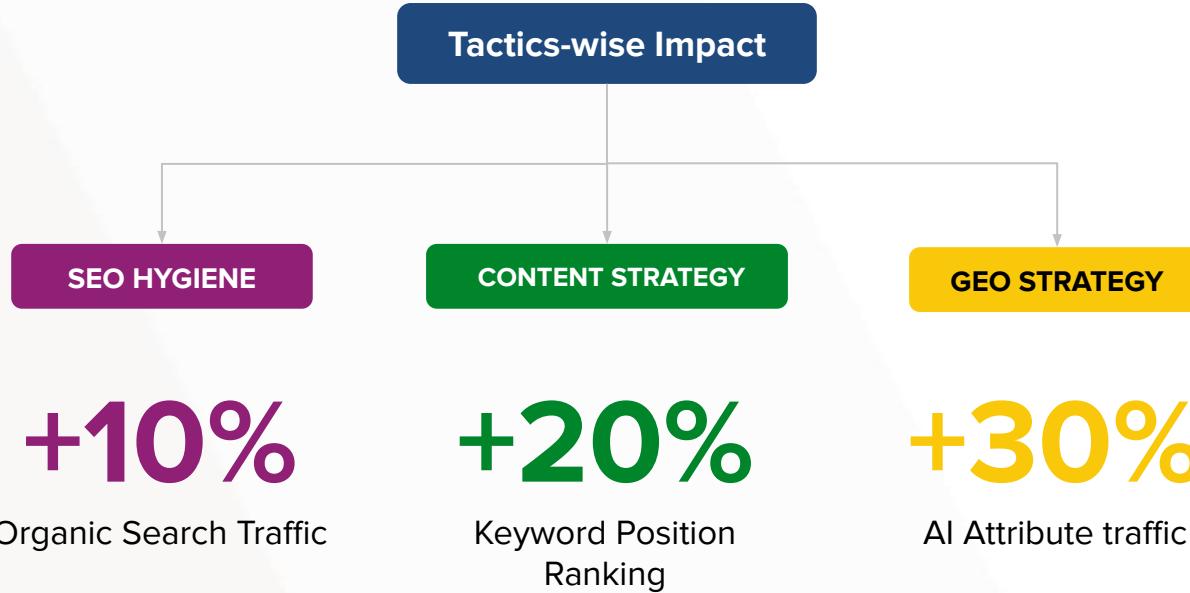
3

Optimise for AI



Build **clean IA** for pages and structure the data with the help of **Schema Markup**

Reaching KPIs



Disclaimer: Expected Results are based on estimations. We will reassess the Estimated Results when we get access to Google Analytics 4 and Google Search Console. Construct Digital will work towards the target but actual results may vary due to multiple factors outside our control.



Reporting



Clarity at a Glance

Complex data simplified into crisp, actionable insights



Always on Track

Progress measured against milestones that matter



Zoom in, Zoom out

From country-level to programme-level, see where to focus next



Expert in Your Corner

On-demand consulting to keep SEO agile and ahead of competitors



Success Measurements



Impressions

Number of times your site is shown in search results, indicates visibility and reach across search result.



Clicks

Total number of clicks your site gets from the search results.



Cite CTR

Click through rate for your site.
Calculates as :
(Clicks/Impressions * 100)%



Avg Position

Average ranking of your site based on search queries.



Total Users

A group of user interactions on the website that occur in a time frame.



New Users

Website visitors who have initiated a session for the first time.



Sessions

A group of user interactions on the website that occur in a time frame.

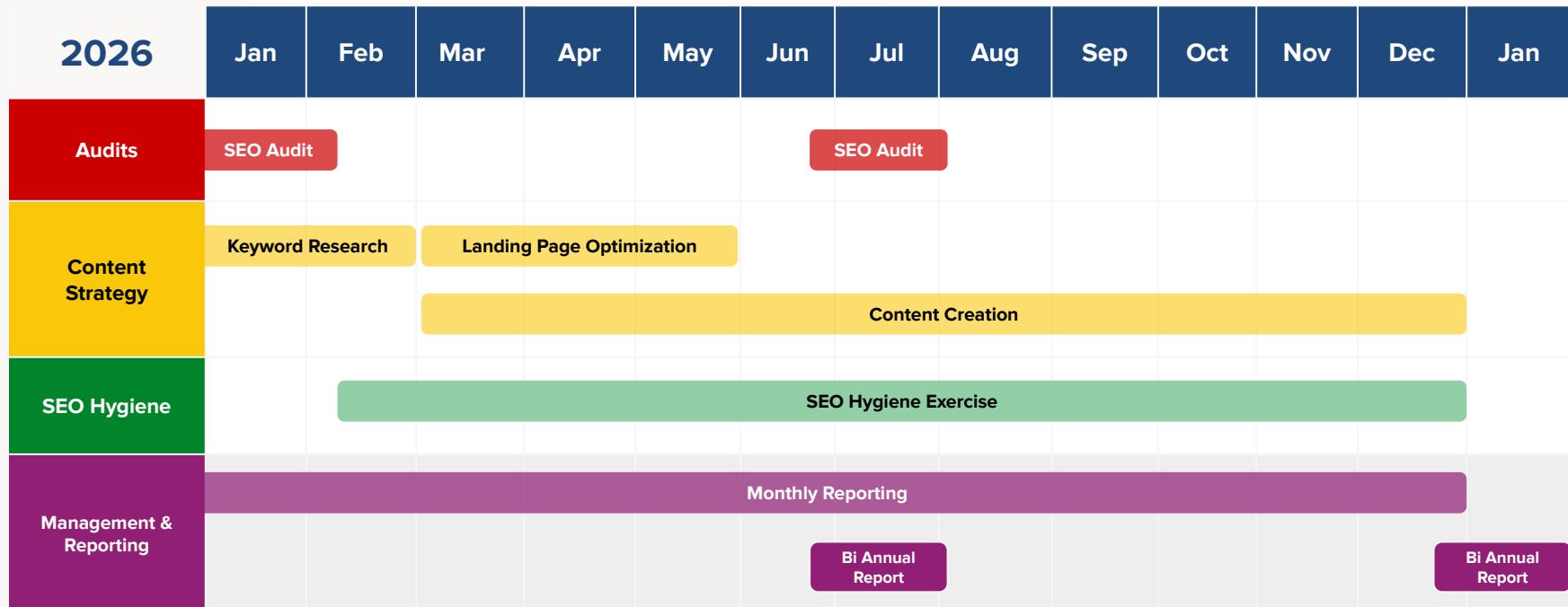


Engaged Sessions

A session where users stay, convert, or view more than 1 page.

SEO Roll-out

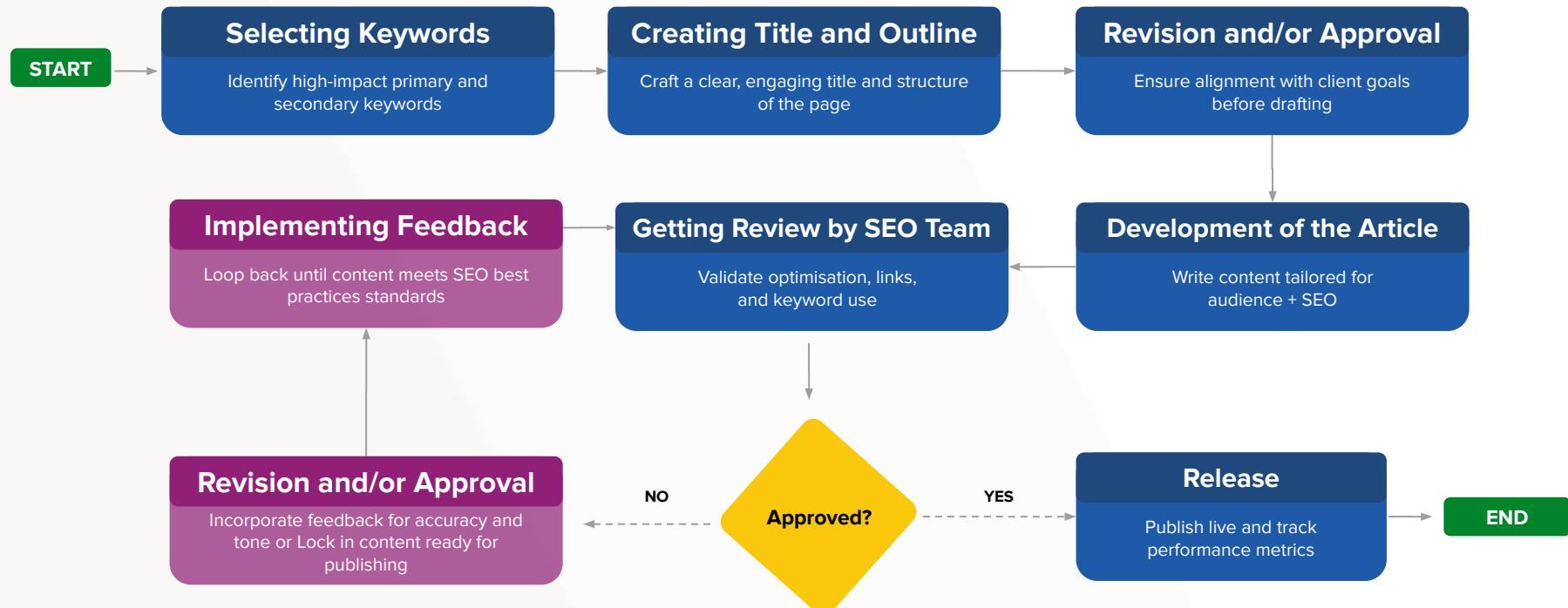
Overview of the planned activities over the year of 2026



Operative Process & Role of the Agency



New Content Generation



Optimising Towards ChatGPT



Research queries

Analyse ChatGPT prompts & search trends to uncover what users actually ask



Pick high-frequency ones

Prioritise recurring, high-volume questions with strong business relevance



Map to pages

Match each query to the most relevant webpage or create new ones if needed



Craft optimised answers

Write short, structured, and keyword-rich responses designed for both AI and users



Test & refine

Validate by running queries in ChatGPT; refine until our content consistently surfaces



What It Takes

Scope and Deliverables

ITEM	DESCRIPTION	INVESTMENTS	%
Planning	Audit & Planning (x5 sites)	\$ 8,900	3.79%
Hygiene	Hygiene package (x5 sites) Package of Technical Optimisations (x100 hours) Package of Content Optimisations (x2000 pages)	\$ 36,792	15.66%
Content Strategy	Topic and keyword research Content ideas and a Content Calendar	\$ 11,700	4.98%
Reporting & Consultancy	Monthly SEO Reporting (x11 months x5 sites) SEO Consultancy / Advisory package (11x monthly)	\$ 30,404	12.94%
Content Production	OneSIM: 24 SEO articles (12 SIMGE, 12 SIMA) SCTP & CSL: 10 SEO articles China: 10 SEO articles (Baidu-specific) India, Indonesia, Malaysia: 30 SEO articles (10 per country) Regional: 12 SEO articles (across all regional sites)	\$ 14,190	6.04%
AI SEO Content production	OneSIM: 12 AI SEO articles (distribute to 15+ media sites) India, Indonesia, Malaysia: 6 AI SEO articles per country (distribute to 15+ media sites/country)	\$ 2,970	1.26%
AI Traffic Channel & Answer Queries Optimisation	Setup and update "AI Traffic" channel in GA4 for OneSIM and India/Indonesia/Malaysia. AI-powered comprehensive answer optimisation for: - 20 ChatGPT queries (OneSIM) - 10 ChatGPT queries per country (India/Indonesia/Malaysia)	\$ 3,230	1.38%
China-Specific Requirements	Publish 24 Baijiahao content per month. Write 12 new articles (1,000 words each) monthly for distribution across Tencent News, Toutiao, Sohu etc. Provide answers to 20 questions on Zhihu monthly. Write 12 WeChat official account articles/month (2,000 words), collaborate with 12 KOLs.	\$ 102,960	43.83%
Community Engagement	OneSIM: Monitor and manage 12 threads. India/Indonesia/Malaysia: Manage 6 threads per country.	\$ 23,760	10.11%
		\$ 234,906	100%



Fee Structure

Schedule of Prices

DESCRIPTION	AGENCY'S FEES
Search Engine Optimisation fees and Generative Engine Optimisation for OneSIM website	\$35,213
Search Engine Optimisation fees for SIMA Microsites	\$19,209
Search Engine Optimisation fees and Generative Engine Optimisation for China	\$122,169
Search Engine Optimisation fees and Generative Engine Optimisation for India/ Indonesia/ Malaysia	\$38,775
Search Engine Optimisation Fees (13 SIM GE regional websites)	\$19,539
TOTAL	\$ 234,906





**Strong SEO opens the door.
What's next is even more
exciting!**





A proposal from



SIM GE TikTok Strategy

20 August 2025





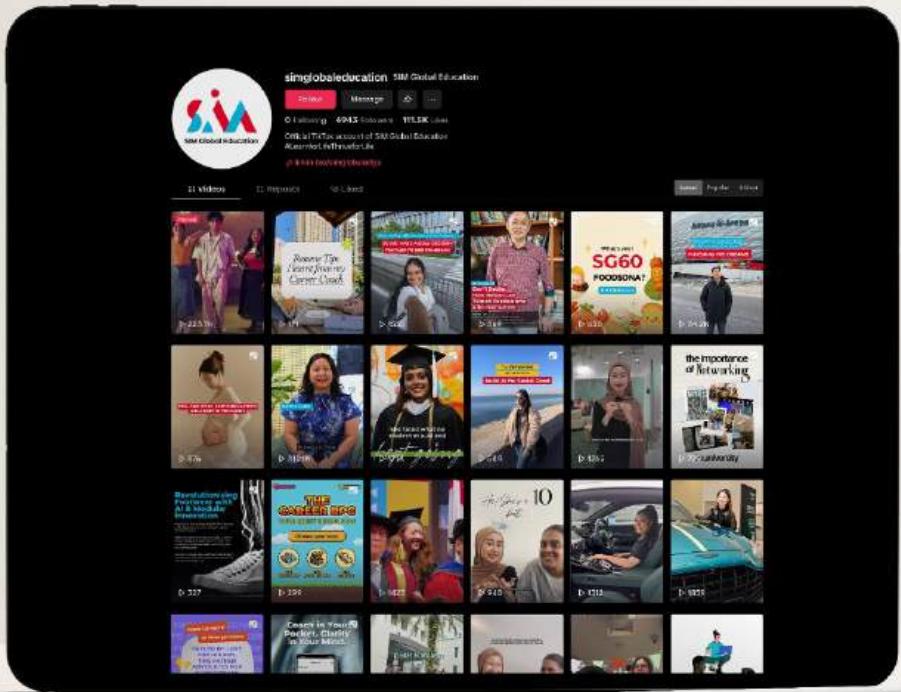
Your brief

**You asked us for
a TikTok strategy**



Our first take?

Your TikTok presents SIM GE as the place that opens doors to every dream and passion, no matter one's background.



The challenge

But that impression might not be unanimous — others may see something different.

*You're showing up, but not yet
owning one unmistakable story.*



Our proven social process is set up to help you own your story





Let's put this into action

Here's our Planning Process in action, tailored to deliver on your TikTok strategy



Our proven social process is set up to help you own your story

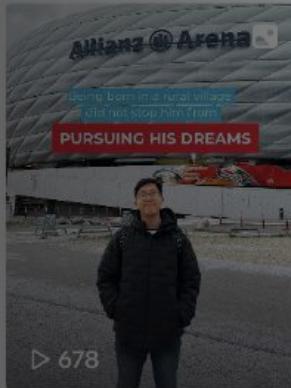


Learn for Life Thrive for Life

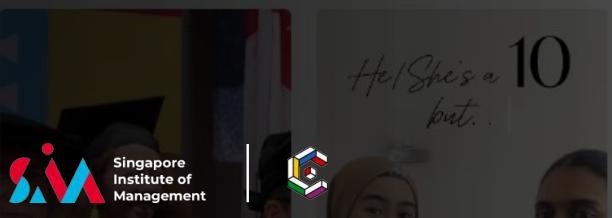
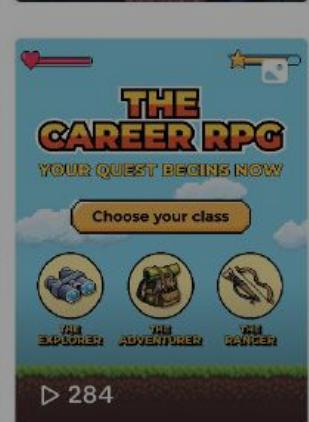
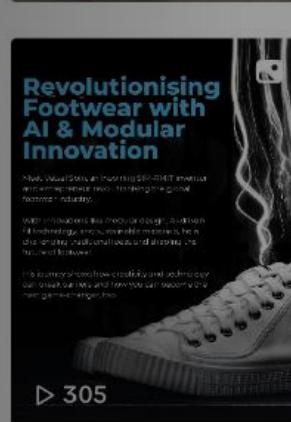
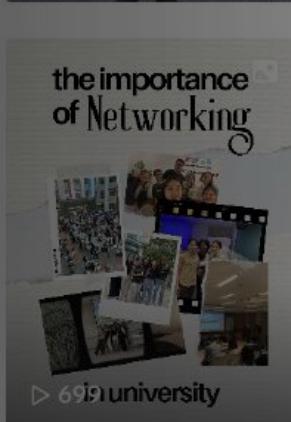
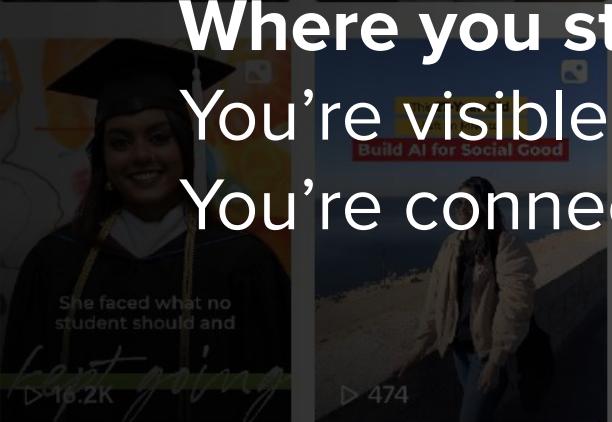
If your tagline is your heartbeat,
TikTok is its pulse



Pinned



Where you stand now: You're visible You're connecting



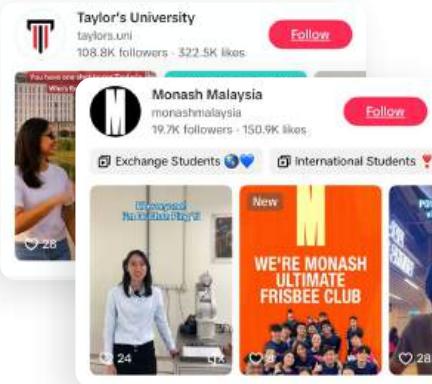
The problem? So is everyone else



Singapore Public Institutions



Singapore Private Institutions



Other SEA Universities

But the stakes are high today on social. SIM GE must stand apart by showing the value and experiences it delivers.



Skills Over Status

Students care about real-world outcomes when choosing their institutions



Access With Impact

Institutions are valued for shaping experiences, not just offering programmes



Voices Over Branding

Higher education must meet real needs, not push top-down labels



The big question “Is SIM GE delivering on TikTok?”

The reality check



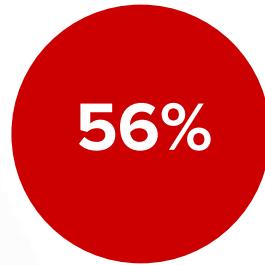
**of posts drive 90%
of engagement.**

SIM GE is active, but
activity isn't
converting into
followers or views



**is UGC. There are
no duets/stitches.**

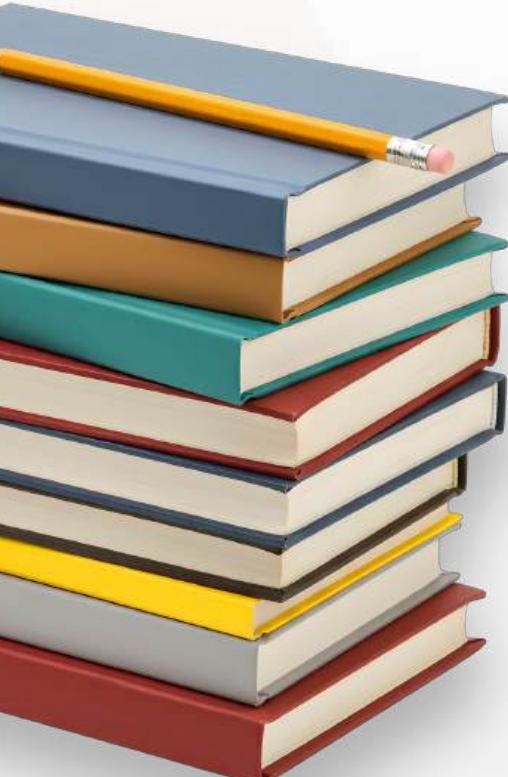
TikTok's full impact
comes when students
co-create, not just
appear on the feed



**of posts are
information-heavy**

Info ≠ resonance





We know what SEA students really crave (hint: not more lectures)

They want **real-world readiness, personal growth, community connection and career outcomes.**



Workplace readiness

82% want to graduate job-ready.



Personal growth

Students want the experience to shape purpose and integrity.



Graduate employment rate

62% prioritise proven career outcomes.



Service-learning

Community engagement is perceived as core learning.



The shift

To level up, SIM GE must move from being part of the noise on social → to the voice they remember, anchored by an **unmissable social role**



**Our social role is to cement SIM GE in
your audiences' lives**

SIM GE: Learning From Living*

The best learning happens in real life, and at SIM GE, you're living it

**This isn't a consumer-facing line but an internal social role to anchor our content*



In your ecosystem, TikTok is where ‘Learning From Living’ comes alive

Your Information Hub

Where parents and adults turn for credibility, updates, and practical details on programs, admissions, and events



Your Community Showcase

Where you curate campus culture, student stories, and milestones in a polished, aspirational way



Role on social:
SIM GE: Learning From Living



The Creative Playground

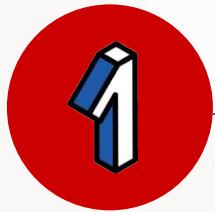
Your creative playground. Where students live, share, and experiment – a space for discovery, co-creation, and personality-led storytelling

Here's how it resonates differently with youth, adults and parents

AUDIENCE	YOUTHS 16-22 Y.O.	ADULTS 22-34 Y.O.	PARENTS with kids < 15
MOTIVATION	Hungry for what's next, but don't want a cookie-cutter future	Crave upward mobility that feels practical and relevant	Want their child world-ready, not just exam-ready
WHAT 'LEARNING FROM LIVING' MEANS	Everyday campus life = real skills, friendships, and the confidence to thrive anywhere — not just in exams	A place to debate the future of work, tackle societal challenges, and learn beyond the job title	Proof their child will graduate adaptable, confident, and more than grades alone



Our social role of ‘Learning From Living’ works because...



Distinctive

No other uni in owning
‘Learning From Living’



Platform-native

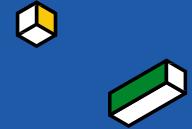
TikTok thrives on
micro-takeaways & ‘Learning
From Living’ is the perfect way
to showcase this



Proof-backed

Every TikTok post lives and
breathes what you stand for =
Learn (moment) + Thrive
(impact)

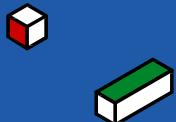




We audited SIM GE's TikTok and the overall category to reveal

3 opportunities

to make 'Learning from Living' unmissable



The 3 Plays

Content uniqueness and category authority



Own the stories others can't/won't

Community participation and shared ownership



Make TikTok your sandbox with student creators

Embedding the values of SIM GE



Transform the mindset



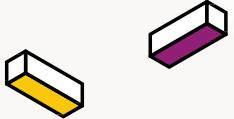
OWN THE STORIES OTHERS CAN'T/WON'T

1

We're not conventional,
our TikTok shouldn't be
either



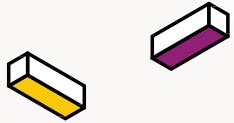
OWN THE STORIES OTHERS CAN'T/WON'T



**SIM GE's unique diversity and boldness
can play out in two distinct ways...**



OWN THE STORIES OTHERS CAN'T/WON'T



1. Diversity

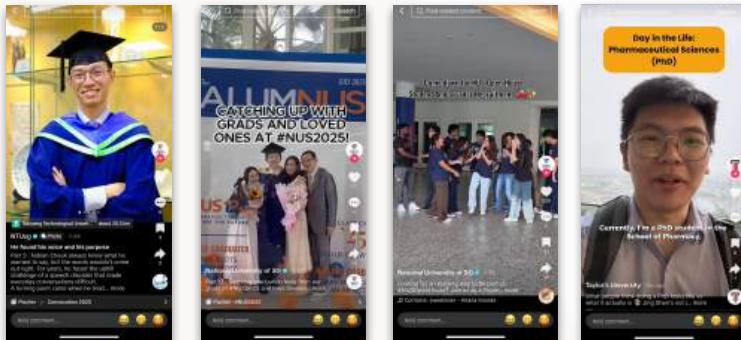


OWN THE STORIES OTHERS CAN'T/WON'T

What we saw:

From “Here’s who’s here”

Competitors show faces (tours, graduations, “day in my life”), but not the sparks when people collide.



Audience:

Youths, Adults, Parents (kids > 15)

What we think:

To “Here’s what happens because we live here”

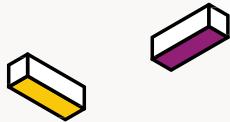
Flip it: Show what happens because we live here — culture swaps, fusions, and moments only SIM GE creates.

Ideas:

- Skill swaps – “Teach me something from your culture”
- Fusion challenges – Mix cuisines, sports or traditions
- Language crossovers – One phrase, five accents, five meanings



OWN THE STORIES OTHERS CAN'T/WON'T



2. Real Talk

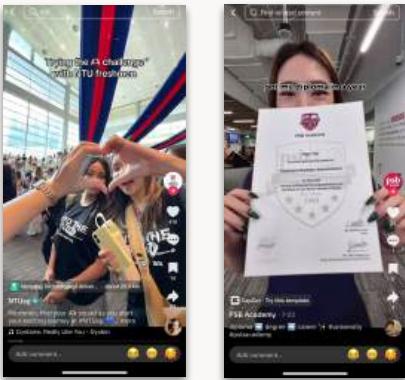


OWN THE STORIES OTHERS CAN'T/WON'T

What we saw:

From “Here are all the great things you can achieve”

Most IHLs avoid controversial topics to protect their reputation, sticking to graduation ceremonies, campus tours and academic achievements.



Audience:

Youths, Adults, Parents (kids > 15)

What we think:

To “Here’s how we grow from success and struggle”

SIMGE's unconventional positioning is actually its **superpower**.

Because we're not bound by century-old institutional constraints, we can **lean into the messiness of real life and real careers**. We can **engage** the audience on topics like:

- AI taking jobs (and what that means for your degree)
- Industry disruptions (and why adaptability beats prestige)
- The future of work (when 9-5 doesn't exist anymore)
- Learning vs. credentials (what actually matters to employers)



2

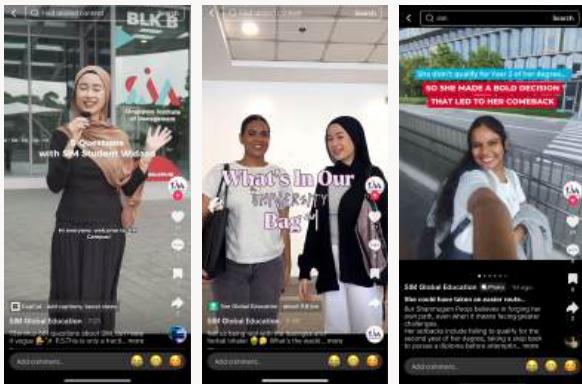
**Make TikTok your
sandbox with student
creators**



What we saw:

From “Students are our subjects”

Student faces appear but rarely drive the narrative to make SIM GE remembered.



Source: SIM GE TikTok Social Audit | Construct Digital Pte Ltd proprietary social listening

Audience:
Youths, Adults

What we think:

To “Students are our storytellers”

Build an owned creator community where both youth and adult students drive the narrative, experiment with trends, and co-create SIM GE's social signature.



3

Show success not as one path, but as many lived paths

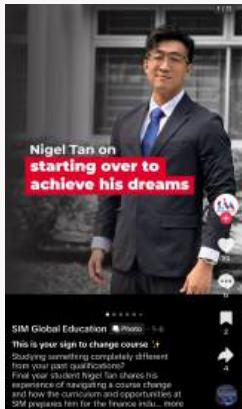


TRANSFORM THE MINDSET

What we saw:

From: “Pick us”

Some content nods to non-traditional journeys, but it frames them as hurdles to overcome — instead of showing SIM GE as the natural path.



Audience:

Youths, Adults, Parents (kids > 15)

What we think:

To: “Live like us”

‘Learning from Living’ reframes non-linear journeys as the success story, not the side note.

We don’t say ‘choose us if you fit.’

We need to tell the stories of how to ‘live like us’ where unconventional journeys are celebrated.



The Guiding Blueprint

TAGLINE

Learn for Life, Thrive for Life

**OUR ROLE ON SOCIAL
(TIKTOK)****SIM GE: Learning From Living**

AUDIENCE	YOUTHS 16-22 YEARS	ADULTS 22-34 YEARS	PARENTS (WITH KIDS <15)
MOTIVATION	Hungry for what's next, but don't want a cookie-cutter future	Crave upward mobility that feels practical and relevant	Want their child prepared for the real world, not just the exam hall
KEY IMPERATIVES	Show how real-life experiences and cultural collisions at SIM create authentic learning moments that build confidence and skills beyond classroom theory	Tackle career anxieties and industry disruptions through honest perspectives, celebrating non-linear journeys as career readiness	Demonstrate through diverse success stories that unconventional experiences create resilient graduates for any future
JOB TO BE DONE	Position SIM GE where 'Learning From Living' means students become storytellers of diverse experiences, showing what happens when different worlds meet	Enable student creators to spark 'Learning From Living' conversations about uncertain job markets, AI disruption, career pivots and why adaptability beats prestige	Support parent conversations about 'Learning From Living' by showcasing student community diversity and success across unexpected career paths
KEY MESSAGE	At SIM GE, your story isn't scripted – it's lived, learned and shared by you	Your breakthrough comes from learning to navigate uncertainty, not avoiding it	We prepare your child for life's plot twists, not just life's plans





Tracking social success to drive business impact



Our proven social process is set up to help you own your story



Social Listening Tool: Mentionlytics



Mentionlytics can track online conversations about EMA, giving us insights to understand your audience and improve your marketing strategy. This tool enables us to monitor competitors and brand mentions, keeping us ahead of industry trends and allowing us to react to potential crises quickly.

The dashboard provides a comprehensive overview of social media activity. Key metrics include:

- TOTAL MENTIONS:** 40 total
- SOCIAL REACH:** 15.3K unique
- SOCIAL ENGAGEMENT:** 2.5K total
- SENTIMENT ANALYSIS:** 16 positive, 0 negative

The Overview Chart shows a significant peak in mentions around October 2023, followed by a decline and then another rise towards June 2024.

Facebook Mentions by Date:

- Post: Some may think she has gadgets in her daily work... (12 Jun 2023)
- Post: Construction of a mega floating solar farm at Kranji Reservoir is set to begin next year! This will be Singapore's largest solar farm yet and will contribute to our goal of having at least 2 gigawatts peaks in solar capacity by 2030. (12 Jun 2023)
- Post: A couple of dads in our office attempted to explain their jobs to their biggest fans – their kids! Happy Father's Day to all dads out there! To the dads out there, do your children know what you do at work? Shine... (12 Jun 2023)

YouTube Mentions by Date:

- Post: Energy Market Authority Youth@EW (Senior Category) (12 Jun 2023)
- Post: Energy Market Authority SEGC (Youth) 2023 - RSHkers - 1st Runner Up (Junior Category) (12 Jun 2023)

Brand Monitoring

Comprehensive social listening across platforms with real-time dashboard

Competitor Analysis

See what people are saying about competitor and leverage these insights for ours

Community Management

Maintain a positive brand image. Address issues swiftly to prevent escalation



Reporting Samples

Comprehensive Social Media Reporting



Dynamic Filters

Multiple filters allowing to view performance across all platforms and timelines through different data cuts

Comprehensive Metrics

Quick view of key social media performance indicators (KPIs) across all platforms,

Channel-level Drilldown

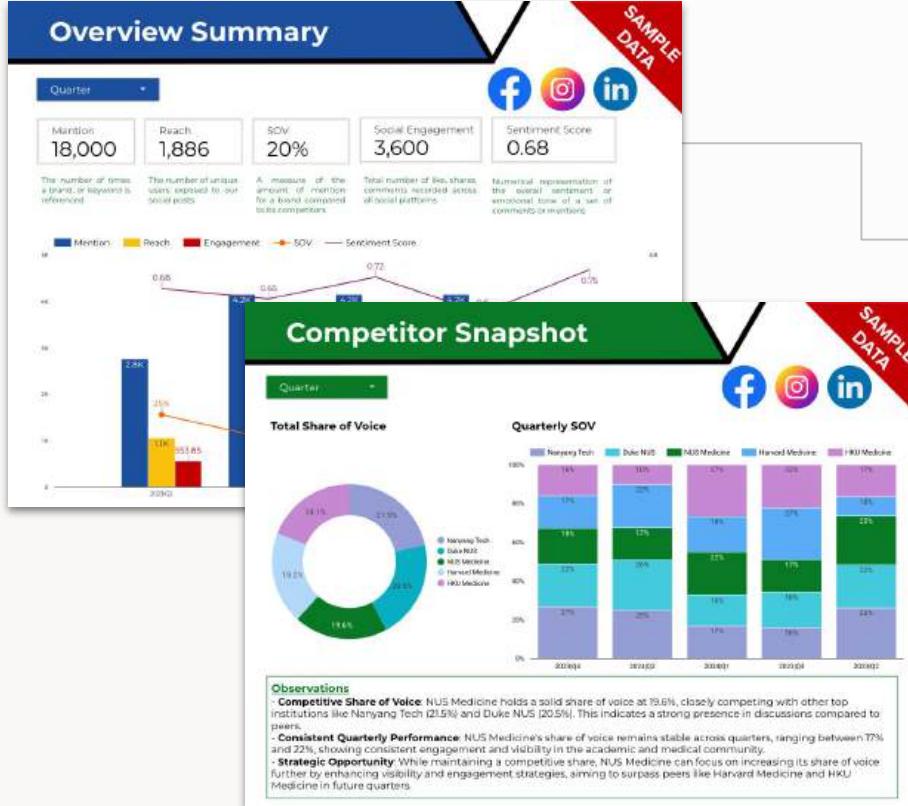
Monitor channel-specific account performance over time, highlighting trends to assess the effectiveness of your channel strategy on a quarterly basis.

Click here to see the interactive reporting dashboard: [SAMPLE QUARTERLY SOCIAL MEDIA REPORT \(LOOKER STUDIO\)](#)



Reporting Samples

Comprehensive Social Media Reporting



Brand Recognition & Sentiment

This social listening report provides insights into brand sentiment and key conversations happening online to inform your social media strategy.

Share of Voice

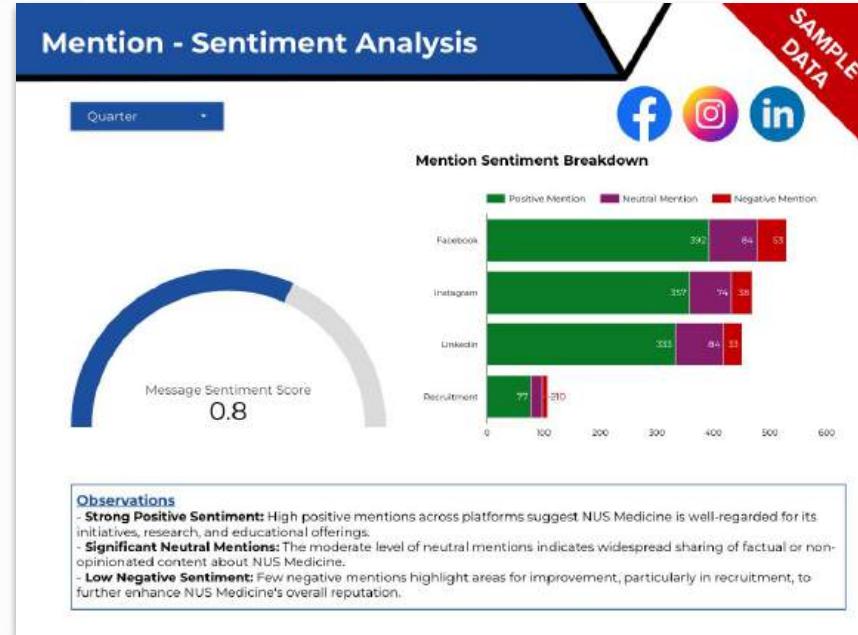
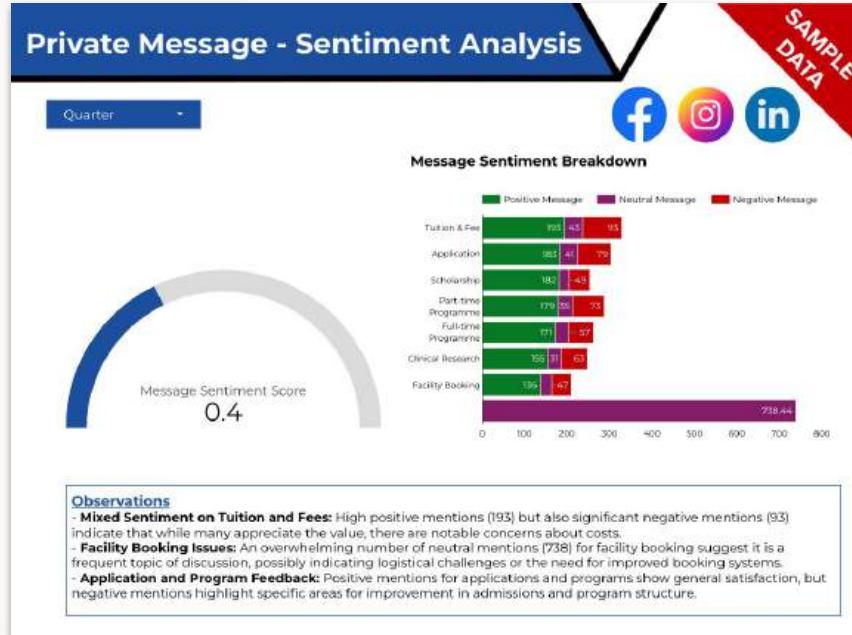
Tracks your brand's share of voice compared to competitors, revealing who's dominating the online conversation.

[Click here to see the interactive reporting dashboard: SAMPLE QUARTERLY SOCIAL MEDIA REPORT \(LOOKER STUDIO\)](#)



Reporting Samples

Community Management



Analyse sentiment in messages and mentions to understand community perception and identify areas for engagement or course correction.

Click here to see the interactive reporting dashboard: [SAMPLE QUARTERLY SOCIAL MEDIA REPORT \(LOOKER STUDIO\)](#)



Reporting Samples

Observations & Recommendations

Observations of Q1

SAMPLE
DATA

1

Increased Demand for Mental Health Services: There has been a significant rise in the demand for mental health services among students and faculty, highlighting the need for enhanced support and resources. NUS Medicine has seen a growing number of individuals seeking mental health counseling and support, indicating the importance of mental well-being within the academic community.

2

Advancements in Medical Research: NUS Medicine continues to lead in groundbreaking medical research, contributing to significant advancements in healthcare and treatment options. Recent research initiatives have resulted in innovative solutions and treatments, positioning NUS Medicine as a key player in the global medical research community.

3

Focus on Sustainable Healthcare Practices: There is a growing emphasis on integrating sustainable practices within healthcare settings, aiming to reduce environmental impact. Efforts are being made to adopt eco-friendly practices in clinical operations and medical research, ensuring that healthcare progress does not come at the expense of environmental sustainability.

Disclaimer: This report contains only sample data & insights. The information provided herein is for illustrative purposes only and does not reflect real-world data or actual business scenarios. Any resemblance to real data is purely coincidental.

Recommendations for Q2

SAMPLE
DATA



START

- **Launching Community Health Workshops:** Collaborate with local healthcare providers and institutions to host workshops that teach health skills and encourage healthy living within the community.

- **Expanding Health Outreach Programme:** Introduce new and unique health outreach programs similar to "Haw Par Thrilla," which blend medical education, health screenings, and community engagement.

- **Promoting Medical Research Festivals:** Start organizing quarterly festivals that showcase groundbreaking medical research and innovations. These events can include presentations, demonstrations, and workshops by renowned researchers.



STOP

- **Halting Single-Use Medical Plastics:** Discontinue the use of single-use plastics in medical distributions and encourage sustainable alternatives.

- **Ceasing Ineffective Health Campaigns:** Stop investing in public health campaigns without measurable improvements. Instead, focus on data-driven initiatives with proven outcomes.

- **Ending Outdated Medical Practices:** Terminate the use of outdated medical practices and procedures that cause unnecessary delays and inefficiencies. Implement modern medical practices that adapt to real-time conditions.



CONTINUE

- **Supporting Mental Health Initiatives:** Continue to expand mental health support services, including counseling, workshops, and public awareness campaigns. Ensure these services are accessible to all residents.

- **Enhancing Medical Education Infrastructure:** Maintain and improve the medical education system to ensure it remains efficient, reliable, and cutting-edge.

- **Promoting Sustainable Healthcare Practices:** Keep promoting and supporting sustainable healthcare practices across all sectors, from clinical practices to medical research initiatives.

Disclaimer: This report contains only sample data and insights. The information provided herein is for illustrative purposes only and does not reflect real-world data or actual business scenarios. Any resemblance to real data is purely coincidental.

**From Insights
to Actions:**

Capture all key observations and trends happening in the reporting quarter, and translate them into actionable initiatives to be applied for the next period.





Social Media Strategy Resource Plan: From Strategy to Execution

What it takes to run a complete social media strategy

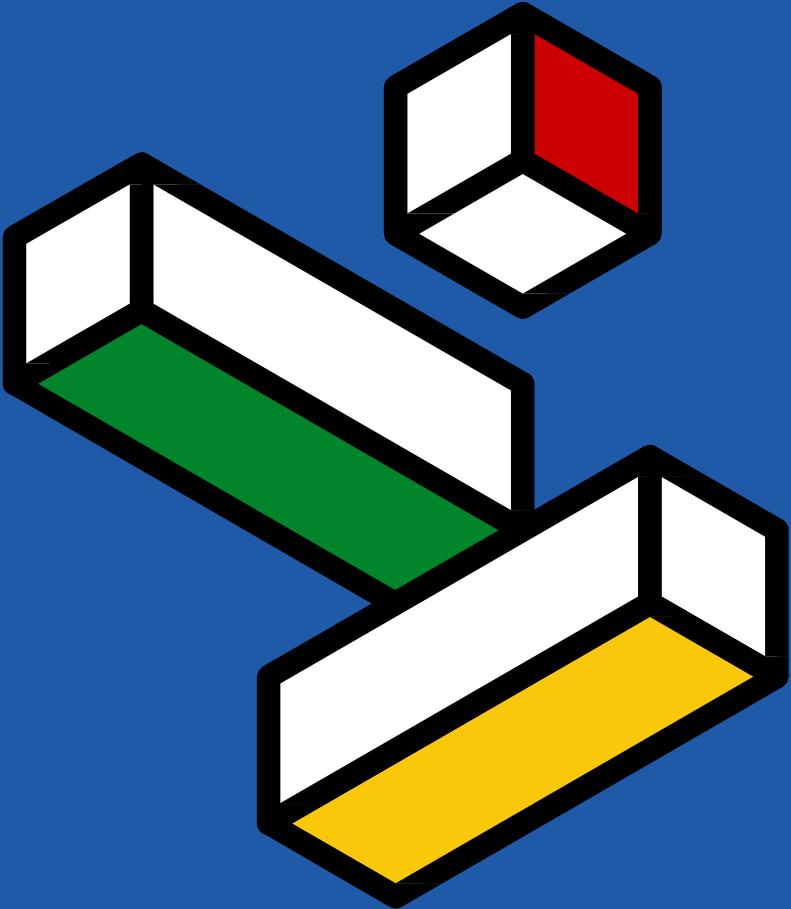
Part B - Social Media			
Item	Description	Investments	%
Social Media Planning	Social Media Strategy Social Content Calendar Planning	\$ 26,840	14.92%
Content Production	Social Media Image Posts (x60) Social Media Video Posts (x12) Chinese adaptations & transcriptions	\$ 100,840	56.07%
Management	Publishing and boosting (x72) Monthly Social Media Report (x11 months)	\$ 37,760	21.00%
Media buys	Boosting budget (pure third-party cost)	\$ 14,400	8.01%
Total		\$ 179,840	100.00%

Sample





Agency Credentials

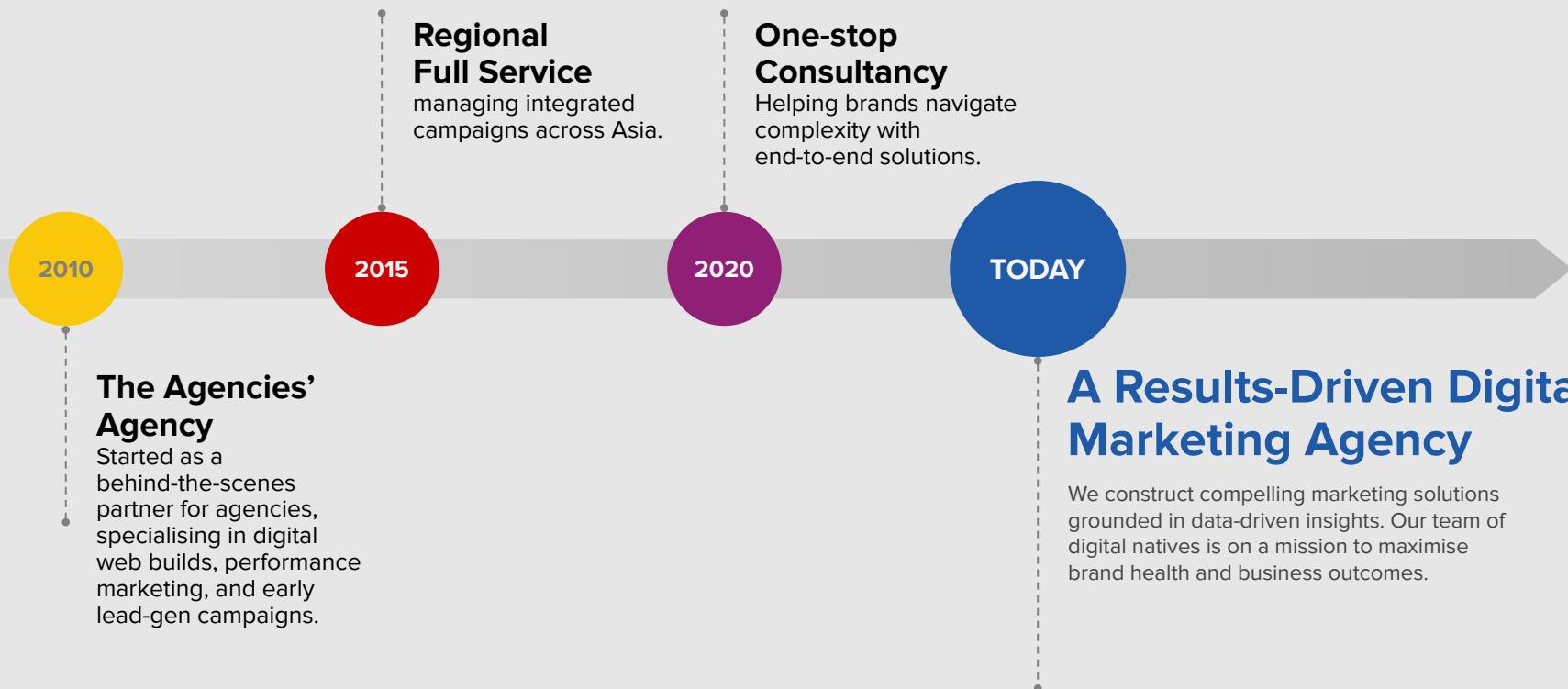




Company Information



From Humble Beginnings to a Results-Driven Digital Marketing Partner



Our Superpower

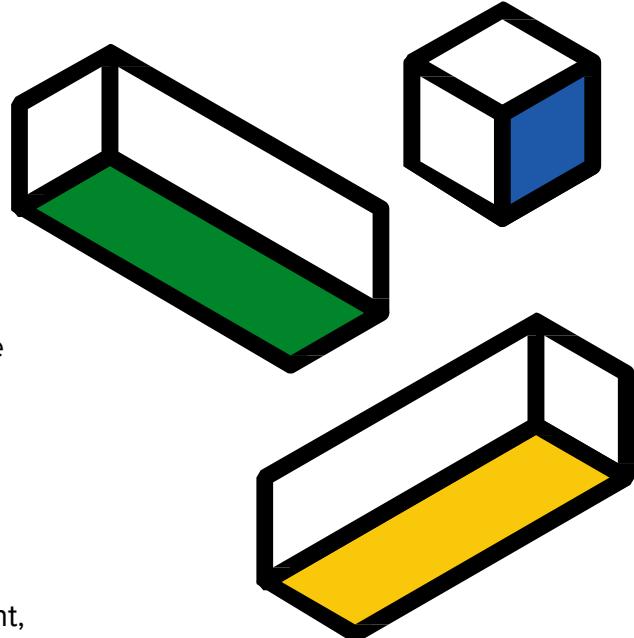
B2Human

Marketing that moves people, not just metrics.

In today's digital world, logic and data alone aren't enough. Emotions are the catalyst that drive decisions and create lasting connections. Our B2Human approach blends:

- **Strategic Thinking** – grounded in insights and foresight
- **Creative Ideas** – that spark emotional resonance
- **Smart Technologies** – for scale, efficiency, and measurable impact

This collaborative formula helps brands unlock new pathways to engagement, build true differentiation, and deliver tangible business growth.



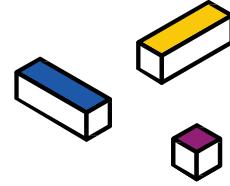
Maximising Brand Health and Business Outcomes for Leading Brands



Temus • J.P.Morgan

Our Existing Clientele

Representative list of our current clients, as of August 2025



Client	Industry	Engagement Type
National University of Singapore (NUS)	Education	Brand and Strategy, Integrated Marketing Campaigns, Social Media, Paid Media, SEO, Website Development/Maintenance, Web Analytics
Nanyang Technological University (NTU)	Education	Brand and Strategy
Kaplan	Education	Website Development
Infocomm Media Development Authority (IMDA)	Government	Website UI/UX, SEM Strategy, SEO, Web Analytics
Ministry of Health – Agency for Care Effectiveness	Government	Social Media
Singapore Green Building Council (SGBC)	Government	Integrated Marketing Campaign
J.P.Morgan	Finance	Brand, Creative Storytelling, Video Production (Creative Direction)
Nomad eSIM	Telecommunications, Travel	SEO, Web Analytics
Prudential	Insurance	Digital Campaigns
Temus	Technology	Website Development/Maintenance, SEO

*This list features our major ongoing partnerships. Additional clients supported through smaller-scale web development and maintenance projects are not included here.



Appreciation from Our Clients



You guys have been my 'secret' partners in crime – especially in the campaigns we did during my time here. I want to thank you for the help and support, understanding, camaraderie you've showed me and the APAC CommScope marketing team during this time.

I enjoyed working with the Construct team very much, always rising up to the challenge, and many times exceeding my expectations. So, good on the team!

Lina Wong
APAC Marketing Leader,
Enterprise Marketing

COMMSCOPE®

It has been a pleasure working with you and the team. Gd work. 😊

Gareth Yeo
Team Leader, Marketing & Communications



Consumers Association of Singapore

I'm really glad I chose such a competent agency partner to work with and am very pleased with the work being produced thus far. I really appreciate the insights Construct shares and how Construct has been able to add value to my own role. I really look forward to our fortnightly WIPs.

Nicole
Merz Singapore
MERZ AESTHETICS®

Looking back on nearly a year of collaboration with Construct, it's evident that the energy, patience, and collaborative spirit of the working team have played an important role in our shared journey. The blend of creativity and logic within the team has consistently provided effective solutions to overcome the challenges we've encountered. We greatly value the process-driven approach that has allowed us to develop a workflow benefiting both teams. As we move forward, we're excited to continue nurturing this partnership to yield even greater results.

Shairah Sidhu & Bill Ang Kok Wah
Singtel



Dedicated, flexible and responsive team that strives for their best to deliver our requests and expectations. Great Team to work with!

Joyce Lin
Prudential Assurance



It has honestly been great working with you and your team for the past 2 to 3 years at Giant. You guys never fail to impress me with all your crazy but fantastic ideas!

Janel Poh
Marketing Communications



Giant Singapore
Digital Marketing & Social Media

"Outstanding work! Thanks everyone!"

Rachel Barger
CEO, SAP Asia



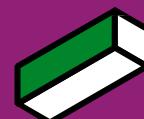
While we've worked with Construct on several projects over the years, we most recently engaged them for the redevelopment of the Duke-NUS main website as well as our 20th anniversary microsite. They delivered with professionalism, creativity and responsiveness all the way from build to ongoing maintenance. It's been a constructive and dependable partnership, and the revamped website has seen clear growth in traffic.

Anirudh Sharma
Director of Communications





Proven Track Record



Trusted by Leading Institutions of Higher Learning (IHL)



We have **extensive experience partnering with Singapore's top IHLs to elevate their brand, strengthen digital presence, and drive measurable impact**. From strategic brand transformation to digital campaigns, our work has consistently delivered results for institutions shaping the future of education.



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

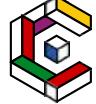


Strategic digital redesign to transform a functional entity into a powerful brand asset



Developed a cohesive brand identity to position NTU as a key player in lifelong learning and continuous education.

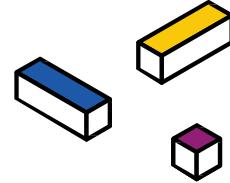
6+ Years of Partnership with NUS

2019	First Open Tender Win – NUS Business School	
2021	Creative & Media Services Panel 1 Win	
2022	Web Development Panel Win	
2023	Creative & Media Services Panel 2 Win	
Present	Cross-Panel Continuity	

The only agency appointed to both Web and Creative panels, trusted across 17+ NUS departments.

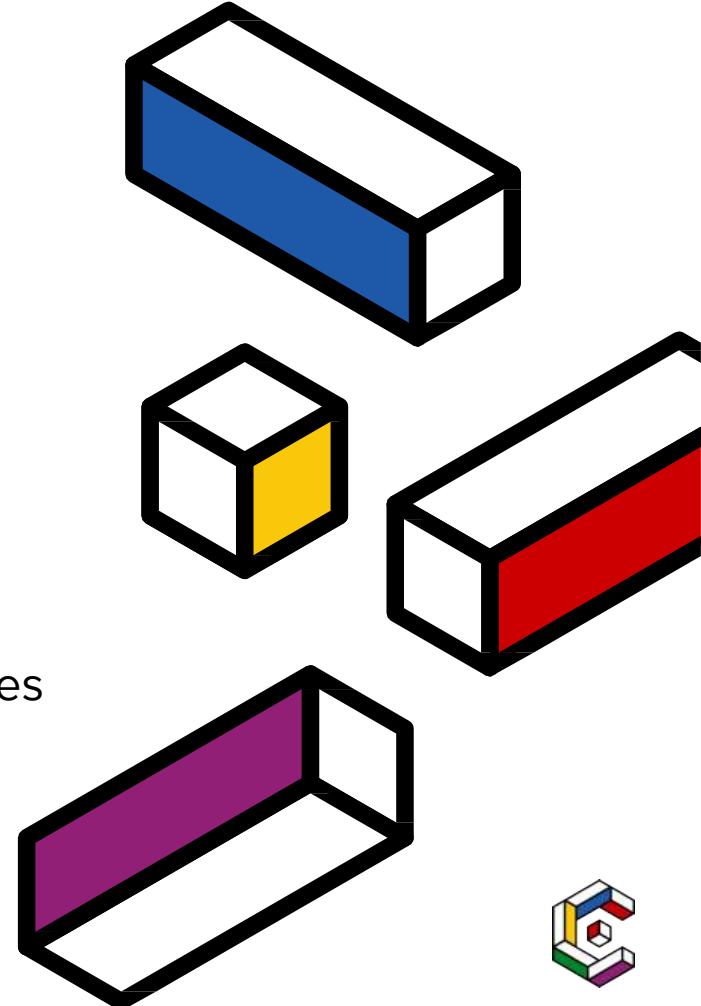
45+ projects delivered

\$5M+ in awarded scope



Delivering Measurable Impact

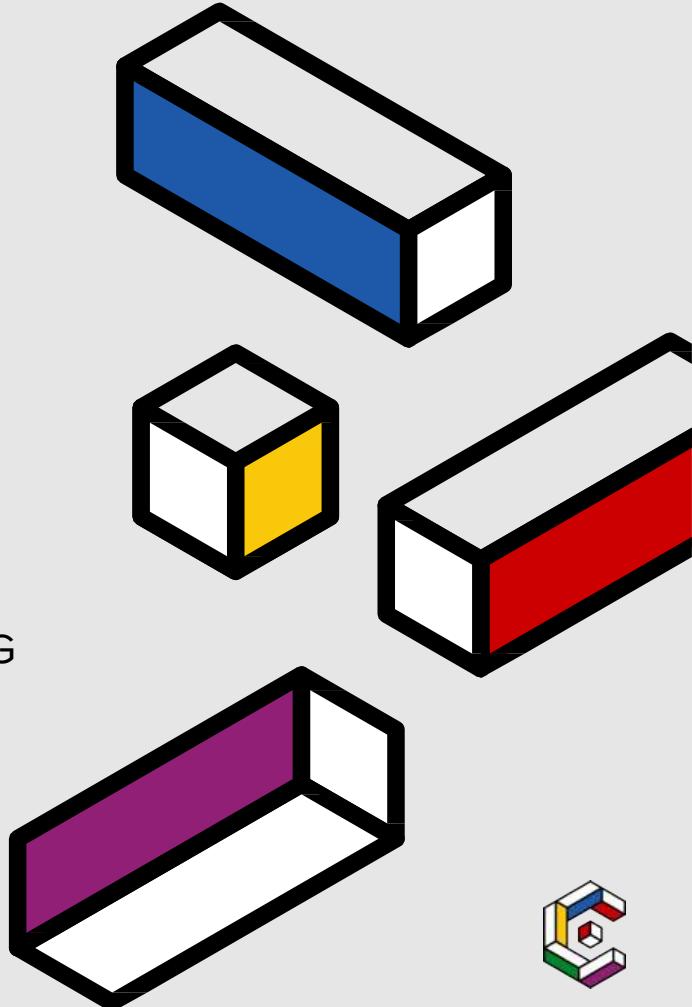
Selected Case Studies to Demonstrate Our Capabilities





NUS Executive Education

39X CONVERSION SURGE THROUGH STRATEGIC TRACKING



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

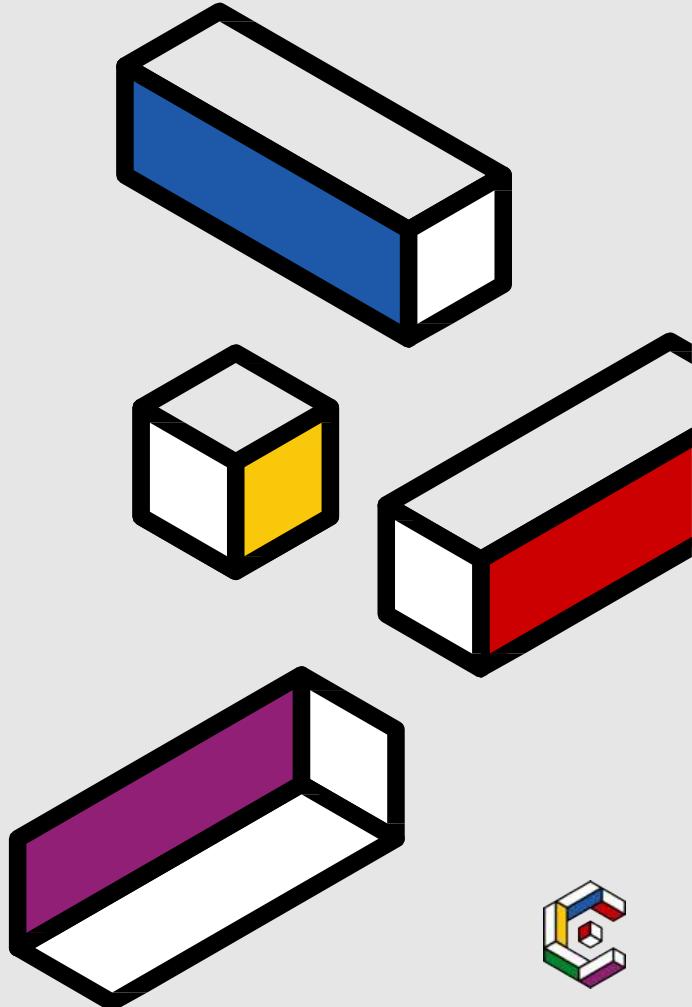
Increase in ROAS over
1 year (2023 YTD)

1.2 → 5



Lee Kuan Yew School of Public Policy

5X increase in applications through a templated approach



Lee Kuan Yew School of Public Policy

Digital Marketing & Consulting | Creative | Media



THE CHALLENGE

LKYSP 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 six screenshots from the Lee Kuan Yew School of Public Policy's digital marketing efforts. The assets include:

- A mobile banner for "Become a Certified Changemaker" with the text "Earn a Professional Certificate in Global Politics and International Relations".
- A mobile banner for "Public Policy Communications" with the text "A 1-week in-person course designed for impactful public policy messaging and delivery".
- A mobile banner for "STOP THE STIGMA" with the text "Communications for Public Policy Delivery 9-13 October 2023 | On-Campus".
- A mobile banner for "PEOPLE OVER PROFITS" with the text "Communications for Public Policy Delivery 9-13 October 2023 | Online".
- A desktop landing page for "Fast-track Your Journey in International Relations" featuring three people and the text "Give a professional certification in 5 weeks".
- A desktop landing page for "Start your governance journey" featuring a person and the text "Earn a Professional Certificate in Global Politics and International Relations".

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.

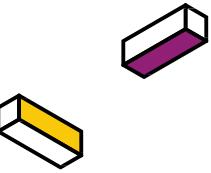
By implementing our systematic approach, each programme received tailored campaigns that could be deployed efficiently and measured effectively. This standardised-yet-customisable framework transformed LKYSP's recruitment efforts from ad hoc campaigns into a well-oiled marketing machine.

The first screen shows a search result for 'Ad - lkyspp.nus.edu.sg/amp/2023' with a snippet about the 'Senior Management Programme'. The second screen shows a mobile view of the 'Senior Management Programme' landing page with a woman in a suit and the tagline 'Learn to lead with certainty in a complex world'. The third screen shows a mobile view of the 'Essentials of Policy Development' landing page with a stylized maze graphic and the tagline 'Solve Policy Challenges Today'.

The laptop screen displays the 'Programme Overview' page for the 'Senior Management Programme'. It features a large image of a woman, the title 'Learn to lead with certainty in a complex world', and a section titled 'Programme Overview' with descriptive text and a 'PROGRAMME OVERVIEW' button. Below the laptop, there are two smaller images: one of a person speaking at a podium and another of a group of people in a lecture hall.

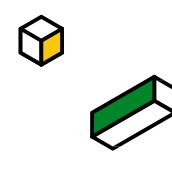
Lead with certainty in a complex world





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

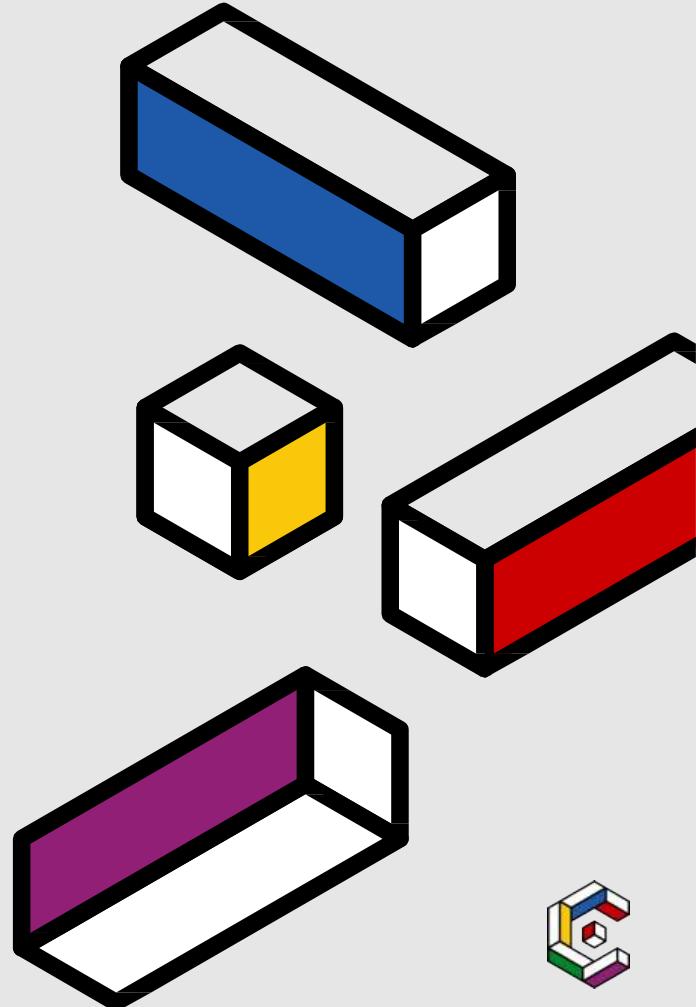
Cost Per Acquisition





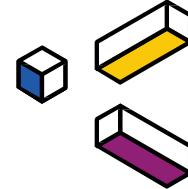
CommScope RUCKUS® Cloud

Strategic content delivers over 27,000 new B2B
users in 3 months!



CommScope RUCKUS® Cloud

Digital Marketing & Consulting | Creative | Media | B2B Tech



B2B digital marketing strategy for a global leader in enterprise networking systems

CHALLENGE

The *RUCKUS® Cloud* team commissioned us to create an integrated persona-based digital campaign that mirrored the concepts B2C brands use to deliver meaning and value.

B2HUMAN INSIGHT

Unlike consumers, B2B buyers rarely make an impulse purchase. It takes layers of stakeholders to make a decision.

As a result, our solution had to be informative, educational and ***address specific varied persona pain points.***

Our prospects had to believe and trust *RUCKUS® Cloud* and its solution offering before making any action or purchase.



CommScope RUCKUS® Cloud

Digital Marketing & Consulting | Creative | Media | B2B Tech

Creative Solution

RUCKUS® Cloud's Eye View, a parallax microsite, designed with a high degree of interactivity.

Strategic content is at the heart of the campaign to capture, inform, captivate and persuade business users to choose RUCKUS® Cloud as the ideal AI-enabled network management-as-a-service platform.



Microsite

Check out [RUCKUS® Cloud microsite](#)



CommScope RUCKUS® Cloud

Digital Marketing & Consulting | Creative | Media | B2B Tech

Campaign Assets

Prospecting Ads

COMMSCOPE®

RUCKUS Cloud

The AI-enabled, cloud-based management platform that improves your margins

Learn more

A person in an orange shirt and blue pants is climbing a yellow ladder next to a bar chart with four bars of decreasing height. Above them are three digital screens displaying data visualizations like grids and graphs.

Retargeting Ads

COMMSCOPE®

All the questions you need to ask to evaluate a cloud-managed network solution

Download

COMMSCOPE®

Five great reasons you should adopt cloud-managed networking

Download

Two vertical brochures are shown against a blue background with white clouds. The left brochure is purple and the right one is orange. Both feature the CommScope logo at the bottom.

Nurturing Ads

COMMSCOPE®

RUCKUS Cloud

The AI-enabled, cloud-based management platform that delivers exceptional user experience

Explore more

COMMSCOPE®

RUCKUS Cloud

The AI-enabled, cloud-based platform that streamlines converged network management

Learn more

Two vertical brochures are shown against a blue background with white clouds. The left brochure features a person standing at a desk with a laptop, and the right one features a person sitting at a desk with a laptop.

COMMSCOPE®

Get ahead of the curve. Request for a RUCKUS Cloud free trial now.

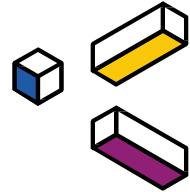
Sign Up

COMMSCOPE®

Transform your network operations. Request for a RUCKUS Cloud free trial now.

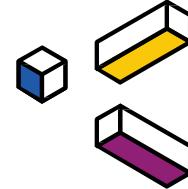
Sign Up

Two vertical brochures are shown against a blue background with white clouds. The left brochure features a person standing in front of a world map, and the right one features a person standing in front of a world map.



CommScope RUCKUS® Cloud

Digital Marketing & Consulting | Creative | Media | B2B Tech



Campaign Outcomes



39,609

visits to microsite



27,548 additional new users in under 3 months



112k impressions on Facebook and LinkedIn

FB: **25,396** LI: **87,234**



f **2,665** clicks



0.51% CTR*

in **247** clicks

0.28% CTR*

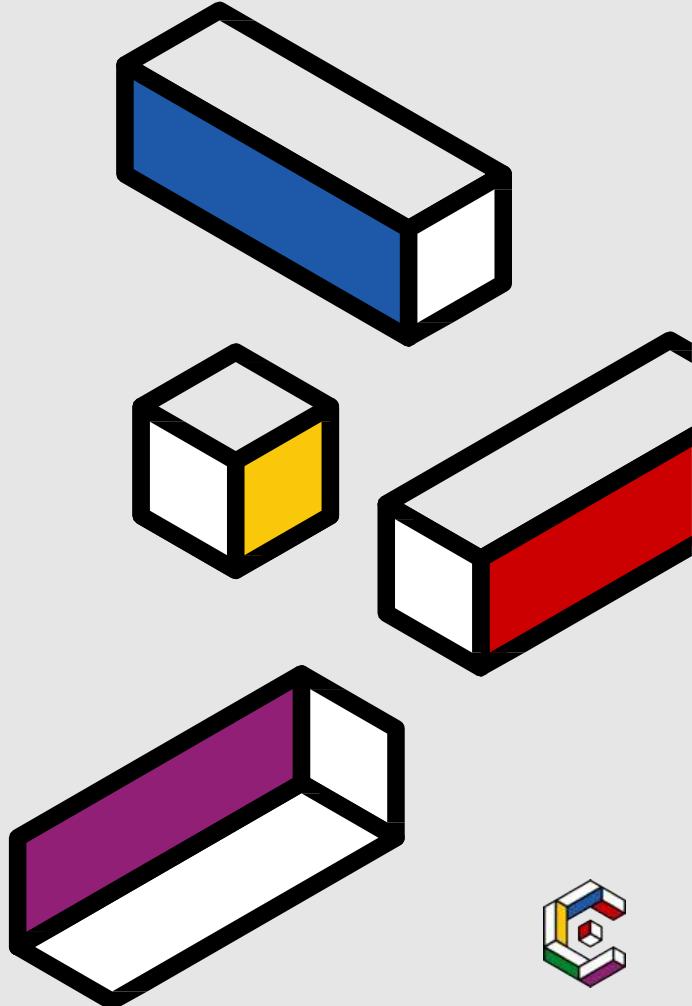
*Click-through rate



Giant

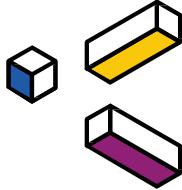
Website Optimisation

Building a long lasting driver of valuable traffic for Retail



Giant Hypermart

Website Design | SEO Optimization | Content Development



Client Challenge

Giant Group spends tens of thousands of dollars each week on reaching their target audience with newspaper ads.

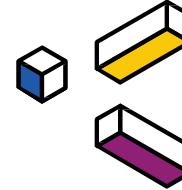
Is there a better way for them to connect and communicate with their customers?

In a word: ***Transforming Customer engagement***



Giant Hypermart

Website Design | SEO Optimization | Content Development



We approached Giant's issues strategically by building an SEO-optimized website, developing a Social Media Strategy and producing SEO optimized content to drive traffic.



Giant Hypermart

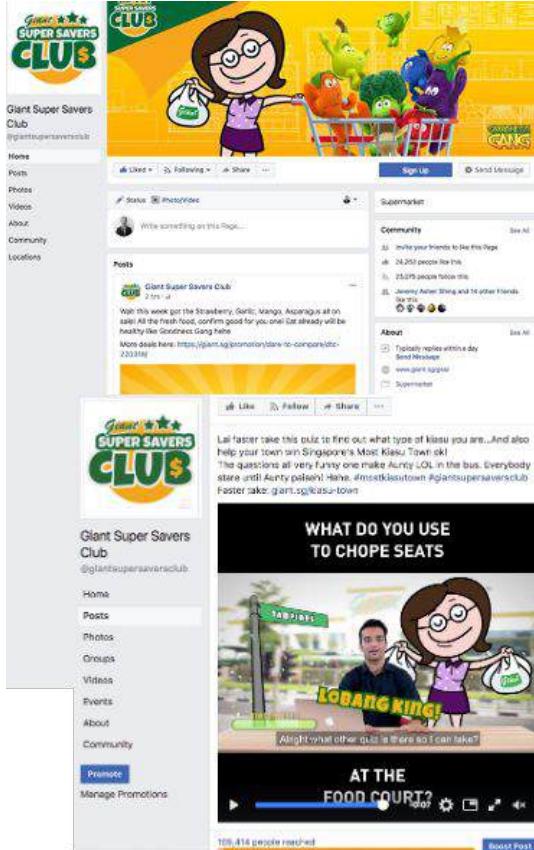
Website Design | SEO Optimization | Content Development

Integrating Social and Content

The Creative Solution, revolved around the **“Aunty Lobang Queen”** persona, who became the voice of Giant on social media channels.

“Aunty Lobang Queen” was designed to be relatable to the heartland female audience and would bring the best deals direct to these value-conscious buyers.

We also developed a series of SEO Optimised blogs to drive traffic to their stores.



The Ultimate 100 Asian Flavours Instant Noodles Taste Test 2017

9 October 2017

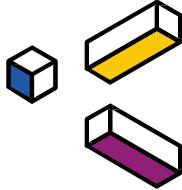
We can't deny it: there's no beat like a bowl of instant noodles (and quickly). When we're feeling under the weather or just plain lazy to slave over a hot stove, we know enough to turn to instant noodles for an instant fix.

Singaporeans eat instant noodles close to three times. Visit your nearby grocery store today. Giant, of course! And you'll be surprised by the variety of noodles—both local and imported. There's definitely one that'll suit your taste.

Instant noodles and why we love 'em:

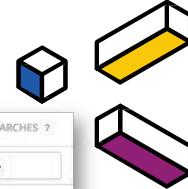
Remember college days when instant noodles spelled a quick fix for the late-night hunger pangs (that would hit you mid-studying)? Remember all the times you were at home, too lazy to go down to the hawker centre, with a hot cup of instant noodles enough to satisfy you?

Ah, good times. A bowl of piping hot instant noodles in our Nostalgia Range. What gives us warmth and comfort,



Giant Hypermart

Website Design | SEO Optimization | Content Development



The outcome

Subscribers

Increased daily form completions from 18/day (Aug) to 134/day (Jan)

- Reduced COA by over 3 fold!

Keyword Ranking

- Ranked on Page 1 for 80% of Original Keywords
- Ranked on Page 1 for 99 Bonus Keywords
- Featured Snippet for the keyword "Abalone Recipes", "Xmas Decorations"

Traffic to Site

25,000 additional visitors/month within 4 months



KEYWORD	LOCATION	RANK	+/−	URL	SEARCHES ?
Keywords	Tags				
Abalone Promotion	G	3	+	/abalone-promotion/	70
Abalone Promotions	G	1	+	/blog/buy-cheap-abalo...	70
Abalone recipes	G	1	↑ 216	/blog/abalone-recipes/	320
Cheap steamboat singapore	G	90	-	/blog/buy-cheap-abalo...	390
Chinese New Year decoratio...	G	3	↓ 1	/blog/chinese-new-yea...	140
Chinese New Year decoratio...	G	2	+	/blog/chinese-new-yea...	210
Chinese New Year reunion d...	G	18	-	/blog/chinese-new-yea...	170
Chinese New Year snacks					
Steamboat ingredients					
Where to buy cheap abalone...					
Yusheng ingredients meaning					

About 473,000 results (0.41 seconds)

Directions:

1. Blanch the broccoli in boiling water with salt and oil for 3 minutes then set aside on a plate.
2. Heat oil in a large wok and stir-fry the ginger and garlic.
3. Continue to sauté by adding sesame oil and mushrooms for about 1 minute.
4. Add on oyster sauce, dark soy sauce, soy sauce and sugar to improve the flavor.

More items...



10 Easy Abalone Recipes that You Need For Chinese New Year - Giant
<https://www.giantsingapore.com.sg/blog/abalone-recipes/>

About this result • Feedback

10 Easy Abalone Recipes that You Need For Chinese New Year - Giant

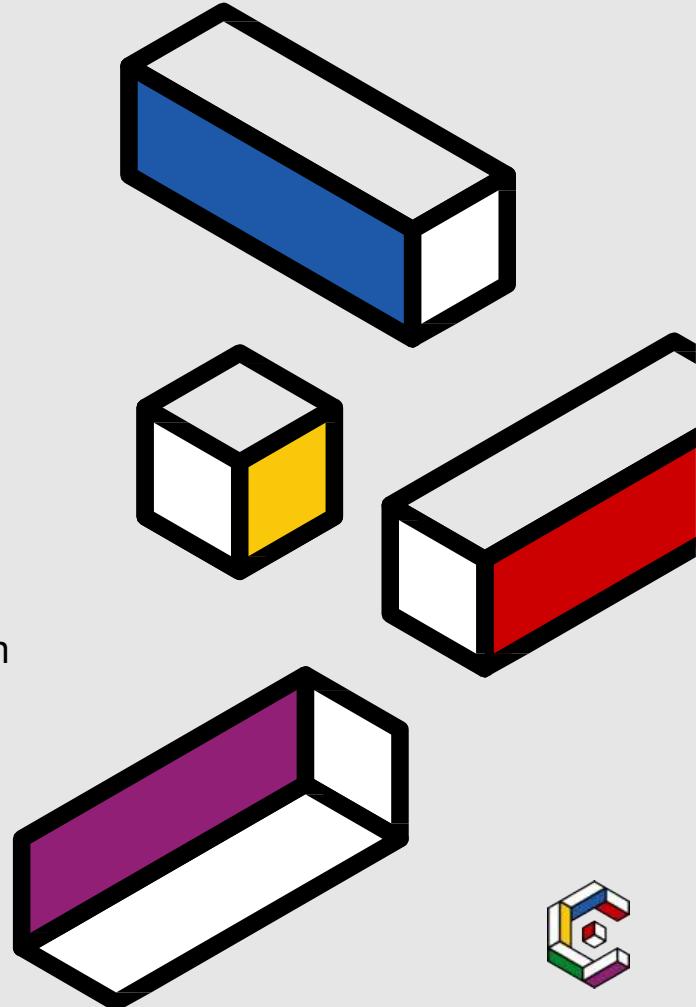
<https://www.giantsingapore.com.sg/blog/abalone-recipes/> ▾
Directions: Blanch the broccoli in boiling water with salt and oil for 3 minutes then set aside on a plate. Heat oil in a large wok and stir-fry the ginger and garlic. Continue to sauté by adding sesame oil and mushrooms for about 1 minute. Add on oyster sauce, dark soy sauce, soy sauce and sugar to improve the flavor.





Corporate Site SEO

Establishing essential SEO foundation to unlock future growth

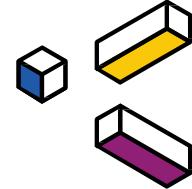
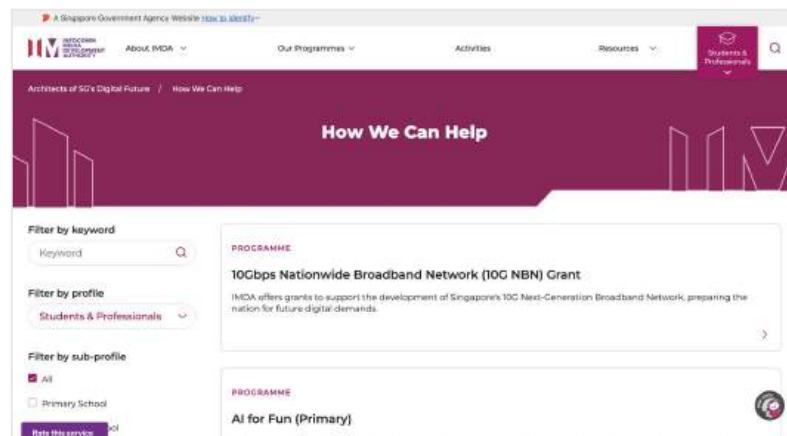
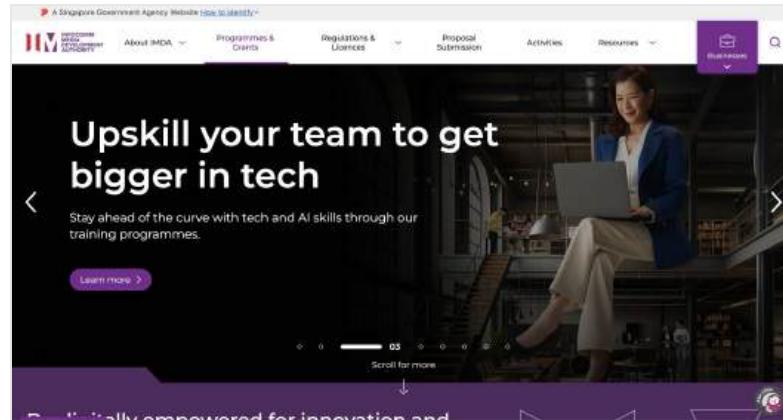


IMDA Corporate Site

SEO | Website Analytics

CHALLENGE

When we were engaged to support the IMDA corporate website, it became clear that the massive site (5,000+ pages) had been developed without an SEO framework in place. There was limited in-house knowledge of SEO best practices, and foundational elements — both technical and content-related, were lacking.



IMDA Corporate Site

SEO | Website Analytics

OUR APPROACH

We began by conducting a comprehensive SEO audit to uncover critical gaps in technical setup, on-page optimisation, content structure, and keyword coverage. With this insight, we actively worked on a phased plan across two years to bring the site up to SEO standards:

- Implemented technical SEO fixes to improve crawlability, site speed, and indexation
- Optimised core content elements including metadata, headers, and alt tags
- Provided training and hands-on guidance to the internal team for long-term ownership
- Created a scalable content strategy to target relevant keywords and improve visibility
- Established ongoing monitoring and reporting processes to track progress and identify new growth opportunities

The collage consists of four rectangular screenshots arranged in a grid-like pattern. Top-left: 'GA4 Training Roadmap' showing three sessions: User Level, Advance Level, and Master Level. Top-right: A snippet of an email thread from Luis Tejedor about a 404 error. Bottom-left: 'Volume of bot traffic and sources' bar chart comparing Invalid Bot Activity and Invalid Non-Robot Activity. Bottom-right: A small screenshot of a tool interface with a colorful logo.

GA4 Training Roadmap

Session 1 GA4 User Level
Get a deeper understanding of GA4 as your Website performance tool

Session 2 GA4 Advance Level
How to setup and customise GA4 to your website and needs

Session 3 GA4 Master Level
Transform your Digital ecosystem, aligning your objectives, and implement a data-driven decision process

RE: From yesterday's SEO audit session - Is this considered Soft 404?
Luis Tejedor <luis@imda.gov.sg>
Thu, Jan 30, 11:00PM (Singapore)
The file you have sent is a 404 page. Let me explain the difference below.
What are the HTTP status codes?
HTTP status codes are three-digit responses from the server to the browser-side request.
The differences in the 4 digits imply different meanings:
- 2XX codes > page found
- 3XX > redirection to another URL
- 4XX > Client Error
- 5XX > Server Error
Why do we want to fix 4XX and 5XX errors?
These errors have an impact on the user experience and, hence, search engines take this kind of issue very seriously and may impact our overall rankings.
What is a 404 status code?
404 error codes are generated when a user attempts to access a webpage that does not exist, has been moved, or has a dead or broken link.
Example of 404:
<https://www.imda.gov.sg/audit/infrastructure/imda-for-all-new-users>
HTTP Status 404 - Page Not Found

Volume of bot traffic and sources

Invalid Bot Activity

Source	Activity	Count
Automation test	Invalid Bot Activity	40,000
Malicious Bots	Invalid Bot Activity	174
Total	Invalid Bot Activity	40,174

Invalid Non-Robot Activity

Source	Activity	Count
False Representation	Invalid Non-Robot Activity	354
Obtained Cookies	Invalid Non-Robot Activity	36
User Reporting	Invalid Non-Robot Activity	7
Total	Invalid Non-Robot Activity	378

HIGHLIGHTS

From the 40,174 Invalid Bots, 99% of them are activity from Automation Tools, whose function or purpose is not clear to us at the moment. We can roughly estimate their source libraries to various Auto-creators (AIOPS, Testbot, etc).
False Representation is the most common activity which might have a certain effect of VPN usage unless it's more sophisticated (e.g. testing or changing device fingerprinting). Other activities are not able to highlight in comparison to Automation tools.

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.



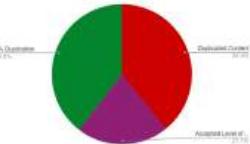
SEO and website performance optimisation strategy

- 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.

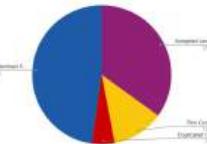
Overview - Content Duplication

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

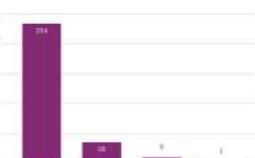
- Among the pages with Duplicate Content, 10.75% of the total content (not pages) is considered a duplicate. However, this number includes also includes an acceptable level of duplicates without issues like header/footer, widgets, etc.

Volume of bot traffic and sources

Invalid Bot Activity



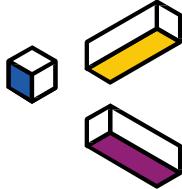
Invalid Non-Bot Activity



HIGHLIGHTS

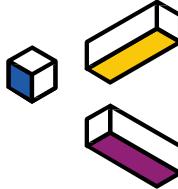
From the 10,000 Total Invalid Visits, 99% of them are actually from **Automation Tools**, whose function or purpose is not clear for us at the moment. We can roughly estimate what source it comes from based on previous data contexts (APIs, Test, etc.).

Value: The value of the invalid visitors is relatively low, which might just be a natural effect of UPNs usage unless it's more sophisticated (e.g. testing or changing device location/ips daily). Other softwares use this to highlight its proportion to automation tools.



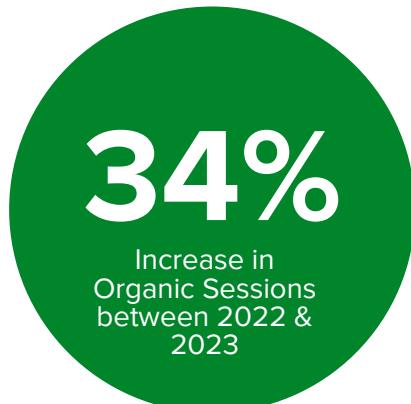
IMDA Corporate Site

SEO | Website Analytics



RESULTS

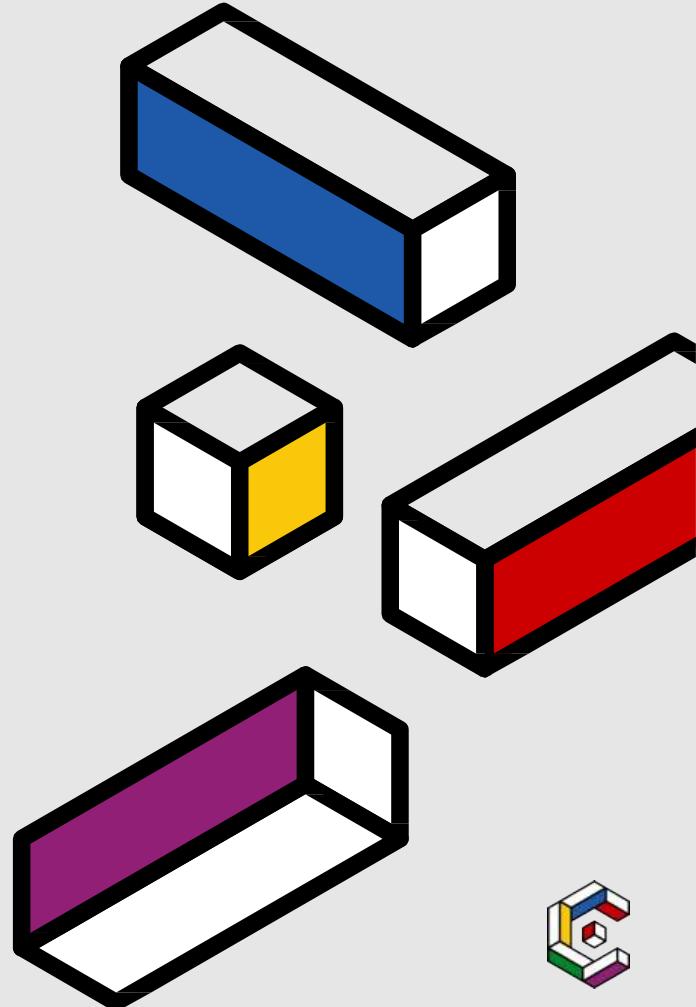
Over two years, we rebuilt the SEO foundation and aligned the site with industry best practices. Visibility on search has steadily improved, with clearer structure, better targeting, and stronger domain authority. Today, we continue to partner with IMDA to drive content performance and grow their digital presence strategically.

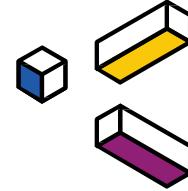




Strategic SEO Overhaul

Achieving 15% boost in organic traffic





THE CHALLENGE

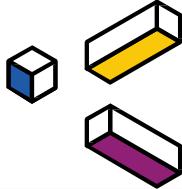
Duke-NUS faced a common challenge in academic institutions: a website shaped by multiple stakeholder requests rather than strategic planning. The result was a digital presence that struggled with user experience, information architecture, and search visibility, prompting the Communications team to seek 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 consists of four separate Google search results pages arranged in a 2x2 grid. Each page shows a different search query:

- Top Left:** "medical school singapore". The results include a snippet for "Duke-NUS Medical School" and a "People also ask" section with questions like "How long is a medical school in Singapore?"
- Top Right:** "Duke-NUS". The results show the official Duke-NUS website at the top, followed by various news articles and links related to the university.
- Bottom Left:** "mcat singapore". The results include a snippet for "Duke-NUS Medical School" and a "People also ask" section with questions like "How much does MCAT cost in Singapore?", "What is MCAT Singapore?", "What is the MCAT score for Duke-NUS?", and "Does NUS require MCAT?"
- Bottom Right:** "med singapore". The results include a snippet for "Duke-NUS Medical School" and a "People also ask" section with questions like "What is MD in Singapore?", "How long is the MD course in Singapore?", "Can MD work in Singapore?", and "How can I practice in Singapore after MD?"





The Results

15%

Increase in
Organic Traffic

10+

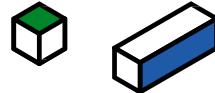
Improvement in
Target Keyword
Rankings

5+

Position
Improvement in
Overall Ranking

10%

Boost in
Engagement
Rate

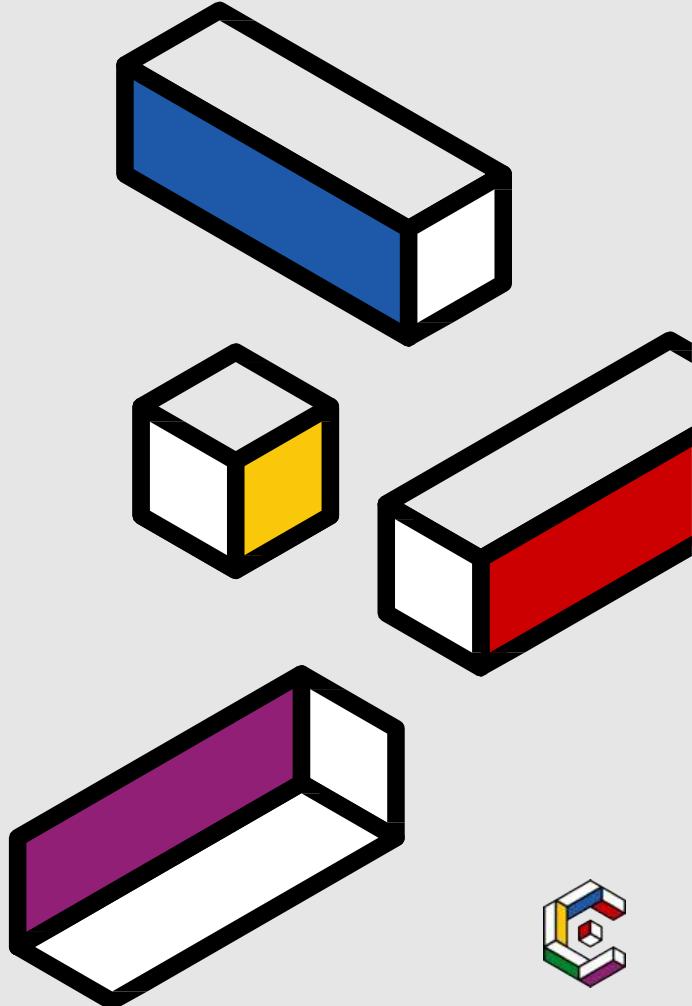




Yong Loo Lin
School of Medicine

NUS Medicine SEO

Top 3 rankings achieved for all key programme keywords



NUS Medicine

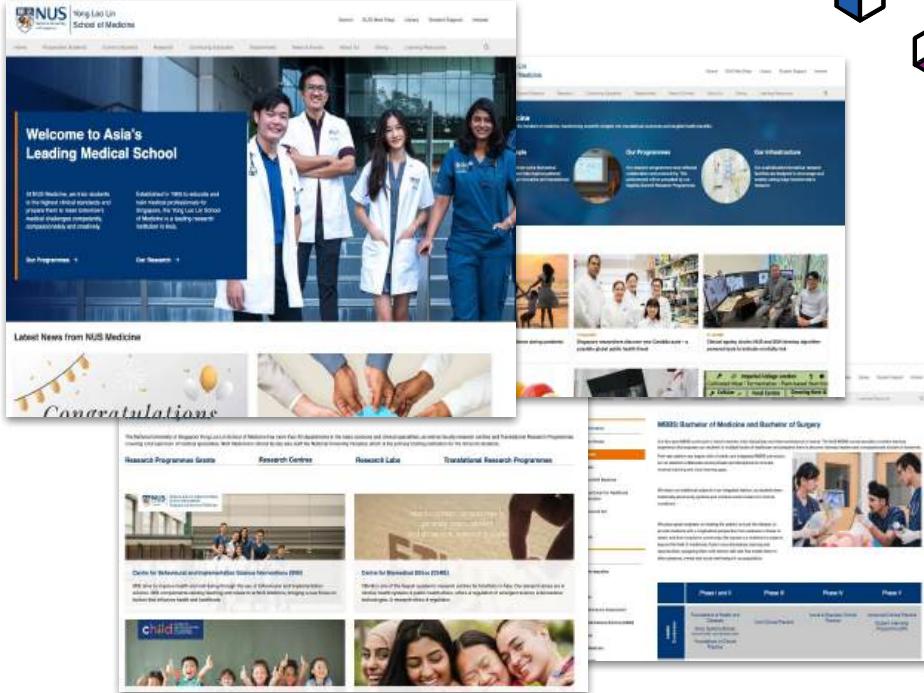
SEO | Content Strategy

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

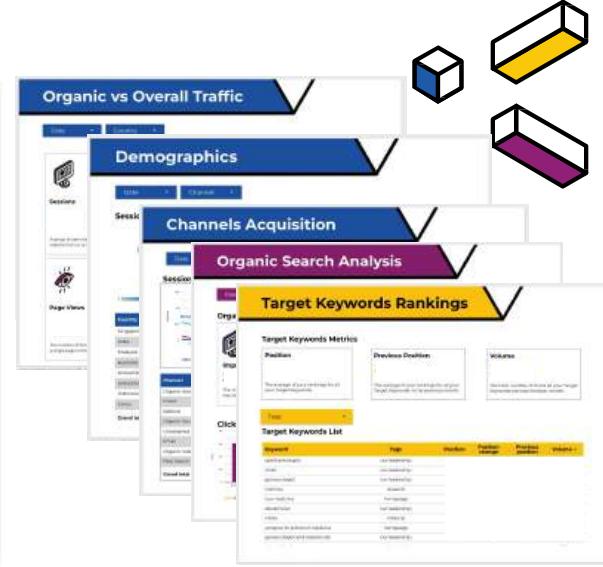
SEO | Content Strategy

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 "nus medicine". The top result is the official NUS Medicine website. Below it are links to the NUS Yong Loo Lin School of Medicine homepage, the NUS Department of Medicine, and the MBBS Application: How to Apply page. Other visible results include "About Us" and "MBBS". The search interface shows filters for All, Images, News, Videos, Maps, Shopping, and Web, along with sorting options like Acceptance rate, Requirements, Within 8.1m, Open now, Ranking, Top rated, and Weeks.



A screenshot of a Google search results page for the query "mbbs". The top result is the NUS Medicine website. Below it are links to the MBBS Bachelor of Medicine and Bachelor of Surgery programme pages. The search interface shows filters for All, Images, News, Videos, Maps, Shopping, and Web, along with sorting options like About featured snippets and Feedback.



NUS Medicine

SEO | Content Strategy

The Results



Top 3

Rankings Achieved
for All Homepage
Keywords



Top 3

Rankings Secured
for MBBS
Programme Terms



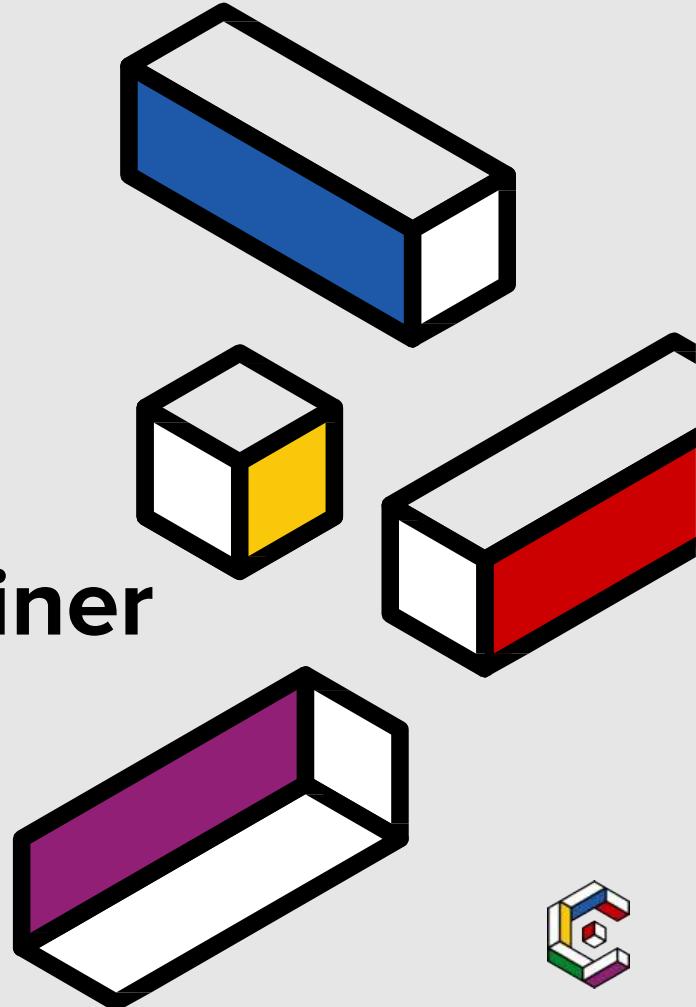
20+

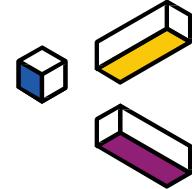
New Keyword
Rankings Gained
Across Other Pages



NUS Medicine Social Retainer – "Calling All Carers"

34% surge in average engagement on social





THE CHALLENGE

NUS Medicine faced low engagement rates and content misalignment with audience interests, while needing to differentiate from competitors. A multi-platform strategy was developed with a consistent theme, tailoring key messages to specific audience segments and optimising content for each platform.

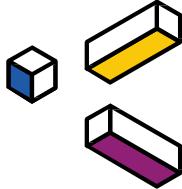
B2HUMAN INSIGHT

Analysis revealed the need for a targeted, engaging approach to connect with *NUS Medicine's* diverse audiences. A unifying, human-centric message was needed to rally future healthcare professionals.



NUS Medicine

Social Media | Creative | Media | Higher Education



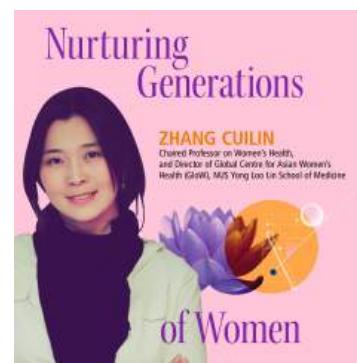
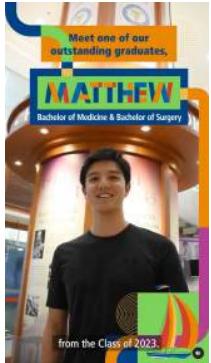
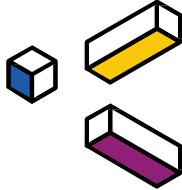
Calling All Carers

- "Calling All Carers" was proposed as a unifying creative idea
- Messaging architecture was tailored to each platform's audience
- Content pillars showcased campus experiences, research, achievements, and community
- Collaborating with KOLs added authenticity, credibility, and extended reach
- The strategy delivered a consistent brand message and created platform-specific content, enhancing social media presence and engagement



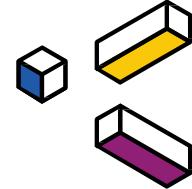
NUS Medicine

Social Media | Creative | Media | Higher Education



NUS Medicine

Social Media | Creative | Media | Higher Education



	Jan 2023	Oct 2023
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Total Followers:	34,481	38,689
Total Reach:	82,300	126,071
Average Engagement:	3.60%	4.83%



12.2%



53.2%



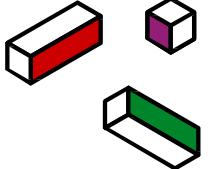
34.2%





Tools, Services and Team Setup





An Integrated Service Stack tailored for SIM's Global Growth



Paid Media

- Expertise in **SEM, paid social, and programmatic** across major platforms (Google, Meta, TikTok, LinkedIn, DV360).
- Proven ability to balance **brand awareness and performance marketing**, optimising for both reach and lead generation.
- Market-specific media strategies tailored to cultural nuances and platform usage.



SEO + GEO

- **On-page, off-page, and technical SEO** to ensure visibility across search engines (Google, Baidu).
- **Localisation and GEO content** to improve discoverability in-country while maintaining brand consistency.
- Creation and optimisation of **SEO-driven articles, landing pages, and media placements** to capture intent-driven audiences.



Social Media

- Strategic use of **boosted content, influencer partnerships, and tactical campaigns** to drive engagement and build positive associations.
- Social listening and community management to connect authentically with learners, parents, and stakeholders.



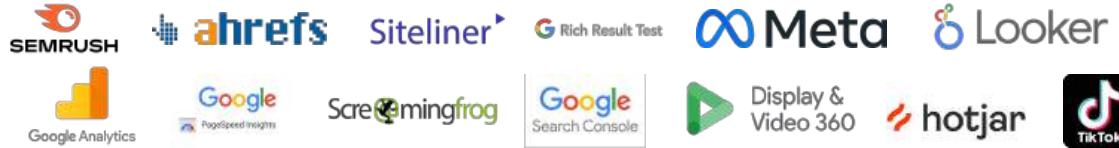
Analytics & Optimisation

- Real-time dashboards for **transparent performance tracking** across all markets.
- Continuous **A/B testing, measurement, and optimisation loops** to maximise ROI.
- Insights-driven reporting to inform SIM's decision-making and future strategy.

Best-in-Class Tools and Expertise



Marketing Expertise



Tech Expertise



Certification



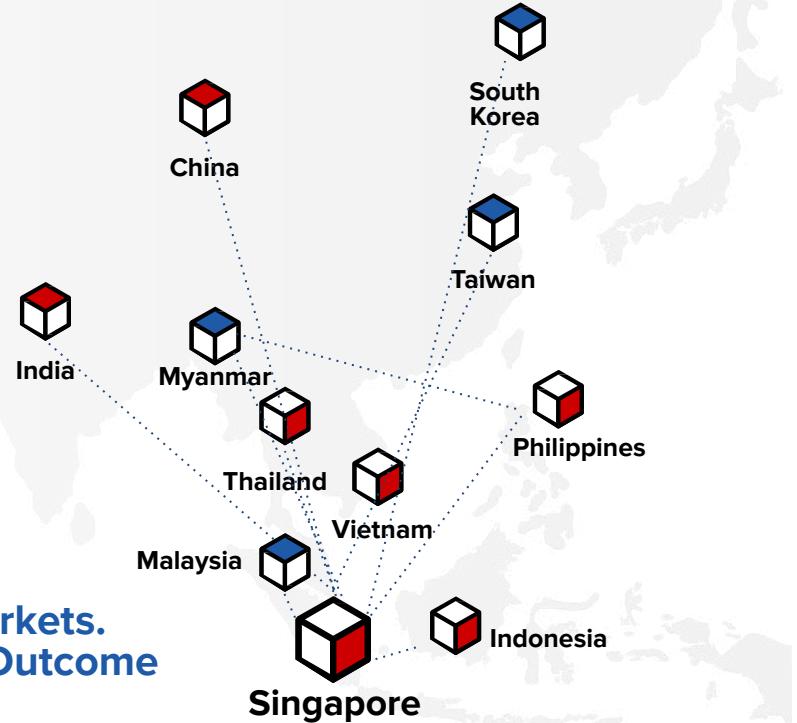
Presence Where It Matters

We have direct presence in Singapore, Indonesia, India, Thailand, the Philippines, and Vietnam, along with a strong partnership in China — seven hubs that give us robust coverage across Asia.

Rather than relying on heavy local structures, we operate a flexible offshore execution model that assembles the right mix of talent, partners, and expertise for each market. This ensures cultural nuance, efficiency, and consistency — all while being centrally orchestrated from our Singapore HQ for streamlined account management and oversight.

This hybrid model empowers us to move fast, scale with precision, and stay focused on what matters most: building SIM's brand and delivering measurable impact across all markets.

**1 Partner. 11 Markets.
One Excellent Outcome**



Partnering for Success in China



China is one of the most dynamic and complex markets in the world — with unique platforms, fast-evolving consumer behaviours, and strict regulatory requirements. To help SIM navigate this landscape with confidence, we collaborate with a China-based agency, OctoPlus, led by two seasoned digital marketing leaders.



Mia C. Chen
Co-Founder & CEO

10+ years of experience collaborating with global brands to implement the most effective digital strategies to grow their businesses.

Achievements/Capabilities:

- Invited by Google to be the Agency Trainer and Strategy Consultant for Greater China Region, including Hong Kong, Taiwan and Mainland China. Training on Digital Marketing Solutions and Data Analytics
- Search Ads, Mobile Ads, Video Ads, Display Ads, Analytics, Baidu Advertising, Facebook Advertising Certified.



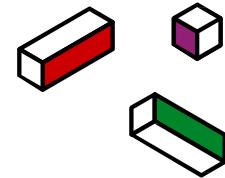
Peng Jun
Co-Founder & COO

Digital marketing professional with deep knowledge and understanding of China market. Over 10 years of experience helping overseas brand succeed locally in China and Hong Kong.

Achievements/Capabilities:

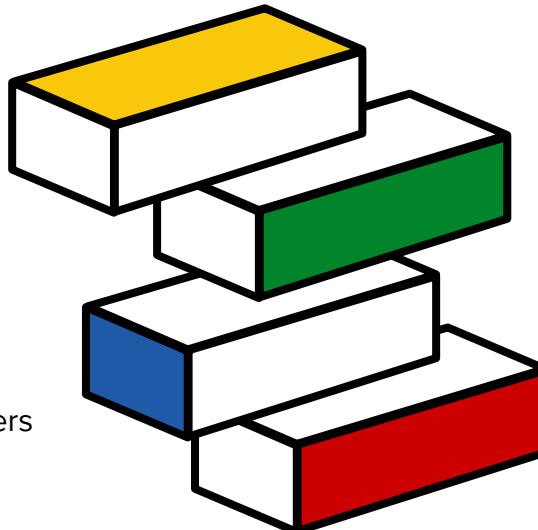
- Baidu SEO Expert – Peng Jun has made his name in the SERP (Search Engine Result Page) Strategy by effectively utilising SEM, SEO, Content integrated solutions.
- Certified as Senior Baidu Marketing Consultant.

A Bespoke Configuration for SIM



Lead

A senior leadership team based in Singapore HQ, providing strategic oversight and governance, ensuring consistency, accountability, and excellence across all 11 markets.



Plan

A team of media strategists and planners with deep regional experience, dedicated to designing channel mixes and market-specific plans that maximise SIM's brand impact.

Activate

Specialists in paid media, SEO, social, and analytics across markets to execute campaigns with precision — ensuring cultural nuance while adhering to global performance standards.

Optimise

Data analysts and performance experts who continuously track, test, and refine campaigns, delivering measurable outcomes and driving sustained growth for SIM.



Leading Service Team



Name	Title	Years in Agency	Role on SIM Business	Key Achievements	Experience
 Charanjit Singh	Founder/CTO	15	Technology Lead	Led consulting teams for global technology firms Oracle and Accenture across Asia Pacific.	19 years of technology experience in and 12 years of marketing experience working with SAP, Starbucks, NUS, CommScope, FujiXerox, etc.
 John Scott	Executive Creative Director	5	Creative Lead	Over 50 awards won for creativity and effectiveness at global/regional shows including Cannes, Caples, One Show, New York Festivals & EFFIE	30+ years of global creative leadership with extensive experience working with leading higher education institutions in Singapore including NUS, NTU, SMU and more.
 Kunal Robert	Client Partnerships Director	7	Client Partnership Lead	Shaped regional, integrated digital strategies across MEA & APAC for Vodafone, Fujifilm, CommScope, Symantec, SAP. Digital Director at MEC for Singtel, Singapore Airlines, Citibank	20 years of integrated digital strategy, marketing technology, consulting and media experience at Ogilvy, JWT, Digitas, GroupM, Edelman and EY.
 Luis Tejedor	Marketing Director	7	Marketing Lead	Led multi-market campaigns across continents, earning multiple awards in Southeast Asia. Directed high-impact digital initiatives in SEO and analytics, optimising performance at scale.	14+ years of marketing leadership across digital strategy, SEO, media, and analytics. Proven track record in education, performance campaigns. Experience across all 5 continents, specialised in APAC.
 Zulayha Sharin	Strategy Director	3	Strategy Lead	Drove brand & social wins, earning Effies, Marketing Excellence & Markies.	10+ years leading strategy for 30+ B2B & B2C brands — from brand & creative strategy (NUS, Accor MEA/APAC, Standard Chartered) to social strategy (Subway SEA, Visa, Singtel, Health Promotion Board, Ministry of Social & Family Development).

Media Service Team



One unified team managing lead generation and brand campaigns across 11 markets — streamlined, consistent, and accountable.

Lead Specialist



Levi Nguyen
DIGITAL MEDIA
SPECIALIST
(Based in Vietnam)



HaiYan Xia
DIGITAL AD
DIRECTOR
(Based in China)

Account/Project Management



Kha Nguyen
DIGITAL PROJECT
MANAGER
(Based in Vietnam)



Karen Ho
SENIOR ACCOUNT
MANAGER
(Based in China)

Working Team



Thao Tran
DIGITAL MARKETING
SPECIALIST
(Based in Vietnam)



Zin Lynn Htet
MEDIA AND DATA
ANALYTICS SPECIALIST
(Based in Thailand)



Sharon Low
CONTENT MARKETING
MANAGER
(Based in Singapore)



George James Parel
CREATIVE TECHNOLOGIES
DIRECTOR
(Based in India)



Jazel Lolo
SENIOR ART
DIRECTOR
(Based in Philippines)



Tan Nguyen
SENIOR WEB DEVELOPER
(Based in Vietnam)



Chen Jie
Digital Specialist
(Based in China)

SEO/GEO Service Team



Lead Specialist



Luis Tejedor
MARKETING DIRECTOR
(Based in Singapore)



Peng Jun
Co-Founder & COO
(Based in China)

Account/Project Management



Hu Cheng En
ASSOCIATE PROJECT
MANAGER
(Based in Singapore)



Karen Ho
SENIOR ACCOUNT
MANAGER
(Based in China)

Working Team



Jane Mitha
SEO SPECIALIST
(Based in Indonesia)



Aahann Nawab
SEO SPECIALIST
(Based in India)



Inah Espinola
SENIOR CONTENT MARKETER
(Based in Philippines)



Arshad Arsal
SENIOR FRONTEND DEVELOPER
(Based in India)



Minh Dang
TECHNICAL ARCHITECT
(Based in Vietnam)

Social Media Service Team



Lead



Zulayha Sharin
STRATEGY DIRECTOR
(Based in Singapore)

Project Support



Shee Fang Ling
SENIOR ACCOUNT
EXECUTIVE
(Based in Singapore)



Karen Ho
SENIOR ACCOUNT
MANAGER
(Based in China)

Working Team



Abdulaziz Solaiman
SENIOR ART DIRECTOR
(Based in Philippines)



Sharon Low
CONTENT MARKETING
MANAGER
(Based in Singapore)



Joseph Velasquez
CREATIVE DIRECTOR
(Based in Philippines)



Thao Tran
DIGITAL MARKETING
SPECIALIST
(Based in Vietnam)



Levi Nguyen
DIGITAL MEDIA SPECIALIST
(Based in Vietnam)



Chen Jie
Digital Specialist
(Based in China)

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.



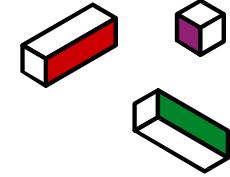
Performance Tracking & Alignment

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.



We treat our clients as true collaborative partners

We treat our clients as true collaborative partners throughout every step of the process.

We don't disappear for weeks, only to show up with three ideas for you to choose from. We don't leave you to manage the multiple market demands and piece the puzzle together on your own.

Some agencies do that, not us. We work around the table, together as partners with you, to drive results.



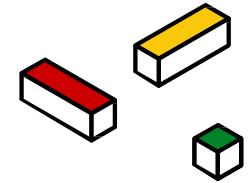
**Because the best work is born from
collaboration, not silos. We're confident
we'll be the best partner for you on this
global media journey.**

Thank You.

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



Other teams - Task and necessary Bookings



1, Beautify and customised deck >>> Creative team - **@jae**

2, Strategy for:

- Competitor analysis
- SM TikTok strategy

3, Company information and documents to submit: >>> Eileen

- i. Factsheet including financials
- ii. Track record and current list of clienteleles ***
- iii. Profile and portfolio of account team members
- iv. Documents to submit

Form of tender: Part C i

MSA: Part A ii

NDA: Part B ii

Schedule to Form of Tender: part C ii

*** Notes: Agency's credentials

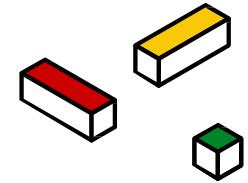
- Agency's relevant experience and capabilities, network in overseas markets, account servicing team's capability and experience with Meta Partner.
- Agency's past CPM, CPL, CPC performance for 2025 (if not possible, then for 2024), for both

Singapore and global clients. And if possible, specifically for education sector (or industries closest to education if not available)

- Agency's key lessons learnt in their recent engagement of similar nature (if available and applicable)



Checklist: Docs for Submission on the 20th



SUBMISSION DOCS

MSA: Part A ii

Table of costings in Part B iii

NDA: Part B ii

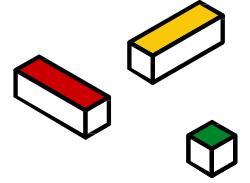
Proposal Media and SEO strategy

Form of tender >>> Part C i

Schedule to Form of Tender: part C ii



Deck Structure: Key slides



Contract Value



Billing Item/ Quotation	Scope	Contract Value
Part A – Services for SIM Pte Ltd	GE Local (SG)	Up to S\$ 1,000,000
	GE Regional	Up to S\$ 920,000
Part B – Services for SIM Group Ltd	Brand	Up to S\$ 150,000
	Content Marketing	Up to S\$ 180,000
	SIMIA	Up to S\$ 250,000
	SEO & GEO – OneSIM & Regional	Up to S\$ 235,000
Total Contract Value		Up to \$2,735,000

- Budget amount includes:
 - Media buy and content creation
 - Campaign set-up and management fees, agency fees, and other service and production fees (if applicable)
- Agency to propose broad media budget breakdown for brand equity and customer/lead acquisition, by market



Agency's Proposal Requirements (Part A)

Before
13 August 2025:
To submit list of in-market teams and locations based on SOW (P1 2.3)

Insights and market-specific media strategies, and budget breakdown	Role of agency, measurement tools and key deliverables	Company Information and the Service Team overseeing SIM GE account
Lead Generation Campaigns segmented by Local and Regional Markets in H1 of 2026	Agency & Service Fees	

Agency's Proposal Requirements (Part B)

SIMA	SEO&EO	Social Media Marketing	Brand
<ul style="list-style-type: none"> Insights and market-specific media key strategies, including proposed timeline or milestones, creative and lead generation Lead Generation Campaigns & approach segment by target audience (SG vs SG2) in H1 of 2026 SEO Media strategies for India and Indonesia Role of agency, measurement tools and key deliverables Company information and the Service Team overseeing SIM SIMA account 	<ul style="list-style-type: none"> SEO & SEO Strategy Approach <ul style="list-style-type: none"> OneSIM China, Malaysia, India, Indonesia SEO & EO Approach <ul style="list-style-type: none"> SG&SG2 audiences Regional Website Tier 1, 2, 3, 50 Proposed media key strategies and advisory for #1 website/Instagram Role of agency and SEO&EO measurement tools 	<ul style="list-style-type: none"> SG&EO insight report focusing on best practices for social media content and platforms A TAKT&K content strategy based on the 3 MUE business Role of agency and measurement tools Review team overseeing SIM Social Media Content account. 	<ul style="list-style-type: none"> Provide insights and current market research. Based on that, propose market specific media buy strategies in a one-year plan to build awareness and grow positive associations with the proposed campaign <ul style="list-style-type: none"> Proposed campaign period Target audience & approach segmented by target audience Budget allocation Performance forecast Estimated cost/breakdown for proposed options Role of agency, measurement tools and key deliverables Service team overseeing SIM branding account

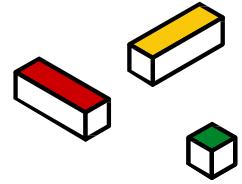
Before
13 August 2025:
To submit list of in-market teams and locations based on SOW (P1 2.3)

- SIM Group: Singapore, China, Malaysia, Indonesia, Australia, Thailand, and India
- SIM Academy: Singapore

*Over the course of 2026, SIM may expand our portfolio to other countries



Deck Structure



- Cover
- Your Brief **@Elleen**
 - Short statement >>> "Integrated media, SEO, and content strategies to position SIM as the leading private education and lifelong learning institution in the region."
 - Summary of Part A and B + budgets
- Agenda
 - Start with a quick Executive Summary
 - Splitted by Part A and B and keeping the same sections
 - Table: Part A (SIM Pte Ltd) – GE Local (SG) up to S\$1,000,000; GE Regional up to S\$920,000.
 - Part B (SIM Group Ltd) – Brand S\$150,000; Content Marketing S\$180,000; SIMA S\$250,000; SEO & GEO (OneSIM & Regional) S\$235,000.

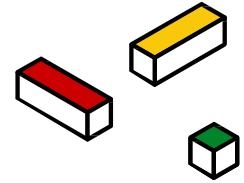
● Executive Summary - Why Construct Digital - **@elleen**

>>> Strategy approach >>> Summary of the following points:

- [HIGHLIGHT STRENGTH] Subject matter experts (Media + SEO + Social) - Team as proof of it
 - Strong in-house capabilities in Digital Media, SEO & GEO, and Social Media
- [HIGHLIGHT STRENGTH] Industry expertise (Educations) - Case studies as proof of it
 - We have 6+ of partnership with NUS
 - Plus many others: Kaplan, British council, etc
- [NEUTRALISE WEAKNESS] In-market Experts - Case studies and service team as proof of it and



Deck Structure



1 Insights & Market-Specific Research (Markets: Singapore, China, Malaysia, India, Indonesia, Korea, Myanmar, Taiwan, Vietnam, Thailand, and Philippines) -
@levi

- Competitor landscape (Key: showcase in market expertise) - @aahana
 - i. SIM GE programs focuses on:
 1. Diplomas, bachelor's degree
 2. Postgraduate
 - ii. SIM Academy
 - iii. List of the direct competitors of SIM in the different markets (probably these competitors are the same)
 1. Definition of direct competitors: Top 5-10 International or local Business/Management Faculties (universities) or Schools with Certified programs
 - iv. General details of these competitors such as: Program types (leadership, finance, whatever), USP, ranking, strengths, etc
 - v. Comparison to SIM position and conclusions
- Media Consumption & insights
- Conclusions

Part A: SIM Pte Ltd or SIM Global Education (SIM GE) - LEAD GENERATION CAMPAIGN

>>> Strategy approach >>>

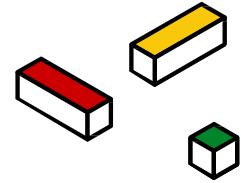
- Country strategy:
 - Worldwide >> Based on tiers, same tactics and channels but different budget allocation per country based on consumer-channel insights.
 - China >> Different approach in terms of channels
 - Showcase market expertise on the sections for Audiences and competitor analysis
- Creatives > All English (all programs are in english), based in personas, justify why no country adaptations (except china because of different channels).
- Personas > Youth, Adults, Parents with children >15 years old
- Programme focused campaigns
 - Based on Themes
 - Always on for Search and Display
 - Seasonal when applications are opened for Social
- Event based campaigns
 - Some media buy coverage
 - Merchandise for events is the only offline format (if any) such as brochures, roll up banners, booth >>> No need, let's keep the cost tight
- Offline >>> Justify why no offline >>> Targeting not accurate

A.1 Media Strategies for a Lead-Gen Campaign (Local + Regional SEPARATELY) - @levi

- Plan period: H1 of 2026
- Strategy and budget per market (channel strategy, same, but with different budget allocation)



Deck Structure



Part B: SIM Group Ltd

B.1 SIMA (B2C & B2B) - [@levi](#)

>>> Strategy approach >>>

- Country/Persona strategy:
 - Local (Singapore) >> x2 personas, same tactics and channels based on consumer-channel insights.
 - B2C Persona - Working professionals aged 25 – 65,
 - B2B Persona - Organisations from private, public and non-profit sectors seeking customised/bespoke /upskilling programmes
 - Regional >> x3 personas, 1x campaign with different budgets per country, same tactics and channels based on consumer-channel insights.
 - B2B - MBA Colleges – Specific to India >>> Seeking Partnership
 - B2B - Government Agencies – India, Indonesia, Vietnam, Saudi Arabia - HR and L&D decision makers from the public sector >>> Seeking Programmes bespoke or not
 - B2B - Mid to Large Enterprises – India, Indonesia, Vietnam, Saudi Arabia - HR and L&D decision makers from MNCs, specifically from industries such as finance, healthcare, sustainability and technology. >>> Seeking Programmes bespoke or not
 - Showcase market expertise on the sections for Audiences and competitor analysis
- Creatives > All English
- Campaign focused on personas only and always on campaigns to optimise the budget since there are so many programs and themes

B.1.1 Media Strategies for a Lead-Gen Campaign (Local + Regional SEPARATELY) - [@levi](#)

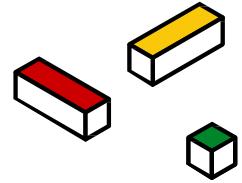
- Plan period: H1 of 2026
- Strategy and budget per market (channel strategy, same, but with different budget allocation)
- Channel mix, funnel, flow, allocation, media plan, rollouts
- Reporting and success metrics
- Key Deliverables (Campaign Assets)

B.1.2 Role of Agency & Fees - [@luis](#)

- Detailed Scope (planning, setups, management, assets production: creation and adaptation per market)
- Our fee model



Deck Structure



B.2 SEO & GEO (OneSIM + SIMA microsites + Regional/Tiers) - CHECK THE SCOP IN THE TENDER DOC - [@aahann](#)

>>> Strategy approach >>>

- Unified the sites & language focus (no country focused, only EN and ZH) + Domain/Language approach
 - Microsites >> Landing pages for Programme themes are great, but microsites are bringing additional rework
- SEO: Hygiene + Content Strategy
- GEO:
 - How to bring traffic from AI engines: Queries research (Tofu and Mofu) + Tactics to enrich the current pages (not creating new pages): snippets, FAQ sections
 - How to move forward with SGE: Build Brand + Traditional SEO + Optimise for AI (Schema) + User intent (Bofu + mofu)

B.2.1 SEO & GEO landscape - trends - [@aahann](#)

B.2.2 Site Audits - [@aahann](#)

- Existing Country strategy >>> Wrong, when this strategy makes sense: different languages, different prices, etc. why this strategy doesn't make sense: duplication or multiple effort. >>> The fix: 1x site based on languages: only recommended English and Chinese

B.2.3 SEO Approach - [@aahann](#) (**Strategy is = Hygiene + Solid content strategy + new content to optimise towards SEO and GEO**)

- o Audit
- o Hygiene
- o Backlinks acquisition
- o Content Strategy
- o Reporting & monitoring
- o Estimated targets

B.2.4 Content deliverables - CHECK THE SCOP IN THE TENDER DOC - [@aahann](#)

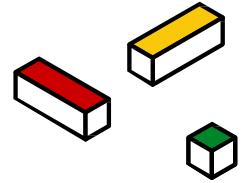
- o SEO Articles
- o AI traffic
- o China-specific requirements - [@levi](#)
- o Community Management

B.2.5 Role of Agency & Fees - [@luis](#)

- o Detailed Scope
- o Our fee model



Deck Structure



B.3 Social Media Marketing - **@zul & @sharon**

>>> Strategy approach >>> KEY POINTS OF THIS STRATEGY PENDING TO FINALISE

B.3.1

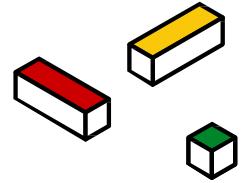
- Our Social methodology & Tiktok in this ecosystem - **@zul**
- Audit - **@zul**
 - Existing audience
 - Content pillars
 - Formats
- Recommendations from the audit **@zul**
- Audiences **@zul**
- New direction for the Content Strategy **@zul & @sharon**
- Sample reporting **@levi**

B.3.2

- Our methodology - **@sharon**
- ~~- Role of Agency & fees~~



Deck Structure



B.4 Brand Campaign - **@levi**

>>> Strategy approach >>>

- 3 brand Campaigns
- Country approach >> same tactics and channels but different budget allocation per country based on consumer-channel insights.
- Personas breakdown:
 - SIM Group: 5 personas below > Singapore
 - SIM GE: 3 personas - youth, adults, parents > Singapore, Indonesia, Malaysia, and India
 - SIMA: 2 personas - B2C and B2B > Singapore
- Creatives > All English
- Always on

- o Markets:
 - i. SIM Group: Singapore
 - ii. SIM GE: Singapore, Indonesia, Malaysia, and India
 - iii. SIM Academy: Singapore

B.4.1 Media Strategies for a Lead-Gen Campaign (Local + Regional SEPARATELY) - **@levi**

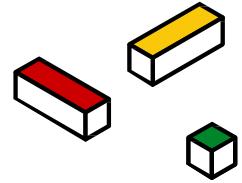
- o Plan period: H1+H2 of 2026
- o Strategy and budget per market (channel strategy, same, but with different budget allocation)
- o Channel mix, funnel, flow, allocation, media plan, rollouts
- o Reporting and success metrics
- o Key Deliverables (Campaign Assets)

B.4.2 Role of Agency & Fees - **@luis**

- o Detailed Scope (planning, setups, management, assets production: creation and



Deck Structure



- Budget Alignment (Part A & Part B) - **@Luis**
- Company Information - **@elleen**
 - **Strategy approach** >> showcase in market expertise + Subject (CAPABILITIES) expertise (Media + SEO + Social)
- Track records and Case Studies - **@elleen**
 - **Strategy approach** >> showcase in market expertise + Industry expertise
 - We have 6+ of partnership with NUS >> showcase audience and channel strategy + results
 - Plus many others: Kaplan, British council, etc
- Service team by scope (Part A and B SEPARATELY) and by Market + OUR PARTNER IN CHINA - **@elleen (to request info about Octoplus to Levi)**
 - **Strategy approach** >> showcase in market expertise
- Annexes (if any)



Audience Behaviour & Media Consumption



Youths - Diploma & First Degree Seekers

Students exploring education and career options, authentic content

Adults - Upskilling & PostGrad Seekers

Career-driven learners advancing skills via diverse digital channel.

Parents - Key Influencers & Funders

Key decision-makers relying on trusted education information for

Audience Behaviour

- Driven by discovery, self-expression, and peer validation.
- Seek authentic, relatable online experiences and quick, trend-influenced decisions.
- Use digital for research, interactive learning, and social endorsement before real-world actions.

Key Takeaway: Community-driven and trend-sensitive, youths favor brands that engage authentically and reflect their culture.

- Focused on career growth and measurable outcomes.
- Conduct thorough research, compare options, and prefer clear, practical content.
- Value credibility and flexible learning paths for continuous upskilling.

Key Takeaway: Pragmatic and intent-driven, adults engage deeply with trusted, valuable educational content.

- Motivated by children's success and community reputation.
- Act as informed gatekeepers, relying on trusted sources and word-of-mouth.
- Take a careful, rational approach, balancing emotional reassurance with facts.

Key Takeaway: Parents prioritize trust and proven outcomes, requiring both reassurance and comprehensive info to decide.

Audience Behaviour & Media Consumption



Youths - Diploma & First Degree Seekers

Students exploring education and career options, authentic content

- Predominantly consume short-form video and social content on TikTok, Instagram, and YouTube.
- Average daily time on social media around 2 hours.
- Prefer visual, interactive, bite-sized formats such as stories, reels, and challenges.
- Use Google Search for education research and application info.



Key Takeaway: Prefer fast, visual, highly interactive, and authentic social media content.

Adults - Upskilling & PostGrad Seekers

Career-driven learners advancing skills via diverse digital channel.

Media Consumption

- Balanced use of professional & social networks
- Heavy LinkedIn users for career networking, upskilling
- Google Search & online forums for course details and reviews
- Consuming webinars, podcasts, and longer-form content (YouTube, articles)
- Engage in online learning and skills development platforms



Key Takeaway: Consume credible, in-depth career and educational content across digital platforms.

Parents - Key Influencers & Funders

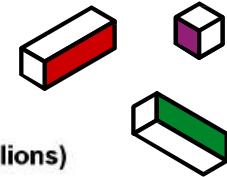
Key decision-makers relying on trusted education information for their children.



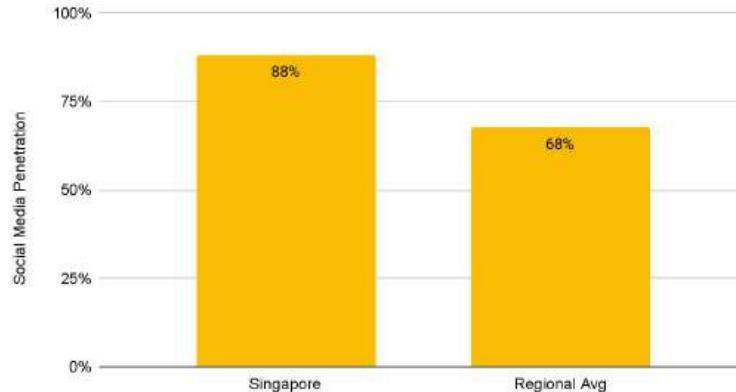
- Parents mainly use Facebook and Google for detailed, trusted education research.
- Favor long-form content like testimonials, FAQs, and institutional info.
- Social media penetration among older adults is slightly lower but they use key platforms for decision-making support.

Key Takeaway: Seek trusted, detailed, and authoritative media to inform education decisions.

Media Consumption Across Countries



Social Media Penetration (Singapore vs Regional Avg.)

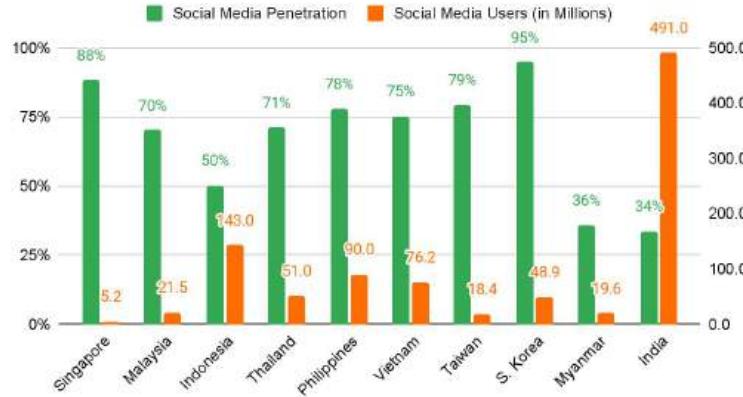


Regional Avg: Average percentage of the population using social media across targeted countries

Singapore: Regional Digital Leader

Singapore leads Southeast Asia with 88% social media penetration, reflecting a highly connected and digitally savvy population. The regional average of 68% masks wide variation, with markets like Myanmar and India still growing their digital reach.

Social Media Penetration & Social Media Users (in Millions)

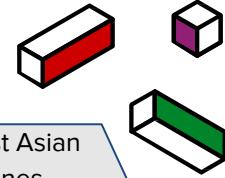


Balancing Depth and Scale Across Markets

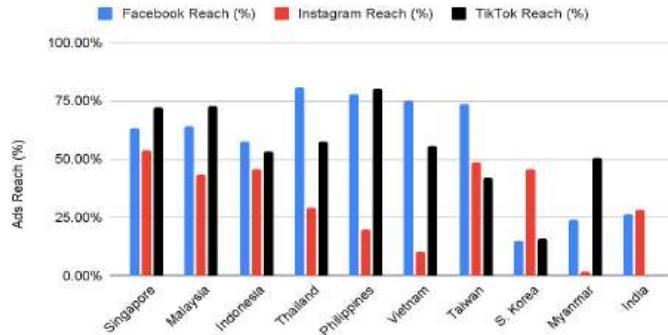
Singapore offers deep digital engagement, while larger markets like Indonesia and the Philippines provide bigger audiences despite lower penetration. Winning strategies must balance focused efforts in mature markets with broad reach in growing ones.



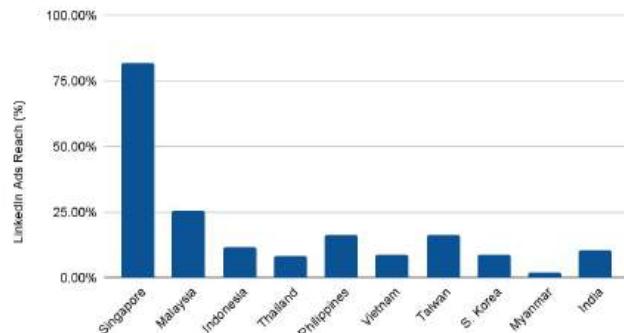
Media Consumption by Channel



Meta vs TikTok Ads Reach



LinkedIn Ads Reach (%) Across Countries



Note: TikTok banned in India

Facebook remains the top social network in most Southeast Asian markets, with reach exceeding 70% in Thailand, the Philippines, and Vietnam.

Instagram's reach is highest in Singapore and Taiwan, but lags in most other countries, reflecting its stronger appeal among urban and younger audiences.

TikTok now rivals or surpasses Instagram in the Philippines, Malaysia, Singapore, Thailand, and Vietnam, becoming a must-use channel for mass reach and engagement.

LinkedIn's true scale is almost exclusive to Singapore (82%), making it essential for B2B, professional, and affluent targeting there.

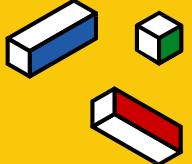
Strategic Social Media Focus for Market Impact

- Meta's broad reach remains a foundation, but TikTok's rapid growth reshapes social priorities in key Southeast Asian markets.
- LinkedIn is a niche powerhouse in Singapore, underscoring the need for market-specific channel strategies.
- Effective social media plans require balancing established platforms with emerging trends to capture both scale and engagement.



Our Strategic Pillars

Strengthening SIM GE's brand presence and driving student enrolment by leveraging a market-tiered, audience-focused, and digital-first strategy across Singapore and key regional markets.



Region-focused Approach

Market-tiered focus with localised relevance

- Classify markets by tier for cost-efficient budget allocation
- Distinct strategies for China vs. non-China markets
- Localise creative, messaging, and assets for cultural resonance



Audience-Centric Channel Mix

Right channels towards right segments

- Tailored media mix to reach core SIM GE audiences: Youth, Career Professional, Parents
- Good balance between high-reach coverage and outcome-driven formats



Full-Journey Tactics

Always-on lead generation supported by intake bursts

- Always-on Search & Display to capture demand
- Seasonal intake bursts for maximum enrolments
- Programme- and event-driven campaigns tailored by theme



Digital-First Approach

Measurable, optimised, and continuously scalable

- 100% digital channels for efficiency and cross-market scale
- Monthly optimisation with unified dashboards and CPL/MQL tracking



Your Requirements

- **Proposal** demonstrating clear understanding of SIM's dual business model (Global Education + Academy), education landscape across 11 markets, and data-driven media strategies for lead generation and brand building
- **Comprehensive 1-Year Media Plan** covering brand campaigns, lead generation, SEO/GEO optimization, content marketing, and social media across Singapore, China, Malaysia, India, Indonesia + 6 additional markets
- **Cost Structure** including agency fees, media remuneration, and service charges across all proposed scopes
- **Agency Credentials & In-Market Presence** including but not limited to:
 - Factsheet including financials
 - Track record and current client portfolio
 - Dedicated account team profiles with relevant expertise

Our Response

A comprehensive 3-part response addressing your requirements.

PART A: SIM Global Education Services

- **Competitor Research & Market Insights** across 11 target markets
- **SIM GE Lead Generation Campaigns** for local Singapore and regional markets

PART B: Service for SIM Group

- **SIMA Lead Generation Campaigns** for B2C professionals and B2B enterprise clients
- **Brand Campaigns** for SIM Group, SIM GE, and SIMA brand equity building
- **SEO/GEO Strategy & Implementation** across multiple websites and search engines
- **Tiktok content strategy** and social media insights/best practices reporting

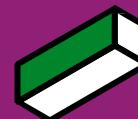
Agency Credentials

- Company Information including financials and market presence
- Track Record & Case Studies demonstrating education sector expertise
- Dedicated Service Team profiles and in-market office capabilities



Our approach

Add texts if needed

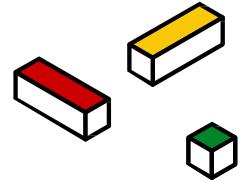


Thank You.

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



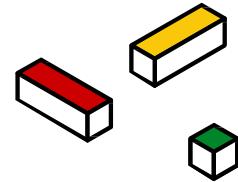
Priorities



1. ~~China partner agreement - Levi~~
 - a. ~~Brief for the pitch~~
 - b. ~~Requirements for the pitch~~
 - c. ~~Contract agreement with them~~
2. ~~Upgrade SEMrush~~
3. ~~Discuss checkpoints with Eileen - Luis~~
4. ~~Book someone from creative team, and bookings for eahana next week - Eileen~~



List of competitors - SIM GE



Based on the scoring criteria (programme overlap, international reputation, brand presence in target countries, similar audience, delivery mode, pricing, operational scale, innovation, competitive threat, and strategic growth), these institutions emerge as the strongest competitors for SIM GE across the Asian education landscape:

- National University of Singapore (NUS)
- Nanyang Technological University (NTU)
- Singapore Management University (SMU)
- Monash University (Australia, Malaysia, Singapore, China)
- University of London (international campuses and TNE)
- RMIT University (Australia, Vietnam, regional partnerships)
- University of Birmingham (transnational partnerships)
- Curtin University (Singapore, Malaysia, Australia)
- Kaplan Higher Education (Singapore, regional presence)
- James Cook University (Singapore, Australia)



The gap SIM can own (where others don't)



Most competitors lean on one of three familiar stories:

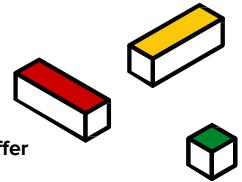
- Career/skills for the “New Economy”
- Executive performance & leadership
- Institutional breadth & credibility
(nation-building/holistic quality frames)

How SIM can own the space?

- Career/skills for the “New Economy”
- Executive performance & leadership
- Institutional breadth & credibility
(nation-building/holistic quality frames)

*New positioning will be defined through analysis beyond competitor benchmarking.

Key competitors in Singapore

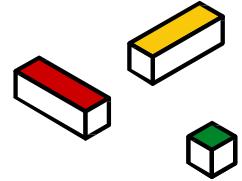


Institution	Global / Regional ranking*	Key positioning (in brief)	Exactly what they offer
NUS(Public)	Global: QS WUR 2026 #8; Regional: QS Asia 2025 #3	“Today’s skills will not match tomorrow’s jobs”—lifelong learning at scale via L ³	UG/PG degrees; micro-credentials (Professional/Graduate/Advanced Professional Certificates—stackable); short courses (1–5 days); SCTP & CCP pathways; exec ed (open & custom)
NTU(Public)	Global: QS WUR 2026 #12; Regional: QS Asia 2025 #4	“Empower your workforce... elevate skills & drive business success” (PaCE@NTU)	UG/PG degrees; PaCE short courses; FlexiMasters & Graduate Certificates; corporate/custom programs
SMU(Public)	Global: QS WUR 2026 =511; Regional (programme): QS Global MBA 2025 (Lee Kong Chian) #5 in Asia.	“Empowering professionals, enhancing careers”—>1,500 programmes; ExD focuses on tech-enabled leadership development	UG/PG degrees; SMU Academy short courses & professional certificates (stackable); SCTP tracks; corporate/custom; Executive Development open & custom programmes
MDIS	Not ranked; Quality signal: EduTrust (4-yr; renewed 2023–2027 window per MDIS docs).	“Corporate training arm (MDC) + transnational degrees.”	Diplomas, UG/PG degrees (with partner unis); public short courses & seminars via MDC; customised corporate training; preparatory (IGCSE/O/A-Levels)
PSB Academy	Not ranked; Quality signal: EduTrust 4-yr (to 9 Aug 2026).	“Industry-relevant education; flexible pathways incl. short courses.”	Certificates & Diplomas; UG/PG degrees (partner unis); short/professional courses; corporate training
EAIM	Not ranked; Quality signal: EduTrust 4-yr (renewed to 2026)	“Executive Education crafted to sharpen strategy, leadership & impact.”	Diplomas; UG/PG degrees (UK partners); Executive Education open workshops (leadership, analytics, CX, UX/UI, supply chain, etc.) and custom corporate

Insight (Singapore): Public AUs (NUS/NTU/SMU) pair global rankings with deep CET stacks; PEIs compete on breadth + agility + corporate training but signals quality via EduTrust (not QS/THE). This creates a two-tier perception: ranked prestige vs. private flexibility.



The window of opportunity for SIM



Competitor pattern: Ranked universities lead with prestige; PEIs lead with breadth of courses; regional b-schools lead with executive polish.

Gap: Few own “full-funnel outcomes” (from short course → career move) with transparent proof.

Competitor pattern: NUS/NTU talk “stackable”, but the path is complex; exec-ed sites are light on credits.

Gap: Nobody shows simple, visual ladders from micro → degree with time/credit math and nett-after-funding

Competitor pattern: Global ranks are a moat; PEIs lack them.

Gap: Underused third-party proof that isn’t QS/THE.

Competitor pattern: Search = course keywords; LinkedIn = leadership buzzwords; Meta = generic “future-proof”.

Gap: Under-indexed on role outcomes and team transformation.



SIM Academy vs Market

Professional Short Courses & Enterprise L&D



Singapore market

Competitors	Key message (landing-page style)	Funding / pathways
SMU Academy	“Power your team’s growth with expert-led corporate training.”	SkillsFuture (incl. Level-Up), IBF where applicable; SMU assists with SSG claims.
NUS SCALE (L³)	“Today’s skills won’t match tomorrow’s jobs—future-proof with NUS.”	SkillsFuture Credit & UTAP on selected; enterprise L&D solutions & CCP pathways.
NTU PaCE	“World-class faculty & industry links for working professionals.”	SkillsFuture (incl. Level-Up S\$4k) and SCTP (up to 70–95% funding on eligible courses).
NTUC LearningHub	“Transform the lifelong employability of working people.”	SSG/UTAP eligible on many courses; national upskilling partner

Regional market

Competitors	Key message (landing-page style)	Funding / pathways
HKU SPACE (Hong Kong)	Motto: “Education with a Global Vision.” (HKU SPACE)	CEF reimbursable on selected courses. (HKU SPACE)
UTMSPACE (Malaysia)	“HRD Corp-registered executive & professional training with UTM experts.” (utmspace.edu.my)	HRD Corp levy support for employers (Malaysia). (HRD Corp)
Sasin Executive Education (Thailand)	“Customize enterprise learning programs for your team or company.” (sasin.edu)	No national subsidy indicated; employer-sponsored/corporate budgets typical. (sasin.edu)
AIM – SEELL (Philippines)	“Programs designed to elevate skills for career advancement.” (aim.edu)	No national subsidy indicated; employer-sponsored/corporate budgets typical. (aim.edu)

SIM Academy vs Market



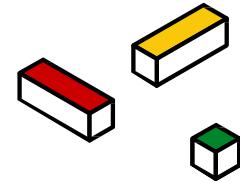
Provider	Positioning	Types of programmes	Target audience
SIM Academy	“Power up your skills” with industry-relevant, skills-based professional learning; customised enterprise solutions.	Open-enrolment short courses (typically 1–3 days) across leadership, digital, comms; SkillsFuture Career Transition Programmes (3–6 months); bespoke corporate programmes incl. international immersion; micro-credential/online offerings.	Mid-career working professionals; individuals pivoting roles/industries; enterprise HR/L&D teams seeking customised upskilling.
SMU Academy	“Power your team’s growth” via targeted corporate training; flexible upskilling for professionals.	Short courses; full Certificates; Industry Graduate Diplomas (stackable); Industry Practice Master of Digital Economy touchpoints; Internationalisation Series; SCTP; custom corporate training.	Working professionals & managers; mid-career and industry leaders; enterprise clients training teams.
NUS SCALE (L³)	Professional development + L&D advisory to address workforce skills at scale.	SSG-funded short courses; e-learning; micro-credentials/stackable certificates; certificate programmes; bespoke L&D/consulting incl. implementation-led projects (e.g., BCP).	Working adults and NUS alumni; enterprise HR/L&D and business units planning workforce transformation.
NTU PaCE	“Empower your workforce” with corporate training; flexible, stackable learning for professionals.	Short courses; FlexiMasters (credit-bearing, stackable); customised corporate programmes; Regional Executive Programmes.	Working professionals & NTU alumni; organisations upskilling teams; senior execs for regional programmes.
NTUC LearningHub	Leading CET provider focused on lifelong employability of working people; enterprise-scale delivery.	Open-enrolment short courses and online modules; LHUB LXP Enterprise platform for on-the-go corporate learning; custom corporate training.	Broad workforce (frontline to tech roles); unions & member companies; corporate L&D teams.
HKU SPACE (Hong Kong)	Executive & professional education to maximise impact at work; open & customised options.	Open-enrolment & customised executive programmes; Executive Certificates/Diplomas ; part-time short courses in business, marketing, leadership.	Business leaders, managers & working adults; corporate clients commissioning custom runs.
UTMSPACE (Malaysia)	HRD-Corp registered provider delivering executive & professional training with UTM experts.	Professional Certificates; short courses (e.g., Advanced TVET, AI, EV); customised in-house programmes for organisations.	Working adults & technical professionals; Malaysian employers using HRD-Corp schemes; public-sector & industry groups.
Sasin Executive Education (Thailand)	Practical, action-learning executive education; strong custom focus for organisations.	Open programmes (certificates, leadership, finance etc.); Custom programmes ; regional immersions (SEAi).	Executives, senior managers; corporate clients needing bespoke solutions.



Provider	Key message	Formats (specific)	Target audience
HKU SPACE (Hong Kong)	Executive & professional education to maximise impact at work; open & customised options.	Open-enrolment & customised executive programmes; Executive Certificates/Diplomas ; part-time short courses in business, marketing, leadership.	Business leaders, managers & working adults; corporate clients commissioning custom runs.
UTMSPACE (Malaysia)	HRD-Corp registered provider delivering executive & professional training with UTM experts.	Professional Certificates; short courses (e.g., Advanced TVET, AI, EV); customised in-house programmes for organisations.	Working adults & technical professionals; Malaysian employers using HRD-Corp schemes; public-sector & industry groups.
Sasin Executive Education (Thailand)	Practical, action-learning executive education; strong custom focus for organisations.	Open programmes (certificates, leadership, finance etc.); Custom programmes ; regional immersions (SEAi).	Executives, senior managers; corporate clients needing bespoke solutions.
AIM – SEELL (Philippines)	Executive programs designed to drive business growth; bespoke solutions for corporate & government.	Open-enrolment executive programs (e.g., Management Development Program); Custom corporate programs for talent & org development.	Individual professionals (managers to execs); corporate and government partners.

University/Institution	Location	Target Audiences	Type of Courses Offered	Duration	Tagline
SIM Global Education	Singapore, Asia (transnational)	International students, diploma to postgrad	Diplomas, bachelor's, master's, pathway, bridging	1–4 years	Learn to Lead, Connect for the Future
National University of Singapore (NUS)	Singapore	Undergrad & postgrad, international	Diploma to postgraduate, multi-disciplinary	3–4y (UG), 1–2y (PG)	Leading global university centred in Asia
Nanyang Technological University (NTU)	Singapore	Undergrad & postgrad, research students	Engineering, science, business, computing, humanities	Variable	Singapore's second oldest autonomous univ.
SMU	Singapore	UG/PG, professionals, research students	Business, law, computing, social sciences	3–4y (UG), 1–2y (PG)	Asia's premier global city university
Monash University	Australia, Malaysia, China, India	UG/PG, research students, regional partnerships	Arts, business, science, engineering, health	Variable	Inspired by the challenge to be extraordinary
University of London	UK, international & TNE	Distance learners, international, professionals	Humanities, social sciences, business, IT	Flexible, online/onsite	Shape your future
RMIT University	Australia, Vietnam, Singapore	UG/PG, industry-focused, Asia presence	Business, engineering, design, technology	3–4y (UG), 1–2y (PG)	Pragmatic and practical education
University of Birmingham	UK, Asia outreach	UG/PG, international	Wide multi-disciplinary offering, incl. education, business	Variable	An education in excellence
Curtin University	Australia, Malaysia, Singapore	UG/PG, international	Business, health sciences, engineering, communications	2–4y (UG), 1–2y (PG)	Australian global university
Kaplan Higher Education	Singapore, regional	Working adults, international students	Certificates, diplomas, degrees, professional qualifications	Variable	Education that works for you
James Cook University	Australia, Singapore	UG/PG, research students	Business, education, health sciences	Variable	Make a difference in the world

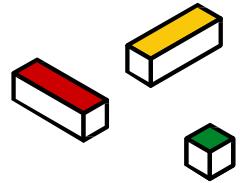
List of competitors - SIM Academy



Based on the scoring criteria (programme overlap, international reputation, brand presence in target countries, similar audience, delivery mode, pricing, operational scale, innovation, competitive threat, and strategic growth), these institutions emerge as the strongest competitors for SIM GE across the Asian education landscape:

- NTU Academy for Professional and Continuing Education (PACE)
- SMU Academy
- NUS Extension & Centre for Future-ready Graduates
- Institute for Adult Learning (IAL), Singapore
- Singapore Polytechnic Professional & Adult Continuing Education (PACE)
- Monash University Professional Development (Asia region)
- Taylor's University Professional Development (Malaysia)
- University of Malaya Professional Development
- Indian Institute of Management Executive Programs (IIMs, India)
- Cambridge Assessment International Education (PDQ Centres, regional presence)





SEO Audit Checklist: Domain/Subdomain/Subdirectory

Overall Position & Ranking

Content Optimisation (headings, meta desc, density)
Tech (Schema, Crawlability, Internal/Ext Linking, Page Speed, Mobile Responsiveness)
Domain Authority (DR/UR - backlink and toxic)

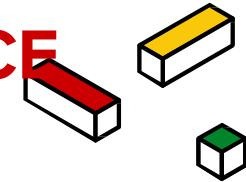
Content Strategy (clear message, brand)
Format (blogs, landing pages, tactic-Content Pillars), Topics,
Content calendar

At the end* How to approach content for all pages



SEO

FOR INTERNAL REFERENCE



Beyond Keywords: E-E-A-T focussed content on top of the Keywords is what works now.

Mobile-First Indexing: Mobile first has been the norm for SEO for some while now

Core Web Vitals: Core vitals like loading speed, interactivity and visual stability have become important ranking factors

Tofu - AI content

Mofu Bofu - SEO Content Strat



Traditional SEO is a must but it's not enough now

**GEO Captures Attention,
SEO Converts It**

TOFU

MOFU

BOFU

GEO

SEO

GEO

SEO

Strong foundations, smarter reach.

Content Strategy



Streamlined Focus on MOFU & BOFU

Build **Keyword Strategy** which nurtures prospects deeper in the funnel, driving **trust and conversions**.



Strengthen Existing Assets

Optimise the already existing **Landing Pages & Content Clusters** for conversion.

Own the Big Themes

Build more **Landing Pages & Content Clusters** to further strengthen the Topical Authority.



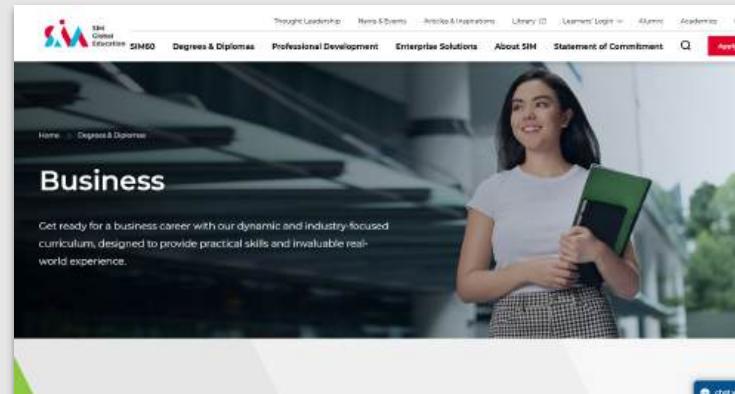
Blogs and Articles

Keep building content around these clusters sustaining the clusters with fresh, keyword-rich content.

Content Cluster



Landing Page



Reporting

Clarity at a Glance

Complex data simplified into crisp, actionable insights

Always on Track

Progress measured against milestones that matter

Zoom in, Zoom out

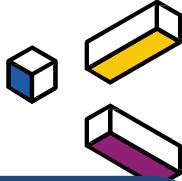
From country-level to programme-level, see where to focus next

Expert in Your Corner

On-demand consulting to keep SEO agile and ahead of competitors



Content Strategy Output

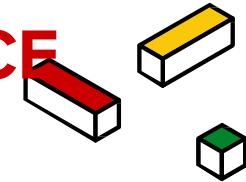


Content Type	OneSIM		China	India, Malaysia & Indonesia	Regional Sites		
	SIM GE	SIMA					
		SCTP	CSL				
SEO Articles	12	12	10 (Baidu)	10 (per)	12		
AI SEO Articles		12	N/A	6 (per)	N/A		
AI Answer Optimisation	20 ChatGPT queries		N/A	10 ChatGPT queries (per)	N/A		
Reddit Thread	12		N/A	6 (per)	N/A		

China Specific

- Publish 24 Baijiahao content
- Write 12 new articles across Tencent News, Toutiao, Sohu etc.
- Provide answers to 20 questions on Zhihu
- Write 12 WeChat official account articles & collaborate with 12 KOLs.

Strategy Approach FOR INTERNAL REFERENCE

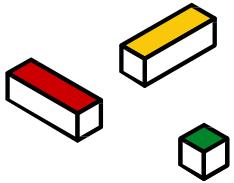


Strategy approach >>>

- Unified the sites & language focus (no country focused, only EN and ZH)
- Microsites >> Landing pages for Programme themes are great, but microsites are bringing additional rework
- SEO: Hygiene + Domain/Language approach + Content Strategy
- GEO:
 - How to bring traffic from AI engines: Queries research (Tofu and Mofu) + Tactics to enrich the current pages (not creating new pages): snippets, FAQ sections
 - How to move forward with SGE: Build Brand + Traditional SEO + Optimise for AI (Schema) + User intent (Bofu + mofu)



Our Approach



B.2.4 Content deliverables - CHECK THE SCOP IN THE TENDER DOC - [@aahann](#)

- SEO Articles
- AI traffic
- China-specific requirements - [@levi](#)
- Community Management

To be beautified, [@JAE](#)



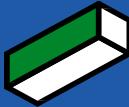
Ready
For Jae

**Competitors are loud but not always efficient.
By understanding their initiatives, we know where
SIM Group can stand out with impact**



Paid Media starts here

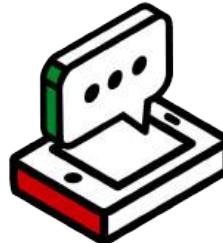
Will reorder the slides later



Our China Localized Strategy

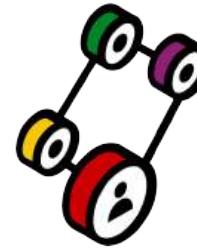


From high-intent discovery to trusted engagement and final application — a tactical approach designed to position SIM as the first choice for learners in China



1. Prevailing Platform Presence

Leverage high-coverage platforms to secure visibility and brand recall at decision moments.



2. Multi-Audience Alignment

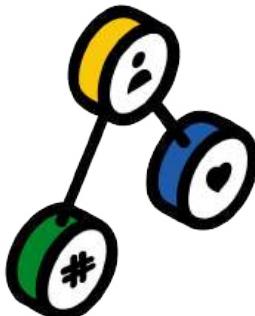
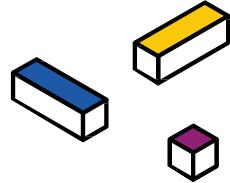
Tailor messaging for students, parents, and professionals while reinforcing SIM's brand promise.



3. Full-funnel Lead Capture

Connect awareness, engagement, and conversion with retargeting and optimisation to drive applications.

Our Audiences' Go-to China Platforms



SIM GE Recruitment

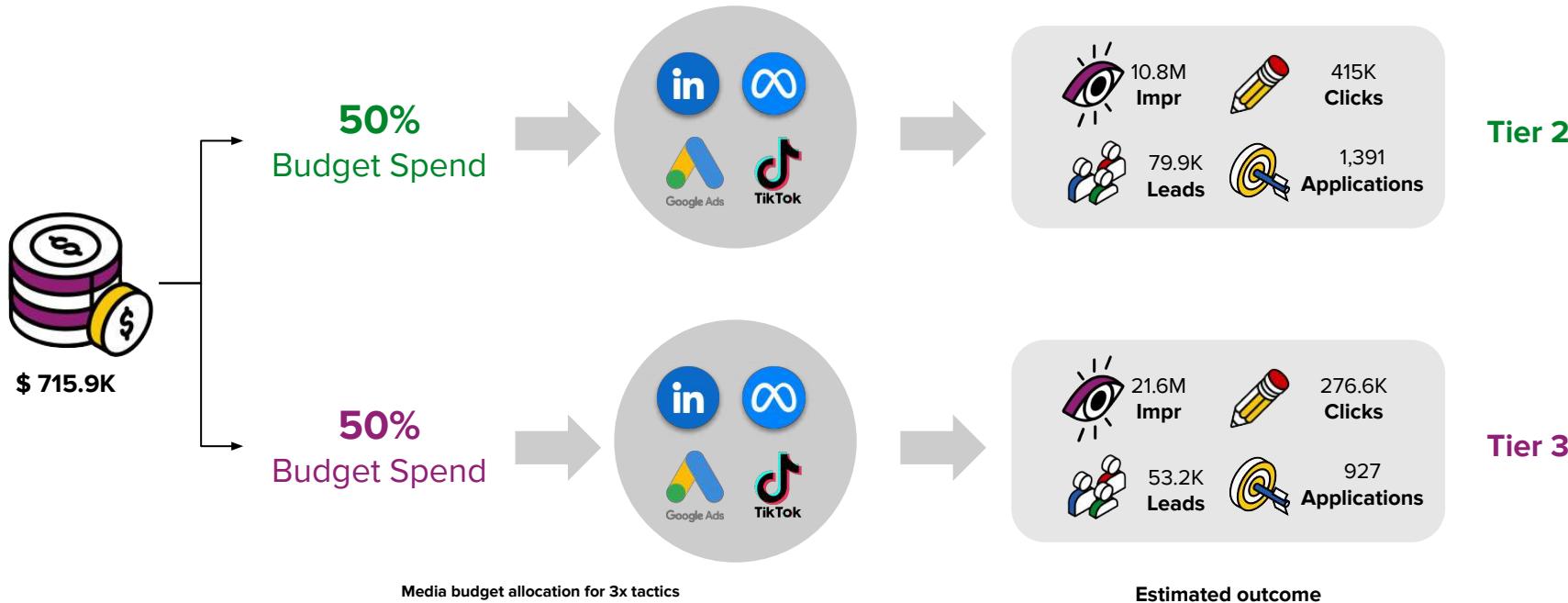
Segment	Age	Profile	Motivations	Content Preferences
Youth Students	16–24	Senior high to pre-U students (Gaokao, IB, A-Level)	Overseas study, career prospects, global exposure	Douyin campus life videos, Xiaohongshu application tips, Baidu search results
Parents	38–55	Affluent, decision-makers	Safety, ROI of education, graduate employability	WeChat articles, KOL reviews, Baidu Brand Zone
Adult Learners	20–35	Early/mid-career professionals	Career advancement, postgrad degree	LinkedIn China, WeChat Moments ads, Zhihu Q&A credibility



Total Regional SIM GE Media Estimation*

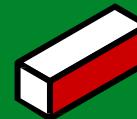
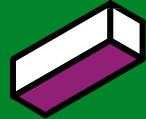
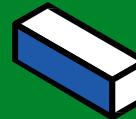


This media estimation applies for Tier 2 & Tier 3 countries (TikTok will not be available India)



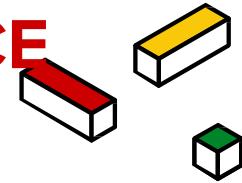


Media Consumption & Insights



GEO

FOR INTERNAL REFERENCE



TOFU - Career Paths, Student life

TOFU queries for AI answers (Nomad - Travel is too much TOFU, eSIM better) (education programs tofu for SIM)

GA4 - AI traffic

Ahrefs new feature for AI traffic - Ahrefs Rada

AHREFS

AI citations i

AI Overview	ChatGPT	
 0 <small>-1</small>	 0	
Pages 0 <small>-1</small>	Pages 0	
Perplexity	Gemini	Copilot
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Pages 0	Pages 0	Pages 0



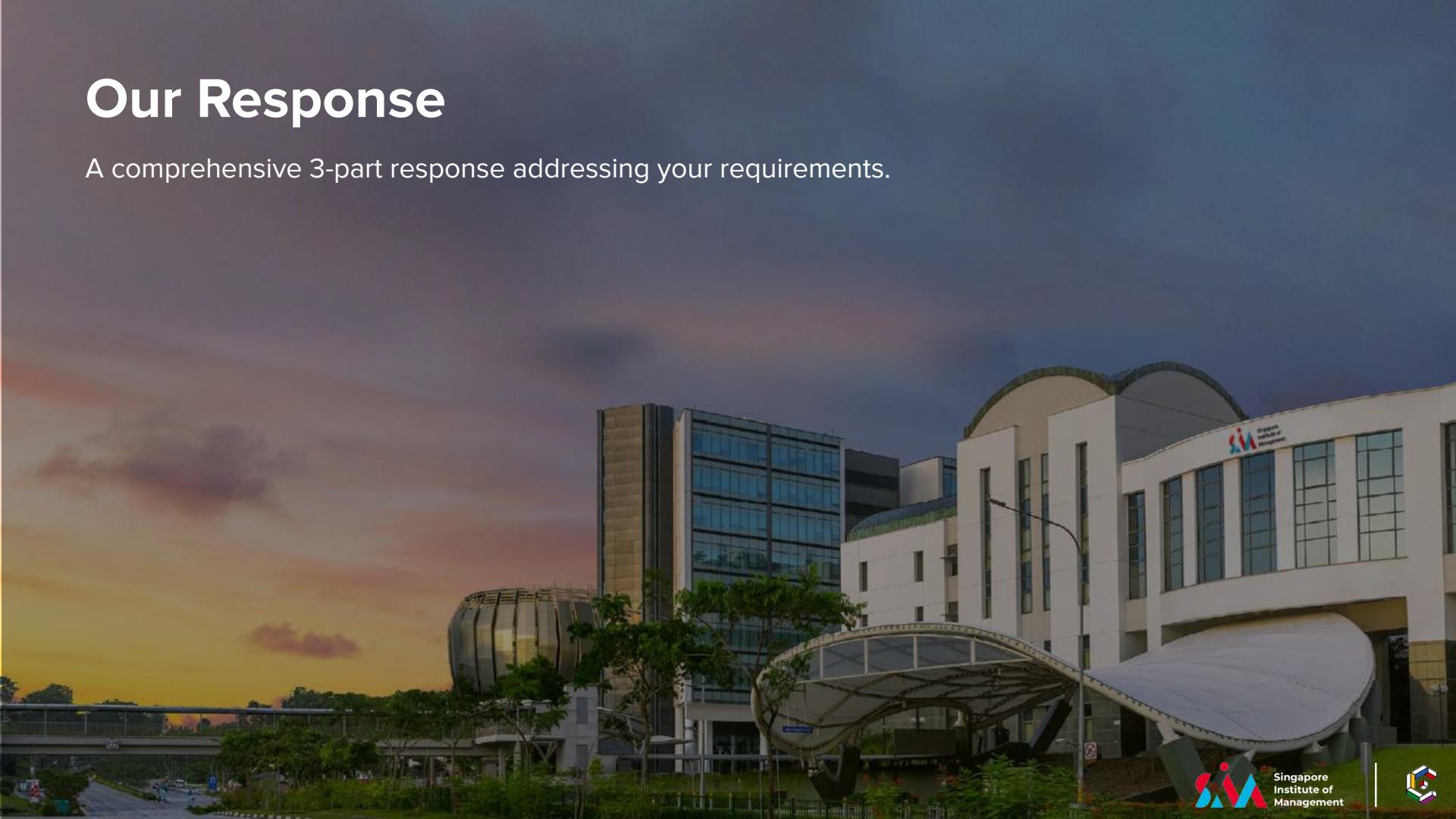
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Our Response

A comprehensive 3-part response addressing your requirements.



Add Title Here

Q4 2023



Add Title Here

Q4 2023



Our proposal in summary





Big Idea

Accompanied by small
texts that go here

