

Marketing Plan Draft For Guan Lee Hoe

-
- Executive Summary
 - Persona / Ideal Customer
 - SWOT Analysis
 - Competitors Analysis – Website
 - Competitors Analysis – LinkedIn
 - Competitors Analysis – Facebook
 - Competitors Analysis – Instagram
 - Competitors Analysis – Meta Ads
 - Competitors Analysis – Search Engine Marketing
 - Competitors Analysis – Email Marketing
 - Competitors Analysis – Marketing Prioritizing
 - Competitors Analysis – Content, Awareness, C
 - Competitors Analysis – Marketing Prioritizing
-

Executive Summary

Business Objective:

Expand market reach by increasing brand awareness and generating high-quality leads among SMEs in Singapore through digital marketing, showcasing expertise in energy-efficient ACMV systems and sustainable solutions.

Target Market:

SME business owners who are expanding and need energy-efficient ACMV solutions for new spaces, valuing sustainability, cost efficiency, and quality service.

Market Needs:

SME owners who need reliable ACMV contractors to reduce operational costs, improve workplace comfort, and align with sustainable practices, seeking expert advice, competitive pricing, and minimal disruption during projects.

Unique Value Proposition:

Guan Lee Hoe offers energy-efficient ACMV consultancy and installation, significantly reducing electricity bills and enhancing efficiency, led by experienced founder Vince and a team of Certified Green Mark Managers ensuring sustainability compliance.

Executive Summary

Product Overview:

Guan Lee Hoe Engineering Pte Ltd offers ACMV services. Services include:

- Custom ACMV systems
- Solutions that save on electricity bills
- Helping clients get BCA Green Mark certification
- Checking and improving existing systems
- Maintenance services

Executive Summary

Marketing Strategy:

Leveraging on digital marketing to reach and attract SME in Singapore:

- Search Engine Optimization (SEO):
Use relevant keywords and create helpful content.
- Content Marketing:
Write blog posts and make videos about the services.
- Social Media Marketing:
Connect with SME owners, share news, and run targeted ads.
- Email Marketing:
Send informative emails and create automated email sequences.
- Pay-Per-Click (PPC) Advertising:
Run Google Ads and remarketing ads.
- Website Optimization:
Improve website usability, mobile experience, and create specific landing pages.

Persona / Ideal Customer

Personas are examples of the business' best customers

Demographic Information	
Name	Elijah Lim
Age	47
Occupation	Owner of a small IT consultancy firm
Education Level	Bachelor's degree in Computer Science
Location	Bukit Timah, Singapore
Single or Married? Any kids?	Married with 2 children
Income Level	120,000 per year
Notes	<p>Elijah's firm has been operational for 7 years and is expanding to a larger office space to accommodate growth.</p> <ul style="list-style-type: none">• Looking to reduce operational costs.• Create a modern, tech-friendly workspace for his team.• Align office operations with sustainability goals.

Persona / Ideal Customer

Personas are examples of the business' best customers

Psychographic Information	
<p>Life stage <i>E.g. Single Adult, Newly married, Young Parents, Parents</i></p>	<ul style="list-style-type: none">• Growth-Focused: Elijah aims to leverage the firm's success to expand market presence• Operational Considerations: Plans to address staffing, infrastructure, technology upgrades, and service improvements at the new location• Long-Term Vision: Looks beyond the immediate expansion to future growth opportunities and positioning the firm as an industry leader
<p>Pain Points What are they frustrated by or suffering from but is not solving it <i>e.g. suffering from mild stomach pain not serious enough to see a doctor</i></p>	<ul style="list-style-type: none">• Limited knowledge of ACMV systems and energy-efficient solutions• Tight budget for renovation and system upgrades.• Concerns about disrupting business operations during the renovation process
<p>Motivations What triggered them to no longer accept their pain & look for solutions <i>e.g. stomach pain gets so bad they have no choice but to do something about it</i></p>	<ul style="list-style-type: none">• Sustainability: Elijah is motivated by the desire to reduce his company's impact on the environment• Cost Efficiency: He seeks to reduce operational costs through energy-efficient solutions• Business Growth: Expanding the business into a modern, efficient office space to support growth• Reputation: Elijah wants his firm to be recognized for its commitment to sustainability and innovative office solutions

Persona / Ideal Customer

Personas are examples of the business' best customers

Psychographic Information	
<p>Challenges What hinders them from committing to buying such solutions <i>e.g. not sure which is the best clinic to go to</i></p>	<ul style="list-style-type: none">• Technological Advancements: Keeping up with the latest green technologies and understanding their implementation.• Budget Constraints: Balancing the need for high-quality, energy-efficient solutions with the limited budget• Operational Disruption: Managing renovations and system upgrades without significantly disrupting daily business operations.
<p>Core Values & Beliefs <i>E.g.</i> <u>Expert Care:</u> The clinic uses the latest medical advancements to provide the best care for stomach pain. <u>Caring and Support:</u> The clinic cares deeply about how stomach pain affects patients and offers understanding and support. <u>Easy to Reach:</u> The clinic makes sure patients can easily get appointments and access the care they need quickly.</p>	<ul style="list-style-type: none">• Integrity: Elijah values honesty and transparency in all business dealings.• Sustainability: He is committed to implementing eco-friendly practices and solutions.• Innovation: Strives to stay ahead of industry trends by adopting innovative technologies and practices.• Customer Satisfaction: Ensuring that clients receive the best possible service and solutions.• Employee Well-being: Prioritizing the health and comfort of his employees in the workplace.

Persona / Ideal Customer

Service Needs & Preferences	
Online Behaviour <i>How they search for or receive information online</i>	<ul style="list-style-type: none">• Online research on ACMV systems, energy-efficient solutions, and renovation ideas• Regularly visits industry forums and reads reviews on sites like HVAC and Green Building Forum https://www.hvacsite.com/ https://www.bcaa.edu.sg/ https://www.reddit.com/
Preferred Communication Channels <i>How they prefer to communicate (e.g., email, text, app notifications).</i>	<ul style="list-style-type: none">• Email for formal communications and detailed information• Virtual meetings for in-depth discussions
Service Expectations <i>Key attributes they look for in the Service/Product</i>	<ul style="list-style-type: none">• Expects high-quality, reliable service with clear communication throughout the project• Values timely completion and minimal disruption to business operations within budget set
Price Sensitivity <i>What do they consider too cheap, too expensive or value for money? What would they pay more for?</i>	<ul style="list-style-type: none">• Budget-conscious and looks for cost-effective solutions• Willingness to compromise for the sake of quality and long-term savings from energy efficiency

Persona / Ideal Customer

Decision Making Process	
Information Sources <i>Where they turn for health-related advice (e.g., online resources, peer groups, healthcare professionals).</i>	<ul style="list-style-type: none">• Industry forums like BCA's Green Mark Website and Singapore Green Building Council (SGBC)• LinkedIn• Social media like Facebook and Instagram• Industry Forums e.g. Reddit
Influencers <i>Individuals or groups that influence their healthcare decisions (e.g., family members, celebrities, social media influencers).</i>	<ul style="list-style-type: none">• SGBC President, Ng Eng Kiong• Capital Land's Group Chief Corporate Officer, Tan Seng Chai• Peers in the industry
Barriers to entry <i>Perceived obstacles to using a medical concierge service (e.g., cost, skepticism, lack of awareness).</i>	<ul style="list-style-type: none">• Cost of upgrades• Potential disruption to business operations• Uncertainty about the benefits of new technologies
Decision Triggers <i>Events or conditions that prompt the search for a medical concierge service (e.g., diagnosis, lifestyle change, recommendation).</i>	<ul style="list-style-type: none">• Increasing operational costs• Need for business expansion• Recommendations from trusted sources that highlight the benefits of energy-efficient solutions

SWOT Analysis of Guan Lee Hoe Engrg Pte Ltd

Strengths - *What other business cannot compete with*

- Expert in energy-saving ACMV systems, helping clients save on electricity bills and achieve Green Mark certification.
- Over 40 years of experience, trusted partnerships with top HVAC brands, and a wide range of HVAC services.
- Industry recognition with bizSAFE and OHSAS certifications, offering custom solutions and optimization services.
- Serves highly reputable companies such as capitaland and maple tree

Weaknesses - *Why you are losing customers to others businesses*

- Declining customer due to limited online presence and weak performing SEO compared to competitors.
- Lack of a dedicated marketing team to improve digital marketing strategies and execution.

Opportunities - *Areas of the business that can be easily done better to*

improve business.

- All 2 competitors has no ads or email marketing running on their websites and social media platforms, may seize the opportunity to be the first to run ads targeted to SME
- Leverage on SEM
- Improve business by investing in digital marketing to attract new clients
- Highlight energy efficiency and cost savings in marketing materials, emphasizing superior customer service and innovative HVAC solutions.

Threats - *External challenges that could hinder achieving objectives.*

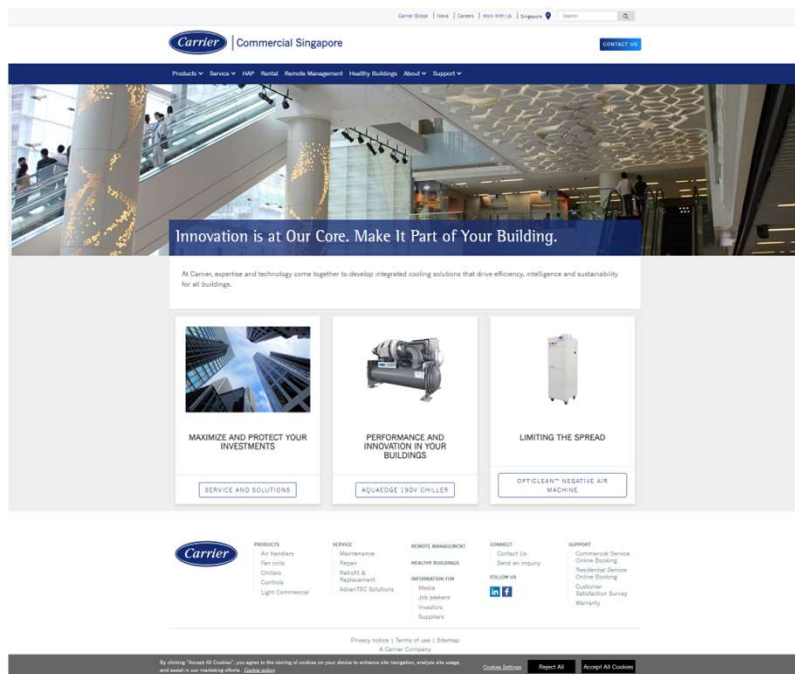
- Economic downturns can lead to reduced client budgets
- Clients may consider in-house HVAC teams
- Regulatory changes and increased competition can impact operations and market positioning

Competitive Analysis - Website

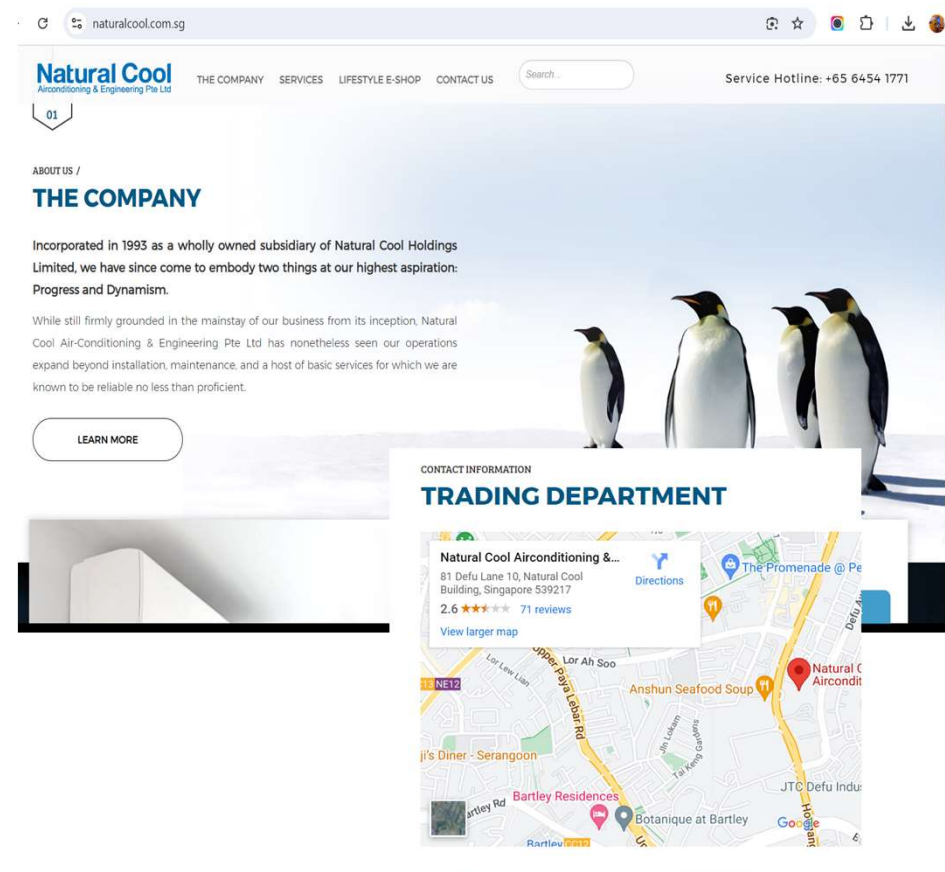
Category	Key Areas	Guan Lee Hoe	Carrier	Natural Cool
Design and Usability	User Interface (UI) Design	Simple design with basic visuals	Clean, professional design with high-quality visuals	Modern design with clarity and simplicity
	User Experience (UX)	Basic navigation, limited interactive elements	User-friendly, intuitive navigation, clear calls to action, and well-organized information	Easy to navigate, logical layout, includes customer testimonials
	Mobile Responsiveness	Responsive	Responsive and mobile-friendly	Responsive and mobile-friendly
Content	Quality and Relevance	Basic content, mostly service descriptions, limited case studies	High-quality content including product descriptions, case studies, and technical resources	High-quality content including service descriptions, customer testimonials, and a blog
	Content Strategy	Infrequent updates, lacks a defined content strategy	Well-defined strategy with blogs, news updates, and comprehensive product information	Regularly updated blog and news sections with articles on HVAC technology and energy-saving tips

Competitive Analysis – Website

Carrier

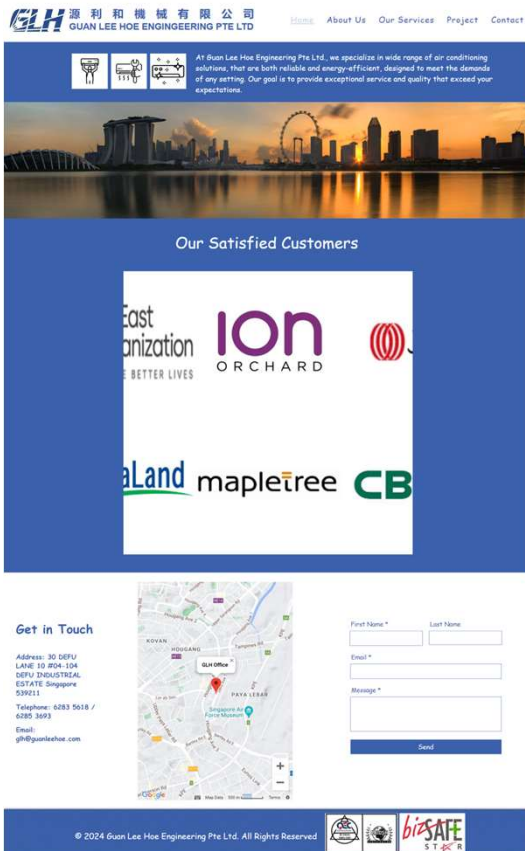


Natural Cool



Competitive Analysis – Website

GLH



Areas of Improvement for Guan Lee Hoe Engineering Pte Ltd:

Design and Usability:

- Update visuals and design
- Improve user interface

Content Strategy:

- Develop content plan
- Engage audience

User Experience:

- Simplify navigation
- Add interactive elements
- Enhance mobile responsiveness

Optimize content with relevant keywords

Summary:

- Enhance website design, usability, and content strategy to improve online presence, user experience, and competitiveness in the HVAC market.

Content Quality and Relevance:

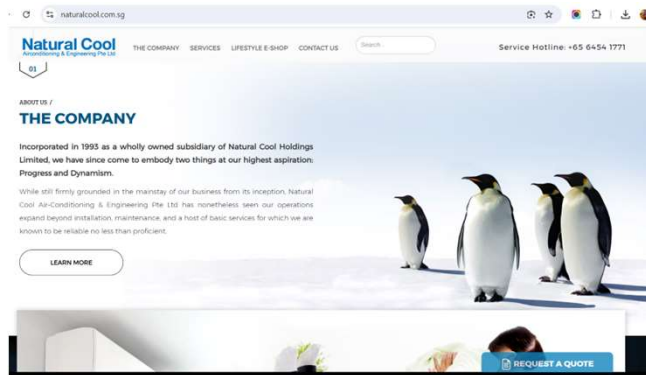
- Expand content depth
- Improve relevance

Competitive Analysis – Website Performance

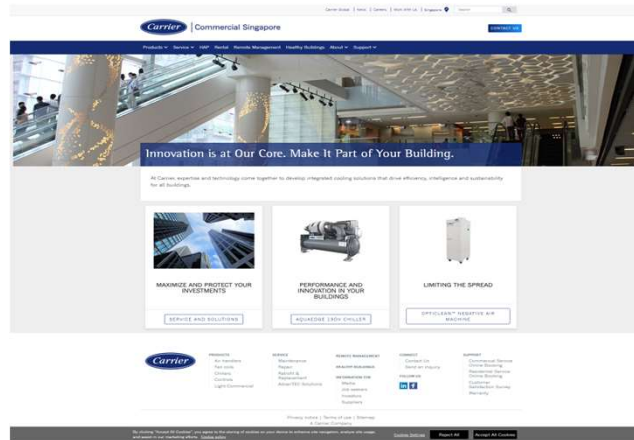
Category	Key Areas	Guan Lee Hoe	Carrier	Natural Cool
SEO and Visibility	Keywords and Optimization	Limited keyword optimization, low search engine visibility	Effective use of HVAC and energy solutions keywords	Optimized for HVAC services, energy efficiency, and air conditioning solutions keywords
	Backlink Profile	Weak backlink profile, few high-quality backlinks	Strong backlink profile with numerous high-quality backlinks	Decent backlink profile with links from industry sites and directories
Technical Performance	Site Speed	Moderate site speed, some performance issues	Fast-loading website, enhancing user experience and SEO rankings	Adequate site speed, enhancing user experience and SEO rankings
	Security (HTTPS)	Secure website, ensuring data protection and trust	Secure website, ensuring data protection and trust	Secure website, ensuring data protection and trust

Competitive Analysis – Website Performance

Natural Cool



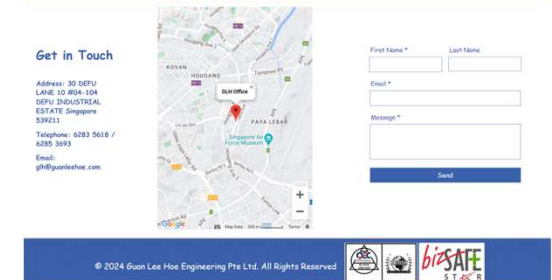
Carrier



GLH

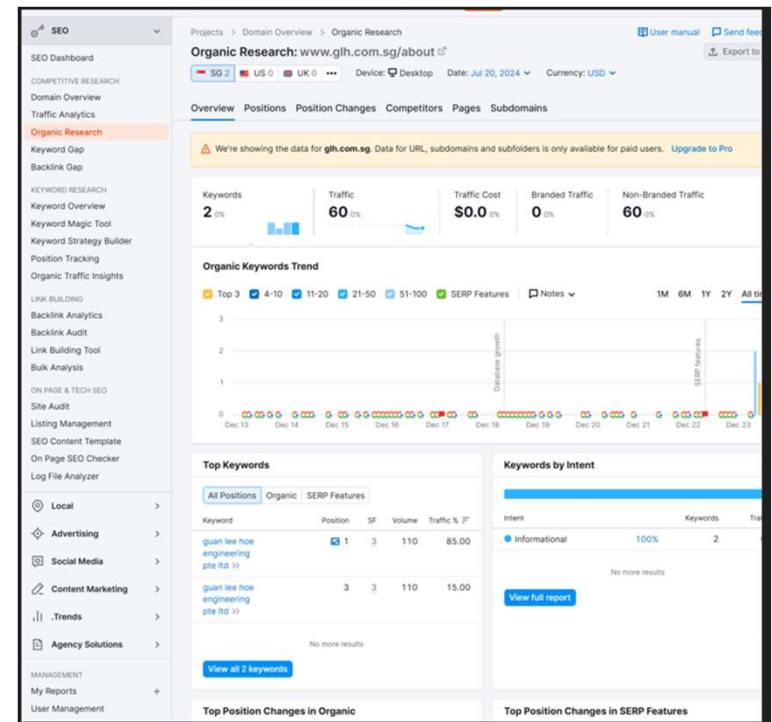
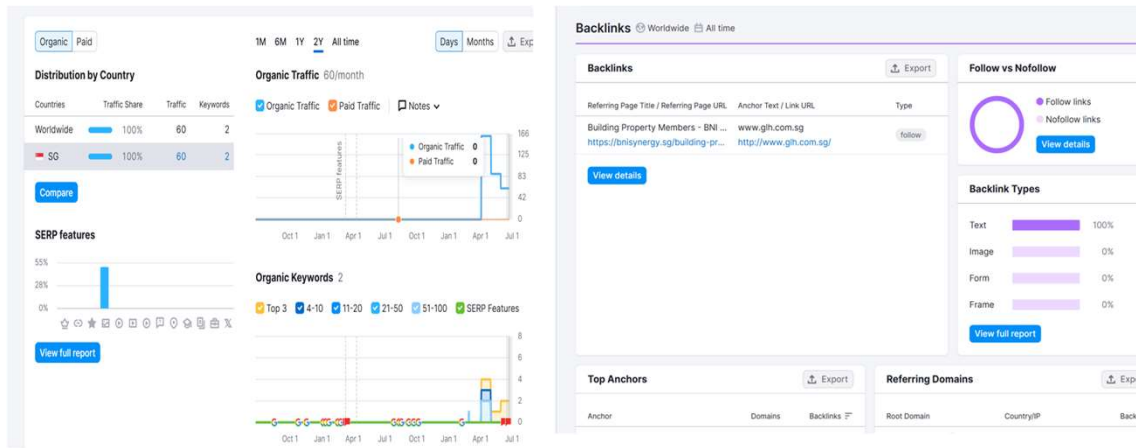
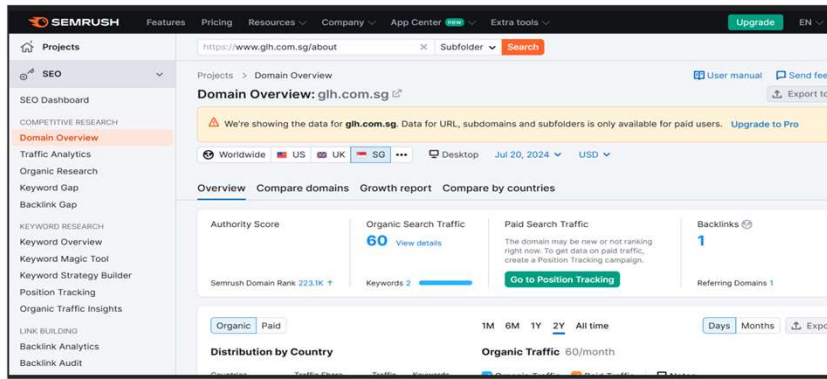


Metric	GLH	Carrier	Natural Cool
Authority Score	0	54	20
Organic Search Traffic	60 visits	4.9K visits	2.1K visits
Backlinks	1 backlink	2.1M backlinks	602 backlinks
Top keywords (position 1)	1 keyword	Multiple keywords	2 keywords



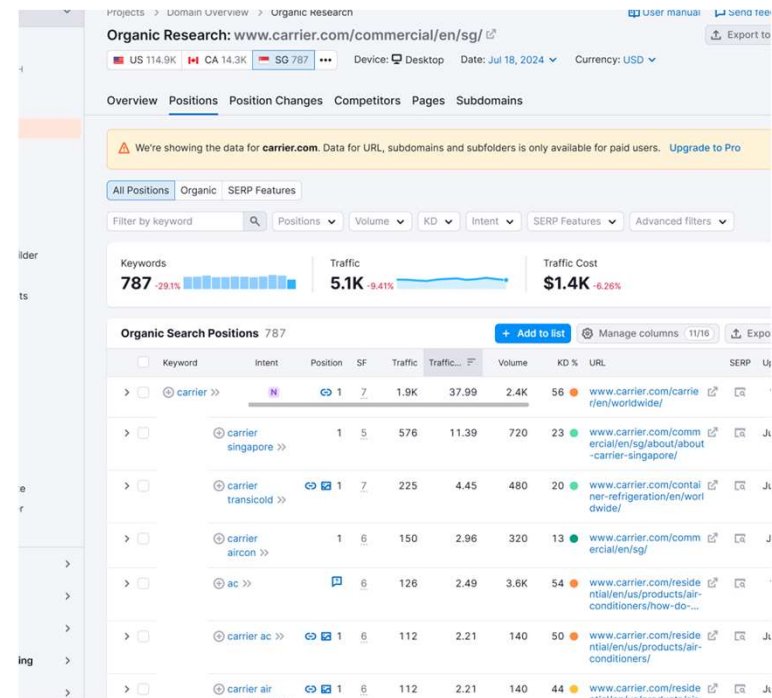
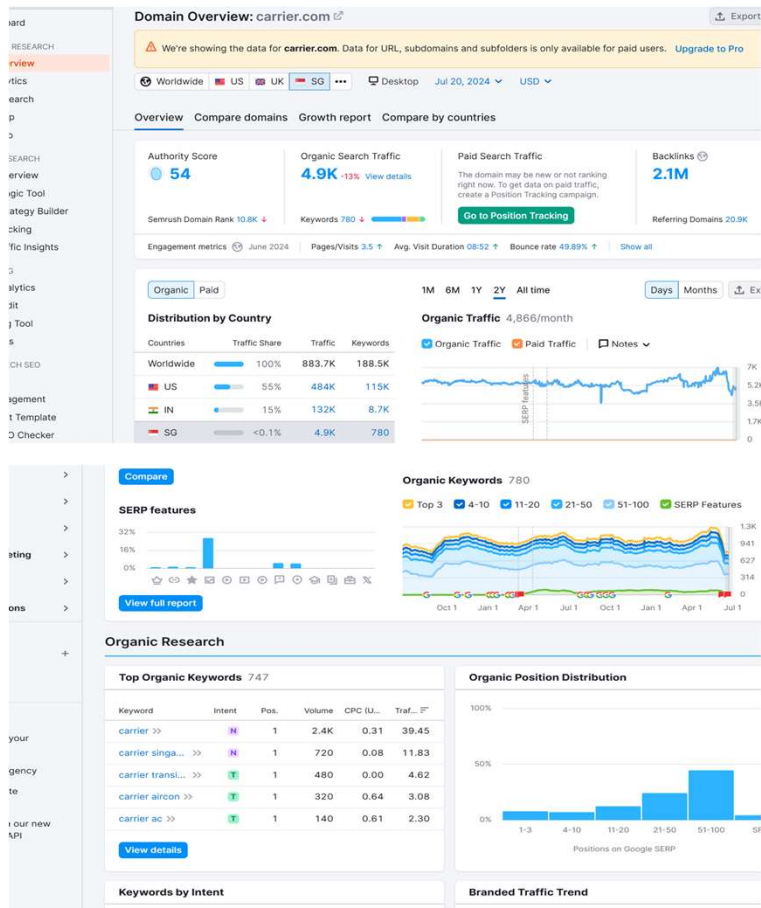
Competitive Analysis – Website Performance

Guan Lee Hoe



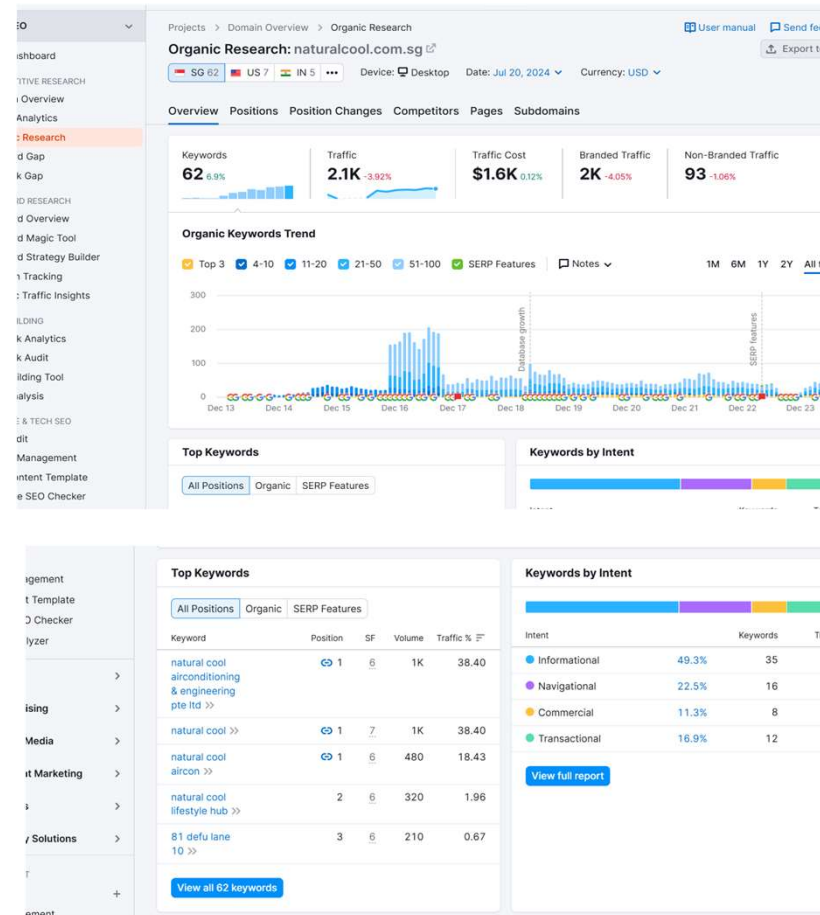
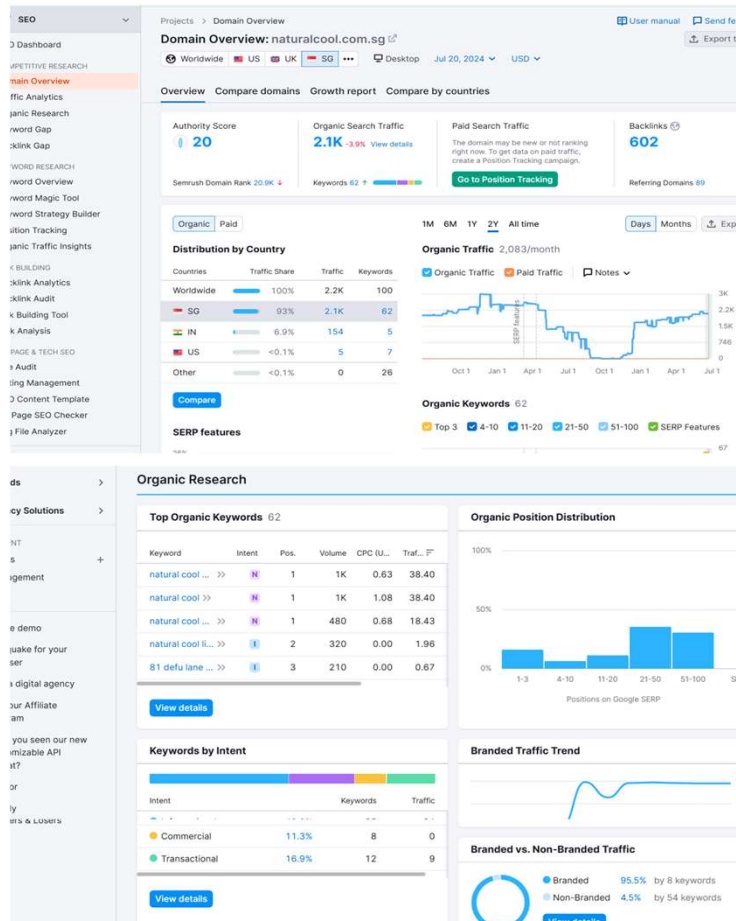
Competitive Analysis – Website Performance

Carrier



Competitive Analysis – Website Performance

Natural Cool



Competitive Analysis – Website Performance

Areas of improvements for GLH

Authority and Traffic:

Improve SEO strategies and acquire quality backlinks to increase website authority and organic traffic.

Keyword Strategy:

Optimize current keywords and target high-value, relevant terms to boost search engine rankings.

Backlink Strategy:

Engage in link-building campaigns, guest blogging, and partnerships to acquire more high-quality backlinks.

Content Optimization:

Enhance existing content with targeted keywords and create engaging, informative content to attract users and search engines.

Competitor Analysis:

Study competitors' SEO strategies and implement successful practices.

Local SEO:

Focus on local SEO techniques to capitalize on the Singapore market.

LinkedIn

Competitive Analysis – Social Media

LinkedIn

Category	Key Areas	Guan Lee Hoe	Carrier	Natural Cool
Audience Engagement	Likes, shares, comments, reactions	None	High engagement with regular interactions on posts	Moderate engagement with some interactions on posts
	Follower growth rate	None	Steady growth, strong following	Steady growth, decent following
Content Strategy	Types of content posted	None	Mix of videos, images, documents	Mix of videos, images, and articles
	Frequency and timing of posts	None	Regular, frequent updates	Infrequent updates
Advertising	Ad formats used	None	None	None
	Targeting strategies	None	None	None
	Estimated ad spend	None	None	None
Engagement Tactics	Contests, giveaways, polls, etc.	None	None	None
	Use of LinkedIn Stories and Groups	None	Active use of stories	Active use of stories
User Interaction	Response time to comments/messages	None	None	None

Competitive Analysis - LinkedIn

GLH – Not available in LinkedIn

Competitive Analysis - LinkedIn

Carrier

The image displays the LinkedIn profile of Carrier Southeast Asia, an Industrial Machinery Manufacturing company with 2K followers and 1K-5K employees. The profile banner features a '120 YEARS' anniversary graphic and the text 'Celebrating 120 years of modern air conditioning.' The navigation bar includes Home, About, Posts, Jobs, and People. The 'Posts' tab is active, showing a collection of active or past ads by Carrier Southeast Asia. A 'See who's hiring on LinkedIn' banner is also visible. Below the profile, a 'Pages people also viewed' section lists Carrier HVAC, Carrier, and Carrier Australia. To the right, a collage of various posts from Carrier Southeast Asia is shown, including a post about the International Green Build Conference (IGBC), a post about Green Goals at IGBC 2024, a post about the TARAP Tripartite Alliance for Fair and Progressive Employment Practices, and a post about the SkillsFuture SG Government Administration program. The bottom of the collage features a historical photo of Dr. Willis H. Carrier with the text 'Thank you, Dr. Willis H. Carrier, for making the world a cooler place!'.

Competitive Analysis - LinkedIn

Carrier

Facebook Followers: 2000 users

Average likes per post: 53 likes

Shares/ Repost: 31

Types of content with high engagement:

- Images
- Infographics
- Videos

Post formats:

- Single images receive the most likes

Strengths:

- Consistent presence in Social Media

Competitive Analysis - LinkedIn

Natural Cool

The screenshot shows the LinkedIn profile of Natural Cool Holdings Limited. The header includes the company name, tagline "Our Name, Our Brand", and location "Mechanical Or Industrial Engineering · SINGAPORE". It also displays "195 followers · 201-500 employees". Below this are buttons for "Follow" and "Message". The main content area shows a large group photo of the company. To the right, under "Pages people also viewed", are links to "The Commercial Services Unit by Natural Cool" (Construction, 128 followers), "Neo Group Limited" (Food and Beverage Services, 904 followers), and "Natural Cool Air" (Machinery Manufacturing, 157 followers). At the bottom, there's a section for "People also follow" and a post from the company with a link to a LinkedIn post.

The screenshot shows a LinkedIn post by Natural Cool Holdings Limited. The post is titled "Late post - glad to see we have moved up the corporate governance rankings from No 92 in 2022 to No 61 this year". It includes a table titled "SGTI 2023 - 14 pages" showing various metrics. The post has 1 comment and 2 reposts. Below the post, there's a photo of a group of people and a post by Benjamin Choy, 3rd Chairman, mentioning his election to the Board.

Competitive Analysis - LinkedIn

Natural Cool

Facebook Followers: 128 users

Average likes per post: 1

Shares/ Repost: 6

Types of content with high engagement:

- Images
- Infographics

Post formats:

- Single images receive the most likes

Strengths:

- Consistent presence in Social Media

facebook

Competitive Analysis - Facebook

GLH

Facebook Followers: 43 users

Likes: 38 likes

Average likes per post: 0

Types of content with high engagement:

- None

Engagement strategies:

- None

Post formats:

- None

Strengths:

- None



Competitive Analysis - Facebook

Carrier

Facebook Followers: 753 users

Likes: 703 likes

Average likes per post: 3-5

Types of content with high engagement:

- Images
- Videos
- Products

Engagement strategies:

- None

Post formats:

- Videos
- Infographics

Strengths:

- Consistent presence on Facebook



Competitive Analysis - Facebook

Natural Cool

Facebook Followers: 1000 users

Likes: 1000 likes

Average likes per post: 3-5

Types of content with high engagement:

- Images
- Videos
- Products

Engagement strategies:

- Encourages user-generated content

Post formats:

- Single images receive the most likes
- Videos and carousels generate more engagement

Strengths:

- periodical presence on Facebook
- Effective at engaging with their audience



Competitive Analysis - Facebook

Areas of improvements for GLH

Increase Engagement:

- Post regularly
- Use interactive content
- Feature user-generated content

Content Variety:

- Incorporate visuals
- Share educational posts
- Showcase behind-the-scenes

Targeted Advertising:

- Run ad campaigns
- Use remarketing tools

Community Building:

- Engage in Facebook groups
- Partner with other businesses

Analytics and Feedback:

- Monitor Facebook Insights
- Seek and respond to feedback



instagram

Competitive Analysis - Instagram

GLH – Not found in Instagram

Competitive Analysis - Instagram

Carrier

IG Followers: 53.3K users

Average likes per post: 50-200

Types of content with high engagement:

- Images
- Videos

Engagement strategies:

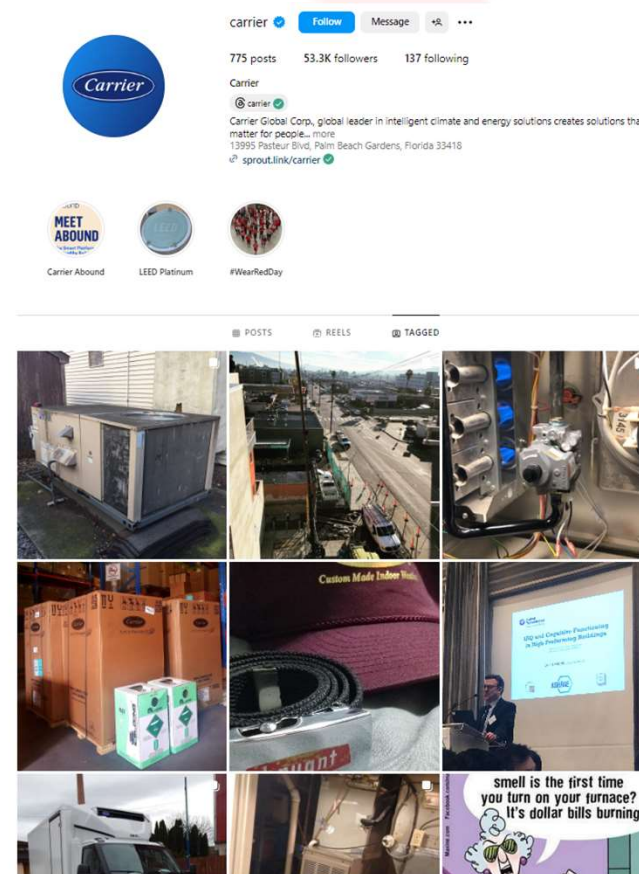
- Encourages user-generated content

Post formats:

- Single images receive the most likes
- Videos generate more comments

Strengths:

- Consistent presence on Instagram
- Effective at engaging with their audience



Competitive Analysis - Instagram

Natural Cool

IG Followers: 20 users

Average likes per post: 0

Types of content with high engagement

- None

Engagement strategies:

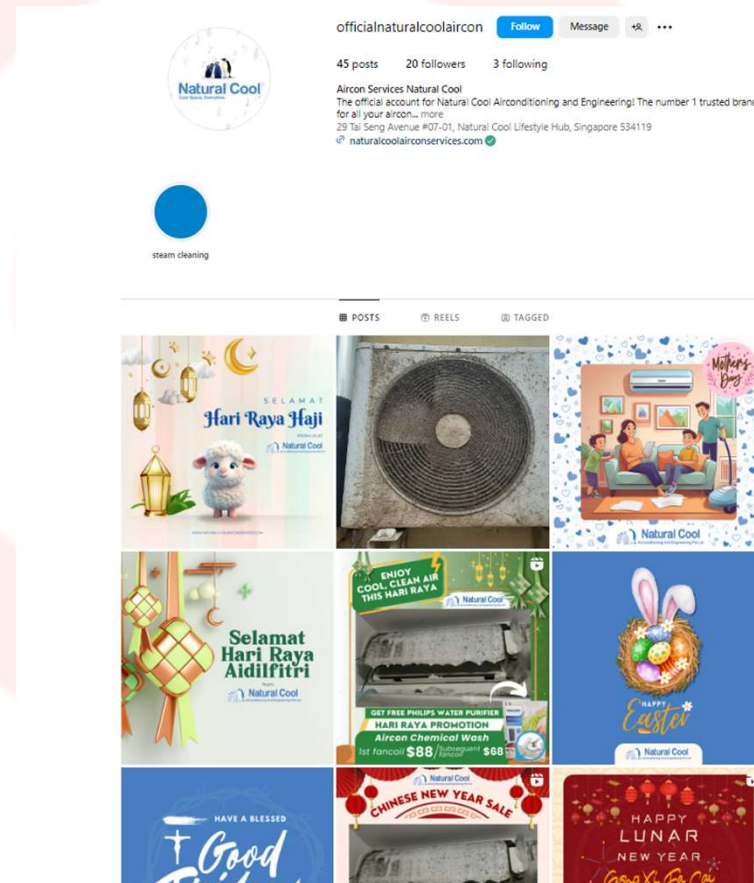
- None

Post formats:

- Images
- Videos

Strengths:

- Consistent presence on Instagram



Competitive Analysis - Instagram

Areas of improvements for GLH

To create a strong Instagram presence, increase brand awareness, and engage with potential clients and industry peers.

- Set up a Professional Account
- Post Engaging Visuals
- Use Hashtags and Geotags
- Post Consistently
- Engage with Users
- Run Targeted Ads
- Monitor Performance

Example Content Ideas:

- "Project Sneak Peek" series
- "Meet the Team" features
- "Industry Trends and Tips" posts



Competitive Analysis - Social Media Ads

Check Meta Ad Library of your company & competitors' to determine if they are running ads

<https://www.facebook.com/ads/library/>

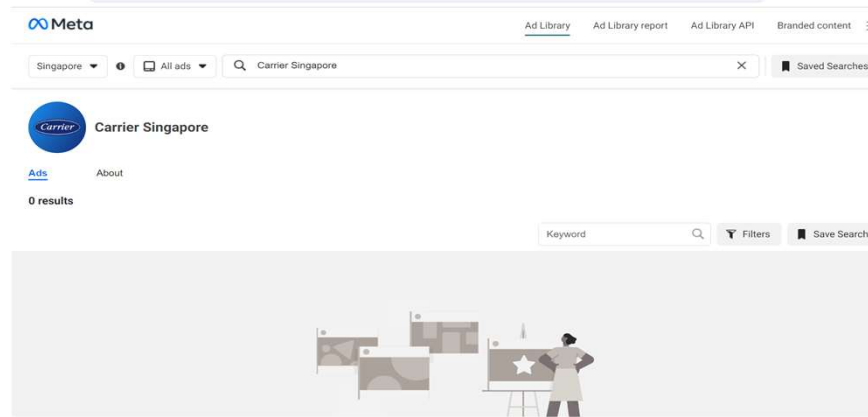
Alternatively look at the page's page transparency

Highlight ONLY key areas where each site has done particularly well & gaps which your company can leverage on as opportunity.

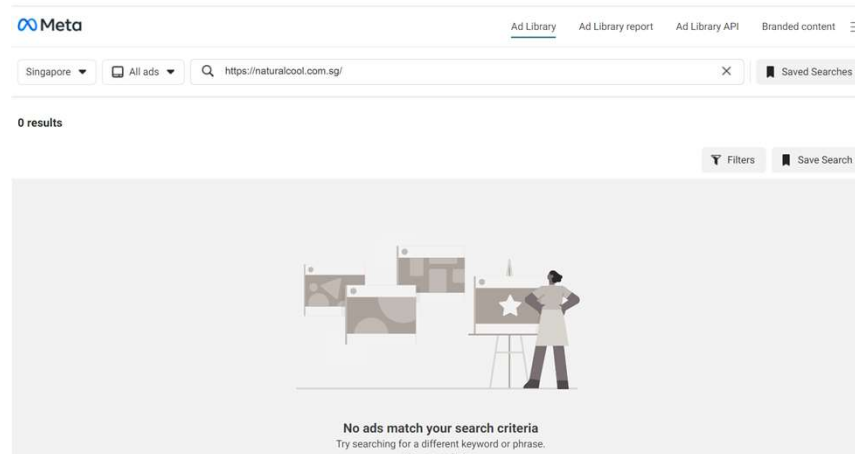
Consider both in areas of performance as well as content from the personas' perspective.

Competitive Analysis – Meta Ads

Carrier Singapore
Ad Result : None

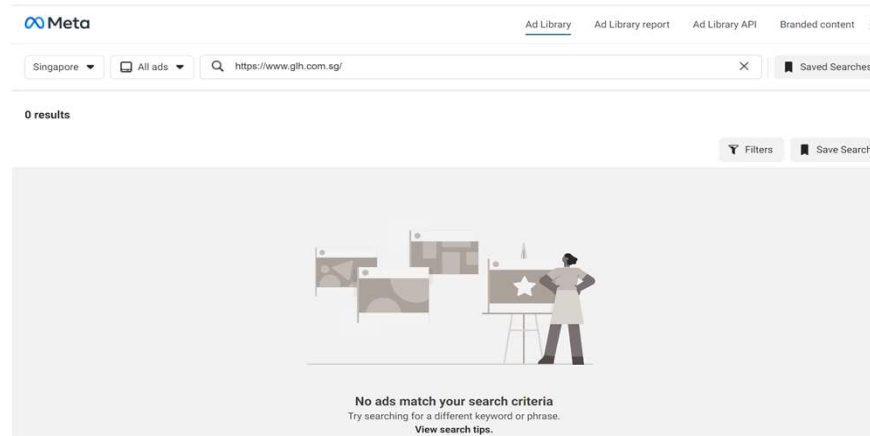


Natural Cool
Ad Result : None



Competitive Analysis – Meta Ads

GLH
Ad Result : None



Competitive Analysis - Search Engine Marketing

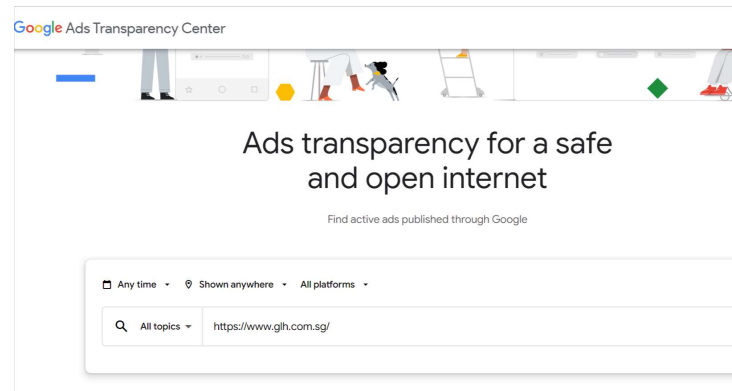
Use the digital marketing tools to assess your company & competitors' search ads performance such as Semrush & Google Ad Transparency here

<https://adstransparency.google.com/?region=SG>

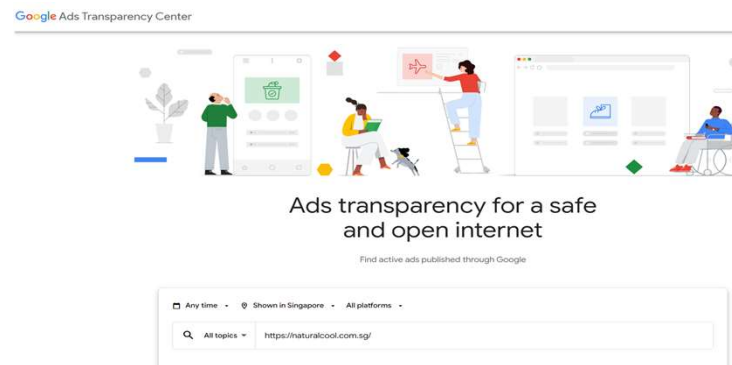
Highlight ONLY key areas where each site has done particularly well & gaps which your company can leverage on as opportunity.

Consider both in areas of performance as well as content from the personas' perspective.

Competitive Analysis - Search Engine Marketing

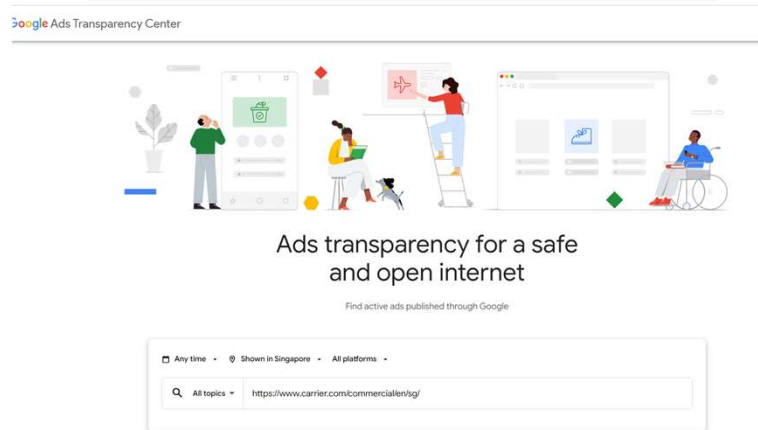


GLH
SEM Result : None



Natural Cool
SEM Result : None

Competitive Analysis - Search Engine Marketing



**Carrier Singapore
SEM Result : None**

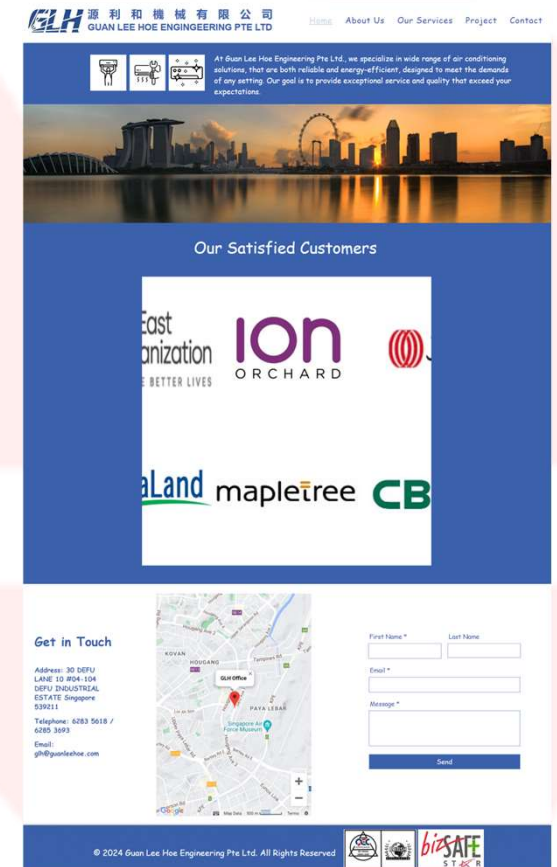
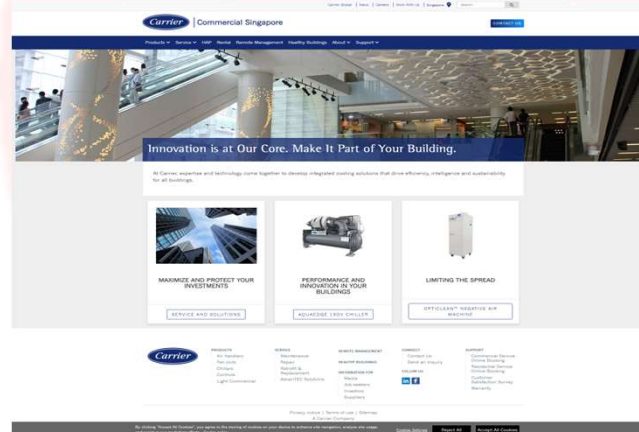
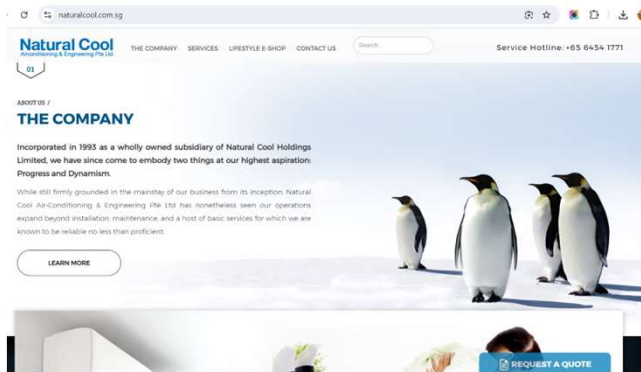
Competitive Analysis – Email Marketing

Category	Key Areas	Guan Lee Hoe	Carrier	Natural Cool
Marketing Tools	Use of Analytics	None	None	None
	Email Marketing Integration	None	None	None
Customer Engagement	Reviews and Testimonials	None	None	None
	Interactive Elements	None	None	None

Competitive Analysis – Email Marketing

No available email marketing features on

- GLH
- Carrier
- Natural Cool



Marketing Prioritization

You will realise by now you could market on all channels and various activities, use this matrix to help you decide which is worth doing now, later or not at all

High Impact	<i>Costly to execute but potentially high impact, medium priority</i>	<i>Easy to execute and high impact, must be done, Top priority</i>
	<ul style="list-style-type: none"> • Pay-Per-Click (PPC) • Social Media Marketing • Website Optimization 	<ul style="list-style-type: none"> • SEO • Content Marketing in social medias
Low Impact	<i>Costly to execute with low returns, do not execute</i>	<i>Easy to execute but not much impact on marketing results, low priority</i>
	<ul style="list-style-type: none"> • Traditional Ads medium 	<ul style="list-style-type: none"> • Local SEO • Email Marketing
	High Cost to Execute	Low Cost to Execute

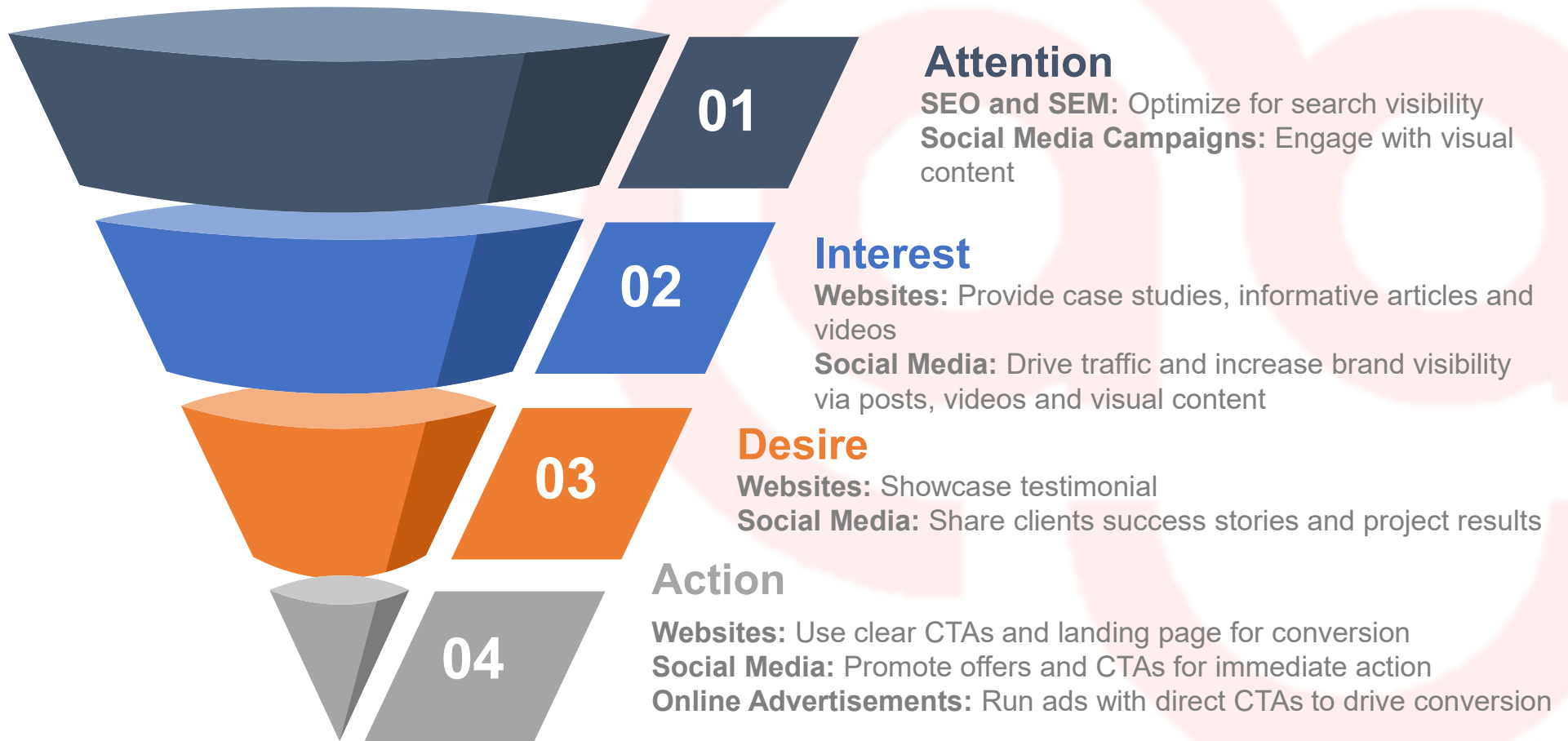
Customer Journey (Content)

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten titles)
<i>Awareness</i>	SMM SMM Ads SEO SEM	<p>"Unlock Energy Savings with These 5 Office Space Efficiency Tips"</p> <p>"Transform Your Workplace Comfort and Reduce Energy Costs with the HVAC Solutions"</p> <p>"The Ultimate Guide to Choosing an Energy-Efficient HVAC System for Your Business"</p> <p>"Maximize Energy Efficiency and Workplace Comfort with Our Customized ACMV Solutions - Get a Free Quote Today!"</p>
<i>Consideration</i>	<p>Website</p> <p>Email</p> <p>Remarketing</p>	<p>Homepage: "Reliable HVAC Solutions for Your Business: GLH Engineering"</p> <p>About Us: "Meet the Experts Behind Your Energy-Efficient HVAC Systems"</p> <p>Services: "Customized ACMV Solutions for Optimal Comfort and Efficiency"</p> <p>Subject: "Transform Your Workplace with GLH's Expert HVAC Solutions"</p> <p>Body: "Dear Business Owner, Discover the benefits of improved energy efficiency and workplace comfort with our customized ACMV systems. Request a free consultation today!"</p> <p>Ad Description: "Experience reliable, energy-efficient solutions tailored to your business needs. Contact us today for a customized quote."</p>

Customer Journey (Content)

Customer Lifecycle Stage	Digital Marketing Channels	Content Ideas (Copywritten titles)
<i>Decision</i>	Online Purchase Phone Call WhatsApp	"Transform Your Business Today: Secure Your Energy-Efficient HVAC Solution Now" "Customized Solutions Await: Call Now and Discover the Ideal ACMV System for Your Business" "Chat with the Experts: Explore ACMV Solutions via WhatsApp"

Marketing Funnel



SMART Goals

Come up with smart goals, 1 per marketing channel define whether it is awareness, consideration or decision of the customer lifecycle

Channel	Metric	KPI	Duration	Notes (if any)
<i>Landing Page</i>	<i>Website Visitors</i>	+25%	<i>in 3 months time</i>	Optimize landing pages with clear CTAs and persuasive content to drive actions like bookings or inquiries.
<i>Website</i>	<i>Session Duration</i>	+35%	<i>in 3 months time</i>	Enhance user experience by improving content quality and website navigation.
Social Media	Follower Count	+25%	In 6 months time	Use engaging content and campaigns on LinkedIn, Facebook, and Instagram to boost brand visibility.
Content Marketing	Website Traffic	+30%	In 6 months time	Develop a content calendar targeting topics that resonate with SME owners.

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Channel	Metric	KPI	Duration	Notes (if any)
SEO	Organic Search Traffic	+20%	In 6 months time	Optimize website content with targeted keywords to enhance visibility on search engines.
Free Consultations	Consultation Bookings	+40%	In 3 months time	Use clear calls-to-action across digital channels to encourage sign-ups.