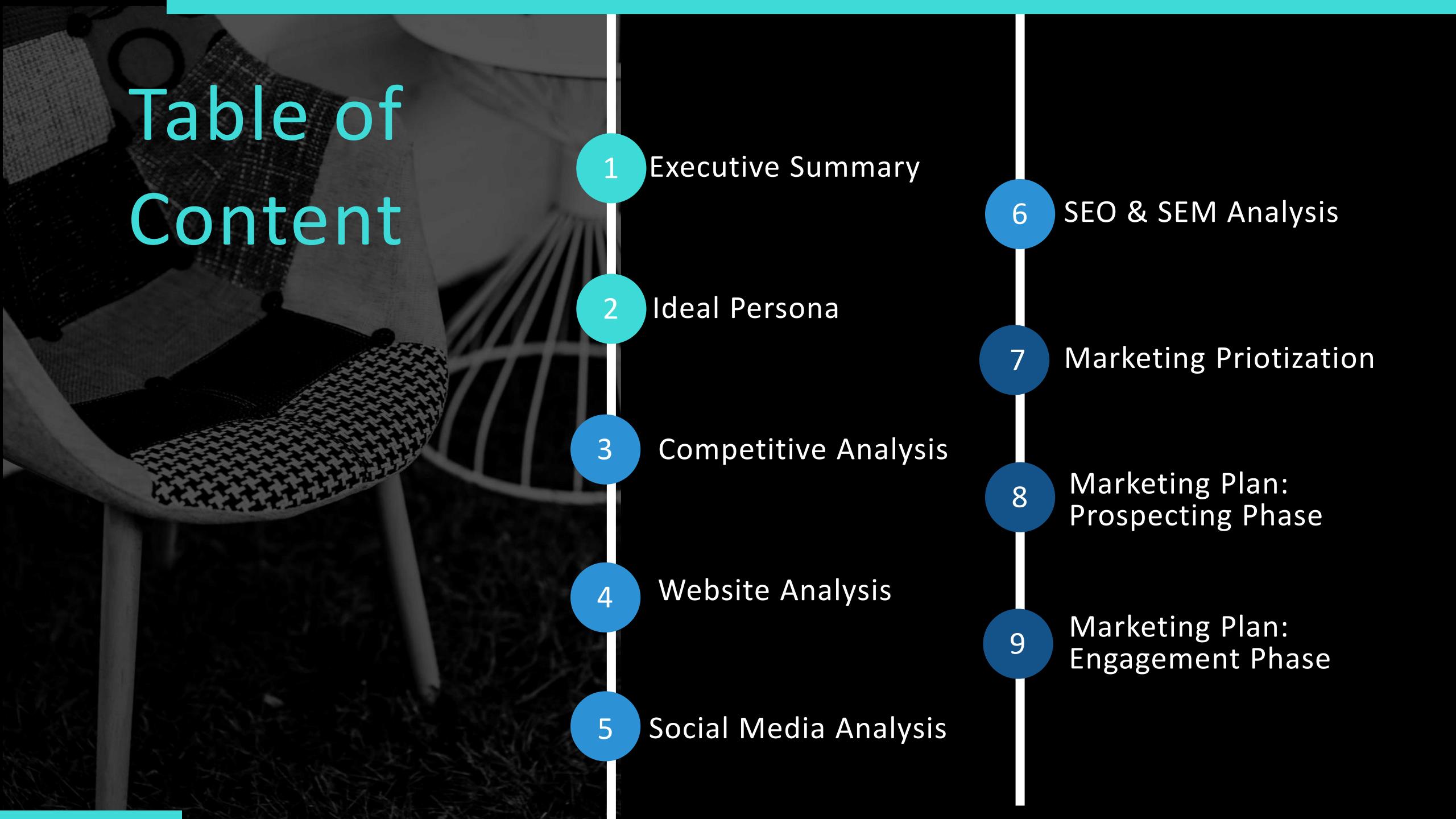


Marketing Plan

THE NORBAIDINS CONSULTANCY PTE LTD

Presented By: Muhammad Rizwan Bin Abdul Rahman
854J

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 - 8 Marketing Plan:
Prospecting Phase
 - 9 Marketing Plan:
Engagement Phase

Executive Summary

Overview of Marketing Plan for TNC

Business Objective: To increase enrolments of learners especially from the **untapped & underserved segments** amongst Singaporean Life Long Learners.

Target Market: Young Singaporeans aged between 21 to 39 years old who are thirsty, hungry and possess the quintessential desire to succeed in the **Singapore Dream** (Quoted from the DPM Lawrence Wong (CNA, Oct 27, 2023)

Market Need: Certificates with credibility, with real skills acquired for **Job Placement Opportunities**. Start to End Support, especially in guiding Singaporeans throughout the learning journey.

Product Overview: Skills Career Transition Programme in InfoComm Technology (Sales & Marketing) ranging from Advanced Certificate to Diploma to a Specialist Diploma with Job Placement.

Market Strategy: Intriguing yet Humorous Video Ads to intrigue and captivate attention and convert to sales.

Demographic:

Current Occupation: Technician, OSIM Singapore

Education Level: Degree in Islamic Studies, Al Azhar University (Cairo, Egypt)

Current Residence: Singapore

Income: \$1,400 (Basic) - \$2,000 (With OT)

Special Notes:

- Despite being a degree holder, the **cert is not recognized** in Singapore.
- Employment in the Islamic institutions (Mosque & Other Organisations) **extremely competitive with limited job opportunities available.**
- Employment in Private Islamic Companies is not feasible (**Low Pay Scale & Long Hours**)



Aizat Khalis, 26

A beaming Aizat with his recently married wife of 2 years, Ms Aishah, welcoming his first born son, Rayyan, in his newly acquired BTO 3 room HDB flat.

Psychographic:

| Pain Points | Motivations |
|---|--|
| <p>1. Resentment: Unable to gain good salary scale jobs and forced to accept a technician job.</p> <p>2. Weary: Requires to do OTs to bring back a higher pay, less time for wife & family.</p> <p>3. Disillusioned: Unable to develop his business plans due to his long hours at work.</p> | <p>1. Finance: Unexpected higher monthly expenses (Arrival of newborn & new house expenses)</p> <p>2. Envy: Friends doing well in marketing their services in Social Media, Aizat wants to emulate the same results if not better.</p> <p>3. Wife Support: Aishah's encouragement for Aizat to upgrade himself and explore other job opportunities despite his limitations.</p> |
| Challenges | Core Values & Beliefs |
| <p>1. Family Time: Reschedule work days to attend class which affects time with Aisyah & Rayyan.</p> <p>2. Credibility: Needs assurance in TNC's Service Delivery – courses that can get job placements with good salary scale.</p> | <p>1. Family Harmony: Aizat values close family ties.</p> <p>2. Religious Beliefs: Aizat's staunch faith that what happens is due to God's wills and if any opportunity presents itself, it is as if God is answering his prayers for a better future.</p> |

Service Needs & Preferences

| | |
|------------------------------|---|
| Online Behaviour | <ol style="list-style-type: none">Instagram: Search for good content & products and connecting with family & friends.Tik Tok: For Entertainment and good content.Content Consumption: Aizat enjoys watching comedic & viral content videos and listening to Spotify podcast channels to pass his time while at work or in between travelling to customer residences. |
| Communication Channel | <ol style="list-style-type: none">Telegram: Communication with family members and joining groups that shares similar interests with him.WhatsApp: Mainstream use for communication with his colleagues. |
| Service Expectations | <ol style="list-style-type: none">Certification and Recognition: The course should offer a recognized certification that could enhance career prospects and salary scale.Guidance: Hand Held Support throughout his learning journey. |
| Price Sensitivity | <ol style="list-style-type: none">Must be subsidized to reduce any cash outlays.Instalment Payment Modes: If cash outlays is required, must include options that offer instalment payment so as not to add too much expenses to his monthly commitments. |

Decision Making Process

Information Sources

- 1. Social Media:** Connecting with friends and family, joining groups, and all related to relatable personal development such as parenting tips, personal development, and influencers.
- 2. News Apps:** Google News - Personalized news content generated based on Aizat's interest that provide constant updates.
- 3. Search Engine:** Mainstream use of Google for anything that is related to his interest.

Influencers

- 1. Family and Friends:** Personal Recommendations - especially those who might have similar experiences.
- 2. Podcast Channel:** Okay Lets Go/The Common Folks/Kau Apehal and others – The current trend of most Malay Adults is to listen to short audio podcast (Some with Video Recording in YouTube) instead of mainstream radio or TV Channels as the content created covers topics that are relatable and entertaining.

Decision Making Process

| | |
|-------------------|--|
| Barriers to entry | <ol style="list-style-type: none">1. Time Constraints: Family Responsibilities: Caring for a new born requires significant time and energy. Work Schedule: Irregular and/or long working hours.2. Energy Level: Balancing Multiple Roles is exhausting, leaving little energy for other pursuits.3. Opportunity Cost: Lost Income - Time spent on studying might potentially impact his earnings. |
| Decision Triggers | <ol style="list-style-type: none">1. White Glove Support: The holistic support of TNC impresses Aizat as he have a shoulder to rely on should he face any potential pitfalls in his journey and that it feels as if he has a companion who can light up his way forward – a personal friend that no schools can offer.2. Muslim Friendly |

Target Market Analysis

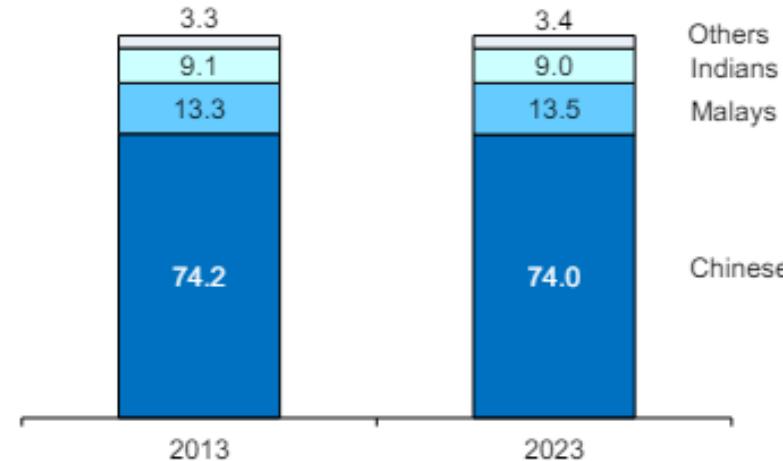
Detailed Research on Target Market



Analytics – Singaporean Malays

Chart 1.4 Ethnic Composition of Resident Population

Per Cent



Household Reference Persons
Aged Below 35 Years

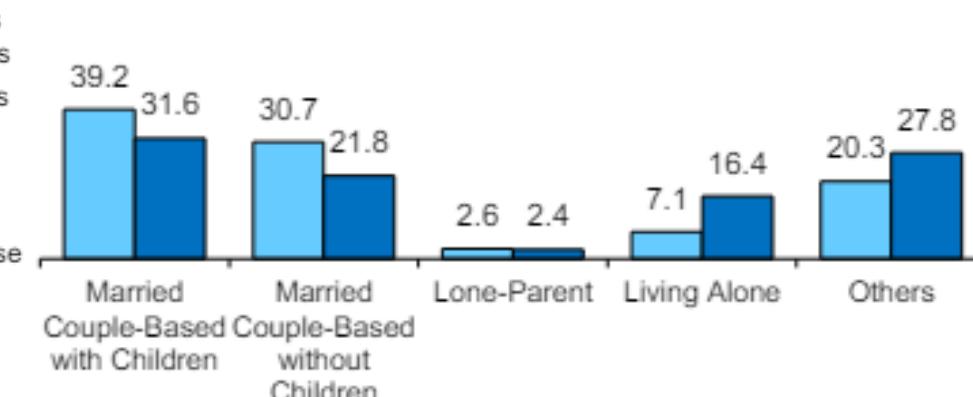
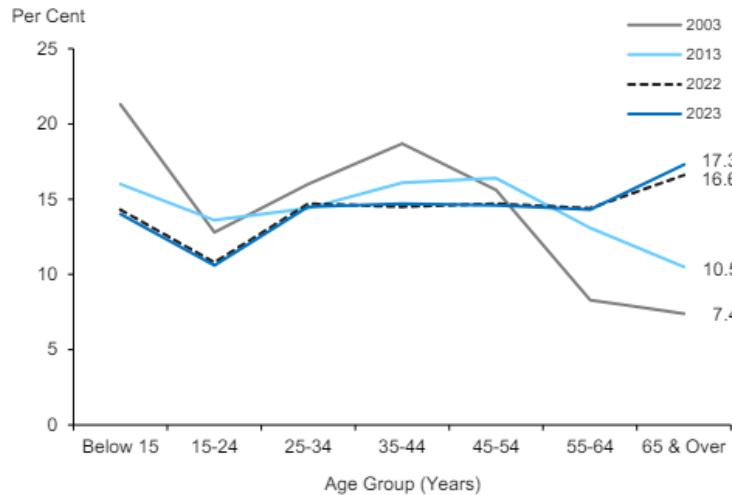
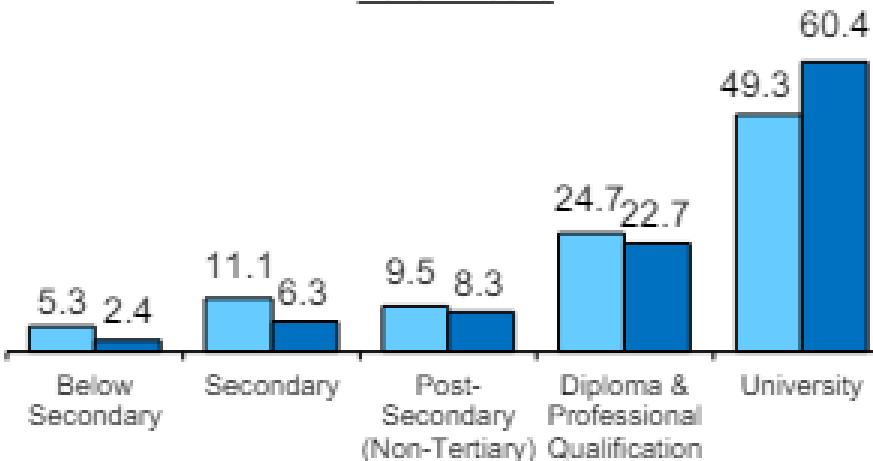


Chart 1.1 Age Distribution of Resident Population



25-34 Years



- An estimated of almost **13.5% of Singaporean are Malays (811,040)**
- **34.6% of Singaporean Malay aged between 21 – 39 (280,620)**
- **31.6% of the target market is married with kids (88,563)**
- **17% of the target market have no Diploma and/or Professional Qualification (15,056)**

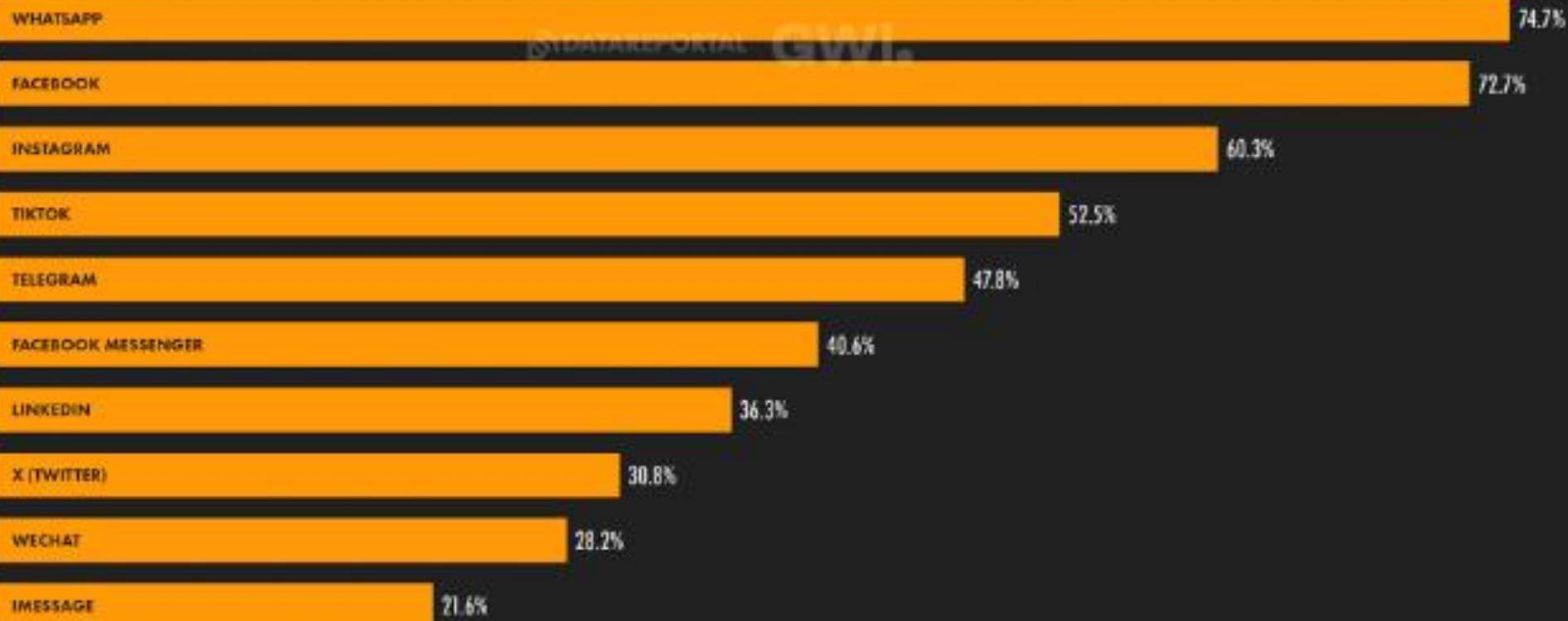
Analytics - Social Media Platforms

JAN
2024

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YouTube is not offered as an answer option for this question, thus it will not appear in this ranking.



SINGAPORE

Average Use of Social Media Platform(s)*

- Telegram: 4.6 hrs
- Instagram: 10.5 hrs
- Facebook: 16.2 hrs
- WhatsApp: 16 hrs
- Tik Tok: 33.5 hrs
- YouTube: 27.5 Hrs

*Average Use is based on a Per Month Basis.



Competitive Analysis

Competitive Analysis of TNC & Competitors

Market Gap Analysis

Breakdown of Marketing Platforms Utilized By TNC & Competitors

| Entity | TNC | Career Learning Hub | PACE@NTU | Bells | First Com Academy | PSB Academy | Vertical Institute | Rise by BCG | MDIS |
|------------------|--|--------------------------------|---|------------------------------|------------------------------|-------------------------------|------------------------------|-----------------------------|------------------------------|
| Website | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| FB | 333 followers 302 likes | 3.4K followers 3k likes | 9.3K followers | 393 followers 257 likes | 5.4k Followers | 123K followers 121K likes | 2.2K followers 1.8k Likes | 557 followers 363 likes | 223K followers 225k likes |
| Email | No | No | No | Yes | Yes | Yes | Yes | Yes | Yes |
| Instagram | 57 posts 438 followers 10 - 15 Posts | 4,148 Followers 24 Posts | 1,102 followers 530 posts 2 – 3 likes | 491 posts 7626 followers | 2,388 Followers 702 Posts | 10K followers 2096 posts | 3.9K followers 346 posts | 2076 followers 255 posts | 8083 Followers 2026 POST |
| Tik Tok | No | 5,100 Followers 38.7K Likes | No | 1318 followers 8051 likes | 3,045 Followers | 7759 followers 97.5K Likes | 17K followers | No | No |

Website Performance

Website Performance Analysis of TNC & Competitors



Website Performance Diagnosis & Analysis

Analysis of Vertical Institute's Website

Performance



14/30

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

Improve your website performance with a free 15-minute lesson [Get Started](#)

| | | |
|--|---|--|
| PAGE SIZE | PAGE REQUESTS | PAGE SPEED |
| 1.2MB So fast! So light! | 61 Serious room for improvement. | 7.6SEC We need to talk. |
| The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB. | The more HTTP requests your website makes, the slower it becomes. Try reducing the number of files your site loads. | Best-in-class webpages should become interactive within 5.5 seconds. Any slower and visitors will abandon your site, reducing conversions and sales. |
| BROWSER CACHING | MINIMAL PAGE REDIRECTS | IMAGE SIZE |
| Wowee. Your web caching is world class. | Straight to the point. | Out of place. |
| Browser caching speeds up your website by storing frequently used content in local memory. | Multiple redirects can make your site load slower. Aim for no more than one redirect. | Images can take a long time to load. Use responsive images or SVGs to optimize your images for different screen sizes. |
| MINIFIED JAVASCRIPT | MINIFIED CSS | |
| Have you been working out? When your JavaScript is properly compressed, it makes your website run much faster. | Short and sweet. When your CSS is properly compressed, it makes your website run much faster. | |

SEO



30/30

Optimizing your website content for search helps you drive organic traffic to your website. You can do this by providing a great experience for people and web crawlers alike.

Improve Your SEO Ranking with a free 15-minute Lesson [Get Started](#)

| | | | | | | |
|---|--|---|---|--|--|---|
| PERMISSION TO INDEX | META DESCRIPTION | CONTENT PLUGINS | DESCRITIVE LINK TEXT | LEGIBLE FONT SIZE | TAP TARGETS | RESPONSIVE |
| PASS Granted. | PASS Look at you go! | PASS *Clap, clap, clap* Good job! | PASS Your links make sense. | PASS Easy on the eyes. | PASS Clicking is so easy! | PASS Fantastic! You're ready to face the future. |
| In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter. | Meta descriptions tell people what your page is about in search results. | Search engines can't always understand content that relies on browser plugins, such as Flash. | Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it. | Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px. | Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together. | Responsive design gives you a bump in search rankings for searches on mobile devices. |

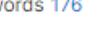
Mobile



30/30

mobile devices is growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.

Improve Your Mobile Performance with a free 15-minute Lesson [Get Started](#)

| | | | |
|---|--|--|-----------------------|
| Authority Score | Organic Search Traffic | Paid Search Traffic | Backlinks |
|  25 | 3.5K View details | 4.1K | 4.5K |
| Semrush Domain Rank 13.8K ↑ | Keywords 819  | Keywords 176  | Referring Domains 597 |

Capstone Project (TNC) - Muhammad Rizwan Bin Abdul Rahman 854J

Website Performance Diagnosis & Analysis

Analysis of Career Learning Hub's Website



13/30

Performance

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

Improve your website performance with a free 15-minute lesson [↗](#)

| | | |
|---|---|--|
| PAGE SIZE | PAGE REQUESTS | PAGE SPEED |
| 2.4 MB So fast! So light! | 53 Serious room for improvement. | 11.6 SEC We need to talk. |
| The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB. | More HTTP requests from your website makes the slower it becomes. Try reducing the number of files your site loads. | Best-in-class websites should become interactive within 5.5 seconds. Any slower and visitors will abandon your site, reducing conversions and sales. |
| BROWSER CACHING | MINIMAL PAGE REDIRECTS | IMAGE SIZE |
| PASS Wowee. Your web caching is world class. Browser caching speeds up your website by storing frequently used content in local memory. | PASS Straight to the point. Multiple redirects can make your site load slower. Aim for no more than one redirect. | PASS Out of place. Images can take a long time to load. Use responsive images or SVGs to optimize your images for different screen sizes. |
| MINIFIED JAVASCRIPT | MINIFIED CSS | |
| FAIL Hmmm. We can shorten that. When your JavaScript is properly compressed, it makes your website run much faster. | PASS Short and sweet. When your CSS is properly compressed, it makes your website run much faster. | |



25/30

SEO

Optimizing your website content for search helps you drive organic traffic to your website. You can do this by providing a great experience for people and web crawlers alike.

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| | | | | | | |
|---|---|--|--|--|--|--------------------|
| PERMISSION TO INDEX | META DESCRIPTION | CONTENT PLUGINS | DESCRITIVE LINK TEXT | LEGIBLE FONT SIZE | TAP TARGETS | RESPONSIVE |
| PASS Granted. | FAIL Missing it. | PASS *Clap, clap, clap* Good job! Meta descriptions tell people what your page is about in search results. | PASS Your links make sense. | PASS Easy on the eyes. | PASS Clicking is so easy! | PASS Fantastic! |
| In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes matter. | Search engines can't always understand content that relies on browser plugins, such as Flash. | Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it. | Visitors may have difficulty reading small text, especially on mobile devices. We recommend at least 12px. | Mobile-friendly pages perform better in search results. Make sure interactive elements like buttons and links are not too small or too close together. | You're ready to face the future. Responsive design gives you a bump in search rankings for searches on mobile devices. | |



30/30

Mobile

Mobile devices are growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.

Improve Your Mobile Performance with a free 15-minute Lesson [↗](#)

| | | | |
|---|--|------------------------|---------------------------------|
| Authority Score | Organic Search Traffic | Paid Search Traffic | Backlinks |
| 9 Semrush Domain Rank 64.4K ↴ | The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign. | 0 Keywords 0 | 1 Referring Domains 1 |
| Go to Position Tracking | | | |

Capstone Project (TNC) - Muhammad Rizwan Bin Abdul Rahman 854J

Website Performance Diagnosis & Analysis

Analysis of TNC's Website



12/30

Performance

Optimizing your website's performance is crucial to increasing traffic, improving conversion rates, generating more leads, and increasing revenue.

Improve your website performance with a [free 15-minute lesson](#).

| | | |
|---|---|--|
| PAGE SIZE | PAGE REQUESTS | PAGE SPEED |
| 1.4 MB | 113 | 9.5 SEC |
| So fast! So light! | Now that's a lot of requests. | We need to talk. |
| The heavier the site page, the slower the load. For optimal performance, try to keep page size below 3MB. | The more HTTP requests your website makes, the slower it becomes. Any slower and visitors will abandon your site, reducing conversions and sales. | Best-in-class webpages should become interactive within 5.5 seconds. Any slower and visitors will abandon your site, reducing conversions and sales. |
| BROWSER CACHING | MINIMAL PAGE REDIRECTS | IMAGE SIZE |
| PASS | PASS | FAIL |
| Wowee. Your web caching is world class. | Straight to the point. | Out of place. |
| Browser caching speeds up your website by storing frequently used content in local memory. | Multiple redirects can make your site load slower. Aim for no more than one redirect. | Images can take a long time to load. Use responsive images or SVGs to optimize your images for different screen sizes. |
| MINIFIED JAVASCRIPT | MINIFIED CSS | |
| PASS | PASS | |
| Have you been working out? | Short and sweet. | |
| When your JavaScript is properly compressed, it makes your website run much faster. | When your CSS is properly compressed, it makes your website run much faster. | |



25/30

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| | | | |
|---|---|---|---|
| PERMISSION TO INDEX | META DESCRIPTION | CONTENT PLUGINS | DESCRIPTIVE LINK TEXT |
| PASS | FAIL | PASS | PASS |
| Granted. | Missing it. | *Clap, clap, clap* Good job! | Your links make sense. |
| In order for a page to appear in search results, search engines must have permission to store it in their index. If they can't store it, no other changes | Meta descriptions tell people what your page is about in search results. | Search engines can't always understand content that relies on browser plugins, such as Flash. | Descriptive link text helps visitors know what they'll see if they click the link. "Click here" doesn't cut it. |
| TAP TARGETS | RESPONSIVE | | |
| PASS | FAIL | | |
| Accessible font size | Where do I click? | | |
| Easy on the eyes. | Mobile-friendly pages perform better in search results. Make sure interactive elements like | | |
| Tap targets are large enough for users to easily tap on them. | Where do I click? | | |
| Mobile-friendly pages perform better in search results. Make sure interactive elements like | Do try to keep up. | | |



10/30

Mobile

Mobile usage is growing fast. Optimize your website for mobile or you'll miss out on valuable traffic, leads, and revenue.

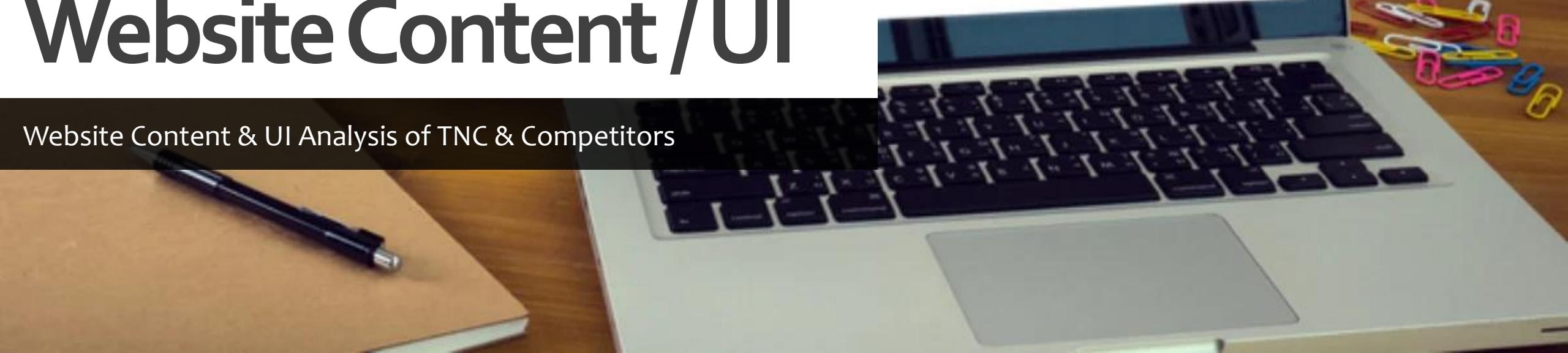
Improve Your Mobile Performance with a [free 15-minute Lesson](#).

| | | | |
|------------------------------|------------------------|-------------------------|---------------------|
| Authority Score | Organic Search Traffic | Paid Search Traffic | Backlinks |
| 7 | 5 View details | 19 | 19 |
| Semrush Domain Rank 628.6K ↓ | Keywords 36 | Go to Position Tracking | Referring Domains 7 |



Website Content / UI

Website Content & UI Analysis of TNC & Competitors



Website Content & UI Analysis

Analysis of the Website Content & User Interface of Vertical Institute

The image shows two screenshots of the Vertical Institute website. The left screenshot is the homepage, featuring a large banner with the text 'Future-proof your career today' and a rocket icon. It includes a 'Browse Courses' button and a 'Contact Us' button. The right screenshot is a detailed course page for 'Vertical Institute's Tech Bootcamps', highlighting government-accredited bootcamps in data analytics, cybersecurity, UX design, digital marketing, and more. It lists course details like '21 hours', '7 lessons, 3 hours each', 'Online Zoom Lessons', and 'Flexible Schedules'. Below this are four course cards: Data Analytics, Cybersecurity, UX Design, and Data Science, each with a 'Live Chat' button.

Content Analysis:

- **Strong Compelling Headlines**
- **Captivating Teaser** that creates high urgency impact.
- **Diverse testimonials** with special Feature in CNA with Singapore PM.
- **Clear products category** with impactful titles (Tech Bootcamp).
- **Uses Quiz** to gain visitor insights
- Uses WhatsApp for Live Chat

UI Analysis:

- Landing Page Style with a **compelling story board** that continues to hype visitors.

Website Content & UI Analysis

Analysis of the Website Content & User Interface of Career Learning Hub

The screenshot shows a landing page with a yellow circular logo at the top left. Below it is a text block: "For Singaporeans Aged 21 - 30 Who Are Looking To Fast Track a High Paying Career In 2023". The main headline is "DISCOVER HOW OTHERS ARE GETTING AN ACCREDITED DIPLOMA FOR IN-DEMAND SKILLS IN SINGAPORE IN JUST 3 WEEKS". Below this, a subtext states "...And went on to apply for high-paying jobs of \$3,000 - \$6,000+". An illustration of a student in a graduation cap holding a certificate and diploma is shown. At the bottom is a yellow button with the text "FAST-TRACK YOUR CAREER NOW".

The screenshot shows a blue-themed page for Pearson. It features the Pearson logo (a white 'P' inside a circle) and the text "Backed By The World's Leading Learning Platform". Below this is a paragraph: "Not only is our Diploma accredited, subsidised by Singapore's government, and Skills Future Singapore... We're also backed by the World's leading learning platform, Pearson Education, a British education company that's been serving the World since the year 1844." At the bottom is a blue button with the text "WHAT PAST STUDENTS ARE SAYING...".

Content Analysis:

- **Uses Compelling Headlines in Large Fonts**
- **Enhances credibility by highlighting International Accreditation for its courses – Pearson (UK).**
- **Uses salary scale as bait.**
- **Uses Keywords such as Career in their CTA.**

UI Analysis:

- Looks unprofessional in using animated photos.

Website Content & UI Analysis

Analysis of the Website Content & User Interface of TNC



STEP AHEAD PROGRAM!

Are you...
looking for a stable career?
seeking advice on your career progression?
looking to upgrade your education?
LET US ASSIST YOU!

6 STEPS TO IMPROVE YOUR CAREER

01 1 ON 1 CONSULTATION, 02 PLAN A PROGRAM, 03 EXECUTE THE PROGRAM, 04 RE-EVALUATE THE PROGRAM, 05 WORKSHOP & JOB MATCHING, 06 FOLLOW UP

The Norbaidins Consultancy

We Deliver Passionate Leaders

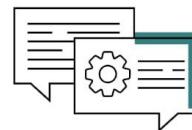
ENROLL NOW

Why Enroll in Our Programs?



Fast Track
Learning

Classroom / Home - Based
Learning Available



Expert
Advice

Consultants with 20 years'
of experience at your



Content Analysis:

- Unclear about what products are sold
- Uses pictures with unclear message.
- No Compelling Headlines
- No Story Board
- No creation of urgency to sign up for the courses, more like sharing information, not selling.
- Call to Action (CTAs) button is unclear

UI Analysis:

- Fresh outlook with good professional colour theme.
- Easy to navigate between pages

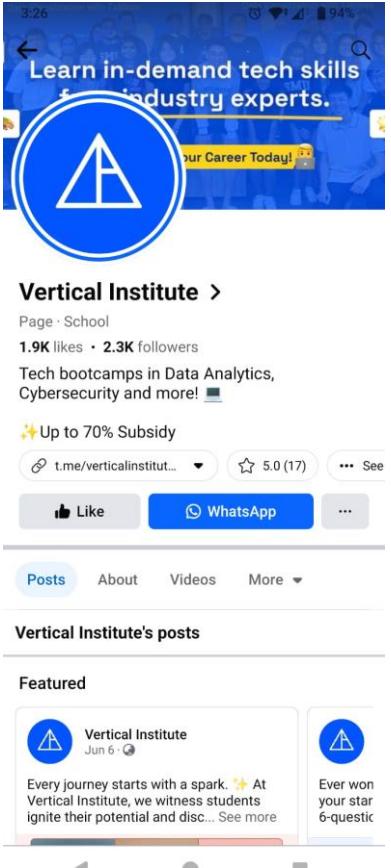


Social Media Analysis

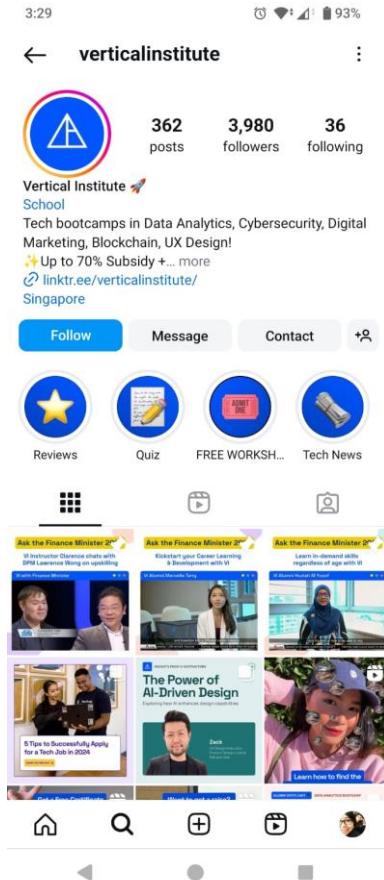
Social Media Platforms Analysis of TNC & Competitors

Social Media Analysis

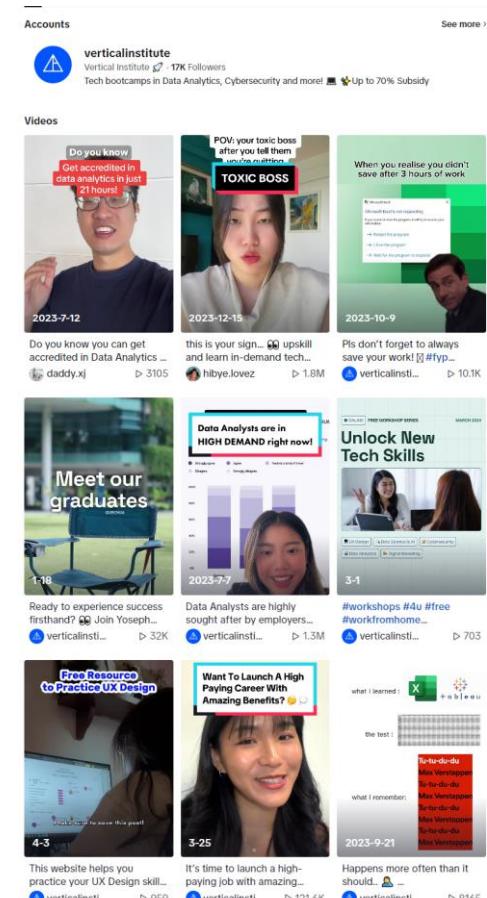
Analysis of the Social Media Content of Vertical Institute



2.2K Followers, 1.3K Likes, Avg. 1-2 Posts per day with 2 – 3 likes



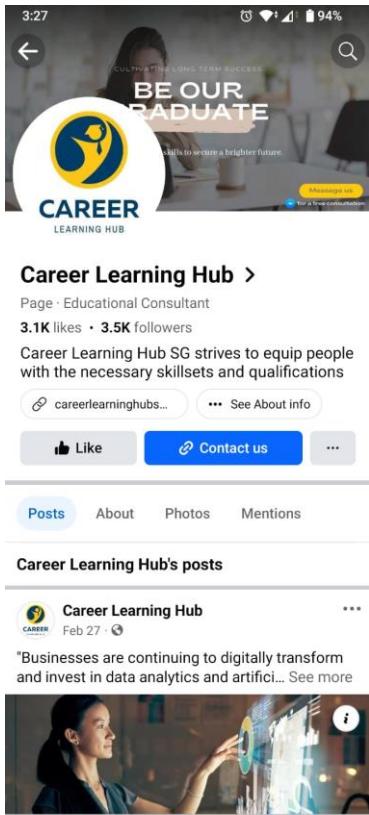
4K Followers, Avg. 1-2 Posts per day with 4 likes



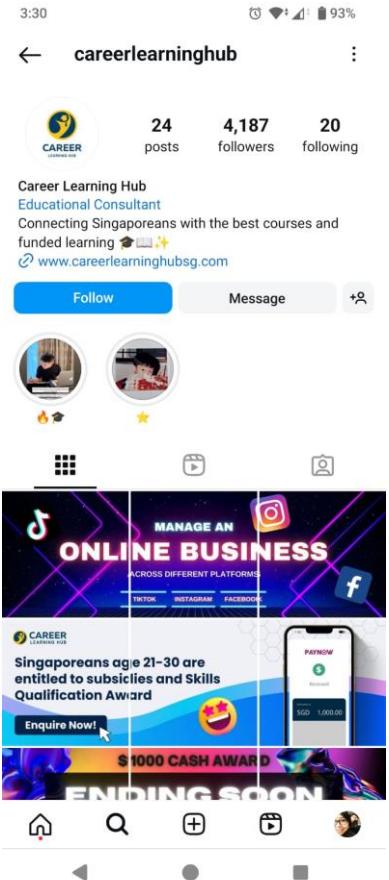
17K Followers, Avg. 1-2 Posts per day with 50 - 100 likes

Social Media Analysis

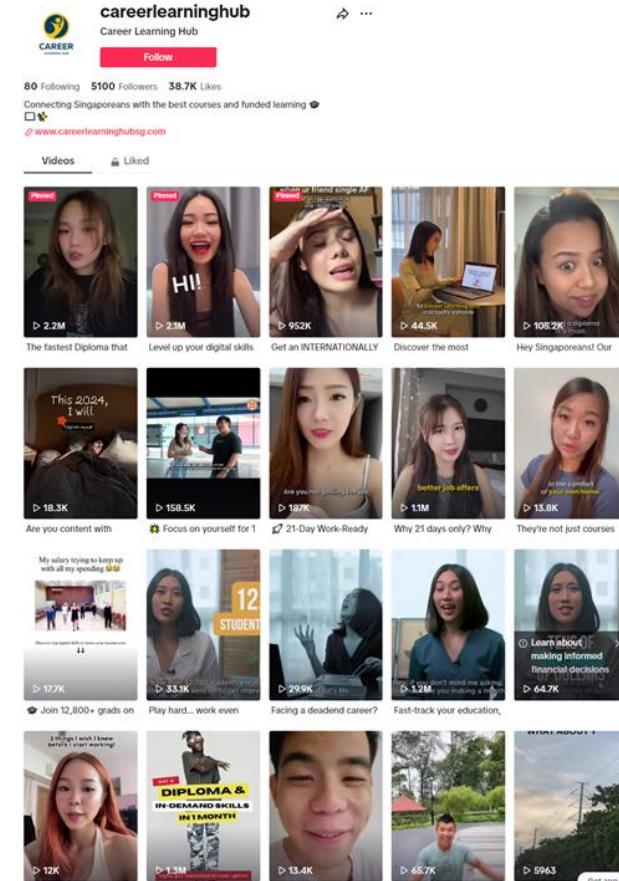
Analysis of the Social Media Content of Career Learning Hub



3.4K Followers, 3K Likes, Avg. 1 -2 Posts per year with 10 -15 likes



4K Followers, Avg. 1 -2 Posts per year with 500 - 1000 likes



5.1 K Followers, Avg. 1 -2 Posts per month with 30K – 100K likes

Social Media Analysis

Analysis of the Social Media Content of TNC



The Norbaidins Consultancy >

Page · Education

309 likes · 340 followers



We are an renowned and authorised marketing firm of Singapore Chinese Chamber, Carrie Academy Intern



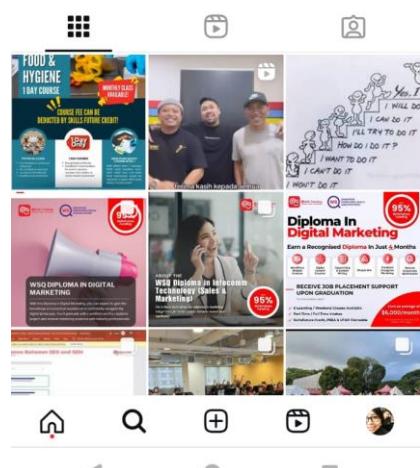
Posts About Videos More ▾

The Norbaidins Consultancy's posts

Featured



333 Followers, 338 Likes, Avg. 1-2 Posts per month with 2 – 3 likes



465 Followers, Avg. 1-2 Posts per month with 6 – 7 likes

Coming Soon!

**Fresh Ideas Coming
On Board**



Social Media Ads Analysis

Social Media Ads Analysis of TNC & Competitors

Social Media Ads Analysis

Analysis of the Social Media Ads of Career Learning Hub

 **Career Learning Hub**
Sponsored

 **For SINGAPOREANS 40 and above Only!** Attend up to \$10,000 worth of courses without paying a single cent out of your own pocket. Learn incoming-boosting skills, subsidised by the gov 

\$0 Upfront Cost (SkillsFuture Claimable)
YES you heard us right! We're assisting many Singaporeans to upgrade themselves, acquire industry-relevant skill sets to stay ahead of the j...



FB.ME
★ Enjoy Complimentary Career Assistance ★

[Learn more](#)

12 Ads Running in May, with 5 Ads continuing from April

Analysis:

- **Compelling for Persona** looking for another job opportunity & recognized Diploma certificate.
- Uses **intriguing taglines** such as \$0 Dollars upfront and dive right in to a high paying job.
- Pictorial Ads with **specific demographics** such as age & current issues that the target market is facing.

Social Media Ads Analysis

Analysis of the Social Media Ads of Vertical Institute



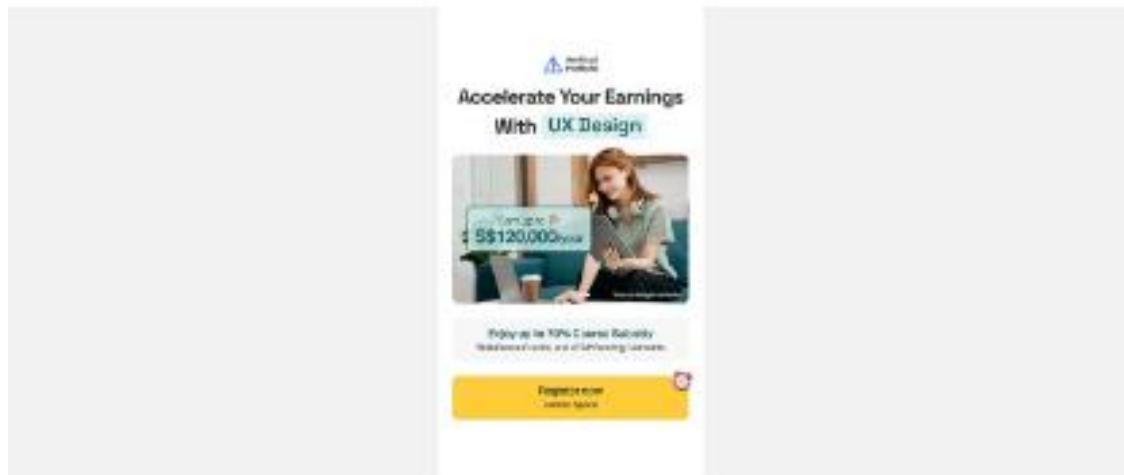
Vertical Institute

Sponsored

Want to unlock your earning potential? Learn in-demand UX design skills from industry experts and get job-ready in weeks at Vertical Institute. It is your time to boost your salary by up to S\$4k - S\$7k/month. Enrol now.



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VERTICALINSTITUTE.COM

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Apply Now

29 Ads Running in May, with
10 Ads continuing from April

Analysis:

- Compelling for Persona looking for another job opportunity.
- Uses good sales taglines – **Accelerate Your Earnings...**
- Ads are mixed of videos highlighting latest trends in the market and professional pictorials ads to express their credibility.
- Uses salary scale as bait.



SEM (SEARCH ENGINE MARKETING)

SEM Analysis

SEM Analysis of TNC & Competitors

Search Engine Marketing Analysis

Analysis of the SEM of Vertical Institute



Vertical Institute

<https://verticalinstitute.com>



Vertical Institute: Tech Bootcamps to Future-proof Your Career

30,004 2,506 · 35

The course is very hands-on and students are able to practice and understand the concepts during the lessons itself. Though there are a lot to learn, this ...

Data Analytics course

30,004 3,252 · 26 · **TITLE CHANGED**

Vertical Institute is accredited as an Approved Training ...

UI|UX Design Course Singapore

30,004 3,330 · 26 · **TITLE CHANGED**

Vertical Institute is accredited as an Approved Training ...

Cyber Security Course

30,004 2,945 · 24 · **TITLE CHANGED**

Vertical Institute is accredited as an Approved Training ...

Digital Marketing course

30,004 3,475 · 25 · **TITLE CHANGED**

Organic Headline

Clear Description – Defines the course breakdown clearly.

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Vertical Institute
<https://www.verticalinstitute.com/tech/bootcamps>

Vertical Institute Singapore

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Short Online Tech Courses — Obtain professional tech certifications to widen your career opportunities. Sign-up today! Learn from top tech experts in world-class tech companies. 8000+ students. 5-star reviews.

Courses Offered

30,004 2,506 · 35

Course without prior background Flexible course schedule

UX Design Bootcamp

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Apply Now

0 87 · 1

Sponsored Ads Headline

Search Engine Marketing Analysis

Analysis of the SEM of Career Learning Hub



Career Learning Hub

<https://www.thecareerlearninghub.com> ::

Career Learning Hub

393 1,164 · 0

Backed By The World's Leading **Learning** Platform. Not only is our Dip
subsidised by Singapore's government, and Skills Future Singapore... 1



careerlearninghubsg.com

<https://www.careerlearninghubsg.com> › professional-dipl... ::

Professional Diploma

105 1,926 · 0

Fast track your **career** path and apply for jobs with min. requirements or diploma. Improve your
finances as you seek lucrative jobs in the job market using ...

Organic Headline

Compelling Site Links - such as Diploma in Just 3 Weeks

Sponsored



thecareerlearninghub.com

<https://www.thecareerlearninghub.com> ::

Career Learning Hub

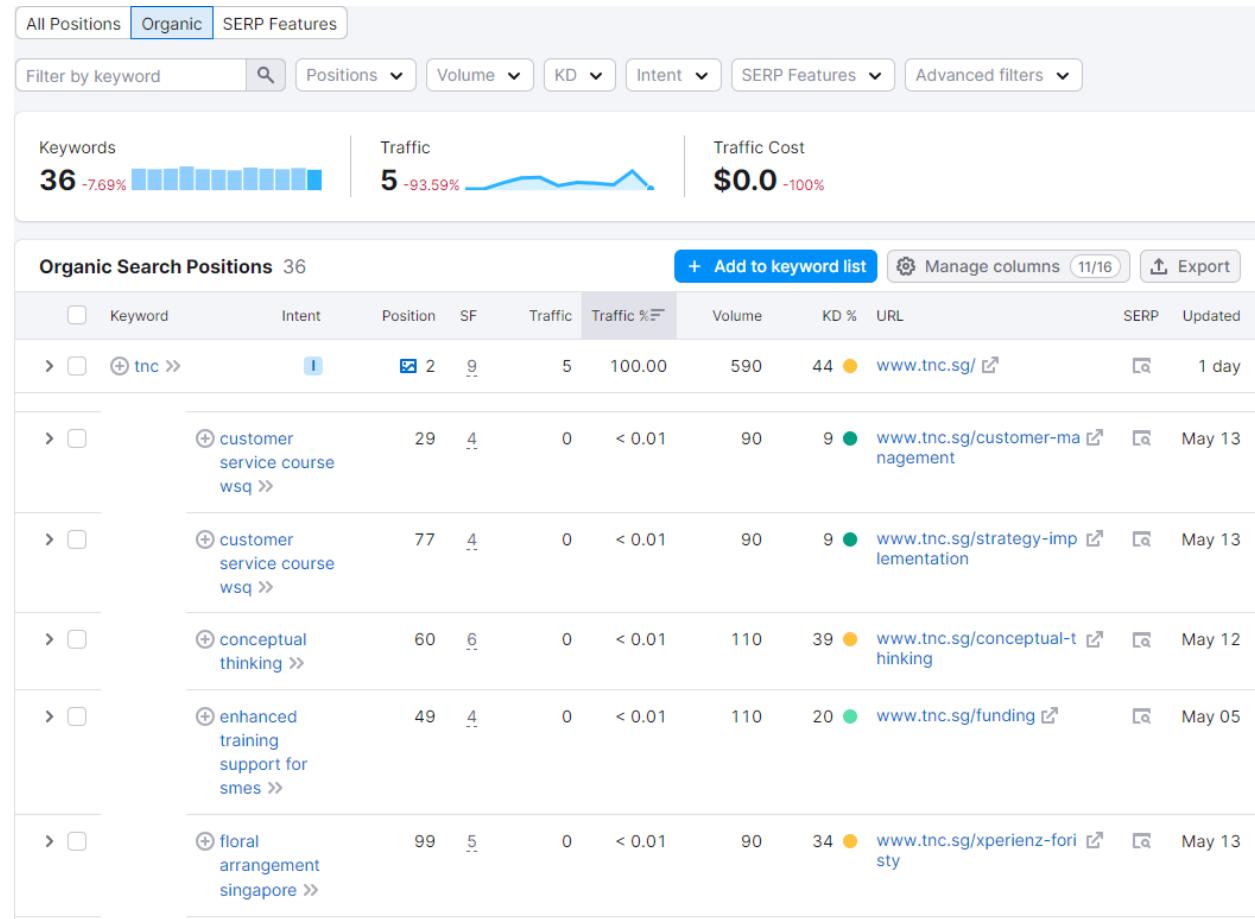
393 1,164 · 0

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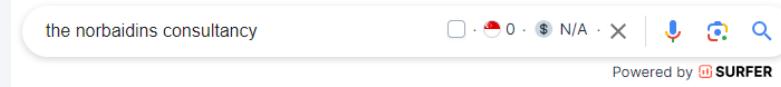
Sponsored Ads Headline

Search Engine Marketing Analysis

Analysis of the SEM of TNC



Top Keywords



Organic Headline

Email Marketing

Potential Marketing Channel for TNC



EMAIL MARKETING

Email Marketing - Potential Marketing Channel for TNC

Email Marketing of Vertical Institute



Vertical Institute is accredited as an Approved Training Organisation (ATO) by SkillsFuture Singapore (SSG) and The Institute of Banking & Finance Singapore (IBF).

WeWork@Beach Centre
15 Beach Rd
Singapore 189677

 contact@verticalinstitute.com

 +65 6950 7023

[Email](#)

[Subscribe Us](#)

Benefits:

- **Low Cost:** Compared to traditional marketing channels as it is purely based on using emails solely.
- **Personalization:** Customized content & subject lines that **resonate with subscribers**.
- **Analytics:** Able provide detailed analytics such as conversion rates which helps in measuring the **effectiveness of campaigns**.
- **Immediate Reach:** Reaches recipients almost instantly.
- **Content Promotion:** Drive traffic to TNC website and increase SEO visibility

SWOT Analysis - TNC

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none">• Malay Podcast channels to market TNC Services.• The Job Guru – Exclusive Tips from Kak Diana on current trends from Job Street & others, Interview Role Plays with Live Job Search Guidance.• Credibility of working with SCCIOB & Awards Won – SME 500 & Entrepreneur 100 Awards• Serving the underserved market | <ul style="list-style-type: none">• Posts & Ads are negligible when compared with competitors.• TNC will not be able to occupy a good market share from the competitive mainstream market – Stop creating Ads or Posts to this market.• Did not leverage on their huge pool of diverse success stories on their Social Media & Website |
| Opportunities | Threats |
| <ul style="list-style-type: none">• Engaging more Malay influencers• Video Testimonials from NGOs & TNC's Diverse Pool of Graduates (Powerful Testimonials with Strong Emotions that resonate with everyone – One of the Most Effective Marketing Strategy)• Create Targeted Ads that resonate with the underserved market | <ul style="list-style-type: none">• Competitors may leverage their strong use of Social Media to tap on the Malay/Muslim Audience and affect TNC's market share on this market. |



Marketing Prioritization

Analysis for TNC

Marketing Prioritization

| | | Prioritize (Must Do Now!) | Medium (To Consider) |
|-------------|---|---|---|
| High Impact | | | |
| | Investigate | Avoid | |
| | <ul style="list-style-type: none">• Create Tik Tok Account & Upload Graduates' Testimonials (Videos)• Update Website to update increase use of Keyword (TNC – SEO ranking 2) & Meta Description• Link Testimonial Videos from Tik Tok to website• Get learners to like & follow TNC FB, Instagram & Tik Tok (And leave reviews!) | <ul style="list-style-type: none">• Tik Tok Ads – Tag to Malay Influencer Tik Tok Account to create follower base.• Instagram Ads – Emotional Ads that hits the pain points of target audience strongly.• Engage more Malay influencers to post on their Tik Tok & IG accounts (Use videos/interviews/viral content but not controversial) | |
| Low Impact | <p>Email Marketing – Use TNC current database and send out first subscriber message on TNC's Latest Product Offerings</p> | <ul style="list-style-type: none">• Engage OLG Podcast - \$16,800 per month but negative ROIs.• Procrastinating on marketing via Social Media platforms – market share will worsen & lose more personas to competitors. (High cost of time lost) | Low Cost to Execute High Cost to Execute |

Content Ideas

| Customer Life Cycle Stage | Channels (With Content Ideas) |
|---------------------------|--|
| Awareness | <ul style="list-style-type: none">Tik Tok/Instagram Post: Emotional Ads that hits the pain points of target audience strongly to motivate them to make the career change with TNC.SEM/SEO: Use Targeted Keyword (TNC – Ranking 2) to increase visibility. |
| Consideration | Landing Page: Compelling Headline & Story – To include Job Guru, Links to testimonials from Successful Malay Graduates, Partnerships with Malay Influencers, Book Your Slots (Consultation with Kak Diana). |
| Decision | WhatsApp Message: Customer Details to Fill Up & Book Appointment for Personal Consultation. |

Marketing Funnel



SMART Marketing Goals

| Channel | Metric | KPI | Goals | Customer Life Cycle Stage |
|-------------------------|--------------------------------|----------------------------|---|---------------------------|
| Tik Tok / Instagram Ads | Estimated Daily Cost SGD 50.00 | 20% Success Rate | SGD 1,500 (Include GST) Monthly Estimate | Awareness |
| | Reach: 8.3K – 25.3K | Reach: 1,600 – 5,600 | Reach: 48K – 168K | |
| | 123 – 300 Link Clicks | 24 – 60 Link Clicks | Link Clicks 24 – 720 | |
| Landing Page | Daily Visitors 12 - 30 | 50% Success Rate 6 - 15 | 180 – 450 Monthly Estimate | Consideration / Decision |
| Sign Ups (WhatsApp) | Daily Visitors 4 - 12 | 50% Success Rate 2 - 6 | 60 – 90 Monthly Estimate | Decision |
| Closing | Daily Visitors 2 - 6 | 50% Success Rate 1 – 3 | 30 – 45 Monthly Estimate | |



Marketing Execution

Prospecting Phase for TNC

SUCCESS



SEM – Google Ads (Target Audience)

Specific Target Audience for TNC

The screenshot shows the 'Target Audience' section in Google Ads. It is divided into three main sections: 'People based on their interests, life events, or detailed demographics', 'People with the following demographics', and 'Remarketing'.

People based on their interests, life events, or detailed demographics:

- Job Change (Life event)
- Recently Purchased a Home (Life event)
- Homeowners (Detailed demographic)
- Parents of Infants (0-1 years) (Detailed demographic)
- Parents of Toddlers (1-3 years) (Detailed demographic)
- Starting a Business Soon (Life event)
- Recently Renovated Home (Life event)
- High School Graduate (Detailed demographic)
- Retirement Planning (In-market)

People with the following demographics:

- Gender:** Female, Male, Unknown
- Age:** 18 to 34, Unknown
- Additional demographics:**
 - Parental status:** Parent, Not a parent, Unknown
 - Household income:** Lower 50% to Lower 50%, Unknown

Remarketing:

Select the type of data this source would be collecting

- Only collect general website visit data to show ads to your website visitors. [Learn more](#)
- Collect data on specific actions people performed on your website to show personalized ads. [Learn more](#)

Business type:

Choose the business types that represent your products and services

- Education
- Flights
- Hotels and rentals
- Jobs
- Local deals
- Real estate
- Retail
- Travel
- Custom

Note: Household income targeting is only available in select countries.

Interests & Detailed Demographics

Demographics

Remarketing

SEM – Google Search Ad

Google Search Ads Mock Ups for TNC

Ad · www.tnc.sg/careerswitchtoday ▾ +65 9693 8447

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419737

💬 WhatsApp Us to Inquire More!

SEM – Google Display Search Ads (Mock Ups)

Google Display Search Ads Mock Ups for TNC



SEM – Google Display Search Ads (Half Page)

Google Display Search Ads
Mock Ups for TNC





Social Media Post & Ads

Customised Content Mock Up for TNC

Social Media (Target Audience)

Specific Target Audience for TNC

Goal

What results would you like from this ad?

Automatic
Let Facebook select the most relevant goal based on your settings.

Get more engagement ⓘ
Show your ad to people who are likely to react, comment and share.
Good for: **Engagement**

Get more website visitors ⓘ
Show your ad to people who are likely to click on a URL in it.
Good for: **Traffic**

Create a Saved Audience

Languages ⓘ

- Malay
- English (All)

Detailed targeting

Search interests

Home Renovations (home improvement)
Employment Opportunities (careers) Part-time (careers)
Build to order (HDB) Career development (careers)

Demographics

Married Parents (up to 12 months)

Interests

Infant (children & parenting)
Home Renovations (home improvement)
Employment Opportunities (careers) Part-time (careers)

Gender ⓘ

All Women

Age ⓘ

21

When using audience targeting such as gender or interests, you can only target people over 18. [Learn more](#)

Social Media Marketing (Organic Post) – Instagram

Post Mock Up for TNC



Phase 1: Magnet Post

Anyone who watches & likes the post will likely be TNC customer, using Leading Influencers' followers base **as TNC's Start Point**.

(Establish TNC's credibility first)

A screenshot of an Instagram post from the account 'tnc.sg'. The post shows a man smiling and pointing at a computer screen. The caption reads: 'Come on, guys! If @TCF_Acap is here to enhance his Digital Content Creation Skills, WHAT ABOUT YOU?' Below the caption, it says 'BOOK YOUR SLOTS NOW FOR A MEET & GREET SESSION @TCF_Acap! - <https://www.tnc.sg/>'. The post has 34,786 likes. The hashtags used are #fyp, #tcf, and #Tunggu Ape Lagi Bossku. There are 2,786 comments. The post is set against a black background with white text.

Phase 2: Advice Style Post

Use snippets of TNC's podcast testimonials interviews with TCF to **inspire followers to take the step forward**.

(Make visitors feel that TNC is here to help them)

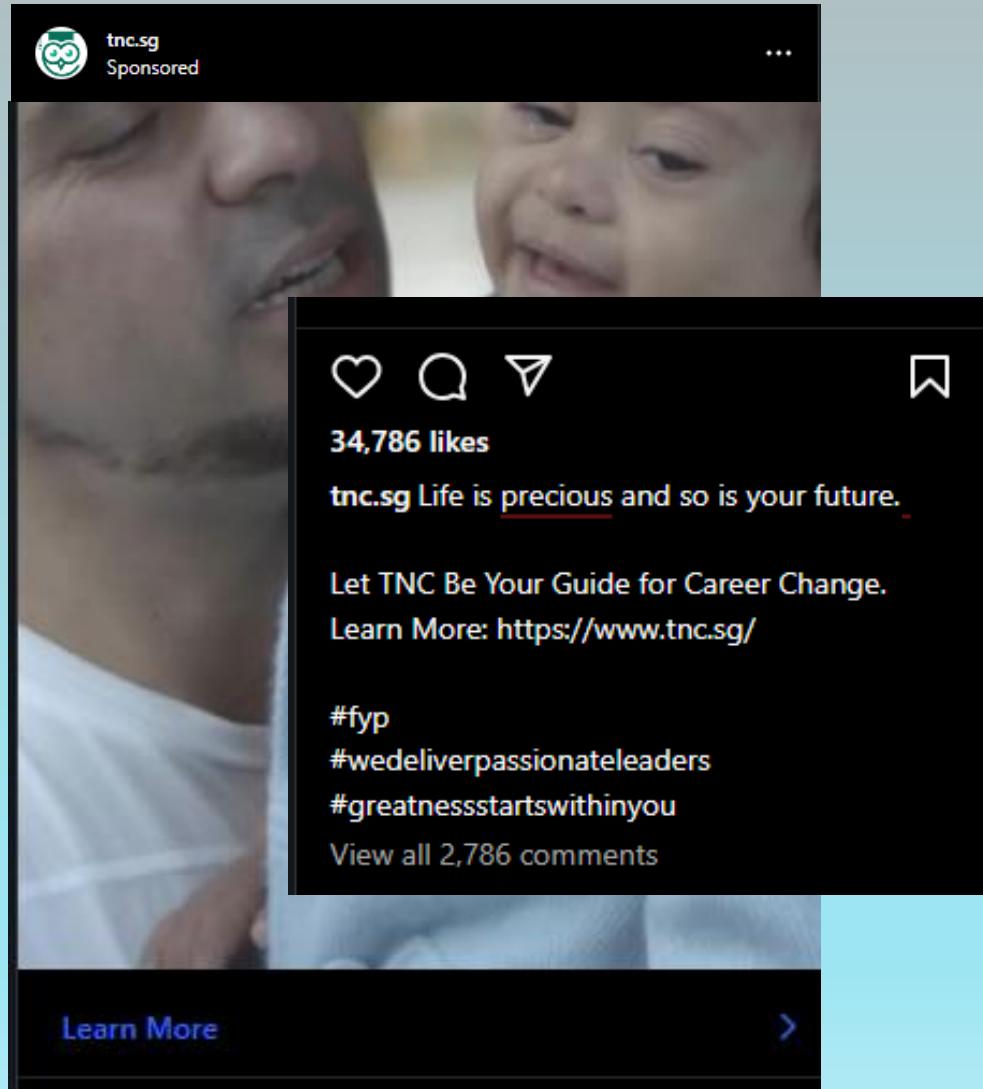
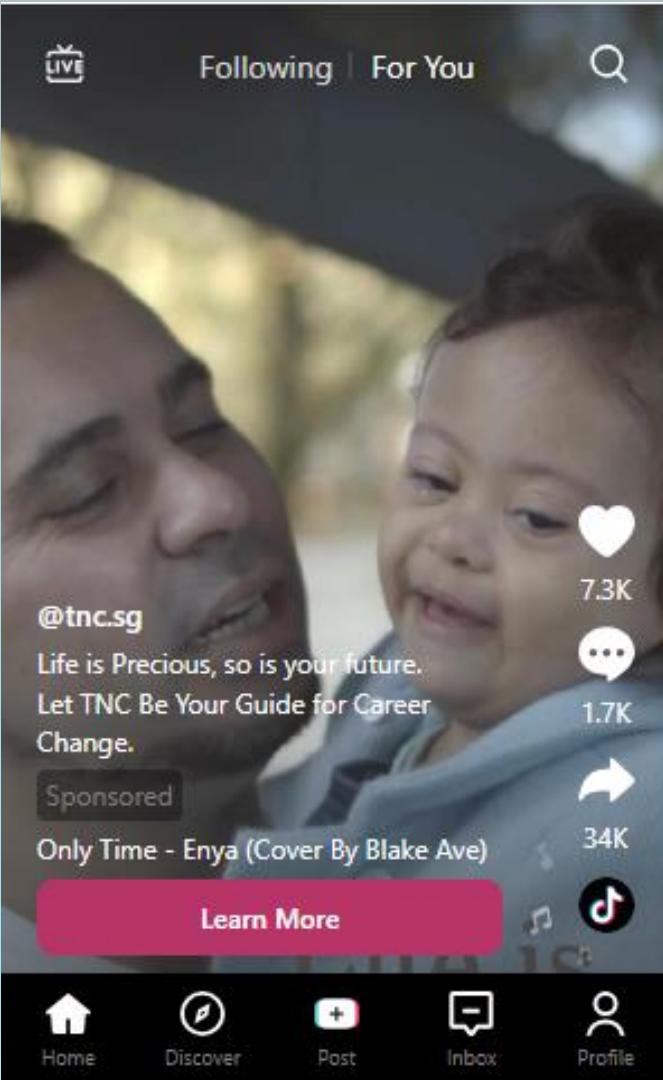
Phase 3: Hot Take Post

TNC can create posts that take a stand: For e.g. Only the Brave will Succeed

(To inspire followers to leave their comfort zone)

Social Media Marketing (Ads) – Tik Tok & Instagram

Post Mock Up for TNC

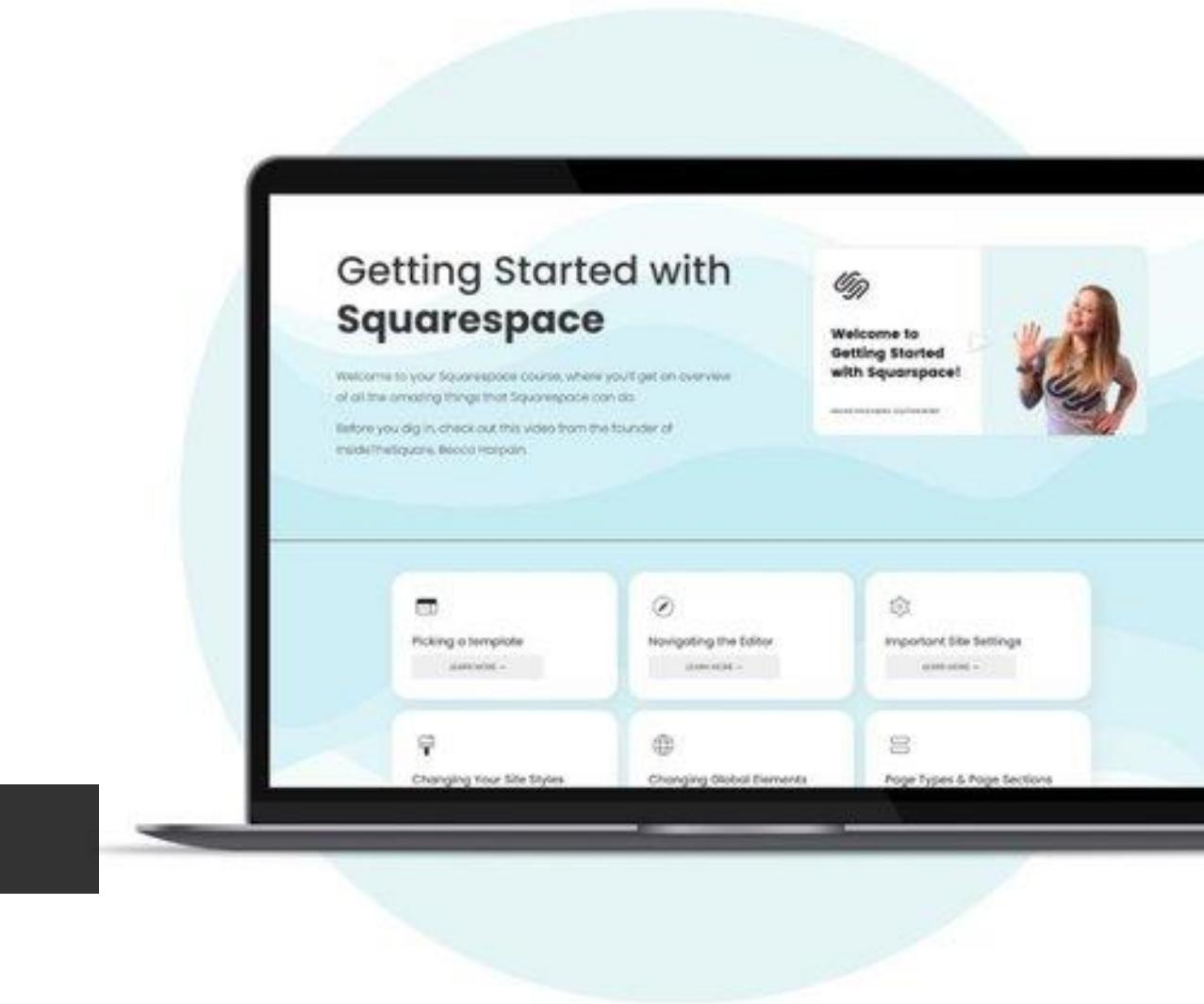




Squarespace Tutorial

Landing Page

Landing Page Mock Up for TNC



Landing Page (Mock Up)

Landing Page Mock Up for TNC

Position

The Norbaidins Consultancy
We Deliver Passionate Leaders

If You Are Seeking Career Change, Look No Further.

Let TNC Be Your Guide: Let your past struggles be a fading memory as TNC will guide you how to make your career change for the better.

I AM READY FOR CHANGE

Notes

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52%

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I AM READY FOR CHANGE

Capstone Project (TNC) - Muhammad Rizwan Bin Abdul Rahman 854J

Landing Page (Mock Up)

Landing Page Mock Up for TNC

Position

I AM READY FOR CHANGE

Our Credentials

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Congratulations
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Entrepreneur 100

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A109-2022-2297

Issued on:
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is associated with the Progressive Wage Mark
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Registration Number: 20201921208E

Validity: 09 June 2020 to 07 June 2024

Issuing Body: Association of Trade & Commerce Singapore
Conferring Body: Singapore Management University (SMU), ntuc, SNEF

We believe everyone has a choice to be served by the best. So does TNC.

Notes

Page 2 / 6

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Landing Page (Mock Up)

Landing Page Mock Up for TNC

^
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eye
refresh
lock
refresh

Our Partners



@ASK Training
Attitude • Skills • Knowledge



新加坡中華總商會管理學院
Singapore Chinese Chamber Institute of Business

Our Esteemed Partners provides courses that are highly based on industry demands & equips TNC learners with the most **in demand skills** that eases your career change journey for a better future.

chat

Capstone Project (TNC) - Muhammad Rizwan Bin Abdul Rahman 854J

Landing Page (Mock Up)

Landing Page Mock Up for TNC

Position

Our Esteemed Partners provides courses that are highly based on industry demands & equips TNC learners with the most **in demand skills** that eases your career change journey for a better future.

Why Choose TNC?

Salary Increments: More than 1,786 customers of TNC received salary increments between \$800 - \$3,500 upon completion of their journey with us - We are *that good at our job!*

White Glove Service: Throughout your journey with us, **you will not be left alone!** Kak Diana & the TNC team will be with you - We leave **no one behind!**

Recognized Certification: We understand that only **Recognized Certifications** matter for your career change. TNC only works with Partners that offers WSQ Diplomas & above - Only the **best for you.**

I AM EXCITED TO START

Notes

Page 4 / 6

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Landing Page (Mock Up)

Landing Page Mock Up for TNC

Position

I AM EXCITED TO START

TNC Media Partners

Ok Lets Go

The Common Folks

MAKCIK ALERT SG

Leading Podcast Channel in Singapore

Leading Podcast Channel in Singapore

Singaporean's Favourite Mak Ciks

Book Your Slots Now

July

Name

Notes

Page 5 / 6

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Capstone Project (TNC) - Muhammad Rizwan Bin Abdul Rahman 854J

Landing Page (Mock Up)

Landing Page Mock Up for TNC

Position

Leading Podcast Channel in Singapore

Leading Podcast Channel in Singapore

Singaporean's Favourite Mak Ciks

Book Your Slots Now

July

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Contact: +65 9693 8447 Email: tnc.mngt@gmail.com Website: tnc.sg

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?



Thank You

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rizwanabrahman@gmail.com



The Next Creatives

