

COMBINED OPTIMAL POSTING TIMES - SINGAPORE F&B

- **Mondays:** 10-11am
- **Tuesdays:** 11am-12pm
- **Wednesdays:** 11am-12pm
- **Fridays:** 11am
- Avoid posting on Sundays

06. 2025 MARKETING STRATEGY | **MARKETING STRATEGY RECOMMENDATIONS**

OPTIMIZE PRESENCE & CONTENT CREATION

1. Launch TikTok account and create engaging videos together with promoting user-generated content.
2. Launch Google Ads and Google Business account to manage Google Search and YouTube marketing and engagement.
3. Consolidate individual location accounts for more efficient and consistent brand management and to maximize reach, engagement, and advertising spend, e.g. Facebook Multiple Locations.
4. Integrate and centralize management of social, web, mobile, and booking platforms reduce friction for users, improve consistency, and maximize management and budget efficiency.