

AMPLIFY ADVERTISING SPEND

1. Invest in Pay-Per-Click (PPC) online advertising across the following platforms:
 1. Google Search (Google Ads)
 2. YouTube (Google Ads)
 3. TikTok (TikTok For Business)
 4. Facebook (Meta For Business)
 5. Instagram (Meta For Business)
 6. WhatsApp (Meta For Business)
2. Utilize targeting, data & analytics, automated content creation, and A/B testing through the Digital Asset Management (DAM) system to maximize impact, engagement and ad spend.
3. Initial recommended monthly online advertising budget: **SGD 500** (to be reviewed monthly to maximize ROI).

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

ENHANCE AUDIENCE ENGAGEMENT

1. Post at optimal times to maximize engagement, advertising budget, and restaurant foot traffic
2. Introduce branded hashtags to greater visibility, share-ability, and customer engagement.
3. Create posts that invite engagement (e.g. asking a question or featuring user content) vs announcing promotions (e.g. specials or discounts) - customers want conversations.