

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.

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).