CONSTRUCT DIGITAL

The Results-Driven B2B Digital Agency

2025

Charanjit Singh

Founder: Construct Digital

Mentor: Orbit Startups

Co-Founder, CMO: Creately.com

50+ Agency Team, 5 Markets

Author of "Future proof CMOs"

Delivered thousands of SQLs & Millions in pipeline for SAP, CommScope, Toll, TuvSud and similar for B2B Enterprises.
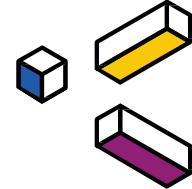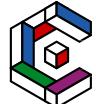
Designed and Built 100+ Digital platforms

Focus on outputs of work.
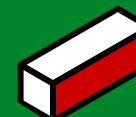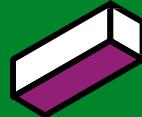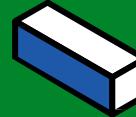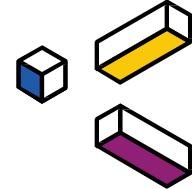
Become
The Impact CMO

A masterclass for Regional Marketing Directors who want CMO-level impact—predictable pipeline, lower CPL, and the confidence to lead AI-enabled, multi-country campaigns.
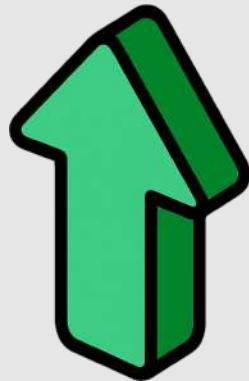
3 Game-changers you will learn today

Cost Per Lead
+38%
(last 24 Months[1])

Positive ROI, fast
Cut CAC by up to 30 % via Track-to-Revenue analytics.
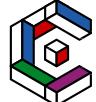
3× Higher Engagement
with persona-level creative.
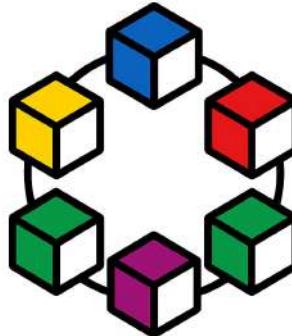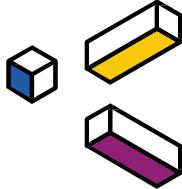
Agile, Integrated Media
Launch full-funnel campaigns 40% faster across 6+ channels.

[1] 81% of APAC marketers anticipate ad budget hikes in 2024, yet still struggle to prove ROI—driving up cost pressure.

Is this your world?

Regional Marketing Director

US$50–500M ARR | Tech / Log / SaaS

| Complexity	6–10 decision-makers to sign off one deal (Gartner 2024)	4+ countries, 🇸🇬🇮🇩🇹🇭🇻🇳 3 languages on every campaign
KPI pressure	+30% YoY pipeline target	Must prove ROI in 90-day windows
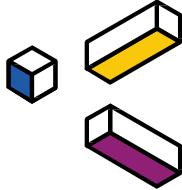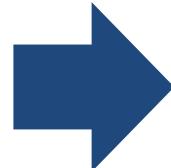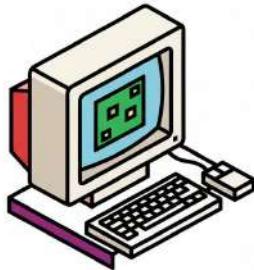
When *these* realities collide with +38% CPL, you need a new operating system.

From Dotcom Builder to B2B Guide
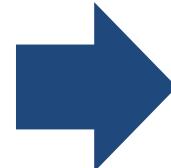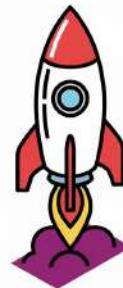
Why I'm Here

1999 - Dot-Com Builder

Launched first site before Google Ads.
Lesson: eyeballs ≠ pipeline

2007 - Scale Moment

1M subscribers in 12 months.
Lesson: multi-channel beats single-shot ads.

2010-2025 - B2B Revenues

1.5 M leads, US$200M pipeline for
SAP, NUS, Commscope.
Lesson: Built the IMPACT system you'll see today.
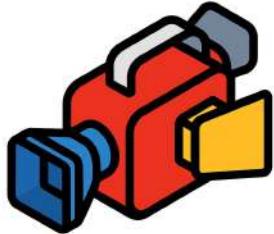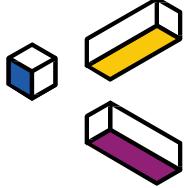
I've made a living in Digital.
But my mission is helping ambitious marketers win.

Because when you win, the next generation rises with you.

How we'll roll today
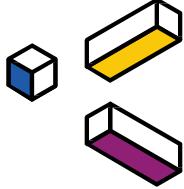
Turn on your camera
if you can 🙂

✅ No jargon. No spam. Just the system, take what works.

✅ **We'll run 2 quick polls** (don't worry—no cold calls).

✅ Keep questions coming—we'll save time at the end.

✅ We'll keep it punchy. 60 minutes flat.

✅ If you like what you see, there's a next step.

Nothing to Buy Today

I'm not here to pitch—just to share what's worked with SEA marketing leaders like you.

You'll get practical frameworks, case data, and time to ask anything.
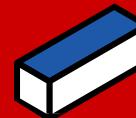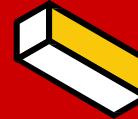
If it's valuable, I'll share a next step at the end, but only if you ask.
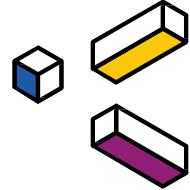
Let's Talk About What's Broken

And what SEA Marketing Leaders can do differently starting Monday.

What's your biggest challenge right now?
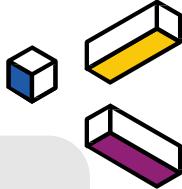
What's the #1 thing blocking pipeline performance right now?

A. Can't see/find the right audience

B. Messaging doesn't connect

C. Platform mix feels random

D. We're slow to test/learn

E. Can't trace leads to revenue
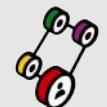
Poll Results: Top Pipeline Blockers

Soaring Ad Costs, Flat Pipeline – CPL ⬆ 38 %, targets ⬆ 30 %.

Message Lost in Translation – one campaign, five languages, zero resonance.

Channel Chaos – 6+ platforms, siloed journeys, budget spray-and-pray.

Slow Test-and-Learn Loop – weeks to launch variants, insights come too late.
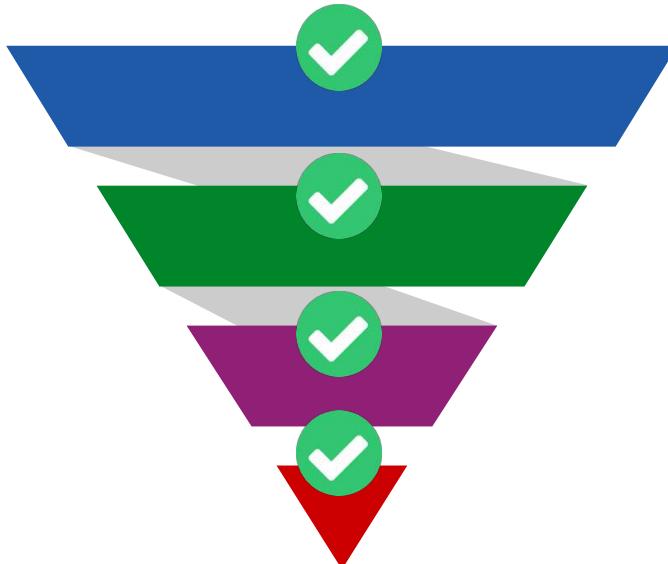
Revenue Black Box – CRM ↔ MA↔ BI don't align; board asks "where's the $$?"

The Pipeline Win We're All After

+28% Pipeline | –22% CPL

- Hit target pipeline $$ every quarter
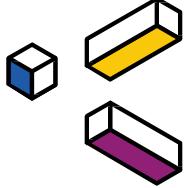
- 30% lower cost-per-SQL

- Board-ready ROI dashboard in one click
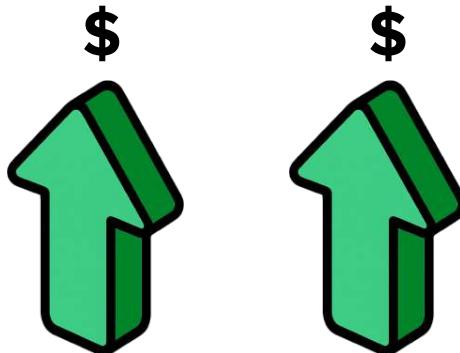
The Targeting Trap

Job-title targeting reaches only 16% of actual buying groups, while SEA deals actually involve 7.3 stakeholders vs 5.4 globally

Miss the security manager writing requirements, the infrastructure engineer controlling implementation, or the procurement head approving contracts—and you're paying premium rates to pitch the wrong people.
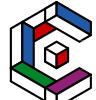
Thailand: CTO relationships trump specs

Indonesia: Local compliance teams control approval

Incomplete persona targeting forces a 40% CPL premium across SEA markets
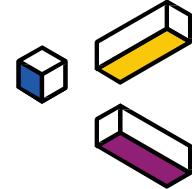
Case Study: Global 3PL
We replaced job-title targeting with intent-based buying-group lists, unified their funnel—and CPL dropped 22 percent while pipeline jumped 28 percent in just 90 days.

Job-Title Targeting Wastes Your Persona Research
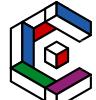
Broad, role-agnostic copy fails because "CTO" doesn't equal persona— two CTOs have completely different daily pressures and decision triggers.

In multimarket SEA, persona-fit messaging beats translation every time.

Role-fit

Stage-fit

Pain-fit
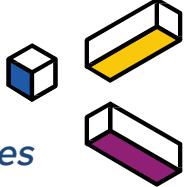
Tests across Malaysia, Thailand, Singapore show 240% higher CTR when copy matches buyer's actual role pressures, not just job titles.

SAP case study: $1,847 ➜ $312 CPL

Channel Chaos & Creative Mis-Fit

Re-using the same asset across 6 + platforms. LinkedIn carousels *crammed into Instagram Stories* - cropped text, zero engagement.

89% of APAC marketers just resize the same creative everywhere

30-40% higher CPL

2-3x more spend for same visibility

Platform	Creative
LinkedIn	Static Image/Video
Instagram	Static Image/Video
Meta	Static Image/Video
Email	Static Image

Singapore Fintech
Before: $1,200 CPL (spray-and-pray)
After: -18% CAC, +45% engagement
Timeline: 8 weeks
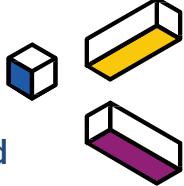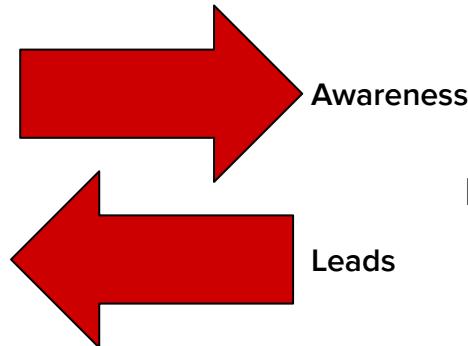
Spray-and-Pray Campaigns
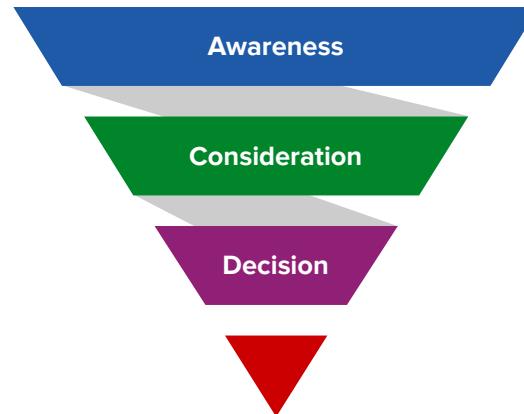
Separate awareness bursts and end-of-quarter lead-gen pushes balloon media spend and shred funnel cohesion.

"We're forced to run a brand flight in Q1, demand-gen in Q3—and wonder why CPL keeps climbing."

Awareness

Phases VS Funnels

Leads

Awareness

Consideration

Decision

SEA teams that combine brand + demand in one plan cut CPL 22–40 %

<need a Case study>
Toll –22 % CPL • +28 % Pipeline
Unified awareness-to-SQL media plan across 4 markets.
Key move: sequenced channels & retargeting, one budget.*
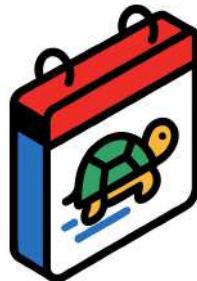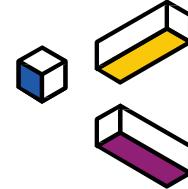
Slow Test-and-Learn Loop

Weeks to launch a variant, months to read results — while faster teams are already optimising.

"We wait so long to test that by the time we learn, the budget's already spent."

Week 1 – Brief | Week 5 – Variant Live | Week 9 – Report

Test → Learn → Improve
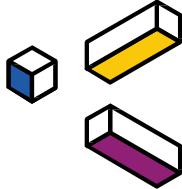
<need a Case study>
<Company> Reduced test cycle from 3 weeks to 4 days."
+47 % Conversion Lift via fast-copy test loop.
Key move: pre-built modular assets + variant tracking dashboard.

SEA teams that iterate weekly vs. quarterly see –27 % CAC on average.

Revenue Black Box
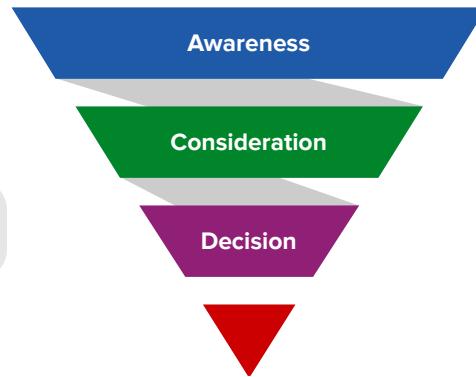
Disconnected CRM, MA & BI dashboards leave you swimming in vanity metrics while the board asks, "Where's the revenue?"

"We still report clicks and MQLs, but the CFO only cares about pipeline $$."

ROAS

Awareness

Consideration

Decision

"74 % of APAC CMOs say proving marketing's impact on revenue is their #1 challenge."
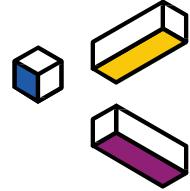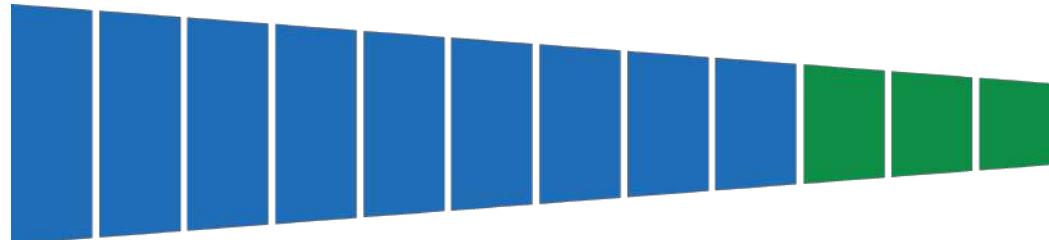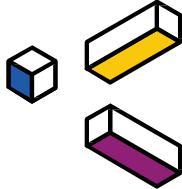
<need a Case study>
<Company> Reduced test cycle from 3 weeks to 4 days."
+47 % Conversion Lift via fast-copy test loop.
Key move: pre-built modular assets + variant tracking dashboard.

SAP Case Study

Imagine Pipeline Like This...

−30 % CPL | +25 % Pipeline
(90-day SEA average, post-IMPACT)

Pipeline target hit 4/4 quarters
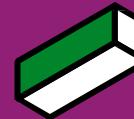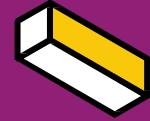
Persona-perfect messaging across all channels

Promotion-level credibility with Sales & Finance
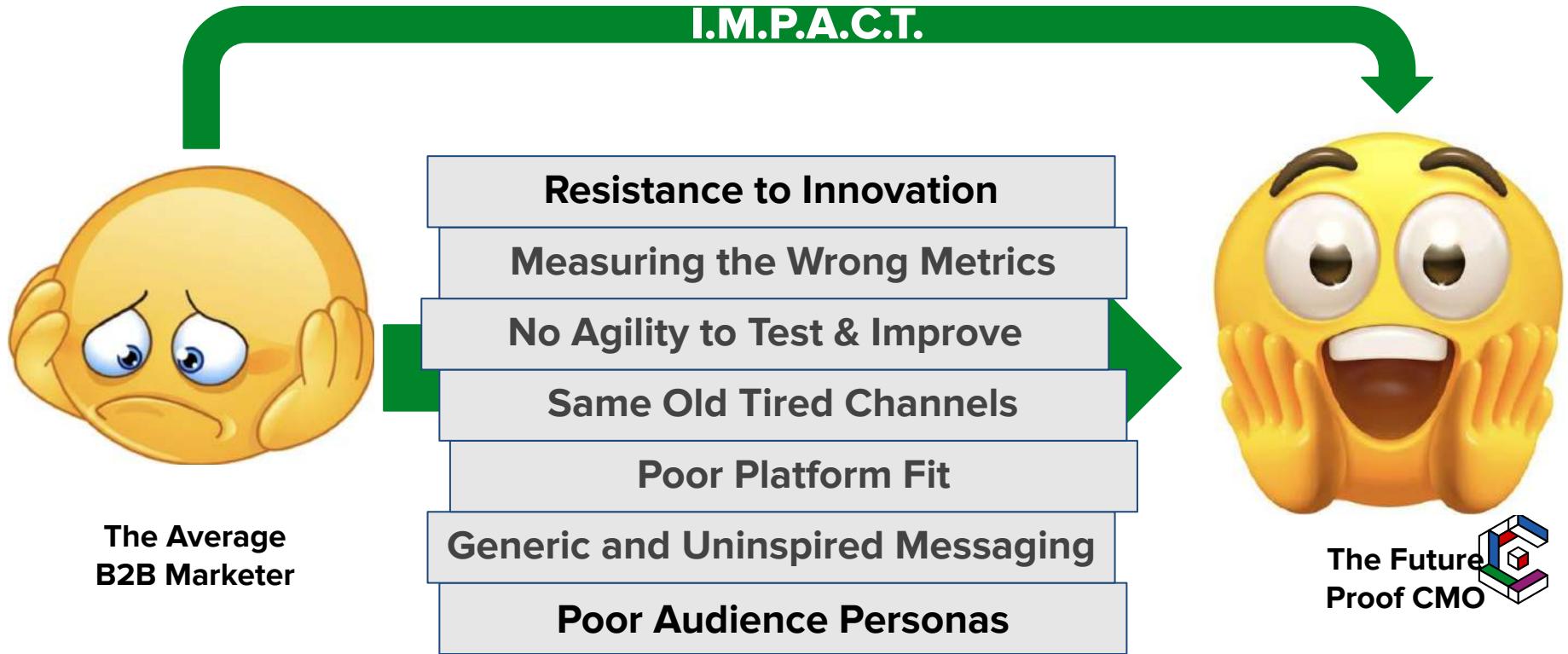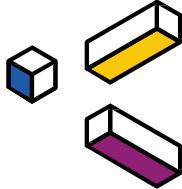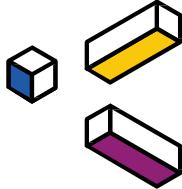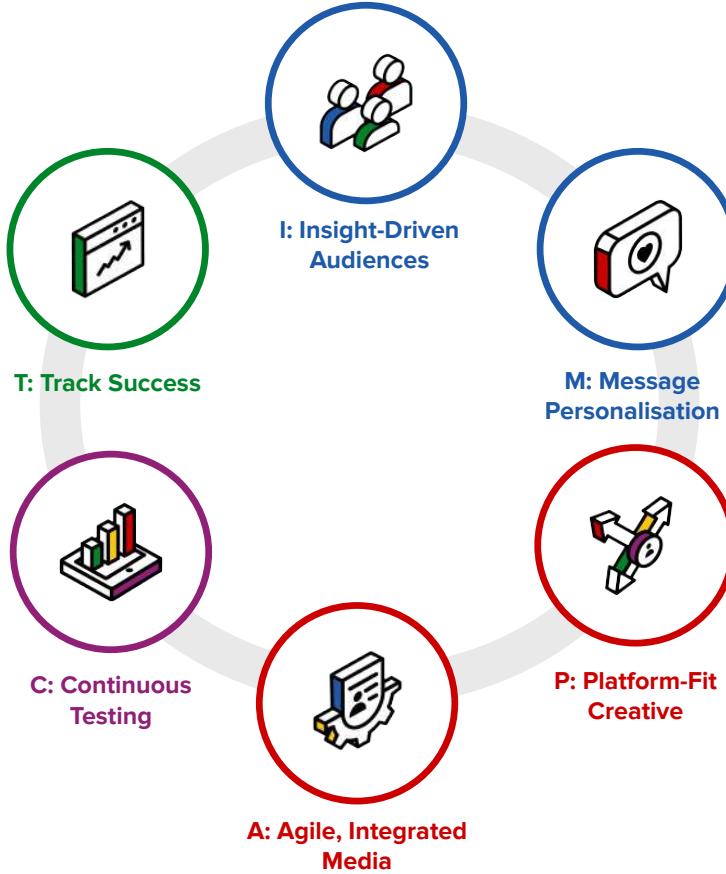
The Solution

This doesn't Fix itself

I.M.P.A.C.T.

Resistance to Innovation

Measuring the Wrong Metrics

No Agility to Test & Improve

Same Old Tired Channels

Poor Platform Fit

Generic and Uninspired Messaging

Poor Audience Personas

The Average B2B Marketer

The Future Proof CMO

IMPACT Methodology

Six Moves to Cut CPL and Build Predictable Pipeline in SEA

I: Insight-Driven Audiences

M: Message Personalisation

P: Platform-Fit Creative

A: Agile, Integrated Media

C: Continuous Testing

T: Track Success
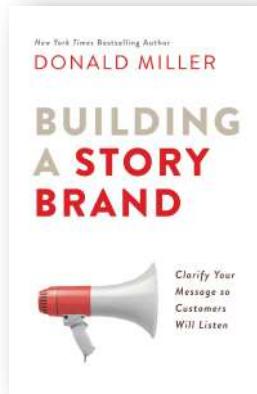
I · Insight-Driven Audiences

Your 'customer' is actually a buying committee. Each stakeholder has different priorities, enters at different stages, and influences the decision differently.

Broad job-title targeting misses the budget influencer, the technical evaluator, and the end-user champion who each control different aspects of the purchase decision.

New York Times Bestselling Author
DONALD MILLER

BUILDING A STORY BRAND

Clarify Your Message so Customers Will Listen

"The customer is the hero, not your brand."

– Donald Miller, Building a StoryBrand

Our approach: Detailed Personas + Smart Audience Targeting

When personas lack depth, media spend rises and CPL follows suit

Role & Region Fit – CFO, Singapore, SaaS budget holder, reports to US HQ" beats generic "C-Suite Executive"
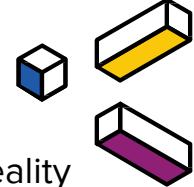
Journey Stage Fit – Budget holders enter month 4-5 during ROI evaluation, end users join month 5-6 for pilot testing

Trigger Signals – New funding rounds, digital transformation initiatives, compliance deadlines—use behaviors, not assumptions

M · Message Personalisation via R.P.S
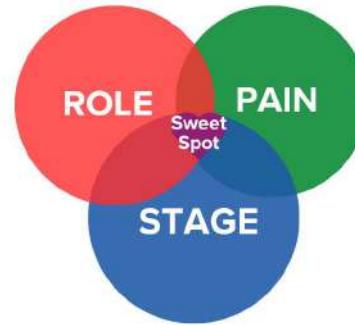
The disconnect: Teams spend months on persona research, then deploy identical messaging to everyone.

Our approach: **Role-Pain-Stage** messaging that speaks to each buyer's reality

R = **Role** (beyond job title - daily pressures, success metrics)
**P** = **Pain** (specific friction, not generic challenges)
S = **Stage** (awareness, consideration, decision messaging)

ROLE · PAIN · Sweet Spot · STAGE

	Persona 1: Distributor Head	Persona 2: Export Manager	Persona 3: Ops Manager
Pain points	• Heat / humidity spoilage • Cash stuck in duties • Multiple handoffs to logistic partners • Poor real-time inventory view	• Up-front duties hurt working capital • Complicated multi-market customs • Temperature shocks in transit • Admin overload on small team	• Stock-outs during spikes • "Last-hot-mile" spoilage • Overflow chilled space costs • Manual system reconciliations
Campaign proposition	Toll's bonded, climate-controlled hub in Singapore safeguards every bottle with end-to-end temperature control and real-time inventory data. It frees cash by deferring duties, unites storage, customs and delivery under one contract. **It's a ONE-STOP seamless solution that protects quality, cuts admin costs and keeps stock moving for every wine business.**		
Direction for awareness stage	• Spotlight risk of heat & humidity on fine wine integrity • Reveal hidden cash drain of paying duties upfront • Introduce idea of a single bonded hub as industry best-practice	• Surface working-capital strain from duties across Asia • Highlight complexity of multi-market customs when teams are lean • Position Singapore as a strategic springboard for APAC growth	• Expose impact of "last-hot-mile" spoilage on customer reviews • Show how demand spikes create stockout costs • Present bonded hub + chilled fulfilment as a new operations lever
Direction for consideration stage	• Highlight Toll's end-to-end flow: winery pickup ➜ bonded SG hub ➜ regional drop-ship • Share real client results: zero spoilage, faster city deliveries • Quantify benefits, for example, reduction in spoilage returns via chilled network		
Direction for decision stage	• Provide quick onboarding checklist and offer a tour/ virtual tour • Offer dedicated advisor as single point of contact • Promos/ offers		

✓ **Persona Messaging Matrix** - Each persona gets role-specific copy
✓ **Stage-Appropriate Messaging** - Match their buying journey entry point
✓ **Regional Adaptation Engine** - Cultural nuances for SEA markets

"We stopped talking to everyone and started having specific conversations. CTR jumped 180% in 6 weeks."
– Regional Marketing Dir, SAP SEA

"Effective messaging emerges at the intersection of what your buyers want to hear and what you want to say."
– Adele Revella, *Buyer Personas*

Messaging Architecture

|	Persona 1: Distributor Head	Persona 2: Export Manager	Persona 3: Ops Manager
Pain points	• Heat / humidity spoilage • Cash stuck in duties • Multiple handoffs to logistic partners • Poor real-time inventory view	• Up-front duties hurt working capital • Complicated multi-market customs • Temperature shocks in transit • Admin overload on small team	• Stock-outs during spikes • "Last-hot-mile" spoilage • Overflow chilled space costs • Manual system reconciliations
Campaign proposition	3PL's bonded, climate-controlled hub in Singapore safeguards every bottle with end-to-end temperature control and real-time inventory data. It frees cash by deferring duties, unites storage, customs and delivery under one contract. ***It's a ONE-STOP seamless solution that protects quality, cuts admin costs and keeps stock moving for every wine business.***		
Direction for awareness stage	• Spotlight risk of heat & humidity on fine wine integrity • Reveal hidden cash drain of paying duties upfront • Introduce idea of a single bonded hub as industry best-practice	• Surface working-capital strain from duties across Asia • Highlight complexity of multi-market customs when teams are lean • Position Singapore as a strategic springboard for APAC growth	• Expose impact of "last-hot-mile" spoilage on customer reviews • Show how demand spikes create stockout costs • Present bonded hub + chilled fulfilment as a new operations lever
Direction for consideration stage	• Highlight 3PL's end-to-end flow: winery pickup ➜ bonded SG hub ➜ regional drop-ship • Share real client results: zero spoilage, faster city deliveries • Quantify benefits, for example, reduction in spoilage returns via chilled network		
Direction for decision stage	• Provide quick onboarding checklist and offer a tour/ virtual tour • Offer dedicated advisor as single point of contact • Promos/ offers		

P · Platform-Fit Creative
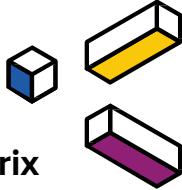
Copy-paste creative wastes budget.

One asset blasted onto 6 platforms turns media into spray-and-pray

> **"People don't buy goods & services - they buy stories, relations, and magic."**
> – Seth Godin

Our approach: Channel Psychology + Creative Matrix

- ✅ **Platform Psychology Audit** – LinkedIn wants credibility, Instagram wants storytelling, TikTok wants personality
- ✅ **Creative Matrix Mapping** – Map Persona × Funnel Stage × Platform Format for systematic planning
- ✅ **Native Production** – Build for platform behavior, not just Specifications

Singapore Fintech Case Study
Challenge: $1,200 CPL from spray-and-pray creative
**Solution:** Platform-native approach across top 3 channels
Results: -18% CAC, +45% engagement in 8 weeks
Key insight: Same budget, same audience, right psychology
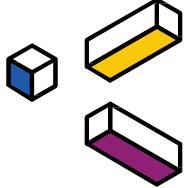
A · Agile, Integrated Media

One budget. One funnel. Lower CPL

Spray-and-pray campaigns waste budget.
Running separate "brand bursts" and end-of-quarter lead-gen pushes balloons CPL and shreds funnel cohesion across SEA.
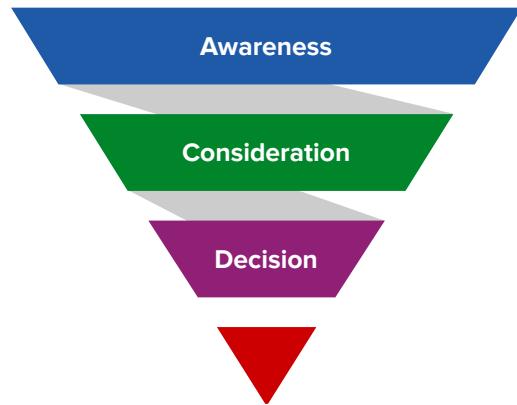
Data points on average CPCs over Time for LinkedIn / Meta @luis

<SEA SAP>
<Company> One unified funnel plan cut CPL 22 % and grew pipeline 28 % in 90 days.
🟢 Sequenced brand + demand channels under one budget

Our approach: One Budget · One Funnel · One KPI Sheet

Awareness

Consideration

Decision
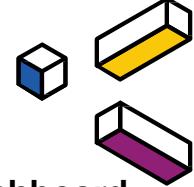
✅ **Channel Rationale Matrix** – score reach, cost & intent for every platform

✅ **Conversion-Flow Map** – Ad ➜ nurture ➜ sales hand-off in one diagram

✅ **Unified Media Plan** – single budget and KPI sheet covering Awareness ▶ Action across markets

C · Continuous Testing

Ship fast. Learn faster. Win the quarter.

Weeks-long test cycles waste opportunity.

Waiting weeks to launch a variant—and more weeks for a report—means your budget is gone before you learn what works.

AD FATIGUE
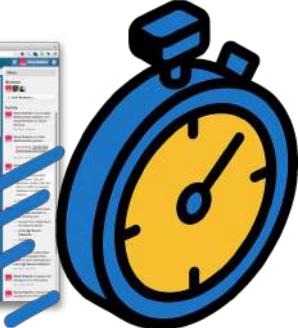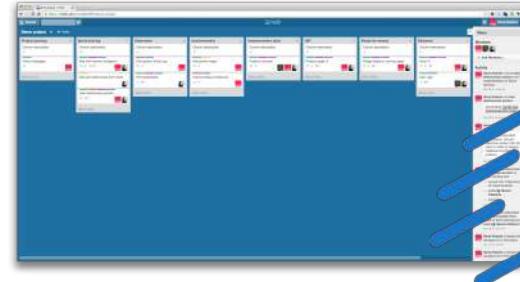
GRAPH OF DROPPING AD PERFORMANCE

<need a case study>
<Company> Cut test cycle from 3 weeks to 4 days; conversion rate lifted **47 %**.
🟡 Modular assets + live variant dashboard.

Our approach: Backlog · 4-Day Sprint · Live Dashboard

✔ **Variant Backlog** – always-on list of creative, copy & audience ideas, prioritised by impact

✔ **4-Day Launch Sprints** – asset build, QA, approvals, deploy; no waiting for "next quarter"

✔ **Real-Time Dashboard** – winners surface instantly; budget shifts the same day
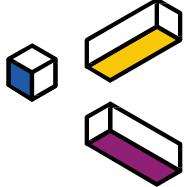
"You can't improve what you don't measure, and you can't measure what you don't test."
– Adapted from Peter Drucker

T · Track Success
From vanity metrics to board-ready revenue insight

Disconnected data hides true ROI.
CRM, marketing-automation and BI dashboards don't talk, so you still show clicks while the board asks, "Where's the pipeline money?"

Our approach:

Data Sync
Unify CRM, MA & Ad Data

Opportunity Mapping
Attribute Touchpoints to SQLs & Pipeline

AI-Assisted CRM
Free Sales to Sell, Track Revenue Across Markets

✔ **Data Sync** – unify CRM, MA & ad data into one view (first-party & intent)
✔ **Opportunity Mapping** – attribute every channel & asset to SQLs, pipeline and revenue
✔ **AI-assisted CRM** – Free Sales to Sell, Track Revenue Across Markets

Toll Group (**AIDF CASE**)—
"Full-funnel attribution raised win-rate 38 % and cut CAC 27 %."
🟣 MA ↔ CRM ↔ BI stitched; board sees revenue, not clicks.
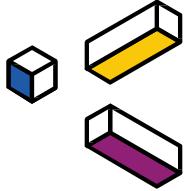
"You can't improve what you don't measure, and you can't measure what you don't test."
– Adapted from Peter Drucker

Maxims / Lightbulbs

I need something I can tweet to my peeps

Punchy Ideas

Philosophies

Principles

Rules

Commandments

Maxims

Quotes
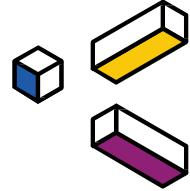
Example - Use I step in method - Get quotes/maxim for it

Use Visuals, Use Maxims... and visual Cues (lightbulbs)

"These are Words to Live by" - Monkey
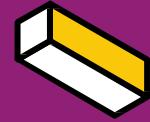
Case Studies
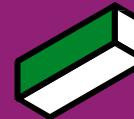
Before> Insight> Challenge> Victory (SAP B1)

The Why
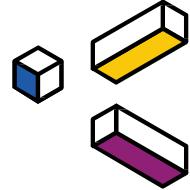
I've made a living in Digital.
But I'm building a life helping marketers grow.

Mission: Support a new generation of APAC B2B leaders who drive predictable growth.

Why we do this?

Prove It

Testimonials
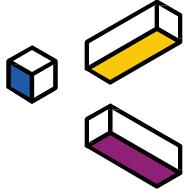
Before/afters

Before> Insight> Challenge> Victory (SAP B1)
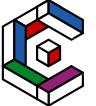
"If they can, I can" - Monkey
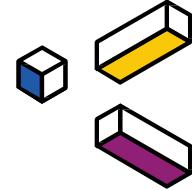
Was This Valuable?

Drop ⭐ if today has been useful.

# May I Show You the Implementation Path?
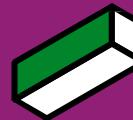
Ideas are worthless; implementation is everything.

I'll take **10 minutes** to show you the service engagement, deliverables, who it's for, who it's not for, and how we help you turn B2B marketing into predictable revenue.

The Close
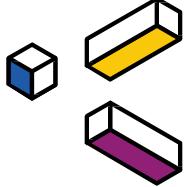
Proven Process

Your Pain

ROI Under Siege

Message Misfire

Channel—and
Martech—Chaos

OUR PROVEN PROCESS

LAUNCH PREPARATION SPRINT	2.LAUNCH & LEARN	OPTIMISE & SCALE	INSIGHTS & FORECASTING
Weeks 1–3	**Weeks 4–7**	**Weeks 8–11**	**Weeks 12–13**
• Persona & Buying-Group Map • Funnel & Channel Blueprint	• Campaigns go live • Weekly War-Roorn • Variant backlog	• Monthly variant sprint • New-channel pilots • Scale budget	• 90-day growth review • Next-Q roadmap

ONGOING SUPPORTING ACTIVITIES
• Dedicated Growth Pod • 30-minute Weekly War-Room • Live KPI/ROI Dashboard

Q1   Wk 1   Wk 2   Wk 3   Wk 4   Wk 5   Wk 6   Wk 13

The Prize

Lower CPL,
Higher-Quality Leads
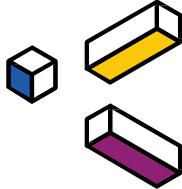
Resonate with Every
Buyer, Everywhere

Run Integrated
Campaigns with
Confidence

IMPACT B2B Growth Engine Program

Phase 4 – Insights & Forecasting
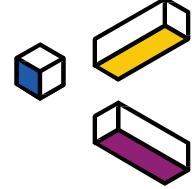
- Unified ROI dashboard (CRM↔MA)
- Quarterly exec review & forecasting session

Phase 3 – Optimise & Scale

- Monthly variant sprints
- New-channel pilots (e.g., TikTok, Quora)
- Quarterly Growth Roadmap refresh

Phase 2 – Launch & Learn

- Creative asset build (platform-fit)
- Full-funnel media buying & optimisation
- Weekly test-and-learn loops

Phase 1 – Launch Sprint

- Persona & Buying-Group Graph
- Integrated Funnel Map
- Channel Rationale + Budget sheet

Pilot $45k/Qtr	Regional $65k/Qtr	Enterprise Custom

- **Dedicated Growth Pod - Strategist, Creative lead, Media Specialist**

- **Weekly War-Room Call - 30 min rapid optimisation decisions**

- **Live ROI Dashboard**

The Opportunity

What's going to Happen next?

Proposal

tell em what you want them to do

Wedding

What's the promise of the future

Honeymoon

Immediate benefits

"Right time, Right place, RIght People, Right Money, I'm in" - Monkey

Next Steps
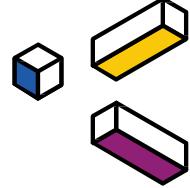
**I'm in! How do I actually commit?**

Clear Call to Action
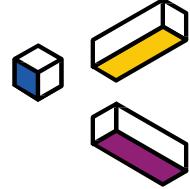
Be specific

Maintain Momentum

"Cant talk... Signing up now" - Monkey

Essence

That happened fast, Did I make the right decision?

Reputation

We're known for helping <customer TA> achieve <ultimate prize>

Feeling

Tell a story, convey certainty, elicit an emotion, aligned with what its like achieving the prize,

Thanks
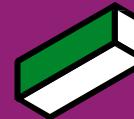
Reiterate next step

"Bravo" - Monkey

The End

2010

The Agencies' Agency

2015

Regional Full Service

2017

Analytics/Film

2020

One-stop Consultancy

TODAY

The Results-Driven B2B Digital Agency

We construct compelling marketing solutions grounded in data-driven insights. Our team of digital natives is on a mission to maximise brand health and business outcomes.
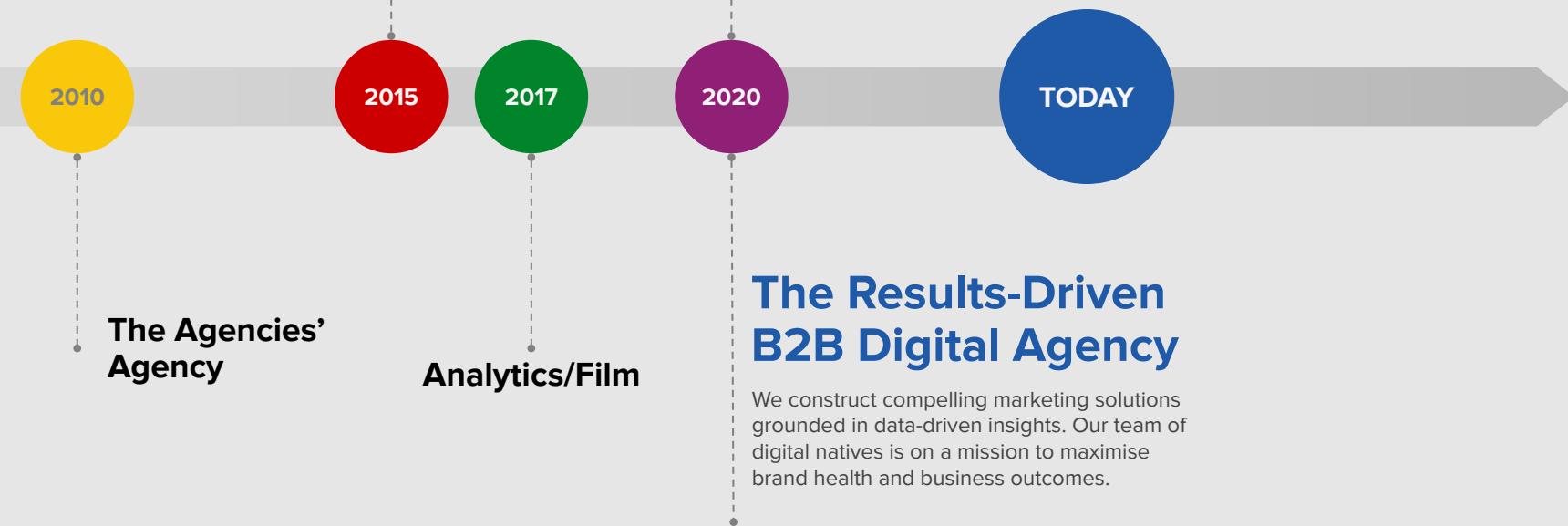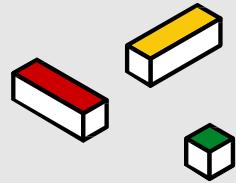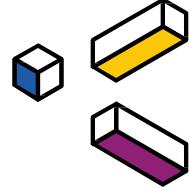
What we do

We help brands leverage the power of creativity and technology to deliver real business growth.

Our collaborative B2Human approach combines strategic thinking, compelling creative ideas and smart technologies.

Clients work with us to unlock new pathways to customer engagement, build brand differentiation, and deliver tangible results.
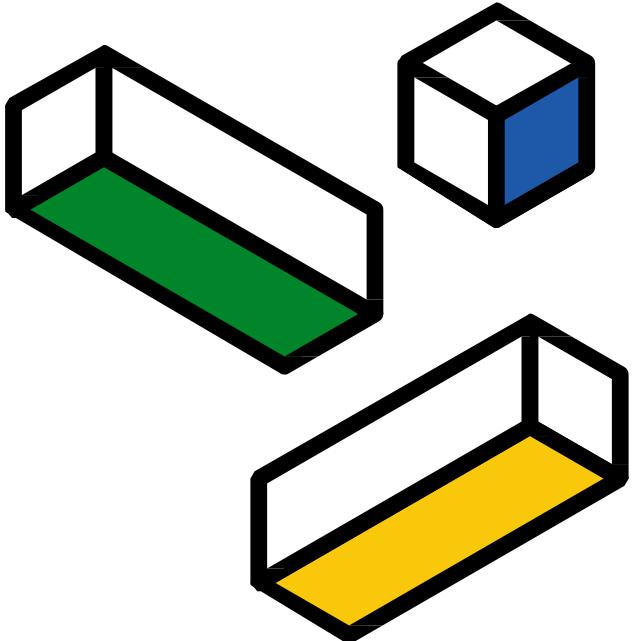
We are the Results-Driven B2B Digital Agency

Our superpower

B2Human

In the world of B2B marketing, logic and reason alone are not enough. Emotions are the catalyst that drive decisions and create lasting connections.

Our solutions

Our solutions harness imaginative thinking and frictionless technology to drive measurable results

UX, Creative Conceptualisation & Content Development

We conceptualise, design and deliver original campaigns, content and user experiences that forge meaningful connections with target audiences at every touchpoint.

▶ Creative Strategy & Production | User Experience Design | Brand Design

Marketing Planning, Activation & Measurement

We partner with you to map data-driven strategies, execute integrated campaigns across channels, and optimise performance through robust analytics.

▶ Integrated Campaign Planning | Performance Marketing | SEO | Media Planning

Data and Technology Enablement

We enable organisations to optimise their end-to-end use of data and technology - from building and maintaining websites to integrations - for greater efficiency, insight and innovation.
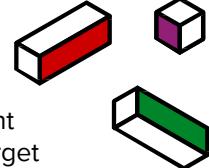
▶ Tech Development & Build | Data Enablement
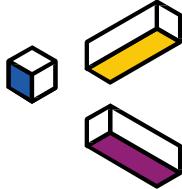
AI and Automation

We empower organisations to harness AI and automation for transformative efficiency and innovation, deploying smart technologies that refine processes and enhance decision-making.
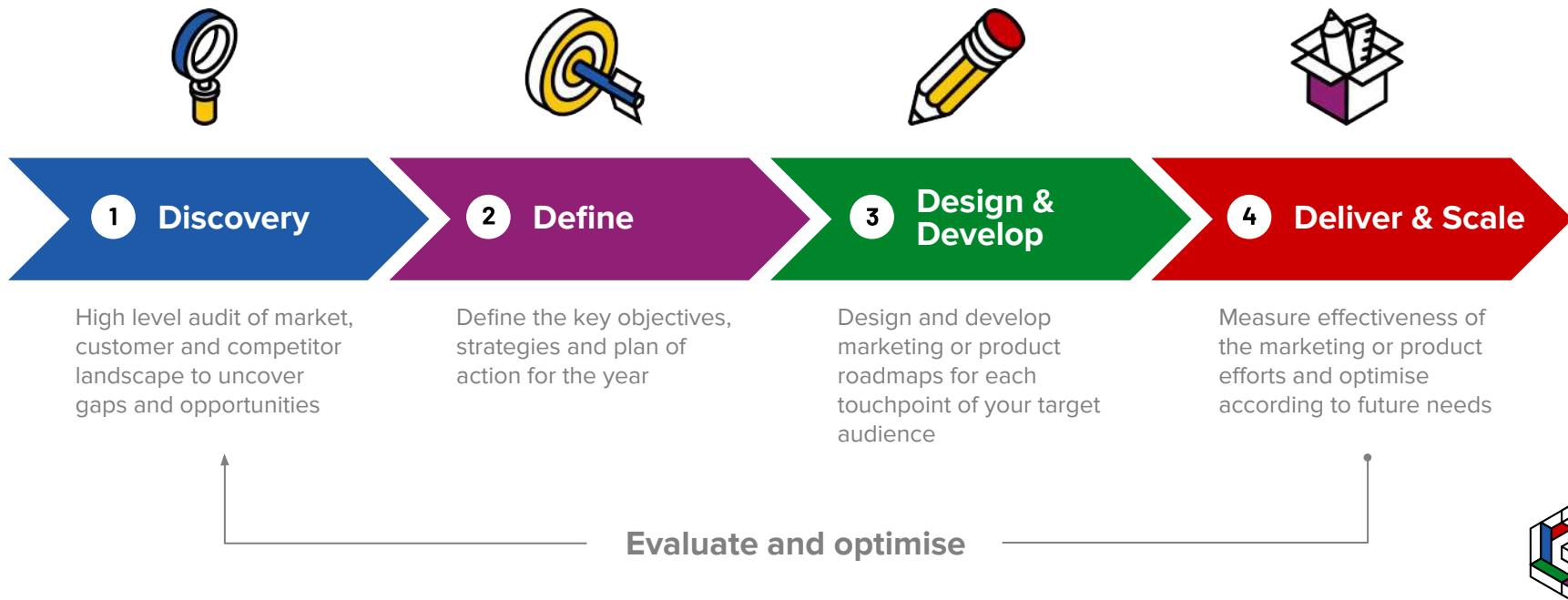
▶ AI Integration & Automation | Process Optimisation

Our approach

A phased approach to discover opportunities, establish KPIs, create and execute the roadmaps & plans and deliver more effective work with a feedback loop to evaluate & optimise

1 Discovery

2 Define

3 Design & Develop

4 Deliver & Scale

High level audit of market, customer and competitor landscape to uncover gaps and opportunities

Define the key objectives, strategies and plan of action for the year

Design and develop marketing or product roadmaps for each touchpoint of your target audience

Measure effectiveness of the marketing or product efforts and optimise according to future needs

Evaluate and optimise

Meet our team

Charanjit Singh
CHIEF EXECUTIVE OFFICER / FOUNDER

John Scott
EXECUTIVE CREATIVE DIRECTOR

Samantha Shuttleworth
HEAD OF STRATEGY & TRANSFORMATION

Kunal Robert
SENIOR DIRECTOR - CLIENT PARTNERSHIPS

MARKETING

Luis Tejedor
MARKETING DIRECTOR

Zita Hoang
DIGITAL MEDIA SPECIALIST

Levi Nguyen
DIGITAL MEDIA SPECIALIST

PLANNING

Aahana Nawab
STRATEGY MANAGER

CREATIVE, CONTENT & DESIGN

Joseph Velasquez
CREATIVE DIRECTOR

Sharon Low
CONTENT MARKETING MANAGER

Luna Gambale
SENIOR ART DIRECTOR

Jez Cabidog
SENIOR CONTENT MARKETER

USER EXPERIENCE & TECHNOLOGY

George James Parel
UX LEAD

Minh Dang
TECHNICAL ARCHITECT

Building momentum across South East Asia

India

Philippines

Vietnam

Singapore
HQ

With a diverse strong team of
cross-functional specialists:
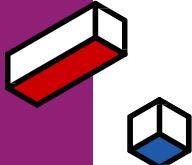
Click here to see the **Construct Digital Showreel**

Maximising brand health and business outcomes for leading brands

45

Awards & counting!

Experience & skills to meet your needs

Specialisms

Consultancy   Creative   Marketing   Technology   Media   Data
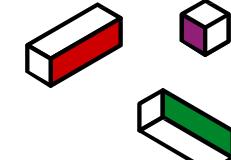
Tech Expertise

TEALIUM   eloqua   salesforce marketing cloud   HubSpot   magnolia   SITECORE

Certifications

HubSpot GOLD CERTIFIED AGENCY PARTNER   Google Partner   Meta Business Partner   Progress Partner+   Kentico CERTIFIED PARTNER   CERTIFIED AI Specialist   salesforce

The tools we use

Sitemap, Information Architecture & User Testing

Octopus miro OPTIMAL WORKSHOP

Marketing

Looker ahrefs SUPERMETRICS

SEMRUSH mailchimp

Wireframing & Prototyping

Adobe XD Figma
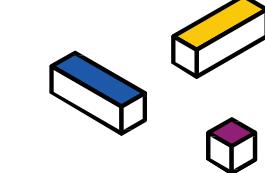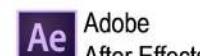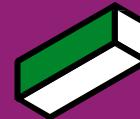
Graphic, UX/UI Design & Animations

Adobe Photoshop Adobe After Effects Midjourney

Adobe Illustrator frame.io

Frontend

Bootstrap Tailwind CSS BULMA jQuery Vue.js React

npm yarn gulp.js The streaming build system Sass TypeScript GitLab

Case studies

Thank You.

Count on us to create work that works for you, your business and your customers.

CONSTRUCT DIGITAL