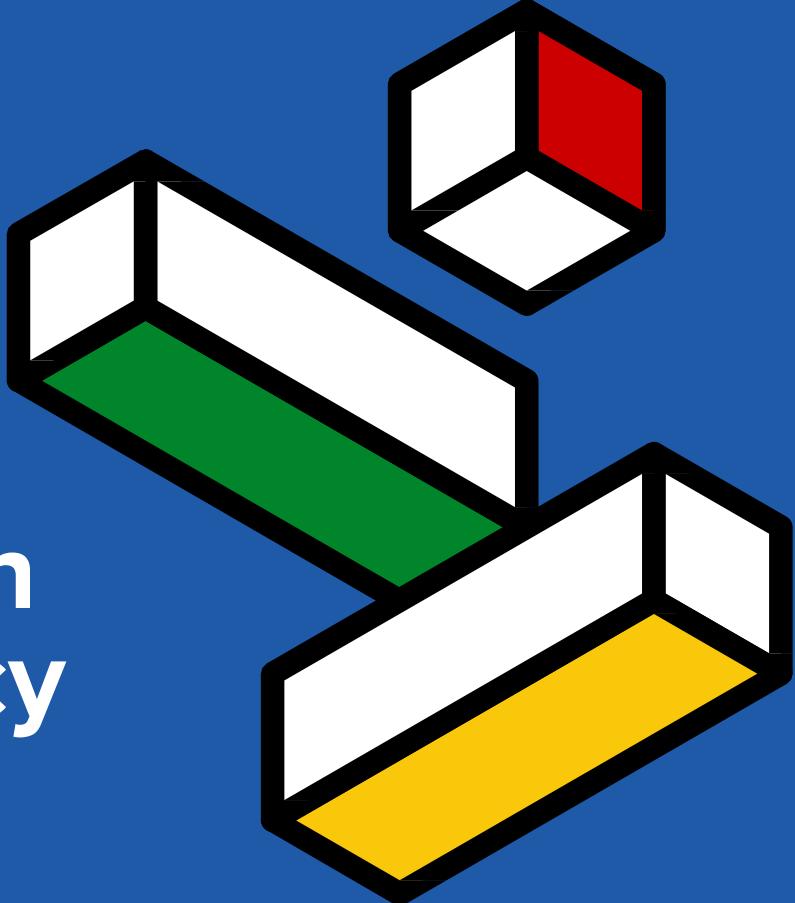




# The Results-Driven B2B Digital Agency



# 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.

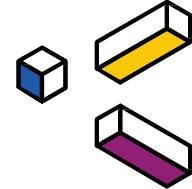
Designed and Built 100+ Digital platforms

Focus on outputs of work.



COMMSCOPE®

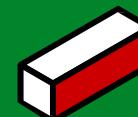
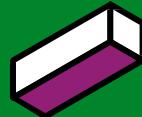
HubSpot



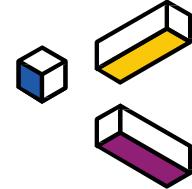


# Become The Impact CMO

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.



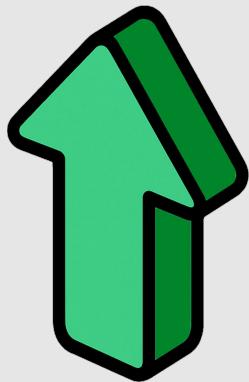
# 3 Game-changers you will learn today



## Cost Per Lead

+38%

(last 24 Months<sup>1</sup>)



### Positive ROI, fast

Cut CAC by up to 30 % via Track-to-Revenue analytics.



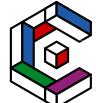
### 3x Higher Engagement

with persona-level creative.



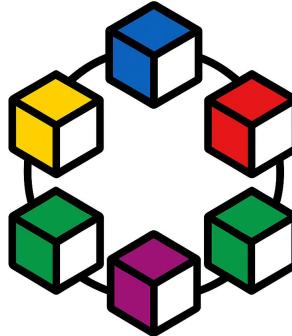
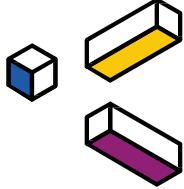
### Agile, Integrated Media

Launch full-funnel campaigns 40% faster across 6+ channels.



<sup>1</sup> [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

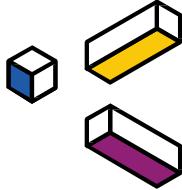
Must prove ROI in  
90-day windows



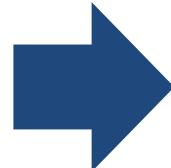
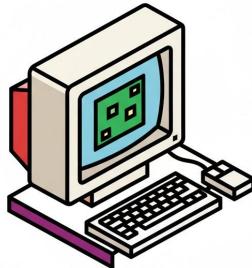
When *these* realities collide with +38% CPL, you need a new operating system.

# From Dotcom Builder to B2B Guide

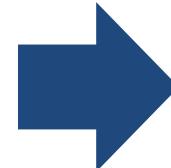
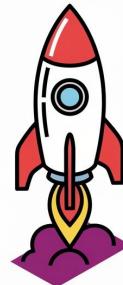
## Why I'm Here



1999 - Dot-Com  
Builder



2007 - Scale  
Moment



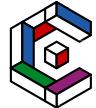
2010-2025 - B2B  
Revenues



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

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

1.5 M leads, US\$200M  
pipeline for  
SAP, NUS, Commscope.  
*Lesson: Built the IMPACT  
system you'll see today.*



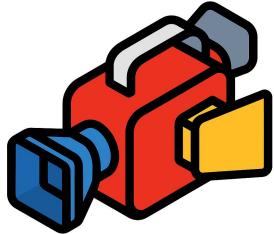
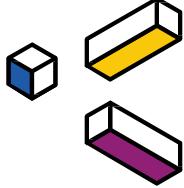


I've made a living in Digital.  
But my mission is helping ambitious  
marketers win.

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

# How we'll roll today

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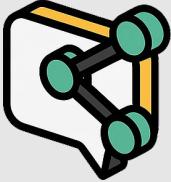
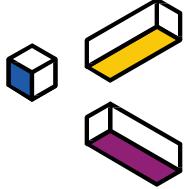


Turn on your camera  
if you can 😊

- ✓ 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.

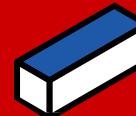
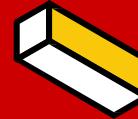


Zero-pressure zone. Just good thinking.



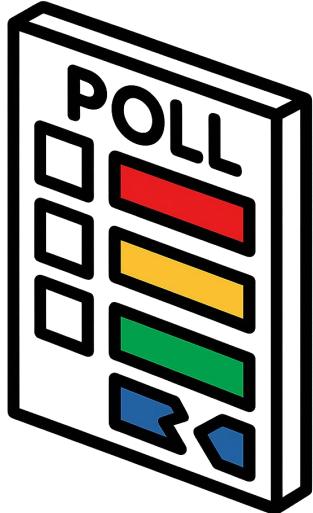
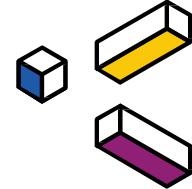
# Let's Talk About What's Broken

*And what SEA Marketing Leaders can do  
differently starting Monday.*



# What's your biggest challenge right now?

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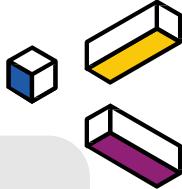


**What's the #1 thing blocking pipeline performance right now?**

- 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



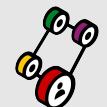
# Poll Results: Top Pipeline Blockers



**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.



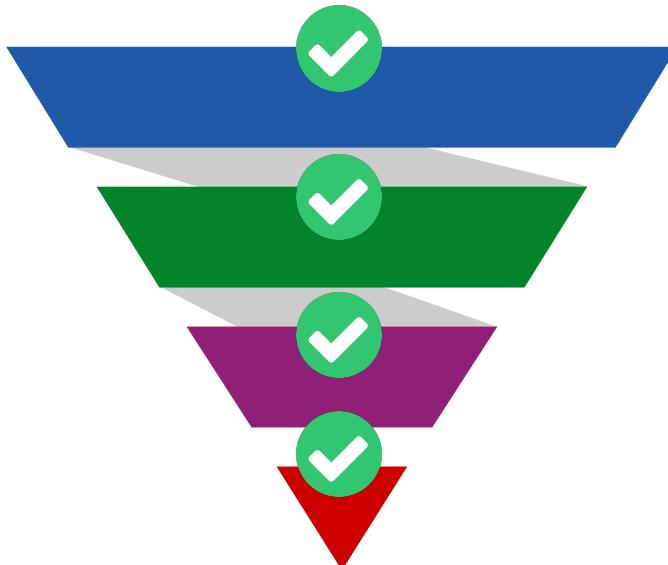
**Revenue Black Box** – CRM ↔ MA↔ BI don't align; board asks “where's the \$\$?”



# The Pipeline Win We're All After



+28% Pipeline | -22% CPL

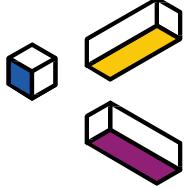


- Hit target pipeline \$\$ every quarter
- 30% lower cost-per-SQL
- Board-ready ROI dashboard in one click

This is the benchmark we see when teams run IMPACT-style campaigns

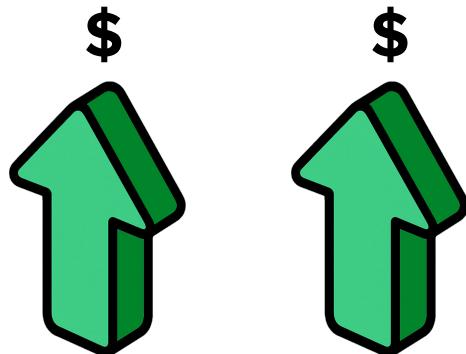


# The Targeting Trap



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

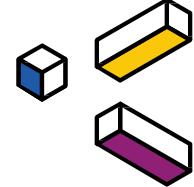
Case Study: Global 3PL

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.



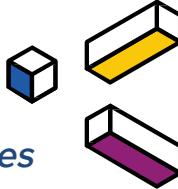
Tests across Malaysia, Thailand, Singapore show 240% higher CTR when copy matches buyer's actual role pressures, not just job titles.

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



Static Image/  
Video



Static  
Image/  
Video



Static Image/  
Video



Static  
Image

## Singapore Fintech

Before: \$1,200 CPL (spray-and-pray)

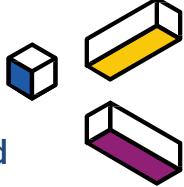
After: -18% CAC, +45% engagement

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.”



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.

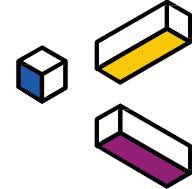
Key move: sequenced channels & retargeting, one budget.\*





# 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**

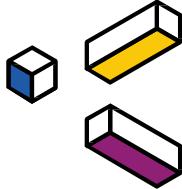
<need a Case study>  
<Company> Reduced test cycle from 3 weeks to 4 days.  
**+47 % Conversion Lift** via fast-copy test loop.  
Key move: pre-built modular assets + variant tracking dashboard.

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





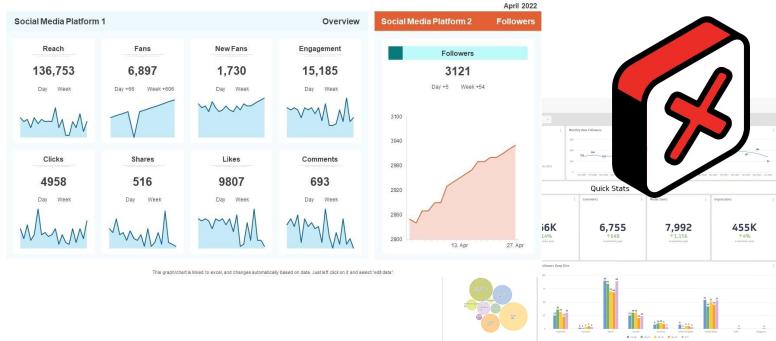
# Revenue Black Box



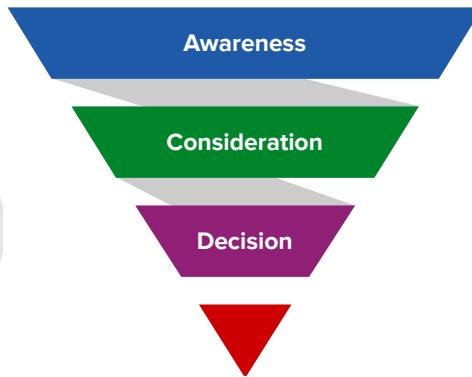
Disconnected CRM, MA & BI dashboards leave you swimming in vanity metrics while the board asks, “Where’s the revenue?”

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

Social Media Monitoring Dashboard with Reach and Followers



ROAS



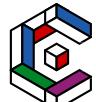
“74 % of APAC CMOs say proving marketing’s impact on revenue is their #1 challenge.”

<need a Case study>

<Company> Reduced test cycle from 3 weeks to 4 days.”

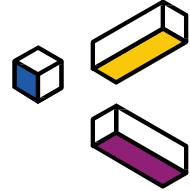
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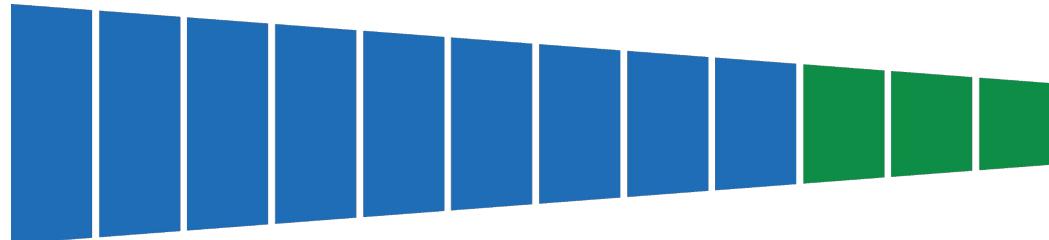
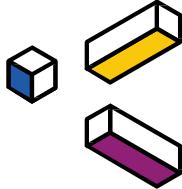


# SAP Case Study

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# Imagine Pipeline Like This...



**-30 % CPL | +25 % Pipeline**

(90-day SEA average, post-IMPACT)



Pipeline target  
hit 4/4 quarters



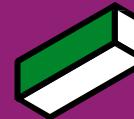
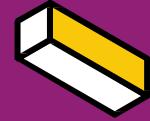
Persona-perfect  
messaging across  
all channels



Promotion-level  
credibility with  
Sales & Finance

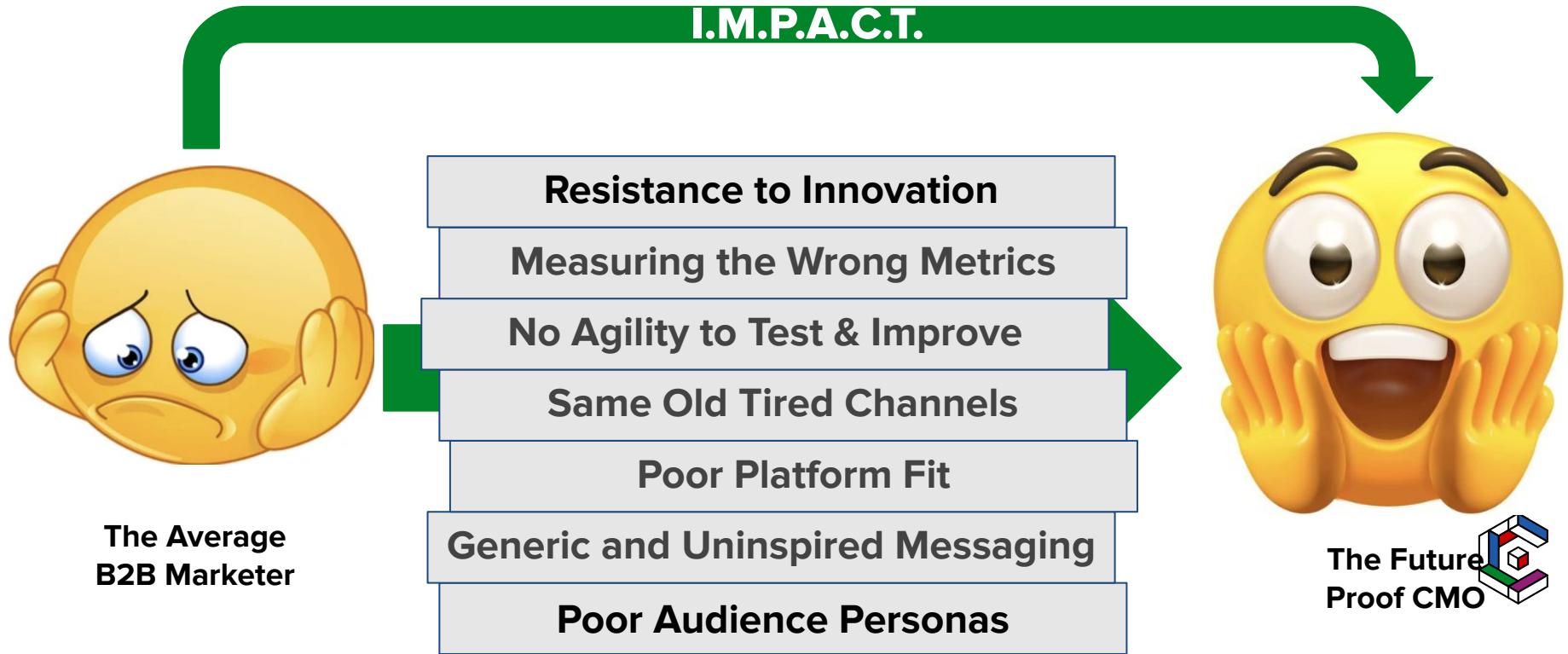
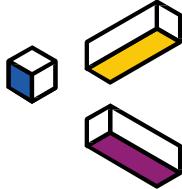
Let's unpack the six moves that unlock these numbers.





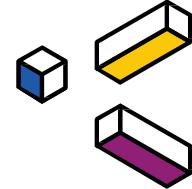
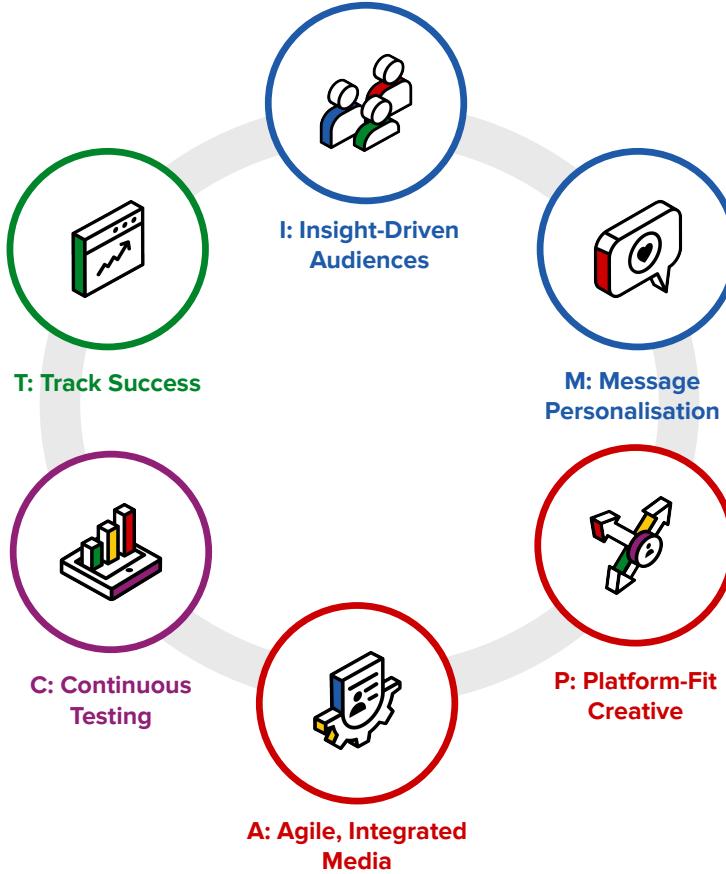
# The Solution

# This doesn't Fix itself



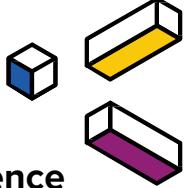
# IMPACT Methodology

**Six Moves to Cut CPL  
and Build Predictable  
Pipeline in SEA**





# 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**

## Ideal Client/Customer Profile (ICP)

	No Fit	Workable Fit	Complete Fit	Score
<b>Need</b>	0	The prospects acknowledge the problem you solve.	1	The problem exists and prospects are searching for a solution.
<b>Time</b>	0	There is time to deploy your solution but little to buffer.	2	There is time to deploy your solution and there is buffer for the unexpected.
<b>Success</b>	0	Success can't be achieved by the prospect's or your deadline.	1	There is time to deploy your solution but little to buffer.
<b>Budget</b>	0	The prospect has no direct or related success in this area.	2	Client can afford your solution but little to buffer for error.
<b>Winners</b>	0	Client/Customer cannot afford your solution because they have little to no buffer for error.	1	Personal wins identified for all Decision Makers and Influencers.
	0	Personal wins are clear but Decision Makers or Influencers lose if you win.	2	Personal wins identified for all Decision Makers and Influencers.
<b>Total Score</b>				0

©2013 Rick Wong – The Five Abilities LLC

Default Campaign Group: New Company Targeting Options Draft Actions

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Company Growth Rate:  **Office Company growth**

- Company - Company Growth Rate
- Negative growth companies
- 0% - 2% company growth
- 3% - 10% company growth
- 10% - 20% company growth
- >20% company growth

Forecasted Results: Target audience size: \$1,100,000 Forecasted revenue: \$1,100,000 Segment breakdown: Function: Operations: 20% Sales Development: 15% Marketing: 30% Engineering: 8% Healthcare Services: 7% Idea segments: 1-day 7-day 30-day

1-day spend: \$12,000 - \$14,000 7-day spend: \$12,000 - \$14,000 30-day spend: \$1,500 - \$5,000

+ Extend audience Further (AND) + Define audience

LinkedIn lists may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. Learn more

Enable Audience Expansion View audience summary | Save as template

In this Information helpful: Yes No

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"

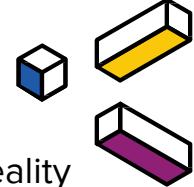
**Journey Stage Fit** – Budget holders enter month 4-5 during ROI evaluation, end users join month 5-6 for pilot testing

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





# M · Message Personalisation via R.P.S



## The disconnect:

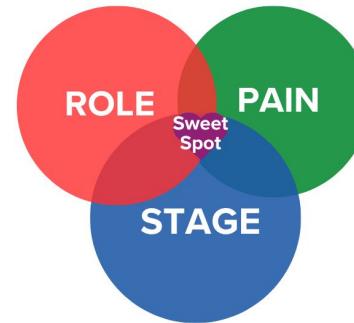
Teams spend months on persona research, then deploy identical messaging to everyone.

**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)



Pain points	Persona 1: Distributor Head	Persona 2: Export Manager	Persona 3: Ops Manager
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. <i>It's a ONE-STOP seamless solution that protects quality, cuts admin costs and keeps stock moving for every wine business.</i>		
Direction for awareness stage	<ul style="list-style-type: none"> <li>Spotlight risk of heat &amp; humidity on fine wine integrity</li> <li>Reinforce how cash drain of paying duties upfront</li> <li>Introduce idea of a single bonded hub as industry best-practice</li> </ul>	<ul style="list-style-type: none"> <li>Up-front duties hurt working capital</li> <li>Complicated multi-market customs</li> <li>Temperature shocks in transit</li> <li>Admin overload on small team</li> </ul>	<ul style="list-style-type: none"> <li>Stock-outs during spikes</li> <li>"Last-hot-mile" spoilage</li> <li>Overflow chilled space costs</li> <li>Manual system reconciliations</li> </ul>
Direction for consideration stage	<ul style="list-style-type: none"> <li>Surface working-capital strain from duties across Asia</li> <li>Highlight Toll's end-to-end flow: winery pickup → bonded SG hub → regional dropship</li> <li>Share real client results: zero spoilage, faster city deliveries</li> <li>Quantify benefits, for example, reduction in spoilage returns via chilled network</li> </ul>	<ul style="list-style-type: none"> <li>Surface working-capital strain from duties across Asia</li> <li>Highlight complexity of multi-market customs when teams are lean</li> <li>Position Singapore as a strategic springboard for APAC growth</li> </ul>	<ul style="list-style-type: none"> <li>Expose impact of "last-hot-mile" spoilage on customer reviews</li> <li>Show how demand spikes create stockout costs</li> <li>Present bonded hub + chilled fulfillment as a new operations lever</li> </ul>
Direction for decision stage	<ul style="list-style-type: none"> <li>Provide quick onboarding checklist and offer a tour/ virtual tour</li> <li>Offer dedicated advisor as single point of contact</li> <li>Promos/ offers</li> </ul>		<ul style="list-style-type: none"> <li>Provide quick onboarding checklist and offer a tour/ virtual tour</li> <li>Offer dedicated advisor as single point of contact</li> <li>Promos/ offers</li> </ul>



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

- ✓ **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

**"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



## Pain points

### Persona 1: Distributor Head

- Heat / humidity spoilage
- Cash stuck in duties
- Multiple handoffs to logistic partners
- Poor real-time inventory view

### Persona 2: Export Manager

- Up-front duties hurt working capital
- Complicated multi-market customs
- Temperature shocks in transit
- Admin overload on small team

### Persona 3: Ops Manager

- 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

The global economy is set for major growth in 2022. If you're looking to succeed, now's the time to eliminate bottlenecks.

Oracle NetSuite

7 ways to **prepare your business** for the economic boom

Download guide

Join the NUS Network Gala to connect with tech leaders and e... [more](#)

NUSAIID Sponsored

DIGITAL LEADERSHIP IN ACTION

Exclusive insights from global tech leaders on scaling innovation, disrupt innovation with AI & Data

Freelde Chat: [How to Build a Business Transformation - The Leadership Model](#)

Spotlight segment: [How to Build a Business Transformation - The Leadership Model](#)

4 July 2025, 10:00 am - 12:00 pm | 1000 pm - 1000 pm | National University of Singapore | [Register Now](#)

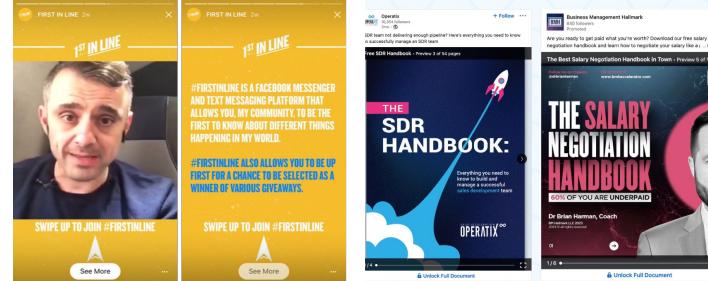
FB.ME

[SIGN UP](#)

**“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

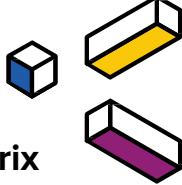
### Singapore Fintech Case Study

**Challenge:** \$1,200 CPL from spray-and-pray creative

**Solution:** Platform-native approach across top 3 channels

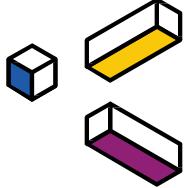
**Results:** -18% CAC, +45% engagement in 8 weeks

**Key insight:** Same budget, same audience, right psychology





# A · Agile, Integrated Media



**One budget. One funnel. Lower CPL**

## Spray-and-pray campaigns waste budget.

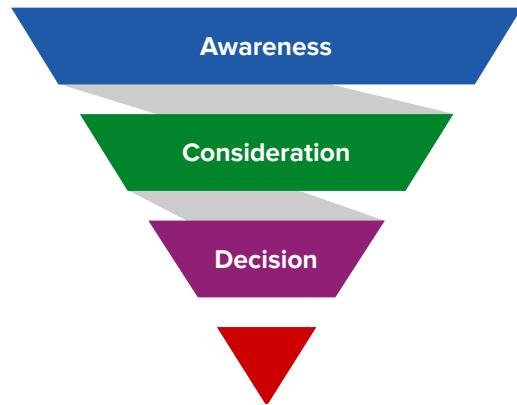
Running separate “brand bursts” and end-of-quarter lead-gen pushes balloons CPL and shreds funnel cohesion across SEA.

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



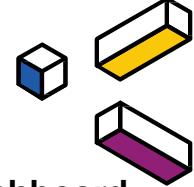
- ✓ **Channel Rationale Matrix** – score reach, cost & intent for every platform
- ✓ **Conversion-Flow Map** – Ad → nurture → sales hand-off in one diagram
- ✓ **Unified Media Plan** – single budget and KPI sheet covering Awareness ▶ Action across markets





# 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.

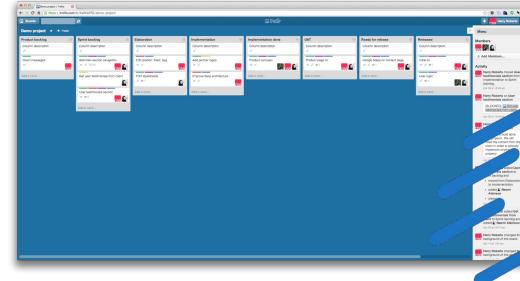
AD FATIGUE



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



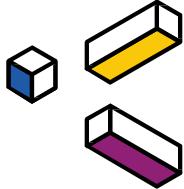
- ✓ **Variant Backlog** – always-on list of creative, copy & audience ideas, prioritised by impact
- ✓ **4-Day Launch Sprints** – asset build, QA, approvals, deploy; no waiting for “next quarter”
- ✓ **Real-Time Dashboard** – winners surface instantly; budget shifts the same day

**“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 %."

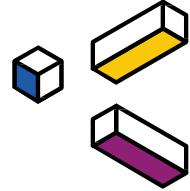
- MA ↔ CRM ↔ BI stitched; board sees revenue, not clicks.

**"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

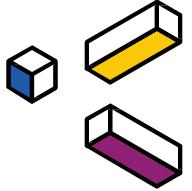
Use Visuals, Use Maxims... and visual Cues (lightbulbs)

“These are Words to Live by” - Monkey



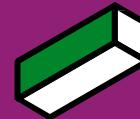
# Case Studies

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Before> Insight> Challenge> Victory (SAP B1)





# The Why

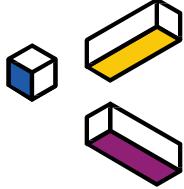
A photograph of four people in an office environment. On the left, a young woman with long dark hair, wearing a black t-shirt, is laughing. Next to her, a man with a beard and grey hair, wearing a blue blazer over a tan shirt, is looking down at something on a desk. To his right, another young woman with long dark hair, wearing an orange button-down shirt, is laughing. On the far right, a man with short dark hair, wearing a green button-down shirt, is laughing. They are all looking towards the center-left of the frame.

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?

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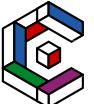
Testimonials

## Prove It

Before/afters

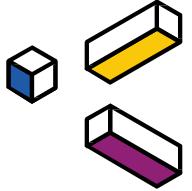
Before> Insight> Challenge> Victory (SAP B1)

“If they can, I can” - Monkey



# Was This Valuable?

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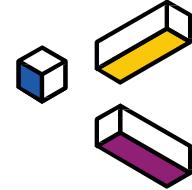


Drop ★ if today has been useful.



# May I Show You the Implementation Path?

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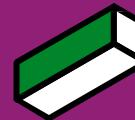
*Ideas are worthless; implementation is everything.*

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.

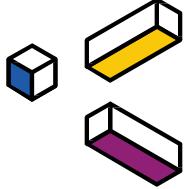




# The Close



# Proven Process



## OUR PROVEN PROCESS

Your Pain

ROI Under Siege

Message Misfire

Channel—and  
Martech—Chaos

The Prize

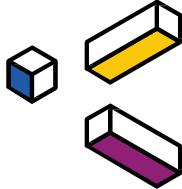
Lower CPL,  
Higher-Quality Leads

Resonate with Every  
Buyer, Everywhere

Run Integrated  
Campaigns with  
Confidence



# IMPACT B2B Growth Engine Program



- Unified ROI dashboard (CRM↔MA)
- Quarterly exec review & forecasting session
- Monthly variant sprints
- New-channel pilots (e.g., TikTok, Quora)
- Quarterly Growth Roadmap refresh
- Creative asset build (platform-fit)
- Full-funnel media buying & optimisation
- Weekly test-and-learn loops
- Persona & Buying-Group Graph
- Integrated Funnel Map
- Channel Rationale + Budget sheet

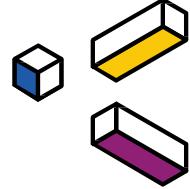
- Dedicated Growth Pod - Strategist, Creative lead, Media Specialist
- Weekly War-Room Call - 30 min rapid optimisation decisions
- Live ROI Dashboard



Book a 20-min fit call to scope the right tier.

# The Opportunity

---



Proposal

## What's going to Happen next?

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

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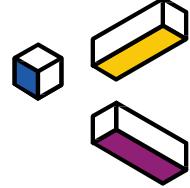
I'm in! How do I  
actually commit?

Clear Call to Action

Be specific

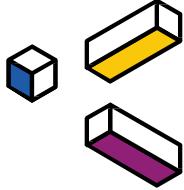
Maintain Momentum

“Cant talk... Signing up now” - Monkey



# Essence

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**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**

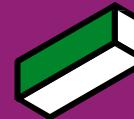
Reiterate next step

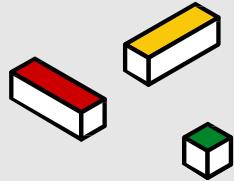
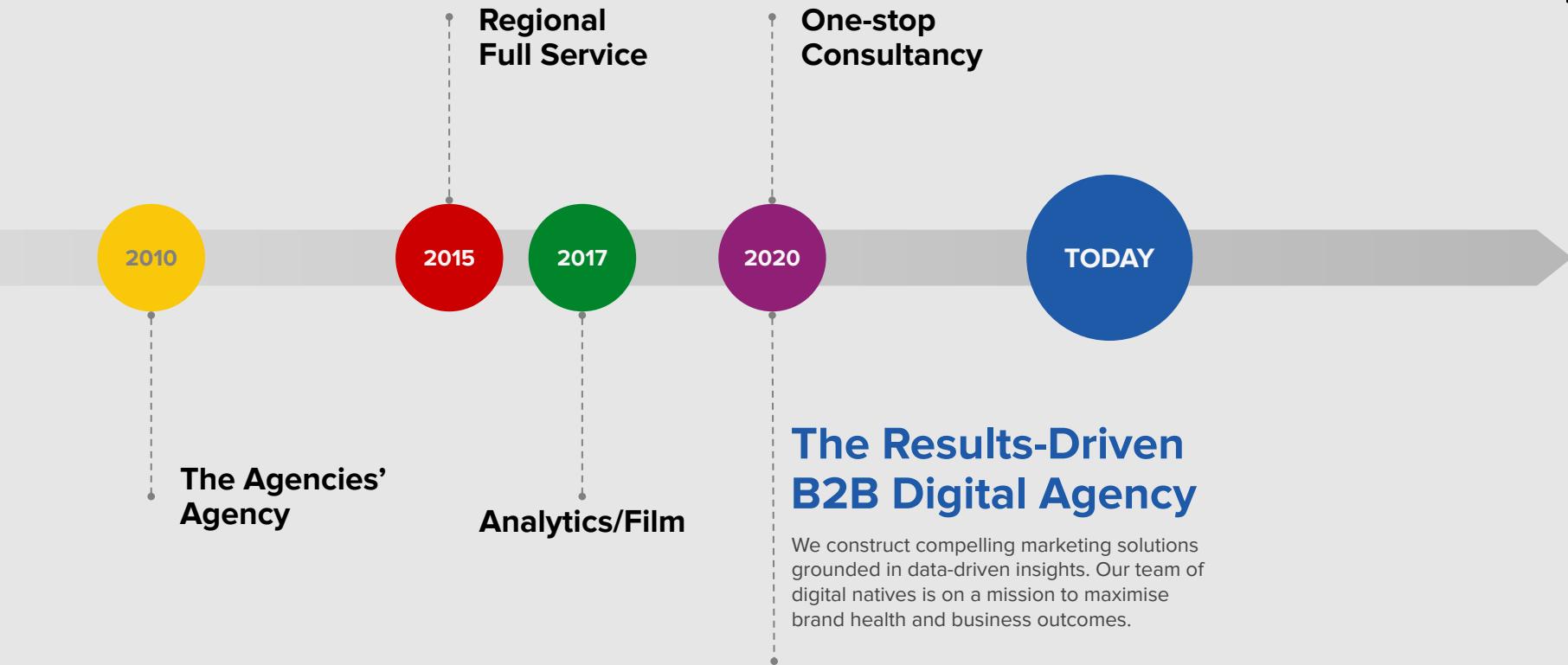
“Bravo” - Monkey





# The End





# What we do

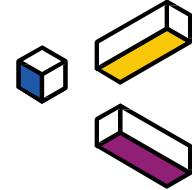
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**We help brands leverage the power of creativity and technology to deliver real business growth.**

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**

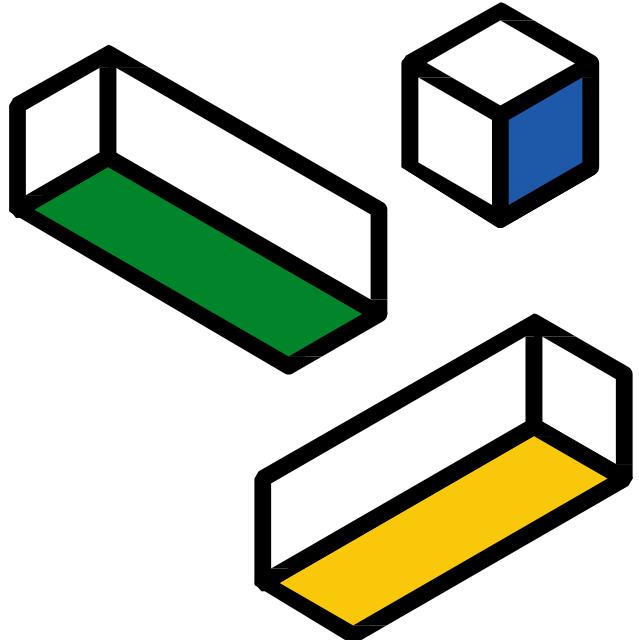


# Our superpower

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# 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.

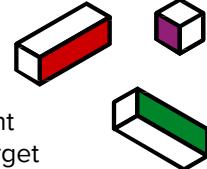
- ▶ [Tech Development & Build](#) | [Data Enablement](#)



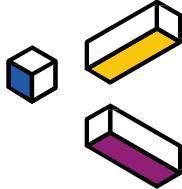
## AI and Automation

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](#)



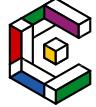
# Our approach



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



# Meet our team



## SENIOR CLIENT PARTNERS



**Charanjit Singh**  
CHIEF EXECUTIVE OFFICER /  
FOUNDER



**John Scott**  
EXECUTIVE CREATIVE  
DIRECTOR



**Samantha Shuttleworth**  
HEAD OF STRATEGY &  
TRANSFORMATION



**Kunal Robert**  
SENIOR DIRECTOR - CLIENT  
PARTNERSHIPS



**Luis Tejedor**  
MARKETING DIRECTOR



**Zita Hoang**  
DIGITAL MEDIA SPECIALIST



**Levi Nguyen**  
DIGITAL MEDIA SPECIALIST

## PLANNING



**Aahana Nawab**  
STRATEGY MANAGER



**Joseph Velasquez**  
CREATIVE DIRECTOR



**Sharon Low**  
CONTENT MARKETING MANAGER



**Luna Gambale**  
SENIOR ART DIRECTOR



**Jez Cabidog**  
SENIOR CONTENT MARKETER



**George James Parel**  
UX LEAD



**Minh Dang**  
TECHNICAL ARCHITECT

## CREATIVE, CONTENT & DESIGN

## USER EXPERIENCE & TECHNOLOGY

# Building momentum across South East Asia

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India



Philippines



Vietnam



Singapore  
HQ

With a diverse strong team of cross-functional specialists:





**CONSTRUCT  
DIGITAL**

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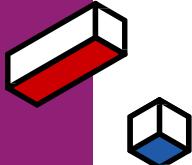
Click here to see the [Construct Digital Showreel](#)

# Maximising brand health and business outcomes for leading brands



# 45

Awards &  
counting!



# Experience & skills to meet your needs



Consultancy



Creative



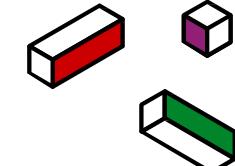
Marketing



Technology



Media



Data



# The tools we use

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## Sitemap, Information Architecture & User Testing



## Wireframing & Prototyping



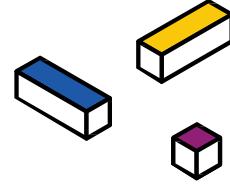
## Frontend



## Marketing

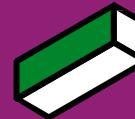


## Graphic, UX/UI Design & Animations





# Case studies



# Thank You.

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