

OFFER

What can we offer to resolve the tension?

PRINCIPLES

Our essential ingredients of success.

Understanding your Target Audience I: Insight-Driven Audiences (Map whole buying-groups, not job titles, so you never miss a decision-maker.)	Personalised Messaging M: Message-to-Heart Personalisation (Role-, pain-, and stage-specific copy that 3x engagement.)	Innovative Creative fit for Platform P: Platform-Fit Creative Innovation (Platform-native, persona-led creative matched to each channel and funnel stage – thumb-stopper videos, carousels and ads that lift engagement 3x and cut CPA up to 35%.)	Efficient Automated Campaign Deployment A: Agile, Integrated Media Adoption Design and continuously optimise one unified, multi-channel campaign that shepherds ideal prospects from first touch to revenue at the lowest possible cost.	Rapid Iteration and Testing C: Continuous Testing & Iteration (Rapid, data-driven testing loops continually refine media and creative for maximum performance.s)	T:Track-to-Revenue Analytics Sync MA←CRM←BI so CFO, Sales & Marketing trust the same pipeline numbers
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PACKAGE

Our well presented 'containers' of value.

PAIN

What are their 3 dominant pain points?

Hook

ROI Under Siege

Explanation

Rising ad costs and flat pipeline targets put marketing leaders under relentless scrutiny. With CPLs up ~38 % in SEA and sales demanding qualified leads, there's mounting pressure to prove every dollar's impact on revenue—yet fragmented attribution and disconnected dashboards make that almost impossible.

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Message Mis-fire

Explanation

Generic, one-size messaging fails to resonate with diverse buying groups. Even with translated copy, campaigns miss the unique pains of decision-makers across roles, regions and journey stages. The result? Low engagement, wasted budget, and sales teams complaining about lead quality.

Hook

Channel—and Martech—Chaos

Explanation

A complex, fast-changing landscape forces marketers to orchestrate campaigns for 6–10 buying-group roles, across multiple countries and channels while wrestling with fragmented tech stacks. Without a clear plan for what works where, budgets leak into underperforming channels, and teams struggle to run cohesive, always-on campaigns.

DEEP PAIN

The fear of professional irrelevance. Falling behind faster, more integrated competitors. Failing to deliver measurable pipeline impact. Losing credibility—and even career progression—when you can't prove marketing's true value.

OBSTACLES

What mistakes & misconceptions are limiting growth / perpetuating their problems?

Mistake I: Inadequate Understanding of your Target Audience and their Buying Journey
Not understanding the Motivations and Pain points of your target audiences and Targeting them without considering their journey stages, leading to poorly timed campaigns and missed opportunities for engagement.

Mistake M: Generic and Uninspired Messaging
Using broad, one-size-fits-all messaging that fails to connect with audiences emotionally, resulting in low engagement and poor conversions.

Mistake P: Recycling the same Creative across all channels
Without regard to audiences and what works best on each platform, e.g. Static Image ad as an Instagram Story Ad

Mistake A: Avoiding the Complexity of New Tools and Platforms
Over-reliance on tried & tested platforms & channels, missing opportunities to optimize strategies and drive efficiency with modern channels and technology platforms.

Mistake C: Not testing and refining your Campaign assets.
Structural Issues are preventing your from quickly testing and refining your campaign messaging, creatives and targeting

Mistake T: Measuring the Wrong Metrics
Focusing on vanity metrics instead of actionable KPIs, which leads to misguided decisions and inability to prove marketing ROI.

Mistake X: Resistance to Innovation
Mistake: Falling behind in adopting new creative strategies, platforms, and technologies.
Hesitating to adopt new strategies or pivot failing approaches, causing them to fall behind more innovative competitors.

IDEAL CUSTOMER

- Age range: 25-45
- Education: Undergrad or Grad Degrees
- Gender ratio: 60% female, 40% male
- Career: Career Marketing professionals, Marketing Directors, Sales Leaders
- Work for Multinational Corporation, > 500 Staff Globally and Revenues > 100M
- Industries: Large Multinationals in B2B, Tech, Finance/Insurance and/or Government
- Geographic:
 - Regional HQ primarily located in Singapore or major cities across South East Asia
- Brick & Mortar Businesses
- Psychographic:
 - Tech-savvy and forward-thinking
 - Value creativity and innovation
 - Strive for success and measurable results
 - Understand the value of brand-building

5 things about a client:
- I like them - resonate with them
- I can get great results for them - why do I do what I do?

PRIZE

A unique expression that captures the essence of the desired outcome.

Predictable Pipeline. Lower Costs. Marketing in Control.

3 Payoffs

What are the 3 benefits gained by achieving the prize. (each offsets a problem)

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Lower CPL, Higher-Quality Leads

Explanation

Cut wasted spend by unifying brand + demand budgets into one funnel plan. Advanced targeting and sequencing reduce CPL and deliver Sales-ready leads.

Hook

Resonate with Every Buyer, Everywhere

Explanation

Replace generic campaigns with messaging tailored to role, pain, stage and channel. Persona-driven creative that connects—even across languages and regions.

Hook

Run Integrated Campaigns with Confidence

Explanation

Replace chaos with clarity. One plan, one budget, one KPI sheet. Execute seamlessly across channels and markets while knowing exactly what works, where, and for whom.