



Are You Ready for the **Mega Sales Season?**

Dear Business Owner,

If you're reading this, you're probably facing the same challenge thousands of Singapore businesses encounter every Q4: How do you capture the massive 10.10, 11.11, 12.12, Black Friday, Christmas, and Chinese New Year opportunity when your marketing budget is a fraction of what big brands spend?

You've likely tried:

- X Facebook ads (expensive)
- X Instagram posts (no reach)
- X Traditional agencies (overbudget)

Here's what nobody tells you: While you're competing on price with bigger brands who can afford to lose money, smart local businesses play a different game. They turn their actual customers into their marketing team.

What You'll Discover:

- Why traditional marketing costs 35% more
- The 92% trust statistic that changes everything
- Real case studies from Singapore brands
- Your exact Q4 execution timeline

Ready to discover how?

The Partipost Team

Trusted in 8 markets, 22,000 campaigns, 5,700+ brands

Table of Contents

Quick overview for easy readability

Chapter Title	What you'll learn
1 Why Your Marketing Isn't Working Anymore	Rising Meta CPMs, shrinking organic reach, marketplace fees, and why trust (peer reviews) beats ads.
2 The Modern Customer Journey	Discovery → Validation → Purchase, where social proof is missing, and how creator content fills each gap.
3 Your Q4 Creator Marketing Playbook	What creator marketing really is, why nano-creators convert, and a week-by-week Q4 execution plan.
4 Real Businesses, Real Results	Case studies (FMCG, F&B, beauty, sports) and the key takeaways on scale, platform mix, and reviews.
5 How to Start Your First Campaign	DIY vs. Partipost paths, the anatomy of a good brief, and a practical checklist to launch in time for 11.11.

Pro Tip

Enable “Background graphics” when saving to PDF to preserve gradients and colors.

Navigation

Use this page as a quick reference before diving into each chapter.

Outcome

A clear plan to build trust, reviews, and content ahead of the Mega Sales season.

Chapter 1

Why Your Marketing Isn't Working Anymore

Let's start with an uncomfortable truth: The marketing playbook from 2020 is dead.

35%

Meta CPM Increase

Southeast Asia 2024

Source: eMarketer

<2%

Instagram Organic Reach

Down from 16% in 2020

Source: Hootsuite 2025

\$10K

Breakeven Required

On \$3K ad spend

30% margin calculation

The Facebook/Instagram Trap

Remember when your posts reached your followers? Today, Instagram organic reach is below 2% according to Hootsuite's 2025 Social Trends Report. Meta's advertising costs in Southeast Asia increased 35% in 2024 (eMarketer/Insider Intelligence), forcing businesses to pay more for less visibility.

The Brutal Math:

\$3,000

Monthly Ad Spend

→

300

Clicks (1% CTR)

→

3-6

Sales (1-2%)

"I spent \$5,000 on Facebook ads last quarter. I got lots of likes but only 12 actual sales."

- Every business owner we've met recently

The Marketplace Squeeze

Where Your Money Goes:

Commission: 3-6%

Advertising: 5-15%

Promotions: 10-30%

Total Platform Cut: Up to 51% of revenue

Customer discovers you on TikTok → Searches on Shopee → Sees 3.2 stars →
Buys from competitor with 4.5 stars

The Trust Revolution

92%

of Singaporeans trust peer recommendations over ads

Nielsen Global Trust in Advertising, 2024

80%

Check reviews before purchase

iPrice Group 2024

4.0★

Minimum rating threshold

For consideration

Your customers trust their friends, colleagues, and other real customers, not
your advertisements.

The Extended Q4 2025 Mega Sales Season

10.10

Perfect 10 Sale

28% growth YoY

11.11

Singles Day

38% of Q4 sales

Black Friday

Nov 29

15% of Q4 sales

12.12

Year-End Sale

27% of Q4 sales

Christmas

Gift Season

18% of annual retail

CNY 2026

Jan 29

21% of Q1 sales

Key Insight:

Singaporeans spend 42% more during year-end festive season, with average year-end bonus of 2.1 months driving discretionary spending

Source: MAS Consumer Spending Report 2024

Chapter 2

The Modern Customer Journey

How Singaporeans Really Buy in 2025

1

Phase 1: Discovery (Social Media)

Scrolling TikTok/Instagram, sees genuine content from someone like them

"Wah, this one looks nice sia!"

TikTok Instagram YouTube

⚠ Problem: Your brand isn't creating this authentic content

2

Phase 2: Validation (Research)

Searches on Shopee, checks reviews, makes decision

"Eh, reviews not bad leh, 4.5 stars!"

Critical Moment: No reviews = Lost sale

⚠ Problem: Your competitors have 50+ reviews, you have 3

3

Phase 3: Purchase (Timing)

Waits for sale, adds to cart, completes purchase

"Wait for 11.11 can save more, shiok!"

11.11 12.12 Payday



Problem: They buy whoever they trust most

The Gap in Your Marketing

Notice what's missing? At every step, customers are looking for **social proof from people like them**, not advertisements from brands.

Discovery Gap

You need authentic content from real users

Trust Gap

You need genuine reviews with photos

Decision Gap

You need peer recommendations

Why Creator Marketing Works: The Psychology of Trust

The modern customer journey reveals a crucial insight: **Customers don't trust brands anymore. They trust each other.**

What Brands Say

8%

Trust Level

"Best in Singapore!"

Sounds like every other ad

What Peers Say

92%

Trust Level

"I tried it, quite good leh"

Real person, real experience

How Creator Marketing Fills Every Gap

✓

Discovery Phase:

10-30 creators posting authentic content = your products appearing naturally in feeds

✓

Validation Phase:

Real reviews with photos on marketplaces = instant credibility when customers search

✓

Purchase Phase:

Multiple touchpoints from different creators = trust compounds over time

The Breakthrough Strategy

Stop creating ads that people skip.

Start creating experiences that people share.

Creator content + Strategic ad boosting = 4x better performance

Chapter 3

Your Q4 Creator Marketing Playbook

Understanding Creator Marketing

This IS NOT:

- • Hiring mega-influencers with 100K followers
- • Paying \$5,000 for one post
- • Fake endorsements
- • Celebrity marketing

This IS:

- • 20-50 real customers (500-5K followers)
- • Actual product purchase + review
- • Genuine product experiences
- • Authentic peer recommendations

Why Nano-Creators Convert Better:

Personal

Friends know them

Authentic

Real experiences

Cost-Effective

10-100x cheaper than celebrities

Trusted

Tight-knit community

The Numbers Don't Lie:

14.2%

Nano engagement rate

\$10-100

vs \$10K+ celebrities

3.69%

Avg engagement rate

Source: Influencer Marketing Hub 2024

Your Week-by-Week Q4 Timeline

1

Phase 1: Foundation Building

Now - October 31

What to Do:

- ✓ Recruit 10-30 nano-creators
- ✓ Get creators to purchase your product
- ✓ Get marketplace reviews with photos
- ✓ Request authentic posts & stories

What You'll Achieve:

10+

Reviews

10+

Content pieces for 12 months

2

Phase 2: Instagram Stories Blitz

November 1-10

The \$1,000 Stories Strategy:

100

IG Stories

10

Per day

10

Days of hype

Story Content Ideas:

"Adding to cart for 11.11"

Flash sale announcements

Countdown timers

"Almost sold out" updates

3

Phase 3: Smart Amplification

Nov 11, Dec 12 & Beyond

Turn creator content into advertising gold:

Select Best UGC

Top performing content

Boost as Ads

4x better performance

Repurpose Everywhere

Website, emails, stores

Investment vs. Return: The Real Math

*Based on industry averages: Meta CPM \$10-15, CTR 1%, engagement rates from Influencer Marketing Hub 2024

Traditional Ads (\$3,000)

- Reach: 200-300K impressions
- Clicks (1% CTR): 2-3K clicks
- Content created: 0
- Reviews generated: 0
- Trust built: Low

Creator Marketing (\$3,000)

- Reach: 150,000+
- Engagement: 8-12%
- Content created: 10+
- Reviews generated: 10+
- Trust built: High

The Hidden Value:

Creator marketing builds compound value through reviews, 12 months content ownership (for campaigns run on the Partipost platform only), improved marketplace rankings, and reduced future ad costs through higher quality scores.

Chapter 4

Real Businesses, Real Results

Even Giants Use This Strategy

Unilever & P&G • Malaysia & Singapore

When global giants wanted to launch in Southeast Asia, they didn't just rely on TV commercials. They partnered with 250 everyday users who purchased, tried, and shared genuine experiences.

1M+

Reach

13.94%

Engagement

250

Creators

146K

Engagements

The Lesson:

Even billion-dollar brands know that authenticity beats celebrity. If it works for them with unlimited budgets, imagine what it can do for you.

Local F&B Success Story

Monster Curry • Singapore

Launching their new Combo Curry Ramen, Monster Curry didn't compete with McDonald's ad budget. They got 18 real customers to visit, try, and share their authentic dining experience.

216K

Cumulative Reach

18

Posts

2.84%

Total ER

The Lesson:

F&B success isn't about paid actors pretending to enjoy food. It's real customers sharing genuine experiences that drive foot traffic.

Beauty Without Celebrity Endorsements

TIGI Bed Head • Singapore

Competing with L'Oréal and Dove, TIGI proved you don't need celebrity endorsements. They worked with just 15 nano-creators who genuinely loved their products and could show real hair transformations to their friends and followers.

113K

Total reach

8.45%

Engagement

15

Creators

12mo

Content rights

The Lesson:

Beauty brands don't need models. They need real transformations from real people your customers can relate to.

Sports Retail Without Athletes

Decathlon • Singapore

Decathlon didn't need professional athletes. They got 34 regular Singaporeans to share how Decathlon products fit into their everyday fitness routines.

105K

Cumulative Reach

34

Posts

5.49%

View Rate

3.23%

Avg ER

The Lesson:

Sports marketing isn't about Olympic athletes. It's about showing how products help regular people achieve their fitness goals.

Skincare Trust Through Real Results

Olay • Singapore

Instead of airbrushed models, Olay got 10 real women to document their skincare journey with genuine before-and-after experiences.

191K

Reach

10

Real Users

2.69%

Engagement

The Lesson:

Skincare credibility comes from real transformations, not photoshopped perfection.

The Power of Marketplace Reviews

St. Ives • Singapore

St. Ives focused entirely on generating authentic Watson's reviews. 200 real customers purchased, tried, and reviewed products where shoppers actually make decisions.

200

Watson's Reviews

4.6★

Average Rating

#1

Category Ranking

The Lesson:

Reviews on marketplaces matter more than any advertisement. That's where purchase decisions are actually made.

What These Stories Teach Us

Scale doesn't require big budgets

Many voices beat one celebrity

Platform diversity matters

Be everywhere customers look

Content ownership is gold

12 months of usage rights

Reviews drive rankings

Better ranking = free traffic

Chapter 5

How to Start Your First Campaign

Two Paths Forward

Option A: Do It Yourself

What you'll need to do:

- • Reach out to 50-70 creators manually via Instagram
- • Negotiate with each individually & get 10-20 to join at your rates
- • Create contracts and agreements
- • Ship products to each creator
- • Follow up constantly for content
- • Process payments individually

20-30

Hours/week

2-3

Weeks to launch

Option B: Use Partipost

8

Markets

22K

Campaigns

5.7K

Brands

How it works:

- ✓ Access 60,000+ verified Singapore creators
- ✓ Use campaign templates & create a campaign in 30 mins
- ✓ Creators apply to participate
- ✓ Approve the ones you like
- ✓ Platform handles all payments
- ✓ Track campaign performance automatically

2-3

Hours total

24-48

Hours to launch

What Makes a Good Campaign Brief?

Your Story (Keep it Simple)

"We're a local skincare brand that makes products specifically for Singapore's humid climate."

What Makes You Different

"Unlike international brands, we formulate for Asian skin in tropical weather."

Clear Instructions

- • Try product for one week
- • Share honest experience
- • Post on Instagram/TikTok
- • Leave Shopee review with photos

Pro Tip:

The less scripted, the more authentic. Give guidelines, not scripts.

Your First Campaign Checklist

Define your goal

Awareness? Credibility? Traffic? **Set your budget**

Based on campaign goals **Choose products**

Bestseller or new launch

Write your story

Why should people care? **Prepare samples**

Ready to ship (not needed if creator buy directly from your shop) **Set**

timeline

2-3 weeks before sales (longer if DIY to accommodate negotiation and product distribution)

The October 31 Deadline

If you want to capitalize on 11.11, you need reviews ready by November 1.

Oct 15

Last date to start

Oct 31

Reviews must be live

Nov 11

Sales day

Ready to Transform Your Q4?

Join 5,700+ brands already winning with authentic creator marketing

Choose Your Path to Q4 Success:

Get Expert Guidance

Book a free 30-minute strategy call to get personalized advice for your Q4 campaign

[Book Strategy Call →](#)

Start Right Now

Create your account and launch your first campaign in 30 minutes

[Create Campaign Now →](#)

