

# Quick Wins for Singapore SMEs

## Your Q4 2025 Sales Playbook

Practical strategies to maximize 11.11, 12.12 & CNY without big ad budgets

[Partipost – Authenticity Beats Advertising](#)

## The Challenge: Why Old Marketing Fails

- Facebook/IG ads CPM ↑ 35% YoY in SEA (2024–2025)
- Organic reach on Instagram <2%
- 80% of Singapore shoppers check reviews before purchase
- Shopee/Lazada commissions & promos can cut up to 25% of margins

## The Insight: The New Buyer Journey

- Discovery → TikTok/IG scrolls
- Validation → Reviews & social proof
- Purchase → Triggered by payday / mega-sale

92% of Singaporeans trust peer recommendations over ads (Nielsen, 2024)

## The Quick Wins Playbook: Action Plan

Now – Oct 31	Build review base (20–30 nano-creators, depending on platform)
Nov 1–10	IG Stories campaign: FOMO or flash sales hype (≈\$1000 = ~100 story templates)
Nov 11 & Dec 12	Boosted social proof ads: repurpose UGC content & reviews for paid reach

■ Start campaigns by Oct 15 to be ready for 11.11!

## Your Next Step with Partipost

- Start from \$1000
- Access 60,000+ verified creators in Singapore alone
- Operating across 8 markets
- 22,000 campaigns delivered
- Trusted by 5,700 brands

■ [Book a Free Strategy Call](#)

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