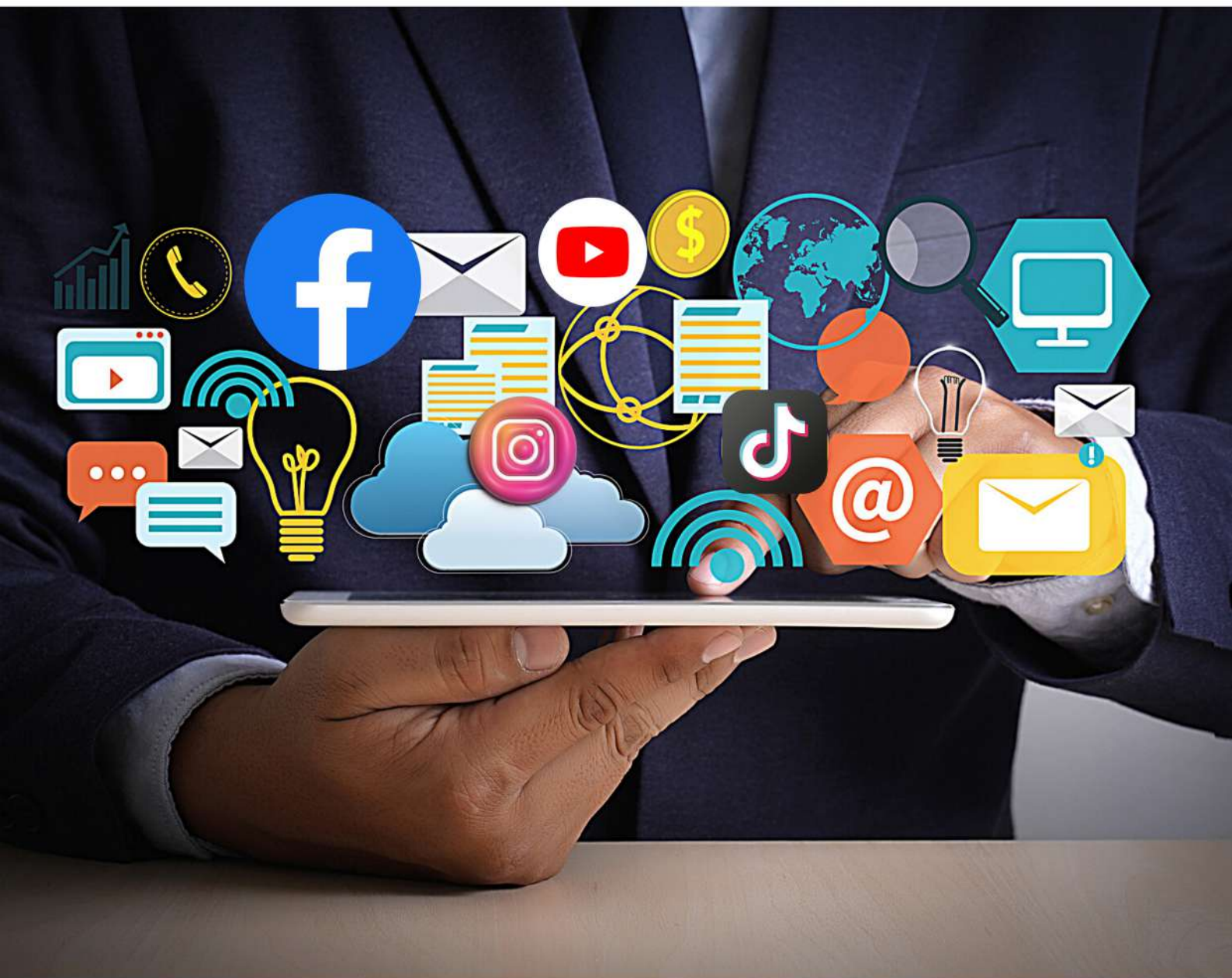


BLUEHIVE PSG DIGITAL MARKETING PACKAGES



Bluehive Consulting
www.bluehiveasia.com



WHY CHOOSE US?

Introducing Bluehive Consulting, a powerhouse branding, integrated marketing, training and consulting agency established in 2015, driving success for brands and business owners across Europe and Asia Pacific. Our core focus within the lifestyle, F&B, and Home Improvement industries showcases our expertise and dedication.

Endorsed by Enterprise Singapore as a Professional Singapore Certified Management Consultancy for EDG Grant projects, we have been empowering local SMEs and brand owners to grow their businesses since 2018. Recognized by IMDA, we are a trusted pre-approved vendor for digital marketing grants projects. Notably, we were chosen by Enterprise Singapore as one of four companies to guide local SMEs in their online transition during the pandemic, a role we embrace with pride.

As we step into the post-COVID era, our commitment remains steadfast: empowering local SMEs to flourish. Bluehive Consulting Asia stands as a beacon of growth, offering tailored strategies and unwavering support to navigate and conquer new business horizons.

Let us work with you to bring your businesses forward!

www.bluehiveasia.com

ABOUT THE PSG GRANT

The Productivity Solutions Grant (PSG) supports companies keen on adopting IT solutions and equipment to enhance business processes.

For a start, PSG covers sector-specific solutions including the retail, food, logistics, precision engineering, construction and landscaping industries.

Other than sector-specific solutions, PSG also supports adoption of solutions that cut across industries, such as the PSG Digital Marketing Grant for SMEs to use digital technologies and build stronger digital capabilities to seize growth opportunities in the digital economy,



ESG supports companies' adoption of PSG solutions up to the annual grant cap of S\$30,000 per financial year.

Get 50% Grant Support & More for Your Digital Marketing!



Bluehive Consulting is a PSG Pre-Approved Vendor. With 5 Digital Marketing Solution Packages designed to help SMEs to achieve their Digital Marketing Goals, every SMEs at different state of Digital Maturity can take advantage of the 50% Grant support to give their businesses the competitive edge needed to thrive in the digital economy

Additional support:

Eligible employers for SkillsFuture Enterprise Credit (SFEC) will receive a one-off S\$10,000 credit to cover up to 90% of the out-of-pocket expenses on qualifying costs.

Note: Both PSG and SFEC credit are strictly for management fees and do not include ad spend.

BLUEHIVE DIGITAL MARKETING PACKAGES

Curated to help local SMEs to thrive in the digital landscape, these Digital Marketing Solutions aimed at helping them to build and increase their brand presence online, elevate their digital marketing strategy, better communicate with target audiences, generate leads and increase sales.

Bluehive Consulting is not only a digital marketing agency; we are a consul-gency that combines iour real world business expertise, digital marketing capabilities and creativity to help our clients navigate the new post-COVID economy. All our clients will be supported by a Dedicated Account Manager with Service Support (Email, WhatsApp, Dedicated Phone Number).

Our solution provides SMEs with an opportunity to market their brand 24/7 with the following features:



1. Client Discovery

Understand your business, goals and needs with our SWOT analysis



2. Develop Your Digital Marketing Strategy

based on your budget & resources



3. Digital Assets

Creation & Development



4. Campaigns

Management - Track, optimise and manage your campaigns over 3 months



5. Review & Recommendations for improvements with roadmap



6. Development & Integration of Leads Management processes with your business processes



7. Training of your team on Leads Management



8. Training and Handover of Digital Assets & Project Report

LEAD GENERATION

Lead generation is a specific strategy within the umbrella of digital marketing. It's focused on creating a process that attracts strangers and prospects to your brand, products, and services, with the goal of converting them into customers.

Whether you are targeting B2B or B2C clients, Bluehive Consulting will work with you to generate leads through LinkedIn, email marketing campaigns, social media business pages, landing pages, website Chatbots, and video content with calls-to-action (CTA).



Choose between B2C or B2B Leads Generation or a combination of both to target your audiences locally or globally. Based on our search criteria, we can narrow down our search to your target audiences' profiles in terms of demographics, industry, designation, interests, habits and more.

Lead generation is a process that builds visibility, credibility, trust, and interest from a specific group of people (potential leads). By focusing on lead generation, it drives traffic from high-quality prospects; and with high-quality prospects comes high-value customers.

At Bluehive, we can provide you with the digital marketing strategy from defining your messaging strategy to contents development to reach new and existing target audiences, ensuring your success in leads generation.

As part of our solutions, we also help you to develop your leads generation processes and best practices to manage your leads generated online.



SEARCH ENGINE OPTIMISATION

Search engine optimisation (SEO) is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to your target audience.

Optimisation allows us to help search engines understand what is on your website, the value your business has to offer, and how you connect to relevant keywords. It is the foundation that drives organic traffic to your website and strengthens every aspect of your digital marketing strategy.

However, major search engines are constantly evolving their algorithms and strategies to meet rising user demands. Hence, it is essential to maintain a sustainable optimisation strategy that is continuously working for you and your business.



Our team uses modern SEO services, backed by the best digital marketing practices, to increase your organic traffic & search engine rankings for vetted, targeted keywords and long-tail phrases that drive business to your site. Search engine optimisation services are the foundation for any successful online marketing strategy, Finding the right SEO company can be a challenge. Let our SEO experts simplify the process for you by designing a successful SEO strategy that best fits your goals and budget.

3.5 billion searches are made everyday on Google alone, and with so many competing for top spots in the search results, gaining visibility is key. It is through expert keyword research and SEO refinement that your business will earn the visibility it deserves to effectively add to your bottom line.

Bluehive Consulting has a full team of experts working toward your digital success. Whatever your goal is - driving traffic, generating leads, maximizing sales, increasing brand awareness - we have got you covered.

SEARCH ENGINE MARKETING (SEM)

Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs).

While the industry term once referred to both organic search activities such as search engine optimisation (SEO) and paid, it now refers almost exclusively to paid search advertising.

Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

With an increasing number of consumers researching and shopping for products online, search engine marketing has become a crucial online marketing strategy for increasing a company's reach.



In search engine marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars.

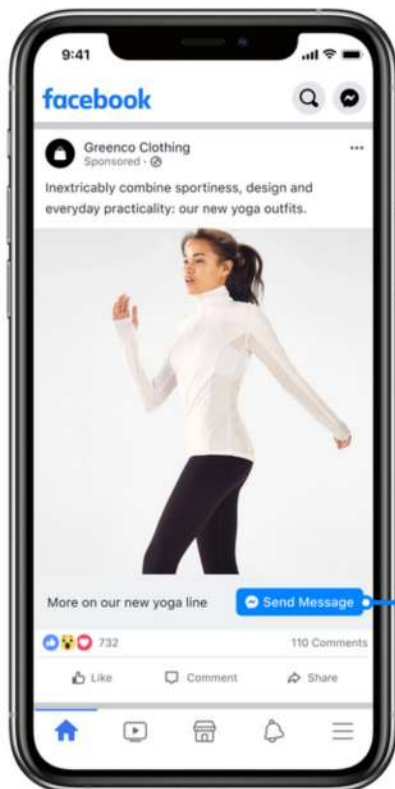
As an added bonus, each visitor incrementally improves the website's rankings in organic search results.

Search marketing reaches consumers at exactly the right time - when they are receptive to new information. Unlike the majority of digital advertising, PPC advertising is non-intrusive and does not interrupt their tasks. Results are immediate with SEM. It is arguably the fastest way to drive traffic to a website.

Let our team of SEM experts help you to increase your sales online.

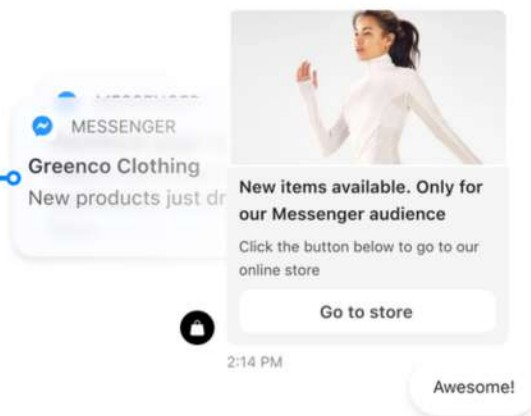
SOCIAL MEDIA ADVERTISING

Social media advertising is a type of digital marketing that utilises social networks such as Facebook and Instagram to deliver paid ads to your target audience. Social media ads are a quick and effective way to connect with your consumers and boost your marketing campaigns.



Based on your objectives, whether its to raise brand awareness, drive traffic to store or increase engagements, our team of experts will work with you to define your campaign objectives, develop contents and digital assets and manage your advertising campaigns.

Social media marketing is the fastest growing marketing trend with a reported 9 out of 10 businesses employing some form of a marketing campaign on social media.

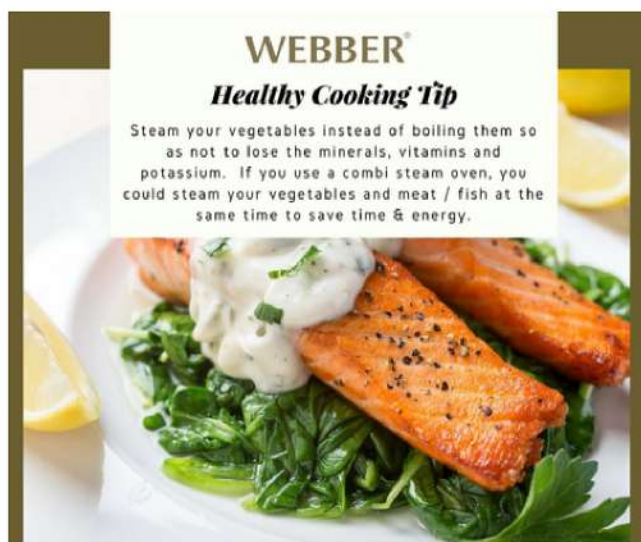


Social media advertising campaigns bring numerous advantages to showcasing products and services. It is also a cost-effective way of advertising since budget could be as low as only \$3 per day.

Our team at Bluehive will help you to quickly scale your business online with both organic and paid social media contents.

CONTENTS MARKETING

Content marketing strategy focuses on the planning, creation, delivery, and governance of content. Content not only includes the words on the page but also the images and multimedia that are used. Ensuring that you have useful and usable content that is well structured and easily found is vital to improving your customer's experience with your brand.



Content marketing leads consumers to more informative, engaging mediums—if done right. By having a content marketing strategy, you direct the consumer's attention to more and more pieces of content, further establishing your brand but also giving you a chance to know more about your audience.



Content marketing is important because it answers your audience's questions and helps you build trust, develop relationships, improve conversions, and generate leads.

In today's age, customers expect high-quality, consistent content from their favourite brands. As part of your Digital Marketing solutions, Bluehive will craft up to 8 organic posts per month on your social media, including Google My Business.

CREATIVE VIDEO OR PHOTOSHOOTS

Video allows you to be concise and capture viewers' interest in the first few seconds. Social media success lies in your ability to condense information down into easily digestible snippets of content that is long enough to maintain viewers' attention but short enough to leave them wanting more.



Without video creative, you miss out on tapping into video-only channels like YouTube which offers a lot of benefits for advertisers, including 95% viewability & audibility of ads, lower CPMs than other social networks and a large audience of cord-cutters (more 18-49 year olds watch YouTube than cable TV).

According to the report from "Think With Google", display ads typically only have 50% viewability and video ads shown on sites or platforms other than YouTube only have 68% viewability, so YouTube stands out as a clear winner in terms of likelihood that your ad will actually be seen.

Without video creative, you are missing an opportunity to get in front of this highly engaged audience and show them why they should consider purchasing from your brand.

We offer the following with creative copy and YouTube / Tiktok Ads management:

- Creative Video Development:
- Live video production, editing and post production for 1-minute video with music & subtitles

OR

- 50 High Res Photos
- Live photography
- Creative captions
- Stitching of high res photos into videos

PACKAGE 1 - LEADS GENERATION (B2B OR B2C)

Digital Marketing Needs Analysis

- Client Discovery, Objectives & Current State Analysis
- Digital Marketing Needs Analysis ,including Current Social Media Brand Presence, Competitors Analysis & SWOT

Digital Marketing Strategy Development

- Leads Generation Strategy Report
- Define Campaign Objectives & KPIs
- Identify Target Audience
- Propose Brand Positioning / Brand Angle / Tone of Voice
- Budget Planning and Timeline
- Campaign Concept Brainstorming
- Campaign Platform Selection

Digital Marketing Campaigns

2 Campaigns on either Facebook & Instagram

and

2 LinkedIn Outreach to 500 Target Profiles each

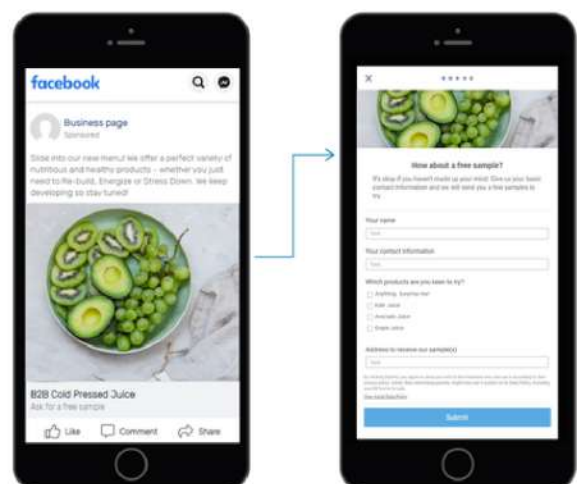
For Facebook & Instagram Campaigns:

- 2 Lead Generation Campaign Execution
- Strategy Planning for up to 2 offers
- Copywriting (limited to 1000 words)
- Creative Design of ad copy
- Data-driven Campaign Optimisation
- A/B Testing of image, copywriting & audiences depending on budget

For Facebook & Instagram Contents Marketing

1) 8 Organic FB/IG posts per month with design & copy

Target KPIs: Min 120% on ROAS (to be finalised with client based on client's industry, products or services, etc)



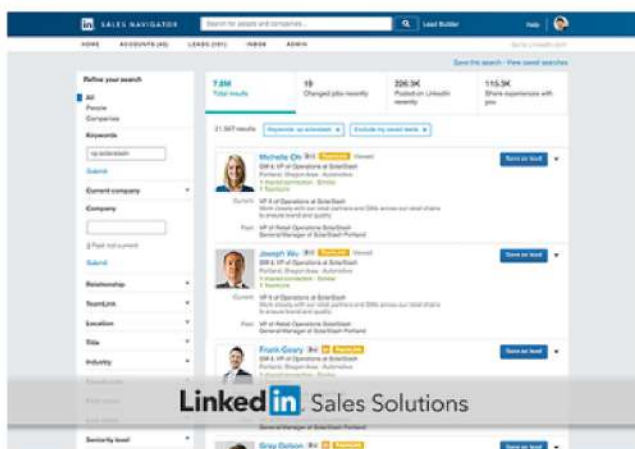
Note: This is a 3 months duration package.

PACKAGE 1 - LEADS GENERATION (B2B OR B2C)

For LinkedIn & Email Outreach:

- 2 Lead Generation Campaign Execution
- Strategy planning for 2 leads Generation
- Copywriting of LinkedIn & Email Messages (1 to 3 per campaign)
- Subscription to LinkedIn Sales Navigator for 1 to 3 months
- Setup of LinkedIn Profile for 1 Sales Manager and Company Page Profile

Target KPIs: Min 120% on ROAS (to be finalised with client based on client's industry, products or services, etc)



For LinkedIn Contents Marketing

1) 4 to 8 Organic Linked posts per month with design & copy

Weekly Campaign updates

WhatsApp and Email Support during office hours

Training

Use of Canva to create Digital Assets / Mailchimp, etc
Handover of Digital Assets

Digital Assets Creation

- Creation, Design & Copy for 2 Facebook & Instagram Leads Gen Campaigns: 1 to 4 images, stories or video clips; inclusive of stock images or videos with editing
- Image-based Creatives & Copywriting for FB./IG organic posts

AND

- Creation, Design of up to 4 Creative Images for 2 LinkedIn Leads Gen Campaign
- LinkedIn Banners for Personal and Co Profile Page
- Image-based Creatives & Copywriting for LinkedIn organic posts

1 Dedicated Landing Page with Design & Copywriting (up to 1000 word count)



Review and recommendation

- Post Campaign Meeting
- Post Campaign Report with Recommendations
- Final Report
- Development and integration of leads management processes with existing business processes

Note: This is a 3 months duration package.

PACKAGE 2: FAST DIGITAL GROWTH

Digital Marketing Needs Analysis

- Client Discovery, Objectives & Current State Analysis
- Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT

Digital Marketing Strategy Development

Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs | Keyword Research & Analysis | Target Audience Selection, etc)

Digital Marketing Campaigns (SEO One-Time Setup):

SSL Security On Website (HTTPS) | Creation/Updating Of XML Site Map | Creation Of User Site Map | Submission of Website Indexing

Digital Marketing Campaigns (SEM One-Time Setup):

Creation Of Multiple Ad Groups | Linking To Google Ads Account | Linking To Google Analytic | Conversion Tracking Set Up

Digital Marketing Campaign 1: (SEO Scope of Work):

Google Singapore Search Engine | Up to 60 Keywords | On-page SEO | Off-page SEO (Link Building) | Content Optimisation | Local SEO (Google My Business Optimisation) | Local SEO (Google Map Optimisation) | Technical SEO |

Target ROI: Minimum 5% to 10% Keywords in Top/Page 1 Guarantee (depending on client's industry, products & services)

Digital Assets Creation:

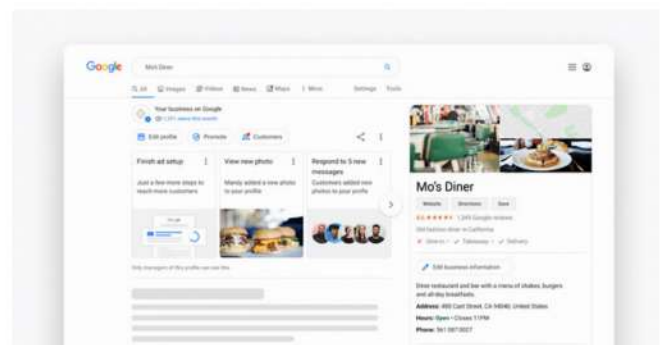
SEO Blog Articles: 300 to 500 words copywriting (2 to 4 per month)

SEO Blog Articles Stock Images (2 to 4 Per Month)



Digital Marketing Campaign (Google My Business Scope of Work):

- Setup, review, verification and optimisation of Google My Business Account with recommended keywords to optimise profile search
- Setup, review, verification and optimisation of Google My Business Account with recommended keywords to optimise profile search



Digital Assets Creation:

SEO Blog Articles & Stock Images (Up to 4 Per Month)

2 to 4 posts per month with creative design and captions for Google My Business

PACKAGE 2: FAST DIGITAL GROWTH

Digital Marketing Campaign 2: (SEM Scope of Work):

Select any 1 Campaign Type:

- Search
- Display
- Video
- Shopping
- App

Google Ads Optimisation (if applicable)

Ad Copywriting Optimisation

Ads Devices & Scheduling Optimisation

Demographics Targeting

Building of Negative Keywords

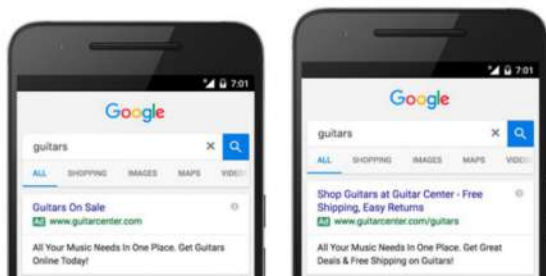
A/B Testing

Quality Score Optimisation

Location / Conversion Targeting

Target KPIs: Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)

CTR of 2% to 5%



Digital Assets Creation:

SEM Ad Copywriting (Includes generation of

Responsive Search

Ad Headline & Description, if necessary)

Weekly Campaign updates

WhatsApp and Email Support during office hours

Review and recommendation

- Post Campaign Meeting
- Post Campaign Report with Recommendations
- Final Report
- Development and integration of leads management processes with existing business processes

Training

Use of Canva to create Digital Assets /

Mailchimp, etc

Handover of Digital Assets

Note: This is a 3 months duration package.

PACKAGE 3 - ONLINE BRAND PRESENCE

Digital Marketing Needs Analysis

- Client Discovery, Objectives & Current State Analysis
- Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT

Digital Marketing Strategy Development

Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs | Keyword Research & Analysis | Target Audience Selection, etc)

Digital Marketing Campaigns

(SMA One-Time Setup):

Creation/Linking to Social Media Ad Account | Set Up CRM Leads Collection (if applicable) | Planning & Developing Campaign Timeline | Creation & Installation of Facebook Pixel (if applicable) | Conversion Optimisation

Digital Marketing Campaign

(SEM One-Time Setup):

Creation of Multiple Ad Groups | Linking to Google Ads Account | Linking to Google Analytics | Conversion Tracking Set Up

Digital Marketing Campaign 1:

(SMA Scope of Work):

Select any 2 campaign objectives - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs | Campaign Optimisation (if applicable) | Budget Allocation Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Conversion Tracking / A/B Testing if applicable / Remarketing

Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)

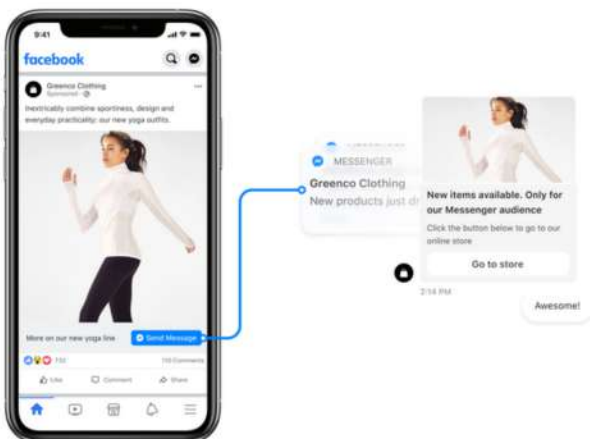


Digital Marketing Campaigns (Content Marketing Scope):

1) 4 to 8 Organic FB/IG posts per month with design & copy

Digital Assets Creation:

SMA Ad Copywriting | SMA Ad Creative (1 to 3 Single Images &/or Carousel/GIF/Slideshow Per Campaign with caption and designs



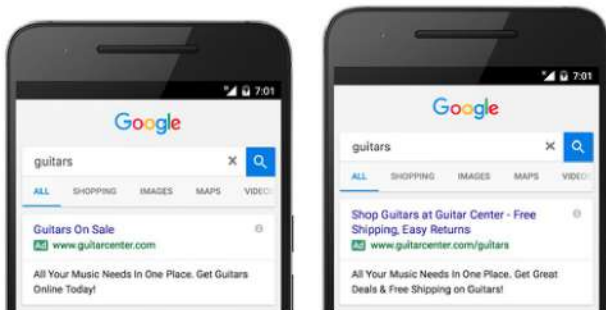
PACKAGE 3 - ONLINE BRAND PRESENCE

Digital Marketing Campaign 2:

(SEM Scope of Work):

Select any 1 campaign type - Search / Display / Video / Shopping / App | Google Ads Optimisation (if applicable) - Ad Copywriting Optimisation / Keywords Optimisation / Ad Devices and Scheduling Optimisation / Demographics Targeting / Building of Negative Keyword List / A/B Testing / Quality Score Optimisation / Location Targeting / Conversion Tracking

Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)



Digital Assets Creation:

SEM Ad Copywriting (Includes generation of Responsive Search Ad Headline & Description, if necessary) | GDN Ad Creative (if applicable) Up to 1 set of minimum 3 recommended sizes per month

Weekly Campaign updates

WhatsApp and Email Support during office hours

Review and recommendation

- Post Campaign Meeting
- Post Campaign Report with Recommendations
- Final Report
- Development and integration of leads management processes with existing business processes

Training

Use of Canva to create Digital Assets / Mailchimp, etc
Handover of Digital Assets

Note: This is a 3 months duration package.

PACKAGE 4 - RETARGETTING

Digital Marketing Needs Analysis

- Client Discovery, Objectives & Current State Analysis
- Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT

Digital Marketing Strategy

Development:

Digital Market Strategy Report (Proposed Solution, Brand Positioning & KPIs | Keyword Research & Analysis | Target Audience Selection, etc)

Digital Marketing Campaigns

(SEO One-Time Setup):

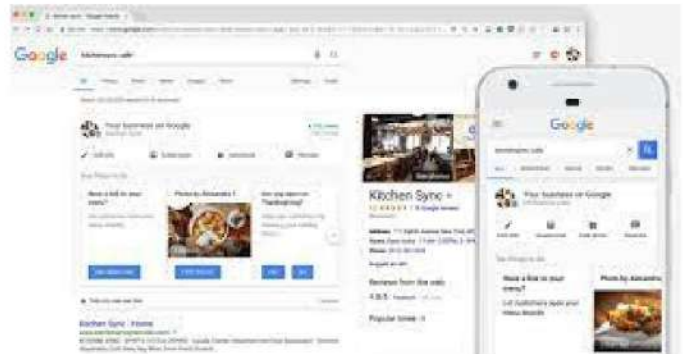
SSL Security On Website (HTTPS) | Creation/Updating of XML Site Map | Creation of User Site Map | Submission of Website Indexing



Digital Marketing Campaign

(SMA One-Time Setup)

Creation/Linking to Social Media Ad Account | Set Up CRM System (if applicable) | Planning & Developing Campaign Timeline | Creation & Installation of Facebook Pixel (if applicable) | Conversion Optimisation



Campaign 1:

Digital Marketing Campaign (SEO Scope of Work):

Google Singapore Search Engine | 30 to 60 Keywords | On-page

SEO | Off-page SEO (Link Building) |

Content Optimisation | Local

SEO (Goggle My Business Optimisation) |

Local SEO (Google Map

Optimisation) | Technical SEO |

Digital Marketing Campaign (Google My Business Scope of Work):

Setup, review, verification and optimisation of Google My Business Account with recommended keywords to optimise profile search

Creation of 4 posts per month with creative design and contents

Digital Assets Creation:

4 posts per month with creative design and captions for Google My Business

Target ROI: Minimum 5 to 10% Keywords in Top/Page 1 Guarantee (depending on client's industry)

PACKAGE 4 - RETARGETTING

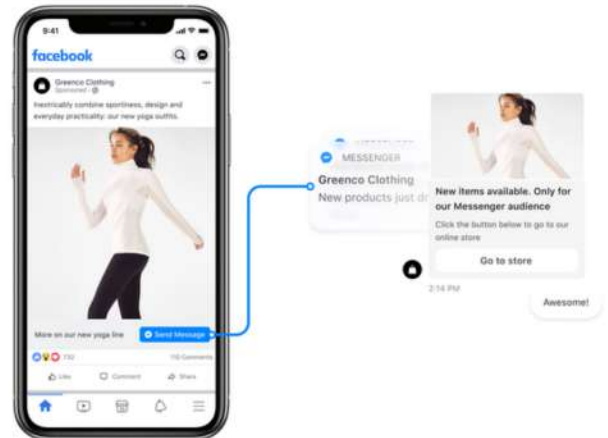
Campaign 2: Digital Marketing Campaigns (SMA Scope of Work):

Select any 1 campaign objective - Brand Awareness / Reach / Traffic / Engagement / Video Views / Messages / Lead Generation / Conversions / Catalogue Sales / App Installs | Campaign Optimisation (if applicable) - Budget Allocation Optimisation / Interest / Behaviours Target Optimisation / Demographics Targeting Optimisation / Placement Optimisation / Location Optimisation / Creative Optimisation / Ad Copywriting Optimisation / Conversion Tracking / A/B Testing depending on ad budget / Remarketing

Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)

Digital Assets Creation:

SMA Ad Copywriting | SMA Ad Creative (1 to 3 Single Images &/or 1 Carousel/GIF/Slideshow Per Month)



Weekly Campaign updates

WhatsApp and Email Support during office hours

Review and recommendation

- Post Campaign Meeting
- Post Campaign Report with Recommendations
- Final Report
- Development and integration of leads management processes with existing business processes

Training

Use of Canva to create Digital Assets / Mailchimp, etc
Handover of Digital Assets

Note: This is a 3 months duration package.

PACKAGE 5 - CREATIVE VIDEO FOR SOCIAL MEDIA

Digital Marketing Needs Analysis

- Client Discovery, Objectives & Current State Analysis
- Digital Marketing Needs Analysis incl Current Social Media Brand Presence, Competitors Analysis & SWOT

Digital Marketing Strategy Development

- a) Social Media Management (FB/IG/Youtube) Strategy Report:
 - i) Digital Marketing Objectives
 - ii) Target Audience and Personas
 - iii) Brand Positioning & Creative Inspirations
 - iv) Tone of Voice
 - v) Define objectives and Content Strategy for Video Marketing

Digital Marketing Campaigns (FB / IG)

- a) Setup of Facebook Business Page
- b) Setup of Instagram Business Page
- c) Setup of Youtube Channel / Tiktok (if necessary)

Digital Marketing Campaigns 1:

- i) 2 Brand Awareness Ad Campaigns on Facebook or IG

Digital Assets Creation

3 to 9 Facebook / IG Posts (artwork design + caption)

Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)

Note: This is a 3 months duration package.



Digital Marketing Campaigns 2:

- ii) 1 Creative Video Marketing Campaign: Video Ideation, Production, Storyboarding and scripting on Youtube or Tiktok

Target KPI : Min 120% Return on Advertising Spend (this will be discussed during our strategy session with clients, the range will depend on the client's product, promotion and website, etc)

Digital Assets Creation

1 minute video with music & subtitles (voiceover or talents not inclusive)

OR

30 to 50 High Resolution Photos (1920 x1080 px) Photography at client's location or photoshoot studio

Review and recommendation

- Post Campaign Meeting
- Post Campaign Report with Recommendations
- Final Report
- Development and integration of leads management processes with existing business processes

Training

Use of Canva to create Digital Assets / Mailchimp, etc

Handover of Digital Assets

SOME OF THE BRANDS WE WORK WITH





VISIT US AT

www.bluehiveasia.com

TEL: (65) 9191 9681

PROJECTS@BLUEHIVEASIA.COM