



## Your Digital Marketing Health Check

Is your digital marketing working? Are you capitalizing on the full potential of your marketing investment? Through 6 simple questions, we will find out if your business is digital marketing ready, and let you know how we can help you improve results to reach your business goal.

Simply answer the questions below and add up the scores next to your answers to calculate your results. It will only take a few minutes of your time.

Let's start >>



**1. Is your business using any form of digital marketing (i.e. Instagram, Facebook, Google, email) in your marketing mix?**

Yes (3)

No (0) go to question 10

**2. Are you using paid digital media (i.e. paid search, Facebook, banner, video ads) to generate sales/leads?**

Yes (3)

No (0)



**3. What are the targeting options below that you use to reach your audience?**

- Location (1)
- Age & gender (2)
- Website Retargeting (3)
- Email list and CRM (3)
- 2 or 3 of the above options (4)
- All of the above (5)
- None of the above (0)

**4. What are the roles that digital media/ social media play in your marketing plan?**

- Increase brand awareness (1)
- Increase consideration (2)
- Generating sales (4)
- Re-engaging existing customer and encouraging repurchase (3)
- 2-3 of the above options (4)
- All of the above (5)
- None of the above (0)



**5. What is your digital marketing budget per month?**

- Under 1,000 (1)
- Between 1,001 - 5,000 (2)
- Between 5,001 - 10,000 (3)
- Between 10,000 - 20,000 (4)
- 20,000+ (5)

**6. Do you see digital marketing as a fundamental part of your marketing plan to generate success for your business?**

- Yes (3)
- No (0)

See your results >>



## Your scores tell a lot.

The answers to these questions tell us if your business is digital savvy.

Our matching consulting packages are designed to suit all stages of business, to help you reach optimum performance results.

Your Score:  
0-10

The  
Starter  
Pack

See Result

Your Score:  
11 - 18

The  
Advance  
Pack

See Result

Your Score:  
19 - 21

The  
Pro  
Pack

See Result

Your Score:  
22+

The  
Ultimate  
Pack

See Result



0-10

# The Starter Pack

Presumably, digital marketing is relatively new to your business. You might have started to think about it, but to truly capitalise on its potential, you may need a little help. Our Starter Pack will give your business an easy-to-understand digital strategy to help you reach your business goal. To ensure this package is of value and will really help your business grow, we also include a month of content scheduling and basic paid media set up for you, plus a 90 minute one-on-one training session to gear you up and run your future digital marketing campaigns.

Don't wait! For a small investment, you will take away some fundamental digital marketing knowledge to help you grow your business. It's a great value.

**Your investment: \$2,380 (2 month programme)**

Get Results



11-18

# The Advance Pack

You have scraped the surface of how digital marketing works, but to further advance its performance, you need a little help. Our Advance Pack will give you the edge you need to move from “perhaps my digital marketing works” to “I know my digital marketing rocks!.” This package aims to enhance your digital marketing with a focus on conversion tracking (performance digital). With this setup, we will fully understand where your sales come from and how they were generated. We will work with you to find out what approaches generate the best marketing ROI and optimize to improve results in the coming months.

With the performance and coaching nature of the package, we require a minimum 3 months commitment for this package to see significant results. Where will your business be in 3 month’s time?

**Your investment: \$980 per month. Minimum 3 months.**

Get Results



19-21

# The Pro Pack

You understand digital media. So let's cut to the chase and focus on solving your pain points. With the Pro Pack, we will examine your current setup, and provide you with recommendations and the necessary training to guide you through any further optimizations. Example discussions could include: setup, optimization strategy, testing strategy, targeting solution, creative strategy, or marketing automation. Our hands-on experience will enable you to jump through the obstacles and reach a new performance high.

Use us as a sounding board, we are here to check your blind spots and ensure that your digital strategy is effective to your business.

**Your investment: \$980 per month.**

Get Results





22+

# The Ultimate Pack

Digital marketing is your game. With your investment, you will need a plan that is optimized on all levels to reach your business goals. From branding, sales, to re-engaging existing customers, and more, we will work with you hand-in-hand to identify challenges and coach you along the way to generate the ultimate results.

Our Ultimate Pack is completely tailored for your business needs. No matter how much digital knowledge you have, where your business stands, we will be able to help.

**Your investment: \$1,890 per month.**

Get Results



# Too much work?

**No problem. We also have full-service packages available.**

We understand that sometimes it's best to leave your marketing to professionals and to focus on what you are really good at doing. If this is your preference, you can count on us to provide full marketing services and to deliver the best results.

We have years of experiences working with clients in various sectors (e.g. travel, retail, entertainment, real estate , B2B, and more). With our performance expertise, we are able to implement the best practice for your business and deliver measurable results.

Our full service packages are tailored to your business needs – whether you have a new product to launch or your marketing needs ongoing support, we will help you get where you want to be. Talk to us about your business today.

[Enquire Now](#)

Where is your business today? And where do you want it to be in a year's time?

To generate results, you need to take action.

Drop us a line and enquire about the package suitable for your business. Let's start making a difference today.

**Don't Wait. Time to get in touch.**



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