

# BLUEHIVE PSG DIGITAL MARKETING PACKAGES



Bluehive Consulting  
[www.bluehiveasia.com](http://www.bluehiveasia.com)

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# WHY CHOOSE US?

Bluehive Consulting, founded in 2015, has been a catalyst for success, driving brands and business owners to new heights across Europe and the Asia Pacific. Specializing in the lifestyle, F&B, and home improvement sectors, we demonstrate deep expertise and unwavering commitment to our clients.

We are a Professional Singapore Certified Management Consultancy, undertaking Enterprise Development Grant (EDG) projects that fuel business growth and advancement. Additionally, our role as a pre-approved vendor for digital marketing grants by the Infocomm Media Development Authority (IMDA) underscores our credibility in the field.

During the COVID-19 pandemic, Enterprise Singapore selected us as one of four companies to assist local SMEs in their digital transformation—a testament to our ability to lead and support businesses through challenging times.

As we transition into the post-pandemic world, Bluehive Consulting Asia remains dedicated to empowering SMEs to thrive. We offer tailored strategies and unwavering support to help businesses navigate and conquer emerging opportunities. Join us as we continue to drive growth and unlock limitless potential for our clients.

# 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 with 50% grant support on a reimbursement basis.

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

SMEs are eligible for up to 50% Productivity Solutions Grant (PSG) support for the adoption of Bluehive Consulting Digital Marketing Packages Version 22 - 3.2 - Package 1 to 5 , a Pre-Approved Solution under the IMDA SMEs Go Digital programme.

IMDA Pre-Approved Solution  
Eligible for Up to 50% Productivity Solutions Grant (PSG) Support

Take the **CTO** as-a-Service  
**DIGITAL HEALTH CHECK**  
to Grow your Business  
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### Additional support:

Eligible employers for SkillsFuture Enterprise Credit (SFEC) will receive a one-off \$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 fee 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 our real world business expertise, digital marketing capabilities and creativity to help our clients navigate the new Post-COVID economy.

that helps you to . Our solution provides SMEs of all sizes 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



**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. Handover** of Digital Assets & Project Report

# LEADS 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). So by focusing on lead generation, it can help drive 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 to ensure 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 optimization (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.

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

But major search engines are constantly evolving their algorithms and strategies to meet rising user demands. That's why it's essential to maintain a sustainable optimization 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 optimization services are the foundation for any successful online marketing strategy, however, 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 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. But it's 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. So whatever your goal is—driving traffic, generating leads, maximizing sales, increasing brand awareness—we've 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 optimization (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.

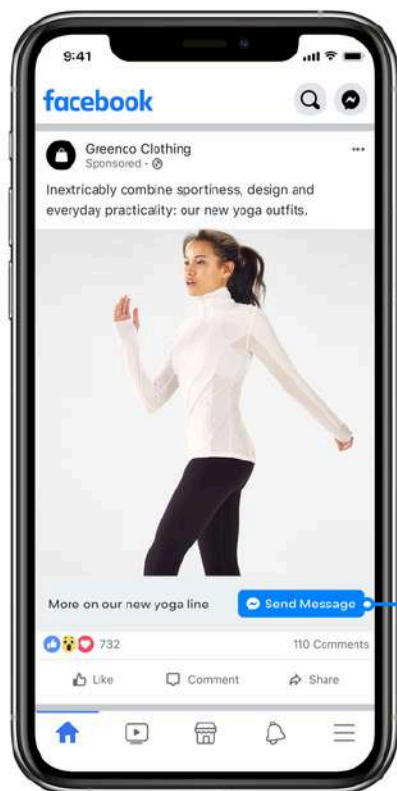
As an added bonus, each visitor incrementally improves the website's rankings in organic search results.

Search marketing reaches consumers at exactly the right time: when they are open 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.

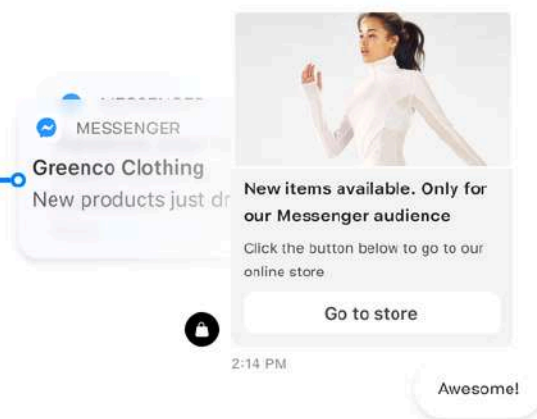
# SOCIAL MEDIA ADVERTISING

Social media advertising is a type of digital marketing that utilizes 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 the 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 as 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 your audience more**



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 favorite 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 this 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.

For SMEs targeting a younger demographics, TikTok serves as a dynamic platform for brand owners to connect with a vast and diverse audience, leveraging short-form videos to create engaging and authentic content.

With the potential for viral trends and challenges, brands can quickly gain widespread exposure and tap into user-generated content, fostering trust and building a community around their products or services.

Without video creative, you're 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 / Facebook / Instagram Video 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 the high res photos into videos

# PACKAGE 1

## 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

- 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

Target ROAS: 150% - 500% depending on client's industry, offer and products / services

For Facebook & Instagram Contents Marketing

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

Target ROI: 20 – 100% increase in organic reach & impressions (depending on client's industry and existing presence on these channels)

#### *For LinkedIn & Email Outreach:*

- 2 Lead Generation Campaign Execution on LinkedIn and / or email (500 target profiles each)
- Strategy planning for 2 leads Generation
- Copywriting of LinkedIn & Email Messages (up to 3 per campaign)
- Subscription to LinkedIn Sales Navigator up to 3 months
- Setup of LinkedIn Profile for 1 Sales Manager and Company Page Profile

Target ROI: At least 3% - 5% of target profiles converted to sales leads (depending on industry)

#### *For LinkedIn Contents Marketing*

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

Target ROI: 20 – 100% increase in organic reach & impressions (depending on client's industry and existing presence on these channels)

Weekly Campaign updates

Whatsapp and Email Support during office hours

# PACKAGE 1

## *Digital Assets Creation*

- Creation, Design & Copy for 2 Facebook & Instagram Leads Gen Campaigns up to 10 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

## **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**

Handover of Digital Assets

# PACKAGE 2

## 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 Campaigns (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 | Minimum 10% Keywords in Top/Page 1 Guarantee (depending on client's

## 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

Target ROI: Minimum 20% increase in web or store traffic or engagements

## Digital Marketing Campaigns (Additional):

Dedicated Account Manager (SEO & SEM) | Service Support (Email, WhatsApp, Dedicated Phone Number)

## Digital Assets Creation:

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

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

## Review and recommendation

Monthly Performance Report with Observation & Recommendation

## End of Project Review and Recommendation:

Final Report

## Development and integration of leads management processes with existing processes

## Training

Handover

# PACKAGE 3

## Digital Marketing Needs Analysis

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

## 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 Campaigns (SMA Scope of Work):

Select any 2 campaign objective - 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 / Remarketing | Minimum 200% ROAS

### Digital Marketing Campaigns (Content Marketing Scope):

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

Target ROI: 20 – 100% increase in organic reach & impressions (depending on client's industry and existing presence on these channels)

### Digital Marketing Campaigns (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 | Minimum 200% ROAS

### Digital Marketing Campaign (Additional):

Dedicated Account Manager (SMA & SEM) | Service Support (Email, WhatsApp, Dedicated Phone Number)

### Digital Assets Creation:

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

### 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

### Digital Assets Creation:

SOrganic FB/IG posts up to 8 posts with contents, designs per month

# PACKAGE 3

**Review and recommendation:**

Monthly Performance Report with observation & recommendation

**End of Project Review and Recommendation:**

Final Report

**Development and integration of leads management processes with existing processes if applicable**

**Training**

Handover

# PACKAGE 4

## 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

## Digital Marketing Campaign (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 | Minimum 10% Keywords in Top/Page 1 Guarantee (depending on client's industry)

## 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

Target ROI: Minimum 20% increase in web or store traffic or engagements

## 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 | Minimum 200% ROAS

## Digital Marketing Campaign (Additional):

Dedicated Account Manager (SEO & SMA) | Service Support (Email, WhatsApp, Dedicated Phone Number)

## Digital Assets Creation:

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

## Digital Assets Creation:

GDN Ad Creative (if applicable) - Up to 1 set of minimum 3 recommended sizes per month

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



# SOME OF THE BRANDS WE WORK WITH

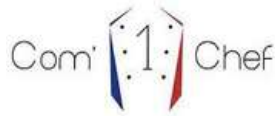
**B&B**  
ITALIA



**Brandt**  
Whatever today brings.

**B** BODEGA

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**POLYMORE**

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