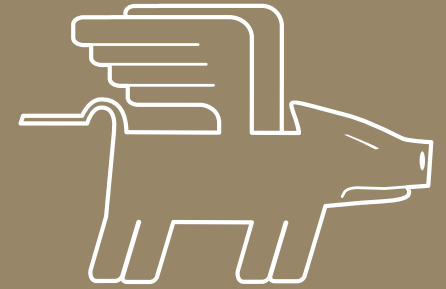


ENABLE



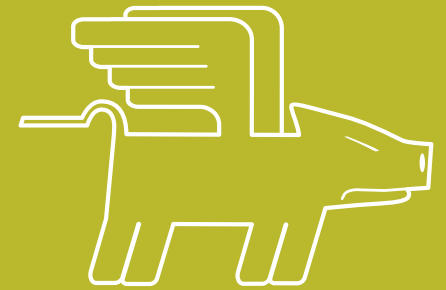
DIGITAL &
CONTENT
MARKETING

MARK CHEN

*Digital and Content
Marketing Consultant*

>> Brand Coach

ENABLE



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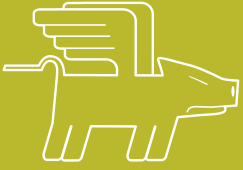
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NOT YOUR GRANDDAD'S AGENCY

Branding, visual design, web development, advertising and marketing techniques have been around for a long-time. Chances are you've engaged an agency or two in the past to deliver specific outcomes in one or more of these areas.

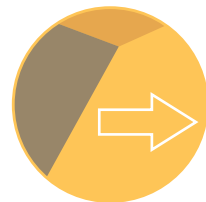
Traditional single-discipline agencies have lost some relevance as Internet giants Facebook, Google and LinkedIn et al, have forced practitioners and legacy agencies to upskill.

Things have changed so fast that a new type of agency has come about - the digital agency. Digital agencies endeavour to help businesses make sense of the juggernaut that online channels and marketing have become.

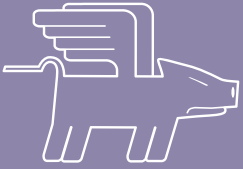
We are not a digital agency.

We are your digital and content marketing enablers. Our vision is to truly be your partners in this brave new digital world and help light the best way forward for you and your organisation.

The very nature of our industry means that the only effective strategy is the one that constantly evolves. No two solutions are identical, even though the building blocks are the same.



Digital and content marketing enablement requires a methodical approach that takes a holistic view of strategy, tactics, objectives, channels, target audience and measurement.



WE CALL IT E.N.A.B.L.E



Our process was developed specifically to define and clarify what is required for any marketing solution and implementation.



E **NGAGE AND COMMUNICATE** with your customers by mapping customer journeys, identifying communication channels and having a deep understanding of your brand, your values, your USP (unique selling proposition), and your go-to-market story. All business relationships hinge on getting this right.



N **EWS-WORTHY CONTENT** for your customers is about addressing what they find topical, interesting and relevant. Building a content and editorial calendar facilitates the right content being served to the right person at the right time. This is crucial to any content marketing, social and automation strategy.



A **UDIENCE AS CUSTOMERS.** Treating your customers as an audience is the first step to understanding their needs. Defining audience segmentation, buying personas, buying processes and consumption behaviour is critical to success. You need to know who you are talking to and what they want to see, and hear.



B **ACKBONE - TECHNOLOGY INFRASTRUCTURE** recommendations for new online channels, web services and related web platforms, such as email automation, paid search, social media etc. With customer research, best practice configuration of legacy platforms are also critical to support the agreed ENABLE-ment plan.



L **EDGER - PERFORMANCE AND ACCOUNTABILITY.** Defining KPIs, metrics and stakeholder reporting to align with your Sales and Marketing objectives is where the rubber meets the road. Victory conditions are explored and set in this stage. Knowing what a win looks like is critical to any marketing solution.

E **XECUTION AND INTEGRATION** is finally possible when all the above are defined and agreed. Now we roll up our sleeves to build, implement and/or operate your marketing solutions and outcomes - from an ENABLE-ment audit report, to an organisation-wide brand and marketing strategy, to everything else in between.



WHEN'S THE RIGHT TIME TO E.N.A.B.L.E.?

There are really only two logical choices here and depending on circumstance, one is just as good as the other. Your clients don't stand still and neither should your marketing.



1 >> AT THE START

Our methodology is usually best employed at the start to ensure that your digital marketing and content strategy is designed and planned correctly from the beginning. This will have positive ramifications for your website, social media, search visibility and marketing automation implementation and operations - which will directly impact the success of your marketing funnel, increase your conversion rates and achieve your objectives.

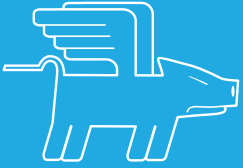


2 >> IN THE MIDDLE

Another way our method has been shown to be effective is in troubleshooting existing campaigns and activities. A common mistake in running digital campaigns is to let them run on auto-pilot or worse, without clear goals or workflows. We've found this to be extremely wasteful, at best.

Using your own data, we'll be able to fine-tune, overhaul and redesign your campaigns or strategy to achieve your goals. Or else, advise accordingly.

Feedback loops employing Agile methods ensure that campaigns are constantly improved and on-track.



WHERE DOES ONE BEGIN?

Having a strategy in place and an implementation plan is a proven budget and time saver. To this end, we've designed an easy to provision workshop based around our E.N.A.B.L.E. methodology.

DIGITAL ENABLE-MENT STRATEGY WORKSHOP

A great place to start is a audit and strategy enablement session. Depending on scope, we usually provision for a research phase, a half or full-day workshop on-site, and a report document with high-level strategy.

Make these acronyms work for you - B2B, B2C, FMCG, HTTPS, SaaS, SEO, SEM, TOFU, MOFU, BOFU, AQL, MQL, SQL, SAMA, COPE, HTML, PHP, JAVA, CRO, CTR, CPC, CPA etc.

Outcomes are tailored to your business goals and the level of digital and content marketing enablement within your organisation.



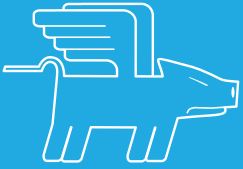
ENABLE-ment starts from \$1500 (ex GST).

DOWNSTREAM SERVICES

As seasoned practitioners, our core skills extend to the following services and can be part of the implementation phase.

- Integrated Marketing Strategy
- Brand and Visual Identity
- Web Development
- Content Marketing and Creation
- Search Optimisation
- Search Marketing and Advertising
- Social Media Marketing
- Email Marketing
- Campaign Development
- Lead Generation and Nurture
- Demand Generation
- Sales and Marketing Alignment

Services are provisioned on a project basis and will be scoped and quoted accordingly.



WHO NEEDS ENABLE-MENT?

Consider this a cheat-sheet. If you are not on this list but you know you need enabling - get in touch regardless.



CREATIVE AGENCIES >>

Looking to add or offer digital marketing capabilities and services.



FMCG - FOOD BRANDS >>

Looking to engage directly with your end-consumers and build brand loyalty. Cutting out the middle-man has never been easier.



NOT - FOR - PROFIT >>

Looking to leverage social and digital media to increase reach and donations for fundraising campaigns.

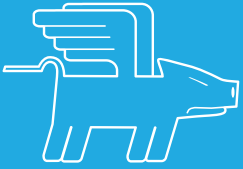


UNIVERSITIES AND PUBLIC SERVICE >>

Looking to leverage digital and social media to increase and measure the impact of research and outreach programs.

PAST CLIENTS (The short list)

Toyota, Nike, Ericsson, SingHealth, Singapore Repertory Theatre, Development Bank of Singapore, Singapore Labour Foundation, Jackie Chan, Quirk and Associates, The Necessary Stage, Lim Chee Guan, Singapore infocomm Technology Federation, National Trade Union Congress, W!ld Rice, Space Matrix, St Anne's Winery, Natvia, Vitarium, Axiom Workplaces, e3 Learning, Fonterra, itilics, Intelligentsia, Peerless Foods, Inauro Wealth Management, Phoenix Tapware.



WHAT DOES ENABLE-MENT GET ME?

At the end of this, you will get a blueprint to build your marketing engine. In it will be the FOUR critical components to any marketing plan.



PERSONAS >>

Who are we talking to. A more in-depth way of describing your Target Audience and Customer Profiles. Critical and fundamental.



ACQUISITION MODELS >>

How are we going to talk to each Persona; to convince them to choose you, your business or your product.



CONVERSION PROCESSES >>

Converting your audience into customers is what it's all about. A Conversion Funnel and Flowchart outlines your step by step process.

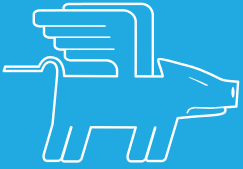


CHECKLIST AND TIMELINE >>

An implementation timeline is where the rubber meets the road. What to build, how long it should take and when to run it.

A lot of businesses fail to plan successfully or give much thought to their marketing strategy. A good strategy is one that constantly evolves to allow you to exploit or mitigate changing market conditions.

Are your competitors asleep at the wheel? That's not always a bad thing, if you're able to get ahead of the curve and beat them to the starting line.



ENABLE-MENT BLUEPRINT EXAMPLE PAGES

PERSONAS >>

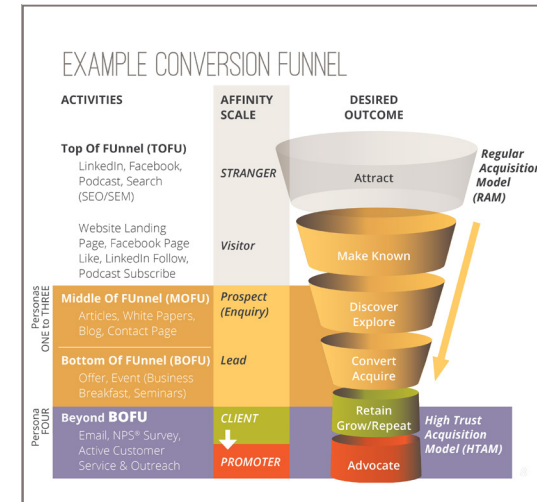
PERSONA THREE

Mature Level with established asset base, looking to grow and/or need management.

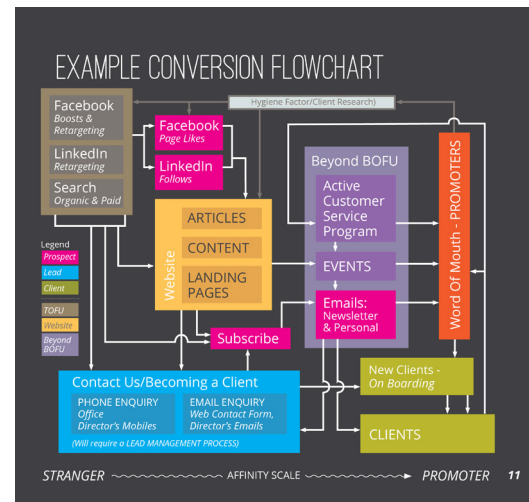
MY KPIS & GOALS Restructure investment portfolio and assets Reduce liabilities and debt Establish passive income stream Increase ROI Assist children with a headstart	<i>"I'm 58 to 62, long-term partnered and our household earns \$250k to 400k p.a. I live inner-suburban or rural property. I want to consolidate and protect my income with a view to retirement."</i>	I AM INTERESTED IN... Risk mitigation and liability reduction strategies Low to med risk capital protection Content I can consume in my spare time Content that validates my investment strategies and gives me peace of mind
MY PERSONAL AGENDA Buy that beach house/rural property/classic car Free up more time for family and friends Start a new hobby		I'M NOT INTERESTED IN... High-risk investments Excessive capital expenditure Excessive reduction in liquidity
CHALLENGES Job security Health and vitality Income protection Insufficient asset base	TRIGGERS Non-performing portfolio Investment/economic downturn Market volatility	PERSONA BEHAVIOURAL GAUGE Work/life balance: ● Low ● High Life planner: ● Traveller: ● Technology savvy: ● Risk tolerance: ● ROI focus: ● Time poor: ●
		INFLUENTIAL MEDIA Traditional news outlets SOCIAL MEDIA & INFLUENCER GROUPS Industry websites and newsletters Facebook, LinkedIn News feed on mobile/tablet

6

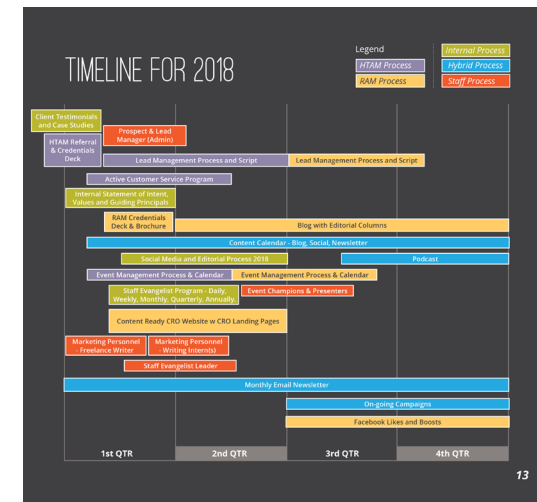
ACQUISITION MODELS >>

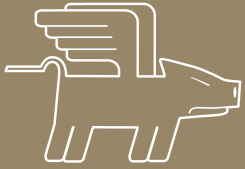


CONVERSION FLOWCHART >>



IMPLEMENTATION TIMELINE >>





ABOUT YOUR CONSULTANT



Mark Chen has been a cross-sectional, strategic thinker-doer all his life. From starting his first business at 11 years old, servicing his friends' bicycles to helping create a whole new supermarket category in Australia.

He only discovered his creative abilities after enrolling in a media design course at the behest of his uncle, Basil Nettar. Little did he know that Mark would go on to helm the creative department of a digital animation studio in Singapore within two years from graduation. Here was where he worked on the initial pitch for Jackie Chan's animated TV series.

However, the real breakthrough in terms of pulling it all together was founding a graphic design firm with a design school mate and growing it into an award-winning, branding agency with clients from government to MNC's. When integrating branding with design and marketing practices were relatively new, his agency was a pioneer in the space and is still in operation today.



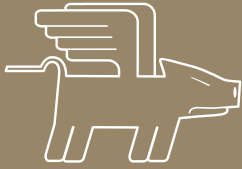
In 2003, Mark moved to Australia to embark on a new chapter in his career. Working in a marketing and PR firm, he honed his skills in the area where he is now. In 2004, he was part of the external marketing consulting team that was instrumental in assisting Ericsson Australia land their largest tender to date - the Telstra 3G rollout.

Since then, he's co-owned a women's fashion-label, helped grow an FMCG food brand into Australia's number one in its category and formulated a go-to-market methodology that leverages both brand strategy with current digital, search and content marketing techniques.

Lately, he can also be found co-hosting and co-producing a digital marketing podcast called Destroy Digital. Pitched at business owners and fellow marketers alike, Destroy Digital seeks to shed light and offer useful solutions. Uncovering new insights to this heartbreak we call digital marketing.

He can be reached on +614 2084 9881, at <me@markchen.com.au> or www.linkedin.com/in/mark-chen/





Testimonials

(edited for brevity - full versions can be found on Mark's LinkedIn profile)

"Mark is one of those rare consultants who is equal parts creative and practical. He's a joy to work with because he understands brands, and business."

Carolyn Camoens
*Managing Director, Asia
Hume Brophy*

"[His] professional approach to all projects was structured and detailed, and his client management enabled all views to be heard and respected to achieve the client's outcome. I look forward to working with Mark in the future."

Walter Turner
*Senior Business Analyst,
National Australia Bank*

"He listens (really listens) ... before offering creative solutions that are on-point and effective ...Mark's strength [is] the ability to deliver hardworking, target-specific creativity. No fluff, but lots of substance."

Remesh Panicker
*Multi-award winning Consulting
Executive Producer*

"I got the chance to work with Mark when he was running the marketing at Natvia. Mark [had] intelligent strategies implemented and a careful analysis of data lead decisions to build the company."

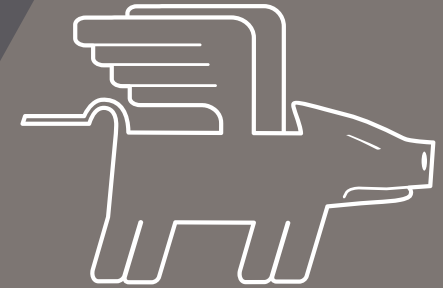
Maxwell Hertan
Director, Megaphone Marketing

"Mark created the design identity and personally designed three of the six volumes of FOCAS...[which] is now so celebrated that the whole series is currently installed... [in the] permanent collection space of the National Gallery of Singapore. Mark is...inspiring, sensitive and thoroughly-enjoyable...to work with and could not recommend him more."

Lucy Davis
*Founder, The Migrant
Ecologies Project*



The Flying Pig icon is my personal brand. My Chinese zodiac is such and as we all know that if pigs can fly, then anything is possible. It is under this flag that I sail my ship and of those whom I am given charge.



MARK CHEN

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>> Brand Coach*

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marketing
podcast

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