





# Bulb Heads is a digital marketing agency

We specialize in crafting personalized solutions for our clients. At **Bulb Heads**, our main aim is to optimize return on investment when it comes to marketing expenses.

We offer a complete range of services, simplifying the process for our clients by providing everything they need under one roof. From creative design to digital marketing and website and mobile application development, we've got it covered.

**Bulb Heads** takes pride in collaborating with major industry players, assisting them in reaching their corporate objectives, expanding their presence, enhancing brand visibility, and boosting revenue.

Our thorough and organized approach ensures that our clients develop and implement the most effective marketing strategies for their businesses!



# Our key clientele

We are honored to have a chance to work with the industry leaders.  
This has given us experience that valuable to service you in the best possible way.



and many more...



## Our vision

Our goal is to be an exceptional marketing agency dedicated to achieving tangible and impactful results for our clients.



# Our services



**Brand  
Identities**



**Marketing  
Collateral**



**Social Media  
Marketing**



**Web & App  
Development**



# One•Stop•Shop

Our service offer provides a unified solution

## Marketing Plan

Starts from developing a Marketing Strategy and Plan for your business with clear goals and target customer



## Digital Plan

Develops and manages your Digital Strategy including SEO, Ads (AdWords), social media, and email marketing



## Creative Design

Covers all aspects of Creative including designing logos & campaigns, annual reports, packaging, stationery, mascots etc.



## Other Services

Cost-effective, premium 3D signage, vehicle and branch branding, plus creative solutions for events and marketing literature.





# Underpinned by strategic partnership

Our dedicated **Business Partner** provides thought leadership for our customers.



Continuously analyse the industry trends and provides valuable insights & recommendations



Coordinates all activities across our design and technology teams for seamless customer experience



Customer success and satisfaction remains our Number 1 priority



# Digital marketing today



Over 2.5 billion monthly users, with over 122 million daily active users. It remains the top platform for video marketing.

Around 250 million daily active users. Ideal for real-time engagement and trending content.



Over 2 billion daily active users. Still dominant for community engagement and targeted advertising.

Around 600 million daily active users. Highly visual platform, great for branding and influencer marketing.



Over 1.2 billion monthly users, with about 750 million using it daily. Leading for short-form video content and viral trends.

# Our comprehensive approach

## 1. Explore

Uncover who you are and who your audience is

## 2. Strategise

Define clear path to take to reach your goal



## 3. Execute

Deliver the highest ROI and boost your business' bottom line

## 4. Optimise

Ongoing maintenance and support to sustain and grow your online presence



# Our approach for design

The **9 step design process** is intergraded with our overall approach.



## 1. Explore

Step 1 Creative Brief  
Step 2 Graphic Design Research  
Step 3 Brainstorming/Mood Boarding



## 3. Execute

Step 7 Presenting  
Step 8 Revisions



## 2. Strategise

Step 4 Sketching  
Step 5 Design Building  
Step 6 Refining



## 4. Optimise

Step 9 Final Delivery

# Our approach for social media management

The **9 step SMM** process is intergraded with our overall approach.

## Key focus

A well throughout and cohesive social media strategy is imperative in today's digital day and age.



## 1. Explore

- Step 1 Start of with a comprehensive comp scan of the respective industry
- Step 2 Identify their communication pattern; design & frequency
- Step 3 Perform a gap analysis to see the areas that need improvements



## 3. Execute

- Step 7 Develop monthly calendars
- Step 8 Scheduling of posts on agreed platforms



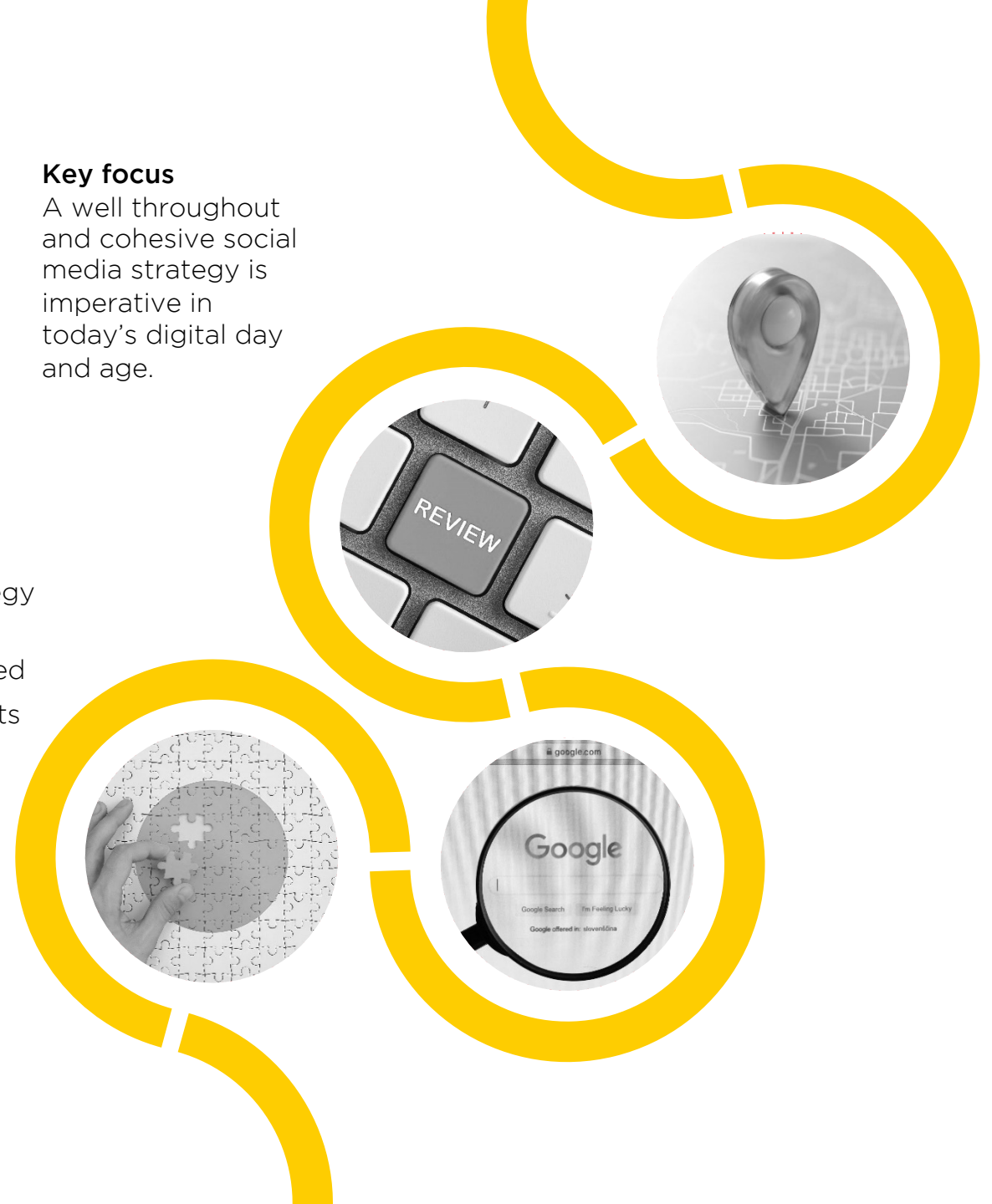
## 2. Strategize

- Step 4 Define the content strategy
- Step 5 Recommend relevant platforms that can be used
- Step 6 Suggest boosting budgets and avenues to achieve desired goals

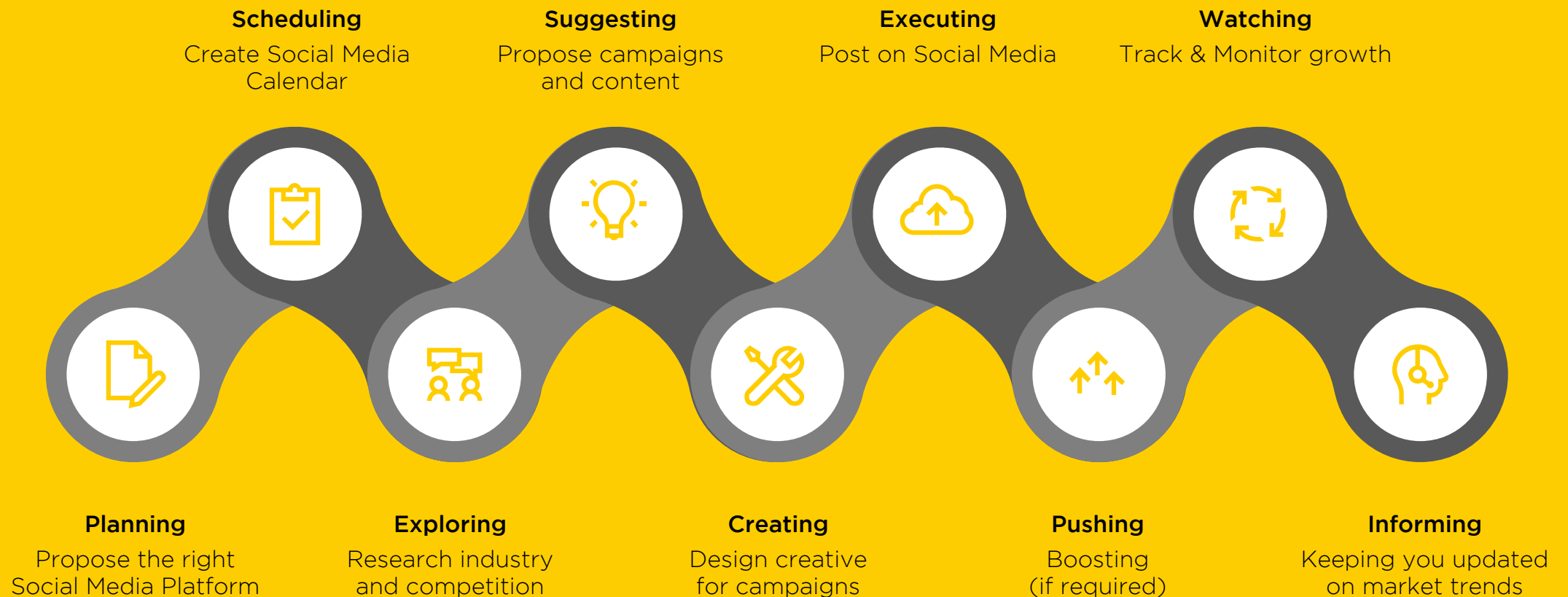


## 4. Optimize

- Step 9 Monitoring of social platforms to ensure engagement




# How we work



# We start with knowing your business

Prior to making any service recommendations, we firmly believe in thoroughly understanding your business. To facilitate this, we've developed a comprehensive approach. This ensures that both you and we are aligned and have a clear understanding of the objectives we aim to accomplish.



Our comprehensive Marketing Plan workshop aims to gain a thorough understanding of your business before suggesting any strategy for maximum effectiveness.



# We create your customer persona

We create a customer persona, an individual that is your ideal customer. Defining this persona completely, we go into every little detail.

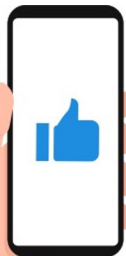
From basics like; gender, age, geographical location, income bracket... to their identifiers, goals, preferences and challenges we leave no traits unexplored.





# We give you competition overview

We take a complete overview of your competition e.g. what they are doing on social media and website. How are they on google search results? What are their google reviews?





# We define your goals

## Broad Goals

- Create more brand awareness
- Generate more qualified leads.
- Educate the market on what you offer.
- Upsell existing customers.
- All of the above

## Specific Goals

- Increase revenue by x
- Increase engagement by x
- Increase customer satisfaction by x
- Increase profitability by changing the customer mix by x



# Thank You



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