



DIGITAL MARKETING MANAGEMENT SERVICE

TIRED OF STRESSING OVER TRENDS AND FIGURING OUT WHAT TO POST NEXT?

WE'VE GOT YOU COVERED WITH DIGITAL MARKETING MANAGEMENT THAT MAKES LIFE EASIER! FROM STRATEGY TO SCROLL-STOPPING CONTENT, WE CREATE POSTS THAT GRAB ATTENTION AND KEEP YOUR AUDIENCE HOOKED.

THINK RESULTS YOU'LL LOVE AND CONNECTIONS THAT ACTUALLY MATTER.

LET'S MAKE YOUR GOALS HAPPEN!



What we do as your **DIGITAL MARKETING MANAGER**

Get Ahead of the Competition

We help you analyse industry-specific information and competitors to craft an effective social media strategy. Our team identifies and consistently communicates the key benefits of your product or service, making it more appealing to your target market.

Value Proposition

We ensure your product or service stands out by highlighting its unique benefits, driving interest, and engagement.

Create Impactful Content

In today's digital age, content is king—even in advertising. High-quality content not only drives organic revenue but also optimises your advertising efforts by reducing costs. This is where we step in to make a difference.

Aim for Success

We treat every opportunity as a chance to help business owners achieve their goals. Your success is our success. Through strategic execution, constant evaluation, and ongoing improvements, we're committed to growing with you.

Why should you care about digital marketing?

People buy from “people” they are familiar with:

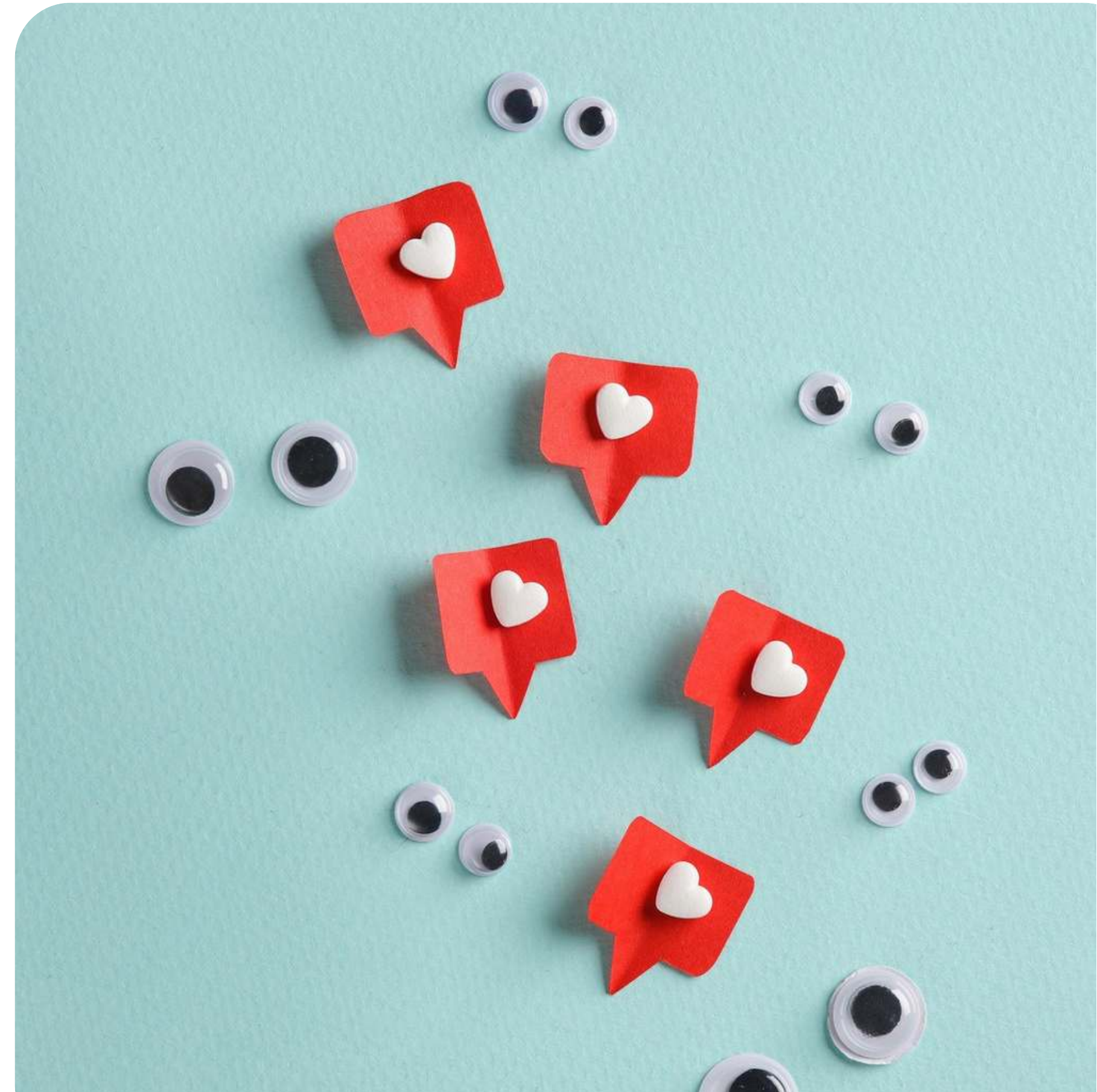
social media allows businesses to have two-way communication with their audience. This fosters trust and builds meaningful relationships. Consumers are more likely to buy from brands they feel connected to.

Showcasing Brand’s Personality beyond selling:

Social media enables brands to go beyond selling products or services. By sharing behind-the-scenes content, storytelling, and user-generated posts, businesses can humanise their brand and connect with audiences on a personal level.

Driving Sales and Leads:

Social commerce is booming and with features like shoppable posts, live-stream shopping, and integrated e-commerce platforms on social media, customers can discover, browse, and purchase directly from their social feeds.



CONTENT PILLARS

These are the core themes or topics that guide your social media strategy. They serve as a framework for consistent, relevant, and engaging content that aligns with your brand's values, goals, and audience interests.

Each pillar represents a category of content that helps maintain a balanced and strategic approach to content creation while reinforcing brand messaging.

Key Benefits of Content Pillars:

- ✓ Ensure brand consistency across platforms
- ✓ Help streamline content planning and creation
- ✓ Improve audience engagement and retention
- ✓ Maintain a strategic mix of content types
- ✓ Reinforce brand positioning and key messages



CONTENT PILLARS

Types of Content Pillars:

Brand Awareness & Storytelling

Engagement & Community-Building

Inspirational & Lifestyle

Educational & Informational

Promotional & Sales-Driven

sample content pillar for Real Estate Account:



50% Brand
(the up side of switchmyouse.)



10% Informative
(*News type*)



20% Portfolio
Client's Success Story



20% Engagement
(pain points in real estate)

BRAND VOICE

Brand voice is the distinct personality, tone, and style a brand uses in its communication across all platforms. It reflects the brand's values, mission, and target audience, ensuring consistency in messaging and emotional connection.

Brand Voice Type	Description	Example
Friendly & Approachable	Warm, conversational, and engaging	Innocent Drinks, Airbnb
Professional & Authoritative	Knowledgeable, direct, and industry-focused	LinkedIn, The Economist
Playful & Witty	Humorous, clever, and lighthearted	Wendy's, Skittles
Inspirational & Motivational	Encouraging, aspirational, and uplifting	Nike, TED Talks
Luxurious & Elegant	Sophisticated, refined, and aspirational	Chanel, Rolex

TARGET MARKET

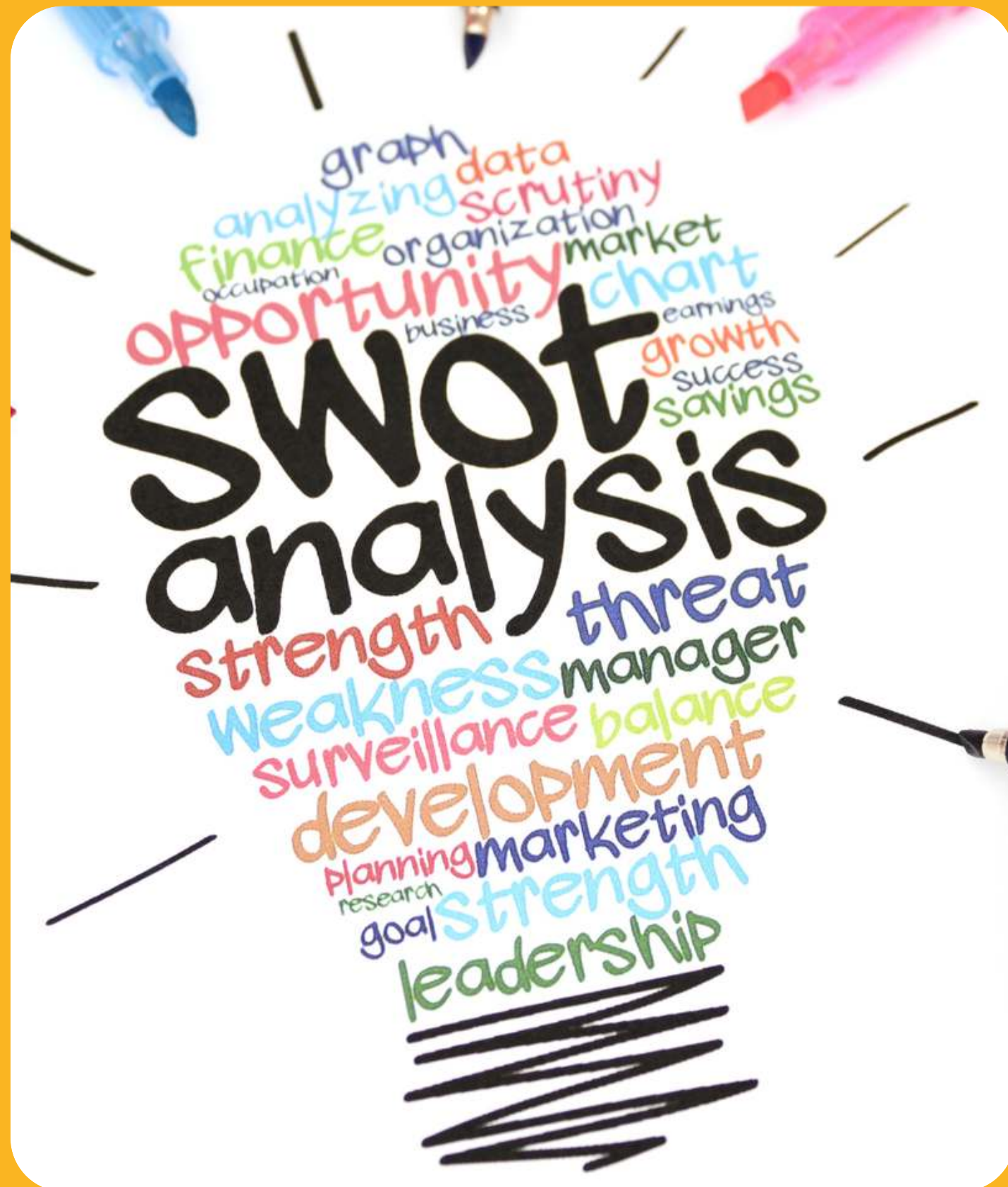
A target market is a specific group of people a business aims to reach with its products, services, and marketing efforts. These are the consumers most likely to buy from the brand based on shared characteristics such as demographics, interests, and buying behaviors.

Demographics (Who they are)

Psychographics (What they think & feel)

Behavioral Factors (How they buy & engage)

Geographics (Where they are)



SWOT ANALYSIS

SWOT analysis is a strategic planning tool used to evaluate a business, project, or individual's **Strengths, Weaknesses, Opportunities, and Threats**.

It helps in understanding internal and external factors that impact success and guides decision-making.

SWOT ANALYSIS

Sample SWOT Analysis for a Natural Furniture Brand:

Strengths

- Unique, sustainable, handmade furniture
- High visual appeal and aesthetic content
- Targets eco-conscious, luxury-focused market

Weaknesses

- New brand with limited awareness
- High competition in the home decor space
- Limited content library

Opportunities

- Growing demand for artisanal, eco-friendly products
Influencer collaborations and local events
Leverage social media trends (Reels, Stories, TikTok)

THREATS

- Market saturation with well-established competitors
Economic sensitivity in luxury market
Algorithm challenges affecting reach



COMPETITOR REVIEW

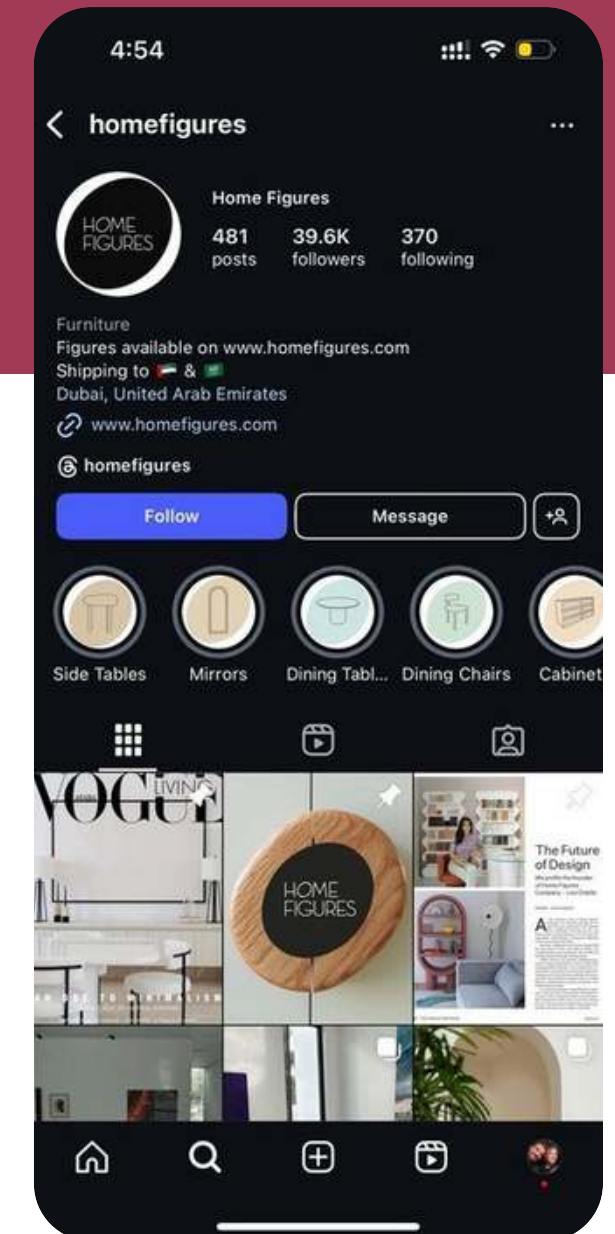
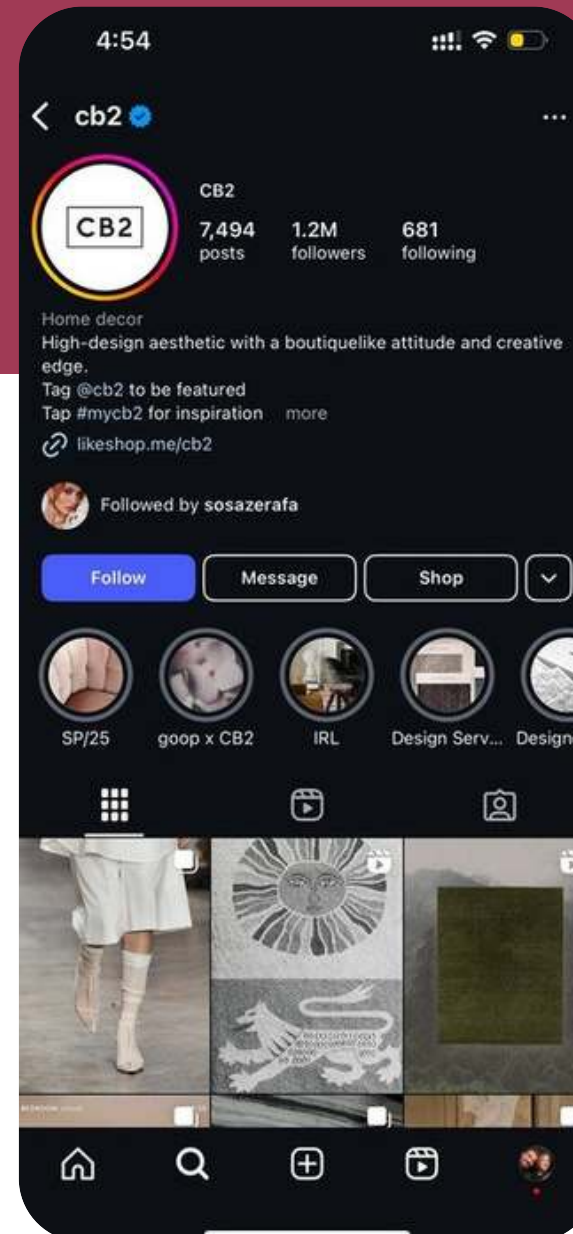
A competitor review is a strategic analysis of competing businesses within your industry to understand their strengths, weaknesses, strategies, and market positioning. This helps identify opportunities for differentiation and improvement.

- Direct Competitor: Offer the same product/service
- Indirect Competitor: Alternative competitors.
- Aspirational Competitor: Industry leaders.

COMPETITOR REVIEW example

Positive

- An appropriate follower count boosts the platform's overall "trustworthiness."
- It covers a range of news topics that can capture the interest of other homeowners.
- The display of professional photographs is truly impressive.
- It effectively communicates its primary services or areas of focus.
- The bio contains succinct information along with an important direct link.
- The highlight section is utilized exceptionally well.





BRAND NARRATIVE

example

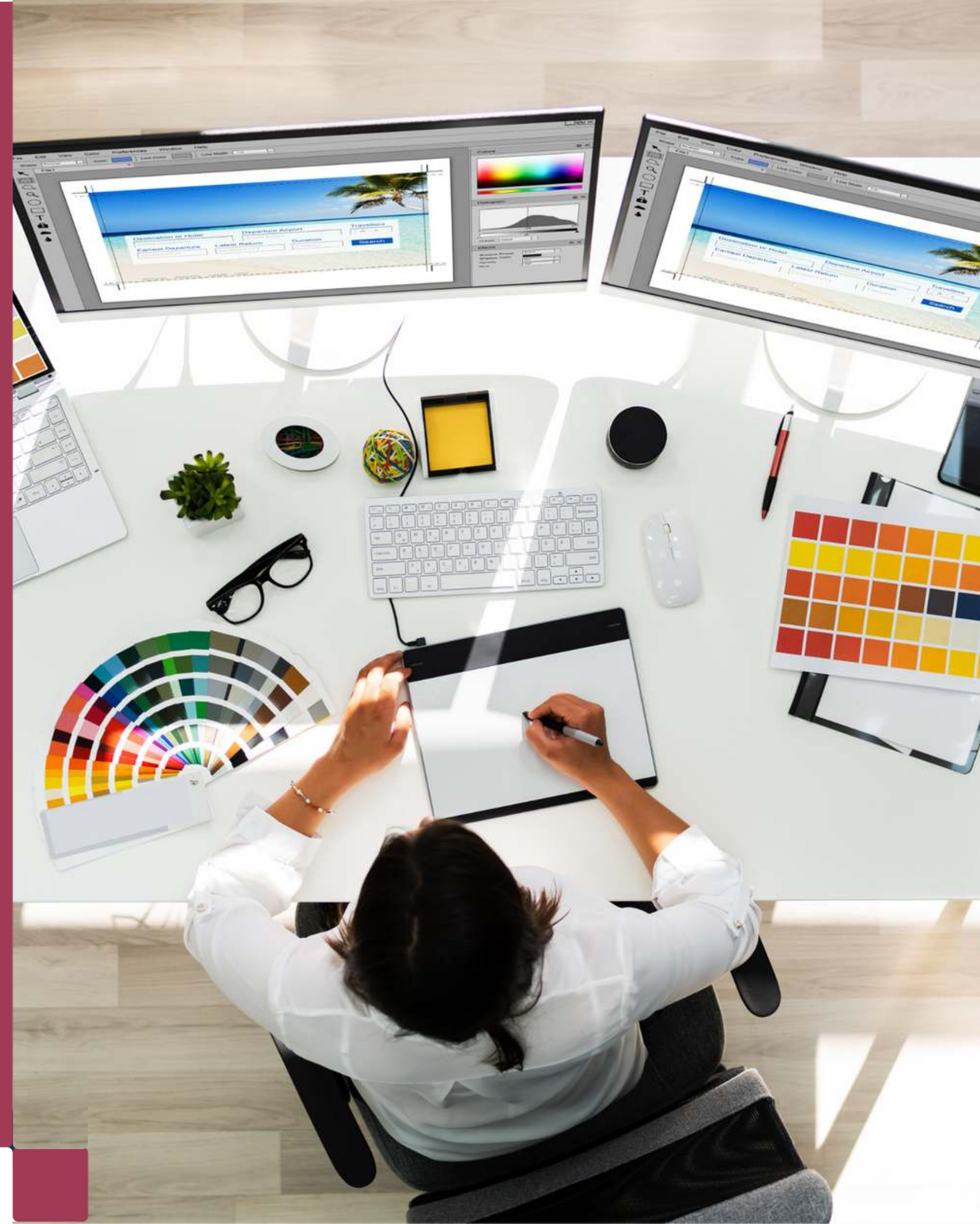
Making the motherhood journey more **beautiful, easy and joyful than ever.**

Born from the desire to redefine motherhood, IM Island Mama is more than just a fashion brand; we are a movement dedicated to making the journey of motherhood as beautiful and joyful as it deserves to be.

Picture yourself: a radiant island mama, effortlessly chic in our signature pieces. Our designs are carefully crafted with the modern mom in mind, blending fashion-forward trends with practicality.

From breezy maxi dresses to versatile tops, each piece is thoughtfully engineered to seamlessly transition from nursing moments to everyday adventures. With Island Mama, gone are the days of compromising style for functionality.

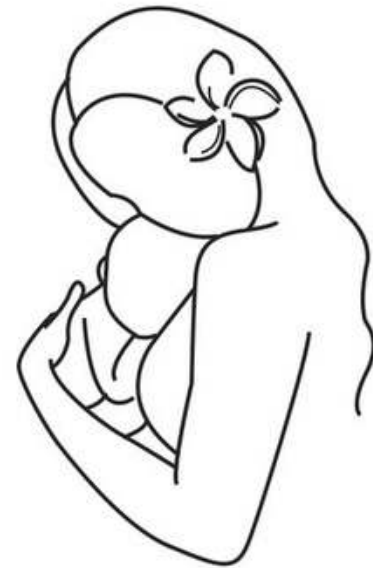
GRAPHICS SERVICES



LOGO



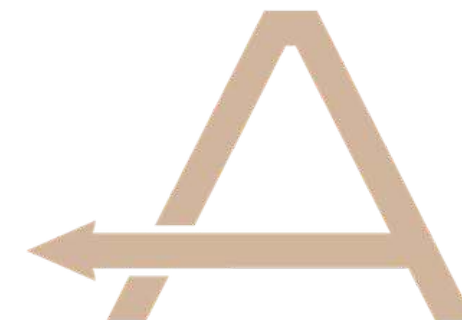
PRIMARY LOGO



ICON

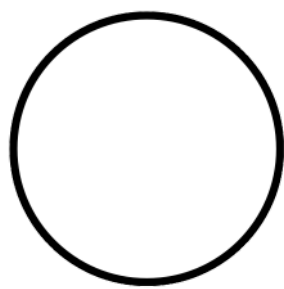
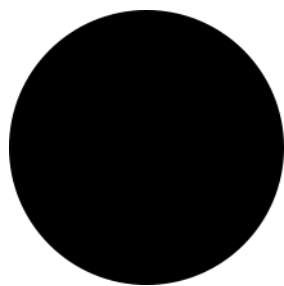
IM ISLAND
MAMA

SECONDARY LOGO

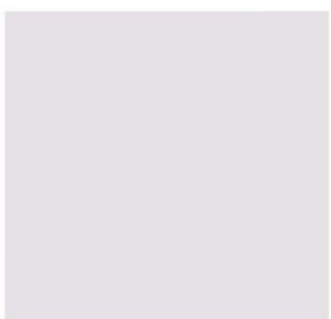


COLOR PALLETE

PRIMARY

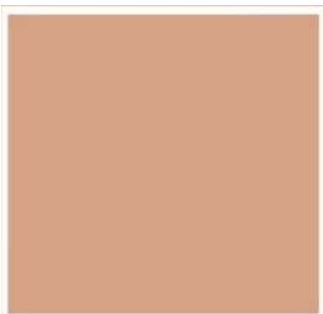


PANTONE®
PMS 482 C
#DBC8B6

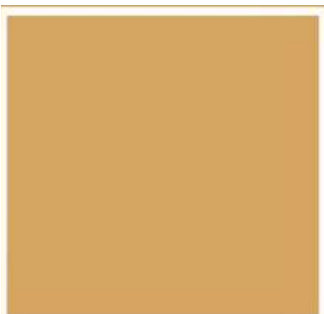


PANTONE®
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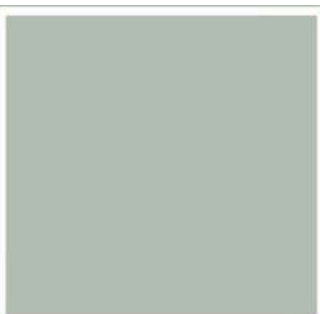
SECONDARY



PANTONE®
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#D5A286



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PMS 7509 C
#D6A461



PANTONE®
PMS 5655 C
#B0BDB0



PANTONE®
PMS 7608 C
#A4493D



PANTONE®
PMS 7504 C
#94795D



PANTONE®
PMS 7545 C
#425563



TYPOGRAPHY

Greycliff

Reguler

I'M Island Mama

AaBbCcDdEeFf

1234567890

Bold

I'M Island Mama

AaBbCcDdEeFf

1234567890

Letter Spacing: 23 | Line Spacing: 1.4

H1

Playfair Display

Reguler

I'M Island Mama

AaBbCcDdEeFf

1234567890

Bold

I'M Island Mama

AaBbCcDdEeFf

1234567890

MOODBOARD



BRAND COLLATERAL



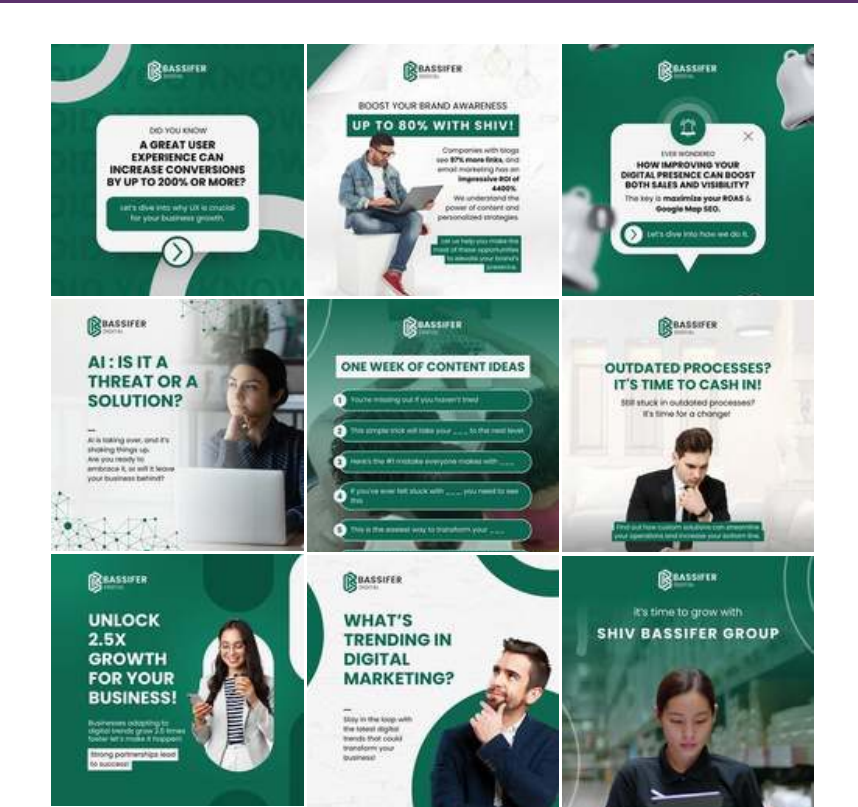
Sample: Island Mama



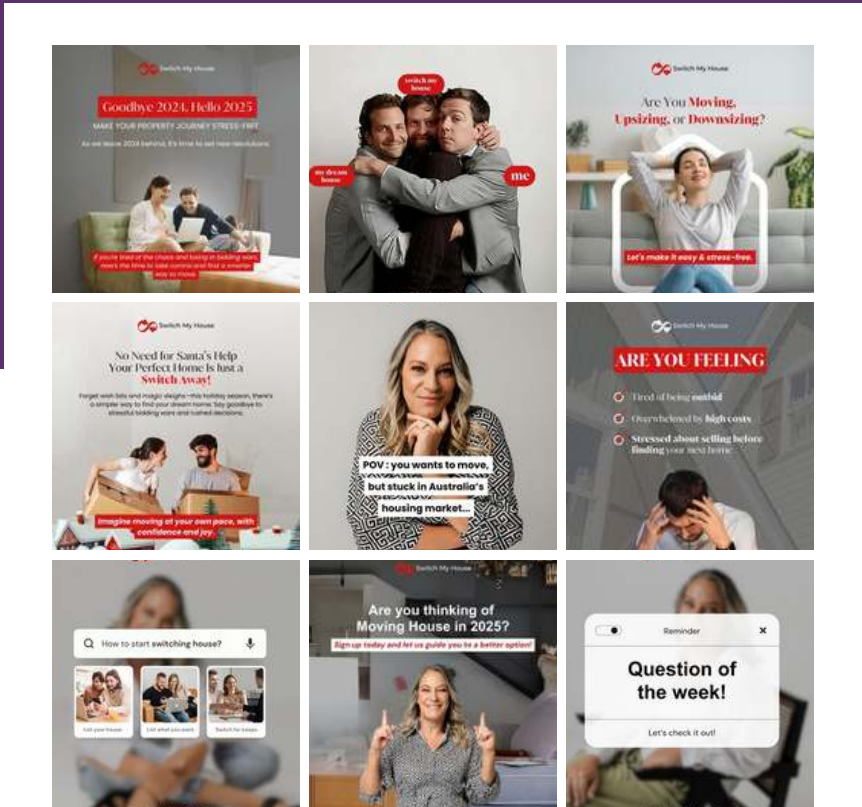
Sample: Artema Villa

DIGITAL MARKETING MANAGEMENT SERVICE

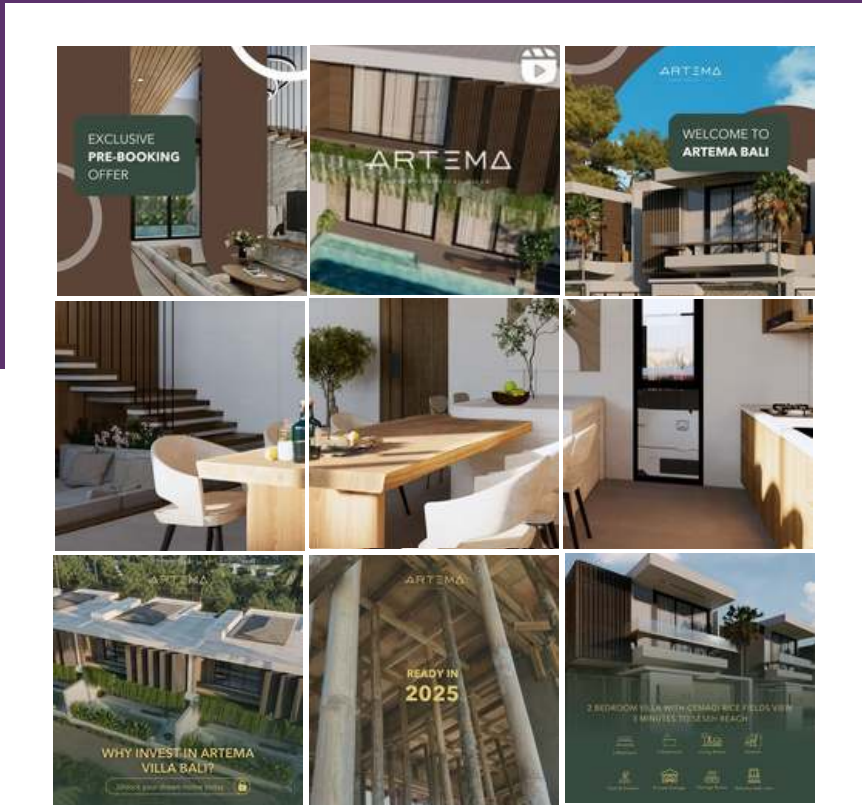
This service includes developing a comprehensive social media strategy and generating engaging content ideas tailored for your social media accounts. We'll take care of everything—photography, videos, graphic design, copywriting, IG Stories, and more—to ensure your brand stands out online.



CORPORATE



COACHING

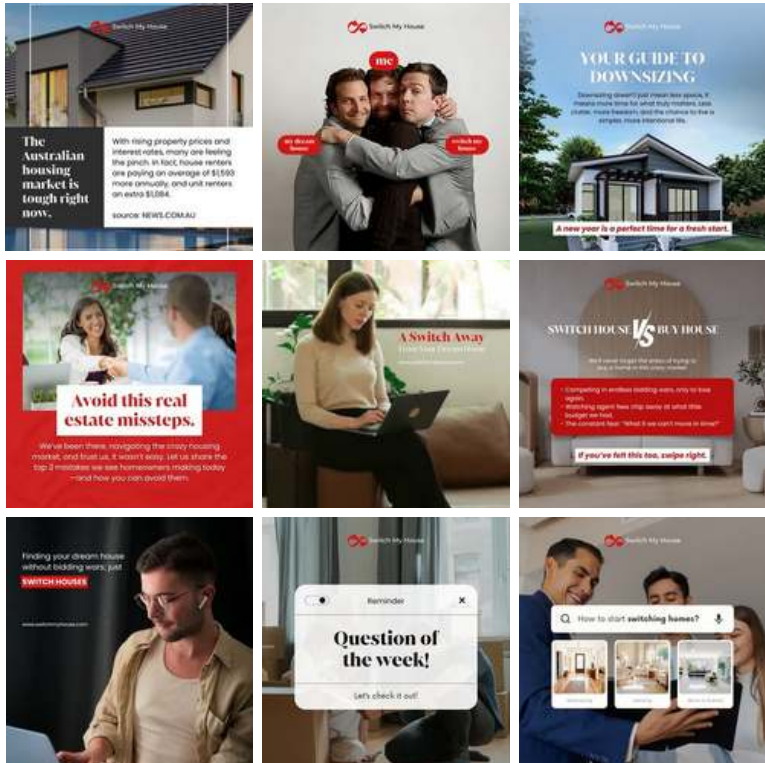


REAL ESTATE



SPECIAL NICHE

DIGITAL MARKETING MANAGEMENT SERVICE



SERVICE



FASHION



F&B



OTHER RETAILS

INSTAGRAM ADS SERVICE

Boost Instagram post
with Targeting Strategy
to maximize traffic &
boost targeted followers

Past ads

Finishes in 6 days



Profile Visits

Amount spent

Audience

269

IDR623,461 of IDR150,000

Thailand

View Insights

Finishes in 7 days



Profile Visits

Amount spent

Audience

507

IDR763,111 of IDR140,000

Expat Audience+_20 Jan

View Insights

Finishes in 7 days



Profile Visits

Amount spent

Audience

526

IDR657,322 of IDR120,000

Expat Audience+_20 Jan

View Insights











Ad overview

Views

829,696

Goal

Profile visits

4,079

Views

829,696

Reach

408,697

Engagement

3s plays

88,347

Likes and reactions

1,224

Shares

136

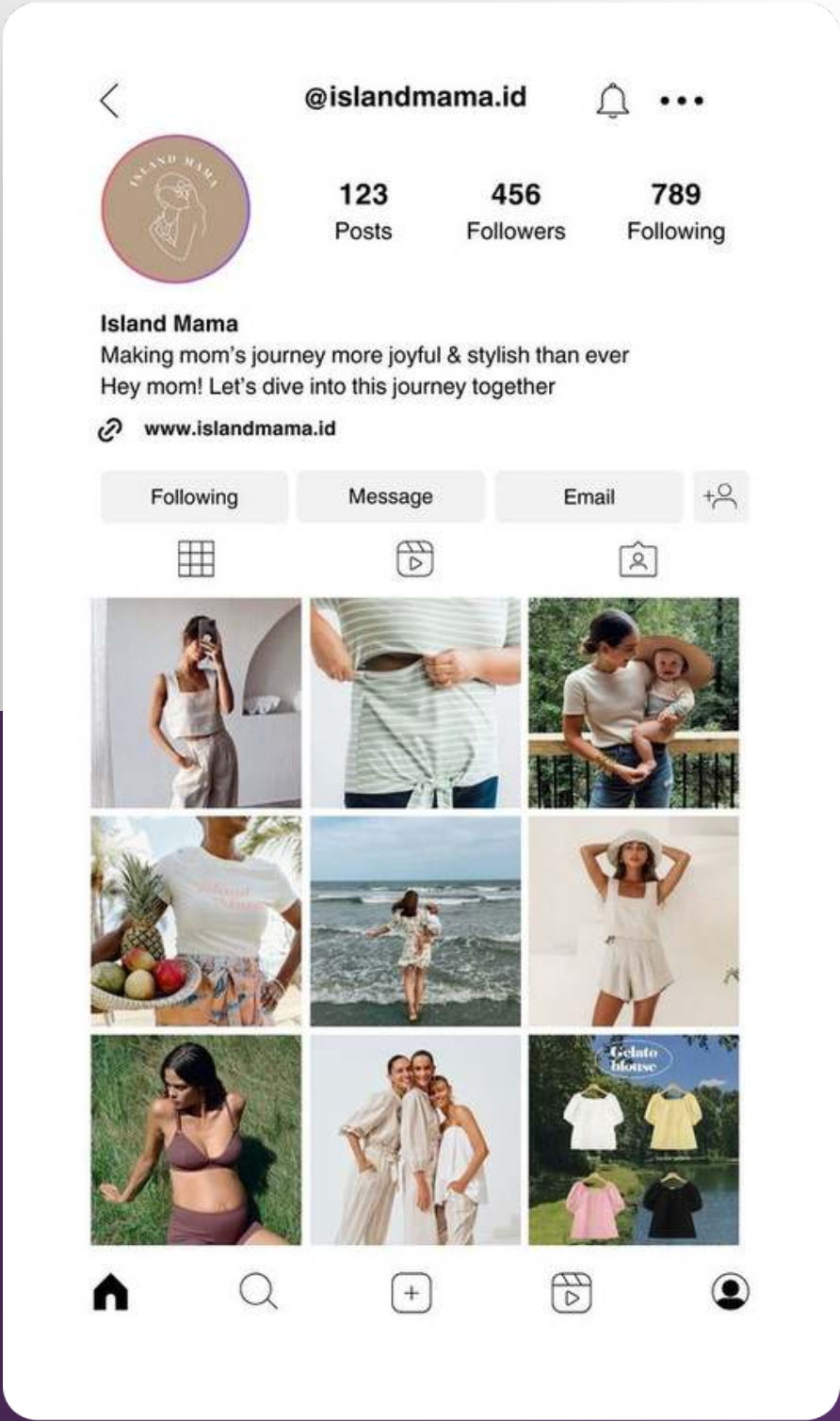
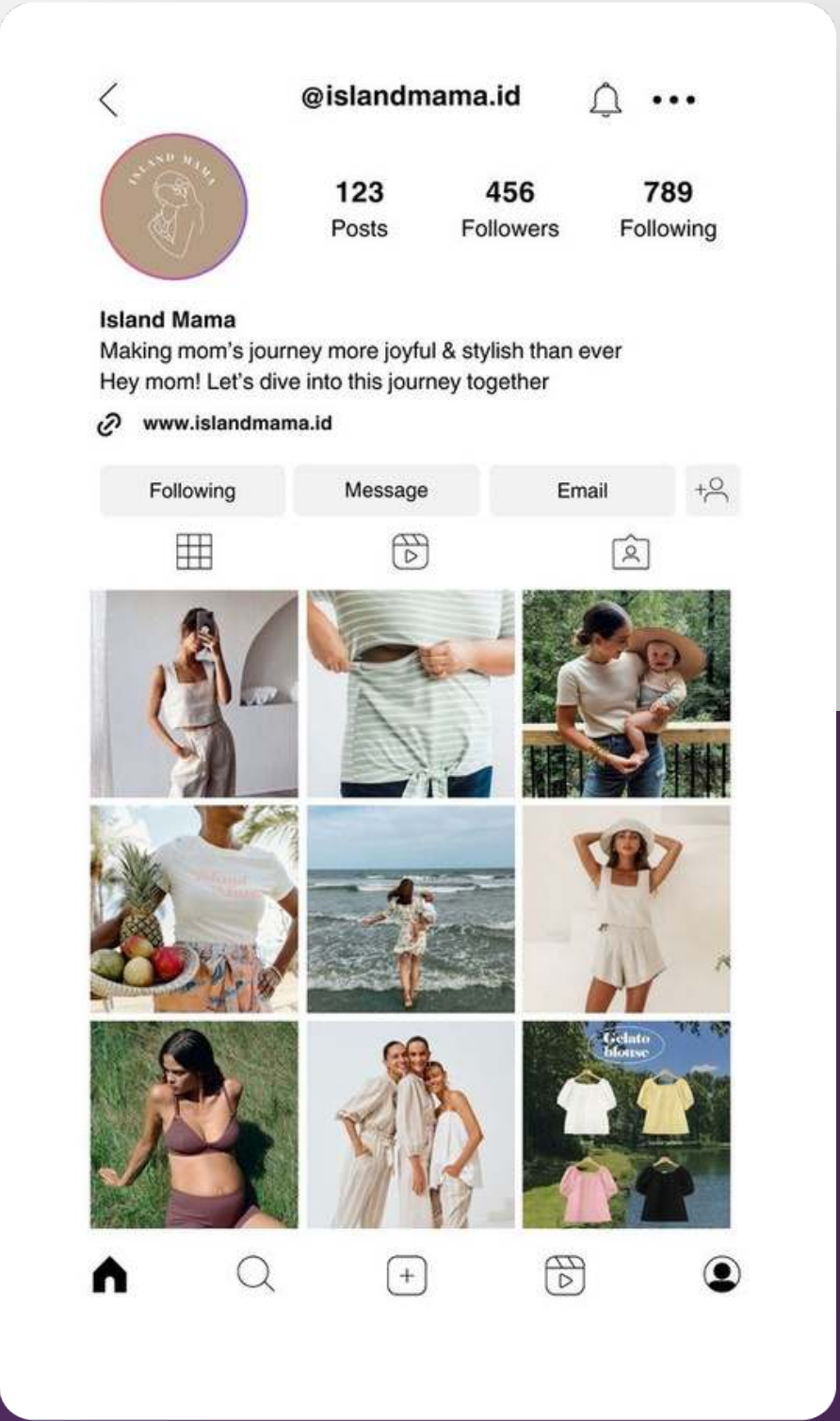
Comments

74

Saves

65

INSTAGRAM MOCK UP



SM STORIES

We love to do story-telling & engaging stories. One concept could be varied between 2-5 tappable stories

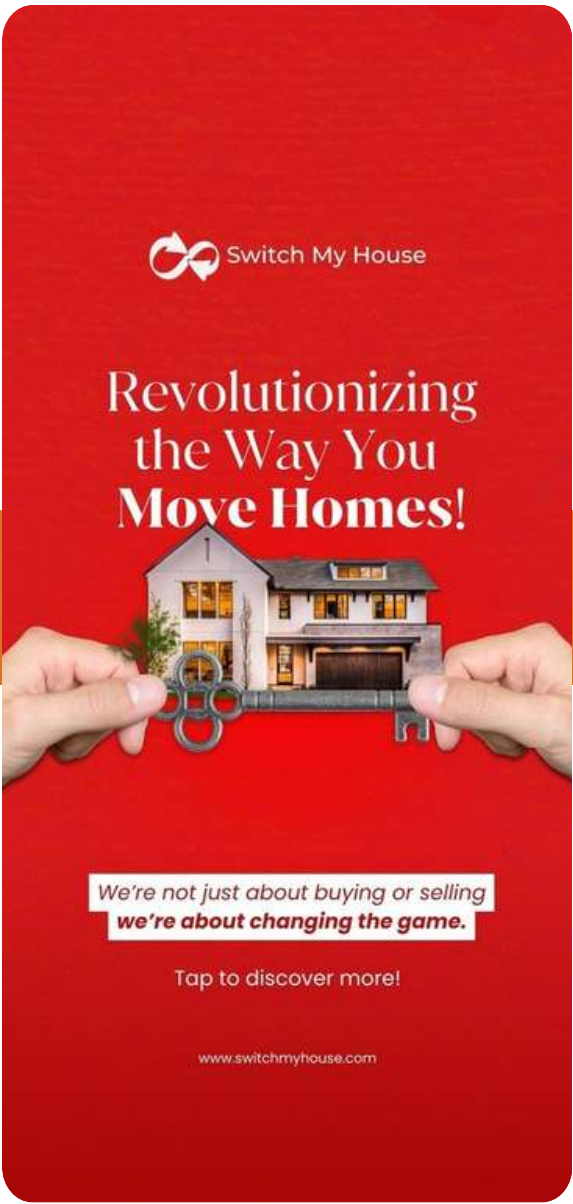
STORY 1



STORY 2



STORY 3



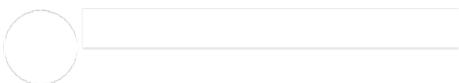
STORY 4



STORY 5



META ADS SERVICE



**Red Fez Social Media Marketing**
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Attention: Tarzana, Encino & Sherman Oaks

Learn how to fight, gain unbreakable confidence, discipline and get into the greatest shape of you life!

Just \$79 for 30 days (that's a savings of \$120!) of unlimited classes and access to the KAIJU MMA studio... [See more](#)



30 Days unlimited classes just \$79 at Kaiju MMA

[Book Now](#)

Professor Gabe Ruedinger

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**Life Coach International**
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[FREE CASE STUDY VIDEO] Watch as I take you through the steps that took a local life coach from making \$4,000 a month to over \$20,000 a month with one very simple change to his marketing...



LIFECOACHINTERNATIONAL.COM

From \$4000 to \$20,000 a month in this Case Study - Click Learn More to Watch Now

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63K Views

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**Inner Circle Mastermind**
Sponsored · 🌐

[90 MINUTE MASTERCLASS] Register for this free LIVE TRAINING event that unlocks the inner circle secrets top billionaires use to build incredible wealth through simple real estate flips



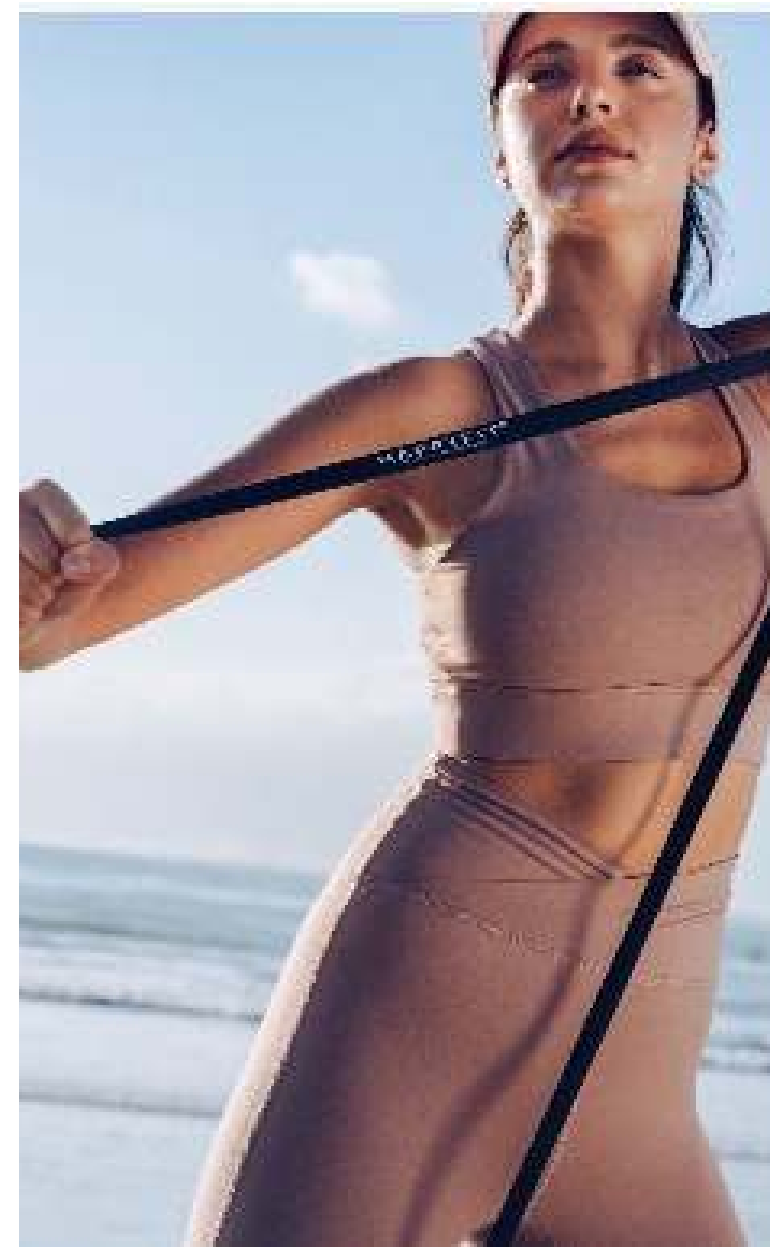
INNERCIRCLEMASTERMIND.COM

Explode your wealth with these inner circle secrets that can take you from \$1M to \$10MILLION in just 12 months

[Learn More](#)

 Like  Comment  Share

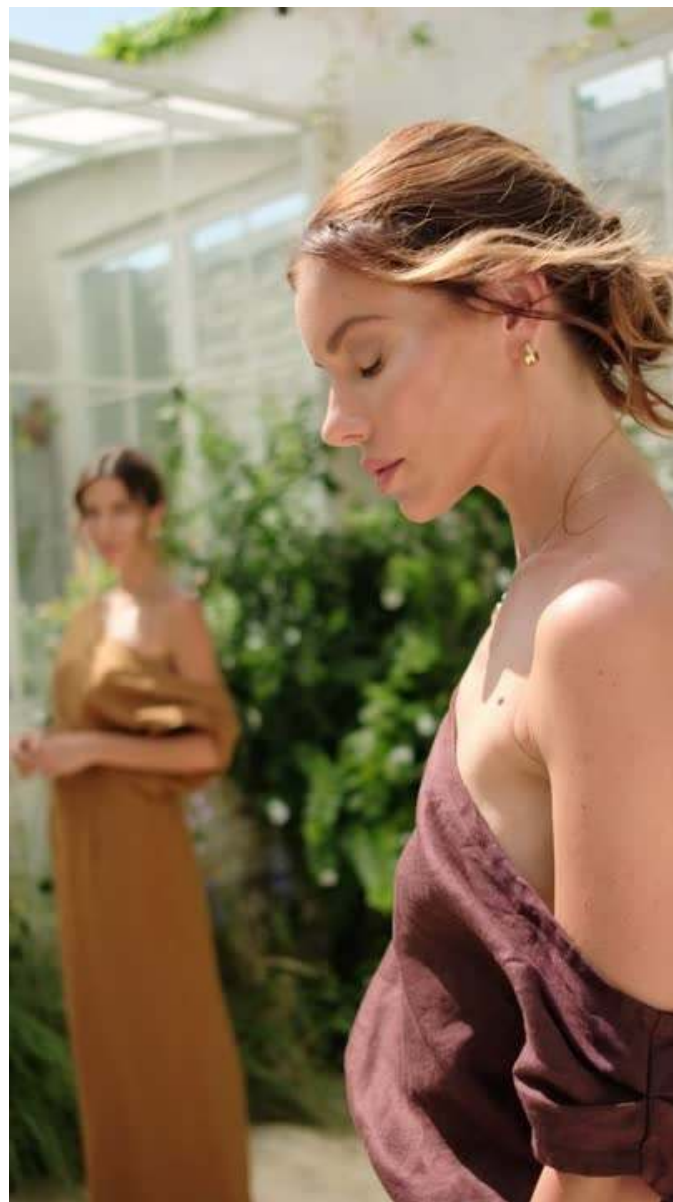
PORTFOLIO:



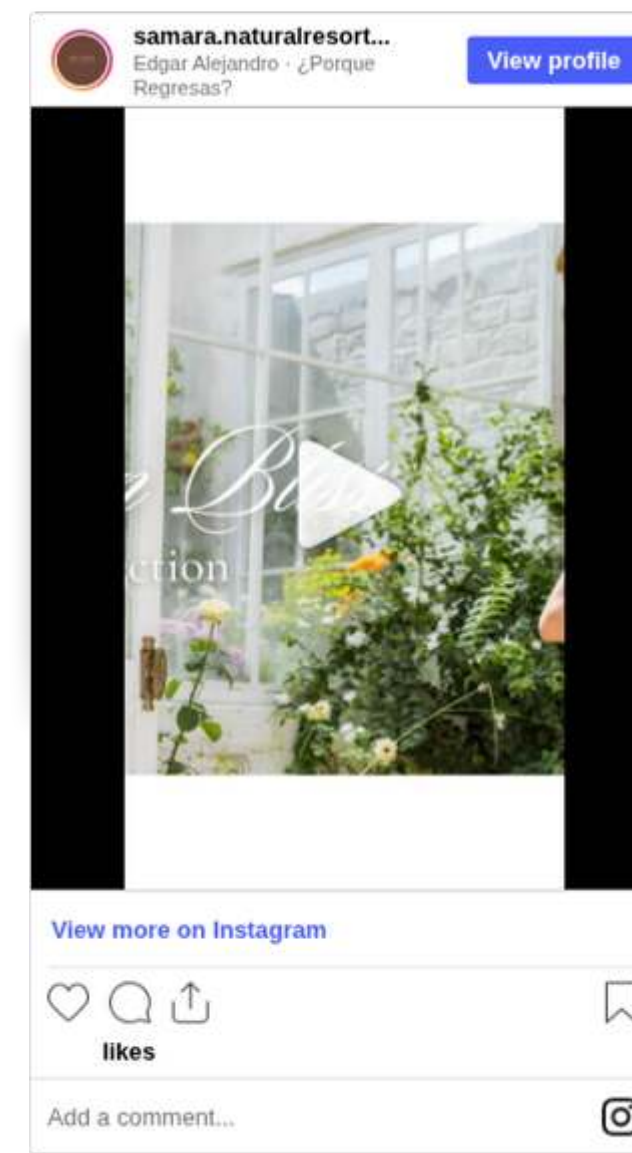
PHOTOSHOOT FOCUS WITH ADDED VIDEO RECORDING STUDIO & VILLA PRODUCTION



We do everything. All you do as the customer is to provide the clothes



Long Reel



Can be cut down to multiple reels

PHOTOSHOOT VILLA



Ask for more locations.

PHOTOSHOOT STUDIO





Contact Us

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