



Digital Marketing Strategy 4.0

Kickstart Your Unified Commerce Journey

DMS4.0

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Digital Marketing Strategy 4.0

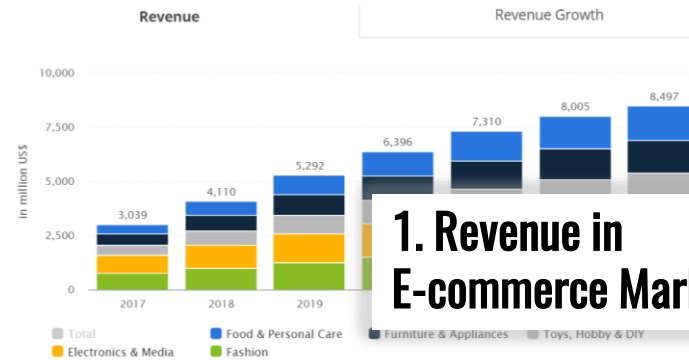
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About Singapore Productivity Centre

OPPORTUNITY GROWING E-COMMERCE MARKET



1. Revenue in E-commerce Market

12.6% p.a.



2. Number of E-commerce Users by 2023

4.4 Million
Users



3. Average Revenue Per Person in E-Commerce in 2019

USD\$ 1,222.40

CHALLENGES TARGETING RIGHT AUDIENCE

Billions of digital marketing dollars are being wasted as online adverts miss their intended targets:

Percentage of online ads not reaching the right audience

Consumer packaged goods	– 58%
Automotive	– 55%
Computers and electronics	– 51%
Shopping and retail	– 51%
Entertainment	– 43%
Financial services	– 43%
Business and consumer services	– 40%
Travel	– 35%

WHY?

(Source: <https://www.cnbc.com/2016/12/15/billions-of-digital-marketing-dollars-wasted-online-ads-miss-targets.html>)

Because you need the right...



Strategy



Channel



Customer

How can we achieve these?

ABOUT
DIGITAL MARKETING
STRATEGY 4.0
(DMS 4.0)

- A pre-approved consultancy project scope by Enterprise Singapore to help Retailers **build digital marketing capabilities**.
- The aim of the project is to build retailers in-house digital marketing capabilities to **seize opportunities in the growing internet retailing**.
- The project will assist retailers in developing **digital marketing strategy**, skilling up the marketing team to target your **right customer** through the **right digital channels**.

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HOW THE PROJECT HELP YOU



Define your organisation **Digital Marketing Strategy** that aligns your organisation short term and long term goals



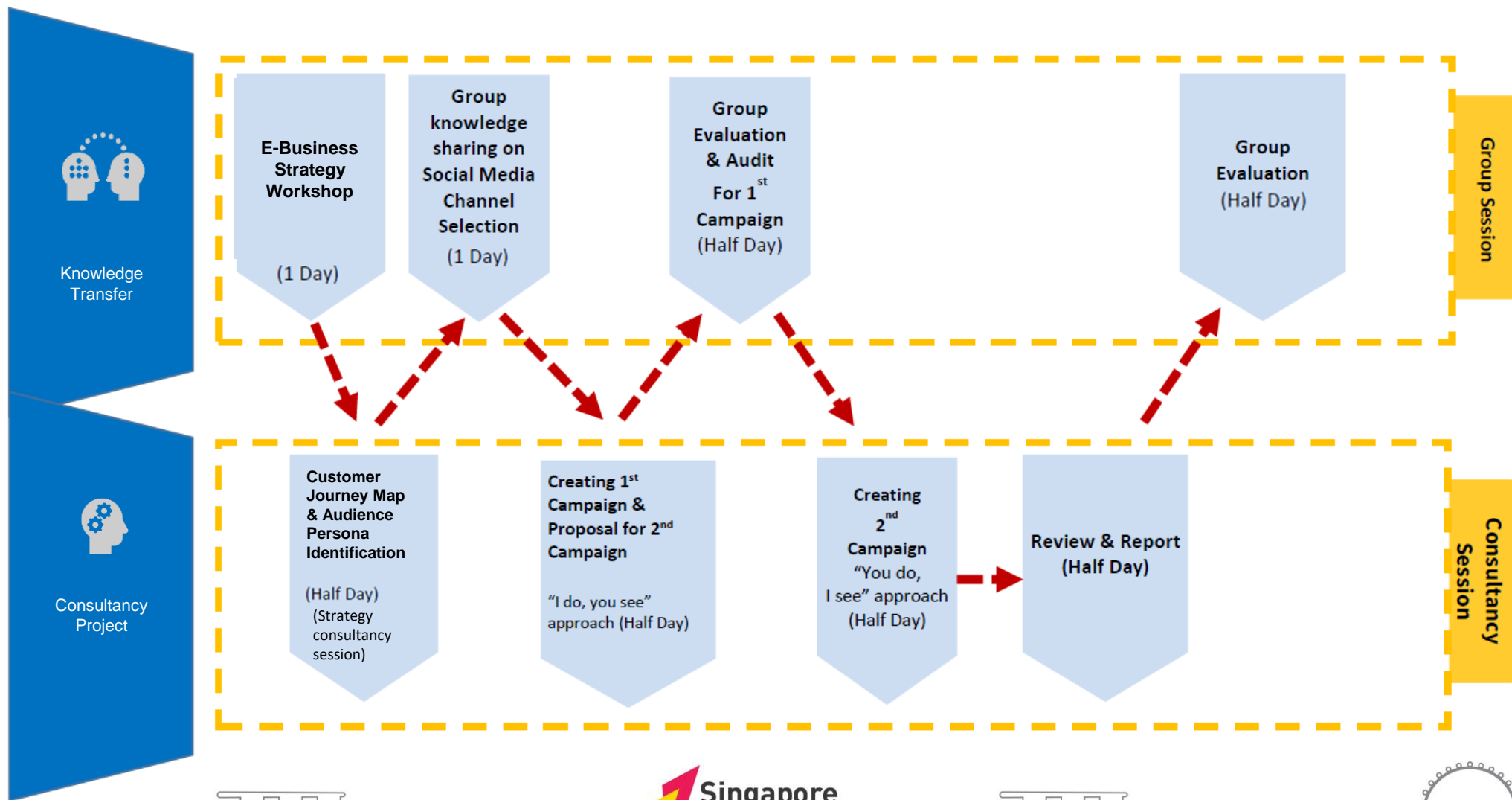
Build a competent **in-house team** that can execute effectively your organisation's digital marketing assets and strategy



Target the **right customer** that translates to **increase sales**

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HOW THE PROJECT HELP YOU



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WHAT YOU WILL RECEIVE

A. Customised to your business' digital marketing strategy and customer persona



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WHAT YOU WILL RECEIVE

B. 2 Digital Marketing Campaigns

Campaign 1: By our expert digital marketing consultant

Quantitative Outcomes

- Consultant to create 1 customized social media marketing campaigns for each participating company; and
- Each retailer will achieve **at least 2** of the following outcomes depending on each retailers' business context: (See next slide)

Qualitative Outcomes

- Provide evaluation feedback on participants, progress of participant's project implementation.
- Provide guidance to participants

Campaign 2: By company in-house team, guided by expert digital marketing consultant

Quantitative Outcomes

Company to create 1 customised social media marketing campaigns

(To track that there is transfer of knowledge and application of learning (examples are the campaign objectives of increasing awareness, or driving traffic to their websites, or driving conversions)

Each retailer will achieve **at least 2** of the following outcomes depending on each retailers' business context: (See next slide)

OUTCOMES OF THE CAMPAIGNS

Each retailer will achieve **at least 2** of the following outcomes depending on each retailers' business context:

Outcomes	Digital Indicators Involve
<ul style="list-style-type: none">To reduce Customer Acquisition Cost at least 5%	Total marketing spends on customer acquisition/Total new customers
<ul style="list-style-type: none">Increase social media impressions to their target audience by at least 50%;Increase clicks to their website/e-commerce sites by at least 20%;	Increase digital brand awareness. This indicator is suitable for retailers who just started its ecommerce sales.
<ul style="list-style-type: none">Increase social media click-through rate by at least 5%Increase conversion rate by at least 3%	Improve on the engagement rate and sale conversion.
<ul style="list-style-type: none">Increase Customer Acquisition by at least 5%	<ul style="list-style-type: none">New Customers: First time buyers.Returning Customers: Buyers that have made at least 1 previous purchase.
<ul style="list-style-type: none">Increase the average Revenue Per Buyer/ by at least 5%	Total revenue for a period divided by total number of buyers.
<ul style="list-style-type: none">Increase the average online transactions size by at least 5%	The total number of purchases made during a period regardless if the purchase was made by a new or a returning customer.
<ul style="list-style-type: none">Increase the total online revenue by at least 5%	The amount of revenue generated during a period from all customer types.
<ul style="list-style-type: none">Reduce the cost per lead by at least 5%	Cost of Generating Leads / Total Leads Acquired *Cost per Lead = Cost of Generating Leads / Total Leads Acquired



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WHO SHOULD TAKE UP THE PROJECT

Targeted Audience: Retailers

First level of eligibility assessment

- ✓ Retail company
- ✓ SME criteria

Second level of eligibility assessment

- Pre-requisite:
 - ✓ Have online presence (minimally a website)
 - ✓ Willing to provide supporting documents required to apply for a EDG grant
 - ✓ To provide existing digital marketing information (facts and figures) for comparison
 - ✓ Readiness to participate- Willing to commit to the project duration and outcomes

DMS 4.0 PROJECT FEE

Take up now and pay only **NETT FEE: \$6,900 (before GST)**
(After 70% ESG Support)

In addition:

- Do not need to submit through Business Grant Portal
- No need to wait for approval
- Minimal administrative process

Before 70% ESG Support: \$23,000 (before GST)

Payment Schedule [After 70% Funding]				
Item	Milestones	Progress Payments based on Milestones (%)	Payment Amount S\$	
			(before prevailing 7% GST).	GST
1 st Payment	Upon signing of Registration	33.3%	\$2,300	\$161
2 nd Payment	Upon completion of 1 st Campaign	33.3%	\$2,300	\$161
Final Payment	Upon completion of 2 nd Campaign	33.3%	\$2,300	\$161
Total:		100%	\$6,900	\$483

SGPC UPCOMING STUDY MISSION

STUDY MISSION TO SHANGHAI – FROM CONCEPT TO REALITY

The delegation is expected to visit and learn best practices on business strategy, how to **transit to a customer centric business**, the different **new retail strategy** and important components of new retail from some of the renown retailers.

The goal is to allow Singapore retailers to bring back **adoptable ways to kick-start** and fast-track their journey towards New Retail format. Most importantly, there will be **business development opportunities** in the China market.



STUDY MISSION TO SHANGHAI – FROM CONCEPT TO REALITY

OBJECTIVES & EXPECTED LEARNING OUTCOMES



Latest New Retail trends
and new social media
platforms



Making data-driven
decision to create
customer value



Technology adoption and
data analytics to optimise
processes



Creating customer-
focused content



Designing delightful
customer engagement and
experience



Develop business
opportunities in the
China market

STUDY MISSION TO SHANGHAI – FROM CONCEPT TO REALITY

COMPANY SHARING & VISITS*



*Subject to change. Trip will be conducted in mandarin

STUDY MISSION TO SHANGHAI – FROM CONCEPT TO REALITY

COST INFORMATION*

Breakdown	Fees Before ESG Funding Support	Fees After Up To 70% ESG Funding Support
Programme Fee	SGD5,500	SGD1,650
Accommodation	SGD1,000	SGD300
Total Cost (per pax)	SGD6,500	SGD1,950

- Excludes Air Ticket fees. Participants are required to self-purchase the air tickets (eligible for funding up to 70%, capped at SGD2,000 per ticket).
- All funding support (up to 70% of qualifying cost) is subjected to Enterprise Singapore (ESG) approval.
- Participants are required to embark on a post-trip project with Singapore Productivity (SGPC). Post-trip project cost are excluded from the above costing.
- Limited to 2 representatives per company.

** Trip sign-up is subject to ESG's approval*



DMS 4.0
CLIENTS FROM THE LAST
3 RUNS

BLUM



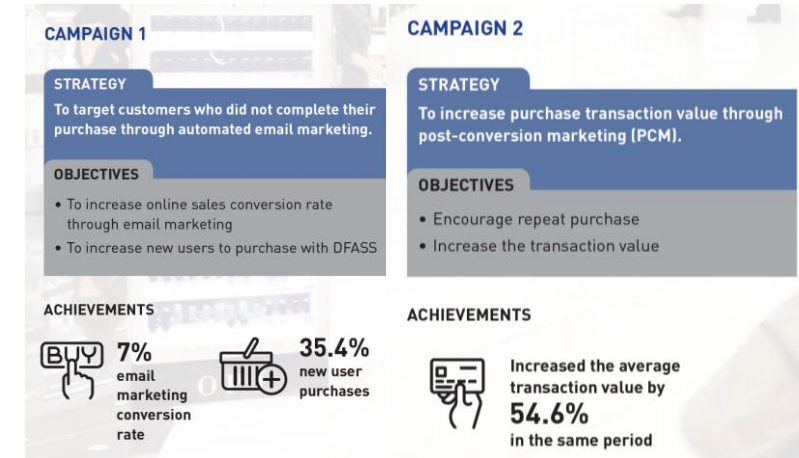
**Universal
Traveller**



DMS 4.0 CLIENTS' ACHIEVEMENT



"We Learned that by engaging with online customers who have unpaid items in their shopping carts, and offering them one-time promotional discounts, gave them an incentive to complete their purchases"



"By our social Media engagement with customers through interesting content and promotions, we have built a community of loyal customers. Together with a more targeted and strategic social media campaign, we have been able to reduce the cost of our social media advertising"



ABOUT

SINGAPORE PRODUCTIVITY CENTRE

The Singapore Productivity Centre (SGPC) is a one-stop competency and resource centre supported by Enterprise Singapore (formerly SPRING Singapore) and is a wholly owned subsidiary of Singapore Productivity Association (SPA).

SGPC provides a comprehensive range of services and programmes including in-depth productivity consultancy, workshops, study missions, benchmarking for best practices and industry insights.

Our **Purpose**

We help enterprises grow to drive progress

Our **Vision**

To be the go to expert for enterprise excellence

Our **Mission**

Helping enterprises to be future ready by creating value through innovation, productivity improvement and capability building



ABOUT

SINGAPORE PRODUCTIVITY CENTRE

**Helped More Than
1,000 Enterprises
to Improve
Productivity**



**Conducted
Productivity
Benchmarking
Study Since 2014**



**Organised Over 20
Overseas Study
Missions**



**Trained Over 120
Certified
Productivity
Consultants**



**Completed More
Than 40 Applied
Research**



ABOUT

SINGAPORE PRODUCTIVITY CENTRE

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ABOUT

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