

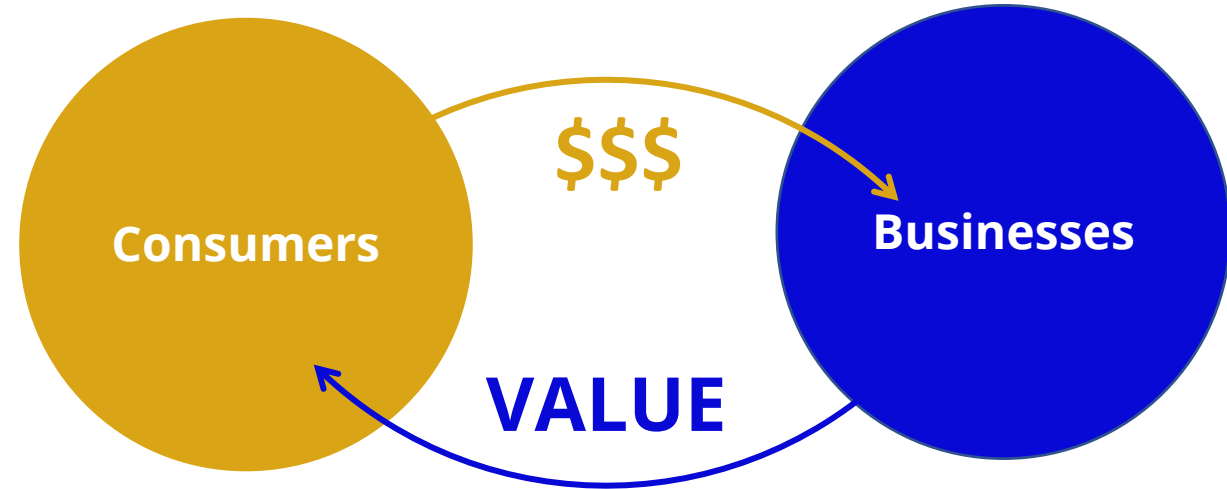
romi

where great ideas = great returns

Your Marketing
Partner of Choice



The Role of Marketing in a Business



01

Increases the number of consumers willing to purchase the products and services the business has to offer.



02

Creates more effective and efficient communication with consumers, so they derive greater value from the brand.



03

Using consumer data, the business can constantly improve on products or services to achieve a better market fit.



Marketing covers...

Channels



Social Media



Email & Messaging



Video and Banner Ads



Search Engines

Branding

Website

Retail Front



Social Media

Performance



Google Marketing Suite



HubSpot

Campaign Delivery Platforms

What makes a
good marketing
team?



Strategy. **Analytics.** CRM.
Performance. **Social.**
Content. Creatives.
Platforms. **Web**
Development. **Project**
Management. Branding.
Events. **Product.**

Cost of Building a Team



\$3000+

Basic salary of
one employee

\$3600+

Cost to company per
marketing headcount

But which scope do you hire for...

SEO?

SEM?

Social?

An Agency Option

90% of SMEs are stuck
at a fraction of their potential returns
on their available marketing dollars.

In today's hypercompetitive world, companies need a full-suite marketing team to drive the maximum potential of their product.

But not many can afford an in-house team, so they turn to marketing agencies.

The Typical Marketing Agency

LACK OF TRANSPARENCY

They hold on to all your data, they own all your platforms, and they constantly drive “leads” or “conversions” with selection bias.

LACK OF OWNERSHIP

They charge you for a series of deliverables. It's short term and it's transactional. But marketing is fluid and shouldn't be planned in silo.

LACK OF PERSPECTIVE

Most agencies promise you the sky. They can promise you the results you want at a budget, but it's usually not achievable.

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where great ideas = great returns

More than just
your typical
agency



Focus on Your Business

Leave the heavy lifting to us.



We're earnest

We take our jobs seriously, which means we take your business seriously.



We're realistic

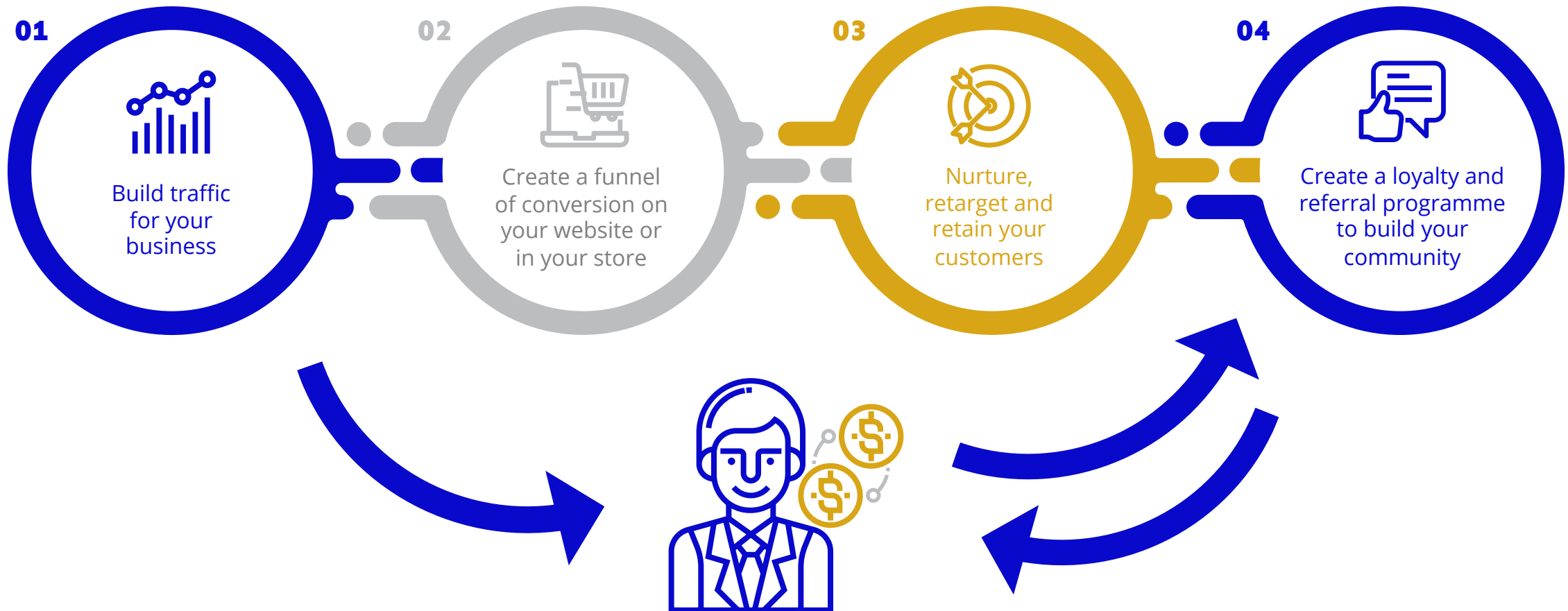
We work with you to define a plan to take you from where you are to where you want to be.



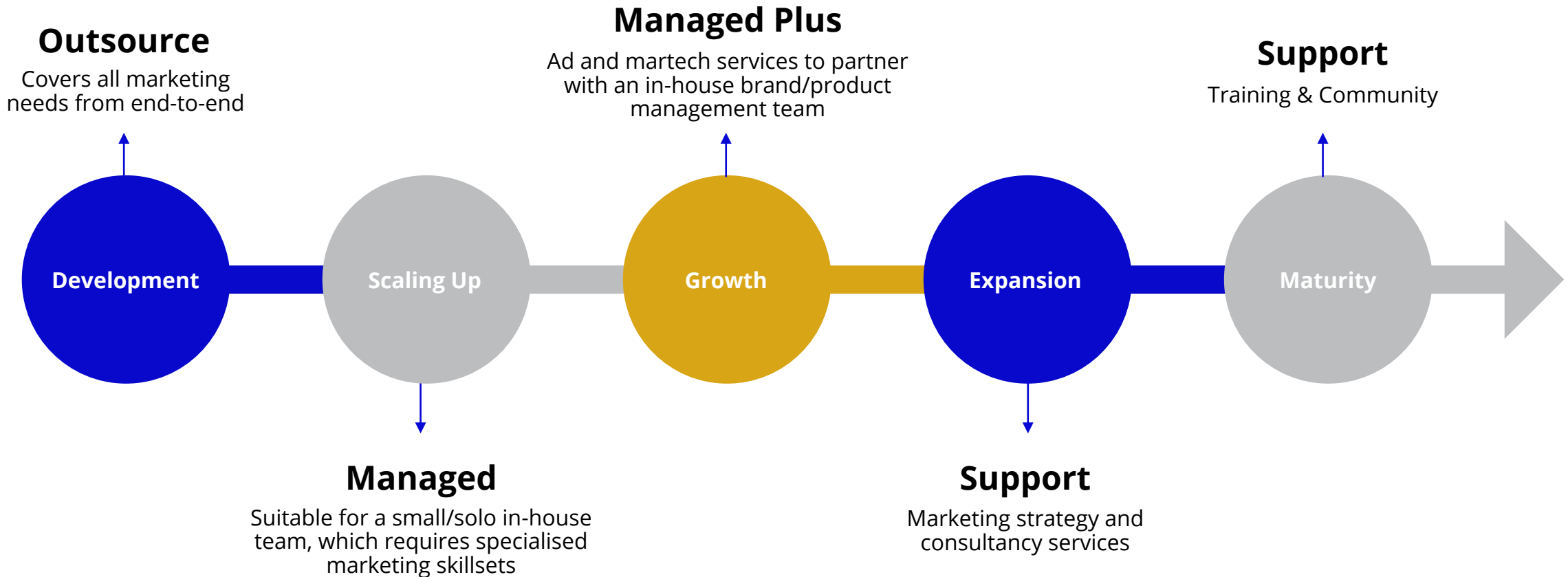
We're focused

We take clear intentional steps to drive you towards your goals, based on your data and your performance.

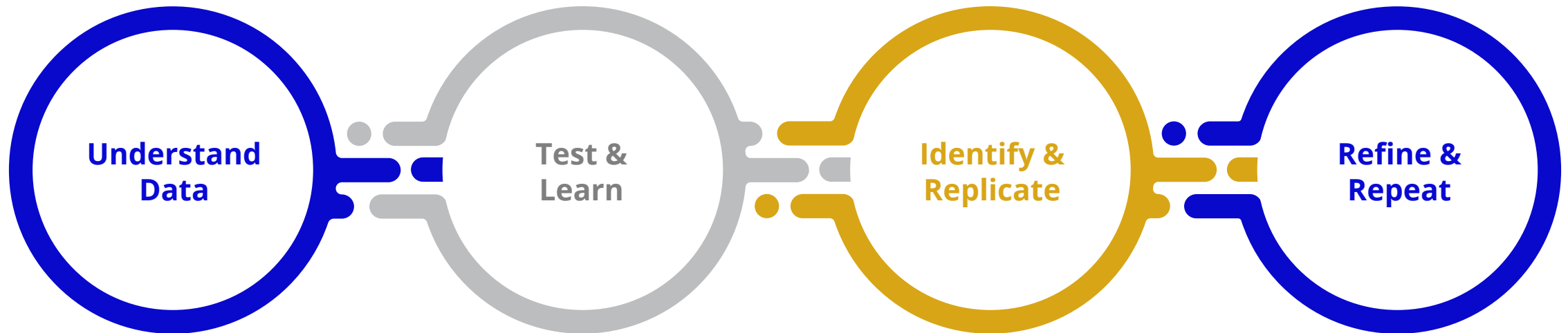
Develop a Complete Marketing Flow



Support at All Stages of Business Growth



Our 4-Step Process



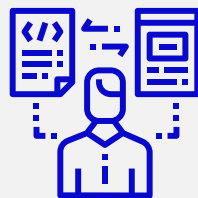
1. Platform
2. Tracking
3. Goals

1. Messaging / Branding
2. Channels

1. Find effective marketing flows and replicate them for faster growth

1. Continue to close gaps in the marketing flows using data
2. Repeated tests
3. Become increasingly targeted with every campaign

Our Team



Developer

Marketing is driven by technology. Martech, Adtech, CRM, Applications and more.



Content Creator

Long form, short form, website, EDMs. Inbound marketer that keeps your content attracting and converting.



Creative Designer

Everyone likes pretty things. But a good designer is apt in animation, graphics, UI/UX, ads, and video.



Performance

Data, Paid Ads, Conversion Optimisation



Some of the brands we've worked on

*Hatchery
Cribs*

**BULKIES
FOODS**
JUST STOCK & SAVE

PORCELAIN
art of skin refinement

THE LEARNING LAB
NURTURING THE LOVE OF LEARNING™


VIRTUS
— associates —


ASHER
Beer • Wine • Spirits

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