

THE MARKETING COMPANY



WWW.THEMARKETINGCOMPANYGLOBAL.COM

PRESENTED BY
THE CREW IN-FRONT OF YOU

OUR
CLIENTS

BRANDS WE WORKED WITH

AVIATION

RESTAURANTS & BARS

BAKERY

JEWELLERY

DOCTORS & CLINICS

SKINCARE & FRAGRANCE

EDUCATION & TECH

EVENTS



ALWIS & XAVIER



SABIAH GOLD
LEGACY OF AGES



AND MANY MORE

(1) WHAT WE DO

FOR YOUR BRANDS
HEALTH

(2) THE CREW

WHO IS THIS
INTENDED FOR?

(3) SOCIAL MEDIA+ADS

ENGAGING CONTENT
ACROSS PLATFORMS
TO DRIVE SALES

(4) CAMPAIGNS

CREATORS HAVE
TASKS TO TACKLE

(5) WEBSITE

A GLIMPSE INTO THE
VISUAL IDENTITY AND
AESTHETIC DIRECTION

(6) CONSULTING

THE BEST YET

WHAT WE DO

WE ARE AN EXPERT MARKETING TEAM ⁽¹⁾

WE **DESIGN** STRATEGIES *BUSINESSES* INCREASING
REVENUE THROUGH STRATEGIC MARKETING.

DATA DRIVEN MARKETING FOR EXPERT GROWTH

THE SERVICES (1)

SOCIAL MEDIA MANAGEMENT

CONSULTATION
MARKETING TEAM MANAGEMENT

BRANDING
MAKING OF YOUR BRAND

META & GOOGLE ADS

CAMPAIGNS
ONLINE & OFFLINE

COMMERCIALS
COMING SOON

F&B CONSULTING
PARTNERED WITH PB CONSULT

INFLUENCER
MANAGEMENT & COLLABS

DEPARTMENT TAKEOVER
WE TAKE OVER THE MARKETING DEPARTMENT

PR MANAGEMENT

SEO MANAGEMENT
WEBSITE MANAGEMENT

WEBSITE & APP BUILDING

BILLBOARD MARKETING

CGI 3D & ANIMATION

PHOTOGRAPHY
CONTENT & MENU

DRONE SHOTS

EMAIL MARKETING

360 VIDEOS

(1)

TAKE A GLIMPSE OF OUR WORK

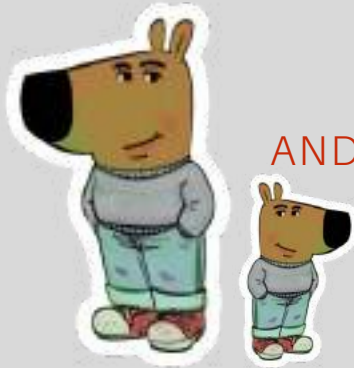
OUR MISSION IS TO
PROVIDE INNOVATIVE,
EFFECTIVE, AND
SUSTAINABLE
SOLUTIONS THAT
ELEVATE OUR CLIENTS'
VISION AND
OBJECTIVES.

- FOUNDER OF ~~HEAVEN~~

"THE GO-TO F&B MARKETING AGENCY IN MALAYSIA"



(2) THE CREW



AND SOME OTHERS WHO DIDN'T MAKE IT FOR THE SHOOT

PHOTOSHOOT CONTENT



(3)

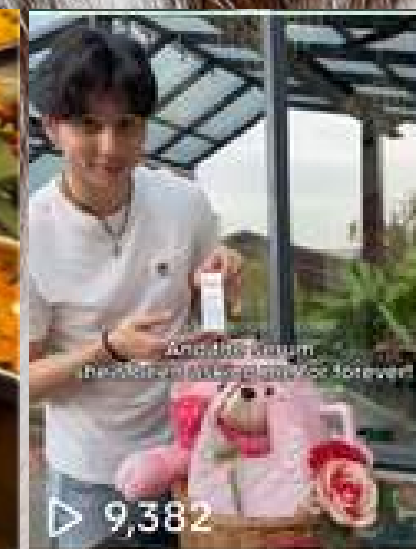


ENGAGING CONTENT
ACROSS PLATFORMS
TO DRIVE SALES

GOOD CONTENT

=

GOOD TRAFFIC



(3)

ENGAGING CONTENT
ACROSS PLATFORMS
TO DRIVE SALES

THE GRAPHICS & PHOTOS



THE CONTENT YOU SEE HERE ARE ALL DONE BY US



AND THE STORIES WE
CREATED

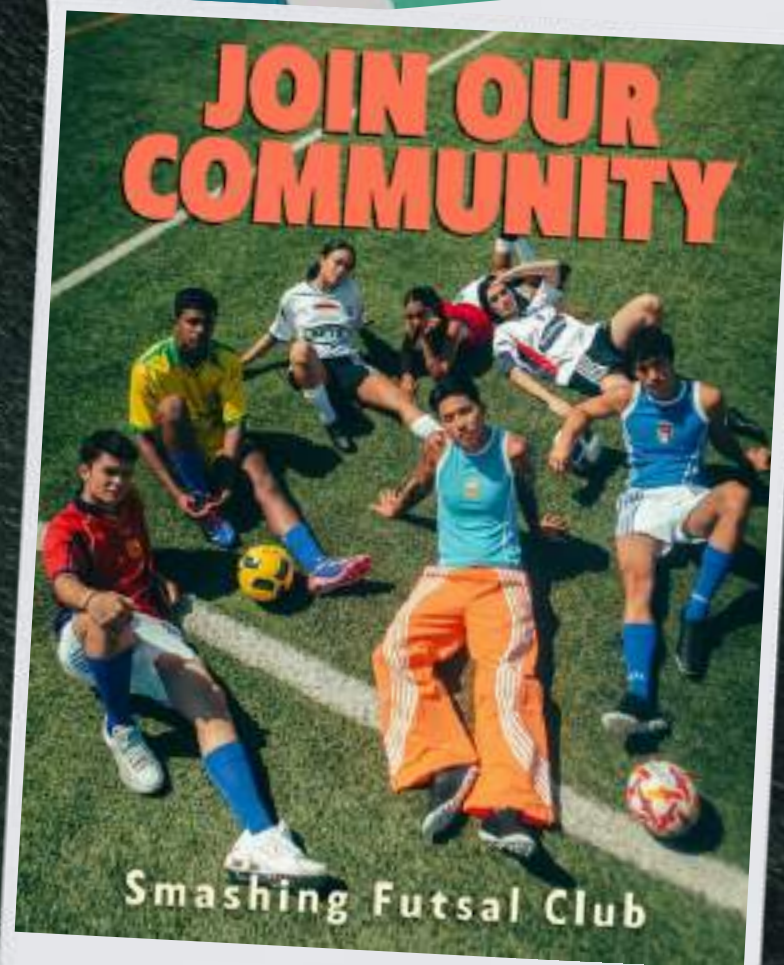


LIFESTYLE

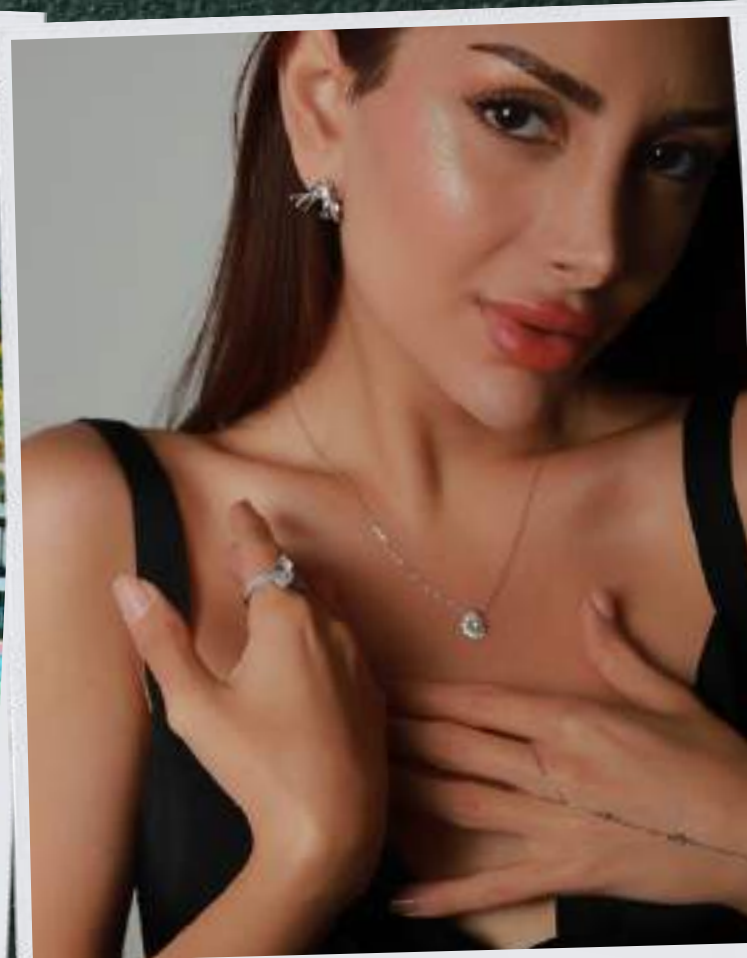


FESTIVE SHOOT

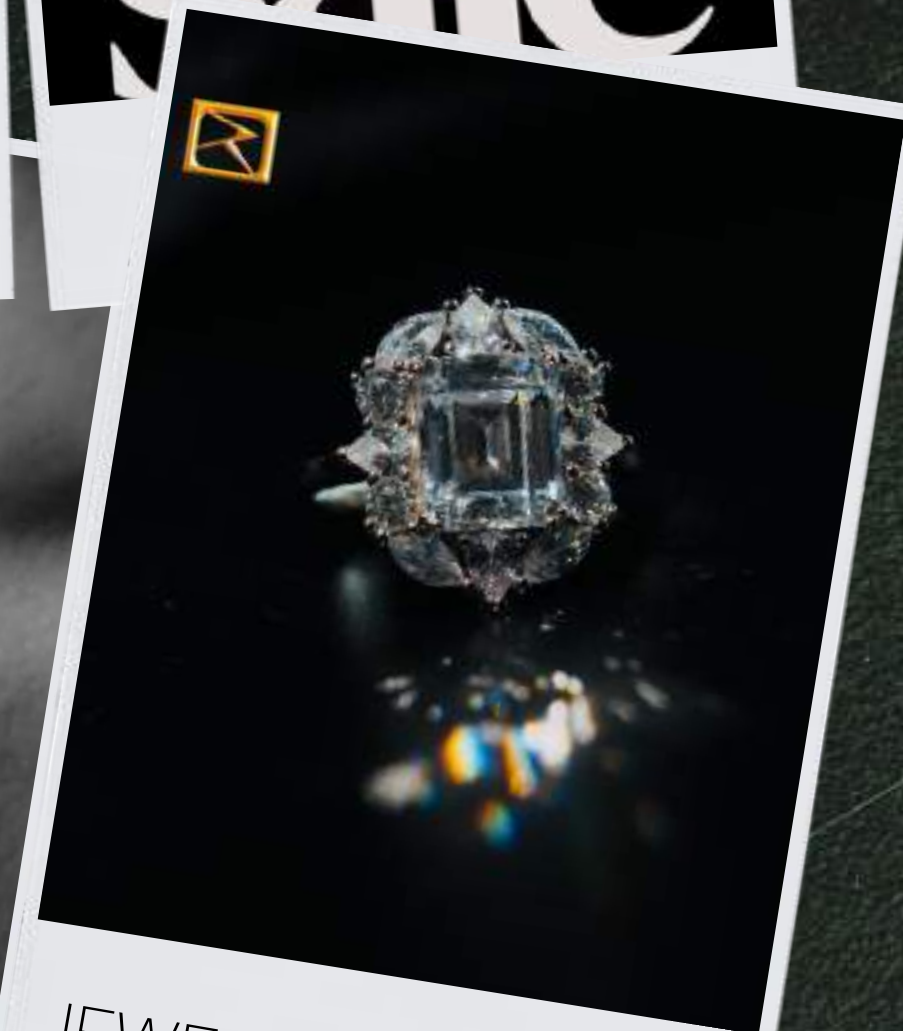
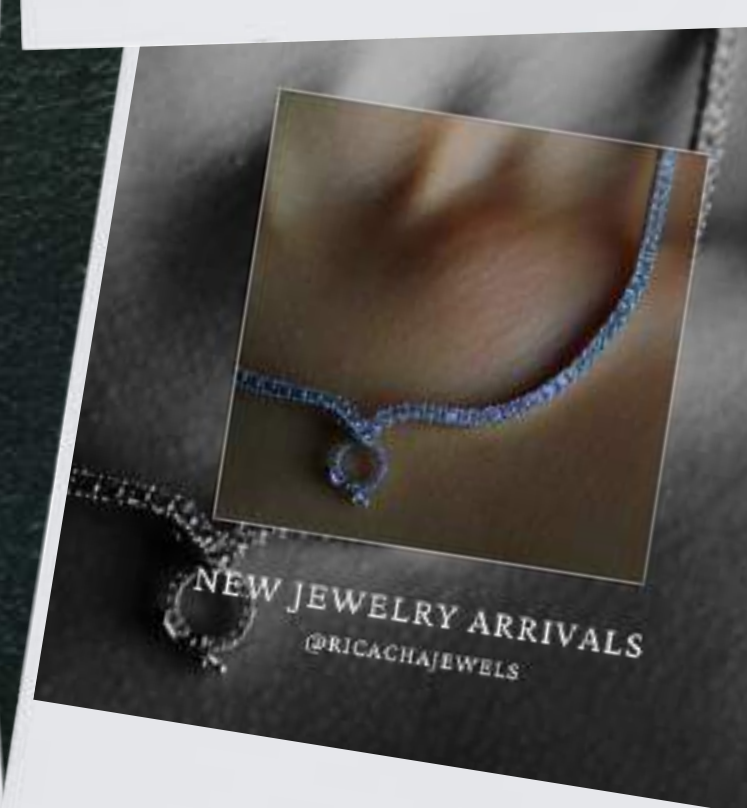
MENU SHOOT



LIFESTYLE SHOOTS



MODEL SHOOTS



JEWELLERY SHOOTS



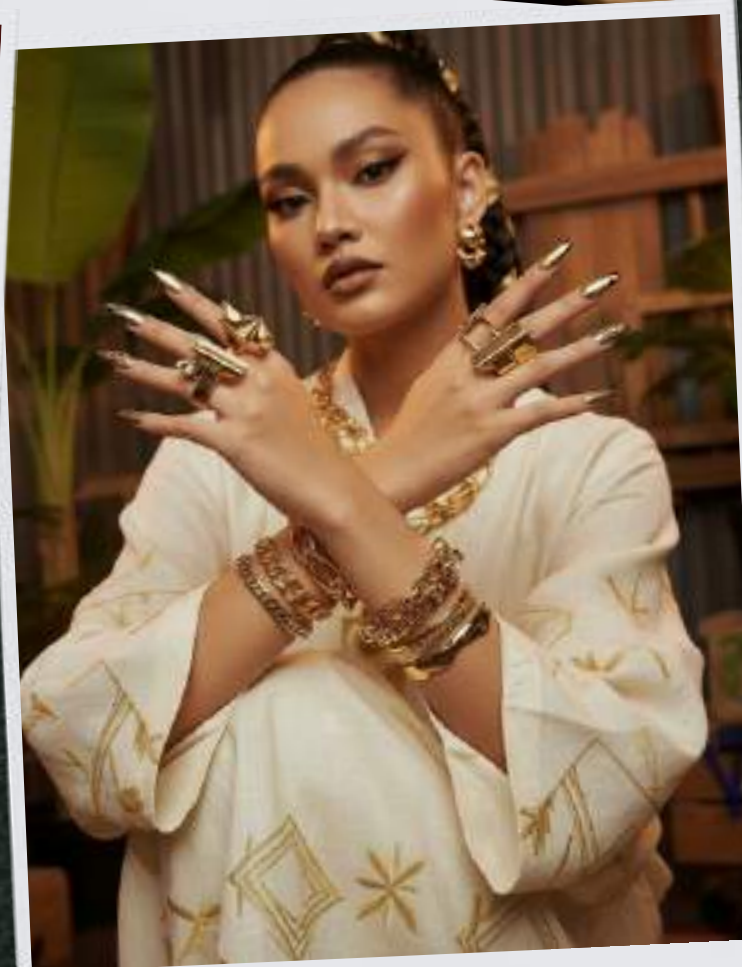
PERFUME



FOOD SHOOTS



MENU SHOOTS





BAKERY

PRODUCT AI



FOOD SHOOTS

MENU SHOOTS





FOOD CONTENT



MENU REVAMP



SOCIAL CONTENT



THE CONTENT YOU SEE HERE ARE ALL DONE BY US

THE AI GENERATION



AI AVATARS



AI CONTENT



AI VIDEOS



AI CREATIVES

THE AI GENERATION



CREATE CAMPAIGNS



CREATE MODELS



CREATE FEELINGS

THE CONTENT YOU SEE HERE ARE ALL DONE BY US

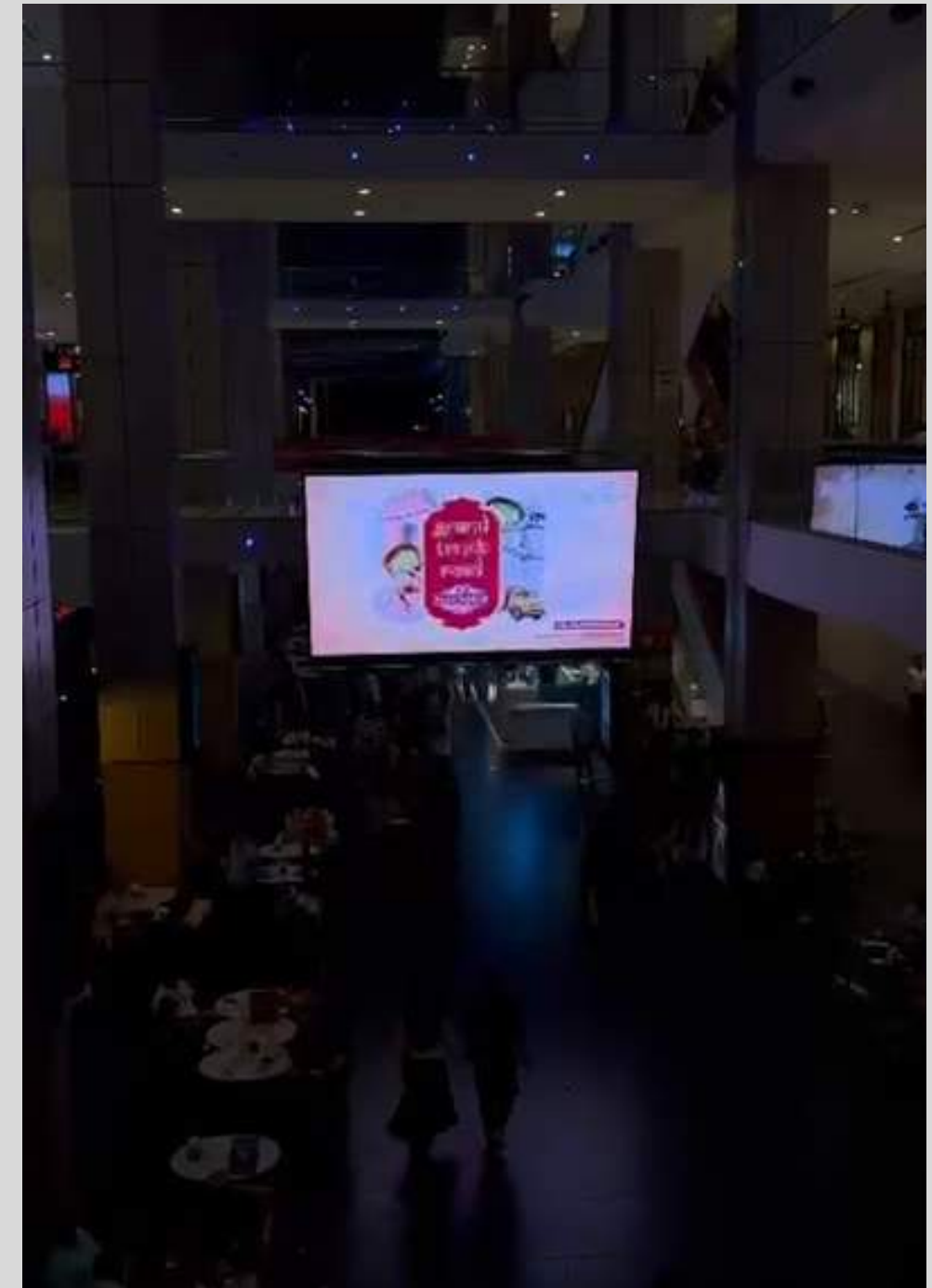
THE AI WORKFLOW



AI VIDEOS



PRODUCTION VIDEOS & BILLBOARD



CAMPAIGNS



SKINCARE



MONASH



LOT 22

UNIVERSITY COLLABS

IN STORE CAMPAIGNS

UGC PROMOTIONS

PACKAGING



PHYSICAL

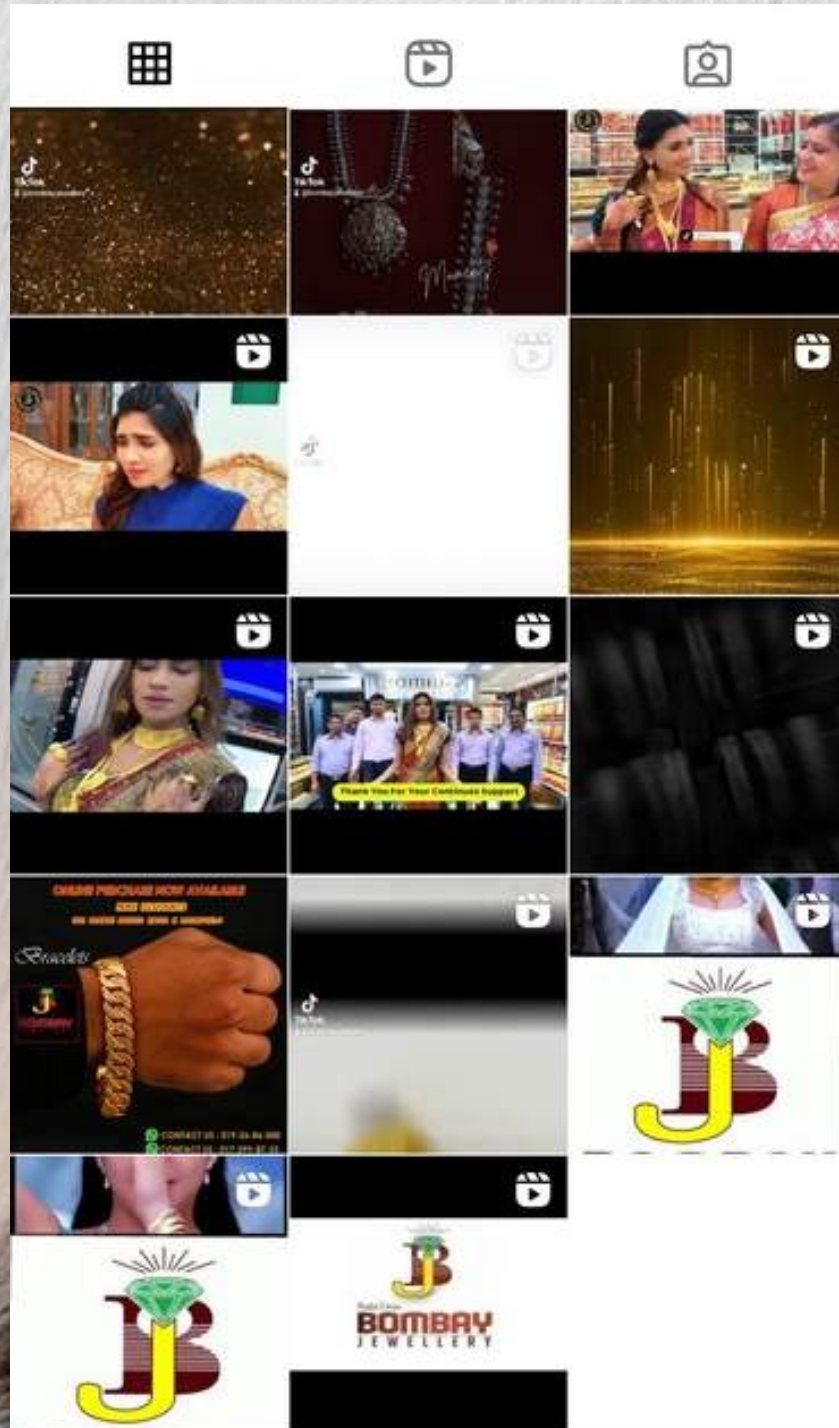


DIGITAL

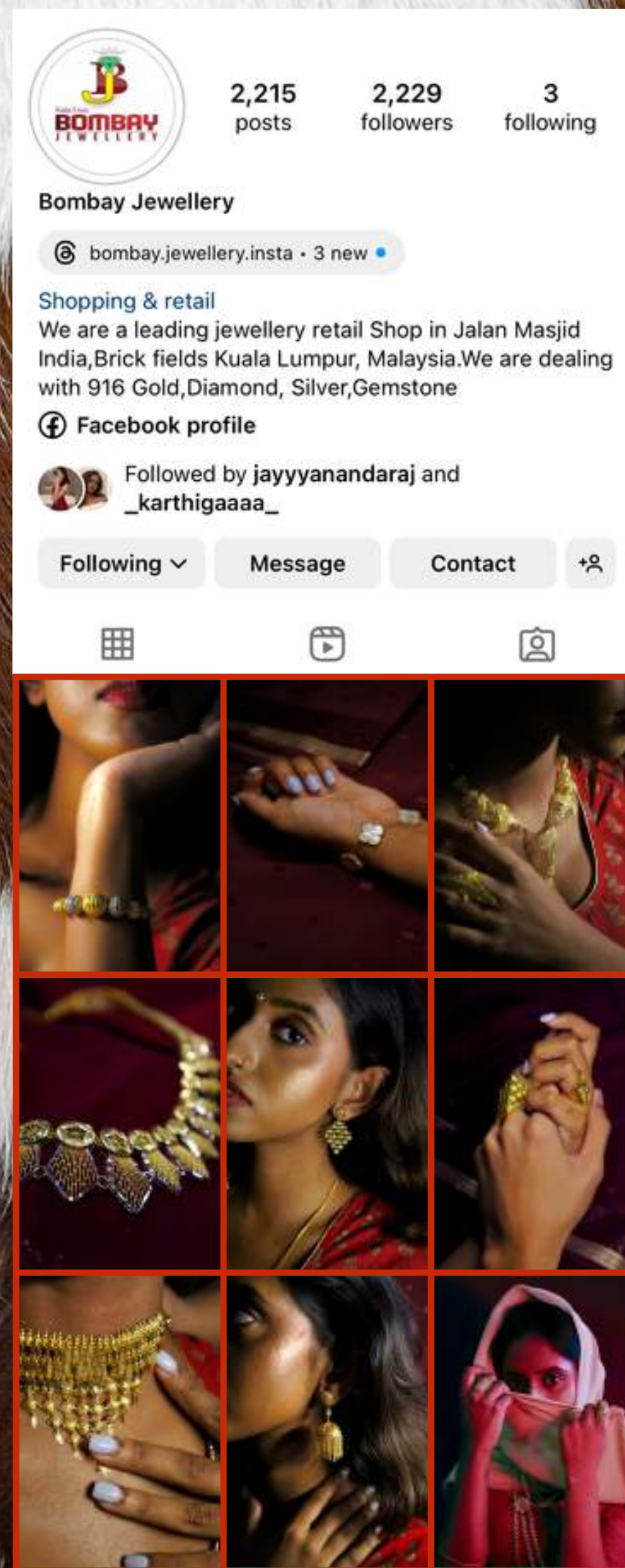
BRANDING

THE VISION

BEFORE

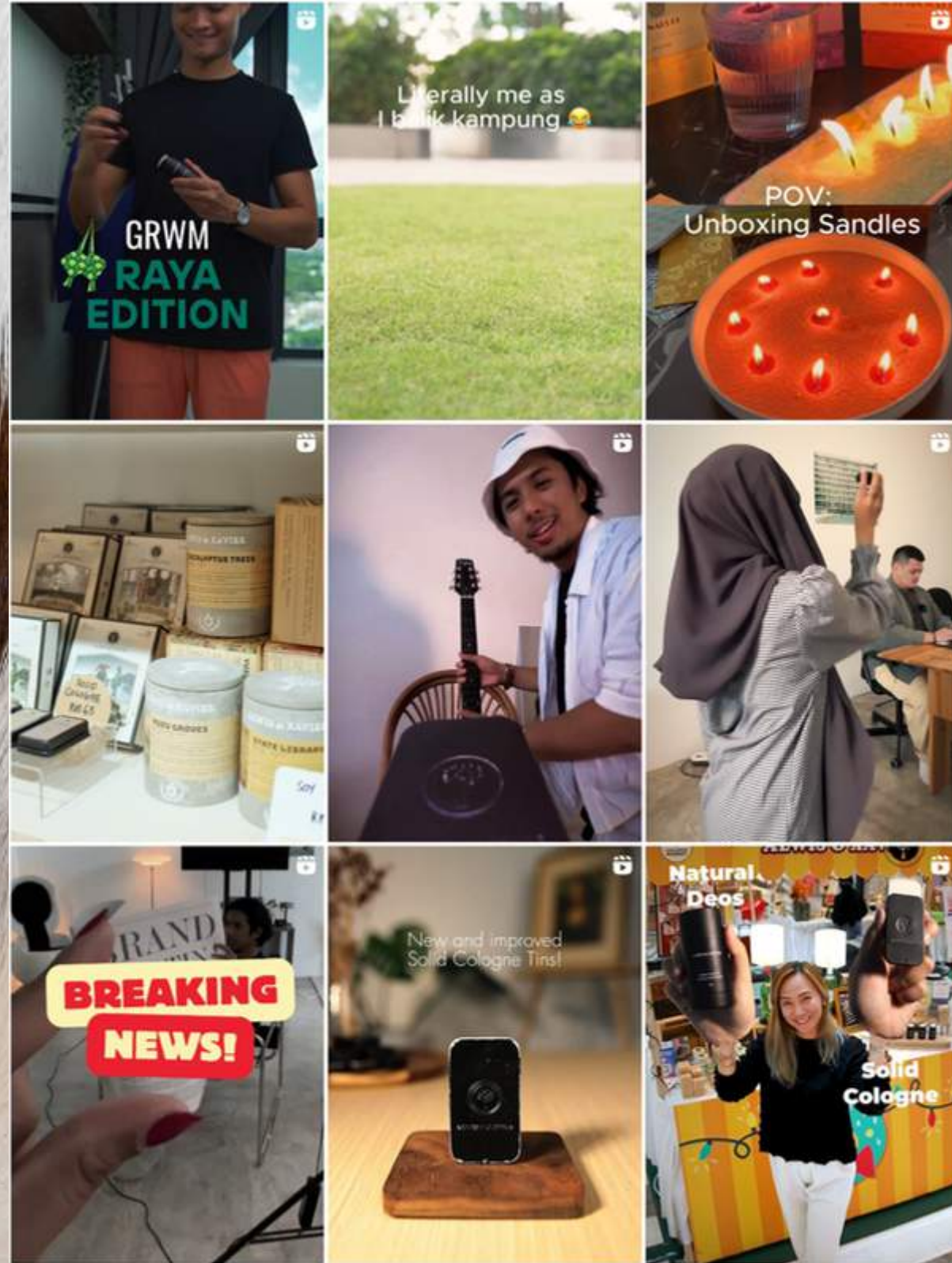


AFTER

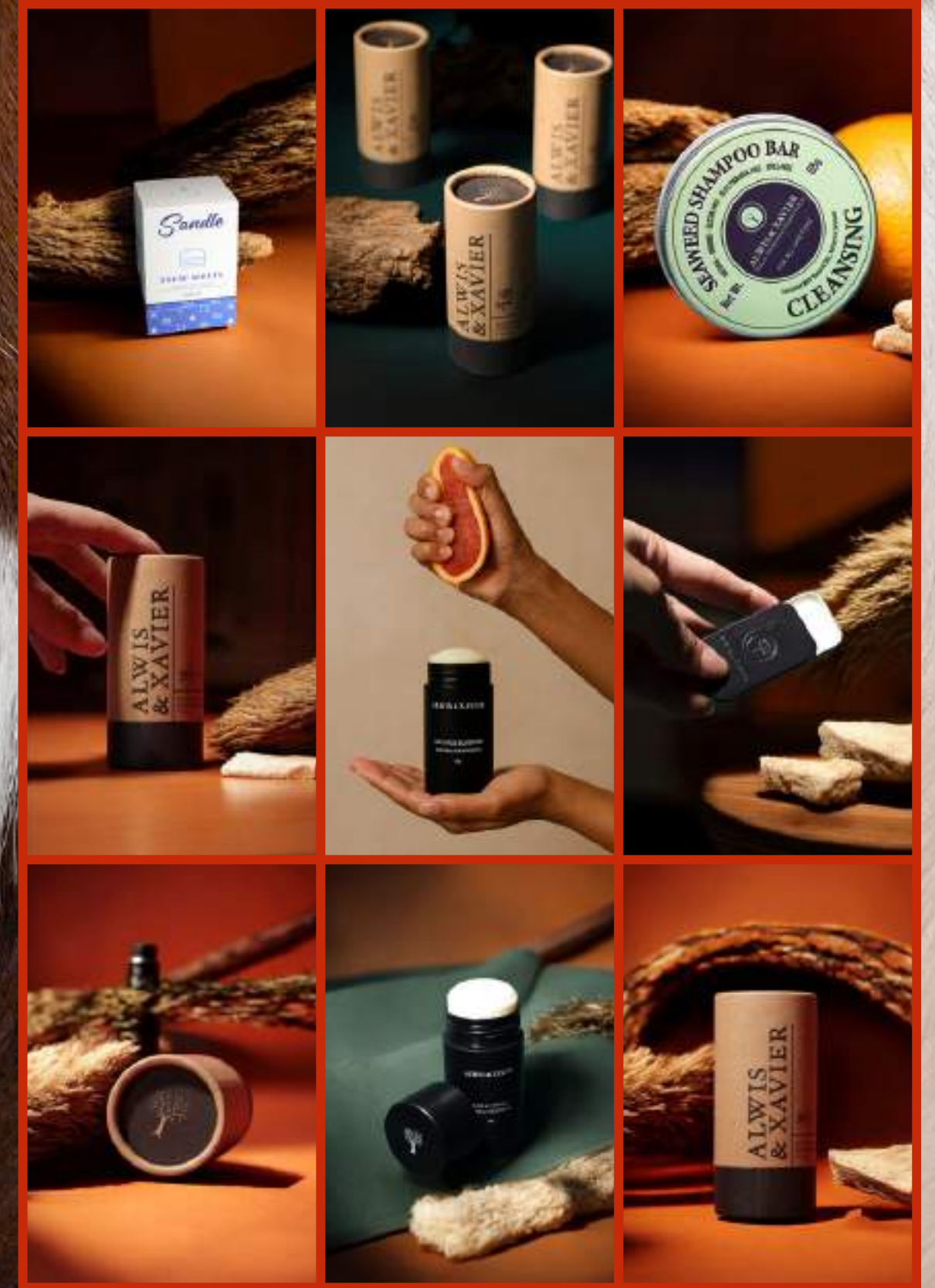


THE VISION

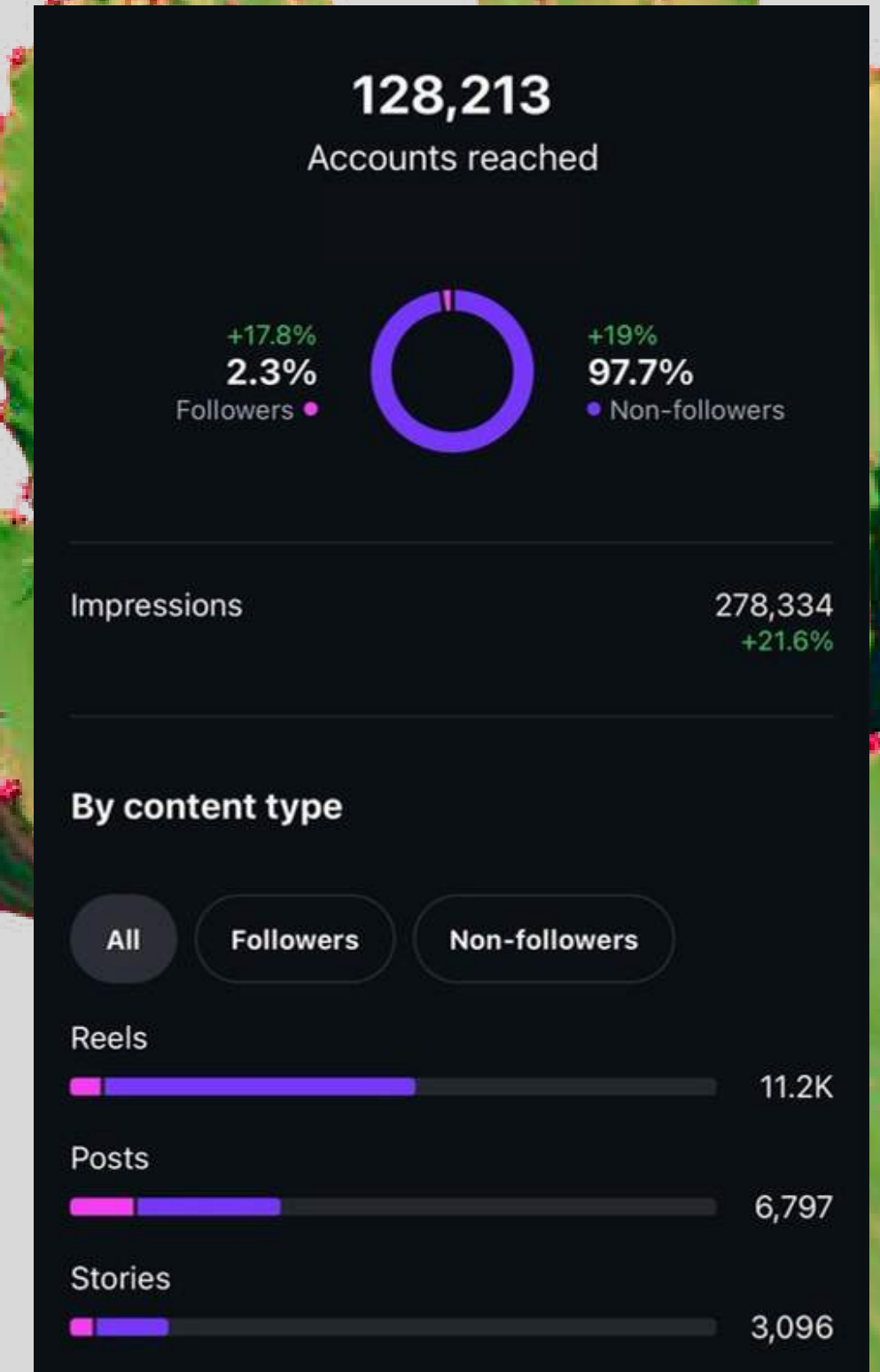
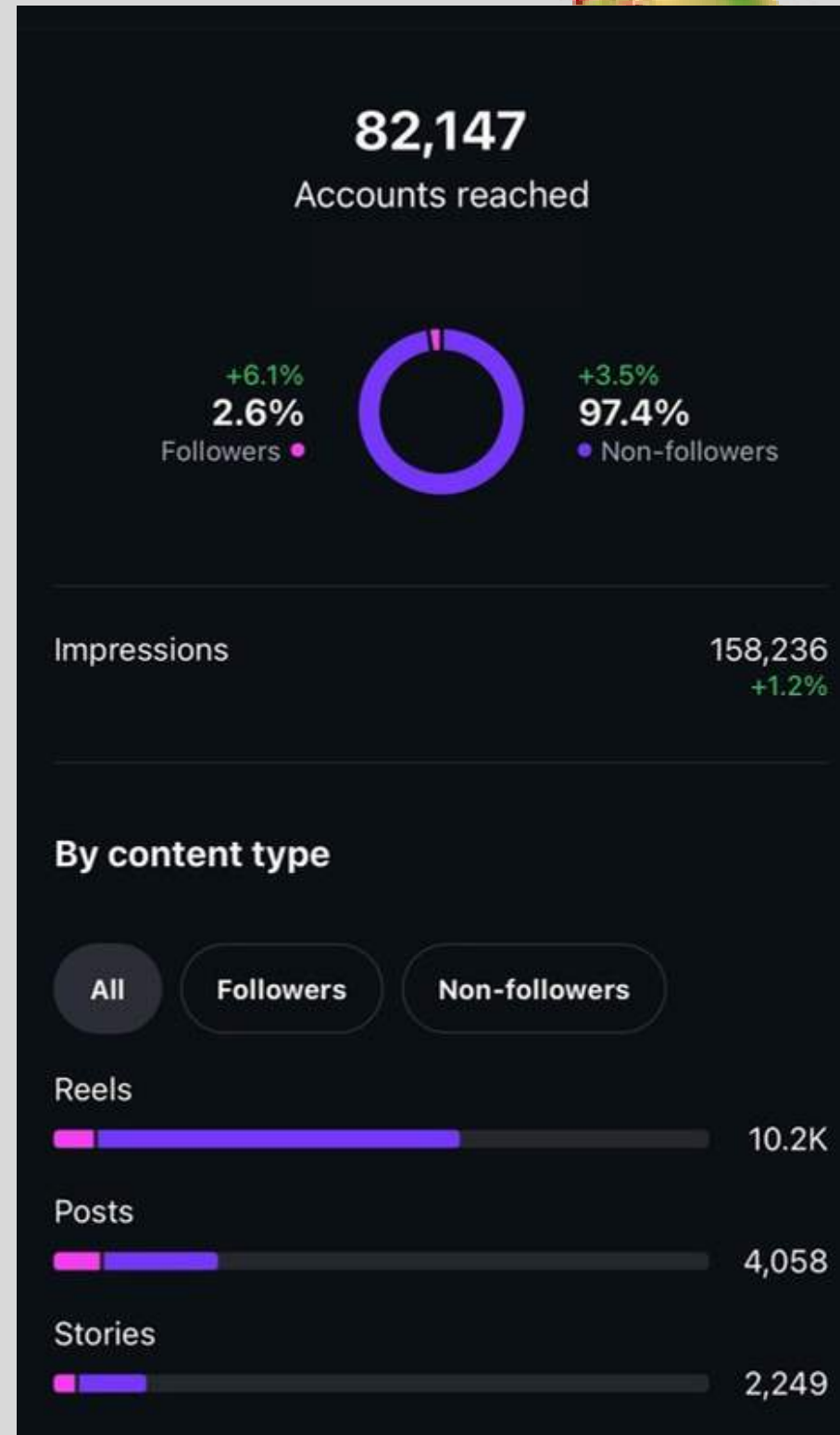
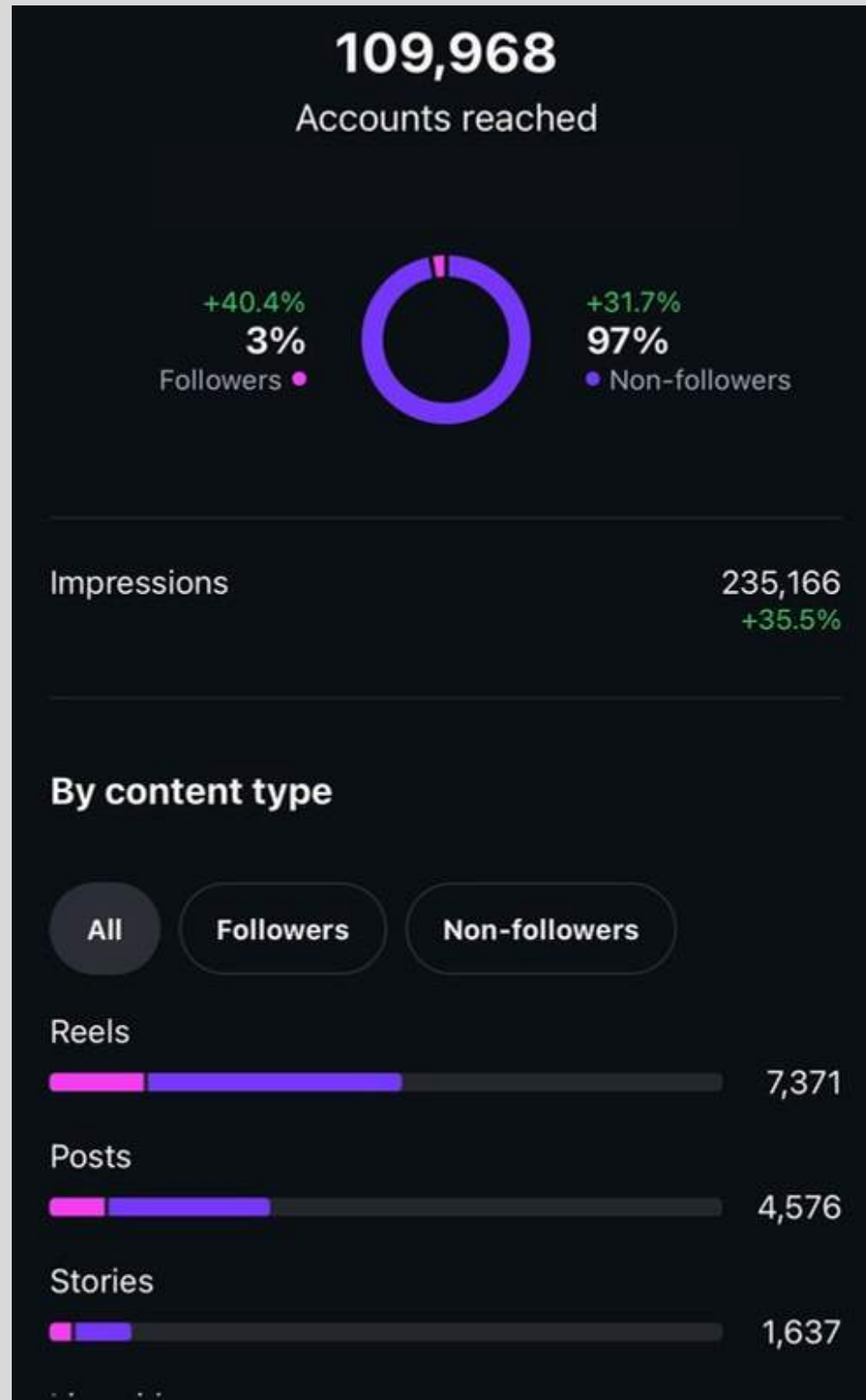
BEFORE



AFTER



THE RESULTS



ADS & LEADS

 [11/12/2023] Promosikan [https://shopee.com.my/shop/2...] Off • Traffic 346 Link Clicks MYR0.14 Cost per Link click MYR49.86 Spent	 [02/12/2024] Promoting https://facebook.com/bombaypalacekl Off • Messages 9 Messaging conversations started MYR4.1 Cost per Messaging conversation started [REDACTED] Spent	 Siaran Instagram: Say goodbye to food dilemmas... Off • Traffic 139 Link Clicks MYR0.15 Cost per Link click MYR21.13 Spent	 Siaran Instagram: Did you know your life could be... Not delivering • Traffic 145 Link Clicks [REDACTED] Cost per Link click MYR49.43 Spent	 [REDACTED] Off • Engagement 21 Messaging conversations started MYR8.23 Cost per Messaging conversation started MYR172.78 Spent
 [27/11/2023] Promosikan [Hantar Mesej] Off • Messages 21 Messaging conversations started MYR1.70 Cost per Messaging conversation started MYR35.78 Spent	 Post: "Are you an ambitious EASA Aircraft Maintenance..." Off • Traffic 155 Link Clicks MYR0.65 Cost per Link click MYR100.00 Spent	 Post: "Oh yes starting from RM 1500 only and you get a..." Off • Traffic 24 Link Clicks MYR0.82 Cost per Link click MYR19.57 Spent	 Post: "Sap Sap Sui! Who knew making reservations could..." Off • Traffic 57 Link Clicks MYR0.27 Cost per Link click MYR15.35 Spent	 New Awareness Campaign Off • Awareness 21,995 Reach MYR1.99 Cost per 1,000 people reached MYR43.83 Spent
 [REDACTED] Motion [REDACTED]/send... Off • Traffic 370 Link Clicks MYR0.22 Cost per Link click MYR80.09 Spent	 Ki [REDACTED] 汽车上体 Off • Traffic 878 Link Clicks MYR0.11 Cost per Link click MYR94.00 Spent	 Siaran Instagram: Say goodbye to food dilemmas... Not delivering • Traffic 254 Link Clicks MYR0.11 Cost per Link click MYR27.00 Spent	 [REDACTED] ing for a bite close by?... Not delivering • Traffic 117 Link Clicks MYR0.23 Cost per Link click MYR26.86 Spent	 S [REDACTED] or not when one says... Not delivering • Traffic 596 Link Clicks MYR0.0705 Cost per Link click MYR42.00 Spent
 RM35.00 7-day click or ... Daily	19 6,308 8,318 RM9.26 RM175.95			
 Highest volume RM50.00 7-day click or ... Daily	8 2,064 3,433 RM22.05 RM176.37			

Working around a budget?

Majority of these campaigns were targeted for RM 50 per day

but of course, the higher the budget, the better the results

DISCOUNTED

SOCIAL SPARK

SOCIAL MEDIA MANAGEMENT

META ADS (BASED ON BUDGET BY CLIENT)

MONTHLY ANALYTICS REPORT

9 CONTENT ITEMS (MIX REELS + STATICS)

MONTHLY CONSULTING & BRAINSTORMING

CONTENT PHOTO & VIDEO SHOOT

STRATEGY CALL / BRAINSTORMING

1 X MONTHLY CONTENT SHOOT

CAPTIONING / SCHEDULING / IDEAS

-FULLY CUSTOMISABLE-

THIS PACKAGE IS DESIGNED TO HELP BUSINESSES MAINTAIN THEIR SOCIAL MEDIA PRESENCE AND ENGAGEMENT.

FOR OWNERS WHO WANT PEACE OF MIND FROM SOCIAL RESPONSIBILITY. WE CAN DO IT FOR YOU.

POPULAR

CONTENT CATALYST

SOCIAL MEDIA MANAGEMENT

META ADS (BASED ON BUDGET BY CLIENT)

MONTHLY ANALYTICS REPORT

12 CONTENT ITEMS (MIX REELS + STATICS)

MONTHLY CONSULTING

CONTENT SHOOT & VIDEO SHOOT

GOOGLE MANAGEMENT & ADS

STRATEGY CALL / BRAINSTORMING

MONTHLY CONTENT SHOOT

CAPTIONING / SCHEDULING / IDEAS

INFLUENCER/ AFFILIATE/ LIVE HOST SCOUTING & MANAGEMENT

ADS FUNNEL PLANNING * RM 500 IG ADS

GUARANTEED REACH 70K-150K

-FULLY CUSTOMISABLE-

THIS PACKAGE IS DESIGNED TO HELP BUSINESSES INCREASE THEIR BRAND VISIBILITY, GET AWARENESS.

FOR THE PEOPLE WHO CARE WHATS ON THEIR SOCIALS & WANT TO BE HIGHLY ACTIVE

FULL TEAM SUPPORT

BRAND BUILD

META ADS (RM 500 INCLUDED)

18 CONTENT ITEMS (MIX REELS+ STATICS)

GOOGLE MANAGEMENT & ADS

SEO FOR WEBSITE/RM500 IG ADS

ONLINE REPUTATION MONITORING

GUARANTEED REACH 150K-300K

+ EVERYTHING FROM CONTENT CATALYST

-FULLY CUSTOMISABLE-

THIS PACKAGE IS DESIGNED TO PROVIDE BUSINESSES WITH THE ULTIMATE MARKETING TEAM. IT OFFERS A PERSONALISED MARKETING EXPERIENCE & A DEDICATED TEAM TO YOUR COMPANY ALONG WITH GUIDANCE WITH OFFLINE MARKETING & MANY MORE

FIX UP YOUR SITE

SEO & GOOGLE

SEO AUDIT & STRATEGY

ON PAGE SEO OPTIMIZATION

OFF PAGE SEO

LOCAL SEO (GOOGLE BUSINESS)

MONTHLY CONTENT CREATION (BLOG OR ETC)

DEEP ANALYTICS REPORT

KEYWORD TARGETING

BOOSTING SEARCH ENGINE VISIBILITY AND DRIVING
ORGANIC LEADS.

SEE WHATS WRONG WITH YOUR WEBSITE

AUDIT

DETAILED AUDIT REPORT – BREAKDOWN
OF ALL FINDINGS.

PRIORITY FIXES LIST – CATEGORIZED LIST
OF IMMEDIATE & LONG-TERM
IMPROVEMENTS.

COMPETITOR COMPARISON – HOW THE
WEBSITE STACKS UP AGAINST INDUSTRY
COMPETITORS.

STEP-BY-STEP ACTION PLAN – CLEAR
STRATEGY TO FIX ISSUES & BOOST
PERFORMANCE.

BOOSTING SEARCH ENGINE VISIBILITY AND DRIVING
ORGANIC LEADS.

FOR WEB DEV

WEBSITE

WEBSITE CREATION

DESIGNING

DOMAIN HUNT

WEBSITE REVAMPS

LANDING PAGE DESIGN

AI & CHATBOT INTEGRATION

ECOMMERCE DEVELOPMENT

API DEVELOPMENT & INTEGRATION

MAKE YOUR DREAM WEBSITE WITH US

BUILD YOUR OWN

PACKAGE

- **SOCIAL MEDIA MANAGEMENT**

IG/TIKTOK/FB/XHS

- META ADS (BUDGET ACCORDING TO YOU)
- MONTHLY CONSULTING & BRAINSTORMING
- **CONTENT PHOTO & VIDEO SHOOTS**
- EMAIL MARKETING
- PR MANAGEMENT
- COMMUNITY MANAGEMENT
- **PODCAST/SHORT VIDEO SERIES (MONTHLY)**

WEBSITE REVAMP •

MONTHLY ANALYTICS REPORT •

CONTENT (MIX REELS + STATICS) •

INFLUENCER SCOUTING & MANAGEMENT •

ON PAGE & OFFPAGE SEO & SEO AUDIT •

WEBSITE MAINTANACE/DEVELOPING •

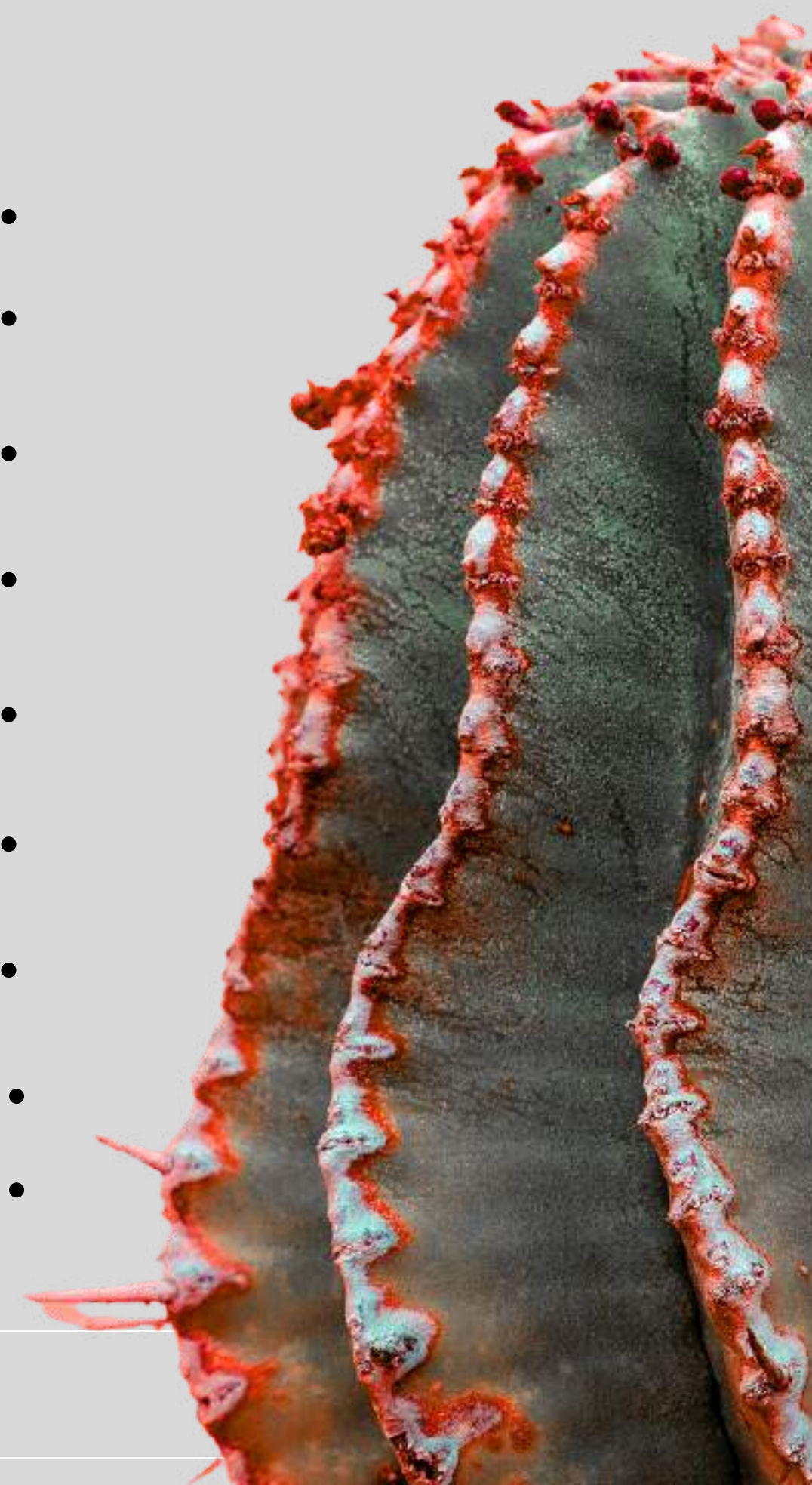
GOOGLE MANAGEMENT & ADS •

F&B CONSULTATION •

VIDEO ANIMATION •

PRICES MAY VARY

-CUSTOMISED AS NEEDED-



RESTAURANT CONSULTATION

AUDIT

OPERATIONS

GROWTH



**ROMACORP (TONY ROMAS, BONES & BURGER) -
SOUTH EAST ASIA, ASIA, ASIA PACIFIC , EUROPE, MIDDLE EAST & GUAM (US ISLAND)**



OUTBACK STEAKHOUSE
SOUTH EAST ASIA, KUALA LUMPUR
(MALAYSIA) AND JAKARTA
(INDONESIA)



HASBRO
TRANSFORMERS THE ARK: HONG KONG &
CHINA



HOOTERS OF AMERICA - ASIA, SOUTH-EAST ASIA & ASIA PACIFIC (MALAYSIA, INDONESIA, SINGAPORE, CHINA, HONGKONG, TAIWAN, KOREA, AUSTRALIA & THAILAND)

THE RESTAURANT CONSULTATION SERVICES

- **INTERNATIONAL OPERATIONS MANAGEMENT AND AGGRESSIVE MARKET GROWTH**
- **CONDUCTING BRAND STANDARDS AUDITS, GUEST SATISFACTION REVIEWS, AND OPERATIONAL REPORTS**
- **FRANCHISE BUSINESS PLANNING, INCLUDING ANNUAL PLANNING, REMODEL & DEVELOPMENT STRATEGIES, AND EXPENSE CONTROL**
- **P&L MANAGEMENT, BUDGET PLANNING, AND COST-CONTROL STRATEGIES**
- **LEADING NEW RESTAURANT OPENINGS, MARKET EXPANSION, AND TEAM BUILDING**
- **TRAINING AND PEOPLE DEVELOPMENT, INCLUDING “TRAIN THE TRAINER” PROGRAMS**
- **OPERATIONAL CONSULTING IN AREAS SUCH AS MENU PLANNING, FOOD COST OPTIMIZATION, AND SERVICE QUALITY ENHANCEMENTS**
- **FRONT OFFICE AND OVERALL HOTEL OPERATIONS MANAGEMENT**



REGIONS COVERED

AUSTRALIA, BANGLADESH, DUBAI, GERMANY, GUAM,
INDONESIA, JAPAN, MALAYSIA
CHINA, KOREA, TAIWAN, HONG KONG, THAILAND,
SINGAPORE, PHILIPPINES, INDIA

WE BELIEVE THAT *GREAT BRANDS*
AREN'T JUST BUILT ON PRODUCTS
OR SERVICES

THEY'RE BUILT ON *STORIES*,
EMOTIONS, AND UNFORGETTABLE
EXPERIENCES. WE DON'T FOLLOW
TRENDS; *WE CREATE THEM.*

(5)



USING AI CREATIVELY
AS INTENDED

CONTACTUS

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(6)

THE WAY TO REACH US
WE WORK **WORLDWIDE**