

BUSINESS GROWTH CONSULTANCY

Digital Marketing Packages 2026 _{v2}

Get More enquiries. Grow Your Brand.

Helping Singapore SMEs attract more customers, build stronger brands and grow sustainably through strategy, AI-powered marketing and business transformation.

ABOUT THE PSG GRANT



**Get 50% Grant Support
for Your Digital
Marketing!**

The Productivity Solutions Grant (PSG) supports companies keen on adopting IT solutions and equipment to enhance business processes.

For a start, PSG covers sector-specific solutions including the retail, food, logistics, precision engineering, construction and landscaping industries.

Other than sector-specific solutions, PSG also supports adoption of solutions such as the PSG SMA (Facebook) + SMA (Linkedin) (3 Months Package) / SEM & SEO (3 Months Package) / SEM & SMA (3 Months Package) / SMM & SMA (3 Months Package) / SMA + Creative Video on Youtube / Tiktok (3 Months Package) grant for SMEs to use digital technologies and build stronger digital capabilities to seize growth opportunities in the digital economy,



ESG supports companies' adoption of PSG solutions up to the annual grant cap of S\$30,000 per financial year with 50% grant support on a reimbursement basis.

SMEs are eligible for up to 50% Productivity Solutions Grant (PSG) support for the adoption of adoption of the SMA (Facebook) + SMA (Linkedin) (3 Months Package) / SEM & SEO (3 Months Package) / SEM & SMA (3 Months Package) / SMM & SMA (3 Months Package) / SMA + Creative Video on Youtube / Tiktok (3 Months Package) under the IMDA SMEs Go Digital programme.



INFOCOMM
MEDIA
DEVELOPMENT
AUTHORITY

SMEs
godigital



IMDA Pre-Approved Solution

Eligible for up to 50% Productivity
Solutions Grant (PSG) Support

Boost sales and
productivity - find the
right digital solutions with
Go Digital Advisor

Additional support:

Eligible employers for SkillsFuture Enterprise Credit (SFEC) will receive a one-off \$10,000 credit to cover up to 90% of the out of pocket expenses on qualifying costs.

Note: Both PSG and SFEC credit are strictly for management fee and do not include ad spend.

Why most SME marketing doesn't work

Most SMEs don't have a marketing problem — they have a strategy problem.



No clear objective

Random social posts published with no goal or plan behind them.



No brand positioning

No distinct message or reason for customers to choose you.



No lead funnel

Nothing in place to capture and convert interested prospects.



No conversion journey

No landing page or path that turns clicks into enquiries.



No follow-up

Leads go cold because there's no consistent nurturing.



No measurement

Spend continues with no clear view of what actually works.

The result?

Marketing becomes a cost instead of an investment.

A growth consultancy, not an agency

Since 2015, Bluehive Consulting Asia has helped SMEs across Singapore and the Asia Pacific transform the way they grow. We combine business strategy, branding, digital marketing and AI-powered transformation to help organisations attract more customers, improve productivity and build sustainable competitive advantage.

As a Singapore Certified Management Consultancy (PS-CMC) and IMDA PSG Pre-Approved Vendor, we don't just execute marketing campaigns—we work alongside business owners to solve growth challenges, unlock new opportunities and turn strategy into measurable business results.

Whether you're looking to increase sales, strengthen your brand, improve operational efficiency or embrace AI, Bluehive provides the expertise, structure and practical support to help you achieve your next stage of growth.

www.bluehiveasia.com

Our Expertise

Business Growth

Lead generation, customer acquisition and conversion strategy.

Brand Strategy

Positioning, identity and storytelling that build trust.

Business Transformation

Process, technology and AI adoption for productivity.

Training & Capability

WSQ-accredited digital, branding and AI workshops.

The Bluehive Growth Framework

We don't sell marketing deliverables — we engineer business outcomes. Every engagement runs on a proven, tailored framework:

01

Discover

Understand your business, customers and competitors.

02

Position

Define your value proposition and messaging.

03

Create

Produce compelling content and creative assets.

04

Promote

Reach the right audience on the right channels.

05

Optimise

Measure, refine and improve every campaign.

06

Convert

Turn awareness into enquiries and sales.



Which package is right for you?

Every recommendation is tailored to your products, goals, industry and budget. A quick guide:

1

Package 1 Lead Generation Starter

Generate qualified enquiries fast

LinkedIn & email outreach · 3 mo

2

Package 2 Search Visibility Accelerator

Get found on Google & AI search

SEO & AI search · 6 mo

3

Package 3 Lead Acquisition Accelerator

Acquire and nurture leads

Paid ads + email · 3 mo

4

Package 4 TikTok Growth Accelerator

Reach new audiences with video

Tiktok + ads · 3 mo

5

Package 5 Brand Authority Accelerator

Build a premium, trusted brand

Social ads + KOL outreach · 3 mo

Lead Generation Starter

LinkedIn & Email Outreach · 3 months

BUSINESS OBJECTIVE Generate a predictable pipeline of qualified enquiries through targeted LinkedIn and email outreach.

BEST FOR

SMEs launching a campaign or new service, and B2B / considered-purchase businesses.

EXPECTED OUTCOMES

A steady flow of qualified leads.
Target 2–5% leads generated (industry-dependent).

OUR APPROACH

Discover → strategy → dual-channel outreach → optimise → handover.

WHAT'S INCLUDED

- Needs analysis: discovery, objectives, current-state, competitor analysis & SWOT
- Lead Generation Strategy Report: objectives & KPIs, target audience, positioning, budget, timeline, platform selection
- **Campaign 1 — LinkedIn** (3 mo): 2 outreach campaigns to 500 targets each; strategy & copywriting; Sales Navigator (1–3 mo); company page + 1 sales-manager profile optimisation; LinkedIn Ads mgmt if required (KPI 2–5% leads)
- LinkedIn content marketing: 4–8 organic posts per month with design & copy
- **Campaign 2 — Email** (3 mo): 2 outreach campaigns to 500 targets each; strategy & copywriting; 1 email account setup; 1–2 email banners (KPI 2–5% leads)
- Monthly performance reports + end-of-project final report
- Development & integration of leads-management processes
- Training (Canva / Mailchimp) and handover of digital assets

TIMELINE

3 months

INVESTMENT

S\$10,000

up to 50% PSG-supportable



Search Visibility Accelerator

SEO & AI Search Optimisation · 6 months

BUSINESS OBJECTIVE Get found on Google and AI-powered search by ready-to-buy customers.

BEST FOR

Businesses that rely on being discovered online and through local search especially F&B & Retail

EXPECTED OUTCOMES

Sustained organic visibility.
Target 5–10% of keywords on Page 1 where achievable.

OUR APPROACH

Benchmark & Keywords Research
→ SEO + AEO + GEO strategy → build → optimise monthly.

WHAT'S INCLUDED

- Needs analysis + search-visibility benchmarking; competitor analysis & SWOT
- Strategy Report: positioning & KPIs, keyword research, SEO + AEO + GEO strategy
- SEO one-time setup: SSL/HTTPS, XML & user sitemaps, indexing submission
- Google Business Profile setup, verification & optimisation
- **Campaign 1** — SEO (monthly): up to 30 keywords; on/off-page, technical & local SEO; AEO, GEO and AI-search visibility
- **Campaign 2** (choose one): SEM — search / display / video / shopping / app (KPI min 120% ROAS, CTR 2–5%); or Extended SEO
- Digital assets (monthly): 2–4 SEO blog articles with images; 4 Google Business Profile posts
- Dedicated account manager; monthly + final reports; leads-management integration; training & handover

TIMELINE

6 months

INVESTMENT

S\$10,000

before 50% PSG-funding



Lead Acquisition Accelerator

Paid Lead Acquisition + Email Nurturing · 3 months

BUSINESS OBJECTIVE Acquire and nurture leads through paid campaigns and automated email follow-up.

BEST FOR

SMEs wanting fast, measurable lead acquisition with structured follow-up.

EXPECTED OUTCOMES

CTR $\geq 1\%$ social / $\geq 2\%$ Google.
 $\geq 120\%$ ROAS on conversion campaigns.

OUR APPROACH

Paid acquisition on one channel → landing-page support → email nurturing.

TIMELINE

3 months

INVESTMENT

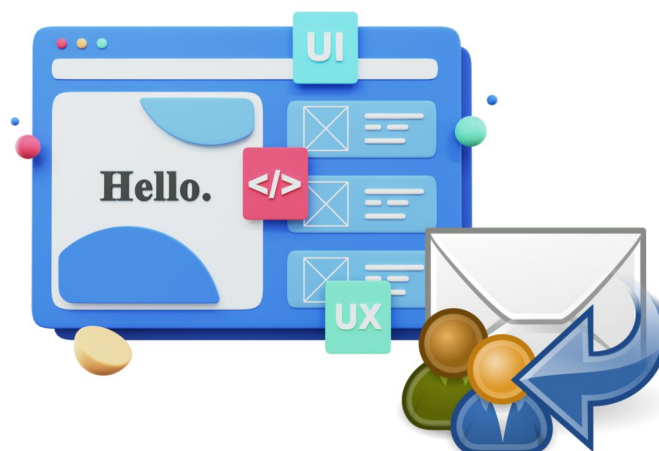
S\$10,000

before 50% PSG-funding

Note: Advertising budget not included; ad-management fees capped at S\$10,000 per campaign.

WHAT'S INCLUDED

- Needs analysis; competitor analysis & SWOT; strategy report
- **Campaign 1** — Paid Lead Acquisition (choose one: Social or Google Ads): 2 campaigns; account setup; targeting; optimisation; conversion tracking (Pixel / GA4); remarketing; ≥ 1 A/B test
- **Landing-page conversion support:** LP review, CTA & lead-form optimisation, tracking validation
- Campaign 1 assets: ad copy (2 campaigns), 2–4 creatives per campaign, A/B variations, Google RSA
- **Campaign 2** — Email Nurturing: platform setup (Mailchimp / Klaviyo); segmentation; 1–2 broadcasts/month; up to 2 automations; subject-line A/B (KPI open 10–30%, CTR 2–5%)
- Campaign 2 assets: email copy + up to 2 automation sequences
- Dedicated account manager; final report (paid + email + funnel insights)
- Leads-management integration; training & handover



PACKAGE 4

TikTok Growth Accelerator

TikTok Organic (SMM) + Ads (SMA) · 3 months

BUSINESS OBJECTIVE Build reach, community and sales through short-form video.

BEST FOR

Brands targeting younger audiences or with viral potential.

EXPECTED OUTCOMES

An engaged TikTok presence.
Organic CTR 1–5%; ads ROAS 150–300%.

OUR APPROACH

Strategy → organic content engine
→ paid amplification → optimise.

WHAT'S INCLUDED

- Needs analysis; competitor analysis & SWOT; strategy report (personas, content pillars, influencer & ad budget)
- TikTok account setup: Business Account + TikTok Shop if required
- **Campaign 1** — Organic (monthly): 1 filming session (up to 4 hrs) + editing; 4–8 posts/month; copy, hashtags, music, trend research, cover design; ideation & storyboarding; video-to-SKU link
- Organic digital assets: 12–24 posts over 3 months
- **Campaign 2** — TikTok Ads: 1 filming session (2 hrs); ad account setup & management; objectives & demographics; ad-spend tracking + reporting (KPI 150–300% ROAS)
- Ad assets: 1–3 posts with copywriting
- Monthly performance reports + final report; training (Canva / CapCut) & handover

TIMELINE

3 months

INVESTMENT

S\$10,000

before 50% PSG-funding

Note: Videos filmed on iPhone / Samsung devices; professional videography available at additional cost.



Brand Authority Accelerator

Social Advertising + Digital Media & KOL Outreach · 3 months

BUSINESS OBJECTIVE Build a recognised brand that attracts and converts.

BEST FOR

Established SMEs ready to scale their brand presence and build authority

EXPECTED OUTCOMES

Stronger brand visibility and reach.
≥120% ROAS / ROI.

OUR APPROACH

Brand strategy → paid social → growth amplification via multi-platform or KOL outreach.



TIMELINE

3 months
INVESTMENT

S\$10,000

up to 50% PSG-supportable

WHAT'S INCLUDED

- Needs analysis across FB / IG / TikTok / Xiaohongshu; competitor analysis, SWOT & benchmarking
- Social Media & Growth Strategy Report: personas, positioning & creative inspirations, tone, content & campaign strategy
- Social platform setup (1 channel) if required
- **Campaign 1** — Social Advertising (1 platform, 3 mo): setup & management; targeting; ad copy & creative; ≥1 A/B test; conversion tracking; budget optimisation; up to 12 organic posts (KPI ≥120% ROAS)
- **Campaign 2** — Growth Amplification:
- **Option A multi-platform extension** (2nd paid campaign + up to 12 posts);
- or
- **Option B Digital Media & KOL outreach** — pitch 10–20 media / bloggers / KOLs for features, collaborations & backlinks (KPI ≥120% ROI)
- Digital assets for both campaigns; dedicated account manager
- Monthly review & reporting; final report; leads-management integration; training & handover

Note: Advertising spend and third-party / KOL fees not included.

Compare the Five Packages

FIND THE RIGHT FIT IN 30 SECONDS

	PACKAGE 1 Lead Gen Starter	PACKAGE 2 Search Visibility	PACKAGE 3 Lead Acquisition	PACKAGE 4 TikTok Growth	PACKAGE 5 Brand Authority
Strategy & Needs Analysis	✓	✓	✓	✓	✓
Brand Positioning & KPIs	✓	✓	✓	✓	✓
Content & Copywriting	✓	✓	✓	✓	✓
Creative / Artwork	✓	✓	✓	✓	✓
Photography / Video Production	—	—	—	✓	✓
SEO & AI Search (AEO / GEO)	—	✓	—	—	—
Google Business Profile	—	✓	—	—	—
Search / Google Ads (SEM)	—	+	✓	—	—
Paid Social Ads	+	—	✓	✓	✓
LinkedIn & Email Outreach	✓	—	—	—	—
TikTok Marketing	—	—	—	✓	+
KOL & Media Outreach	—	—	—	—	✓
Email Marketing / Nurturing	✓	—	✓	—	—
Landing Page Support	+	—	✓	—	—
Dedicated Account Manager	✓	✓	✓	✓	✓
Monthly Review & Reporting	✓	✓	✓	✓	✓
Training & Handover	✓	✓	✓	✓	✓
Engagement Duration	3 mo	6 mo	3 mo	3 mo	3 mo

Investment

S\$10,000 per package · up to 50% PSG-supportable

 Included
  Optional / choose one
  Not included

What's included — and what's not

INCLUDED

- ✓ Strategy & campaign planning
- ✓ Creative production & copywriting
- ✓ Agreed content revisions
- ✓ Campaign management & optimisation
- ✓ Monthly review & reporting
- ✓ Training & handover of assets

NOT INCLUDED

- Paid advertising / ad spend budget
- Stock images (unless stated)
- Premium software subscriptions
- Website hosting & domains
- Voice-over talent & influencer fees
- Third-party licences & placements

Optional items are quoted separately where applicable.

Our process, end to end

01

Kick-off & Discovery

Align on goals, audience and success metrics.

02

Strategy Development

Build the positioning, plan and KPIs.

03

Content & Creative

Produce the assets and campaigns.

04

Campaign Execution

Launch and manage across channels.

05

Review & Optimisation

Monthly reporting, insights and refinement.

06

Growth Recommendations

A roadmap for continued, compounding growth.

OUR CLIENTS

Trusted by growing brands

A selection of the businesses we help grow across Singapore.



FOTILE



Christofle
PARIS



The Whale Tea



Komala
EST 1947
Vilas

Bhe Skies



NEW SPACE.
architects



BROADWAY

BoConcept

Brandt



De Dietrich



Food Dynasty



GOLDLINE



magimix



Rinnai

WEBBER



NEXT STEPS

Book a Business Growth Consultation

Tell us your products, services, goals, industry and budget. We'll recommend the most suitable package — tailored to your business, never one-size-fits-all.

projects@bluehiveasia.com

(65) 9191 9681

www.bluehiveasia.com

PSG PRE-APPROVED VENDOR