

Developing Your Brand Awareness and Generating Leads



Intelligence (About ENCE)

ENCE Marketing Group works intelligently to deliver. When you work with ENCE, you are assured of a committed, efficacious and efficient strategy and implementation.

ENCE Marketing Group Pte Ltd was established in 2007 and is involved in a range of branding and marketing initiatives for our clients, in these areas:

- **Branding**
- **Market Positioning**
- **Target Market Definition**
- **Marketing Budgeting**
- **Public Relations**
- **Digital/Social Media Campaign Management**
- **Marketing Research**
- **Marketing Copywriting**

ENCE is a KPI-driven marketing agency group that puts our assurance on every marketing dollar you spend. Using Measurable Marketing Matrices (M3)™ and our Marketing for Return™ framework, get results or your money back, guaranteed.



What ENCE stands for?

VISION

To be the integrated marketing agency of choice for clients in the industries we serve.

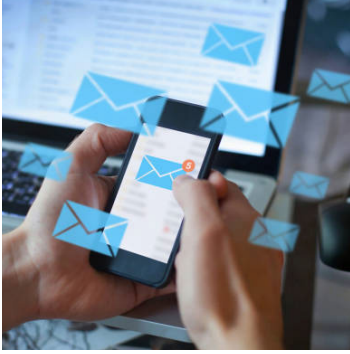
MISSION

To consistently garner the best possible public awareness for our clients by being the foremost marketing experts in the industry in each country we operate in.

CORE VALUES

- **Excellence** - We uphold the spirit of excellence in every aspect of our work and communications.
- **Nurturance** - We nurture clients, colleagues and co-working partners; through understanding and respect of each other and each other's work.
- **Confidence** - We have great confidence in our expertise and abilities to help companies market better.
- **Experience** - We learn from and share our experience in order to do better; we create personal experiences with every person we meet.

ENCE Service Channels



EFFECTIVE EMAIL MARKETING

ENCE helps businesses generate solid leads through email marketing through our own database of more than 200,000 business professionals.



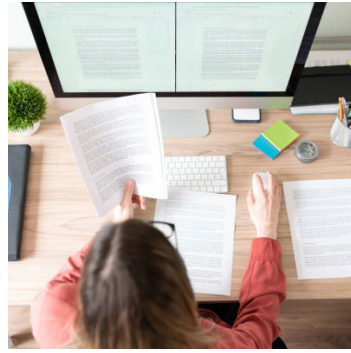
PERCEPTIVE PUBLIC RELATIONS/INVESTOR RELATIONS

ENCE helps businesses get recognition in all forms of mainstream media to influence the way the public perceives them.



SUCCESSFUL SOCIAL MEDIA MARKETING

ENCE helps businesses get recognised on digital platforms and their own social media channels to enhance their viral appeal.



CONCRETE COPYWRITING/COPYEDITING

ENCE concretises and creates compelling content for our clients to better position their unique value propositions and help them communicate with their customers.

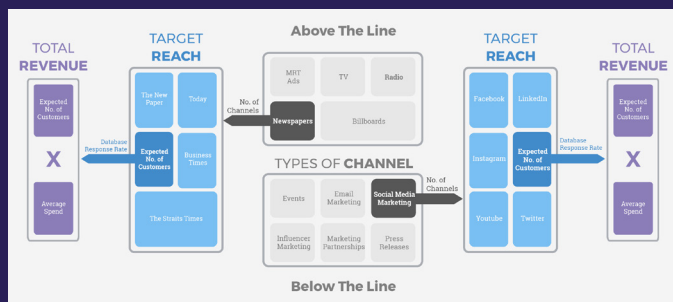
Marketing for Return™ | Measurable Marketing Matrices (M3)™

All companies want to know where their money is. More accurately, companies need to know where every dollar has gone. We understand the pain points companies face in tracking their marketing spend and in being able to get an ROI on their marketing investment.

After years of industry insights and case studies, we have created a system to help companies track and turn every dollar spent into viable sales revenue. Our ROI system is a value proposition made up of 2 integrated phases. The first phase is our trademarked conceptual logic called Marketing for Return™ Framework, the second is our proprietary formula called Measurable Marketing Matrices (M3)™.

Marketing for Return™ Framework drives the strategic value behind collecting, calculating and analysing data into smart metrics. This framework is interested in first examining the big picture of marketing reach, then zooming in on how many will become customers.

After the Marketing for Return™ Framework is mapped out for each client, we devise an algorithm to calculate the exact return each marketing dollar needs to generate in order to reach industry benchmarks.



Our Clients

SIM GLOBAL

Transnational Education (TNE) Webinar

Singapore Institute of Management (SIM) is a leading private education institution in Singapore, providing such a transnational education experience for students looking to venture out of the Philippines. Affluence PR is the selected agency to help SIM Global raise awareness in the Philippines. The outreach for SIM Global TNE webinar was held from June – July 2021.

The total number of acquisition via several platform (Facebook, Instagram, SEM, GDN):

Total impression: 1,036,495

Total Clicks: 6,426

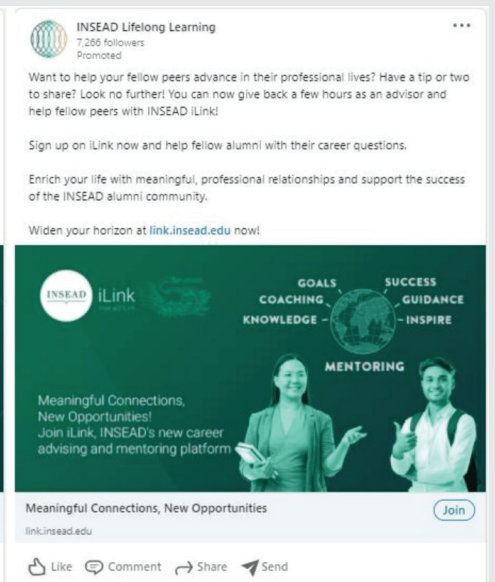
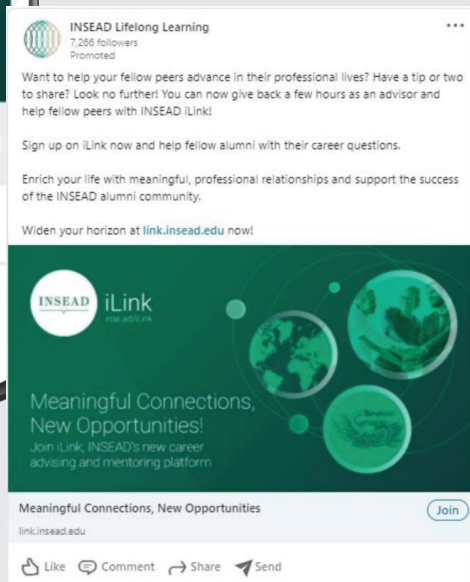
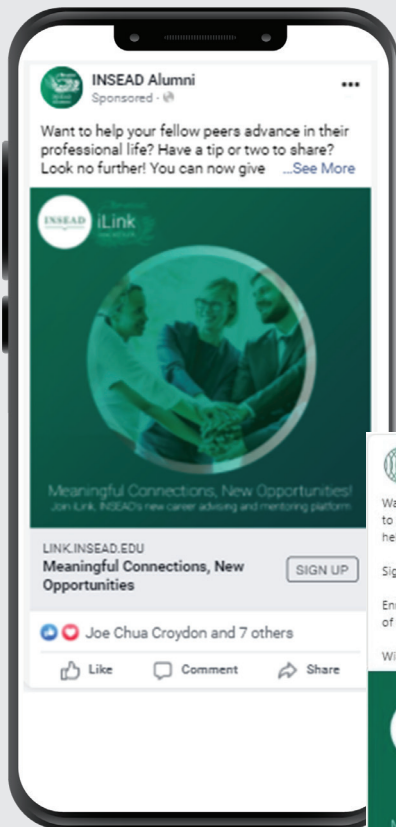
Total Webinar Sign-up: 988



INSEAD

Peer-to-Peer Outreach and Engagement

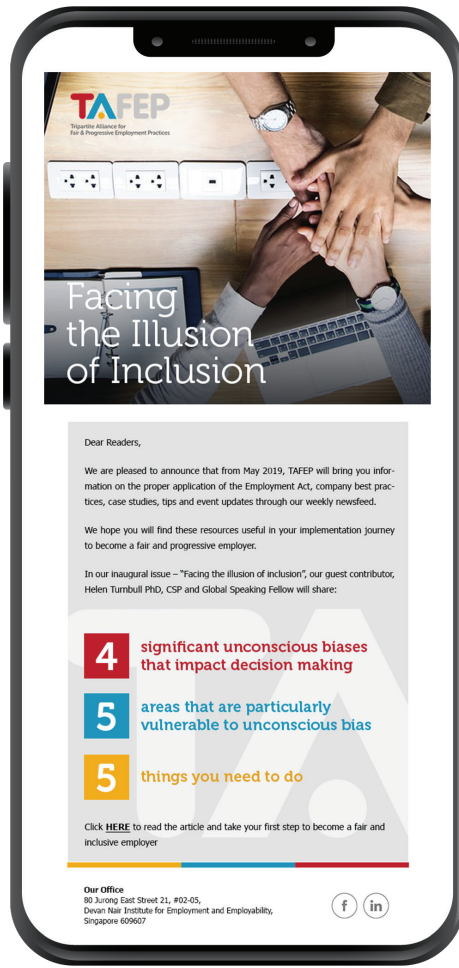
Affluence PR assisted INSEAD with alumni and student outreach and engagement for the mentoring platform, iLink. Following a successful start, INSEAD extended our contract for another 3 months with an additional scope of work. During the 6-month engagement, **Affluence PR received 4,701 iLink sign-ups.**



TAFEP
Tripartite Alliance for Fair and Progressive Employment Practices

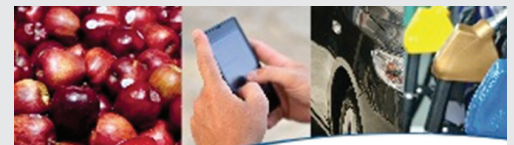
Affluence PR managed TAFEP's email marketing to retarget and reengage active audiences interested in learning more about TAFEP, its work, and how it can help them.

Over the course of a year, 48 EDMs generated 55,000 clicks to the website, with a 20% open rate.



ASEAN
Competition Advocacy Policy

ENCE was the consultant to ASEAN to develop a set of marketing collaterals for the region, promoting anti-competition education. Work done included website design, brochure and flyer design, as well as video and animation direction.



DISTRICT 10 New Concept Bistro

ENCE helped get this new bistro.wine.bar off the ground with a brand identity, and marketing materials. Following the centrepiece of the restaurant which had a tree in the middle, and the brief from the client to make it as Balinese and relaxed as possible, ENCE created this overall identity that blended in with the cosy ambience of the 4,000 sq ft restaurant.



Key Performance Indicators

ENCE Marketing Group is a suite of KPI-driven agencies. Too often we have encountered clients who tell us that they have forked out money for zero returns from their marketing investments.

At ENCE, it is very simple. We **GUARANTEE** our clients a **MINIMUM DELIVERABLE** based on the amount you are investing, thereby assuring you of a base return to cover your marketing investment.

So you know that we are as vested in delivering our work, as you are in your business.

MILESTONES



CLIENTS
SERVED

454



CLIENT
SATISFACTION

95%



MARKETING PROJECTS
DELIVERED

518



HOURS
SPENT

93,560



CUPS OF COFFEE
DRUNK

820



AVERAGE
MARKETING ROI

153%



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Get prominence for your brand!
Email us at prominence@encemarketing.com to see what we can do for you!

www.encemarketing.com