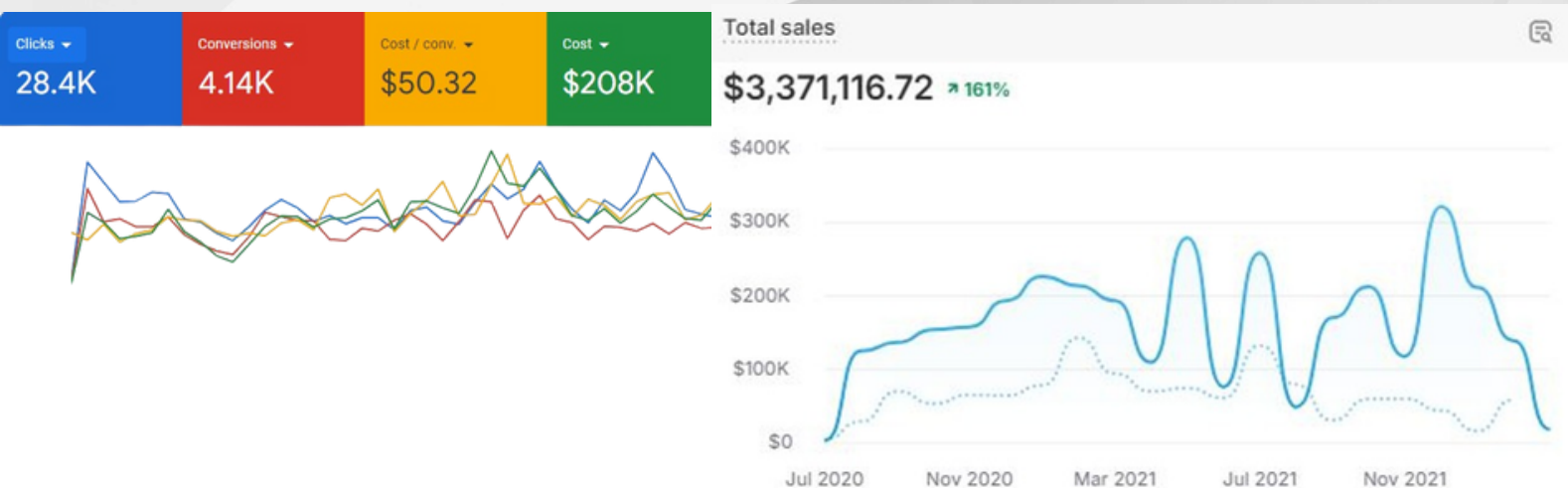




OSTA MARKETING

YOUR GROWTH, OUR MISSION

Digital Marketing Proposal for Businesses

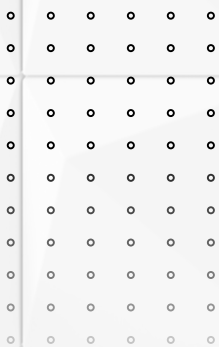




Welcome Message

Thank you

for considering Osta Marketing as your trusted partner for growth. This proposal outlines our full-service marketing strategies designed to boost your brand visibility, increase quality leads, and drive measurable results.



Our Mission & Vision

Mission:

To deliver performance-driven digital marketing that empowers businesses to thrive.



Vision:

To be the leading growth partner for ambitious brands globally.



Our Core Values



- **Client-Centric Approach**
- **Creativity with Performance Focus**
- **Transparent Reporting**
- **Growth-Driven Results**
- **Long-Term Partnerships**



Our Services Snapshot

- 1. Social Media Marketing & Advertising**
- 2. Social Media Management**
- 3. PPC Advertising (Meta, Google, TikTok)**
- 4. SEO Services**
- 5. Website Design & Development**
- 6. Email Marketing**
- 7. Logo & Brand Identity**

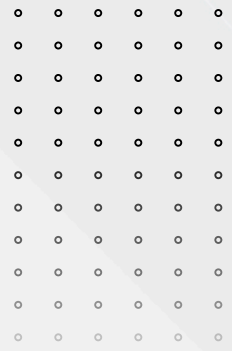


Social Media Marketing Strategy



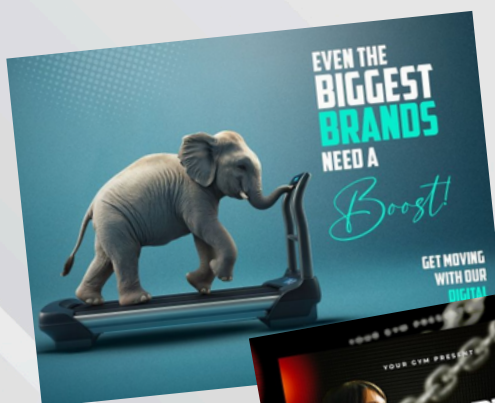
- **Market & Audience Research**
- **Creative Assets (Static, Reels, Carousels, Video)**
- **Split Testing & Retargeting**
- **Sales Funnels & CTA Optimization**
- **Ad Spend Efficiency & ROI Tracking**





Social Media Management/Content Creation

- Monthly Content Calendar Creation
- 20–30 Posts/Stories Monthly
- Platform Moderation & Engagement
- Insights Reporting + Strategy Tuning
- Custom Designs & Reels Production



Social Media & PPC Services (Meta, Google, TikTok)

- **Competitor & Keyword Research**
- **Campaign Structuring: TOFU-MOFU-BOFU**
- **Ad Creation & Tracking Implementation**
- **Weekly Optimization & Report Analysis**
- **A/B Testing & Scaling Strategies**





SEO SERVICES

- **Technical SEO Audits**
- **On-page SEO + Schema Markup**
- **Keyword Research + Content Optimization**
- **Authority Link Building & Outreach**
- **Google My Business Optimization**



WEBSITE DEVELOPMENT

- **WordPress/Elementor or Custom HTML Builds**
- **E-commerce Setup (Shopify/Woo)**
- **Conversion-Focused UI/UX Design**
- **Mobile Optimization + Page Speed**
- **CRM & API Integrations**



EMAIL MARKETING

- Newsletter Creation
- Email List Segmentation
- Drip Campaign Funnels
- Performance Reporting (CTR, Open Rates)



Our Portfolio



support@ostamarketing.com



ostamarketing.com

CASE STUDY:

DUO MOTORING SINGAPORE

- **Challenge:** Low leads from previous campaigns
- **Solution:** Meta ads + conversion funnel redesign
- **Results:** 50% increase in qualified leads within 30 days

Before



| | | |
|---------------------|-------------------------------------|------------|
| 28 [2] onvers... | \$52.60 [2] Per Messaging Con... | \$1,472.86 |
| 78 [2] onvers... | \$36.69 [2] Per Messaging Con... | \$2,861.47 |

Bad Results Cost \$3000 Extra

After



| | | |
|----------------------|----------------------------------|----------|
| 33 Facebook leads | \$10.34 Per On-Facebook Leads | \$341.14 |
| 72 Facebook leads | \$8.44 Per On-Facebook Leads | \$607.42 |

Good Results saved \$3000



CASE STUDY: FRUITY FUSION

- **Challenge:** Local foot traffic drop post-pandemic
- **Solution:** Instagram Reels strategy + Influencer UGC
- **Results:** 40% increase in store visits in 1 month

| | | | | | | | | | | | | | | | |
|---|--|-------------------------|--|---------------------|--|----------|--|--------|--|---------------------------------|--|--------------------------|--|------|--|
| 2 selected | | Ad sets for 2 Campaigns | | Ads for 2 Campaigns | | | | | | | | | | | |
| Duplicate | | Edit | | | | A/B test | | More | | Columns: Performance and clicks | | Breakdown | | Rep | |
| Campaign | | Location | | Results | | Reach | | Views | | Frequency | | Cost per result | | Bu | |
| 102_SG_PreLoved_Osta (20 May 25) | | click or ... | | 47 Meta leads | | 4,925 | | 15,362 | | 2.29 | | \$5.66 Per Meta lead | | | |
| 102_SG_NewCars_Osta (20 May 25) | | click or ... | | 15 Meta leads | | 4,516 | | 13,276 | | 1.81 | | \$13.99 Per Meta lead | | | |
| 101--CarNival-ALLCARS-SG (4 April 25) | | click or ... | | — Meta leads | | — | | — | | — | | — | | Usir | |
| 101-LAd-ALLCARS-SG (4 April 25) | | click or ... | | — Meta leads | | 400 | | 671 | | 1.08 | | — | | Usir | |
| 101-LAd-BMW 216i Active-SG (4 April 25) | | click or ... | | — Meta leads | | — | | — | | — | | — | | Usir | |
| 101-LAd-Vance-ALLCARS-SG (4 April 25) | | click or ... | | — Meta leads | | — | | — | | — | | — | | Usir | |
| Results from 6 campaigns | | | | | | | | | | | | | | | |

CASE STUDY: TARTISSERIE

- **Challenge:** Low online sales and weak digital presence
- **Solution:** Full-funnel Meta Ads strategy with irresistible creatives and seasonal offers
- **Results:** Achieved 11.53x ROAS and doubled monthly eCommerce revenue

Ad sets for 1 Campaign

Ads for 1 Campaign

Preview

View setup

Columns: Sales

Breakdown

Reports

Export

| | | CPC (all) | Purchase ROAS (return on ad spend) ↓ | Attribution setting | Results | Cost per result |
|--|-------|-----------|--|------------------------|------------------------------|------------------------|
| | 190 | \$0.24 | 11.53 [2] | 7-day click or 1... | 20 [2] Website purchases | \$4.34 Per Purchase |
| | 1,544 | \$0.23 | 10.52 [2] | 7-day click or 1... | 124 [2] Website purchases | \$5.46 Per Purchase |
| | 311 | \$0.24 | 9.67 [2] | 7-day click or 1... | 23 [2] Website purchases | \$6.27 Per Purchase |
| | 114 | \$0.29 | 5.32 [2] | 7-day click or 1... | 9 [2] Website purchases | \$7.59 Per Purchase |
| | 36 | \$0.20 | 3.05 [2] | 7-day click or 1... | 4 [2] Website purchases | \$5.06 Per Purchase |
| | 47 | \$0.19 | — | 7-day click or 1... | — Website Purchase | — Per Purchase |
| | 34 | \$0.20 | — | 7-day click or 1... | — | — |





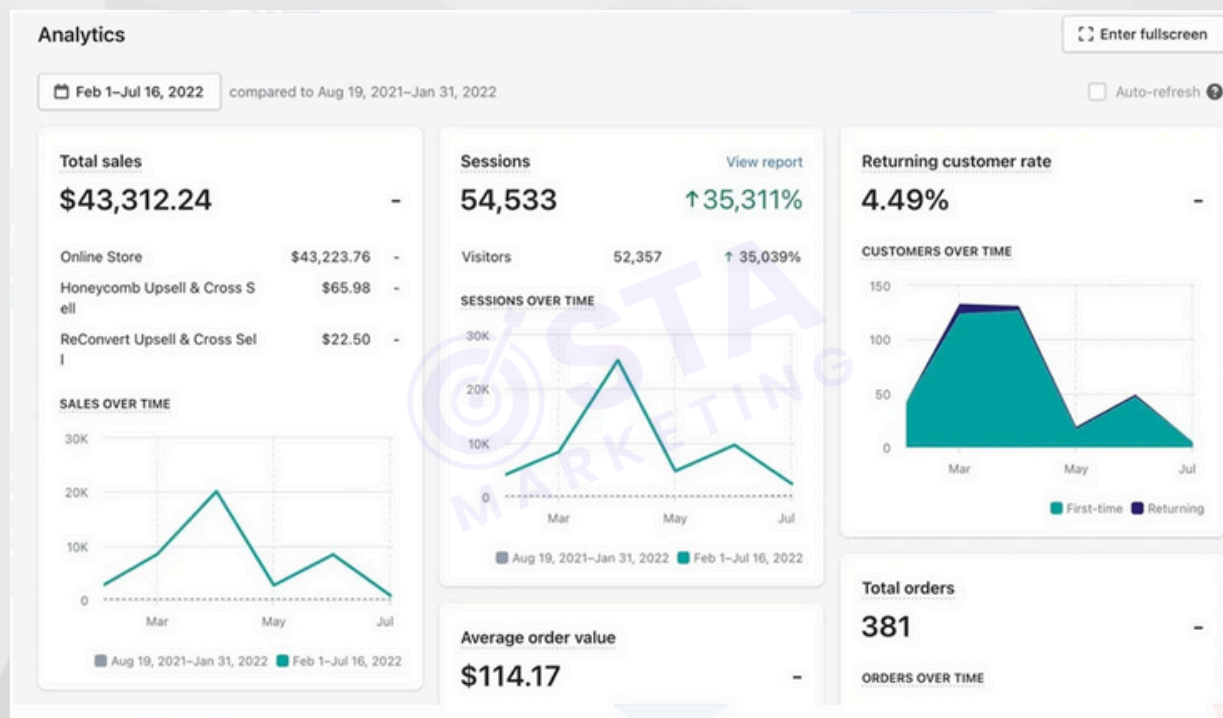
CASE STUDY: POPSICAL KARAOKE SINGAPORE

- **Challenge:** Decline in product sales and brand engagement post-COVID
- **Solution:** Targeted Meta Ads with demo videos + strong retargeting funnel
- **Results:** 8.7x ROAS and 3x increase in weekly online orders



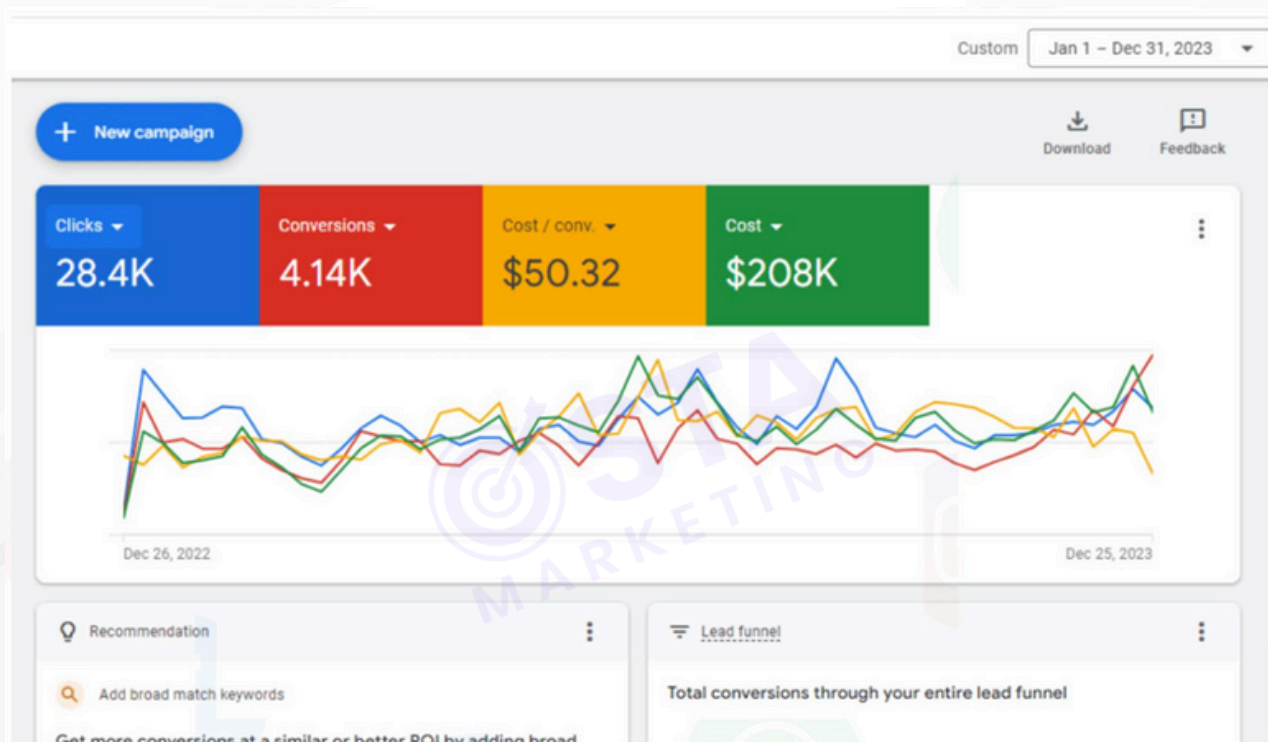
CASE STUDY: SIGI SKIN (BEAUTY BRAND)

- **Challenge:** High competition in the skincare space with low ad conversion
- **Solution:** Conversion-focused Meta Ads with testimonials + skincare routine videos
- **Results:** 5.2x ROAS and 60% increase in add-to-cart rate in 30 days

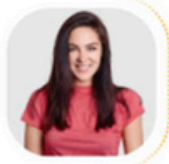


CASE STUDY: SWAB SINGAPORE

- **Challenge:** Low awareness and booking rates for home testing services
- **Solution:** Hyper-local Meta Ads targeting + clear service explainer creatives
- **Results:** 7.4x ROAS and 45% increase in weekly bookings



CLIENT TESTIMONIAL



Olivia Gonzalez

E-commerce Director (Sunburst Retail)



“

Olagee's website development services have transformed our online presence. Their team's ability to create a visually stunning, user-friendly, and mobile-responsive website has significantly improved our customer experience and led to a substantial increase in website traffic and conversions.

”



Michael Chen

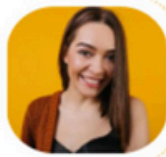
Content Strategist (Apex Consulting)



“

Olagee's content writing services have been invaluable in helping us establish our thought leadership in the industry. Their team of skilled writers has consistently produced high-quality, informative content that has driven increased engagement and conversions on our digital platforms.

”



Emma Thompson

Marketing Director (Sunrise LLC)



“

Olagee's digital marketing strategies have been a game-changer for our business. Their team's deep understanding of the latest trends and best practices has allowed us to reach our target audience more effectively and drive significant growth in our online presence.

”





Our Packages



support@ostamarketing.com



ostamarketing.com



OUR TOP COMBO PACKAGES FOR STARTUPS & SME'S



STARTUP COMBO PACKAGE

Perfect for Startups

\$1,197 ~~\$2055~~

Save 42%

Social Media Marketing

- ✓ Initial Consultation & Strategy
- ✓ 3-5 Ad Creatives
- ✓ Target Audience Research
- ✓ 1-2 Campaigns Setup
- ✓ 1 Platform (Meta or TikTok)
- ✓ Monthly Performance Report
- ✓ 30 Days Management

PPC Advertising

- ✓ Google Ads Account Setup
- ✓ 2-3 Campaigns Setup
- ✓ 2-3 Ad Groups
- ✓ 10-15 Keywords
- ✓ 4 Ad Extensions
- ✓ 1 Platform (Google or Microsoft Ads)
- ✓ Monthly Performance Reporting
- ✓ 30 Days Management

TOP CHOICE

BUSINESS COMBO PACKAGE

Perfect for Small Businesses

\$2197 ~~\$6340~~

Save 62%

Social Media Marketing

- ✓ 5-8 Ad Creatives
- ✓ Target Audience Research
- ✓ 3-5 Campaigns Setup
- ✓ Action Planning
- ✓ 2 Platforms (Meta, TikTok, LinkedIn, Google)
- ✓ Biweekly Performance Reports
- ✓ 30 Days Management

PPC Advertising

- ✓ Google Ads Account Setup
- ✓ 4-5 Campaigns Setup
- ✓ 4-6 Ad Groups
- ✓ 20-30 Keywords
- ✓ Ad Copywriting & Testing
- ✓ Audience Targeting
- ✓ 6 Ad Extensions
- ✓ Monthly Reporting
- ✓ 30 Days Management

ENTERPRISE COMBO PACKAGE

Perfect for Brands/Enterprises

\$3,197 ~~\$10,650~~

Save 70%

Social Media Marketing

- ✓ 16-18 Ad Creatives
- ✓ Advanced Audience Research
- ✓ 5-10 Campaigns Setup
- ✓ A/B Testing & Retargeting
- ✓ Ad Copywriting & Action Planning
- ✓ 5 Platforms (Meta, TikTok, Google, LinkedIn, Pinterest)
- ✓ Weekly Reports
- ✓ 30 Days Management

PPC Advertising

- ✓ Google Ads Account Setup
- ✓ 7-10 Campaigns
- ✓ 6-8 Ad Groups
- ✓ 40-70 Keywords
- ✓ Advanced Copywriting & Testing
- ✓ Audience Segmentation
- ✓ 2 Platforms (Google & Microsoft Ads)
- ✓ Monthly Reporting
- ✓ 30 Days Management



SEO (Search Engine Optimization)

- ✓ Technical Site Audit
- ✓ On-page Optimization (Up to 5 Pages)
- ✓ 5 Target Keywords Optimization
- ✓ Monthly Keyword Rankings Report
- ✓ Internal Linking & Meta Improvements

Social Media Management

- ✓ 12 Posts / Month (Static)
- ✓ Content Calendar Planning
- ✓ Post Scheduling
- ✓ Captions & Hashtags
- ✓ 1 Platform (Meta or Instagram)
- ✓ Engagement Monitoring

More Features:

- ✓ 100% Ownership Rights
- ✓ 100% Satisfaction Guaranteed
- ✓ 100% Money-Back Guarantee

ORDER NOW

Website Development

- ✓ Custom Website Design (Up to 10 Pages)
- ✓ Responsive Design + UX Optimization
- ✓ CMS Integration
- ✓ E-commerce (If applicable)
- ✓ Google Analytics + Search Console Setup
- ✓ 2 Revisions
- ✓ 20 Days Delivery + 2 Months Support

SEO Optimization

- ✓ Technical Audit
- ✓ On-page Optimization (Up to 5 Pages)
- ✓ 5 Target Keywords
- ✓ Monthly Keyword Report
- ✓ Meta Tags & Internal Links

Graphics Designing

- ✓ 10 Custom Designs (Social Media Banners, Ads, or Posters)
- ✓ Revisions Included
- ✓ Optimized for Web & Print
- ✓ Editable Files Included

More Features:

- ✓ 100% Ownership Rights
- ✓ 100% Satisfaction Guaranteed
- ✓ 100% Money-Back Guarantee

ORDER NOW

Premium E-commerce Website

- ✓ Custom Website Design (Up to 20 Pages)
- ✓ Premium Responsive Design
- ✓ Advanced UX/UI Features
- ✓ Custom CMS or Platform Integration
- ✓ Advanced SEO
- ✓ E-commerce Functionality (if applicable)
- ✓ Custom Contact Forms
- ✓ Membership/Subscription Features
- ✓ Social Media Integration

SEO Optimization

- ✓ In-Depth Keyword Research
- ✓ 40 Targeted Keywords
- ✓ 10 Articles Writing (1500 words)
- ✓ 8 Blogs (1500 words)
- ✓ On-Page SEO for up to 20 Pages
- ✓ Meta Tags Optimization
- ✓ XML Sitemap Creation
- ✓ Search Console Setup

Graphics Designing

- ✓ 20 Premium Designs (Ads, Covers, Product Showcases)
- ✓ Custom Templates
- ✓ Revisions Included
- ✓ Source Files Included

More Features:

- ✓ 100% Ownership Rights
- ✓ 100% Satisfaction Guaranteed
- ✓ 100% Money-Back Guarantee

ORDER NOW



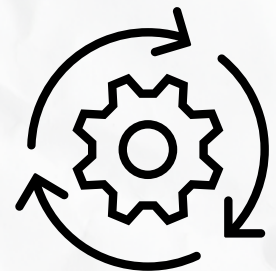
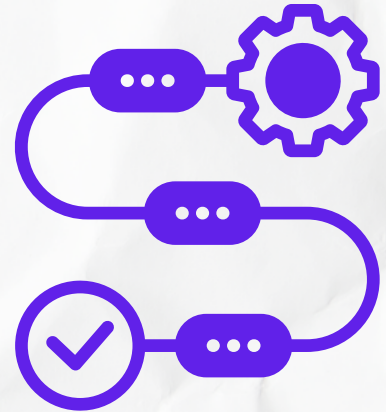
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Our Process

- 1. Discovery Call**
- 2. Brand Audit**
- 3. Proposal Sign-Off**
- 4. Onboarding & Asset Collection**
- 5. Strategy Planning**
- 6. Launch & Monitor**
- 7. Monthly Reporting**



Performance Guarantees

- **Transparent monthly reporting**
- **Growth-focused strategies**
- **Dedicated account manager**
- **100% Ownership of creatives & campaigns**





FAQs

Q: Can I cancel anytime?

Yes, we offer flexible month-to-month options.

Q: What's included in the onboarding?

**Strategy, creatives, platform setup,
pixel/tracking setup, brand guidelines**





Why Clients Love Osta Marketing

- ✓ Fast turnaround
- ✓ Proven results
- ✓ Personalised attention
- ✓ Affordable growth plans
- ✓ Unlimited design revisions (where applicable)



Contact & CTA

Let's grow your **business** together.
Book your **FREE strategy** call today.

 support@ostamarketing.com

 www.ostamarketing.com

**Osta Marketing – Where Creativity
Meets Conversion.**