



Our Intro Deck

Rooted with a belief to craft high-performance digital campaigns that connect businesses & customers

iClick Media - Your Digital Marketing Specialists

Local full service digital marketing agency. Digital is our DNA.

- Google Premier Partner, Bing/Yahoo Certified Partner, and ISO 9001:2008 certified
- Enterprise Singapore accredited Registered Management Consultant since 2018
- Awarded the Singapore Quality Class award in January 2021
- We offer concrete expertise and knowledge, Have access to our robust in-house technical, creative, marketing and analytics expertise
- Our folks are pretty good at strategizing, activating, analysing and achieving - see our list of returning clients <https://www.iclickmedia.com.sg/our-clients>
- We faithfully build relationships with our clients so we know exactly how to represent their businesses

PREMIER

Google
Partner

2022

Microsoft Advertising
Partner



Management Team

Working Hand-In-Hand With You



Key Strength

- Founder & Director at iClick Media
- Strategic Planning & Lead Direction
- Setup Singapore team in 2009, Jakarta team in 2013, India team in 2016 and Philippines in 2020
- Positive and customer-centric

Qualifications & Accolades

- Degree in Communications Management - Edith Cowan University
- Advanced Diploma in Mass Communications - Oklahoma University
- Diploma in Information Technology - Temasek Polytechnic
- ACTA-Certified Trainer for WSQ Courses
- Certified Lead Auditor
- Adjunct Trainer for Nanyang Polytechnic/SIRS/ITE in Digital Marketing courses
- Pro-Bono Trainer for People's Association in Digitalisation
- Digitalisation Committee Head for the Institute of Management Consultants Singapore (IMCS)
- Council Member, IMCS
- Registered Management Consultant with Enterprise Singapore
- Guest Speaker for SMCCI - Digital Marketing
- Republic Polytechnic - MY Career Series II (Digital Economy) Speaker

Key Projects

- **A.Lab Apple Service Centre** - Web, Application & CRM
- **Cortina Watch** - Web, AI, SEO, SEM
- **Huttons Real Estate Group** - Search, Social Media Marketing & Web
- **Innergie Group** - Social Media Marketing
- **Lactalis Group** - Social Media Marketing
- **MindChamps** - Web, SEO, SEM, Social Media Marketing
- **NTU** - Web, Search, Social, Branding
- **SOTA** - SEM, Social Media Marketing
- **TMC Academy** - Web
- **Tuas Power** - Web



Terence Sim
Director



Key Strength

- 19 years experience in the advertising industry
- Excellent client-management and people-management skills
- Analytical thought-process which translates into key action plan for team members

Qualifications & Accolades

- Degree in Business Management from University of London (UOL)
- Pro-Bono Trainer for People's Association in Digitalisation
- Registered Management Consultant with Enterprise Singapore

Key Projects

- **Acer** - Web, Marketing, Branding & Collaterals Design
- **LHN Group** - Web
- **Kwong Wai Shiu Hospital** - Web
- **Newcastle Australia University** - Web, SEO, SEM, Social Media Marketing
- **NUS** - Web (Appointed master vendor from 2019 - current)
- **Philips Futures** - Web
- **Sato Kogyo** - Web
- **SingPost Centre** - Social Media Marketing
- **Thomson Medical Centre** - Web, SEO, SEM, Social Media Marketing
- **West Point Hospital** - Web



Cindy Chong
Head, Operations



Esteemed Clients

Serving Our Clients With Passion & Dedication



Non-Profit



Retail



Education



MNCs



Medical



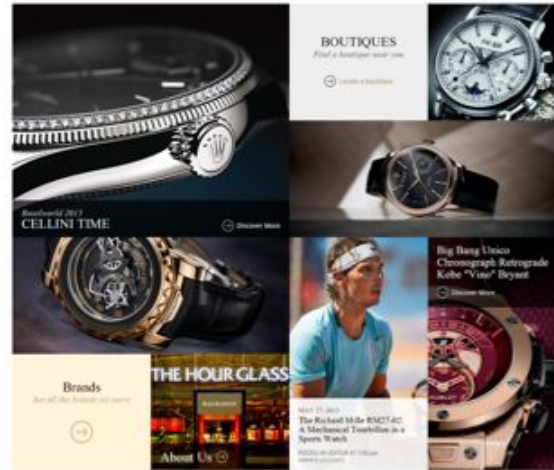
Our Expertise

Here Are Some Things We Do Best



Design & Digital

- API Development & Integration
- Branding & Corporate Identity
- Creative & Graphic Design
- Customised ERP/CRM Development
- Game Design & Development
- Marketing Automation
- User Interface & User Experience (UI/UX)
- Videography
- Web & Mobile Application
- Web Design & Development



Digital Marketing

- Campaign Activations
- Content Creation
- Google Search
- Google Display Network
- Google Remarketing
- Influencer Marketing
- Programmatic Advertising
- Search Engine Optimisation (SEO)
- Social Media Marketing
- Training & Workshops
- YouTube Advertising



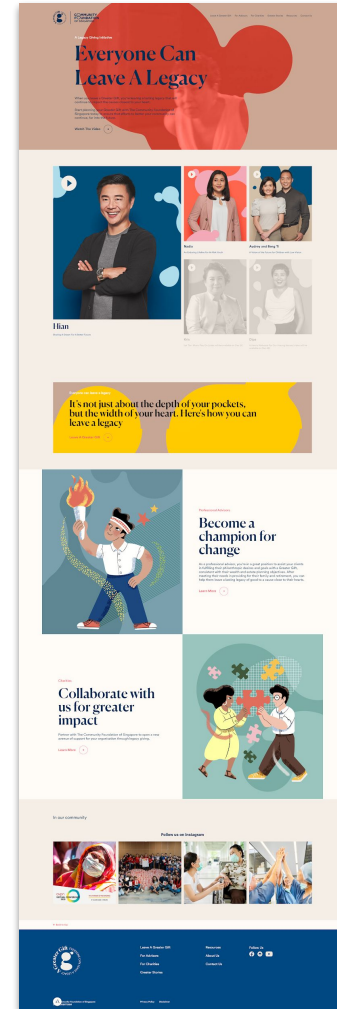
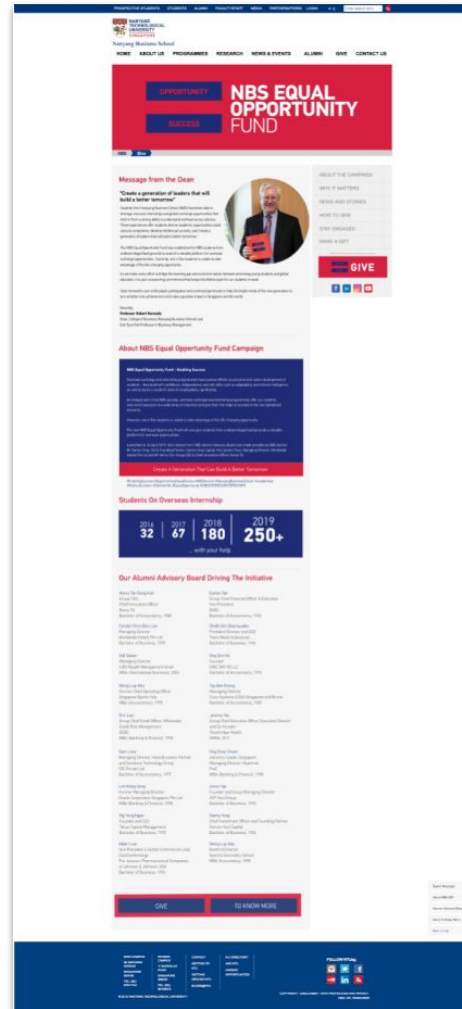
Recent Projects (Web)



- Nanyang Business School - Equal Opportunity Fund
 - Design of Wireframe, Website Development (6 Pages) & Implementation to SharePoint Server



- Community Foundation of Singapore - LegacyGiving.sg
 - Website Design & Development (10 Pages) & Implementation to server



Recent Projects (Digital Marketing)



- SAFRA HQ & All SAFRA Centres
- Web Administration
 - Google Map
- Digital Marketing
 - Graphic Design
 - Search Engine Marketing
 - Facebook/Instagram Media Buy
 - Influencer Marketing



Carousel Post



Instagram Stories



Static Posts



Influencer Marketing



Recent Projects (Social Media Marketing)



People's Association



- People's Association
- Digital Marketing
 - Facebook & Telegram
 - Media Buy
 - Community Engagement
 - Graphic Design
 - Photography & Videography



Carousel Post



Filming



Static Posts



Video Production - Featuring Mikael Silvestre

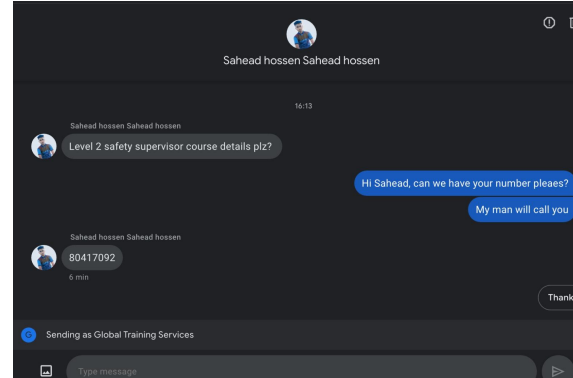


Recent Projects (Creative Campaigns)

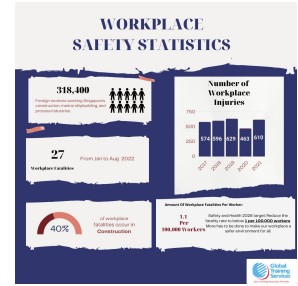


Your Lifelong Education Provider

- Global Training Services
- Digital Marketing
 - Web
 - Facebook & Telegram
 - Media Buy
 - Community Engagement
 - Graphic Design
 - Photography & Videography



Community Engagement



Static Posts



Video Production - Keep Smiling Campaign


Recent Projects (Creative Campaigns)



Your Lifelong Education Provider

- We managed to reach out to many migrant workers (**more than 17,000!**) and get them to be aware that society has not abandoned them and that we are here for them, anytime they needed help.
- We achieved more than **3,400 engagements** in just a short **10 days** period!



 **Global Training Services** is 😊 feeling happy.
Published by Insiya IClick · October 2 · 🌐

The first Friday of every October is World Smile Day. 😊😊😊 The best way to celebrate is to make others smile. At Global Training Services we decided to do just that! 🎉

The #KeepSmiling activity was recently held at the training centre and our construction heroes got creative and drew smiles on their masks. 😊😊😊😊😊

Share your smile with us! Watch the video to take part in the [#KeepSmilingContest](#) 🎉

1.Let y... **See More**

A video player interface showing a blurred background of people. Overlaid text reads "WE MISS SEEING THE SMILES" in white and yellow. The video progress bar shows 0:07 / 1:04. Control icons for play, settings, share, and volume are visible at the bottom.

17,663 People Reached **3,459** Engagements [Boost Again](#)

Recent Projects (Creative Campaigns)



Your Lifelong Education Provider

- Many of our migrant workers are heroes. They built Singapore to be where we are today. Without them, we can never achieve the economic success we've had for the last 3 decades.

We conceptualised and did a 'Heroes' campaign for our workers. We interviewed some of the workers and we found out that there was this particular worker who was worried that with Covid-19, he would lose his job. He is at a loss. He misses his family a lot. He cried and broke down during this interview.

We want to use this video to share the plight that our migrant worker faced and to let them bask in the limelight that they should have - Heroes!



Link To View Video:

<https://drive.google.com/file/d/1qcPD-e8Lh6SWoglcCHLtWT2-DT6Yqr7w/view?usp=sharing>



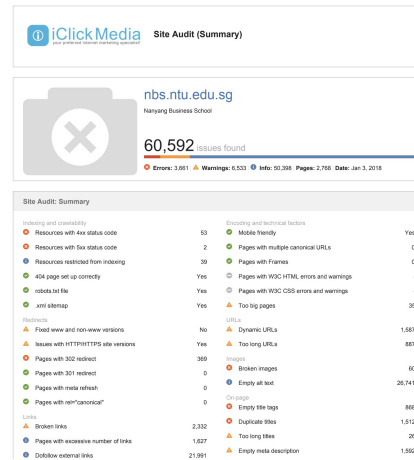
Recent Projects (Creative Campaigns - Behind The Scenes)



Recent Projects (SEO)



- 4 Countries SEO Campaign
 - Singapore, Malaysia, Indonesia, Philippines
- Website Design & Development
- Website Maintenance
- Website Copywriting
- 125% year-on-year increase in traffic
- SEO - Largest traffic contributor at 49%
- 1,000-1,700 brochure downloads/mth

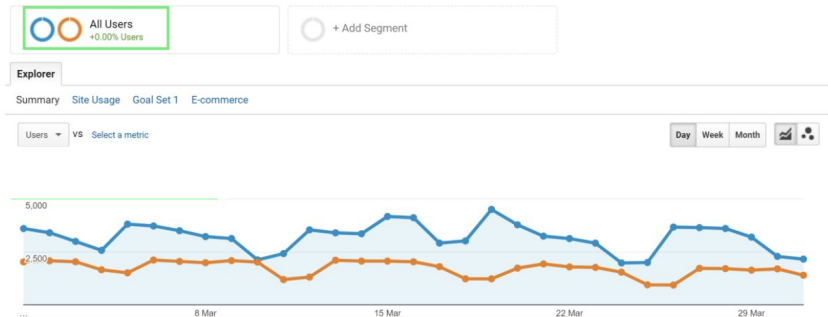


Country	Visits	% Change
Singapore	43,469 (58.91%)	90.79%
Malaysia	1,758 (2.38%)	79.20%
Indonesia	1,284 (1.74%)	100.94%
Philippines	685 (0.93%)	43.61%

SEO Audit

Website Traffic & User Engagement

In March, there were a total of 127,307 visits to your site. Compared to the traffic in , there is an overall increase in website traffic.



Traffic Increase in 4 Countries

Traffic was doubled on a year to year comparison

Recent Projects (SEO)



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Clicks to 'Download Brochure'

(before completing form)

Programme				
<i>Nanyang MBA</i>	891	1,503	1,118	1,217
<i>Nanyang PMBA</i>	59	150	114	185
<i>Nanyang Fellows</i>	57	93	109	68
TOTAL	1,007	1,746	1,341	1,524

Traffic was doubled on a year to year comparison



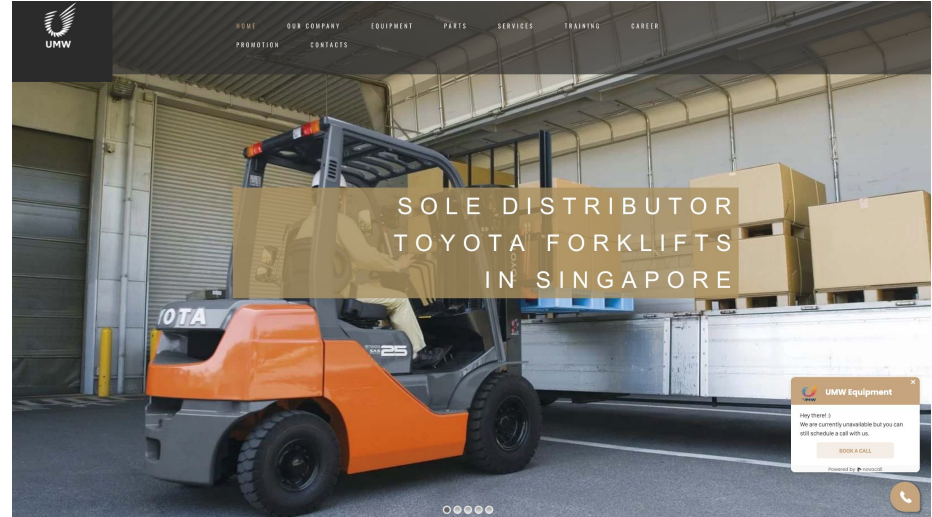
Case Study



Our Services to UMW



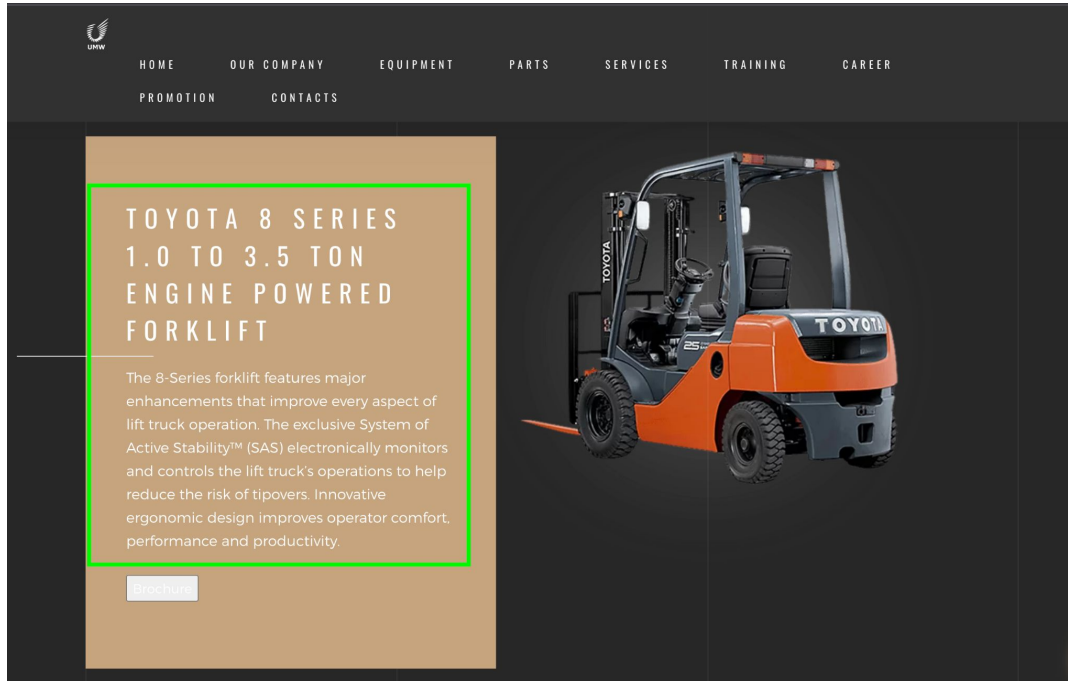
- Photography & Copywriting Services
- Website Design & Development (Main Site)
- Quotation Management System (Parts B2B Site)
- Google Ads (Search Engine Marketing)
- Google Display Network
- Google Remarketing
- Search Engine Optimisation (SEO)
- Content Marketing
- Marketing Automation (NovoCall)



UMW - Photography



UMW - Copywriting



The screenshot shows the UMW website's navigation menu with links for HOME, OUR COMPANY, EQUIPMENT, PARTS, SERVICES, TRAINING, CAREER, PROMOTION, and CONTACTS. The main content area features a featured article titled "TOYOTA 8 SERIES 1.0 TO 3.5 TON ENGINE POWERED FORKLIFT". The article text describes the forklift's features, including the System of Active Stability (SAS) and ergonomic design. A "Brochure" button is located below the text. To the right of the text is a high-quality image of a red and black Toyota 8 Series forklift.

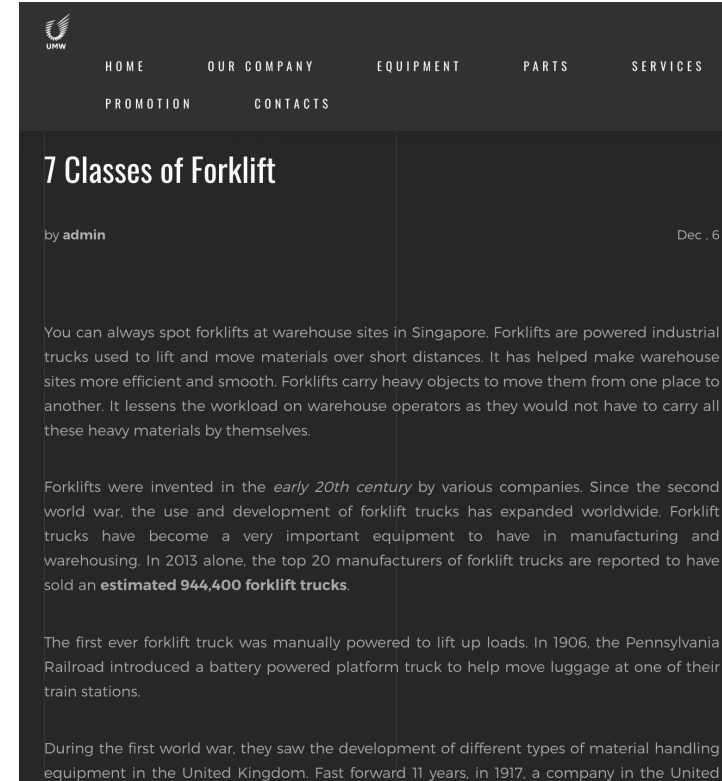

UMW

HOME OUR COMPANY EQUIPMENT PARTS SERVICES TRAINING CAREER
PROMOTION CONTACTS

TOYOTA 8 SERIES 1.0 TO 3.5 TON ENGINE POWERED FORKLIFT

The 8-Series forklift features major enhancements that improve every aspect of lift truck operation. The exclusive System of Active Stability™ (SAS) electronically monitors and controls the lift truck's operations to help reduce the risk of tipovers. Innovative ergonomic design improves operator comfort, performance and productivity.

[Brochure](#)



The screenshot shows a blog post on the UMW website. The navigation menu is identical to the previous screenshot. The article title is "7 Classes of Forklift" by admin, dated Dec 6. The text discusses the use of forklifts in Singapore, their history, and their importance in manufacturing and warehousing. It mentions that forklifts were invented in the early 20th century and that the top 20 manufacturers of forklift trucks in 2013 alone sold an estimated 944,400 forklift trucks. The first ever forklift truck was manually powered to lift up loads in 1906, and during the first world war, they saw the development of different types of material handling equipment in the United Kingdom.

UMW

HOME OUR COMPANY EQUIPMENT PARTS SERVICES
PROMOTION CONTACTS

7 Classes of Forklift

by admin Dec 6

You can always spot forklifts at warehouse sites in Singapore. Forklifts are powered industrial trucks used to lift and move materials over short distances. It has helped make warehouse sites more efficient and smooth. Forklifts carry heavy objects to move them from one place to another. It lessens the workload on warehouse operators as they would not have to carry all these heavy materials by themselves.

Forklifts were invented in the *early 20th century* by various companies. Since the second world war, the use and development of forklift trucks has expanded worldwide. Forklift trucks have become a very important equipment to have in manufacturing and warehousing. In 2013 alone, the top 20 manufacturers of forklift trucks are reported to have sold an **estimated 944,400 forklift trucks**.

The first ever forklift truck was manually powered to lift up loads. In 1906, the Pennsylvania Railroad introduced a battery powered platform truck to help move luggage at one of their train stations.

During the first world war, they saw the development of different types of material handling equipment in the United Kingdom. Fast forward 11 years, in 1917, a company in the United




UMW - Quotation Management System (Parts B2B Site)

Parts Category

Parts

- Toyota
 - Ultimate Essentials
 - Maintenance parts
 - Engine Parts
 - Transmission Parts
 - Axle & Brake System
 - Body Parts
 - Mast & Hydraulic System
 - BT Parts
 - Raymond


ALL PARTS



04901-20540-71

View

Add to Cart



04221-20480-71

View

Add to Cart



04321-20841-71

View

Add to Cart



UMW - Google Ads

Google

diesel forklifts

Images Shopping News Maps Videos Books Flights Finance

About 9,260,000 results (0.56 seconds)

Results for **Toa Payoh** · Choose area

Sponsored

umwequipment.com
https://www.umwequipment.com › reach › truck

Reach Trucks Specialist In SG - Easy And Logical Maneuvering

Wide Range Of Customisable Options Available. Enquire Our Special Sale/Rental Rates Now!
Ergonomically Designed & Equipped With Safety Features For Optimal Driver Safety. Material Handling Soln. 100 Over Years of Success. Toyota Sole Distributor.
Pallet & Stakers · Contact Us · Service Solution · Diesel Forklift · About Us · Electric Forklift

Sponsored

tcm.com.sg
https://www.tcm.com.sg › tcm › forklift

Diesel & LPG Forklifts Sale - Quality Forklift


Free S\$1,000 servicing credit to be used within 1 year on service, repairs and parts. We...
Contact us · Forklift Aftersales · Forklift Tyre Promotion · Forklift Promotions
9 23 Jalan Buroh - Closed now · Hours

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hechalifttruck.com
https://www.hechalifttruck.com › diesel_forklift › hecha

Diesel Forklift - T-Series 3T Diesel Forklift

High Quality Diesel Forklift with Competitive Price. High Quality & Best Prices....
LPG & Gas Forklift · 4 -5t Diesel Forklift · 3-3.5t Diesel Forklift · 2-2.5t Diesel Forklift



Google

forklift singapore

Images Shopping News Maps Videos Books Flights Finance

About 11,500,000 results (0.58 seconds)

Results for **Singapore** · Choose area

Sponsored

crown.com
https://www.crown.com

High Quality Forklifts - Up To 1500 Kg Capacity

Trusted by Global & Local Brands in Singapore. Over 75 Years Experience. +100 IFOY Awards.
Forklifts for every application. Extensive warranty. Experience the Crown difference. Service & Part Programs. 24/7 Service Support. Extensive Global Network.
Latest Special Offers · Local Support Available · Find a Crown Branch · Electric Stackers

Sponsored

dynastyforklift.com
https://www.dynastyforklift.com

Forklift Rental Singapore - Forklift Sales & Rental

Your One Stop Shop for Forklifts and Parts. Get the Forklift Type You Need Here. The Forklift Equipment You Need Provided by Seasoned Industry Experts.
Contact Us · Others sales in Singapore · About Us · Used Forklifts for sale · Repair Services

Sponsored

umwequipment.com
https://www.umwequipment.com › toyota › forklift

Electric & Diesel Forklift - Toyota Forklifts In Singapore

The Exclusive System of Active Stability™ (SAS) Reduce The Risk Of Tipovers. Find Out More
Contact Us · Service Solution · About Us · Pallet & Stakers · Reach Trucks · Diesel Forklift




UMW - Google Display Network & Google Remarketing



MEET OUR FLEET

A great selection of Forklifts, Reach trucks & Powered Pallet Trucks to meet your requirements

Get a Quote Now!



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Get a Quote Now!



MEET OUR FLEET



UMW - Search Engine Optimisation (SEO)

	Nov 7, 2022	Feb 7, 2023		
Term	Rank	Rank	Change	% Change
electric forklift Google.com.sg	1	1	0	0%
electric reach truck Google.com.sg	2	2	0	0%
forklift singapore Google.com.sg	7	6	▲ 1	▲ 16.7%
pallet stacker singapore Google.com.sg	22	10	▲ 12	▲ 120%
powered pallet truck Google.com.sg	7	6	▲ 1	▲ 16.7%
toyota forklift parts Google.com.sg	3	3	0	0%
toyota forklift singapore Google.com.sg	1	1	0	0%
toyota forklift spare parts Google.com.sg	6	4	▲ 2	▲ 50%
toyota reach truck singapore Google.com.sg	1	1	0	0%
used reach truck for sale singapore Google.com.sg	4	3	▲ 1	▲ 33.3%

- 100% of keywords ranked on page 1 of Google
- Out of 10 keywords, 6 of the keywords are ranked in the top 3 positions of page 1



UMW - Search Engine Optimisation (SEO)

Source	Q1 Leads	Q2 Leads	Q3 Leads	Q4 Leads
Organic Search	213	292	489	433
Paid Search	229	312	268	494
Direct	61	49	56	64
Referral	20	7	53	53
TOTAL	523	660	866	1,044

Source	Q1 Leads	Q2 Leads	Q3 Leads	Q4 Leads
Organic Search	614	627	529	296
Paid Search	476	444	426	372
Direct	84	67	91	49
Referral	45	62	54	46
TOTAL	1,219	1,199	1,100	763

- Over the last 3 years, we have increased the conversions from an average of **773 leads a quarter**, to **1,070 leads a quarter**.



Media & Partners

Serving the community and the businesses



ITE College East Graduation Ceremony x Book Prize Presentation



- We partnered with ITE College East for their Graduation Ceremony cum Book Prize Presentation
- iClick Media gave out **2 Book Prize Awards**:
 - Outstanding Intern 2022
 - Outstanding Graduate 2022
- We look forward to training more graduates in Digital Marketing & Web and Mobile technologies.



IMCS 30th Anniversary Dinner Celebrations



- The Institute of Management Consultants (Singapore) is a non-profit professional body that represents **management consultants** in Singapore.
- We assisted to plan, manage and execute the anniversary event.
- Our Founder & Director, Mr Terence Sim is a Council Member of the IMCS.
- Terence is also a certified Registered Management Consultant (RMC) as well as a Certified Management Consultant (CMC)



Republic Polytechnic - MY Career Series



- Our Founder & Director was an invited speaker together with **Member of Parliament Ms Hany Soh** as well as **Senior Minister of State for Manpower Zaqy Mohamad** of Marsiling-Yew Tee Town Council



ITE College East - Social Media Content Creation Workshop



- Our team of 4, led by our Founder Mr Terence Sim did a **Social Media Content Creation Workshop** @ ITE College East.
- We shared with our students on the working methodologies when it comes to creating **bite-size content** on Social Media.
- We also ran a **competition** and gave our **prizes** to the winning team/individuals!



People's Association x Project We Care



- Working with our partners **People's Association & Project We Care**, iClick Media performed Corporate Social Responsibility (CSR).
- We were tasked to go around different community centres and community clubs in Singapore to **empower and train our elderly** in Information Technology and Mobile Technology.
- Our eldest trainee was 82-years-old!

Thank You!

We look forward to work with you to increase your business leads!

