



Hello

Introducing Brew Interactive

MARKETING EXCELLENCE AWARDS 2017

10 November | Singapore

We are a full-service digital agency
for B2B only

18 staff members, across 4 departments
acting as one big Brewing machine.

OFFICIAL BEER PA

PERO

ITALY

OFFICIAL WINE

Cellarmas



Wines

OFFICIAL VIDEO PROD



GRAPH
MED

BROUGHT TO

MARKET

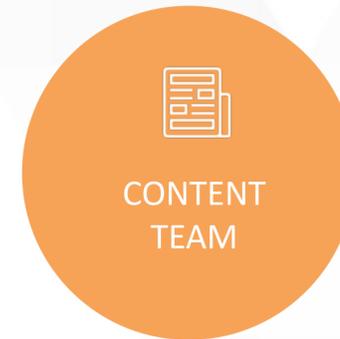


Like brewing a great drink,
we believe that digital requires
the right mix of ingredients and processes.

AGILE, CLIENT-CENTRIC TEAMS



- Social Content Designers
- Content Creators
- Community Managers



- Research
- Writers
- Designers
- Video Production



- Digital Advertising Specialists
- Copywriters
- Designers
- Ad software engineers



- Project Leads
- Campaign Specialists
- UX Designer
- Developers

Businesses don't make decisions, but people do
And content can help to drive these decisions.



- ▶ Conversion rates are nearly 6x higher for content marketing adopters than non-adopters (2.9% vs 0.5%).
(Source: Aberdeen)
- ▶ 72% of marketers think that branded content is the most effective form of marketing for B2B brands
(Source: CMI)
- ▶ But 87% of all marketers find themselves still struggling to produce content that truly engages their audiences
(Source: Forrester)

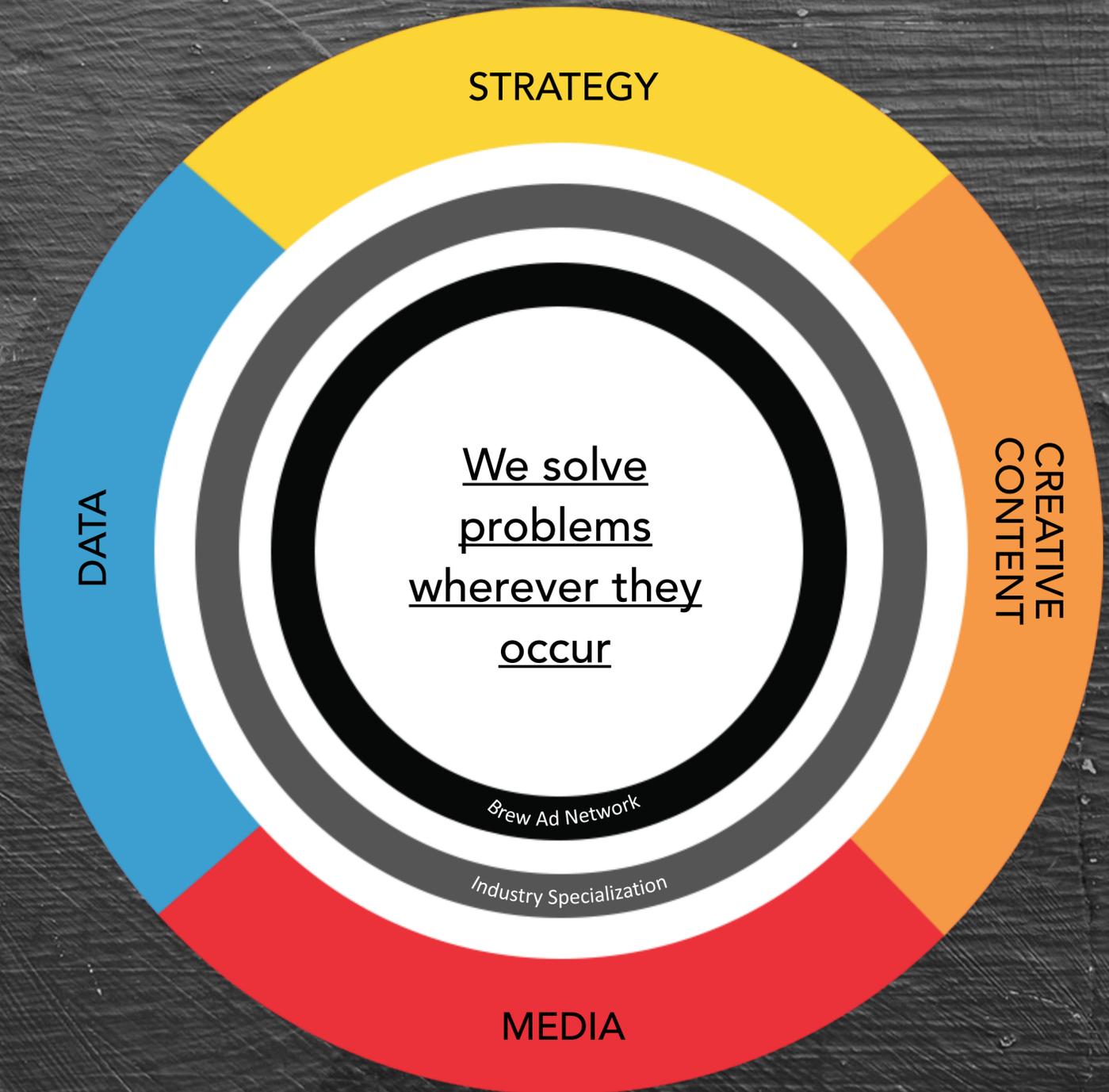
Lead generation made great again



- ▶ 68% of companies are still struggling with lead generation
(Source: CSO Insights)
- ▶ Expertise in lead nurturing results in a 50% increase in sales-ready leads, along with a 33% decrease in its cost
(Source: HubSpot)
- ▶ Companies who automate lead management see a 18% or more bump in revenue in 6-9 months time
(Source: Strateg.ic)

Why Brew Interactive...

- ▶ B2B Specialists
- ▶ Strategic Brewers
- ▶ Full Service & End to End



Why clients engage Brew Interactive

300+

Over 300+ clients since our agency was founded



Complete transparency with Points-based Pricing



100+ certifications passed

11+

11 years and running

\$8m+

\$8 million+ ad spend controlled



6x awards



18+ team members



Always in-house



Independently owned

Why clients engage Brew Interactive



HubSpot
Platinum Partner



Salesforce
Partner



Google
Partner



Facebook
Partner



We serve as an extension
of your team



100%
Transparency



DATA



ANALYTICS



SOCIAL MEDIA

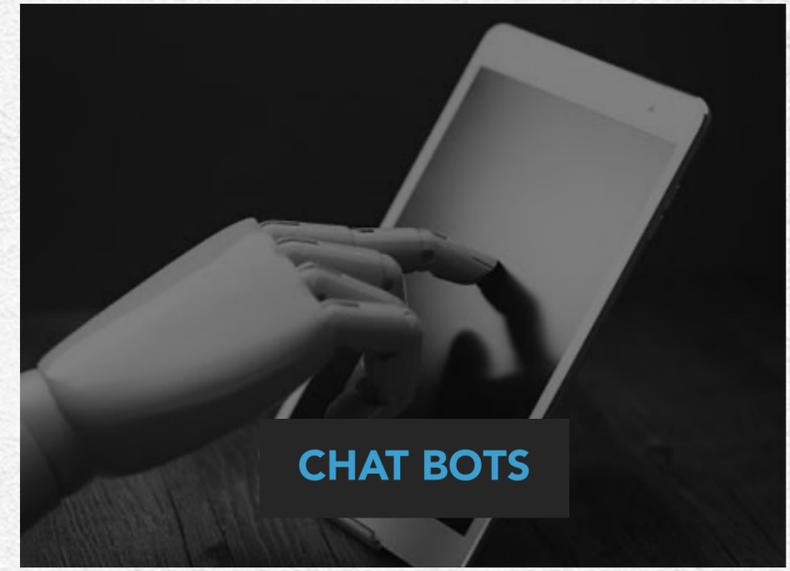


MEDIA BUYING



STRATEGY

We can align our capabilities around your business problem, designed to drive ROI



CHAT BOTS



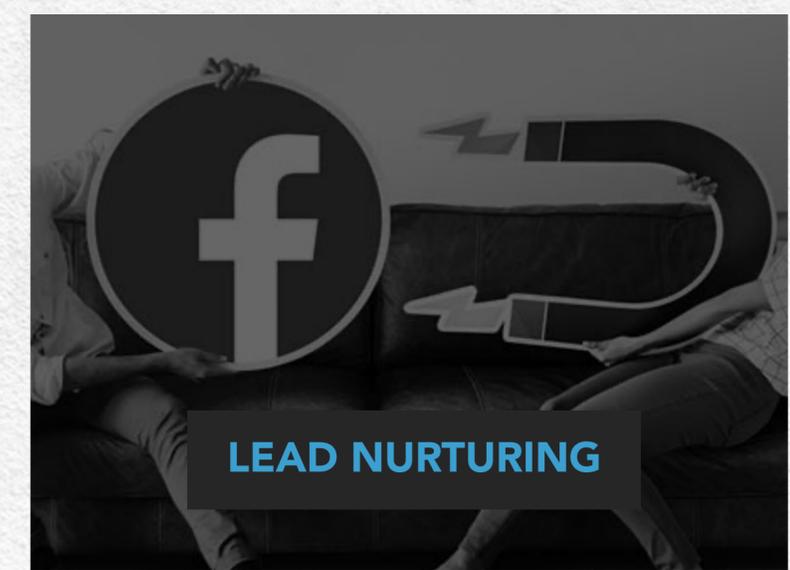
MEDIA



CONTENT MARKETING



SEO/SEM



LEAD NURTURING

HITACHI
Inspire the Next

FUJI xerox

3M



IPI
SINGAPORE

Trimble

UBS

Singtel

**DASSAULT
SYSTEMES**

ANTWORKS
Reimagine • Rethink • Recreate

Unilever

JLL

You'll be in good company



Case Studies

NUS LKYSPP



Our task



To build global awareness of the school,
drive thought leadership of faculty members
and drive enrolments

Our Task



MASS AWARENESS :

Impressions, Clicks, Reach, Followers - Facebook, LinkedIn, Instagram, Twitter

TARGETED AWARENESS :

Clicks, Engagement, Subscribers – Facebook, LinkedIn, Global-is-Asian

ENGAGEMENT AND CONVERSION :

Leads, Enquiries – Facebook, Google, LinkedIn, Landing Pages icon, Google Analytics

Lead qualification and handover :

Lead scoring, candidate applications, potential donors – Salesforce

Enrolment and donation opportunities :

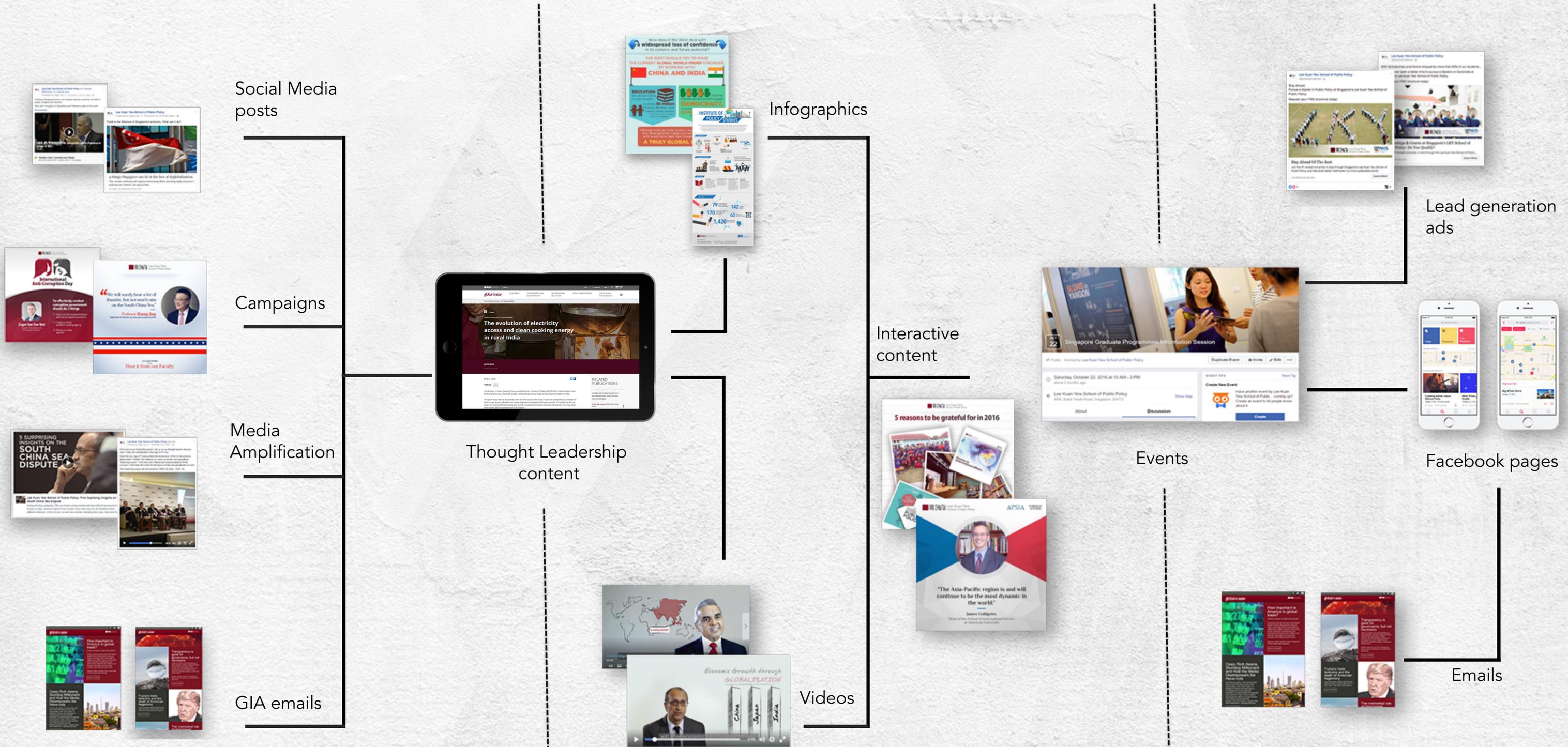
Sales, Successful enrolments, ROI – LKYSPP

Customer Journey

Discover

Engage

Lead Generation/Sales





We first started working with Brew Interactive a few times on some smaller projects and we were convinced by their great detail to producing results with the lowest costs possible. Not many agencies offered this as during the booming of the social media scene, many agencies were focused on producing “pretty graphics” or measuring success by the number of likes. Brew Interactive was able to look past this vanity measurement and produce real results for us.

When we started our retainer contract, we were able to lower costs by going directly to the social media platforms that were most effective. The impressive thing was that we did this even before we set any benchmarks – this was due to Brew Interactive’s extensive knowledge of running objectives on the various platforms. On top of that, I’d like to specially mention two colleagues from Brew Interactive who have been great. Marvin’s great attention to optimising ads was welcoming. He’s the first growth hacker that I know that optimises by the hour! Also, his suggestions and advices were very strategic. Also, the account manager’s attention to our needs was such that by the end of the bedding in period, we had a well oiled machine. Brew Interactive knew what we wanted – leads + thought leadership and they also knew our expectations of creatives. Agency chemistry was also good.

After working with Brew Interactive for over a year, we saw an overall 1,396% increase in our community growth, engagement has seen a 3,246% jump, and our student cost per lead acquisition went down by 91%.



Nigel Lian

Senior Executive, External Affairs and Marketing
NUS Lee Kuan Yew, School of Public Policy



Lee Kuan Yew
School of Public Policy

An aerial, high-angle photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and a river winding through the city. The image is in a dark, monochromatic style with a slight blue tint. The text 'JLL' is overlaid on the left side of the image.

JLL

Content Marketing for B2B

Our task



To drive awareness for their new innovation
towards their target audiences

Customer Journey

Discover

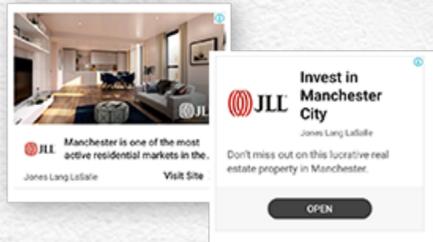
Engage

Lead Generation/Sales

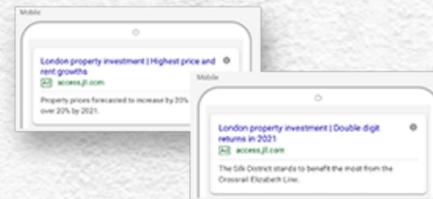
Social Media posts



Campaigns



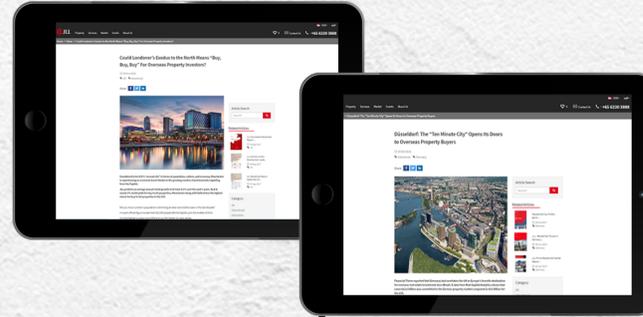
Media Amplification



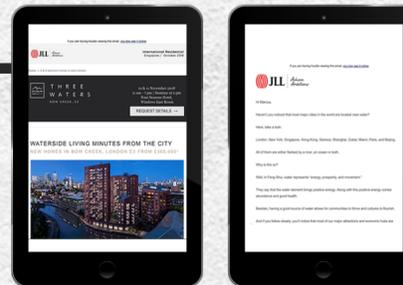
GIA emails



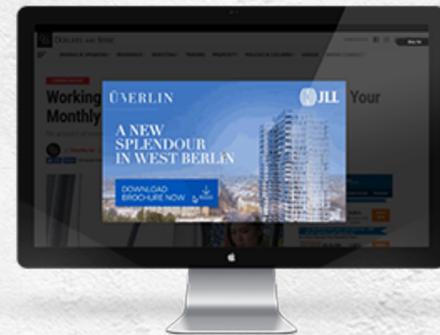
Editorials



Email Follow Ups



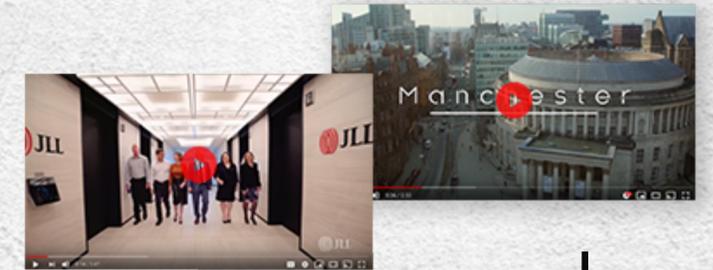
Brew Ad Network



Property reports / research



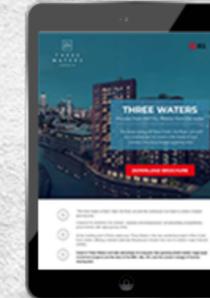
Videos



Sales Events



Landing Pages



Emails Follow Ups



Overall result?
285% increase in lead flow,
55% decrease in lead costs





I was lucky enough to have Brew to provide their services to my organisation on a number of real estate projects.

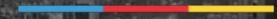
They are really great to work with and continuously demonstrates an ability to deliver results in our marketing campaigns. Our total cost per lead acquisition cost went down by 55%, and lead flow increased by 285% through their work. I really enjoy the relationship we have built.



Viola Parzych
Marketing Manager
JLL International



Hitachi



Our task



To build awareness of the Hitachi brand in the APAC market. Reach out to key business and government decision makers.

Target markets



Singapore, Thailand, Vietnam, Myanmar, Indonesia, Malaysia

A digital – first approach

350%

Digital engagement rates increased by over 350 percent

285X

Social media community grew by 285 times



Partners



Google
Certified Partner



HubSpot
Certified Partner



Salesforce
Certified Partner



Data Partner



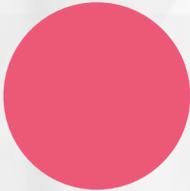
Facebook
Certified Partner

Our services for you



ACCOUNT MANAGEMENT

A dedicated team of Account leads, who will support you and your business to deliver against the objectives in hand



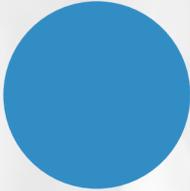
STRATEGY

Strategic planners who will do a deep dive into your business and work on the brand positioning, messaging and content plan for the year



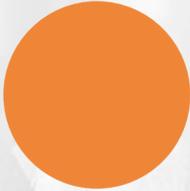
DIGITAL ENGAGEMENT

Our digital experts that will take a look at your website and make practical improvements to increase engagement



SOCIAL MEDIA

Our team of content creators will work with you to produce contagious content to engage your audiences on social media



DATA-CENTERED CONTENT CREATION

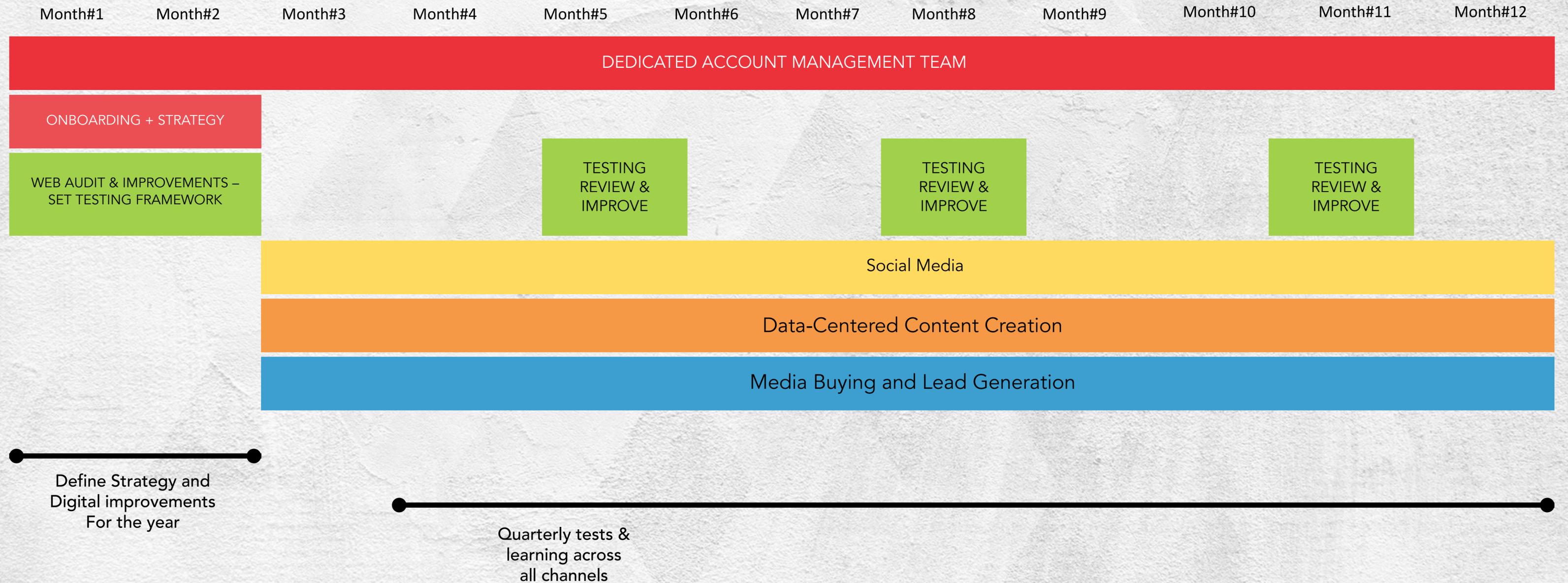
A team of industry journalists and research experts will create a series of engaging content to support the activity of the business and the media to drive leads and engagement



MEDIA BUYING

Media budget assigned to driving leads and awareness for the business

A look over the year



What others are also saying





Before engaging Brew Interactive, our Facebook Page had a wide audience of more than 80k fans but there were very little engagement. The community wasn't very active in commenting or sharing our content back then. And in addition, our social media activities generated us very little leads.

We heard of Brew Interactive later on through a recommendation, and they were known for creating contagious content and most importantly, delivering measurable results. After we engaged them, the results were amazing! The content on our social properties became much more viral, people were asking questions and sharing our content. Our engagement rate increased by over 300% and that helped to decrease our cost-per-lead acquisition to 50%. Very impressed with the results!



Sharon Ang
Marketing Director (APAC)
Dassault Systemes





“I have worked with Brew Interactive and Marcus on a project under my organisation to understand better how we are doing on social media. The team is very professional and offers many tips and techniques to apply so that we can have better engagement on our social media platforms. I am sure we are now on a right track to better engage with our fans online. Thanks Brew Interactive”



Adrian Liew
Director,
Corporate Affairs





PR is one of the key components in the marketing mix.

With the fast growth in digital, we realised that we should not only invest in traditional PR efforts, but we should also start to engage in digital PR too.

After a few months of working with Brew Interactive on our digital PR, we have recorded 20% lift in traffic to our site.



Gale Choong

Head of Marketing,
F&N





“After working with Brew Interactive, we saw our Beauty By Nature outlets increase their foot fall by 34% and sales by 23%. We highly recommend Brew Interactive to anyone!”



David Leow

Chairman / Co-Founder
Fusion Cosmetics Pte. Ltd.
APAC Exclusive Distributor for leading beauty brands





Marcus and team took the initiative to pick up the fundamentals of both Life & General Insurance when Brew was first appointed and this greatly helped the planning process. Regionally, Brew had to manage multiple Tokio Marine stakeholders and my team is appreciative that they are always responsive during urgent moments, took adhoc requests in their stride and are always generating new ideas for us.



Benito Mable

Head of Marketing
Tokio Marine



TOKIOMARINE



Thanks to Brew Interactive, we understand the true value of social media. Yes, we got a lot of likes and a very high engagement rate that boosted our brand awareness in a very quantifiable method.

But the amazing team even added more value and calculated the actual Return on Investments that we received from our social media campaigns and the results were phenomenal.



Cindy Lau

Marketing Manager
JobStreet

JobStreet.com



Over the years, Brew has successfully helped us to transition from a traditional retail business to one which embraces digital. Today, we have fully developed strategies to attract and acquire customers from online, and to grow our customer loyalty. Thank you to Marcus and team.



Gordon Lee
General Manager
Home-Fix DIY Store





Through the expertise and dedicated work of Brew Interactive, they've successfully supported us to raise our market share through digital.

We are very impressed with their service, and also experienced an increase in our website traffic and direct online customers.



Adele Tan

Marketing Manager
FreshKon

FreshKon[®]
Cosmetic Contact Lenses

Thank you

Marcus.ho@brewinteractive.com

