



Aurelian Consultations

People-focused Full-Suite
Marketing Services



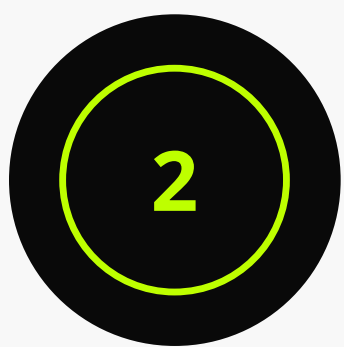
Digital Marketing Services

Our digital marketing services:-



Website

Website UI/UX design, development, SEO.



Socials

Social media management - content creation, posting, tracking.



Ads

Google Ads, Social media ads purchases, tracking & analytics, continuous improvements.



Creatives & Strategic Services

Our creative & strategic services:-



Branding

Full suite branding designs integrated across key communicative channels



Print Design

Marketing peripheral print designs.



Sales & Marketing

Annual marketing plans development, strategic campaign development, sales pipeline development





Web designs

We design websites based on how your customers will see you and guide them towards your specific goals.

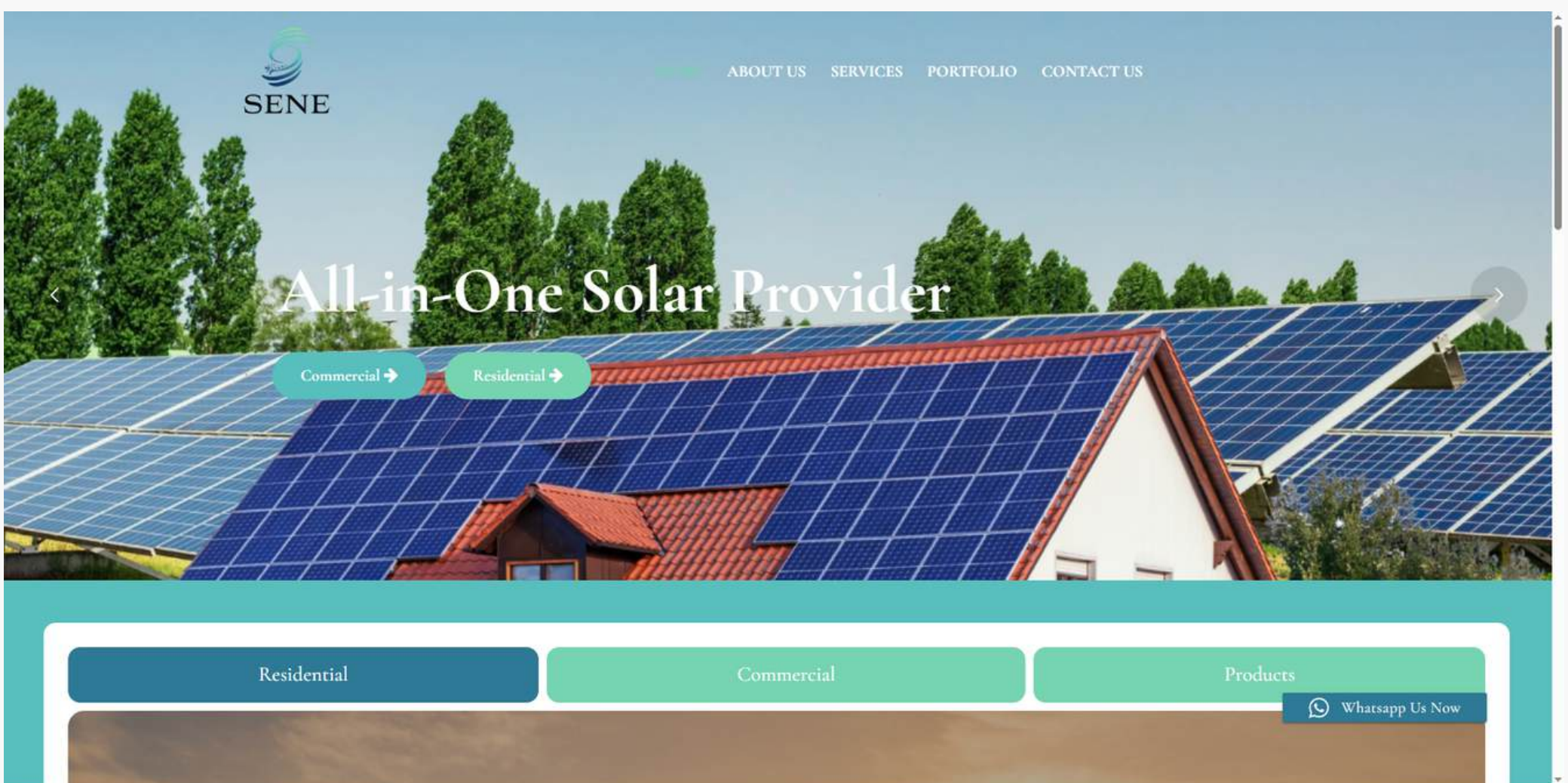


Featured Project

Green tech & engineering.

Project Challenges:

- Client team consists primarily of engineering backgrounds.
- Client has insufficient time & capabilities to product brief, creative ideations, and content.
- Subject matter is rather technical to be communicated to wide clientele: from experts to non-technical clientele.
- Subject matter can be dry and uninspiring.





Featured Project

Solutions deployed:

- The AC team studied their industry and competitors (including technical languages) with guidance from client's engineers.
- The AC team developed content and writing alongside UI & UX drafts for clientele to get the full picture before development.
- The AC team crafted and developed a "Humanised" website & language highlighting the values of green technologies for our future generations.
- Website was developed with high quality imagery, beautiful accents and details in alignment with brand visuals, tasteful on-site animations, good experience flow, and heaps of CTAs.

Residential

Commercial

Products

Saving Money Saving Planet Earth

Explore SENE's bespoke solar solutions for your home.

Residential Services

Our Clients Love Us

Whatsapp Us Now



SEO with AI

Experience world class SEO services with human & AI based audits, AI analytics and tracking, human developed content.



Featured Project

Photography
Studio

Project Challenges:

- Client wanted to target high competition niche & high difficulty keywords.
- Client has done minimal onsite SEO and website failed our audits.
- Client has little to no pre-existing authority.
- Client has limited internal marketing resources - lack of internal capabilities, stretched team, and a smaller budget.
- Client is a new market player with little brand awareness in an industry that was highly competitive: photography studio.





Featured Project

Solutions deployed:

- The AC team conduct an audit, studied their industry and studied keywords to establish a strategic plan that works within their budget.
- The AC team deployed a plan to capture 50 keywords with 2 blog posts per week capturing keywords most likely searched by their target clientele.



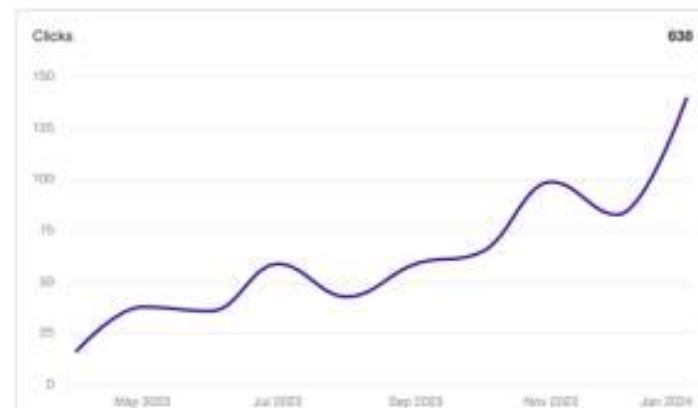
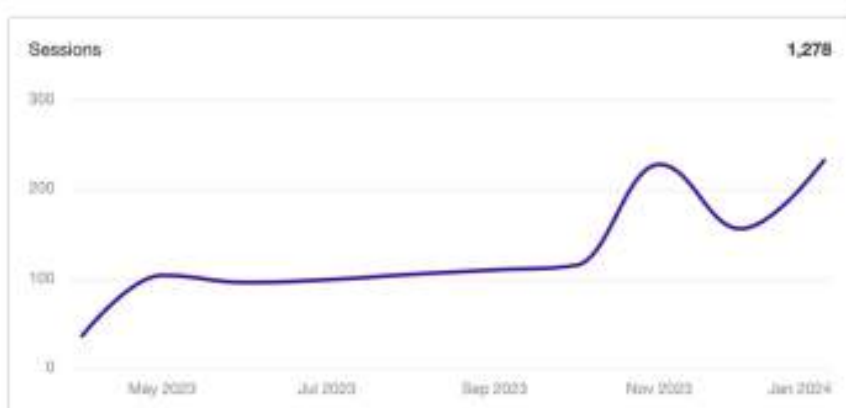
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Change in Google Ranking



27

Keywords Ranking on Google





Socials

Capture social media attention through consistent content development and channel growth.



Online
Astrological
Services

Featured Project

Project Challenges:

- Client wanted to grow a brand on Instagram with minimal followers in a niche industry.
- Client had minimal understanding of social media but understands that they must be on the platform to assist with converting sales.
- Content was very technical and niche with a large priority on accuracy of information in order to establish themselves as a legitimate authority.

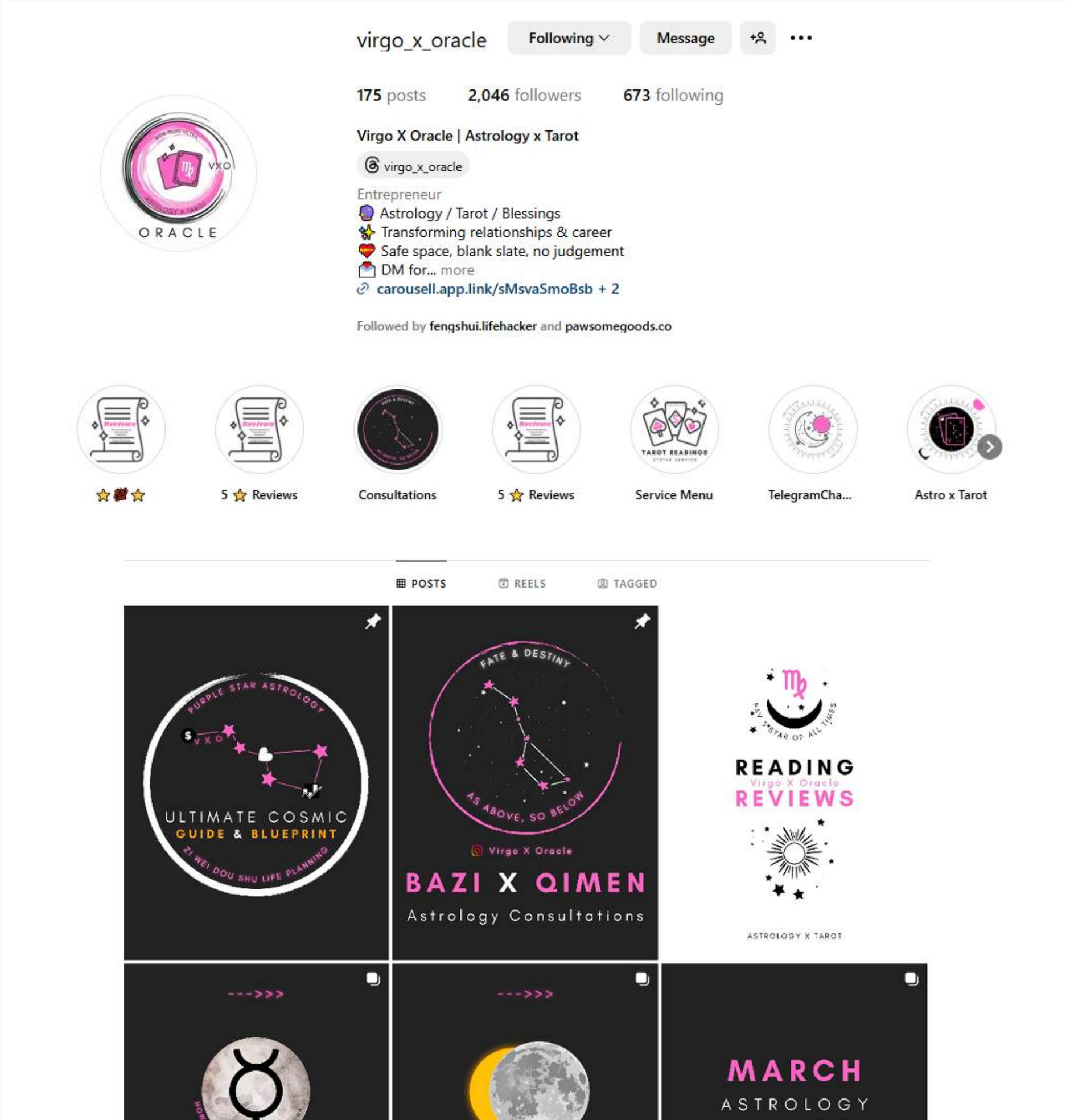




Featured Project

Solutions deployed:

- The AC team conduct research into most popular content that can be replicated with minimal production costs and lead time.
- The AC team crafted consistent posting images with guidance from client to develop content in accordance to key themes by astrological significance and timings.





Digital Ads

Convert your existing brand authority or shout promotions to garner leads and drive actualised sales.



Automotive
services
industry

Featured Project

Project Challenges:

- Client had just started the business with little to no brand awareness, online presence and a freshly established social media.
- Client was in a competitive industry with 5 established competitors within 5km radius.
- Client had a limited advertising budget and limited margins to work with for promotional items.
- Client did not have established systems to undertake customer bookings and promotional aspects.





Featured Project

Solutions deployed:

- The AC team speedran content development for their socials in order to build authority within a short time frame.
- The AC team developed a series of advertisement and promotional mechanics which are then tested for best visuals, written message and targeting.
- The AC team guided the flow of client to bookings through set messaging templates & digital booking systems.
- The AC team identified and targeted an out of norm keyword for advertising which reduced **CPC from \$2.50 to \$0.80.**
- The AC team ran a full fledged promotional and advertising campaign from the last 2 weeks of June (when business was first established) to capture **\$7,500 in sales contributing 90% of in-store sales.**
- Upon month 3, the AC team's formula successfully achieved **\$26,000 in monthly sales. 93% of which were driven by online advertising.**

*due to the success of the campaigns and highly competitive nature of the industry, client identity has been concealed.



Sales & Marketing

Find strategies that work for you whether its capturing more attention & sales or fulfilling organisational gaps.

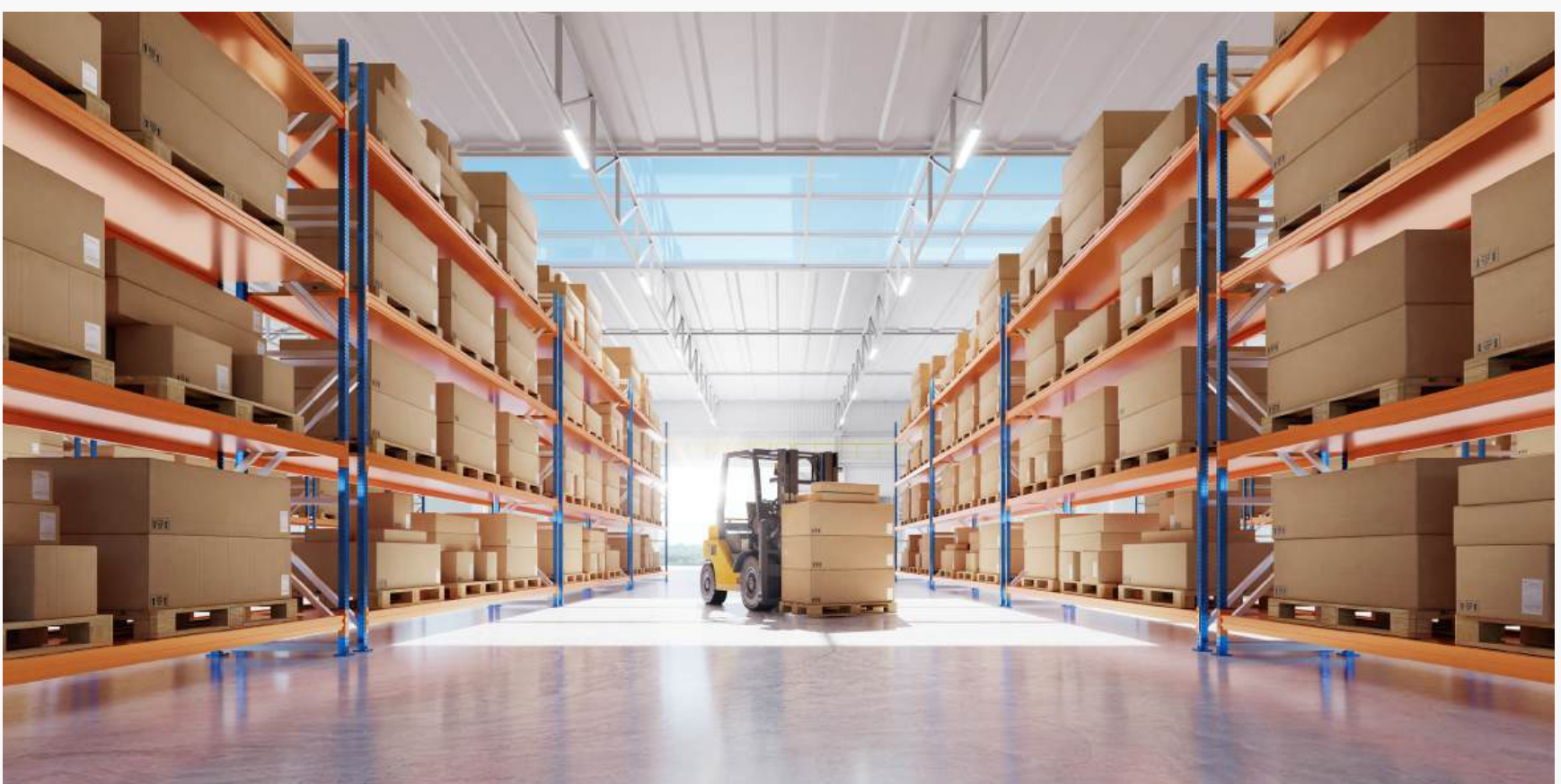


Automotive
products
industry

Featured Project

Project Challenges:

- The Client has been in the industry for long and wants to expand into a new product segment.
- The Client has procured MYR50,000 worth of stocks with the desire to be sold within 1 month.
- The Client's internal team lacks expertise to do B2B sales.
- The Client's internal team did not understand the product & how to sell it.
- The Client's internal team lacks operational and stock management capabilities.





Featured Project

Solutions deployed:

- **Sales:** The AC team identified the key buyers in B2B space for the product, provided hands-on coaching including training their sales team on how to work with such clientele.
- **Operational:** The AC team found a major gap in their operations management which showed stock leakages. The AC team then recommended and deployed stock management systems which tied in with internal accounting systems. This has removed a common accounting error and allowed for stock accountability.
- **Marketing:** The AC team developed content and advertisement to start communicating new product segment and line. The AC team also developed various marketing materials to be used by the sales team to not only sell the new product segments but also to continue selling their existing popular items.
- **Combined,** these efforts saved the company approximately MYR5000 in stock leakages & invoicing errors, and has brought in MYR48,000 in sales (within client timeframe of 1 month).



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