

# Scale Your SME with AI-Powered Digital Marketing

A 3-Month Execution Programme by eDragon Asia

LOW COST

HIGH IMPACT

AI-DRIVEN





# The SME Challenge in 2026

If your business isn't using AI for content and lead generation, your competitors already are.

## Hiring Costs

A full-time Digital Marketer costs S\$3,500+/month – out of reach for lean SMEs.

## AI Moves Fast

The pace of AI evolution makes it nearly impossible for business owners to keep up alone.

## Agency Fees

Traditional agency retainers are often unaffordable for smaller, leaner operations.

# Our Solution: The Hybrid Model

The power of partnership – combining certified talent with strategic AI expertise.

eDragon Asia

**Providing certified, SGUnited/WSQ-trained digital talent ready to execute your marketing strategy from day one.**

- ☐ The Result: You get a dedicated "Digital Executor" backed by senior strategists to run your marketing and AI projects – without the full-time hire cost.**

# What You Get

1

Strategy Onboarding

**0.5-day session aligning your business goals with the right AI tools and digital channels.**

2

Social Media Management

**Full content creation and scheduling across your key platforms for 3 months.**

3

AI Chatbot Automation

**Customer inquiry automation to capture and qualify leads around the clock.**

4

SEO & Lead Funnels

**Data-driven performance reporting with weekly check-ins and quality control by eDragon Asia.**



# The 90-Day Roadmap

A structured, milestone-driven programme designed to build momentum and deliver measurable results.



# Unbeatable Pricing

FUTURE-PROOF YOUR BUSINESS FOR S\$66 A DAY

S\$2,000

Per Month

Minimum 3-month commitment.

Total investment: S\$2,400.

50%+

Cost Savings

Versus hiring a full-time digital

marketer over the same period.

## The Comparison

**Full-Time Hire (3 months): S\$12,000 (with CPF)**

**Our Programme (3 months): S\$6,000**

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**Save over S\$6,000 while receiving professional, AI-driven results.**

# Why Choose Us?



## Localised Expertise

**We understand the Singapore market deeply – from Retail Businesses to High-Tech Consulting. Our strategies are built for local context.**



## Government Aligned

**Leveraging learners from Singapore's leading CET provider, under SGUnited/WSQ frameworks.**



## AI-First Approach

**We don't just do "marketing" – we build AI systems that stay with and grow alongside your business long-term.**



# Next Steps

Getting started takes just 30 minutes. Here's how your digital transformation begins:

01

Discovery Call

**A 30-minute conversation to assess whether your SME is the right fit for the programme.**

02

Matching

**We select the best-suited trained learner for your industry and business goals.**

03

Launch


**Begin your 3-month digital transformation with a dedicated executor and senior oversight.**

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