



Past Projects





Walker Technology

With over 10 years in building businesses for clients, Walker Technology focuses on customized digital solutions, maximizing conversions and optimizing work flows.

Our team consists of experienced business developers, UI/UX experts and inhouse programmers.



Our Services

Walker Technology provides all-inclusive services to ensure your customers can find you online.



Free Digital Audit

We analyse your digital assets, from your user journey flow to SEO performance to provide recommendations that will increase your digital presence.



Digital Marketing

We optimize your digital marketing strategies, including CRM implementation, Google Ads and various social media management.



System & Tech Development

We work with our partners to create customized solutions, such as custom platforms, mobile applications and cyber security implementation.



PIERZEL Footwear

DIGITAL TRANSFORMATION

Walker Technology was engaged to help PIERZEL transform its existing digital assets, in order to create a stronger brand identity online. It mostly relied on the footfall near its physical store, in OUE Downtown.

We first conducted an in-depth business analysis of PIERZEL, discussing the current pain points that the founder was facing.



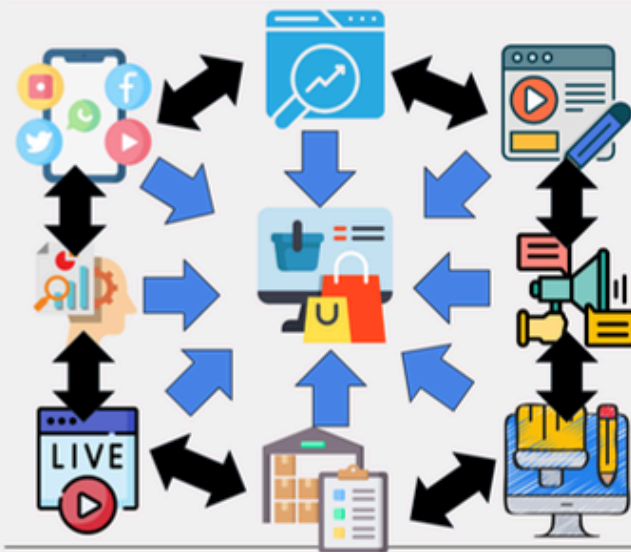
Ultimate Goal of E-Commerce



Driving Traffic and Sales to your own E-commerce website allows you to have 100% control over your Data, Tools, Traffic, Conversions, and above all SAVE COSTS

Walker Technology first analyzed the luxury fashion industry in Singapore, studying the digital assets of competitors such as websites, social media and brand stories. We then developed a new business plan for PIERZEL, bringing their target audience and USP into focus to better build their online presence.

Different Skills Required



To Manage E-Commerce Effectively, you will need to learn the following skills:

1. Google Ads Optimisation
2. CRM, EDM, Landing Page, Forms, etc
3. Content Planning and Engagements
4. Social Media Marketing
5. SEO and SEM
6. Content Development Skills
7. Running Ads and Campaigns
8. Design Skills (Copywriting, Video, Etc)
9. Inventory & Product Management
10. Shopee Marketplace Management


Intensive training was conducted with the founder and staff, covering email and web maintenance, as well as the key successes of e-commerce businesses.



By tweaking the old brand design doc, Walker Technology, along with the client, built a design playbook detailing SOPs for future reference.

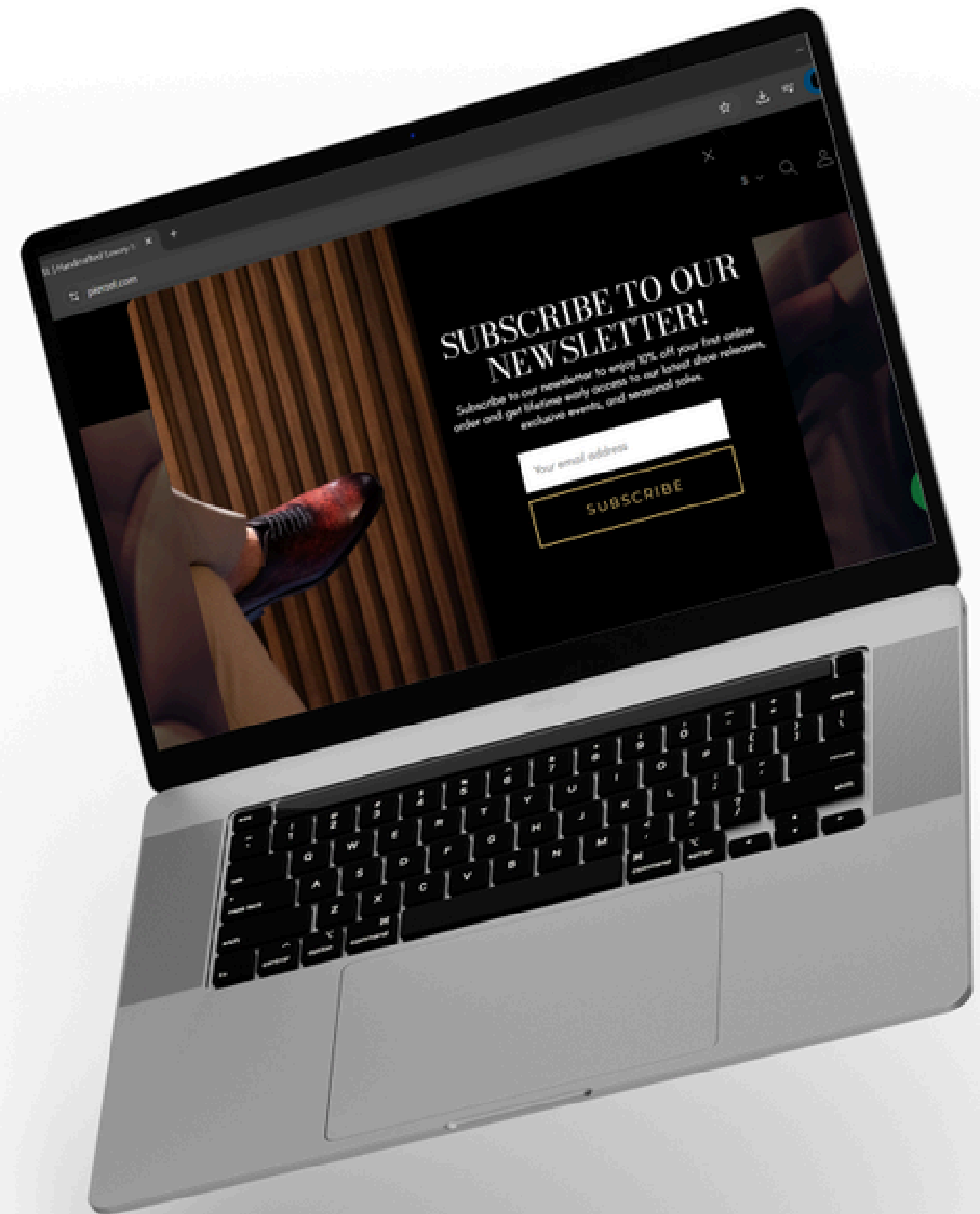
The new playbook was then utilized to build the website and plan marketing campaigns. Following the rules of UI/UX, we streamlined the user flow to ensure maximum conversions and smoother checkouts.





The website also implemented CRM (customer relationship management) software to automate email marketing and retain customer loyalty. It is equipped with features such as contact list management and landing page builders.

The CRM software was used extensively in paid social media campaigns, such as the 8.8 and Father's Day campaign.





Tea Therapy

DIGITAL TRANSFORMATION

Walker Technology was engaged to help a new start-up IE.PORTINI MARKETING to set up and develop their e-commerce platform and digital marketing configuration for their tea brand called "Tea Therapy".

Tea Therapy sells caffeine-free tea products, including floral tea bombs and dehydrated fruit teas. We first conducted an overall business analysis, mapping out several platforms that would tap on the client's unique product focus.






Together with the founder, Walker Technology conducted a thorough brainstorming session, utilizing design thinking to build the target demographic, UVP and USP.

The founder of Tea Therapy also received extensive training in e-commerce, digital marketing and social media. A total of over 100 hours was spent on training and implementation.





We solidified the brand identity with a design playbook, which we utilized to build the website and create social media content. For the website, we set up their e-commerce infrastructure on an easy-to-use web builder, with the purpose of easy maintenance and upkeep for the client after handover.

We also increased their online visibility through SEO and paid campaigns. Setting up a Google Business for Tea Therapy allowed us to collect Google Reviews, gaining the trust of first-time buyers.





Within one week of launching the website, Tea Therapy achieved \$3000 in sales from the online store. Today, they have over 500 followers on social media, and have been featured on the front page of the Straits Times.

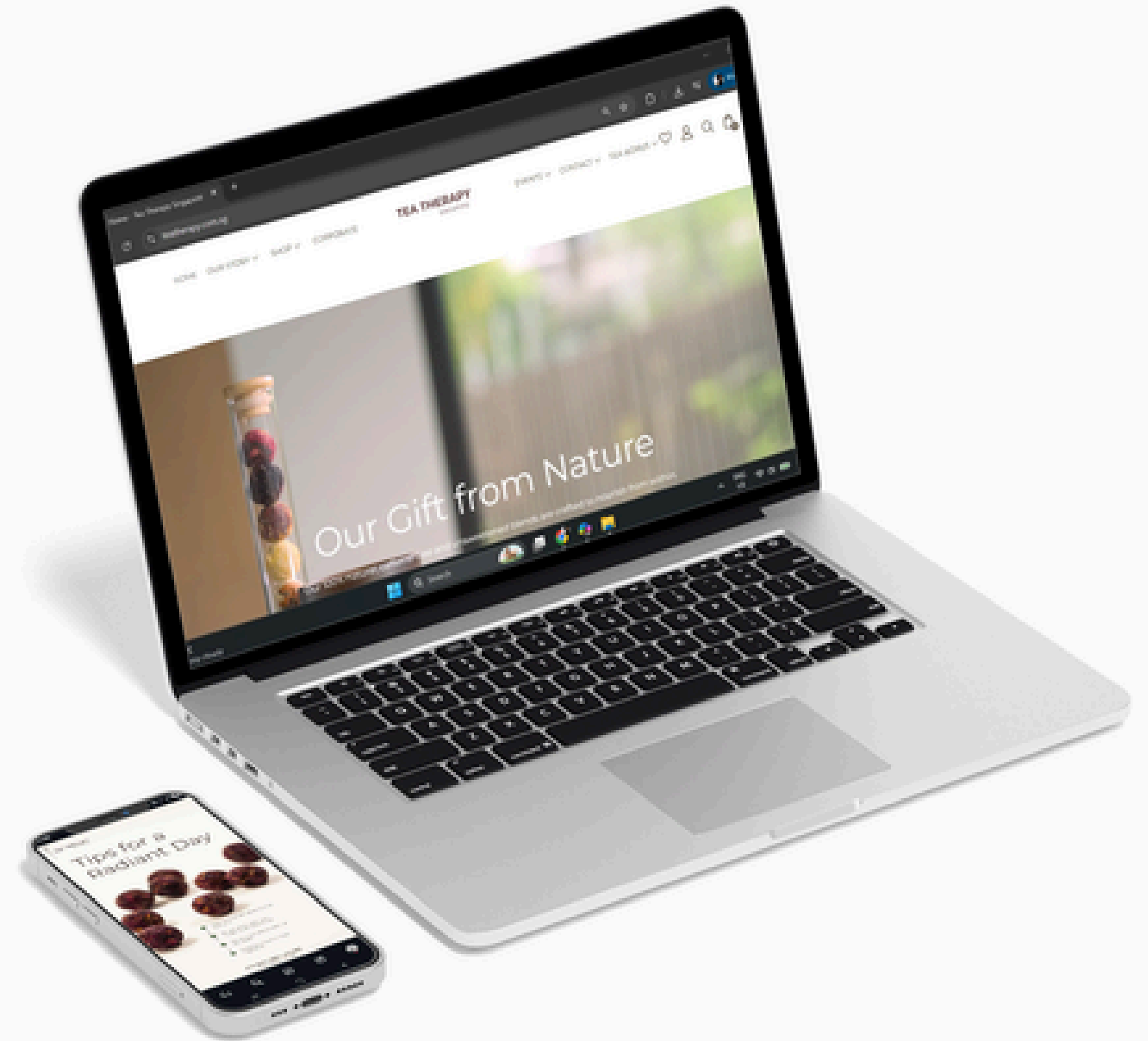


Testimonial

FROM TEA THERAPY'S FOUNDER

"Walker Technology helped me with my company's digital transformation. They helped not only to teach how to manage e-commerce, but also how to optimise my digital marketing."

-Sheena Lim, founder of Tea Therapy




Bullion Point

DIGITAL TRANSFORMATION

Walker Technology was engaged by Gita Jewellers Pte. Ltd. to kickstart their e-commerce bullion brand "Bullion Point", with a new website build and digital marketing structure.

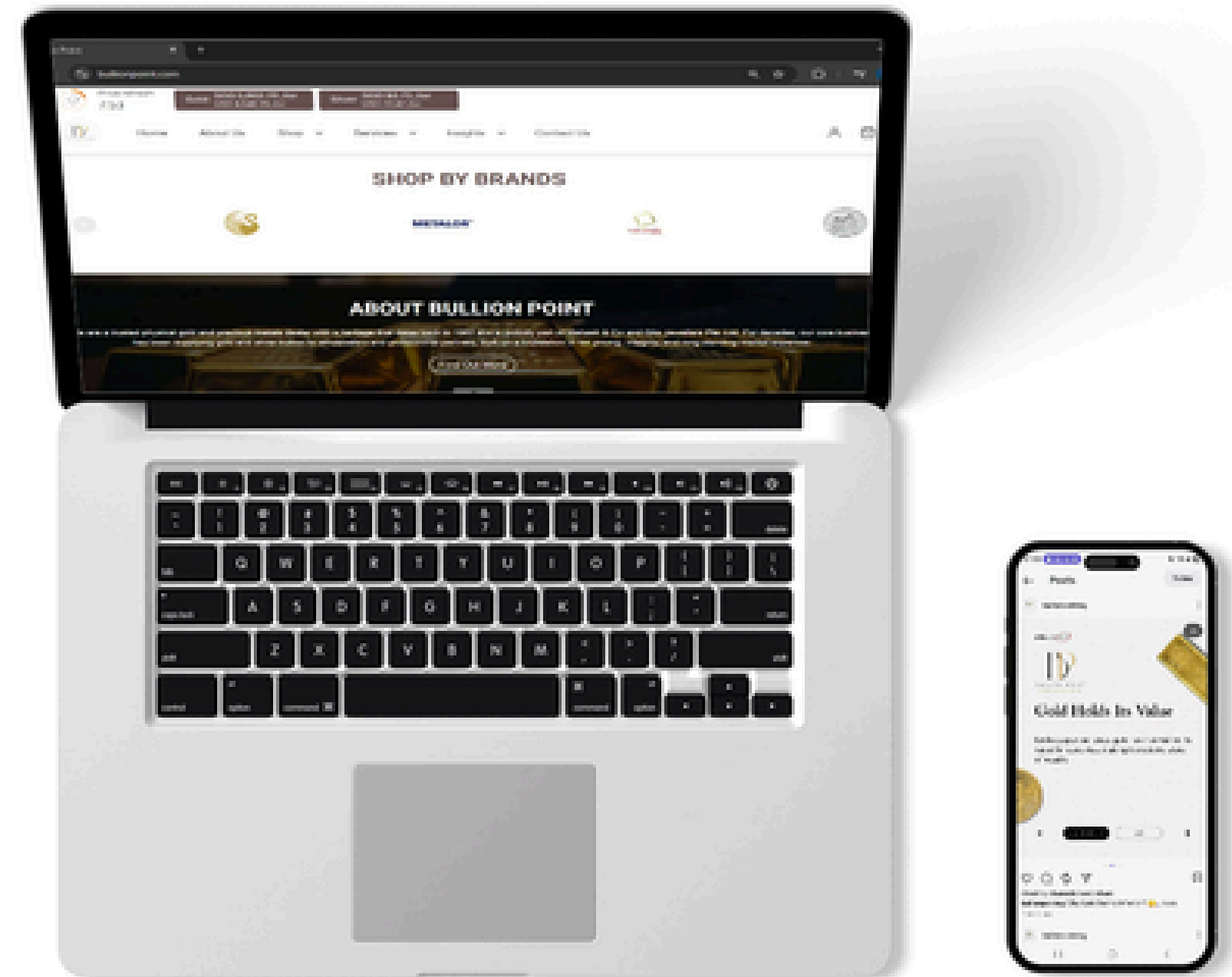
Bullion Point is the trading brand affiliated with Mahesh and Company Pte. Ltd., a trusted precious metals dealer with over 60 years of history. It prides itself in transparency and fair pricing, which we aimed to showcase in the website and marketing campaigns.





We worked closely with SiteGiant, one of our SaaS partners specializing in e-commerce platforms, to build an online bullion retail website. Key functions include live-updated pricing due to fluctuating gold and silver prices, as well as implementation of CRM to collect customer details, under compliance of Ministry of Law.

The social media and website also has a large emphasis on educating and informing, with many insights and posts for new or experienced gold traders.





During the business analysis, we aimed to focus more on building customer trust with the history of Mahesh and Co., rather than solely rely on the brand's competitive pricing. Brand storytelling can build customer loyalty and increase the chances of word-of-mouth marketing as well.

Staff were trained on how to maintain the website, CRM and digital marketing. The programmer also conducted in-depth training for the additional API to update pricing, and many SOPs were created for a smoother handover process.





The website had a very successful launch, with earnings of over \$1000 within the first week of running Google Ads. There has been a steady stream of inquiries and purchases from the website, and the company is exploring other forms of marketing.





Besco

DIGITAL TRANSFORMATION

During the period of the transformation project, Walker Technology guided Besco's staff in building a new B2C website, as well as implementation of CRM and Whatsapp automation to streamline marketing flow.

We also optimized the main website for B2B conversions, including galleries of previous projects and clearer menu navigation.



The corporate website contains information about Besco and their services. It is built for B2B conversions, and includes a gallery of what they have done for previous clients.



For customers looking to renovate their bathroom, the online marketplace sells individual bathroom parts like toilets. This is targeted towards the B2C market.

Besco



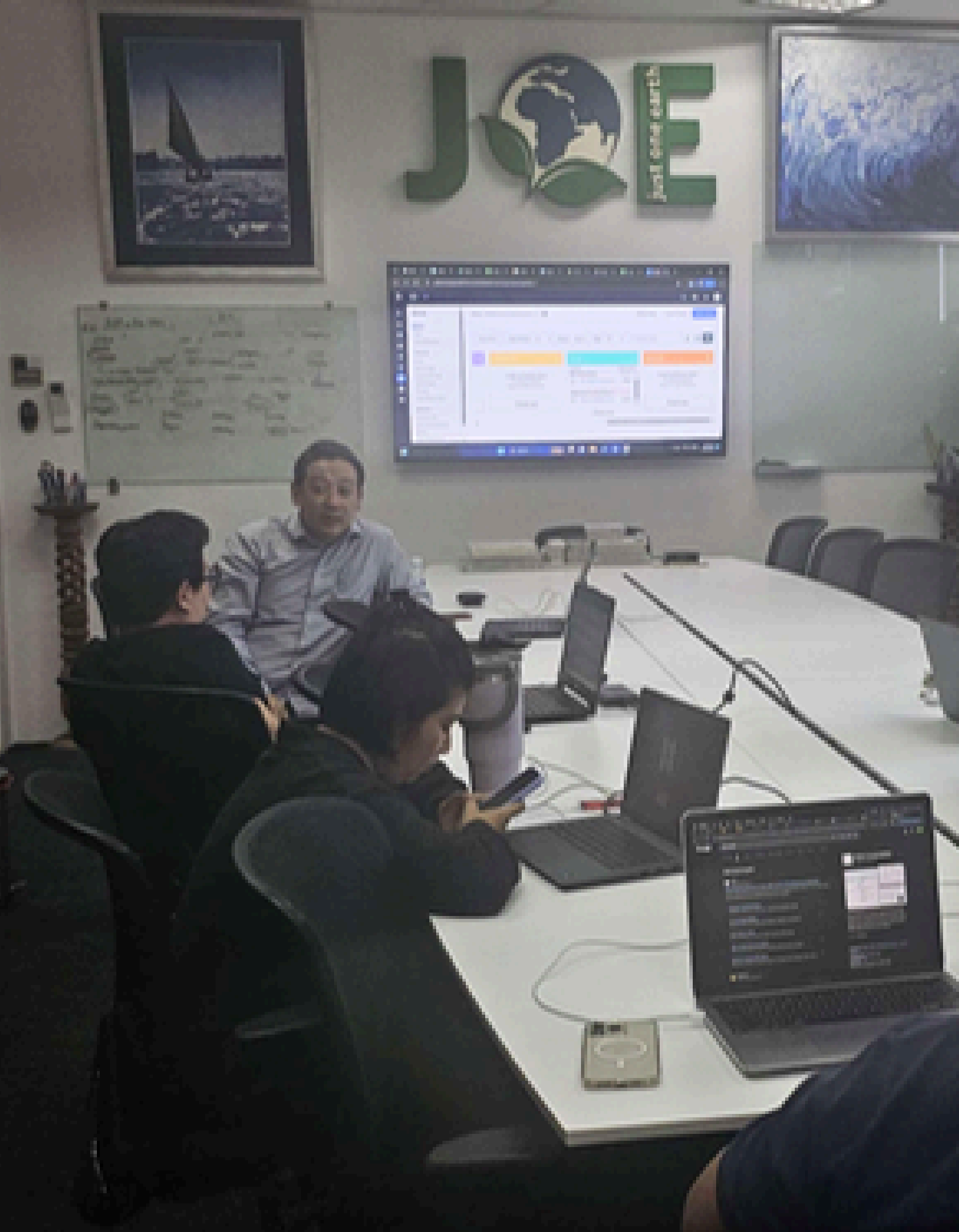
JOE Green

DIGITAL TRANSFORMATION

Walker Technology was engaged by JOE Green to create a comprehensive B2C website as part of the transformation project.

JOE Green is a manufacturer of construction materials, priding itself on its zero-waste process. It has contributed in projects in multiple countries, such as Singapore, Malaysia and Indonesia.






Weekly brainstorming sessions were held with staff to gain a deeper understanding on the construction industry in Singapore, as well as their business operations in a B2B setting.

Adapting the current user flow to a B2C setting required addressing the needs of a brand new target audience, which meant price adjustments from wholesale to retail.





Shopify was chosen for the online store due to its ease of management and high customization.

Other than price adjustment for retail, a knowledge base was also required for independent builders to use JOE Green materials like thermal screed. Together with the staff, we designed a resource centre, with blogs and product FAQs.

A dedicated team of staff were trained in e-commerce and website maintenance, as well as social-media marketing.



Testimonial

FROM JOE GREEN'S STAFF

"I'm currently attending Walker Technology's e-commerce training and it's been excellent. The program is well-structured and practical. The instructors are knowledgeable and make complex concepts easy to understand. I'm gaining valuable skills and confidence in managing and growing an online business. Highly recommended!"

-Zaneta, Staff at JOE Green

