



# EXMOUTH MARKETING



Create. Captivate. Inspire.

## Service Offering 2025

# Who we are



## Tom

General Manager

A marketing leader with nine years' global experience across a range of industries, ranging from FMCG to Investment Banks, luxury hotels, most recently in sustainable beauty & personal care. Experienced in digital marketing, B2C, B2B, marketing strategy, cross-border business, and the analytical and creative aspects of marketing campaigns.

Market Experience: US, UK, CN, SG

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# How we work

We work with our clients in two ways: **Strategy & Set-up**, and **Execution**.

## Strategy & Set-up

We help you build work streams from scratch, utilising our experience to create a solid foundation from which you can grow.

Typically done on a project basis, this way of working allows you to implement different marketing activities without having to hire a full-time work stream manager. You can then take over the work stream yourself or hire a junior, who we can also train, to execute day-to-day tasks.

## Execution

We also work with companies who need extra capacity to execute marketing initiatives, both those set up by the business or those set up by us via Strategy & Set-up.

This way of working is typically on an on-going monthly retainer basis, but project-by-project options can also be discussed. This would be for the case of a new product launch, event, or other time-dependent activity.



# Small business partnerships

We work with small businesses to offer competitive rates that work for you and your budget.

We also know it can be daunting to look at a long list of possible services and make a decision if you haven't focused on marketing before.

That's why we offer no obligation chats about overall marketing strategy, what to focus on first and why, and how to expand on your marketing initiatives as your business growth.

Your success is our success.



# How we can help you

## Marketing Audit

- Multi-channel marketing audit
- Recommendation reporting
- Overall marketing strategy

## Website

- Structure review
- Conversion optimisation
- UX/UI review

## SEO

- Website optimisation
- SEO content writing
- Blog strategy & management

## Email Marketing

- Automations/flow set up & management
- EDM campaigns
- EDM calendar creation

## Content

- Copywriting
- Content strategy
- Creative direction
- Content production

## PR

- PR Strategy
- Press release writing
- Media outreach

## Design

- Basic design capabilities
- Basic photo & video editing
- Visual merchandising strategy

## Events

- Event ideation
- Event marketing support
- Event assistance

## Social Media

- Social media strategy
- Content creation
- Account management
- Content calendar production
- Influencer management

## Advertising

- Meta ads management
- Tiktok ads management
- Google ads management

## Creative

- Photoshoot production
- Video shoot production
- Design creative direction

## Tech Stack

- Tech stack review
- Tech recommendations



# Examples of work

## Organic Social Media

- Full management of Instagram and Facebook channels
- Content calendar creation for minimum 12 posts per month
- Daily UGC story reposting and posting of promotional artwork
- Creative direction and shot list creation for all content
- Simple photography
- Simple videography and short form video creation
- Answering of all comments and direct messages within 24 hours
- 2x content creation shoot management per month (with photographer/videographer)
- Monthly reporting on growth and engagement

## EDM Automations

- Creation of standard automated EDM flows, e.g. Customer Winback, Abandon Cart, Abandon Checkout, Welcome Series, etc
- Creation of custom automated EDM flows linked to specific business cases, e.g. collection/line upselling, how-tos
- Creation of weekly EDM blasts for regular business
- Creation of time-specific EDM blasts, e.g. for events
- Creation of standardised template for all EDMs, which can be used for any future campaigns
- Audience segmentation for standard flows, custom flows, and EDM blasts.
- Monthly reporting and analysis on sales and key EDM metrics

## Social Media Ads

- Creation of new customer prospecting ads to increase sales and customers
- Creation of retargeting ads to maximise ad spend and conversions
- Simple content creation for all ads
- Audience segmentation and creation based on business audiences, customer behaviour and lookalike audiences for relevant groups
- Launch of five new ads at the start of the project and one new ad per week for the duration of the project

## Flexible Monthly Retainer

- Regular monthly retainers for pre-agreed work, e.g. same deliverables every month
- Customised, flexible retainers for work pre-agreed before the beginning of each month, e.g. different deliverables every month
- Retainers covering all combinations of services listed on the previous page



# Brands & Businesses we've worked with

THE  
SINGAPORE  
EDITION<sup>®</sup>

FYSH

WONDER  
ROOM

 **STUDIOS**  
OCO + DCI PARTNERSHIP

ROCK DAISY

THE POWDER SHAMPOO<sup>®</sup>



EDEN + ELIE

Restore

FINIX

# Get in touch

The next step is to get in touch for a no obligation chat about your marketing needs, any timelines you have, and your current capacity so we can brainstorm how best to get the results you need.

Then browse through the work streams we currently cover and let us know what jumps out to you so we can factor that in to the overall service.

Looking forward to working together.

**Tom Hudson**

**General Manager**

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