

## What We Do

AsiaComm is proud to have played pivotal roles in the success stories of one and many companies. And not just in cosmopolitan Singapore, but around the region as well.

For instance, our solutions services offered to an IT client formulated and executed the organisation's quarterly in-country integrated marketing plans for four countries, which included China (Beijing, Shanghai and Guangzhou), Singapore, Hong Kong and Taiwan. Services rendered entailed Channel Marketing, Retail Marketing Management, Collateral Management, Database Management, E-commerce Strategy Counseling, and Events Management.

At all contact points, the essentially pervasive marketing communications plan transpired the intended message formally and informally, internally and externally, wherever and whenever people interacted with the client's organisation.

To ensure cohesion of the many activities involved in the totality of the marketing mix, from channel marketing, to sale management, innovation coupled with initiative and dynamism is exercised.

Succinctly, if you are looking for a partner who will not only value-add, but grow with your business at the same time, look no further than AsiaComm.

## AsiaComm's Vision

To Develop and Execute  
Effective Marketing Strategies and Services  
for Organizations who seek to  
Gain Market Share and Increase Brand Value.

*AsiaComm Delivers Marketing Solutions.*

## Services Offered

1. Strategic Consulting
2. Channel / Direct Marketing
3. Marcom Management
4. E-commerce Marketing
5. Event Management

## Strategic Consulting

At AsiaComm consulting packages are tailored based on specific business needs, stipulated timeline and availability of resources. Customised marketing programmes target to maximise value over time, increase customer loyalty and deliver bottom line business goals. With an additional set of high value-added services, the integration of end-to-end marketing services, strategic counselling and programme development are achieved through production, execution and measurement.

AsiaComm has an in-house team of marketing and communications personnel who are able to design programmes, formulate strategies and perform execution work in the provision of integrated marketing management services.

The customised marketing programme is based on a thorough understanding of product needs, current market situation, challenges and sales network. Assisting to develop Go-To-Market strategies, build programmes, and offer strategic advice, market opportunities and benefits that are in line with the businesses marketing objectives are maximised.

## Channel / Direct Marketing

- Distributor & Reseller management

AsiaComm applies key drivers of successful channel development strategies, which include, growing market share against competitors via appropriate channels, increasing sales and managing partners cost-effectively. For instance, the deployment of a *targeted one-to-one marketing approach* increases partners' exposure, facilitating the dissemination of product information, marketing goals, price and availability in a controlled and cost effective way.

A well-managed partner management programme targets valuable distribution partners. Their growth and development enhance skills sets that is necessary in product and services marketing to the end-users.

- Distributor & Reseller communication (i.e., One-to-One Marketing)

AsiaComm aims to efficiently connect partners with partners. With established processes, communication channels are utilised with minimal costs. These channels include newsletters, product/business/press announcements, promotional programmes, price and availability information. Aided by a full-fledged collateral fulfillment services, all parties are kept abreast of the latest information.

- Channel marketing initiatives

Delivering end-to-end channel/direct marketing services, AsiaComm's *channel marketing* initiatives will assist you on the following as well:

- Programme management
- Lead generation
- Channel recruitment and dbase management
- Try and buy programmes
- Response handling, management and fulfillment
- Order/fulfillment verification and tracking, including phone, fax, and web-based response
- Outbound/web-based surveys
- Tier one customer support
- Product information management
- Retail channel management — store market positioning, in-store audits and POS materials creation

### **Marcom Management**

An integrated set of multi-media services forms the core of AsiaComm's marcom management and fulfilment solutions. Namely, these are media counselling, advertising, promotions and collateral management and fulfilment. Offering end-to-end management responsibility for business sales and marketing materials the scope of services ranges from creative design conceptualisation, production, response handling to delivery.

### **E-commerce Marketing**

An integral part of the communications plan, AsiaComm provides professional web consulting service. Widely used advanced web-based solutions translate into efficiency for business-to-business, or business-to-consumer marketing. The complete e-commerce website development package, includes web architecture conceptualisation and planning, web design for storefronts that meets business branding goals and unification of web platform to run simultaneous marketing promotional campaigns.

## **Event Management**

We at AsiaComm believe in listening to our clients' needs first. This, combined with our experience, creativity and tireless dedication, will make your event memorable.

AsiaComm's comprehensive scope of events services are segmented into the following categories:

- Event Design and Production
- Structure and Engineering
- Event Management Services
- Moving Visuals and Video Production

AsiaComm is able to provide end-to-end events management services. These include:

- Resource management — involves managing time, people and budgets.
- People management — involves the engagement of the right personnel to put the event together.
- Responsibility management — involves an understanding of risk management principles and an appreciation of legal issues when building an event.
- Production management — involves the organization of all the tangible elements of the event (i.e., everything you can see touch, hear, or taste at the event including decor, staging, catering and entertainment).

*For more information on how our services can meet your needs, please contact us at:*

*Email : [contact@asiacomm.net](mailto:contact@asiacomm.net)*