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# Digital Marketing Proposal

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Presented By  
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(aka KHAI RAMBO)



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## 02 INTRODUCTION

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# Introduction - Meet Khai Rambo

I'm a real estate professional turned aspiring Digital Marketer with a bold vision: to merge the art of storytelling with the science of digital strategy. Known for my creative branding and larger-than-life presence, I believe that digital marketing isn't just about selling—it's about connecting people with experiences that truly matter. My aspiration is to transform the way businesses capture attention online, using data, creativity, and AI-powered insights to craft campaigns that spark curiosity, build trust, and drive action.

- Founded and grew “**Khai Rambo**”, a personal real estate brand built on creativity, AI integration, and storytelling.
- Engaged thousands through **short-form video marketing (TikTok, Instagram, Facebook)** with a mix of humor, education, and hooks.
- Generated consistent **qualified leads** by blending telemarketing strategies with digital touchpoints.
- Designed and delivered **content campaigns** that turned cold inquiries into warm, loyal clients.
- Leveraged **market insights** to create relatable stories that simplify complex real estate trends for everyday buyers.
- Developed a reputation for turning **social media content into conversations, and conversations into conversions.**



# Khairambo Consultancy Company Profile

Khairambo Consultancy is built on the belief that creativity and technology can transform how real estate connects with people. In a market crowded with competitors, Khairambo stands out by using **Digital Marketing powered by Artificial Intelligence** to understand audience behavior, predict trends, and deliver content that resonates. By blending data-driven insights with engaging storytelling, he manages his business strategically—reaching the right buyers at the right time, creating memorable experiences, and staying steps ahead in Singapore’s competitive real estate landscape.

*“Where Real Estate Meets AI – Smarter Marketing,  
Stronger Connections.”*



## 02 ANALYSIS

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# Problem Statement

1

## Why this is important to the company

Khai Rambo operates in a highly competitive real estate market where brand visibility, trust, and lead generation are critical. Without a strong digital marketing strategy, the company risks losing potential clients to competitors who are more digitally savvy and visible online. Building a powerful online presence is essential to attract, educate, and convert modern property buyers and sellers.

2

## How we can help to improve the situation

We will leverage data-driven digital marketing strategies across multiple channels (SEO, social media, paid ads, email marketing, and content marketing) to strengthen Khai Rambo's brand positioning. By combining AI-driven insights with personalized campaigns, we can improve visibility, engage potential clients effectively, and create trust through consistent, value-driven content.

3

## What will we set out to achieve

Our objective is to increase qualified leads, enhance brand awareness, and establish Khai Rambo as a trusted digital-first real estate advisor. Specifically, we aim to achieve:

- 30% growth in organic traffic within 12 months
- 25% increase in qualified lead conversions through digital channels
- Stronger brand recall and engagement across TikTok, Facebook, and Instagram



**To Achieve:**

# Business Goal

**Brand Awareness:** Strengthen Khai Rambo's visibility in the Singapore real estate market and position as a trusted agent.

**Leads Generation:** Acquire qualified property buyers and sellers through digital marketing campaigns.

- **5,000+ engaged followers** across TikTok, Instagram, and Facebook combined.
- **300 qualified leads** per month from organic and AI-automated marketing funnels.
- **50 property transactions** closed per year, with 80% originating from online presence.

Market Analysis:

# Target Audience: (HDB Upgrader to Private Property)

## Demographics

Name: Aisha

Age: 33

Gender: Female

Occupation: HR Manager in MOE

Income Level: \$10,000/month combined

Location: Punggol, Singapore

## Interests

- Family outings, online shopping
- café hopping, travel

## Behaviors

- Family stability and children's future come first
- Practical but willing to spend more for quality and long-term benefit

## Pain Points

- Current HDB feels cramped; looking for more space and privacy
- Unsure how to finance a private property without over-stretching loans
- Confused about market timing and whether to sell first or buy first

## Motivations

- A dream family home that offers safety, space, and status
- Maintain work-life balance and financial security

Market Analysis:

# Target Audience: (Property Investor)

## Demographics

Name: Ivan

Age: 27

Gender: Male

Occupation: Senior Executive at Google

Income Level: 18,000/month

Location: Hundred Palms EC at Hougang, Singapore

## Interests

- Golf, reading finance blogs
- fine dining, collecting watches

## Behaviors

- Numbers-driven, ROI-focused
- Prefers working with professionals who show expertise with data

## Pain Points

- Unsure which property type offers best rental yield and capital growth
- Wants to avoid pitfalls like high ABSD (Additional Buyer's Stamp Duty)
- Needs a property agent who understands investment metrics, not just selling

## Motivations

- Achieve financial freedom before 50
- Grow net worth through safe but profitable investments

Market Analysis:

# Target Audience: (Club 55 - Retirees)

## Demographics

Name: Remy & Rose

Age: 56 & 55

Gender: Male & Female

Occupation: Semi-retired and driving PHV and part time tutor

Income Level: 3,000/month

Location: Executive Maisonette HDB at Tampines, Singapore

## Interests

- Gardening, cooking
- Volunteering, staying active

## Behaviors

- Security and comfort over prestige
- Family and health are top priorities

## Pain Points

- Current home is too big and hard to maintain
- Wants to free up cash from property for retirement needs
- Worried about paperwork, HDB rules, and financial arrangements

## Motivations

- Sell large home, move to smaller apartment or 3-room HDB
- Live debt-free with more cash for travel and hobbies

## Market Analysis:

# Target Audience: (Caring children of The Retirees)

### Demographics

Name: Syed

Age: 37

Gender: Male

Occupation: Finance Manager in CPG Facilities Management

Income Level: 12,000/month

Location: 4 room HDB at Pasir Ris, Singapore

### Interests

- Family travel, café hopping
- Shopping for home decor, attending school events for kids

### Behaviors

- Family-first mindset — willing to spend time and money to ensure parents' well-being
- Values security, comfort, and long-term planning
- Prefers working with a trustworthy, patient agent who can handle sensitive family discussions

### Pain Points

- Parents are living in a big, older home that's difficult to maintain
- Parents are emotionally attached to the property and hesitant to sell
- Worried about parents' safety, accessibility, and ability to manage finances in retirement
- Unsure about the HDB/CPF rules for selling, buying, or inheriting property

### Motivations

- Help parents move to a smaller, more manageable home near family
- Ensure parents are financially comfortable without debt
- Reduce parents' physical strain from maintaining a large house

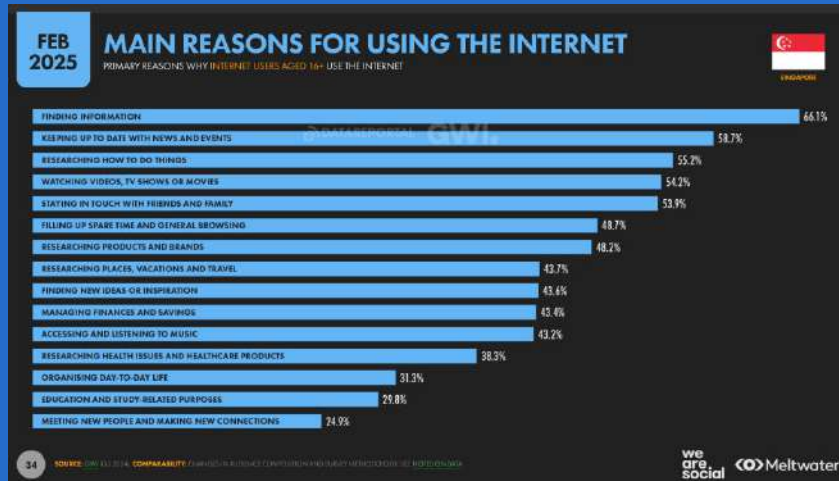
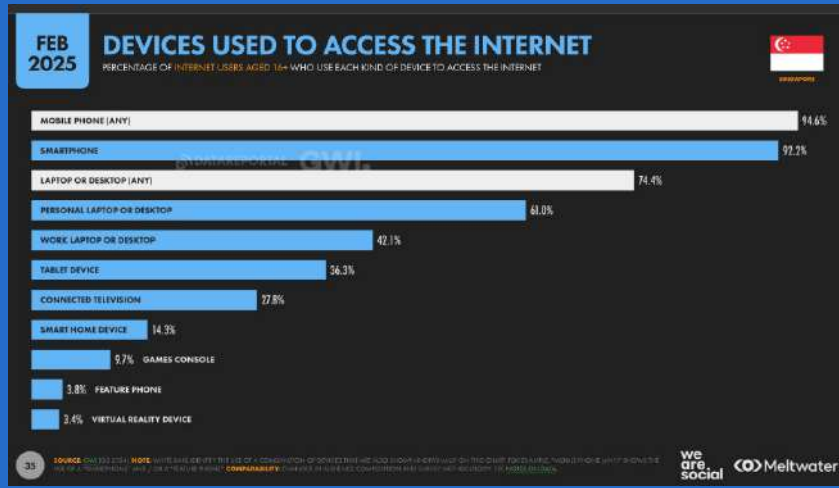


Market Analysis:

# Social Media Landscape

The social media landscape can be analyzed to understand trends, audience behavior, platform strengths, and competitors through reports and ad libraries.

**Generative AI & experimentation:** creative experimentation, AI-assisted copy/creative generation and active social listening are top trends in 2025 — use AI to scale thumbnails, hooks and A/B variations for ads



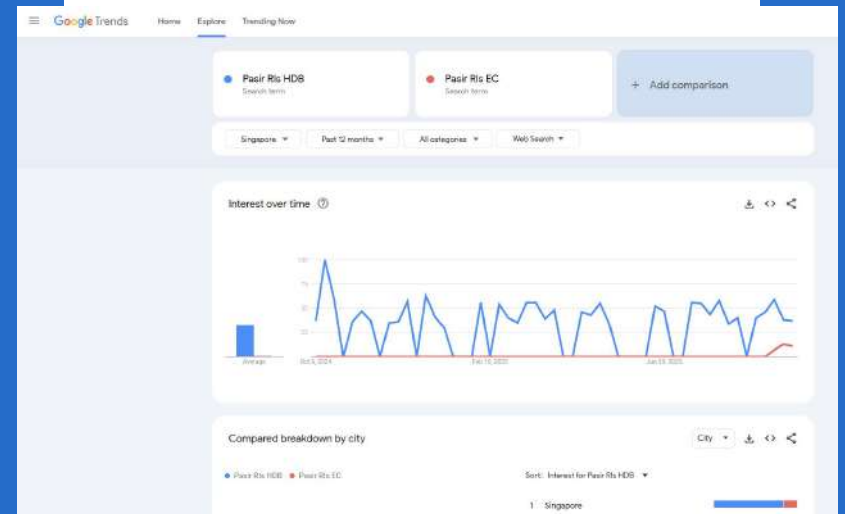
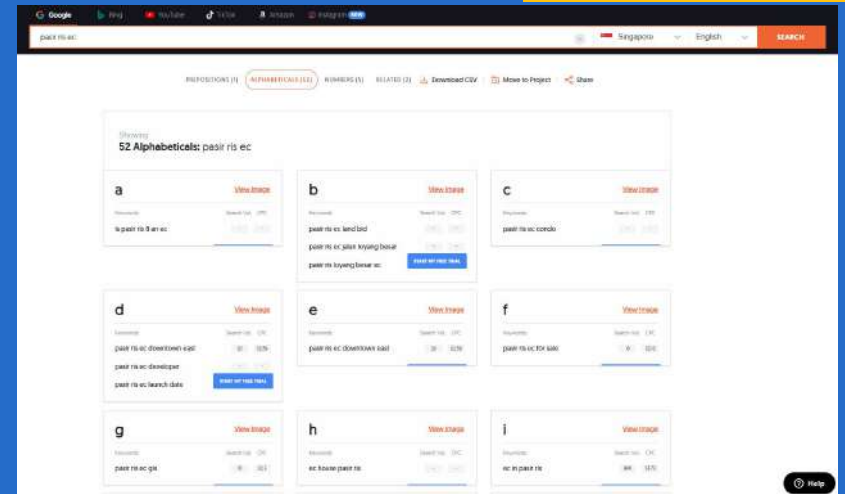
# Market Analysis: Search Landscape

The search landscape can be explored using tools like AnswerThePublic, Google Trends, and others to understand user intent and trends.

## ANSWERTHEPUBLIC & GOOGLE TRENDS SNAPSHOT REPORT – (PROPERTY MARKET 2025)

### Objective:

To analyze public search interest, cost per click and rising property-related keywords in Singapore, focusing on Pasir Ris and East Region to identify marketing opportunities.



Market Analysis:

# Company, Competitors, & External Trends

Analyze internal and external areas such as your brand, competitors and market trends to sharpen strategy and connect better with your audience.

Company (+/-)	Competitors and external trends and factors (+/-)
<ul style="list-style-type: none"><li>● <b>+ Strong personal branding</b> with "Khai Rambo" identity (unique, memorable, and relatable).</li><li>● <b>+ Trusted client service</b> with proven track record (helping clients sell/buy HDB without loan).</li><li>● <b>+ Growing digital presence</b> on TikTok, Facebook, and other platforms.</li><li>● <b>- Limited ad budget</b> compared to larger agencies.</li><li>● <b>- Brand still in early growth phase</b>, needing stronger authority in the market.</li><li>● <b>- Reliance on organic traffic</b>, not yet fully optimized with advanced SEO/paid campaigns.</li></ul>	<ul style="list-style-type: none"><li>● <b>+ High demand for property content online</b>, especially on TikTok, Instagram, and YouTube.</li><li>● <b>+ Rising interest in HDB upgrades, ECs, and new launches</b>, especially among young families.</li><li>● <b>+ Government cooling measures create education gaps</b> → opportunity for Khai to position as trusted advisor.</li><li>● <b>- Strong competition from established property agencies</b> with larger budgets and teams.</li><li>● <b>- Digital ad costs (Meta, Google) increasing</b>, requiring more efficient targeting.</li><li>● <b>- External economic uncertainty (interest rates, global markets)</b> influencing buyer confidence.</li></ul>

# Market Analysis: SWOT Analysis

A SWOT analysis helps Khai Rambo identify strengths, weaknesses, opportunities, and threats for a overall business plan

## Strengths

- **Strong Personal Brand Identity** - “Khai Rambo” is a memorable and distinctive persona that blends confidence, entertainment, and professionalism—ideal for TikTok, Instagram, and Facebook audiences.
- **Expertise in Real Estate** - Deep domain knowledge in HDB resale, EC launches, and private property investment. Clear understanding of asset progression strategies, appealing to both first-time buyers and upgraders.
- **AI-Powered Marketing Integration** - Early adoption of AI tools for content creation, analytics, and automation (e.g., ChatGPT, AI Engine plugin, SEO AI tools). Creates a tech-savvy impression for younger audiences.

## Opportunities

- **Rising Demand for Digital-First Agents** - Singapore’s property buyers increasingly prefer agents who are active online, transparent, and data-driven—exactly the positioning of Khai Rambo.
- **TikTok & Short-Form Video Boom** - Leveraging relatable property content with local humour, trends, and emotional storytelling can drive high organic reach.
- **AI & Data Analytics Expansion** - Use of predictive analytics, chatbots, and automated valuation tools to position Khai Rambo as a “tech-enabled realtor”
- **Market Uncertainty = Advisory Demand** - With volatile interest rates, buyers and sellers seek trusted advisors—Khai Rambo can position himself as the “property clarity coach”
- **Strategic Collaborations** - Partnerships with mortgage brokers, interior designers, or lifestyle influencers can widen the ecosystem and cross-sell opportunities.

## Weaknesses

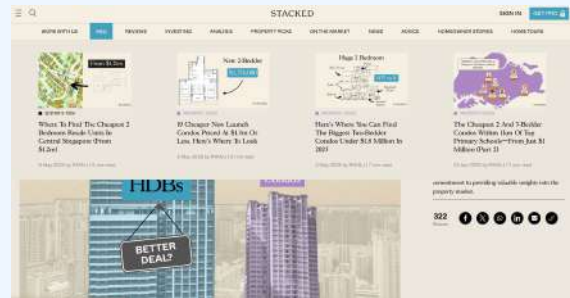
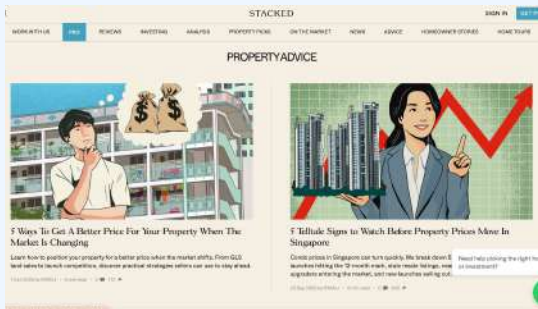
- **Inconsistent Posting Frequency** - Social media activity sometimes fluctuates, affecting algorithm visibility and audience retention.
- **Limited Budget & Loan Constraints** - Financial limitations could restrict reinvestment into advertising, staffing, or new tech adoption.
- **Manual Lead Nurturing** - Current funnel relies heavily on manual follow-ups via DMs or calls rather than automated CRM flows (e.g., HubSpot or Mailchimp triggers).

## Threats

- **High Competition Among Realtors** - Intense market saturation from digital-savvy agents (e.g., Property Lim Brothers, Thomas Tong, Marcus Luah). Requires stronger differentiation.
- **Platform Algorithm Changes** - Dependence on social algorithms means sudden reach decline or shadow bans can hurt brand visibility.
- **Cooling Measures** - Changes in HDB/URA policies or CPF rules could dampen transaction volume and affect commissions.
- **Rapid Tech Evolution** - Continuous adaptation needed to new AI tools, SEO rules, and privacy regulations (PDPA, cookies, etc.).

# Market Analysis: **Competitor Stacked Homes**

In a competitive market, brands must analyze one another to assess their value proposition, digital capabilities, and positioning in relation to the target audience.



A Singapore property media brand producing long-form market analysis, guides, and listing reviews (website + YouTube). Good for buyers wanting detailed, data-driven content.



**Authoritative, research-led content — builds trust.**  
in-depth articles, price trend analysis, and comparison pieces

**Strong SEO and evergreen content**  
captures high-intent search traffic (property guides, neighbourhood deep dives)

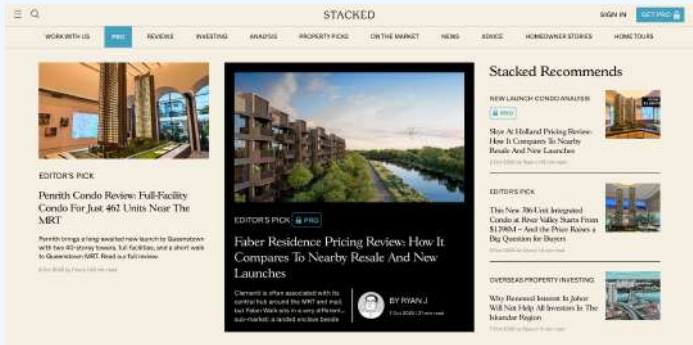
**Polished multimedia output (longer videos, articles)**  
appeals to serious buyers and investors



**Less focus on short-form viral content (TikTok/Reels)**  
slower to capture younger audiences

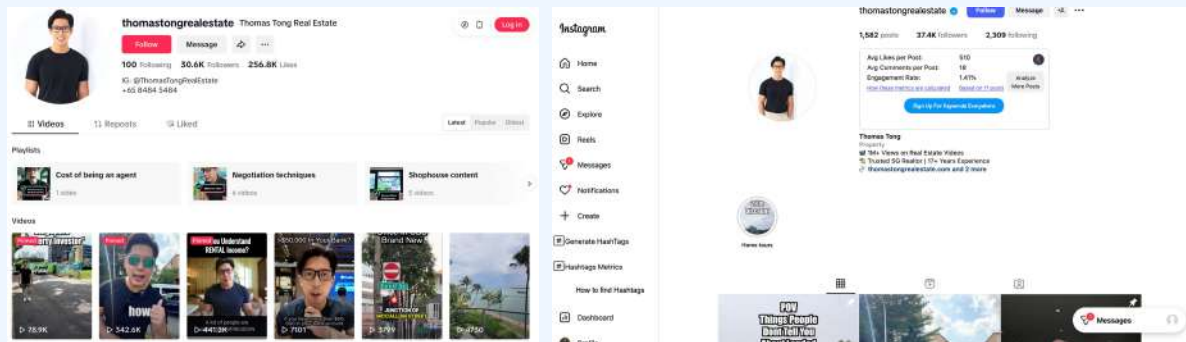
**More editorial than agent-led — weaker personal agent connection**  
audience may view it as media, not a single trusted agent

**Lead conversion as an agency may be lower without direct listing calls-to-action**  
visitors may consume content but not become clients immediately.

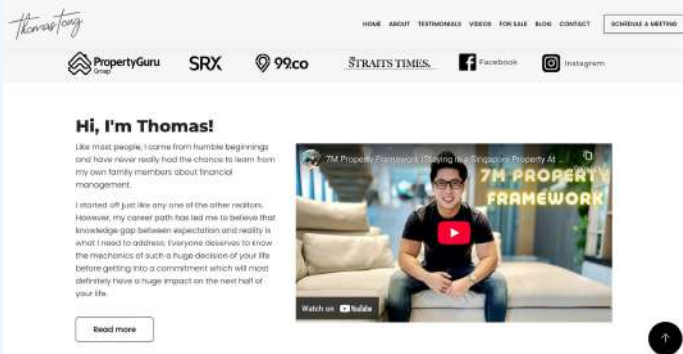


# Market Analysis: **Competitor** **Thomas Tong**

In a competitive market, brands must analyze one another to assess their value proposition, digital capabilities, and positioning in relation to the target audience.



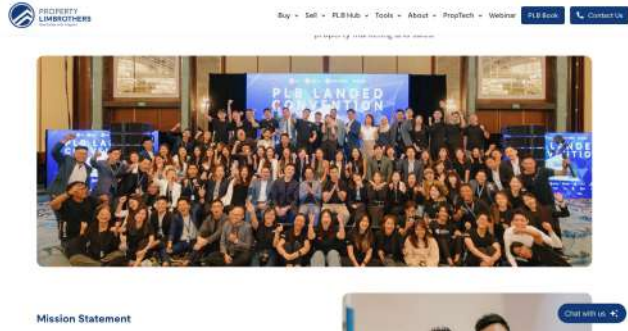
An Individual realtor who creates listing tours and explainer videos – often active on Reels/TikTok and Facebook.



+	-
<p><b>Video-first content (listing tours, walkthroughs).</b> strong visual engagement and showcasing of properties.</p>	<p><b>May be lower on long-form educational content</b> limited SEO authority</p>
<p><b>Good at local market commentary</b> positions as knowledgeable and current</p>	<p><b>Visibility tied to platform algorithms (risk if reach drops)</b> inconsistent organic reach can hurt lead flow</p>
<p><b>Quick response / messaging via socials</b> converts social interest into chats and leads</p>	<p><b>Less documented proof of strategy for investor clients</b> perceived as transactional for listings</p>

# Market Analysis: Competitor Property Lim Brothers

A family/team brand (Lim Brothers) producing property tips, listings, and community-focused content across socials.



+	-
<p><b>Team/brand scale — multiple faces for content and coverage</b> can run multiple campaigns and handle many leads</p>	<p><b>May lack distinct personal storytelling for each agent</b> harder for any single agent to become a standout personality</p>
<p><b>Localised/community outreach</b> strong in neighbourhood groups and FB communities</p>	<p><b>Risk of diluted messaging across team members</b> inconsistent branding may confuse prospects</p>
<p><b>Consistent posting across channels</b> builds steady visibility and familiarity</p>	<p><b>Potentially limited thought leadership (less long-form analysis)</b> more transactional/content of the day than deep guides</p>

# Market Analysis: Competitor Marcus Luah

An Agent/influencer who blends property investing tips with personal brand content — targets investors and wealth builders.



+	-
<p><b>Investor audience — higher Lifetime Value clients.</b> content appeals to investors, not just first-timers.</p>	<p><b>Might alienate mass-market HDB clients</b> messaging skewed to investors</p>
<p><b>Thought leadership on investments</b> positions as an advisor rather than just a seller</p>	<p><b>Content complexity can be intimidating for casual buyers</b> less accessible for first-time homebuyers</p>
<p><b>Cross-platform presence (YouTube, TikTok, IG).</b> multiple touchpoints for discovery</p>	<p><b>Heavy reliance on perceived expertise — requires consistent proof</b> needs case studies and track record to maintain trust.</p>

# Market Analysis: **Competitor** Tong Boon (Homeseller)

An Independent agent/content creator with listing reviews, fixed-fee model commentary and condo walkthroughs (YouTube/TikTok).

+	-
<p><b>Niche positioning (fixed-fee / value proposition)</b> differentiates on pricing and transparency.</p>	<p><b>Pricing angle can pigeonhole audience</b> may lose clients seeking premium service</p>
<p><b>Strong video content and reviews</b> builds credibility via property demos</p>	<p><b>Competition from other fixed-fee players</b> statement of pricing alone isn't always enough to convert.</p>
<p><b>Appeals to cost-conscious sellers/buyers</b> attracts users comparing agent models</p>	<p><b>Requires heavy content production to maintain momentum</b> resource intensive.</p>

An Agent/creator known for outspoken commentary on industry practices (often talks about commissions, agent models) and strong social media presence

+	-
<p><b>Distinctive voice — stands out in crowded feed</b> bold opinions drive engagement and shares</p>	<p><b>Polarising — may deter more conservative prospects</b> not suitable for all audiences</p>
<p><b>Media attention and controversy can amplify reach.</b> useful for rapid awareness spikes</p>	<p><b>Reputation risk if controversies escalate</b> needs careful PR management</p>
<p><b>Clear positioning (disruption/alternative models)</b> attracts clients who value unconventional approaches</p>	<p><b>Sometimes perceived as more talk than process</b> must back claims with proven outcomes</p>

## About Tong Boon

Meet Tong Boon, a key member of HomeSeller's Condo Team. By 26, he owned his first property under one name through his savings, an impressive feat given his humble beginnings. Raised in a low-income family, he started working at 15 as a shoe salesman to pay for his university fees and learned valuable lessons from various business ventures. Embracing setbacks as growth opportunities, Tong Boon found his calling in real estate after graduating from NUS with a degree in Real Estate. As HomeSeller's third full-time agent, he transacted over 100 HDB, Condo and Landed Properties in 2024, combining academic knowledge with hands-on expertise. His decision to pursue a career as a fixed-fee agent aligned with his desire to deliver value-driven service to clients at an affordable price.

- NUS Real Estate (Hons) Distinguished
- NUS Top 5% Public Speaker (2001)
- Transacted over 130+ HDB, Condo and Landed Properties in his record year

# Market Analysis: **Competitor** Patrick Chee

## Market Analysis: **Competitor** **Gina Tng (ERA)**

A High-performing agent with public profile, combines sales track record with polished social content and thought leadership.

**Profile**  
EXECUTIVE GROUP DIVISION DIRECTOR  
CEA Licensee RC27950

As an ERA Trusted Advisor and professional realtor, I am keenly aware of the role that property ownership plays in building a sense of personal belonging and security - this insight is what allows me to be an indispensable resource to all of my clients. Whether you are an aspiring owner-occupier, a discerning investor looking for lucrative properties, or a homeowner who is looking to put their property on the market, you'll find a trusted partner and negotiator in me. Look no further if it is a trusted property professional you need. Reach out today, and let's get started on realising your real estate goals!

**253** AWARDS  
**338** TRAINING ATTENDED  
**144** TRANSACTIONS (Past 2 Years)

+	-
<p><b>Strong track record and credibility</b> trusted by higher-value sellers/buyers.</p>	<p><b>High expectations — service must match image</b> any shortfall can be damaging</p>
<p><b>Polished personal brand and professional content.</b> earns trust quickly</p>	<p><b>Premium positioning may limit mass-market leads.</b> less appeal to budget-sensitive sellers.</p>
<p><b>Good media coverage / press mentions</b> increases authority and referrals.</p>	<p><b>Harder to replicate on a small ad budget</b> needs consistent inbound funnel to sustain</p>

## Market Analysis: **Competitor** **RIZQIN ADAM**

A young realtor using authentic storytelling, day-in-life content and relatable videos to attract first-time buyers

**PropNex**

I help families & individuals retire gracefully through property asset elevation.  
I also make videos and tell stories.

**Rizqin Adam** · 3rd  
I help families and individuals retire gracefully through property asset progression. & I tell stories.

PropNex Realty Pte Ltd  
Nanyang Technological University Singapore

+	-
<p><b>Authenticity resonates with Gen Z / younger millennials</b> builds trust through transparency and relatability</p>	<p><b>Needs more proof of large transaction closings</b> some audiences require established track records</p>
<p><b>Cost-effective content creation (simple, viral friendly)</b> high engagement with low production cost</p>	<p><b>May have limited reach among older buyers</b> platform choice can limit audience diversity</p>
<p><b>Strong community &amp; mentorship vibe</b> fosters long-term follower loyalty</p>	<p><b>Monetisation and scaling can be challenging</b> translating followers to high-value leads requires systems</p>

# Market Analysis: **Competitor** **NICK TAN (Selling Singapore)**

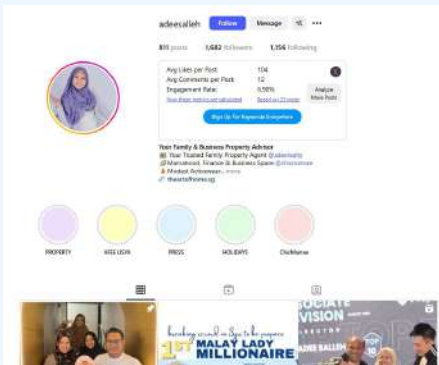
A Video-first realtor focusing on polished property videos, walkthroughs and market pieces – leans on high production values



+	-
<p><b>High production value → perceived premium service</b> professional videos attract quality leads.</p>	<p><b>Production cost can be high.</b> less nimble for quick, frequent posts</p>
<p><b>Good storytelling and listing presentation</b> helps sell lifestyle alongside property</p>	<p><b>May appear less approachable to budget clients</b> premium image can intimidate some sellers</p>
<p><b>Multi-channel distribution (YouTube + IG + FB)</b> multiple discovery points</p>	<p><b>Reliant on consistent content pipeline</b> interruptions in content flow reduce momentum.</p>

# Market Analysis: **Competitor** **ADEE SALEH**

An Agent producing educational market trend videos and practical tips – active on TikTok / FB for lead gen.



+	-
<p><b>Educational content builds authority quickly</b> useful for buyers/sellers seeking guidance</p>	<p><b>Lower emphasis on personal storytelling or lifestyle</b> may feel informational but not personable</p>
<p><b>Consistent short-form content production</b> helps sell lifestyle alongside property</p>	<p><b>Competition from many educational creators</b> differentiation can be harder</p>
<p><b>Tends to attract informed, conversion-ready leads</b> educational fans often become clients</p>	<p><b>Needs stronger CTA &amp; funnel to capture leads</b> education alone doesn't always convert.</p>

Agent specialising in listing tours and property videography — practical demos and

## Market Analysis: **Competitor** tours.

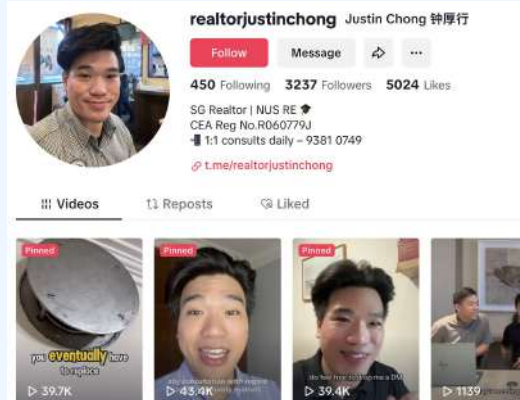
# DAN HO



+	-
<p><b>Excellent listing presentation and visuals</b> converts viewers into showing appointments</p>	<p><b>Limited long-form thought leadership or lifestyle</b> weaker at SEO-originated lead capture</p>
<p><b>Fast, digestible videos for social platforms</b> fits modern attention spans well</p>	<p><b>May compete mainly on visuals rather than service proposition</b> visuals alone may not justify premium fees</p>
<p><b>Good at cross-posting for reach</b> reels, shorts, and YT snippets</p>	<p><b>Requires steady supply of attractive listings</b> content quality tied to available stock</p>

## Market Analysis: **Competitor**

# JUSTIN CHONG



Digital-native realtor active on TikTok/IG with consistent short-form content and easy discovery links (Linktree)

+	-
<p><b>Strong discoverability on short-form platforms</b> easy first touch via viral clips</p>	<p><b>May lack deep SEO / long-term content assets</b> lead acquisition can be stop-start</p>
<p><b>Quick conversational follow-ups via DMs/WhatsApp</b> good conversion speed for social leads</p>	<p><b>Risk of inconsistent quality with frequent posts</b> variable content can dilute brand</p>
<p><b>Flexible content formats (tips, tours, testimonials)</b> appeals to diverse audiences</p>	<p><b>Smaller team/support vs big operations</b> scalability is limited</p>

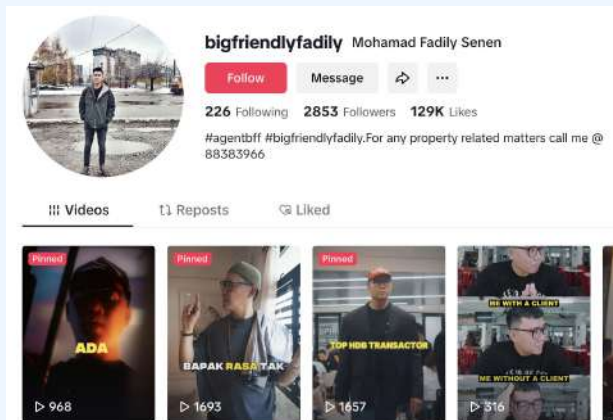
# Market Analysis: **Competitor** **DIDI Z**



Social media agent (short-form first) who uses personal storytelling and client testimonials to build credibility

+	-
<p><b>Strong testimonial &amp; social proof usage</b> video testimonials convert trust quickly</p>	<p><b>May be niche to certain customer profiles</b> storytelling may not attract investor segment</p>
<p><b>Personal storytelling drives emotional connection</b> clients feel personally represented</p>	<p><b>Heavy reliance on client availability for testimonials</b> cadence depends on closed deals</p>
<p><b>Good at referral generation</b> satisfied clients become advocate</p>	<p><b>Limited scalability without systems</b> hands-on approach challenges growth</p>

# Market Analysis: **Competitor** **FADILY SENIN**



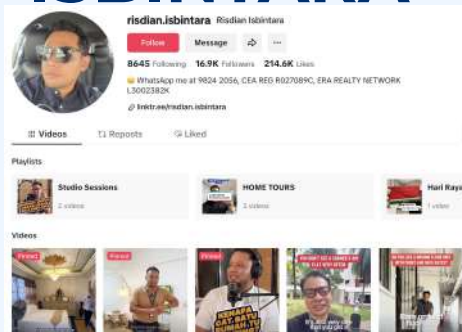
Agent focused on community content and approachable advice — family & HDB audience centric

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<p><b>Resonates well with family upgraders and HDB sellers</b> community-first messaging builds trust</p>	<p><b>May not attract premium, high-end listings</b> audience budget skew limits deal sizes</p>
<p><b>Strong presence in local groups and messaging channels</b> converts via FB groups and WhatsApp lists</p>	<p><b>Limited thought-leadership for investor clients</b> needs more data-driven content to broaden appeal</p>
<p><b>Approachable persona — lowers barriers to contact</b> good for first-time sellers</p>	<p><b>Organic reach on FB is declining — needs ads</b> must invest to sustain visibility</p>

# Market Analysis: **Competitor**

## RISDIAN ISBINTARA

Agent (often Malay-language content) serving specific cultural or language segments — niche community appeal

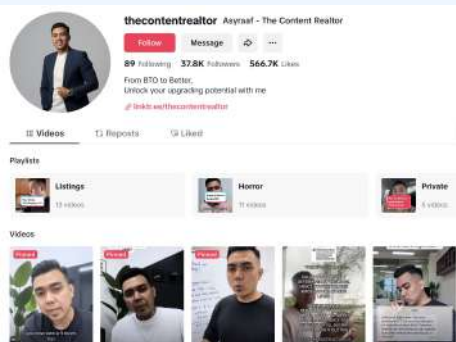


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<p><b>Niche language/community focus → strong trust within segment</b> better engagement with targeted cultural audience.</p>	<p><b>Audience size smaller vs mainstream English channels.</b> limited scalability without multilingual approach</p>
<p><b>Lower competition in niche language channels</b> easier to dominate search &amp; socials for that audience</p>	<p><b>May be overlooked by mainstream media/press</b> fewer PR opportunities</p>
<p><b>High referral rates within community</b> community recommendations convert well</p>	<p><b>Needs bilingual lead capture to expand reach</b> must translate value proposition for broader market</p>

# Market Analysis: **Competitor**

## Asyraaf Herohomes

Agent mixes short-form video (TikTok/IG Reels) with HDB-focused education and client success stories, and promotes an approachable, community-oriented image



+	-
<p><b>Clear authority &amp; credentials → trust</b> Official PropNex profile lists him in; major portals (PropertyGuru/99.co) show active agent presence and listings, reinforcing legitimacy and discoverability</p>	<p><b>Brand dispersion across multiple labels</b> Uses “HeroHomes,” “thecontentrealtor,” and personal name; without strong cross-linking/SEO, prospects may encounter fragmented profiles, reducing compounding search equity</p>
<p><b>Distinct personal branding &amp; content engine</b> TikTok presence and accolades signalling social proof to HDB upgraders. Team content on HeroHomes site and socials further amplifies reach</p>	<p><b>Platform-algorithm dependency</b> Short-form social traction (TikTok/IG) can fluctuate; if cadence dips or algorithms shift, lead flow may be volatile without deeper evergreen assets.</p>
<p><b>HDB upgrader niche with testimonial assets</b> HeroHomes pages emphasise upgrading pathways and feature client testimonials/case stories which lower perceived risk for mass-market audiences</p>	<p><b>Scaling credibility beyond HDB</b> Messaging leans HDB/upgrade. To win larger investor or luxury segments, needs more visible long-form analysis, PR features, and performance case studies that speak to that tier</p>

## Market Analysis: Strategic takeaways for Khai Rambo

Marketing Strategy	Target Details
<b>Unique Value Position</b>	Combine Khai Rambo's tall, memorable persona + "AI + human" theme (KHAI = AI) to sit between entertainer (TikTok) and explainer (YouTube/SEO). Position as "relatable expert" who makes complex property decisions simple.
<b>Hybrid Content Mix</b>	<ul style="list-style-type: none"><li>● Short-form: daily TikToks / Reels for reach (hooks + 15-45s tips).</li><li>● Long-form: weekly YouTube/long IGTV for credibility (deep dives, market explainers).</li><li>● SEO pillar pages (HDB guides) to capture high-intent search leads.</li></ul>
<b>Lead Funnel</b>	Use low-friction lead magnets (valuation tool, "HDB Upgrade Checklist") → landing pages → WhatsApp + Email nurture flow. Convert viral reach into contactable leads.
<b>Differentiate vs Competitors:</b>	<ul style="list-style-type: none"><li>● Against Stackeds/Copycats: focus on personality and conversions (not just analysis).</li><li>● Against fixed-fee or disruptor voices: emphasize outcomes and social proof (case studies, videos).</li><li>● Against niche language creators: keep bilingual assets for broader reach while maintaining niche community ties.</li></ul>
<b>KPIs to track</b>	Follower growth (TikTok/IG), organic search traffic (SEO), CPL from ads, lead→appointment conversion rate, and % of leads closed.

## Market Analysis: Strategic Recommendations

Strategic Plan	Plan Details
<b>Consolidate Brand Ecosystem</b>	Integrate all microsites under a single domain (e.g., khairambo.com) with SEO-optimised sub-pages for each property type.
<b>Automate Lead Funnel</b>	Use Mailchimp / HubSpot for nurturing sequences: “Lead → Engagement → Booking → Follow-up.”
<b>Balance Persona &amp; Professionalism</b>	Maintain “Rambo energy” on TikTok, but adopt a polished tone on LinkedIn & YouTube for investor-class clients.
<b>Collaborate with Influencers</b>	Co-create lifestyle or home-tour content with micro-influencers in design, parenting, and finance niches.
<b>Data-Driven Content Calendar</b>	Use Google Trends + GA4 insights to publish content around high-search keywords (“HDB 2025 grants”, “EC launch Tampines”).
<b>Build a Team for Scale</b>	Hire a virtual assistant or content editor to manage consistency and allow focus on deal closures.

## Current State

### 1 Inconsistent Content Cadence

Currently, social media content is posted irregularly (3–4 times a month). Engagement fluctuates, and there's no structured posting plan to sustain audience interest

### 2 Limited SEO & Website Presence

Khai's brand relies heavily on social media platforms, but there's no optimized website or blog content ranking on Google. Organic leads are minimal

### 3 Weak Lead Nurturing System

Enquiries from social ads or TikTok messages aren't always followed up systematically. There's no structured CRM or automation to track leads and conversations.



## Future State

### Structured Content Ecosystem

Implement a consistent content calendar (5x weekly posts) across TikTok, Instagram, and Facebook focusing on education, humor, storytelling, and property insights. Use AI-assisted tools like ChatGPT + CapCut for faster production

### Strong Digital Footprint with SEO-Driven Website

Launch a mobile-optimized website showcasing listings, testimonials, blog content, and lead capture forms. Implement keyword strategy ("HDB resale expert", "Pasir Ris property agent") to improve Google ranking and organic lead flow

### Automated Lead Nurturing Funnel

Integrate WhatsApp Business + Email Automation (Mailchimp) to segment and follow up with warm, cold, and hot leads. Auto reminders for follow-up, property updates, and valuation offers.

## Current State

### 4 Brand Awareness but Not Brand Authority

Khai's audience recognizes the name "KHAI RAMBO" from TikTok but lacks a clear understanding of his unique value proposition (Human + AI Property Advisor)

### 5 Low Conversion Rate from Social Media Leads

Most engagement stays on-platform; few convert into booked appointments.

### 6 Limited Ad Strategy

Occasional boosted posts without clear targeting or A/B testing



## Future State

### Strong Personal Brand Authority

Reinforce brand identity through storytelling videos, client success reels, and AI-powered insights. Position "KHAI RAMBO" as *The Real Estate Agent who blends human expertise with AI intelligence.*

### Optimized Conversion Funnel

Introduce clear CTAs ("Book Free Consultation", "Get Your HDB Valuation") on videos and bios. Use landing pages for lead capture with follow-up workflows to push appointments.

### Data-Driven Paid Ads Strategy

Monthly Meta + TikTok ad campaigns targeting specific personas (HDB upgraders, first-time buyers, EC buyers). A/B test creatives and retarget viewers for higher ROI

## Current State

### 7 Manual Content Planning

Ideas are created ad-hoc; no tracking of best-performing content or formats.

### 8 Limited Community Engagement

Followers watch videos but do not actively engage or form community ties

### 9 Minimal Collaboration with Other Industry Players

Marketing efforts are mostly solo; limited collaborations with mortgage brokers, interior designers, or other agents



## Future State

### AI-Enhanced Content Optimization

Use AI tools (ChatGPT, Notion AI, Metricool) to plan, track, and analyze high-performing posts to scale successful content themes

### Community-Building Approach

Launch “Khai Rambo Property Circle” via Telegram/FB Group — offering market insights, live Q&As, and early access to new listings. Build trust-based ecosystem around the brand

### Strategic Partnerships and Co-Marketing

Form partnerships with renovation experts, financial planners, and other agents to co-create content, share leads, and increase visibility through cross-marketing efforts

03

# DIGITAL MARKETING PLAN

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# Digital Marketing Plan

## REACH

### Build Awareness & Visibility

- Run targeted Facebook & Instagram Ads highlighting property insights and listings
- Optimize SEO on website/blog for Singapore real estate keywords
- TikTok content with hooks (market trends, fun “agent life” skits, property tips)
- Collaborate with influencers & property forums to increase exposure



## INTERACT

### Drive Engagement & Interest

- Create interactive polls, Q&A, and stories on Instagram & TikTok
- Publish educational content (market updates, financing tips, HDB insights)
- Run webinars or live streams about property buying/selling in Singapore
- Retarget visitors with display ads and remarketing campaigns

## CONVERT

### Generate Leads & Sales

- Develop landing pages with strong CTAs (property valuation, consultation booking)
- Offer free downloadable guides (e.g., “HDB Upgrading Roadmap”) in exchange for emails
- Implement lead forms directly in Facebook & Google Ads
- Automate follow-ups via email/SMS nurturing sequences

## ENGAGE

### Build Loyalty & Advocacy

- Send personalized email newsletters with curated property opportunities
- Create client success story videos and testimonials for social proof
- Establish a WhatsApp/VIP community for hot property updates
- Offer referral incentives for past clients to bring new leads

# Content Marketing: Building the **Khai Rambo Real Estate Brand** with **Strategic Storytelling**

Content marketing for **Khai Rambo** focuses on connecting with home buyers, sellers, and investors through data-driven insights, storytelling, and authentic branding.

It integrates market and competitor analysis to guide content type, tone, and distribution across **social media, website, email marketing, and digital ads**—creating trust, engagement, and conversion.

Our goal is to make *Khai Rambo* the go-to name for real estate knowledge, leveraging AI-powered insights, relatable content, and creative campaigns that build long-term community and brand authority.



## Content Pillars Development

Define 3–4 key content themes (e.g., *Market Insights, Home Seller Tips, Property Investment Education, and Real Client Journeys*).

These pillars guide what content to create and ensure consistency in message and value across all channels.



## SEO & Blog Content Optimization

Create long-form blogs and educational posts optimized for Google search,

focusing on keywords like *HDB Resale tips, property investment Singapore, and Tampines developments*.

Integrate AnswerThePublic and Google Trends insights for trending topics

## Social Media Strategy & Execution



Develop platform-specific strategies for TikTok, Instagram, Facebook, and YouTube.

Each focuses on storytelling — educational reels, behind-the-scenes listings, and success stories — blending entertainment with real estate expertise.



## Performance Tracking & Content Analytics

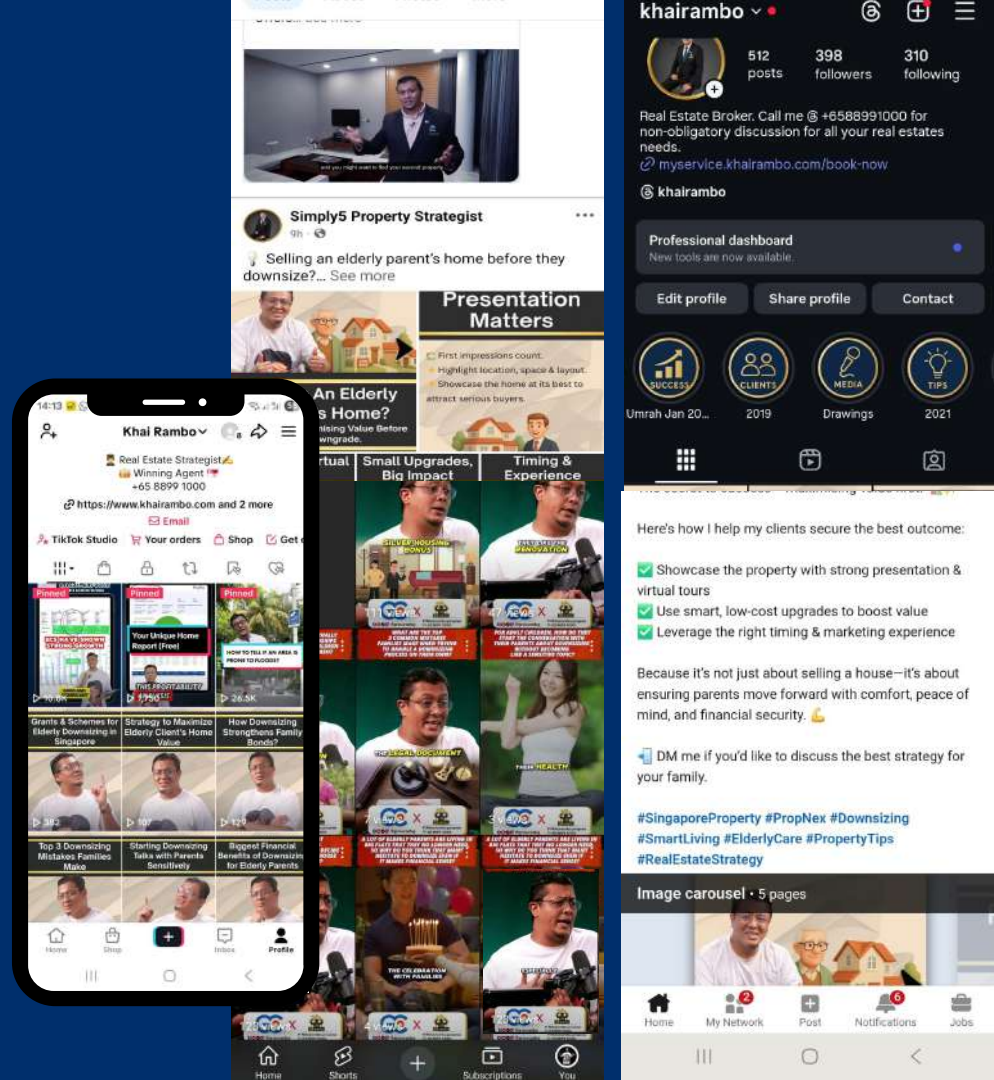
Use tools like Google Analytics, Meta Insights, and SEMrush to measure engagement, reach, and conversion. Refine content based on data-driven performance—optimizing frequency, visuals, and topics that resonate most with your audience.

Social Media:

# Social Media Strategy for Khai Rambo Real Estate

Social media connects people, enables content sharing, fosters engagement, drives brand awareness, and supports marketing through social platforms.

Khai Rambo blends real-estate expertise with AI-powered storytelling to attract buyers, sellers, and investors. Each platform has a specific job: TikTok for discovery, Instagram for lifestyle proof, Facebook for community trust, LinkedIn for authority, Threads for quick takes, and YouTube for deep education—driving qualified leads to showflats and consultations

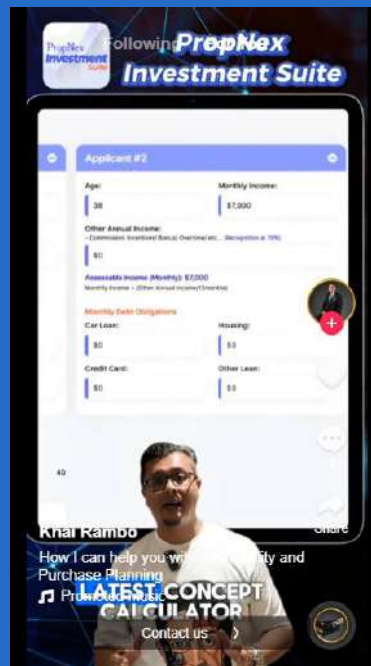
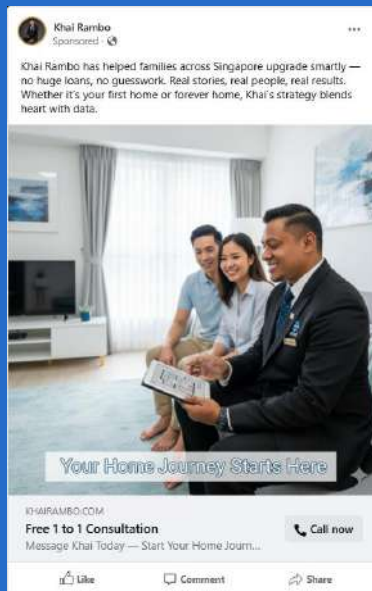


# Social Media Ads: Dominate Every Scroll with Khai Rambo

Social media ads on **Facebook, Instagram, TikTok and LinkedIn** connect Khai Rambo's real estate brand with the right audiences — buyers, sellers, and investors — through eye-catching visuals and authentic storytelling.

Each platform highlights Khai's unique value: **AI-powered insights, human trust, and bold personality.**

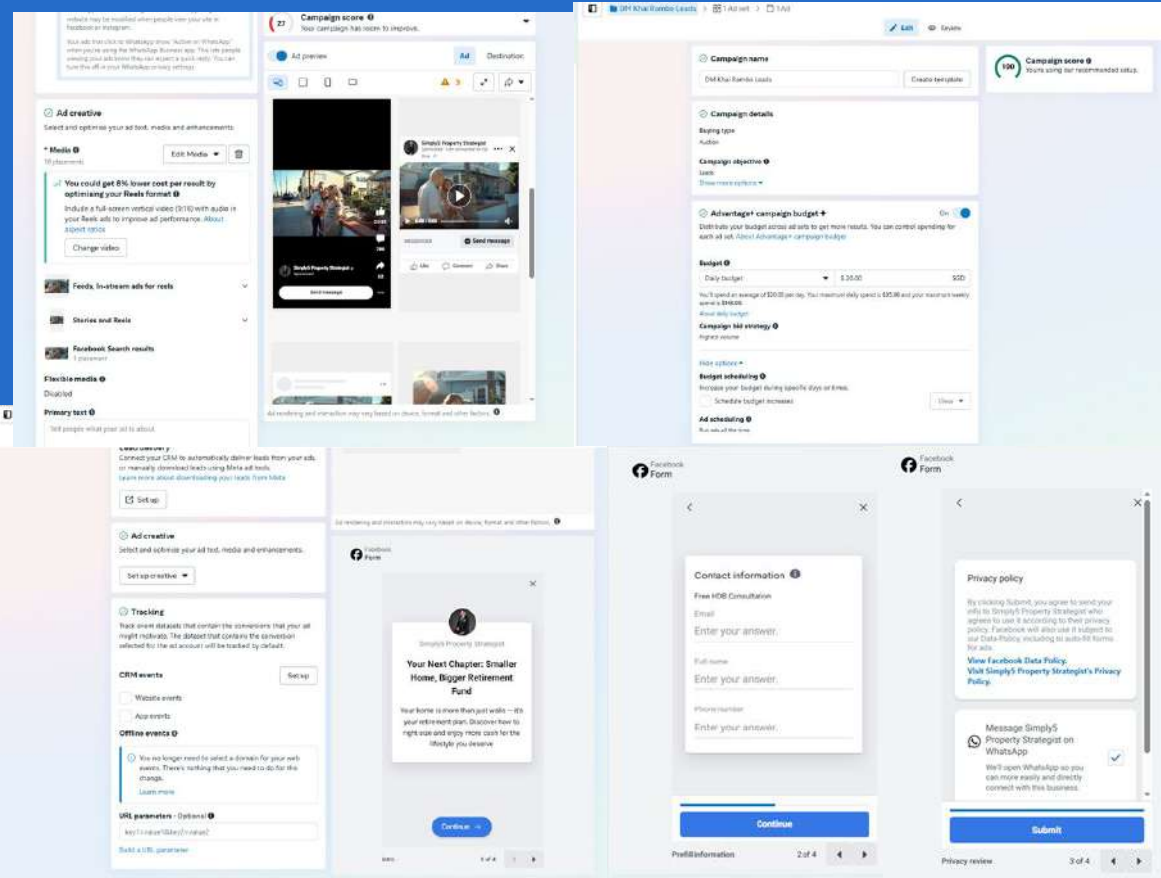
From high-energy TikToks to trusted LinkedIn stories — Khai Rambo builds relationships before transactions



# Social Media Ads: Setup and Implementation (Meta)

Social media ads deliver results by targeting specific audiences with engaging content, while performance and budget can be optimized to maximize ROI.

Built for Singapore's market, Khai Rambo combines data, design, and AI to deliver showflat stories, neighborhood insights, and step-by-step home-moving guidance—turning scrollers into viewings, and viewings into keys



# Google Search Ads: Google Search Ads for Real Estate Lead Generation — Driving Qualified Buyers to Khai Rambo's Property Listings

Social media ads deliver results by targeting specific audiences with engaging content, while performance and budget can be optimized to maximize ROI.

For Khai Rambo, this Google Search Ads campaign connects with Singaporean upgraders and sellers through data-driven targeting and emotional storytelling. The keywords reflect real search intent — from homeowners seeking fast resale solutions to ambitious families planning their next home upgrade.

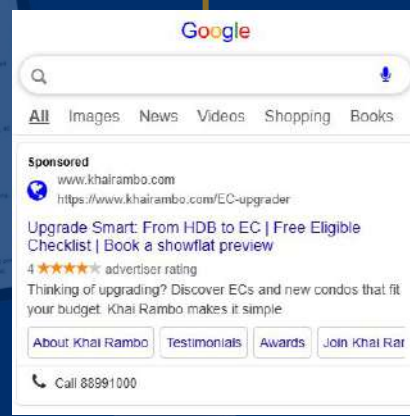
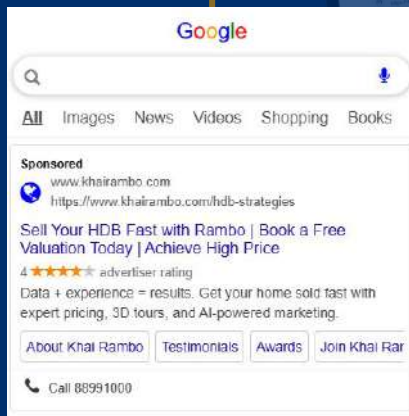
## HDB Upgrader Lead Campaign

### Sell My HDB Fast

- Sell my hdb fast singapore
- How to sell hdb quickly
- Hdb agent near me

### Upgrade from HDB to Condo

- Upgrade from hdb to condo
- EC eligibility 2025
- buy executive condo singapore

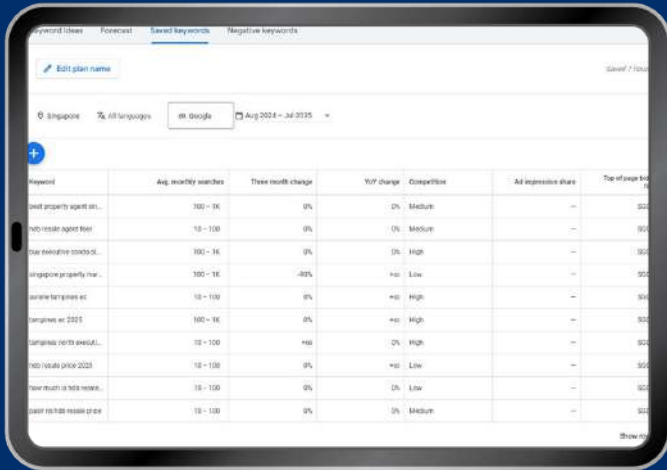


Google Search Ads:

# Setup and Implementation

Setting up Google Search Ads involves targeting user intent with strategically selected keywords, structured ad groups, and compelling ad copies.

By combining AI insights (search trends, keyword performance) with Khai's human expertise and authentic branding, this campaign ensures high-quality lead generation, maximised ROI, and consistent visibility across high-intent property searches.



Keyword	Avg. monthly searches	Three month change	YOY change	Competition	Ad impression share	Top of page bid
best property agent in...	700 - 1K	0%	0%	Medium	---	\$22
best resale agent fees	10 - 100	0%	0%	Medium	---	\$50
best real estate agent in...	800 - 1K	0%	0%	High	---	\$50
best real estate agent in...	100 - 1K	-20%	0%	Low	---	\$25
best real estate agent in...	10 - 100	0%	+50	High	---	\$50
best real estate agent in...	100 - 1K	0%	+50	High	---	\$25
best real estate agent in...	10 - 100	+50	0%	High	---	\$50
best real estate agent in...	10 - 100	0%	+50	Low	---	\$50
best real estate agent in...	10 - 100	0%	0%	Low	---	\$25
best real estate agent in...	10 - 100	0%	0%	Medium	---	\$25



**Campaign name** SG - Remarketing - Teak Dining Tables

**Campaign status** Paused

**Conversion goals** Account-default

**Marketing Objective** No marketing objective selected

**Locations** Singapore (country)

**Languages** English

**EU political ads** Not specified

**Bidding** Manual CPC

Help increase conversions with Enhanced CPC

Enhanced CPC bidding strategy is being deprecated. Once you switch out of Enhanced CPC, you will not be able to switch back in. [Learn more](#)

[Change bid strategy](#)

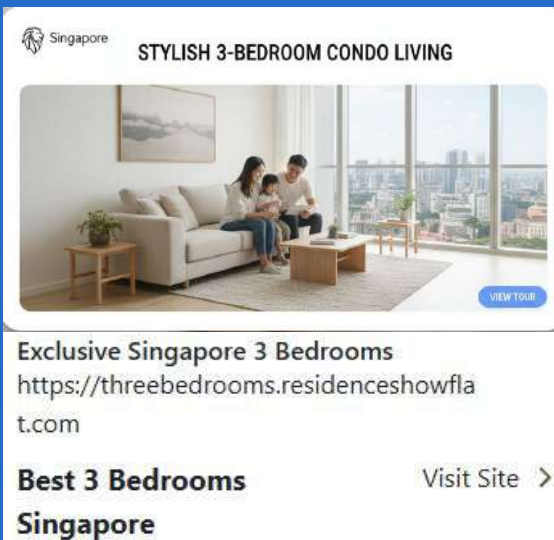
**Edits your bid strategy**  
With "Manual CPC" bidding, your own maximum cost per click (CPC) for your ads. [Learn more](#)

# Google Display Ads: Showcase Singapore's Finest Homes – Everywhere Your Buyers Are

Google Display Ads expand *Khai Rambo's* reach and visibility by automatically placing visually engaging property ads across high-traffic websites.


Each ad targets potential homebuyers exploring Singapore's real estate, ensuring your listings — from luxurious penthouses to efficient 1-bedroom units — appear where your audience already is.

These ads drive traffic to your property websites (Showflat portals), increase brand recall for *Khai Rambo*, and convert browsing intent into quality leads.



Singapore

**STYLISH 3-BEDROOM CONDO LIVING**



<https://threebedrooms.residenceshowflat.com>

**Best 3 Bedrooms** Visit Site >

**Singapore**



**Luxury Condos Smart Investment**  
<https://penthouses.residenceshowflat.com>

**Best Penthouses**

Visit Site >



Singapore

**MODERN CONDO LIVING FOR FAMILIES**



<https://fourbedrooms.residenceshowflat.com>

**Best 4 Bedrooms** Visit Site >

**Singapore**

**Exclusive Singapore 4 Bedrooms**  
<https://fourbedrooms.residenceshowflat.com>

**Best 4 Bedrooms**

Visit Site >

## Email Marketing:

# [*Khai Rambo Property Insider: Smart Moves, Big Wins*]

Email marketing is effective for building trust in property decisions, keeping buyers and sellers informed, and guiding them step-by-step with expert insights.

For *Khai Rambo Business*, personalized property updates, buyer tips, and investment opportunities will help nurture leads and drive repeat engagement.



Objective	Increase Customer Loyalty and Drive Repeat Purchases	Audience	Existing Customers and Subscribers
Email	Email Subject Title & Message		Trigger Conditions
#1	<p><b>Subject:</b> <i>“Your Property Value Today – Find Out Instantly”</i></p> <p><b>Message:</b> A personalized home value update with insights on how much their property could be worth now, plus a call-to-action for a free consultation with Khai Rambo.&gt;</p>		<p><b>Trigger Condition:</b></p> <p>Sent 7 days after signup or inquiry</p>
#2	<p><b>Subject:</b> <i>“3 Hot Property Deals in Tampines You Can’t Miss”</i></p> <p><b>Message:</b> Share curated listings and market insights in Tampines (or other focus areas), highlighting why these are profitable within 3 years. Include a CTA to book a private viewing with Khai Rambo.</p>		<p><b>Trigger Condition:</b></p> <p>Sent when user clicks or engages with first email, or 14 days after inactivity</p>
#3	<p><b>Subject:</b> <i>“Smart Buyers’ Guide: How to Profit in Singapore’s Market Today”</i></p> <p><b>Message:</b> Educational content (e.g., leasehold vs freehold, resale vs new launch, HDB upgrading). Build trust and position Khai Rambo as the go-to property strategist.</p>		<p><b>Trigger Condition:</b></p> <p>Sent 21 days after signup or engagement with previous campaigns</p>
		AUDIENCE	NEW LEADS FROM CAMPAIGN ADS

# Search Engine Optimization (SEO): [SEO Roadmap for Khai Rambo: Driving Real Estate Leads & Authority Online]

SEO enhances visibility by improving your website's ranking on search engines when people search for relevant keywords. A well-executed strategy drives more qualified traffic, increases brand authority, and generates consistent leads.

This SEO plan is designed specifically to strengthen *Khai Rambo's real estate brand* by improving discoverability, capturing intent-driven traffic, and converting prospects into clients.

Component	Optimisation Action	Expected Impact
On-Page	<ul style="list-style-type: none"><li>Keyword research &amp; mapping to targeted landing pages</li><li>Optimise meta titles, descriptions, headers (H1-H3), and image alt tags</li><li>Create SEO-friendly, keyword-rich content for property listings &amp; blogs</li></ul>	<ul style="list-style-type: none"><li>Higher keyword rankings for niche real estate terms</li><li>Improved click-through rate (CTR) from search results</li><li>Increased organic traffic and engagement</li></ul>
Off-Page	<ul style="list-style-type: none"><li>Build high-quality backlinks through guest posts &amp; real estate directories</li><li>Social sharing and content amplification (LinkedIn, TikTok, Facebook)</li><li>Local SEO citations (Google Business Profile, Property portals)</li></ul>	<ul style="list-style-type: none"><li>Increased domain authority &amp; trust signals</li><li>Higher local visibility and map pack rankings</li><li>Stronger referral traffic and brand credibility</li></ul>
Technical	<ul style="list-style-type: none"><li>Improve website speed, Core Web Vitals &amp; mobile responsiveness</li><li>Fix broken links, canonical issues &amp; implement XML sitemap</li><li>Structured data (Schema markup for real estate listings)</li></ul>	<ul style="list-style-type: none"><li>Faster, mobile-friendly user experience → lower bounce rates</li><li>Better crawlability &amp; indexation by search engines</li><li>Enhanced SERP features (rich snippets, property details)</li></ul>

Website Enhancement:

# Refining Experience for Better Performance

Website enhancement is key to improving user experience and performance, incorporating design, structure, and other elements that boost SEO and drive conversions.



# Media Plan Projections

Budget \$3500 to Target 5000+ followers: **635 x 8 months = 5080 followers**

	Budget	Impressions/ Views	CTR	Clicks	CPC	Landing %	Visits	Engagement Rate	Engagements	Follower Rates	New Followers
Meta Ads	\$850	70833	1%	425	\$2	70%	525	4%	2833	2%	57
Tiktok Ads	\$1850	231250	1%	1233	\$1.50	60%	400	5%	11563	5%	578
Google Search Ads	\$500	3333	5%	167	\$3	90%	150	-	-	-	-
Google Display Ads	\$300	150000	0.5%	600	\$0.50	50%	500	-	-	-	-
Total	\$3500	455417	0.51%	2425	\$1.89	61%	1575	3.16%	14396	4.41%	635

04

# MEASUREMENT AND OPTIMIZATIONS

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# Measurement Plan

## Business Goal

- ★ **5,000+ engaged followers** across TikTok, Instagram, and Facebook combined in 8 months
- ★ **300 qualified leads** per month

## KPI

- ★ Reach & Impressions - +20% Reach Growth/month
- ★ Number of Leads - 300 leads/month

## Metrics

- ★ Social Media Reach (Facebook, Instagram, TikTok)
- ★ Website Traffic (sessions, new vs. returning visitors)
- ★ Click-Through Rate (CTR) on Ads & Landing Pages
- ★ Number of Leads Captured (via forms, WhatsApp, Messenger)

## Tracking Tools

- ★ **Google Analytics 4 (GA4)** → Website traffic, conversions
- ★ **Meta Business Suite (Facebook & Instagram Ads Manager)** → Reach, impressions, CPL, CTR
- ★ **TikTok Ads Manager** → Video engagement, ad performance, CPL
- ★ **Google Tag Manager (GTM)** → Event tracking (form submissions, WhatsApp clicks, calls)

## Reporting Frequency

**Weekly reports** → for campaign performance (awareness + leads)

**Monthly reports** → for strategic review

## Google Analytics 4:

# Tracking Performance for Optimization

### Set Conversion in GA4

Go to Admin > Events > Create, set conditions, save, mark as a Key Event, and view conversion rate under Session Key Event Rate

### Connect GA4 and Google Ads

Link Google Ads to GA4 via Admin > Google Ads Links, enable auto-tagging, import conversions, and view reports under Google Ads

### Implement Campaign URL (UTM)

View performance under Acquisition > replace Default Channel Grouping with Session Source/Medium

- [https://www.khairambo.com?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=hdb\\_ad](https://www.khairambo.com?utm_source=newsletter&utm_medium=email&utm_campaign=hdb_ad)
- [https://www.khairambo.com?utm\\_source=tiktok&utm\\_medium=cpc&utm\\_campaign=hdb\\_ad](https://www.khairambo.com?utm_source=tiktok&utm_medium=cpc&utm_campaign=hdb_ad)
- [https://www.khairambo.com?utm\\_source=meta&utm\\_medium=cpc&utm\\_campaign=hdb\\_ad](https://www.khairambo.com?utm_source=meta&utm_medium=cpc&utm_campaign=hdb_ad)
- [https://www.khairambo.com?utm\\_source=youtube&utm\\_medium=social&utm\\_campaign=hdb\\_ad](https://www.khairambo.com?utm_source=youtube&utm_medium=social&utm_campaign=hdb_ad)



A/B Test:

## Hook vs. Value – Which Drives More Leads for Khai Rambo?

A/B testing compares two versions of a webpage, ad, or email to see which performs better by splitting audiences and analyzing engagement or conversion results.



Version A



Version B

### Testing Approach:

Split the ad campaign audiences 50/50 across Facebook and TikTok to compare the impact of *emotional hook-based messaging* versus *value/benefit-driven messaging*.

Both versions use the same targeting, budget, and call-to-action (“Book a Free Consultation”)

### Testing Variables:

- Ad Copy Style (Hook-driven vs. Value-driven)
- Visual Tone (Energetic vs. Professional)
- CTA Placement (Top vs. Bottom of caption)

### Key Metrics:

- Click-Through Rate (CTR)
- Cost-Per-Lead (CPL)
- Conversion Rate (Form Submission)



# Thank You!



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Khai Rambo Real Estate



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