



WHO WE ARE

We are not your typical digital marketing agency.

How many digital marketers out there have first hand experience in managing digital campaigns to grow their very own business? Yes, there may be a lot. But, they're usually jacks of all trades.

We are Practitioners.

We're experts in:

- ▶ Building eCommerce stores with world-class user experience, and authority sites that dominates a niche.
- ▶ Digital marketing (email, video, social media, and website-based marketing).

WHAT YOU CAN EXPECT



Content that
establishes
trust



Copywriting
that
converts



Higher
return on
ad spend



Ongoing
free leads
on Google



Modern and
innovative
web design

AS FEATURED ON



SERVICES WE OFFER

DEVELOPMENT

- Web Design & Development
- eCommerce Development
- Omnichannel Commerce (Integrate online & offline sales channels)
- Search Engine Optimisation (SEO)
- Automated Link Building (SEO)

STRATEGY

- Holistic Performance Marketing
 - ▷ Optimise customers journey from acquisition, conversion to retention
 - ▷ Facebook marketing
 - ▷ SEO
 - ▷ Email marketing

SUPPORT

- Creative Services (social media, advertisement materials)
- Web Design & Development
- Copywriting
- Training & Consultation

ECOMMERCE DEVELOPMENT

A speedy, seamless website makes your customers happy and return again.

We design a complex software ecosystem for your business, implement it according to your needs and pass on full ownership of the website to your team. The functionality of the ecosystem may cover user-friendly dashboard, payment gateway integration, data analytics, marketing automation and more.

We are also a big nerd on page speed optimization, because we believe having a fast page load helps retain customers and get them to come back again.

“Google found an extra .5 seconds in search page generation time dropped traffic by 20%.” - Gigaspaces

Today, human’s attention span has reduced to 8 seconds (which is shorter than a goldfish). If your website loads longer than 8 seconds, you’re in big trouble. Check your site speed here: tools.pingdom.com

Want to increase your website loading speed without compromising other elements? Reach out to us at hello@hustlr.com

PERFORMANCE MARKETING

**We don't buy ads for the
Reach, Clicks and Impressions.
We go further down the funnel.**

We help businesses spend their ad dollar efficiently by creating a funnel that convert visitors to customers, and repeat customers.

We do this by tracking the metrics that really matter:

- How much does it cost to get a lead?
- How much does it cost to get a purchase?
- How much does it cost to get an event attendee?



PERFORMANCE
MARKETING

PERFORMANCE MARKETING | How This Can Help You:

Objectives are not just limited to website purchases, it could be in-store/showroom walk-ins, lead generation, or anything else really! Just let us know what you'd like to achieve and we'll plan it out for you.

CASE STUDY 1: Performance marketing on FB/IG for a fashion brand in MY/Singapore. Driving sales on their eCommerce store.

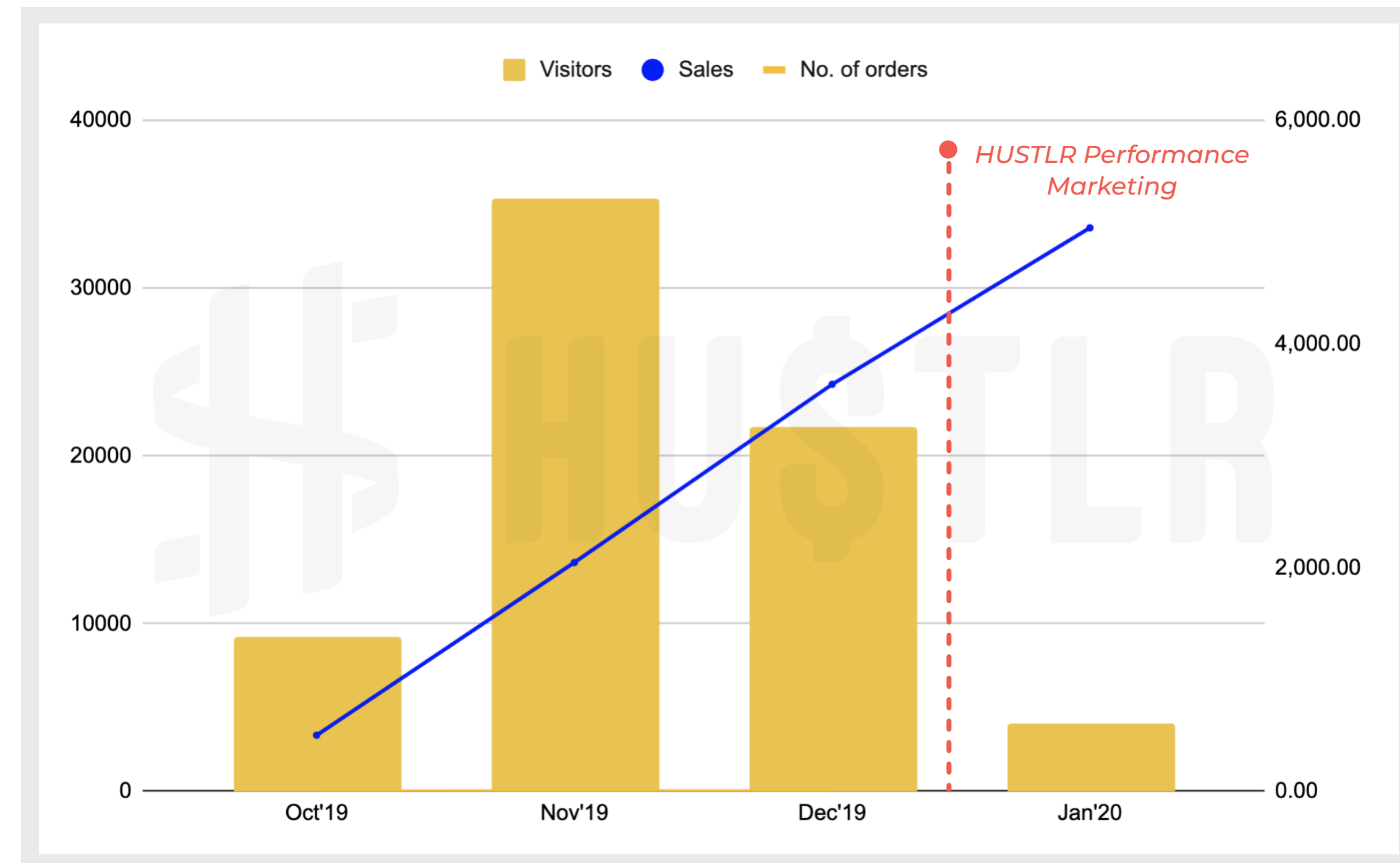
	Ad Set Name	Delivery	Reach	Amount Spent	Results	Cost per Purchase	Website Purchases Conversion Value	Website Purchase ROAS (Return on Ad Spend)
<input checked="" type="checkbox"/>	New Content PFB	Learning	1,510	RM141.23	14 Purchases	RM10.09	RM2,922.50	20.69
<input checked="" type="checkbox"/>	Refers event giveaway	Learning	1,948	RM37.09	6 Purchases	RM6.18	RM1,470.30	39.64
<input checked="" type="checkbox"/>	Visited Shop Location	Learning	38,535	RM302.14	12 Purchases	RM25.18	RM2,437.40	8.07
<input checked="" type="checkbox"/>	Engaged with Website URL	Learning	10,573	RM211.97	10 Purchases	RM21.20	RM956.00	4.51
<input type="checkbox"/>	Display database	Off	1,163	RM38.42	— Purchase	—	RM0.00	—
<input type="checkbox"/>	Pixel Audience, Women	Off	32,297	RM127.08	3 Purchases	RM42.36	RM804.10	6.33
> Results from 6 ad sets ⓘ			70,145 People	RM857.94 Total Spent	45 Purchases	RM19.07 Per Action	RM8,590.30 Total	10.01 Average

OUTCOME

Lowered cost per purchase by 63% to increase profit margin, x10 Return on Ad Spend (ROAS). Additional sales of \$13,600 per month and growing.

PERFORMANCE MARKETING

CASE STUDY 2: Increased sales performance with only 10% of advertising budget for an F&B brand.

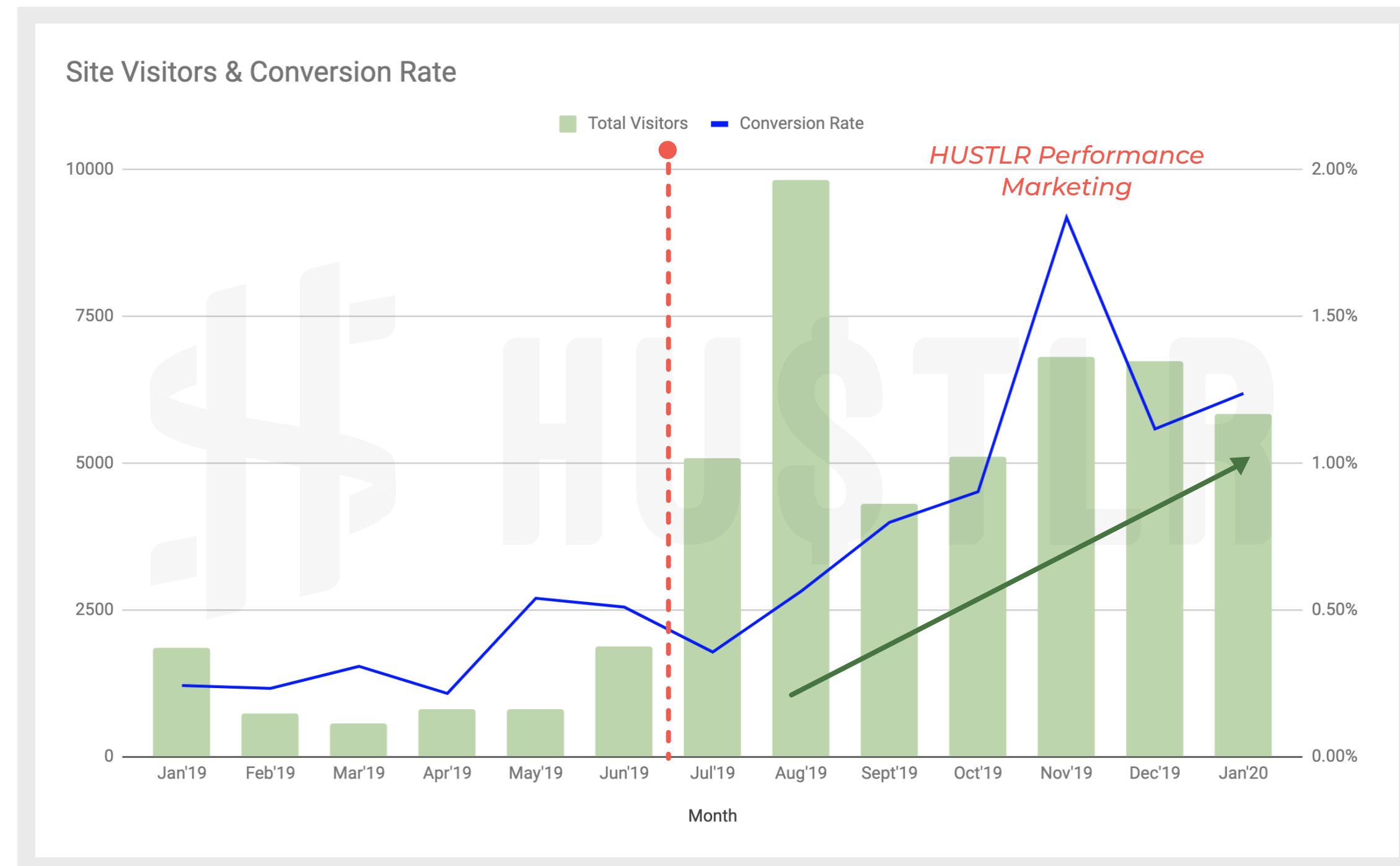


OUTCOME

Focus on driving relevant, ready to buy visitors, sales revenue increase, reduced advertising cost.

PERFORMANCE MARKETING

CASE STUDY 3: **14X sales revenue & 2.7X conversion rate by driving relevant customers to the website.**



OUTCOME

Web visitors 2.1x, conversion rate 2.3x, 4x revenue
(Last 6 Month average)

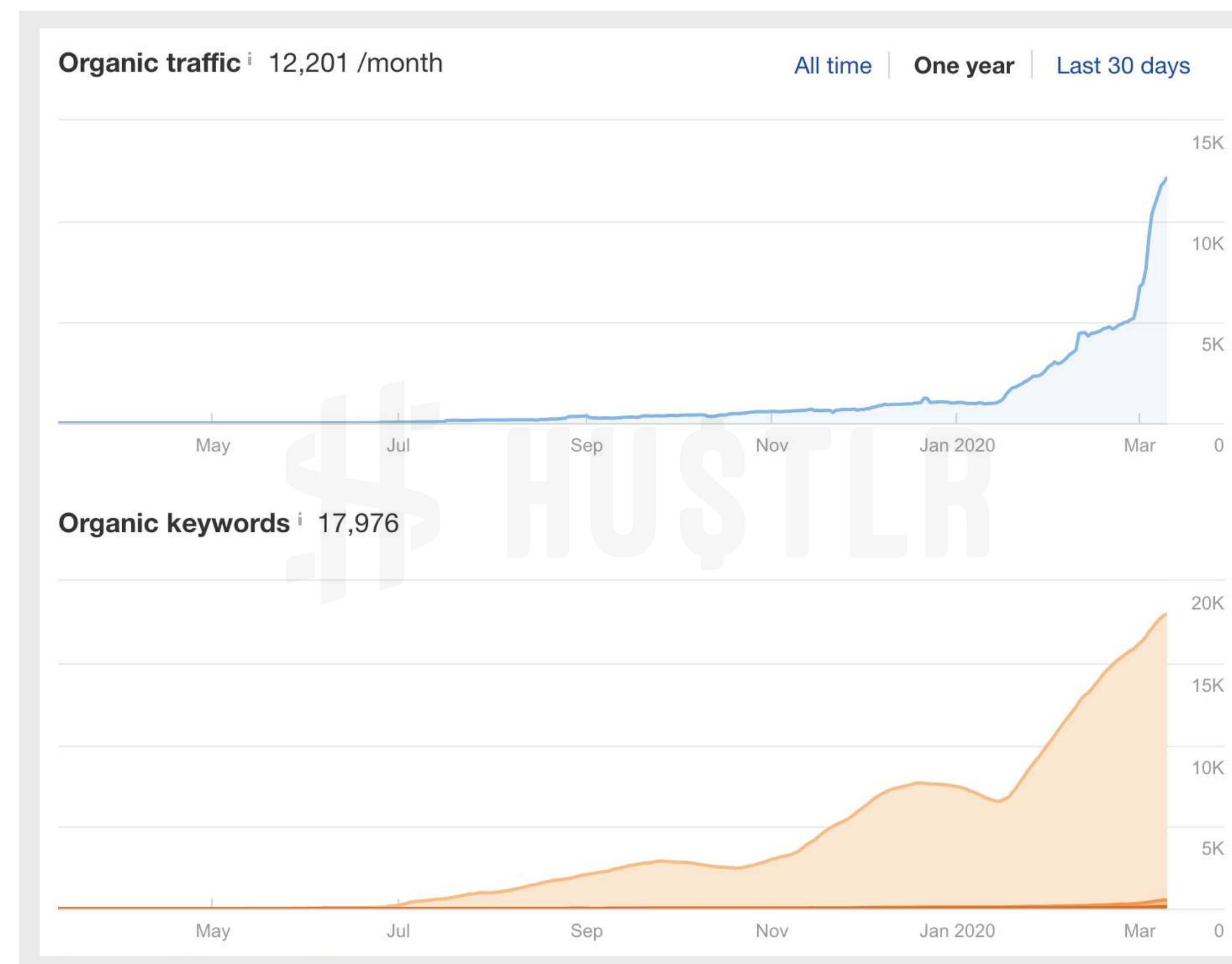
SEARCH
ENGINE
OPTIMISATION

SEO

Be there whenever your customers search for YOU and the products YOU offer.

HUSTLR.com

We grew our website organic traffic from 0 to 13,000 organic traffic in 9 months, without any ad spend.

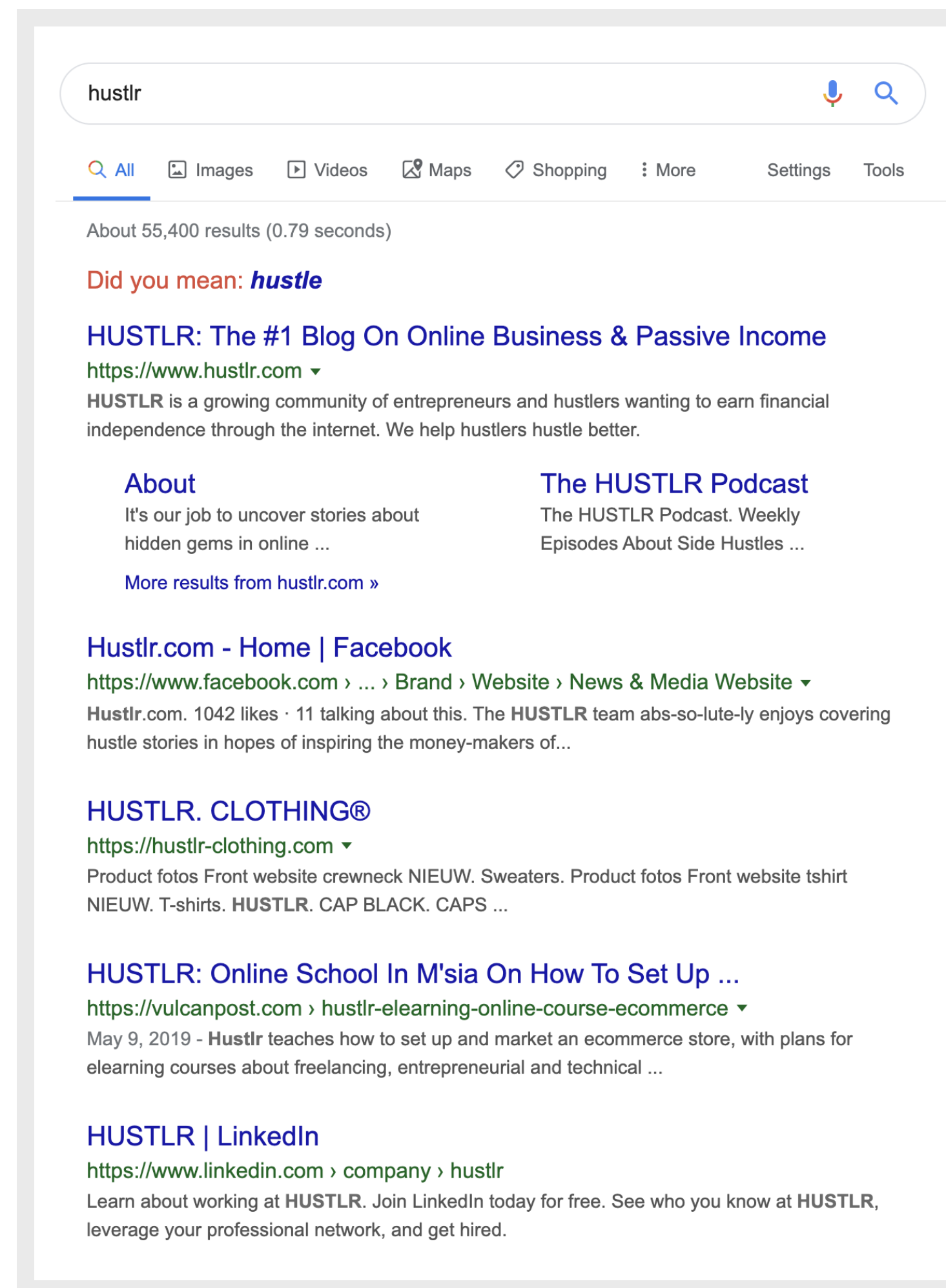


SEARCH
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SEARCH
ENGINE
OPTIMISATION

SEO

CASE STUDY 2: eCommerce Company



SEARCH
ENGINE
OPTIMISATION

SEO

CASE STUDY 2: eCommerce Company

Primary Dimension: Source / Medium Other

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	132.65% 105,099 vs 45,175	127.77% 101,428 vs 44,531	133.48% 150,296 vs 64,372	6.26% 56.53% vs 53.20%	8.97% 3.83 vs 4.21	10.83% 00:02:38 vs 00:02:57	34.88% 1.12% vs 0.83%	214.93% 1,688 vs 536	144.80% \$126,114.23 vs \$51,518.28
1. google / organic									
Jan 1, 2017 - Jun 30, 2017	105,099 (100.00%)	101,428 (100.00%)	150,296 (100.00%)	56.53%	3.83	00:02:38	1.12%	1,688 (100.00%)	\$126,114.23 (100.00%)
Jul 4, 2016 - Dec 31, 2016	45,175 (100.00%)	44,531 (100.00%)	64,372 (100.00%)	53.20%	4.21	00:02:57	0.83%	536 (100.00%)	\$51,518.28 (100.00%)
% Change	132.65%	127.77%	133.48%	6.26%	-8.97%	-10.83%	34.88%	214.93%	144.80%

OUTCOME

(6 months before and after):

TRAFFIC
IMPROVED BY

132.65%

REVENUE
IMPROVED BY

144.8%

AND THAT'S JUST SEO!

UX

REDESIGN &
OPTIMISATION

Better user experience = more revenue. At the same time period, we also worked on optimizing and re-designing the website.

CASE STUDY 3: eCommerce Company

Default Channel Grouping	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	131.82% <small>135,238 vs 58,338</small>	125.69% <small>131,910 vs 58,448</small>	141.90% <small>210,991 vs 87,222</small>	3.63% <small>53.01% vs 51.15%</small>	1.10% <small>4.22 vs 4.27</small>	3.34% <small>00:02:54 vs 00:03:00</small>	32.01% <small>1.53% vs 1.16%</small>	219.33% <small>3,222 vs 1,009</small>	142.17% <small>\$251,528.41 vs \$103,866.20</small>
2. Direct									
Jan 1, 2017 - Jun 30, 2017	18,387 (13.02%)	18,041 (13.68%)	27,677 (13.12%)	46.21%	4.67	00:03:15	2.80%	776 (24.08%)	\$61,414.58 (24.42%)
Jul 4, 2016 - Dec 31, 2016	8,330 (13.83%)	8,303 (14.21%)	12,426 (14.25%)	51.99%	4.41	00:03:07	2.57%	319 (31.62%)	\$35,598.34 (34.27%)
% Change	120.73%	117.28%	122.73%	-11.11%	5.94%	4.74%	9.22%	143.26%	72.52%
3. Social									
Jan 1, 2017 - Jun 30, 2017	6,433 (4.56%)	5,731 (4.34%)	8,998 (4.26%)	47.79%	4.70	00:03:05	1.07%	96 (2.98%)	\$7,408.14 (2.95%)
Jul 4, 2016 - Dec 31, 2016	2,868 (4.76%)	2,662 (4.55%)	3,595 (4.12%)	28.98%	3.86	00:02:25	0.70%	25 (2.48%)	\$2,321.16 (2.23%)
% Change	124.30%	115.29%	150.29%	64.87%	21.71%	27.63%	53.42%	284.00%	219.16%
4. Referral									
Jan 1, 2017 - Jun 30, 2017	4,121 (2.92%)	2,803 (2.12%)	7,209 (3.42%)	35.79%	5.49	00:04:05	2.48%	179 (5.56%)	\$16,255.88 (6.46%)
Jul 4, 2016 - Dec 31, 2016	2,040 (3.39%)	1,697 (2.90%)	3,060 (3.51%)	40.56%	3.59	00:03:14	1.05%	32 (3.17%)	\$4,021.57 (3.87%)
% Change	102.01%	65.17%	135.59%	-11.75%	52.88%	26.34%	137.44%	459.38%	304.22%
5. Email									
Jan 1, 2017 - Jun 30, 2017	3,906 (2.77%)	2,414 (1.83%)	10,921 (5.18%)	44.59%	5.53	00:03:36	2.91%	318 (9.87%)	\$28,099.43 (11.17%)
Jul 4, 2016 - Dec 31, 2016	1,000 (1.66%)	567 (0.97%)	2,518 (2.89%)	41.86%	5.96	00:03:49	3.30%	83 (8.23%)	\$8,934.12 (8.60%)
% Change	290.60%	325.75%	333.72%	6.53%	-7.26%	-5.93%	-11.66%	283.13%	214.52%
6. (Other)									
Jan 1, 2017 - Jun 30, 2017	1,827 (1.29%)	265 (0.20%)	3,996 (1.89%)	35.11%	8.33	00:05:43	2.83%	113 (3.51%)	\$7,478.34 (2.97%)
Jul 4, 2016 - Dec 31, 2016	224 (0.37%)	109 (0.19%)	456 (0.52%)	39.04%	6.07	00:04:35	1.54%	7 (0.69%)	\$953.88 (0.92%)
% Change	715.62%	143.12%	776.32%	-10.05%	37.13%	24.67%	84.21%	1,514.29%	684.00%

OUTCOME

Revenue and Traffic Improvement Across The Board!

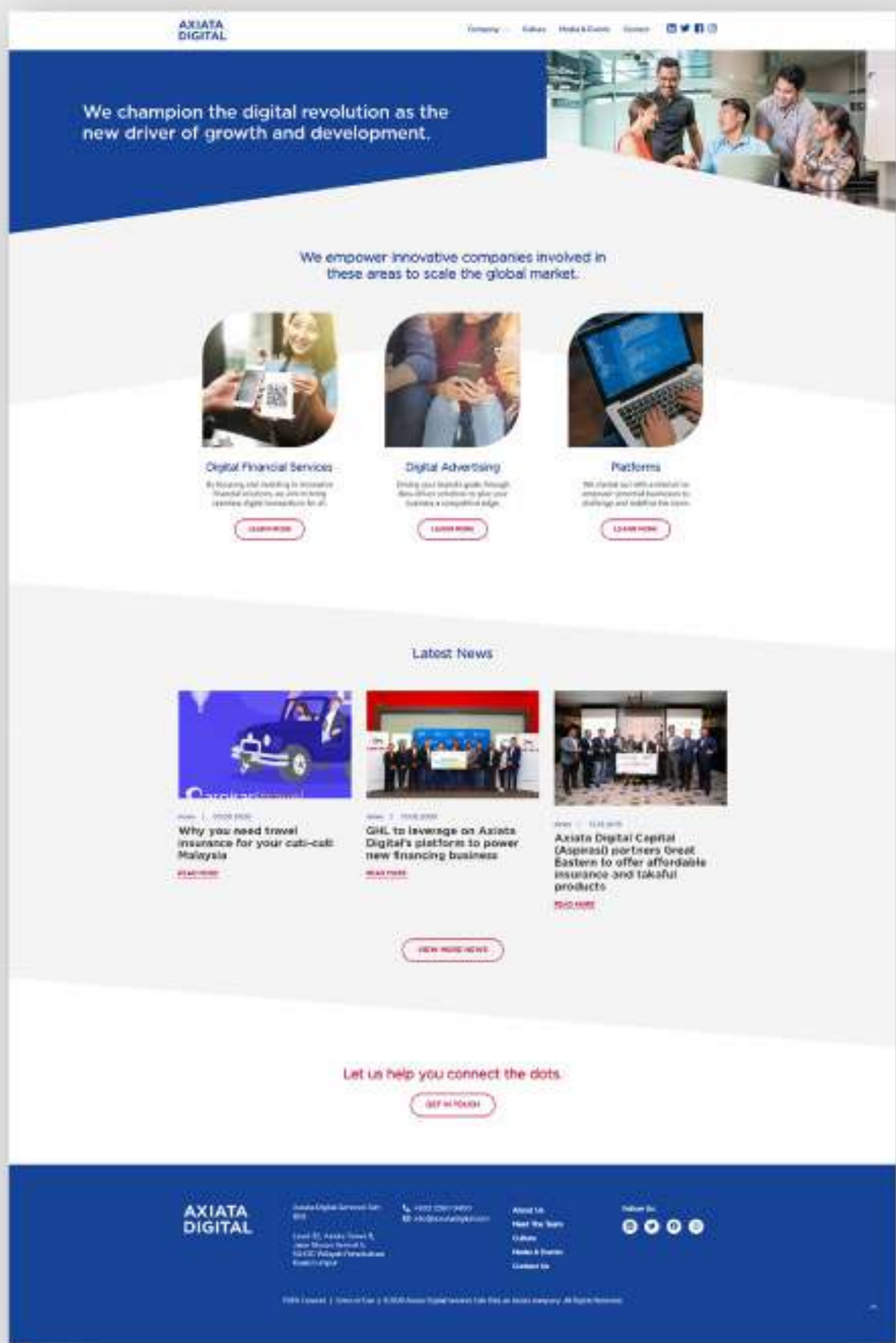
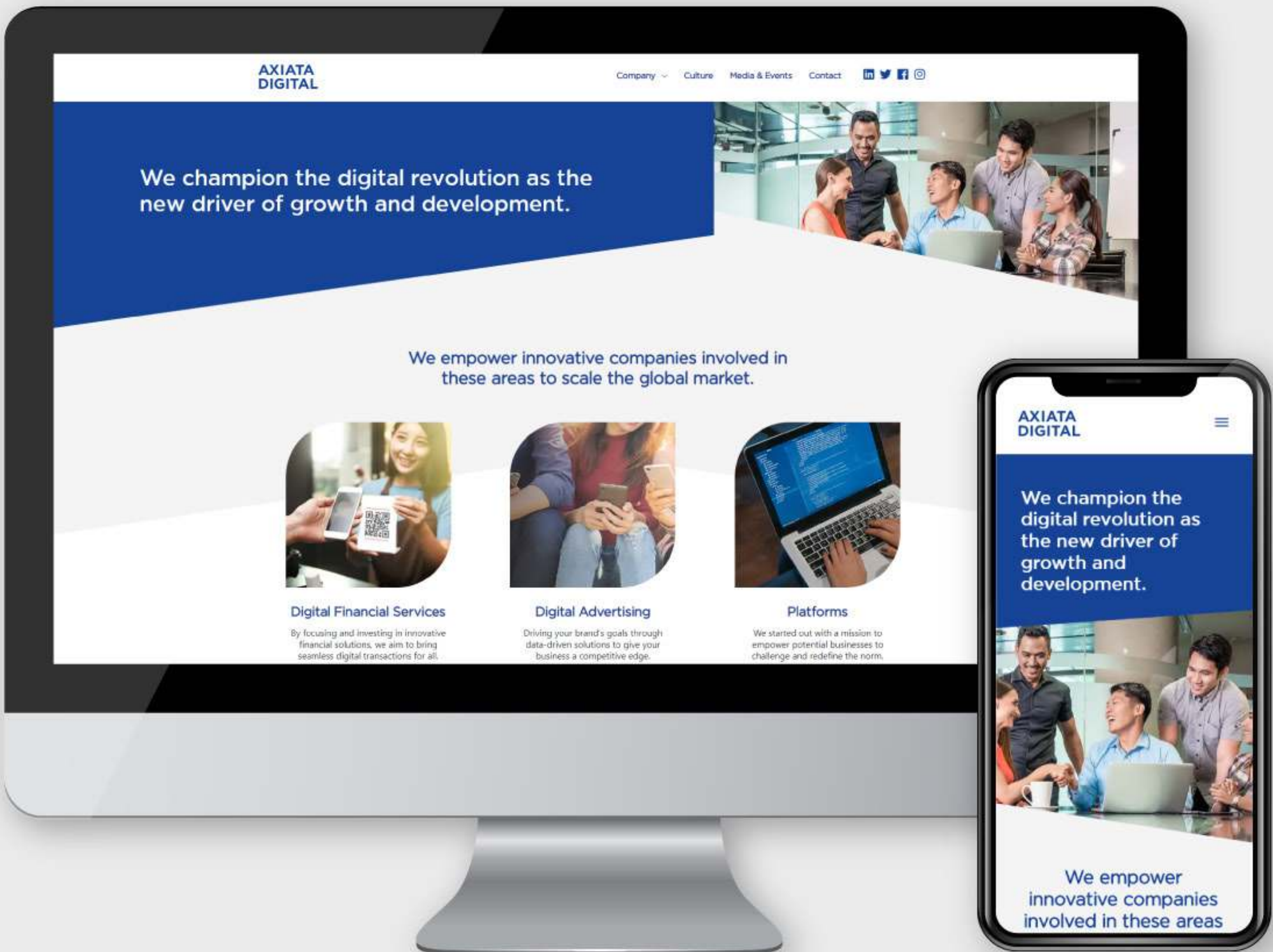


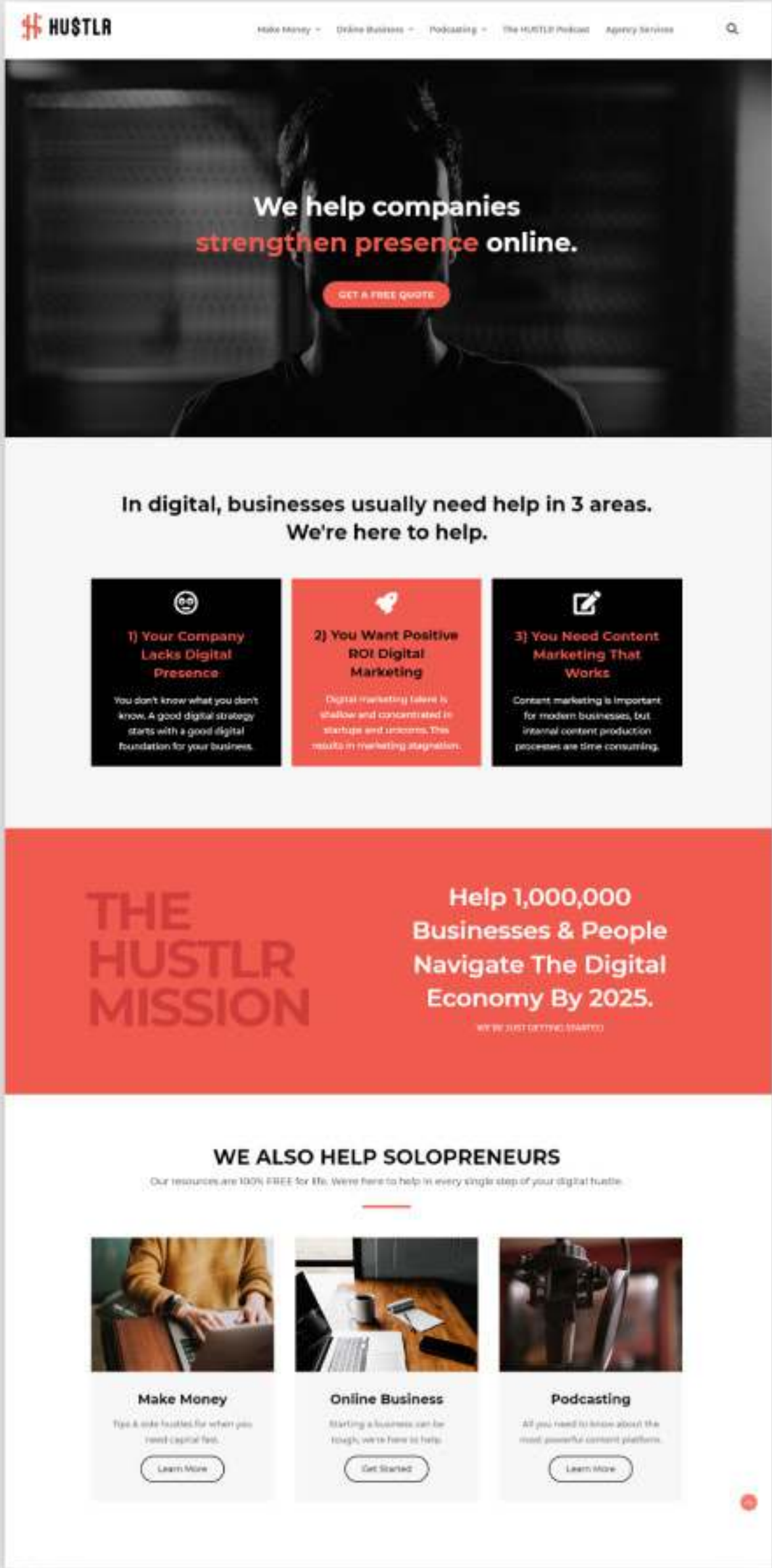
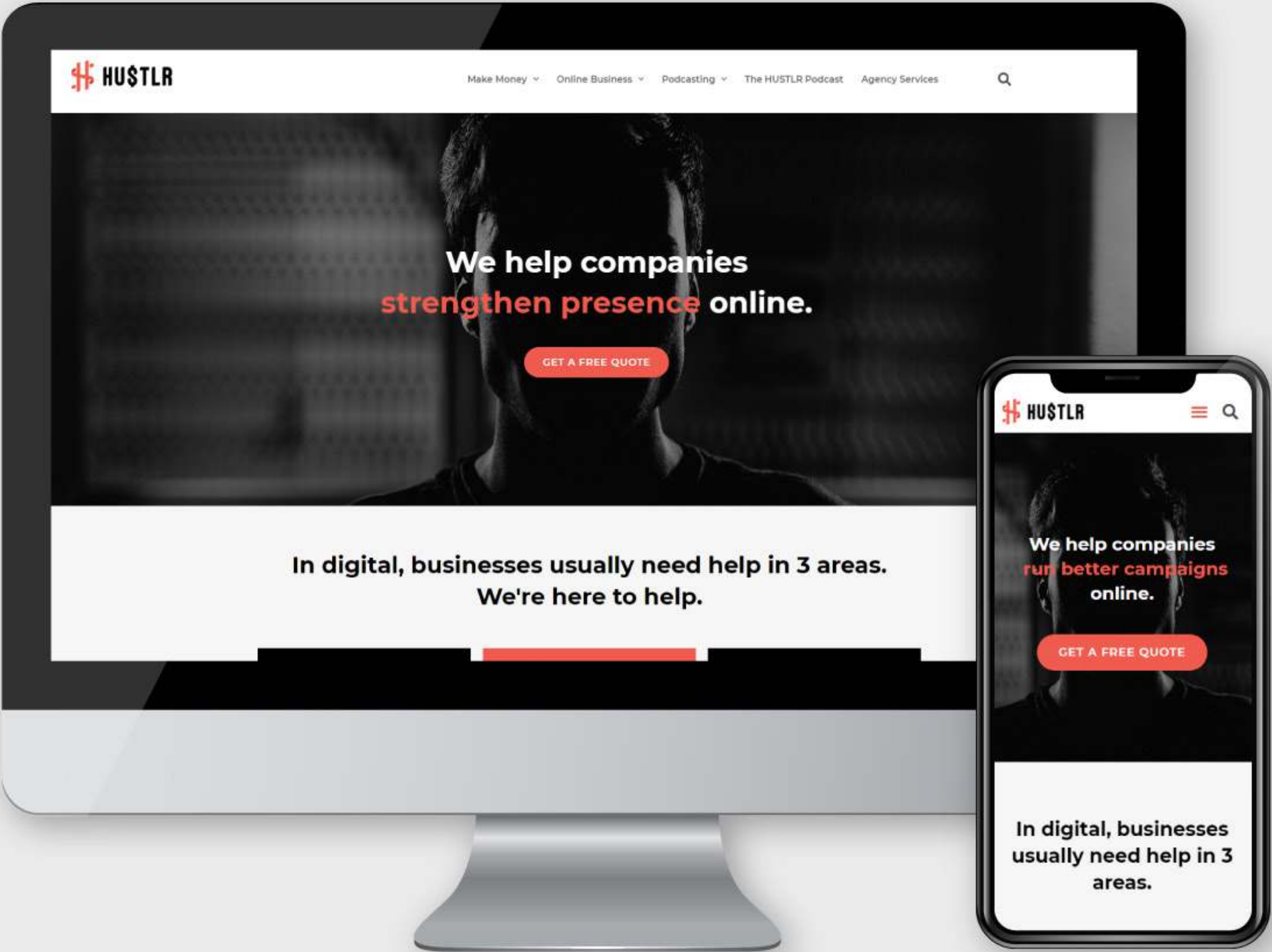
CREATIVE SERVICES

WEB DESIGN

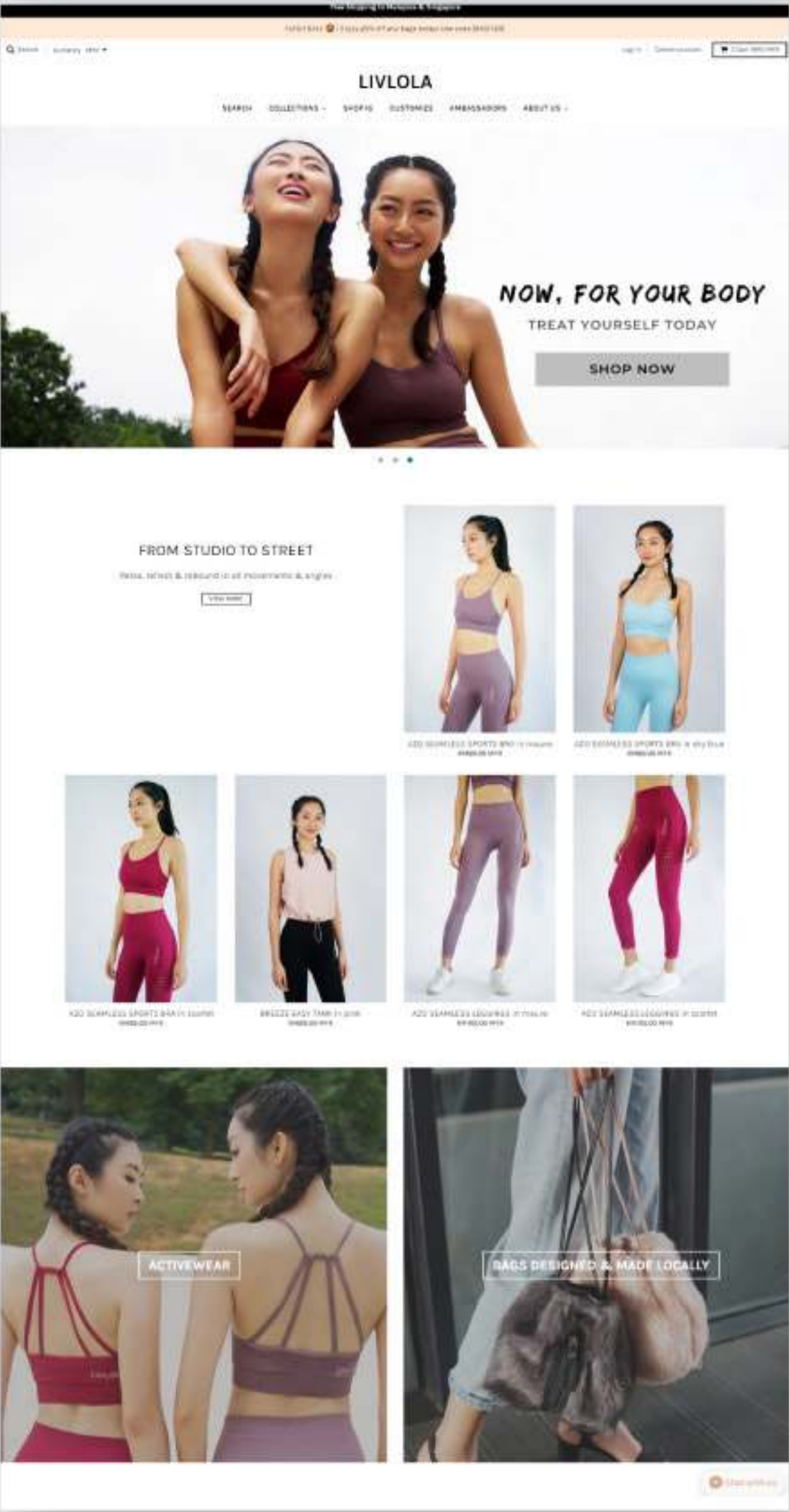
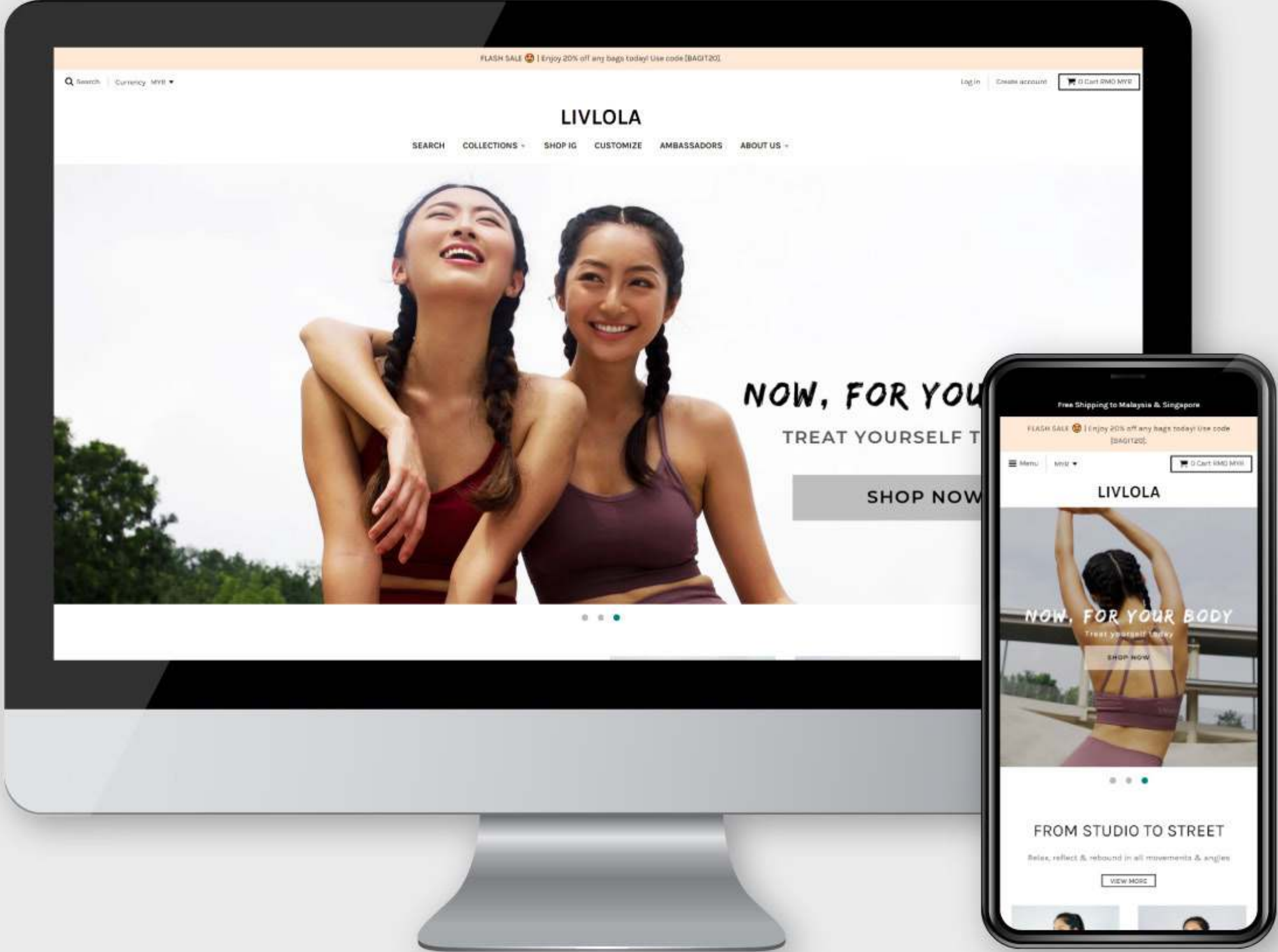
**We don't just create websites.
We create web experiences that focus on your customers.**

AXIATA DIGITAL

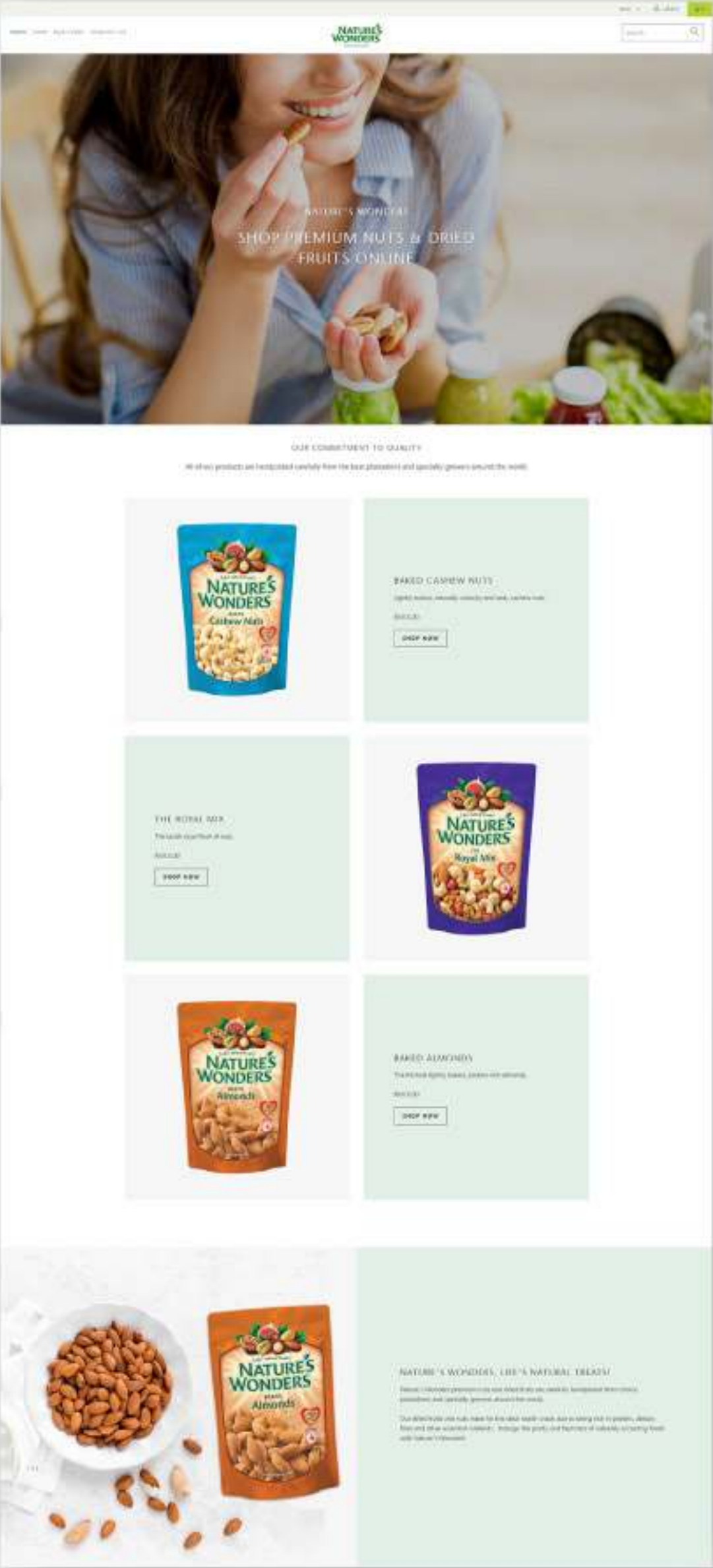
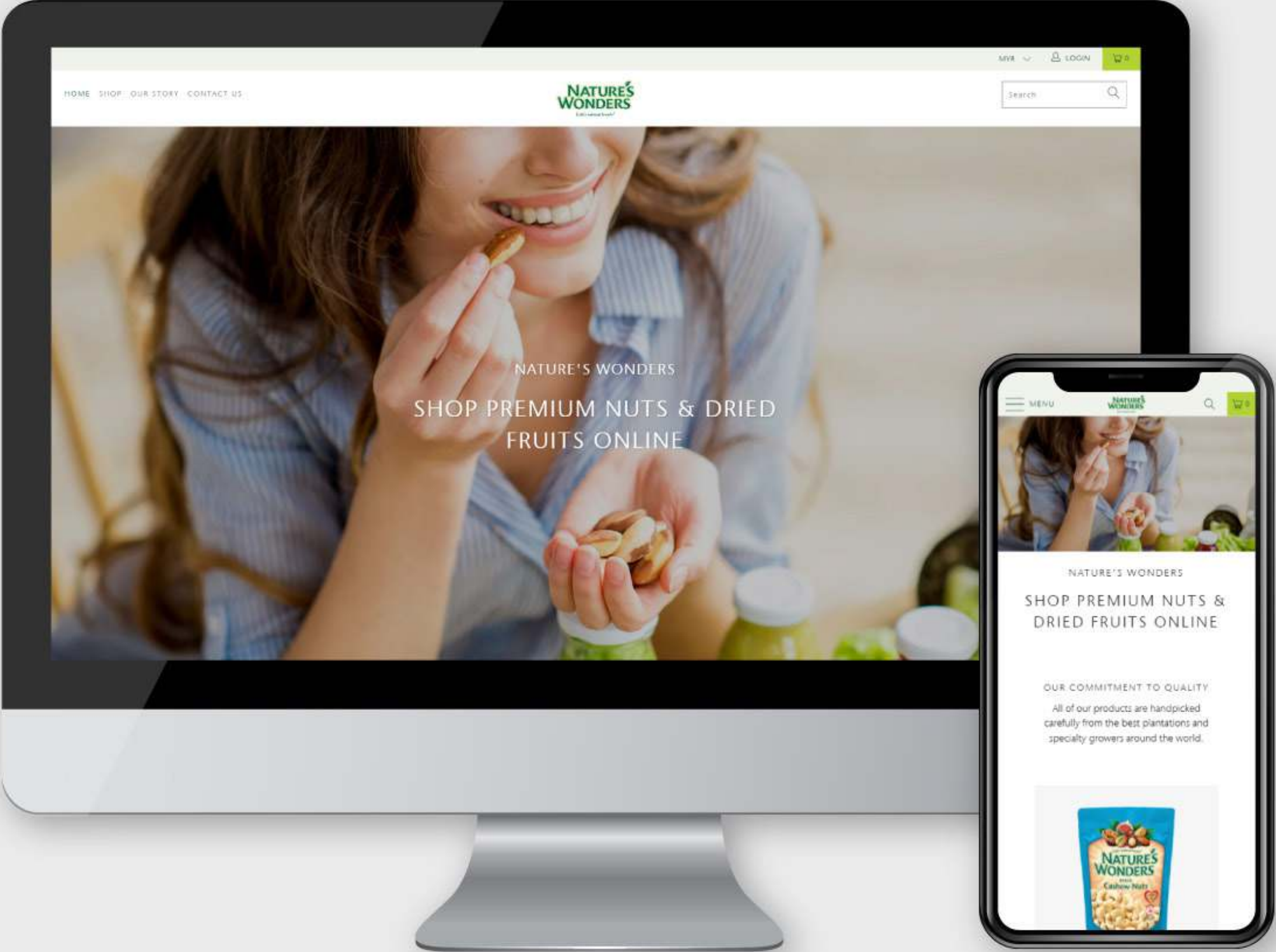




LIVLOLA



NATURE'S WONDERS





CREATIVE SERVICES

SOCIAL MEDIA & ADVERTISEMENTS

Your creatives tell your brand story.

TIGER





MACALLAN



E-LIQUIDS



CREATIVE SERVICES

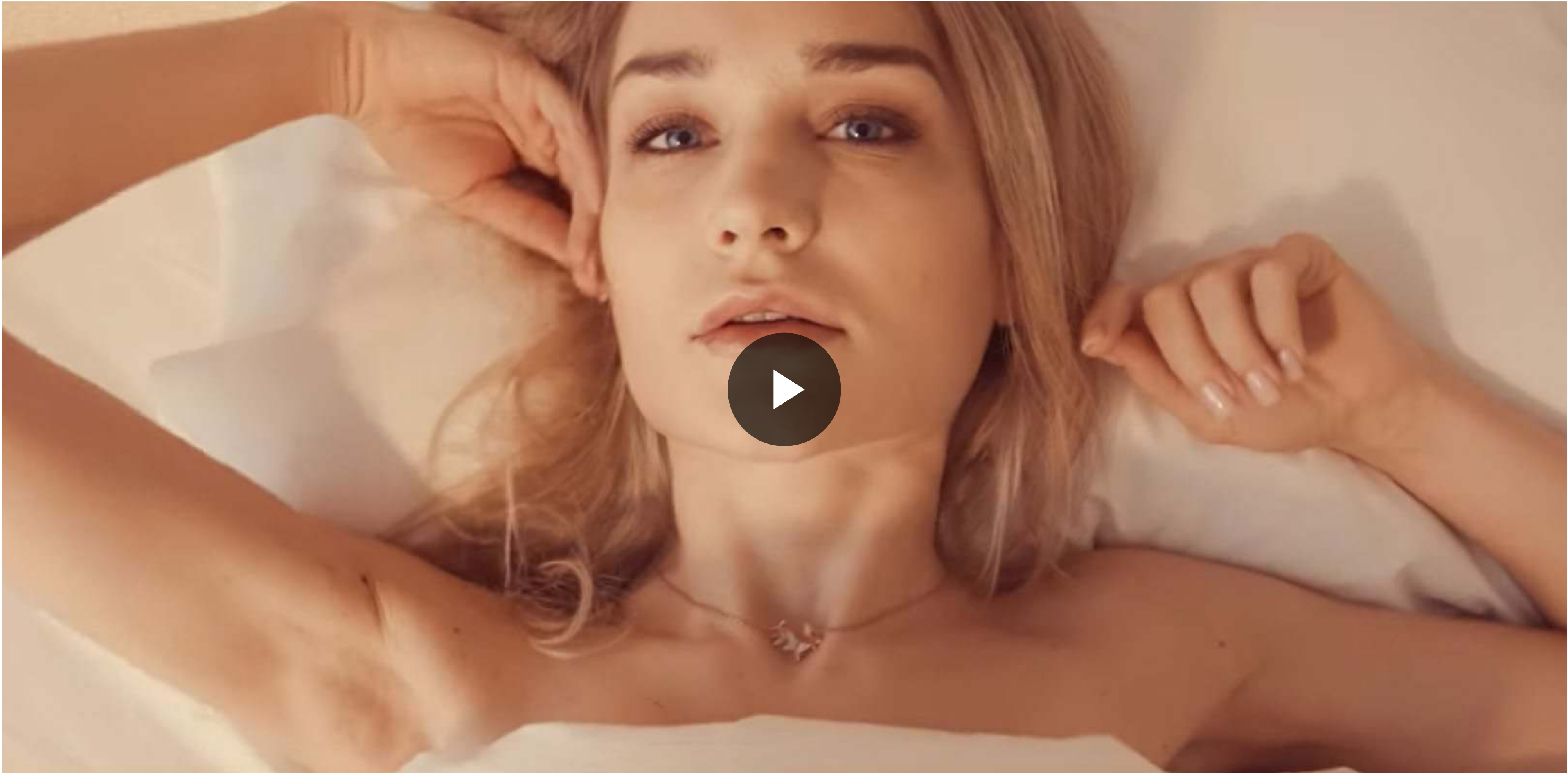
VIDEO CONTENT

Video content shouldn't be used **ONLY** to increase awareness.
Video ads are converting better than image ads today.

VIDEO - THRONE LIQUIDS



VIDEO - RED-EYE UK



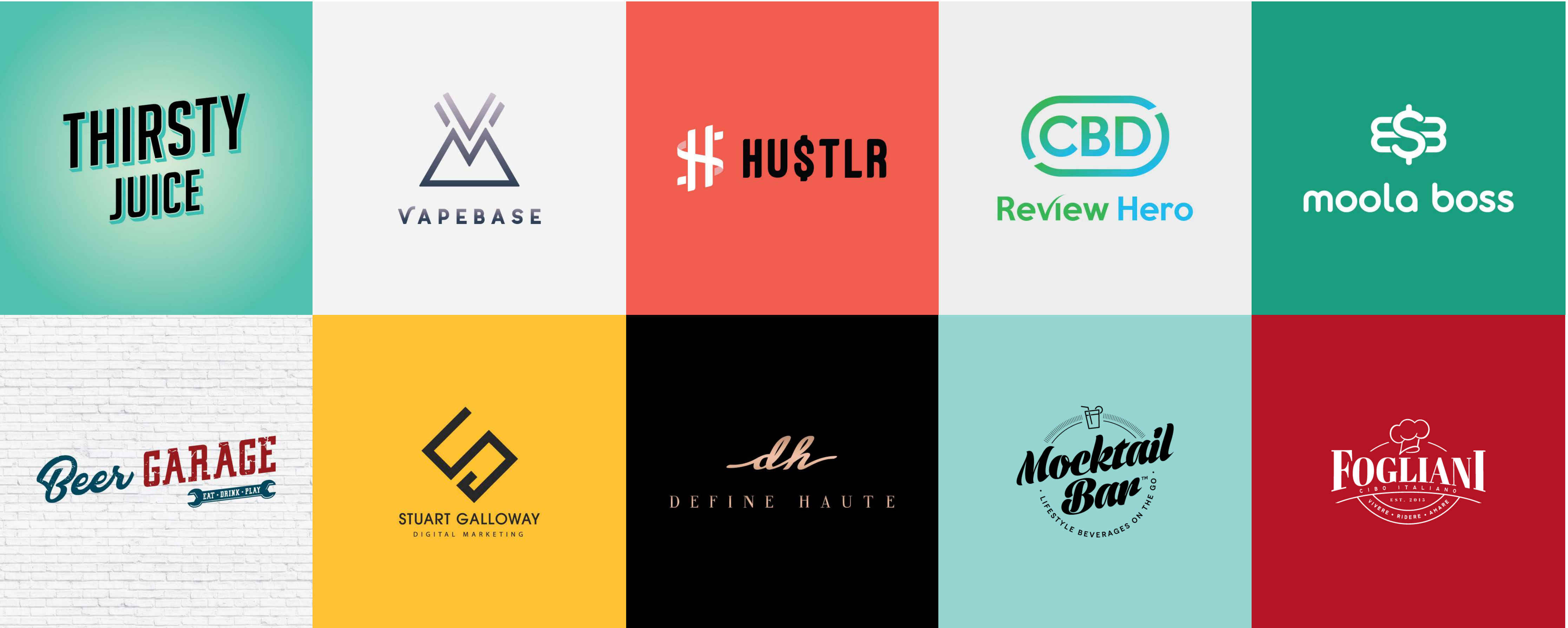


CREATIVE SERVICES

PRINT MEDIA & BRANDING

Logo & Branding • Content Creation

LOGO & BRANDING



WRITTEN CONTENT PRODUCTION

We produce purposeful written content that serves your audience when they're looking for information on Google.

- 1 Keyword audit within your niche
- 2 Competitive analysis
- 3 Propose keywords for content production
- 4 Produce high quality written content

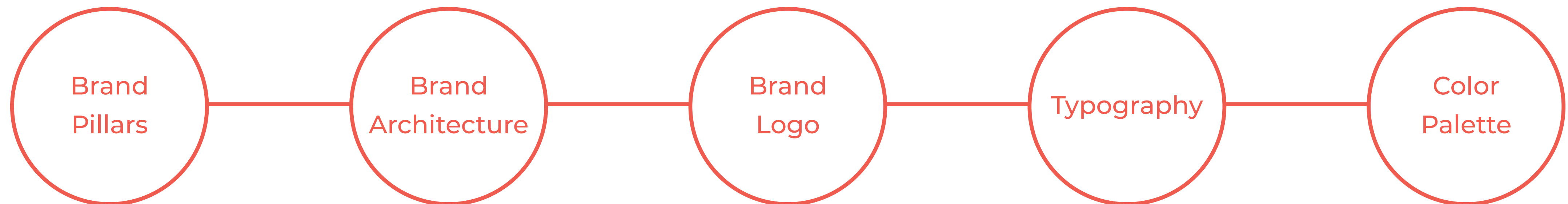
BRAND ARCHITECTURE

DEVELOPMENT

We create a distinct brand that aligns with your vision and mission.



DETAILED BRAND BOOK DEVELOPMENT



BRAND GUIDELINE



TRAINING & CONSULTATION

Already have an in-house team that you'd like to upskill and train?

We provide intensive workshops and training for services we offer, so your team can run the show the right way.



OUR TEAM HAS WORKED WITH



AXIATA
DIGITAL

melissa

Tai
sun

NATURE'S
WONDERS
Life's natural treats!

Wunderbath
HANDMADE BATH REVOLUTION

JACK'N JILL

munchy's™
bite me

Morganfield's®
★ Home of Sticky Bones ★



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GO GET

Are You Ready to Supercharge Your Digital Strategy?

GET A FREE QUOTE!

Reach out to us at hello@hustlr.com