



August marked Singapore's 60th year of independence, a milestone that celebrates not just our nation's resilience and innovation, but also the SMEs that continue to shape its next chapter. At VK Transformation, we commemorate our own journey of 9 years, committing to our mission of transforming as many local businesses and nurturing the next generation of talent with the same spirit of resilience and innovation.

In this edition, we spotlight **two local champions** that embody the spirit of transformation - a SkillsFuture-approved training provider redefining adult education, and a homegrown baby food brand turning everyday kitchens into digital storefronts. These aren't just case studies, they're proof of what's possible when bold ambition meets the right blend of strategy, technology, and support.

Our approach remains rooted in the same winning formula - **deep local insights** that ground our decisions, AI-powered strategies that anticipate what's next, end-to-end digital transformation that delivers measurable results, and grant maximisation expertise to fuel sustainable growth. In a digital landscape that evolves by the day, VKT continue to **democratise access to high-impact strategic consulting and digital marketing services**, equipping brands not just to adapt, but to compete with confidence.

Ready to future-proof your business? Sign up for our **complimentary Digital Audit** today and discover how VKT's proven formula can help your brand scale smarter, unlock funding opportunities, and achieve sustainable growth.

[Book A Digital Audit Now](#)

SOCIAL MEDIA POSTS



Happy 60th Birthday Singapore!

This year's theme, "Building Our Singapore Together," is more than a message, it is a call to unity, resilience, and shared progress.

At VK Transformation, our mission is to democratise access to high-impact consulting and digital marketing services. We help businesses of all sizes to scale and achieve predictable, sustainable sales growth—a vision that deeply aligns with the SG60 spirit.

As we celebrate six decades of courage, grit, and innovation, let us continue building a Singapore where every action shapes progress and every step forward is taken together.

[Read More](#)


CELEBRATING SG60 WITH 9 YEARS OF BUSINESS TRANSFORMATION

See how VKT helped two local champions transform, grow, and future-proof their businesses.



Celebrating SG60 with 9 Years of Transformation

This post launched our SG60 tribute with two standout client success stories.

A SkillsFuture-approved training provider overcame low visibility and weak ad performance with VKT's lead gen strategy: achieving a 62.5% boost in leads and 38.57% more website traffic.

A homegrown baby food brand turned limited reach into digital growth through e-commerce optimisation and AI-powered campaigns, seeing a 3x ROI in 2 months and their highest-ever monthly revenue in March '25.

These SMEs show how the right strategy can fuel lasting transformation and future-ready growth.

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SOCIAL MEDIA POSTS

The graphic is titled 'The VKT Story' in a large, bold, black font. Above the title is the VKT transformation logo. To the left of the title is a small image of tree roots, and to the right is a small image of a green leaf. Below the title is a blue rounded rectangle with a white tree icon and the text 'Rooted in Singapore, Driven by Growth'. Below this are four white rounded rectangles with black text, each connected to the blue box by a line. The text in these boxes is: 'Founded in 2016 to empower SMEs to scale, thrive & compete globally', 'Supported B2B & B2C clients across Asia-Pacific', 'Enterprise Singapore-certified consultant-led, ex-Googler leadership', and 'Mission: Blend strategy, technology, and data to deliver sustained, measurable growth'. At the bottom of the graphic is a wide image of the Singapore skyline with the Marina Bay Sands and Esplanade - Theatres on the Bay. A red circle with a white right-pointing arrow is overlaid on the bottom right of the skyline image.

The VKT Story

Rooted in Singapore, Driven by Growth

- Founded in 2016 to empower SMEs to scale, thrive & compete globally
- Supported B2B & B2C clients across Asia-Pacific
- Enterprise Singapore-certified consultant-led, ex-Googler leadership
- Mission: Blend strategy, technology, and data to deliver sustained, measurable growth

The VKT Winning Formula

Our strategies are grounded in local insights to ensure market relevance, supported by end-to-end digital transformation that spans from branding to execution. AI-powered tools like predictive analytics enable agile marketing that keeps clients ahead of trends. While our proven grant advisory expertise with a 100% success rate in EDG and MRA applications.

With over 9 years of experience supporting both B2B and B2C growth, VKT continues to equip businesses with the tools and confidence to build their next milestone.

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VIDEO



SG60 Special: Moonshot Journey With VK Transformation

The road to success is built on perseverance, grit, and determination — an ethos that defines both Singapore's remarkable journey and, to a lesser extent, the story of VK Transformation.

As we approach our 10th anniversary, our founder, Vivien Koh, reflects on the highs and lows of VK Transformation's moonshot journey, sharing the lessons learned along the way.

[Watch Now](#)

READY TO START YOUR DIGITAL MARKETING JOURNEY?

VKT offers Strategic Consulting, a full-fledged Digital Marketing Services and People Development Programme focused on accelerating your company's growth. Expect not only solutions in Performance Marketing but also a variety of other services ranging from Branding to Social Media Management.

With our experienced MRA & EDG Certified Consultant, VKT boasts a proven track record in achieving a high EDG application success rate with up to 50% funding. Take action today - [Contact Us](#) for a virtual coffee chat to discover more about how you may start your digital marketing journey and leverage our expertise!




FOR MORE DETAILS, CONTACT US TODAY

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For more information reach out to us on our [website](#) and feel free to share our newsletter.

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