

VK TRANSFORMATION IS NOW A PSG APPROVED VENDOR

OCTOBER 2025 | EDITION



Our latest webinar, “B2B and B2C Marketing with a special focus on Productivity Solutions Grant (PSG),” brought together business leaders eager to strengthen their digital presence while maximising funding support. Led by Vivien Koh, Founder of VK Transformation (VKT), the session explored practical, grant-supported ways to tackle common marketing roadblocks.

Free Mentoring Webinar for B2B and B2C At O2 Work

A poster for a free PSG webinar. The top right corner features the "VK transformation" logo. The main title is "FREE PSG WEBINAR FOR B2B & B2C (MENTORSHIP)" in large, bold, blue letters. Below the title, the date "30th or 31st October 2025" is listed. A section titled "During the session, you'll learn:" lists four bullet points: "How to get a clear digital marketing roadmap.", "The exact solutions needed for your business.", "How to apply for up to 50% funding with the PSG grant.", and "Vivien's expert insights from years in the industry." At the bottom left, there is a bio for Vivien Koh: "Vivien Koh", "Ex-Google | PMC | Founder of VK Transformation | Educator", "Has Helped 11,000+ SMEs Across Asia", and "Special Focus: The Productivity Solutions Grant (PSG)". To the right of the bio is a circular portrait of Vivien Koh. The background of the poster is blue with a white mountain range silhouette.

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IN CASE YOU MISSED IT

Key Highlights:

Empowering businesses through PSG Awareness

Many attendees gained clarity on how the Productivity Solutions Grant (PSG) can cover up to 50% of digital marketing costs, making transformation more attainable for businesses.

Driving ROI-Focused Digital Marketing Mindsets

Participants learned how to justify marketing spend through ROI-driven strategies, from optimising ad spend to tracking campaign performance, highlighting a key shift in how businesses view digital marketing as a business enabler rather than a cost.

Addressing the Challenge of Reaching Audiences Digitally

Many SMEs still lack a website or an integrated online presence, which is a critical gap in today's digital-first business landscape. Additionally, several participants shared that they are unsure how to effectively leverage Google Performance Max (PMAX) to expand their reach, generate qualified leads and measure conversion performance.

Recommendations Moving Forward:

1. Start with measurable goals. Define clear objectives such as Return on Ad Spend (ROAS) or conversion rate improvements to ensure your marketing investments deliver tangible results.
2. Build data-driven strategies. Learn to use Google campaign type like Google PMAX to optimise campaigns, track key funnel metrics such as click-through rates (CTR), conversion value and scale performance marketing effectively.
3. Embrace new opportunities. With Generative AI and chatbots reshaping how customers discover and engage with brands, businesses should explore how AI-powered SEO strategies can complement search-based marketing.

SOCIAL MEDIA POSTS



From Struggle to Strategy: How PSG Helps SMEs Grow with VK Transformation

This month's video spotlight, From Struggle to Strategy, tells a story that resonates with many business owners today: feeling stuck with rising ad costs, poor conversions, and limited clarity on what's actually driving results, until VK Transformation steps in.

Through a lighthearted yet insightful skit, our Founder Vivien introduces how PSG-approved digital marketing packages empower SMEs to overcome these challenges with strategic, data-driven solutions and up to 50% funding support.

[Read More](#)



ARE YOU LOOKING FOR A GRANT TO...



- ✓ Achieve **Higher ROI** For Every Marketing Dollar Invested
- ✓ **Claim Up To 95%** funding with PSG + SFEC for digital marketing solutions
- ✓ Access **ads, social, SEO, analytics** & more
- ✓ **Comprehensive packages** that future-proof your growth

Book Your PSG Consultation Today



A New Milestone for VKT

VK Transformation is officially an IMDA-approved PSG vendor for Digital Marketing!

Our solutions go beyond marketing, they're built on strategy, performance, and measurable outcomes. With our consulting-first framework led by a Practicing Management Consultant (PMC) and ex-Googler, we help SMEs turn every marketing dollar into long-term growth.

PSG is more than funding: it's your growth catalyst. With VKT's proven framework, you can invest smarter and scale faster.

[Read More](#)

Happy Diwali From Team VKT



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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