

VKT'S 2022 WRAPPED-UP

DECEMBER 2022 | EDITION



In the blink of an eye, yet another year has passed.

This past year, we at VKT continued to take our digital transformation strategic consulting and digital marketing capabilities to the next level with projects i.e. enabling omnichannel business model and performance marketing for SMEs to accelerate revenue growth and Return on Ad Spend (ROAS); uplifting branding & marketing strategy with EDG; and launching our digital sales & marketing training programmes.

In 2022, our digital transformation strategic consulting efforts have helped businesses develop their desired automated operating model and omnichannel demand chain, helping them deliver seamless experience across their brand channels, improving productivity and driving revenue growth.



In July, we accomplished our Moonshot Thinking workshop with Nokia's APJ Leadership Team.

In the same month, we finished third and our final run of the Design Thinking & Innovation course, in collaboration with SMU Academy.



In the second half of 2022, we launched our SMU Certificate in Strategic Digital Sales Leadership.

VKT'S 2022 YEAR IN REVIEW

Click on each respective month to read more!



January Customer-Centric Marketing

Are you facing a rut when it comes to establishing a personal connection with your customers?

Many businesses have transformed their business model to establish a digital presence due to COVID-19.



March Change Management & Supply Chain Management

How you manage your supply chain can make or break your business!

Due to technology, supply chains are undergoing drastic transformation.



June Omnichannel Marketing

87% of retailers consider omnichannel marketing to be critical to their success!

Brands today must develop strong omnichannel presences, or risk falling behind the competition.



February B2B Influencer Marketing

Did you know that influencer marketing is not just for B2C businesses?

B2B influencer marketing provides customers with information about your product from someone they already know and trust.



April & May Branding

Presenting a brand consistently across all platforms can increase revenue by up to 23%.

A strong and consistent brand is essential to stand out in the highly competitive business landscape.



August & September Digital Sales

By 2025, 80% of B2B interactions will occur via digital channels.

Sales leaders must now integrate digital selling into their sales process to build and lead high-performance sales teams in the digital age.



November & December Holiday Marketing

8 in 10 holiday shoppers are influenced by the internet before making a purchase!

Most brands leverage digital marketing to boost their sales during festive seasons.



July Data-Driven Marketing

Companies that are data-driven are 58% more likely to surpass their sales targets.

Many businesses are now looking to create data-driven cultures throughout their companies.



October Performance Marketing

Millions of brands are leveraging performance marketing to drive customer acquisition and revenue growth.

Performance marketing is an aspect of digital marketing that has huge potential if executed properly, but is often overlooked.

As 2022 draws to a close, the VK Transformation team would like to wish all our followers and supporters a restful holiday break! Stay tuned for more educational, inspiring content coming your way in 2023.

READY TO MASTER YOUR DIGITAL MARKETING IN 2023?

VKT offers Strategic Consulting and a full-fledged 360° Digital Marketing Programme focused on accelerating your company's growth. Expect not only solutions in Digital 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 that grants your business up to 70% funding for SMEs and 50% for non-SMEs. So wait no longer, and 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.

