**Project 316/FY15**

**Brief Company Profile**

The Singapore based company, with regional presence, provides communication services such as written translation, transcription and interpretation.

**Objective of the consulting project**

The company hopes to have a team to help create brand awareness (mainly online strategies) for it to better engage new leads and existing clients.

**Project work required (not restricted and not limited to)**

- Review & strengthen current online (Per-Pay-Click “PPC”) marketing campaigns using Google Adwords, Yahoo & Bing with the following proposed deliverable.
- Review current campaigns to:
  - Research & propose different country’s PPC feasibility, SWOT analysis and strategy.
  - Improve overall ROI.
  - Improve ad copy, position and other metrics.
  - Improve PPC ad’s landing page.
  - Utilising new PPC platform’s features.
  - Research and propose a mobile-based PPC strategy.
  - Create comprehensive PPC reports in ad platform.
  - Propose a campaign to roll out the strategies suggested
- To achieve the above, the company will provide a comprehensive briefing as well as materials during the pre-launch meeting.

**Student Requirements**

- 3-member team with at least one senior student

The team will be mentored by a project advisor.

**More Information**

Start Date: ASAP  
Duration of project: 10-12 weeks  
Stipend: $3000 per team (excluding incidental expenses incurred during the course of the project)  
Working hours: Flexible working hours  
Internship filing: Up to 10 weeks