WWW.BUOST.ASIA

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WE BUILD BRANDS, GROW SALES AND SHINE LIGHT ON HOW DIGITAL CAN BETTER SERVE YOUR WORLD

BreamHall® You ain't work here, you live. BUCK Suits reviga®

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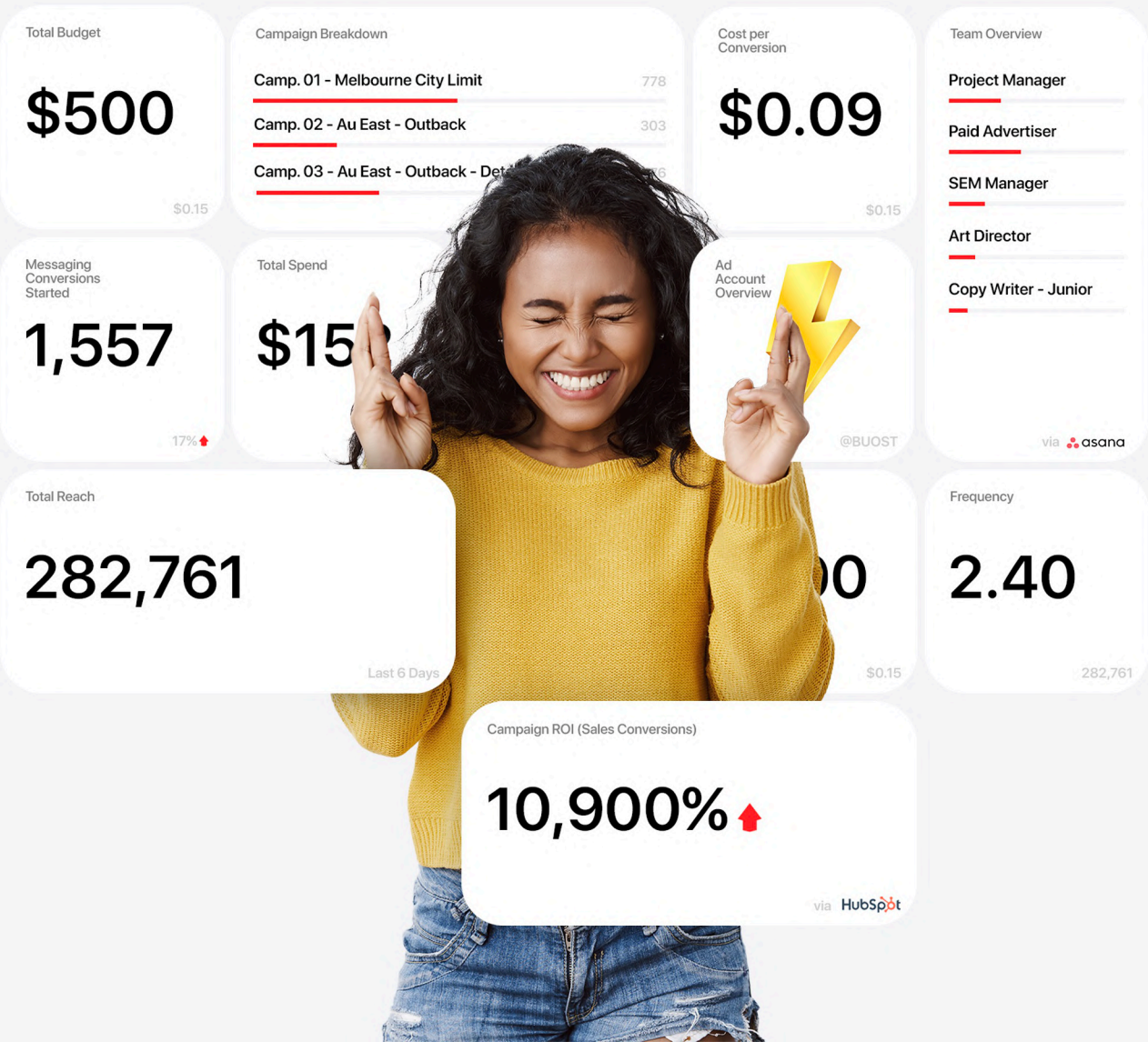

# BUOST ASIA

We are a digital marketing agency that helps businesses and organizations grow. We work on three aspects: Marketing, Data, and Technology. With a team of specialists, BUOST creates better businesses, gets more sales, and skyrockets growth. Launching strategies with calculated risks and creating brand images that are easier to understand, we start from the ground and reach the sky.

An assortment of clientele coming from different industries adds up to our expertise. Automobile, retail, restaurant, finance and e-commerce are to name a few.

PORT CITY
COLOMBO

# Bridging Boundaries with the largest urban development projects in South Asia

At BUOST, we believe in the power of innovation and creativity to drive business growth and success. As the exclusive marketing partner of Port City Colombo, we are committed to helping this visionary project reach new heights of success and become a global leader in urban development.

KONICA MINOLTA
Kelly Felder
NISSAN
REDVERS BULLER
ORBAN PROPERTIES
MG GROUP OF COMPANIES
St. Dimitrios Moonee Ponds
VISION CARE
AllasFinance
e-wis
LONDON SLEEP COMPANY
LOGIQUICK
FRANK&ARLO
ISABELLA
PRINTING TECHNOLOGIES
Member of Redline Capital
GALEA & FAUSTIN SOLICITORS
Aquafresh
roughton
teejay

# MARKETING & GROWTH

Attract and engage your kinda people, 'Finding' isn't just about marketing and growth, it's about starting a relationship between you and your future neighbourhood. The power lies in the one that knows how to talk. Great marketing is just good communication. Say the right things, to the right people, in the right tone and you'll be unstoppable. But, not everyone knows how it's done, and that's why BUOST is here to help.

## Paid Media & Inbound Campaigns

The outreach campaigns we follow have two specific categories; Inbound Marketing campaigns to rank your business organically on Search Engines and Media Campaigns to get your product or service out there through Paid search and Paid Social.

## Digital Marketing Teams

As the marketing requirements are quite dynamic and broad, the recommended arrangement is building a core team to help deliver and manage marketing services for the business. At BUOST, these teams cover a wide-range of capabilities with the added option being flexible, low on overhead and all with the ability to expand along the way.

## Digital Marketing Retainers

The key difference between retainers and ad-hoc projects, are that when you do retainers you have a team always looking at an ongoing KPI trying to improve results. With specialists looking over the numbers to make sure that you're always optimized, you can rest at ease and focus on running your business.


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# MARKETING & GROWTH

At BUOST, we offer comprehensive branding services that encompass both UI/UX and Experience design, as well as Branding & Identity development. With a focus on ease of use and enhancing digital experiences, our talented team will revolutionize your brand's online presence. We design creative, intuitive, and unique solutions tailored to fit your brand's personality, ensuring increased engagement for your digital products.

Additionally, our branding and identity services incorporate your brand's and customers' core values, resulting in a composite brand identity that truly represents your business. Through in-depth research of competitors, current trends, and your company's unique characteristics, we create a versatile and successful brand outlook that not only works but excels.

Branding & Identity

Design & Illustration

Interface & Experience

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# BRANDING & IDENTITY DEVELOPMENT

This involves creating and developing the overall brand identity for a company or product. It includes designing the logo, choosing brand colors, defining brand values, creating brand guidelines, and establishing a consistent brand identity across various platforms. This includes guidelines for logo usage, typography, color palette, imagery, tone of voice, and more.

## Brand Guidelines

This involves creating and developing the overall brand identity for a company or product. It includes designing the logo, choosing brand colors, defining brand values, creating brand guidelines, and establishing a consistent brand identity across various platforms. This includes guidelines for logo usage, typography, color palette, imagery, tone of voice, and more.

## Rebranding

Rebranding is the process of giving an existing brand a fresh look and feel. This involves updating or redesigning the brand identity elements, such as the logo, typography, colors, and messaging, to align with the evolving needs of the business or to appeal to a new target audience.

## Packaging Design

Packaging design is the visual and structural representation of a product's packaging. This focuses on creating attractive, functional, and on-brand packaging solutions that enhance the product's appeal, differentiate it from competitors, and effectively communicate its key features and benefits.

## Collateral Designs

Designing various marketing materials and assets that represent and promote the brand, such as business cards, letterheads, brochures, flyers, banners, social media graphics, and other printed or digital materials that align with the brand's identity and messaging.


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BRANDING & IDENTITY

# THE PROCESS

## Stand out in the hurricane

In this digital age, all everyone wants to do is stand out. In the scramble of getting to the top, most brands get lost, or even forgotten despite their existence. We at BUOST aren't going to just tell you that you're going to succeed, no. We're going to show you how we do it. And all it takes is three simple steps.

## The Breakthrough

Digging through your brand and truly uncovering the hidden aspects of your business happens during this phase. A complete analysis of the problem, breaking the initial image and setting the plan for the potential your brand holds and the goals it aspires to achieve, happens during the breakthrough by BUOST.

## The Formulation

With the comprehensive plan in mind, the overflow of ideas is narrowed into feasible, workable chunks. Developing them into visuals to communicate the values and attributes of the brand, BUOST works on prototyping and drafting until the desired outcome is achieved. This way, your aspirations are made sure to be met, along with the proper strategies.

## The Operation

Nothing can be achieved without effort. This final phase is the most important. While being consistent, and with strategies that will boost your brand name, BUOST will increase your visibility. It's not a one-night job, this takes steady attempts with constant renewal and reflection. BUOST will carry out the operation to strengthen your business, taking it to heights never seen before.


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# DESIGN & ILLUSTRATION

## Design

Content creation through design-these include everything from social media posts, to vectors art everything in between.

## Illustration

Content creation through custom art-styles without the use of existing resource files and assets.

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# USER INTERFACE & EXPERIENCE

Designs that give your customers to get the best user experience. Taking over a web or design project requires understanding, planning, and execution. We don't just dive into the deep end unprepared. First, we follow the procedure.  We specialize in crafting engaging, interactive experiences for your digital product. We have an experienced team of creative UX specialists who would guide you to build delightful, intuitive and articulated solutions.

## Crafting Engaging Digital Experiences

We identify user groups, create personas, and define problems by pinpointing the needs and goals of the users and validating the defined problems. We also carry out solution testing and prototyping.

## Building New Products

We help you to analyze your direct and indirect competitors, prototype your solution with early adopters, and to get the perfect problem-solution fit and product-market fit.

## Product Revamp

We help you identify what works and doesn't work in your current product. Innovate and design new user journeys to achieve both business and end user goals. Prototype and test to ensure it delivers a better user experience than before.

## Adding New Features

We can help you analyze and establish if the feature is really required, ideate and design new user journeys and map these to existing product stories. We can also support you to create testable prototypes to validate the new story.


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# ENGINEERING

Technology for your brand, customized to suit you. We use the best technology for the job, specifically focusing on PHP, Node.js, Workdpress, Laravel, Vue.JS, TailwindCss, Bootstrap.

## Product Conceptualization

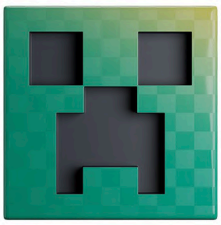
Being the first step of a multi-step design process, product conceptualization makes sure your idea meets the technical and functional requirements. In the creation of a new product or an upgrade in an existing one, product conceptualization optimizes performance. This is a specialized task that enables the product to be flexible, changeable, competitive, and engaging. With the team at BUOST, product conceptualization can be used to its fullest advantage, optimizing the outcomes.

## Mobile Applications

The device that rests in the hands of the people has taken over the world. Conquering the mobile world will put you on the front line in the pool of businesses. Your idea is just a fragment of your imagination until its executed to be made into a world-class application. That's why BUOST is here to jump-start it. With extended experience in creating mobile apps, or mobile-enabling your existing platforms, you've come to the right place.

## Full Stack Development

Taking care from end-to-end, BUOST will work on the three tiers - client, server, and database of the application. Covering the entire depth of the computer system application, we are involved in your application from start to finish. Making sure to increase productivity, reliability and without compromising domain knowledge, your product will be better adopted with your involvement, to ensure the best experience for your customers.

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BUOST > GROWTH🔥

# GROWTH, DELIVERED

All our retainers run with real-time reporting with pre-decided KPIs to make sure you're on track to deliver the results you crave for.

aging
ersions
d

557

17%

Campaign Breakdown

| | |
|---|---|
| Camp. 01 - Melbourne City Limit | 778 |
| Camp. 02 - Au East - Outback | 303 |
| Camp. 03 - Au East - Outback - Detailed | 476 |

Cost per Conversion

$0.09

$0.15

Team Overview

Project Manager

Paid Advertiser

SEM Manager

Art Director

Copy Writer - Junio

via

Spend

152

$500

Ad Account Overview

@BUOST

Campaign ROI (Sales Conversions)

10,900%

via HubSpot

Reach

82,761

Last 6 Days

Client Feedback

Satisfied

Total Budget

$500

$0.15

Frequency

2.40


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# PROJECTS

Ad-hoc projects are done then and there. No previous planning, no prior sketching. This takes a special type of ability to produce quality content on demand, through unexpected requests. While still following the project management process in fast-tacked manner, ad-hoc projects are executed seamlessly as possible.

| | Minimum | Average |
|---|---|---|
| Digital Strategy : Initiation | $1,500 | $2,000 |
| Branding Exploration | $7,500 | $22,500 |
| Outreach Campaign | $960 | $3,400 |
| Inbound Campaign | $1,750 | $2,250 |
| Creative Design | $500 | $760 |
| Video/Motion | $1,400 | $5,100 |
| Website | $10,000 | $33,400 |
| Mobile Application | $25,300 | $49,500 |
| Engineering | $31,000 | $72,000 |


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# RETAINERS

Ad-hoc projects and retainers are two different things, though they may seem similar. A retainer, unlike an ad-hoc, takes planning with the involvement of a team monitoring the KPI. The specialists will handle the numbers and the optimization, and make to improve results, while you can sit back and relax.

| | Endorse<br>$2000/Month<br>To help quickly validate proof of concept and establish a viable digital strategy | Sustain<br>$6000/Month<br>Build an organic foundation to help keep your engagement actively running | Growth<br>$7200/Month<br>Equipping businesses with the capabilities to dynamically change strategy and grow. |
|---|---|---|---|
| Paid Traffic Strategy | ✔ | ✔ | ✔ |
| Organic Traffic Strategy | ✔ | ✔ | ✔ |
| Analytics & Tooling Setup | ✔ | ✔ | ✔ |
| Conversion Rate Optimization | ✔ | ✔ | ✔ |
| Marketing Automation Strategy | ✔ | ✔ | ✔ |
| Paid Traffic Strategy | ✔ | ✔ | ✔ |
| Organic Traffic Strategy | ✔ | ✔ | ✔ |
| Search Engine Marketing | ✔ | ✔ | ✔ |
| Display Network (DSP) | ✔ | ✔ | ✔ |
| Paid Media Campaigns | ✔ | ✔ | ✔ |
| Remarketing | ✔ | ✔ | ✔ |
| Inbound Content Creation | | ✔ | ✔ |
| Social Media Management | | ✔ | ✔ |
| Search Engine Optimization | | ✔ | ✔ |
| Outreach | | ✔ | ✔ |
| Custom Creative Campaigns | | | ✔ |
| Management Budget | Up to $1,500 | Up to $5,500 | Up to $6,500 |
| Reporting & Project Management | ✔ | ✔ | ✔ |


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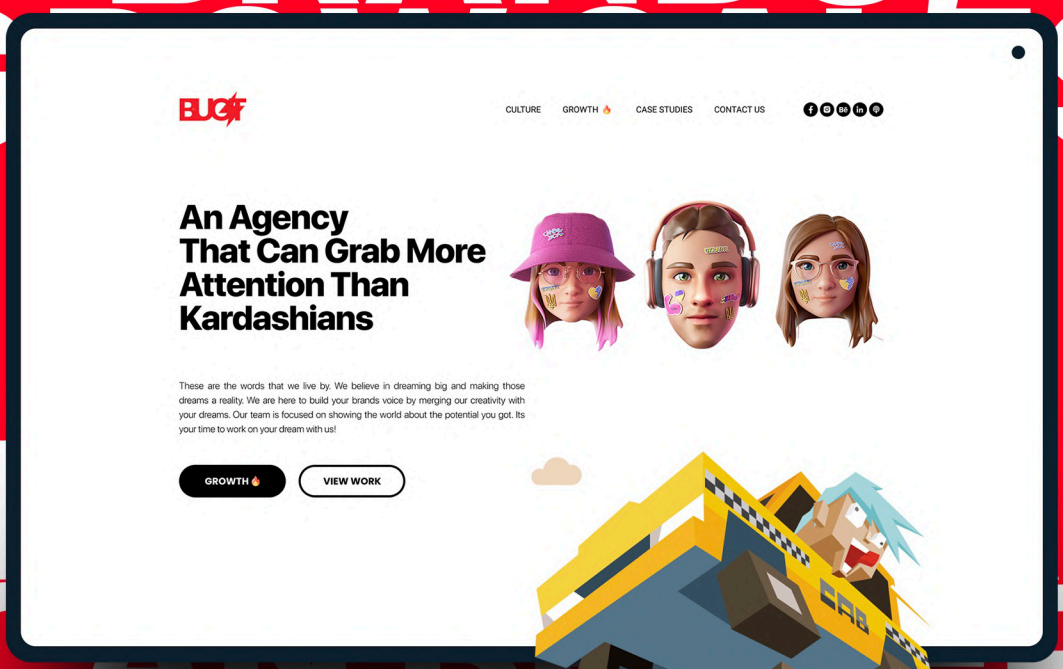
# WE BUILD BRANDS, G S




# H L CAN BE ER SERVE YOUR WORLD

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