

News Plaques Drove 25% Business Growth for Selling Singapore

Founder of Selling Singapore, Mr Nicholas Tan, has leveraged both physical plaques and digital copies of his news coverage to grow his customer base



Background

- Local property realtor, Selling Singapore, has revolutionised the real estate industry with its groundbreaking viral marketing techniques. Mr Nicholas Tan, the Founder of Selling Singapore, has utilised videos and social media marketing in his creative approach to property sales.

The success of Selling Singapore's innovative methods has not only propelled his business to new heights, and has been featured The Straits Times, The Business Times, and Lianhe Zaobao.

“The effects of the recognition from our local news media last a long time in establishing our company’s credibility and build trust among current and potential customers, so why not amplify that to your benefit?”



The Implementation

- Selling Singapore wanted to retain the articles as a form of memento. Hence, Mr Tan made them into plaques which has served well as motivators for his team and as accreditation for their achievements.
- Additionally, the organisation wanted to leverage the news coverage digitally to promote their business.

The Results

- Running ads with their digital news plaque has helped them increase sales by 25%. These ads have garnered five times more impressions and interactions on social media platforms. Although there is an annual licensing cost, they found that it was money well-spent.
- The digital footprint of these news features also span across various platforms on the web, reaching much more audiences than the organisation can do on their own effort.



“If you’re a growing startup with limited resources, let your achievements speak for you.”

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