

DIGITAL MARKETING PLAN · JUNE 2025

Fold & Frame Studio

More qualified website visitors, and more enquiries from Google, for an experiential design studio.

PREPARED BY
Velox Media

DATE
June 2025

CHANNELS
Google · Facebook · Instagram

What this plan covers

01 Executive summary

03 SWOT analysis

05 Paid campaigns

07 Timeline and ways of working

09 Risks and contingencies

02 How the plan was built

04 Goals and persona

06 Testimonial gathering

08 Benchmarks

Spaces that tell a story

Fold & Frame Studio is a fictional design studio specialising in experiential design and spatial storytelling. This plan sets out a content and paid media strategy to generate leads from Google and grow website visits. It draws on the findings in the accompanying research document.

Architectural design

Part of the Northline Design Group, with projects that include showrooms and cafés.

Experiential spaces

Immersive environments — for example, an office for a technology holding company modelled on a traditional Chinese garden to encourage creativity and collaboration.

Beyond aesthetics

Design choices made to change how people feel and behave inside a space.

Behaviour first, then everything else

The plan follows the same three steps as every Velox Media plan. Each campaign below traces back to the first two.

01

Identify buyer behaviour

Hospitality and retail decision-makers compare portfolios and track records long before they contact a studio. They fear budget overruns and missed deadlines.

02

Find why and where they buy

They buy when they trust a studio's process and can see relevant past work. They search on Google with clear intent, and absorb brands passively on Facebook and Instagram.

03

Convert it into how they buy from you

Google search ads to meet existing demand, Meta ads to build familiarity, and a steady supply of Google reviews as proof.

Fold & Frame Studio today

Strengths

- Focus on commercial hospitality and showrooms
- A distinctive storytelling approach
- Backing of the Northline Design Group: shared expertise, resources and reputation
- Strong local presence
- Proven group experience in showroom projects

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Weaknesses

- Few project case studies published on the studio's own site
- No visible client testimonials or reviews
- Lower standalone brand awareness than major competitors
- A digital presence that needs to mature

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Opportunities

- Growing demand for experiential and sustainable design
- Boutique hospitality and adaptive reuse
- The group's reputation and resources
- Thought leadership in storytelling design
- A stronger online showcase
- Answering industry pain points on transparency and quality

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Threats

- Established global and local competitors
- A low barrier to entry that drives inconsistent quality and price pressure
- High operating costs in Singapore
- Fast-changing client expectations and trends
- Price sensitivity against the value of bespoke work

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Two jobs for the campaigns

01

Build a clear brand identity

Ads aimed at business owners that use completed projects to show the studio's unique value and its willingness to experiment.

02

Increase qualified traffic

Paid search that puts the website in front of people already looking for a commercial interior designer.

03

Channels

Primary: Google Search. Secondary: Facebook and Instagram.

Alex Chen, 35 · Head of Hospitality Development

Role

Senior leader at Harbourline Hotels, a fictional mid-sized boutique hotel chain.

Background

Brand management, customer experience strategy, real estate investment and corporate development. Follows market trends closely.

How he thinks

Sees physical space as a tool for hitting business targets, not just decoration.

Personas are fictional composites built from the research document.

What Alex looks for, and what he avoids

Looks for

A portfolio and track record he can check.
Reputation and credibility.
A clear value proposition.
A transparent process and good communication.
Specialist expertise.

Avoids

Inconsistent quality and no accountability.
Budget overruns and hidden costs.
Poor project management and missed deadlines.
A designer who misreads the brief.
Designs that ignore function or context.
Rigid, uncustomisable work.

How we use this

These points become the messages Alex sees in every ad, each with a clear call to action. People act when they feel understood, so the ads show we know his concerns before we describe our work.

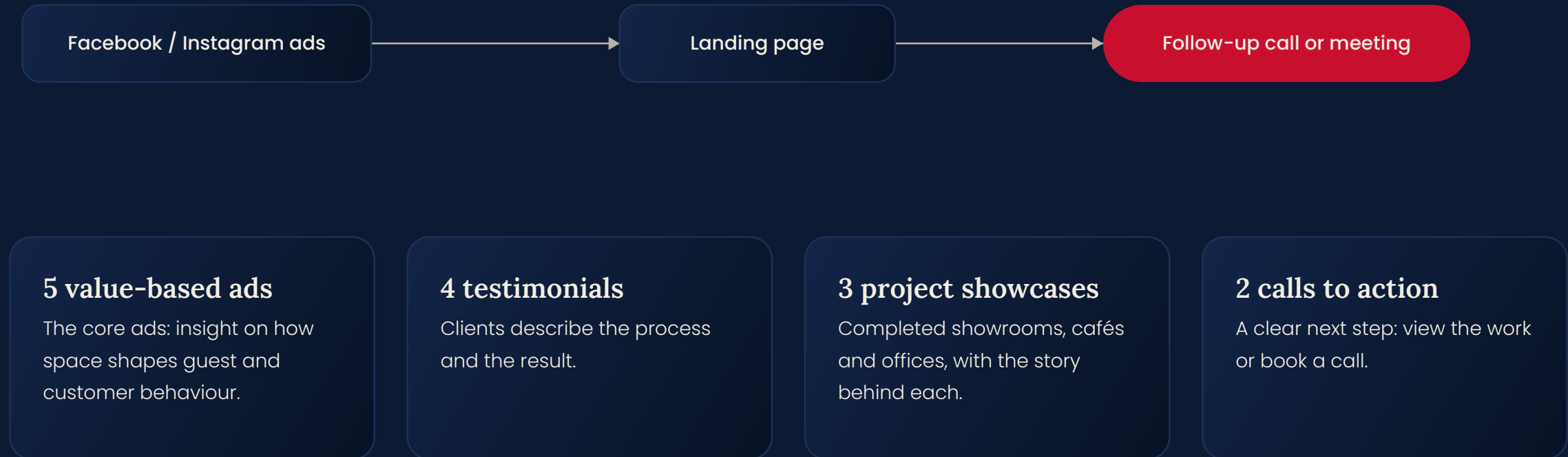
01

Paid campaigns

Familiarity on Meta, intent on Google.

Build familiarity before the first meeting

Fourteen ads introduce the brand to new prospects, so they recognise it before they meet the team.



Awareness ads are judged on reach and engaged visits, not direct enquiries.

Bring interested prospects to the site

For people who already share the brand's view of design and know what they want. They convert better. The content must give them a reason to visit.



Browse the projects

Showcase pages that prove the studio has solved similar briefs.

Read an article

Short pieces on storytelling design and what it does for a business.

Request a quotation

A free quotation for prospects ready to talk about a project.

Meet people already searching

Paid search sends people already looking for a commercial interior designer to the studio's website.

Google search ads

Landing page

Follow-up call or meeting

Real search terms

Keywords come from what prospects actually type and the problems they want solved.

High-intent only

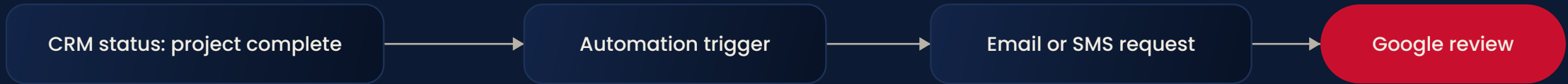
Ads appear on those searches only, so budget isn't spent on visitors who leave straight away.

Higher cost per click

Intent is higher and more firms compete for the same searches, so each click costs more.

Automated Google reviews

When a project is marked complete in the CRM, the client automatically receives a review request by email or SMS. Reviews collect on the Google Business Profile.



Why it matters

The studio currently has no visible client reviews. Prospects like Alex check them first.

What it needs

A CRM with a project-status field, and client consent to be contacted.

What to expect

Reviews build gradually as projects complete. We do not write, buy or filter reviews.

Path to launch

01

Discovery

We build customer personas from your existing clients to define the best-fit target.

02

Design and development

Your expertise, testimonials, showcase projects and unique value are filmed or designed as image ads.

03

A/B testing

15% of ad spend tests every piece of content. We test the visual first, then the description, then the headline.

04

Launch

The best-performing content goes live and starts driving traffic.

How we'll run the account together

Weekly check-in

A meeting of no more than 15 minutes: what happened, what's next, and how it affects the plan.

Client contacts

Access to past clients so we can gather testimonials and hear about their experience.

Account access

Access to your Meta Ads Manager, Google Ads account and Google Business Profile to run campaigns and manage reviews.

Target visitors for month one

Visitors who match the brand message or are looking for the studio's services.

CAMPAIGN	ASSUMED RATE	TARGET VISITORS
Google search	3% click-through from impressions	300
Meta · awareness	1% click-through from impressions	400
Meta · lead generation	1% click-through from impressions	500
Total		1,200 visitors

These are estimates. Campaigns can perform better or worse depending on conditions. Retargeting depends on the first ads performing.

02

Risks and contingencies

What can go wrong, and what we will do about it.

Facebook and Instagram

Ad fatigue

Risk: audiences tire of the same ads, so costs rise and engagement falls.

Response: refresh creative, widen segments, vary formats and watch frequency.

Rising ad costs

Risk: competition and algorithm changes push up CPM, CPC and cost per lead.

Response: continuous A/B testing, better landing pages and new placements.

Account restrictions

Risk: policy flags can reject ads or restrict the account.

Response: follow Meta's policies closely, keep creative compliant and use the formal appeals process.

Google Ads

Poor keyword targeting

Risk: broad or irrelevant keywords waste budget and lower Quality Score.

Response: refine keyword lists, use match types deliberately, add negative keywords and improve Quality Score.

Weak ads and landing pages

Risk: generic copy or a slow, unrelated page lowers click-through and conversion.

Response: copy built on the studio's strengths, a clear call to action, A/B tests, and fast pages with trust signals.

Budget and bidding

Risk: too little budget or the wrong bid strategy loses impression share.

Response: match budget to goals and competition, choose bid strategies carefully and adjust bids weekly.

When a campaign underperforms

Stop and rework

Any failing campaign is paused. We revisit the research and build new creative or targeting before spending more.

Scheduled refresh

Ads are refreshed about every six weeks, or sooner if the hook rate or conversion rate drops.

What this plan does not promise

No guaranteed traffic or leads

Visitor targets are estimates. We report actual results against them every month.

Proof takes time

Automated reviews build up over months, as projects complete.

Access is needed first

Campaigns start once we have account access and client contacts.

Platform costs move

Google and Meta set the price of ads. If costs rise, we tell you before changing anything.



Let's put the studio in front of the right searches.

A 30-minute call to check the keyword opportunity and the portfolio we can build campaigns around.

[Book a Free Strategy Call ↗](#)