



# CAPABILITY STATEMENT

Your destination for comprehensive marketing solutions: elevate your brand and marketing performance with our all-in-one, streamlined agency expertise.

## ABOUT US



Creative Key Marketing was founded by a team of experienced marketing professionals with a simple mission: **to help businesses reduce marketing costs while achieving stronger, more measurable results.** Rather than hiring multiple specialists, which can be expensive, fragmented, and still leave critical skill gaps, we provide a streamlined, all-in-one marketing solution that brings every area of expertise together under one cohesive strategy.

Over time, we have evolved into a **fully tailored, end-to-end marketing partner for businesses seeking clarity, consistency, and growth.** We take the time to understand your business direction, industry landscape, competitive environment, and target audience so we can **develop a customised strategy aligned with your goals. Every campaign and initiative is designed specifically to connect with your ideal audience,** strengthen your brand presence, and deliver measurable outcomes through seamless execution and consistent messaging.

## What truly sets us apart?

What sets us apart is our commitment to long-term success, not just short-term wins. We go beyond simply addressing immediate marketing needs by identifying opportunities for sustainable growth and continuous improvement. **By gaining a deep understanding of what drives your business, where opportunities exist, and how to unlock untapped potential, we create strategic marketing solutions that maximise performance across every channel.** The result is a smarter, more effective marketing approach that positions your brand for lasting success.

# WHY CHOOSE CREATIVE KEY MARKETING

We offer a comprehensive, holistic, all-in-one marketing solution, streamlining the process with seamless services that cover every aspect of marketing.



Our approach ensures businesses receive efficient, results-driven marketing strategies, allowing them to focus on growth and success while we take care of the rest.

# WHY CHOOSE CREATIVE KEY MARKETING

## When One Marketer Isn't Enough and a Full Team Feels Out of Reach



**A marketer salary : \$2000/week**  
But is one marketer truly enough?

That person could be good at only one thing (social media, web design, graphic design, etc.) meaning a team with three different marketing skills could easily **cost up to 6000/week!!!!**



## Too Many Agencies, Too Little Alignment

**Most agency sell and specialize on one thing only**  
(Social media, google, website, branding, etc)

But does that approach really work for you?  
Or you could find yourself hiring multiple agencies, which again could easily **cost up to 6000/week!!!!**

## **Solution**

**With just only \$500/week!!!!**  
(less than half a marketer salary)

You'll get a **full team of marketing experts** acting as your internal marketing team, dedicated to driving your business and brand growth.

The team contributes two full days of work each week to **maximise your marketing return on investment.**





# WHY CHOOSE CREATIVE KEY MARKETING



Are you working with a tight marketing budget but still want to achieve more?



Finding it difficult to hire enough marketing personnel to support all your marketing needs?



Struggling to capture and generate high-quality leads through marketing for a better ROI?



Finding it difficult to create a cohesive, integrated marketing strategy that delivers results?



Tired of dealing with multiple marketing agencies that don't work together seamlessly to deliver effective results?



Facing challenges in capturing, analyzing, and utilizing marketing data effectively?

**Look no further , we've got you covered!**

**Our team of marketing experts from various fields works together to deliver streamlined, tailored solutions designed to meet your business needs. Not only does this help reduce costs compared to hiring multiple full-time employees or working with several agencies, but it also delivers stronger ROI and more effective results.**

**Plus, it frees up your team's time from constantly monitoring and worrying about marketing performance, because we've got your back.**

**In other words, we aim to become your business's dedicated marketing department, ensuring your marketing objectives and KPIs are consistently achieved. That's what we do best.**

## OUR WORK



**Client: Australian Fire Control**  
**Project: Complete Rebranding & SEO Management**

We completed a full rebrand for the company, including a new logo and website, while also managing their SEO strategy. As a result, they achieved an average of five high-quality leads per week within a highly niche industry.



**Client: TechnoTan**  
**Project: Complete E-commerce Website Development**

We built a fully custom e-commerce website tailored to their diverse business model, with dedicated experiences for retail, wholesale, and direct customers. The platform was designed to effectively serve multiple target audiences while delivering a seamless and user-friendly shopping experience.



**Client: Flintel Group**  
**Project: Complete Rebrand**

We delivered a full rebrand, including brand identity direction, marketing strategy development, a new website, a new logo, and a complete overhaul of all marketing materials.

# OUR WORK



## Client: Allianz

### Project: Premium Merchandise

We designed, sourced, and delivered a range of premium corporate merchandise for Allianz, including calendars, business gift sets, custom packaging, and printed phone holders.



## Client: Allianz Malaysia

### Project: Mooncake Campaign

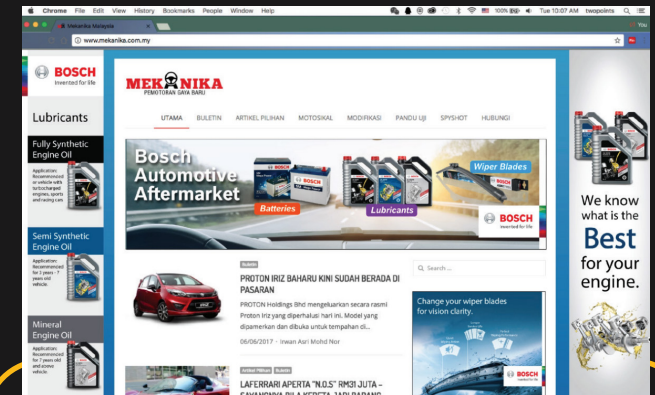
We oversaw Allianz's mooncake campaign, developing the concept and packaging design, managing the digital campaign, and coordinating the sourcing of custom-branded mooncakes featuring the Allianz logo.



## Client: Bosch

### Project: Creative Catalog Design

We designed and produced a unique catalog shaped like a lubricant bottle to capture attention and encourage engagement, making it more compelling for viewers to open and explore.



## Client: Bosch

### Project: Google Display Ads (Banner Campaign)

We designed and managed Bosch Malaysia's banner ads across relevant websites through Google Ads, increasing brand visibility and attracting qualified leads.



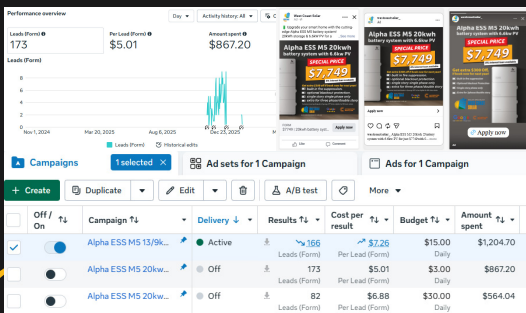
## Client: Total Malaysia

### Project: Creative Merchandise (Total x BWF)

We sourced and developed creative merchandise for the Total x BWF badminton tournament, including a custom shuttlecock-shaped USB fan designed to enhance brand engagement during the event.



# OUR WORK

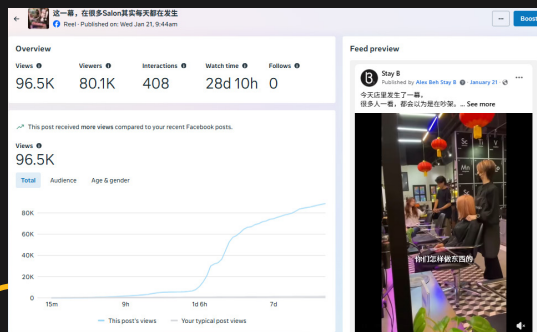
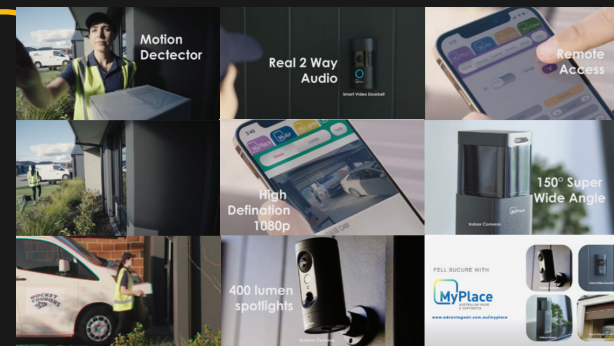


## Client: West Coast Solar Project: Facebook Ads Management

We managed their Facebook advertising campaigns and achieved a highly efficient cost per lead of approximately \$5–\$7 per client. This strong performance helped drive consistent enquiries and fully book their solar and battery installation schedule for the next six months.

## Client: MyPlace / Advantage Air Project: Video Editing

We compiled and edited various footage captured by another agency, producing a series of engaging videos for content distribution and posting across multiple platforms.



## Client: Stay B Salon Project: Organic Social Media Content

We created a highly relatable organic post that resonated strongly with the target market, achieving over 95k views within one month, along with 408 combined likes, comments, and shares.

## Client: Vacheron Constantin Malaysia Project: Magazine Advertisement Design

We assisted Vacheron Constantin Malaysia in designing a Chinese-language magazine advertisement for a premium local watch publication, ensuring a refined and luxury-aligned presentation consistent with the brand.



## Client: Balance Group Project: Drone Video Production

Using our drone, we captured aerial footage showcasing the full development stages of the Mobilong Solar Farm, providing a clear and comprehensive visual progression of the project.



## Client: Aztec Media Project: Radio Advertising (88.5 FM)

We planned, scripted, and coordinated a radio advertisement campaign for Aztec Media in collaboration with 88.5 FM, including copy development for use across broadcast and our website.



# WHAT PEOPLE SAY ABOUT US

"We use Carlson's service to rebrand our overall business, from logo design, marketing strategy direction, new website, and all our business document and marketing material highly recommended their service as saves us time and effort without having to deal with multiple types of agency to make it happen."

— **Gillian Brook ; Co-Founder & Operation Director** —  
**Flintel Group pty Ltd**

"We use their service to help create several promo videos of our games promo. Without much assistance, they are able to produce more than expected and able to assist on community management with our telegram and discord platform."

— **Robert Culley ; Founder & Director** —  
**crbn.io & carbon social**

In just one month, he identified key gaps in our marketing and helped us restructure everything—from our website UX to social media ads and seasonal campaigns. Instead of increasing ad spend, he focused on smarter strategy, better messaging, and improved targeting, which significantly boosted our results.

— **Alex Beh; Founder & Director** —  
**Stay B Salon**

"I have been using the service of this company since 2018 for my civil consulting company and holiday home business. Their service is always fast and efficient along with the flexibility of having a number of concepts design to pick from which not many graphic designers are able to offer."

— **Naveesh Sharma ; Founder, Director, CEO** —  
**Solution for Construction & Coorong Island Retreat**

"Working with Carlson from Creative Key Marketing has been one of the best decisions for West Coast Solar. He built a high-converting website and ran Facebook ads that generated 173 qualified leads at around \$5 per lead for our \$7,500 solar packages. The results were so strong we became fully booked for months and had to pause campaigns due to demand. If you need real performance marketing and lead generation results, Carlson delivers."

— **Wade Rose; Founder & Director** —  
**West Cost Solar**



[www.creativekeymarketing.com](http://www.creativekeymarketing.com)