

March 2025

Digital Marketing Capstone



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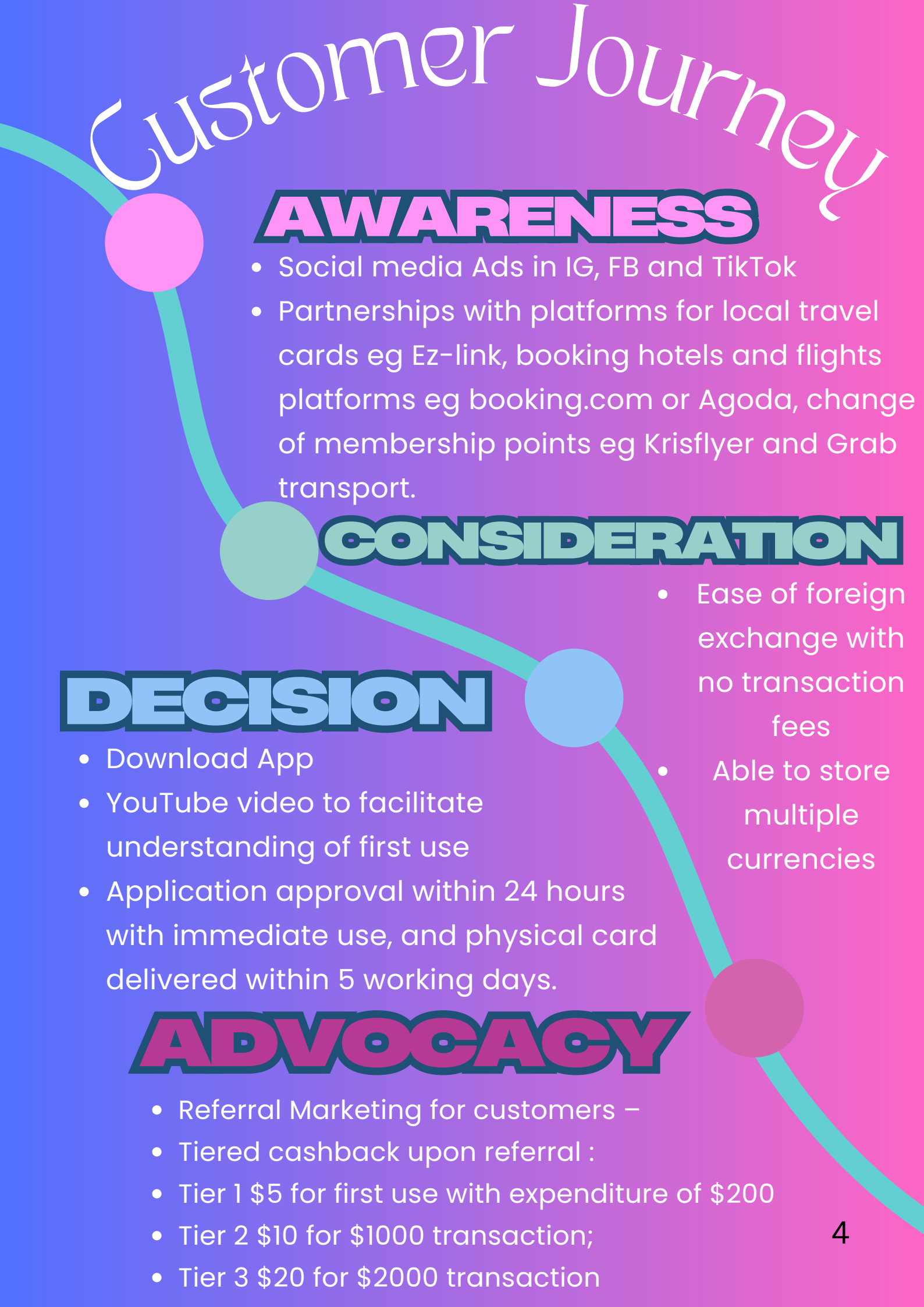
CUSTOMER PERSONA

Jahany

- **Demographics:** 30- year-old lady, Well-educated
- **Job:** Middle rank executive
- **Goals:** Travel for fun alone or with friends
- **Challenges:**
 1. Frequent travelling.
 2. Need to save on leftover foreign currencies.
 3. Keen to save on competitive foreign exchange rates.
 4. Alm to stretch the dollar.
- **Buying Motivation:** Convenience & cost-effectiveness.
- **Values:** Balance fun-loving with hard work. Rational.
- **Top Digital Channels:** Instagram, TikTok, Facebook



Customer Journey



AWARENESS

- Social media Ads in IG, FB and TikTok
- Partnerships with platforms for local travel cards eg Ez-link, booking hotels and flights platforms eg booking.com or Agoda, change of membership points eg Krisflyer and Grab transport.

CONSIDERATION

- Ease of foreign exchange with no transaction fees
- Able to store multiple currencies

DECISION

- Download App
- YouTube video to facilitate understanding of first use
- Application approval within 24 hours with immediate use, and physical card delivered within 5 working days.

ADVOCACY

- Referral Marketing for customers –
- Tiered cashback upon referral :
 - Tier 1 \$5 for first use with expenditure of \$200
 - Tier 2 \$10 for \$1000 transaction;
 - Tier 3 \$20 for \$2000 transaction



GOALS

1. Grow 600 followers in a year
2. Grow 50 followers/month :
 - 13 new followers per week;
 - 100 new likes per week
 - ie 15 new likes per post daily
3. Increase 5% sales over 1 year



Social Media Growth Strategy

Growth tactic 1

Platform :  Stories
Expected Outcome : Increase engagement
AIDA framework : Awareness

Engaging travel posts on

saving with YouTrip benefits with fee-free transactions and ongoing promotions upon sign up, use and referral in collaboration with travel sites such as

"Smart & Stress-Free Travel 🇯🇵✈️ Save More with Fee-Free Spending & Exclusive Perks! 💙"
to target 40- to 55-year-olds.

Growth tactic 2

Platform :  videos
Expected Outcome : Increase preference
AIDA framework : Desire

Collaborate with 3 Micro or Mid-Tier Travel Influencers with 50K followers over 3 months

such as Bino Chua (@iwanderrr) and Shu (@shuutravels) to highlight benefits of using YouTrip card in travel guides for Japan, South Korea, and Southeast Asia such as

"How I Saved BIG in Japan! 🇯🇵🇰🇷🌟 YouTrip Travel Hacks You Need to Know!"

from trip planning to overseas use, with cashback from shopping to the use of leftover currencies for subsequent travel to target 20- to 40-year-olds.

Social Media Post Design



Travel is easy with YouTrip! 🌍

Now you can enjoy real exchange rates with no hidden charges overseas.

Swipe and Save!

Say goodbye to hefty exchange rates!

Explore more on your next adventure! ✈️🌟

#youtrip +6.4K

#luxurytravelplanning + 1.6K

#paywithease +7K

#freetravel + 129K

#choicecard 20K

#Zerotransactionfees <100

Goal : Show benefits of travelling with YouTrip in a blog post through “Link in bio”– stretch the dollar, easy to use

AIDA : Desire



Social Media Post Design



"🌍✈️ Travel anywhere, spend like a local!

With YouTrip, enjoy seamless currency exchange across 150+ currencies with no fees & the best exchange rates.

Whether you're chasing the Northern Lights, soaking in Dubai's luxury, or enjoying Japan's cherry blossoms, your YouTrip card 🇪🇺 has you covered! 💙

🚀 Sign up now and make every trip smoother & smarter!

🔗 Link in bio.

#YouTrip 5155 #paywitheasebuzz <100

#cardfortravel <100

#ExploreMoreSpendLess1000+ #TravelSmart 463K

#NoFXFees <100 #CurrencyExchangeMadeEasy 100+

Goal : Encourage sign up through showing ease of travelling to various countries with the card in a reel.

AIDA : Action



Facebook Ad Campaign

Goal

What results would you like from this ad?

Get more leads ⓘ

Use a form to collect contact information from potential customers.

Change

Ad creative ⓘ

How do you want your ad to look?

Description

Travel anywhere, spend like a local!

With YouTrip, enjoy seamless currency exchange across 150+ currencies with no fees & the best exchange rates. Whether you're chasing the Northern Lights, soaking in Dubai's luxury, or enjoying Japan's cherry blossoms, your YouTrip card has you covered! ❤️

Sign up now and make every trip smoother & smarter!

Link in bio.

<https://www.you.co/sg/customer@you.co>

Media 1/5 · Select multiple images or videos to

Select media

Edit

Ad preview

Vertical Institute Demo Page ... X

Sponsored ·

Travel anywhere, spend like a local!

With YouTrip, enjoy seamless currency exchange across 150+ currencies with no fees & the best exchange rates. Whether you're chasing the Northern Lights, soaking in Dubai's luxury, or enjoying Japan's cherry blossoms, your YouTrip card has you covered! ❤️

Sign up now and make every trip smoother & smarter!

Link in bio.

<https://www.you.co/sg/customer@you.co>

Add a photo or video

Add media

Headline

Explore any city

16 / 25 characters

Button label

Sign up

Contact form

YouTrip Application Form

Form details

Date created: 3/22/25

Headline: Apply Now

Description: YouTrip Card Application Form

Info: entering Full name, Email for Vertical Institute Demo Page, Phone number for

Explore any city

Sign up

Like

Comment

Share

Example 1 of 5

See all previews

Estimated daily results

Accounts Center accounts reached ⓘ

3.2K - 9.2K

Leads ⓘ

3 - 13

Payment summary

Your ad runs continuously on an average daily budget. 9

Budget

\$S40.00 SGD

Facebook Ad Campaign

Facebook



Info categories: Full name, Email for Vertical Institute Demo Page, Phone number for Vertical Institute Demo Page, Street address, Date of birth, Gender, Job title, Company name

Short answer question: None

Customer privacy policy: Yes

[See less](#)

[Create Form](#)

Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to **people** when likely to improve performance.

☒

Special Ad Category

Is this ad about employment? ☐

[What we consider an employment ad](#)

 Based on your page category, we recommend selecting Employment as the Special Ad Category to help prevent an ad rejection.

Audience

Who should see your ad?

Advantage+ audience ☐

Let our ad technology automatically find your audience and adjust over time to reach more people who are likely to respond to your ad. [Learn more](#)

Estimated daily results

[Accounts Center accounts](#) reached ⓘ 3.2K - 9.2K

Leads ⓘ 3 - 13

Payment summary

Your ad runs continuously on an average daily budget.

Budget	\$S\$40.00 SGD
Daily total budget	\$S\$40.00 SGD

We use data about you and your ad account to provide you with ads billing and spending options. [Learn more](#)

Facebook



people who are likely to respond to your ad. [Learn more](#)

People you choose through targeting

 ⓘ

Audience details

 ⓘ

Location: Singapore

Age: 18 - 65+

People who match: Interests: Travel, Business travel, Family or Fun, Behaviors: Frequent Travelers

Advantage+ audience: Off

[Create new](#)

Duration

Run this ad continuously ⓘ

Your ad will continue to run on a daily budget unless you pause it, which you can do at any time.

Choose when this ad will end ⓘ

Daily budget

Actual amount spent daily may vary. ⓘ

Country, currency
US, SGD

[Change](#)

Estimated daily results

[Accounts Center accounts](#) reached ⓘ 3.2K - 9.2K

Leads ⓘ 3 - 13

Payment summary

Your ad runs continuously on an average daily budget.

Budget	\$S\$40.00 SGD
Daily total budget	\$S\$40.00 SGD

We use data about you and your ad account to provide you with ads billing and spending options. [Learn more](#)

Facebook Ad Campaign

Facebook



Country, currency
US, SGD

Change

Estimated 3.2K - 9.2K **Accounts Center accounts** reached per day

\$40.00 

\$4.00

\$200.00

Placements

Recommended

Advantage+ placements 

Let us maximize your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.



 **Payment method required**

When you publish your ad, you'll be asked to add a payment method to your ad account. This payment method will be charged for any amount spent beyond the value of your ad credit.



 Payment method



Estimated daily results

Accounts Center accounts reached 

3.2K - 9.2K

Leads 

3 - 13

Payment summary

Your ad runs continuously on an average daily budget.

Budget

\$S\$40.00 SGD

Daily total budget

\$S\$40.00 SGD

We use data about you and your ad account to provide you with ads billing and spending options.

[Learn more](#)

Calculating ROAS

Advertisement Idea	Facebook Ad
Advertisement Targeting Settings	1. Gender: All 2. Age Group: 21 to 55-year-olds 3. Interests, based on options: Travel, Business travel, Family or Fun; Behaviours: Frequent travellers 4. Location : Singapore 5. Audience Size : 9.2K 6. Daily Budget : \$40 7. Duration of Advertisement : ongoing
ROAS calculation	a)Advertising Goal: Increase sales b)Cost of your product / service: \$40 c)ROAS Calculation: Goal : 200 Cost : Ads = \$1/click 2000 clicks = \$2 000 Influencer = \$3 000 Referral 10% for 200 = 20 x \$5 = \$100 Sales : 10% conversion = 200 200 x \$40 = \$8 000 ROAS = Earnings – Total Cost = \$8K – (\$2K + \$2K + \$100) = \$3.9K Increase ROAS - 1) Increase Conversion Rate : from 5% to 10% 2) Reduce CPC : from \$1/click to \$0.50/click 3) Increase product cost : from \$40 to \$80 4) Increase customer lifetime value : referral for new sign ups \$5 and cashback for customers not using card for > 1 year \$10

SEO keywords and content

Keyword	Search volume	Blog Title	Reason
Best Travel Credit Card	720	Best Travel Credit Cards of 2025: Top Picks for Rewards, No Fees & Perks	Looking for a card, more likely to engage in content
Cashback	1 900	Best Cash Back Credit Cards of 2025: Maximize Rewards & Save More on Every Purchase	Ways to save money and rewards for spending, increases chances of conversion, budget-conscious traveler for perks, savings and best deals
Family travel	18 100	Ultimate Guide to Family Travel: Best Destinations, Tips & Budget Hacks for 2025	High search demand, targeted audience, content expansion for long-tail keyword variations
Travel destination	170	Top Travel Tips & Destinations for 2025: How to Save Money and Travel Smarter	Those looking for tips, deals and inspiration for next trip, content promoting travel-related products which are valuable for brand partnership and affiliate marketing.

Keywords For Social Media Content

Keyword : Cashback

Content Idea : Maximising rewards and saving more on every purchase

Post : Produce a short reel on cashback from trip preparation, from purchase of clothes on Lazada & Uniqlo and shoes from Nike to hotel stays on booking.com to travel skincare on sephora.com and using cashback with top-up and past trip currency for currency exchange for the next trip.

Caption :

Planning your next adventure?

Here's how you can earn cashback on every step for your next getaway! 🛍️✈️💰

✓ **Shop & Save Before You Fly**

🏠 **Book Smart & Earn More**

💧 **Skincare Essentials with Cashback**

💵 **Smart Currency Exchange Hacks**

🌐 **Use leftover foreign currency**

🎥 **Watch the reel & see how cashback makes every dollar count! 💰✨**

Tag a travel to earn while spending! 💰✈️👉

#CashBack #TravelSmart #SaveMore #ShopAndEarn

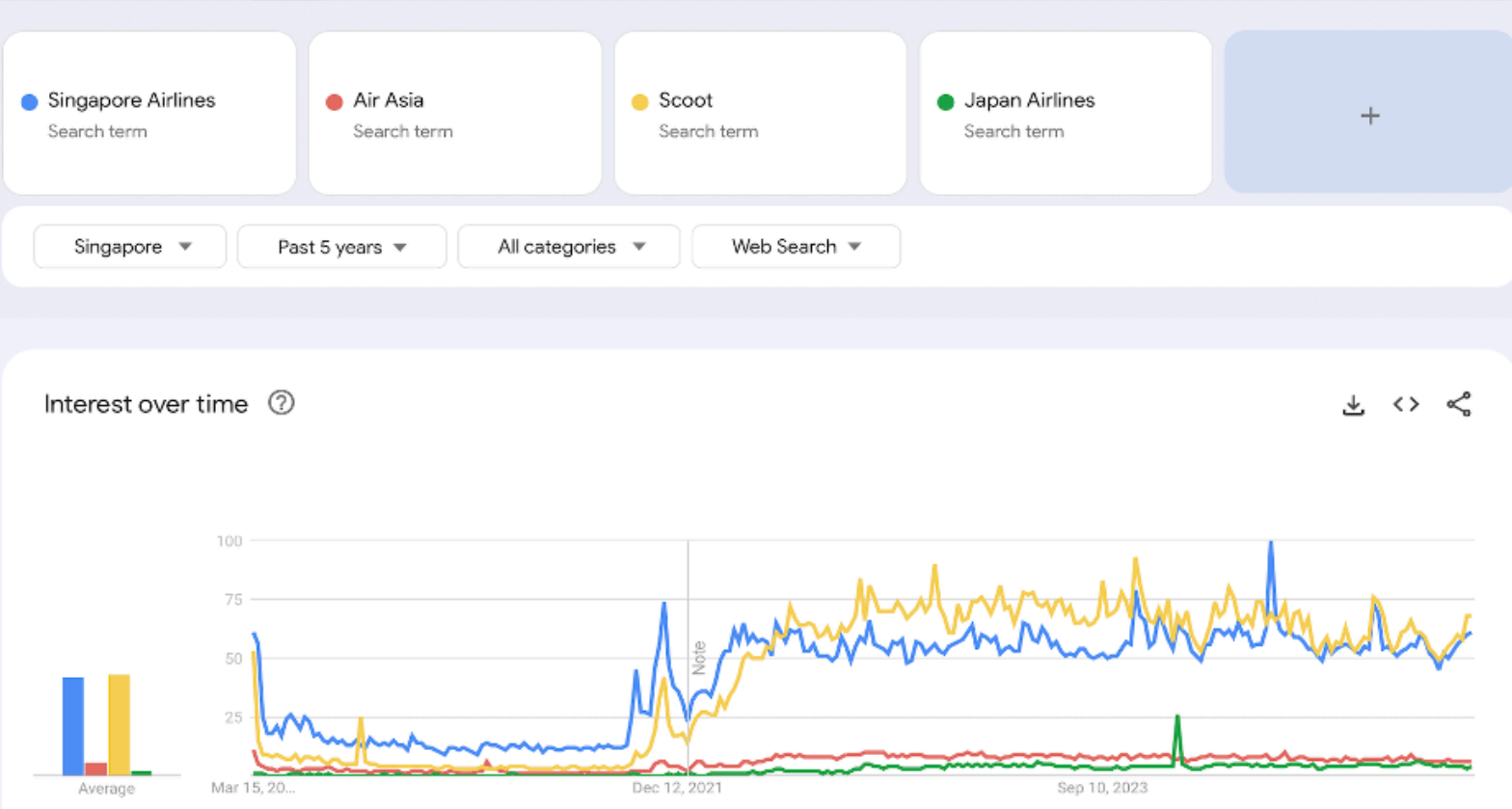
#TravelHacks #BudgetTravel #SmartSpending

#MaximizeRewards



Google Trends

Compare Singapore Airlines vs Air Asia vs Scoot vs Japan Airlines for the past 5 years



Trend noted as Reasoning for recommendation:

Highest interest for search related to "Scoot" from May 2022 overtaking the highest interest for "Singapore Airlines" before that, with a breakout for Zipair.

Recommendation:

Ad campaigns targeting booking of Singapore Airlines and Scoot such as collaborations during travel fair or early flight bookings.

Increase awareness of use for flight booking of other airlines including Air Asia and Japan Airlines.



Google Trends

Compare Cruise vs Flight vs Staycation in Singapore for the past 12 months

● Cruise
Search term

● Flight
Search term

● Staycation
Search term

+ Add comparison

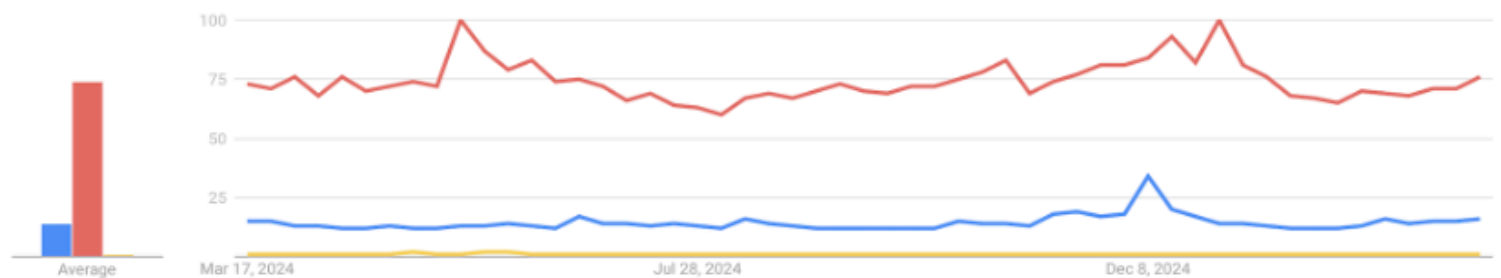
Singapore ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?



Trend noted as Reasoning for recommendation:

Highest interest for search related to “Flights” with a breakout for flight turbulence and cruises.

Recommendation:

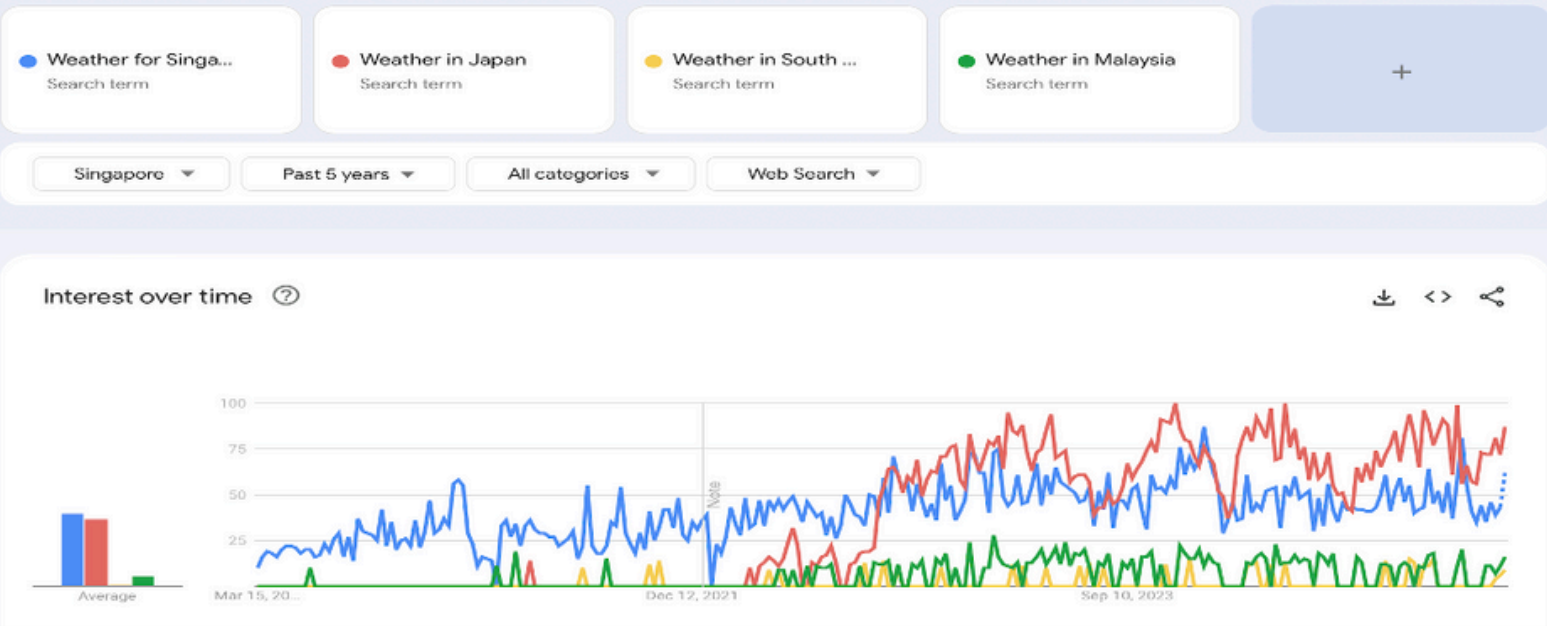
Ad campaigns targeting flights for trip bookings including collaborations with air miles programs such as Krisflyer and other air miles such as Skywards and Avios, and Cruiseliners.

Increase awareness of deals for YouTrip use in Singapore for staycations including Booking.com, Agoda, Klook, Lazada and Foodpanda.



Google Trends

Compare Weather in Singapore vs Japan vs South Korea vs Malaysia for the past 5 years



Trend noted as Reasoning for recommendation:

Highest interest for search related to "Weather in Japan" from October 2022 onwards overtaking the highest interest for "Weather in Singapore" before that, with breakout for weather for Japan, South Korea and Langkawi.

Recommendation:

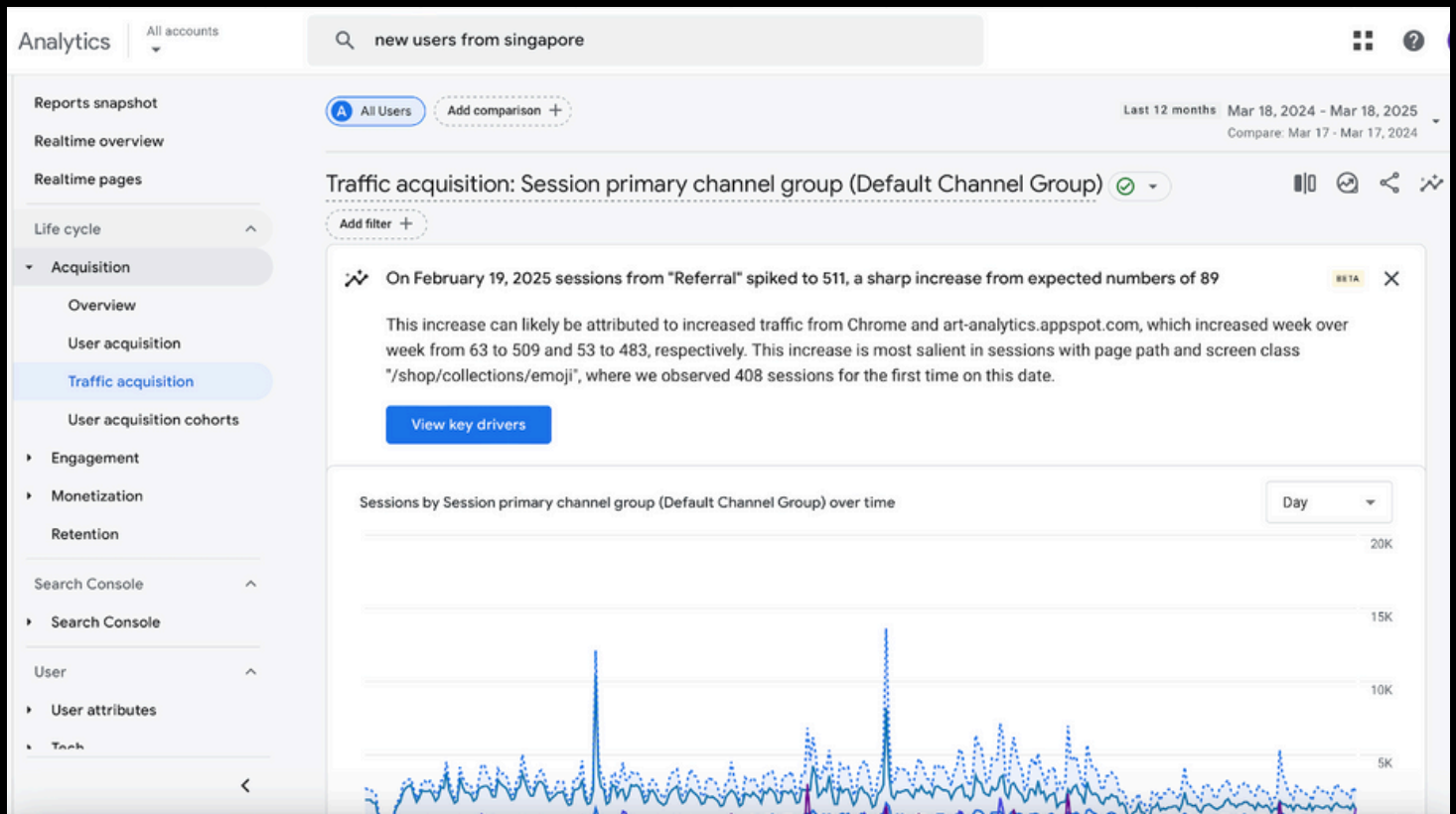
Ad campaigns targeting trip preparation to Japan including YouTrip deals for Uniqlo, Lazada apart from the deals for hotels and flights (Booking.com, Agoda, Expedia and Trip.com). Increase awareness of YouTrip use for trip preparation to South Korea and Malaysia.



Google Analytics

Date & Metric :

18 March 2024 to 18 March 2025 compared with
17 March 2023 to 17 March 2024



Google Analytics

analytics All accounts new users from singapore

Reports snapshot
Realtime overview
Realtime pages
Life cycle
Acquisition
Engagement
Monetization
Retention
Search Console
User
Task

Traffic acquisition: Session primary channel group (Default Channel Group) Last 12 months

01 Apr 01 May 01 Jun 01 Jul 01 Aug 01 Sep 01 Oct 01 Nov 01 Dec 01 Jan 01 Feb 01 Mar 0

Total Direct Organic Search Referral Unassigned Email

Search... Rows per page: 10 Go to: 1 1-10 of 13

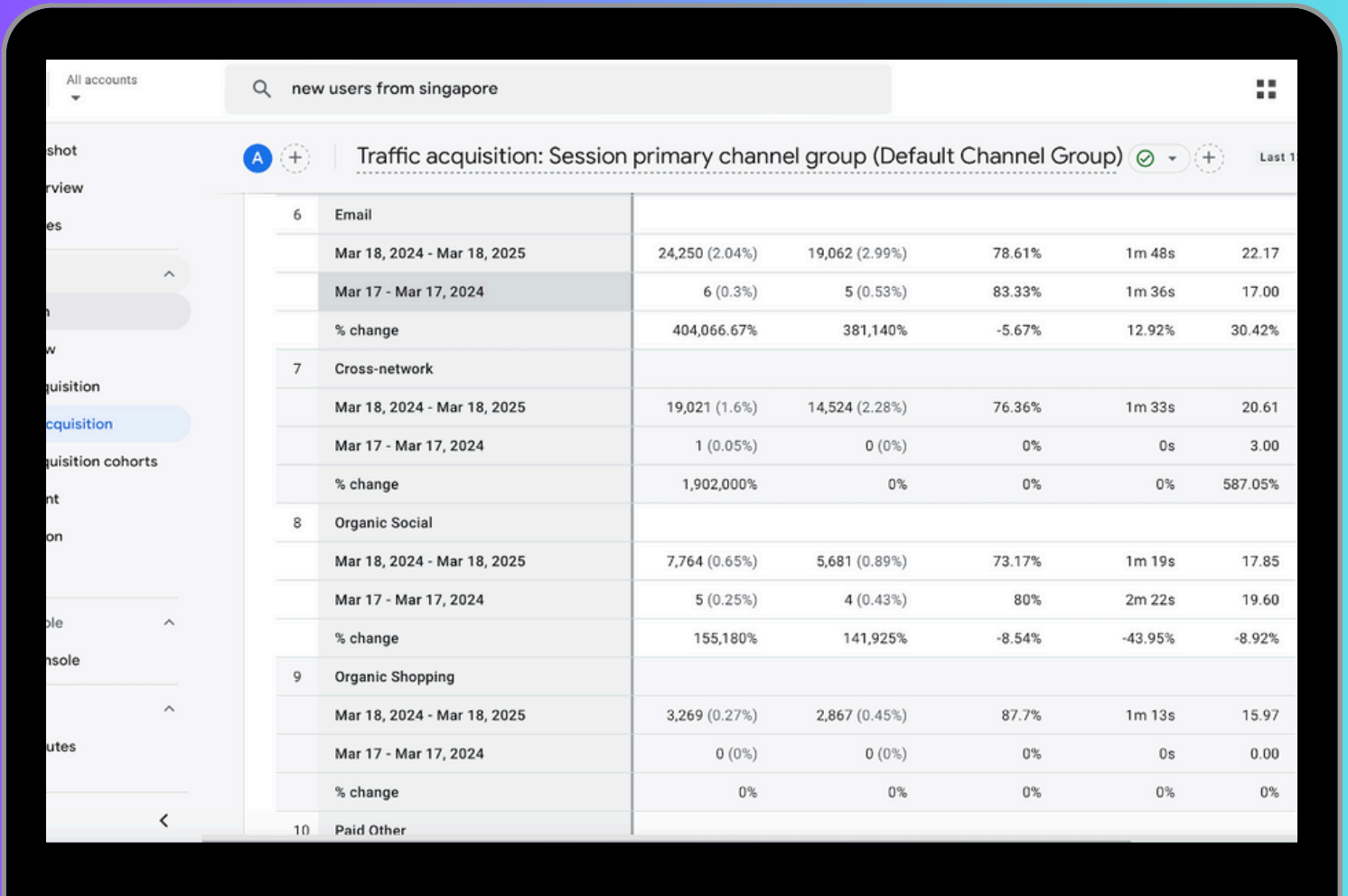
	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session
Total	1,191,345 vs. 2,001 ↑ 59,437.48%	637,840 vs. 940 ↑ 67,755.32%	53.54% vs. 46.98% ↑ 13.97%	49s vs. 30s ↑ 62.05%	12.94 vs. 10.10 ↑ 28.04%
1 Direct					
Mar 18, 2024 - Mar 18, 2025	778,477 (65.34%)	374,624 (58.73%)	48.12%	42s	10.97
Mar 17 - Mar 17, 2024	1,448 (72.36%)	654 (69.57%)	45.17%	27s	9.15
% change	53,662.22%	57,181.96%	6.55%	53.21%	19.83%
2 Organic Search					
Mar 18, 2024 - Mar 18, 2025	234,528 (19.69%)	161,490 (25.32%)	68.86%	56s	13.30
Mar 17 - Mar 17, 2024	322 (16.09%)	248 (26.38%)	77.02%	40s	12.39
% change	72,734.78%	65,016.94%	-10.6%	39.81%	7.41%

counts new users from singapore

Traffic acquisition: Session primary channel group (Default Channel Group) Last 12 months

3 Referral					
Mar 18, 2024 - Mar 18, 2025	59,229 (4.97%)	41,788 (6.55%)	70.55%	1m 26s	19.07
Mar 17 - Mar 17, 2024	12 (0.6%)	4 (0.43%)	33.33%	4s	4.42
% change	493,475%	1,044,600%	111.66%	1,850.74%	331.8%
4 Unassigned					
Mar 18, 2024 - Mar 18, 2025	33,436 (2.81%)	2,631 (0.41%)	7.87%	50s	35.09
Mar 17 - Mar 17, 2024	57 (2.85%)	0 (0%)	0%	2m 05s	37.86
% change	58,559.65%	0%	0%	-59.97%	-7.32%
5 Paid Search					
Mar 18, 2024 - Mar 18, 2025	24,297 (2.04%)	12,072 (1.89%)	49.69%	53s	13.15
Mar 17 - Mar 17, 2024	152 (7.6%)	28 (2.98%)	18.42%	1s	3.69
% change	15,884.87%	43,014.29%	169.72%	2,841.14%	256.19%
6 Email					
Mar 18, 2024 - Mar 18, 2025	24,250 (2.04%)	19,062 (2.99%)	78.61%	1m 48s	22.17

Google Analytics



The screenshot displays the Google Analytics interface for the account 'All accounts'. The search bar contains 'new users from singapore'. The selected view is 'Traffic acquisition: Session primary channel group (Default Channel Group)'. The left sidebar shows navigation options like 'Overview', 'Acquisition', and 'Engagement'. The main table lists acquisition channels with their performance metrics for two periods: Mar 18, 2024 - Mar 18, 2025 and Mar 17 - Mar 17, 2024, along with a '% change' row.

All accounts	new users from singapore	Traffic acquisition: Session primary channel group (Default Channel Group)	Last 1
6	Email		
	Mar 18, 2024 - Mar 18, 2025	24,250 (2.04%)	19,062 (2.99%)
	Mar 17 - Mar 17, 2024	6 (0.3%)	5 (0.53%)
	% change	404,066.67%	381,140%
7	Cross-network		
	Mar 18, 2024 - Mar 18, 2025	19,021 (1.6%)	14,524 (2.28%)
	Mar 17 - Mar 17, 2024	1 (0.05%)	0 (0%)
	% change	1,902,000%	0%
8	Organic Social		
	Mar 18, 2024 - Mar 18, 2025	7,764 (0.65%)	5,681 (0.89%)
	Mar 17 - Mar 17, 2024	5 (0.25%)	4 (0.43%)
	% change	155,180%	141,925%
9	Organic Shopping		
	Mar 18, 2024 - Mar 18, 2025	3,269 (0.27%)	2,867 (0.45%)
	Mar 17 - Mar 17, 2024	0 (0%)	0 (0%)
	% change	0%	0%
10	Paid Other		



Google Analytics

Business Insights

Traffic Acquisition	2023 to 2024	2024 to 2025	Change : Increase in %
Total	2 001	1 191 345	59 437
Direct	1 448	778 477	53 662
Organic search	322	234 528	72.735
Paid search	152	24 297	15 885 (not proportionately)
Organic social	5	7 764	255 180

1. Increased total sessions mostly from direct source.
2. Most increased events per session for paid search.
3. Comparing all sources, email marketing resulted in highest average engagement time and events per session, suggesting further up in AIDA framework of consideration, desire or action.



Google Analytics

RECOMMENDED ACTION!

1. Less resources to be spent on organic search or social media
2. More funds to be spent on paid search
3. Most funds to be spent on email marketing with the highest events per session



Email Marketing



[View this email in your browser](#)

YOU TRIP

Sueziani, it's time to travel!

Now **you** can enjoy **real exchange rates** with
no hidden charges overseas.

Swipe and Save! Say goodbye to hefty exchange rates!

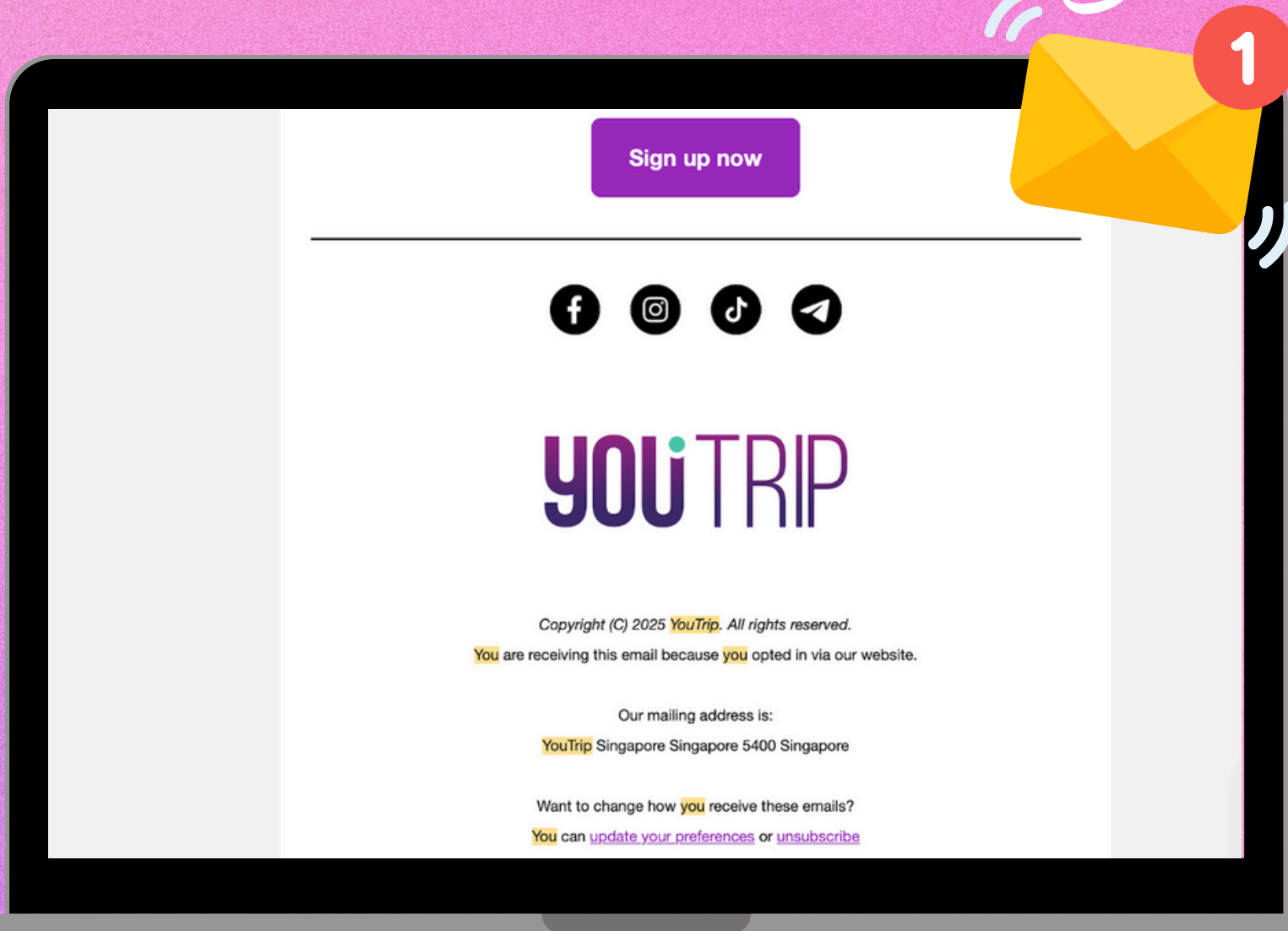
Explore more on your next adventure!

YOU TRIP

It's time to
Travel



Email Marketing



Objectives :

1. Build relationship with new customers.
2. Create brand awareness for use (exchange rates without transaction fees) through education for new customers to drive conversion through sign up link.
3. Promote action with use of product (purchase using You Trip card) for existing customers to increase sales and advocacy.

Landing Page

YOUTRIP

It's time to
Travel



The Escapade.

Watch on YouTube

Pay overseas with NO FEES!

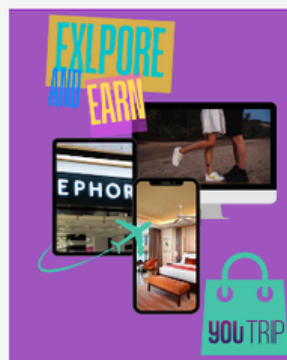
Transparent. Seamless. Perfect Getaway.

Now you can enjoy real exchange rates with no hidden charges overseas.

Swipe and Save!

Say goodbye to hefty exchange rates!

Your next adventure awaits!



Planning your next adventure?

Here's how you can earn cash back on every step for your next getaway!



Travel with ease!

With real exchange rates and zero hidden fees, travel stress-free!

Spend smarter, explore further.



Travel anywhere, spend like a local!

With YouTrip, enjoy seamless currency exchange across 150+ currencies with no fees & the best exchange rates.



Landing Page

From Sunrise to Sundown, explore the world with YouTrip!

Say goodbye to foreign exchange fees and
enjoy seamless, **fee-free transactions** across 150+
currencies.

Sign up before **1st of April 2025**
for a **\$10 cashback** with your first transaction
and start saving on every adventure!



YOUi TRIP

The ONLY Travel card you need

Email Address

Travel

- ☐ Destination
- ☐ Discounts
- ☐ Events
- ☐ New products

First Name

Last Name

Address

Address Line 2

City

State/Prov/Region

Postal/Zip

Country

Phone Number

Landing Page

YOUi TRIP

you need

Email Address

Travel

- ☐ Destination
- ☐ Discounts
- ☐ Events
- ☐ New products

First Name

Last Name

Address

Address Line 2

City

State/Prov/Region

Postal/Zip

Country

Phone Number

Birthday MM DD

Company

Sign up NOW!

Objectives :

1. Capture Leads.
2. Encourage call-to-action to drive sales and conversion through sign up button.
3. Communicate value clearly with the content and visuals.
4. Track campaign effectiveness.
5. Segment and qualify visitors to filter those who truly are interested and need the card.



PDPA



Privacy Policy

Adoption

COLLECTION, USE AND DISCLOSURE OF PERSONAL DATA

1. **Identify Types of Personal Data Collected** – such as name, NRIC number, email address and telephone number
2. **Determine Purpose of Collection** – such as service delivery, marketing and feedback
3. **Obtain Consent** – before or at the point of data collection with a clear explanation of how their data will be used.
4. **Notify Individuals** – Include a privacy notice such as on website forms detailing purposes of data collection, intended uses, and third-party disclosures.
5. **Limit Use and Disclosure** – Only for purposes the individual has been informed and consent obtained, and contracts with third parties to ensure comply with PDPA.
6. **Document Data Handling Procedures** – records of when and how consent was obtained and create internal workflow for how data should be handled and who has access.





Privacy Policy

Adoption

WITHDRAWING YOUR CONSENT

1. **Create a Consent Withdrawal Policy** – Provide clear instructions on how individuals can withdraw their consent such as via email or online form.
2. **Designate a Contact Point** – a Data Protection Officer (DPO) or team to handle withdrawal requests.
3. **Acknowledge Requests Promptly** – Acknowledge receipt of the withdrawal request and provide an expected timeline for processing.
4. **Cease Use Upon Withdrawal** – Once consent is withdrawn, stop using or disclosing the individual's data for those purposes.
5. **Communicate Impact** – Inform the individual of any consequences that may arise from the withdrawal such as termination of services.
6. **Document the Withdrawal** – Maintain records of when and how the withdrawal was made.

PDPA



Privacy Policy

Adoption

PROTECTION OF PERSONAL DATA

1. **Assess and Classify Data** – Determine which data is sensitive or critical and assess its level of risk.
2. **Implement Security Measures** – Use data encryption, passwords, firewalls, and secure servers to protect digital data as well as restrict physical access to records or devices storing personal data.
3. **Control Access Rights** – Ensure that only authorized personnel have access to personal data based on job roles.
4. **Conduct Staff Training** – Train employees on data protection practices and handling procedures.
5. **Develop a Data Breach Response Plan** – Create a documented procedure for responding to potential data breaches, including notifying PDPC and affected individuals where necessary.
6. **Review and Audit Regularly** – Periodically assess data protection measures and update them to meet evolving threats and business changes.



