



Alchemise Consulting

Maximising business profits



Alchemise: "Alter, Change, Modify – cause to change, make different, cause a transformation."

"Our Business is to grow your Business and help maximise your sales profits"

About Us



Chak Ng – Director & Principal Consultant (MBA & B.Eng)

Chak brings over 17 years experience with strategic sales, business consulting, business development management and marketing expertise. He also has specific global experience within the ICT and Telecoms markets with leading organisations such as Ericsson, IBM and Singtel-Optus. We provide breadth and depth in developing and implementing effective business growth strategies with sales models and systems dealing directly with business owners or key stakeholders. Chak and the associate partner team have worked extensively with clients in SME's startup, mid market, corporate, government, and large enterprise multinationals with depth of applied experience across multiple industry sectors.

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Service Offerings

Independent Digital Readiness Assessment

Are you currently thinking about your reviewing your digital marketing strategy, or ready to make the investment to move into the digital world to increase leads and sales opportunities?

The traditional marketing approaches that worked five years ago aren't what the competitive market demands now, and your marketing strategy may need some tuning or new digital strategies to create more success.

If you, as the business owner or a sales or marketing director, feel that business sales have stagnated, and can't put your finger on what to do to progress, then we suggest engaging us to provide an independent assessment. We'll use current field market knowledge and a pragmatic and analytical approach to identify what your challenges may be.

Our team can help identify whether you are ready to implement a digital strategy, or have a plan in place before any investment is made, or how much is required and where to focus on for maximizing your ROI.

Any effective lead generation campaign from digital channels methods need to be cost effective and outcome driven based on ROI.

To do this we suggest conducting a review based on a current up to date benchmark, conduct meaningful data collection and review of how ready you are with digital presence. Once this analysis is completed including identifying any gaps, the organization will be able to create a digital marketing investment guide in order to develop, update and implement effective digital marketing lead generation activities.

Our team of digital consultants capabilities' span from Enterprise and corporate strategy to SME experience, with Google Adwords, Hubspot and Salesforce skills in addition to digital agency services.

What do you get for this service?

An outline of the independent digital readiness assessment provides a detailed review, report and recommendations around:

- ✔ Digital Marketing Strategy
 - Current Digital marketing resources, process, systems and strategy review with a gap analysis.
 - Measurement of digital marketing goals and ROI
 - Digital Readiness Maturity Position
- ✔ Digital Marketing Operations Assessment
 - Current marketing structure and ownership of digital capability
 - Website performance review
 - Digital Content and profile review
 - Digital Lead generation and lead nurturing channels
 - Digital marketing automation tools
 - Lead Generation, Social Media, Email and Internet Digital review and other marketing initiatives,
- ✔ Digital Marketing Effectiveness Review
 - Digital Marketing ROI and Performance metrics
 - Digital Marketing Investment review
 - Digital Marketing Cost Effectiveness and ROI review