

# elfö<sup>TM</sup> Company Profile



# We are elfo™

Headquartered in Malaysia, elfo is a MarTech and AdTech company that was founded on the idea that a client should be able to rely on one agency to handle all of its digital marketing.

Since its inception, elfo's digital expertise has helped brands achieve their business goals by driving conversions through innovative products, ad platform technology, and strategic digital marketing management.

elfo's range of products provides long-term solutions for email & marketing automation, messaging solutions, social media management, and many more!

At elfo, we believe the success of our company lies in the success of our clients.



**Best SME  
Digital Provider  
of The Year**



**Google Partner**



**TikTok  
Agency Partner**



**ManyChat Partner**



**ActiveCampaign  
Partner**



# Meet the Team



**JOHAN**

Global Account Manager  
(Messaging)



**JOHARY**

Director



**SHARON**

Director



**OLIVER**

Business Development Lead  
(Business Development)



**ELLEN**

Team Lead  
(Messaging)



**YOSEPHIN**

General Manager



**YASIR**

Manager  
(Product Marketing)



**VICTOR**

Account Manager Lead  
(Account Management)



**IKHSAN**

Digital Project Manager  
(Social Media Management,  
Messaging and Marketing  
Automation)



**SHAHIRAH**

Account Manager  
(Messaging)



**ANGGRENIA**

Lead Generation Specialist  
(Lead Generation)

# What We Do

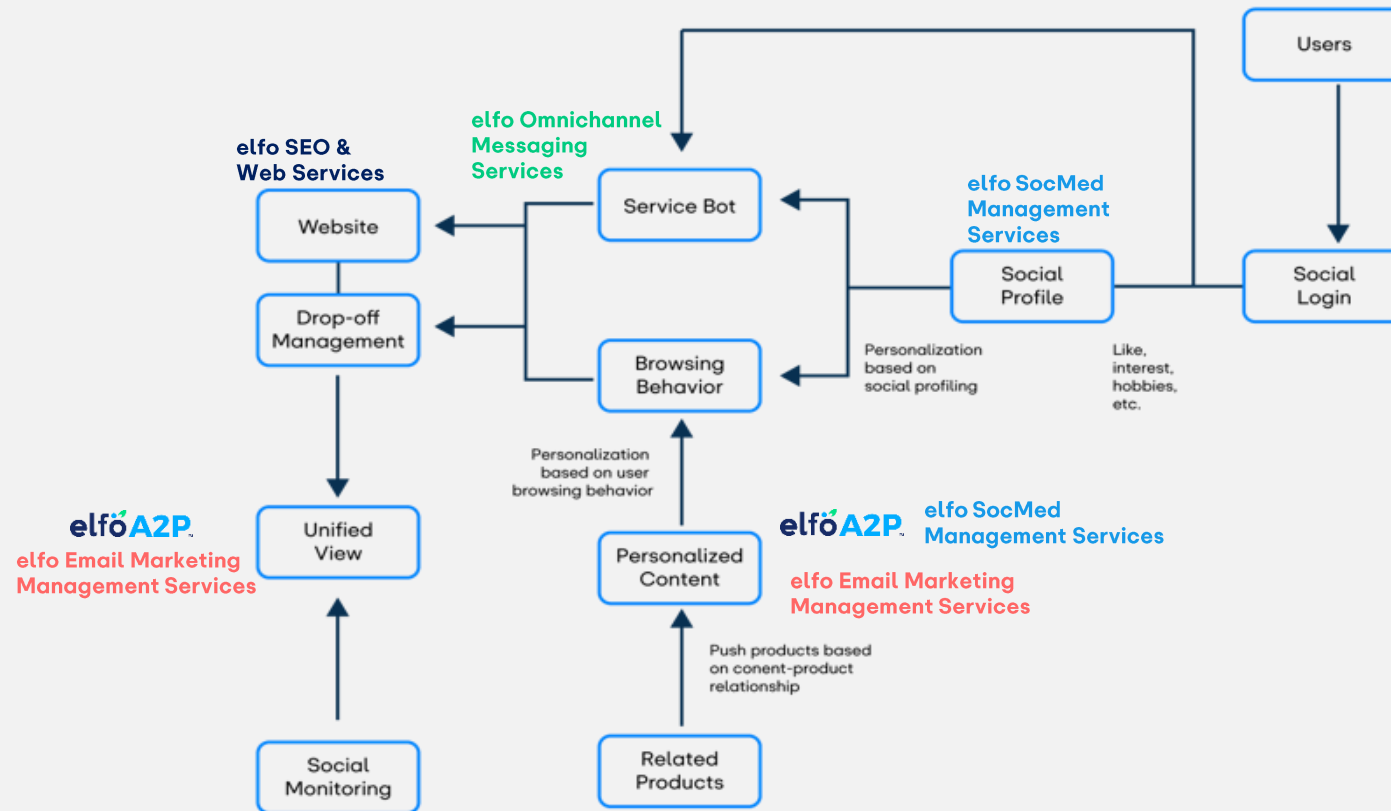




# The Digital Ecosystem

**elfo** prides itself in providing clients with services and products that cover their digital marketing needs from end to end.

In the overall digital ecosystem, **elfo** ensures that all touchpoints are addressed and working seamlessly together to achieve optimal marketing performance across the board.



**elfo**'s service includes the utilization of centralized data platforms such as **Google Analytics**, to ensure that all digital marketing content and lead generation can be efficiently monitored.

# Digital Marketing & Growth Hacking Solutions



## Social Media Management Services

Fully-managed Social Media Management Services will help to scale your business, gain customers' attention, and build meaningful relationships with them.

[Learn More](#)

## Email Marketing Management Services

Fully-managed Email Marketing Management Services will optimize email marketing campaigns and engage customers more effectively.

[Learn More](#)

## Omnichannel Messaging Services

Fully-managed Omnichannel Messaging Services will help your sales, marketing, and service teams stay aligned on the right channels to converse with customers.

[Learn More](#)

## A2P Messaging and Wholesale SMS

A user-friendly Application-to-Person messaging platform that provides mobile marketing communication solutions to engage with customers.

[Learn More](#)

# Social Media Management Services

**elfo** has everything brands need for profitable customer acquisition at cost-effective prices. Register for a free initial consultation with **elfo**'s experts to identify the services that suits the business.

## Consultation & Strategy



**elfo**'s combines social media strategy planning with research of your target audience to get higher engagement from users. Boosting your social media presence will make it easier for potential customers to find your products and services.

## Performance Tracking & Reporting



**elfo**'s combination of tracking, analysis and performance reporting of social media strategy delivers great experiences with significant impact. Ensuring that the relevant trends, growth and customer behavior are up-to-date for the best performance.

## Content Creation & Distribution



**elfo**'s passionate team of designers and copywriters helps brands craft interesting stories. Setting up content plans and scheduling timed posts to get optimal engagement from audiences.

# Social Media Management Services

We'll do whatever it takes to digitally transform your business.



Channels Setup &  
Optimization



Social Media Audit



Social Media Posts  
Scheduling



Content Strategy  
and Ideation



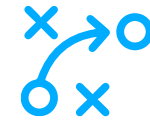
Copy Writing  
Services



Social Media  
Design Services



Social Media  
Competitive Analysis



Social Media Strategy &  
Consultation



Monthly Reels  
(Production)



Community  
Management



Analyze  
Performance/Reporting



Dedicated Support &  
Success Manager





# Email Marketing Management Services

**elfo** has everything brands need for profitable customer engagement and cultivate audience at cost-effective prices. Talk to **elfo**'s professional experts and start engaging your business more effectively.

## Email Marketing Consulting & Strategy



**elfo**'s expertise of brand messaging and design sets the tone for your audience. We provide content & creative services that will boost your emails' attraction levels and cultivate the brand image you desire.

## Email Automation Services



**elfo** works with you to find the best ways of increasing the adoption of email automation, saving your business time and money down the line. Automate and streamline your subscriber journey with us.

## Campaign Set-Up and Management



**elfo** ensures that your campaign is presented in the best way possible and set up for timely deployment. Our comprehensive strategy will show what needs to be implemented to make each campaign more effective emails.

# Email Marketing Management Services

We'll do whatever it takes to digitally transform your business.



Email Account Setup &  
Management



ESP Migration Services



Newsletters  
Design Services



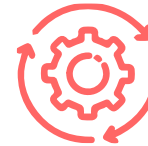
Email Copywriting  
Services



Campaign &  
Target strategy



Custom Landing page  
Services



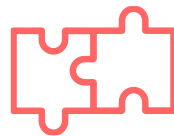
Automation Strategy &  
Planning



Automation  
Flow Setup



Analyze Campaign  
Performance



Integration Services



Tracking & Reporting



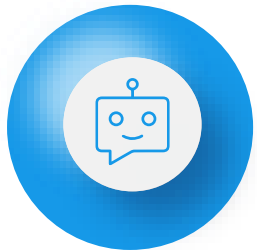
Dedicated Support &  
Success Manager

# Omnichannel Messaging Services

**elfo's** fully-managed Omnichannel Messaging Services can boost the performance of your customer support functions to drive sales, increase conversions, and retain customer loyalty. Talk to **elfo's** professional experts and start engaging your audience more effectively.

## Chatbot Setup & Channel Management

**elfo** provides the expertise to help get your chatbot up and running in no time. We customize, launch, automate and manage a variety of chatbots to engage with your audience.



## Reporting & Analytics

**elfo's** comprehensive reporting allows you to properly assess the messaging performance of your customer support function. Gain an understanding of conversation responses and resolution time trends.



## Message Broadcasting Services

**elfo's** channels API services allow you to send mass messages to your contact lists or target selected contacts based on their preferred channels.

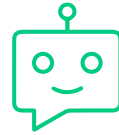


# Omnichannel Messaging Services

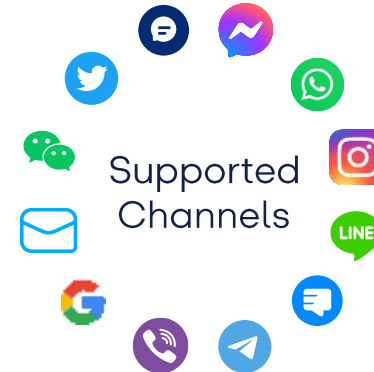
We'll do whatever it takes to digitally transform your business



Conversational Script &  
Flow Building



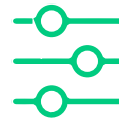
Chatbots Setup



Supported  
Channels



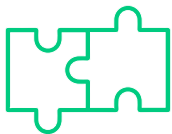
Broadcast Messaging  
Services



Custom Branding &  
Copywriting



Channels API Services



Integration Services



Reporting & Analytics



Dedicated Support &  
Success Manager



# A2P Messaging and Wholesale SMS

**elfoA2P** is a messaging platform for mobile marketing and a messaging gateway for aggregators and resellers to access fast, secure and reliable routes for SMS delivery in A2P messaging. Schedule SMS, send reminders, OTP, Notifications with **elfoA2P**.

## elfoA2P™ A2P Messaging Platform



### Delivery Rate

Ensure 95-99% DR on direct connection.



### Global Coverage

Provides all types of networks to all countries in the world.



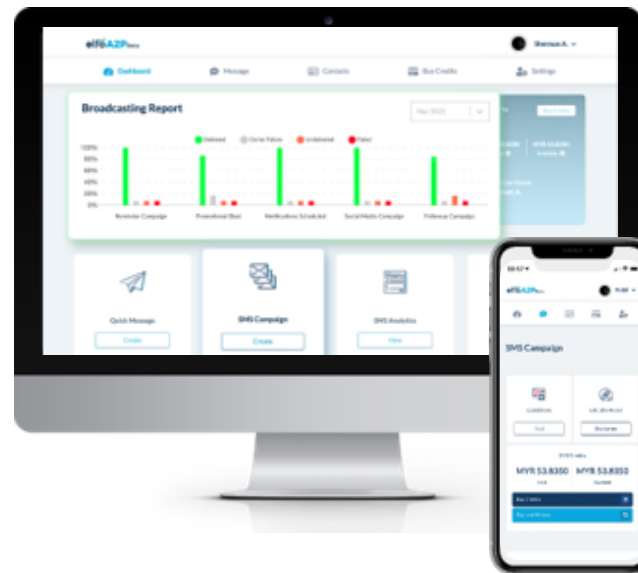
### Secure SMS Gateway

IP-set VPN Protocol for additional security assurance.



### Technical Support

Support is 24/7 around the clock.



## elfoA2P™ A2P Wholesale SMS



### Global A-Z Routing

With reliable routes and pricing.



### 100+ Partners Worldwide

Including telcos.



### Transparent Communication

Between aggregators and partners (no hidden charges).



### Support Team

Available 24/7.





# A2P Messaging and Wholesale SMS

We'll do whatever it takes to digitally transform your business.



SMS Campaigns &  
Scheduling



SMS Notifications & OTP



Broadcast Messaging  
Services



Custom Branding &  
Copywriting



API Services



Secure SMS Gateway



Global A-Z Routing



Reporting & Analytics

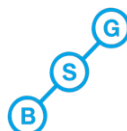


Dedicated Support &  
Success Manager



# Meet some of our customers!

Our current client list reflects a diverse group of successful businesses across different verticals.





# Success Stories



INSTITUT JANTUNG NEGARA  
National Heart Institute

**elfo**  
Email Marketing  
Management Services

*Institut Jantung Negara (IJN) is recognized as one of the largest independent cardiac care centers in Southeast Asia.*

**10% Monthly  
Follower  
Growth Rate**



**elfoDMS**

Digital Marketing Services



## Campaign Objective

IJN's main objective is to increase social media followers, awareness and engagement with their audience and new patients on Facebook and Instagram.

## Approach

elfo social media management services were utilized to:

1. Develop and manage content including images, reels and videos
2. Create engagement campaigns to increase brand visibility and engagement rate on social media platforms.
3. Create contest ads using carousel, multi-images, reels and videos that were specifically personalized for IJN
4. Create the festive and brand stickers to be used by the masses on Instagram and WhatsApp

## Results

**10%**

Monthly Growth Rate of  
Followers

**5%**

Average Engagement  
Rate

**RM0.24**

Average Cost Per  
Engagement

**“elfo is the best digital solutions provider for developing and executing fast and effective digital marketing strategies supported by responsive communication.”**





**SEGi**  
College  
Subang Jaya

**elfo**  
Email Marketing  
Management Services

*The first campus opened by SEGi University & Colleges.*

# 90% Email Open Rate



**SEGi College**  
Subang Jaya  
INSPIRE • IGNITE • IMMERSE



## Campaign Objective

As part of the competitive higher education industry, SEGi College Subang Jaya was looking to enhance their recruitment strategies and refine their digital marketing campaigns.

## Approach

The elfo email marketing management solutions were utilized to:

1. Blast customized and unique emails seamlessly that resulted in an open rate of 90% and click through rate of 5%.
2. Improve the efficacy of their email marketing with A/B testing.
3. Build a customer database that allowed for modelling key student retention.

***“elfo continues to provide us with great performance, flexibility, and proactive customer support.”***

## Results

**100%**

Increase in email conversion

**30%**

Open rate for Australian recruitment agencies.

**90%**

Open rate for scholarship-offer emails to students.







elfoA2P™



Social Media  
Management Services

Email Marketing  
Management Services

M | M P | K | T A

*Mimpikita is a contemporary modest fashion brand that unites the Zulkifli sisters' dreams into reality.*

# 4x Higher ROAS

than the Industry Average

M | M P | K | T A

Digital Marketing  
elfoA2P



## Campaign Objective

In the fast-paced fashion industry, Mimpikita began looking to increase their revenue and brand awareness to the global level with customized ad campaigns.

## Approach

The elfo digital marketing team provided a list of services including:

1. SEO services that achieved a 115% YoY increase in website organic traffic.
2. elfoA2P was utilized to automate their SMS marketing, resulting in a 92% delivery rate.
3. elfoMAP boosted their email marketing resulting in high open and click through rates.

## Results

# 115%

YoY increase in  
website organic  
traffic

# 4x

Higher ROAS  
than industry  
benchmark

# 4x

Higher average  
email open rate

# 3x

Higher average  
click rate

# 92%

SMS delivery rate  
and cost-effective  
conversations

***“elfo outperformed our expectations with the great performance, quality customer service, fast turnaround time and flexibility to help us achieve our goals.”***





**elfo**  
Email Marketing  
Management Services

*The National University that safeguards the sovereignty of the Malay language while globalizing knowledge in the context of local culture.*

**93% Email  
Open Rate**



## Campaign Objective

UKM's focus was to refine their student recruitment strategy by improving their professional communication methods in order to boost engagement and reach a wider audience of prospective students.

## Approach

The elfo digital marketing team provided a list of services including:

1. SEO services that achieved a 115% YoY increase in website organic traffic.
2. elfoA2P was utilized to automate their SMS marketing, resulting in a 92% delivery rate.
3. elfoMAP boosted their email marketing resulting in high open and click through rates.

## Results

**93%**

Email open rate

**3000+**

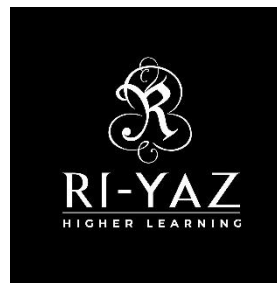
New visitors from  
landing pages.

**17%**

Subscription Rate

***"As clients, we see the commitment devoted by the elfo team and are extremely satisfied with their quality of service."***





elfoA2P™

elfo™  
Social Media  
Management Services



Professional development segment of the Ri-Yaz Group.

## Campaign Objective

To help provide end-to-end project management solutions that market their HRDF's courses and its registrations flow. The end goal is to collect registrants and achieve their slots quota for the courses.

## Approach

1. Utilized custom landing page ecosystem and Eventbrite as the registration's platform
2. Utilized elfoA2P SMS blasting and Facebook Ads to market the course to the target audience.

*"elfo's services has helped us go above and beyond achieve our goals in getting more sign-ups."*

## Results

>2m

Impressions

RM0.46

Cost per click

893+

Sign-ups

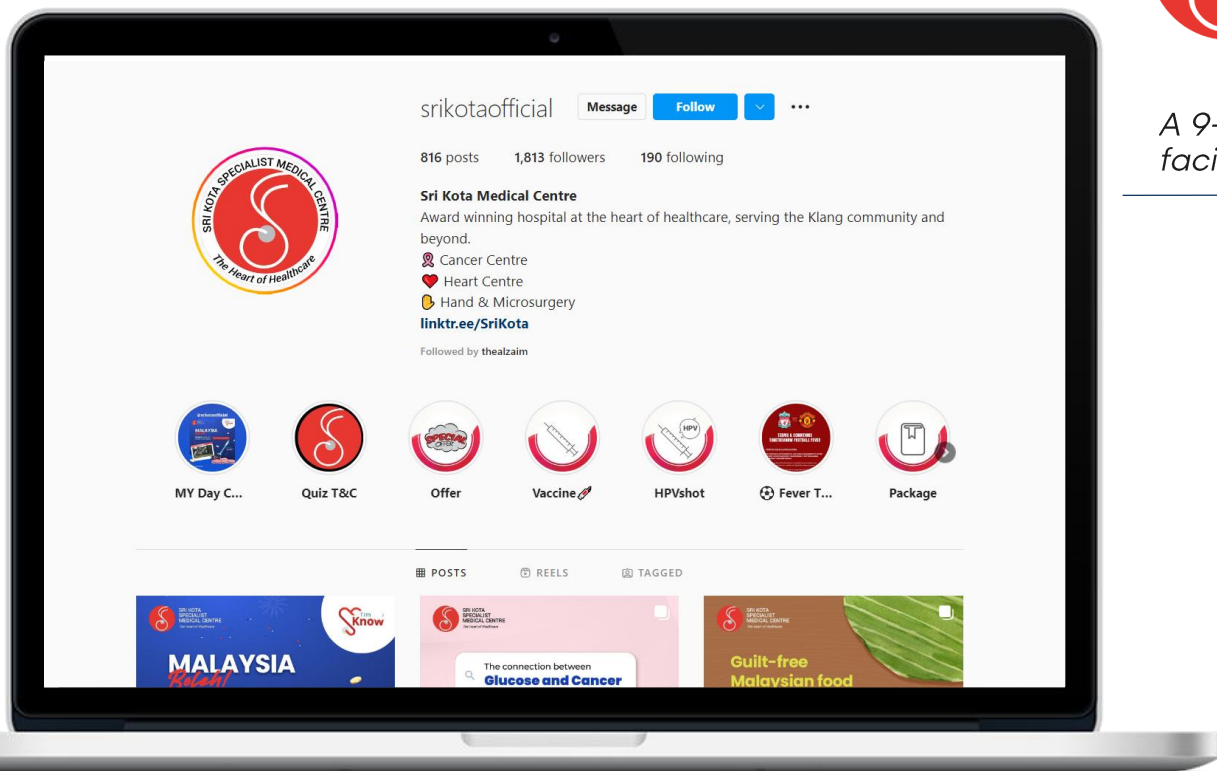




**SRI KOTA  
SPECIALIST  
MEDICAL CENTRE**  
*The Heart of Healthcare*

**elfo™**  
**Social Media  
Management Services**

*A 9-storey high 232-bed tertiary private hospital equipped with modern facilities located in the heart of Klang town, Selangor.*



## Campaign Objective

As a private healthcare provider, the Sri Kota team were looking to optimize their audience targeting and increase their brand loyalty via their external communications.

## Approach

1. Revamped profiles and bios of all Sri Kota social media profiles.
2. Executed targeted marketing campaigns with the use of paid ads and engaging content creation.
3. Managed consistent bi-weekly contests that resulted in over 300 participants.

***“With elfo, we were happy to find a team familiar with the healthcare industry and is able to properly understand our needs and goals.”***

## Results

**300+**

Participants in  
Bi-Weekly Contests

**173%**

Increase in Instagram  
Followers

**17%**

Increase in Facebook  
Followers







**elfo**  
Email Marketing  
Management Services

*A digital marketplace for users to purchase affordable in-game currencies and digital gift cards from popular online entertainment and stores.*

## Campaign Objective

As a digital marketplace, Wallet Codes was looking to provide an organized strategy for welcoming, educating and nurturing their users. With users from across the globe, they needed a sure-fire way to increase brand awareness on their products and promotions while highlighting the benefits of Wallet Codes.

## Approach

1. With elfoMAP, marketing automation was utilized to blast their content to their users, while automating the sign-up forms and engagement flows.



## Results

**6000**

New registered active  
users

**55%**

Open rate for welcome  
emails

**5.04%**

Click rate for new user  
welcome emails





# Our Partners

facebook

TikTok

Google Ads

smadex

Media



Adobe  
Creative Cloud™

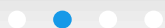


click funnels



Google Web Designer

Creative



criteo

RTBHOUSE =

adjust

YOU·APPI

Tech



SEM RUSH

SimilarWeb

Google Analytics

agora pulse

Analytics



# Our Events

## MWC Barcelona 2022



## WCIT 2022



## UnofficialMWC Barcelona







#Lifeinelfo







elfo™

C-5-1, Megan Avenue 2,  
12 Jalan Yap Kwan Seng,  
50450 Kuala Lumpur, Malaysia

Tel: +603 2781 8468

Fax: +603 2162 2729

✉ [info@elfo.com](mailto:info@elfo.com)

🌐 [elfo.com](http://elfo.com)