



Company Profile



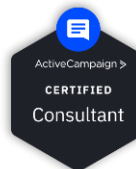
We are elfo™

elfo is a Malaysian-based digital marketing agency that builds upon the idea that clients should only need to rely on one team to handle all of its digital marketing.

elfo's digital expertise has helped brands achieve their business goals with innovative ad platform technology and strategic digital marketing management.

elfo's range of products and services include:

- Social Media Management
- Digital Advertising
- Email Marketing Management
- Omnichannel Messaging
- A2P and Wholesale SMS



**Best SME
Digital Provider
of The Year
2020**



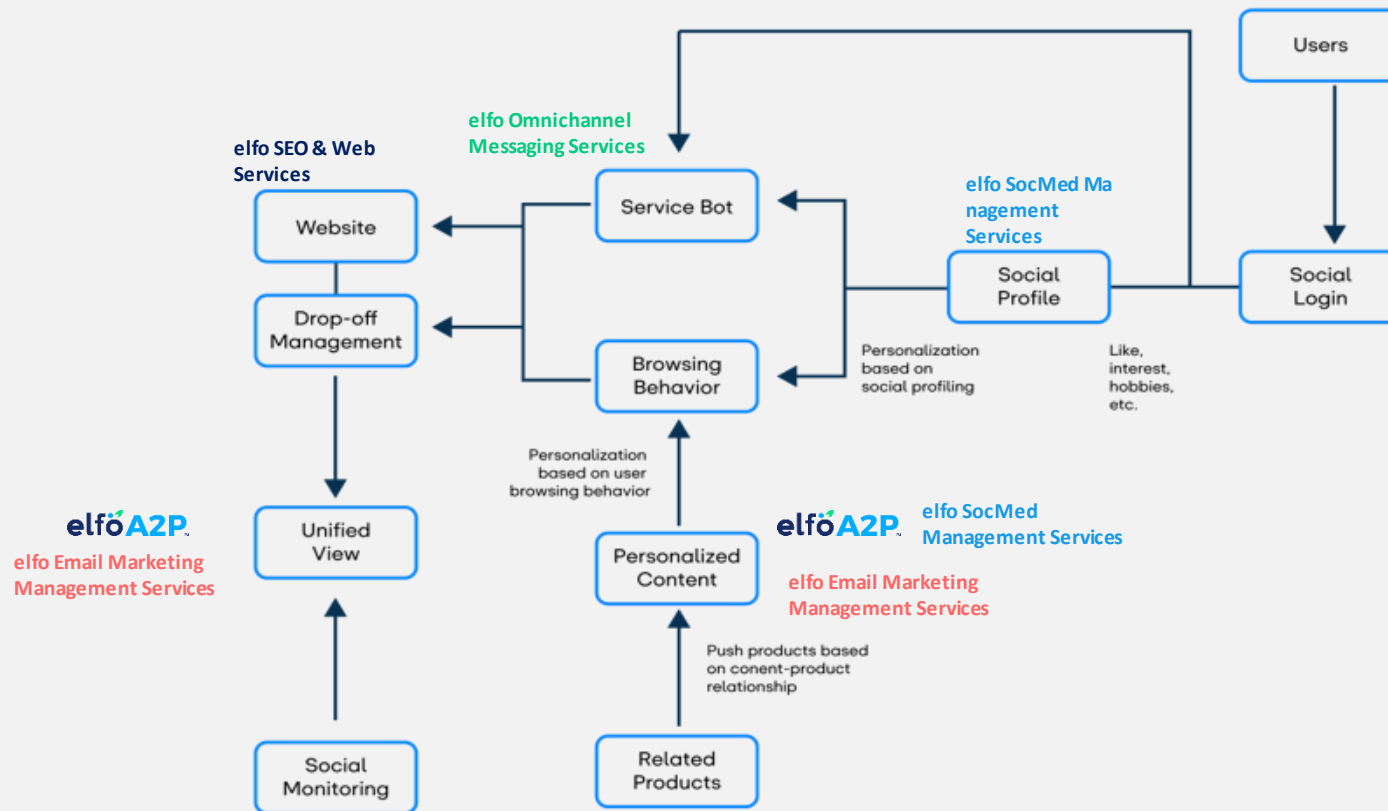
What We Do



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



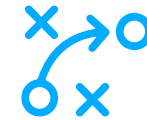
Copy Writing
Services



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.

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Campaign Set-Up and Management

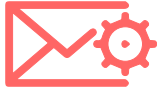


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Email Marketing Management Services

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



Email Account Setup &
Management



ESP Migration Services



Newsletters
Design Services



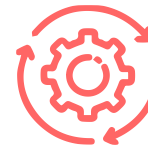
Email Copywriting
Services



Campaign &
Target strategy



Custom Landing page
Services



Automation Strategy &
Planning



Automation
Flow Setup



Analyze Campaign
Performance



Integration Services



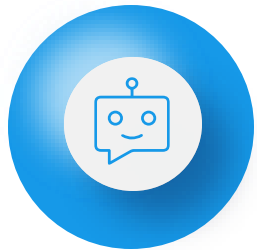
Tracking & Reporting



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

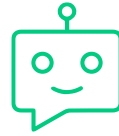
elfo's channels API services allow you to send mass messages to your contact lists or target selected contacts based on their preferred channels.

Omnichannel Messaging Services

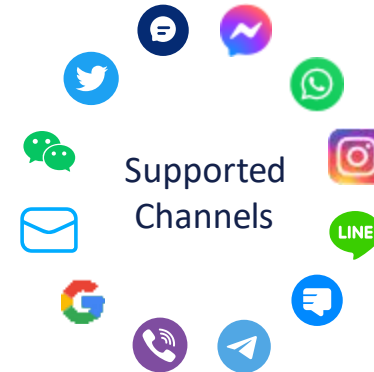
We'll do whatever it takes to digitally transform your business



Conversational Script &
Flow Building



Chatbots Setup



Supported
Channels



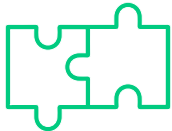
Broadcast Messaging
Services



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



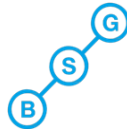
Reporting & Analytics



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

Social Media
Management Services

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

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

10% Monthly
Follower
Growth Rate▲



INSTITUT JANTUNG NEGARA
National Heart Institute

elfoDMS

Digital Marketing Services

“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.

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.

90% Email Open Rate



SEGi College
Subang Jaya
INSPIRE • IGNITE • IMMERSE



“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."



elföA2P™

elfö

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

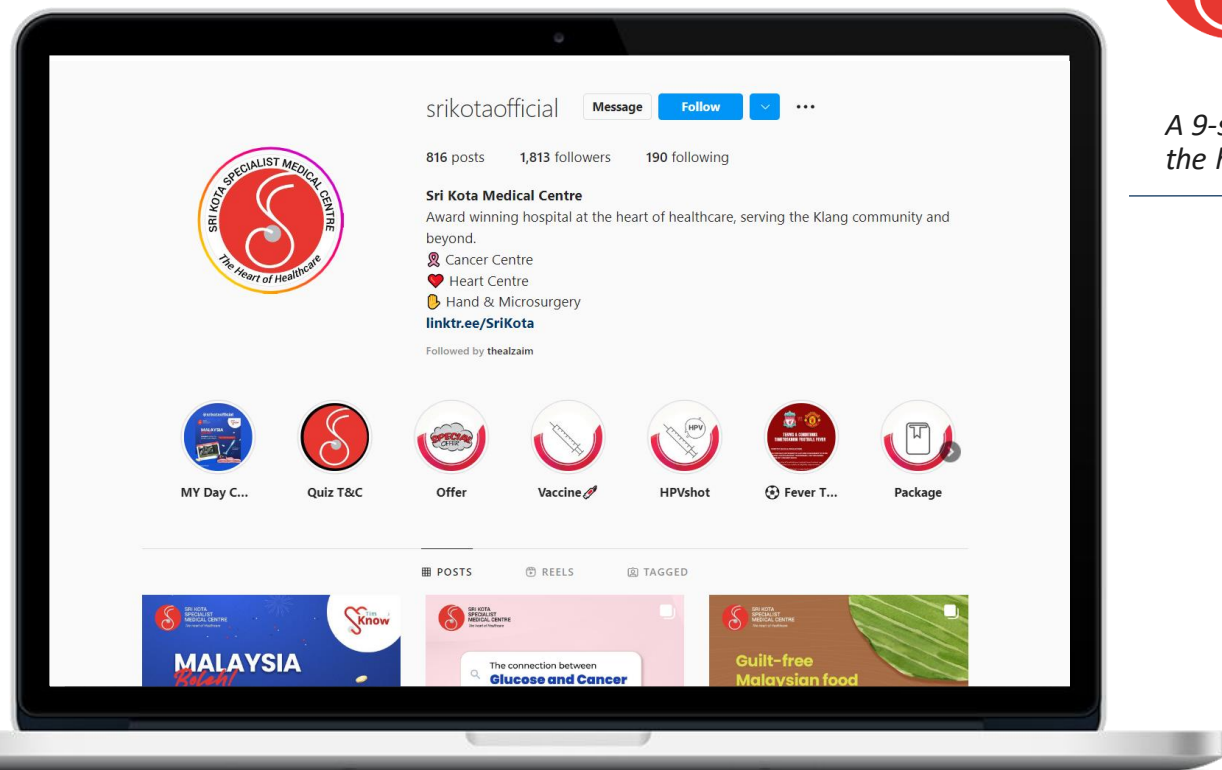




**SRI KOTA
SPECIALIST
MEDICAL CENTRE**
The Heart of Healthcare

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.

Results

300+

Participants in
Bi-Weekly Contests

173%

Increase in Instagram
Followers

17%

Increase in Facebook
Followers

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





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



Media



Creative



Tech



Analytics



Our Events

MWC Barcelona 2022



WCIT 2022



UnofficialMWC Barcelona





#Lifeinelfo





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