DIGITAL AGENCY



CATALYST EDGE MARKETING

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2026

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ABOUT US



EXECUTIVE SUMMARY

Catalyst Edge Marketing is a digital agency based in Puchong. Founded in 2015 by a team of Google certified members. We have recently expanded our business by setting up a business development office in Seremban. Our experienced staff of professionals with 15 years of experience in the digital world between us has worked with a wide array of platforms and tools during the course of our various projects. With valuable knowledge handling clients based in Australia, we are now shifting our focus on aiding local small and medium businesses to find their footing in the digital world.

Our organisation consists of several departments, namely: Web Design Team, Copywriting Team, PPC Strategist Team, Social Media Marketing Team and Business Development Team.

Quite simply: We run ads. However, unlike most digital agencies we realize that's only part of the job. We don't just blindly run ads and burn through our client's budgets. We study and analyse data, to understand the market trend and run targeted ads, based on the industry niche. This is why our clients choose Catalyst Edge. Many companies can find freelancers to run ads for them, however, few have the **experience to produce professional quality results like we do.**

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Providing quality digital marketing services **begins with experience and ends with dedication.** Catalyst Edge's professionals have years of experience in Designs, Development and Implementation of countless projects. It is this experience, along with our dedication to giving clients the best quality service possible which sets Catalyst Edge apart from other firms.

We personalise our campaigns to suit the needs of each individual client. When it comes to your digital presence, no two companies have the same story. With that in mind, we work hard to come up with a customised solution to your unique business to ensure that we capture the true essence of your organisation.

As a digital agency, Catalyst Edge has a proven track record of providing high quality project management services.



A SUCCESSFUL CAMPAIGN IS ONE THAT REACHES THE RIGHT AUDIENCE

HELP YOURSELF BY HELPING CLIENTS FIND YOU

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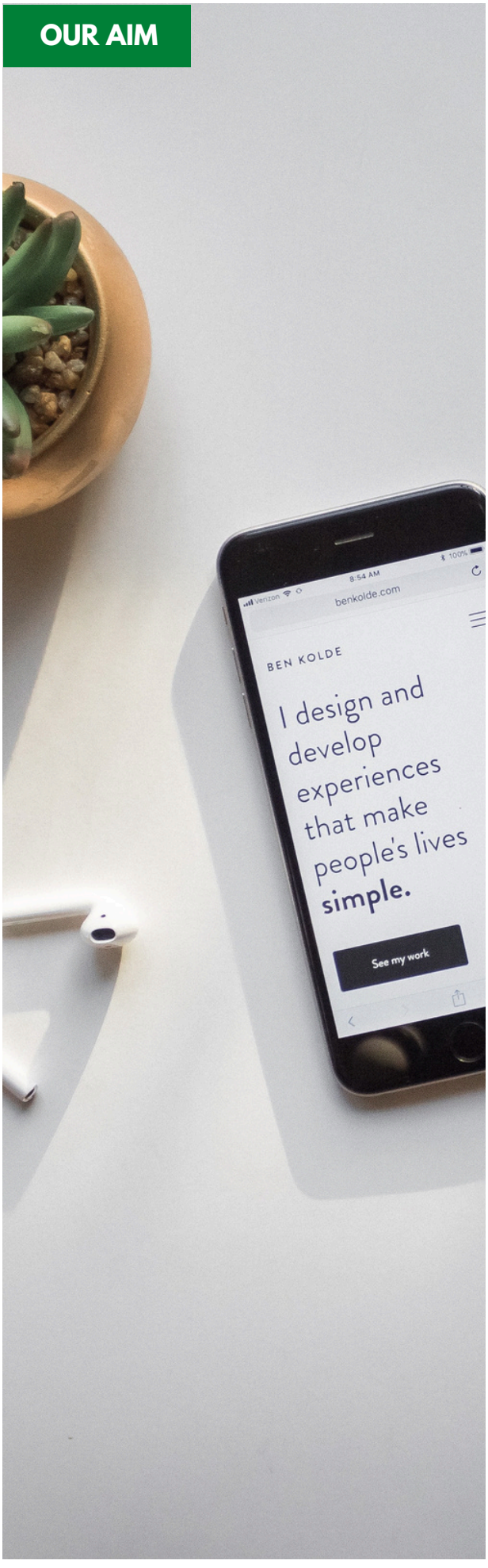
OUR AIM



OUR OBJECTIVES

TO HELP SME PENETRATE INTO THE DIGITAL MARKET SPACE

90% of customers do a search on Google before any purchases above RM100. If you are selling something above this price range, you need to be online! Even if you're not, you need to be online! Making your business searchable on Google is step ONE in making your business successful.

TO PROVIDE GENUINE ADVICE TO HELP OUR CLIENTS NAVIGATE THE DIGITAL WORLD, MAKING SURE OUR CLIENTS DO NOT SPEND THEIR HARD EARNED MONEY WRONGLY

We've all heard the "Advertising online is a scam" speech. This only applies when you try to tackle a multi-billion dollar industry with a blindfold on. With our vast industry experience, we aim to provide valuable consultation to our clients, starting them on the road to obtain quality leads and increase sales.

BE A DIGITAL PARTNER THAT IS RELIABLE AND KNOWLEDGEABLE TO OUR CLIENTS

The online world can be overwhelming and there can be a lot of information for you to digest. We are here to provide our resources at your disposal. We want to be an entity that our clients can rely on, to guide them in the world of digital marketing.

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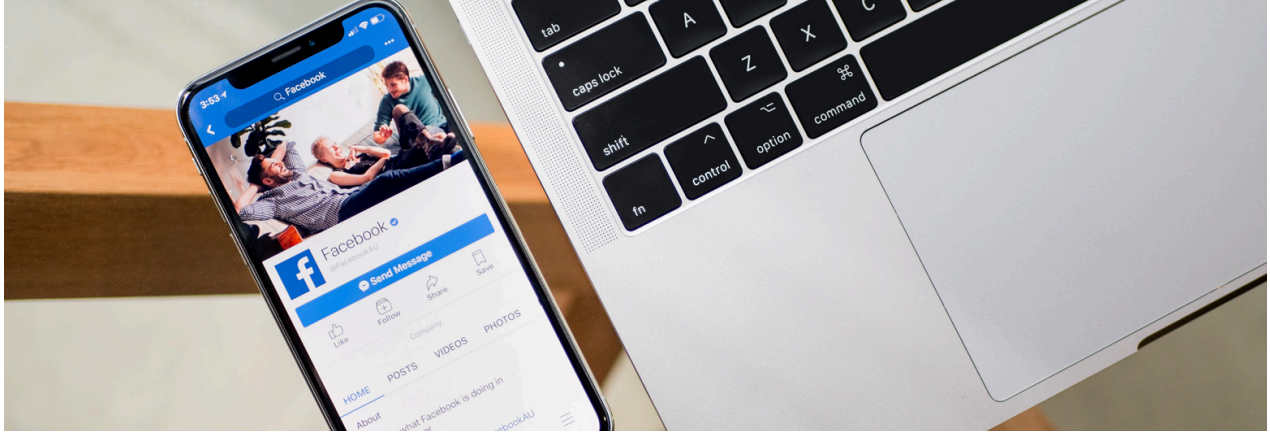

SUCCESS DEPENDS ON HAVING THE EDGE

CONQUER THE DIGITAL WORLD TODAY!



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WHY US?



NOT JUST ANY DIGITAL AGENCY

Since every client's project poses its own set of unique challenges, it is impossible to compose one document that completely addresses everyone's specific needs. What we have attempted to do in the following pages is simply provide a glimpse into some of our capabilities.

Catalyst Edge Marketing is a digital agency, with an emphasis on Search Engine Marketing. As such, it's our business to quickly adapt to meet our clients' diverse needs, and we have a proven track record of doing just that.

We have the technical know-how to guide our clients' businesses and steer clear of common digital marketing's rather costly errors.

Our Passion Led us Here. Catalyst Edge's team members come from people of various background that came together through common goal - Digital Marketing Excellence.

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OUR EXPERTISE

Catalyst Edge Marketing consultants have experience in many different aspects of the development process. Because we are a digital agency, there are no limits on what projects we can undertake. It is this ability that has enabled Catalyst Edge Marketing to accumulate experience in so many diverse areas. A few of these include:

SEM SEARCH ENGINE MARKETING



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SEM

GOOGLE ADS

Increase quality leads to your business by using Google Database to your advantage. Enjoy our result-proven digital marketing services and increase traffic to your website.

SEARCH

DISPLAY

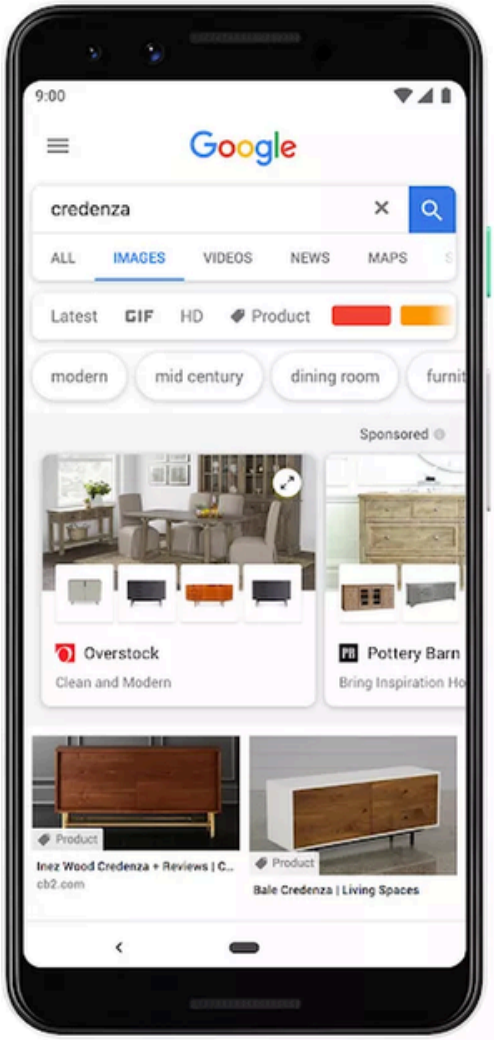
RE-MARKETING

YOUTUBE

DYNAMIC

SHOPPING

APP DOWNLOAD



Google

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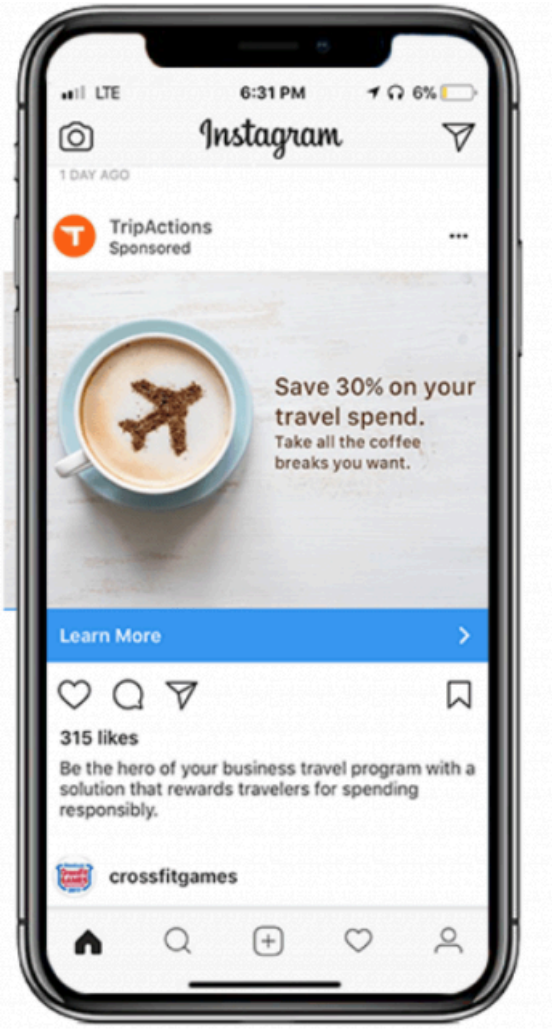
SEM

SOCIAL MEDIA ADS

Target only audiences who are interested in your business and show your ads to them, increasing the rate of high quality leads.



BRAND AWARENESS

SOCIAL LIKES

WEBSITE TRAFFIC

POST ENGAGEMENT

APP INSTALLS

VIDEO VIEWS

LEAD GENERATION

STORE TRAFFIC

CATALOGUE SALES

CUSTOM AUDIENCE

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WEB DESIGN & DEVELOPMENT

CAPTURE THE TRUE ESSENCE OF YOUR ORGANISATION

SERVICES





CREATIVE DESIGN

USER FRIENDLY

SEO FRIENDLY

RESPONSIVE DESIGN

MARKETING READY

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COPY & CONTENT WRITING

Through diligent interview and extensive product research, our copywriting team is able to generate bespoke contents written exclusively for your organisation.

SERVICES



BLOG

WEBSITE CONTENT

MARKETING ADS

ARTICLES

BROCHURE

SPEECH / SCRIPT



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DIGITAL MARKETING CONSULTATION

For a holistic approach on how to subjugate the digital world, our team provides consultation and valuable advice on what to avoid, and how to maximize Return on Investment (ROI).



NO MATTER WHAT YOUR DIGITAL CHALLENGE, CATALYST EDGE CONSULTANTS ARE A VALUABLE RESOURCE.



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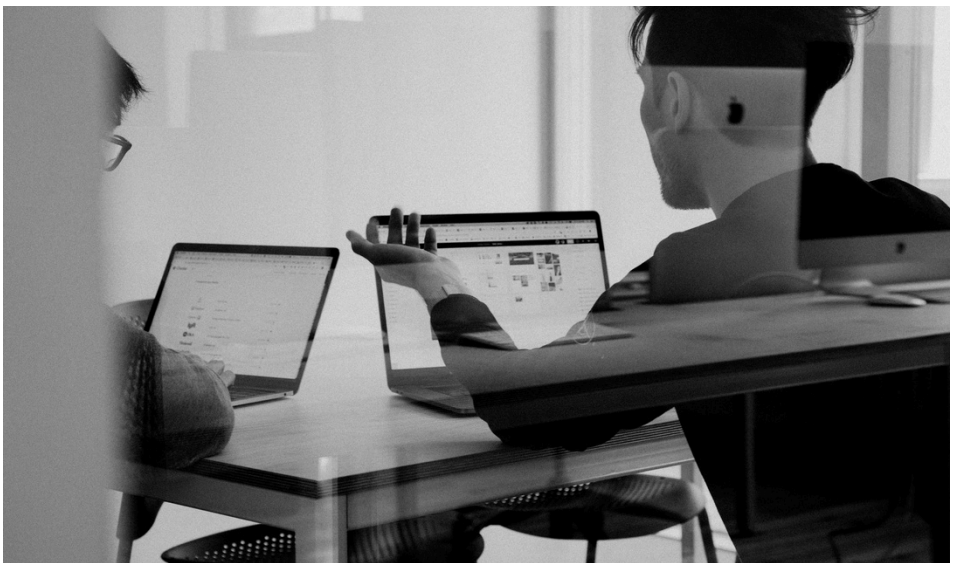

REACH YOUR POTENTIAL CLIENTS & EXPAND YOUR TARGET MARKET

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WHY WE ARE AT THE
TOP OF OUR FIELD

Another advantage of providing tailored services is that our consultants have gained extensive experience with a wide variety of platforms and tools during the course of our projects. Our consultants are experts at adopting swiftly when faced with new development environments.

We are able to rapidly “come up to speed” on existing projects.

The following lists a few of the platforms and tools with which we adapt with:

















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Digital Marketing

Create Brand Awareness

Double Your Sales & Revenue

Target Only Quality Leads

CATALYST EDGE MARKETING

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SPEAKING FROM EXPERIENCE

Catalyst Edge Marketing provides its clients with immediate, proven digital marketing resources. By forming long-term relationships with our clients, we maintain continuity with their online marketing efforts. Our staff becomes familiar with their particular deployment environments, needs and methods. This enables us the edge to respond rapidly as our client's needs change.

Catalyst Edge Marketing is one of the few independent digital agencies with the highly specialized experience needed to support SEM deployment. Successful SEM deployment requires the team to have a unique combination of a strong foundation in managing search engines, as well as solid web development skills. To get this combination, companies traditionally either train their staff internally or hire independent freelancers on an as-needed basis.

Training staff internally requires time that is often not available due to the fast-paced changes in the digital marketing trend cycles. Hiring freelancers is often a gamble. Companies don't know if they've hired a quality personnel until they're already committed. In addition, because these individuals are usually hired for short periods then released, there is no continuity with the project and/or the internal marketing team. Catalyst Edge Marketing solves these problems.

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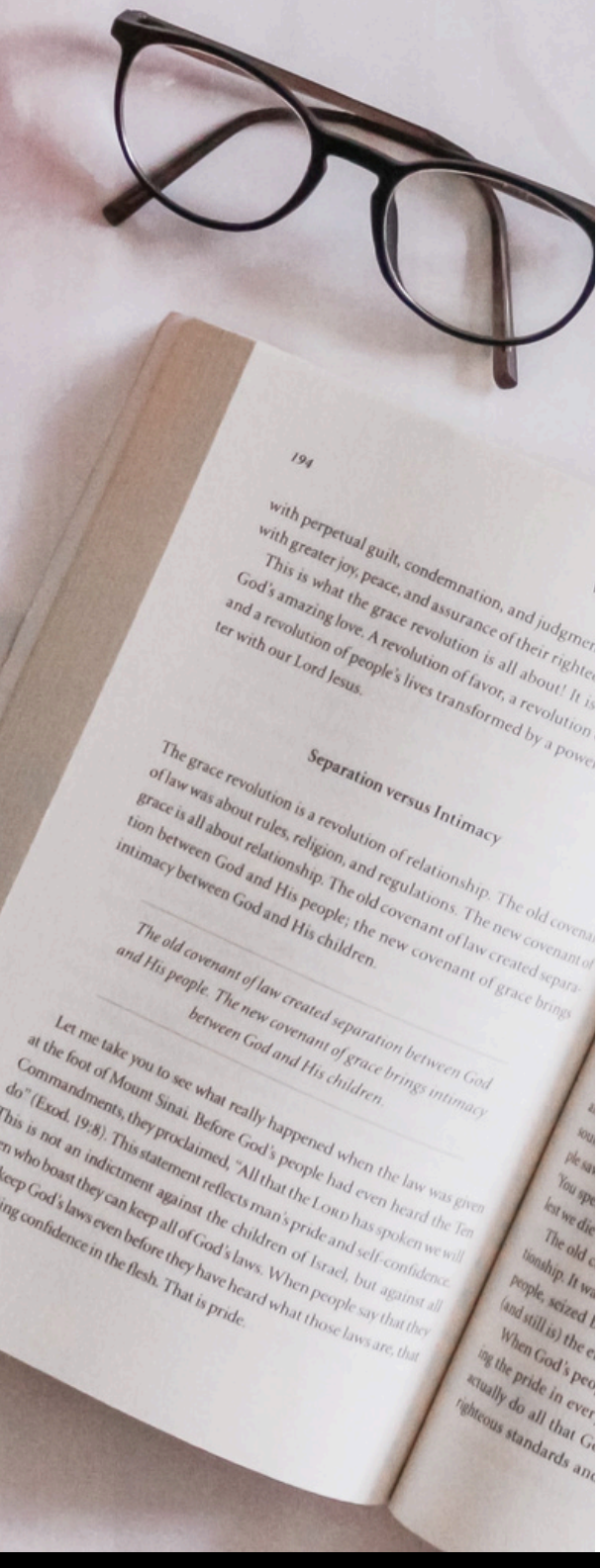
CATALYST EDGE MARKETING



CASE STUDIES

CASE STUDY 1

LEAGOO MALAYSIA SDN BHD
SMARTPHONE COMPANY
CONTENT WRITING

CASE STUDY 2

GRID HAWKEYE SOLUTIONS
CCTV SOLUTIONS COMPANY
GOOGLE ADS

CASE STUDY 3

DJ ELECTRONICS GLOBAL SDN BHD
ELECTRONICS STORE
E-COMMERCE

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CASE STUDY 1



DIGITAL MARKETING CASE STUDY

LEAGOO MALAYSIA SDN BHD

The Project

Leagoo Malaysia is the official distributor of Leagoo Smartphones in Malaysia. After conducting market research on smartphone models, this company imports these smartphones in bulk and distributes these devices to authorised retail stores all over the country. After our initial discussion with the client, we found out that in order to create brand awareness and drive in sales, this organisation has been known to conduct press conferences, soft launches and also working with local celebrities. They were pretty new in the market when we initially spoke to them and their immediate competitors were stronger brands like Vivo, Oppo and Ninetology smartphones. We came in as consultants to improve Leagoo's image in the digital world. This is an organisation that has an in-house designer team, social media executives, marketing team and yet can't seem to challenge their competitors when it comes to brand exposure. There was even a time when influencers and tech bloggers refused to entertain their invitations to attend their press conferences.

The Challenge

From our study into the company, there was a jarring issue, that seemed to take root from the language barrier within this company, and the product distributor from China. Their common practice was to Google translate Chinese marketing contents, directly to English, and publish it into their artworks. There were major flaws in terms of grammar and even content structure.

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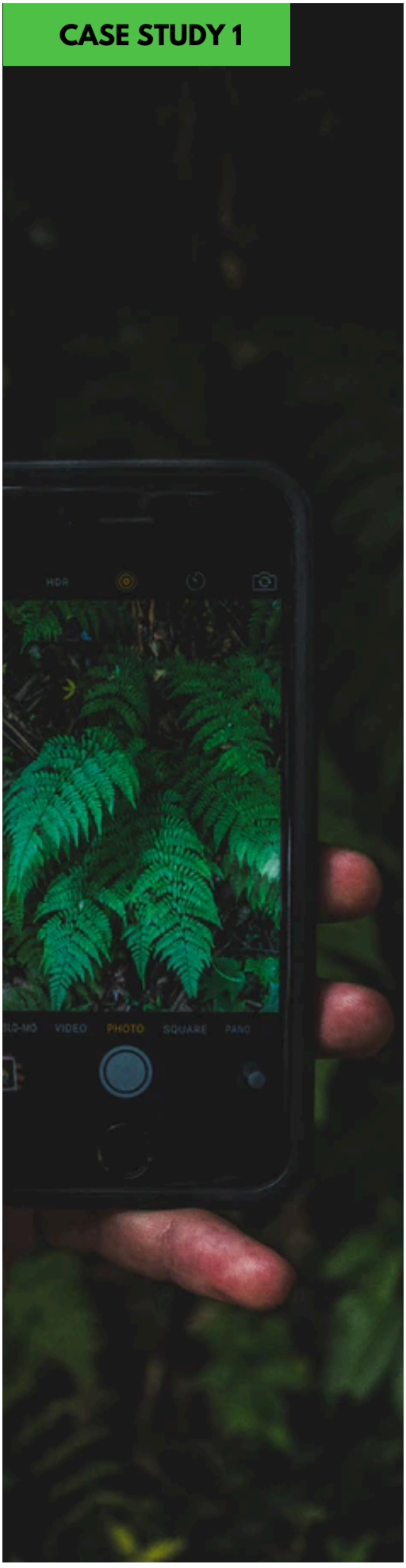

Due to the content errors, even though their artworks were nicely done, their brand was perceived as an OEM or even a “cheap” brand.

The Solution

Catalyst Edge’s team worked hard to revamp how this company was perceived. We worked with Leagoo’s product team, communicated with their social media executive and designers, to understand their products, the core ideology and principle of the business: To Introduce Affordable Smartphones, so Everyone Can Own One. We worked on the copywriting for all the products, including their smartphones, tablets, headphones, accessories, VR devices, and several other products.

Apart from that, we were also involved in writing the speeches for the stakeholders when it comes to their press conferences and public appearances.

The Results

When we started this project, Leagoo Malaysia had a reputation of being an OEM smartphone company, and wasn’t taken seriously when it comes to their events, press releases and product launches. Due to the fact that this organisation have an in-house team of designers and capable social media executives, who’s main focus was on replying to Facebook and Instagram contents, our team deduced that the image problem this organisation was facing, was due to the content and copywriting materials they were releasing to the public.

Our team took charge of all the content writing, from product flyers, marketing materials, website contents, stakeholders’ speeches, website blogs and other ad hoc materials.

As a result, Leagoo Malaysia managed to change their brand perception and now have a strong market share when it comes to affordable smartphones.

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CASE STUDY 2



DIGITAL MARKETING CASE STUDY

GRID HAWKEYE SOLUTIONS

The Project

Gridhawkeye Solutions is a CCTV retail and installation company. This company was started up by a founder who wanted to sell security systems and hire contractors to do the installation works, with a markup as profit. When we spoke with the client, he was doing this business part time, as a means to get additional income. In the beginning the client has been able to gather clients based on word of mouth marketing, and made some profits doing installation works for relatives and friends with minimal income.

The Challenge

Word of mouth and referral based marketing can keep a business afloat for several months tops. This business slowly realized that it has only so many friends and family it can offer CCTV products to.

The business soon hit a brick wall. In order for this business to continue generating income, the owner has to market his services to a competitive market. As the business progressed, he also noticed that he had trouble attending to service jobs, when his customers called him to do minor repair works. His contractors were only interested in bigger jobs, and neglected his calls when it comes to petty tasks.

Gridhawkeye then started printing out flyers and distributed them to factory areas, high density condominiums, car windscreens, and places like this. After all the effort, the owner noticed that his marketing strategy required a high amount of effort, and generated very minimal outcome. He printed 1000 flyers, distributed them all in

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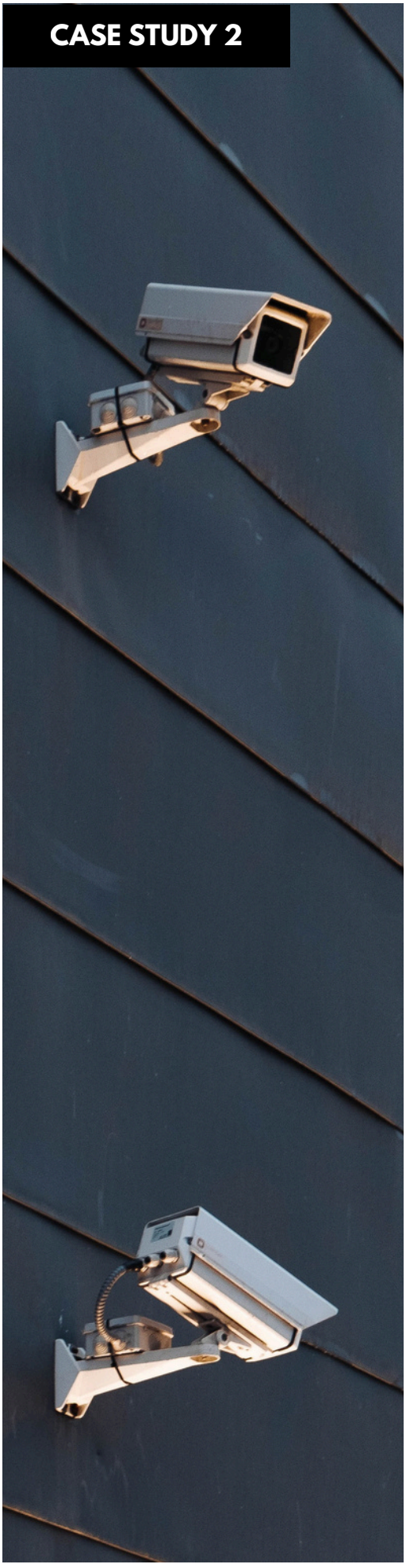
CASE STUDY 2



Shah Alam, Putrajaya, Puchong, Setia Alam, and Damansara area with the help of his friends and managed to obtain one client, which is a minimart in Ayer@8, Putrajaya.

The Solution

By the time Gridhawkeye approached us, the owner was already trying to set up his own Google Ads campaign, spent his free credit from Google and due to the lack of knowledge and familiarity with the digital world, he hasn't seen much success.

Catalyst Edge took over the Google Ads account, which was known as Google Adwords previously, and revamped the entire set up. We ran targeted campaigns, specifying the income bracket, demographics and made sure that his advertisement was only seen by highly potential clients. During the course of us running digital ads for this business, the owner did not pursue other means of marketing, and all traditional marketing efforts were abandoned.

The Results

Within 1 hour after running our campaign, Gridhawkeye started getting inquiries. The owner was so surprised, he doubled his Google Ads budget within a month. As a matter of fact, some weeks, Gridhawkeye will request that we pause his campaigns, because he was not able to cope with the amount of potential clients that were calling him.

Eventually, the owner resigned and focused on this part time business, making it a full time company. They now have two in house installation teams, and are managing the building maintenance of several international factories.

This is a true Google Ads success story.
"WE TURN YOUR LEAD INTO PROSPECT"

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CASE STUDY 3



DIGITAL MARKETING CASE STUDY

DJ GLOBAL ELECTRONICS SDN BHD

The Project

On the 6th September 2019 we were contacted by an electronics retail store, in relation to managing their store's online presence. After our initial discussion with the client, we found out that this is a business that has been around for about 30 years, and they have 3 brick and mortar locations. They have a strong local clientele base and they wanted to take the next step and explore the possibilities of expanding their business to the digital world.

Excited about the possibility of being involved in a business that is totally off the grid when it comes to the digital world, we quickly established an online campaign strategy, and came up with a feasible proposal for the client. We proposed a series of campaigns that involves expanding the business to e-commerce platforms, beefing up the company's social media pages, and running targeted social media ads.

The Challenge

Our proposals were presented to the partners of the firm and generally accepted by the client, however there was an issue to overcome. There was a stakeholder that wasn't confident with the population's response to digital campaigns. Before posting products in e-commerce platforms, we will also have to request permission and inquire about minimum product pricing from the main distributor of certain brands. Apart from that, what we noticed was that the type of ads the local population responds to is not the same as the demographic in Klang Valley.

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CASE STUDY 3



The Solution

In order for us to make this project a successful one, we will need to conduct proper research, and study the market trends when it comes to the buying pattern for electronic products in smaller towns. We looked into several types of campaigns the locals might respond to, and even provided valuable advice with some of the offline campaigns, based on information we gathered during our research.

We kept in constant contact with the representative from our client, to ensure that we are able to meet the deadline, and launch their e-commerce stores in Lazada and Shopee. Our clients spoke to the respective brands to get permissions and special offers to help boost sales in their online platforms.

On social media, we managed their Search Engine Marketing (SEM) efforts, by running multiple audience targeted ads, to reach different types of potential clients. We ran ads for potential customers who might be looking to purchase electronic appliances on credit terms, offering them monthly installments as low as RM48. We also ran campaigns offering electronics products, for cheaper, online exclusive pricing.

The Results

When we started this project, the objective was to introduce this family run business to the digital world and increase foot traffic to all three of their branches.

We managed to use conversion tracking and it is sufficient to say that DJ Global's introduction to the digital world was a success. We ran a lucky draw for clients who made purchases with a discount voucher online, and the turn up was better than expected.

We are also managing the product postings and campaigns on DJ Global's e-commerce platforms and the sale transactions have been very encouraging, with purchases from customers in Sabah and Sarawak even! Needless to say, our client was pleasantly surprised!

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WEB DESIGN

HIGHLIGHTS



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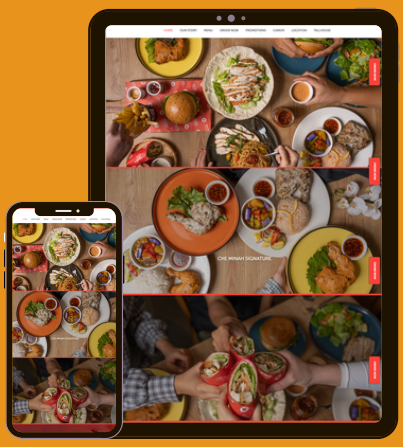
PASTA PANAS



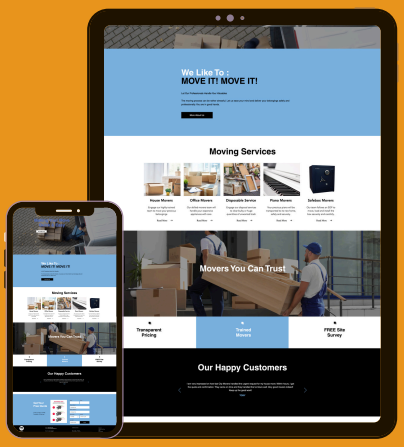
CHE MINAH



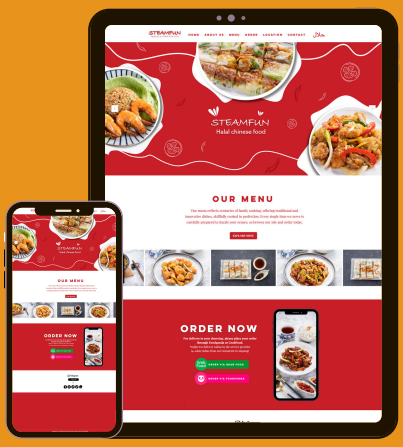
HEALONWHEEL



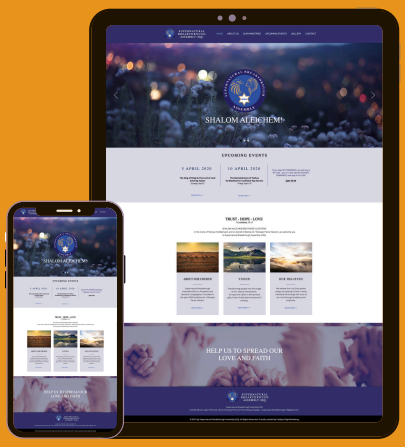
CITY MOVERS



STEAMFUN



SBA



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CATALYST EDGE MARKETING

SOCIAL MEDIA ADS

HIGHLIGHTS



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PASTA PANAS

























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BALOY

























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VECO BURGER











THE LINK CAFE











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CELESTY













STEAMFUN







BYOU MAKEOVER







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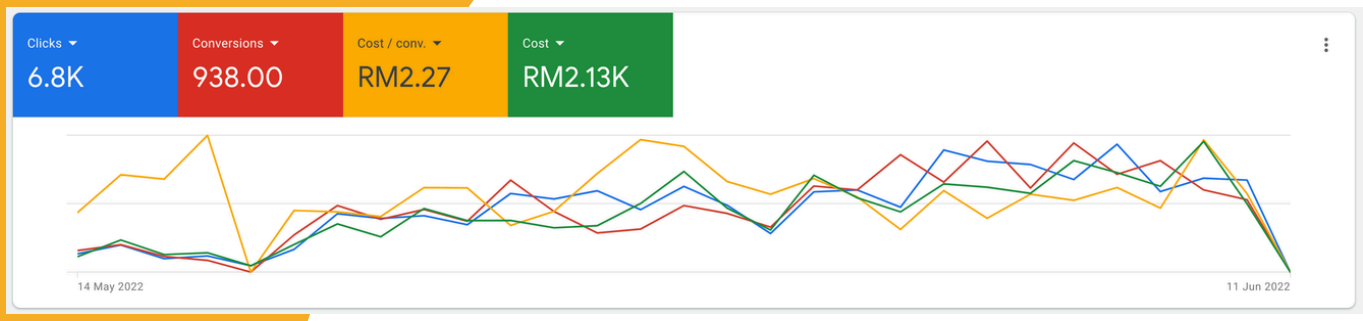
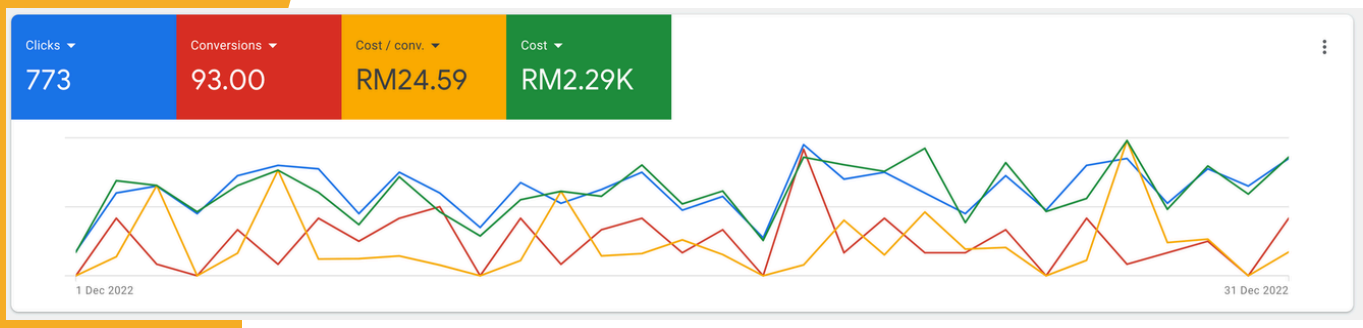
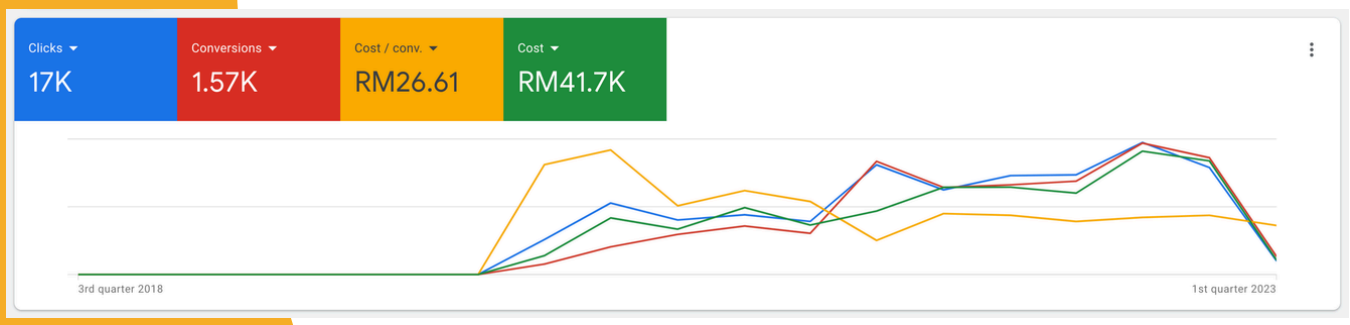
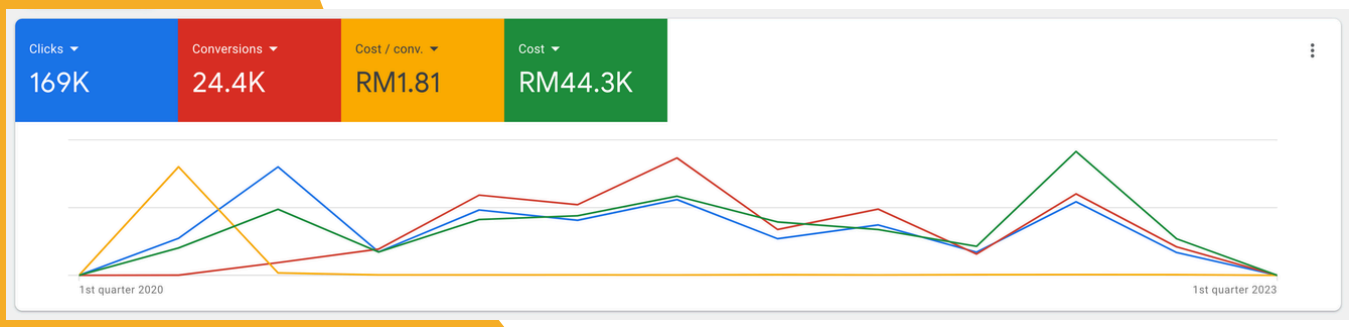
OVERVIEW









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