



### Live Clean, Live Well: Lifetree Pte Ltd

Lifetree Pte Ltd, which was established in 2013, provides high-performance and cost-efficient solutions centred around hygiene, protection and preservation. Its products are designed to cater to a diversity of needs spanning professional institutional care, homecare and personal care. The small and medium-sized enterprise (SME)'s products are tested and certified by TUV SUD to ensure that they are non-hazardous and safe for use. These include personal care and disinfectant items such as hand sanitisers, antiseptic germicides, surface cleaners, body washes, hand washes and dish cleaners.

Lifetree's products, which are traded under the "Span" and "Lifemed" brand names, are gentle on the skin yet sufficiently powerful to eliminate the germs in the environment. Holding firmly to the belief that cleaning and protection tasks should not be difficult, the products are conceptualised to make life easier so that people can live clean and live healthy. Quality is a key consideration for every product from the moment it is planned to the end of the user experience. The company continues to find ways to further improve its products so that "customers can enjoy more premium products at honest prices", informed Edwin Khon, Sales Manager at Lifetree.

When Lifetree contacted the UOB-SMU Asian Enterprise Institute (AEI), it was looking for assistance in digital marketing, with the goal to improve its product presence and brand awareness in the business-to-business (B2B) arena. Through the Institute's signature SME Consulting Programme (SCP) and the extended SCP+, a team of student-consultants, supervised by an industry veteran as Project Advisor and a Manager from the Institute, undertook the project.

#### A thorough check-up

The student-consultants leveraged scientific methodologies in their research and analysis. The secondary research showed that Covid-19 has increased the importance of preventive measures and hygienic practices such as sanitisation. Among corporate consumers, the healthcare segment was a head above the rest in contributing to the rising sales in hand sanitisers. The primary research, which featured detailed interviews and surveys, was carried out to elicit consumer perception of Lifetree and its products, as well as garner other salient information. The respondents were chosen from a diversity of professional backgrounds because, as iterated by the student-consultants, the team wanted to "cover the full scope of decision-making units that influence the consumer purchase journey".

A competitor analysis of the SME and its products was performed to determine their standing vis-à-vis their peers. Using the SWOT (strengths, weaknesses, opportunities, threats) analysis, the consulting team also identified key areas of improvement in Lifetree's current marketing strategy. It was found that Span has a distinct brand positioning as well as a pre-existing database of clients. According to the BCG (Boston Consulting Group) Matrix, Span could be classified as a "cash cow".

Lifemed, though lagging behind Span in many ways, presented tremendous opportunity for growth in the Covid-19 era. It did not yet have a clear brand positioning but with its focus on hand hygiene – something the Singapore government has been urging the public to be mindful of – it was well poised to capture a niche market. When set against the BCG Matrix, Lifemed had the potential to become a "star" product for Lifetree. The research also shortlisted the niche corporate segment for Lifemed's medical-grade hand sanitisers.

## A clean walkthrough



For the implementation phase, or the “plus” in the SCP+ project, the student-consultants focussed their efforts on a single product line, to execute a targeted and efficient mini campaign in the online space. The campaign was carried out through email, Facebook and LinkedIn over a period of three weeks. All the schedules and materials were designed and managed by the consulting team.

The student-consultants conducted email marketing using different electronic direct mailers; uploaded static and dynamic content on Facebook; placed paid advertisements on Facebook, and posted informational content on the SME’s LinkedIn page. The outcomes for each activity were

reviewed to obtain pertinent intelligence, such as, the best day and time to post content, the types of materials which resonated well, and other possible ways to optimise the campaign returns.

The final report included a directed approach for Lifetree to promote Lifemed among its desired client segment. The roadmap for the SME’s online marketing journey featured website optimisation, social media marketing, email marketing and client relationship management. The student-consultants had crafted specific plans for each platform for the short, medium and long term. For example, for social media marketing, the team proposed sharing relevant content, posting aesthetically-appealing creatives, engaging with potential consumers, and embedding certain elements in the website. A 26-week content marketing plan was presented, with the aim to handhold the SME as it took over its own marketing efforts. The plan laid out the type of content to be posted weekly, over the next six months.

## Towards a healthful future

Lifetree Sales Manager Mr Khon said that the research findings were “insightful” and “useful”, and “the analysis done was overall thorough and comprehensive”. The SME appreciated the bite-sized implementation work executed by the student-consultants. Calling it a “good campaign” – and with the feasible recommendations in the final report – the SCP+ project was the impetus the company was looking for, to drive its future marketing strategies.

The student-consultants had very clear objectives when they signed up for the SCP – they wanted to work with an SME on a B2B project. In particular, they wanted to help the SME build its social media presence and demonstrate how technology can enhance its marketing efforts. “We hoped to accomplish ‘big’ things, like improving brand awareness and generating leads for the company,” they said. “We’re glad to have accomplished what we set out to do.”

The SCP+ project had started with a team of three student-consultants, which is the usual number, but one member had to withdraw in the midst of the project. Nonetheless, there was no compromise to the project proceedings and quality. The remaining members chalked it down as an additional



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learning opportunity, divided the work between them and went on to deliver a good outcome for the SME. "This project not only gave us a hands-on digital marketing experience, it taught us the importance of hard work and perseverance. After this project, we believe we are better able to cope with difficult situations," they expressed.

Project Advisor Adeline Teo considered the students "extremely delightful to work with" as "they were always positive, even when they were under tremendous pressure". She commended them on their listening skills and how they managed the work scope. "Each feedback (from the client) was taken seriously. They would investigate the matter and come back with improved ideas," she explained.

"All the painpoints (and solutions) were accepted by the customer" and the team's proposals were well accepted, shared Ms Teo. That the SME accepted all the recommendations was affirmation that the team had met the client's requirements. In fact, Lifetree was already reworking its corporate website before the project came to a close – a testament to the real value that the Institute's SCP brings to its SME clients.

**Project Advisor****Adeline Teo****Student-consultants****Faazrena Binte Hajis**

Bachelor of Business Management/2017

**Shivangi Bawari**

Bachelor of Business Management/2017



*Company gathering (2019): Sales Manager Edwin Khon (middle row, right) and his team*



**Christmas celebration (2019)**



**Company trip (2019)**

All photos are courtesy of Lifetree Pte Ltd