

Aki Secretarial

Marketing Case Study



About

Aki Corporate Secretarial Services (AKICSS) is a licensed company secretary registered under the Companies Commission of Malaysia (SSM).

They provide services such as maintaining statutory registers, advice on secretarial compliance and tax matters, SSM compliance alerts, and more.



Our Scope of Marketing

- Website Revamp
- Google Ads



Demographics

Target Market

Businesses without in-house secretarial teams that need help with compliance, filing, and corporate governance.

Location

Kuala Lumpur

Challenges

Challenge 1

The existing website was unable to generate and close new leads

Challenge 2

Inconsistent monthly sales and having to compete with other cosecs in the area

Challenge 3

Lack of ads running to target the specific client pool

Our Strategy and Work Done



Step 1

Our team revamped the company's website and added elements to convince clients to call, which brought in more leads and enquiries



Step 2

Our team started running Google Search Ads for targeted keywords



Results

Aki Secretarial is now generating consistent and profitable monthly sales via online enquiries and bookings