



EMPOWERING BUSINESSES THROUGH **DIGITAL GROWTH**

Integrated Digital Expertise for Sustainable Business Growth



TABLE OF CONTENTS

› About Us

Who we are and how we create value

01

› LOCUS-T Growth System

A structured framework for digital growth

11

› Client Trust

Trusted by businesses across diverse industries

21

› Recognition & Partnerships

Technology and platform ecosystem

23

› Thrive Lokal

Empowering businesses through digital adoption

25

› Our Expertise

The capabilities behind every growth initiative

27



Since 2000, **LOCUS-T** has operated as a digital marketing agency headquartered in Petaling Jaya, Selangor, **helping businesses grow through structured and measurable digital strategies across search, performance media and web experience.**

As the digital landscape becomes more complex, growth is no longer driven by isolated tactics. It requires systems that align strategy, execution and outcomes. LOCUS-T is built on this belief, transforming fragmented marketing efforts into integrated growth systems that are clear, accountable and performance driven.

Our strength lies not only in what we execute but in how we operate. We bring together clarity in direction, discipline in execution and consistency in delivery to ensure that every initiative contributes to meaningful business outcomes.

We are powered by a team that values accountability, transparency and long term thinking. We believe strong results are built through trust, reinforced by clear communication and sustained through partnership.

That is how we create value.

That is how we help businesses grow.

That is how we thrive together.

A grayscale city skyline featuring prominent skyscrapers like the Petronas Towers and the CN Tower. The image is overlaid with a red digital network of dots and lines, suggesting a data or communication system. In the foreground, a large red curved shape contains white text.

We believe growth is not created.
It is engineered through systems.



PURPOSE

LOCUS-T is dedicated to enabling sustainable business growth through integrated digital expertise, structured execution and measurable outcomes.

As organisations navigate an increasingly complex digital landscape, the ability to align strategy, execution and performance has become critical to long-term success. Through our capabilities across search, media and web experience, we help businesses build connected growth systems that drive meaningful and sustainable results.

Our aspiration is to be the preferred digital growth partner for organisations seeking to accelerate transformation, strengthen competitiveness and achieve sustainable growth in the digital economy.

OUR BRAND PROMISE

We deliver with commitment, perform with purpose and grow through partnership.

Reliability

We deliver with consistency, responsiveness and accountability.

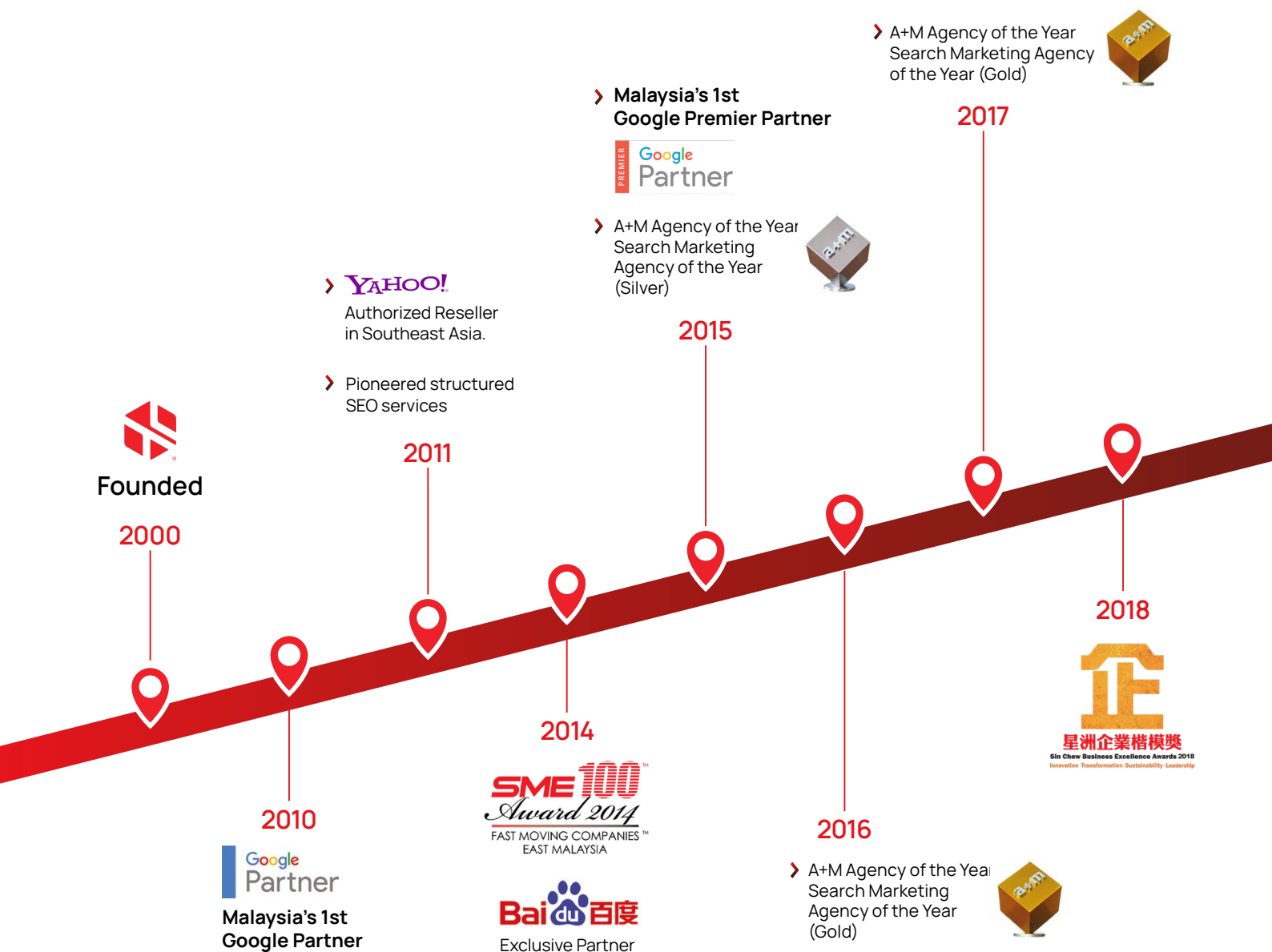
Performance

We are committed to measurable results and continuous improvement.

Partnership

We understand our clients' objectives and work alongside them to support sustainable growth.

FROM VISION TO REALITY





MOST ACTIVE 'SEO' SERVICE CONTRACTS
BY AN AGENCY 2025

> A+M Agency of the Year
Search Marketing
Agency of the Year
(Silver)



> A+M Agency of the Year
Search Agency of the Year
(Gold & Local Hero)



2021

2025

2026

2020

2022

> 7,000+ clients served nationwide

> A+M Agency of the Year
Search Marketing Agency
of the Year (Silver)

Lead Generation Agency
of the Year (Bronze)



> A+M Agency of the Year
B2B Agency of the Year (Gold & Local Hero)

Performance Marketing Agency of The Year
(Silver)

Lead Generation Agency of The Year (Bronze)



Meta
Business Partner



TikTok Strategic Gold Partner



Digital Service Provider



Digital Service Provider

A TIMELINE OF DIGITAL EXCELLENCE

Every milestone represents a chapter of growth for our clients,
our people and our industry.

OUR APPROACH

At LOCUS-T, we approach digital growth as a connected ecosystem rather than individual services.

Most businesses operate marketing channels in silos —SEO in one direction, ads in another and websites disconnected from performance goals.

We change this by building integration across every layer of digital execution.

OUR OPERATING PRINCIPLES

- **Strategy before execution**
We ensure direction is defined before activity begins.
- **Integration over isolation**
All channels must work together, not independently.
- **Performance over activity**
We measure outcomes, not effort.
- **Continuous Optimization**
Growth is not a campaign, it is an ongoing system.



PARTNERSHIP PHILOSOPHY

Thrive Together

At LOCUS-T, long-term growth is never driven by tactics alone. It is built through relationships that remain clear, consistent and accountable over time.

In a rapidly changing digital landscape, success depends not only on strategy but on alignment between partners who share responsibility for outcomes.



That is why every partnership we build is guided by 3 principles:

Trust - Trust is earned through consistent execution.

We maintain clear communication, structured reporting and measurable KPIs so that stakeholders always understand progress, decisions and direction.

- › Transparency builds confidence.
- › Clarity builds alignment.
- › Accountability builds trust.

Together - We do not work for our clients – we work with them.

We align goals early, define priorities together and build a shared roadmap that both teams commit to.

From strategy to execution to optimisation, we stay closely aligned, move with purpose and solve challenges side by side.

Triumph - Triumph is measured by meaningful progress.

Not just activity but outcomes that matter:

- › Stronger visibility
- › Better lead quality
- › Higher conversion efficiency
- › Sustainable business growth

We focus on results that are measurable, repeatable and impactful.

LOCUS-T Growth System



A Structured Digital Growth Framework

A Connected Framework for Sustainable Digital Growth

In today's digital landscape, growth is no longer driven by individual channels operating in isolation. Businesses must navigate an increasingly complex environment where customer discovery, engagement and conversion occur across multiple touchpoints.

The LOCUS-T Growth System was developed to help organisations align these touchpoints into a unified and measurable growth framework. Rather than focusing on isolated marketing activities, the system integrates visibility, demand generation and digital experience into a connected ecosystem designed to support sustainable business performance.

Built upon 3 interconnected pillars, Search Growth, Performance Media and Web Experience, the framework ensures that every digital initiative contributes towards a common business objective. By connecting strategy, execution and performance, organisations gain greater visibility, stronger customer engagement and improved business outcomes across the entire customer journey.

The 3 Pillars of Growth

Search Growth

Building visibility and discovery

Performance Media

Driving demand and acquisition

Web Experience

Converting engagement into measurable business outcomes

System Philosophy

Individually, each pillar delivers value. Together, they create a connected growth system that enables sustainable and measurable business growth.

Search Growth



Building Visibility Where Customer Intent Begins

Search remains one of the most powerful drivers of digital growth because it captures customers at the moment they are actively seeking information, products or solutions. Organizations that maintain strong search visibility are better positioned to attract qualified traffic, strengthen brand awareness and generate long-term business opportunities.

Our Approach

At LOCUS-T, Search Growth goes beyond rankings. We develop sustainable search strategies that align with customer intent, evolving search behaviours and business objectives. Through technical optimization, content strategy and local search enhancement, we help businesses strengthen their discoverability across relevant search platforms.

Delivering Value

- Increased organic visibility
- Stronger brand discovery
- Consistent qualified traffic
- Sustainable long-term growth
- Reduced reliance on paid acquisition
- Conversion Optimization

Powered By

- Search Engine Optimization (SEO)
- AI Search Optimization (AI SEO)
- Google Business Profile (GBP) Optimization

Performance Media



Transforming Demand into Measurable Business Outcomes

Digital advertising delivers the greatest impact when every investment is guided by clear business objectives. Performance Media enables organizations to reach the right audiences, accelerate demand generation and drive measurable results through data-driven campaign strategies.

Our Approach

At LOCUS-T, we combine audience intelligence, strategic media planning and continuous optimization to maximise campaign performance across every stage of the customer journey. Every initiative is monitored, refined and aligned with defined business goals, ensuring marketing investments contribute directly to sustainable growth.

Delivering Value

- Increased organic visibility
- Stronger brand discovery
- Consistent qualified traffic
- Sustainable long-term growth
- Bottom funnel optimization for conversion

Powered By

- Google Ads
- Meta Ads
- LinkedIn Ads
- TikTok Ads
- XiaoHongShu (XHS) Ads
- YouTube Ads

Web Experience



Converting Digital Engagement into Business Value

A website is more than an online presence. It is a critical touchpoint that shapes customer perception, influences decision-making and drives meaningful business outcomes. A well-designed digital experience not only engages visitors but also supports long-term business growth.

Our Approach

At LOCUS-T, we design and develop websites that combine functionality, usability and performance. By focusing on user behaviour, intuitive navigation, responsive design and conversion-focused experiences, we create digital platforms that align customer expectations with business objectives.

Delivering Value

- Enhanced user experience
- Increased conversion opportunities
- Stronger brand credibility
- Improved website performance
- Greater return from digital marketing initiatives

Powered By

- Website Design & Development
- Content Copywriting & Proofreading
- Website Maintenance & Optimization

SYSTEM OUTCOME

How Growth Happens

Digital growth is most effective when every element of the customer journey works together as a connected system. Rather than operating as isolated marketing activities, Search Growth, Performance Media and Web Experience each play a complementary role in driving sustainable business performance.

The Connected Growth Journey



Key Principle

Growth is not achieved through individual channels alone. It is achieved when strategy, visibility, demand and customer experience work together as a unified system.

Business Impact

By integrating these 3 pillars into a single growth framework, organizations move beyond fragmented marketing efforts and establish a sustainable engine for growth. The result is stronger alignment between business objectives, digital execution and measurable performance, enabling businesses to adapt, optimize and scale with confidence.

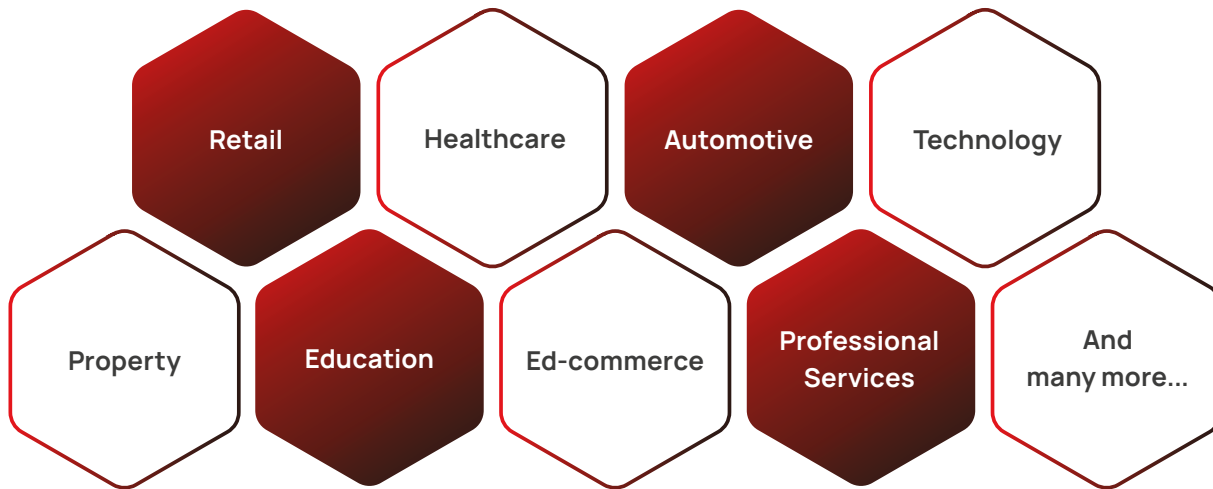


Client Trust



INDUSTRY COVERAGE

LOCUS-T works across diverse industries where digital transformation plays a critical role in business growth.



Each industry requires different audience behaviour strategies, and our system is adapted accordingly.

Trusted by 7,000+ Businesses Nationwide

Over the years, we have had the privilege of supporting businesses across a wide range of industries, from growing SMEs to established brands. Each logo represents a partnership built on trust, clear delivery, and measurable progress.

Recognition & Partnership

advertising+marketing
**AGENCY OF THE YEAR
AWARDS 2026**
MALAYSIA

advertising+marketing
**THE MARKies
AWARDS 2026**
MALAYSIA



TRUST, RECOGNISED & REINFORCED

Trust is earned through consistency. Over the years, our work has been recognised through industry credentials and awards that reflect the standards we hold ourselves to, and the long-term partnerships we build with our clients.

Recognition



MOST ACTIVE 'SEO' SERVICE CONTRACTS
BY AN AGENCY 2025

Partnerships



Awards



THRÎVE LOKAL

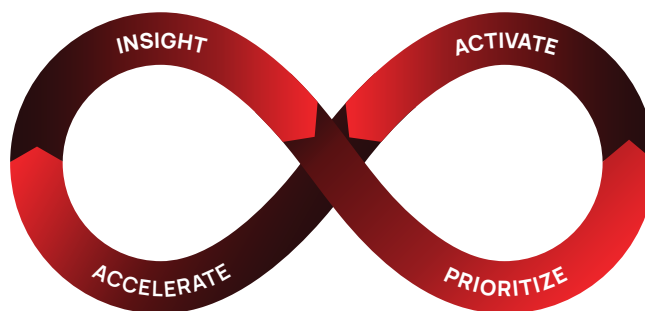
EMPOWERING LOCAL BUSINESS GROWTH

Thrive Lokal is a structured business growth initiative designed to help organizations strengthen their digital capabilities and navigate digital transformation with confidence.

Combining strategic guidance, capability development and execution support, the programme enables businesses to move beyond fragmented marketing efforts and adopt a more systematic approach to growth.

The Thrive Lokal Growth Loop

At the core of Thrive Lokal is a continuous improvement framework built around 4 key stages:



The framework begins by identifying business challenges, market opportunities and digital readiness. These insights are then translated into clear priorities and actionable strategies aligned with business objectives.

Once priorities are established, businesses activate initiatives through structured implementation and execution. Performance is continuously measured, refined and scaled to accelerate growth and maximize business impact.

As organizations evolve, new insights emerge, creating an ongoing cycle of learning, optimization and sustainable growth.

Purpose

To bridge the gap between traditional business operations and structured digital growth systems, enabling businesses to compete, grow and thrive in the digital economy.

Our Expertise



Delivering digital growth requires more than individual specialists. It requires the seamless integration of strategy, technology, media, creative and analytics.

LOCUS-T brings together multidisciplinary expertise across the digital growth ecosystem, enabling businesses to benefit from connected thinking and coordinated execution. By aligning strategic planning with technical implementation and performance optimisation, we ensure that every initiative contributes towards measurable business outcomes.

This integrated approach allows us to support organisations across every stage of their digital growth journey, from visibility and acquisition to conversion and long-term performance.





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