



# Discovery System For Your Business

Multi-Award Winning strategic Marketing Agency



G20 AWARD WINNER



BUSINESS EXCELLENCE 2023-2025



## Your Business Is Invisible

Right now, customers are searching for businesses like yours. But if they can't find YOU, they're choosing your competitors. 80% of consumers search online before deciding to do business or using service from a business. If you're not visible in AI, search results, maps, and AE recommendations, you simply don't exist to new customers.

# The Discovery Crisis



## How Customers Choose Today

- 46% of Google searches have local intent
- 60%+ of AI searches relate to business discovery
- 80-90% research online before choosing
- Most pick from top 3-5 visible results
- 68%+ new generation choose AI answers as decision guide

Every month, hundreds if not thousands search for business like yours. If you're not consistently visible, those searches go to competitors. (End of the day someone gets those customers - ARE YOU GETTING THEM?)

# Four Main Ways Customers Find Businesses

## AI Assistants (AI Ecosystem)

ChatGPT, Gemini, Bard, and other AI tools recommend businesses. If they don't know you, you're invisible to this growing search method.

## Map Applications

Google Maps and Apple Maps are the new storefront. Customers see ratings, photos, and reviews before deciding to visit.

## Search Engines

Traditional search still drives discovery, Google, Bing, Safari (Apple users). Top results capture attention while lower rankings are virtually invisible.

## Social Searches & Signals

Customers discover businesses through social media platforms like Instagram, Facebook, TikTok, Youtube and LinkedIn, where posts, recommendations, and social proof influence their decisions. (AI Answers are also coming to social platforms!!)



# The Hidden Cost of Being Invisible

## Calculate Your Lost Revenue

**The Formula:** Monthly searches × 10% conversion × average spend × lifetime value

**Example:** 1,000 monthly searches × 10%  
= 100 potential customers × £100 spend  
= £10,000 monthly revenue )

That's £120,000 annually in missed opportunities.

Compare a one-time £2,490 investment versus ongoing lost tens of thousands in revenue. Which one is more expensive?



# Changing Consumer Behavior

80%

Research Online First

Customers decide  
before leaving home

32%

Search Daily

Looking for local  
businesses every day

75%

Check information  
trust before choosing

67%

Use IA and Social  
Media

Younger customers  
discover via IA<  
Instagram and TikTok

68%

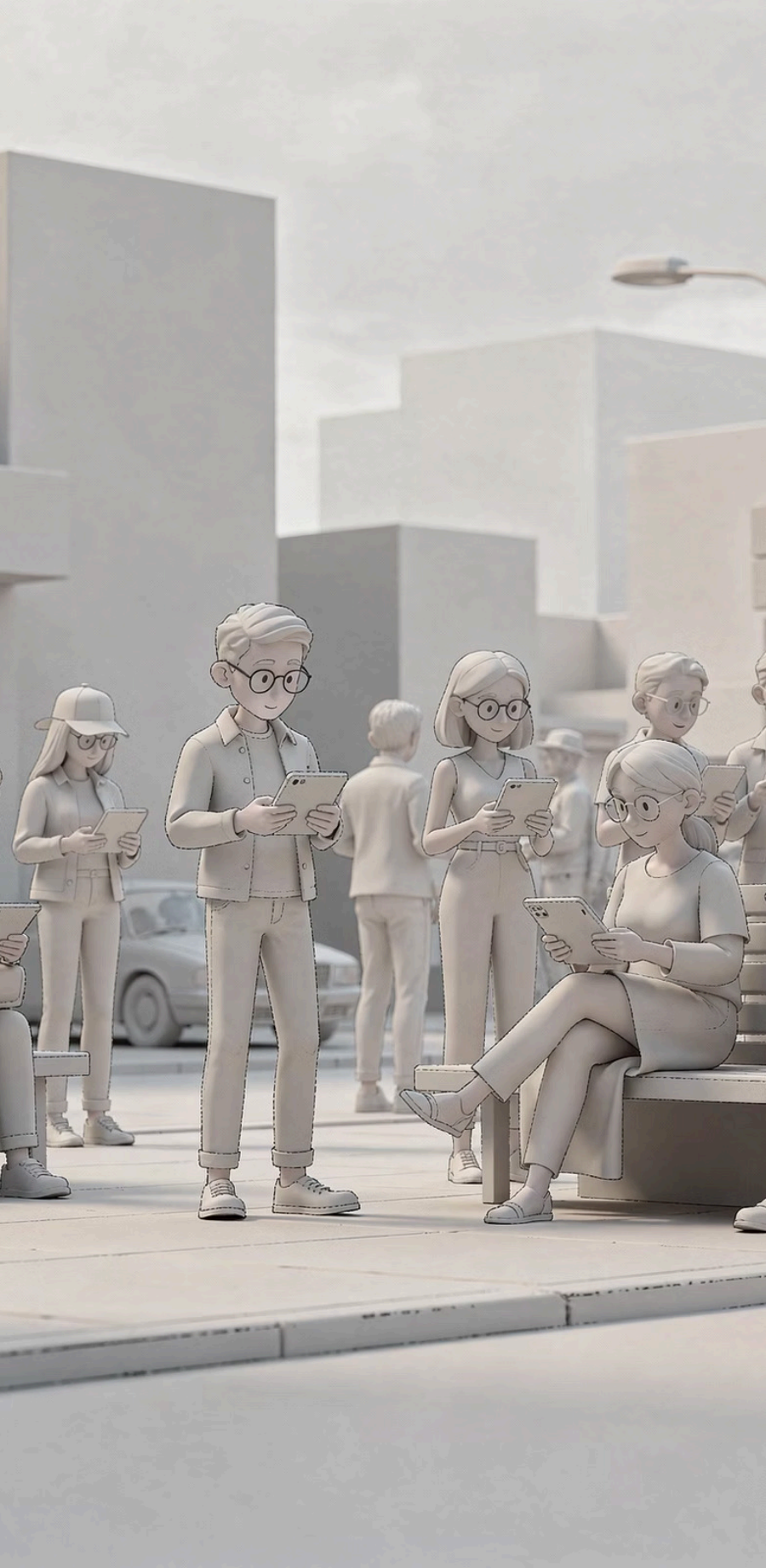
New Generation  
Searches AI-Driven

If you plan to run  
your business next 3  
years, you have to be  
within AI ecosystem

1 Year

Gap to Enter AI  
Ecosystem

SMBs can get into AI  
ecosystem now. Miss  
the gap in next 6  
months, and it will  
cost a fortune to be  
in AI space. Now is the  
only and last chance!



# Why Traditional Marketing Fails

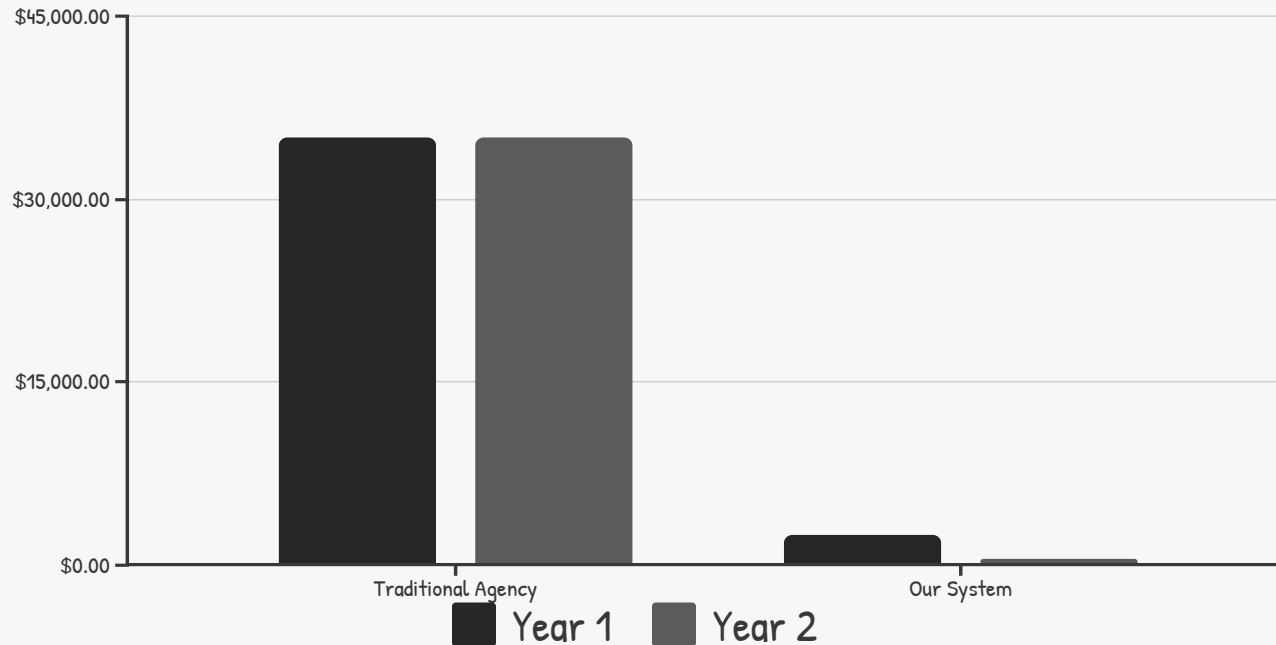
## Traditional Agencies

- Monthly retainers drain budgets
- Generic templates, not specialist work
- Results disappear when you stop paying
- International labor creates security risks - a lot of fraud
- Focus on billing cycles, not outcomes
- Min spend £18,000 before results show
- Your one in hundreds - what do they care if you succeed or not

## Our Approach

- One-time setup investment
- Specialist discovery infrastructure
- Results persist for long time
- UK-London - based team - open for meetings
- Success-driven partnership model (Your success is our success)
- One time small fee to establish business discovery in digital world
- Expert proven results (Working with corporations and government) - High end trust - G20 award from Saudi Royal family for proven work
- We work as long as we have to, to ensure before and after proof exists - Success guaranteed overtime or 50% money back guarantee

# The Cost Comparison



## Stop Endless Payments

Traditional agencies charge thousands monthly. Stop paying and your visibility vanishes instantly.

Our system works for years after a single investment. We monitor for 6 months to ensure perfect performance.

**£2,490 one-time investment** versus **£70,000+** over two years from other agencies. The choice is clear.





# Get Found Everywhere

Our Local Discovery System positions your business across every platform customers use to search and decide.



## Search Engines

Google and Bing optimization for top rankings when customers search for your services.



## AI Assistants

ChatGPT, Gemini, and other AI tools recommend your business to users seeking solutions.



## Map Discovery

Google Maps and Apple Maps prominence with optimized listings, photos, and reviews.



## Social Platforms

Visibility across TikTok, Instagram, and 10+ platforms where customers discover businesses.

# Case Study: 1 Million Customers



## House of Spells Success

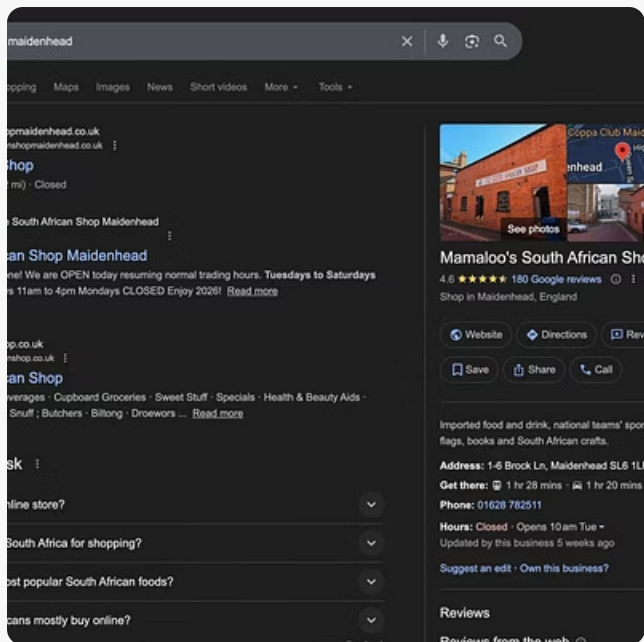
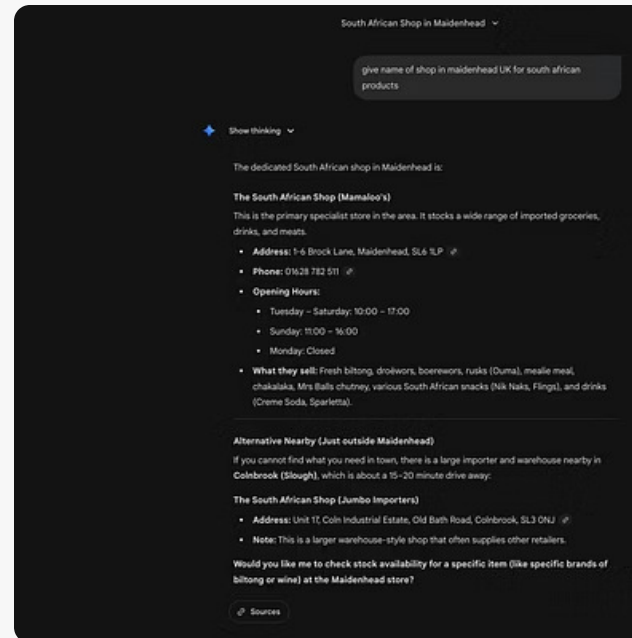
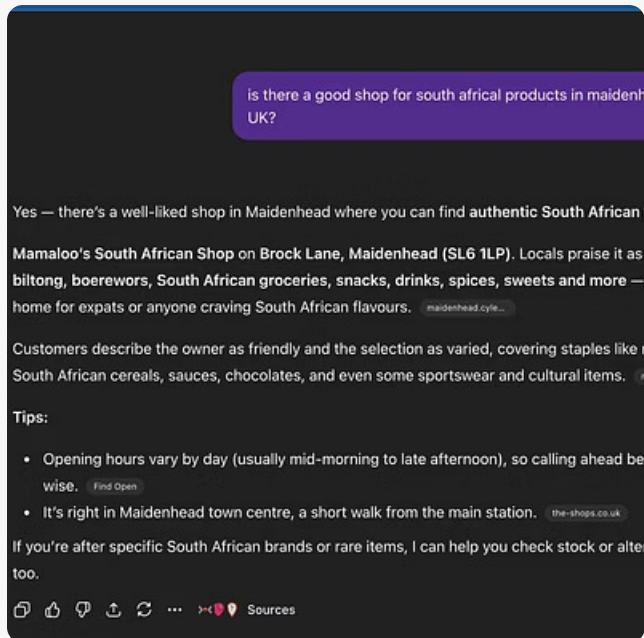
Premium fandom retail destination in London offering Harry Potter, Game of Thrones, and other licensed products.

**Challenge:** Drive foot traffic to physical stores in the online shopping era.

**Result:** Through integrated discovery strategy across AI, maps, social media, and search engines, we generated **1 million customers in 2 years.**

The same system works for service businesses seeking qualified leads and customer growth.

# Case Study 2: Mamaloo's South African Shop



Mamaloo's Success in Maidenhead

Authentic South African products and cuisine in Maidenhead

**Challenge:** Stand out in competitive local market and become the go-to destination for South African products

**Result:** Achieved #1 rankings across all discovery channels – AI assistants (ChatGPT, Gemini), Google Search, and Google Maps

**Dominating local search as the top South African shop in Maidenhead**

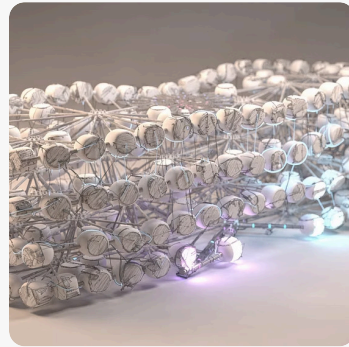
**Complete visibility across every platform customers use to discover businesses. (Same applies to any business)**

# Our Multi-Channel Strategy



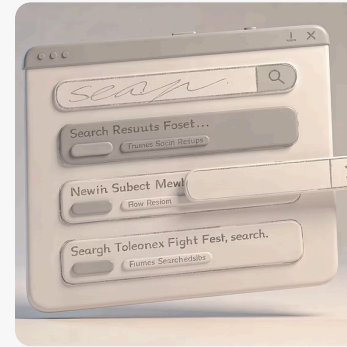
## Social Media Domination

Consistent brand presence across 10+ platforms where your audience lives and discovers businesses.



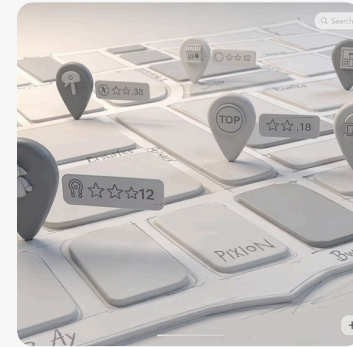
## AI Technology

Leveraging cutting-edge AI for marketing automation, personalized content, and data-driven optimization.



## Search Discovery

Technical optimization ensuring top rankings, driving organic traffic and maximizing visibility.



## Map Optimization

Hyper-local SEO and optimized listings ensuring customers easily find and visit your location.



# Why We're Different



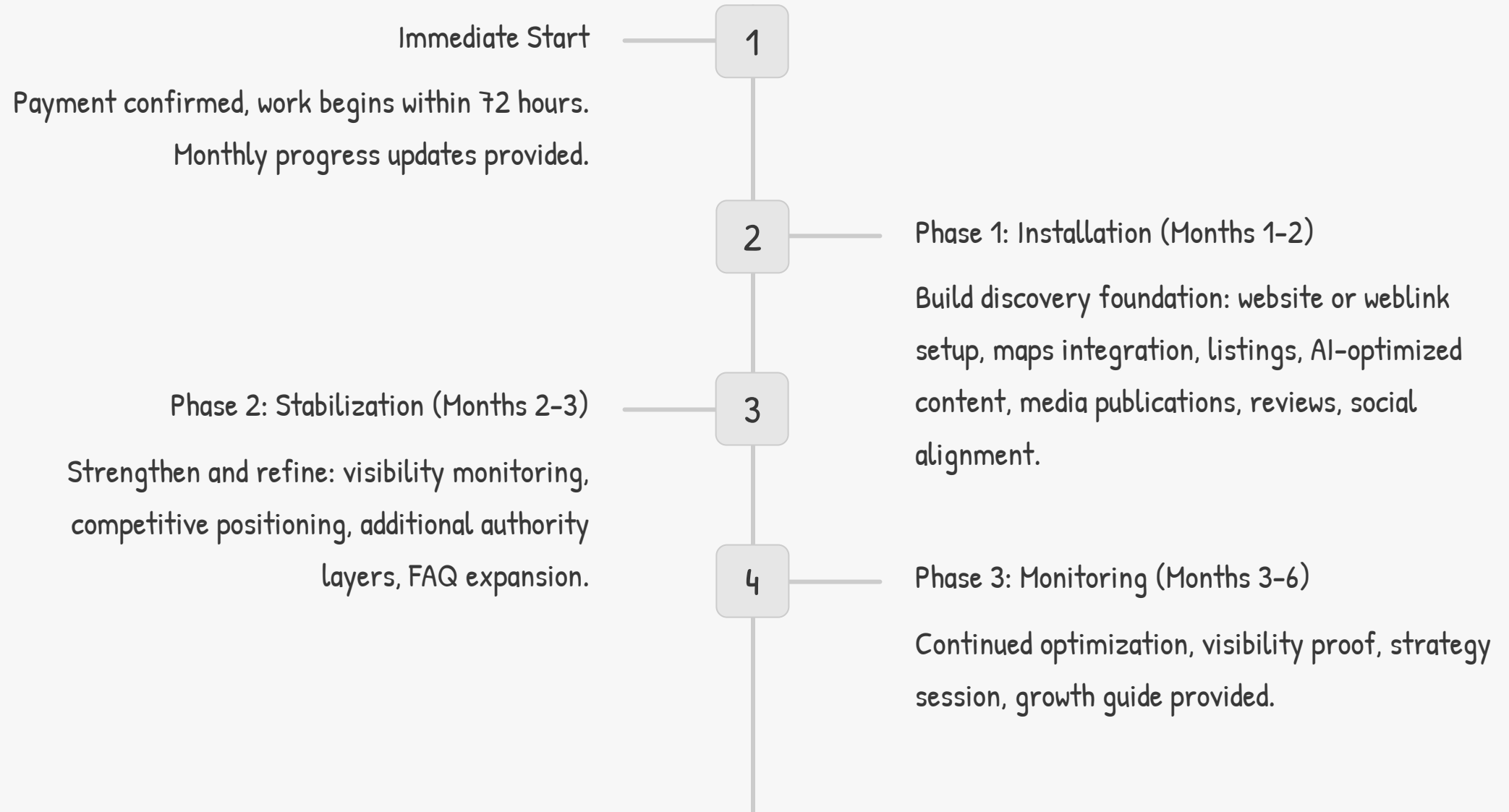
We focus on discovery infrastructure – AI, SEO, AEO, maps, social signals, and answer engines. This is a strategic specialist work, not general marketing.

## Built on Trust

- London-based team that you can visit in office
- Working with highest level organizations with very rare award recognitions
- Transparent **before** and **after** proof
- Lifetime partnership approach (Always here to support – just ask!)
- Your success ensures our success

We become your business partner and we deliver results you can see.

# Implementation Timeline



# Meet Our Creative Team

We're business enthusiasts, experts, architects, and developers who push boundaries to set new industry standards. From brand identity to full-scale digital campaigns, we implement cutting-edge technology that accelerates growth, amplifies visibility, and drives measurable success.

We transform concepts into tangible, powerful designs - adding our unique professional touch to every click.





## Proven Track Record

400+

Companies Trusted

Businesses worldwide rely on our  
expertise

99.8%

Success Rate

Across all client projects delivered

4.95

Client Satisfaction

Average rating out of 5 stars



# Exclusive Territory Protection

## One Business Per Category

We only work with **ONE business** in your category per location. When we choose you, that's it. No competitors in your area will get the same service. (If you won't go ahead then they might – that is a different story)

This ensures you dominate your market without our other clients competing against you. We make YOU win.

**If you don't act today, your competitor will.** They'll secure the exclusive position and capture all the customers searching for your services.

The clock is ticking. Secure your territory now.

## Act Now

**Once your competitor claims this exclusive position, it's gone forever.**

Don't let them steal your customers while you wait.



# Your One Time Investment

## £2,490

One-time investment. No monthly retainers. No subscription dependency. No long-term contracts. <https://sigulp.com/local-discovery-system/>

### What's Included

- Complete discovery infrastructure setup
- AI, search, maps, and social optimization
- 6 months of monitoring and refinement
- Before and after visibility proof
- Growth strategy guide
- Success = Customers = Revenue

### Long-Term Value

Results should persist for years. Compare £2,490 one-time versus £70,000+ in traditional agency fees over two years. Compare **one time investment, against long time costs** of £100,000+ in lost revenue to your competitors - every single year!

Less than one month's salary for years of customer acquisition. **Can you really afford not to?**

*20% VAT applies when applicable. Results typically visible within 2-4 months.*

# Let Me Be Transparent About Our Strategic Motives

1

## Alignment with Government Digitalisation Initiatives

We are positioning ourselves alongside national efforts to digitalise and protect businesses. In the UK alone, an estimated 35-70 businesses close every day, often due to lack of digital presence and visibility. Our goal is to build a strong portfolio of proven success stories that supports future government-backed projects aimed at business sustainability and growth.

2

## Strategic Entry Pricing – Limited to the First 100 Businesses at This Price

This pricing is only available to the first 100 businesses under our new structure. After that, prices will increase gradually – still fair, but at least double. We are investing our own capital into delivering this service at near cost. Your success is not optional for us – it is essential.

3

## Long-Term Partnership Vision

We want your business – not just for one service, but for the long term. Once we demonstrate measurable results (and we will), you will see further growth opportunities with us. As you grow, your needs expand. As your needs expand, our partnership deepens. That is how we create a true win-win relationship.

# Ready to Transform Your Business?

Stop losing customers to competitors, every day. Start dominating your local market. Grow revenue.

Place Your Order

Book Discovery Call



## Contact Us

[elvij@sigulp.co.uk](mailto:elvij@sigulp.co.uk)

+44 (0) 7549 945392

[www.sigulp.com](http://www.sigulp.com)

<https://sigulp.com/local-discovery-system/>



1 Dock Rd, London E16 1AH, United Kingdom