



Digital Branding Service & AI Search Optimization

Who We Are & Why You Should Consider This Service

Are you an SME or large corporation struggling with poor online presence, weak branding, and low visibility? Do you find it difficult to attract customers through online platforms and search engines? You are not alone.

Many businesses today face the same challenge: they have excellent products and services, but potential customers simply cannot find them online. Traditional search rankings are no longer enough. Today, your customers are asking ChatGPT, Perplexity, DeepSeek, and Gemini for recommendations. If you are not visible there, you are invisible.

We help you change that.

We do not just improve your website ranking. We ensure you are seen, trusted, and chosen — across Google, AI platforms, and social media.

Who We Are

A results-driven Digital Marketing and AI Search Optimization strategist with a proven track record of achieving top-tier organic rankings on Google and AI platforms (ChatGPT, Perplexity, DeepSeek, Gemini). Leveraging 28+ years of cross-industry expertise in finance and operations, we specialize in making specialized B2B service providers visible, credible, and authoritative in digital and AI-driven search spaces.

Our unique value lies in the combination of technical expertise and deep industry knowledge. We don't just build websites or create content; we understand our clients' business models. This allows us to create meaningful, high-quality content that ranks, converts, and is trusted by AI models.

Important Note: At HAAK Capital, there is no "I" — only "We." We work collaboratively with a network of professional partners, including brand strategists, graphic designers, marketing strategists, social media managers, copywriters, photographers, videographers, and finance & administrative specialists. Every project benefits from collective expertise, not a solo effort.

Why You Should Consider This Service

- **SME to large corporate clients** with poor online presence, branding, and visibility
- Businesses seeking to **improve customer reach** and attract more customers via online platforms and search engines
- Organizations that want to be **visible where their customers are searching** – including Google AI Mode, ChatGPT, Perplexity, DeepSeek, and Gemini

Our Objectives

We partner with corporate clients to achieve three core outcomes:

Objective	What It Means
Provide Irresistible Reasons to Choose You	We help you articulate a clear, compelling market positioning that gives customers a reason to select you



	over competitors. This is the foundation of branding and marketing.
Improve Online Presence & Branding	We enhance your digital footprint across websites, search engines, AI platforms, and social media — ensuring consistent, professional visibility.
Develop Accurate Market Positioning	We define who you are, who you serve, and why you matter. This ensures your brand identity resonates with the right customers and stands out in the market.

Quick Overview of Steps Involved

Our methodology is structured, transparent, and collaborative.

Step 1: Discovery & Assessment

We begin by understanding:

- Your current branding and online presence
- Your specialty, competitive edges, and unique value proposition
- Business owners' and shareholders' expectations for market presence
- Key challenges and pain points
- Expected deliverables and outcomes

Deliverable: A clear project scope and alignment on goals.

Step 2: Market Research & Competitive Analysis

We conduct thorough research to:

- Identify key players and competitors in your market
- Analyze the first-page ranking outcomes on Google search
- Evaluate your visibility on major AI platforms (ChatGPT, Perplexity, DeepSeek, Gemini)
- Understand what your competitors are doing well — and where they fall short

Deliverable: A comprehensive market and competitive landscape report.

Step 3: Market Positioning & Strategy Definition

This step is **highly critical**.

We determine your market positioning and strategy — and ensure it is fully agreed upon with business owners and shareholders. Why? Because this positioning will become your brand's identity. It determines how your customers will see you, remember you, and choose you.

Deliverable: An approved market positioning statement and strategic roadmap.



Step 4: Execution

Once the strategy is approved, we begin execution:

- **Website Creation & Modification** — Build or enhance your website (bilingual if required) with search visibility and AI search optimization
- **Scriptwriting & Editing** — Craft compelling scripts for videos and content that resonate with your audience
- **Content Creation** — Produce high-quality written and visual content tailored to your brand voice and customer needs
- **Technical Optimization** — Ensure your website is optimized for Google AI Mode / Search Generative Experience (SGE) and other AI-driven search platforms

Deliverable: A fully optimized website and content library ready for publishing.

Step 5: Cross-Platform Publishing

We syndicate your content across multiple platforms to maximize reach and authority:

- YouTube Shorts
- TikTok
- Instagram Reels
- Facebook

This cross-platform strategy ensures your brand is visible wherever your customers spend their time.

Deliverable: Scheduled and published content across agreed platforms.

Step 6: Performance Monitoring & Reporting

We continuously monitor your rankings and visibility, providing regular reports on:

- Google Web and AI Mode / SGE rankings
- AI platform performance (ChatGPT, Perplexity, DeepSeek, Gemini)
- Video and social media engagement metrics
- Recommendations for ongoing improvement

Deliverable: Monthly performance reports with actionable insights.

Why Us?

We are more than just a digital marketing provider.

What You Get	Why It Matters
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Business Consultants, Not Just Technicians	We understand business models, financial health, operations, and strategy. Our recommendations are grounded in real business needs, not just algorithms.
Proven AI Search and Digital Branding Expertise	Our case study demonstrates verified rankings on Google AI Mode, ChatGPT, Perplexity, DeepSeek, and Gemini — with zero paid ads.
28+ Years of Cross-Industry Experience	We bring deep expertise in finance, M&A, restructuring, and operations to every engagement.
End-to-End Service	From website creation to content production to cross-platform publishing, we handle everything.
Flexible Engagement Models	Fixed fee, success-based, or hybrid — we work with your budget and preferences.

Key Considerations for Prospective Clients

In times of economic uncertainty, cost management is crucial. Comprehensive digital branding and AI search optimization projects can be expensive if fully staffed and executed in Hong Kong. To address this, we offer a cost-efficient alternative through flexible service tiers.

Service Tiers – Customized to Your Needs

The table below is for illustration purposes only. We can customize our service package based on your specific needs, budget, and strategic priorities.

Service	Strategy Only	Strategy + Content Creation
Digital & AI search audit and keyword research	✓	✓
Search visibility optimization (Google & AI platforms)	✓	✓
Website creation (bilingual)	✓	✓
Performance monitoring & reporting	✓	✓
High-level content strategy	✓	✓
Original short video/reel creation	✗	✓ (up to agreed volume)
Scriptwriting & editing	✗	✓
Cross-platform publishing (YouTube Shorts, TikTok, Instagram Reels)	✗	✓

Flexible Fee Structures

- **Fixed Fee** – Predictable monthly or project-based pricing
- **Success-Based** – Tied to agreed performance metrics
- **Hybrid** – Combination of fixed retainer and success-based incentives

Content volume (e.g., number of videos per week) is negotiable. Any office-based structure or partnership model is subject to further discussion should the partnership model be opted.



HAAK Capital Limited
<https://haakcapital.com/>

Contact Us

Ready to improve your online presence, dominate AI search results, and give customers an irresistible reason to choose you?

We welcome inquiries about improving your company's digital branding and online visibility. Our specialists are ready to provide tailored guidance and support. Please reach out to us for further details.

Email: info@haakcapital.com