



BTIS3063 Individual Assignment

Programme : Bachelor of Software Engineering (Hons)

Subject Code : BTIS3063

Subject Name : Digital Media Marketing

Lecturer Name : Ms Chan Ler- Kuan

Academic Session :

Detail:

Assignment / Tutorial / Project / Report Title:	Individual Assignment
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Due Date:	14 August 2020

Assessment:

MARK:	Comments:
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This cover sheet must be completed and firmly attached to the front of the submission. All works must be submitted by the due date. Please note that it is the student's responsibility to retain a copy of his / her own assignment.


Rubric for Assignment

Criteria	Requires Revision to Meet Requirements (0 - 2 marks)	Meets Minimum Requirements (3 - 4 marks)	Exceeds Requirements (5 marks)	Marks
Content	Content is unclear, inaccurate Incomplete support for the central purpose, arguments or goals are weak or poorly discussed	Present clear and appropriate information that adequately supports the central purpose, arguments or goals of the project	Presents balanced, significant and valid information that clearly and convincingly supports the central purpose, arguments or goals of the project.	
Clarity, focus coherence & support (intensity)	The review is vague and lacks focus and coherence and is not well discussed. Discussion lacks support from expert knowledge/theory/past research	The review is fairly clear, focused, coherent and well discussed with support from expert knowledge/theory/past research	The review is clear, focused, coherent and well discussed with support from expert knowledge/theory/past research	
Grammar and Spelling	<ul style="list-style-type: none"> • More errors in punctuation and capitalization • 	<ul style="list-style-type: none"> • Some errors in punctuation and capitalisation 	Punctuation and capitalization are correct	
Structure / Text Formatting	<ul style="list-style-type: none"> • Lack of tidiness • Lack of colour coordination • Weakly organised • Not adhering instructions. 	<ul style="list-style-type: none"> • Average user-friendliness and tidiness • Some technical or structure errors • Well organized but need improvement • Partially adhering instructions 	<ul style="list-style-type: none"> • Good user-friendliness and tidiness • No technical or structure errors • Well organised • Adhering instructions. 	
			Calculation	____ / 20 *15

Section A: Complete All Questions

1) Facebook Platform

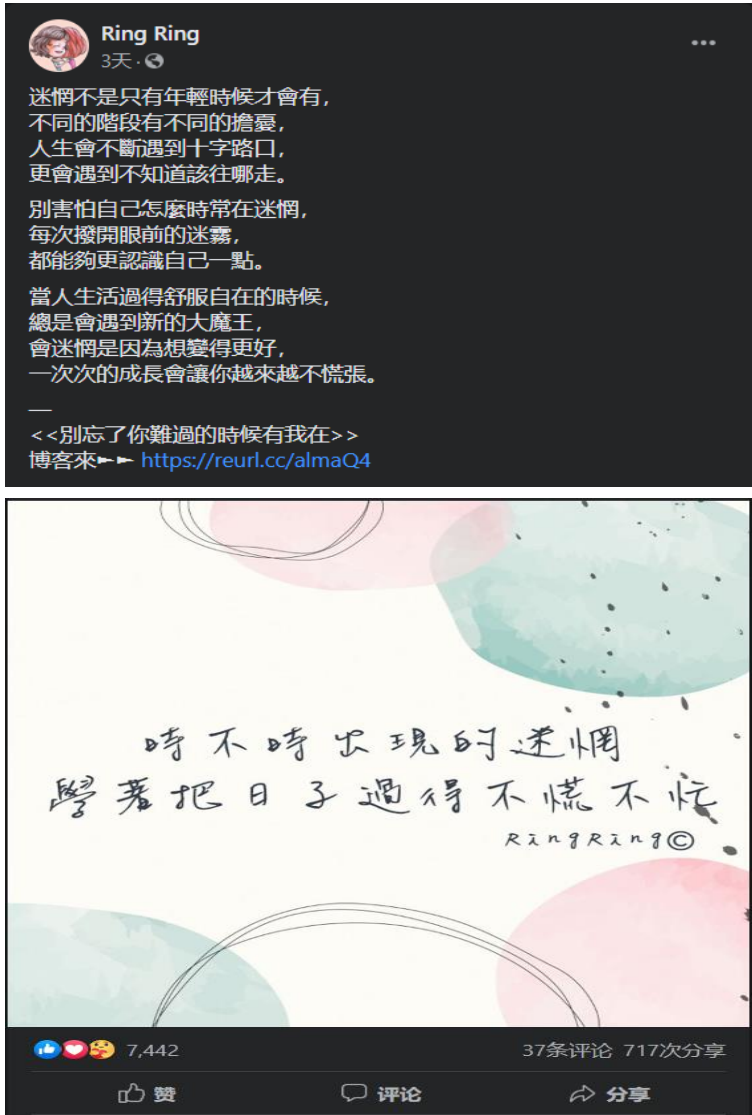
a) Education industry

Brand Name	Python Programming
Link / URL	https://www.facebook.com/pythonprogramming.net
Screen capture the post you like	 <p>The screenshot shows a Facebook post from the page 'Python Programming', dated September 24, 2019. The post content includes: 'Deep Learning and Neural Networks with Python and Pytorch', a YouTube link 'https://www.youtube.com/watch?v=BzcBsTou0C0', and a text-based tutorial link 'https://pythonprogramming.net/introduction-deep-learning-neural-network-pytorch/...'. Below the text is a large graphic with the PyTorch logo and the text '1. INTRO DEEP LEARNING & NEURAL NETWORKS WITH PYTHON'. At the bottom of the graphic is a YouTube video player thumbnail titled 'Introduction - Deep Learning and Neural Networks with Python and Pytorch p.1'. The post has 121 likes and 3 comments.</p>
Post link / URL	https://www.youtube.com/watch?v=BzcBsTou0C0&fbclid=IwAR2qf_7SQmlrxz3eKqsMpMer0H7zy-Sp-_vrWj9yKsShy28OhrGjhXFfFlw
List 2 reasons that the post attract you	<p>1) It is because I have some interest in python.</p> <p>2) It is related to my career and able to enhance my programming skill.</p> <p>3) Python is one of the most popular programming languages on the market. Many companies are using it, if I learn it, it will help me improve my competitiveness.</p>
What are the keywords / phrases that attract you	Python

b) Information Technology industry

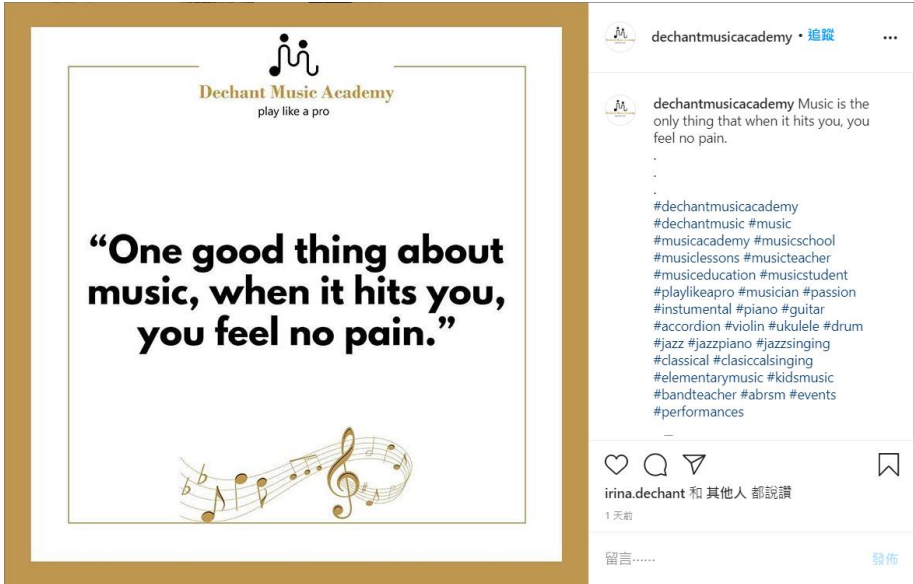
Brand Name	Online Learning Course
Link / URL	https://www.facebook.com/olearningc
Screen capture the post you like	 <p>利用这个超值优惠, 以一个的价格参加四个机器学习和人工智能课程. 只要\$ 14.90 👉 https://bit.ly/3gPpqMv 4x1 ✅ 成为机器学习专家的完整课程- Python数据科学 ✅ 成为机器学习专家的完整课程- R & RStudio数据科学... 展开 ⚙️ · 隐藏翻译 · 给翻译评分</p> <p>ITOO.DEV Pack Total Machine Learning e Inteligencia Artificial Utilizamos cookies para ofrecerte la mejor experiencia en línea. Al ...</p> <p>👍 赞 💬 评论 ➦ 分享</p>
Post link / URL	https://itoo.dev/p/pack-total-machine-learning-e-inteligencia-artificial?affcode=600175_retoikew&fbclid=IwAR3o1IKLk6wQgN2u2GtJZifPdynkinMPWKV0jGXtWwO9-dm3kPgEYPpILf8
List 2 reasons that the post attract you	<p>1) It is related to my studies and can improve my programming skills.</p> <p>2) It can learn multiple courses at one price.</p>
What are the keywords / phrases that attract you	Artificial Intelligence, Python

c) Influencer

Brand Name	Ring Ring
Link / URL	https://www.facebook.com/RingRing.star
Screen capture the post you like	 <p>The image shows a Facebook post from the user 'Ring Ring', posted 3 days ago. The post features a black background with white Chinese text. The text discusses the concept of 'being lost' (迷惘) and offers encouragement. Below the text is a colorful abstract illustration with pink, green, and yellow shapes. The post has 7,442 likes, 37 comments, and 717 shares. The bottom of the post shows interaction buttons for 'Like', 'Comment', and 'Share'.</p>
Post link / URL	https://www.facebook.com/RingRing.star/photos/a.235915079936911/1343236562538085/
List 2 reasons that the post attract you	<p>1) He often uses very simple pictures and texts to narrate that complicated life!</p> <p>2) He also often gives some very positive quotes, which makes people want to practice.</p>
What are the keywords / phrases that attract you	Encouraging, Life

2) Instagram Platform

a) Education industry

Brand Name	Dechant Music academy
Link / URL	https://www.instagram.com/dechantmusicacademy/
Screen capture the post you like	 <p>The image shows a screenshot of an Instagram post from the account 'dechantmusicacademy'. The post features a graphic with the text '“One good thing about music, when it hits you, you feel no pain.”' and a musical staff with notes. The account's bio states 'Music is the only thing that when it hits you, you feel no pain.' and lists various music-related hashtags.</p>
Post link / URL	https://www.instagram.com/p/CD068b7BK0D/
List 2 reasons that the post attract you	<p>1) It is because music is the only thing that when it hits me and feel no pain.</p> <p>2) It is because music can make me forget the troubles of life for a while, and let me feel the tranquility of a short period of time.</p>
What are the keywords / phrases that attract you	When it hits you, you feel no pain.

b) Information Technology industry

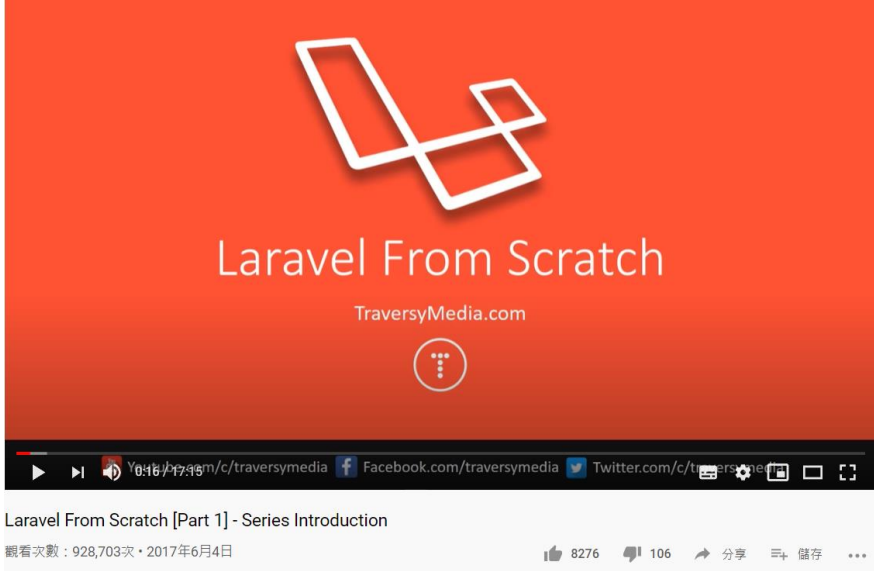
Brand Name	Hacking Academy
Link / URL	https://www.instagram.com/academyhacking/
Screen capture the post you like	
Post link / URL	https://www.instagram.com/p/CDoACotAMGL/
List 2 reasons that the post attract you	1) It is because I have some interest in hacking. 2) It provides discounts on the course and can become a hacker for a short period of time.
What are the keywords / phrases that attract you	Hacker, Make Money

c) Influencer

Brand Name	Richard Rick (Financial_edu168)
Link / URL	https://www.instagram.com/financial_edu168/
Screen capture the post you like	
Post link / URL	https://www.instagram.com/p/BayOP4PFcrG/
List 2 reasons that the post attract you	1) It is because it tells me that failure is just the cornerstone of your success. 2) It is because it encourages me to fail is not terrible, terrible without the courage to stand up.
What are the keywords / phrases that attract you	Failure, Success

3) YouTube Platform


a) Information Technology industry

Brand Name	Traversy Media
Link / URL	https://www.youtube.com/channel/UC29ju8bIPH5as8OGnQzwJyA
Screen capture the video you like	
video link / URL	https://www.youtube.com/watch?v=EU7PRmCpx-0&t=16s
List 2 reasons that the video attract you	<p>1) It is because my final year project is using Laravel framework to develop.</p> <p>2) Laravel is one of the most popular programming languages on the market. Many companies are using it, if I learn it, it will help me improve my competitiveness.</p>
What are the keywords / phrases that attract you	Laravel

b) Influencer

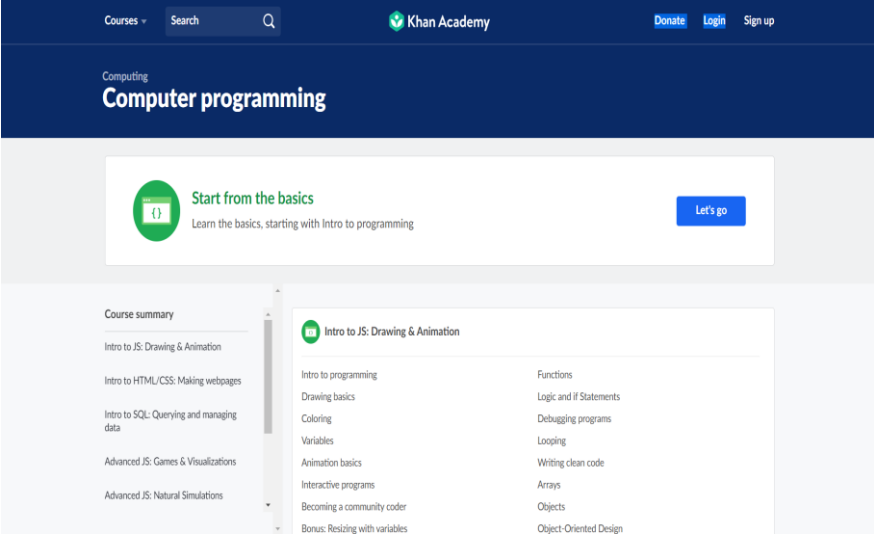
Channel Name	Mr & Mrs Gao
Link / URL	https://www.youtube.com/channel/UCMUnInmOkrWN4gof9KlhNmQ
Screen capture the video you like	 <p>海有多深</p> <p>超出你想象的深海世界 老高與小茉 Mr & Mrs Gao</p> <p>觀看次數 : 7,112,613次 • 首播日期 : 2019年10月2日</p> <p>8.2萬 3310 分享 儲存 ...</p>
video link / URL	https://www.youtube.com/watch?v=dNmWPWRdv_0
List 2 reasons that the video attract you	<p>1) It is because that let me know how deep and what have in the sea.</p> <p>2) It is because that let me improve my knowledge about the earth.</p> <p>3) It is because I have watched all the videos in this channel.</p>
What are the keywords / phrases that attract you	Mr & Mrs Gao

c) Influencer


Channel Name	Laowu
Link / URL	https://www.youtube.com/user/Crazyissac
Screen capture the video you like	 <p>YouTube Rewind 2018 (Laowu Version) 2018年度搞笑精華合集</p> <p>觀看次數：556,063次 · 2019年1月3日</p> <p>1.4萬 159 分享 儲存</p>
video link / URL	https://www.youtube.com/watch?v=JWzbJHuwqnY
List 2 reasons that the video attract you	<p>1) It is because that is a funny movie, which can be used to relieve boredom.</p> <p>2) It is because that can use it to relax, because it is funny.</p>
What are the keywords / phrases that attract you	Funny

4) Blog / Website


a) Education industry

Brand Name	Khan Academy
Link / URL	https://www.khanacademy.org/
Screen capture the post you like	
Post link / URL	https://www.khanacademy.org/computing/computer-programming
List 2 reasons that the post attract you	<p>1) It is because that has a step of basic of coding teaching in online and free.</p> <p>2) It is because that can help me stabilize my coding foundation and strengthen my coding ability</p>
What are the keywords / phrases that attract you	Start from the basic

b) Information Technology industry

Brand Name	MSI
Link / URL	https://www.msi.com/index.php
Screen capture the post you like	<p>MSI GAMING LAPTOP NAMING EXPLAINED</p> <p>By 1 June 14 2019</p> 
Post link / URL	https://www.msi.com/blog/msi-gaming-laptop-naming-explained
List 2 reasons that the post attract you	<p>1) It is because I decide to buy a gaming laptop.</p> <p>2) One of the functions of gaming laptop is that it can be used for a long time because I need to use the computer for a long time and if i want to play games, that will not need other desktop to do it.</p>
What are the keywords / phrases that attract you	Gaming Laptop

c) Influencer

Brand Name	LEESHARING
Link / URL	https://www.leesharing.com/category/travel/
Screen capture the post you like	
Post link / URL	https://www.leesharing.com/penang-balik-pulau/
List 2 reasons that the post attract you	<p>1) it is because I will visit Penang in the near future.</p> <p>2) Since I am going to Penang recently, I have to look for a strategy, so this post is very helpful to me, because it clearly writes the location, charges and precautions.</p>
What are the keywords / phrases that attract you	Penang Guide

5) LinkedIn platform


a) Education industry

Brand Name	Codecademy
Link / URL	https://www.linkedin.com/company/codecademy/
Screen capture the post you like	 <p>Codecademy 48,868 位關注者 1 個月前 • 🌐</p> <p>Our first virtual reality course is here! We worked closely with the A-Frame team to design Learn A-Frame. Learn VR in the browser or... in a VR headset! Check out the video to learn more and get started展開</p> <p>翻譯年糕</p> <p>codecademy / pro</p> <p>Learn A-Frame (VR)</p> <p>Learn</p> <p>INTRODUCTION TO A-FRAME</p> <p>Introduction to A-Frame</p> <p>A-Frame is a popular open-source web framework for building virtual reality experiences in the browser.</p> <p>It is based on top of HTML, making it super easy to get started. But A-Frame doesn't just produce a static visual 3D scene. The language's core is a powerful entity-component framework that can be programmed extensively by Three.js, a JavaScript library used to render 3D graphics.</p> <p>It was originally developed within the Mozilla VR team in 2015 and it's currently maintained by developers from Supermedium.</p> <p>In this lesson, we will give a preview of A-Frame and then dive into the basics — HTML & Primitives.</p> <p>Let's get started!</p> <p>Note: When you can get started with A-Frame without any prior coding experience, we recommend taking the Learn A-Frame course. It's a hands-on course that will guide you through the basics of A-Frame and get you up and running in no time.</p> <p>Introducing Learn A-Frame: Learn VR... in VR!</p> <p>116 • 8 則回應 • 4,008 次瀏覽</p> <p>讚 回應 分享 傳送</p>
Post link / URL	https://www.linkedin.com/posts/codecademy_introducing-learn-a-frame-learn-vr-in-activity-6683453479312351232-6Zpd
List 2 reasons that the post attract you	<p>1) It is because I have some interest in VR frame.</p> <p>2) It is because that can Learn VR in the browser.</p>
What are the keywords / phrases that attract you	Learn, VR Frame

b) Information Technology industry

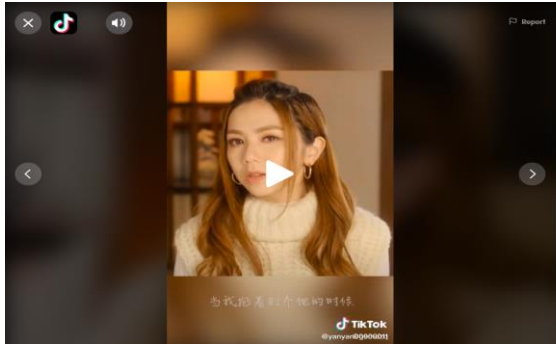
Brand Name	Website Learner
Link / URL	https://www.linkedin.com/company/website-learners/
Screen capture the post you like	 <p>Website Learners 276 位关注者 3 天前 · 🌐</p> <p>A #domainname, #hosting and #URL are very important for your website. All these three will help you to increase website traffic and will integral part in Google Ranking.展開</p> <p>翻譯年糕</p> <p>Difference between Domain & Hosting</p> <p>WebsiteLearners</p> <p>Swipe>>></p> <p>👍 4</p> <p>🗨 讚 🗨 回應 ➦ 分享 🔄 傳送</p> <p>搶先回應</p>
Post link / URL	https://www.linkedin.com/posts/website-learners_domain-hosting-activity-6697144573677981696-UHjQ
List 2 reasons that the post attract you	<p>1) It is because we are not very clear about the difference between domain & hosting</p> <p>2) It is because I need put my final year project to online that action are required about hosting and domain.</p>
What are the keywords / phrases that attract you	Hosting, Domain

c) Influencer

Brand Name	Moez Ali
Link / URL	https://www.linkedin.com/in/profile-moez/
Screen capture the post you like	 <p>It's Okay to say "I don't know!"</p> <p>There's no shame in that! The only shame is to pretend that we know everything. Illusion of knowledge is more dangerous than ignorance. 🧠</p> <p>Particularly true in Data Science. Its impossible to know every thing. Every day awesome developers around the world propose improvements and code refactoring in PyCaret and to be honest I learn new things from them every day.</p> <p>If you are teaching / mentoring, often people will ask you questions you are not sure about. There is no shame in not knowing all the answers. I think "I don't know" is a valid answer from human.</p> <p>Illusion of knowledge is more dangerous than ignorance. If you have courage to admit that you don't know, you don't have to pretend, make up stories or even worst, name-drop the fancy AI vocabulary.</p> <p>I am always learning and found that its not</p>
Post link / URL	https://www.linkedin.com/feed/update/urn:li:activity:6698278777899806720/
List 2 reasons that the post attract you	<p>1) it is because it tells me that illusion knowledge is more dangerous than ignorance</p> <p>2) it is because it encourages me to have the courage to ask questions, because ignorance is not terrible, but illusion knowledge is terrible.</p>
What are the keywords / phrases that attract you	It's Okay to say "I don't know".

6) TikTok platform

a) Influencer

Brand Name	gemdzqitsm
Link / URL	https://www.tiktok.com/@gemdzqitsme
Screen capture the post you like	
Post link / URL	https://www.tiktok.com/@gemdzqitsme/video/6836487719099682050
List 2 reasons that the post attract you	1) It is because I like the song she sang very much. 2) It is because music can make me forget the troubles of life for a while, and let me feel the tranquility of a short period of time.
What are the keywords / phrases that attract you	邓紫棋, gemdzqitsm

b) Influencer

Brand Name	digitalsight
Link / URL	https://www.tiktok.com/@digitalsight
Screen capture the post you like	
Post link / URL	https://www.tiktok.com/@digitalsight/video/6859171951299022086
List 2 reasons that the post attract you	1) It is because I want to buy a new phone. 2) It is because I can see which of their differences and which meets my requirements
What are the keywords / phrases that attract you	Huawei and Apple

Section B: Interview with Mr. Chia Choon Wha

First of all, I would like to thank Mr Chia for join this interview with us. This interview allowed me to learn some new knowledge about social media marketing. I learned that social media marketing uses social media platforms to attract customers to increase sales, visibility and website traffic. In this technologically advanced era, almost everyone will use social media platforms, such as Facebook, YouTube, Instagram, etc. The company can showcase the new features of its new products by uploading meaningful posts, wonderful videos and beautiful pictures to social media platforms. In this way, customers can easily view the features of the product and compare with other similar products.

I also learned that you cannot upload posts to social media platforms immediately as soon as there are posts, and you need to plan how to post posts to achieve maximum effect. Before posting a post, you need to understand how to display the product, such as text, photos or videos. You also need to understand the market size and market segments. Need to know the age range of the purchase target, and build posts with their interesting points. the plan shared by Mr. Chia will be broken down into several weeks to complete. For example, in the first week, there is no posting of the product, but uploads some content related to the lifestyle of the product. The posts uploaded in the second week are related to the product and some free gifts. The third week is to collect the response of the previous posts, customer needs and comments, etc. The product was start sold in the 4th week. In my opinion, this allows customers to fully understand the information about the product and why the customer needs to buy the product.

I learned that hire influential people or story writers to can increase their sales. This is also one of the methods of social media marketing. Influencers share and sell the brand's products to social media platforms. Since influencers have many followers and followers are connected with each other on social media platforms, when followers are viewing influencers, followers will know the branded products their influencers are using and selling. Followers can purchase the product through influencers. In addition, followers can also provide product feedback and responses in

the comments section of the social media platform. In this way, influencers can collect feedback and responses from customers. In this way, the collected data is important for determining marketing strategies. Mr Chia also mentioned that giving free gifts is also a way to get customer feedback. For example, respondents give feedback that will give some small gifts to him. This will be easy to conduct product surveys. Respondents' comments are very valuable because it can provide us with how to satisfy their satisfaction. Therefore, this is very important for increasing the company's sales in the future.

In conclusion, social media marketing has a big impact on companies.

References

All resources must be cited using APA referencing style.

Document Format

Page size: A4

Margin: Normal

Font Type: Arial

Font Size: 12pt

Line spacing: 1.5 lines

Header: Group name and subject code

Page number: Bottom Middle

~End of Assignment ~