

Individual Assignment

Semester 2 / Year 2020

COURSE : Digital Media Marketing

COURSE CODE : BTIS3063

LECTURER : Ms Chan Ler-Kuan

**Assignment Instructions:**

1. Project assignment will contribute 10% to your final grade
2. This is an individual assignment
3. Register your project title at the destinated file.

# Submission Instructions:

1. Group project must be submitted **LATEST** by: **25 August 2020, 4pm**
2. Your report should not exceed 10 pages including cover page, table of content and references list and marking scheme.
3. ~~Submit the hardcopy to your lecturer. The hardcopy should include the printout of your work and marking scheme.~~
4. If any assignment is submitted after the deadline, 50% deducted from the total assignment marks.
5. Marks will also be deducted for not adhering to the instructions

# 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 | * More errors in punctuation and capitalization | * Some errors in punctuation and capitalisation | Punctuation and capitalization are correct |  |
| Structure / Text Formatting | * Lack of tidiness * Lack of colour coordination * Weakly organised * Not adhering instructions. | * Average user-friendliness and tidiness * Some technical or structure errors * Well organized but need improvement * Partially adhering instructions | * Good user-friendliness and tidiness * No technical or structure errors * Well organised * Adhering instructions. |  |
|  |  |  | **Calculation** | **\_\_\_\_\_ / 20 \*15** |

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**Section A: Complete All Questions**

# 1) Facebook Platform

a) Education industry

|  |  |
| --- | --- |
| Brand Name | Breakthrough Academy |
| Link / URL | https://www.facebook.com/breakthroughtacademy |
| Screen capture the post you like |  |
| Post link / URL | https://www.facebook.com/breakthroughtacademy/posts/2605176359756198 |
| List 2 reasons that the post attract you | 1) It is because I have some interest in entrepreneurship.  2) It is because I can have some understanding about the concept of entrepreneurship and it is able to reduce the rate of fail in entrepreneurship too after I has joined this course. |
| What are the keywords / phrases that attract you | Enterprenuer Mindset Course |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name | Codecademy |
| Link / URL | https://www.facebook.com/codecademy/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.facebook.com/codecademy/posts/3456061801073834 |
| List 2 reasons that the post attract you | 1) It is offering special discount to subscribe the learning services.  2) It is related to my career and able to enhance my programming skill. |
| What are the keywords / phrases that attract you | Last Chance to Save 20% |

c) Influencer

|  |  |
| --- | --- |
| Brand Name | Jackie Chan |
| Link / URL | https://www.facebook.com/jackie/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.facebook.com/jackie/posts/10156897206967318 |
| List 2 reasons that the post attract you | 1) Since Jackie Chan is one of the successor in this world, I have some interest and willing to know how Jackie Chan share his life experience to us.  2) The terms of NEVER GROW UP is mysterious to me and I think I want to find out the behind meaning of those words in the book. |
| What are the keywords / phrases that attract you | Face defeat many more times as I grew up |

## 2) Instagram Platform

a) Education industry

|  |  |
| --- | --- |
| Brand Name | Music Today Academy |
| Link / URL | https://www.instagram.com/musictodaymsia/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.instagram.com/p/BccC3WbjXKt/ |
| List 2 reasons that the post attract you | 1) It is because I believe that every lyrics of the song reflect some past accident or story of the singer.  2) It is because some of the songs can enlighten me to have some solutions in solving the reality and emotion problem. |
| What are the keywords / phrases that attract you | UNTOLD STORY |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name | NEXT Academy |
| Link / URL | https://www.instagram.com/nextacademy\_/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.instagram.com/p/CBHVnHig8kW/ |
| List 2 reasons that the post attract you | 1) It is because most of the people will ask you to hack some of the website or system after they knew you as a programmer.  2) It is because the post reminds me to always enhance the security of the system by always backup the data or purchase some anti-virus tools. |
| What are the keywords / phrases that attract you | hack Facebook |

c) Influencer

|  |  |
| --- | --- |
| Brand Name | Gobie Nan |
| Link / URL | https://www.instagram.com/gobienan/ |
| 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 is encouraging me to not give up easily when I am facing some problems such as coding or works in my life.  2) It is also allow me to have some hints on solving the same problem again but with a smarter solution such as subscribing online tutorial. |
| What are the keywords / phrases that attract you | FAILURE |

## 3) YouTube Platform

a) Information Technology industry

|  |  |
| --- | --- |
| Brand Name | Xiaomi |
| Link / URL | https://www.youtube.com/user/XiaomiChina |
| Screen capture the video you like |  |
| video link / URL | https://www.youtube.com/watch?v=OlZpjn0o4AA&list=PLz7DgS44j2crZp1fFlUpC0zyR7QcSxf0Y&index=1 |
| List 2 reasons that the video attract you | 1) It is because Mi 9T is my first purchased smartphone that has full screen design, AMOLED touchscreen display, low budget and pop-up camera.  2) This video allow me to understand the special features of Mi 9T smartphone in short time. |
| What are the keywords / phrases that attract you | AI triple camera |

b) Influencer

|  |  |
| --- | --- |
| Channel Name | Dev Ed |
| Link / URL | https://www.youtube.com/channel/UClb90NQQcskPUGDIXsQEz5Q/featured |
| Screen capture the video you like |  |
| video link / URL | https://www.youtube.com/watch?v=U9T6YkEDkMo&list=PLDyQo7g0\_nsVHmyZZpVJyFn5ojlboVEhE&index=3 |
| List 2 reasons that the video attract you | 1) It is because this is a free beginner tutorial of react that show me on how to use API in react.  2) It is because I want to learn react and create application with react. So, this youtuber is describing the tutorial in detail and sharing the advantages of using react. |
| What are the keywords / phrases that attract you | React Tutorial For Beginners |

c) Influencer

|  |  |
| --- | --- |
| Channel Name | ThioJoe |
| Link / URL | https://www.youtube.com/user/ThioJoe |
| Screen capture the video you like |  |
| video link / URL | https://www.youtube.com/watch?v=g2Mn6J5Xm5Q |
| List 2 reasons that the video attract you | 1) It is because I can know the differences on performance between a Solid-State Drive (SSD) and a Hard-Disk Drive (HDD).  2) It is because my computer require quite long time to open a program and hard to do the multitasking. Furthermore, this channel also provide some discount on the first purchase of SSD. |
| What are the keywords / phrases that attract you | 10% Off First Purchase |

## 4) Blog / Website

a) Education industry

|  |  |
| --- | --- |
| Brand Name | The Knowledge Academy |
| Link / URL | https://www.theknowledgeacademy.com/my/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.theknowledgeacademy.com/my/knowledgepass/ |
| List 2 reasons that the post attract you | 1) I can have better of time management because the knowledge pass is very flexible and it allow me to book any number of training courses over a period of 12 months.  2) I also can have better control of budget if I subscribe the knowledge pass because the online courses are provided virtually online. |
| What are the keywords / phrases that attract you | Maximise budget |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name | Asus |
| Link / URL | https://www.asus.com/my/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.asus.com/my/Commercial-Monitors/VZ249H/ |
| List 2 reasons that the post attract you | 1) It is because I decide to buy a new and large monitor.  2) One of the features of this monitor which is blue light filter is good to me because I need to use the computer for a long time and learn the programming. |
| What are the keywords / phrases that attract you | Eye Care |

c) Influencer

|  |  |
| --- | --- |
| Brand Name | vkeong |
| Link / URL | http://www.vkeong.com/ |
| Screen capture the post you like |  |
| Post link / URL | http://www.vkeong.com/food-guide/best-kepong-food-restaurants-part-1/ |
| List 2 reasons that the post attract you | 1) There are a lot of free food guides which are not be tasted in Kepong.  2) Since Kepong is my hometown and I do not go to Kepong frequently, the post is good for me because the food guide is very clear and detail because address and business hours are stated. |
| What are the keywords / phrases that attract you | Kepong food guide |

## 5) LinkedIn platform

a) Education industry

|  |  |
| --- | --- |
| Brand Name | Khan Academy |
| Link / URL | https://www.linkedin.com/school/khan-academy/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.linkedin.com/posts/khan-academy\_another-monday-another-week-to-help-anyone-activity-6632707103603720193-R25B |
| List 2 reasons that the post attract you | 1) Khan Academy is offering a free platform for everyone to learn some courses.  2) Since the resources is free and limited, Khan Academy requires a lot of volunteers to contribute the resources and help the others. |
| What are the keywords / phrases that attract you | For free |

b) Information Technology industry

|  |  |
| --- | --- |
| Brand Name | HubSpot |
| Link / URL | https://www.linkedin.com/company/hubspot/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.linkedin.com/posts/hubspot\_why-you-should-redesign-a-website-activity-6668154561540321280-LLVm |
| List 2 reasons that the post attract you | 1) It is because it is giving the explanation why we should redesign a website and what are the benefits of redesign a website.  2) Since there are rapid changes around the world, redesign a website require some professional tools such as Customer Relationship System (CRM) to communicate continuously and in order to meet the new needs of the current customer nowadays. |
| What are the keywords / phrases that attract you | Meet the needs of your team and visitors |

c) Influencer

|  |  |
| --- | --- |
| Brand Name | Shekhar Pawar |
| Link / URL | https://www.linkedin.com/in/shekharpawar/ |
| Screen capture the post you like |  |
| Post link / URL | https://www.linkedin.com/pulse/5-key-benefits-using-website-analytics-business-shekhar-pawar/ |
| List 2 reasons that the post attract you | 1) It is because I do not really understand what a website analytics can perform and, so the post describe the benefits of using website analytics and how it works.  2) After I have understand the importance of website analytics, I might use some web analytics tools to increase my traffic on my website. |
| What are the keywords / phrases that attract you | Website Analytics for the business |

## 6) TikTok platform

a) Influencer

|  |  |
| --- | --- |
| Brand Name | Nike |
| Link / URL | https://www.tiktok.com/@nike?lang=en |
| Screen capture the post you like |  |
| Post link / URL | https://www.tiktok.com/@nike/video/6796177010927373573?lang=en |
| List 2 reasons that the post attract you | 1) The nike shoes are able to catch the ball without any damages.  2) Since I am decide to buy a new football shoes, I am looking for some shoes that are long-lasting. |
| What are the keywords / phrases that attract you | Magicboots |

b) Influencer

|  |  |
| --- | --- |
| Brand Name | Christine Jewellers |
| Link / URL | https://www.tiktok.com/@christinejewellers?source=h5\_t |
| Screen capture the post you like |  |
| Post link / URL | https://www.tiktok.com/@christinejewellers/video/6798974618179751174?source=h5\_t |
| List 2 reasons that the post attract you | 1) I was wondering about the durability of the G-Shock watch by crushing its with a car.  2) The result of the test is the G-Shock watch works normally although has some broken on its appearance. |
| What are the keywords / phrases that attract you | withstand |

**Section B: Interview with Mr. Chia Choon Wha**

After I have go through the interview session with Mr Chia, I have learnt some new knowledge about the social media marketing. The social media marketing is a method that attract the customers through the social media platforms and increase sales, build brands or increase traffics of a website. There are a lot of popular social media platforms which are used by people in nowadays. The examples of social media platform are Facebook, Instagram, TikTok and so on. Currently, we often use these kind of social media platforms to receive the latest information in the world. For example, we will like to follow a Facebook page which created by our favourite brand. It is because we want to know the latest products or news from the brand’s company if they have created any posts. Moreover, the company can also show the new features of their new product through the meaningful posts, stunning videos and attractive images on the social media platform. In this way, the customers are able to view the features of product easily and compare against the current or older product which are purchased before. Hence, the brand are easier to be built up since the products are sharing through the social media platform and there are more people will know the existing of brand.

Since the brand of company is built up, this is also means that the brand is able to be well known by many people through the social media platforms. However, some company will like to hire influencers or stories writer to increase their sales. It is also one of the methods to collect reviews that mentioned by Mr Chia during the interview session. For example, the influencer will like to share the stories of purchasing a new branded product to the social media platforms. Since the influencer has many followers and the followers are connected to each other in social media platforms, the followers will know the branded product which are using by their influencer when they want to view the influencer’s story at the same time. In addition, the followers will like to give feedbacks and responses of a product in the comment section of the social media platforms. By doing in this way, the influencer can collect the feedbacks and responses from the customer. In this way, the collected data is important to figure out the marketing strategies. Sometimes, giving away the free gift is also one of the methods to receive feedback from customer. For example, a survey of a product will be conducted easily when give some small gifts to the respondents. The reviews from the respondent is very valueable because it can provides us on how to meet their satisfaction. Thus, the reviews and feedbacks from the customer are very important to increase the sales of company.

In conclusion, social media marketing has a very big impact for a company. Mr Chia also shared a plan of social media marketing during the interview session. In my opinions, a plan of social media marketing is required to be scheduled because it could be very complex. For example, the plan that shared by Mr Chia are breaking down into several weeks to complete it. It is because we cannot to convince someone to do the decision immediately. For example, the purpose of each event has stated clearly in the plan. The execution of each event that conducted will directly affect the image of a company or product. So, the plan should be analysed carefully because it is able to reduce the rate of failure in delivering the wrong message to users. Furthermore, the necessary of advertising fee is also should be included in the plan because we able to control our budget wisely throughout the plan. Last but not least, the trend of becoming influencer is increasing because the dependence on information technology is also increasing. Meanwhile, there will many chances that allow the influencer to help in branding after the MCO period due to the long closure time. Therefore, social media marketing is one of an important lesson that should be considered in a business.