

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** |

**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 |  |
| Post link / URL | <https://www.youtube.com/watch?v=BzcBsTou0C0&fbclid=IwAR2qf_7SQmIrxz3eKqsMpMer0H7zy-Sp-_vrWj9yKsShy28OhrGjhXFfFlw> |
| List 2 reasons that the post attract you | 1) It is because I have some interest in python.  2) It is related to my career and able to enhance my programming skill.  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. |
| 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 |  |
| Post link / URL | <https://itoo.dev/p/pack-total-machine-learning-e-inteligencia-artificial?affcode=600175_retoikew&fbclid=IwAR3o1lKLk6wQgN2u2GtJZifPdynkinMPWKV0jGXtWwO9-dm3kPgEYPpILf8> |
| List 2 reasons that the post attract you | 1) It is related to my studies and can improve my programming skills.  2) It can learn multiple courses at one price. |
| 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 |  |
| Post link / URL | <https://www.facebook.com/RingRing.star/photos/a.235915079936911/1343236562538085/> |
| List 2 reasons that the post attract you | 1) He often uses very simple pictures and texts to narrate that complicated life!  2) He also often gives some very positive quotes, which makes people want to practice. |
| 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/](https://www.instagram.com/dechantmusicacademy/?hl=zh-tw) |
| Screen capture the post you like |  |
| Post link / URL | <https://www.instagram.com/p/CDo68b7BK0D/> |
| List 2 reasons that the post attract you | 1) It is because music is the only thing that when it hits me and feel no pain.  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 | 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 | 1) It is because my final year project is using Laravel framework to develop.  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. |
| 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 |  |
| video link / URL | <https://www.youtube.com/watch?v=dNmwPWRdv_0> |
| List 2 reasons that the video attract you | 1) It is because that let me know how deep and what have in the sea.  2) It is because that let me improve my knowledge about the earth.  3) It is because I have watched all the videos in this channel. |
| 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 |  |
| video link / URL | <https://www.youtube.com/watch?v=JWzbJHuwqnY> |
| List 2 reasons that the video attract you | 1) It is because that is a funny movie, which can be used to relieve boredom.  2) It is because that can use it to relax, because it is funny. |
| What are the keywords / phrases that attract you | Funny |

# 4) Blog Platform

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 | 1) It is because that has a step of basic of coding teaching in online and free.  2) It is because that can help me stabilize my coding foundation and strengthen my coding ability |
| 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 |  |
| Post link / URL | <https://www.msi.com/blog/msi-gaming-laptop-naming-explained> |
| List 2 reasons that the post attract you | 1) It is because I decide to buy a gaming laptop.  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. |
| 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 | 1) it is because I will visit Penang in the near future.  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. |
| What are the keywords / phrases that attract you | Penang Guide |

# 5) LinkedIn Platform

a) Education industry

|  |  |
| --- | --- |
| Brand Name | Codeacademy |
| Link / URL | <https://www.linkedin.com/company/codecademy/> |
| Screen capture the post you like |  |
| 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 | 1) It is because I have some interest in VR frame.  2) It is because that can Learn VR in the browser. |
| 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 |  |
| Post link / URL | https://www.linkedin.com/posts/website-learners\_domain-hosting-activity-6697144573677981696-UHjQ |
| List 2 reasons that the post attract you | 1) It is because we are not very clear about the difference between domain & hosting  2) It is because I need put my final year project to online that action are required about hosting and domain. |
| 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 |  |
| Post link / URL | [https://www.linkedin.com/feed/update/ urn:li:activity:6698278777899806720/](https://www.linkedin.com/feed/update/%20urn:li:activity:6698278777899806720/) |
| List 2 reasons that the post attract you | 1) it is because it tells me that illusion knowledge is more dangerous than ignorance  2) it is because it encourages me to have the courage to ask questions, because ignorance is not terrible, but illusion knowledge is terrible. |
| 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](https://www.tiktok.com/@gemdzqitsme/video/%206836487719099682050) |
| 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](https://www.tiktok.com/@digitalsight/video/%206859171951299022086) |
| 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 is 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.