

BTMW 4012
TECHNOLOGY ENTREPRENEURSHIP

LECTURE

MARKETING PLANNING

(Part 2) :

Social Media Marketing

Explore Digital Entrepreneurship With



Copyright MDEC

FACEBOOK

Digital Commerce – Cross Border
Commerce

Let's Get Started



Facebook

Copyright MDEC

Profile	Group	Page
 Add Friend		
Individuals Benefit <ul style="list-style-type: none">▶ Add friends▶ Updates on Facebook profile Weakness <ul style="list-style-type: none">▶ Limited to 5,000 friends▶ Posts can only reach up to 5% of friends	Interest Groups Benefit <ul style="list-style-type: none">▶ Share thoughts, ideas and activities▶ Interact with group members Weakness <ul style="list-style-type: none">▶ Interest groups are not popular▶ Posts can only reach group members	 Businesses or Organizations Benefit <ul style="list-style-type: none">▶ Create content and advertisements on Facebook▶ Targeted advertisement▶ Access to Facebook Insights for statistics Weakness <ul style="list-style-type: none">▶ Irrelevant advertisement will annoy your audience▶ Privacy concerns▶ Posts can only reach followers

Difference Between Organic & Paid Post



Organic

- ▶ The number of people who have seen your post through unpaid distribution.
- ▶ Publish posts for free
- ▶ Keep people coming back to your page, clicking on your posts and sharing your content.
- ▶ Create high quality content and interact with fans



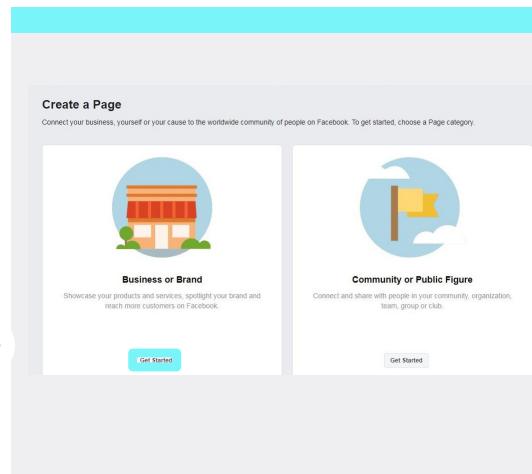
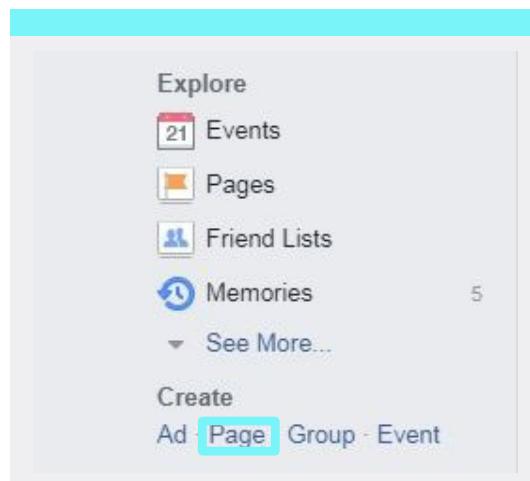
Paid

- ▶ Paid ads allow you to target people who have not liked your page but have similar interests and/or demographics
- ▶ Target your post to the right audience directly aligned with your business outcome

How to Create A Facebook Business Page

1

Open Facebook Profile
and click
Create Page

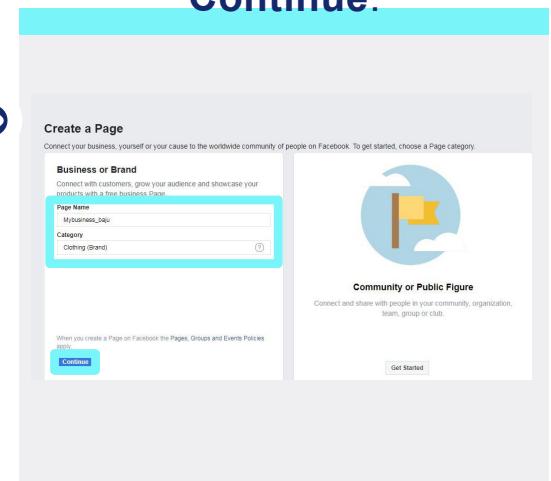


2

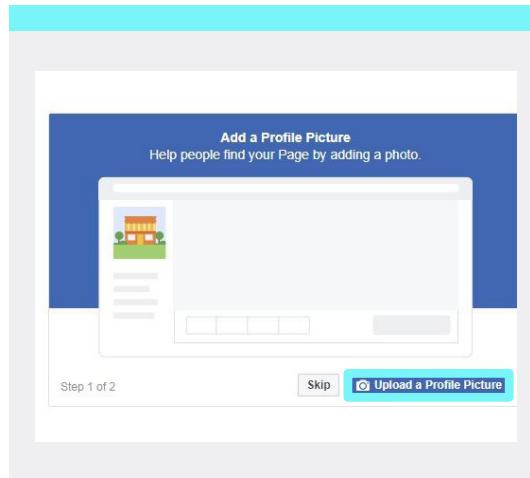
For a business page, go to
Business
or **Brand** and click **Get
Started**.

3

Fill in the business
name and select the
business
category. Click
Continue.

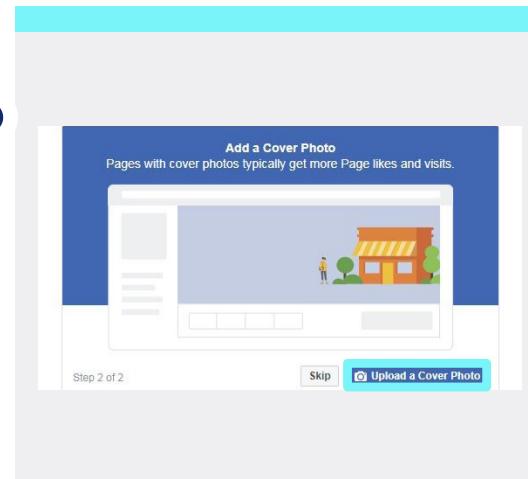


How to Create A Facebook Business Page (*Continued*)



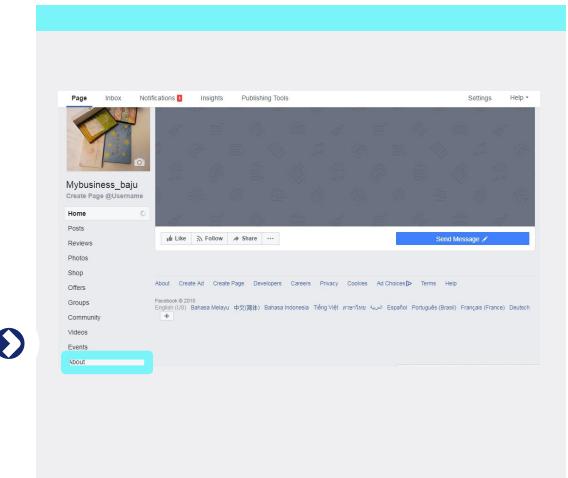
4

Upload a Profile
Picture



5

Upload a
Cover Photo



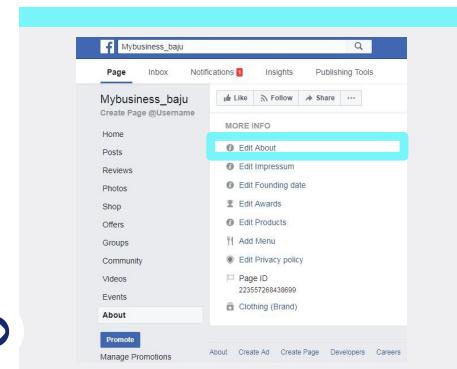
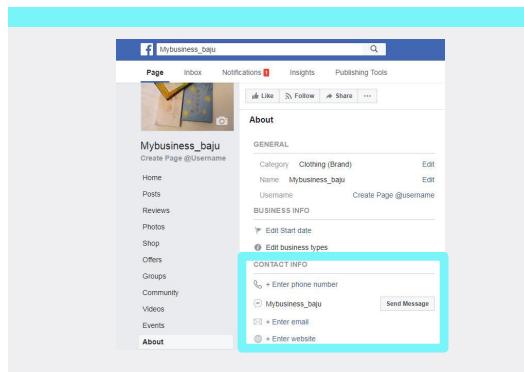
6

Your Facebook Page is
ready. Click on **About**
to edit information
about your business.

How to Create A Facebook Business Page (*Continued*)

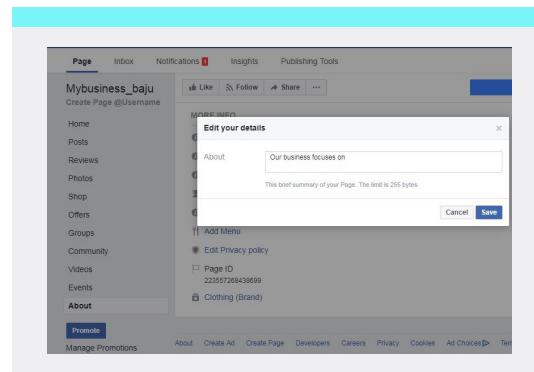
7

Add information such as your **website**, **email** and **phone number**.



8

Click Edit About



9

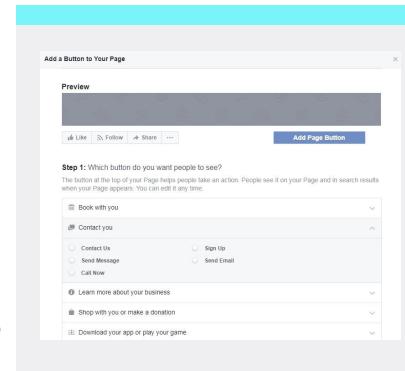
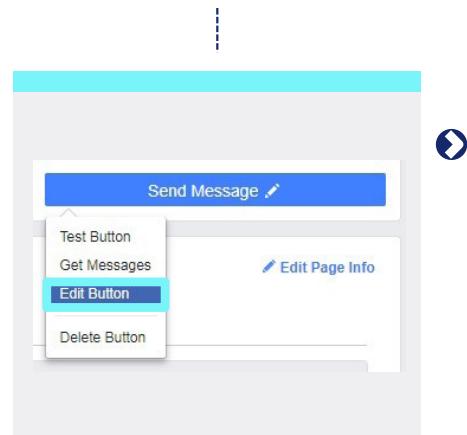
Fill in details to enable prospects to get more information related to your business.



How to Create A Facebook Business Page (*Continued*)

10

Edit Call to Action (CTA) button for prospects to get in touch with you.



11

You can select CTA buttons that suits your business.

Tips on Naming the Facebook Page

- 1  Use company name or brand
- 2  Use a general name: For entrepreneurs who sell other people's products as agents, they can use a general name as branding. Trust will be built over time through purchases. This method provides flexibility to sell other products
- 3  Use product name
- 4  Create a unique URL for your Facebook (www.facebook.com/yourBusinessName) so your audience can access your page easily
- 5  The URL is important for Google SEO. If your URL is maintained at default, it cannot be easily identified and searched through the search engine and it will look unprofessional
- 6  The number of "Likes" must be more than 25 to change the URL

Sample of a Facebook Page

Food & Beverage

About

BUSINESS INFO

- Cuisine: Burgers
- Parking: Parking Street
- Price range: RM
- Specialties: Good for groups or parties, Good for children, Walk-ins welcome
- Services: Delivery, Takeaway
- Founded on 10 July 2012
- Mission: To revolutionize the food & beverage industry by serving uncompromising quality and taste while providing the highest standards of our company culture.

CONTACT DETAILS

- Call 010-369 5275
- @myBurgerLab
- askme@myburgerlab.com
- <http://my.burgerlab.com>

MORE INFO

About

We have one simple objective: Serve a really good, juicy burger or fresh fries. No shortcuts. No compromises. We believe in fresh, hand-cut beef. And a must-visit when in town!

We have many things we're known for: **Public Transport**

- Bus: Take the LRT to Taman Paramount and take a short walk to myBurgerLab Seapark
- Train: ...

Fashion

About

FIND US

6-41-01, JALAN MEGAH PUSAT DANDA DA GANG, SENTRAL Petaling Jaya, Kuala Lumpur, Malaysia
Get Directions
Call 03-8952 9163

HOURS

Open now: 09:00 - 21:00+
TudungPeople - Making "Tudung" for the People. By the People.

BUSINESS INFO

We deliver internationally.
Official distributor: See more

CONTACT DETAILS

- Call 03-8952 9163
- @TUDUNGPEOPLE
- awineen@tudungpeople.com
- <http://www.tudungpeople.com>

MORE INFO

About

We have one simple objective: Serve a really good, juicy burger or fresh fries. No shortcuts. No compromises. We believe in fresh, hand-cut beef. And a must-visit when in town!

We have many things we're known for: **Public Transport**

- Bus: ...
- Train: ...

Health & Beauty

About

FIND US

10-3, 3rd Floor, Block B, Platinum Mall, 101 Jalan Lingkaran Darul Kholiq, Bandar Baru Petaling, Kuala Lumpur, Malaysia
Get Directions
Call 015-237 3770

HOURS

Open now: 09:00 - 18:00+
Introducing our latest Cream to Matte Lip Color by EPHYRALIPS!
BEHIND 33 SWF12

BUSINESS INFO

Introducing our latest Cream to Matte Lip Color by EPHYRALIPS!
BEHIND 33 SWF12

CONTACT DETAILS

- Call 015-237 3770
- @ephyraLIPS
- info@ephyralips.com
- <http://www.ephylips.com>

MORE INFO

About

After the success of Ephyra Supplement & Energy Tea Gen Series, now introducing our new product line: EPHYRALIPS COSMETIC range

Products

- Cream to Matte Lip Color by Ephyra Lips
- Introducing our latest Cream to Matte Lip Color by Ephyra Lips
- Summer Rose - See more

Service

About

BUSINESS INFO

Founded on 8 September 2014
Mission: Simplifying the process of logistics booking in Malaysia and Singapore

Gone are the days where you have to spend precious hours looking up and comparing quotes from lorry providers. Now you will get quotation in under 30 seconds. It's that simple.

We partner with reputable and experienced lorry providers from all over the world to transport safely and securely to your final destination.

Try it out now to experience a new and fresh way to book lorries in Malaysia.

STORY

TheLorry is an on-demand platform for house moving, lorry rental, office moving, furniture transport and more.

CONTACT DETAILS

- Call 1-700-81-7170
- @TheLorry
- help@thelorry.com
- <https://www.thelorry.com>
- <https://www.linkedin.com/company/13178021>

BOOK NOW

More

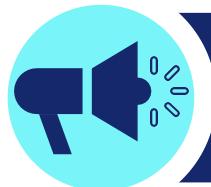
This is a on-demand platform for house moving, lorry rental, office moving, furniture transport and more.

Our mission is to make moving easier and faster.

TheLorry is an on-demand platform for house moving, lorry rental, office moving, furniture transport and more.

Download TheLorry App on the Google Play Store or iOS App Store.

Facebook Advertising Objectives



Awareness

Attracting the Right Audience

Advertising to create awareness of the product, service and brand.



Consideration

Keeping Your Audience

Further amplifying customer awareness of a product, service and brand. To maintain, attract new and potential customers.



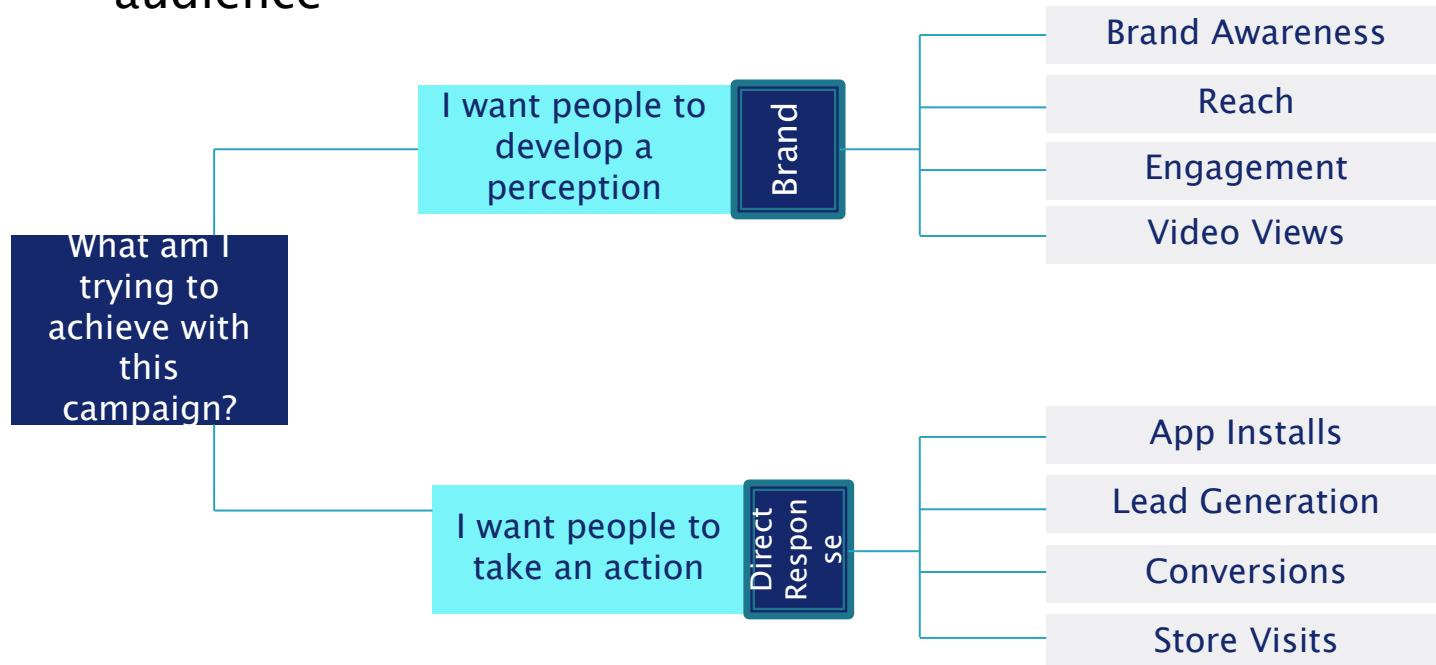
Conversion

Moving Prospects to a Desired Action

Aid in decision making and increase buying intent.

Optimal Decision Tree

- ▶ Determine your objective. It has to be specific to reach targeted audience



What Factors Are Considered

- ▶ The ad that wins an auction and gets shown is the one with the highest total value. Total value isn't how much an advertiser is willing to pay us to show their ad. It's combination of 3 major factors:



Bid



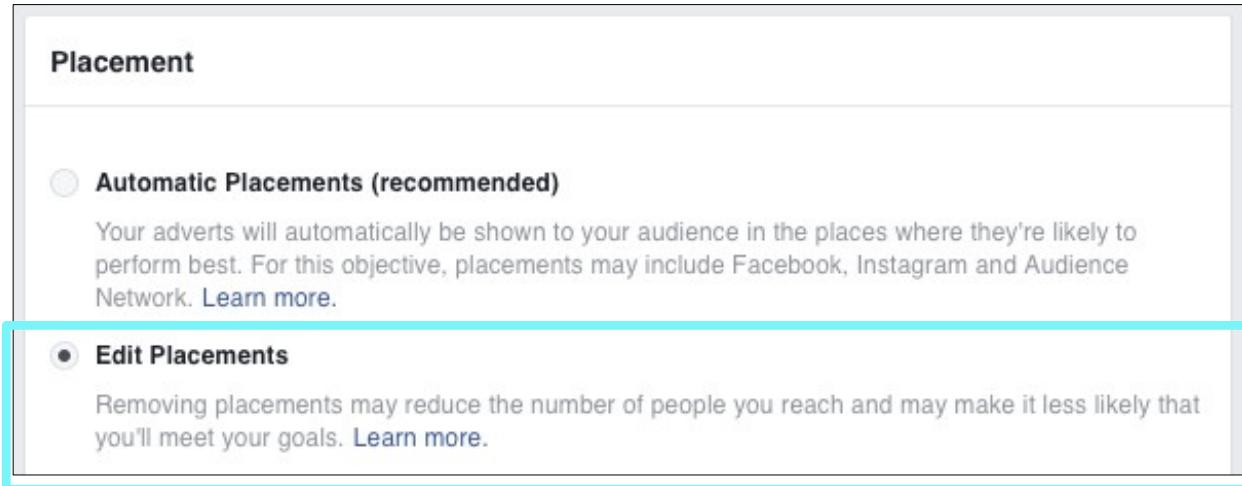
Estimated Action
Rates



Ad Quality &
Relevance

Facebook Advertising Placement

By default, Facebook will determine where the advertisement will be displayed. However, you can select your preference by choosing **Edit Placements**.



Placement

Automatic Placements (recommended)

Your adverts will automatically be shown to your audience in the places where they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more](#).

Edit Placements

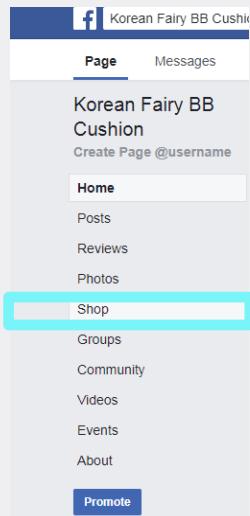
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more](#).

Facebook Shop

Interested customers can send private messages to the admin to inquire on the product displayed.

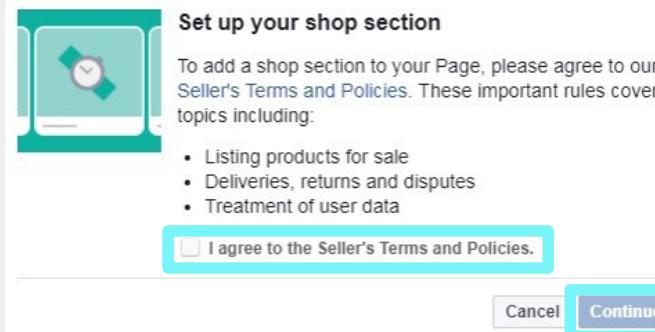
1

Click on **Menu > Shop Section**



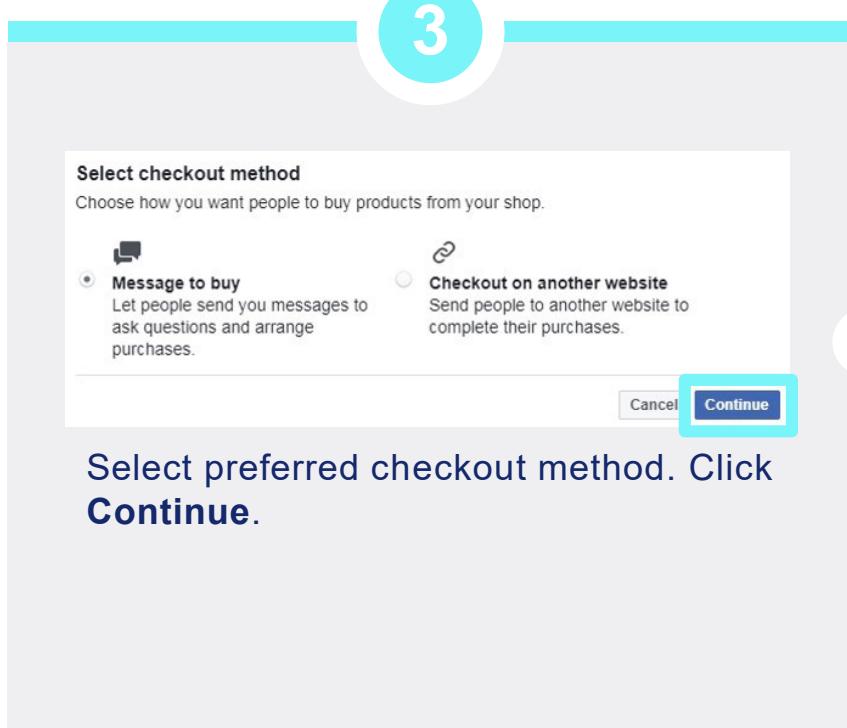
2

Tick the **Check Box** and click **Continue**.



Facebook Shop (Continued)

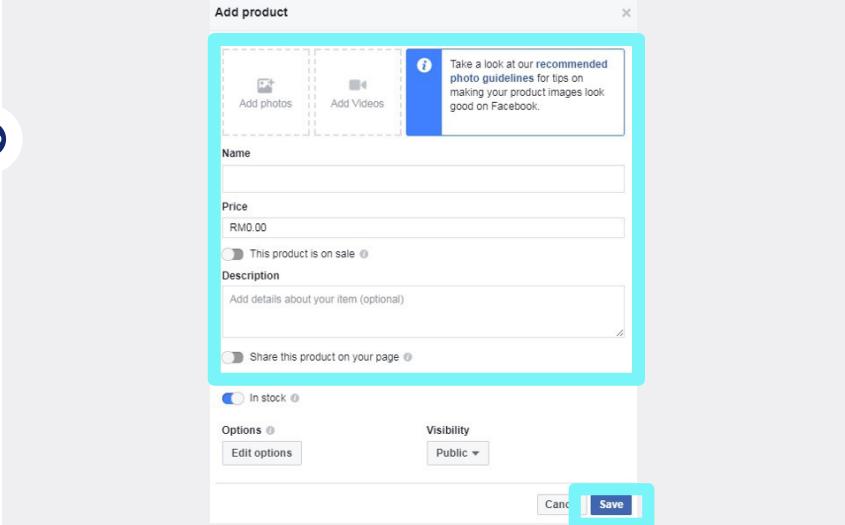
3



Select preferred checkout method. Click Continue.

4

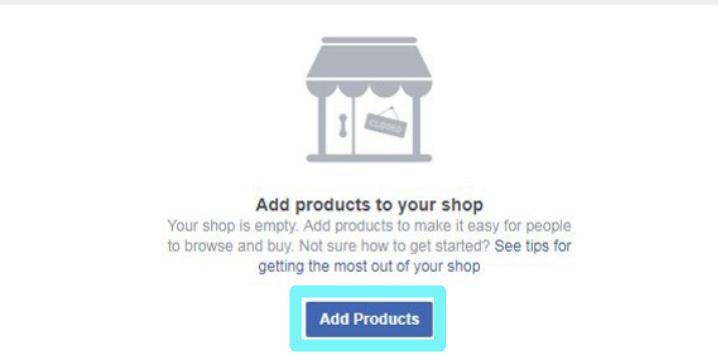
Upload your product image(s). Fill in the details of your product(s) and click **Save**.



Facebook Shop (Continued)

5

Click on **Add Products** to insert your products on your Facebook Store.



6

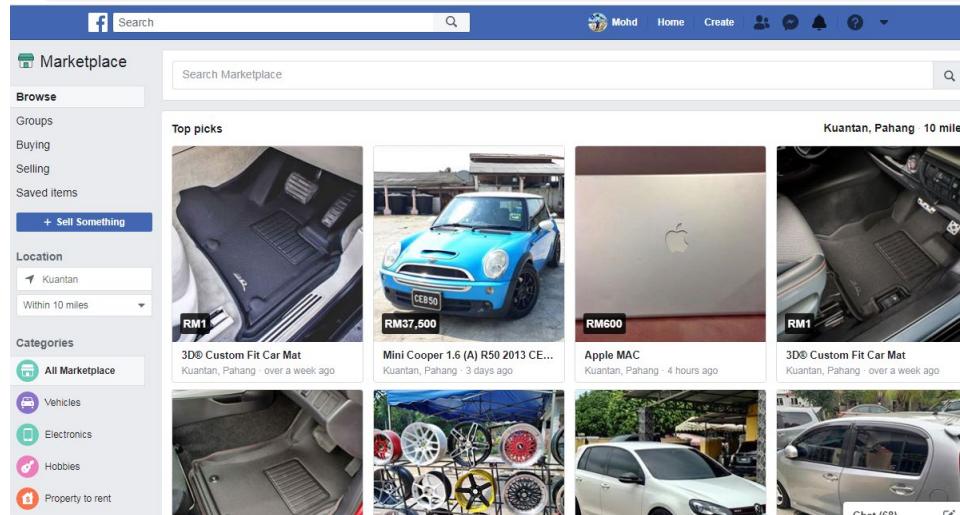
Remember to set your default currency to Malaysian Ringgit and click **Save**.



Facebook Marketplace

A feature by Facebook to encourage selling and buying activities among Facebook Users within accessible radius.

Using Facebook Messenger as the medium of communication.



Selling tips:

Use different image for different Ads to avoid “duplicate items” issue.

Create Ads in several nearby and accessible location for more potential prospects.

Use products’ keywords in Ads name and description as to increase suggestion listings.

LEARNING MATERIALS

NUM	TITLE	URL / Link
1	How to create Facebook Ads	https://www.youtube.com/watch?v=sxgDwSto3mM
2	How To Design Instagram Images In Canva	https://www.youtube.com/watch?v=Wl_tkLP86yQ
3	Graphic Design For Newbies (Canva Tutorial 2019 – Canva 2.0)	https://www.youtube.com/watch?v=hiBAn1exlmc
4	Sell Products Directly On Facebook with a Facebook Shop	https://www.youtube.com/watch?v=_GPZeo8wkGo
5	Facebook Advertising: Audience Targeting on Facebook	https://www.youtube.com/watch?v=qF_G6VMNxr0

Explore Digital Entrepreneurship With



Copyright MDEC

INSTAGRAM

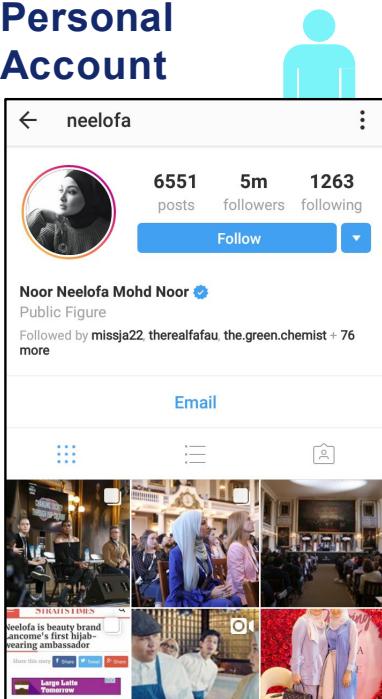
Digital Commerce - E-Commerce

Let's Get Started



Types of Instagram Accounts

Personal Account



Business Instagram Account



Difference between Personal and Business Account

Personal

- 1  Posting of personal related media

- 2  Cannot create advertisement & promotions

- 3  Does not have data insights

Business

- 1  Showcase your product and services, include CTA: address and contact info to enable easy engagement

- 2  Ability to promote post and create paid advertisement

- 3  Access to Instagram Insights to analyze the efficiency of your account

Setting Up an Instagram Business Account

You can set up your Instagram account by registering it under your Facebook account or your email.

1

Open Instagram application and click **Next**. You can sign up via phone or email. Here we are using email

2

Add a Profile Photo

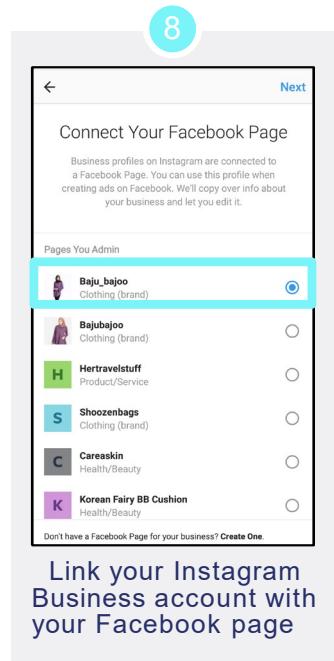
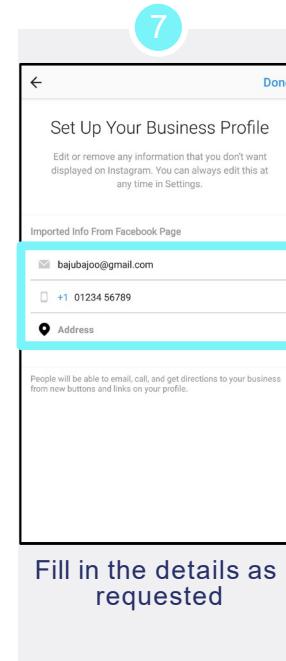
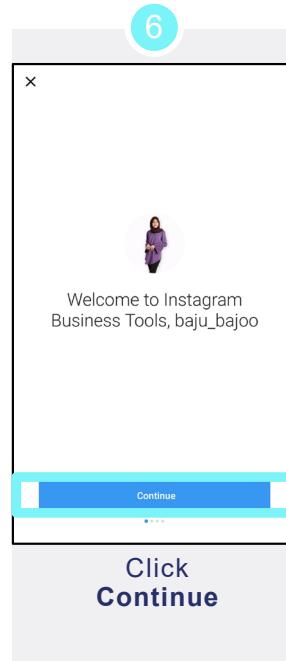
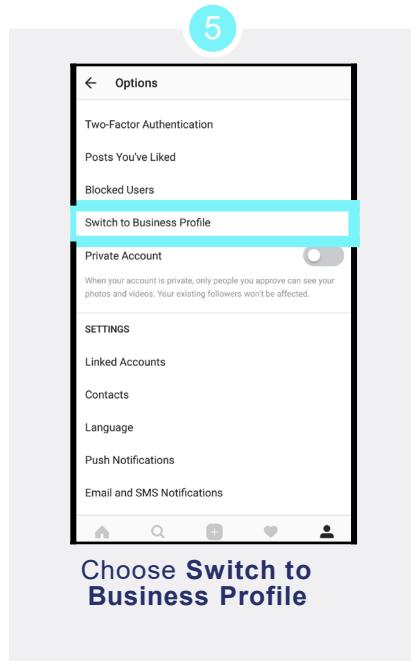
3

Your personal account is ready

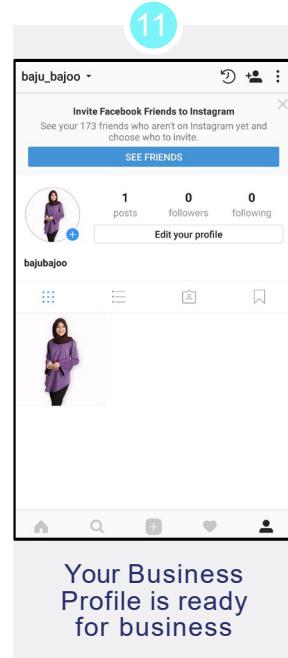
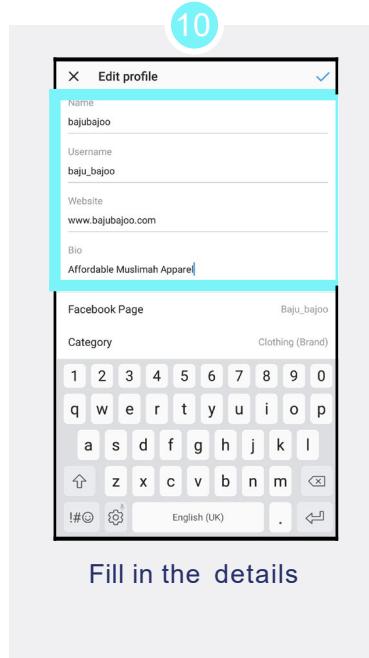
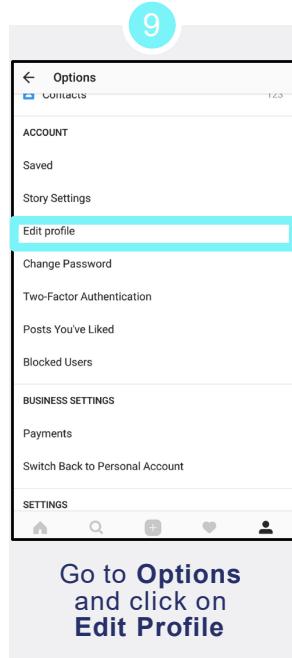
4

A) To switch to a business account, click on the **Person** icon
B) And then click on the **Options** icon

Setting Up an Instagram Business Account (*Continued*)



Setting Up an Instagram Business Account (*Continued*)



Types of Instagram Posts



Photo



Instagram Stories



Video (Until 60 Seconds)

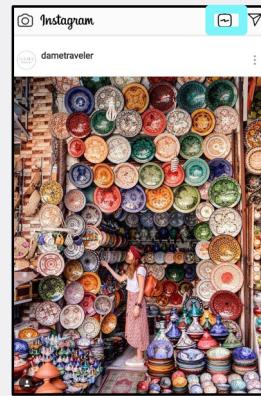


Video – IGTV

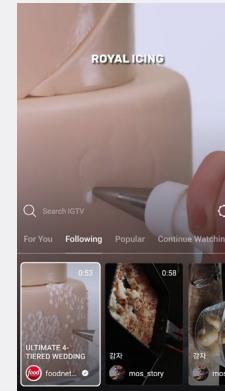


Video - IGTV

- Users can Like, Comment and Share the videos
- Entrepreneurs can utilize IGTV to showcase their product and interact with customers .



To view
videos, click
on the IGTV
icon.



You can
select
the
channel.

Types of Instagram Posts (*Continued*)

Photos

Photos are the most posted content on Instagram.



Unique and Original



Consistent and Cohesive

Think of the visual concept of your account and stick to it to maintain the look and feel.

Tips:

- Choose a colour palette and tone
- Choose a suitable font



Message

Boost Sales



Show details of the product, colour choices, design and dimension.

Brand Awareness



Highlight the brand such as the logo, the colour and also the look and feel.

News and Updates



Share the latest news and events to keep followers updated.

Types of Instagram Posts (*Continued*)

Photos



Props

To make photos look more alive and interesting. Include accessories such as flowers, cutlery and stationeries.



Lighting

When shooting indoors, find a spot by the windows and try to avoid artificial lighting.

Soft lighting

Safe to be applied on all photos since it eliminates shadows and glare.

Hard lighting

Creates shadows, contrast and results in a dramatic photo.

Natural Lighting



Early Morning



Before Sunset

Good Indoor Lighting



Window Light



Hard Lighting



Soft Lighting

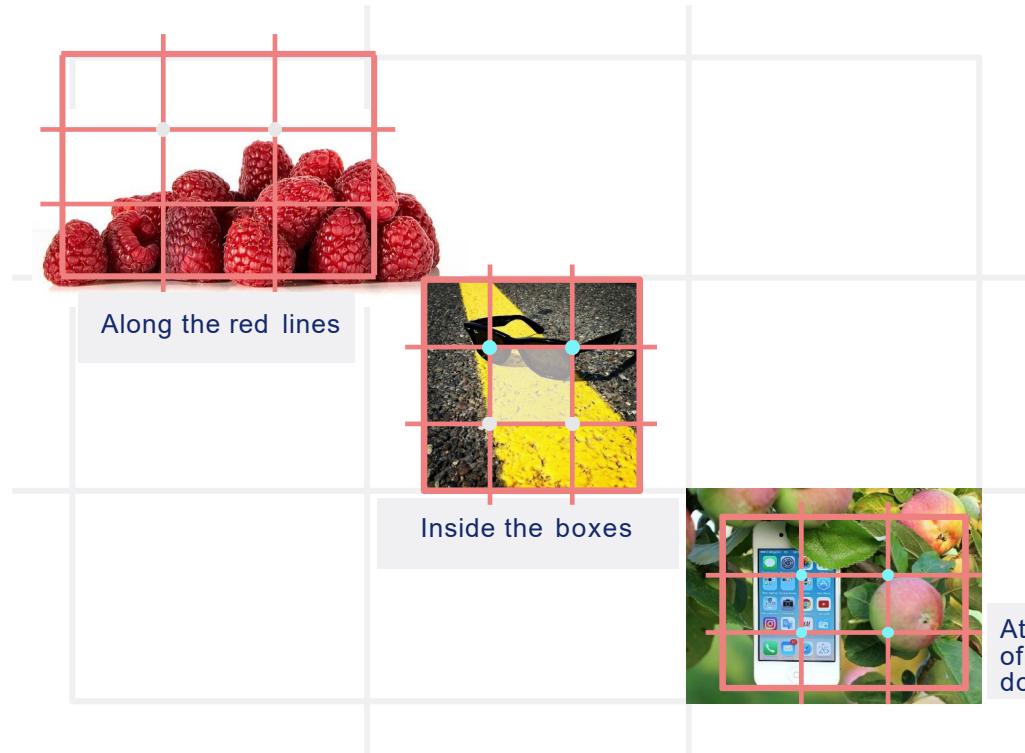
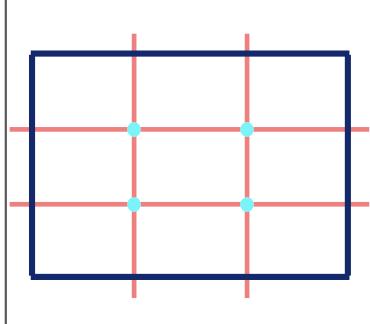
Types of Instagram Posts (*Continued*)

Photos



Rule of Thirds

Break your photo into 9 segments. Use this grid as guidance to compose your photo.



At the intersection
of the grids (Blue
dots)

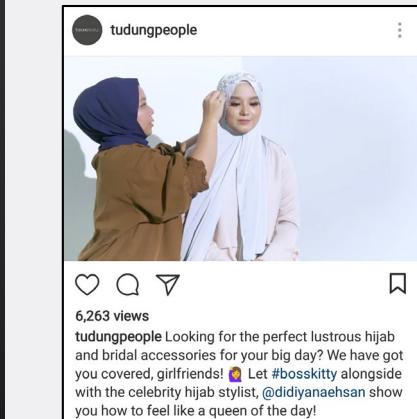
Types of Instagram Posts (*Continued*)

Videos 🎬



Tutorials

How to use/style/wear your product and portray the lifestyle of users using it.



Creative Process and Quality of Product

Videos of sketches of your upcoming product, visiting the manufacturer and a sneak peek of the final product.



Types of Instagram Posts (*Continued*)

Videos



Use Hashtags



Show Motion



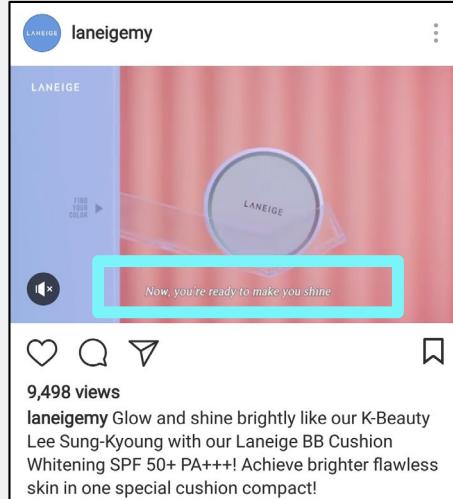
Include motion in the first few seconds so it won't be mistaken as an image.

Types of Instagram Posts (*Continued*)

Videos



Subtitles



Include subtitles as Instagram videos will play automatically on mute

Call to Action (CTA)



Add Call to Action (CTA)

- ▶ Book Now
- ▶ Sign Up
- ▶ Contact Us
- ▶ Shop Now
- ▶ Install Now

Types of Instagram Posts (*Continued*)

Instagram Stories

The feature also include filters and can be enhanced with drawing.



Share current events, sales or promotion.



Share a new product or a sneak peek of your upcoming product.

- ▶ Customers buying product at premise
- ▶ Process of creating a new product
- ▶ Teaser of upcoming colours of new products



Tips: Best Posting Time

- ▶ Before Office Hours
- ▶ After Office Hours



#Hashtags

 which were made popular by Twitter are now being used by other social networks including Instagram.



#Hashtags

Use hashtags :



1

Brand Positioning



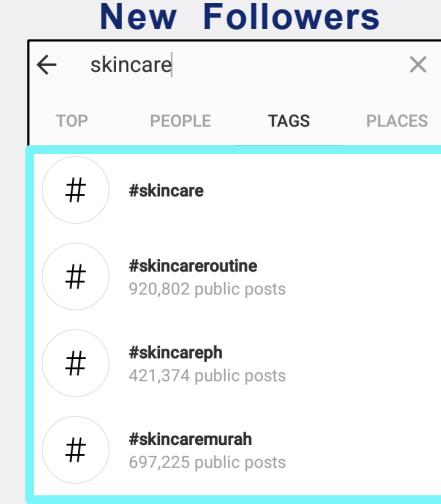
Liked by hakimislam and 2,349 others
airasia Strut your best poses and #ootds in the colorful streets of Little India in #Singapore!
Comment & tag your travel buddy who's also your trusted personal photographer!

Thanks to @nitatvana for this lovely photo!
#flytheworldchampion #airasia

Create your own unique hashtag for your business and encourage your followers and customers to use it

2

Get Potential and New Followers



← skincare X

TOP PEOPLE TAGS PLACES

- #skincare
- #skincareroutine 920,802 public posts
- #skincareph 421,374 public posts
- #skincaremurah 697,225 public posts

Instagrammers search for posts that contain hashtags related to their interest

Types of #Hashtags



Trending
Related to current events

←

Brand
Unique to your business

→ **Community**
Connects people with the same interest

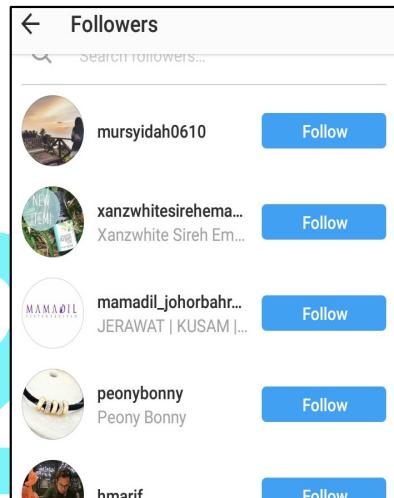
How to Gain More Followers on Instagram

1



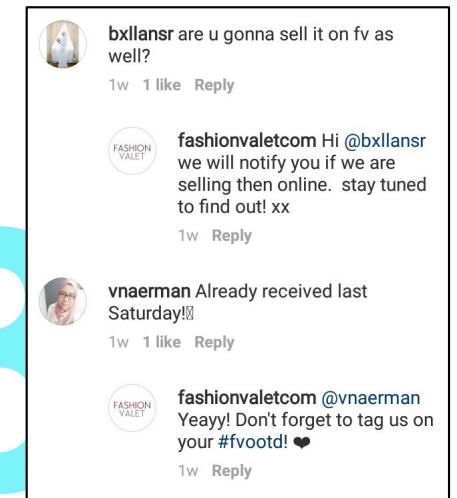
High quality content

2



Follow other People,
Groups or Associations
on Instagram

3



Interact with other people
on Instagram

Like Comment Share

How to Gain More Followers on Instagram (Continued)

4



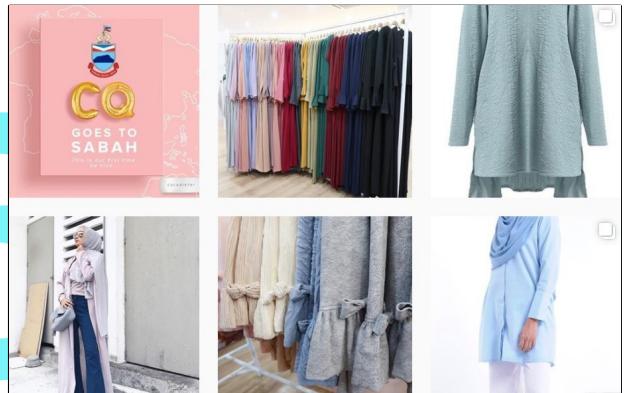
Run a contest to increase awareness

5



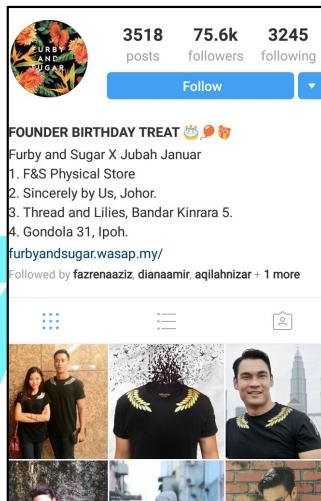
Repost customer's post especially if it is related to your product

6



Schedule posting so that followers can anticipate the next post and look forward to it

How to Gain More Followers on Instagram (Continued)

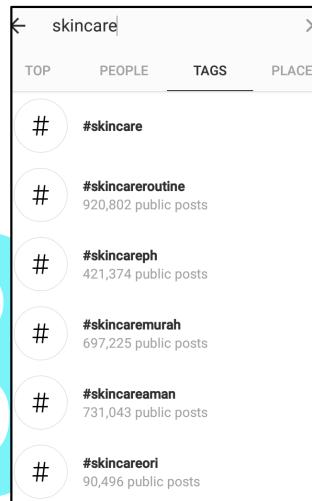


7

Follow competitors' accounts and study their followers

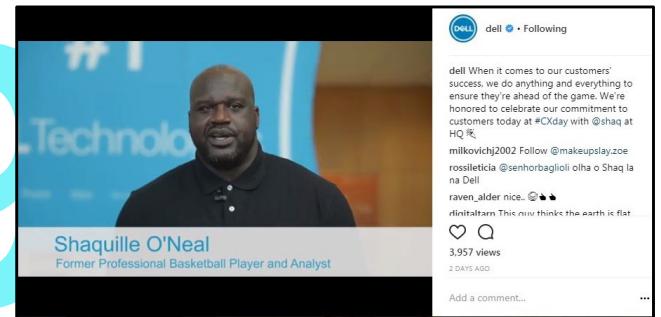
8

Use the Tags function to find related and trendy topics that you can use.



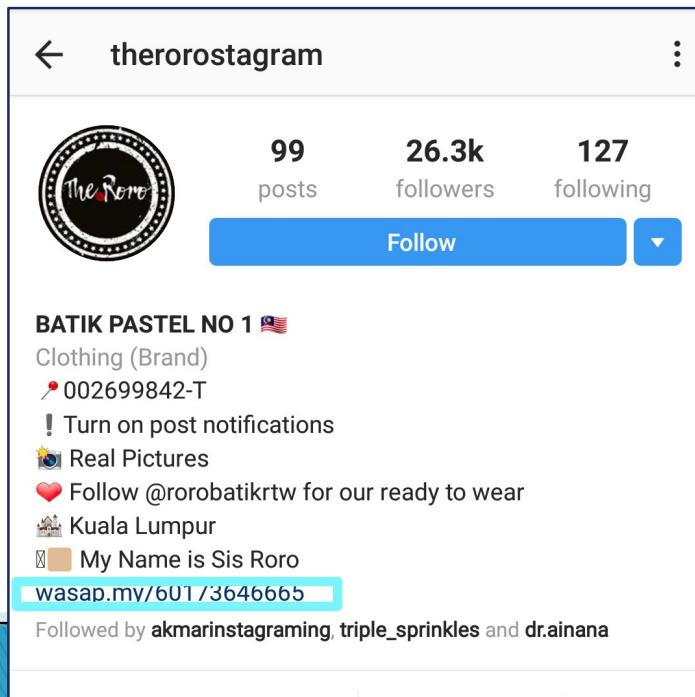
9

Work with influencers and come out with a collaborative post to get attention from more followers

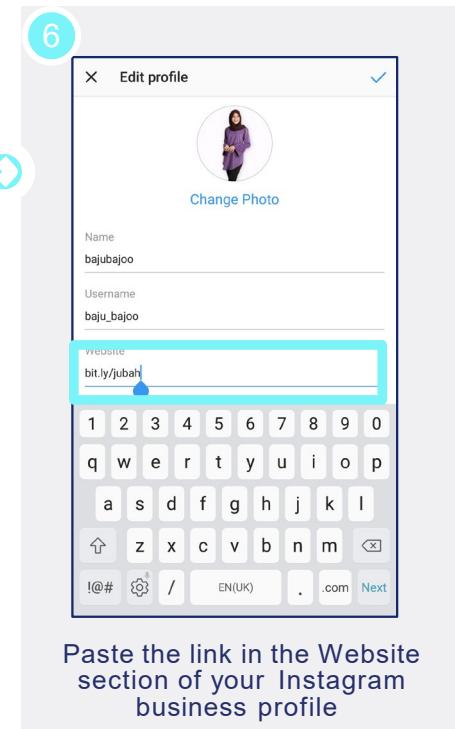
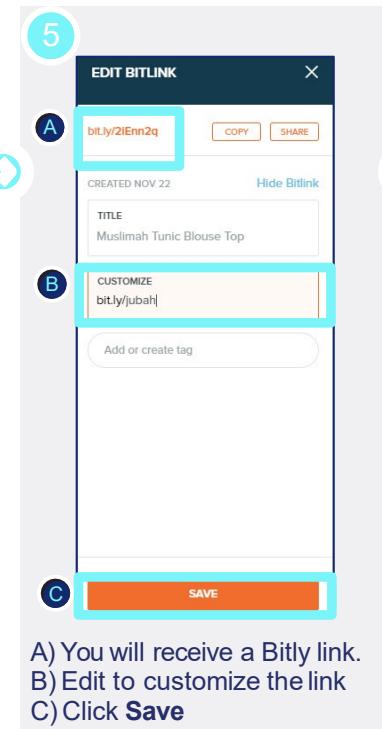


WhatsApp Direct Chat

A direct chat enables you to connect your Instagram business account with WhatsApp.



WhatsApp Direct Chat (*Continued*)



Instagram Insights

Go to Profile and click on the Status bar

MAKAIA.CARR



Follower Insights

Follower

Posts

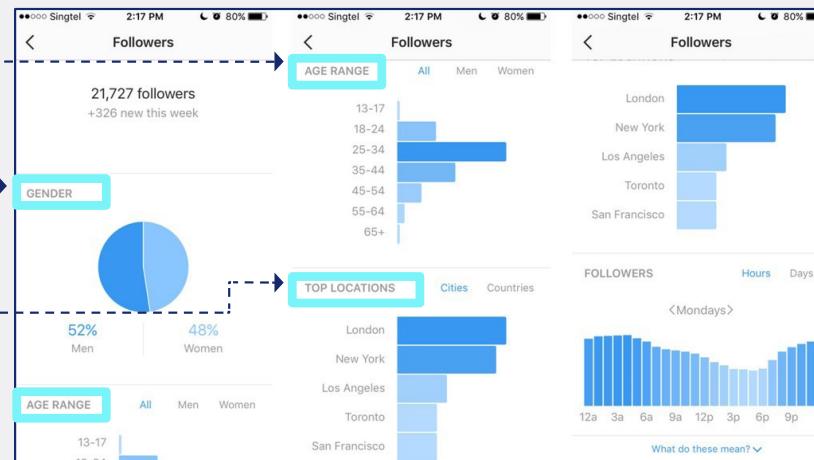
Stories

Follower Insights Data

Age Range

Gender

Geographic



Impression

Reach

Website Click
 Followers



Instagram Insights (*Continued*)



Post Section

Posted on Apr 12, 2017, 8:39 AM		
394 Likes	5 Comments	9 Saved
3,166 Impressions	2,033 Reach	408 Engagement

[What do these mean? ^](#)

Impressions
The total number of times your post has been seen.

Reach
The number of unique accounts who saw your post.

Engagement
The number of unique accounts that liked, saved or commented on your post.

Saved
The number of unique accounts that saved your post.



Stories Section

Impressions	24 hours
Reach	7 days
Exits	14 days
Replies	

[What do these mean? ^](#)

Impressions
The number of times this photo or video was seen in your story.

Reach
The number of unique accounts that saw this photo or video in your story.

Exits
The number of times someone exited your story.

Replies
The number of replies to this photo or video in your story.



Use these information to

-  Identify the Interest of Followers
-  Target New Followers
-  Post Preferred Content at Optimal Times

LEARNING MATERIALS

NUM	TITLE	URL
1	How to create an Instagram Business Account (step by step)	https://www.youtube.com/watch?v=_r6QpQQythE
2		
3		
4		
5		

Explore Digital Entrepreneurship With

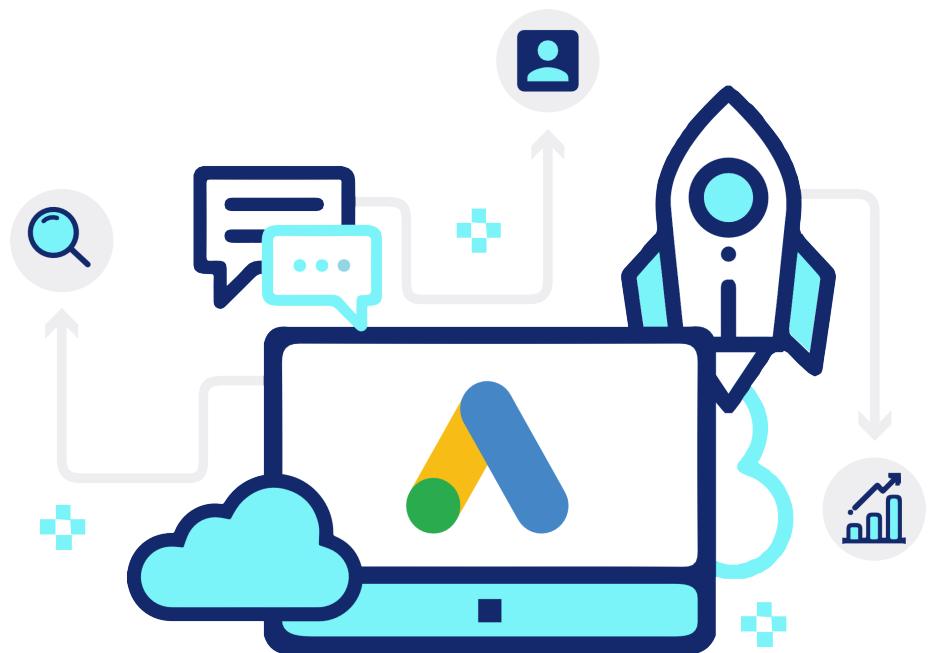


Copyright MDEC

GOOGLE ADS

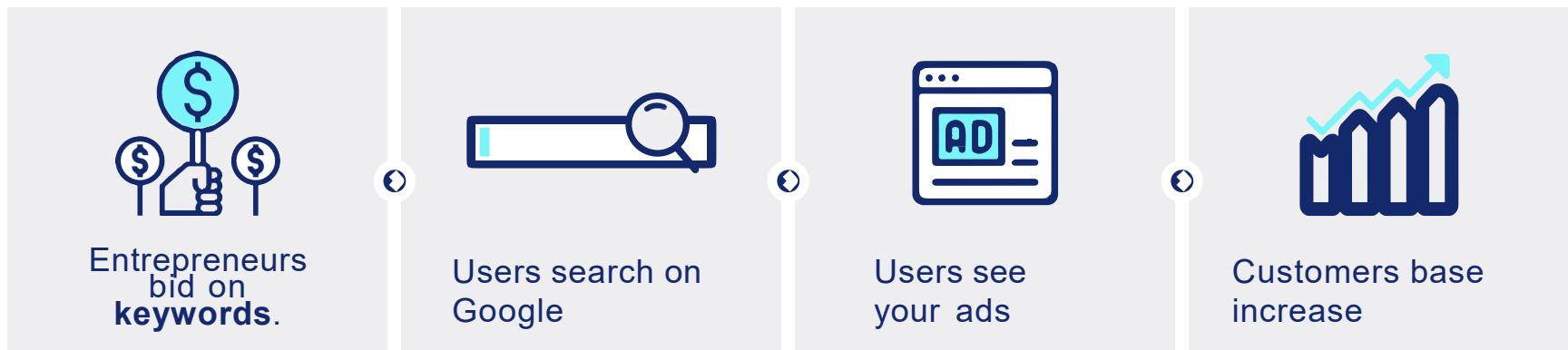
Digital Commerce – Cross Border
Commerce

Let's Get Started



What is Google Ads?

Google Ads is an **online advertising** tool that helps businesses connect with their customers.



- TIPS**
- ▶ Google Ads is one of the most powerful online marketing tools to reach your targeted audience on **different platforms**

Where do Customers See Your Ads?

Ads will be displayed in Google Search Network, Google Display Network, partner websites or mobile apps.

The diagram illustrates two examples of where ads can be seen:

- Google Search Network:** Represented by a teal box containing a screenshot of the Google search homepage. The screenshot shows the Google logo, a search bar with the placeholder "Search Google or type URL", and a microphone icon. To the right of the screenshot, there is a circular icon with a magnifying glass and the text "Google Search Network" followed by "Google.com search results".
- Google Display Network:** Represented by a grey box containing a screenshot of a mobile device screen. The screen shows the Google logo and the text "Display Network". Below this, there are four icons: a play button, a phone, a Facebook "f", and a square with a circle inside. To the right of the screenshot, there is a circular icon with three connected dots and the text "Google Display Network" followed by a bulleted list: "▶ YouTube Videos", "▶ Mobile apps", and "▶ News sites, blog & websites".

Text Ads in Google Search Results

The screenshot shows a Google search results page with a teal header and a white search bar containing the query "budget tour package bali". Below the search bar are navigation links for All, Maps, Images, News, Videos, More, Settings, and Tools. A magnifying glass icon is centered above the search results.

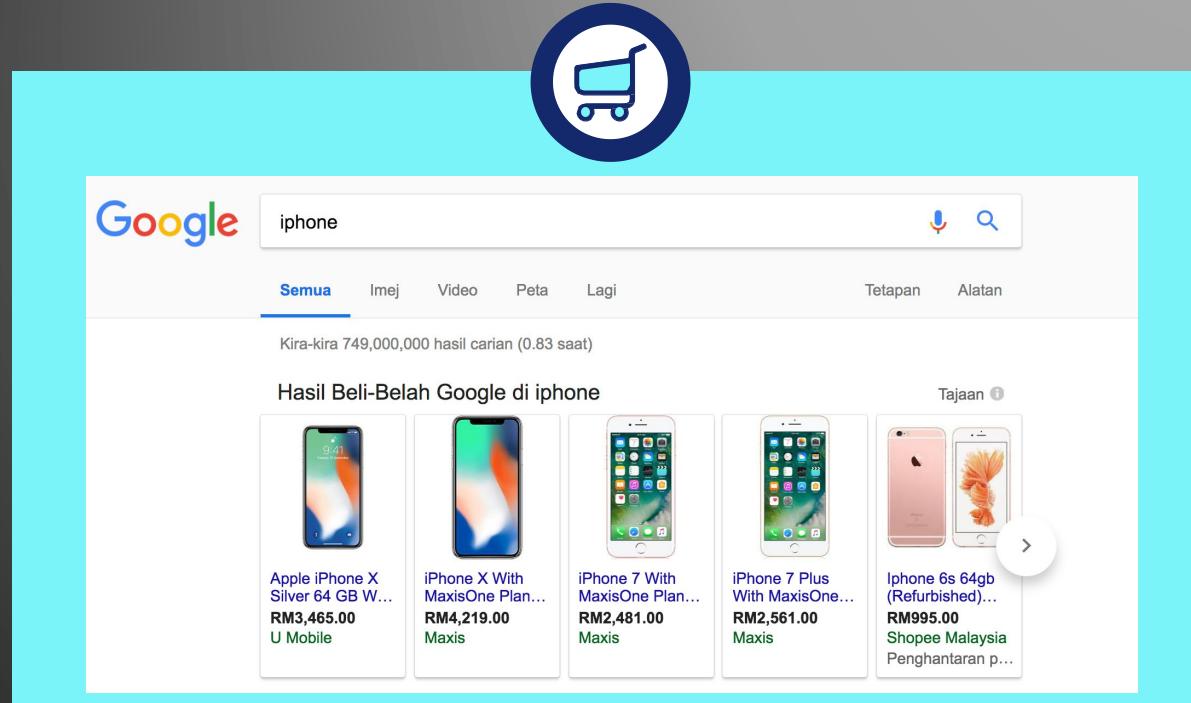
About 1,930,000 results (0.50 seconds)

Enchanting Bali Tour - Visit The Land Of The Gods - pntravel.com.my
[Ad] www.pntravel.com.my/bali-tour/packages ▾ 03-9285 2464
Enjoy The Peace & Serenity Of Bali With Our Easy-Going Tour Package. See More!
Services: Air Ticketing, Travel Insurance, Worldwide Hotel Booking
Destinations: New Zealand, Europe, Australia, Indonesia, Japan

Promotions About Us
Destinations Contact Us

Affordable Bali Tour Packages - Reliable & Highly Recommended
[Ad] www.febrisbalitour.com/ ▾ +62 812-3960-0345
Flexible & Customize Tour Itinerary. Great Deals & Reasonable Price. Book Now!
24/7 Customer Service · Reliable Company · Friendly Guide & Driver
Rafting - Volcano - Ubud - Rafting + Elephant Ride - Contact Us · Bali Travel Advice
📍 JL. Jepun Pipil, No. 12, Denpasar - Open today - Open 24 hours ▾

Shopping Ads in Google Search Results



A screenshot of a Google search results page for the query "iphone". The page features a teal header with a shopping cart icon. The search bar shows "iphone". Below the bar are filters: "Semua" (selected), "Imej", "Video", "Peta", "Lagi", "Tetapan", and "Alatan". A search count of "Kira-kira 749,000,000 hasil carian (0.83 saat)" is displayed. The main content area is titled "Hasil Beli-Belah Google di iphone" and shows five shopping ads for iPhone models:

Product	Offer Type	Provider	Price	Description
Apple iPhone X Silver 64 GB W...	Refurbished	U Mobile	RM3,465.00	
iPhone X With MaxisOne Plan...	Refurbished	Maxis	RM4,219.00	
iPhone 7 With MaxisOne Plan...	Refurbished	Maxis	RM2,481.00	
iPhone 7 Plus With MaxisOne...	Refurbished	Maxis	RM2,561.00	
Iphone 6s 64gb (Refurbished)...	Refurbished	Shopee Malaysia	RM995.00	Penghantaran p...

Video Ads in YouTube

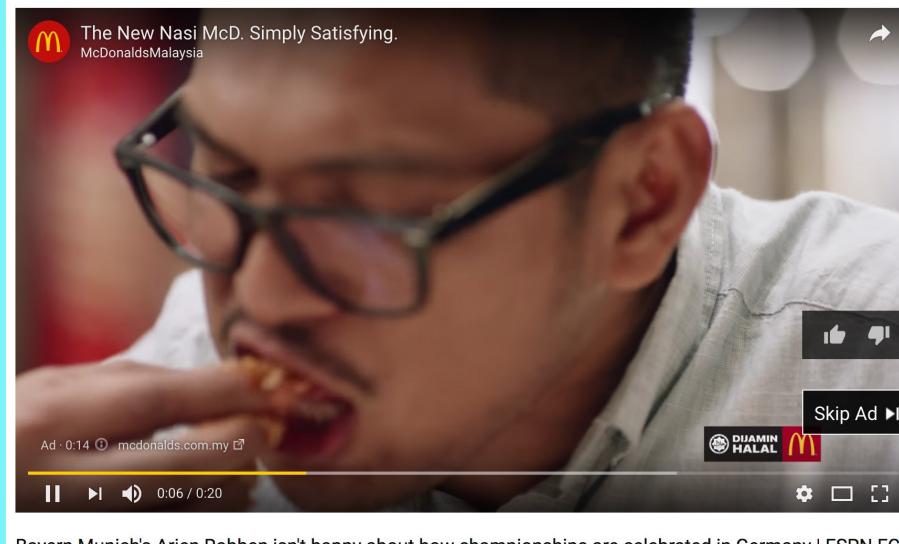


Image Ads in Blog / Websites



The screenshot shows a blog layout with a light gray header and footer. The main content area has a teal background. At the top left is a large image of a blue Honor 9 Lite smartphone lying on a bed of white pebbles. Below it is a headline: "A Closer Look at the honor 9 Lite & Its Quad-Camera System" by Andrew Cheng, posted 2 weeks ago. To the right is a vertical sidebar with a featured post for the "HP Spectre 13 Review: Balancing Form And Function" by Farhan, posted 2 weeks ago. Below that is another featured post for the "Xiaomi Redmi Note 5 Review: The Epitome of Value for Money" by Andrew Cheng, posted 2 weeks ago. At the bottom of the main content area is a horizontal banner for Lazada with various product icons. Below the banner are sections for "ACTIVE THREADS" and "LATEST THREADS" with some sample posts. In the footer, there's a search bar, a Bitcoin price indicator showing "33530.95" BTC/MYR from Bitcoin.com, and a small logo for "ebs".

Advertising Cost on Google Network



The more money you spend does not guarantee the top or highest ads ranking.



Google Ads is based on an auction system

High quality ad campaign = Lower cost + Ad Placement



You can start to advertise with a minimum of RM1

How it Works?

Auction process:



For example:



LEARNING MATERIALS

NUM	TITLE	URL
1	Google Ads Tutorial 2019	https://www.youtube.com/watch?v=aqzR2Ki2Ka4
2		
3		
4		

MANAGING MARKETING ACTIVITIES (2)

The Marketing Budget

ITEMS	FIXED ASSETS EXPENSES (RM)	MONTHLY EXPENSES (RM)	OTHER EXPENSES (RM)
Signboard		300	
Marketing Personnel			
• Salary		5,000	
• Commission		5,000	
• EPF/SOCSO		1,000	
• Travelling		2,000	
Promotion			10,000
Grand Opening			5,000
Total	300	13,5000	15,000