

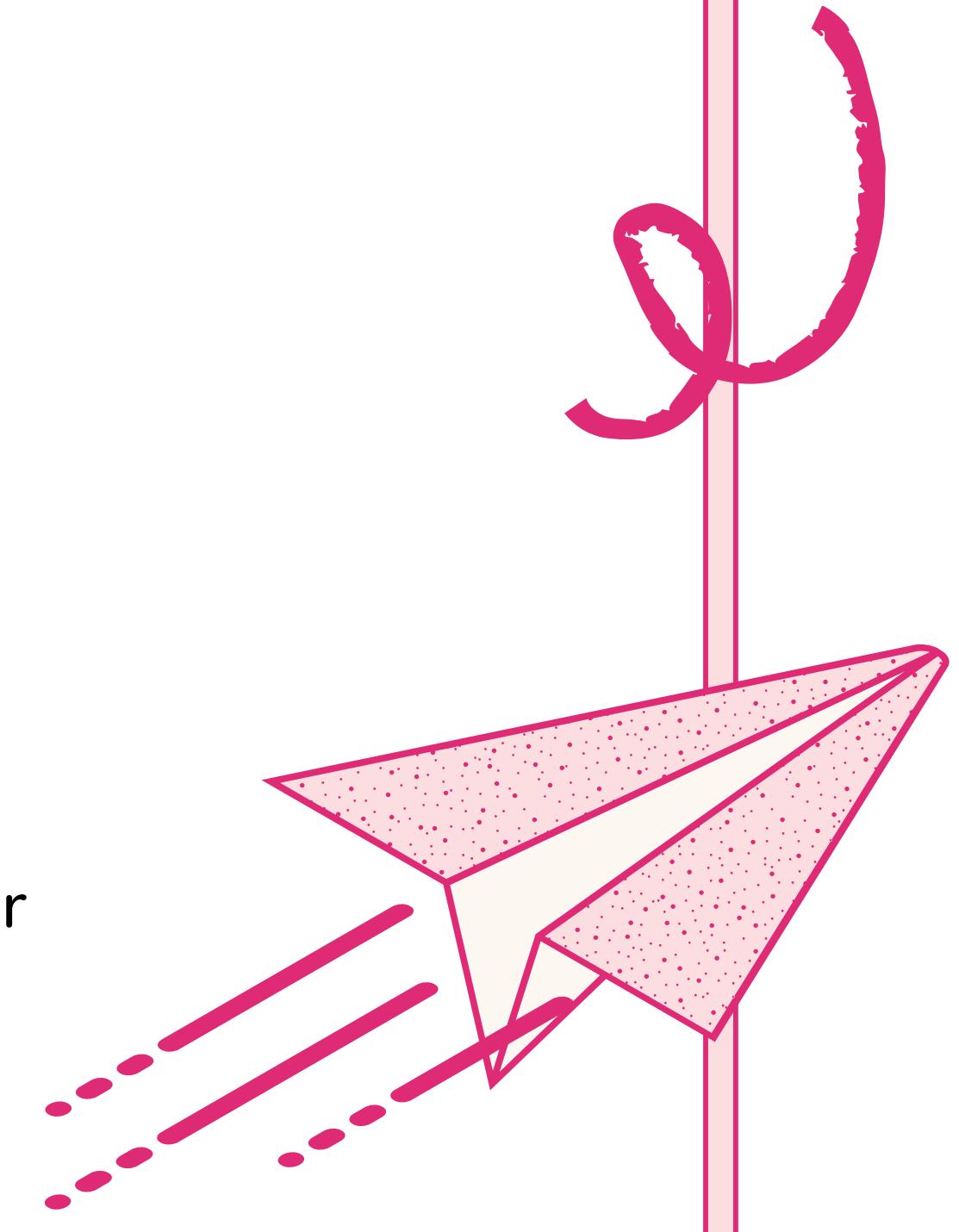
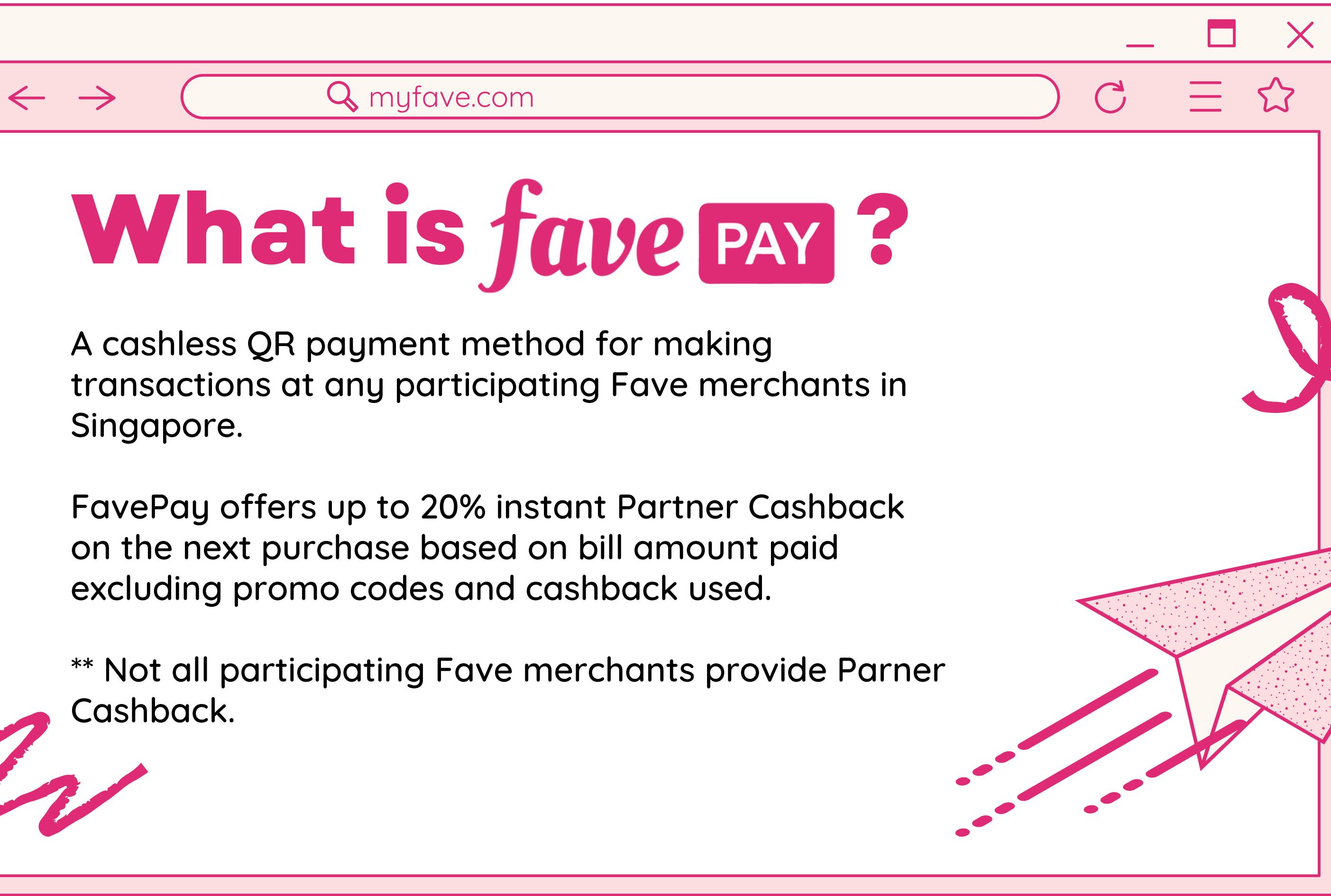
The image shows a web browser window with a pink header bar. The address bar contains the URL 'myfave.com'. Below the header is a large, bold title 'Table of Contents'. To the left of the content, there is a vertical list of seven numbered items, each preceded by a small pink folder icon. The items are:

- 1 Introduction • Customer Persona • Customer Journey • S.M.A.R.T Goals
- 2 Social Media Posts • Social Media Engagement & Growth Practice Plan
- 3 Advertisement Idea • Social Media Paid Advertising Strategy
- 4 SEO Content Topics • Social Media Graphics Based On Trending Topics
- 5 Trend Analysis • Understand, Propose & Identify Trending Topics
- 6 Create Digital Assets In Mobile-Friendly Dimensions
- 7 Propose Data Privacy Policy From PDPC Guideline Document

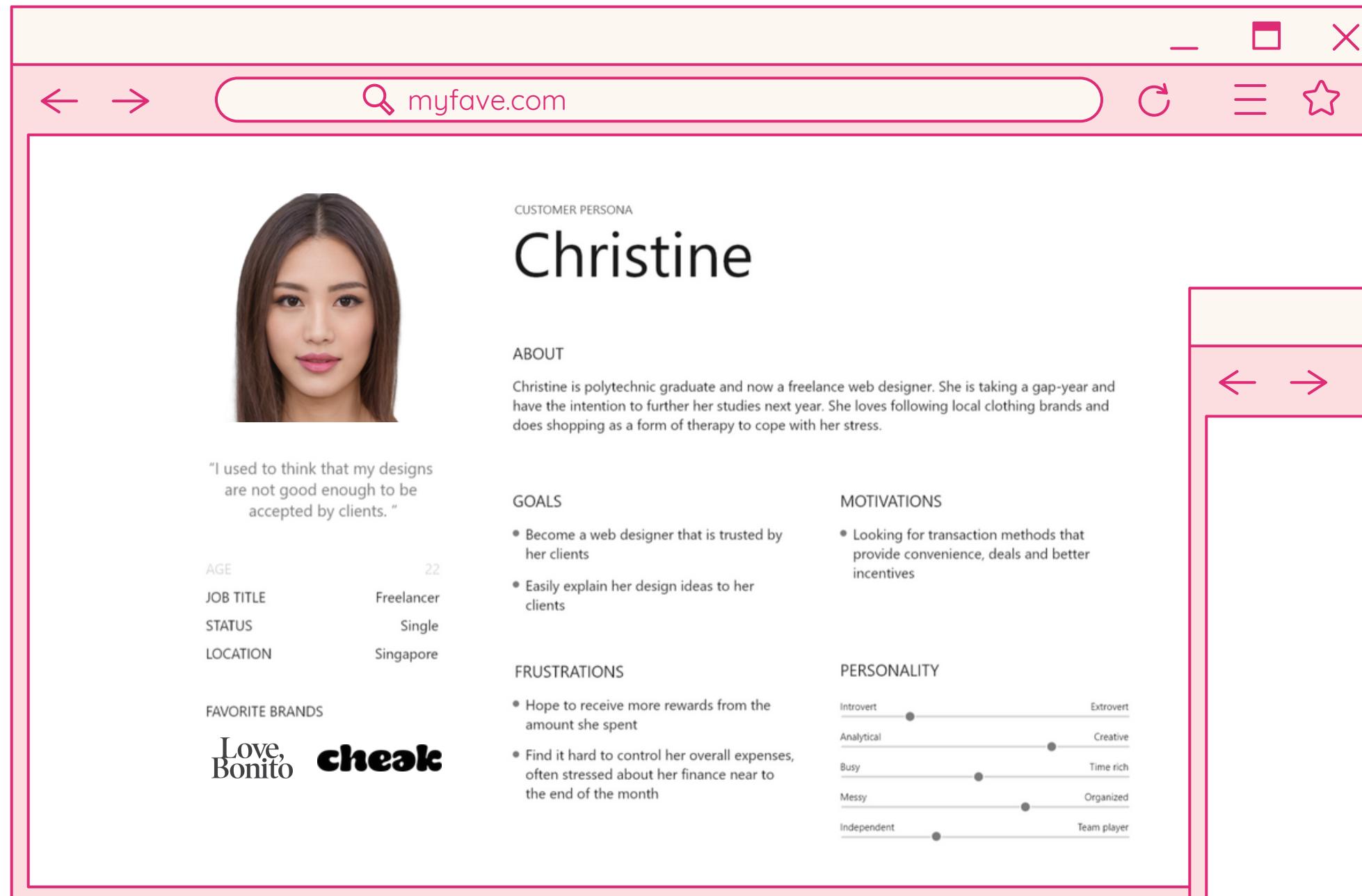


Case Study on

*fave* PAY



# Who is our customer?



**CUSTOMER PERSONA**

## Christine

**ABOUT**

Christine is polytechnic graduate and now a freelance web designer. She is taking a gap-year and have the intention to further her studies next year. She loves following local clothing brands and does shopping as a form of therapy to cope with her stress.

"I used to think that my designs are not good enough to be accepted by clients."

**AGE** 22  
**JOB TITLE** Freelancer  
**STATUS** Single  
**LOCATION** Singapore

**FAVORITE BRANDS**

Love, Bonito **cheak**

**GOALS**

- Become a web designer that is trusted by her clients
- Easily explain her design ideas to her clients

**MOTIVATIONS**

- Looking for transaction methods that provide convenience, deals and better incentives

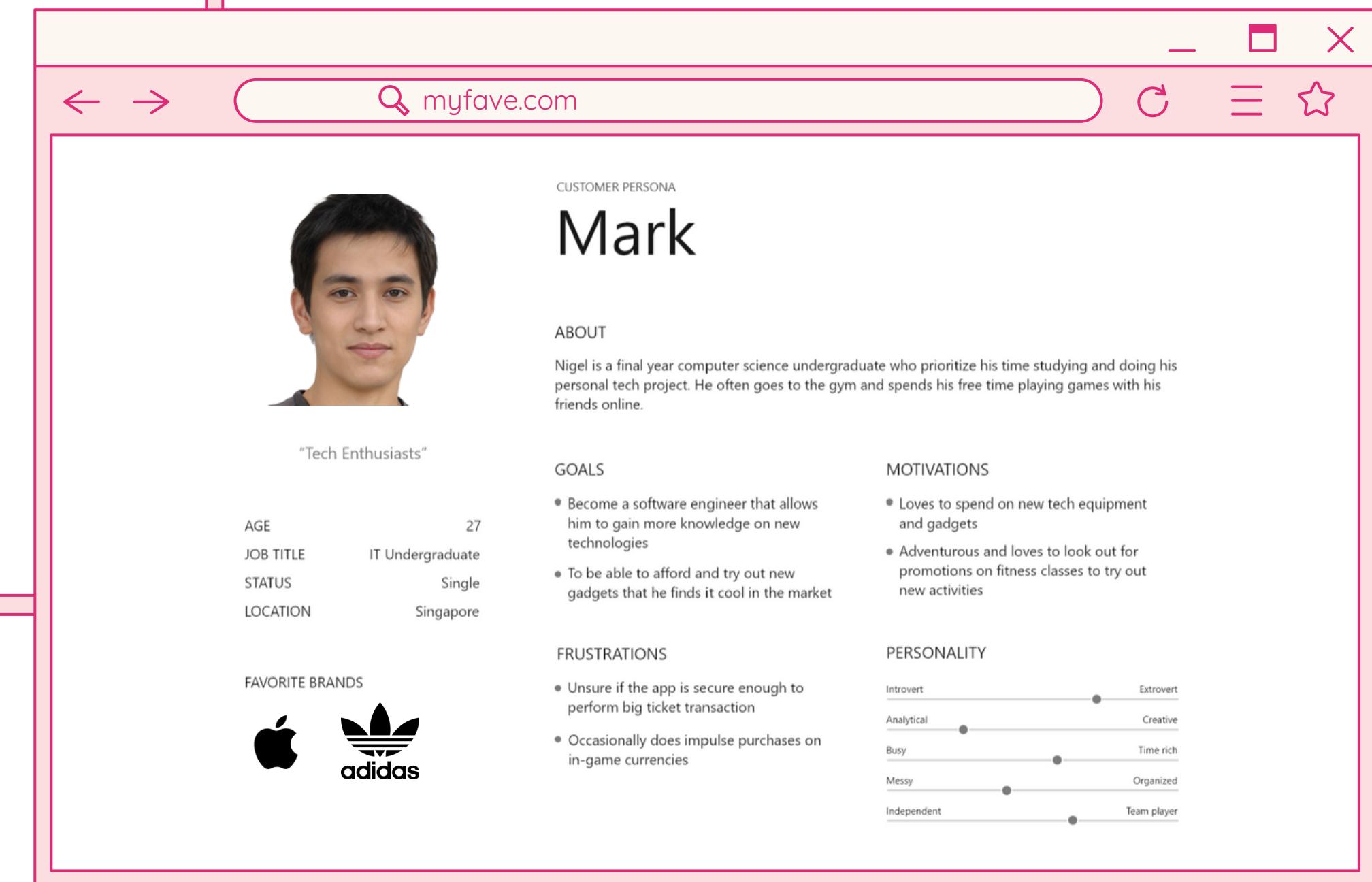
**FRUSTRATIONS**

- Hope to receive more rewards from the amount she spent
- Find it hard to control her overall expenses, often stressed about her finance near to the end of the month

**PERSONALITY**



Introvert — Extrovert  
Analytical — Creative  
Busy — Time rich  
Messy — Organized  
Independent — Team player



**CUSTOMER PERSONA**

## Mark

**ABOUT**

Nigel is a final year computer science undergraduate who prioritize his time studying and doing his personal tech project. He often goes to the gym and spends his free time playing games with his friends online.

**FAVORITE BRANDS**

Apple **adidas**

**GOALS**

- Become a software engineer that allows him to gain more knowledge on new technologies
- To be able to afford and try out new gadgets that he finds it cool in the market

**MOTIVATIONS**

- Loves to spend on new tech equipment and gadgets
- Adventurous and loves to look out for promotions on fitness classes to try out new activities

**FRUSTRATIONS**

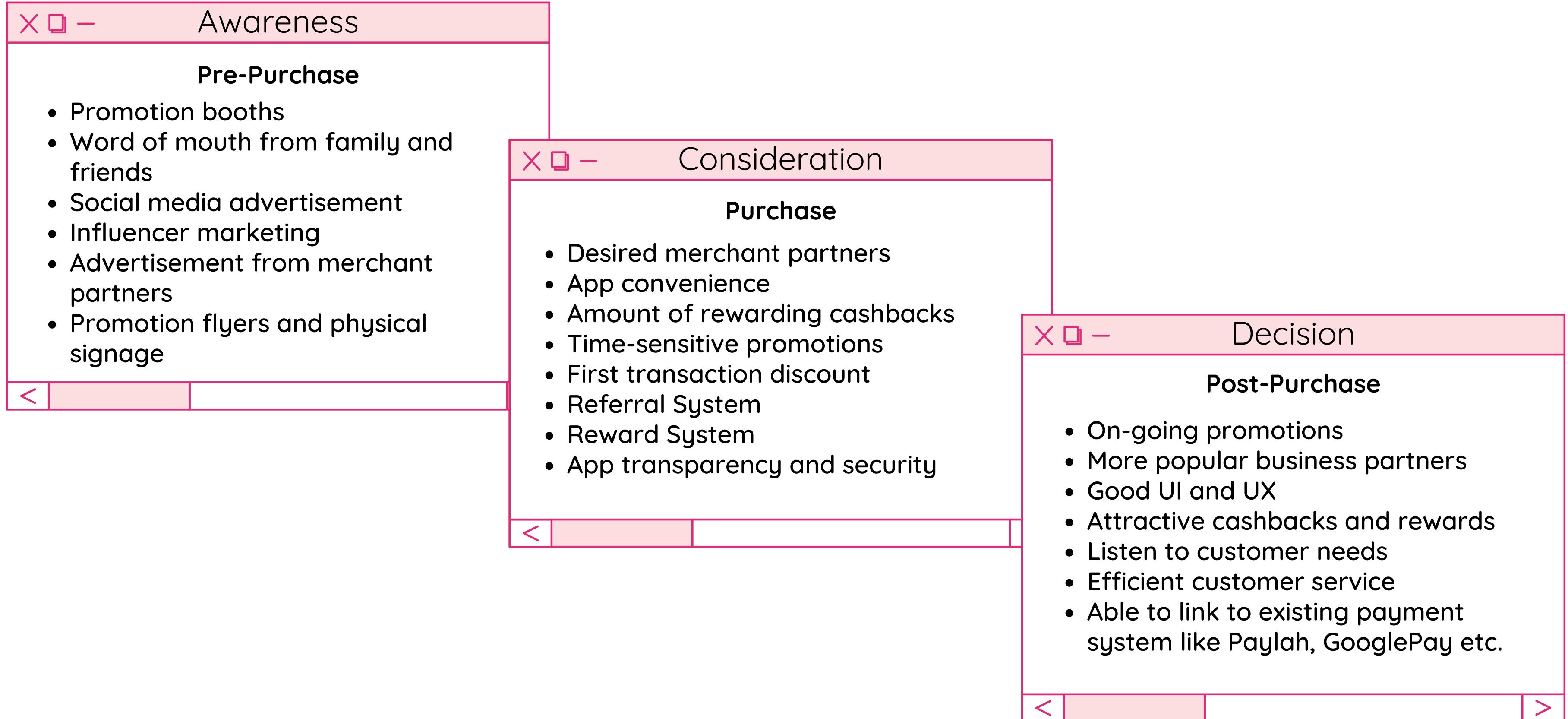
- Unsure if the app is secure enough to perform big ticket transaction
- Occasionally does impulse purchases on in-game currencies

**PERSONALITY**



Introvert — Extrovert  
Analytical — Creative  
Busy — Time rich  
Messy — Organized  
Independent — Team player

# Customer Journey





← →

instagram.com

DISCOVERMYFAVECOM/SG

Pleated Collection  
GET UP TO 30% OFF

shop now

1

fave PAY

Content Idea

- Get up to 30% discount when choosing FavePay as the payment method

Which part of A.I.D.A ?

- Interest & Desire
- Partner with popular local boutiques and provide discounts on their new launches to gain the interest of customers who follows the brand closely

← → 🔍 instagram.com ⏪ ⏴ ⏵ ⏴ ⏵

2

FESTIVE *lunch*

SHANGRI-LA SINGAPORE

AVAILABLE TILL  
31 DEC 2022

fave PAY

50% OFF

Reserve Now

+123-456-7890

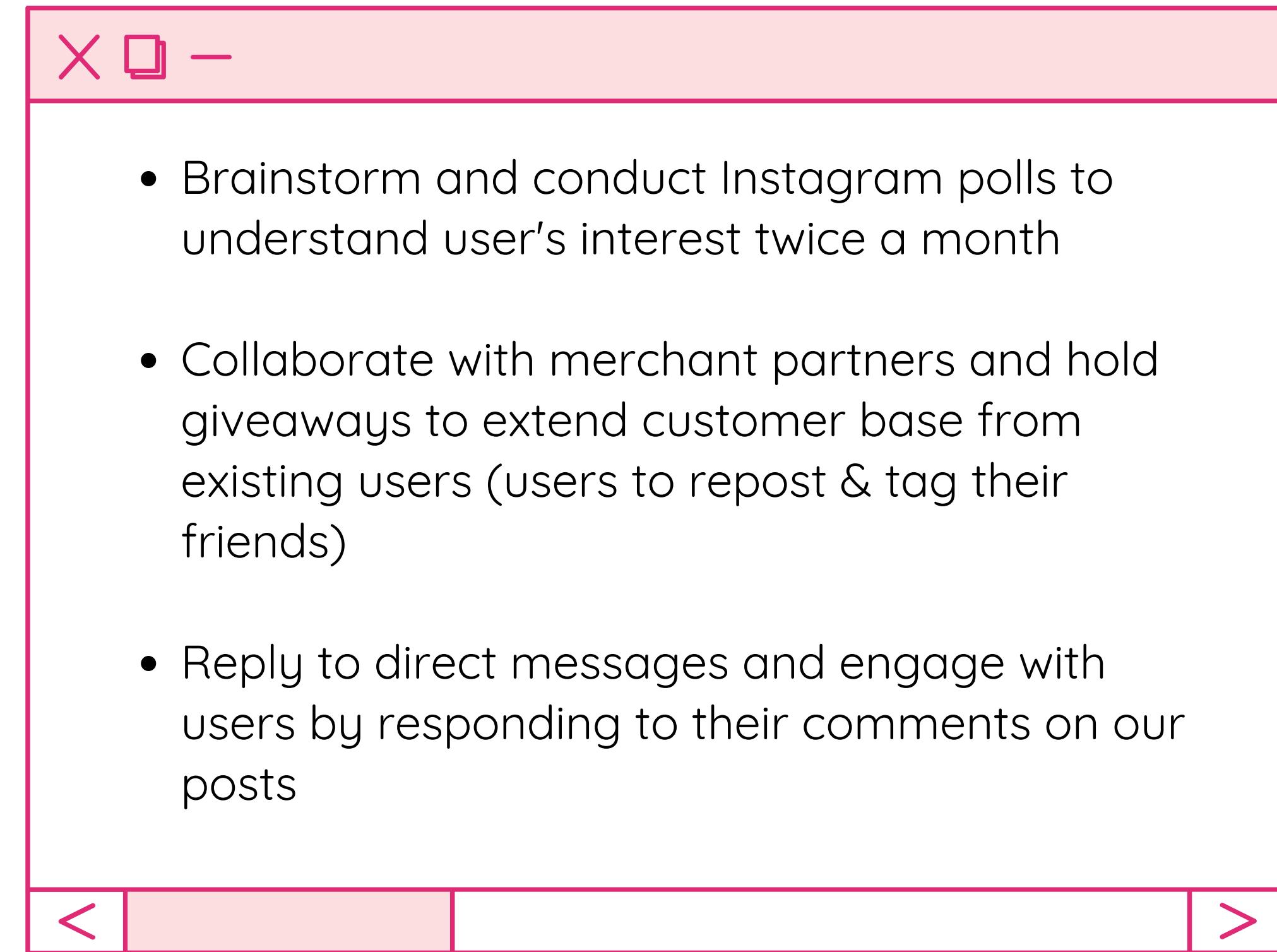
[discover.myfave.com/sg](http://discover.myfave.com/sg)

Content Idea

- Get up to 50% discount when choosing FavePay as the payment method
- Limited-time promotion

Which part of A.I.D.A ?

- Attention & Action
- To encourage customer to make reservation before 31 December 2022
- Labelling as 50% off to attract customer's attention



INSTAGRAM



# Search Engine Optimization (SEO)

X - FOOD IN SINGAPORE

Search Volume	SEO Difficulty	Paid Difficulty	Cost Per Click (CPC)
12,100	61	10	\$1.22

Content Idea:

- Best food in Singapore: 20 eating places to check out in the west (6,061 est. visits)
- Best Places to Get the Most Authentic Korean Food in Singapore (791 est. visits)
- Top 12 Authentic Food In Singapore You Want To Try (700 est. visits)

< >

X - THINGS TO DO IN SINGAPORE

Search Volume	SEO Difficulty	Paid Difficulty	Cost Per Click (CPC)
27,100	65	88	\$0.54

Content Idea:

- 23 Best Things to Do in Singapore (6,615 est. visits)
- 33 Things to do in Singapore + Tourist Spots (2,015 visits)

< >

# FOOD IN SINGAPORE



instagram.com



## Explore local delicacies with **fave** PAY

Kickstart your food journey and get early bird promotions now



[discover.myfave.com/sg](http://discover.myfave.com/sg)

### Content Idea

Explore local delicacies with FavePay and get exclusive promotions for early reservation.

### Detailed Caption

Good food good mood😊

In the month of December, FavePay is partnering with over 50 partners to bring promotions on their best selling dishes to celebrate the month of giving

There's a special treat for the first 50 reservations, start planning your treats now

# FOOD IN SINGAPORE



instagram.com



**Explore local  
delicacies  
with *fave* PAY**

Kickstart your food journey and  
get early bird promotions now



[discover.myfave.com/sg](http://discover.myfave.com/sg)



## #HashTags

#HashTags	
#Fave	2,368,359
#FavePay	4,706
#FavePaySG	55
#SGFood	4,176,841
#SGFoodies	2,522,254
#SGRestaurant	248,475
#FoodSingapore	18,290
#SingaporeFood	1,627,332
#LocalFood	4,216,143

# THINGS TO DO IN SINGAPORE



instagram.com



## PLAN YOUR WEEKENDS WITH **fave** PAY

Explore and book your favourite activities with your loved ones now

[DISCOVER.MYFAVE.COM/SC](https://discover.myfave.com/sc)



### Content Idea

Plan your weekends with FavePay. FavePay to partner with workshop studios to launch attractive weekend deals.

### Detailed Caption

Running out of date ideas for your weekends?

FavePay is partnering with artisan workshop studios to launch exclusive deals for your weekends!

Explore new experiences and discover your next hobby with FavePay now! 😊

# THINGS TO DO IN SINGAPORE



instagram.com



PLAN YOUR  
WEEKENDS  
WITH **fave** PAY

Explore and book your  
favourite activities with your  
loved ones now

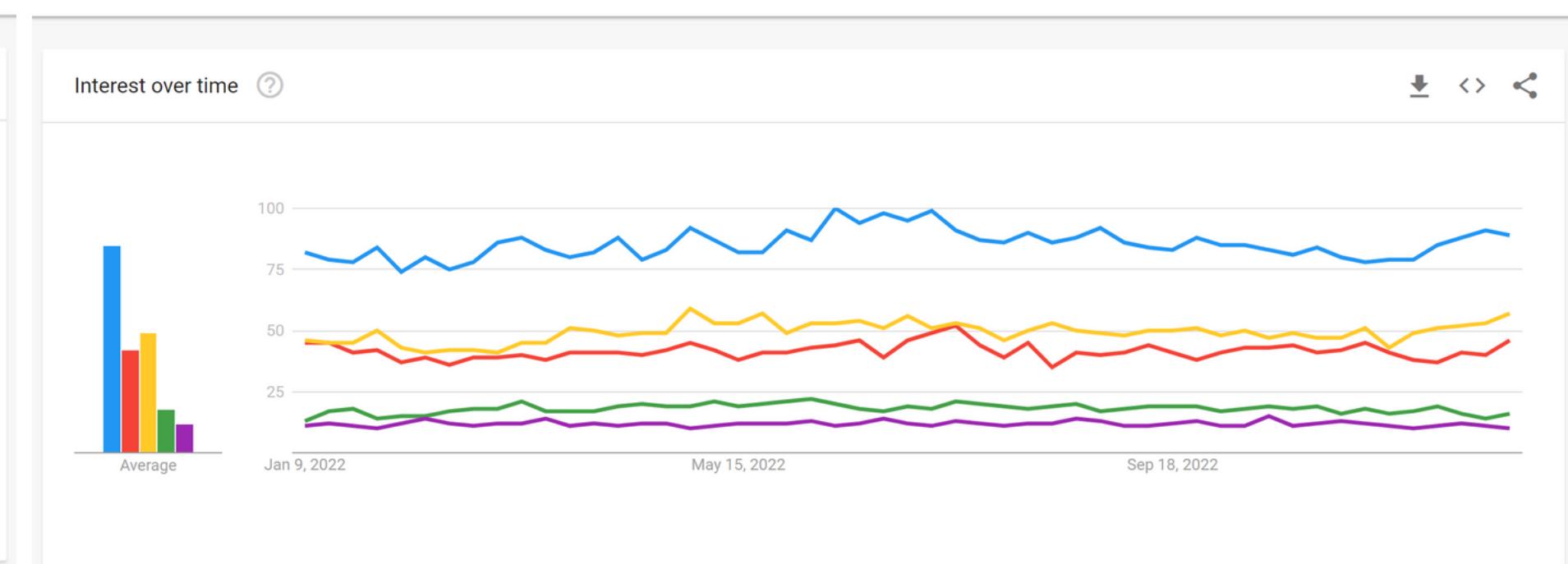
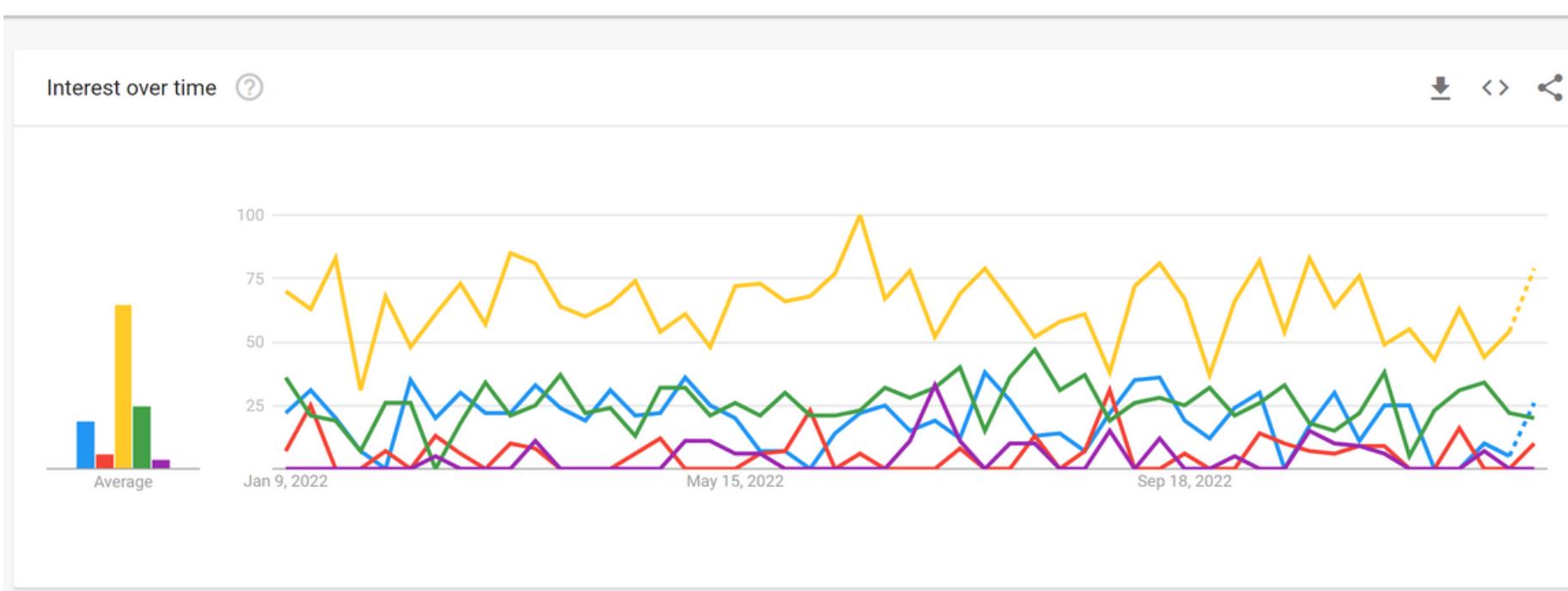
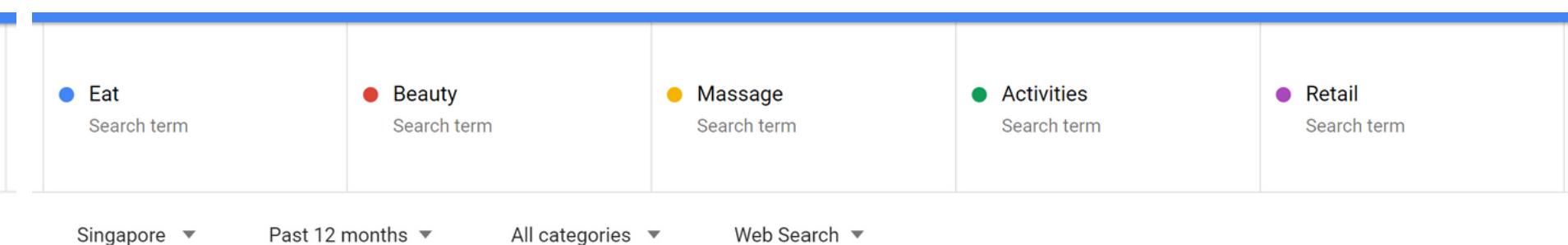
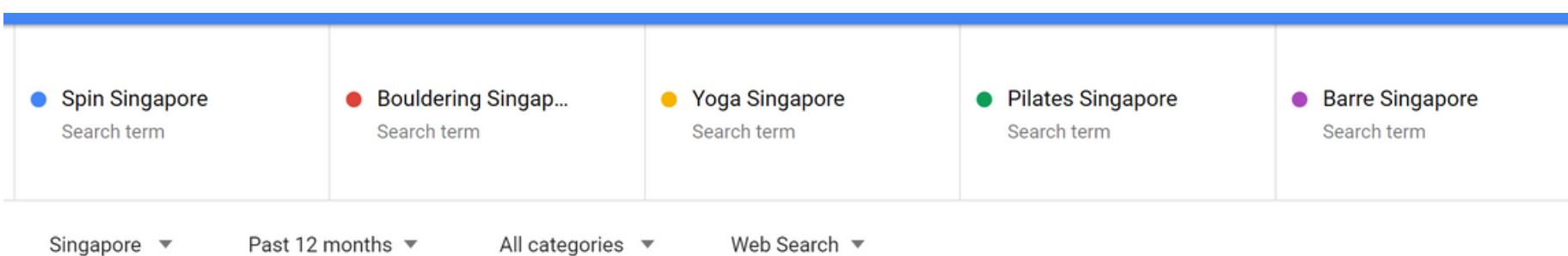
[DISCOVER.MYFAVE.COM/SG](http://DISCOVER.MYFAVE.COM/SG)



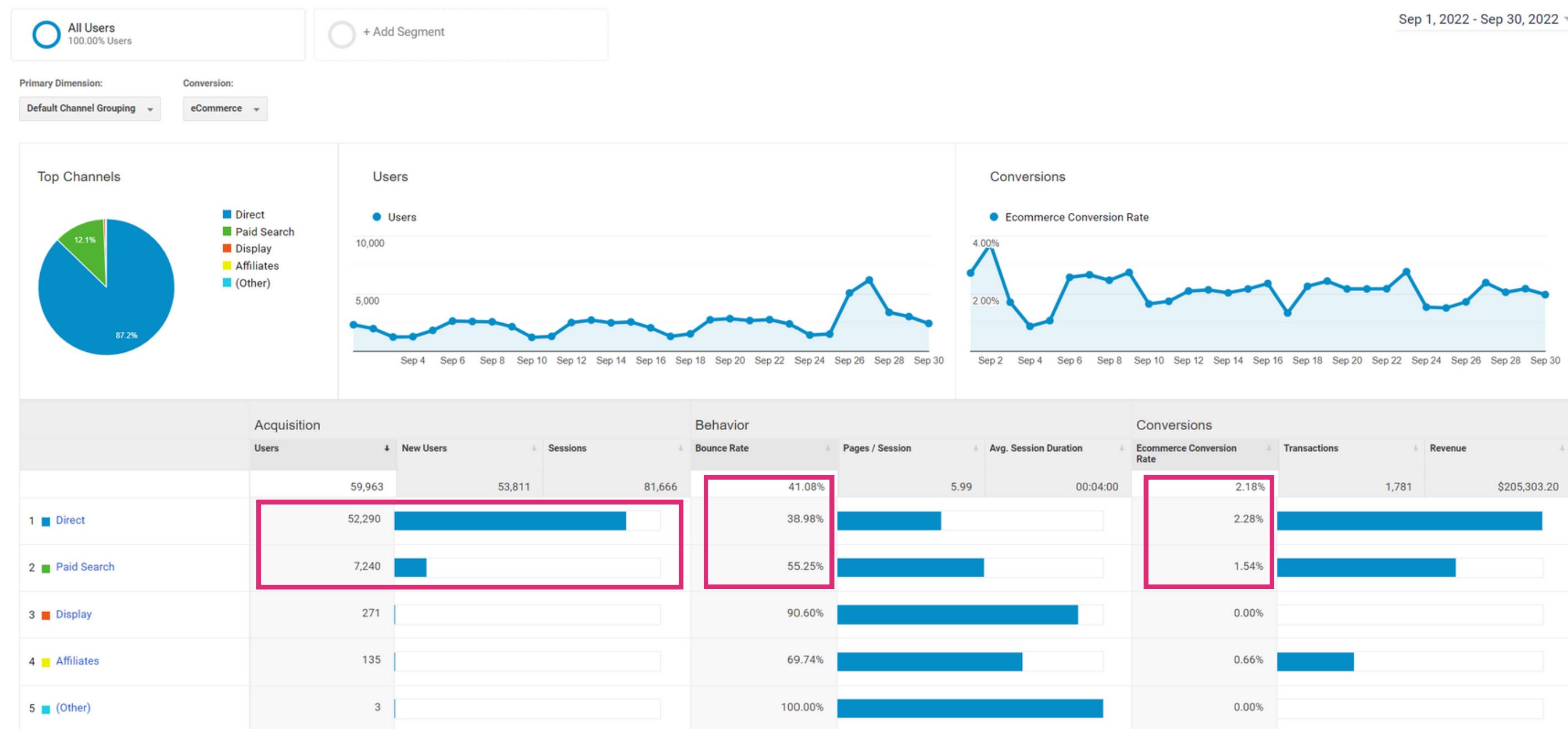
#HashTags	
#Fave	2,368,359
#FavePay	4,706
#FavePaySG	55
#SGWorkshop	42,080
#SGActivities	6,152
#SGWeekends	10,051
#SGExplore	7,072
#WeekendsInSingapore	1,199
#LocalActivities	7,404



# Google Trends



# Google Analytics



a) Month of September 2022, Direct Traffic and Paid Traffic

# Google Analytics

2. /google+redesign/apparel/mens	Jun 1, 2022 - Jun 30, 2022	3,870 (4.57%)	52.61%	2,036 (3.53%)	29.38%	7.97	00:04:45	156 (9.36%)	\$11,892.06 (5.67%)	4.03%
	Jul 1, 2022 - Jul 31, 2022	3,702 (4.65%)	54.62%	2,022 (3.69%)	30.44%	7.58	00:04:40	172 (9.57%)	\$17,937.94 (8.85%)	4.65%
	% Change	4.54%	-3.68%	0.69%	-3.49%	5.23%	1.70%	-9.30%	-33.70%	-13.24%

## b) Comparison of June 2022 vs July 2022 Display Traffic

- Traffic was 3,870 (4.57%) in June, and 3,702 (4.65%) in July
- Traffic increased 4.54%

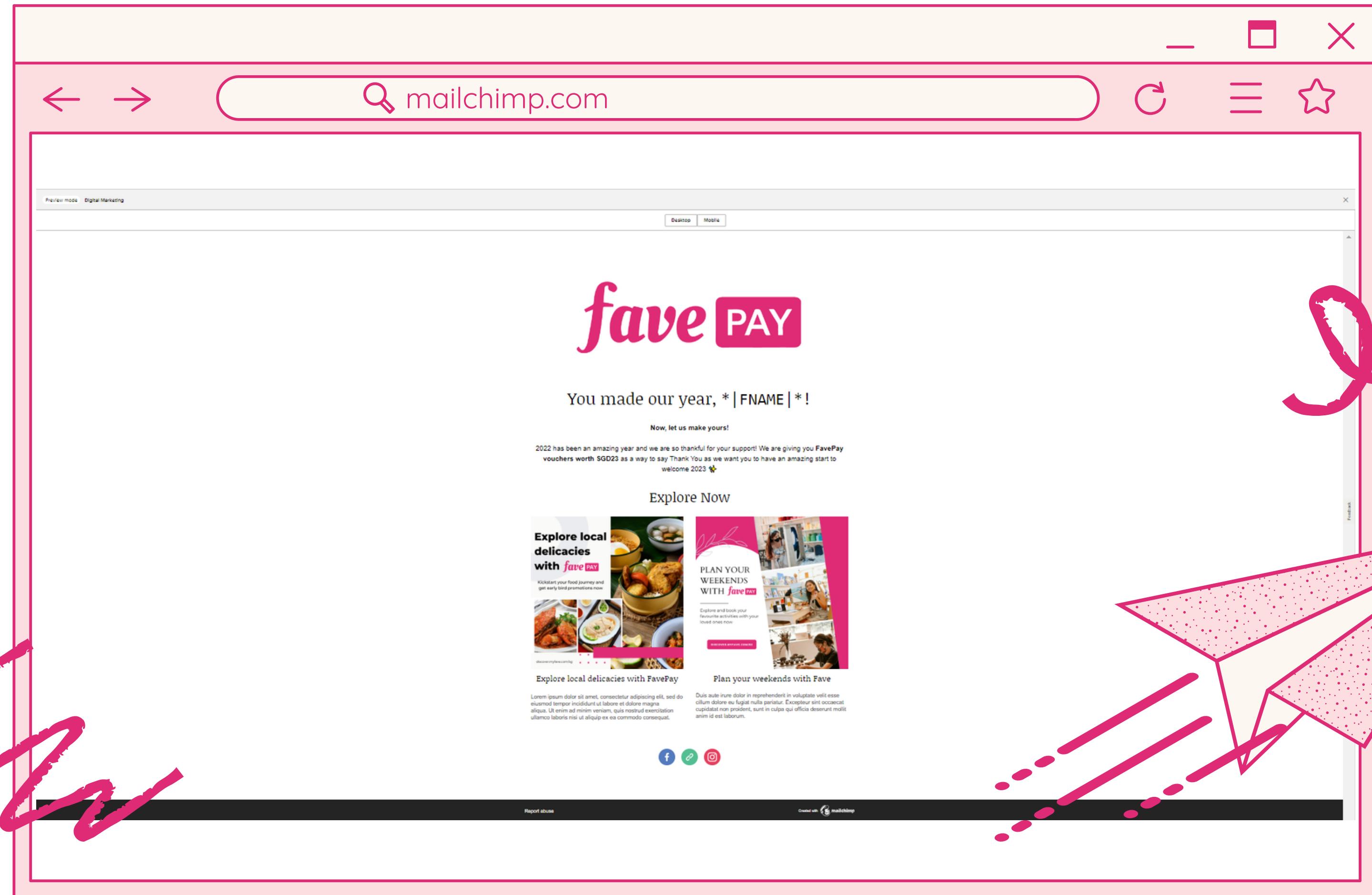
13. /google+redesign/apparel/womens	Oct 1, 2022 - Oct 31, 2022	1,350 (1.67%)	50.37%	680 (1.25%)	29.33%	7.43	00:04:43	56 (3.35%)	\$6,364.74 (3.19%)	4.15%
	Nov 1, 2022 - Nov 30, 2022	1,898 (2.06%)	51.79%	983 (1.67%)	28.50%	7.95	00:04:59	83 (3.58%)	\$8,926.00 (3.11%)	4.37%
	% Change	-28.87%	-2.74%	-30.82%	2.91%	-6.45%	-5.43%	-32.53%	-28.69%	-5.14%

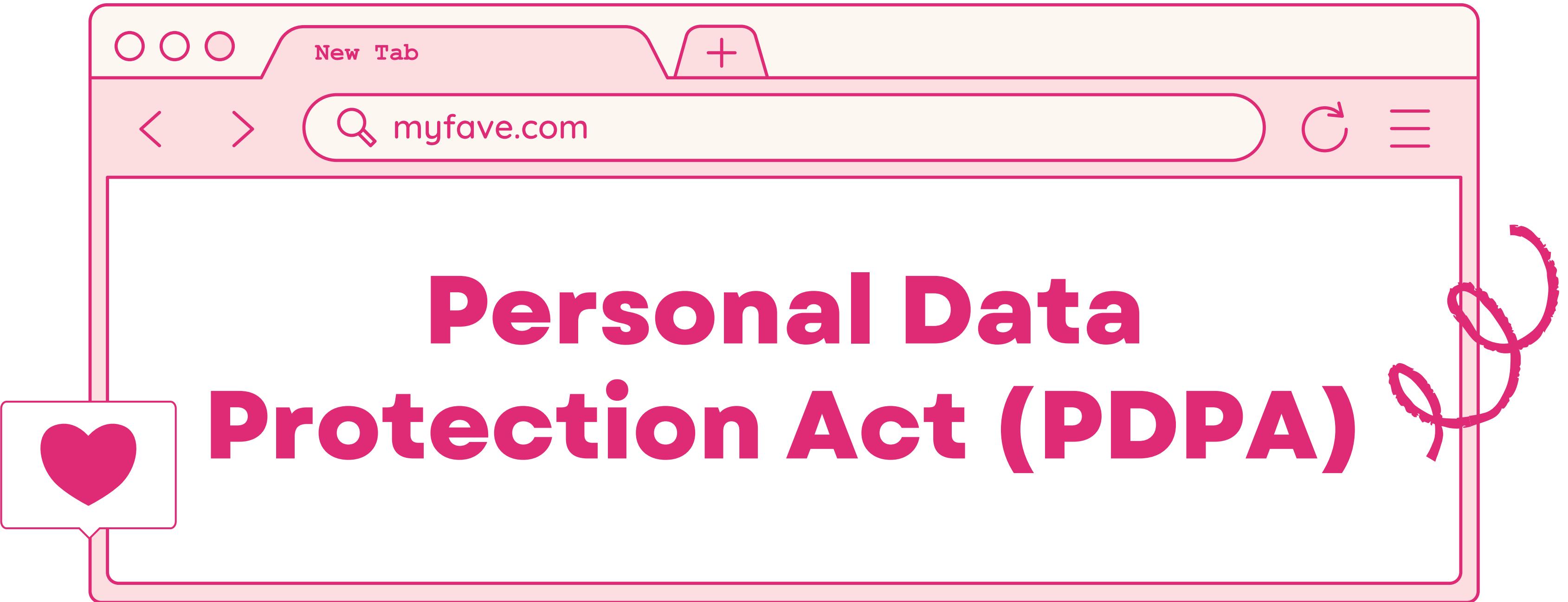
## c) Comparison of October 2022 vs November 2022 conversion rate

- Conversion rate was 4.15% in October, and 4.37% in November
- Conversion rate decreased 5.14%



# Email Marketing





# PDPA Policy

Privacy Policy from PDPA Website	Implementation
Protection of Personal Data	<ul style="list-style-type: none"><li>• Implement 2FA for identity verification process</li><li>• Use secure gateway for all transactions</li><li>• Encrypt data with password protection</li></ul>
Data Protection Officer	<ul style="list-style-type: none"><li>• Appoint data protection officer in the team</li><li>• Attend professional PDPA training course and get credentials</li><li>• Conduct periodical audits to make sure organisation complies PDPA requirements</li></ul>
Acknowledgement and Consent	<ul style="list-style-type: none"><li>• Include terms &amp; conditions clauses during onboarding process, customers have to mark the checkboxes to indicate approval</li></ul>
Withdrawing Your Consent	<ul style="list-style-type: none"><li>• Customers have a choice to opt out or unsubscribe from marketing newsletters (i.e. Email, SMS)</li></ul>



# Hi Charmaine,

Thank you and the TAs for conducting the bootcamp and guidance throughout the 7 days. So sorry for the inconvenience caused due to my late submission. I am aware that my project is still lacking certain content despite the time extensions given.

Wish you and the team have a blessed new year

