**Meeting Agenda: Marketing Department Meeting**  
  
Date: 19/2/2024  
Time: 10:30am  
Location: No.14 Meeting Room  
Present: Umi, Aliessa, Noamis, Fitri, Hany, Charmange, Calvin  
Absence:  
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Agenda:  
Review of minutes from the last Meeting

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| No. | Meeting Agenda / Minutes | Remarks |
| 1.0 | Meeting opening – by Mr Calvin   * First meeting of Marketing team, will be set every Monday 10am * Naomis Joined the meeting virtually via Google Meet |  |
| 2.0 | Recap Marketing Report Last Friday to the Team |  |
| 3.0 | **Things to do for the week** |  |
| 3.1 | **EDM Marketing**   * EDM Write Up for March * EDM Write Up for April * EDM Write Up for May * Separate the Failed List out of the EDM List. * When Customer open account via E-form, they get to subscribe EDM list. * Monitor the next result for the EDM of the month | Umi Fitri  Umi |
| 3.2 | Dealer Roadshow Report   * Case Study Reporting for Cs Wholesale, Klang * Follow up for the next Roadshow * Batu cave Dealer, Case study after we left. Did it Improve? Or Drop Sales? * Progress on Sara Dealer Side * Next dealer roadshow, for Wheel Spin Item for Each number Plan? | Hany |
| 3.3 | **Event Sponsorship Report**   * Complete Rate very low, How to Improve? * What is the number of Reviews? For Clients and Jantzen Report | Naomis |
| 3.4 | **Meta Ads**   * Progress on the ads. (Next Monday 26/2/24) * Report on how to push 11L/19L Water dispenser * Raya Promotion Ads Poster for March * 11L and 19L Ads caption and running for a week * Japanese ads post set for monica * Google ads setting for Jantzen – (Keywords and link to one landing page) * Improve google ads of Hairtric and Lashility and Reds –How to improve the image for Reds * Zero Water Disruption Plan- search keywords for ads | Aliessa |
| 3.5 | **Others**   * Jantzen luck Wheel Spin 6 promotion on website * Hairtric and Lashility luck Wheel Spin for Raya * Cianao Deck and Presentation how can improve * Hany 6 post for Feb and 12 post for March on linkdln * Linkdln ads What is the progress? * XHS Content for FEB and March * XHS report on Leads and Sales * KOL for March * XHS ads – RM1000/month * Raya Campaign KIP. * Fake account how to make use of it. * Proud Malaysian website – Done article 20 By Friday. * Booking plugin, Icon change to photos, and Stylist profile photos * Fitri for landing page Raya promotion * EDM Raya Promotion, Whatsapp promotion * Jantzen shooting and walnut shooting * Walnut Content Planning * Jantzen 6 post content posting * Marketing Budget sheet * Linkedin Zero Water Disruption Plan * Raya Promo for XHS * Raya Money Packet confirmation with Ms.Ng, dateline by Wednesday (21/2/2024) * Chinese Ads Reports from Monica * AM phone checking for upgrade – if needed * Shopee and Lazada nomination by Maya, and sales report – Maya need to update Umi for reporting * Freelance Designer’s agreement for TheZhen Creative * Rearrange Social Media Posting – Instagram, Facebook, Linkedin | Umi  Umi and Fitri  Hany  Aliessa Naomis Naomis, Umi Naomis  Umi Hany   Fitri and Naomis Fitri and Designer  Umi  Umi and Hany  Everyone  Umi  Umi and Naomis  Umi  Umi  Umi  Umi  Umi  Umi |
| 4.0 | **Meeting End at 12pm** Next meeting 26/2/24 |  |