KICK START YOUR E-BUSINESS

A Beginner's Guide For SMEs

START!

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FOREWORD

Bismillahirrahmanirrahim.
Assalamualaikum Warahmatullahi Wabarakatuh
and greetings to all readers

All praise to Allah S.W.T. the Almighty, with his blessing, "Kick Start Your E-Business, A Beginner's Guide For SMEs" book is able to be published.

It is undeniably a challenging year for us as we are facing a global pandemic that test our endurance and patience. It is even more challenging to those business owners as the pandemic has affected them greatly. Many businesses have closed and some who survived have adapted to the new norms of doing business. One of it is by venturing into online business.

Online business and social media marketing are not just trends, but a must in the business landscape right now. Therefore, it is my upmost hope that this book can be used as a guide to all of the SME entrepreneurs who venture into online business or those who would like to leverage social media platforms for their marketing.

I would like to congratulate all of the authors for their commitment in producing this beautiful work. Their never ending efforts in preparing this book are much appreciated and I strongly believe this book will benefits masses.

Prof. Dr. Hj. Abdol Samad Bin Nawi
Assistant Vice Chancellor (Entrepreneurship)
Malaysian Academy of SME & Entrepreneurship Development (MASMED)
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Authors' Profiles

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SUZANA ZAMBRI is a senior lecturer in UiTM and has been active in digital entrepreneurship education. She, with her colleagues has developed several e-commerce curriculum and modules, for both local and international students. She has been teaching e-commerce course since 2014. Throughout the period she has produced hundreds digital entrepreneurs. Suzana also is a Master Trainer for Alibaba and Google Ads. She attended digital entrepreneurship convention and training by Alibaba training several times, both in Alibaba Headquarters in China. Since 2018, she has been an active trainer for Google Ads and has trained thousands of online entrepreneurs. Suzana is also the Google Ads Campaign Manager for a well sought-after family getaway cabin called Azna Cabin in Kajang, Selangor. She also spearheaded Kidpreneurship Project, a project that inspire primary school children to be entrepreneurs.

Authors' Profiles

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DR NOR AZMI BAKHARY is a Senior Lecturer and Head of Construction Business & Project Management (CBPM) at Faculty of Civil Engineering, Universiti Teknologi MARA. He teaches Technology Entrepreneurship and Construction Project Management for the past 10 years. He is also a Certified HRDF Trainer, Certified Alibaba Global E-commerce Trainer and Certified Google Ads Trainer. Having an engineering mindset, Azmi has the skills to tackle challenges as well as a thoughtful problem solver, which gives him an advantage when it comes to entrepreneurship. He is an entrepreneur himself, owning a printing company for almost 15 years. He is very active in delivering training related to Online Business mainly focuses on Facebook Advertising.

1.0 E-Commerce Trends in Malaysia

1.1 E-Commerce Definition

E-BUSINESS

E-COMMERCE

SELLER
Exchanges any good or service

Products Services Information →

ONLINE!

← Products Services Information

BUYER
A person who makes a purchase.

ONLINE

Servicing Customers

Business Partners Collaboration

Conduct Electronic Transactions
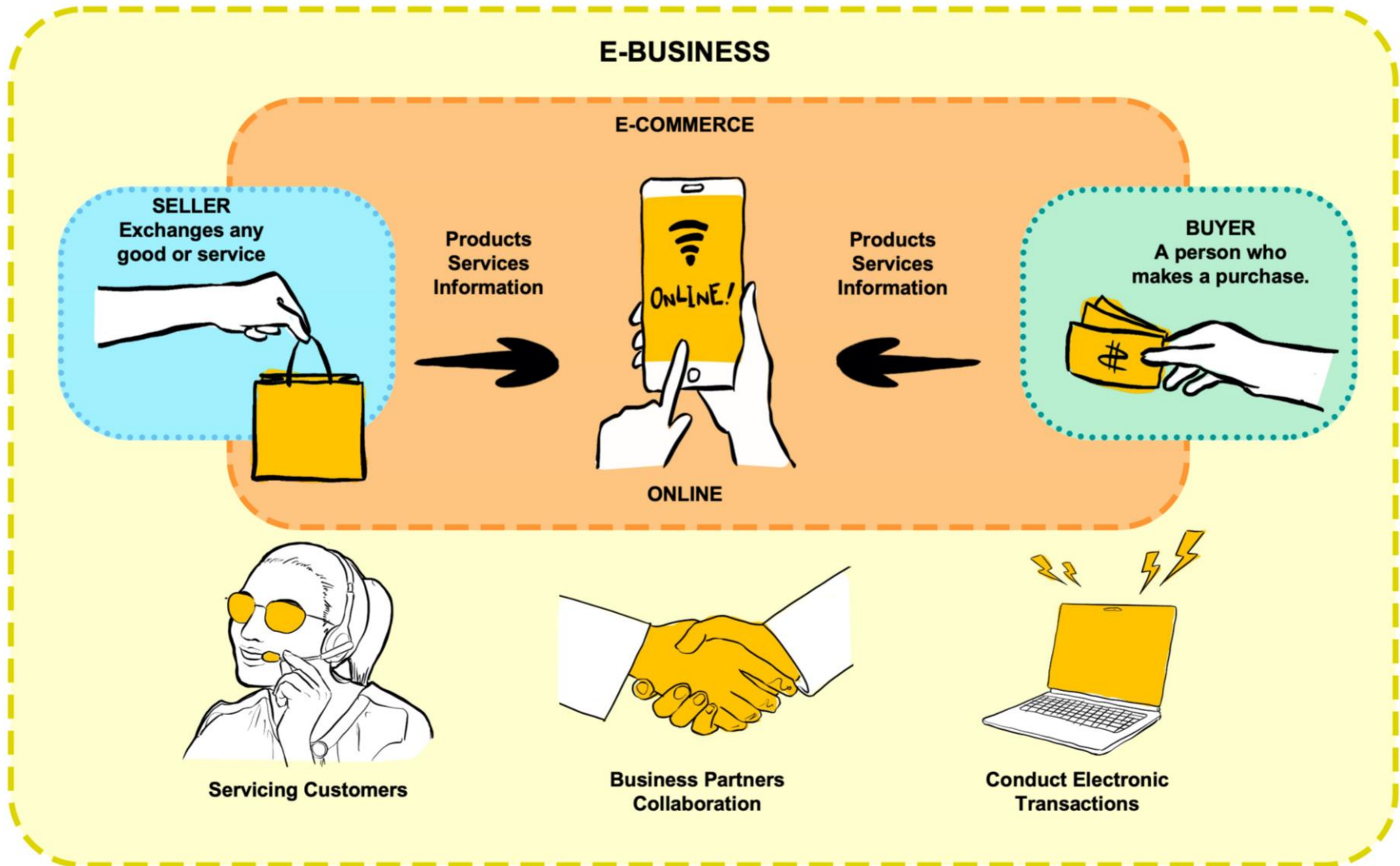
1.2 The Differences Between E-Commerce and E-Business

E-Business

- Superset
- Involve all business transaction
- Business transaction
- Ambivert approach
- Website, Enterprise resource planning (ERP), Customer relationship management (CRM), Supply chain management (SCM), etc
- All types of connections (Internet, Intranet and Extranet)

E-Commerce

- Subset of E-Business
- Involve only monetary transaction
- Commercial transaction
- Extrovert approach
- Website only
- Rely on internet connection

1.3 What is a Marketplace?

Online marketplaces have become so popular in Malaysia. The internet has changed the way people do business and offered many opportunities to buyers and sellers. Consumers can start shopping from many different retailers from various sources and products.

Some businesses have their own apps for their shops. Nowadays, due to the abundance of apps, consumers prefer to download an app that offers a variety of products with diverse offers rather than using apps from single shops. This is the main appealing factor for buyers of a marketplace.

How Does A Marketplace Work?

The marketplace is handled by an operator. The operator acts as the middleman without having any inventory database. The operator manages other people's inventory (company / individual) and business transactions.

Shopee, Lazada and Mudah are the popular examples of an online marketplace in Malaysia. Sellers get to sell almost everything to everybody in different parts of the world. Consumers are able to have more options since they can compare products with similar characteristics but different prices, offered by different brands and retailers.

If you are a retailer then the idea to sell online could never go wrong in terms of business growth. Selling online expands your reach and helps to make more profit than usual.

1.4 Types of Marketplaces.

There are three different types of marketplaces.

A Vertical Marketplace

A marketplace that sells the same product types but from many different sources. For example, Typo that sells stationery and related accessories.

A Horizontal Marketplace

A marketplace that sells different types of product with the same characteristic.   This marketplace hosts multiple retailers together, for example Watson, Parkson and Poplook.

A Global Marketplace

A marketplace that sells almost everything such as Lazada, Shopee and Alibaba. The major difference is they offer a wide range of products. Consumers get to compare products fairly and avoid wilful overpricing by sellers.

Popular Marketplaces in Malaysia

1. Shopee

2. Lazada

3. Mudah

4. Taobao

1.5 Malaysia Marketplace Comparison

1.5 Malaysia Marketplace Comparison

Malaysia Marketplaces	Lazada	Shopee	PrestoMall	Lelong.my	Qoo10	youbeli Everyday Shopping
Background	Marketplace which was started by **Rocket Internet** from Germany and currently owned by **Alibaba**	**Mobile-First Marketplace** owned by **SEA group** (formerly known as Garena)	Formerly known as **11street**	Malaysia's **Local Marketplace** since 1998	Giosis is the company behind Qoo10. It is a joint venture **eBay Inc.** and **Gmarket Inc**	**Local marketplace in Malaysia since 2015**
Average Traffic (Aug 19 - Jan 20) Source: similarweb	12.44m	27.82m	175.01k	1.35m	301.99k	183.26k
Commission	0%	0%	Rate is varied based on product category	0-10%	9-12%	4%
Payment gateway Fee	2%	**2%** (Starting from 15 July 2019)	2%	2%	9-12%	2%

1.5 Malaysia Marketplace Comparison

Malaysia Marketplaces	Lazada	Shopee	PrestoMall	Lelong.my	Qoo10	youbeli
Accept individual, company or international seller?	Accept **Individual, Company** and **International Seller** **International Seller sign up via www.lazada.com/sell	Accept **Individual, Company** and **International Seller** *International Seller sign up via shopee.cn	Accept **Individual, Company** and **International Seller**	Accept **Individual, Company** and **International Seller** **Subject to approval	Accept **Individual, Company** and **Internationa seller** **International seller has to go to the respective country's office to register	Accept **Company** and **International Seller**
Store set up cost	Free	Free	Free	**RM498 per year** (Promo with SiteGiant RM399 per year)	**RM50**	Free
Key Differences	FBL – Fulfillment by Lazada LEX – **Lazada Express** delivery 14 Days return policy App Chat Feature **Lazada University**	Social media marketplace Mobile-First **Free shipping** for buyer App Chat Feature **No transaction fee,** payment gateway fee for seller	**Free product listing** Marketing fund for campaigns and promotions **Training for new sellers**	Provide subdomain for your **Lelong webstore** Customer can direct pay to seller **Netpay** (Lelong payment gateway) Lmall – Premium marketplace for brands	**Giosis** provides advertising, promotion, event, payment, and shipping services	Free Product Listing Accept the more than **6 e-wallet payment** Online shopping option in **Boost, Mcash, Gopayz** and more e-wallet Seller Center App Features Marketing fund for campaigns and promotions

1.5 Malaysia Marketplace Comparison

Malaysia Marketplaces	Lazada	Shopee	PrestoMall	Lelong.my	Qoo10	youbeli
Business Model	B2B2C	B2C	B2B2C	B2C, C2C	B2C, C2C	B2B2C
Settlement Method	Within **2-3 weeks** Settlement every 2 weeks	Within **3-7 days** once status is shown as delivered. Everyday settlement	Within **2-7 days** once status is shown as delivered Settlement within two business days	Weekly settlement if using **Netpay** payment gateway Direct payment from customer to seller	15 days	7 working days
SKU Limitation	No Limit	**500-1,500** based on orders	10,000	No Limit **(Subject to Approval)**	No Limit	No Limit

1.6 Popular E-Commerce Platforms

The Top Five E-commerce Platforms in Southeast Asia, Q3 2019
Ranking the Top E-commerce Mobile Shopping Apps* and Websites

MOST VISITED WEBSITES (MOBILE WEB/DESKTOP)
1. Shopee
2. Lazada
3. tokopedia
4. Bukalapak
5. Sendo.vn

HIGHEST MONTHLY ACTIVE USERS (MOBILE APPS)
1. Shopee
2. Lazada
3. Tokopedia
4. Bukalapak
5. AliExpress

MOST DOWNLOADED (MOBILE APPS)
1. Shopee
2. Lazada
3. Tokopedia
4. Wish
5. Sendo

Source: https://www.similarweb.com/

1.7 Popular E-Commerce Mobile Apps

Mobile E-commerce Shopping Apps with the most Monthly Active Users in Southeast Asia

Top E-commerce Shopping Apps* by Combined iPhone and Android Phone Averaged Monthly Active Users, Q1 2019 in Selected Countries (Indonesia, Malaysia, Philippines, Thailand, Vietnam, and Singapore).

	INDONESIA		MALAYSIA		PHILIPPINES		THAILAND		VIETNAM		SINGAPORE
1	Tokopedia	1	Lazada	1	Lazada	1	Lazada	1	Shopee	1	Lazada
2	Shopee	2	Shopee	2	Shopee	2	Shopee	2	Lazada	2	Qoo10 Singapore
3	Bukalapak	3	Taobao	3	ZALORA	3	AliExpress	3	Tiki.vn	3	Shopee
4	Lazada	4	11street	4	Amazon	4	JD CENTRAL	4	Sendo	4	Taobao
5	JD.id	5	AliExpress	5	AliExpress	5	Amazon	5	Adayroi	5	ezbuy
6	Blibli.com	6	ZALORA	6	BeautyMNL	6	eBay	6	AliExpress	6	ZALORA
7	ZALORA	7	Lelong.my	7	eBay	7	Alibaba.com	7	Amazon	7	AliExpress
8	AliExpress	8	eBay	8	Sephora	8	Chilindo	8	eBay	8	Amazon
9	Zilingo Shopping	9	Amazon	9	Alibaba.com	9	Zilingo Shopping	9	Alibaba.com	9	Amazon Prime Now
10	Amazon	10	Go Shop	10	ALTHEA	10	Joom	10	LOTTE.vn	10	ASOS

Source: App Annie Intelligence

1.8 Milestones of E-Commerce Developments (2013 – 2016).

Source: https://www.ecinsider.my/
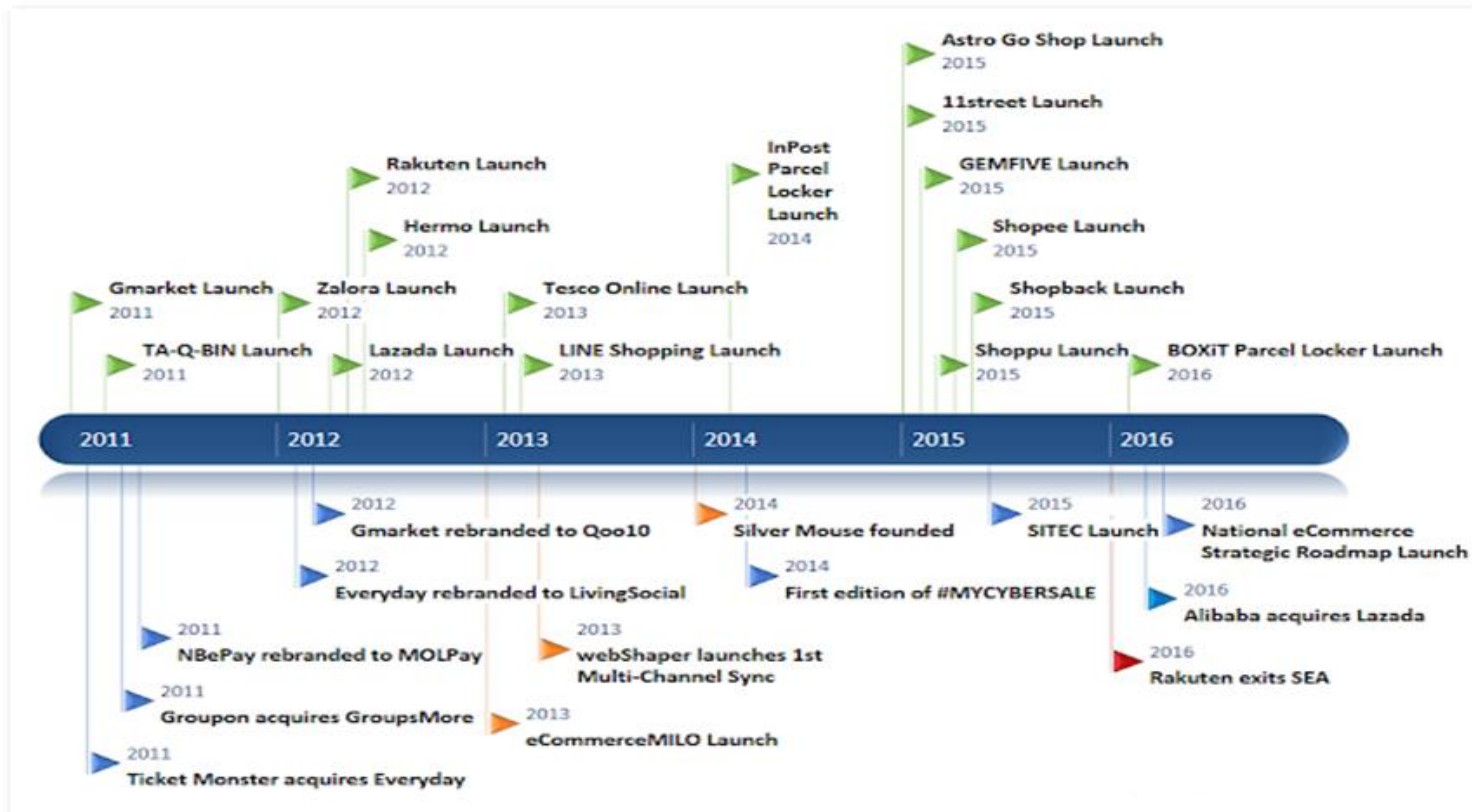
1.9 Tips to Start Selling

Tip #1: The 5 Business Goals

Best Customer Service
Acquire New Customer

Responsive Website
Website
Mobile Site

Increase Sales
High Traffic Channel

Minimum shipping time
Fast and Reliable Shipping

Build a Goodwill
Honest vs Bad Seller

BUSINESS GOALS

Tip #2: Setting Up Product

5 Important Information When Posting Products

- Product category
- Listing description
- Product name
- Product keyword
- Detailed description

5 Steps to Setting up Product

- Competitive price
- Unique item
- Good condition/value for money
- Product categories
- Latest market trends
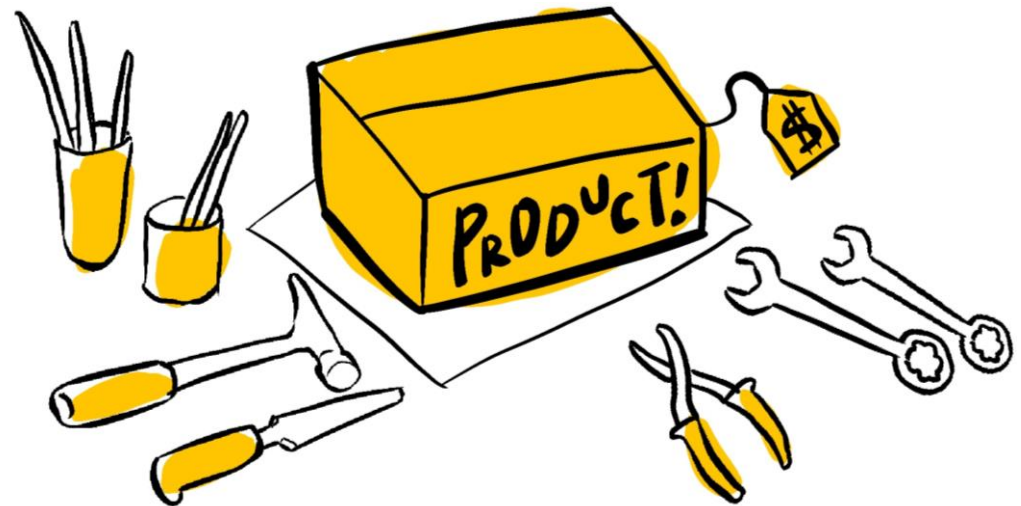
Tip #3: Product Display

Product Picture

- Use real model wearing/using your product
- Add advantages to your product
- Show your products unwrap from plastic cover
- Use right background/different colour
- Make it clear and let the buyer know what it is

Product Display

- Product name
- Product detail information
- Product's property
- Keyword setting

Tip #4: Product Keyword

K E Y W O R D

Why is keyword important?
- Get more customer
- Good performance of customer views
- Good performance of customer clicks
- Right channel
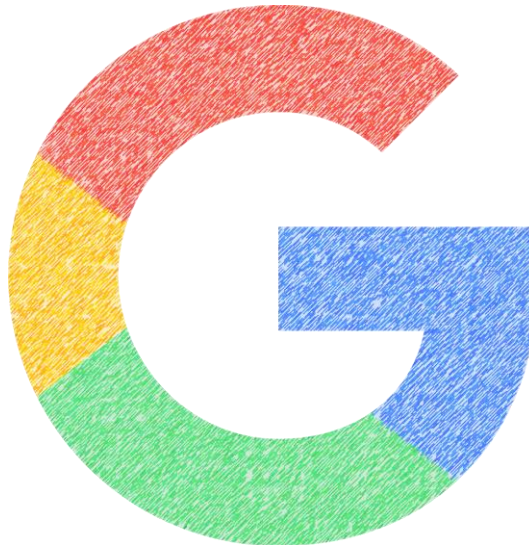
Where do you find keyword?
- Google image
- Keyword imagination dictionary
- From customer's enquiry
- Customer's website
- Exhibition book
- Google trends
- Keyword tools
- Other seller's keyword

How do you know if it's a good keyword?
- Is it searched?
- Is it specific?
- Is it relevant?

2.0 The 4W's and 1H of Starting an Online Business

2.1 Why Should You Venture Into Online Business?

For those who are still considering starting an online business, one needs to know that online business offers a great deal of advantages, thus it is not surprising that a huge amount of people opted to venture into it. We will look on some of the perks of starting an online business:

Anywhere

With an internet-based business, you may work from anywhere you like.

Time Flexibility

True luxury is being able to own your time.

Inexpensive

Feed your entrepreneurial spirit without breaking your bank.

Always open, never close

Online business is 24/7, even when you are sleeping.

Unlimited income potential

Worldwide :
4 billion internet users
Business value of USD 2.8 trillion

Malaysia:	
Population	31.83M
Internet users	25.08M
Social media users	24.00M
Unique mobile users	21.62M
Mobile social users	22.00M

source: WeAreSocial, Hootsuite,Jan 2018
https://aseanup.com/insights-trends-e-commerce-malaysia/
https://datareportal.com/reports/digital-2019-ecommerce-in-malaysia

2.2 What Should You Sell?

The most popular question that people may ask before starting a business is, what product should I sell? One need to understand that there are 2 main considerations:

1. Market Needs

Firstly you need to know what are the products or services that the market needs/wants? It is not what **YOU** want to sell but what the MARKET wants you to sell. You would not want to sell something that people do not want to buy right?

2. Access To Product

You need to consider the products or services that you have access to. Do you know the suppliers? Any skills that you have such as crafting?

Food for Thought

There are various reasons online shopping is not the same as physical shopping such as security, trust, the inability to touch and feel as well as many other reasons. Therefore, doesn't mean buying RM300 shoes on physical store is deemed the same as buying RM300 shoes online.

TIPS #1

Sell something that is deemed affordable and reasonable to be purchased online.

TIPS #2

Sell something that is known to the customer. For example a well-known perfume.

TIPS #3

Sell something that the customer do not need to touch and feel such as books, tickets etc.

TIPS #4

Sell something cheap that the customer would not mind so much about the details of the product.

2.2 What Should You Sell?

Fashion & Beauty	Toys & Hobbies	Electronics & Media	Traveling & Accommodations	Food & Personal Care	Digital Music	Furniture & Appliances	Video Games
$771 MILLION SPENT	**$486** MILLION SPENT	**$851** MILLION SPENT	**$2.75** BILLION SPENT	**$483** MILLION SPENT	**$30** MILLION SPENT	**$553** MILLION SPENT	**$100** MILLION SPENT
+26% GROWTH	**+33%** GROWTH	**+29%** GROWTH	**+18%** GROWTH	**+39%** GROWTH	**+10%** GROWTH	**+30%** GROWTH	**+16%** GROWTH
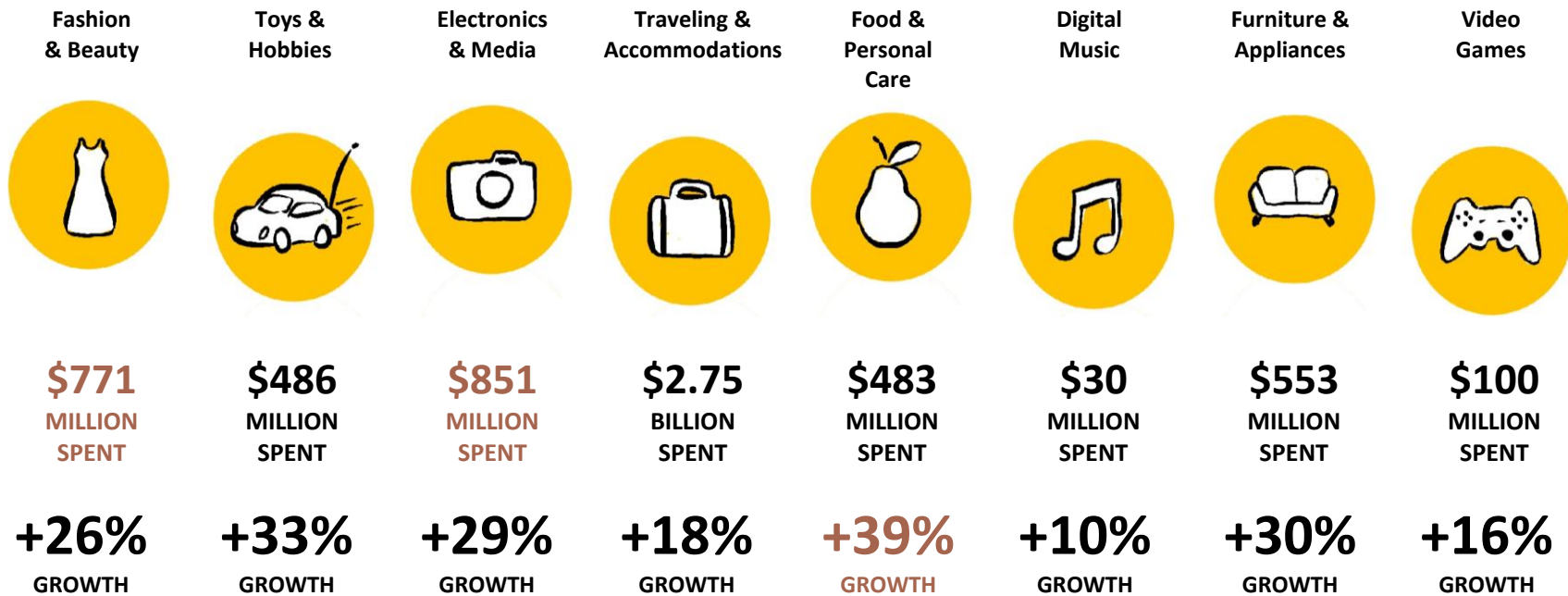
Data collected in January 2019. Based on the statistics, it shows that the top categories are electronics and media as well as fashion and beauty. While food and personal care has the most growth. Something for you to ponder.

2.3 Who Are Your Potential Customers/Market Segments?

Who are your customer segments?

You need to know that you cannot sell a product to just anybody, as each customer segment has different expectations and needs. Customer segments can be divided into several categories.

Demographic Segmentation.

CUSTOMER SEGMENTS

Behavioural Segmentation

Geographic Segmentation

Psychographic Segmentation.
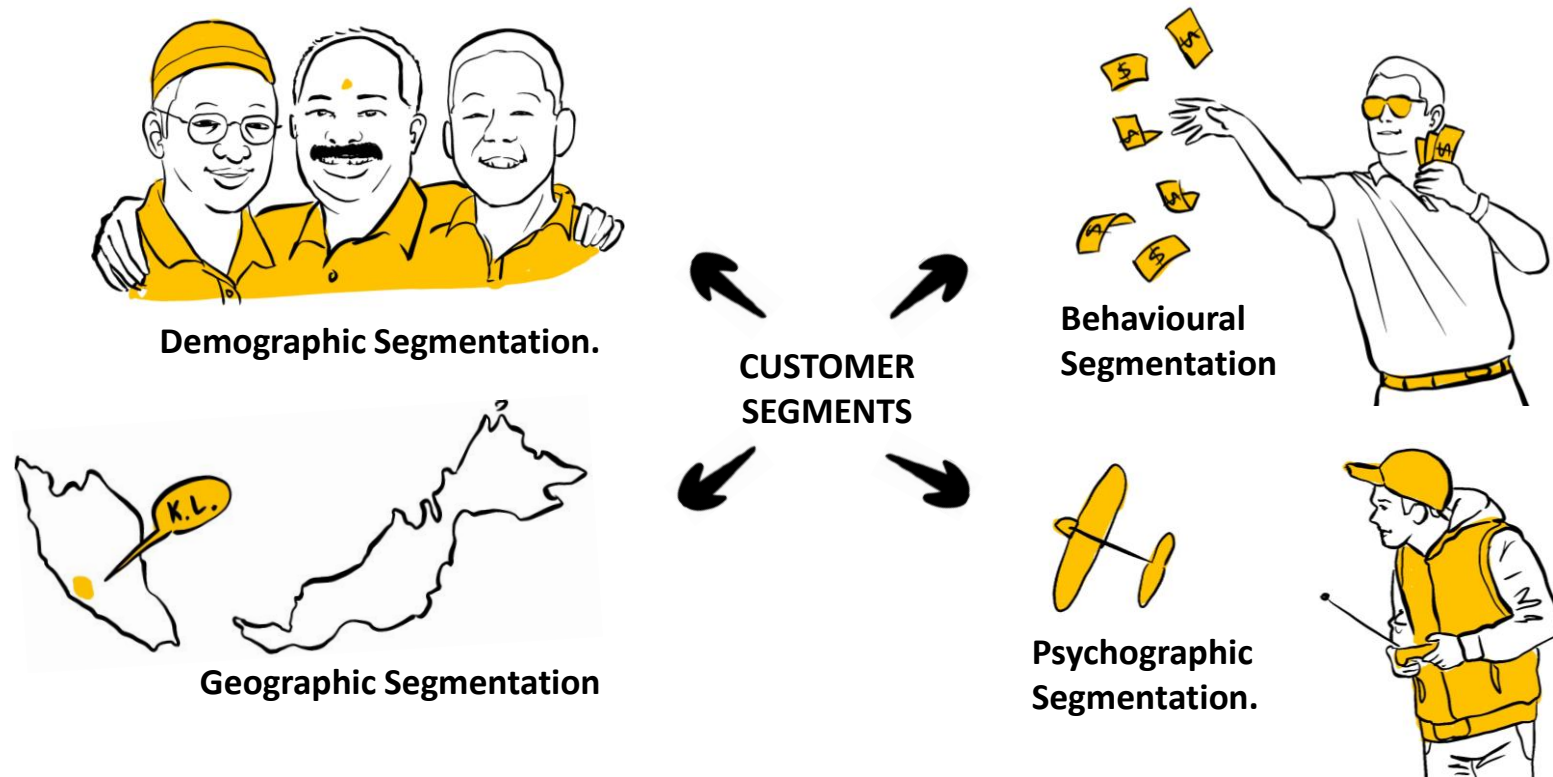
2.3 Who Are Your Potential Customers/Market Segments?

Example:

For people in the lower income segment, they are more price sensitive compared to the higher income segment. While each geographical area has different needs as shown in the infographic (next page). Therefore it is important to correctly identify who are your customers, and then suitable marketing strategies may be applied later on.

Women   **Men**

58%   **42%**

6% 3% 1%

51%

15%

24%

Age Range

- 25-34
- 18-24
- 35-44
- 45-54
- 55-64
- 65+

Source : https://www.ecinsider.my/2019/03/malaysia-online-shopping-behaviour-infographic.html

2.3 Who Are Your Potential Customers/Market Segments

North Region

A third of purchases from Perlis, Kedah, Penang & Perak comes from fast-moving consumer goods

East Coast

Kelantan, Pahang & Terengganu recorded triple-digit growth in Shopee users; Toys, kids and babies category recorded the highest number of purchases

East Malaysia

Online shopping activities increased in Sarawak, Sabah & Labuan with mobile and accessories category striking big in the area.

Central Region

Selangor & KL recorded highest number of orders while Putrajaya netizens love to shop over lunch

Southern Region

Men's clothing is one of the top 10 categories in Johor, Melaka & Negeri Sembilan, signaling that men from this region are more fashionable.

2.3 Who Are Your Suitable Customers/Market Segments

By understanding the statistics of online shoppers, you may strategize and select the suitable market segment that you desire in order to achieve your business objectives.

The customer segments can be further specified accordingly. For example, segmentation based on income level depending on the cost of your products.

Example 1:

You choose to sell cosmetic products. Your customer segment might be:

Example 2:

You choose to sell men clothing. Your customer segment might be:

SELLING COSMETIC PRODUCTS

WOMEN

AGE 18-34

CENTRAL REGION

SELLING MEN'S CLOTHING

MEN

AGE 18-34

CENTRAL REGION & SOUTHERN REGION

2.4 How to Reach Out to Your Customer?

Social Media Platform

After determining what to sell and who to sell to, the next question would be how are you supposed to reach out to your 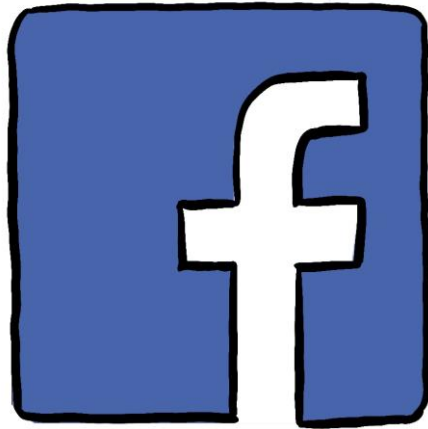customers? There are many options to reach out and sell to customers in doing online business. Let's look at the most common and popular platforms.

No 1 social sharing site in the world

2.5 billion users worldwide

23 million users in Malaysia

2.5 Billion content share daily

High income user preference site

Famous social sharing site for **Photos & Videos**

1 Billion users worldwide

12 Million users in Malaysia

#Hashtags on brands and pictures for promotion

No 1 choice for **Influencers Marketing**

Young Generation user preference site

No 1 mobile messaging application in the world

2 Billion users worldwide

22 Million users in Malaysia

500 Million business account worldwide

60 million messages daily in Malaysia

Personal Engagement with customers

2.5 When Should You Focus on Your Marketing?

Based on the statistics, generally Malaysians have balanced shopping activities from 8am to 11pm. However looking closely, there is a surge of shopping activity on 10am among the mobile users as well as on 4pm and 8-pm. We can conclude that Malaysian tend to shop online around an hour after the working hour starts, an hour before the working hour ends as well as at 7pm – 9pm.

Peak time to promote:

- **9am-10am**

- **3pm-4pm**

- **7pm-9pm**

2.6 Plan Your Online Business

Planning a business is very important to ensure your business will run smoothly as expected. However, conventional planning might take too long and exhausting. Therefore, below is the simplified online business plan template.

Validate

What are you selling	Value that you offer	Who are your customers
List out the products and service that you would like to sell	What are the values that you are able to offer to your customers? Cheap? Fast delivery? Customization? Rare products?	List out your customer segments. Few segments are okay but not too many. You need to be focused.

Launch

Price & cost	Monthly revenue & unit sales	How do you sell
Cost and selling price of your product	Expected sales	Totally online? Mix of physical store and online presence?

Marketing

Marketing activities	How can you expand your reach	Online platforms
Daily/weekly social media posting? Guerilla marketing? Newsletter? Contest? Fb groups? WhatsApp/telegram groups?	Paid advertising? YouTube videos?	Website? Social medias? Online marketplace?

Maximizing profit

Key partnerships to increase profit	Diversify income	Expanding
Mentor Consultants Influencer Collaboration	Digital asset such as e-book Digital courses Training and consultation	Create a team Agents Referral

3.0 Doing Business with Facebook and Instagram

3.1 Customer Avatar - Get to Know Your Potential Customer

What is a Customer Avatar?

A customer avatar is a detailed profile of your ideal customer. The avatar focuses on one person and outlines everything about them. It provides marketers with many targeting tools.

It's crucial that you create a customer avatar of your ideal customer. Your ideal customer is somebody you really want to sell to, they're high-spending, loyal, repeat buying, referral monsters.

By using an avatar to define your target audience, you can improve in on the people who align with your business ideals and will want your offerings. It's not everyone, just the people most likely to buy into your story and help make it a success.

Who Needs a Customer Avatar?

Every organization should have a customer avatar. EVERY SINGLE ONE.

Having an avatar or a few, depending on how much you need to segment your target market, especially beneficial for start-ups and small to medium-sized businesses. It allows you to make the most of your budget, focusing your digital marketing efforts for better results.

3.1 Customer Avatar - Get to Know Your Potential Customer

Why You Need a Customer Avatar

You need a customer avatar so you understand to whom you're trying to sell the perfect customer who will spend big, make repeat purchases, and promote your business to others.

- Brands and businesses who try to appeal to everyone, actually end up appealing to nobody.
- Marketers who try to speak everyone's language, connect with nobody.
- Businesses who attempt to reach everyone, spend way over the odds and (rarely) reach their target market (especially their ideal customer).

Determine the Characteristics of Your Avatar

1 **Job Title & Description**: Title and detail what your avatar does and the decisions he or she influences at work.

2 **Demographics:** Age, gender, income level, education, marital status/family and where he or she lives and works.

3 **Psychographics:** Hobbies, values, attitudes and interests.

4 **Goals, challenges and pain points:** Their primary goals? What stands in the way of him or her accomplishing them? What keeps your avatar up at night?

5 **Objections and role in the purchase process:** Why wouldn't your ideal customer buy from you? And how much power does that person have over the ultimate decision?

6 **Media use:** Where does your avatar get his or her information? Favorite websites, books, news outlets, other programming.

3.2 Copywriting – Phrases That Sell

What is copywriting?

Copywriting as persuasive writing. The idea or objective is to get your customer to perform the action that you want them to take through persuasive writing techniques.

- Writing, editing and publishing engaging content for various social networks, including Facebook, Twitter and Instagram.
- Optimizing social media posts (language, tone, message) based on our target audience's behaviors.

A good copywriting text is the definitive step to 'persuade' and get sales from your ideal customer.

Why is copywriting so important on social media?

The same way you use copywriting to sell your product, a good social media copywriting will help you to conquer your ideal customer:

- To like or follow your page;
- To comment on your publications;
- To sell your product.

3.2 Copywriting – Phrases That Sell

Effective Strategies for Copywriting for Social Media

1. **Encourage your audience to join the conversation**
   - Social media is about being social, which requires moving from one-way to two-way communication.

2. **Elevate images with emotional copywriting**
   - Use your captions to elevate your images and videos by conveying a message that evokes emotions.

3. **Leverage the desire to learn**
   - Lean more towards content delivery and consumption.

4. **Write copy that leverages FOMO (Fear Of Missing Out)**
   - Great way for your social media copy to grab people's attention.

36 Power Words to use in content writing and copywriting

12 Easy-to-use Power Words

Easy	Effective	Free	Guarantee
Love	New	Now	Proven
Results	Save	Simple	You

12 Words of Urgency

Deadline	Discover	Exciting	Here
How to	Instantly	Now	Opportunity
Powerful	Reveal	Urgent	Remarkable

12 Words To Arouse Emotion

Absolutely	Affordable	Authentic	Astonishing
Change	Dangerous	Exciting	Friend
Home	Substantial	Successful	Transform

AIDA Model

Awareness

Get attention

Make a bold statement

Interest

Generate interest

Offer them something they want

Desire

Create desire

Create a future for your reader

Action

Take action

Make a request to get them to act now

3.3 Photos for Social Media – Engage Your Audience

The importance of photos

ATTENTION

Using relevant images on social media allows you to gain attention, build loyalty, communicate vital information, and increase engagement.

CONNECTION

When you stay consistent and connect images with your marketing message, your brand will have more staying power.

COMMUNICATION

Our brain can interpret images much quicker than text which is why images can communicate a product, service or brand instantly.

EXPERIENCE

Additionally images give depth and context to a description or story and provide a much more immersive experience than writing alone.

Tips for Taking Better Marketing Photos Using Your Smartphone

- Create balance with grid lines – rule of thirds
- Find symmetry
- Crop instead of zooming
- Embrace natural frames
- Look for reflections
- Shoot repeating patterns
- Get a tripod and mount for your mobile device
- Create a new perspective
- Take candid
- Get abstract
- Be funny
- Don't be conventional

3.4 Facebook / Instagram Ads

6 Steps to Promoting Your Business with Facebook / Instagram Ads

1. Create a Great Offer
You have to offer your new client something great. This is the first investment you have to make.

2. Define Your Target Audience
Using your buyer personas, enter all the elements needed in the Facebook ads audience selector. Be precise and don't be afraid to refine your audience based on different ads.

3. Create a Great Landing Page
Optimise your "LP" remove menu and every unnecessary button to push the visitor to complete the form and convert into a lead.

4. Optimise Your Thank You Page
Add some urgency and push prospects to contact you. It can also be used to redirect client to another offer they may like.

5. The Follow Up Call
Train your soles for a great follow up call. Add value to your original offer, qualify the lead and close the deal.

6. Survey and Referrals.
Once prospects become customers, send out a quick survey to grade your service or product. This way you can get valuable insight on what can be improved during your sales cycle. You can also ask satisfied clients to refer to your brands and comment on your social media pages.

3.4 Facebook / Instagram Ads

Facebook Marketing Stats

Facebook is the most **popular search** query worldwide

Users spend an average of **35 minutes** of the day on Facebook

There are **155 Friends** of an average Facebook user

There exist more than **70 Million** businesses that own a Facebook page

Facebook has more than **5 Million** advertisers as of 2017

95.8% of social media marketers believe Facebook produces the best ROI

On Facebook, **42%** of customer service responses happen in first 60 minutes

100 Million hours of video is watched by Facebook users alone each day

85% of Facebook video is watched without sound

STATUSBREW

FASCINATING FACEBOOK USAGE FACTS (2019)

150 MILLION VIEW FACEBOOK STORIES ON DAILY BASIS

1.13 TRILLION TIMES THE "LIKE" BUTTON HAS BEEN CLICKED

THURSDAY & FRIDAY RECEIVE HIGHEST ENGAGEMENTS ON POST UPDATES

ON AN AVERAGE FB RECEIVES **5 BILLION** COMMENTS EVERY MONTH

VIDEOS HAVING CAPTIONS CAN EARN **12%** MORE VIEW RATE ON AN AVERAGE

VIDEO POSTS GAIN MAX ENGAGEMENT OF **5.83%**

PHOTO POSTS HAVE ENGAGEMENT RATE OF **4.68%**

STATUS POSTS ENGAGEMENT RATE OF **2.03%**

OVER **3.5 BILLION** TOTAL FACEBOOK LIVE BROADCASTS & MORE THAN **150 BILLION** REACTIONS TO LIVE VIDEO SINCE THE FEATURE'S INCEPTION

TILL DATE, FACEBOOK LIVE HAS BEEN USED OVER **3.5 BILLION** TIMES & REACTED TO MORE THAN **150 BILLION** TIMES

SOURCE
omnicoreagency.com · brandwatch.com · adespresso.com · foundationinc.co

sorav jain.com

3.4 Facebook vs Instagram Ads

ADVERTISING FACEOFF
facebook vs. Instagram

WINNER: FACEBOOK

Reach
Largest social network, worldwide

Video Ads
No length restrictions & more opportunities for ad placement

Lead Ads
Pop-up form auto populates with user info

WINNER: INSTAGRAM

Engagement
10x more engagement per ad

Image Ads
Great visual placement with less noise

Branding and Awareness
Platform itself inspires community & engagement

SPLIT DECISION:

Ease of Use
Identical processes

Test and discover which platform is best for your business needs!

2.41 BILLION MONTHLY USERS

1.1 BILLION MONTHLY USERS

OLDER DEMOGRAPHIC
The most common demographic is women between 25-34

71% OF USERS ARE UNDER 35

CONTENT
Facebook allows you to do so much more in terms of content. Share articles, create events. converse and advertise via Messenger and much more....

HASHTAGS
Use relevant hashtags to your content, brand and indsutry so your business is discoverable

VIDEO
Facebook loves video and will reward you for going Live. Video should be part of your content strategy.

VISUALLY APPEALING
Ensure all photos and video are pleasing aesthically. Be a creative content producer!

PAGE INFO
Use all the extra information Facebook gives you to provide details on your business, your services, opening hours etc...

COMPETITIONS
Do hold comps to grow your followers and build brand awareness

3.4 Facebook / Instagram Ads

Fb and IG ads – Step by step

1. Choose your campaign objectives.

2. Select your audience – location, age, gender & interest.

3. Decide on placement – FB ads.

4. Set your budget schedule.

5. Design your ads - Create new ads or use existing post.

3.4 Facebook / Instagram Ads

1.   Choosing Your Campaign Objective

First, go to the "Ads Manager – Creation" page by clicking on this link or clicking on "Create Ad" on your Facebook Ads Manager's main page.
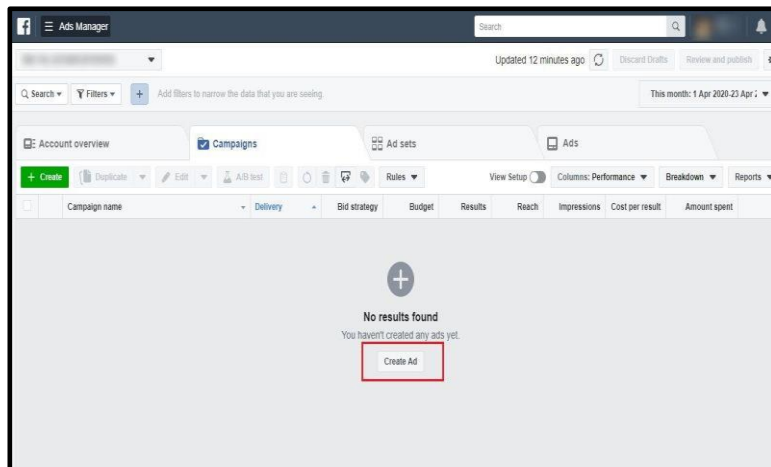
There are 11 campaign objectives and you should always go with the one that's the most relevant to your end goal.
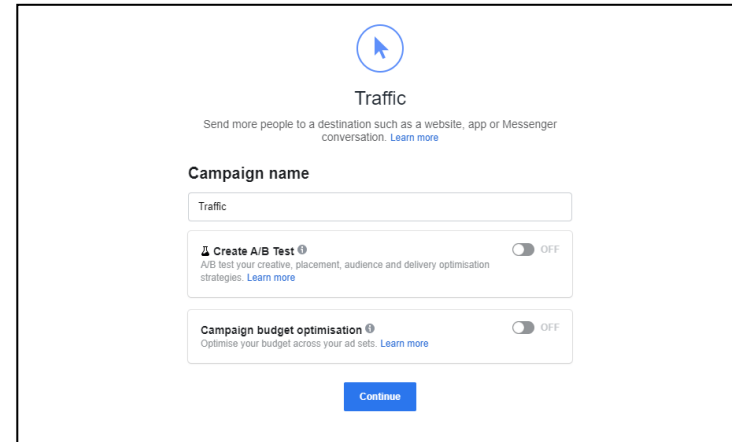
Decide on a campaign name and whether you want to conduct A/B testing and optimize your budget across your ad sets.
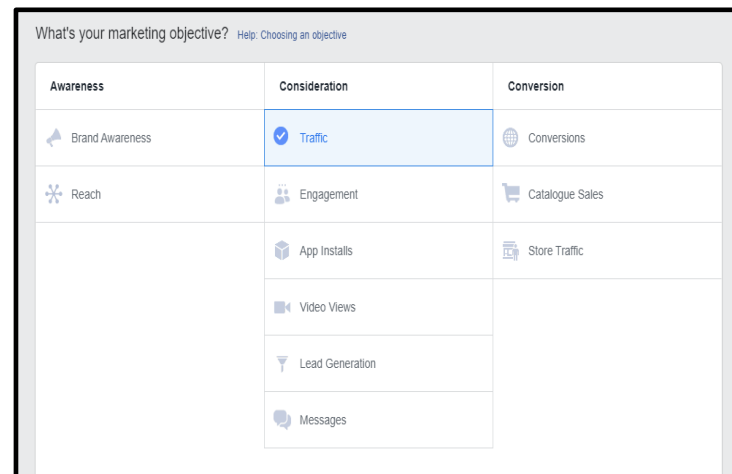
3.4 Facebook / Instagram Ads

2. Select Your Audience

Finding the right audience is absolutely critical for a winning Facebook ads campaign, so you need to choose the location, age, and gender of your audience.

Detail targeting - You can even use a combination of interests by using the Narrow Audience feature.

3.4 Facebook / Instagram Ads

Detail targeting - You can even use a combination of interests by using the Narrow Audience feature

3. Decide on Placements

Decide whether you want your ad sets to be placed automatically as determined by Facebook's algorithm, which is configured to maximize your ad budget, or manual placements.

3.4 Facebook / Instagram Ads

4. Set Your Budget & Schedule

Budget & schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimisation for ad delivery ⓘ   [Link clicks ▾]

Cost control (optional) ⓘ   [$X.XX]   average cost per link click

Facebook will aim to spend your entire budget and get the most link clicks using the lowest-cost bid strategy. If you want to set a cost control, enter an amount.

Show additional bid strategies ▾

Budget and schedule ⓘ   [Daily budget ▾]   [$20.00]
$20.00 USD

Actual amount spent per day may vary. ⓘ
◉ Run my ad set continuously starting today
○ Set a start and end date

You'll spend no more than **$140.00** per week.

Show more options ▾

5. Design Your Ads

There are two ways to create an ad: from scratch or choose an existing post that you've already published on your page

Create Ad   Use existing post   Use mockup

Format
Choose how you'd like to structure your ad.

Carousel
Two or more scrollable images or videos

Single image or video
One image or video, or a slideshow with multiple images

Collection
A group of items that opens into a full-screen mobile experience

☐ Add an Instant Experience
Capture people's attention instantly with a fast-loading, mobile-optimised experience that opens when they interact with your ad.
Learn more

Once you're happy with all of the above, double-check your campaign settings, and click "Confirm".
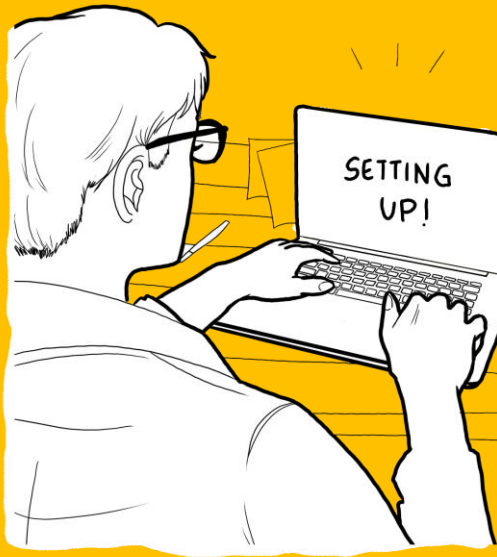
4.0 Reaching More Customers With Google Ads

4.1 What is Google Ads?

An online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ads network to web users.

It can place ads both in the results of search engines like Google Search (**Google Search Network**) and on non-search websites, mobile apps, and videos (**Google Display Network**).
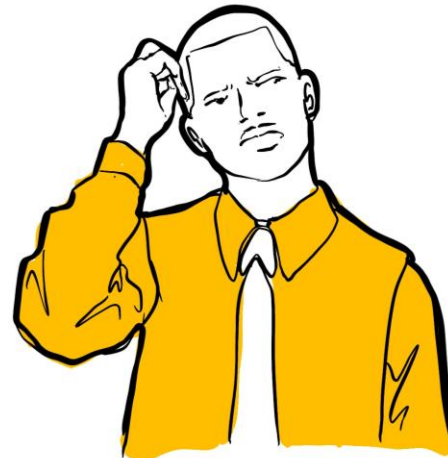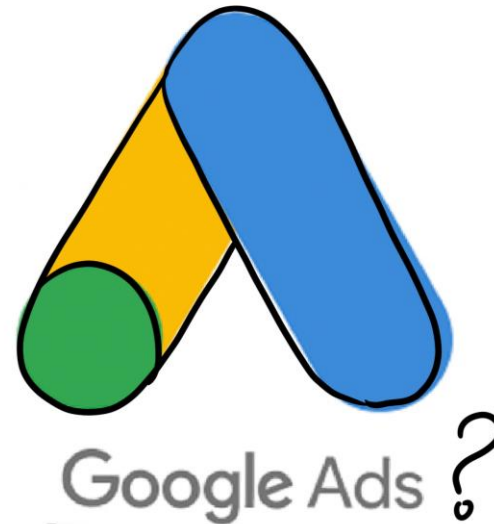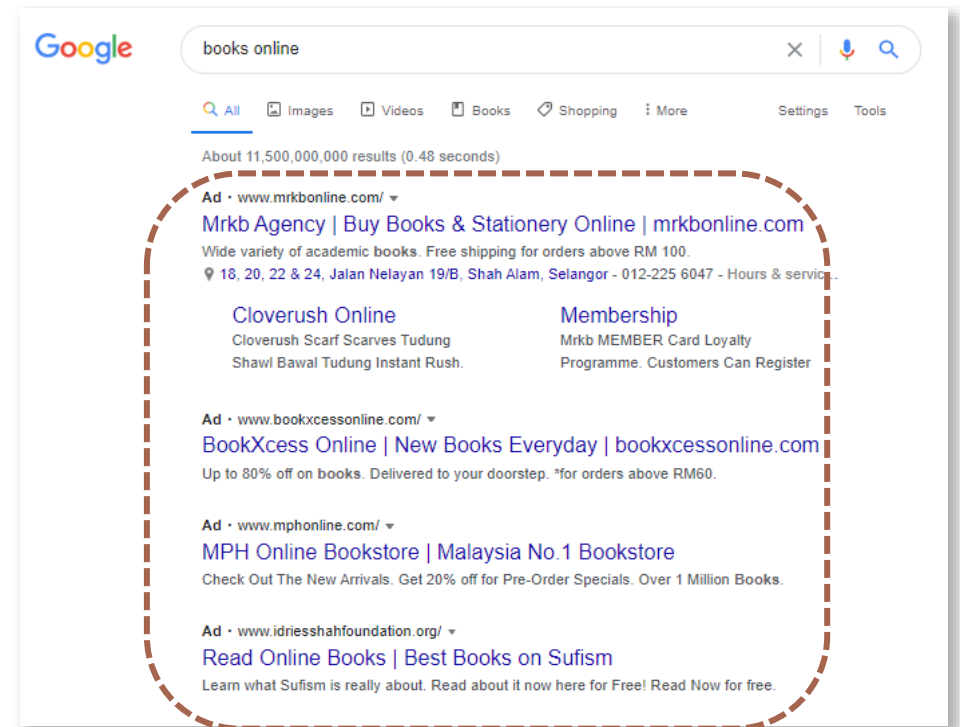
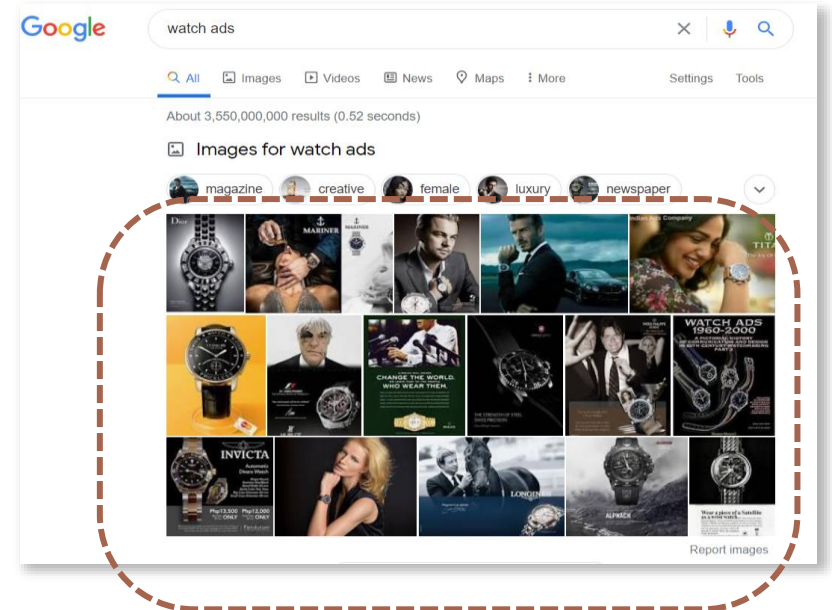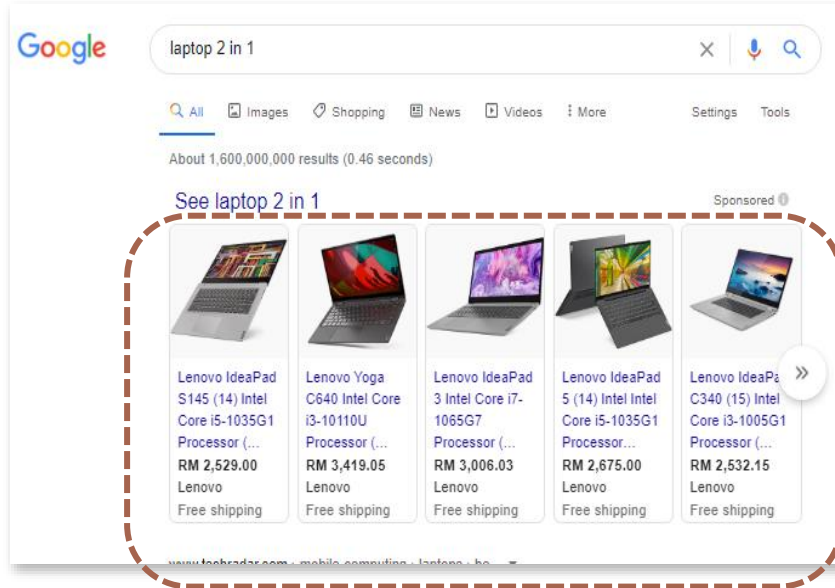## 4.2 Where Do Customers See Your Ads?

Google Search Network
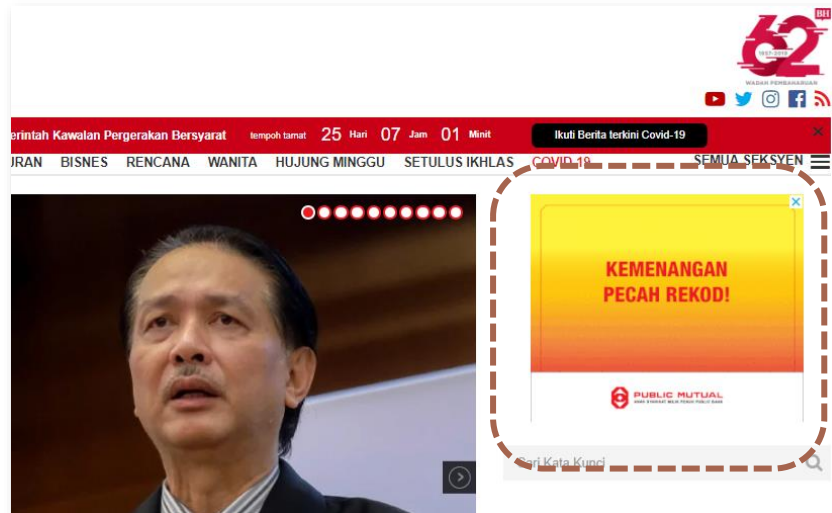
1. Text Ads

4.2 Where Do Customers See Your Ads?
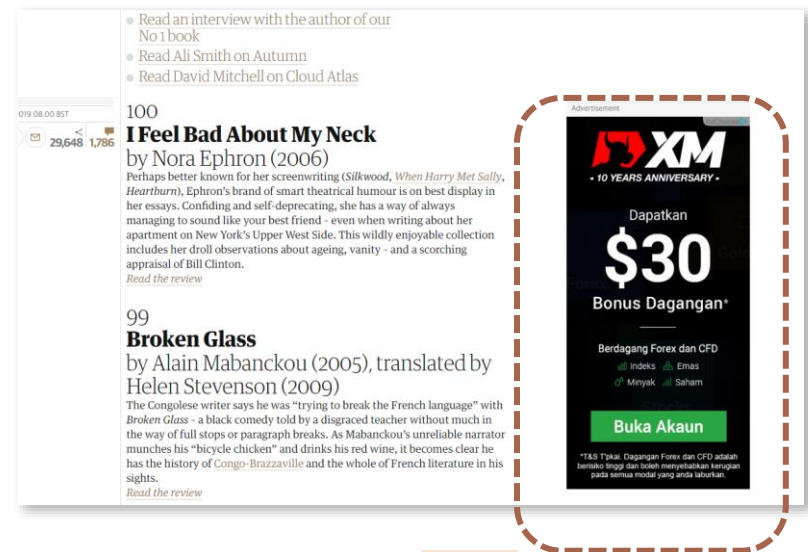
2. Shopping Ads

4.2 Where Do Customers See Your Ads?

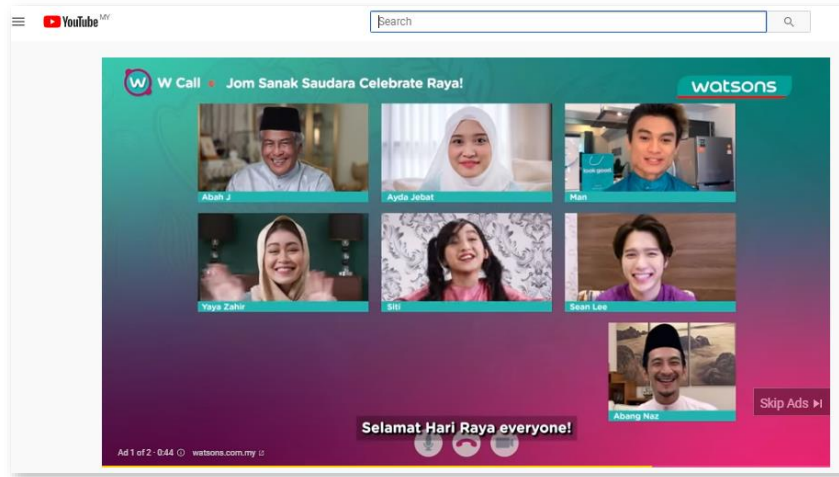## Google Display Network

1. Image ads in website such as news and blogs
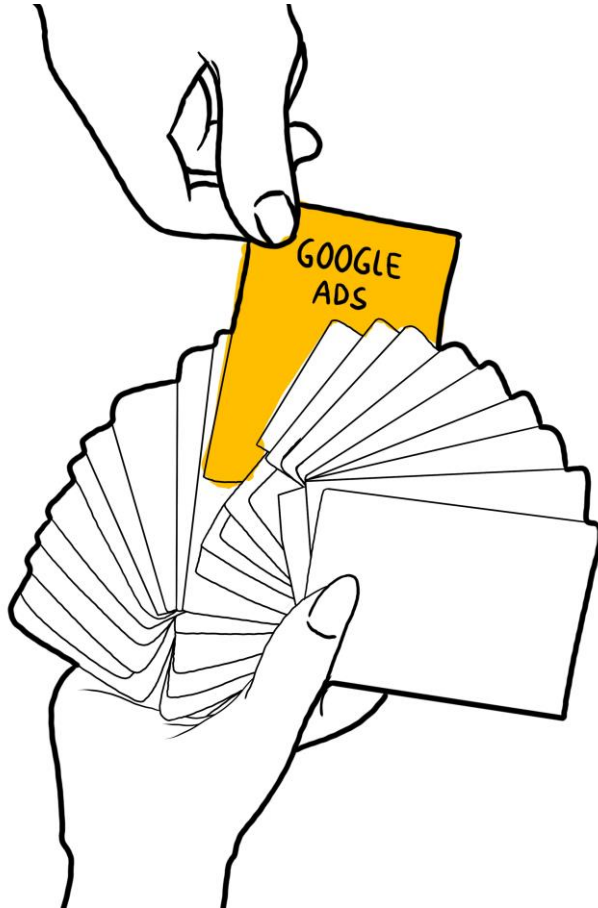

News

Blog

4.2 Where Do Customers See Your Ads?

2. Video Ads

3. Mobile Apps

4.3 Why Google Ads?

Gigantic Reach

One of the biggest advantages of Google Ads is the platform's enormous reach. A monopoly within the market, Google holds 90% of the search market and processes over 3.5 billion searches a day.

Fast and Effective Marketing

*   You can focus on multiple keywords at a time.
*   You can turn the campaign on or off whenever you want to.
*   Ads which appears on the top of the page get immediate visibility.

Pin-Point Targeting

Pin-point targeting allows multiple keywords to be targeted at once, demographics to be segmented by age, gender, parent status and household income level alongside specific device use whether mobile, tablets or computers.

If you're a small local business wanting to focus on a particular state or region/s within a state, Google Ads allows you to location target accordingly and without constraints. A user can even schedule their targeting to distinct times of the day and days of the week.

4.3 Why Google Ads?

Increase Brand Awareness

Google Ads is an efficient way to tell people about your brand. To verify this, Google partnered with Ipsos to run a study across 12 verticals, right from automobiles to retail. It was discovered that search ads lift top-of-mind awareness by an average of 6.6%.

Provide Quick Result

Search Engine Optimization (SEO) is important to build organic traffic; however, it often takes months to see results. Google Ads yields results faster than SEO which can bring results in visibility for your business within an hour.

Flexible Budget

Google Ads allows users to spend any amount they like, whether that's RM1 or RM1000. Users have the flexibility through what can be done with a budget. Users can set and continually change budgets. Users can also set other budget factors such as accelerated spending which focuses on burning through your budget. Google's bidding factors bring further flexibility to one's budget. For example, if one's strategy focuses on clicks then you only must pay for clicks and all the brand awareness and recognition building impressions are free.

Source : https://www.thinkwithgoogle.com/marketing-strategies/search/search-ads-lift-brand-awareness/
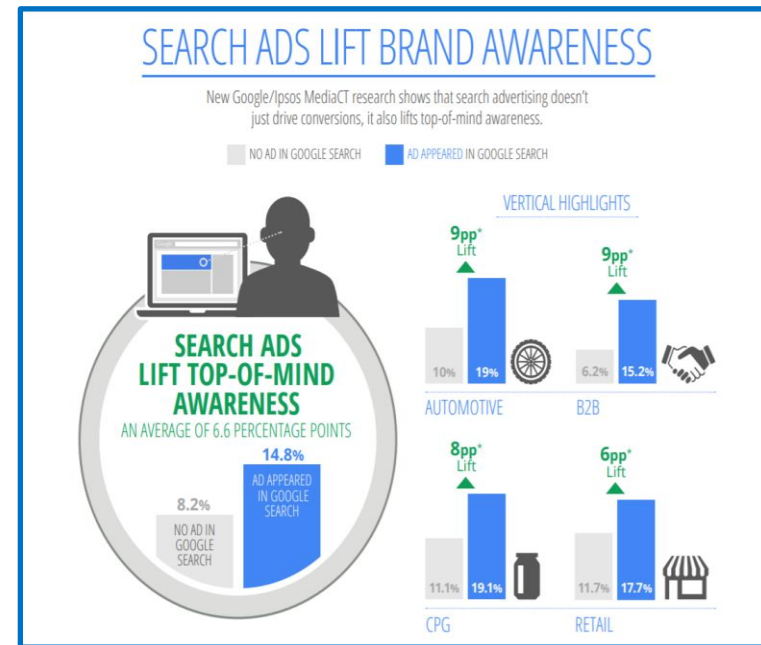
4.3 Why Google Ads?

Over 90% of all searches are conducted via Google Platform.
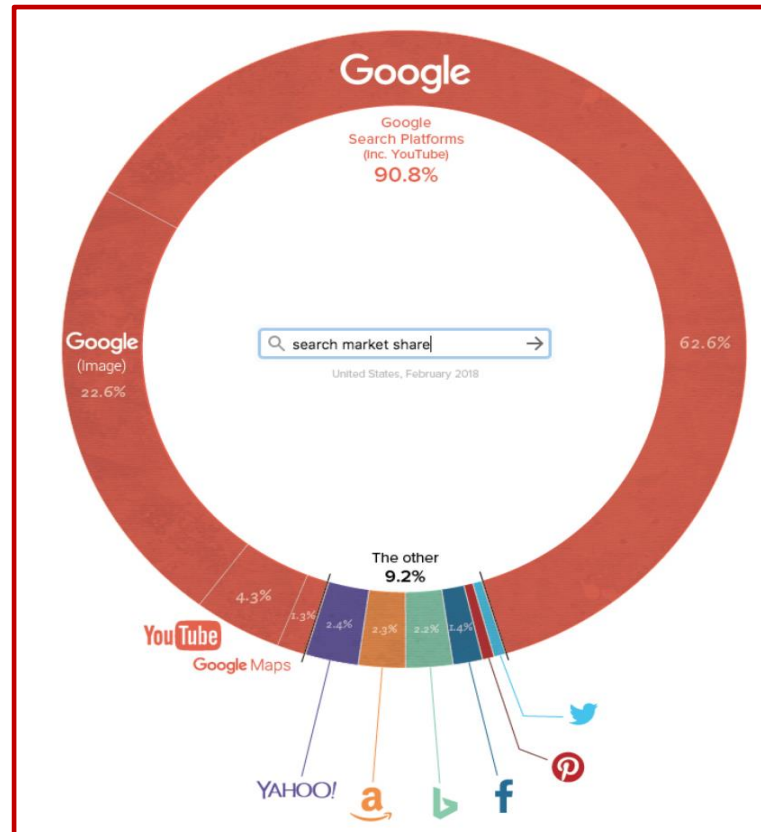
Source :https://ippei.com/advertise-on-google/

4.4 How to Determine Your Ads Position?

Through Ad Rank

Ad Rank is Google's way of determining the ordering of competing ads on a search engine results page. It also determines whether your ads are eligible to show at all.

As a general rule, the Google Ads with the highest Ad Rank gets the top position, the ad with the second highest Ad Rank gets the second position, and so on.

AD RANK = CPC BID × QUALITY SCORE

The best combined
CPC Bid x Quality Score
gets the best position:

Source: https://searchengineland.com/new-adwords-ad-ranking-formula-what-does-it-mean-174946

5 key factors weighing up Ad Rank

Your maximum Cost Per Click (CPC) or bid
When you set your maximum bid, you're telling Google Ads the most you're willing to pay for a CPC on your ad. You'll probably end up paying less than this, but the maximum bid matters to Ad Rank.

Quality Score
Google Ads looks at the quality of your ads and the landing page it links to. How relevant and useful is your ad and landing page to the target audience? This creates your Quality Score.

Ad Rank thresholds
Google sets minimum thresholds that your ad must achieve, for it to be eligible to appear.

Context of the user's search
When calculating Ad Rank, Google pays attention to the search terms, time of search, location at the time of the search, device type (e.g. mobile or desktop), the nature of the search terms, other ads, organic search results and more.

Expected impact from your ad extensions and ad formats
Adding additional information to your ads, like more links to specific pages on your site, is known as an ad extension. Google Ads projects how these extensions and other ad formats will impact your ad's performance.

4.5 How to Set Up Google Ads Account?

1. Go to https://ads.google.com
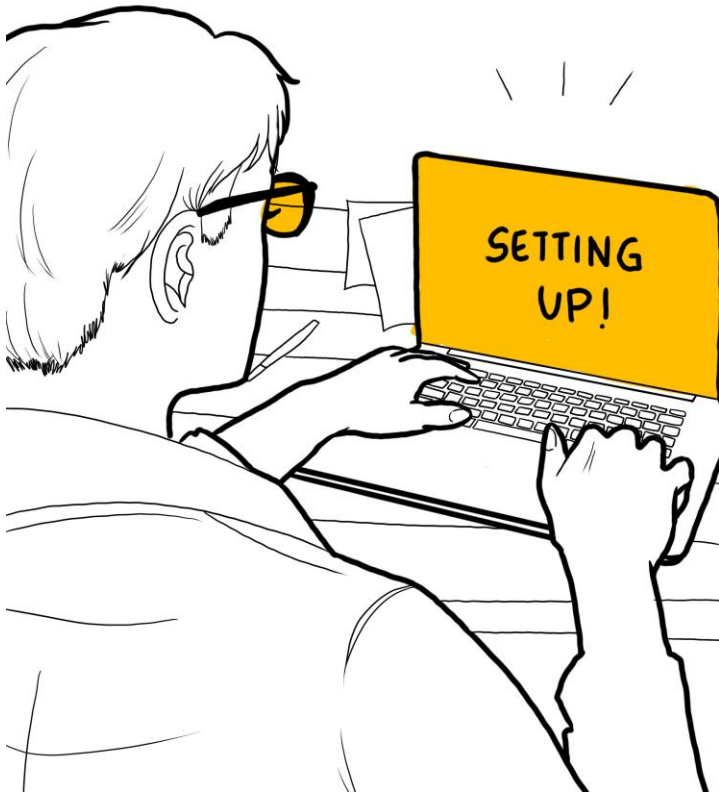
2. Enter the email you want to use to sign-in to your new Google Ads account. If you already have a Google Account (in other words, if you use any other Google product, such as Gmail), use your Google email address.

   (If you don't have a website, you can still advertise on Google, using Smart campaigns, the default Google Ads experience for new advertisers. Create your first ad in just 15 minutes!)

3. Enter the website address for the business you want to advertise.

4. Click Continue.

5. Sign-in to your existing Google Account, or create a new one.

   (If you already have a Google Account (in other words, if you use any other Google product, such as Gmail), enter your Google email address and password, then click Sign in)

   (If you don't have an existing Google Account, or want to use a different email address to sign in, just click Create an account at the bottom of the screen and follow the instructions to create and confirm your new Google account.)
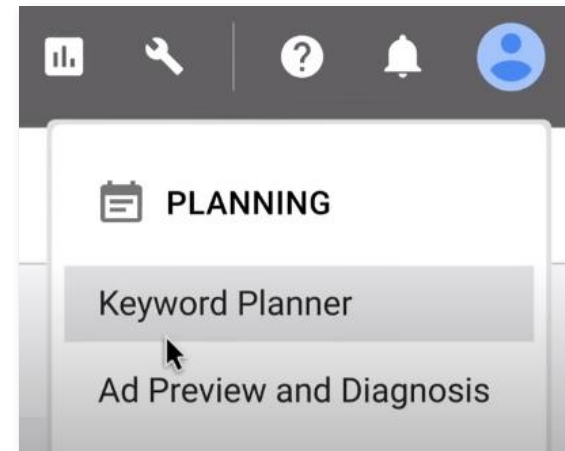
4.6 Google Search Network

Create a Campaign

1. Name your Campaign.
   - Campaign is a selection of Ad Groups.
   - An Ad Group is a selection of keywords.
2. Pick a Network – Search Network .
3. Set A Goal for Your Campaign – Website Traffic, Lead, Sales, Product and Brand Consideration, Brand Awareness and Reach or App Promotion.
1. Enter your business website.
2. Pick Location based on country, and you can narrow that down to city or region.
3. Choose your target language.
4. Set your daily budget:
   - Let say you are willing to spend RM300, just divide it with 30 days. Your daily budget is rm RM10.
5. Pick the Right Keyword.
   - Use Keyword Planner.
   - Type in your keyword idea, keyword planner will come up with more selections.
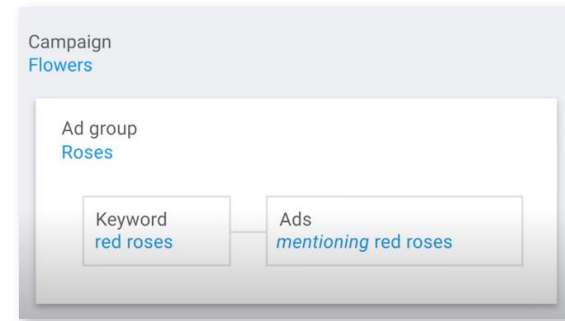
Ad Group

Keyword Planner

4.6 Google Search Network

9. Write Great Text Ads

    *   Write ads that only associated with the keywords you have picked, for example "red roses bouquet".

    *   At least write 3 ads per ad group.

    *   Provide a final URL, for example www.suzzyflowers.com

    *   Write headline 1 , it is the first thing people see in your ad , for example Suzzyflowers.

    *   Write headline 2, it is separated with a "-" from headline 1. You can highlight the benefit or value buying from you, for example "Free Delivery".

    *   Provide display path URL which will provide the information people look for, like red-roses-bouquet.

    *   Write description to tell people about your business , for example "Make Someone's Day with a Bouquet of Red Roses. Shop and Save 15% today".

Get Keyword Ideas
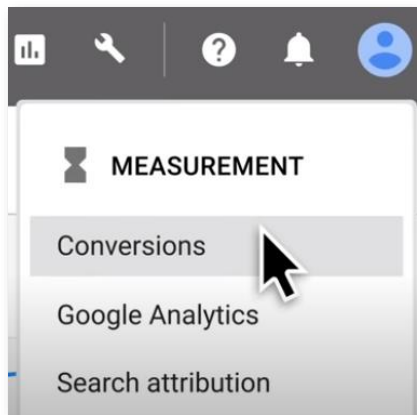

This is how your Search Ad will look like

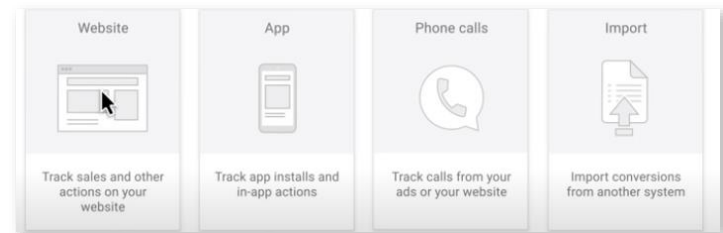# 4.6 Google Search Network

Track Your Goals

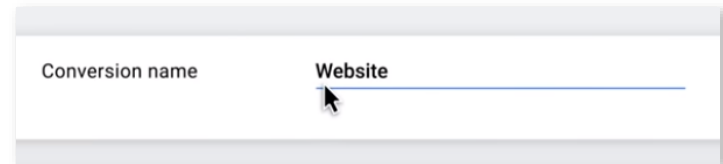First, set up conversion tracker to identify which ad or keywords drove the most flower sales.

Let's imagine your goal is to sell 100 bouquets of flowers with your search campaign. Below are the steps you need to do :

1. Choose Website

2. Name It as website

3. Choose "Purchase sale"
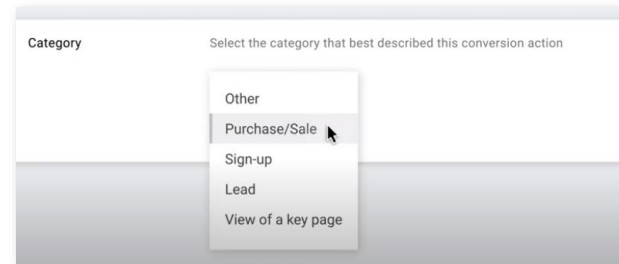
4.6 Google Search Network

4. Select "Use the same value for each conversion".

5. Copy the codes into your website. The best will be on the page where customers completed their purchase.

Review Your Performance

This allows you to know how your campaign is doing by using a line chart. You can track the campaign performance by customizing your chart by focusing on the most important metrics, which conversions, cost per conversion and conversion rate. Follow the steps below :

1. Select Conversion

2. Select cost/conversion

4.6 Google Search Network

3. Select conv. rate – it tells you the average number of conversions per click.

Custom Date

Feb 1 – May 31 2020
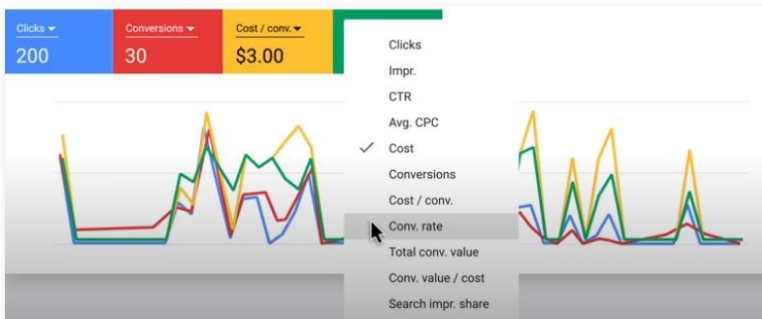
4. Custom Date

You can analyse the conversion performance on certain periods by customizing the date. You may see the sales of the flowers increased on special days.

4.7 Additional Features

1

AD SCHEDULING

By default, your Google Ads campaigns are set to show ads "All day." This means your ads are eligible to appear throughout each calendar day. Keep in mind that if no one searches for your keywords at the specified time or day you scheduled, your ads are not going to show. You can use the ad schedule to specify certain hours or days of the week when you want your ads to show.

2

BID ADJUSTMENT

Bid adjustments allow you to show your ads frequently based on where, when, and how people search. For example, sometimes a click is worth more to you if it comes from a smartphone, at a certain time of day, or from a specific location.

3

EXTENSION

Give customers more reasons to click your ad by including extra information about your business by adding an ad extension. There extensions are call extension, location extension and sitelink extension.

4.8 Google Display Network
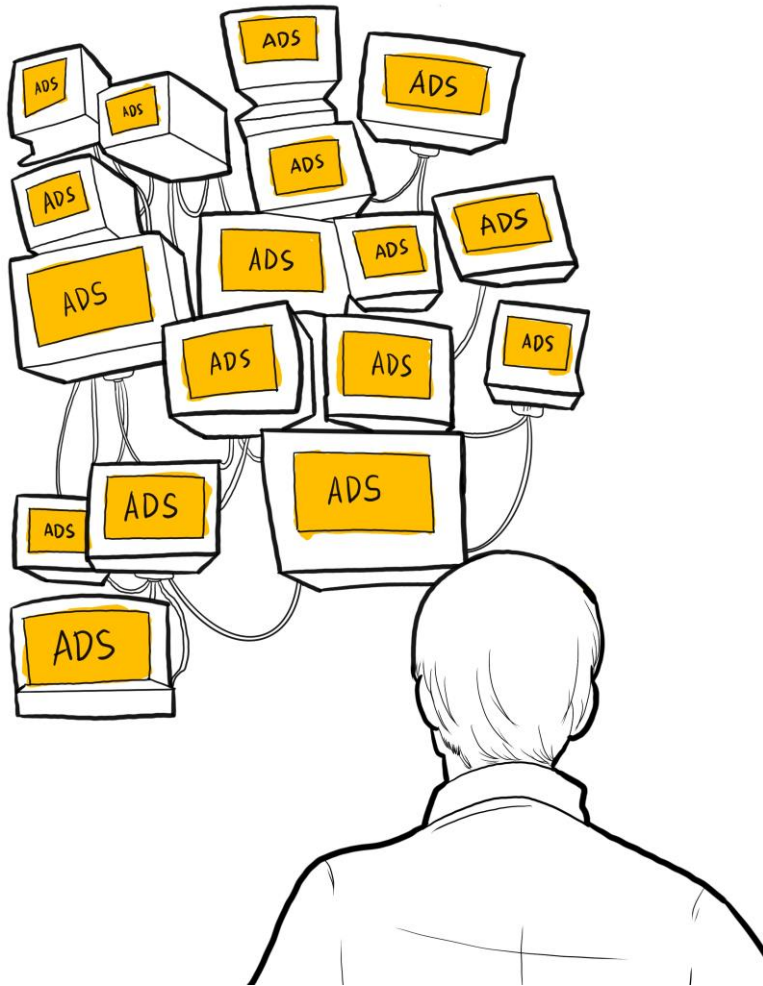
Display Network campaign allows you to advertise on many different websites other than Google. Cost per thousand impressions (CPM) is a common bidding option for Display Network Campaign. You can set your daily budget and maximum CPM you are willing to pay.

Image Ads Sizes

Medium Rectangle (300x250)

Half Page (300×600)

Large Rectangle (336×280)

Large Mobile Banner (320×100)

Leaderboard (728×90)

4.8 Google Display Network

Video Campaigns

Video campaigns let you show video ads on their own or within other streaming video content on YouTube and across the Google Display Network. Video Campaign allows Video Ads format. Cost per view (CPV) is the bidding option for Video Campaign. CPV indicates the amount you are willing to pay per each view. You can set your daily budget just like any other campaigns.
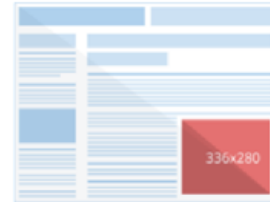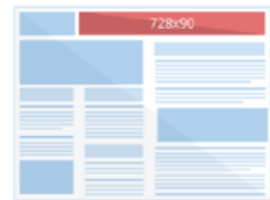
Video Ads Format and Pricing :

Format	Max Video Duration	Bidding	Can Be Skipped?	When You Will Be Charged?
In-stream ad	6 mins. (skippable) 20 sec. (non-skippable)	CPV	Yes/no	When user watch 30 seconds or full duration if less than 30 seconds video
Bumper ad	6 secs.	CPM	No	Every 1000 impressions
Discovery ad	-	CPV	-	When user watch 30 seconds or full duration if less than 30 seconds video

Targeting on the Google Display Network

Placement targeting refers to the option of choosing which websites you want to appear on, thus giving you the most control over where you're going to appear on the Google Display Network.

This is effective for targeting a specific demographic and provides advertisers with an opportunity to look for websites geared towards special interests that closely match their target audience.

- **Contextual Targeting** utilises the keywords related to the products and services you offer. You will firstly need to create a keyword list and Google will optimise your display ads to appear on sites related to the keywords you've provided.

- **Topic targeting** allows you to choose from an existing list of page topics, meaning that your ads will only display on pages about that topic.

- **Interest targeting** permits advertisers to target the user, not the page content, meaning that the user might be looking at anything when your ads appears (provided they're on a site within the Google Display Network).

- **Remarketing** allows you to deposit a cookie on the computers of visitors who visit your website pages. Google will then display ads specifically to those people whenever they visit sites on the Google Display Network. Remarketing targeting ranges from the very basic, meaning you'd be able to show ads to anybody who has visited your site, to much more complex targeting.

4.9 Make Your Google Ads Mobile Friendly

A few of the elements that make an effective mobile website:

Does your site load quickly?

Nearly half of all visitors will leave a mobile website if the pages don't load within 3 seconds. Minimize loading time (the time it takes for a webpage to show up on your screen) so that visitors can quickly and easily navigate your website.

Is it easy to navigate?

On a smaller screen, it can be hard for people to find what they want. The more visitors must hunt around or zoom in for information, the more likely they'll get frustrated and leave. You can help visitors find what they're looking for by simplifying your site menu and trying to keep everything visible without having to zoom in to read.

Is it easy to act?

Your mobile website should make it quick and easy for visitors to perform common tasks such as contacting you, searching for a product, or making a purchase. Try to minimize the number of steps it takes to complete a form or transaction.

Reasons why your mobile presence is critical to your business:

Mobile-friendly sites show up higher in search results. Mobile searches make up more than half of searches on Google. For many advertisers, the majority of traffic comes from people on their mobile phones. If your site isn't mobile-friendly, visitors are 5 times more likely to leave.

4.9 Make Your Google Ads Mobile Friendly

Upgrade to expanded text ads

Expanded text ads provide more space for your ad text and are designed for optimal performance on mobile devices. To take advantage of the benefits of this new format, we recommend that you update your existing text ads to expanded text ads. There's no cost to do so.

Rotate multiple ad variations

If you have more than one ad in an ad group, Google Ads will automatically start showing the better-performing ones by default.

Use the right ad extensions for mobile

Ad extensions allow you to show extra business information with your ad, like an address, phone number, or links to specific pages on your website. These extensions help make your ads more prominent and appealing for customers on mobile. There's no cost to use ad extensions, although you're charged as usual for clicks on your ad.

Optimize Your Ads For Mobile

01 02 03 04 05 06 07

Make the most of your description text

Highlight what makes your business unique and why you have what customers are looking for.

Follow best practices for writing effective mobile ads

To connect with potential customers on mobile devices, your ads should be relevant, compelling, and informational. Some best practices for writing a successful mobile ad.

Use a strong call-to-action

A strong, clear call-to-action tells mobile visitors what to expect and encourages them to perform the action you want them to take. Use strong verbs like Buy, Call Today, Order, Sign Up, or Get A Quote

Grab attention with compelling headlines

Try including your keywords so people will know right away that your ad is relevant to what they're looking for.

4.10 Google Ads Policy

Prohibited content

Counterfeit goods

Dangerous products or services

Enabling dishonest behaviors

Inappropriate content

Prohibited practices

Abusing the ad network

Irresponsible data collection and use

Restricted content

Adult contents

Alcohol

Copyrights

Gambling and games

Healthcare and medicines

Political contents

Financial services

Trademarks

4.10 Google Ads Policy

What happen if you violate the policy?

Ad or extension disapproval

Ads and extensions that don't follow Google Ads policies may be disapproved. A *disapproved* ad won't be able to run until the policy violation is fixed and the ad is approved. In Google Ads, this will be noted in the Status column. Learn how to fix a disapproved ad.
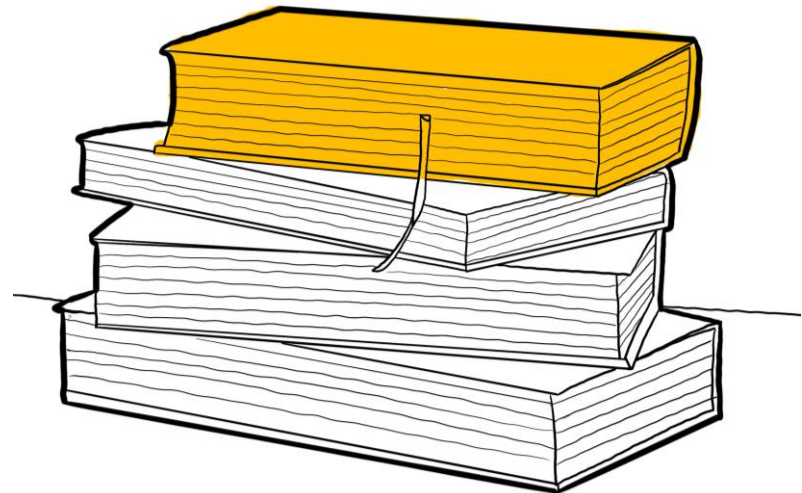
Account suspension

An account may be suspended if you have several violations or a serious violation. If this happens, all ads in the suspended account will stop running, and we may no longer accept advertising from you. Any related accounts may also be suspended, and your new accounts may be automatically suspended.

Remarketing list disabling

Remarketing lists that don't follow the Personalized advertising policy may be disabled, meaning that these lists can no longer be used with ad campaigns, and new users won't be added to the lists. List creation restrictions may apply to both individual web pages and entire websites or apps.

Compliance review

Google may review your business for compliance with the Customer Match policy at any time. If Google contact you to request information related to compliance, you're required to respond in a timely manner and swiftly take any corrective action needed to comply with Google policies. If you have a manager account, Google may also contact your managed accounts to verify compliance.

Maslina Abdul Aziz . Hardy Loh Rahim . Azmi Bakhary . Suzana Zambri

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