

# ***2 Days Facebook & Instagram Masterclass***



**Date: 1 & 2 Sept 2022**  
**Venue: Online Zoom**  
**Trainer: Kelly Chong**

# Introduction



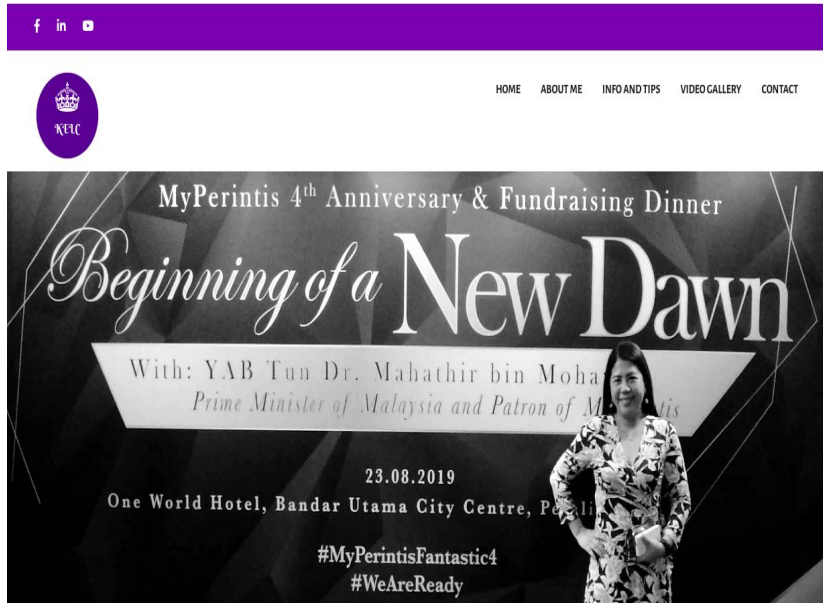
- Your Name
- Your Industry (Eg: F&B, Property)
- Your Position (Eg: Executive, Business Owner)
- Your Expectation & Goal (Eg: Upskill? Create DM Team?)

# About Me - Kelly Chong

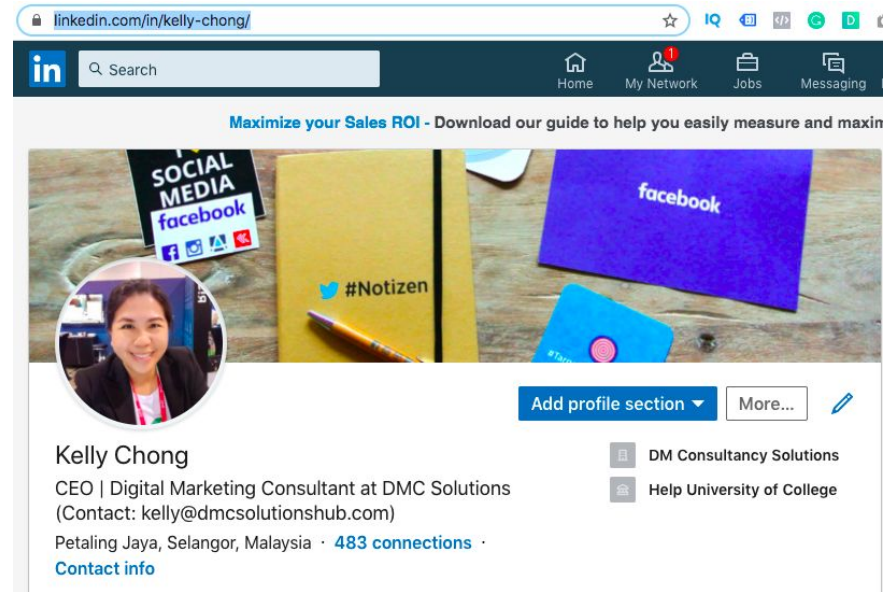


- Certified HRDF Digital Marketing Trainer
- Trained and Guided over 200 SMEs To Grow Their Business
- Consult More Than 28 SMEs To Grow Their Business
- Has Run More Than RM 1 mil Media Buy Ads
- Provide Business & Digital Marketing Consultation To Corporate and SMEs especially at no cost traffic & funnel building

# Follow Me @ Blog / LinkedIn



[www.kelccreative.com](http://www.kelccreative.com)



<https://www.linkedin.com/in/kelly-chong/>

# Announcement

- Lunch Time will be 1 hour from 1.00pm to 2.00pm
- There are 2(two) sessions of tea break. Morning session is from 10.45am to 11.00am
- We may arrange short break like 5 mins as needed
- Please participate/ engage in the session as much as possible
- Please ask any Facebook & Instagram or digital marketing related question anytime
- Enjoy the session as much as possible

# Module 01 Strategic Marketing Framework

- **Strategic Marketing Approach**
- **Setting Digital Marketing Goal**
- **How To Build Sales Funnel**
- **How To Identify Customer Persona**
- **Audience Insight For Audience Targeting**
- **Case Studies**
- **How To Create Powerful Content**



Digital Marketing is about  
Content (awareness),  
Collaboration (build  
relationship) &  
Consistency (build trust).

# Fundamental of Digital Marketing

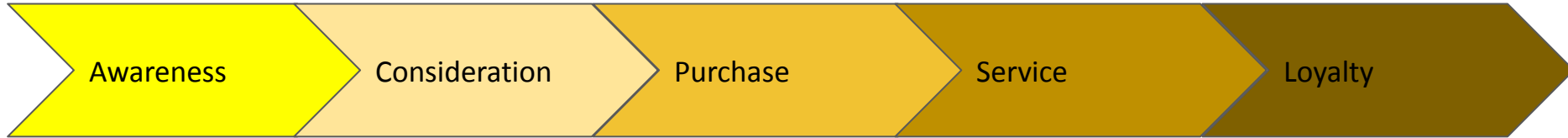




# Implications Of Customers Journey On DM

- Search
- Landing Page
- Blog
- Featured Article
- Direct Email

- Chatbot
- LIVE chat
- Mobile Communication (Whatsapp, Telegram, Wechat)



- Digital PR
- Word Of Mouth
- Online Advertisement
- Viral Post
- Banner Ads

- Website
- eCommerce Website

- Affiliate Marketing
- Points Rewards
- Newsletter
- Blog
- Emails

# Facts Finding

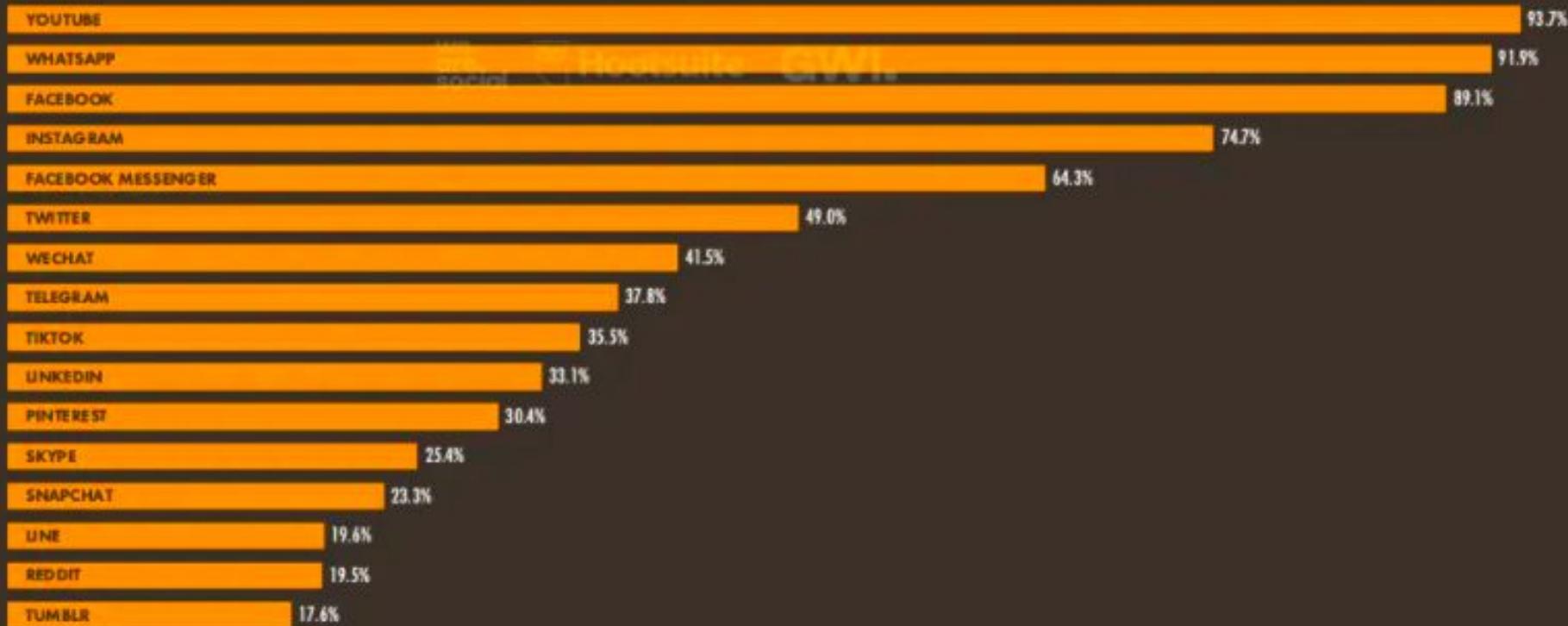
JAN  
2021

# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



MALAYSIA



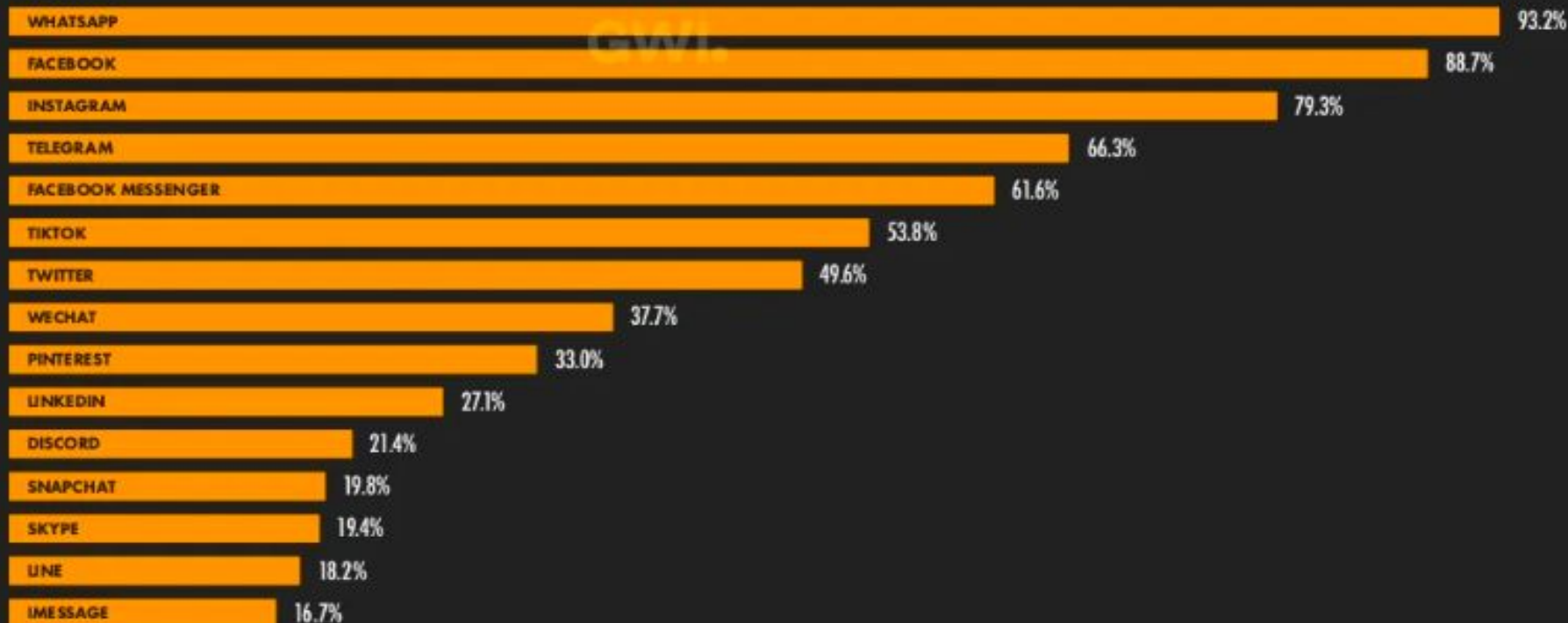
SOURCE: OWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GEOBALWEBINDEX.COM](https://www.geobalwebindex.com) FOR MORE DETAILS.

NOTE: FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH, OR THE ACTIVE USER FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

FEB  
2022

# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH



**SOURCE:** GWI Q1-Q2 2022. FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

FEB  
2022

# WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FACEBOOK



87.37%

YEAR-ON-YEAR CHANGE  
+8.8% (+710 BPS)

TWITTER



2.83%

YEAR-ON-YEAR CHANGE  
-37.3% (-168 BPS)

PINTEREST



2.33%

YEAR-ON-YEAR CHANGE  
-73.0% (-629 BPS)

INSTAGRAM



3.99%

YEAR-ON-YEAR CHANGE  
+112% (+211 BPS)

YOUTUBE



2.51%

YEAR-ON-YEAR CHANGE  
-35.3% (-137 BPS)

REDDIT



0.66%

YEAR-ON-YEAR CHANGE  
+113% (+35 BPS)

TUMBLR



0.14%

YEAR-ON-YEAR CHANGE  
-53.3% (-16 BPS)

LINKEDIN



0.09%

YEAR-ON-YEAR CHANGE  
+12.5% (+1 BP)

VKONTAKTE



0.06%

YEAR-ON-YEAR CHANGE  
-53.8% (-7 BPS)

OTHER



0.02%

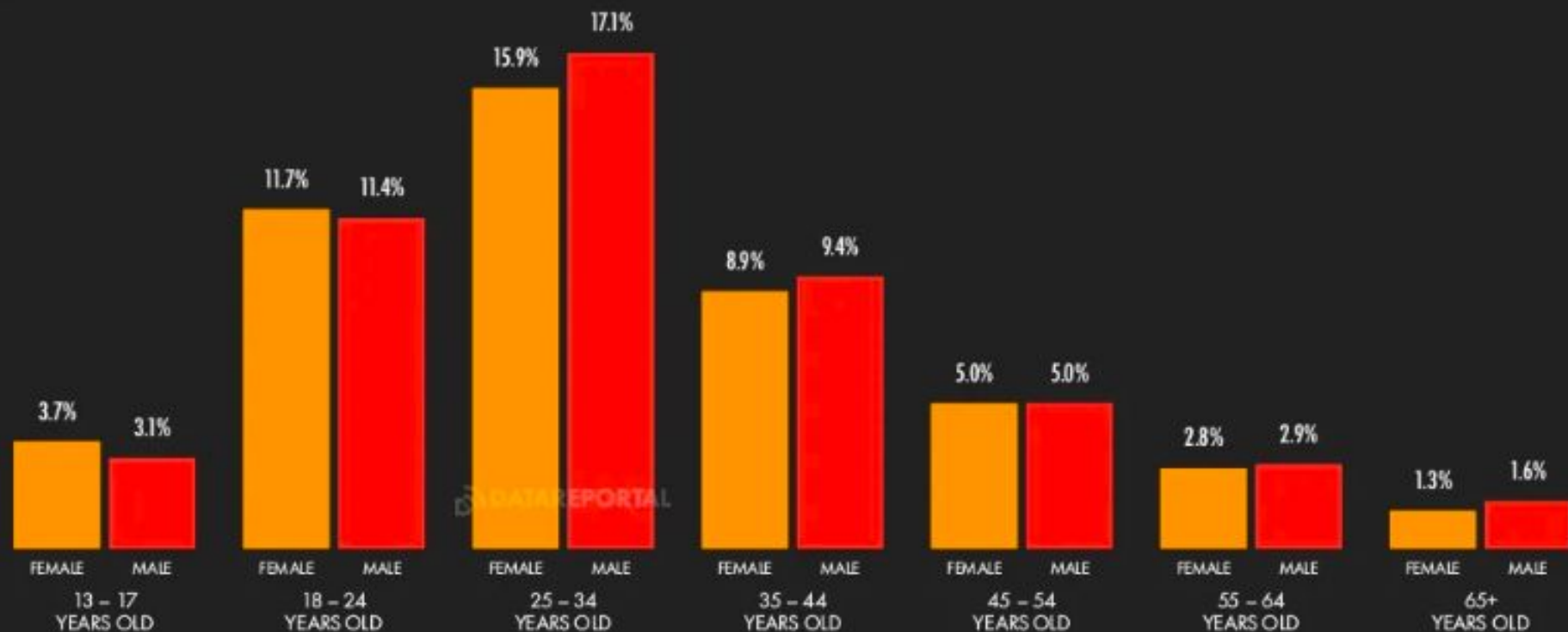
YEAR-ON-YEAR CHANGE  
+100% (+1 BP)

**SOURCE:** STATCOUNTER **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE NUMBER OF WEB PAGE REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL WEB PAGE REFERRALS ORIGINATING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REFER ENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

FEB  
2022

# DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

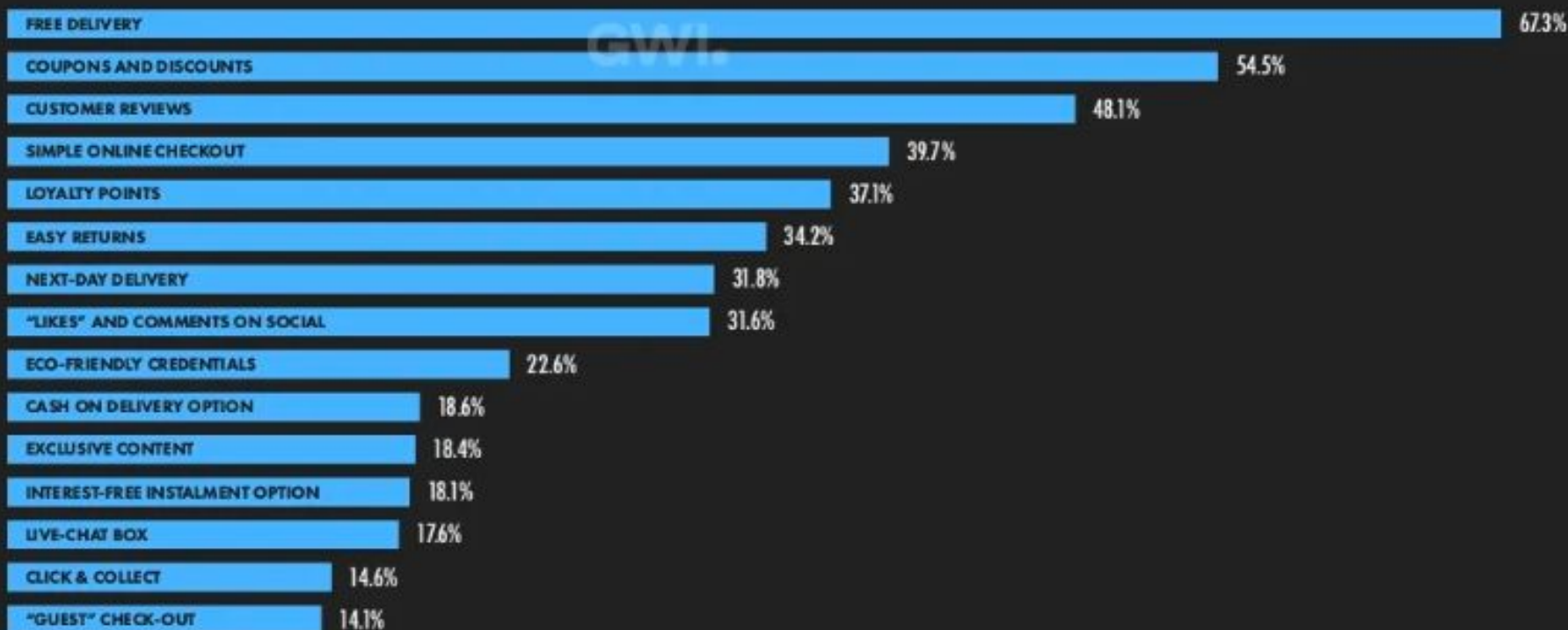
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



FEB  
2022

# ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



JAN  
2021

# DAILY TIME SPENT ON MEDIA

THE AVERAGE DAILY TIME\* THAT INTERNET USERS AGED 16 TO 64 SPEND ON DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING THE  
INTERNET (ALL DEVICES)



9H 17M



TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



2H 55M



TIME SPENT USING  
SOCIAL MEDIA



3H 01M

GWI.

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



1H 24M

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



1H 35M

GWI.

TIME SPENT LISTENING  
TO BROADCAST RADIO



0H 56M

we  
are  
social

TIME SPENT LISTENING  
TO PODCASTS



0H 32M



TIME SPENT PLAYING VIDEO  
GAMES ON A GAMES CONSOLE



1H 02M

SOURCE: GWI (Q1 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](http://GLOBALWEBINDEX.COM) FOR MORE DETAILS.  
\*NOTES: CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BROADCAST (LINEAR) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES ONLINE AS WELL AS PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.



FEB  
2022

# ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)



ELECTRONICS



**\$2.73  
BILLION**

YEAR-ON-YEAR CHANGE  
**+36.5% (+\$729 MILLION)**

statista

FASHION



**\$2.54  
BILLION**

YEAR-ON-YEAR CHANGE  
**+49.5% (+\$842 MILLION)**

KEPIOS

FURNITURE



**\$741.0  
MILLION**

YEAR-ON-YEAR CHANGE  
**+32.8% (+\$183 MILLION)**

statista

TOYS, HOBBY, DIY



**\$620.9  
MILLION**

YEAR-ON-YEAR CHANGE  
**+50.3% (+\$208 MILLION)**

PERSONAL & HOUSEHOLD CARE



**\$970.9  
MILLION**

YEAR-ON-YEAR CHANGE  
**+32.9% (+\$240 MILLION)**

statista

FOOD



**\$151.7  
MILLION**

YEAR-ON-YEAR CHANGE  
**+78.0% (+\$66 MILLION)**

statista

BEVERAGES



**\$42.79  
MILLION**

YEAR-ON-YEAR CHANGE  
**+68.1% (+\$17 MILLION)**

KEPIOS

PHYSICAL MEDIA



**\$377.8  
MILLION**

YEAR-ON-YEAR CHANGE  
**+22.0% (+\$68 MILLION)**

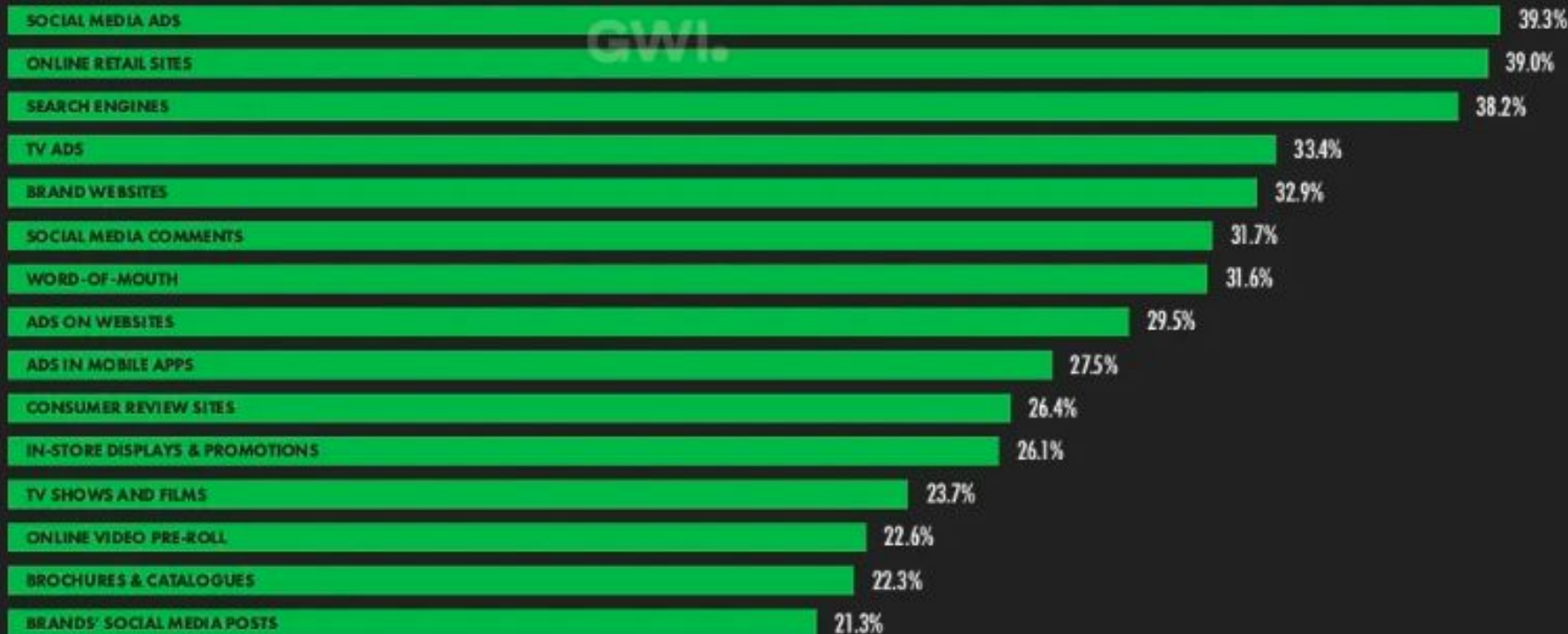
FEB  
2022

# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



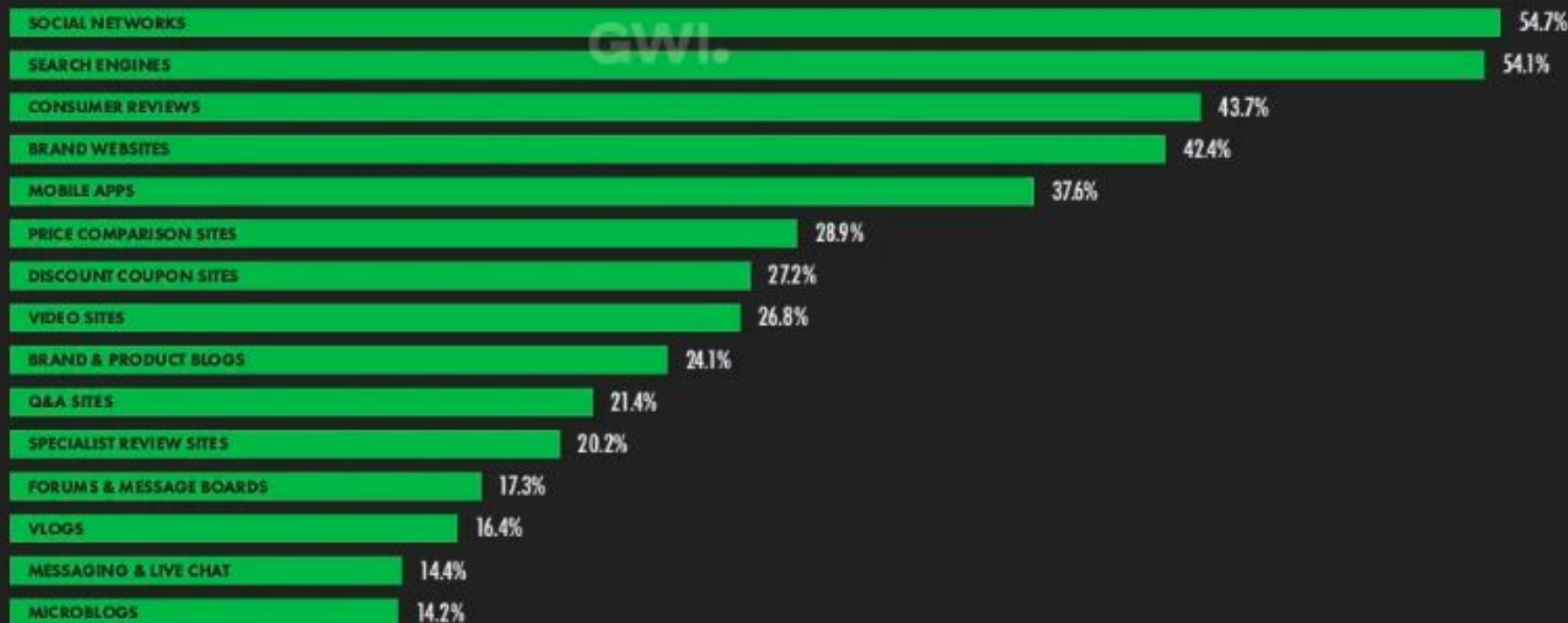
GWI.



FEB  
2022

# MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



# Strategic Marketing Approach

**A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience**

## **Set Goals -**

What do you want to achieve for your business?

## **Measurements & Test -**

What do you want to achieve for your business?

## **Know Your Target Audience-**

Use demographic and psychographic



## **Social Media -**

Decide on which social media (poster, video, trailers and etc) will help to connect the audience

## **Social Media Network-**

Focus on social network that add value to your business. Million of users does not mean it will direct contribute the brands' objective.



# Problems Normally Your Customers Will Face (Group Discussion)

**List out the top 3:**

Eg: Want to start online business but dont know how.

Want to work as digital marketing exec but do not have right knowledge.

1)

2)

3)

# How's Your Product/Service Solve Their Problem (Group Discussion)

## List Out The Top 3 :

Eg: Train students with right digital marketing knowledge.  
Work on hands-on and case study to gain direct experience.

- 1)
- 2)
- 3)



# How To Build A Profitable Sales Funnel ?



## Market Potential

Social Media Ads/ Google Ads/ SEO



## Suspect

Opt-In (Lead Form/ Landing Page)



## Prospect

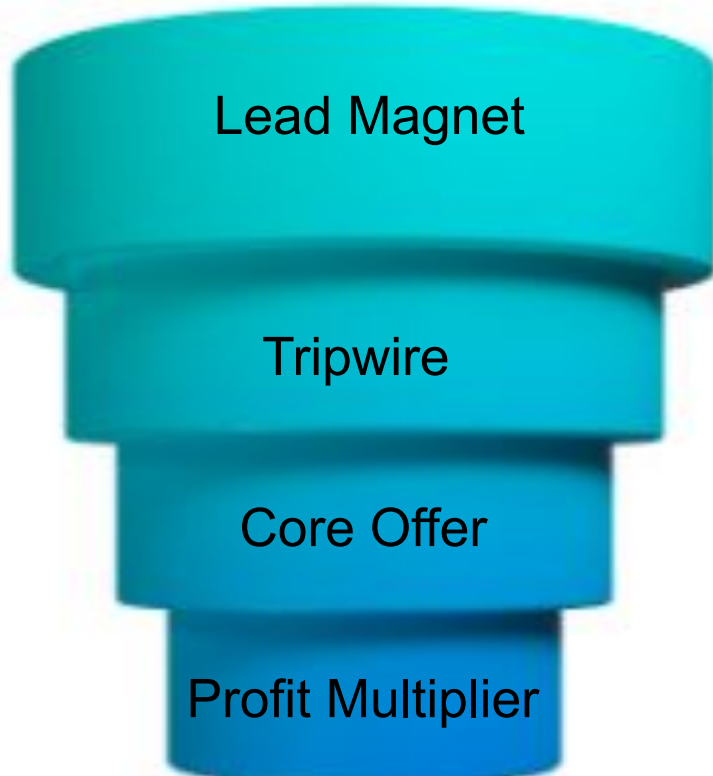
Follow Up/ Autoresponder



## Customers

Purchase/ Buy

# How To Create Irresistible Offer?



**Example:**

Free eBook, Free Industrial Report, Free Webinar, Free Consultation, Video Content, Free Sample



**Example:**

Now Great Deal \$10 (Original Price \$899)



**Example:**

Main Product/ Service



**Example:**

Upsell/ Upserve



# What Would Be Your Offer? (Group Activities)

Lead Magnet	
TripWire	
Core Offer	
Upsell/ Profit Maximizer	

# Customer Persona



**Title:**  
**Role:**  
**Industry:**  
**Age:**  
**Typical Day:**

**Goal:** What is his / her KPI. what does he / she care about

**Challenges:** What are some of the frustrations / challenges that he or she face to be effective to achieve his / her goal

**How we Help:** How can we provide a solution for his / her challenges

**How does he / she likes to be approached:**

Does she prefer call / whatsapp / email / social media

**How does he / she learn / read:** Through videos / text

**What's his / her path to purchase:** Does he gain trust through trials or F2F meetings?

**Messaging Strategy:** How could you then best engage with him / her

# Rachel - Customer Persona

## Rachael, the Stay at Home Mum



### Lifestyle

- Home life is hectic for Rachel as she has all the children & home responsibilities
- Dave leaves early and home late
- Financial pressure is relentless as there is really only one salary now
- They have a great home, but it would be just nice to afford a holiday

### Personal Background

- Age 40 years
- Married with two children
- Live, the Northern Beaches of Syd

### Business Background

- Has a Marketing Background
- Is setting up an Internet Business in Promotional Items
- Husband David has a high paying job in Finance

### Their Challenges/ Pain Points

- High Mortgage gives little spare cash
- Need to down size and reduce mortgage
- Sell property at a good price in a bad market

### Where do they go for Information

- Are heavy users of the Internet
- Are on Facebook, LinkedIn, Pinterest

# Customer Persona (Group Exercise)

## GOALS & VALUES:

Goals:

Values:

## SOURCE OF INFORMATION:

Books:

Online Group /Forum:

Conference:

Blog/ Website:



## DEMOGRAPHIC:

Age:

Gender:

Occupation:

Level of Education:

Hobbies

## CHALLENGES & PAIN POINTS:

Challenges:

Pain Points:

## OBJECTION & ROLES IN PURCHASING PROCESS:

Objections To The Sales:

Role In The Purchase Process:

# Prospecting Exercise - Group Activity



Who's It For? (Customer Profiling)	College Student, IT People
Why Will They Click? (Features)	Waterproof; Multi compartment
What Will They Buy? (Benefits)	Convenient. Secure.

# Prospecting Exercise - Group Activity



Who's It For? (Customer Profiling)	Business Owner, Entrepreneur
Why Will They Click? (Features)	Want accounting services
What Will They Buy? (Benefits)	To save cost. Avoid unnecessary expenses.

# Prospecting Exercise - Group Activities



Your Product

Who's It For?	
Why Will They Click? (Features)	
What Will They Buy? (Benefits)	

# Why Should I Buy From You? Stand Out From Competition





# Unique Selling Proposition (Case Studies)



30-Minutes Delivery Guarantee!

Domino's guarantees your order will arrive within 30 minutes or we'll give you a free Regular Pizza voucher!



Ultimate Driving Machine

# Unique Selling Proposition (Case Studies)



Provide the best quality shoes for athletes and fitness in general.



It sells happiness in a bottle

# Please list down your product/ service uniqueness (Group Activities)

## **Guideline: Ask yourself**

- **What is so great about your product/service?**
- **Why should I buy from you?**
- **Any highlight that your product/ service has but your competitor do not have?**

Answer:

# Copywriting Creation (I)

Products/ Services	Problems that customers are facing? (Problem Statement)	What customer value will be receiving from the products (Benefits)	Strength Of The Products (USP)

# Copywriting Creation (II)

Product/ Services Specification (Features)	Offer that your customers will buy without thinking (Irresistible Offer)	How do you want your customers to chat with you? (Call to Action)	Terms & Conditions Of deliveries (Option)

# AIDA Copywriting

	Description	Example (Apple)	Impact
Attention	Catch The Attention	The CEO gave the speech on the new model of iPhone. A very different iPhone is coming out.	Now most of the people are having high expectation.
Interest	Trigger The Curiosity or Interest	CEO will explain what are the special or innovative features of the phone	It makes people focus to the specification of the phone.
Desire	Show Them Why They Need Your Product	CEO demonstrate the phone and highlight some of the preferred features that people are waiting for	People feels like this is no longer a desire and its is a want.
Action	Direct Reader To Take Action	CEO now use the phone and show it to everyone.	People witness how advance the iphone is



# AIDA Copywriting

	Description	Example (Vitasen)	Impact
Attention	Catch The Attention (Brand Awareness)	Put a big billboard/ standee/ social media platform (Pharmacy) to increase awareness	Billboard/ standee/ banner ads are colourful. Attracts people attention easily
Interest	Trigger The Curiosity or Interest	Varieties of social media format like short video, long video or story telling content	With that action, it makes people show interest about the products
Desire	Show Them Why They Need Your Product	Highlight the offer such as Buy 1 Free 1 or Buy one large you will free some gimmicks	Show customers on how importance of improve kids immune system
Action	Direct Reader To Take Action	Create a sense of urgency	People will take action now before the deadline



# AIDA Copywriting (Activities)

	Description	Example	Impact
Attention			
Interest			
Desire			
Action			



# Module 2: Facebook Marketing For Business

- **Facebook page optimization**
- **Facebook content optimization**
- **Facebook Ads Campaign**
- **A/B Testing Optimization**



content

is KING

- **Create Quality Content (Practical, Entertaining, Action Driven)**
- **Have A Call To Action**
- **Ride The Wave**
- **Be Authentic**
- **Tell Story**
- **Education**

# Content Framework



# Keyword research & selection



New Feature: Type in a competitor's domain to get better keyword ideas

NEILPATEL

EN 

[Blog](#)

[Pricing](#)

[Training](#)

[Tools](#)

[Consulting](#)

[Contact](#)



Sign in with Google

Ubersuggest.io

# Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.

Just type in a domain or a keyword to get started.

digital marketing



English / Malaysia



SEARCH



# Keyword research & selection



You are 3 steps away from growing your SEO traffic

1 SIGN UP

2 CREATE A PROJECT

3 ADD KEYWORDS

< Menu

Dashboard

## Keyword Overview: digital marketing

SEARCH VOLUME

8,100

HIGH

SEO DIFFICULTY

32

PAID DIFFICULTY

39

COST PER CLICK (CPC)

RM9.90

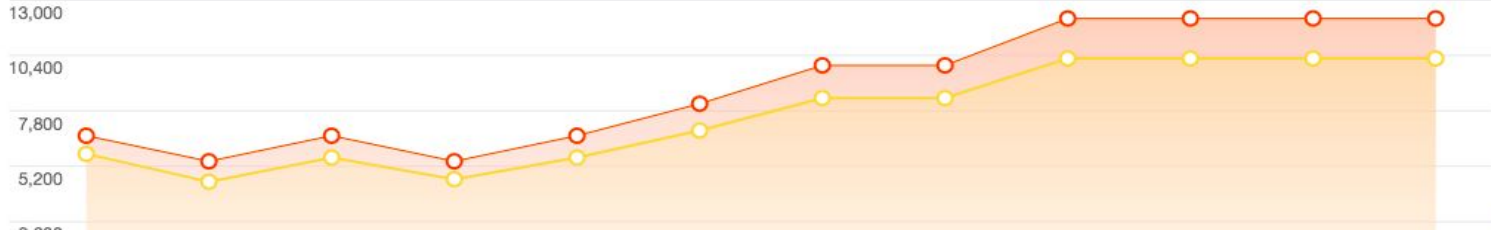


The average web page that ranks in the top 10 has **318 backlinks** and a **domain score of 89**.

VOLUME

Dashboard

Mobile Volume Desktop Volume



### UBERSUGGEST

Overview

Keyword Ideas

Content Ideas

### TRAFFIC ANALYZER

Overview

Top Pages

Keywords

### SEO ANALYZER

e Audit

cklinks

# Keyword research & selection



You are 3 steps away from growing your SEO traffic

1 SIGN UP

2 CREATE A PROJECT

3 ADD KEYWORDS

digital marketing English / Malaysia

533 Keyword Ideas Filters

SUGGESTIONS [533] PREPOSITIONS [48] RELATED [13,428] COMPARISONS [44] QUESTIONS [101]

Difficulty start from 0 to 100

<input type="checkbox"/>	KEYWORD	VOL	CPC	PD	SD
<input type="checkbox"/>	digital marketing	8,100	RM9.90	39	32
<input type="checkbox"/>	digital marketing in malaysia	880	RM15.56	68	26
<input type="checkbox"/>	digital marketing malaysia	880	RM14.72	72	35
<input type="checkbox"/>	digital marketing course malaysia	590	RM15.28	89	32

EXPORT TO CSV

COPY TO CLIPBOARD

## Keyword Overview: digital marketing



The average web page that ranks in the top 10 has **318 backlinks** and a **domain score of 89**.

	GOOGLE SERP	EST. VISITS	LINKS	DS	SOCIAL SHARES
12	<a href="#">ama.org/pages...</a>				
13	<a href="#">forbes.com/site...</a>				
14	<a href="#">udacity.com/co...</a>				
15	<a href="#">99designs.com...</a>				

LOGIN TO SEE MORE SERPS DATA, IT'S FREE.

Sign in with Google

EXPORT TO CSV

# Content updates and layout

NEILPATEL

EN

CONSULTING

PLANS & PRICING

Sign in with Google



You are 3 steps away from growing your SEO traffic

1 SIGN UP

2 CREATE A PROJECT

3 ADD KEYWORDS

digital marketing

English / Malaysia

Search

## Content Ideas: digital marketing



Filters

Engagement

<input type="checkbox"/>	PAGE TITLE URL	EST. VISITS	BACKLINKS	f	p
<input type="checkbox"/>	Digital Marketing Course   Digital Marketing Institute in Delhi - DIDM didm.in	0 <a href="#">Keywords</a>	0 <a href="#">Links</a>	41,878	1
<input type="checkbox"/>	Professional Diploma in Digital Marketing digitalmarketinginstitute.com	0 <a href="#">Keywords</a>	4 <a href="#">Links</a>	34,555	0
<input type="checkbox"/>	Digital Marketing Certification Course in Mumbai   IIDE iide.co	0 <a href="#">Keywords</a>	0 <a href="#">Links</a>	32,870	0
<input type="checkbox"/>	Skills to Put on a Resume   6 Trending Digital Marketing Skills digitalmarketer.com	0 <a href="#">Keywords</a>	22 <a href="#">Links</a>	19,183	705

## Content Ideas: finance service

Filters

<input type="checkbox"/>	PAGE TITLE URL <sup>?</sup>		EST. VISITS <sup>?</sup>	BACKLINKS <sup>?</sup>	f	p
<input type="checkbox"/>	Delta Air to tighten rules for onboard <b>service</b> animals - Yahoo <b>Finance</b> finance.yahoo.com	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	5,350	0
<input type="checkbox"/>	Customer <b>Service</b> Officer [02 Positions] from Prince <b>Finance</b> PLC jobpending.com	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	1,342	0
<input type="checkbox"/>	<b>Service</b> Charge Is NOT <b>Service</b> Tax On Restaurant Bills, <b>Finance</b> ... trak.in	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	1 <input type="text" value="Links"/>	660	0
<input type="checkbox"/>	IMDB 'insolvent', unable to <b>service</b> its debt: <b>Finance</b> Minister Lim ... channelnewsasia.com	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	647	0
<input type="checkbox"/>	Canadians rank #2 in world for customer <b>service</b> : report - Yahoo <b>Finance</b> ca.finance.yahoo.com	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	397	0
<input type="checkbox"/>	Jamaica Best Place to do Business – <b>Finance</b> Minister - Jamaica Information <b>Service</b> jis.gov.jm	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	1 <input type="text" value="Links"/>	335	0
<input type="checkbox"/>	<b>Finance</b> Ministry clears over 8000 health personnel for nat'l <b>service</b> - 3newsgh 3news.com	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	332	0
<input type="checkbox"/>	Banks: Postal <b>Service</b> not cut out for <b>finance</b> thehill.com	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	8 <input type="text" value="Links"/>	311	0
<input type="checkbox"/>	Civil <b>Service</b> Bonus And How It Affects You - Yahoo <b>Finance</b> sg.finance.yahoo.com	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	250	0
<input type="checkbox"/>	<b>Finance</b> Department Punjab Approval Lady Health Works & Lady Health Supervisors Upgradation and <b>Service</b> Structure ...	<a href="#">🔗</a>	0 <input type="text" value="Keywords"/>	1 <input type="text" value="Links"/>	216	0



 **stock investment**  
Search term

 **property investment**  
Search term

+ Add comparison

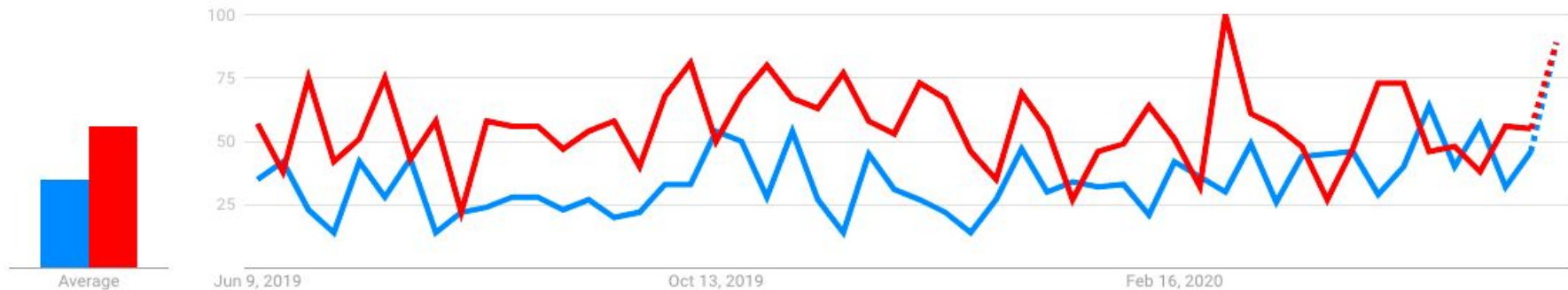
Malaysia ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time 



● **healthcare**  
Search term

● **supplement**  
Search term

● **wellness**  
Search term

Add a search term

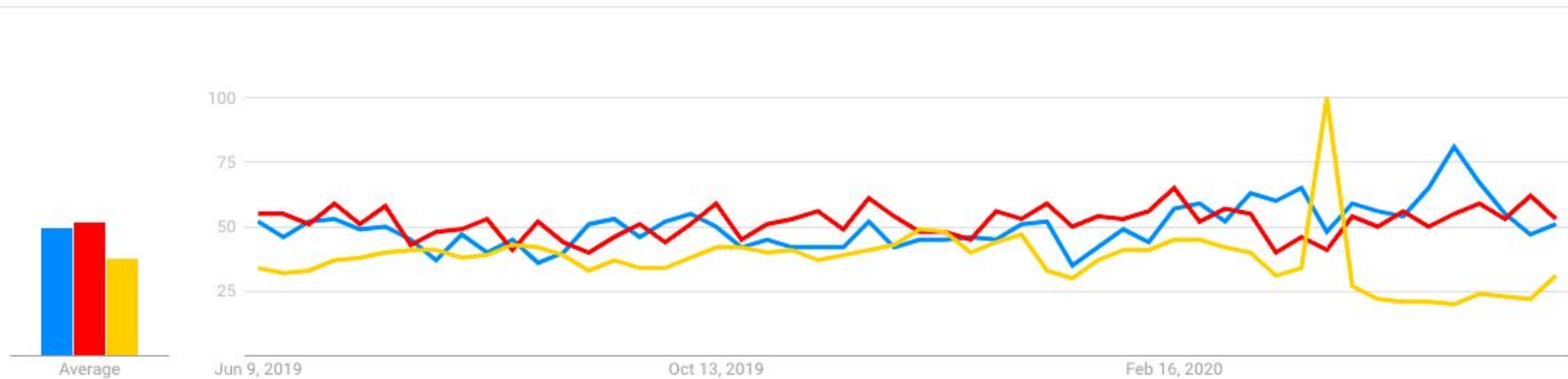
Malaysia ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ?



# Case Studies - Post Content

1



时时刻刻都要保护自己与爱的人

durex

出去

进去

durex

durex

This advertisement features a light blue background. At the top right is the 'durex' logo. Below it, the Chinese text '时时刻刻都要保护自己与爱的人' (Protect yourself and the people you love every moment) is displayed. The central part of the ad is split into two sections by a vertical line. On the left is a blue surgical face mask, with a blue button below it containing the Chinese characters '出去' (Go out). On the right is a blue Durex condom package, with a blue button below it containing the Chinese characters '进去' (Go in). The 'durex' logo is also visible on the condom packaging.

2



要不你  
待在家  
要不就待在富貴

Stay at HOME or  
Stay at NIRVANA

共抗疫情·人人有责

富貴NIRVANA

This advertisement has a light gray background with a blue border. The main text is in large, bold Chinese characters: '要不你 待在家 要不就待在富貴' (Either you stay at home or you stay at Nirvana). Below this, the English text 'Stay at HOME or Stay at NIRVANA' is written. At the bottom left, there is a blue bar with the white text '共抗疫情·人人有责' (Everyone has a responsibility to fight the epidemic together). At the bottom right is the '富貴NIRVANA' logo, which includes a red checkmark-like symbol.

# Case Studies - Video Content



# Case Studies - Video Content

## Content Management Series

Keywords  
Everywhere

K

+

Keywords  
Surfer



Google

**[EP9] BASIC LEVEL**

# Case Studies - Ads Content

**Bizsphere Brand & Marketing Group**  
Sponsored · 🌐

It is Time to Act! No More Waiting for Government Assistance! BIZSPHERE is making... See more



**BIZSPHERE**  
Brand Plan Development with Guided Framework and Modal

5th June 2020 (Fri)  
8.30pm - 9.30pm  
Zoom Webinar

THIS FRIDAY AT 20:30  
Free Webinar: Brand Plan Dev. with Guided Framework and M...

INTERESTED

4

Like Comment Share

**Benham and Reeves**  
Sponsored · 🌐

Join us for our upcoming webinar featuring the best deals on the London property market and how to qualify for UK's low interest only loans w... See more



**LONDON PROPERTY SALE**

Extraordinary times Extraordinary deals  
4 June 2020 | 8pm Malaysia (1pm UK)

LONDON PROPERTY SALE

London Property Sale - Extraordinary times Extraordinary...

SIGN UP

11

2 comments · 1 share

**The Makeup Lovers**  
Sponsored · 🌐

Hey MUA, worried that you're not good enough to be called PRO? 🙄  
... See more



**MUA, BEAT THE COMPETITION!**  
LEARN BRIDAL & 10 OTHER MOST REQUESTED MAKEUP TECHNIQUES

ONLINE

THEMAKEUPLOVERS.NET  
Beat the competition - learn bridal ONLINE 🙄

LEARN MORE

151

4 comments

**Financial Alliance (Official)** added an event  
26 May at 08:48 · 🌐



**STRATEGIES & INVESTMENT OPPORTUNITIES AMID THE COVID-19 CRISIS** 04 Jun 10:00 AM - 1:00 PM  
Zoom Webinar

Victor Wong  
Suei Harriet

TOMORROW AT 10:30  
Strategies & Investment Opportunities Amid The Covid...

INTERESTED

38

Like Comment Share

# Case Studies - Viral Post



T-shirt not included.



**KUNGSFORS**  
S-hook, stainless steel  
**\$3.90 / 5 pieces**



# Case Studies - Viral Post



Marrybrown

Sponsored · 🌐

LIKE PAGE

Oops, someone must have gotten our Nasi Marrybrown's Crispy Chicken confused with Rendang chicken. Nonetheless, kudos to MasterChef Zaleha for her amazing effort! #Marrybrown #SomethingDifferent

Kami tiada resipi rendang ayam *crispy* tapi kami ada **resipi mengembangkan** **perniagaan** anda



[www.agrobank.com.my](http://www.agrobank.com.my)

[www.facebook.com/AgroBank](https://www.facebook.com/AgroBank)

[@AgroBank](https://www.instagram.com/AgroBank)

Served with  
NON-Rendang Crispy Chicken



DIJERAKAN HALAL





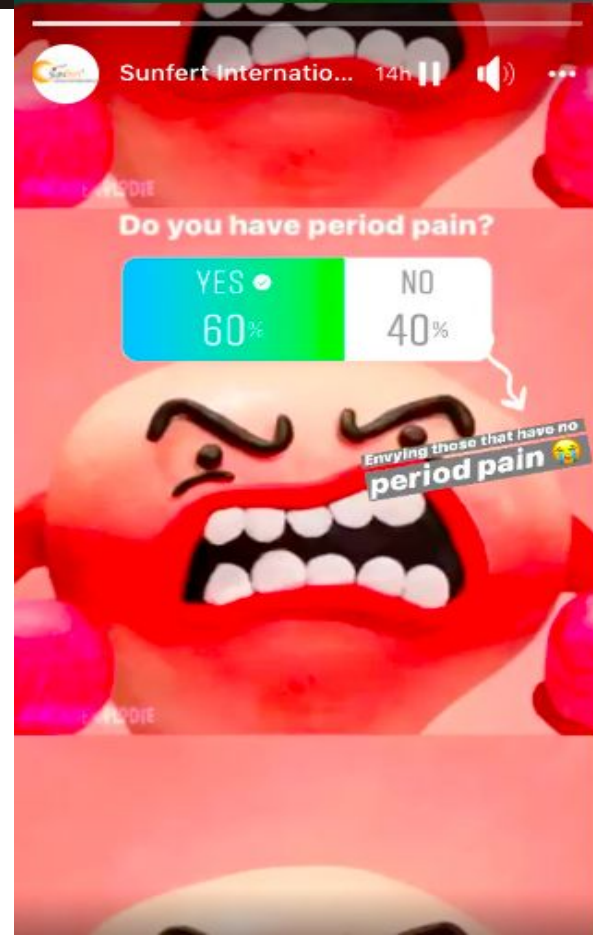
# Case Studies: Social Media Content



# Case Studies: Social Media Content



# Case Studies: Social Media Content



# Case Studies: Social Media Content



# Case Studies : LIVE Content

**Joshua Lim**  
28 May at 12:05 · 🌐



**Ionic Silver:**  
Safest remedy for viral & bacterial infections  
29th May 2020 | 9.00 pm  
JOSHUA LIM

Audrey Lim

LIVE

Watch Live

2

Like Comment Share

**CTOS**  
Sponsored · 🌐

In these uncharted times, the way in which we deal with finance and credit will... See more



WEBINAR BY CTOS

**MANAGING MONEY:  
A NEW WAY OF LIFE?**

THURSDAY, 4 JUNE 2020 | 10AM - 11AM

TOMORROW AT 10:00


**CTOS FB Live - Managing Money:  
A New Way of Life?**

INTERESTED

Carol HillTan and 134 others

Like Comment Share


# Case Studies: LIVE Content

 **DMC Solutions** was live.  
June 4 · 🌐

Advance Marketing With Automated CRM (Build Customers Database)

Unleash The Secrets In This 1 Hr FB LIVE



- ✅ Unlock Growth Strategies With Customers Data
- ✅ Discover Current & Future Opportunities... [See More](#)




**Kelly Chong - CEO Of DMC Solutions**

Follow Us @DMCSolutionshub Follow Us

2,044 People Reached      324 Engagements      [Boost Post](#)

  11      34 Comments 9 Shares

[Like](#)   [Comment](#)   [Share](#)   

# Case Studies: Blog Write Up Content



[Home](#)

[About The Founder](#)

[Info And Tips](#)

[KeIC Academy](#)

 KeIC  December 30, 2020

Businesses around the world are constantly in search of ways to adapt to changes in an increasingly digital world, establishing an e-commerce strategies outfit has soon become one of such notable adaptive mechanism. E-commerce provides limitless opportunities to business owners, from amassing overwhelming customer base to a slash in the cost of marketing products/services. In this present day and age, it has become imperative for business owners to have a good grasp of the concept of e-commerce as well as have it seamlessly incorporated into their business. The e-commerce industry is constantly increasing and it's projected to grow by leaps and bounds in the foreseeable future. The more reason why business should tap into rich e-commerce industry.

## WHAT IS E-COMMERCE

E-commerce, which stands for electronic commerce, refers to any business transaction conducted over the internet. In a bid to successfully carry out such transactions, money and data are electronically transferred with a third party company acting as an intermediary. Third party companies take on the task of processing data and credit transactions. These third party companies process such transactions with utmost confidentiality, making sure that customer information is safe and secured.

## TYPES OF E-COMMERCE BUSINESS MODELS



# Get Competitor Insights

The image shows a Facebook search interface. At the top, a search bar contains the text "sime darby property" and is highlighted with a red box. Below the search bar, a navigation bar includes icons for home, video, marketplace, groups, and a notification bell with a red "4" badge. The user's profile "Kelly" and a plus sign for additional options are also visible.

The search results are displayed under the heading "Search Results for sime darby property". A red box highlights the text "Search Competitor's FB Page" in red. On the left, a "Filters" sidebar lists "All", "Posts", "People", "Photos", and "Videos".

The main content area shows two results for "Sime Darby Property":

- The first result is a page listing: "Sime Darby Property" (verified), "Page · 235K like this", and "Joan Tan PL and 79 other friends like this Building Sustainable Communities". It includes a blue "Liked" button. Below this is a map of the Petaling Jaya area with three red location markers labeled A, B, and C.
- The second result is a place listing: "Sime Darby Property" (marked with a red location pin 'A'), "Place · Property Management Company", "Jalan PJU 1A/31, Ara Damansara, 47301 Petaling Jaya, Selangor, Rawang, Selangor, Malaysia", and an "Open Now" status. It includes a grey "Like" button.



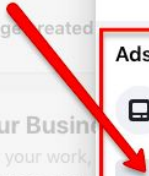
# Go to Ad Library

The image shows a browser window with the URL `facebook.com/SimeDarbyProperty`. The Facebook interface is visible, including the search bar and navigation icons. A 'Page Transparency' modal is open, displaying the following information:

- Page History**
  - Page created - Sime Darby Property (December 17, 2010)
- People Who Manage This Page**
  - Primary country/region location for people who manage this Page includes:
    - Malaysia (46)
    - Indonesia (1)
- Ads From This Page**
  - This Page is currently running ads.
  - Go to Ad Library** (button)
- Find support or report Page** (button)

A red box highlights the 'Go to Ad Library' button, and a red arrow points to it from a red-bordered box containing the text 'Click This'.

Click This



# Check Competitor Ads Activities

FACEBOOK

Search for ads by advertiser name

Kelly


Filter By: Malaysia Platform Impressions by Date

All Current Ads Running Shown

Launched October 2020

Active  
Started running on Oct 6, 2020  
ID: 2708334449437870

Sime Darby Property  
Sponsored



SAT, OCT 3, 2020  
Spotlight 8 Grand Finale Week  
Sime Darby Property Sales Galleries  
Spotlight 8 Grand Finale Week



INTERE...

See Ad Details

Active  
Started running on Oct 6, 2020  
ID: 3471855479592010

Sime Darby Property  
Sponsored

Spotlight 8 goes to Johor & Negeri Sembilan for the FINAL Superdeals this 3-10 Oct!  
#SimeDarbyProperty #Spotlight8



It's now or never Learn ... Bandar Ainsdale Learn ...



Last week of Superdeals Peaceful living

Active  
Started running on Oct 6, 2020  
ID: 342542583649818

Sime Darby Property  
Sponsored

Prepare yourself for the Grand Finale Week of #Spotlight8! Freehold landed double-storey homes in our hottest locations are back with even better Superdeals.

It's your last chance to grab incredible offers this 3 - 10 October and invest for the future before they're gone for good...



See Ad Details



# Facebook Content (Case Study 1)



## CASE STUDY

The nutritional beverage brand turned a TV commercial into a Facebook video ad to grow brand awareness and used dynamic ads for broad audiences to reach potential customers, achieving a 31% increase in incremental conversions.

# Facebook Content (Case Study 1) Result

**5.7X**

return on ad spend

**31%**

increase in incremental  
conversions

**24%**

increase in incremental add  
to carts

**19%**

increase in incremental  
content views

# Facebook Content (Case Study 1) What they do



M2 輕次方's post

#M2官網 #愛女人購物網 #屈臣氏 #momo購物網  
好評熱賣中

訂購 02-2717-0877

#M2輕次方 #超能奶昔 #我的奶昔有超能力 #謝金燕代言  
推薦

\*M2輕次方產品只在M2輕次方官網、iQueen愛女人購物網、MOMO購物網及屈臣氏通路獨家販售，官方通路購買方可享有最高品質的保證、售後服務及其他法律上保障。其餘網路拍賣平台，皆非本公司許可之銷售管道，請謹慎選擇，保障自身安全與健康，以免權益受損。

姊姊的100卡早餐 Power Shake 超能奶昔

133K views

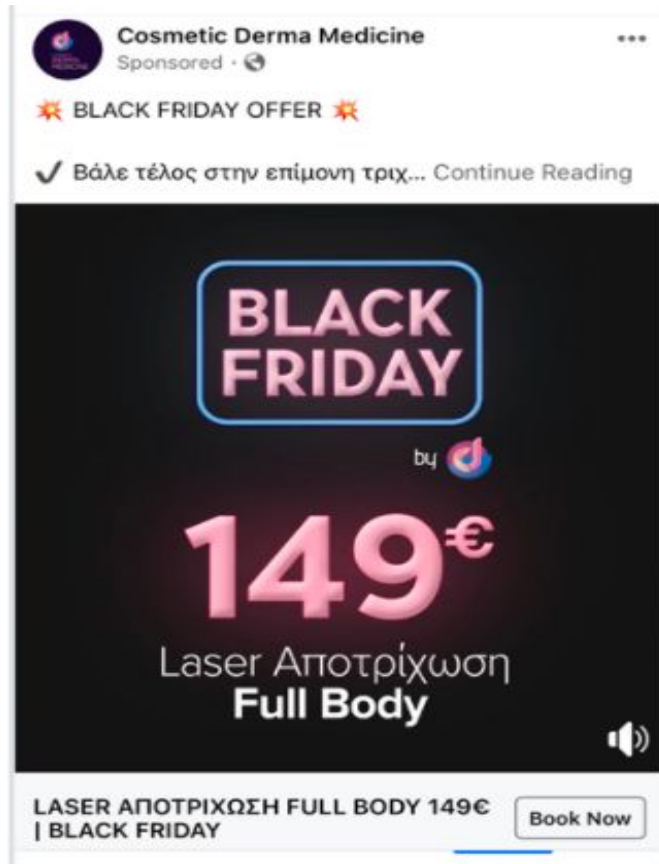
M2 ran video ads featuring the re-cut commercial with the aim of reaching potential new customers and growing brand awareness.

M2 used dynamic ads for broad audiences in the collection format. These ads automatically displayed products from M2's catalogue that matched a person's interests, based on past browsing behaviour.

They included a call to action to visit the M2 website, where people could learn more about the nutritional milkshakes and make a purchase.

M2 targeted the two-week campaign to an audience of women ages 25–44 living in Taiwan. The Facebook pixel installed on its website helped measure the

# Facebook Content (Case Study 1) What they do



The first phase, which ran for four days before Black Friday, the business showed **leads ads with a teaser video** giving hints about the special offer to a **broad audience of women** in Greece and Cyprus aged 18 and older.

Cosmetic Derma Medicine **created a Custom Audience of people who completed the lead form** from the teaser ads.

Cosmetic Derma Medicine **revealed details of the offer to the Custom Audience of leads** from the first phase, as well as segmented Custom Audiences of past customers and website visitors. These people saw mobile friendly, attention-grabbing video and photo ads promoting the Black Friday special offer with a **“Book Now” call to action.**

# Facebook Content (Case Study 1) What they do



## Dynamic ads

Personalise your ads without any manual work.

[Learn more](#)



## Video ads

Capture attention with engaging video ads.

[Learn more](#)



## Core audiences

Select the right target audience for your ads.

[Learn more](#)



## Facebook pixel

Measure activity and conversions for your ads.

[Learn more](#)

# Facebook Ads Campaign Structure



 **STRUCTURE?**  
HOW TO STRUCTURE FB CAMPAIGNS FOR EASY OPTIMIZATION?



# AB Testing

50% users see  
**AD VARIATION A**



**17%**  
conversion

50% users see  
**AD VARIATION B**




**11%**  
conversion

# Facebook Ads Manager - Lead Objective

[Create new campaign](#) Use existing campaign ×

### Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



**Traffic**  
Send **people** to a destination, like your website, app or Facebook event. [Learn more](#)

**Good for:**

- Link clicks
- Landing page views

[Learn more](#) Cancel Continue

# Facebook Ads Manager - Lead Objective

[Create new campaign](#) Use existing campaign ×

**⚠ Account info needed**

We need to confirm a few details about your account before you can publish an ad. You can either go to Account overview to confirm this info before you start creating, or do this later.

[Go to Account overview](#)

**Choose a Campaign Objective**

[Learn more](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> <b>Lead generation</b>	

[Cancel](#) [Continue](#)

# Facebook Ads Manager - Lead Objective

**Ad set name**

Lead Generation Parents RM50 070422 [Create template](#)

**Lead method** [See recommendati...](#)

How do you want to connect with people?

- Instant forms**  
Let people submit a form to become leads.
- Automated chat**  
Let people message your business via Messenger to become leads.
- Instant forms and automated chat**  
Let people engage with your business where they are most likely to become leads.
- Calls**  
Let people call your business to become leads.

# Facebook Ads Manager - Lead Objective

## Budget ⓘ

Daily Budget



RM50.00

MYR

You'll spend up to RM62.50 on some days, and less on others. You'll spend an average of RM50.00 per day and no more than RM350.00 per calendar week.. [Learn more](#)

## Schedule ⓘ

### Start date

Apr 3, 2022



1:12 PM

Kuala Lumpur Time

### End · Optional



Set an end date

Aug 31, 2022



12:00 AM

Kuala Lumpur Time

# Facebook Ads Manager - Lead Objective

## Locations

Location:

- Malaysia: Selangor; Kuala Lumpur

## Age

20 - 65+

## Gender

All genders

## Detailed targeting

People who match:

- Interests: Business, Entrepreneurship, Digital marketing, Marketing, Advertising campaign, Small and medium enterprises or Advertising agency
- Job title: Business Owner

Exclude:

- Interests: Myanmar, Bangladesh or Indonesia

Advantage Detailed Targeting: **+**

- Off

# Facebook Ads Manager - Lead Objective

**Manual placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

## Devices

All devices

## Platforms

Facebook

Instagram

Audience network

Messenger

## Asset customization

6 / 15 placements that support asset customization

[Select all](#)

## Placements


▼ **Feeds**


Get high visibility for your business with ads in feeds



# Facebook Ads Manager - Lead Objective

**Media**  
6 Placements

 **Feeds**  
2 Placements

 **Stories and Reels**  
4 Placements

**Primary text**

Get 1 bottle with 1 bottle compliment (ori price RM500) per pax to kickstart your online business to generate more income. Conducted by experience trainer (no recording). Get a real guidance from the real practitioner.

What you can learn in this course:  
facebook marketing

Register now before is too late. Limi

[#digitalmarketing](#)

 **KelC**  
Sponsored · 

Get 1 bottle with 1 bottle compliment (ori price RM500) per pax to kickstart your online business to generate more income. ...See more

 JEAN  
BUSINESS OWNER

"  
Now I can  
communicate  
better with my  
digital marketing  
team."  
"

FORM ON FACEBOOK  
**Free Talent Assessment**

[Sign up](#)



# Facebook Ads Manager - Lead Objective

## Instant form

Make connections with people by letting them send contact information and other details to you through a form. [Learn more](#)



### Flexible Form Delivery

Your questions are delivered via a form or an automated chat in Messenger, depending on where you are more likely to get a response.

Create form

	Form title	Creation date
<input checked="" type="radio"/>	Form of Merdeka Promo	2022-08-22
<input type="radio"/>	Untitled form 6/24/22, 4:07 ...	2022-06-24
<input type="radio"/>	Lead Gen Free Assessment ...	2022-04-07

# Module 03 Instagram Marketing For Business

- **Setting up Instagram Business account**
- **Instagram links to Facebook Business Page**
- **Instagram Ads Campaign Creation**
- **Optimisation of content management**

# Instagram For Business (Features)

- Instagram Insights
- Instagram ads
- Instagram Shopping
- Primary and secondary messaging inboxes
- Contact information and a call-to-action button on your profile



# Optimize Profile

- **Your name:** 30 characters, included in search.
- **Your username:** AKA your handle. Up to 30 characters, included in search.
- **Your website:** A clickable URL you can change as often as you like.
- **Category:** A business feature that tells people what you're all about without using up bio characters.
- **Contact info:** Tell people where to find you.
- **Call-to-action buttons:** Give Instagrammers a way to interact with you directly from your profile page.





1,669  
Posts

235K  
Followers

176  
Following

### Inside Vancouver

Official Tourism Vancouver account. Tag @inside\_vancouver or #veryvancouver to give permission to repost.

Spanish: @visitavancouver

[Ink.bio/TourismVancouver](https://ink.bio/TourismVancouver)

200 Burrard Street, Vancouver, British Columbia V6C 3L6

Following ▾

Message

Contact



Gastown



Food&Dri...



See & Do

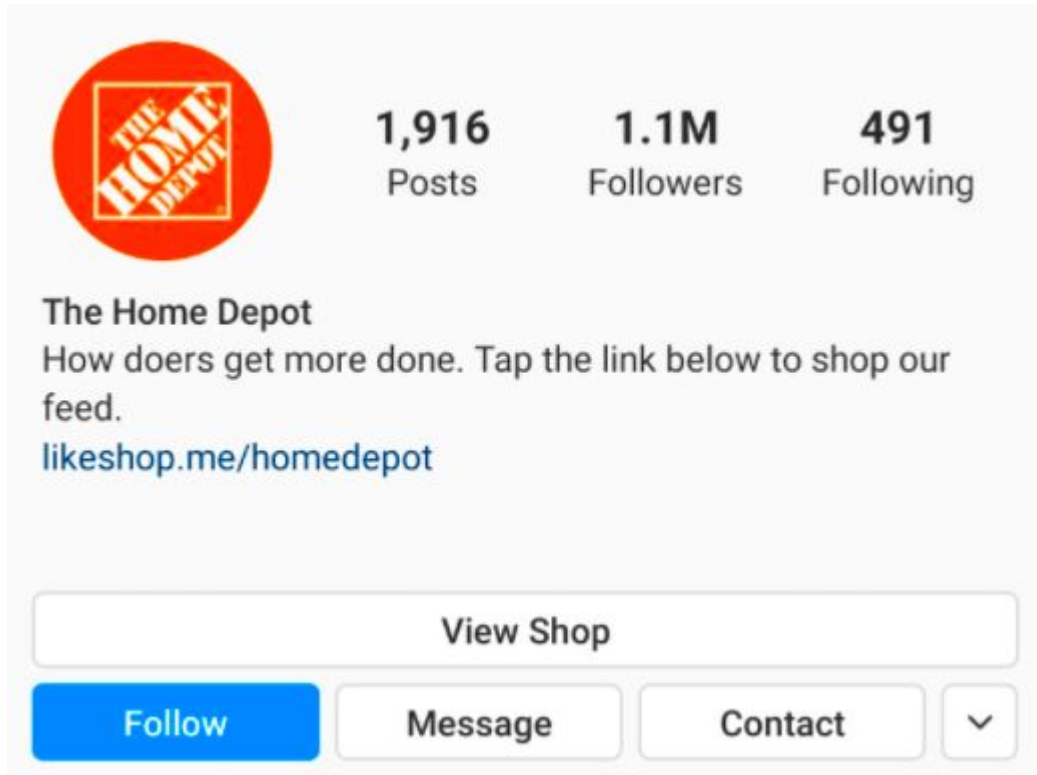


Outdoors



Downtown

# Choose Right Profile Photo



- Profile size is 320px X 320px

# Create Visually Compelling Content

- **Behind-the-scenes posts:** Give followers a look at your office, your storefront, or your manufacturing process.
- **Quotes and text-based images:** Play with text to create visually interesting content with no photos required.
- **Regrams and UGC:** User-generated content is by nature authentic and compelling.
- **Instructional posts:** Teaching followers how to achieve a goal is about as compelling as it gets.
- **Videos:** The maximum length of a video post on Instagram is 59 seconds, but you can go much longer with IGTV.



# Instagram Post Content



rockymountainsoapco  
42.5k followers

View Profile

View More on Instagram



814 likes

rockymountainsoapco

"Nature feels good." 🌿

Get lost in your shower with our new Community Bar! Lost in the Woods is scented with earthy Sage, Cedarwood and grounding Vetiver. Washing with this bar gives forest bathing a whole new meaning! 🌲🧘

\$1 from each bar sold goes to support Canadian charities and not-for-profits that support Nature and Wellness. Our partners this year are @spiritnorthxc and @ncc\_cnc

.  
. .

#rockymountainsoapcompany #rockymountainsoap #naturefeelsgood  
#forestbathing #lostinthewoods #sage #cedarwood #vetiver #community  
#naturalsoap #naturalbarsoap #barsoap

view all 36 comments

Add a comment...





# Create Instagram Account

English (United Kingdom) ▾


## Instagram

Phone number, email address or username

Password

Log In

Forgotten your login details? [Get help with signing in.](#)

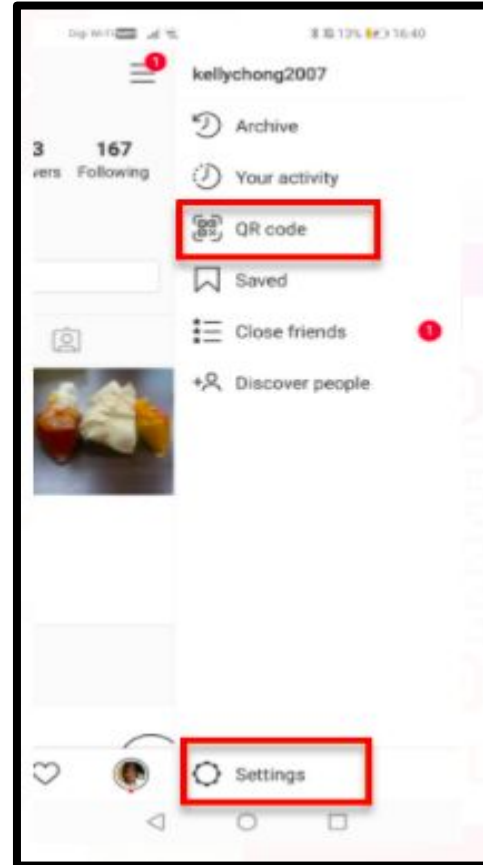
 [Log In With Facebook](#)

OR

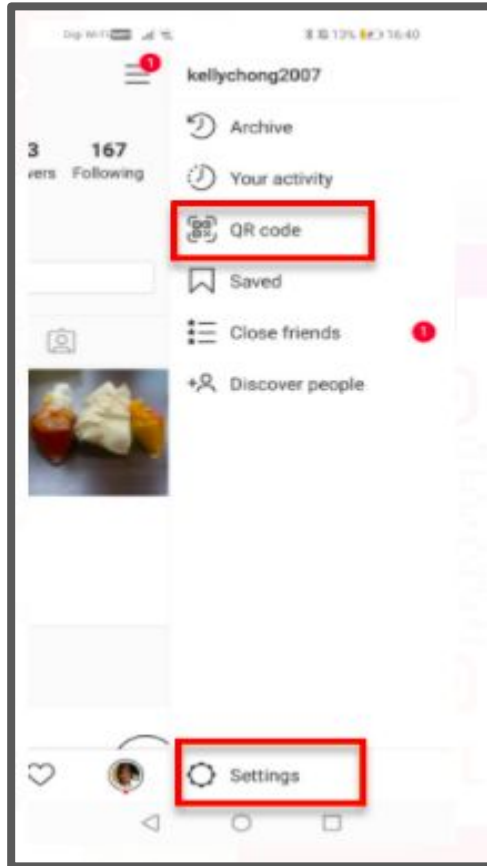
Don't have an account? [Sign up.](#)

Instagram from Facebook

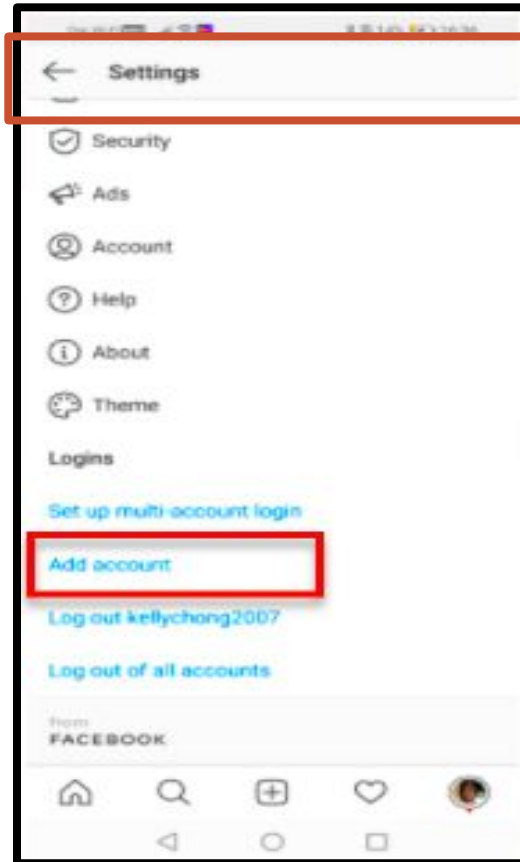
# Instagram General Setting



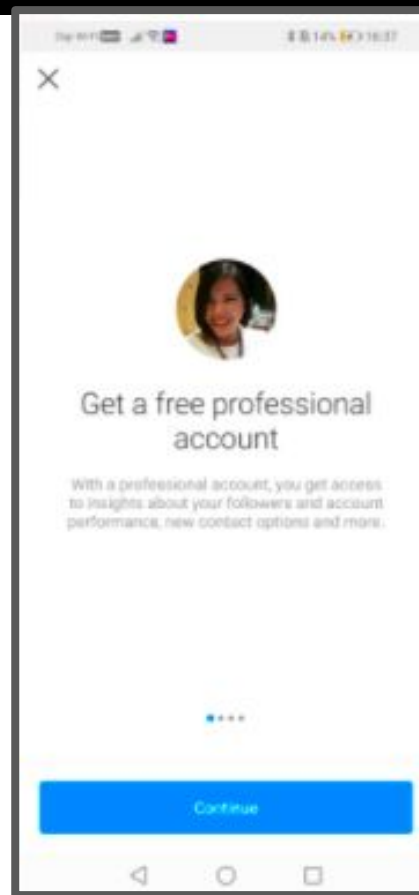
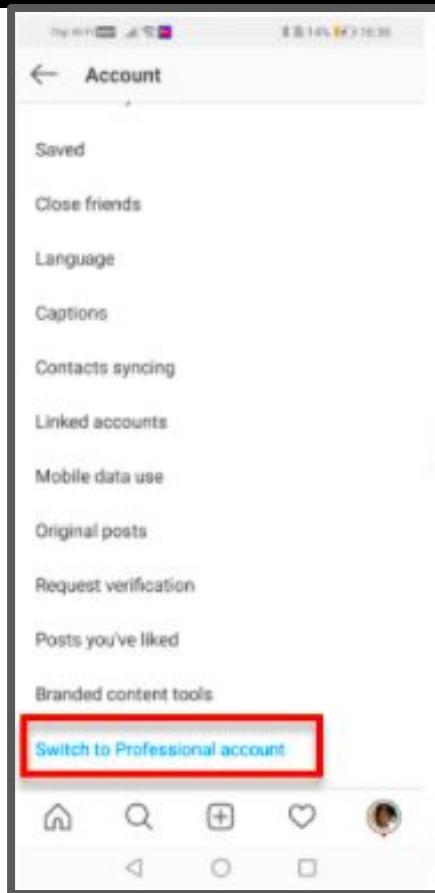
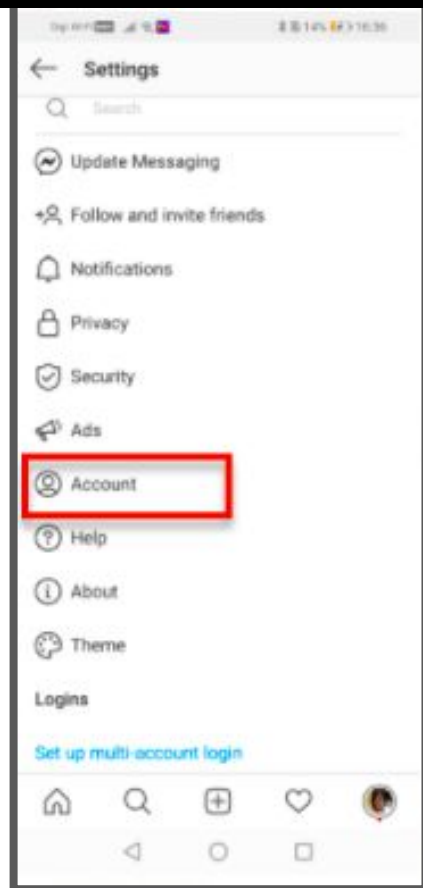
# Instagram QR Code



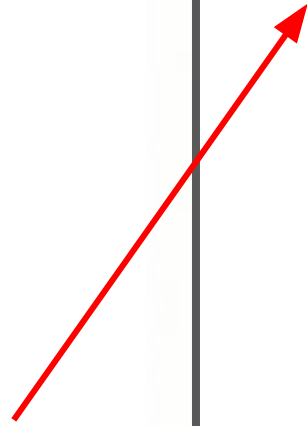
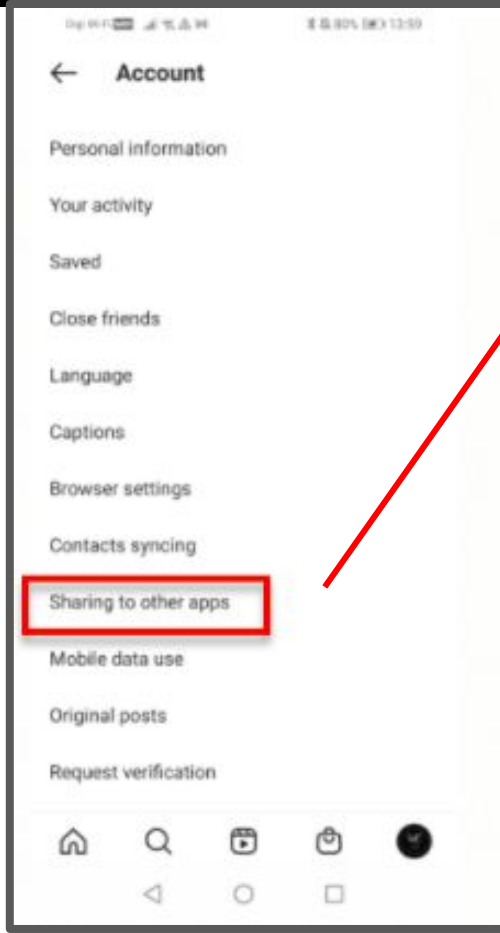
# Add Other Instagram Account



# Switch To Professional Account



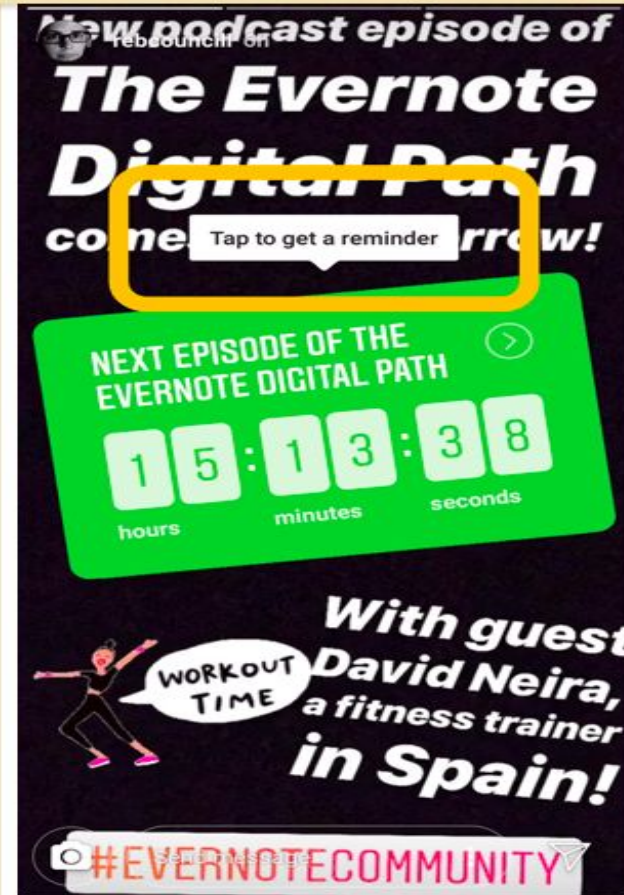
# Link IG Business Account With FB Account Business Page



# Use Instagram Countdown Sticker

The countdown sticker on Instagram now gives you the ability to **set a reminder for any day and time (up to 1 year later)** so your audience can be notified.

Combining this with Instagram features like the Buy Tickets or other [action buttons](#) on your profile, or strategically using your [Instagram bio link](#), you can better **drive signups, sales, and more** for your business.



# Use Instagram Countdown Sticker





# Use Instagram Countdown Sticker





**"LIVE WITH @THINKIFIC"**

Friday, January 4, 2019 7:00 AM



Remind Me



Share  
Countdown

jenns\_trends can see if you turn on reminders or share.

**"LIVE WITH @THINKIFIC"**

Friday, January 4, 2019 7:00 AM



Reminder On



Share  
Countdown

jenns\_trends can see if you turn on reminders or share.


# Get Insight From Responder


Get some insight into who's interested in your event and who may participate.


The screenshot shows a notification feed with two tabs: 'FOLLOWING' and 'YOU'. The 'YOU' tab is selected. The feed is titled 'Today' and contains several notifications. A yellow highlight box encloses three notifications: 'eloahimport' turned on countdown reminders for 'LIVE WITH JENN HERMAN' 7m; 'bellescreatives' liked your post. 11m; and 'heykrizel' liked your post. 24m. Another yellow highlight box encloses three more notifications: 'kaylah423' turned on countdown reminders for 'LIVE WITH JENN HERMAN' 27m; 'kaylah423' turned on countdown reminders for 'LIVE WITH JENN HERMAN' 31m; and 'aguideto\_consultingservices' turned on countdown reminders for 'LIVE WITH JENN HERMAN' 36m. At the bottom, a notification shows 'fly\_jin2' liked your post. 57m. Each notification includes a profile picture and a small thumbnail of the event poster.


FOLLOWING      YOU


Today


 **eloahimport** turned on countdown reminders for "LIVE WITH JENN HERMAN" 7m


 **bellescreatives** liked your post. 11m

 **heykrizel** liked your post. 24m

 **kaylah423** turned on countdown reminders for "LIVE WITH JENN HERMAN" 27m

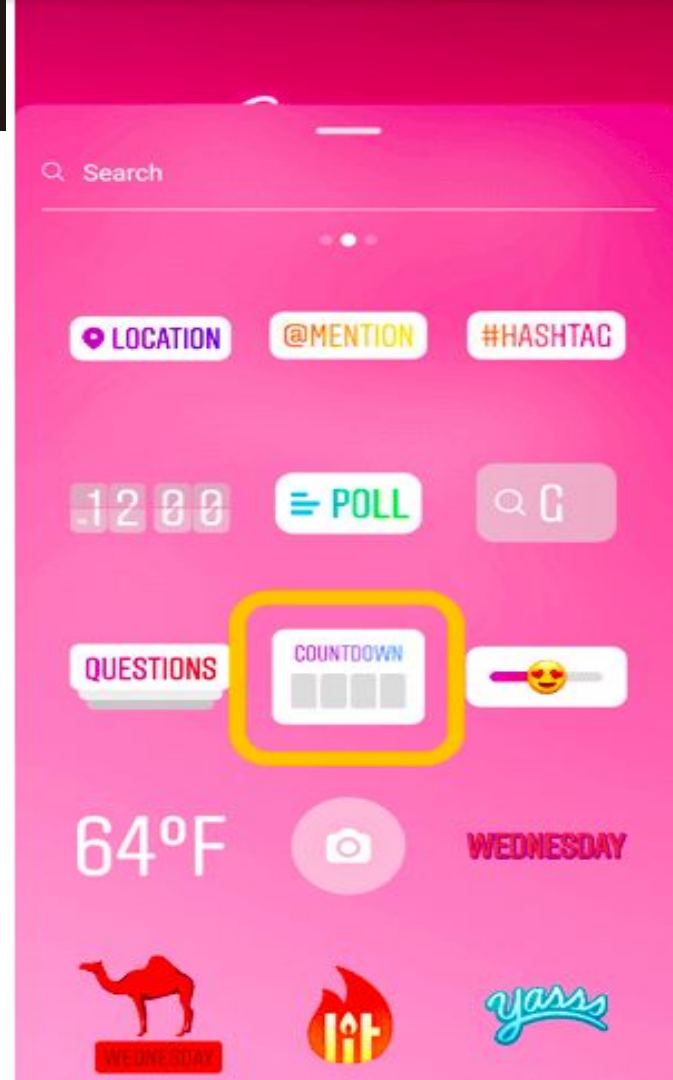
 **kaylah423** turned on countdown reminders for "LIVE WITH JENN HERMAN" 31m

 **aguideto\_consultingservices** turned on countdown reminders for "LIVE WITH JENN HERMAN" 36m

 **fly\_jin2** liked your post. 57m

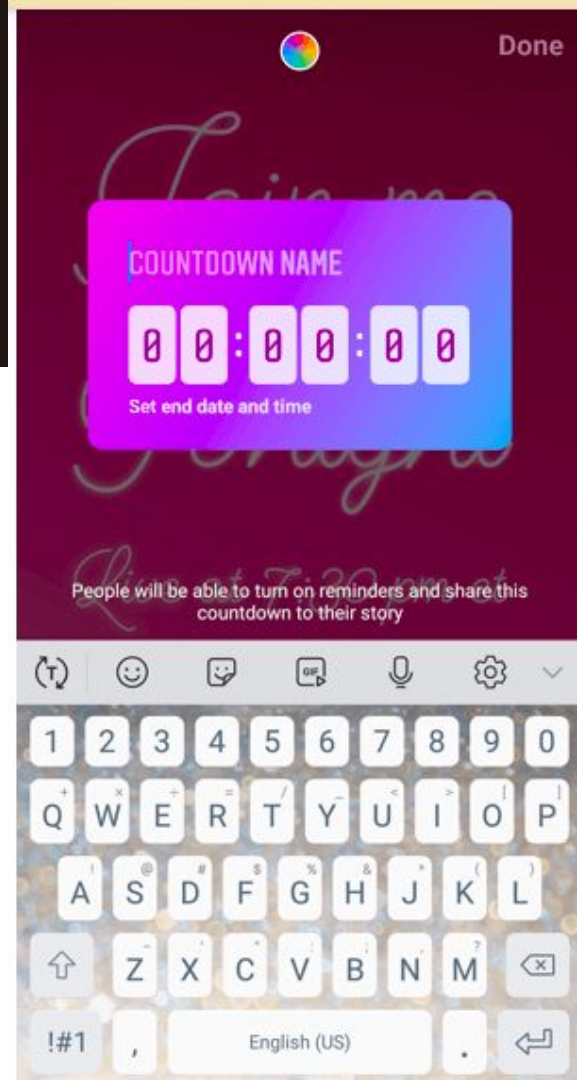
# Leverage On Sticker

They can tap on the Remind Me button to initiate the reminder. They also have the option to share the countdown to their own story, which will put the countdown sticker (but not the rest of your story post) into a story of their own that they can format and share with their audience.



# Add the Instagram Countdown Sticker to Your Instagram Story

To give the countdown sticker a name, tap in the Countdown Name field and type in the name of your event.



# 4 Ways to Use the Instagram Countdown Sticker for Business

- Count Down to a Live Broadcast Time
- Promote the Launch of Webinars and Courses
- Spotlight the Opening of Live Events
- Share Time-Sensitive Contests or Sales

# 4 Ways To Use Instagram Reels For Business

- Showcase products to IG followers & non-followers with hashtags, text overlay, and descriptive captions
- Share behind-the-scenes content.
- Be authentic when creating sales or offer post
- Share educational content - simple and direct

# Instagram Content (Case Study 1)



## CASE STUDY

This milk formula brand ran Facebook branded content ads to achieve a 3.5X lift in message association, and further increased its top-of-mind awareness by 68% when pairing these ads with its business-as-usual campaign.



# Instagram Content (Case Study 1) Result

**3.5X**

lift in message association  
with branded content ads  
(compared to video ads run  
by influencers)

**6%**

increase in ad recall with  
branded content ads and  
business-as-usual ads  
(compared to business-as-  
usual ads only)

**68%**

increase in top-of-mind  
awareness with branded  
content ads and business-  
as-usual ads (compared to  
business-as-usual ads only)

**14%**

lower cost per brand lift  
with branded content ads  
and business-as-usual ads  
(compared to business-as-  
usual ads only)

# Instagram Content (Case Study 1) What they do



In Phase 1, which ran for eight weeks in 2020, Illuma engaged local influencers on a series of ads.

These ads were split into two groups: one of “sponsored” video ads run by the influencers, and a second with the same creative, plus branded content tags that allowed Illuma to run it in branded content ads.

The branded content ads clearly displayed that they were a “paid partnership” with Illuma and linked to the brand’s website

Branded content ads outperformed the influencer’s video ads, significantly lifting message association for the brand.

# Instagram Content (Case Study 1) What they do



Phase 2, which put another two groups of posts to the test and championed the empowering brand message, “Be Bold.”

The first group comprised Illuma’s business-as-usual video ads, posted on the brand’s account.

Second group, these same ads ran alongside branded content ads using content from the influencers.

All the creative highlighted how Illuma supports babies as they boldly play and experience the world.

Seven weeks later, at the end of Phase 2, the combination of Illuma’s own ads and branded content ads generated the best results.

# Instagram Content (Case Study 1) What they do

## Products used



### Video ads

Capture attention with engaging video ads.



### Custom audiences

Reach your customers and contacts on Facebook.



### Lookalike audiences

Find people who are similar to your customers and contacts.



### Measurement

Make better marketing decisions based on insights.

# Instagram Hashtag

Hashtags are an important way to expand your Instagram audience. When you use a hashtag, your post will appear on the page for that hashtag. If you use a hashtag on your Story, it could be included in the relevant hashtag Story, which also appears on the hashtag page.

[View More on Instagram](#)



5,153 likes

nikelosangeles

Now more than ever, we are one team.

Each week, we're sharing how Angelenos are staying active in their homes. Show us how you [#playinside](#) for a chance to be featured.

[view all 155 comments](#)

Add a comment...



# Type Of Hashtag

- **Product or service hashtags:** These are basic keywords to describe your product or service, like #handbag or #divebar
- **Niche hashtags:** These get a little more specific, showing where you fit in the context of your industry, like #travelblogger or #foodblogger
- **Industry Instagram community hashtags:** Communities exist on Instagram, and these hashtags help you find and join them. Think #gardenersofinstagram or #craftersofinstagram
- **Special event or seasonal hashtags:** These can refer to real holidays or seasons, like #summerdays, or they can be used for all those National [Thing] Day holidays, like #nationalicecreamday or #nationalnailpolishday



# Type Of Hashtag

- **Location hashtags:** Even if you geo-tag your Instagram post, it can still be a good idea to include a hashtag that refers to your location, like #vancouvercraftbeer or #londoneats
- **Daily hashtags:** Every day has plenty of its own hashtags, from #MondayBlues right through to #SundayFunday. We created a whole list of daily hashtags for you to choose from if you're looking for an easy source of hashtags to add to your posts.
- **Relevant phrase hashtags:** These hashtags combine elements of product hashtags, niche hashtags, and community hashtags. Basically, they're phrases people use on Instagram to connect to existing communities in a slightly insider way, like #amwriting or #shewhowanders

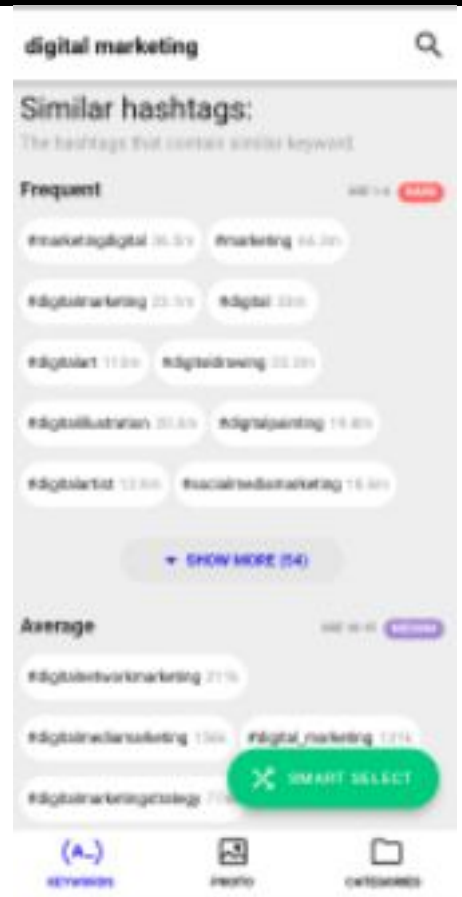
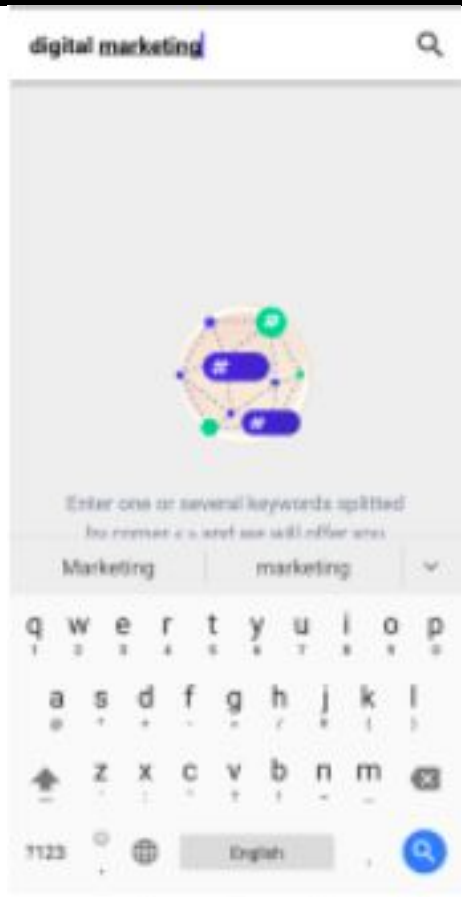
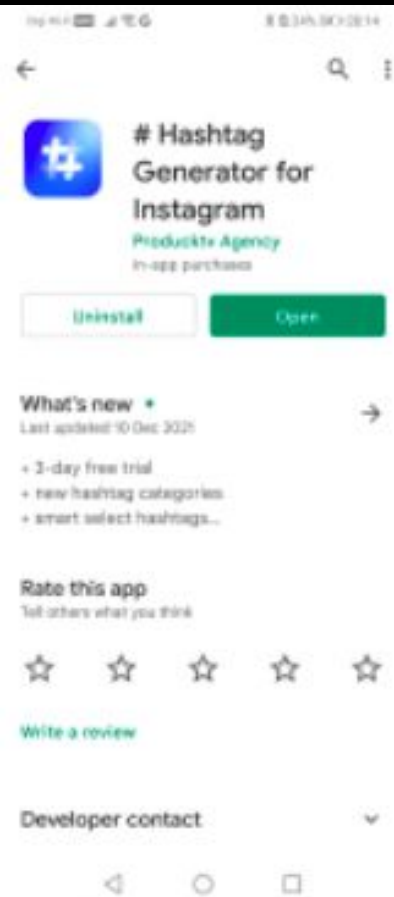


# Type Of Hashtag

- **Acronym hashtags:** Perhaps the best-known acronym hashtag is #TBT for Throwback Thursday. Other popular acronym hashtags include #OOTD for outfit of the day, #FBF for flashback Friday, and #YOLO for you only live once.
- **Emoji hashtags:** These hashtags can include emojis on their own, like #????, or words or phrases with emojis attached, like #sunglasses????.



# Instagram Hashtag Generator



# Instagram Hashtag Tools - Exercise


# Static Poster - www.canva.com

The image shows a screenshot of the Canva website. At the top, there is a navigation bar with links for "Browse", "Features", "Learn", and "For Work". To the right of the navigation bar is a login form with fields for "Username/Email" and "Password", a green "Log in" button, and a "Forgot password" link. Below the navigation bar, a large sign-up modal is displayed. The modal features the Canva logo at the top, followed by the heading "New to Canva? Sign up!". Below this heading is the text "Get the best experience by telling us what you most need Canva for:". There are five selection options, each with a colored icon and a text label: "Education (teacher or student)" with a red graduation cap icon, "Small Business (startup, blog)" with a blue storefront icon, "Large Company (100+ employees)" with a purple building icon, "Nonprofit or Charity" with a yellow heart icon, and "Personal (home, family or friends)" with a green people icon. At the bottom of the modal, it says "By signing up, you agree to Canva's [Terms of Use](#) and [Privacy Policy](#)." To the right of the modal, there is a promotional text: "Simply great design for you and your team" followed by "Get your team on brand. Unleash your creativity." and a quote: "We can edit designs across the entire team" - Yelp. The background of the website is a grid of various design templates.

Processing request...



[www.pexels.com](http://www.pexels.com)

[www.pixabay.com](http://www.pixabay.com)

[www.freepik.com](http://www.freepik.com)

[www.canva.com](http://www.canva.com)

[www.unsplash.com](http://www.unsplash.com)

# Many Free & Paid Templates

## Social Media Posts



Twitter Post



Social Media



Pinterest Graphic



Facebook Post



Facebook App



Tumblr Graphic



Instagram Post

## Documents



US Letter Document



Presentation Wide (16:9)



A4 Document



Letterhead



Magazine Cover



Certificate



Resume



Yearbook



# Many Free & Paid Templates

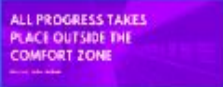
## Social Media & Email Headers



Facebook Event Cover



YouTube Thumbnail



Tumblr Banner



YouTube Channel Art



Twitter Header



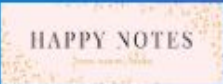
Google+ Header



Etsy Shop Cover



Etsy Shop Icon



Email Header



Facebook Cover



Twitch Banner



LinkedIn Banner



SoundCloud Banner

# Set Graphic Size



Home

Templates ▾

Features ▾

Learn ▾

Pricing ▾

Search Canva



Create a design



## Recommended for you

All your designs

Shared with you

Brand Kit

Content Planner

Create a team

All your folders

Team

## Design anything

Set The Picture's Size

Custom size



For you



Presentations



Social media



Video



Print products

1080



1080

px



Create new design

Suggested

Instagram Post 1080 × 1080 px

Animated Social Media 1080 × 1080 px

Facebook Video 1080 × 1080 px

# Get Free Template

The screenshot shows the Canva design tool interface. At the top, there is a navigation bar with options like Home, File, Resize, and Unsaved changes. The main workspace displays a search for templates, with results including a 'SAVE THE DATE' card, a 'Laurel & Daisy' card, and an 'EDUCATORS NIGHT' card. A red box highlights a warning: 'Get free template. Don't choose those 'crown' and dollar sign template because its not free.' Two red arrows point from this box to a selected 'Laurel & Daisy' card template. The interface also shows options to Animate (5.0s), Download, and Share.

Home File Resize Unsaved changes

Untitled design - 1080px x 1080px Try Canva Pro Share Download

Templates

Search templates

All results

Laurel & Daisy

SAVE THE DATE

MARCH 22 2019

EDUCATORS NIGHT

Laurel & Daisy

OPENING SOON

+ Add page

Get free template. Don't choose those 'crown' and dollar sign template because its not free.



# Change The Font Size, Family and Colour

The screenshot displays the Canva design editor interface. At the top, there is a navigation bar with options like Home, File, Resize, and a status bar indicating 'Untitled design - 1080px x 1080px'. On the left, a sidebar contains various design tools such as Templates, Elements, Uploads, Photos, and Text. The main workspace shows a design for 'Laurel & Daisy' featuring a candle and the text 'Laurel & Daisy' in a script font. A red callout box with the text 'Change the font family, font size and colour' has an arrow pointing to the text on the design. Another red arrow points from the 'Text' tool in the sidebar to the callout box. The interface also includes a top right area with 'Try Canva Pro', 'Share', and 'Download' buttons, and a bottom right area with a '+ Add page' button.

# Canva Create Instagram Puzzle

The screenshot shows the Canva website interface. At the top, there is a navigation bar with the Canva logo, a hamburger menu, and links for Home, Templates, Features, and Learn. On the right side of the navigation bar, there are icons for help, settings, and notifications, along with a 'Create a design' button and a user profile icon labeled 'KCP'.

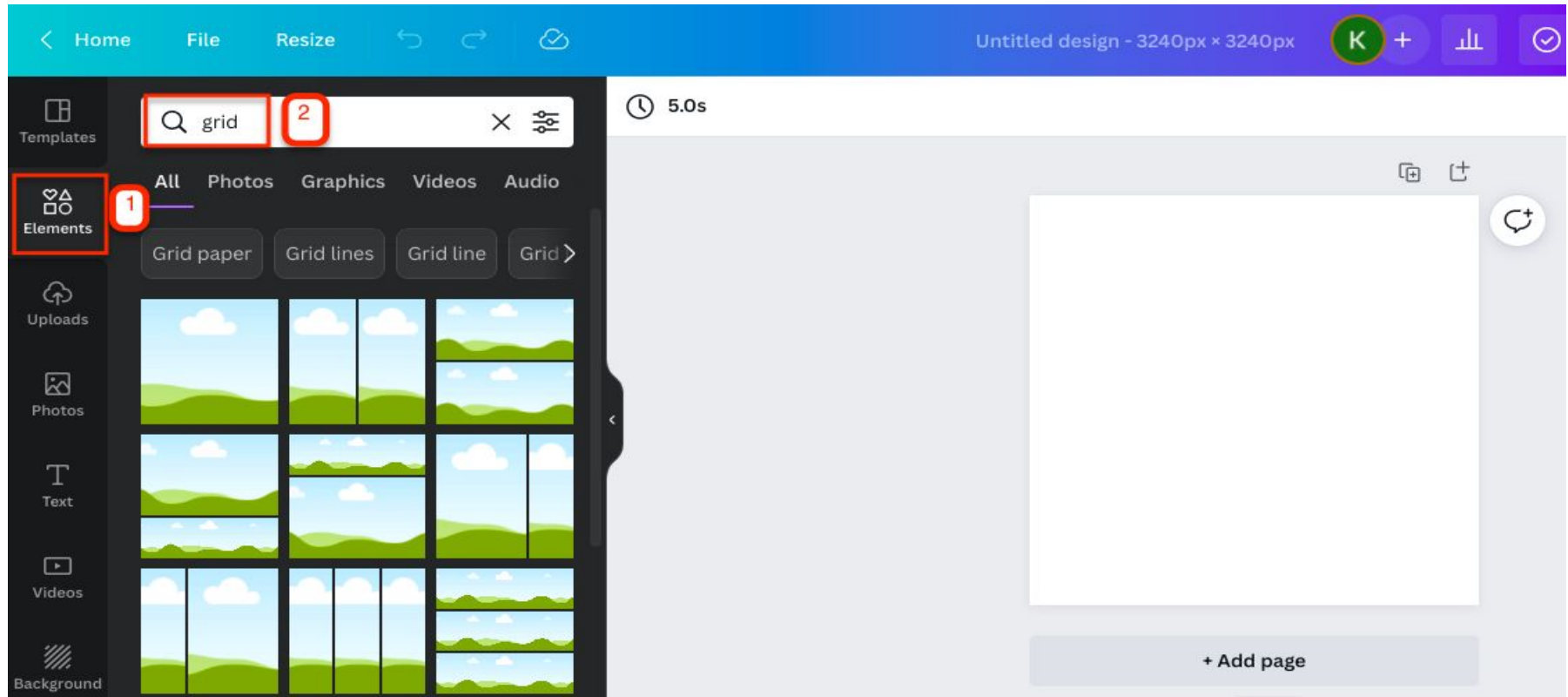
Below the navigation bar, there is a user profile section on the left showing 'Canva Premium - L...' with 'Education' and '8 2,085' members. A sidebar on the left contains navigation options: Home, Your projects, Shared with you, and Trash. Below the sidebar, there is a 'Class' section with 'Canva Premium - Lifetime'.

The main content area features a large blue and purple banner with the text 'What will you design?'. Below this banner is a search bar with the placeholder text 'Search your content or Canva's'. Underneath the search bar are several category icons: 'For you', 'Presentations', 'Social media', 'Video', and 'Print products'.

A 'Custom size' dialog box is open on the right side of the screen. It has a title bar 'Custom size' and a search bar. Below the search bar, there are two input fields for 'Width' and 'Height', both containing the value '3240'. To the right of these fields is a unit selector set to 'px' and a lock icon. Below the input fields is a purple button labeled 'Create new design'. Below the button, there is a 'Recent' section with three clock icons and their corresponding dimensions: '1080 x 1080 px', '300 x 300 px', and '1920 x 1080 px'.

At the bottom of the main content area, there is a section titled 'You might want to try...' with several design templates displayed as thumbnails.

# Canva Create Instagram Puzzle



# Canva Create Instagram Puzzle

Templates

Elements

Uploads

Photos

Text

Videos

Background

grid

All Photos Graphics Videos Audio

Equal square. Double click.

Spacing Animate Position

+ Add page

# Canva Create Instagram Puzzle

The image shows the Canva interface for creating an Instagram puzzle. On the left, the 'Lines & Shapes' menu is open, with the 'Elements' category selected. A red box highlights the 'Elements' icon, and a red circle with the number '1' is placed next to it. A red arrow points from this icon to a red box containing a dashed line, with a red circle and the number '2' next to it. A long red arrow points from this dashed line to a 3x3 grid of puzzle pieces on the right. The puzzle pieces feature a landscape with green hills and a blue sky with white clouds. A red box with the text 'Use line to grid' is positioned above the grid. The top of the interface shows 'Animate' and '5.0s'.

Templates

Elements

Uploads

Photos

Text

Videos

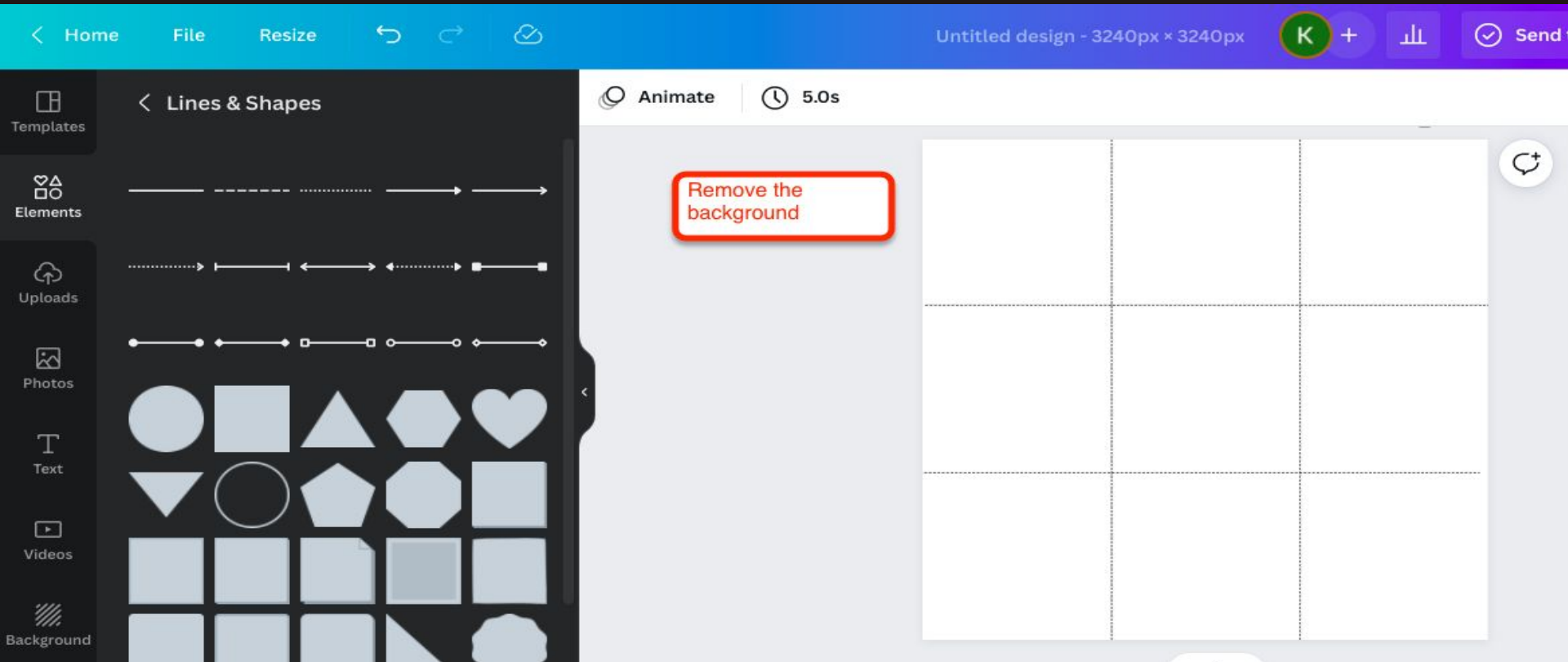
Background

Lines & Shapes

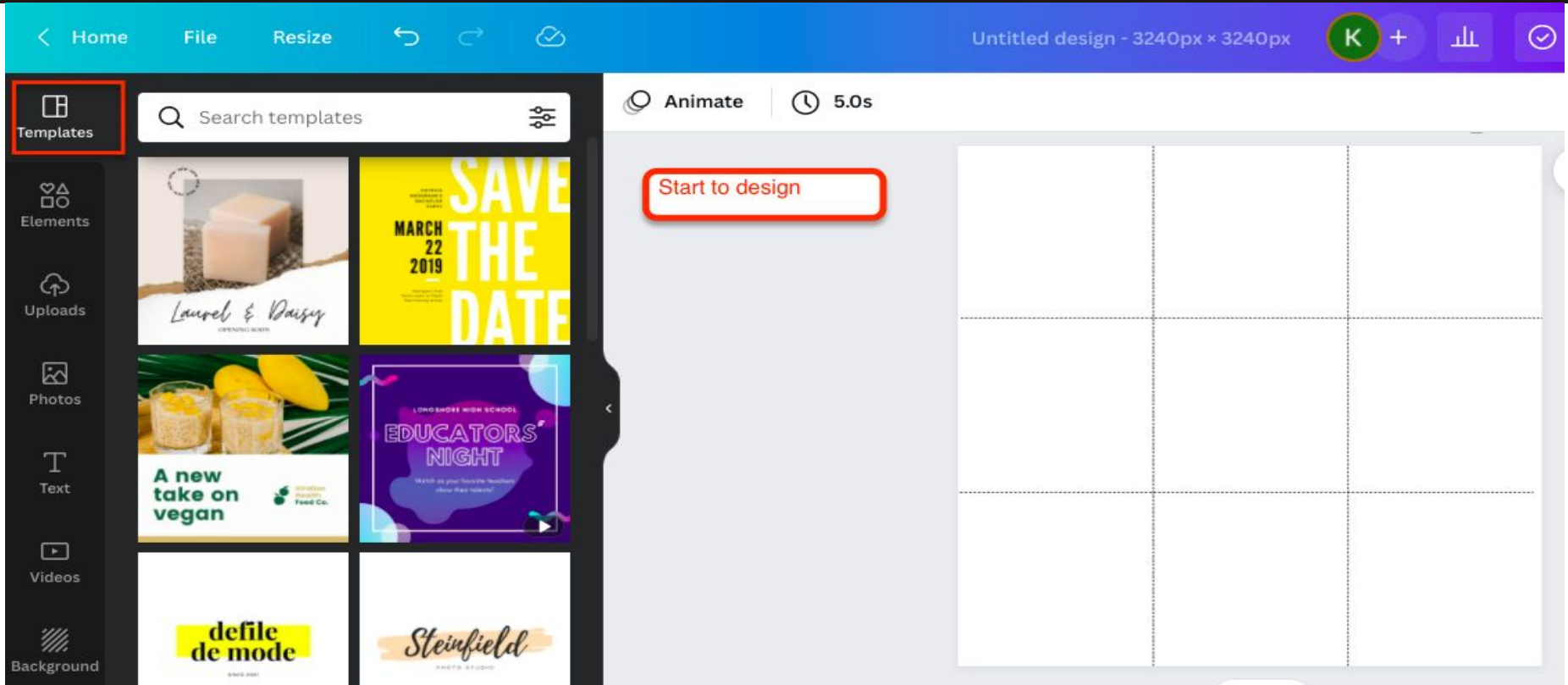
Animate | 5.0s

Use line to grid

# Canva Create Instagram Puzzle



# Canva Create Instagram Puzzle



# Canva Create Instagram Puzzle

The screenshot displays the Canva design tool interface. At the top, there is a navigation bar with options: Home, File, Resize, and undo/redo icons. The main workspace shows a design titled "Untitled design - 3240px x 3240px". On the left, a sidebar contains menu items: Templates, Elements, Uploads, Photos, Text, Videos, and Background. A search bar in the top-left of the workspace is set to "wellnes". A grid of wellness-themed templates is visible, including one with a woman's profile and butterflies, another with a "MOODBOARD" title, one with food and the text "EAT well FEEL well", and others with "WELLNESS MEDITATION" and "elevate" branding. A red arrow points from a template in the grid to a larger, detailed view of a wellness-themed Instagram puzzle template on the right. This template features a woman's profile with flowers and butterflies, enclosed in a teal frame with a dashed border. The word "WELLNESS" is written in a serif font at the bottom of the frame. A red-bordered box with the text "Get a template or design your own" is positioned between the grid and the detailed view.

Home File Resize

Untitled design - 3240px x 3240px

Templates

Elements

Uploads

Photos

Text

Videos

Background

wellnes

MOODBOARD

EAT well FEEL well

WELLNESS MEDITATION

elevate

Get a template or design your own

WELLNESS



# Canva Create Instagram Puzzle

The screenshot displays the Canva design tool interface. At the top, there is a navigation bar with 'Home', 'File', and 'Resize' options, along with undo and redo icons. The main workspace shows a design titled 'Untitled design - 3240px x 3240px'. On the left, a sidebar contains 'Templates', 'Elements', 'Uploads', 'Photos', 'Text', and 'Videos' sections. A search bar in the top left of the template grid is set to 'wellnes'. The central workspace features a red-bordered box containing the text 'Copy all elements'. To the right, a large red-bordered box highlights a wellness-themed Instagram puzzle template. This template consists of a central illustration of a woman's profile with flowers and a butterfly, enclosed in a teal-bordered frame. Below the illustration, the word 'WELLNESS' is written in a serif font. The entire design is set against a light beige background.

# Canva Create Instagram Puzzle

The image shows the Canva design interface for creating an Instagram puzzle. The top navigation bar includes "Home", "File", "Resize", and undo/redo icons. The design title is "Untitled design - 3240px x 3240px". The font is set to "Cormorant Gara..." with a size of 174. The interface is divided into three main sections:

- Left Panel (Navigation):** Includes "Templates", "Elements", "Uploads", "Photos", "Text", "Videos", and "Background".
- Search Results (Wellness):** Displays several wellness-themed templates, including a woman's profile with a butterfly, a "MOODBOARD", a "WELLNESS Cafe" menu, a "WELLNESS MEDITATION" logo, and an "elevate" logo.
- Design Canvas:** Shows a puzzle template with a grid. A red box with the text "Paste on the grid" is overlaid on the grid. The puzzle features a woman's profile with a butterfly and the word "WELLNESS" at the bottom.



# Canva Create Instagram Puzzle

The screenshot shows the Canva design tool interface. At the top, there is a navigation bar with 'Home', 'File', and 'Resize' options, along with undo and redo icons. The current design is titled 'Untitled design - 3240px x 3240px'. On the left, a sidebar contains categories: Templates, Elements, Uploads, Photos, Text, Videos, and Background. A search bar in the top left of the sidebar is set to 'supplement'. The main workspace is divided into two sections. The left section shows a grid of search results for 'supplement', featuring various images of pills, capsules, and healthy food. The right section shows the design canvas for 'Page 1 - Add page title'. The canvas features a central line-art illustration of a woman's profile with a floral crown. This illustration is surrounded by four circular puzzle pieces containing images of candles, a butterfly, a purple bottle, and a bowl of vegetables. The word 'WELLNESS' is written in a serif font at the bottom of the design. The interface also includes an 'Animate' button and a '5.0s' duration indicator.



# Canva Create Instagram Puzzle

The screenshot displays the Canva design tool interface. At the top, there is a navigation bar with options like Home, File, and Resize. The main workspace shows a design titled 'Page 1 - Add page title' with a grid overlay. The design features a central illustration of a woman's profile with a butterfly, surrounded by various health-related images like pills, vegetables, and a candle. On the left, there is a sidebar with categories: Templates, Elements, Uploads, Photos, Text, and Videos. A search bar at the top of the sidebar contains the word 'supplement'. On the right, the 'Download' panel is open, showing options for file format (PNG, SUGGESTED), size (3240 x 3240 px), and a 'Download' button. The 'Download' button and the 'PNG SUGGESTED' option are highlighted with red boxes. Below the 'Download' button, there is a 'Select pages' dropdown menu showing 'Page 1' selected.

# https://pinetools.com/split-image

pinetools.com/split-image

DM Tools Self Learning Buzzfeed content SEO Access & Leads DMS Ref Master Template Website Audit Online Training Youtube Book Rev... Other Bo

PINETOOLS

EN

Search for tools...

Suggest

## SPLIT IMAGE ONLINE

In [Images](#) | [Keywords](#) | [Thanks to...](#)

[Like](#) [Share](#) [Tweet](#) [Share](#) [Share](#) [Save](#)

Split an image horizontally, vertically or both. You can choose the sizes and/or quantity of the images being generated.

**Adobe** Fearless creativity. Creative Cloud has everything you need to create, wherever your vision takes you. [Join now](#)



### INPUT IMAGE

No file chosen

### VERTICALLY

Split by...

Quantity of blocks

### OPTIONS

How to split the image

### OUTPUT IMAGES FORMAT





Format (only those supported by your browser are shown)




image quality (better quality implies greater file size)

- Mathematics
- Colors
- Text and lists
- Numbers
- Date and time
- Images**
  - Invert colors
  - Flip image
  - Darken image
  - Lighten image
  - Change brightness
  - Change contrast



# Canva Create Instagram Puzzle

**PINE TOOLS**   EN  Search for tools...  or [Suggest one](#)

Mathematics

Colors

Text and lists


Numbers

Date and time

**Images**

- Invert colors
- Flip image
- Darken image
- Lighten image
- Change brightness
- Change contrast

**Adobe** **Fearless creativity.**  
Creative Cloud has everything you need to create, wherever your vision takes you. [Join now](#)



**INPUT IMAGE**

[Choose file](#) No file chosen

**VERTICALLY**

Split by..

[Quantity of blocks \(equal height\)](#) [Height of blocks](#)

Quantity of blocks

Overlap blocks

**OPTIONS**

How to split the image


[Vertically](#) [Horizontally](#) [Both \(grid\)](#)




**OUTPUT IMAGES FORMAT**

Format (only those supported by your browser are shown)

[Same as input](#) [PNG](#) [JPG/JPEG](#) [WEBP](#)

Image quality (better quality implies greater file size)



 **SPLIT IMAGE!**  

# Canva Create Instagram Puzzle

## INPUT IMAGE

Choose file Untitled design (3).png



## OPTIONS

How to split the image

Vertically

Horizontally

Both (grid)

## VERTICALLY

Split by...

Quantity of blocks (equal height)

Height of blocks

Quantity of blocks

3

Overlap blocks

## HORIZONTALLY

Split by...

Quantity of blocks

Quantity of blocks (equal width)

Width of blocks

Quantity of blocks

3

Overlap blocks

# Canva Create Instagram Puzzle

The screenshot shows the Canva Create Instagram Puzzle tool interface. At the top, there is a navigation bar with the 'PINE TOOLS' logo, a hamburger menu, a language selector set to 'EN', a search bar with the text 'Search for tools...', and a search icon. Below the navigation bar, there are social media icons for Facebook, Twitter, and YouTube. On the left side, there is a sidebar menu with categories: Mathematics, Colors, Text and lists, Numbers, Date and time, and Images (which is highlighted). Under the 'Images' category, there are several options: Invert colors, Flip image, Darken image, Lighten image, Change brightness, and Change contrast. The main content area features a search input field with the number '92' and a slider. Below this, there is a section titled 'DOWNLOAD PIECES (IMAGES)'. Underneath, it says 'All files (zipped):' followed by a 'Download .zip file' button. Below that, it says 'Individually (one at a time):' followed by a grid of download buttons for individual puzzle pieces, labeled 'row-1-column-1.png' through 'row-3-column-3.png'. A red box highlights the text 'Ready to upload' next to the first two buttons. At the bottom right of the main content area, there is a green button with a gear icon and the text 'SPLIT IMAGE!'. On the right side, there is an 'INFORMATION' panel that says '9 pieces (images) were generated'. The background of the main content area is a light gray pattern of various icons.



# Module 4 - LinkedIn Marketing

- **LinkedIn personal profile**
- **Curation of LinkedIn content and optimisation**
- **Content strategies**

# LinkedIn Layout

The image shows a screenshot of the LinkedIn homepage with several key sections highlighted by red boxes:

- Personal Profile:** Located on the left side, it features the profile of Kelly Chong, a Digital Marketing Consultant & Certified HRDF Trainer. It includes statistics for profile views (96) and post views (107), and a 'Go to Sales Navigator' button.
- Company Pages:** Below the personal profile, it lists 'My pages (6)', including DM Consultancy So..., KelIC Media, and Malaysia New Prop..., each with a notification count of 0.
- Start A New Post:** A central button at the top of the main content area, with options for Photo, Video, Event, and Write article.
- Content Feed:** The main area displaying a post by Chee-Seng, Lai, who is excited to join the Comms team of 30% Club Malaysia. The post includes a photo of a group of women.
- Text Ads:** Located at the top right, it features an advertisement for 'Get UX/UI Designers ASAP' with a 'Start now' button.
- LinkedIn Learning:** On the right side, it lists 'Today's trending courses' such as 'Self-Compassion: The Proven Po...', 'On Leadership by Jeff Weiner', and 'Time Management Fundamentals'.



# Personal Profile

linkedin.com/feed/

Home My Network Jobs Messaging Notifications Me Work Sales Nav

Get 53% conversion rate - Real-time personalised ad campaign on LinkedIn automated to drive at scale Ad ...

**Personal Profile**

**Kelly Chong**  
Digital Marketing Consultant & Certified HRDF Trainer

Who viewed your profile 96  
Views of your post 107

Go to Sales Navigator

Saved items

My pages (6)

- DM Consultancy So... Page notifications 0
- KelC Media Page notifications 0
- Malaysia New Prop... Page notifications 0

See all my pages

Recent

- Digital Marketing: Social ...
- Affiliate Marketing Group...
- Advertising & Marketing I...
- # digitalmarketing
- Web Designer and UI Dev...

Start a post

Photo Video Event Write article

Sort by: Top

**Chee-Seng, Lai** 1w • 154  
★ MIA's 70 Rising Malaysian Personalities on LinkedIn 2020 ★ I help pe...  
Are Malaysians capable of world-class #ThoughtLeadership?

#Malaysia has an odd quirk. ...see more

PCB WASTE MANAGEMENT ROUND TABLE  
December 3, 2018  
Seagate Design Centre, The Shugart, Singapore

Ready for your next opportunity?

Kelly, Razer Inc. is hiring!

Follow



# Personal Profile - Gold Spot

Get UX/UI Designers ASAP - Hire senior UX/UI designers in 48 hours. \$0 Recruiting fee. Start now. Ad ...

**Most Important Session "Golden Spot"**

**Kelly Chong**

Digital Marketing Consultant & Certified HRDF Trainer  
Petaling Jaya, Selangor, Malaysia · **500+ connections** · [Contact info](#)

[Add profile section](#) [More...](#)

[Help University of College](#)

Show recruiters you're open to work — you control who sees this [Get started](#)

Showcase services you offer so you and your business can be found in search [Get started](#)

**About**

I help corporate companies and SME to increase business revenue so that they can achieve their marketing KPI.

I craft customized digital marketing plans such as (Search Engine Optimization (SEO), Search Engine M... see more

**Featured**

Showcase your work by featuring your best posts, documents, media, and websites

Get the latest jobs and industry news

MHD

Kelly, explore relevant opportunities with MHD Malaysia

[Follow](#)

**People Also Viewed**

- Reyna Gopal** · 2nd Copywriter at MediaCliQ Group
- Mei Ling Cheong** · 2nd passed away 4th March 2019 cancer
- Zevin Goay** · 1st Digital Marketing Consultant & Trainer ...
- Amanda Lee** · 2nd Strategy Manager at Lemonade Agency



# Personal Profile - Biodata

Edit intro



First Name \*

Kelly

Last Name \*

Chong

[Add former name](#)

[+ Record name pronunciation](#)

Name pronunciation can only be added using our mobile app.

Headline \*

Digital Marketing Consultant & Certified HRDF Trainer

Current Position

Digital Marketing Consultant | CEO at DM Consultancy Solutions

[Add new position](#)

Show education in my intro

Education

Help University of College

Save

Headline \*

Digital Marketing Consultant & Certified HRDF Trainer

Current Position

Digital Marketing Consultant | CEO at DM Consultancy Solutions

[Add new position](#)

Show education in my intro

Education

Help University of College

[Add new education](#)

Country/Region \*

Malaysia

Locations in this Country/Region

Petaling Jaya, Selangor

Industry \*

Marketing & Advertising

Contact info

Profile URL, Website, Phone, Email, Birthday, WeChat ID

Save



# Personal Profile - Description About Yourself

**Home** **My Network** **Jobs** **Messaging** **Notifications**

**Kelly Chong**  
Digital Marketing Consultant & Certified HRDF Trainer

**About**

I help corporate companies and SME to increase business revenue so that they can achieve their marketing KPI.

I craft customized digital marketing plans such as (Search Engine Optimization (SEO), Search Engine M... see more

**Featured** **Uniqueness Of Yourself**

Showcase your work by featuring your best posts, documents, media, and websites.

[Add featured](#)

**Your Dashboard** All Star

*Private to you*

98 Who viewed your profile	23 Post views	24 Search appearances
-------------------------------	------------------	--------------------------

**Activity** [Manage followers](#) [See all](#)

584 followers

**As a digital marketer, consumer behaviour is always the top priority t...**  
Kelly shared this  
1 Reaction

**Chee-Seng, Lai** true true.. You are absolutely right  
Kelly replied to a comment



# Personal Profile

linkedin.com/in/kelly-chong/edit/about/



Focus on Keywords Relevant To Your Professional

- Search Engine Optimization (SEO)
- Search Engine Marketing (PPC)
- Marketing Analytic

## Edit about

### Summary

I help corporate companies and SME to increase business revenue so that they can achieve their marketing KPI.

I craft customized digital marketing plans such as (Search Engine Optimization (SEO), Search Engine Marketing (PPC), Social Media Optimization (SMO) & marketing analytic to businesses. So that they can outreach their brand to their right potential customers at the right online platform.

Besides that, I am a certified HRDF trainer and assist companies to build their digital marketing internal team by doing training and coaching so that the team can work independently and bring revenue to the companies.

I believe in making a brand and business success, and the result is everything. I use a lot of marketing AI tools to help my clients to analyse their current online presence.

I am a passionate blogger who writes topics like digital marketing & entrepreneurship, [www.kelccreative.com](http://www.kelccreative.com). If you want to chat with me, you can always reach me at [kelly@kelccreative.com](mailto:kelly@kelccreative.com).

Save

# Personal Profile - 10 Keywords Highly Relevant

NEILPATEL

EN

CONSULTING

PLANS & PRICING

Sign in with Google

Menu



Dashboard



You are 3 steps away from growing your SEO traffic

1 SIGN UP

2 CREATE A PROJECT

3 ADD KEYWORDS

## KEYWORD IDEAS

SUGGESTIONS

RELATED

QUESTIONS

PREPOSITIONS

COMPARISONS

KEYWORD ?	TREND ?	VOLUME ?	CPC ?	PD ?	SD ?
digital marketing		8,100	RM9.80	39	32
digital marketing in malaysia		880	RM15.40	68	26
digital marketing malaysia		880	RM14.56	72	35
what digital marketing is		590	RM8.94	40	18
digital marketing course malaysia		590	RM15.12	89	32
digital marketing agency malaysia		480	RM16.90	69	26
digital marketing course		390	RM13.14	86	40

## UBERSUGGEST



Overview



Keyword Ideas



Content Ideas

## TRAFFIC ANALYZER



Overview



Top Pages



Keywords



ALYZER



# Personal Profile - Post Content

Post and comment in LinkedIn

**Kelly Chong**  
Digital Marketing Consultant & Certified HRDF Trainer

**Activity** 584 followers [Manage followers](#) [See all](#)

**As a digital marketer, consumer behaviour is always the top priority t...**  
Kelly shared this  
1 Reaction

**Chee-Seng, Lai** **one thing I observe in Malaysia is business culture here...**  
Kelly replied to a comment

**Chee-Seng, Lai** **true true.. You are absolutely right**  
Kelly replied to a comment

**Nice sharing. Providing values are always a gold standard to attract...**  
Kelly commented

**Experience**

**Digital Marketing Consultant | CEO**  
DM Consultancy Solutions  
Nov 2018 – Present · 1 yr 11 mos  
Kuala Lumpur, Malaysia  
Helping corporate and companies in Digital Transformation, increase online presence and lead generation.

**Digital Marketing Trainer**  
Digital Marketing Consultancy Sdn Bhd  
Nov 2017 – Present · 2 yrs 11 mos  
-provide in-class training on Digital Marketing which include Web development, SEO, Social Media Marketing, Google Ads, Email Marketing  
-Helping learners in the practical execution of the digital concept.

**KeIC Creative**  
4 yrs 11 mos

**Add profile section** [More...](#)

**Elista Ng** · 2nd Area Sales Executive (EM & Brunei)

**Michele Yeo** · 3rd Head of Leasing at F.O.S Apparel Group...

**LEARNING**  
Add new skills with these courses

**Social Media Marketing: Social CRM**  
36,819 viewers

**Digital Marketing Trends**  
142,645 viewers

**Social Media Marketing with Facebook and Twitter**  
42,040 viewers

[See my recommendations](#)



# Personal Profile - Experience & Education

 **Kelly Chong**  
Digital Marketing Consultant & Certified HRDF Trainer

## Experience



### Digital Marketing Consultant | CEO

DM Consultancy Solutions  
Nov 2018 – Present · 1 yr 11 mos  
Kuala Lumpur, Malaysia

Helping corporate and companies in Digital Transformation, increase online presence and lead generation.



### Digital Marketing Trainer

Digital Marketing Consultancy Sdn Bhd  
Nov 2017 – Present · 2 yrs 11 mos

-provide in-class training on Digital Marketing which include Web development, SEO, Social Media Marketing, Google Ads, Email Marketing  
-Helping learners in the practical execution of the digital concept.



### KeiC Creative

4 yrs 11 mos

### Digital Marketing Consultant

Nov 2015 – Present · 4 yrs 11 mos  
Kuala Lumpur, Malaysia

### Development Director

Nov 2015 – Present · 4 yrs 11 mos  
Selangor, Malaysia

Have more than 10 years sales and marketing experience. Now venture in Digital Marketing industry and successful to help more than 20 companies to grow their business or transitions from traditional business to digital.

[...see more](#)

### Business Development Manager

Digital Marketing Consultancy Sdn bhd  
Sep 2016 – Aug 2017 · 8 mos

 **Kelly Chong**  
Digital Marketing Consultant & Certified HRDF Trainer

Meet potential clients by growing, maintaining, and leveraging your network. [...see more](#)



### Sales Manager

CityMedic Sdn Bhd  
Jul 2014 – Aug 2016 · 2 yrs 2 mos  
Subang, Selangor, Malaysia

Brand development through engaging KOL for product referral and enhance product image at marketplace.  
Identify potential based on market channel and design mechanism to work out for both party. [...see more](#)

[Show 5 more experiences](#)

## Education



### Help University of College

Master of Business Administration, Business Administration  
2008 – 2010

Year  
Description  
Achievement



### Tunku Abdul Rahman University College

Advance Diploma Of Science Major In Comp Sc, Computer Science  
2001 – 2004

Sekolah Menengah Kebangsaan Keat Hwa



### Campbell University

Bachelor of Science, Computer Science; Statistic; Science; Computer Science

# Personal Profile - Endorsement & Recommends

**Kelly Chong**  
Digital Marketing Consultant & Certified HRDF Trainer

### Skills & Endorsements

Take skill quiz

Add a new skill

**\*Very Important**

**Search Engine Optimization (SEO)** - 4  
William Ong Juen Hong and 3 connections have given endorsements for this skill  
Passed: LinkedIn Assessments

**Social Media Marketing** - 4  
William Ong Juen Hong and 3 connections have given endorsements for this skill

**Business Planning** - 10  
Endorsed by AK Tan, who is highly skilled at this

Show more

### Recommendations

Received (1) Given (0)

**Jonathan de Ho**  
Sales Director at Mega Agency (JWG Consultancy Sdn Bhd)  
January 14, 2018, Jonathan de worked with Kelly but at different companies

She is very responsive and very understanding what's best for the client. I am happy with her services. She recommend what best for client and do give lots of good suggestion on what suit your business.

### Recommendations

Received (1) Given (0)

**Jonathan de Ho**  
Sales Director at Mega Agency (JWG Consultancy Sdn Bhd)  
January 14, 2018, Jonathan de worked with Kelly but at different companies

She is very responsive and very understanding what's best for the client. I am happy with her services. She recommend what best for client and do give lots of good suggestion on what suit your business.

### Accomplishments

**5 Languages**  
Cantonese • English • Hokkien • Malay • Mandarin

**2 Courses**  
Digital Marketing • HRDF Train The Trainer Certification

### Interests

<b>Campbell University</b> 35,370 followers	<b>Malaysia Digital Economy Corpo...</b> 53,284 followers
<b>Graphic Designer &amp; Art Director</b> 200,087 members	<b>Web Designer and UI Developer</b> 180,713 members
<b>Mobile Marketing &amp; Advertising</b> 273,433 members	<b>KPJ Healthcare Bhd</b> 15,529 followers



# Personal Profile - Connect With Right People

The screenshot shows the LinkedIn search interface. At the top, the search bar contains the text "digital marketing" and is highlighted with a red border. To the right of the search bar are navigation icons for Home, My Network, Jobs, and Messaging. Below the search bar, there are filter buttons for People, Jobs, Content, More, and People filters. Further right are buttons for Connections, Locations, and Current connections. A blue banner below the filters reads "Quality leads at 50% cost - B2C brand Talentedge wins customers with intent-based target". Below this is a white box with the text "Continue Search in Sales Navigator >" and "12 additional advanced filters". The main content area shows "Showing 5,095,035 results" and lists three profiles:

- Alvin Wong** • 2nd  
Digital Marketing Specialist at Rhingle  
Kuala Lumpur, Malaysia  
Past: Senior Sales Representative at Bleu Leaf Enterprise - ..., roadshows and events. Work closely with **Marketing** Manager to develop and implement effective **marketing**...  
👤 Sammy Chong, Chin Lai Yee, and 2 other shared connections
- Max Chin** • 2nd  
Regional Digital Marketing Director at Digital Optimist  
Kuala Lumpur, Malaysia  
Current: Regional Digital Marketing Director at Digital Optimist - ...time heading the regional **digital marketing** team...  
👤 Nicole Woo, Joey Wong, and 13 other shared connections
- Javeen Sanghvi** • 2nd  
Digital Marketing Specialist  
Selangor, Malaysia  
Current: **Digital Marketing** Specialist at CIMB  
👤 Hans Gill, Preathvee Asohan, and 12 other shared connections

# Connection: Introduction (First Message)

Hi XXX,

My name is YYY. I am a big believer in networking and getting to know other professionals and I thought it would be great to connect in case an opportunity to collaborate opens up in the future.

Kelly Chong

Founder of KelC

# Connection: TQ Notes (Second Message)

Hi XXX,

Thanks for connecting!

I look forward to getting to know more about you and hopefully get to meet you in person and find more about what you do.

Do not hesitate to contact me if I can be of any help.

Have a great day!

Regards,

YYY

Founder of YYY



# Connection: Make Appointment (Third Message)

Hi XXX,

Great. I am helping clients ...*[Explaining how professional helps in client business]*

I can prepare a detailed proposal...*[Try to get appointment, straight to the point]*

I am looking forward to hearing from you soon.

Thank you

Regards,

YYY

Founder of YYY



Quality leads at 50% cost - B2C brand Talentedge wins customers with intent-based targeting on LinkedIn Ad ...

### Manage my network


	Connections	572
	Teammates	
	Contacts	1,442
	People I Follow	2
	Groups	17
	Event	1
	Pages	15
	Newsletters	
	Hashtag	1

No pending invitations

Manage

### Industry leaders in Malaysia you may know


See all



**Kath Wen Tu**  
Treasury Analyst at Dyson

1 mutual connection


[Connect](#)



**Kuma Raza**  
Music Producer at Make Ends Meet...

7 mutual connections


[Connect](#)



**Seetha Shanmuga...**  
Lecturer | Corporate Finance | Internationa...

6 mutual connections


[Connect](#)



**Yogananthan Ram...**  
Beauty and Cosmetic Solutions Consultant.

8 mutual connections

[Connect](#)



**Selvi Aldragen**  
Entrepreneur | Innovation Lead | US...

15 mutual connections


[Connect](#)



**Gene Chin**  
Business Development Manager at IFV Group

9 mutual connections

[Connect](#)



**Santharuban Thur...**  
Chief Executive Officer at Atlas Vending Pte...

33 mutual connections

[Connect](#)



**Shubashini Mathy...**  
Technology Consultant at BTC Recruitment...

35 mutual connections

[Connect](#)

Ad ...  
Kelly, stay informed on industry news and trends



Kelly, Double A is hiring!

[Follow](#)

Your contact import is ready  
Connect with your contacts and never lose touch

[Continue](#)

More options

### Online events for you

See all





# Content Curation For LinkedIn

- Blog Posts. Sharing your blog posts on LinkedIn is a great way to increase your reach, build brand awareness, and spark engagement.
- Industry News and Research.
- In-Depth How-To and List-Style Posts.
- Quick Tips.
- Photo Updates.
- Company Updates
- Case Studies
- Ebook
- Infographic
- Template/ Checklist/ Cheatsheet
- Videos
- Quotes



# Content Curation For LinkedIn

in Search



PREMIUM



**Kelly Chong**  
Digital Marketing  
Consultant & Certified  
HRDF Trainer

Followers **584**

Drafts **0**

## Kelly's Activity

All activity

Articles

Posts

Documents

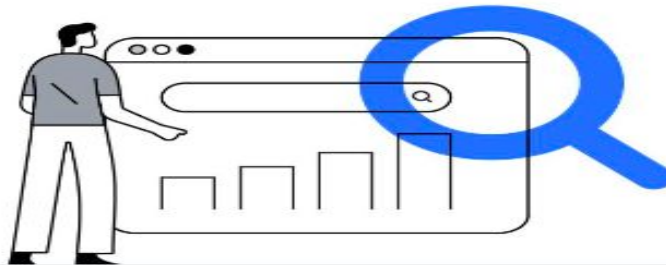


**Kelly Chong**

Digital Marketing Consultant & Certified HRDF Trainer  
6h • 🌐

As a digital marketer, consumer behaviour is always the top priority to ensure a campaign success..

...see more



How to get the most out of Search marketing today

thinkwithgoogle.com • 1 min read



Like Comment Share Send

23 views of your post in the feed

Kelly Chong liked Chee-Seng, Lai 🇲🇾s comment on this



**Chee-Seng, Lai** 🇲🇾 • 1st

## Interests

### Influencers



**Simon Sinek**

Optimist and Author  
at Simon Sinek Inc.  
3,326,473 followers

✓ Following

### Companies



**Campbell  
University**

35,370 followers

✓ Following



**Zuellig Pharma**

72,178 followers

✓ Following



**Malaysia Digital  
Economy  
Corporation  
(MDEC)**

53,287 followers

✓ Following

[See all companies](#)

### Schools



**Tunku Abdul  
Rahman  
University  
College**

41,094 followers

✓ Following



**Campbell**


# Content Curation For LinkedIn

PREMIUM



**Kelly Chong**  
Digital Marketing  
Consultant & Certified  
HRDF Trainer

Followers	586
Drafts	0

 **Kelly Chong**  
Digital Marketing Consultant & Certified HRDF Trainer  
4d • 🌐

Are you one of those Facebook users, have used the Facebook platform to do LIVE commerce? If the answer is yes, do you know how to optimise your Facebook LIVE broadcasts by Facebook?

Recently, a new video series was launched by Facebook that portrays interviews with internal experts working on specific platform tool.

The purpose of this video series is to shed more light on how each tool works, and how users can get the most out of the various functions the platform has to offer.

The most recent videos in the series focus on Facebook live, showing tips on how to maximise your Facebook broadcast and generate optimal reach while the very first video in the series focused on Creator Studio (Quick tips! You can schedule IG post at here too).

The product marketing manager for Facebook live, Colyn Montgomery is the expert in this instance. Set up is the very first thing he talks about as well as ensuring that you've prepared for your live stream.

I have shared a few tips on how to optimise. Hope it helps.

<https://lnkd.in/geybErp>

#socialmedia #facebook #digitalmarketing #facebooklivecommerce

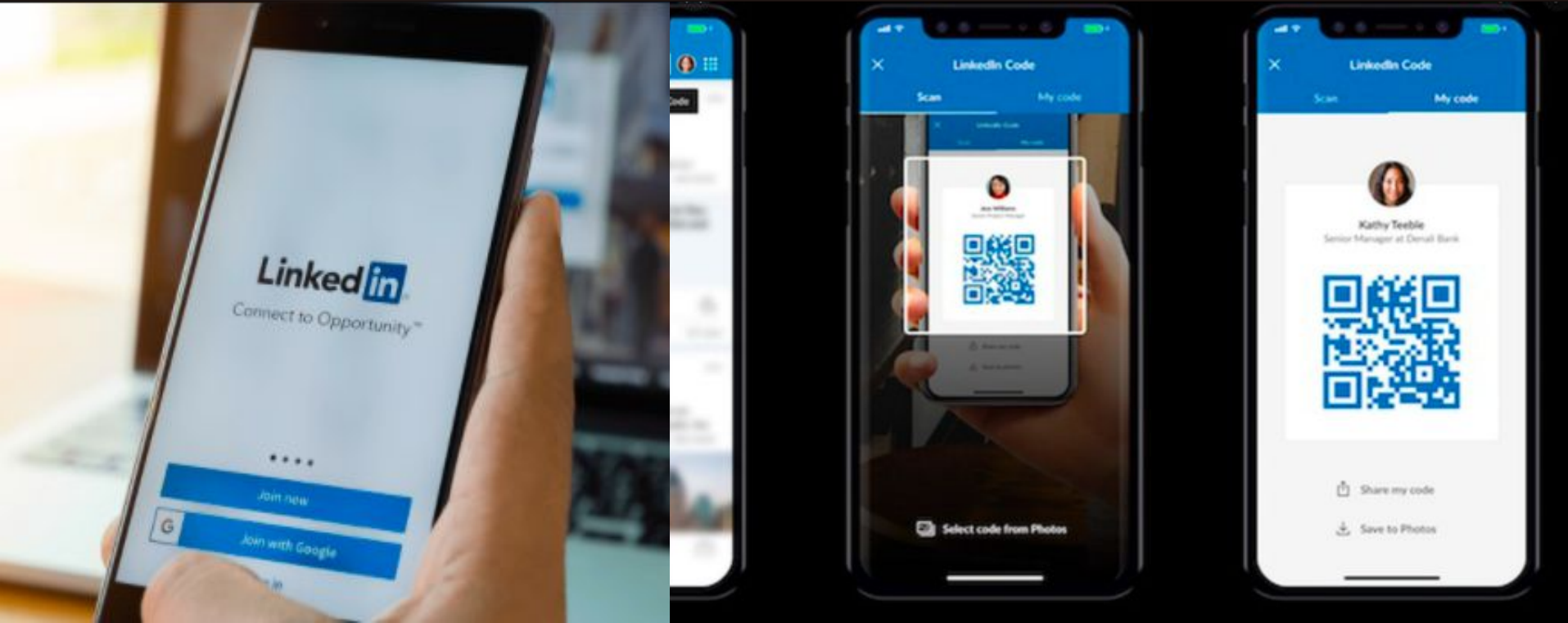


Content

Website Link/  
Content link

Relevant Hashtag

# LinkedIn Apps



# Module 5 - Youtube Marketing

- **Setting up YouTube Account**
- **Simple Video Creation With Free Apps**
- **YouTube Ads Setting**
- **YouTube SEO**

# Download Chrome Extension



Features

Solutions ▾

**Extension**

Pricing

Blog

Testimonials

Login

Free Sign Up



Install Chrome Extension

or [download the data sheet](#)



Rank

The vidIQ Score helps judge the likelihood of a video being promoted in Related Videos, Search, and Recommended Videos.



# Use YouTube Channel Set Up

The image shows the YouTube homepage interface. At the top, there is a search bar and a navigation menu. The 'Create' button, represented by a camera icon, is highlighted with a red box. Below the search bar, there are several category filters: All, Christopher Voss, Radio dramas, Super-Vocal, Bobby Au-yeung, Melodies, Anime, Podcasts, Go Fighting!, and Mandopop. The main content area displays four video thumbnails:

- Meet International Singles**: An advertisement for a dating app. Text: "Virtual Matchmaker", "GET MATCHED WITH 99% ACCURACY".
- 最佳拍檔 第1集 - 黎耀祥、邓萃雯 Telling Maria Sr 4**: A TVB Drama Channel video. Text: "這節劇集, 當我累了", "43:34", "172K views • 1 year ago • 94%".
- TINY HABITS by BJ Fogg | Core Message**: A productivity game. Text: "The TINY Small Changes That Change Everything", "BJ FOGG, PhD", "9:16", "20K views • 1 week ago • 99%".
- Wang Xi & Zheng Yun Long 《Growing Fond of You》慢...**: A music video. Text: "芒果TV音乐频道 MGTV Mus...", "2.8M views • 2 years ago • 97%".

# Use YouTube Channel Set Up

The screenshot displays the YouTube MY homepage. On the left is a navigation sidebar with options: Home, Trending, Subscriptions, Library, History, Your videos, Watch later, and Liked videos. The top header includes the YouTube logo, a search bar, and utility icons for notifications, a grid, and a profile. Below the header is a category filter bar with buttons for 'All', 'Christopher Voss', 'Radio dramas', 'Super-Vocal', 'Bobby Au-yeung', 'Melodies', 'Anime', 'Podcasts', and 'Go'. A red box highlights the 'Upload video' button in the top right corner, with a 'Go live' option below it. The main content area features three video thumbnails: an advertisement for 'Virtual Matchmaker', a TVB Drama Channel video titled '最佳拍檔 第1集 - 黎耀祥、邓萃雯 Telling Maria Sr 4', and a video titled 'TINY HABITS by BJ Fogg | Core Message'. A fourth video thumbnail for 'Wang Xi & Zheng Yun Long 《Growing Fond of You》慢...' is partially visible on the right.



# YouTube Channel Set Up - Upload Video

studio.youtube.com/channel/UcHT8wAYmJSGsb-3a7\_IHkw/videos?d=ud

Studio

Search across your channel

4 0 1 11 10 10

1y 60m 48h

CREATE

## Upload videos

Drag and drop video files to upload

Your videos will be private until you publish them.

**SELECT FILES**

By submitting your videos to YouTube, you acknowledge that you agree to YouTube's [Terms of Service](#) and [Community Guidelines](#).

Please be sure not to violate others' copyright or privacy rights. [Learn more](#)

Comments	Likes (vs. dislike)
2	100.0 5 like
4	100.0 9 like
0	100.0 5 like
0	100.0 5 like

# YouTube Title & Description

The screenshot shows the YouTube Studio interface for a video titled "The 4 Hours Workweek 如何悠闲和优雅地赚钱 (7天只工作4个小时)". The interface is divided into three tabs: Details, Video elements, and Visibility. The Details tab is active, showing the title and description fields. Two red boxes highlight the title and description fields, with annotations explaining the requirements for each. The title field is annotated with "Must include relevant keywords", and the description field is annotated with "300 - 450 words or transcript; Include CTA". The video is currently uploading, and the progress bar shows 19% completed. The video link is <https://youtu.be/thDcZu5IUUI>. The filename is "The 4-Hours Workweek 如何悠闲和优雅...". The video is saved as a draft.

studio.youtube.com/channel/UCHT8wAYmJsjGsb-3a7\_IHkw/videos?d=ud

Studio

Search across your channel

4 0 1 48h

0 1y 60m 48h

CREATE

The 4 Hours Workweek 如何悠闲和优雅地赚钱 (7天只工作4个小时)

Saved as draft

Details Video elements Visibility

Actionable SEO Score: 0/50 View full report

Title (required)

The 4 Hours Workweek 如何悠闲和优雅地赚钱 (7天只工作4个小时)

Must include relevant keywords

Upgrade to Boost to get title recommendations Upgrade to Boost

Uploading video...

Description ?

Tell viewers about your video

300 - 450 words or transcript; Include CTA

Video link

<https://youtu.be/thDcZu5IUUI>

Filename

The 4-Hours Workweek 如何悠闲和优雅...

What search term do you want to rank for?

19% uploaded 7 minutes left

NEXT

# YouTube Thumbnail

The screenshot displays the YouTube Studio interface for a video titled "The 4 Hours Workweek 如何悠闲和优雅地赚钱 (7天只工作4个小时)". The video is 70% uploaded and has 2 minutes left. The interface includes a sidebar with navigation options: Dashboard, Videos, Playlists, Analytics, Comments, and Settings. The main content area shows the video details, including the title, progress bar, and thumbnail options. Two red boxes highlight the "Upload thumbnail" button and the "Upload Attractive Thumbnail" button. A red arrow points from the "Upload Attractive Thumbnail" button to the video thumbnail preview, which features a man's face and the text "TALK ANYONE INTO DOING ANYTHING" with a duration of 40:15. Another red arrow points from the "Upload thumbnail" button to the video thumbnail preview, which features a man's face and the text "I DID THIS TO NEVER BE LAZY AGAIN..." with a duration of 1:36:20. A "New vidIQ feature" pop-up is also visible, offering to compare the thumbnail in search results.

Studio

Search across your channel

4 0 1  
1y 60m 48

The 4 Hours Workweek 如何悠闲和优雅地赚钱 (7天只工作4个小时)

Details Video elements Visibility

Thumbnail

Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Upload Attractive Thumbnail

✦ New vidIQ feature ✦

See what your video and thumbnail looks like in search results!  
Is your thumbnail and title compelling enough to click among the competition?

Compare thumbnail in search results

Video link  
<https://yc>

Filename  
The 4-Ho

What search term do you want to rank for?

40:15

1:36:20

NEXT

0 100  
5 11

# Use YouTube Channel Set Up

The screenshot displays the YouTube Studio interface for a video titled "The 4 Hours Workweek 如何悠闲和...". The interface is divided into several sections:

- Header:** Includes the YouTube Studio logo, a search bar, and a "CREATE" button.
- Left Sidebar:** Contains navigation options: "Channel videos", "Your video", "Details", "Analytics", "Editor", "Comments", and "Settings".
- Video Details:** Shows the video thumbnail (highlighted with a red box), a "Create Thumbnail" button, and a description: "Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention." Below this are three video preview thumbnails.
- Analytics:** A "New vidIQ feature" pop-up is present, asking if the thumbnail and title are compelling enough to click. A button "Compare thumbnail in search results" is visible. The analytics section shows a "VIDIQ SEO SCORE" of 36.8/50, categorized as "Actionable". It includes a checklist of metrics:

Metric	Score
tag count	3/5
tag volume	2/5
keywords in title	5/5
keywords in description	5/5
tripled keywords	3/5
Performance	20/50
ranked tags	4/5
high volume ranked tags	0/5
- Right Sidebar:** Features a "Controversial Keywords" section with an "Upgrade Now!" button.

# Use YouTube Channel Set Up

The screenshot shows the YouTube Studio interface for a channel. At the top, there is a search bar labeled "Search across your channel" and a "CREATE" button. The main content area is titled "Video details" and shows the video "The 4-Hour Workweek" with a thumbnail and a duration of 4:45. The video is set to "not made for kids". The "Audience" section is expanded, showing the "Set by you" status and a warning about COPPA. The "Yes, it's made for kids" option is unselected, and the "No, it's not made for kids" option is selected and highlighted with a red box. The "Age restriction (advanced)" option is also visible. On the right side, there is a purple banner for "vidIQ Boost" with an "Upgrade Now" button. The left sidebar shows navigation options: "Details", "Analytics", and "Editor".

**Studio**

Search across your channel

Channel videos

**Video details**

**Audience**

This video is set to not made for kids **Set by you**

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

Yes, it's made for kids

No, it's not made for kids

Age restriction (advanced)

[SHOW LESS](#)

UNDO CHANGES **SAVE**

Search by keyword Matches

Upgrade to vidIQ Boost to see videos to gain views from

**Upgrade Now**

**Details**

Analytics

Editor

# Use YouTube Channel Set Up

The screenshot displays the YouTube Studio interface for a video titled "The 4 Hours Workweek 如何悠闲和优雅地赚钱...". The main focus is the "Video details" section, specifically the "Tags" field, which is highlighted with a red border. The tags are listed as follows:

- The 4 Hours Workweek 如何悠闲和优雅地赚钱 (... 1.6 #1)
- 4 hour work week
- entrepreneur
- entrepreneur motivation
- entrepreneurship
- freelancer
- freelancer for beginners
- 说书
- 说书影片
- 如何悠闲和优雅地赚钱 #1
- 7天只工作4个小时 #1
- The 4 Hours Workweek
- 张书语录 #1

Below the tags, there is a text input field with the placeholder "Enter a comma after each tag" and a character count of "214/500". At the bottom of the interface, there are several utility buttons: "Templates", "Translate", "Keyword Inspector", and "Organize Tags", along with another character count of "214 / 500".



# Save The Video

The screenshot shows the YouTube Studio interface for editing a video. At the top, there's a navigation bar with the YouTube Studio logo, a search bar, and a 'CREATE' button. The left sidebar contains navigation options: Channel videos, Your video, Details (highlighted), Analytics, Editor, Comments, and Settings. The main content area is titled 'Video details' and contains a text box with the following text: 'Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)'. Below this is a list of tags: 'The 4 Hours Workweek 如何悠闲和优雅地赚钱 (... 1.6 #1)', '4 hour work week', 'entrepreneur', 'entrepreneur motivation', 'entrepreneurship', 'freelancer', 'freelancer for beginners', '说书', '说书影片', '如何悠闲和优雅地赚钱 #1', '7天只工作4个小时 #1', and 'The 4 Hours Workweek'. At the bottom of the tag list, there's a text input field with the placeholder 'Enter a comma after each tag' and a character count '214/500'. Below the input field are several buttons: 'Templates', 'Translate', 'Keyword Inspector', 'Organize Tags', and 'Copy Tags'. In the top right corner of the video details section, there are two buttons: 'UNDO CHANGES' and 'SAVE', with the 'SAVE' button highlighted by a red rectangle.

Studio

Search across your channel

CREATE

Channel videos

Video details

UNDO CHANGES SAVE

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

The 4 Hours Workweek 如何悠闲和优雅地赚钱 (... 1.6 #1)

4 hour work week entrepreneur entrepreneur motivation

entrepreneurship freelancer freelancer for beginners

说书 说书影片 如何悠闲和优雅地赚钱 #1

7天只工作4个小时 #1 The 4 Hours Workweek

张书语录 #1

Enter a comma after each tag 214/500

Templates Translate Keyword Inspector Organize Tags 214 / 500

Copy Tags

# Setting Video Campaign









Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP

## What's your campaign objective?

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 <b>Sales</b> Drive sales online, in app, by phone or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>Product and brand consideration</b> Encourage people to explore your products or services
 <b>Brand awareness and reach</b> Reach a broad audience and build awareness	 <b>App promotion</b> Get more installs, interactions and pre-registrations for your app	 <b>Local store visits and promotions</b> Drive visits to local shops, including restaurants and dealerships.	 <b>Create a campaign without a goal's guidance</b> Choose a campaign type first, without a recommendation based on your objective.



# Setting Video Campaign

## Select a campaign type



### Search

Reach customers interested in your product or service with text ads



### Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



### Display

Run different kinds of ads across the web



### Shopping

Promote your products with Shopping ads



### Video

Reach and engage viewers on YouTube and across the web



### App

Drive app promotion across Google's networks



### Smart

Reach your business goals with automated ads on Google and across the web



### Local

Drive customers to a physical location



### Discovery

Run ads on YouTube, Gmail, Discover and more

# Setting Video Campaign

Select a campaign subtype

- Custom video campaign  
Customise your own settings with skippable in-stream ads, bumper ads or in-feed video ads. [Learn more](#)
- Non-skippable in-stream  
Share your entire message with up to 15-second non-skippable in-stream ads. [Learn more](#)
- Drive conversions  
Get more conversions with video ads designed to encourage valuable interactions with your business [Learn more](#)
- Ad sequence  
Tell your story by showing ads in a particular sequence to individual viewers with skippable in-stream ads, non-skippable in-stream ads, bumper ads or a mix. [Learn more](#)

Cancel

Continue

# Setting Video Campaign

1 Create your campaign — 2 Confirmation

Campaign name  25 / 128

Bid strategy Maximum CPV

Budget and dates Enter budget type and amount

Daily MYR 10.00

Start date 10 May 2022

End date  None  13 May 2022

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

# Setting Video Campaign

## Networks

**YouTube search results**

Ads can appear next to search results on YouTube. Only available for responsive and in-feed video ad types.

**YouTube videos**

Ads can appear on YouTube videos, channel pages and the YouTube homepage.

**Video partners on the Display Network** [?](#)

## Locations

Select locations to target [?](#)

All countries and territories

Malaysia

Enter another location

Targeted locations (2)

Kuala Lumpur, Federal Territory of Kuala Lumpur, Malaysia city

Selangor, Malaysia state



Enter a location to target or exclude

[Advanced search](#)

# Setting Video Campaign

## Languages

Select the languages that your customers speak. ⓘ



- English × Malay × Chinese (simplified) ×

## Content exclusions: Define where your ads can show

### Inventory type

Select an inventory type to show your ads on the content that's right for your brand ⓘ



#### Expanded inventory

Maximise available inventory by showing ads on some sensitive content

Excludes extremely sensitive content, for example:

- Excessive profanity
- Graphic sexual content and nudity
- Graphic violence and serious injury

#### Recommended

#### Standard inventory

Show ads on content that's appropriate for most brands

Same exclusions as Expanded, and also excludes, for example:

- Repeated strong profanity
- Strong sexual content and discussions of sex
- Violence either real or dramatised

#### Limited inventory

Exclude most types of sensitive content and limit your available inventory


Same exclusions as Expanded and Standard, and also excludes, for example:

- Moderate profanity
- Moderate sexually suggestive content

# Setting Video Campaign

## Related videos

Add two to five videos related to your ad 

 Search for a video or paste the URL from YouTube




**8 Ways to Increase Your Website T...**  
by Neil Patel • 21,484 views  
Eight ways to increase your traffic to you...



**Keyword Research Part 1 - SEO U...**  
by Neil Patel • 313,799 views  
Welcome to another day of SEO Unlocks...



Your related videos might not always show with your ads. Changes to the number and order of your related videos may also occur.

 Examples of your related videos on YouTube

Your video ad



**8 Ways to Increase...**  
21,484 views



**Keyword Research ...**  
313,799 views

Cancel

Done

# Setting Video Campaign

## Related videos

Add videos related to your video ads to help increase engagement [?](#)



### 8 Ways to Increase Your Website Traffic FAST and FOR FREE

by Neil Patel • 21,484 views

Eight ways to increase your traffic to your website fast and for free. Whether yo...



### Keyword Research Part 1 - SEO Unlocked - Free SEO Course with ...

by Neil Patel • 313,799 views

Welcome to another day of SEO Unlocked. Today is very exciting because we're ...

Your campaign can run while your related videos are under review or disapproved. Check the approval status on the campaign 'Settings' page.

## Additional settings

### Devices

Show on all eligible devices (computers, mobile, tablet and TV screens)

Set specific targeting for devices

Computers

Mobile Phones

Tablets

TV screens

By not targeting all devices, you narrow your reach. Your ads may show more frequently, though, on the devices you target.



Advanced targeting for mobile phones and tablets

Operating Systems

[All operating systems](#)



# Setting Video Campaign

## Demographics



Select your demographic targeting ?

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown ?		<input checked="" type="checkbox"/> Unknown ?



# Setting Video Campaign

## Audience segments



Select audience segments to define who should see your ads. You can create new segments in [Audience Manager](#). ?

Search	Browse	12 selected	Clear all
<input type="text" value="Try 'media &amp; entertainment'"/>		Detailed demographics	
<p><b>Show: Recent and ideas</b></p> <p><input type="checkbox"/> Select all (23)</p> <p><input type="checkbox"/> <u>Business Education</u> ⓘ Based on advertisers like you</p> <p><input checked="" type="checkbox"/> <u>Advertising &amp; Marketing Services</u> Based on advertisers like you</p> <p><input type="checkbox"/> <u>Education</u> Based on advertisers like you</p> <p><input checked="" type="checkbox"/> <u>SEO &amp; SEM Services</u> Based on advertisers like you</p>		<p>Employment &gt; Company Size <u>Small Employer (1-249 Employees)</u> ⊗</p> <p>Employment &gt; Company Size <u>Large employer (250-10,000 employees)</u> ⊗</p> <p>Employment &gt; Industry <u>Estate Agency Industry</u> ⊗</p> <p>Employment &gt; Industry <u>Construction Industry</u> ⊗</p> <p>Employment &gt; Industry <u>Financial Industry</u> ⊗</p>	



# Setting Video Campaign

## Keywords

Choose terms related to your products or services to target relevant content 

Enter or paste keywords. You can separate each keyword by commas or enter one per line.

### Get keyword ideas

 Enter a related website

 seo

	Keywords	relevance
+	seo digital marketing company	 99
+	seo training	 94
+	seo	 89
+	seo check tool	 84
+	seo content marketing	 80


[Add all ideas](#)

# Setting Video Campaign

## Create your video ads [Skip ad creation \(advanced\)](#) ?

Create one or more ads now, or skip this step and create them later. Your campaign won't run without at least one ad.

### Your YouTube video



Select a video ad format. This will be used for the rest of the ads in your ad group.

Skippable in-stream ad ?

In-feed video ad ?

Bumper ad ?

The following ad formats aren't available in this campaign: non-skippable in-stream ad

Final URL  ?


Display URL  ?

16 / 255

Call-to-action

Call-to-action  ?

### YouTube Google video partners



[Preview ad on YouTube](#) ? [Copy link](#) ▾

To preview your ad on YouTube mobile, copy the link and share it to a mobile device.

# Setting Video Campaign


create one or more ads now, or skip and stop and create them later. Your campaign will run through as fast as you.

### Ad creation

+ New video ad

Skippable in-stream ad

Ad #1



Skippable in-stream ad

**Create campaign** Cancel

Thank You