



**SPREAD LIKE COVID :
INCOME GENERATOR
IN LOW TOUCH ECONOMY**



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Certified HRDF Trainer

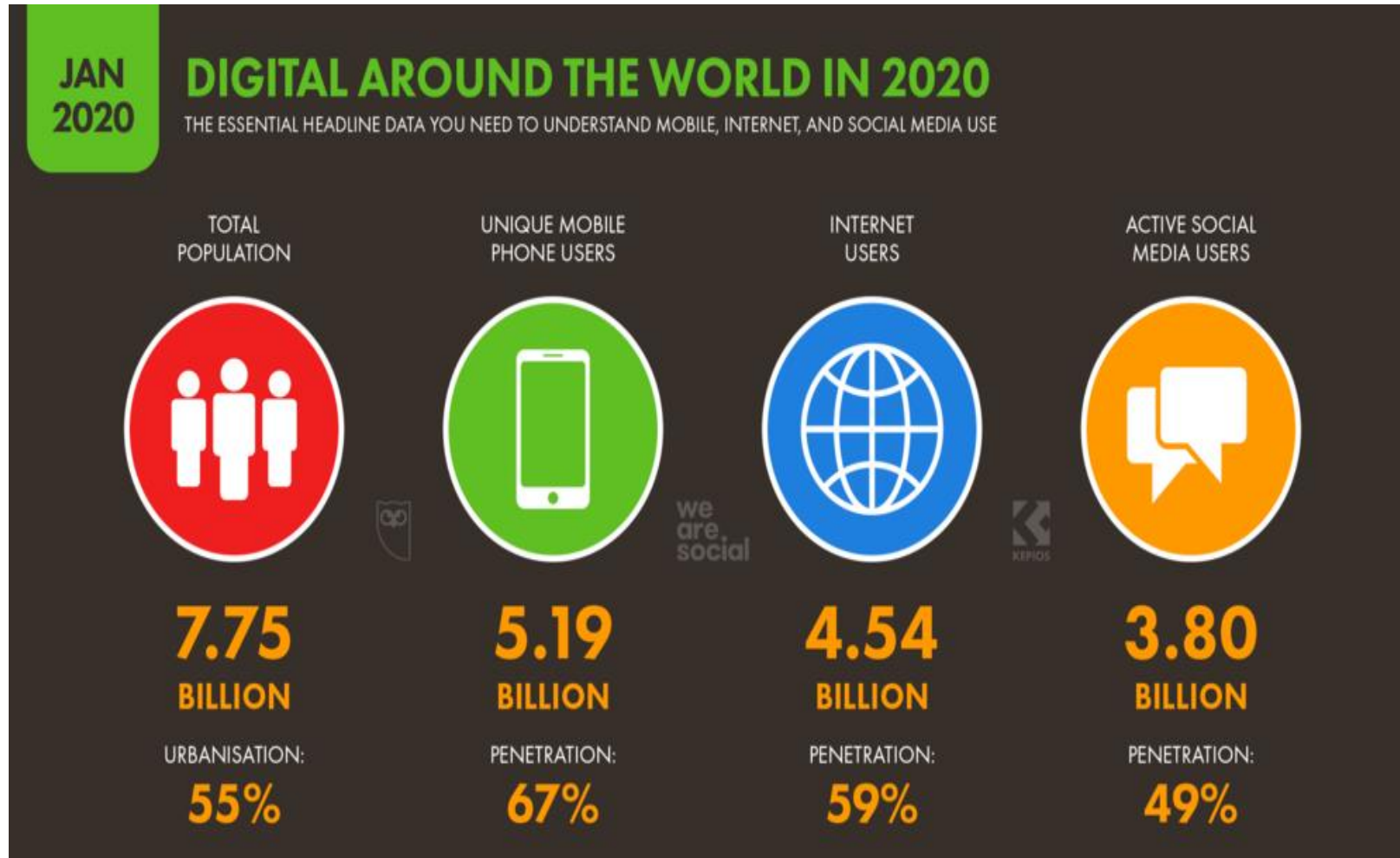
Ahli Pertubuhan Perunding Latihan dan Motivator Muslim Malaysia(TAMRIN)

BISKAUNSELOR Institut Usahawan Negara

AGENDA

1. Why We Need To **Go Online And Digitalise Your Business**
2. **Google Trends** – Validate Your Idea And Know What Are People Searching Online Based On Keywords
3. 5 Popular Platforms
4. **Facebook** And Zero Cost Marketing
5. Blueprint For Digital Marketing Success

Agenda 1 :Why Your Business Need To Go Online and Digitalise Our Bisness?



Being Humane is Humane Being

DIGITAL MARKETING CONSIST OF



Social Media

VS

Traditional Marketing

1
Reach out to maximum people

2
Targeted or Client Specific Marketing

3
Versatile

(can make changes in the advertisements)

4
Immediate Communication

1
Limited Audience

2
Global Marketing

3
Non-Versatile

(cannot be altered once published)

4
Delayed Communication



Agenda 2: Validate your idea with GOOGLE TRENDS



Google Trends can measure what people are searching for on Google and compare popular search terms.

Lets get started:

First, go to <https://trends.google.com> and type in the search term you want to view, or start with an example.



Agenda 3: 5 Best Platform – facebook, Instagram, Youtube, Twitter, LinkedIn

5 Best Social Media Platforms for Marketing your Business in 2020





-**Facebook** help people connect with your **business**.

-A Facebook is hands-down the best way to gain access to this massive number of potential customers across the world!

5 Facebook Marketing Goals



1 BRAND
AWARENESS



2 GENERATE
LEADS



3 CUSTOMER
SERVICE



4 DRIVE
TRAFFIC



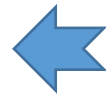
5 RELATIONSHIP
BUILDING

 CoSchedule

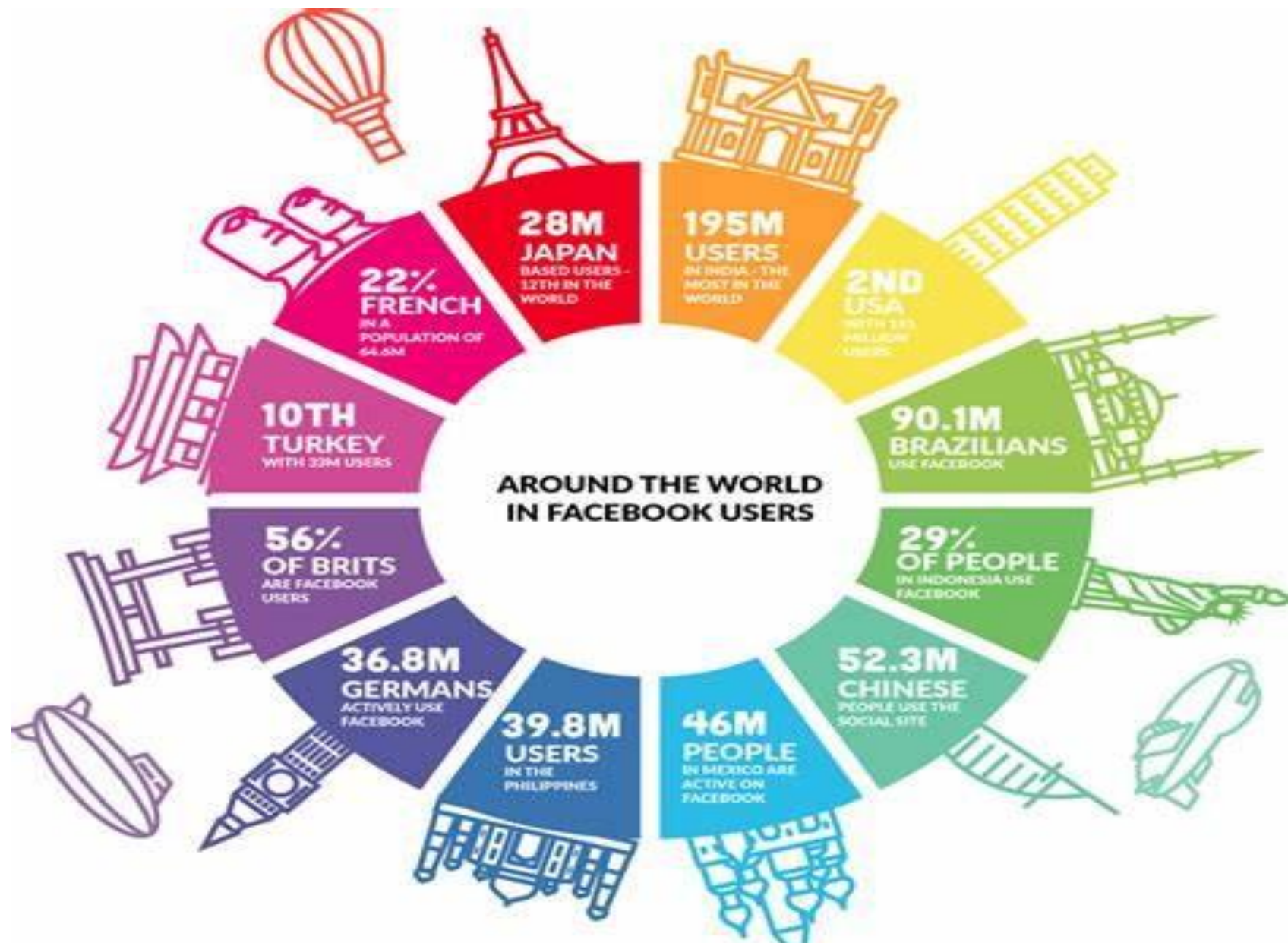
facebook Marketing Strategies

2020

ZERO COST
MARKETING
(ZCM)



PAID
MARKETING



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Facebook users in Malaysia

January 2020



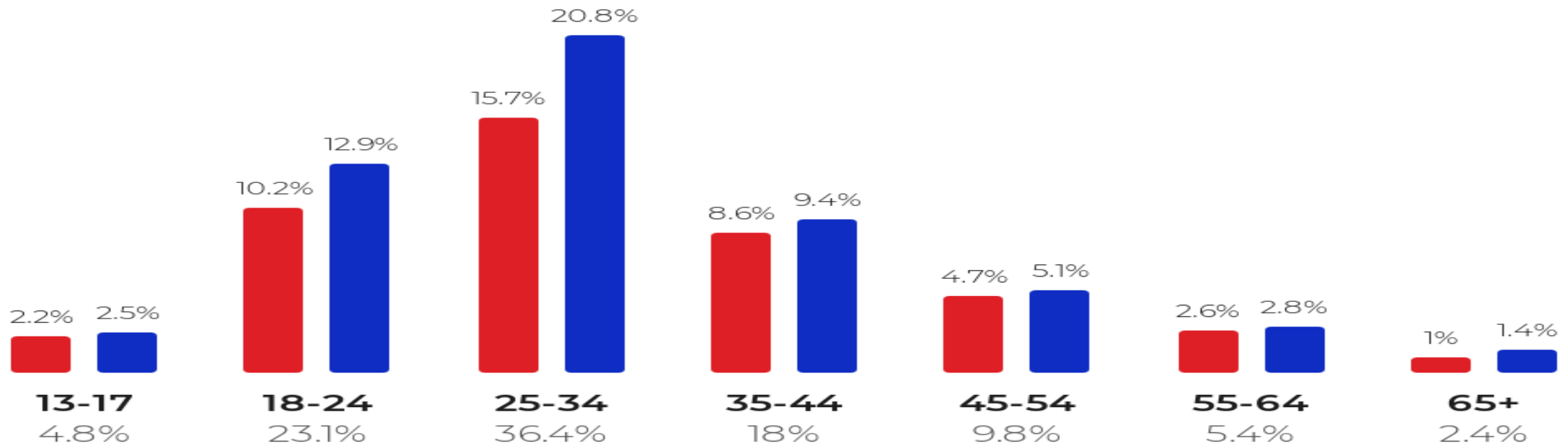
25 520 000



45%
women



55%
men





facebook

AGENDA 4:

Facebook
and
Zero Cost Marketing

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HOW TO USE FACEBOOK GROUP TO DO BUSINESS



How to Use Facebook Groups for Business

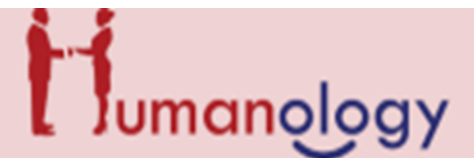
CREATE YOU OWN FB GROUP TO BUILD YOUR TRIBE

JOIN OTHER PEOPLE'S TRIBE TO SELL YOUR PRODUCT



**HOW TO BUILD YOUR
TRIBE
(GET MORE CUSTOMERS)
IN FACEBOOK?**

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contests

Build unique content with photo video and essay sharing

contests

Build unique content with photo video and essay sharing



coupons

Instantly monetize your fans and drive customers to your site

group deals

Drive sales and build content to encourage viral sharing.

trivia & quizzes

Easily engage with your fanbase.

pick a favourite

Learn about your fans and generate a buzz.

STEP 1 :

CREATE A FB GROUP

OFFER SOMETHING FREE TO ATTRACT PEOPLE TO JOIN THE YOUR FB GROUP

(ONLY WILL BE GIVEN OUT IN THE GROUP)

How to Build an Active Facebook Group part 2



+ Inviting People

and Promoting Your Facebook Group

STEP 2 :

**BUILD AND ACTIVE
FACEBOOK GROUP**

**(ALWAYS MAKE
ENGAGEMENT TO
MAKE PEOPLE FEEL
WORTHWHILE JOINING THE
GROUP)**

Post in Different **facebook** Groups



STEP 3:

JOIN OTHER PEOPLE'S TRIBE , GET CONNECTED AND MAKE MORE SALES

Target audiences by location, demographics, interests, occupation

MCO- target The FIXED INCOME EARNER (FIE)

CREATE THE BEST *Facebook posts*

3 Analyze!
Share content
that your Fans
want to read
and share
with friends

Facebook Content Must Be ...

- ▣ Relevant to fans
- ▣ Sharable
- ▣ Likable
- ▣ Commentable
- ▣ Clickable
- ▣ Memorable
- ▣ Aligned with company's marketing goals and activities

...PLANNED!

HOW TO ENGAGE ?

FACEBOOK CONTENT IN 30 MINUTES A DAY (or less)



- Monday - Ideas for posts
- Tuesday - Pictures
- Wednesday - Schedule posts
- Thursday - "Like" others
- Friday - Content brainstorm

WHAT'S THE BEST TIME TO POST ON Facebook



How to schedule your post

The screenshot shows the Facebook page management interface for 'CoachNik Zakiah Zain'. The top navigation bar includes 'Home', 'Create', and notification icons. The main navigation bar highlights 'Publishing To...'. The left sidebar lists 'Stories' and 'Posts', with 'Scheduled Posts' selected. The main content area shows 'Scheduled posts' with a search bar and a 'Create Post' button. A clock icon is visible at the bottom right of the main area.

Step 1: Click on 'Scheduled posts' in the main content area.

Step 2: Click on 'Scheduled Posts' in the left sidebar.

Step 3: Click on the 'Create Post' button in the main content area.

How to schedule your post and set the date and time

Schedule Post

Publishing schedule

Publication
Select a date and time in the future to publish your post.

Suggested
The suggested post time isn't currently available. [See details](#)

Custom
Choose the date and time when you want to publish your post.

12/5/2020 12:18 UTC+08

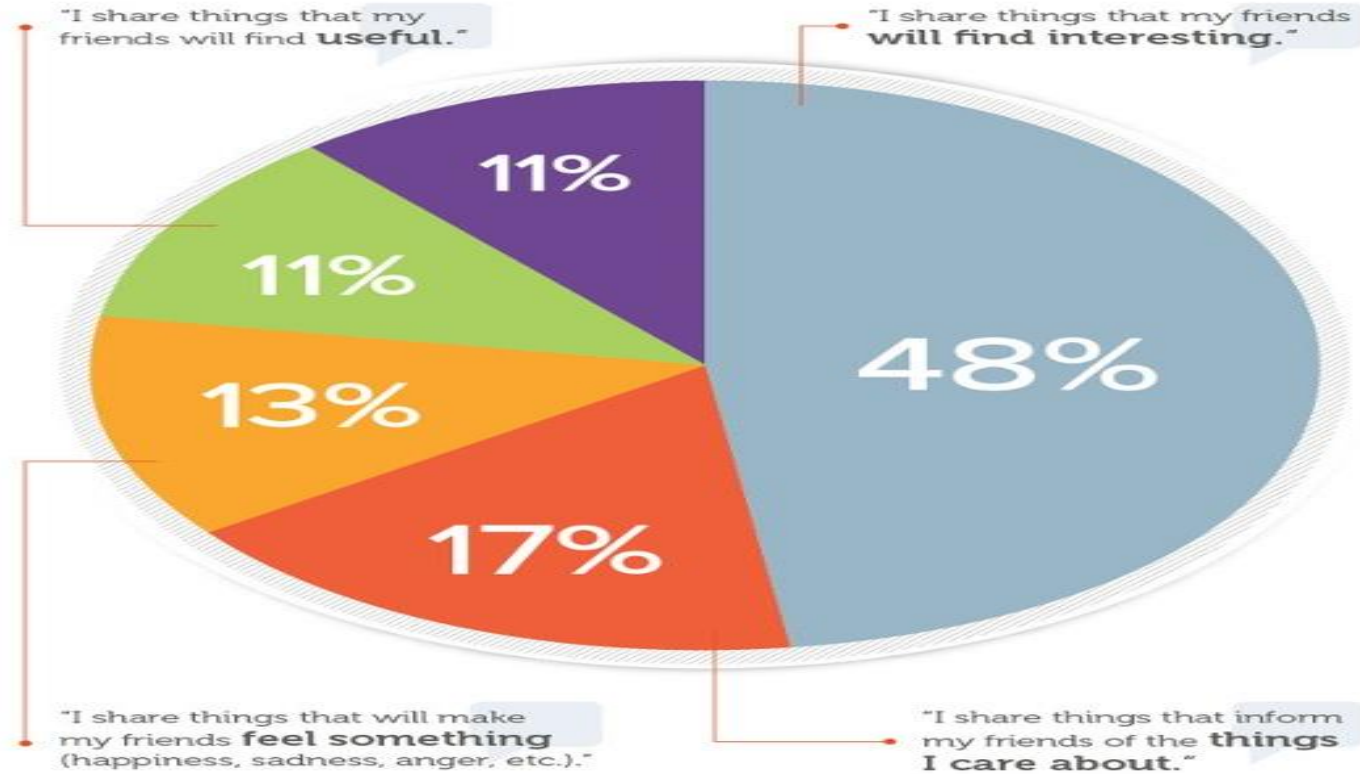
Distribution schedule

Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop being shown in News Feed. The post will still be visible, but News Feed distribution will end.

Cancel Schedule

PRIMARY REASON PEOPLE SHARE* CONTENT ON FACEBOOK?

Entertain Express Move Educate Other



BY SHARING CONTENT, WE ARE REFERRING SPECIFICALLY TO SHARING THIRD-PARTY CONTENT (I.E., CLICKING THE "SHARE" BUTTON ON SOMEONE ELSE'S THIRD-PARTY FACEBOOK CONTENT OR POSTING A LINK FROM A WEBSITE ON YOUR WALL).

TO READ MORE VISIT
RESEARCH.FRAC.TL/FACEBOOK-SHARING-MOTIVATIONS



FRAC.TL



AGENDA 5 : Blueprint for Digital Marketing Success





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