



Digital Marketing

Reinvented



THE FUTURE OF BUSINESS NEWS
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Embracing the impact of disruptive innovation
SME News page 16

Good sleep for good business
SME News page 29

The diagram features a central cloud labeled 'BRAND'. Arrows point from this cloud to several icons and labels: a handshake for 'TRUST', a pencil for 'DESIGN', a stack of coins for 'VALUE', a clipboard with a checkmark for 'STRATEGY', a gear with a copyright symbol for 'LOGO', a megaphone for 'ADVERTISING', and a shield with a padlock for 'IDENTITY'. Below the 'MARKETING' label, there is an illustration of a storefront.

What's in a brand that sells?
Cover Story page 06-10

A misconception among SMEs is that branding is only for the big boys, is extremely costly, and not worth the investment. On the contrary, with digitalisation, it's more important than ever.

 www.yellowpages.my



Digital Marketing Top 3 Challenges

Challenge #1
Reaching the target audience





What is your target demographic?

age group, gender, marital status



Where do they live?

What industry do they work in?

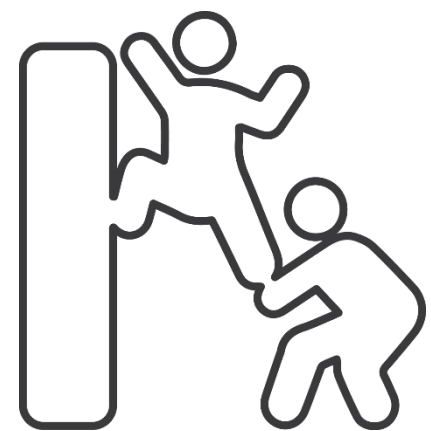


How much do they earn?



How do they get their information?

How do they communicate?



What challenges do they face?

Can your service or product help them with these challenges?

difficult to define
the target audience



Challenge #2

Lack of expertise &
knowledge

creative
copywriting

attractive graphics

skill to craft
attractive visuals &
deliver compelling
messages to the
right audience



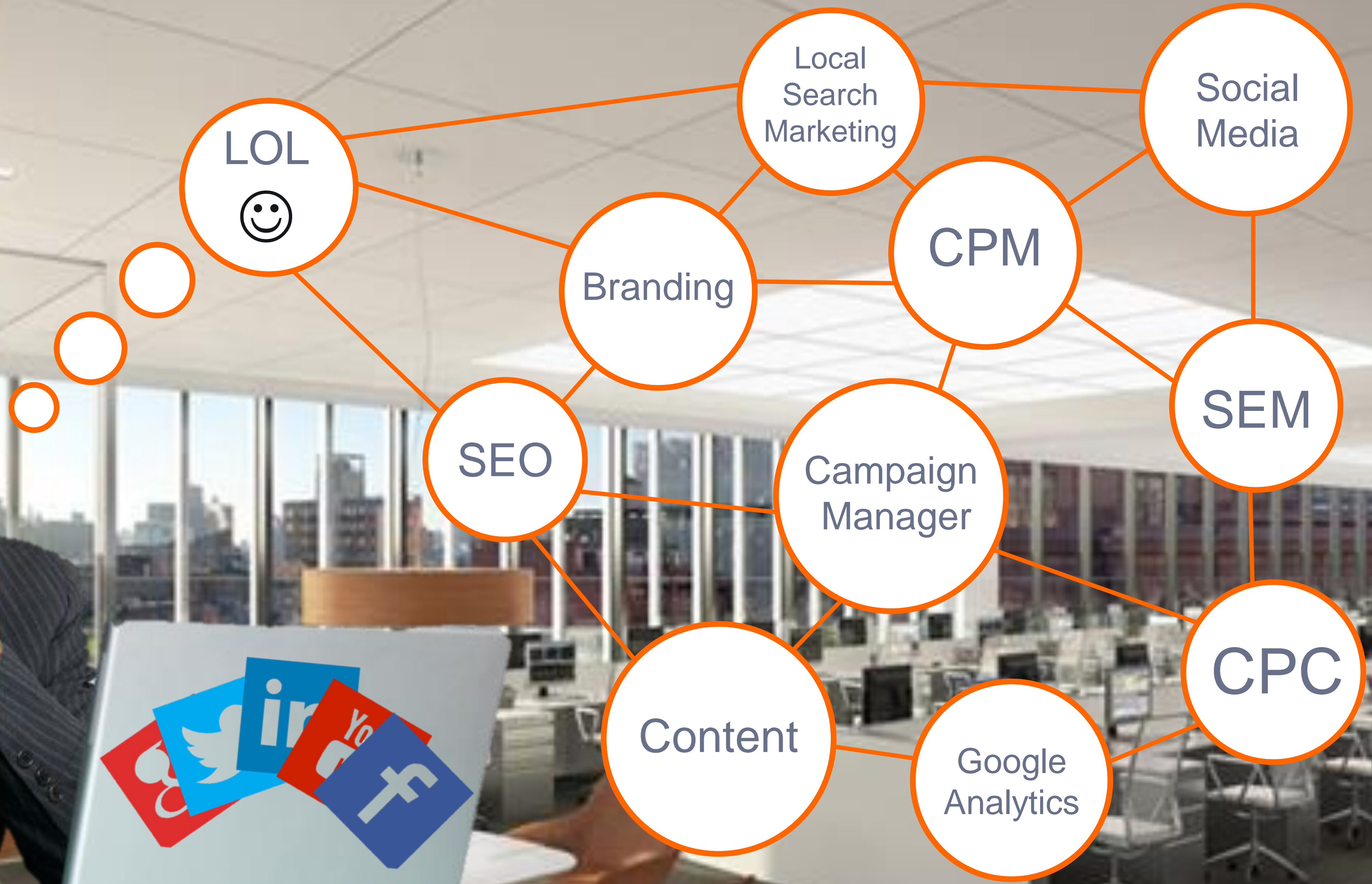
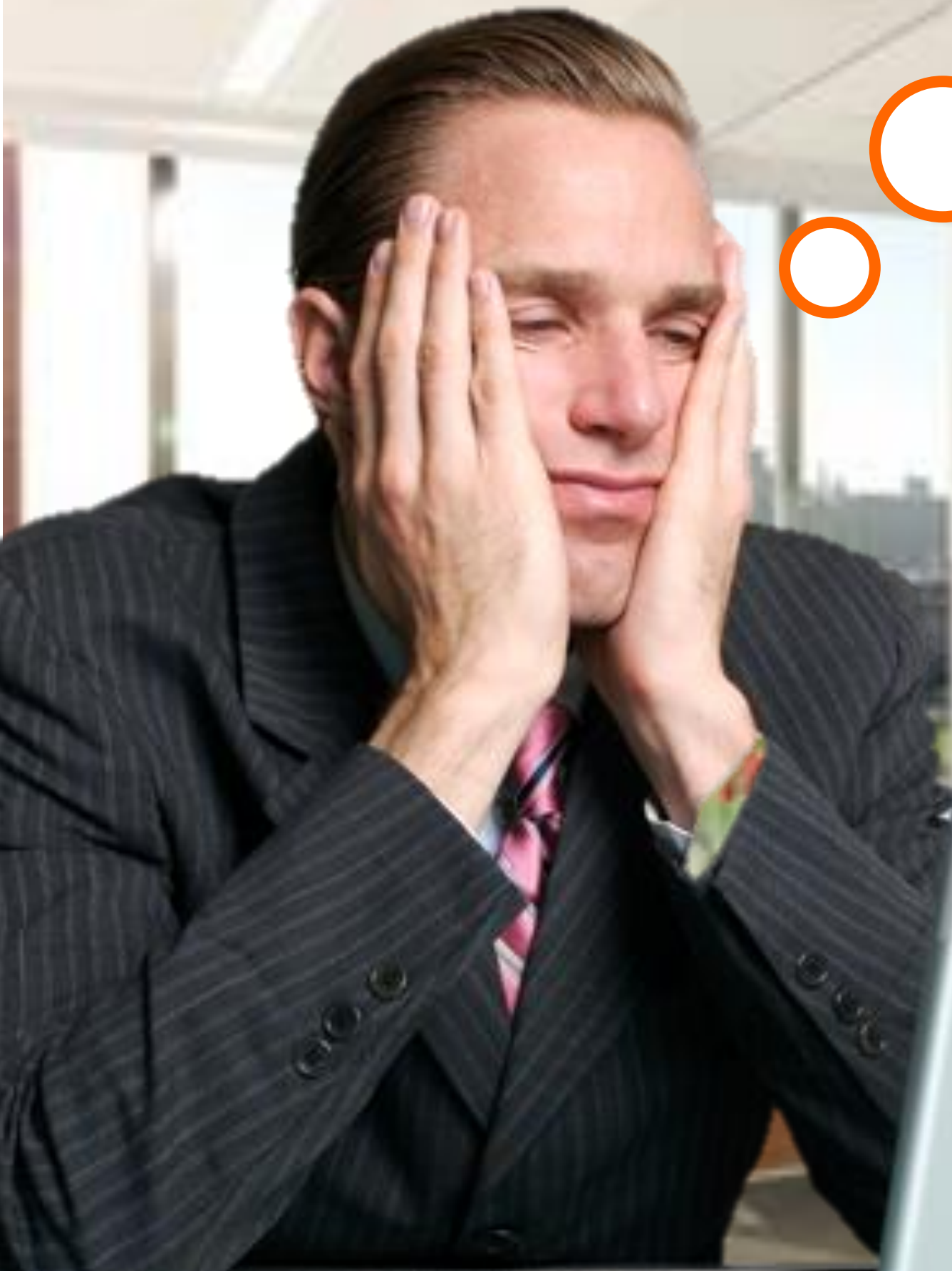
compelling messages...



...you've got less time and
space to make an impression. A
professional copywriter makes every
word count.
I can craft copy from scratch or work
with your existing text, and take the
time to get to know you and your
brand so that the finished product
sounds 'like you.'



**Information
overload**



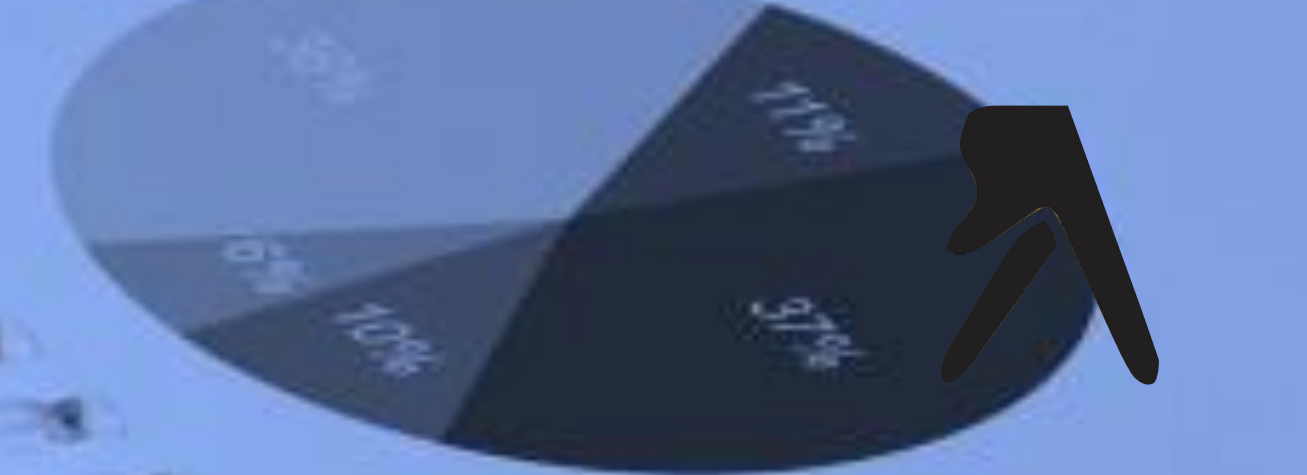
The battle for **ATTENTION!!!**

**Which
channels
are more
effective?**

Facebook
Google
Instagram
Yellow Pages
Blog



Budget



| Monthly Net Income | Amount |
|----------------------|--------|
| Monthly Net Income | 4,500 |
| Other Monthly Income | 2,500 |

| Additional Income | Month | Amount |
|-------------------|----------|--------|
| Mid Year Bonus | June | 2,000 |
| Year End Bonus | December | 3,000 |
| | January | 0 |
| | | 5,000 |

| Month | Amount |
|-----------|--------|
| January | 450 |
| February | 600 |
| March | 300 |
| April | 880 |
| May | |
| June | |
| July | |
| August | |
| September | |
| October | |
| November | |
| December | |
| Total | 2,230 |

1. Enter your income information in the income tables.



Challenge #3
Small marketing budget

| | March | April | May | June | July | August | September | October |
|-------|-------|--------|--------|--------|--------|--------|-----------|---------|
| 305 | 6,610 | 9,915 | 13,220 | 16,525 | 21,830 | 24,255 | 27,560 | 30,865 |
| 000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3,695 | 3,695 | 3,695 | 3,695 | 3,695 | 3,695 | 3,695 | 3,695 | 3,695 |
| 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 6,610 | 9,915 | 13,220 | 16,525 | 21,830 | 24,255 | 27,560 | 30,865 | 34,170 |

A line graph is shown on a white grid background. The x-axis is labeled with numbers 14, 15, 16, and 17. There are two data series: one represented by a blue line with circular markers and another by a green line with circular markers. An orange pen with a blue tip and a gold nib is resting on the graph, pointing towards the intersection of the two lines. A dark grey rounded rectangle is overlaid on the bottom left of the graph, containing text.

Showing
good return on
investment?



Digital Marketing Tips

Use the right digital channel for your business

PULL
TO BE FOUND



PUSH
TO PROMOTE



Your website is
the centre of
your online world



online store
physical store



A high-angle, grayscale photograph of a desk setup. In the foreground, a tablet is open, displaying a grid of small, circular icons. To its right is a laptop keyboard. In the background, a laptop is partially visible, and a mouse is on the right edge. The desk surface has a wood-grain texture.

TIP #1

Build your own website



A new and easy way to create your business website

Build a website from your Facebook Page in minutes



Bina Laman Web Hanya 5 MINIT





TIP #2
Be where your
customers are

Be where your customers are so that they can **see, find, like, share, mention, choose, buy and promote** your products and solutions

Be seen



Be mentioned



Be found



Be chosen





7 in 10

Malaysians are on mobile



>8hours+

Average spent on Internet daily



>20M

Malaysians access FB monthly on mobile



95%

Malaysian users access FB via mobile

TOTAL POPULATION



31.83 MILLION

INTERNET USERS



25.08 MILLION

ACTIVE SOCIAL MEDIA USERS



24.00 MILLION

UNIQUE MOBILE USERS



21.62 MILLION

ACTIVE MOBILE SOCIAL USERS



22.00 MILLION

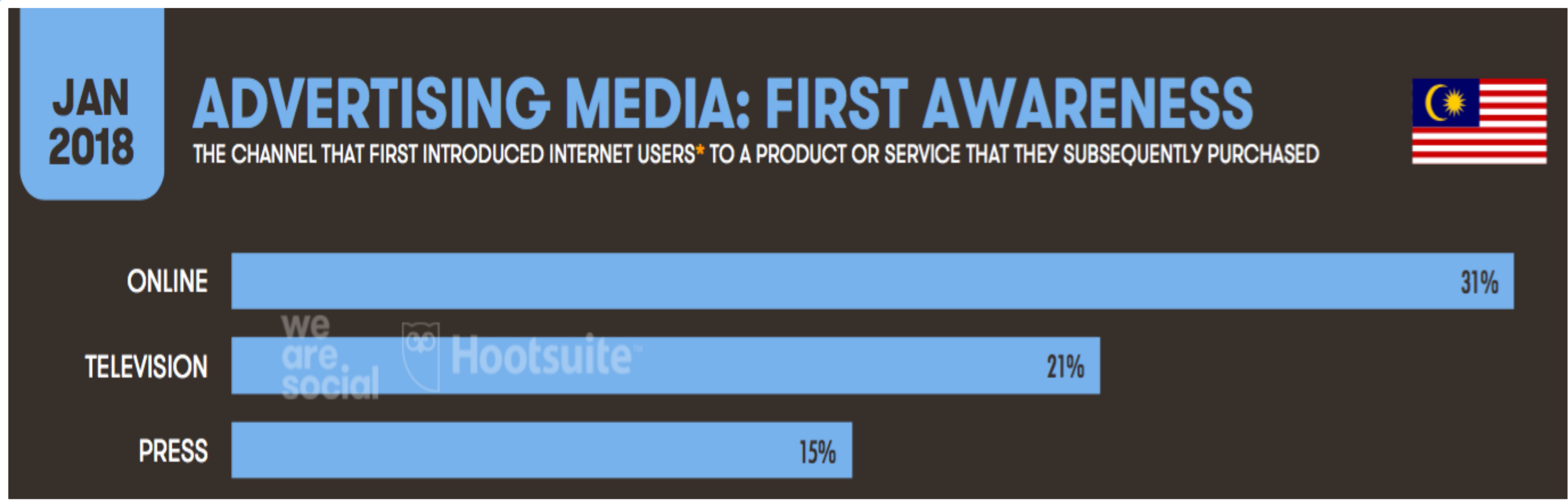
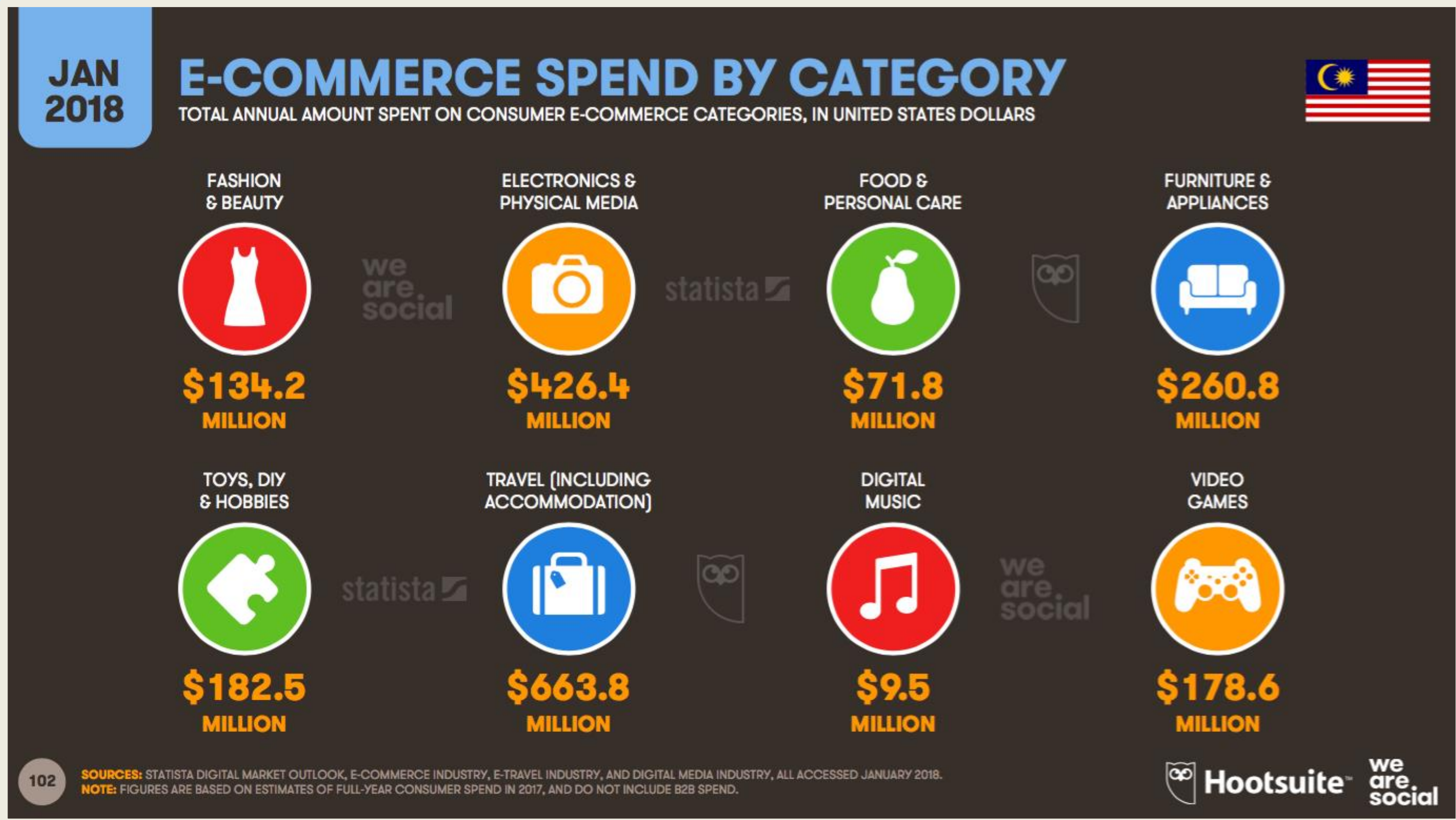
we are social



we are social



Understand
the behaviour of
online consumers





Meet your customers at their preferred channels



USER DEMOGRAPHICS



MALE



FEMALE

25-35 years old

+Benefits

build your brand

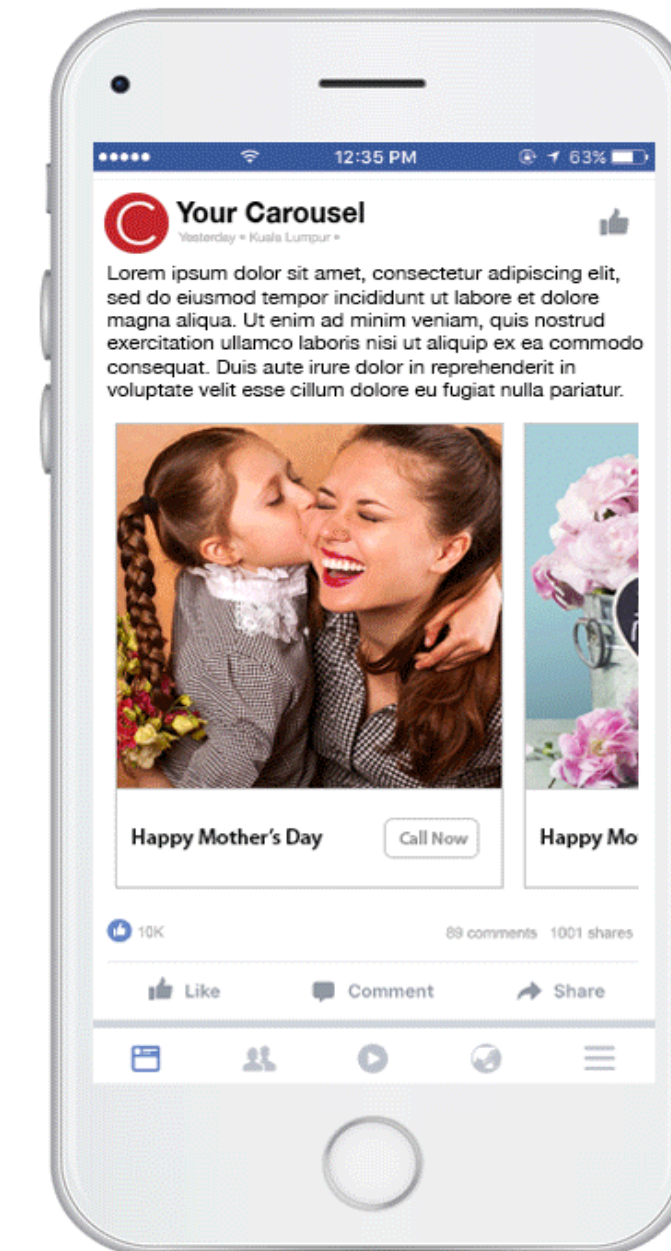
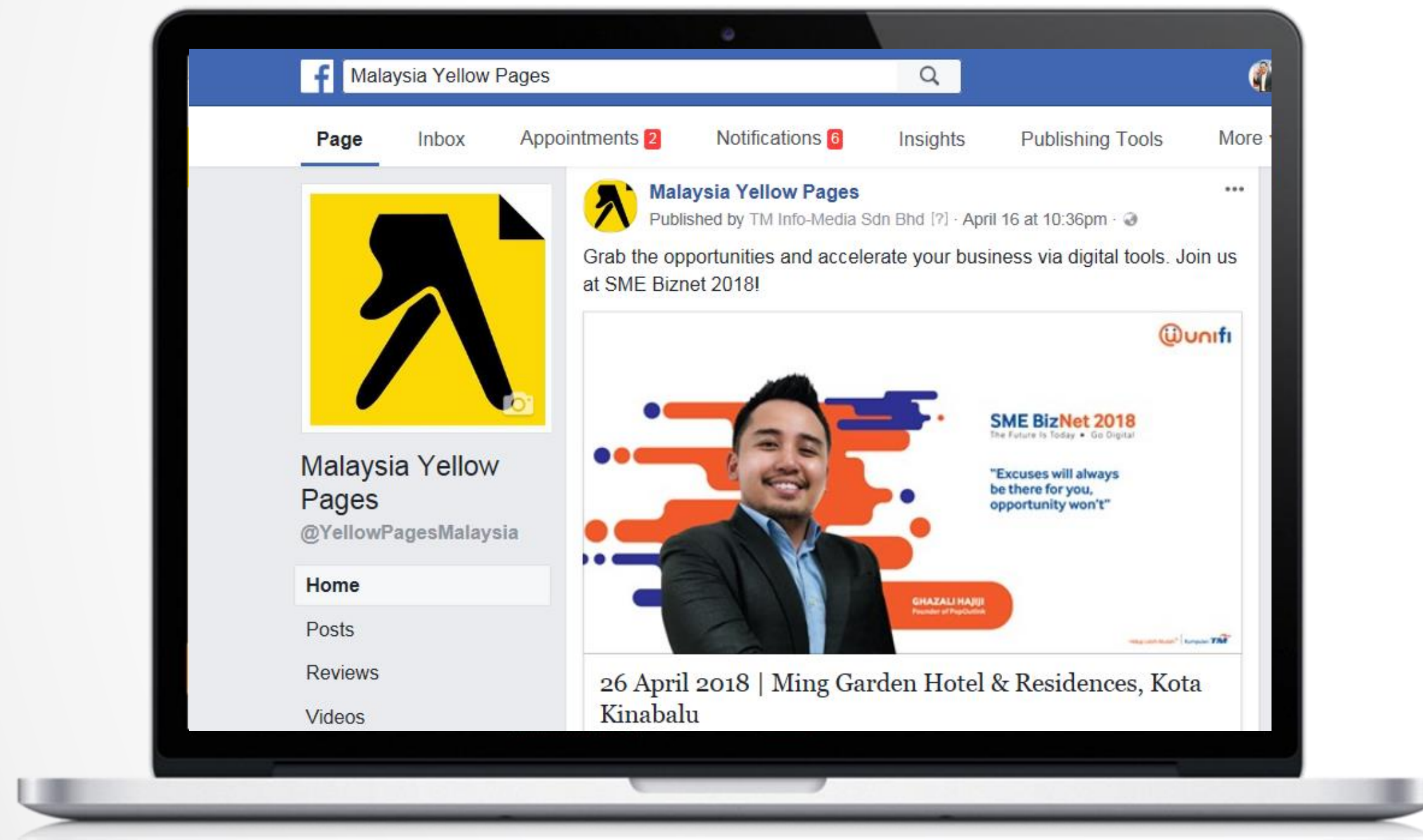
online business card

show important information

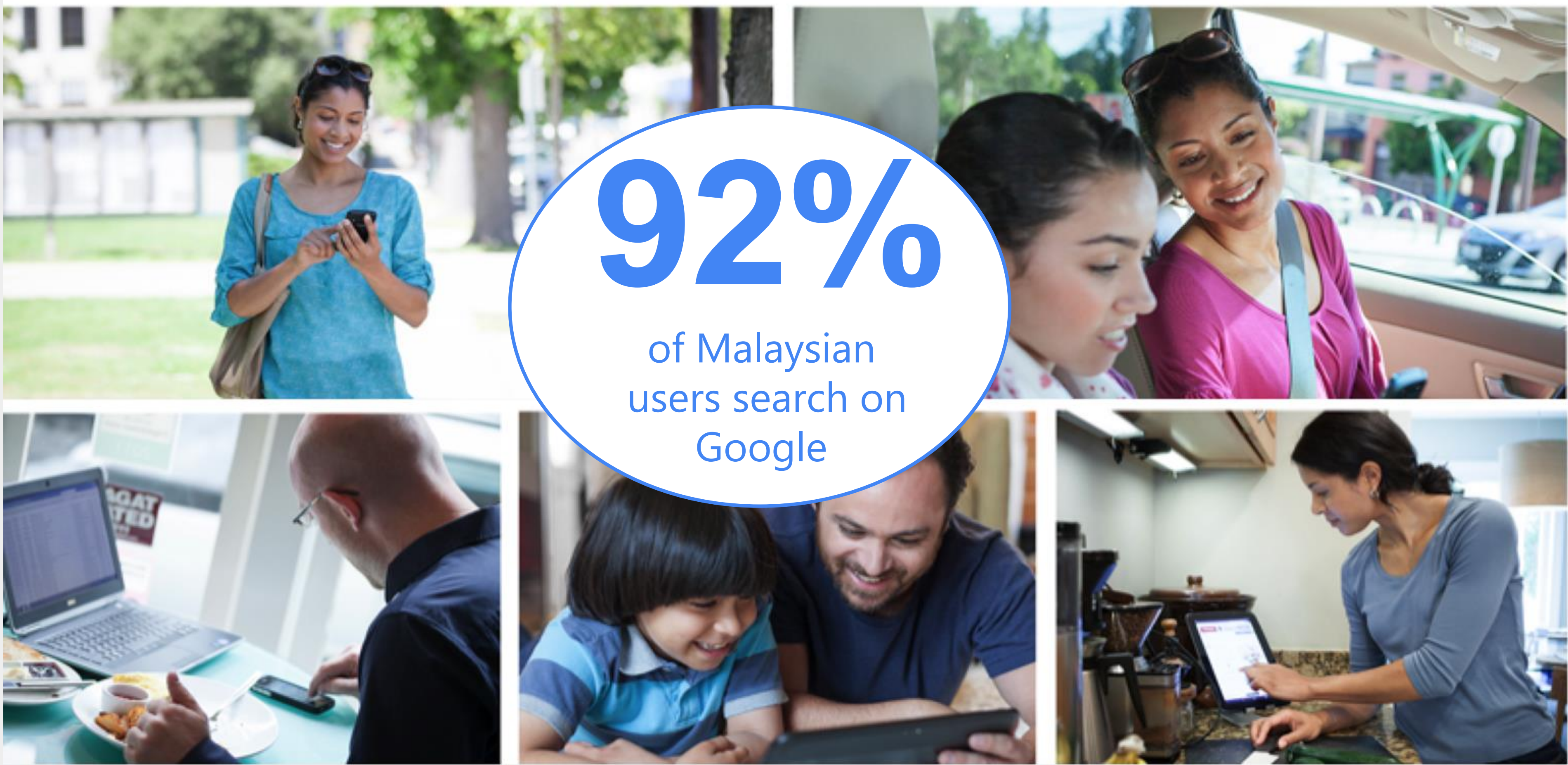
multiple channels for sales leads



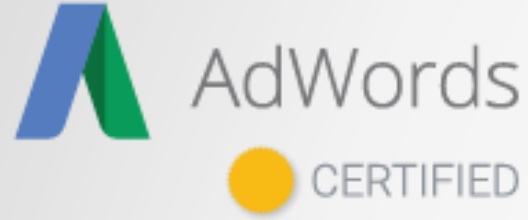
facebook Ads



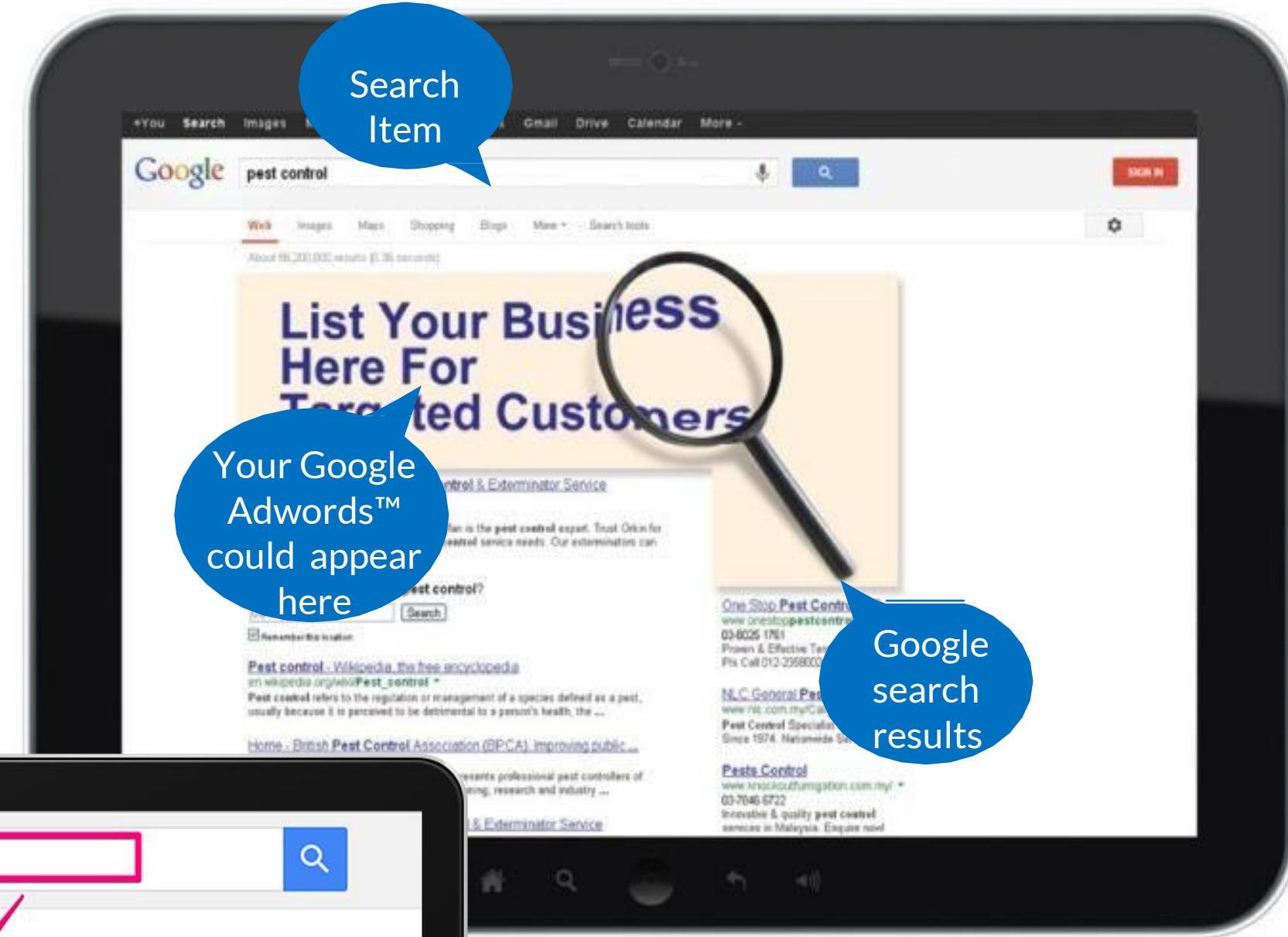
Google search has a large impact on our *purchasing decisions*



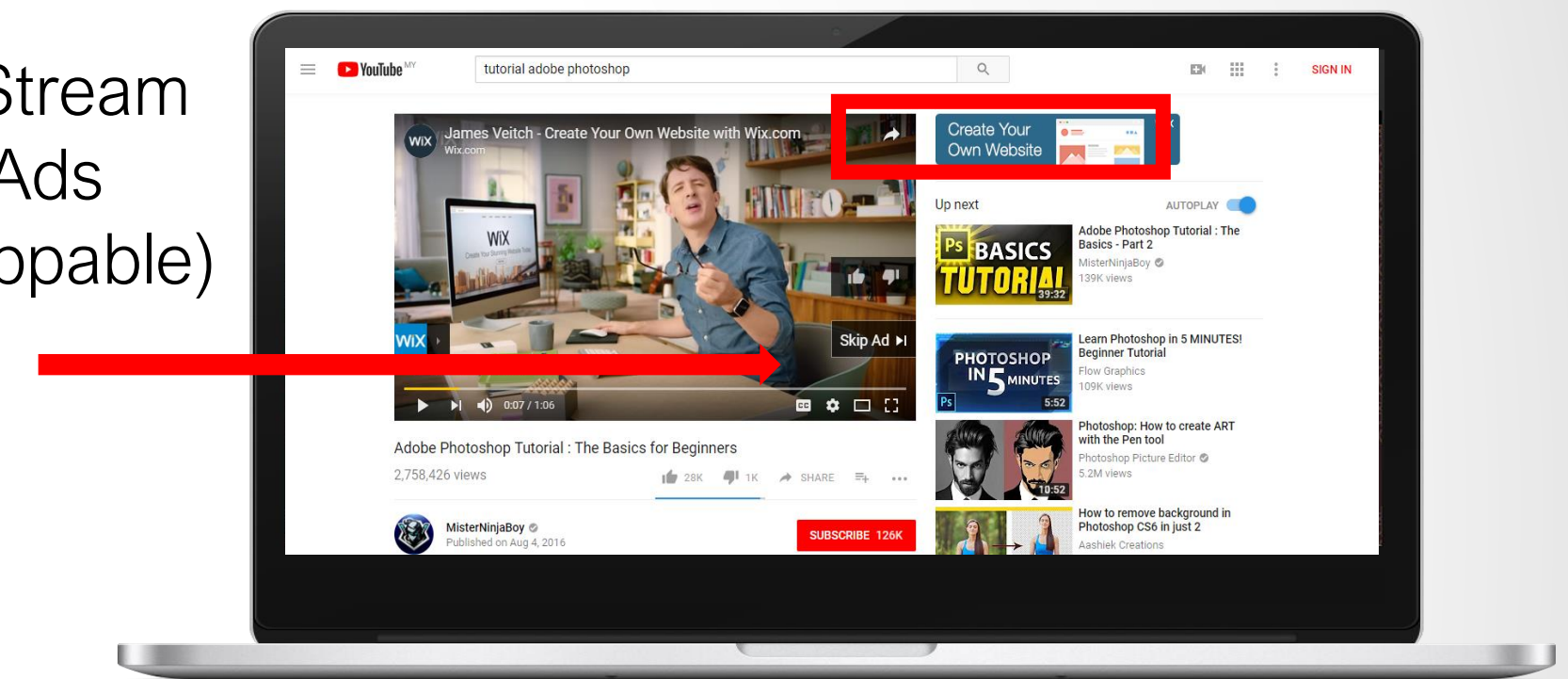
Google Partner



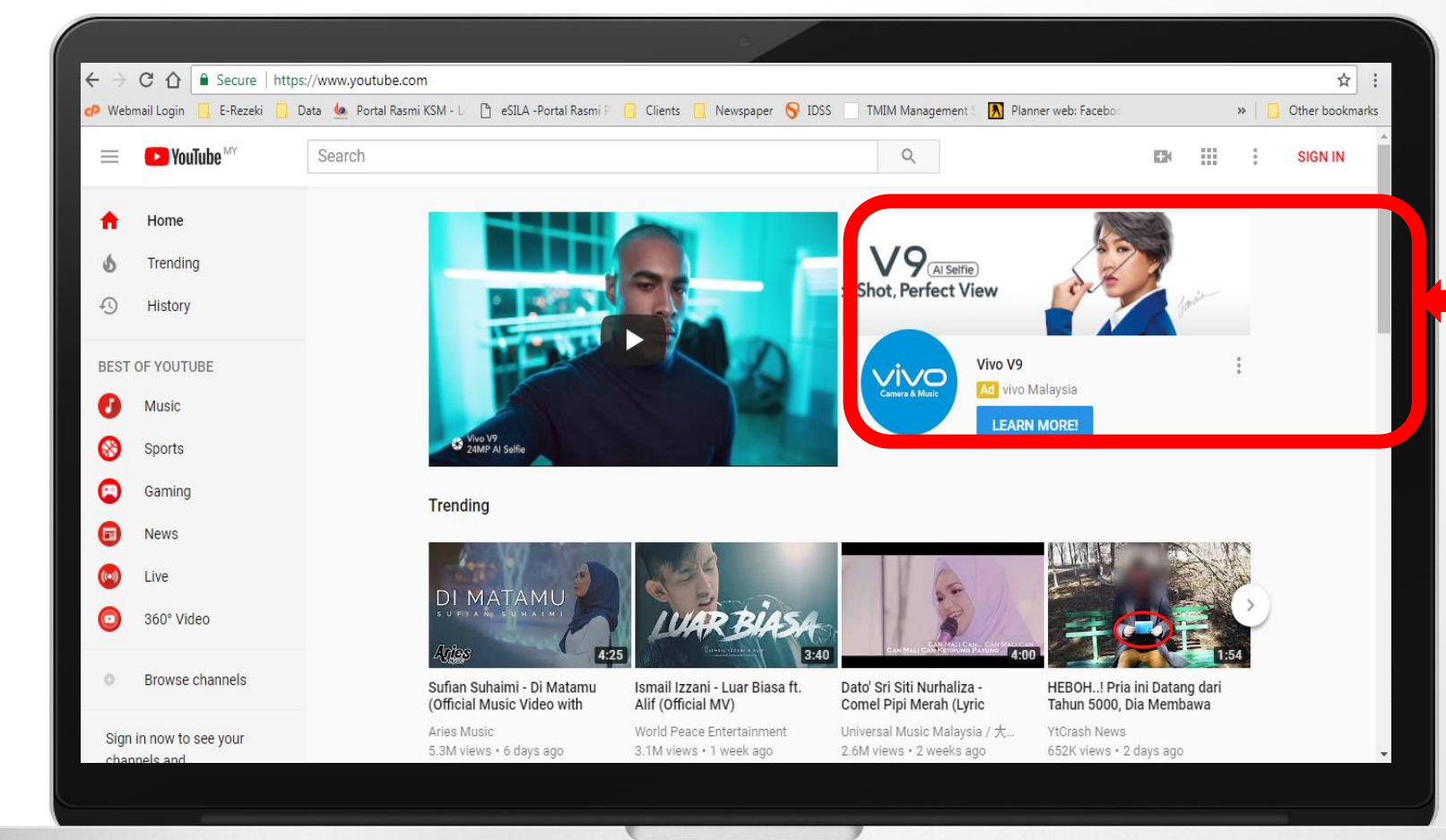
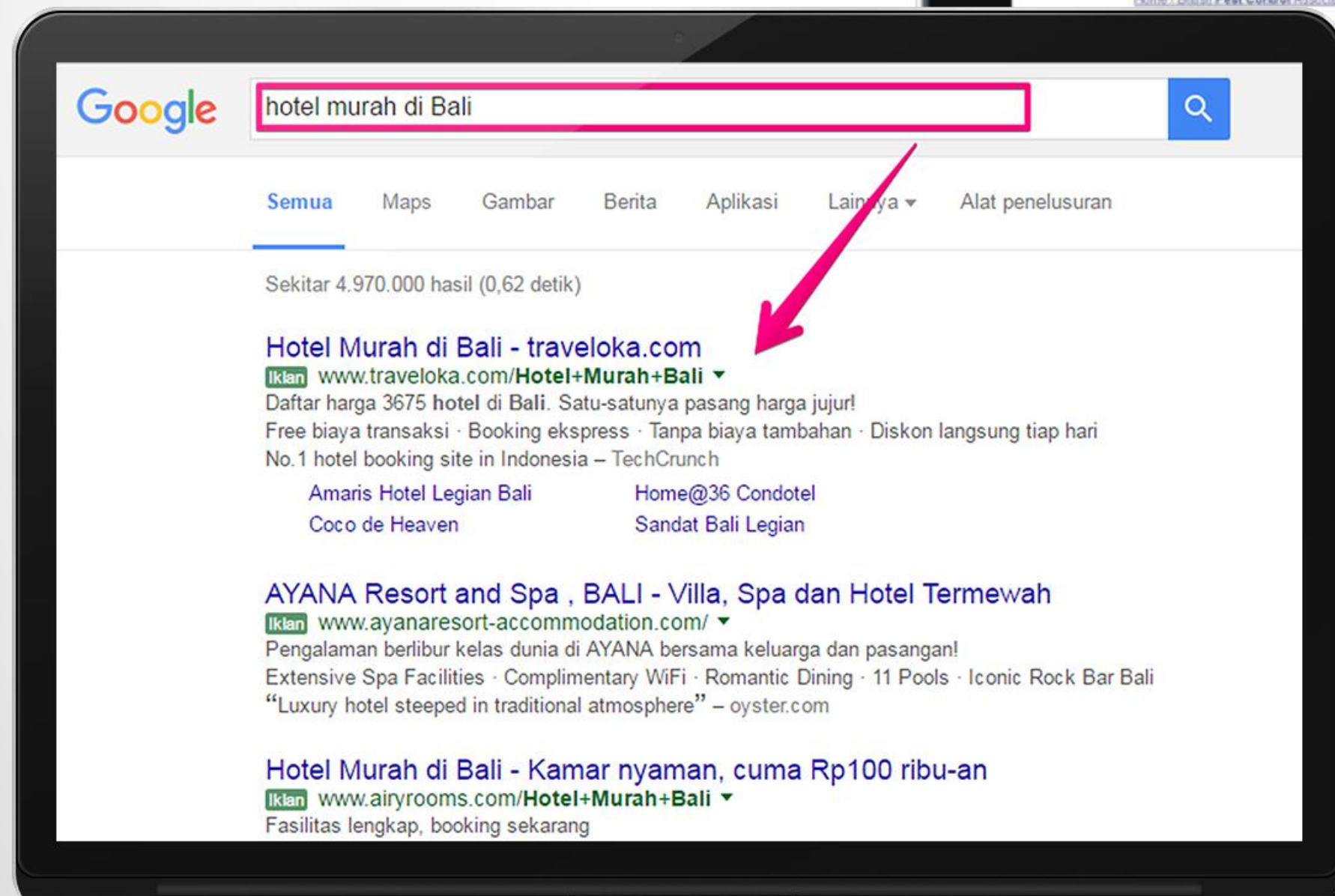
Bumper Ads (unskippable)



In Stream Ads (Skippable)



GOOGLE DISPLAY ADS (YOUTUBE)



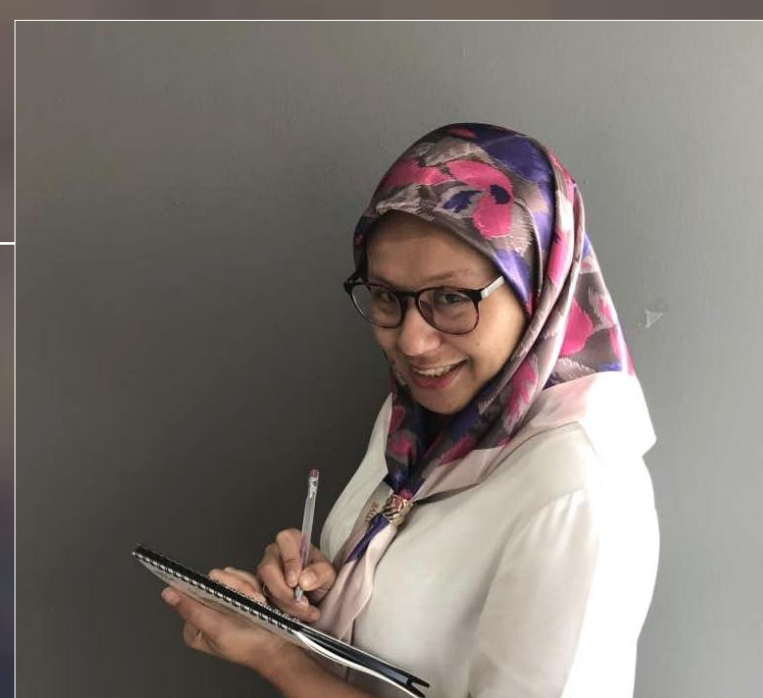
Trueview 1 ads sample

DIY
do-it-yourself

DIFY
do-it-for-you



TM Info-Media



#Do-It-For-You



TIP #3
Contact us



#onestopsolutio
ns



#digitalmarketi
ng



One-Stop-Shop for all your digital marketing needs




yellow pages
website and app


Malaysia's #1
business directory



TM INFO-MEDIA
A **TM** Company



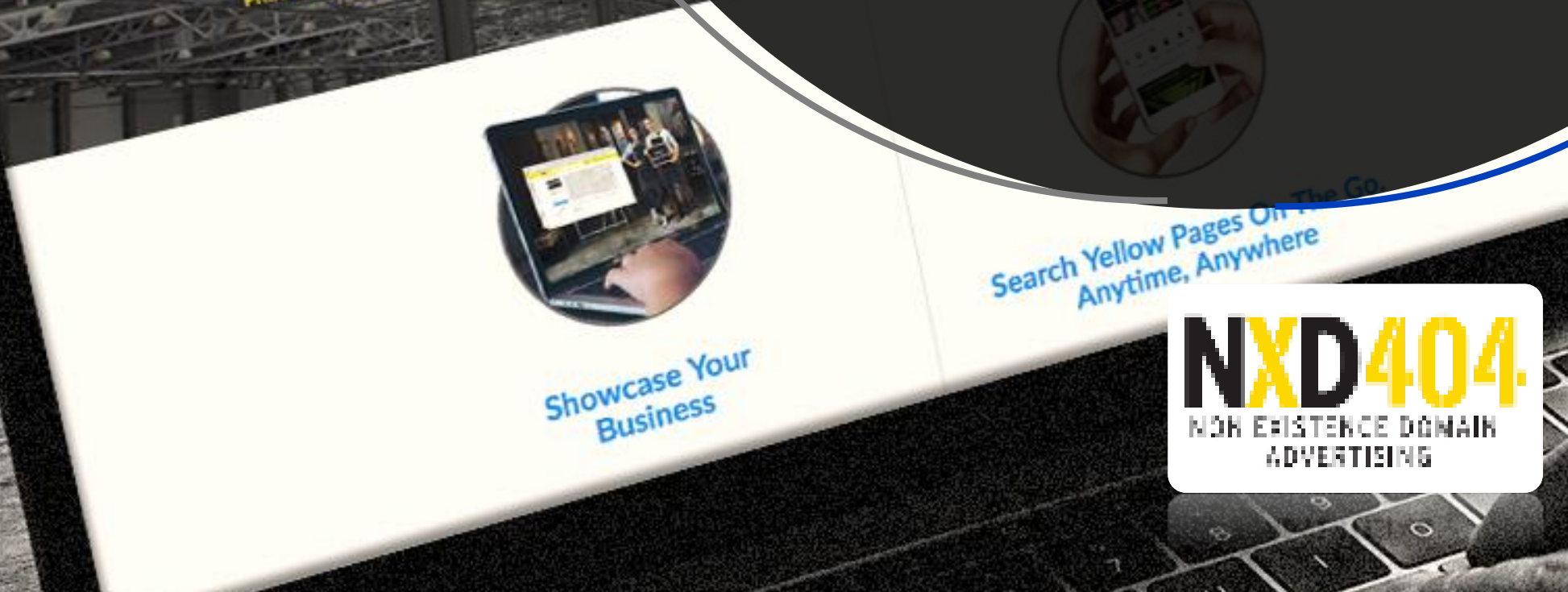
instaweeb website builder



Google AdWords
facebook Advertising

search & social media marketing

digital marketing
& advertising solutions



Showcase Your Business
Search Yellow Pages On
Anytime, Anywhere



NXD404
NON EXISTENCE DOMAIN
ADVERTISING



unifi
mobile



unifi
wifi



unifi
tv

advertising on TM-owned media
and platform



www.yellowpages.my/solutions | enquiry@yellowpages.my | 1300-88-9355



Malaysia Yellow Pages



ShopLokal