

17 January 2023 | 09h00-11h00

 Synapsys Digital

MORNING TALK

Digital Marketing

Top 5 most underrated mistakes &
how your business can benefit
from Google Ads

In Collaboration with



Organised by



About Me

• • • •

- **Clients from different sectors:** FMCG, Property & Development, Healthcare, Water Works, Fashion, Automobile, Science & Technology, and more
- **Core skills:** Copy Writing, Social Media, Content Marketing, Email Marketing, Paid Ads Marketing, Website Strategy, and more



• • • •

Top 5 Most Underrated Digital Marketing Mistakes

By Atikah Zahar, Synapsys Digital Malaysia

SAMPLES

CONTENT MARKETING



A strategic component of organic marketing

EMAIL MARKETING



A type of direct marketing to educate your users on the product / services

WEBSITE



Promoting a business website in order to bring in more visitors

SOCIAL MEDIA MARKETING



The use of social media platforms to interact with customers

TODAY'S FOCUS

CONTENT

The 2 most common mistakes:

1. Not using Data
2. Not reviewing your performance



EMAIL

The 2 most common mistakes:

1. Avoiding customers segmentations
2. Ignoring Email Automation



WEBSITE

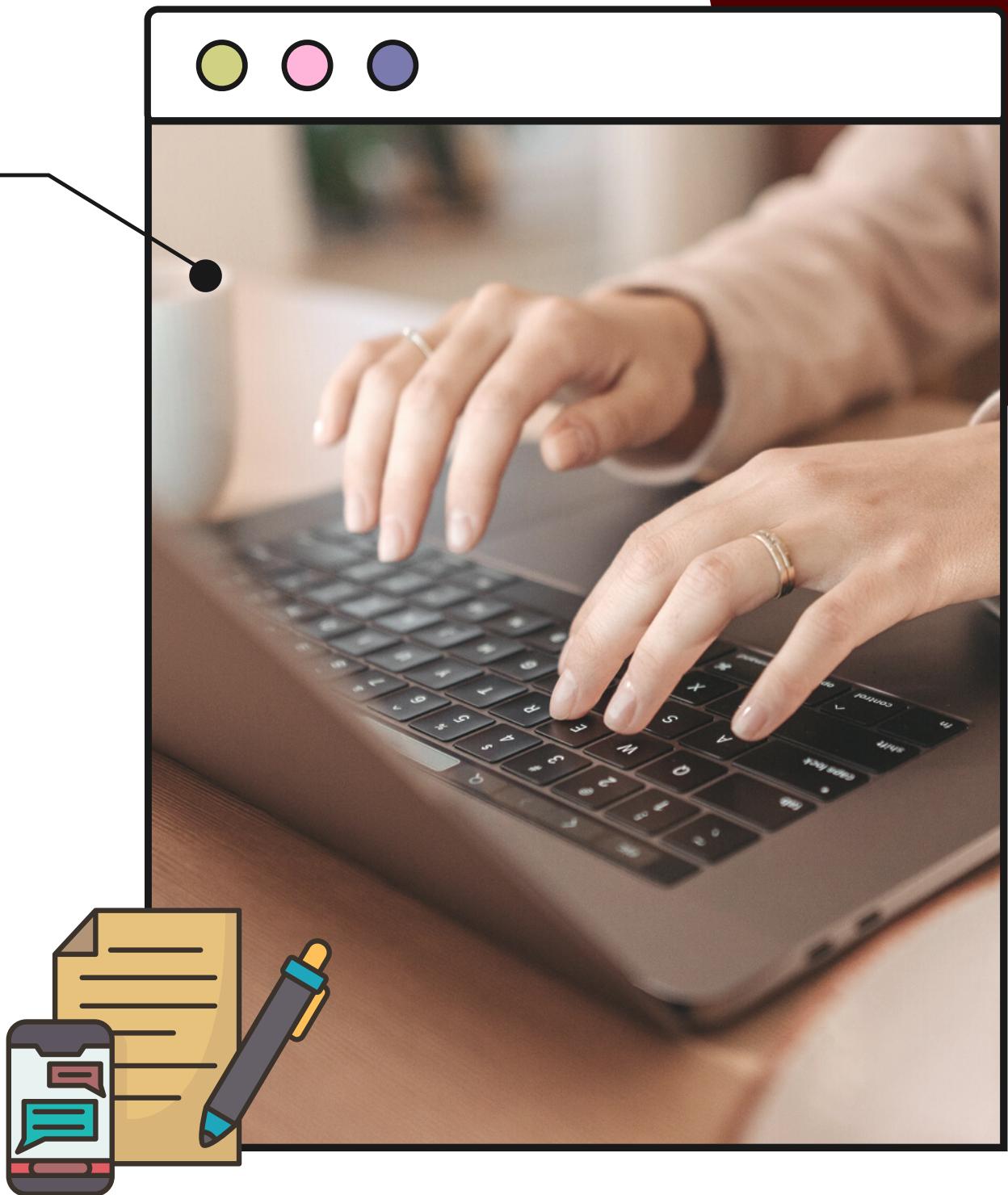
The most common mistakes:

1. Not collecting emails



CONTENT MARKETING

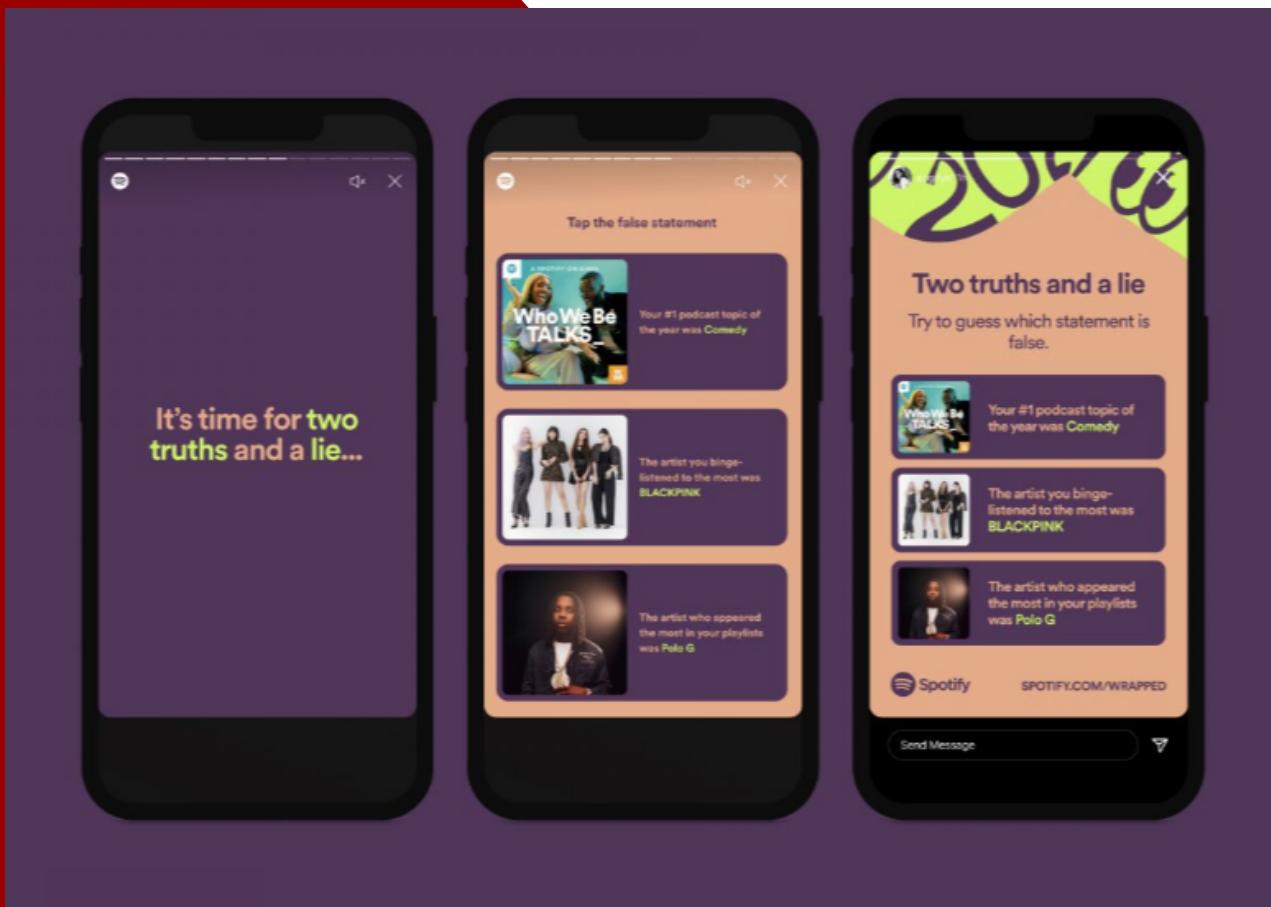
A type of marketing that involves the **creation and sharing of online material** (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.



WHY INVEST IN CONTENT MARKETING?

- Available online **24/7**
- It's a way to provide your potential customers with **informative answers**
- It enables you to **build customer relationship** by putting your brand in front of your customers in a way that helps them

Spotify



Warby Parker

WARBY PARKER

What's your summer mood?

When the sun comes out, so do the colorful crystals. If you're looking for a glow up this season, here are our top contenders.

Beale in Rosemary Crystal >

Waller in Plantain Crystal >

Barkley in Azure Crystal >

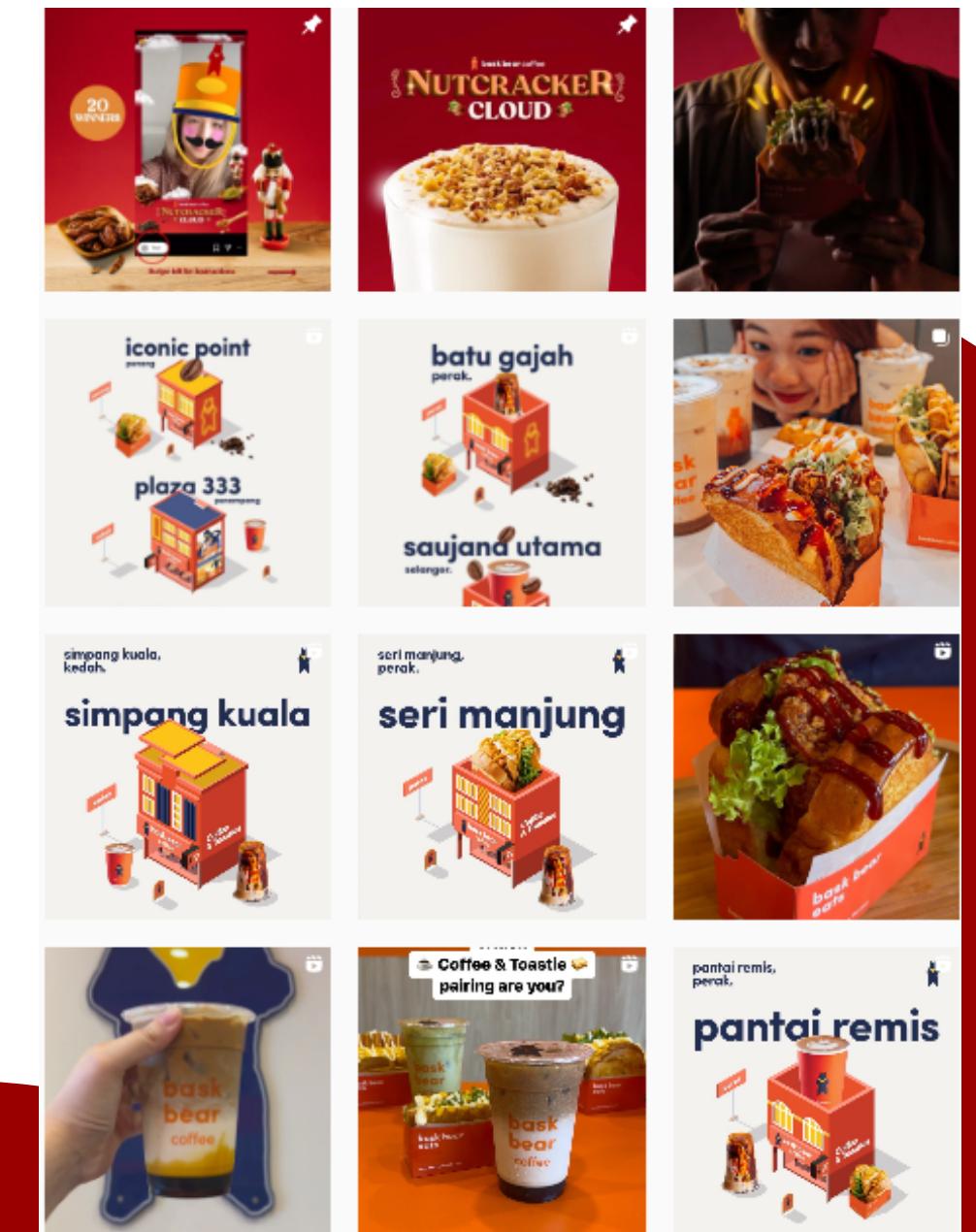
Grab a pair (or two!) at a shop near you.

Need any help? Call us: [888.492.7297](tel:888.492.7297), every day, 9 a.m.–10 p.m. ET, or visit our [FAQ page](#).

[Find a Warby Parker store near you](#)

[Learn about Buy a Pair, Give a Pair](#)

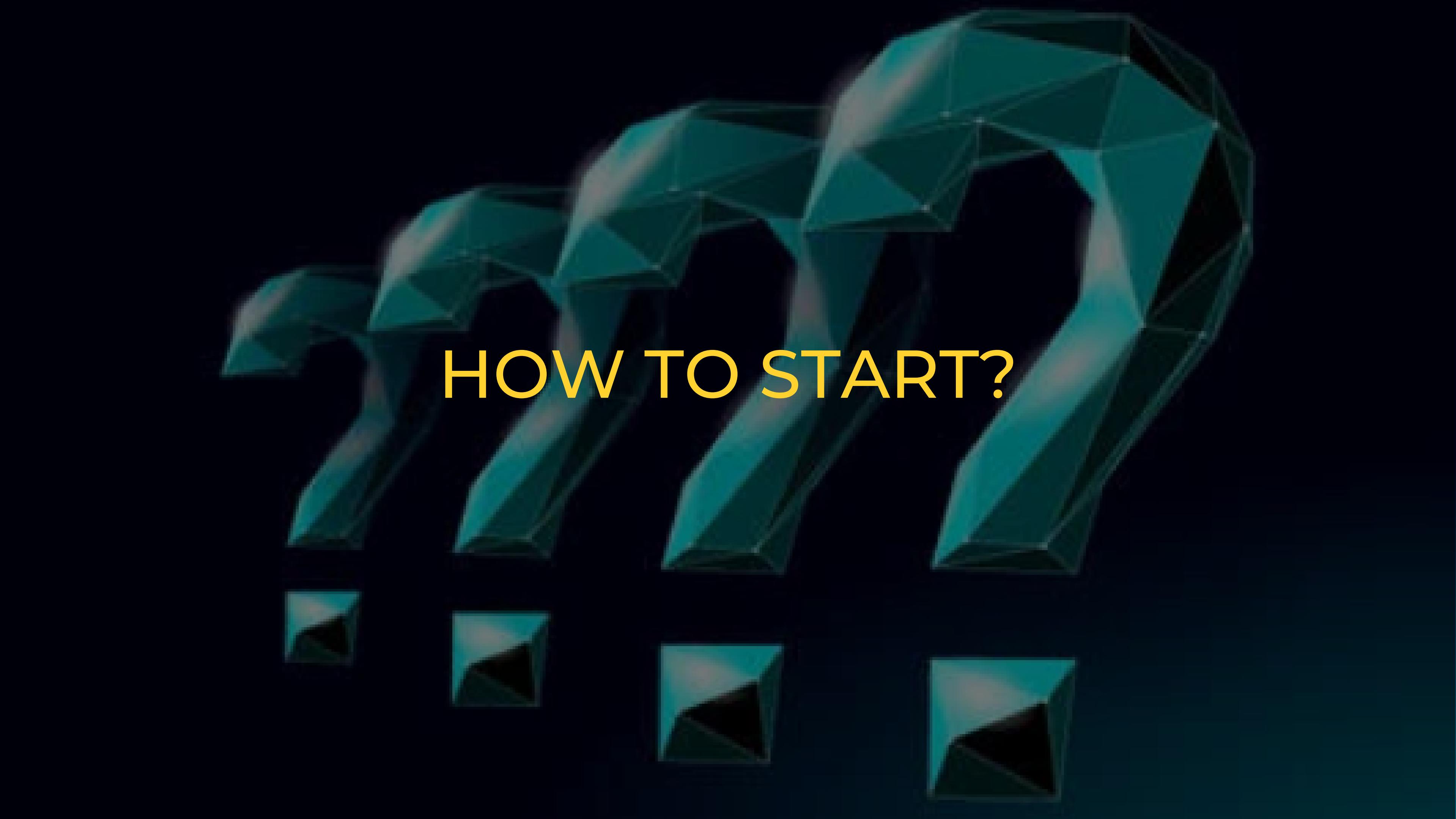
Bask Bear Coffee



Mistake #1

NOT USING DATA TO BUILD YOUR
CONTENT MARKETING STRATEGY





HOW TO START?

Ask yourself:

1. How **long** are the articles
2. How **actionable** are the articles
3. Who are the **targeted audience**
4. What **value** does it bring to the **users**
5. Is it **relevant** to your **consumers**
6. Is it **relevant** to your brand

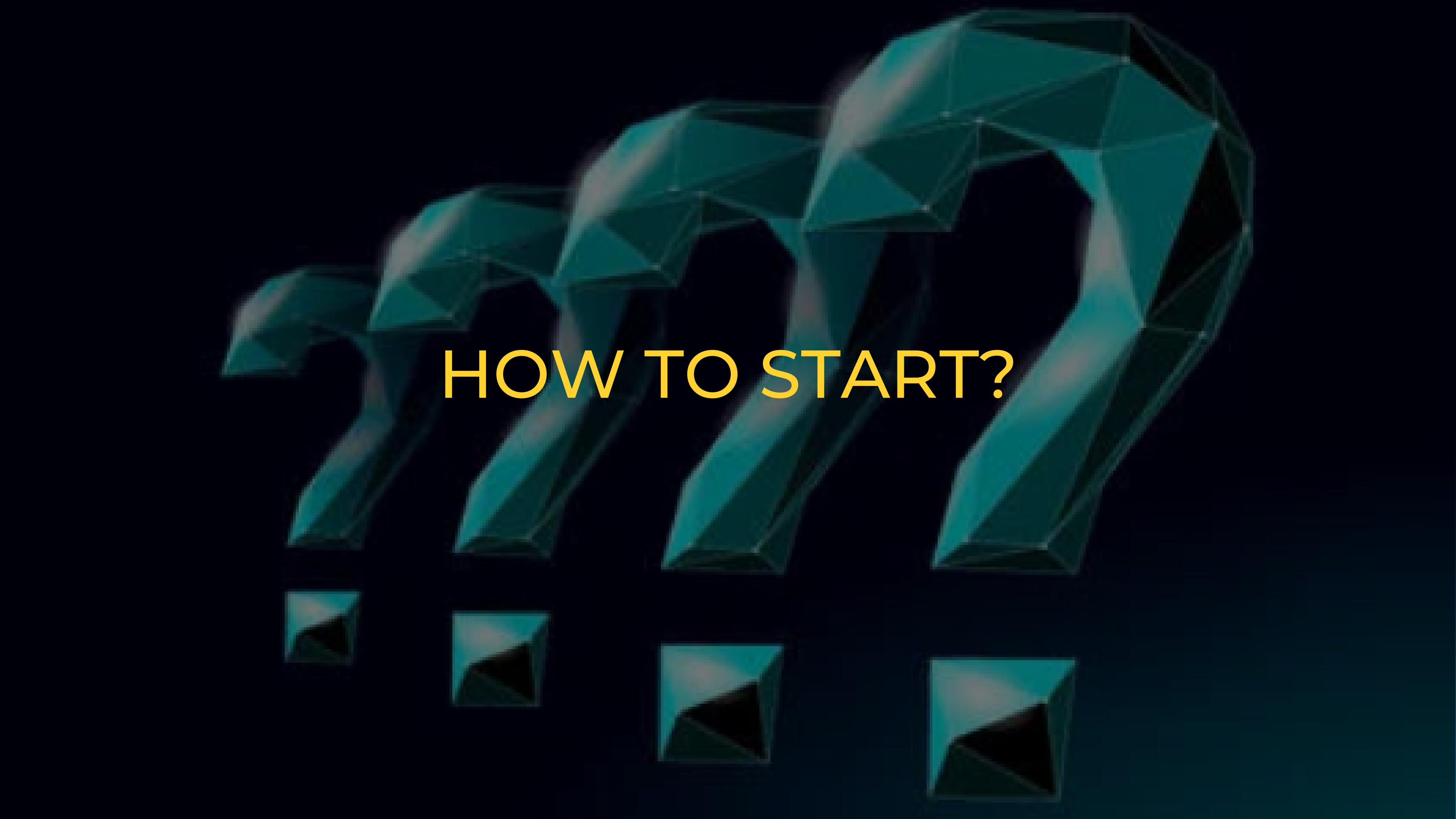
Mistake #2

NOT REVIEWING YOUR CONTENT
MARKETING PERFORMANCE



WHY INVEST IN CONTENT MARKETING PERFORMANCE?

- Replicate ones that works
- Cut lose those that doesn't work



HOW TO START?

BUILD BRAND PILLARS



Ask yourself:

- 1.What do you want to see to be **intrigued**
- 2.What can be done to help you **gain the confidence** that when it comes to certain products / services, your brand is the **best option** to consider

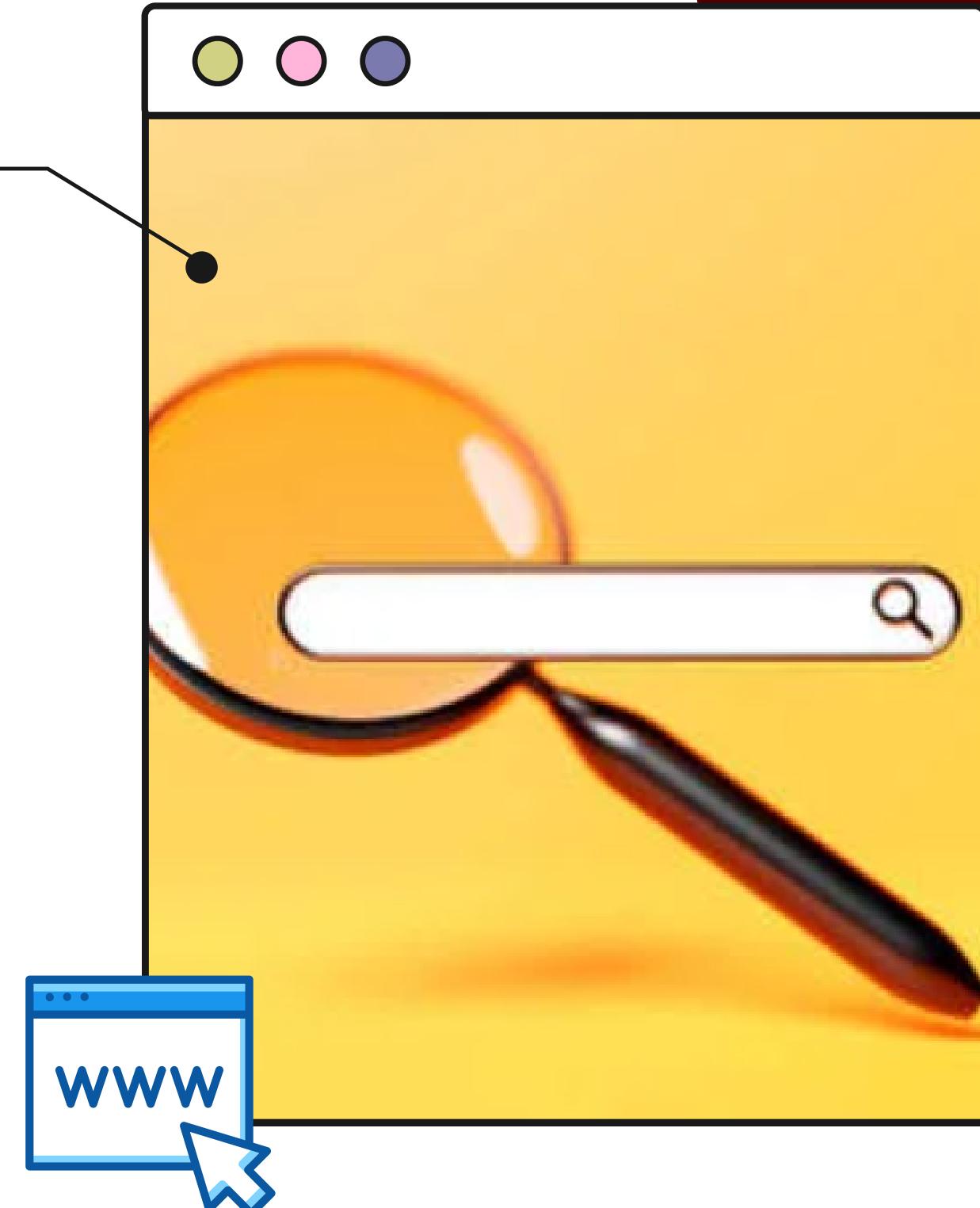


DO NOT MAKE IT TOO SALESY



WEBSITE

Website marketing is the process of **promoting your website** on the Internet.





TRAFFIC \neq SALES

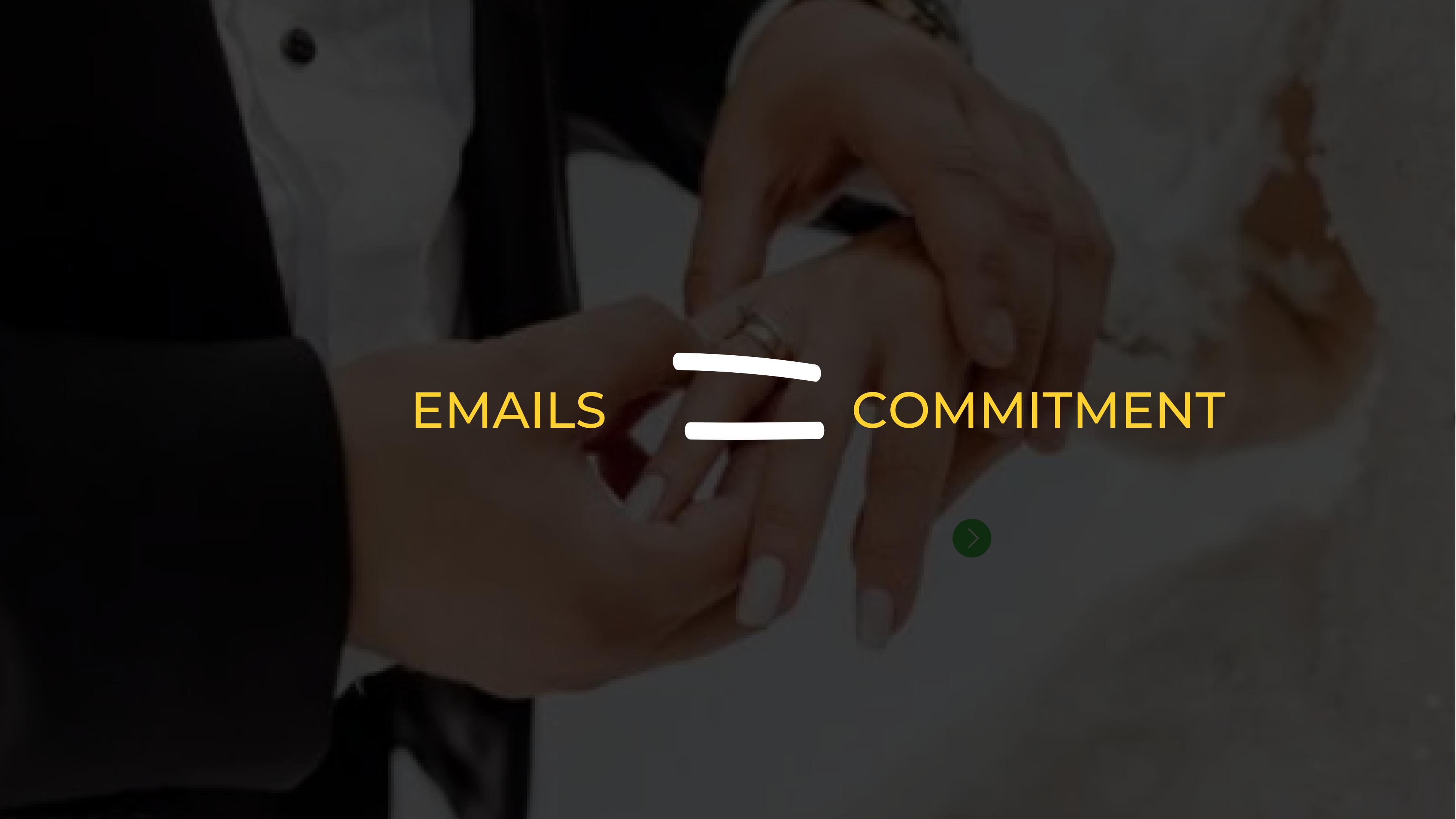
Mistake #3

NOT COLLECTING EMAILS



WHY IS COLLECTING EMAILS CRUCIAL

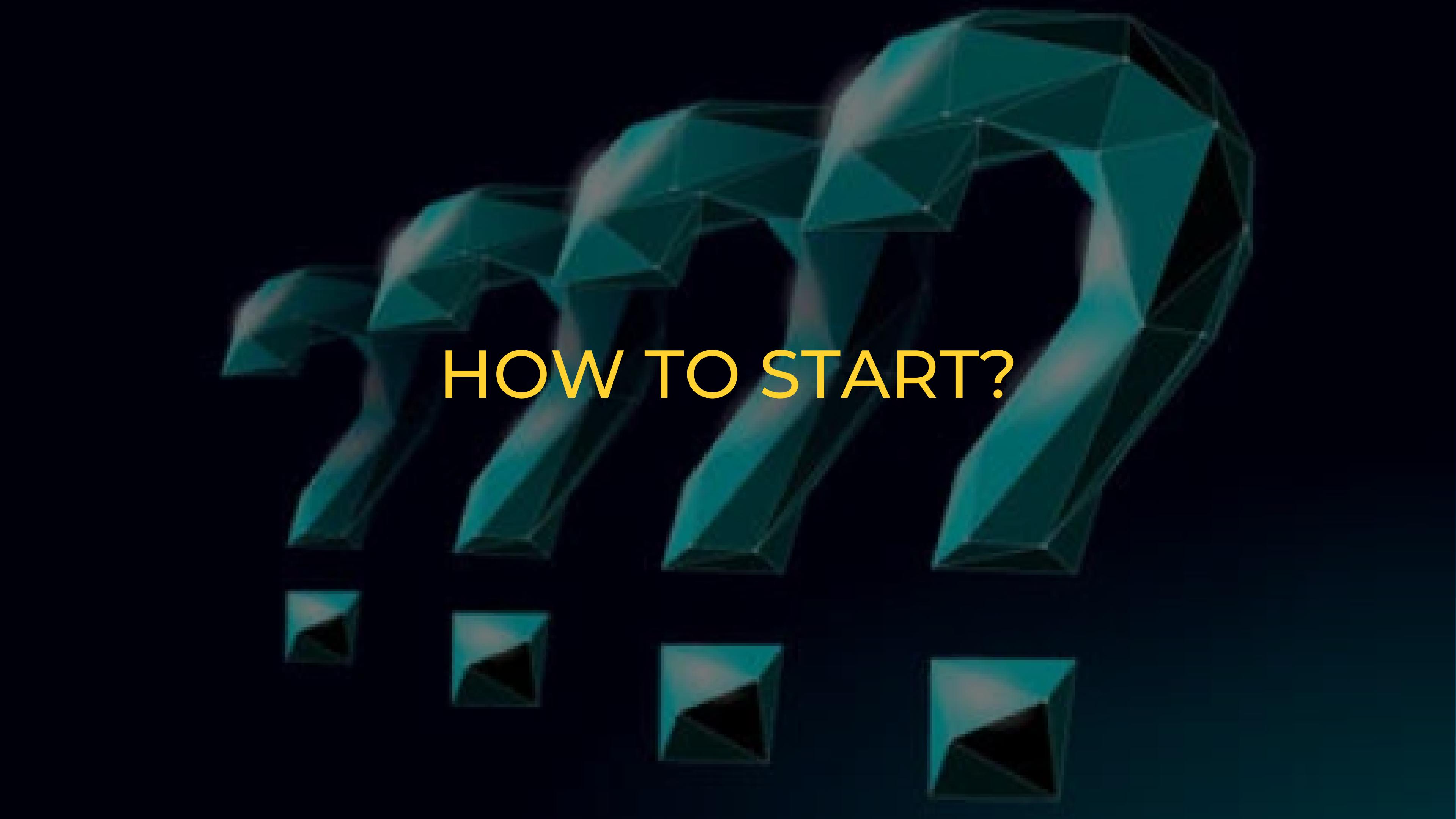
- Retargeting Ads
- Email follow up
- Increase effectiveness of marketing strategy
- Ownership



EMAILS

— COMMITMENT



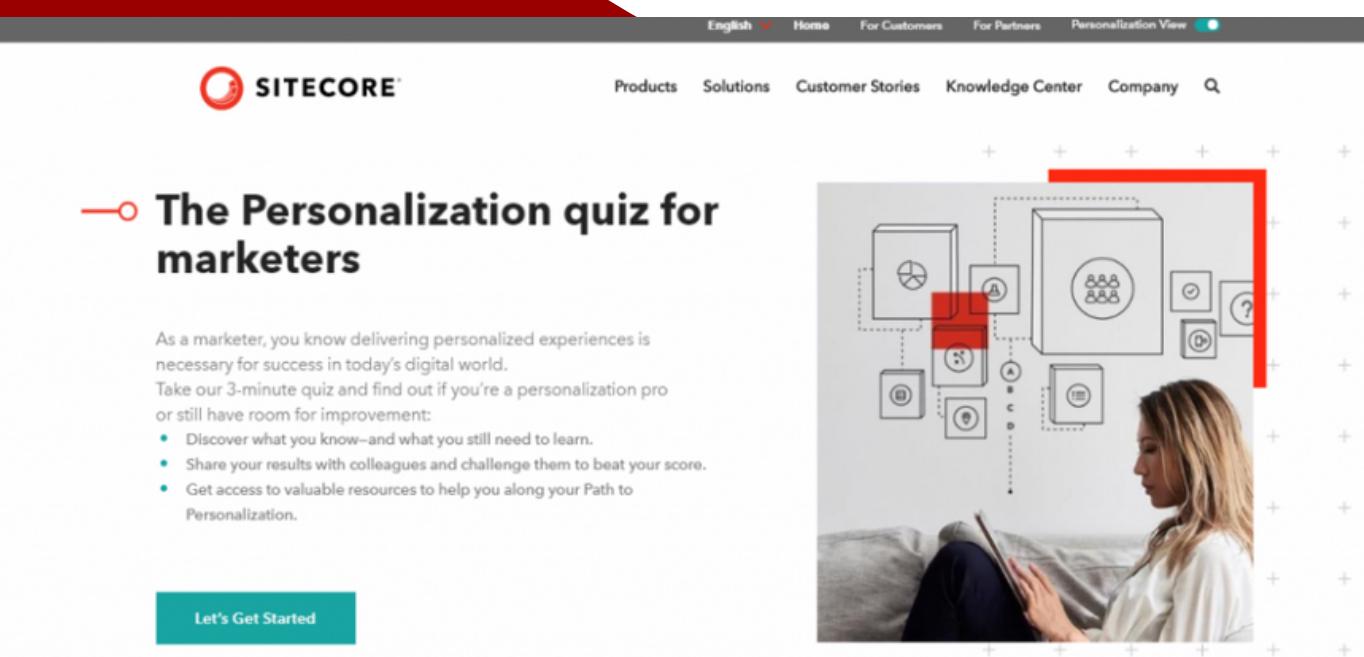


HOW TO START?

You can consider:

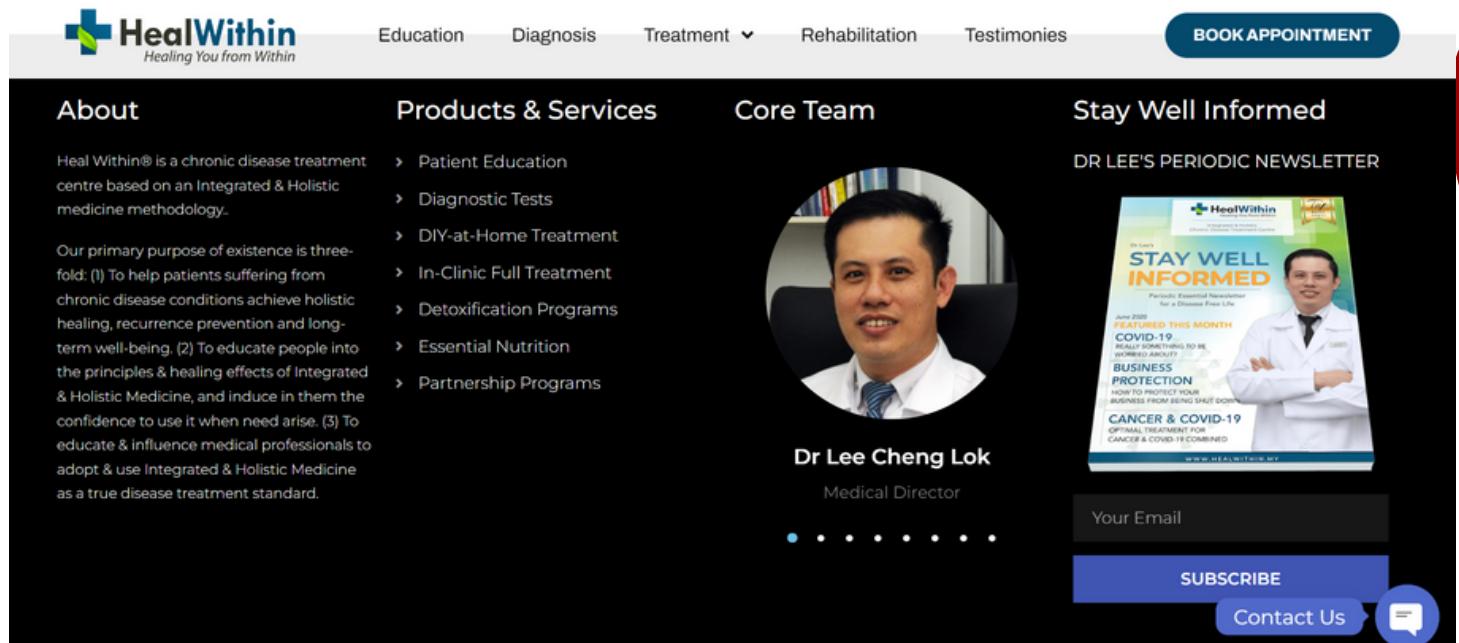
1. Quiz
2. Vouchers
3. Free Shipping
4. Discounts
5. Ebooks

Quiz



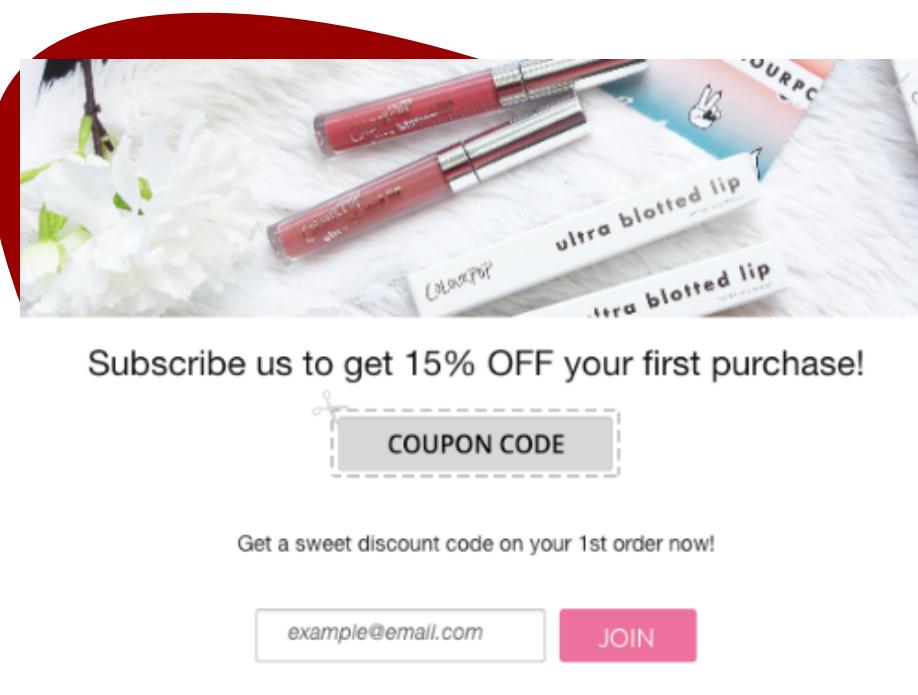
The screenshot shows a Sitecore quiz landing page. At the top, there's a navigation bar with 'English', 'Home', 'For Customers', 'For Partners', and 'Personalization View'. Below the navigation is a 'SITEMAKER' logo. The main content area features a heading 'The Personalization quiz for marketers' with a red arrow icon. To the right of the text is a photograph of a woman sitting on a couch, looking at a tablet. A red box highlights a specific area on the tablet screen. Below the image is a list of benefits: 'Discover what you know—and what you still need to learn.', 'Share your results with colleagues and challenge them to beat your score.', and 'Get access to valuable resources to help you along your Path to Personalization.' A 'Let's Get Started' button is at the bottom.

E-book



The screenshot shows a HealWithin website landing page. At the top, there's a navigation bar with 'Education', 'Diagnosis', 'Treatment', 'Rehabilitation', 'Testimonies', and a 'BOOK APPOINTMENT' button. Below the navigation is the 'HealWithin' logo with the tagline 'Healing You from Within'. The main content area is divided into several sections: 'About' (describing HealWithin as a chronic disease treatment centre), 'Products & Services' (listing Patient Education, Diagnostic Tests, DIY-at-Home Treatment, In-Clinic Full Treatment, Detoxification Programs, Essential Nutrition, and Partnership Programs), 'Core Team' (featuring a portrait of Dr. Lee Cheng Lok, Medical Director), and 'Stay Well Informed' (showing a thumbnail of 'DR LEE'S PERIODIC NEWSLETTER' with the title 'STAY WELL INFORMED' and a photo of Dr. Lee). At the bottom, there's a 'Your Email' input field, a 'SUBSCRIBE' button, and a 'Contact Us' button.

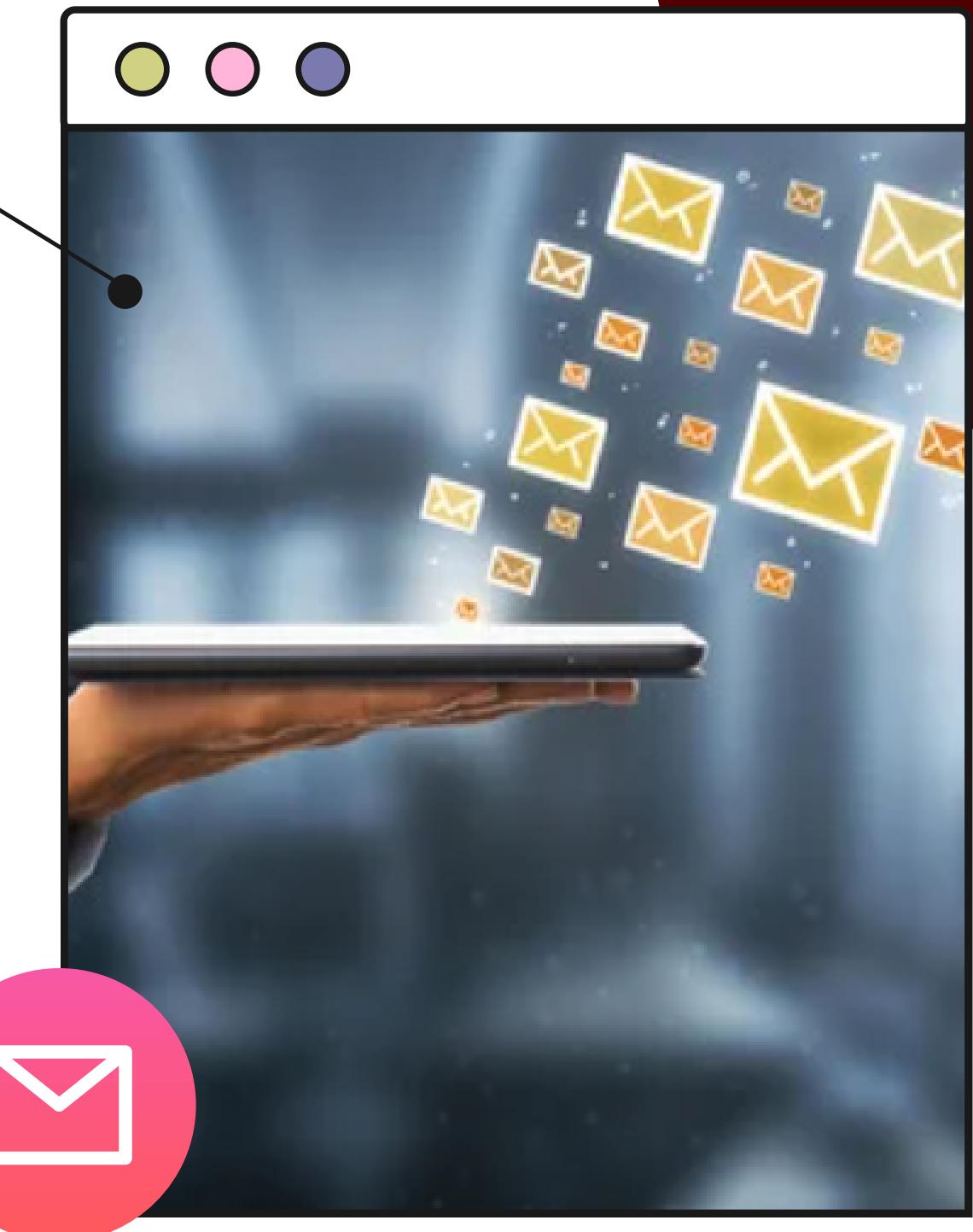
Discount



The screenshot shows a landing page for a cosmetics discount. It features a photograph of several cosmetic products, including lipsticks and a tube of cream. Below the image is a call-to-action: 'Subscribe us to get 15% OFF your first purchase!' with a 'COUPON CODE' button. At the bottom, there's an input field for 'example@email.com' and a 'JOIN' button.

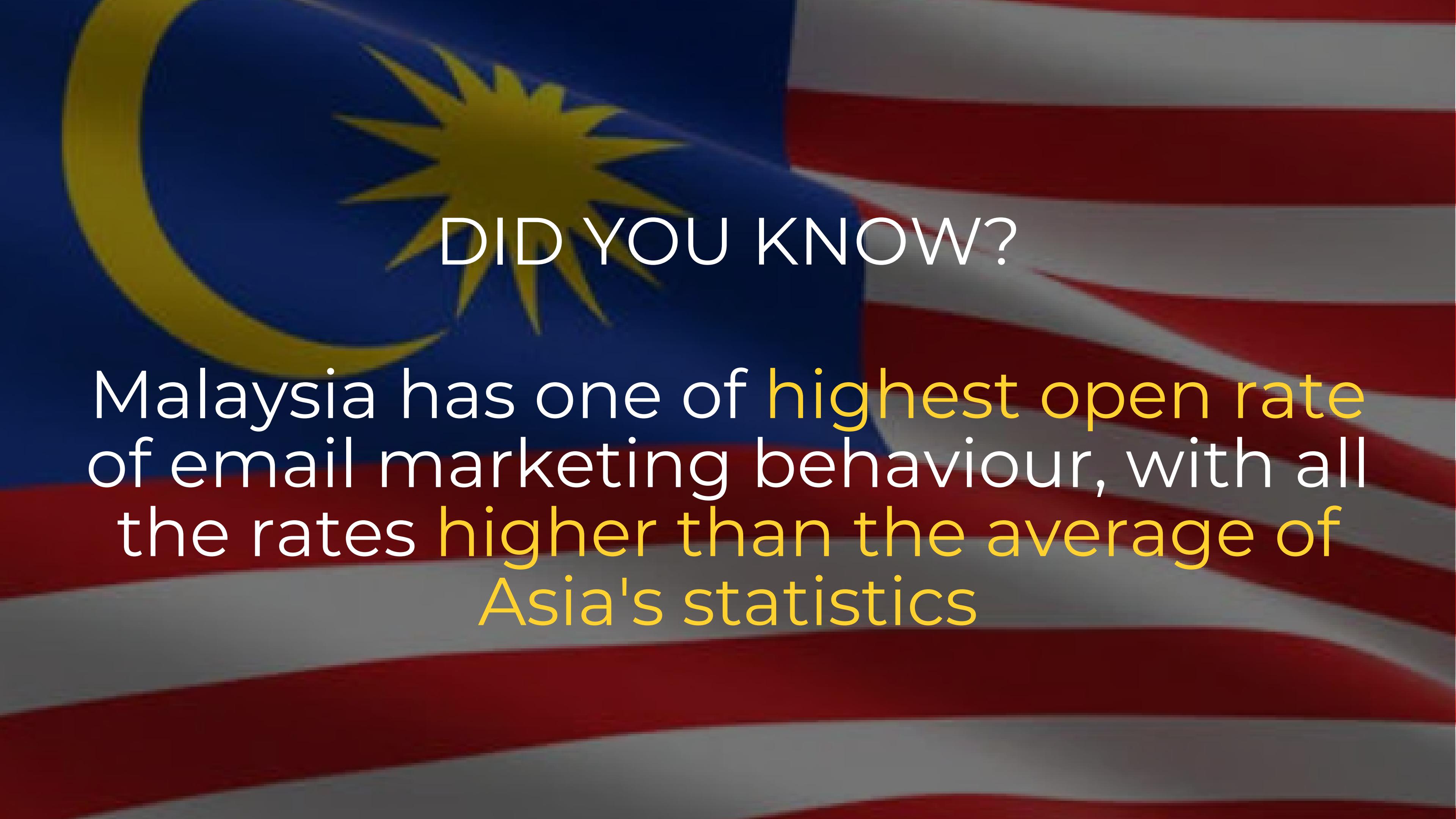
EMAIL MARKETING

Email marketing is a **direct marketing channel** that lets businesses share new products, sales, and updates with customers on their **contact list**



DID YOU KNOW?

In 2020, global e-mail users amounted to 4 billion users. This figure is set to grow to 4.6 billion users in 2025

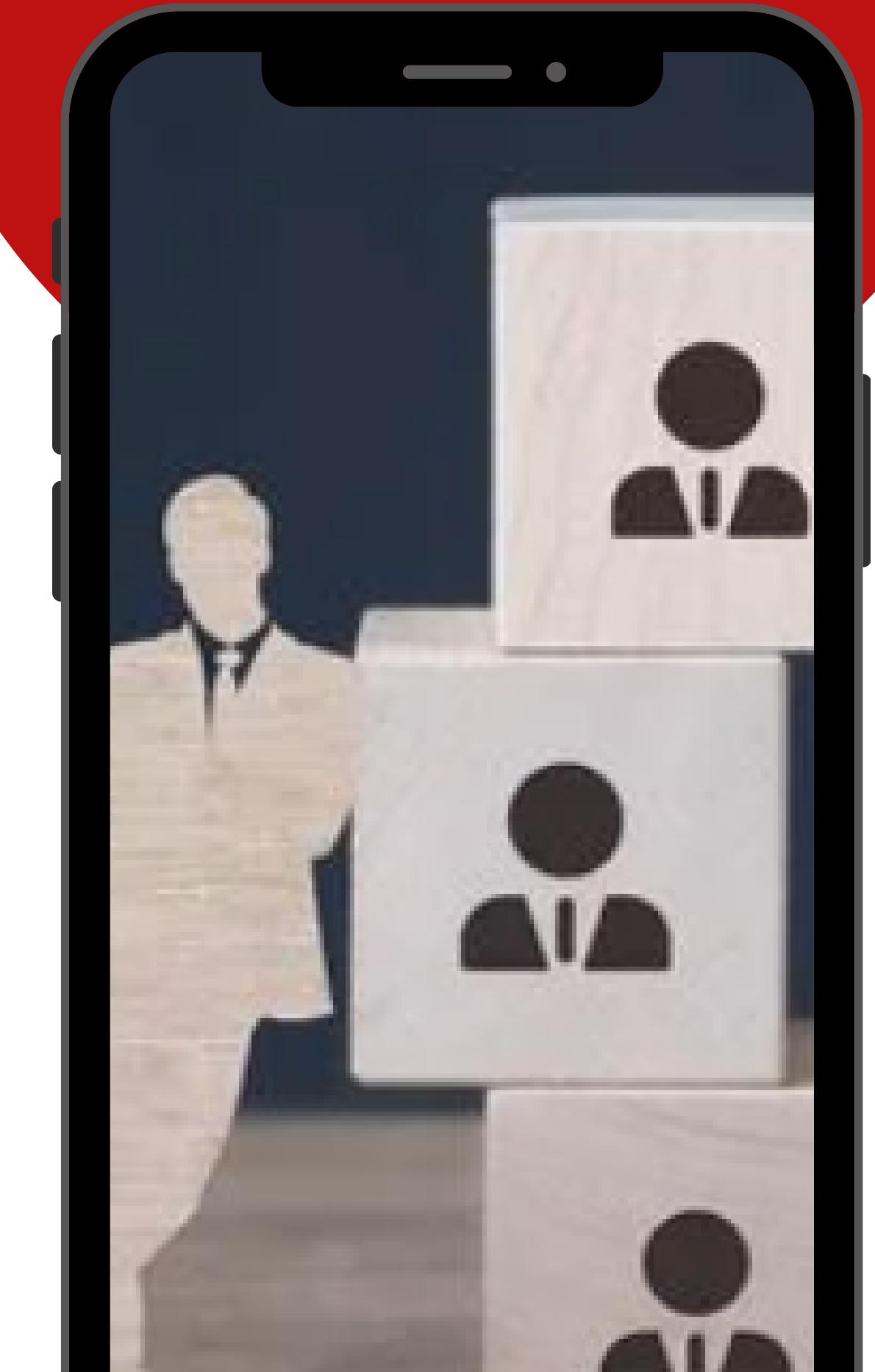
A blurred background image of the Malaysian flag, featuring the yellow and blue crescent and 14 stars on the left, and the red and white stripes on the right.

DID YOU KNOW?

Malaysia has one of highest open rate of email marketing behaviour, with all the rates higher than the average of Asia's statistics

Mistake #4

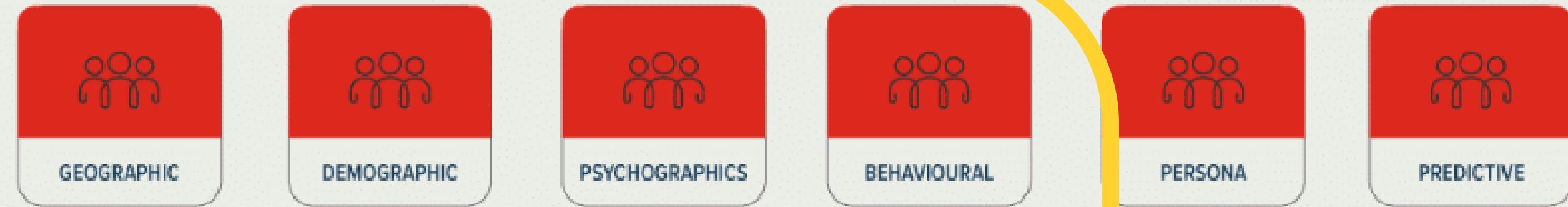
AVOIDING CUSTOMER
SEGMENTATION (grouping)





HOW TO START?

CUSTOMER SEGMENTATION

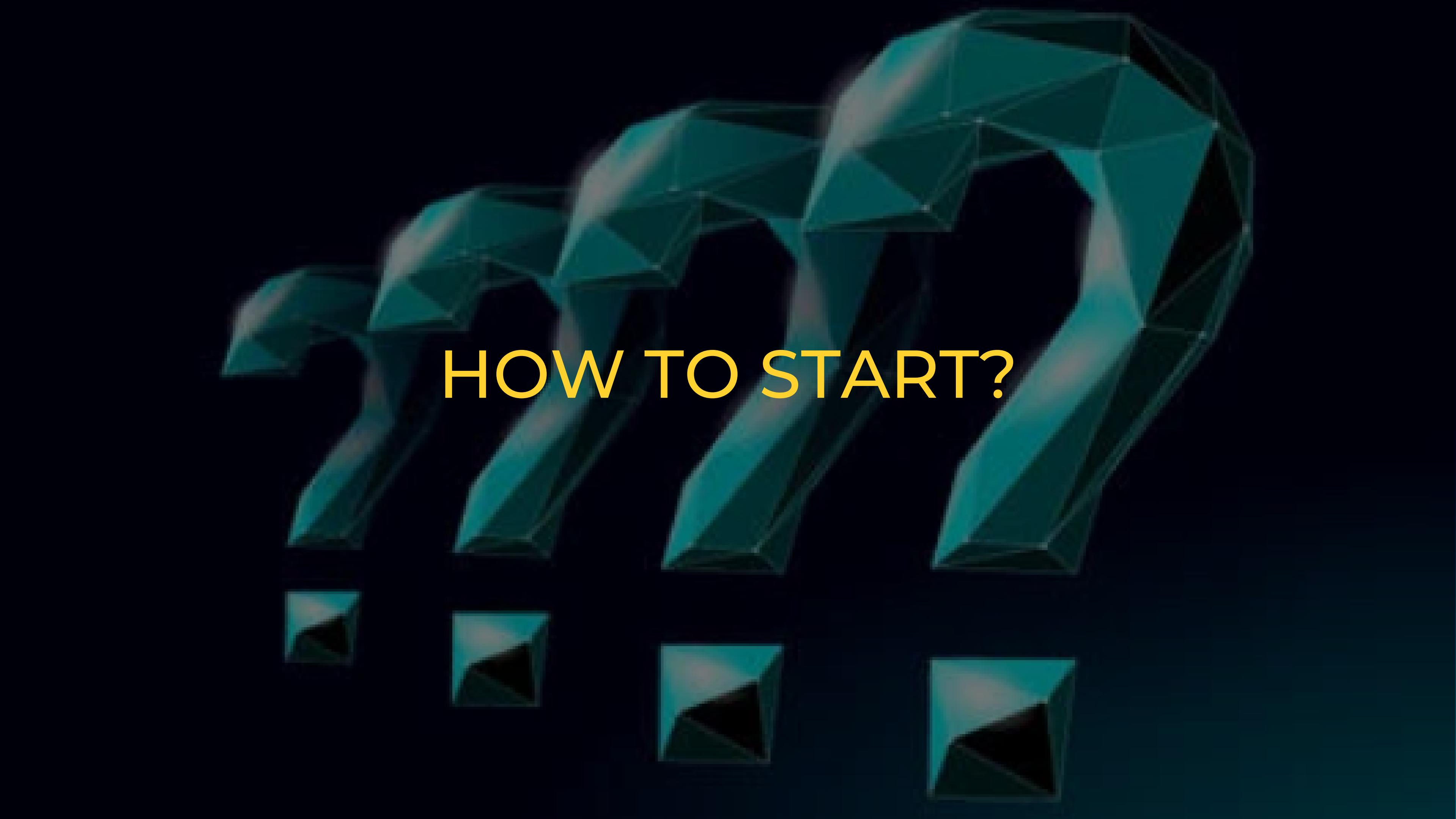


	Where	Who	Why	What	Who, What, Why, Where	Who and When
SIMPLE	Geographic segmentation divides customers into groups based on their location.	Demographic segmentation divides customers into groups based on census data.	Psychographic segmentation divides customers into groups based on personal interests and motivations.	Behavioural segmentation divides customers into what do - online/offline.	Persona segmentation divides customers into groups based on a blended data, as well as customer goals.	Predictive segmentation uses historical behavioral patterns to predict and influence future customer behaviors.
WHAT IS IT?	Countries Cities Urban, Suburban, Rural IP Addresses	Age Income Family/Single/Couple Gender Education	Interests Personality Lifestyle Social Status Activities, Interests, Opinions Attitudes	Benefits Sought Occasion Usage Rate Loyalty Buyer Readiness Actions taken e.g. online	Jobs to be done Pain/Gains Demographic data Psychographic data Behavioural data	Unsupervised Learning Supervised Learning Reinforcement Learning
EXAMPLES	Dynamic Pricing Ease of use Country/Language differences Localized offers - stores	Easy to use Good for store profiling Ideal for life stages Good to supplement with other data	Uncovers motivations and reasons for product and brand purchases	Ideal for identifying patterns and triggers during buying process. Helps to tailor marketing to different stages.	Provides a rich profile of a customer segment. Provides a foundation to test hypothesis and testing to optimize results.	Uncovers hidden buying clusters of customers. Helps with customer discovery.
WHY USE IT						

Mistake #5

IGNORING EMAIL AUTOMATION

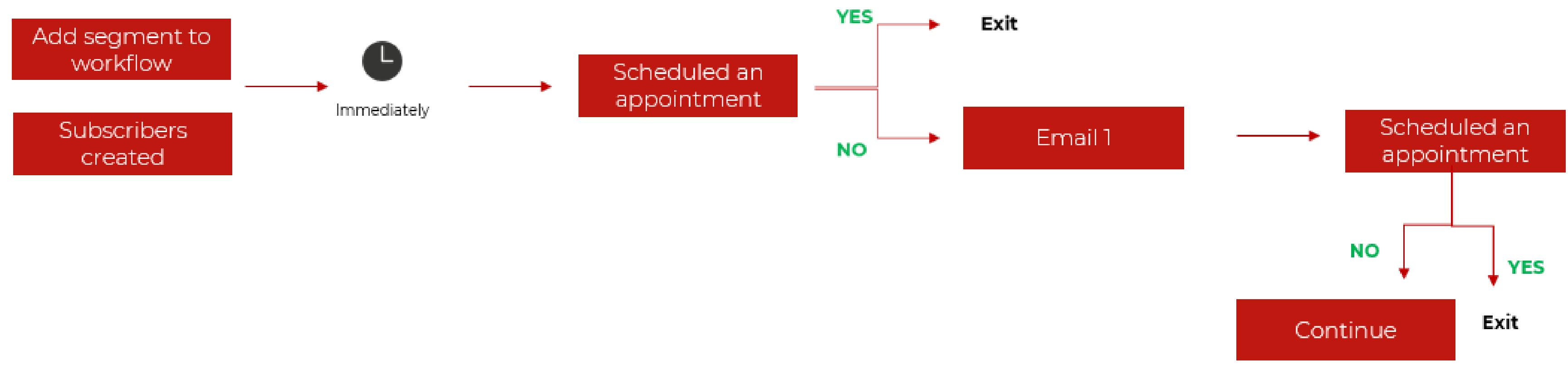




HOW TO START?

The guidelines:

- Step 1: Choose an email provider
- Step 2: Formulate your email strategy
- Step 3: Map out your workflow
- Step 4: Build segmented lists
- Step 5: Analyze your metrics



.....

Thank You for Joining

By Atikah Zahar, Synapsys Digital Malaysia



SCAN ME

.....

Learn How Your Business Can Benefit From Google Ads

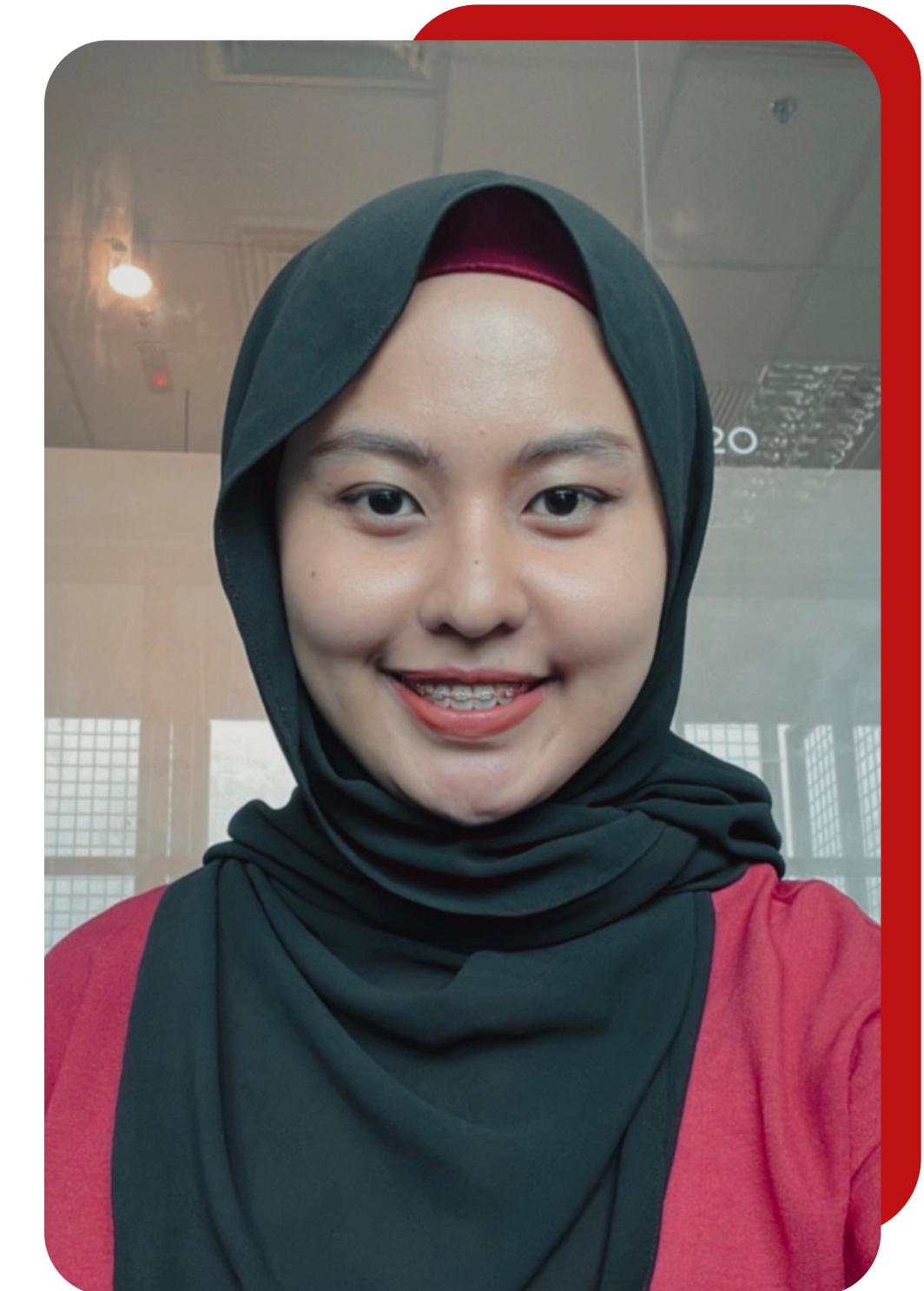
By Nur Adilah, Synapsys Digital Malaysia



About Me

• • • •

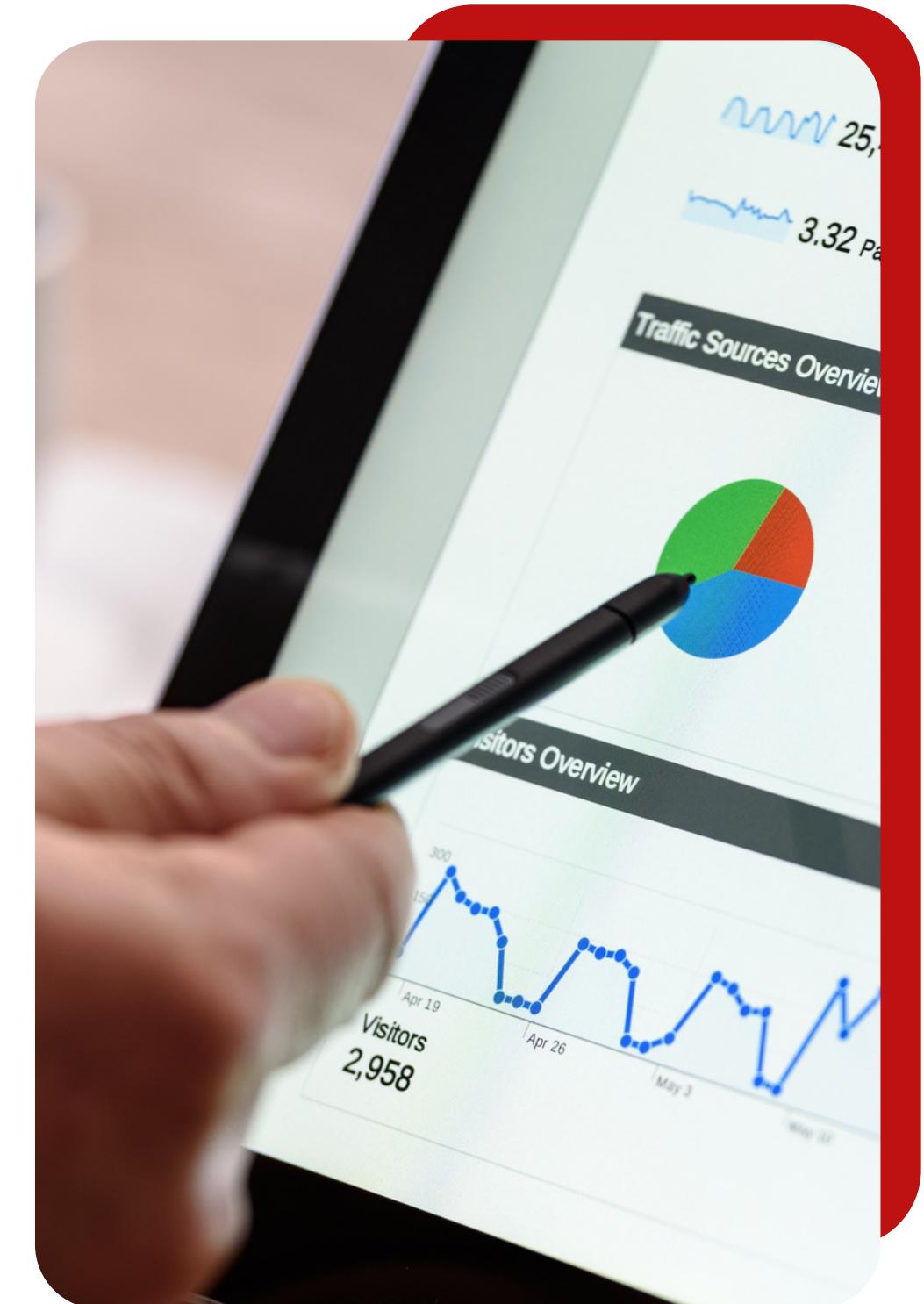
- Worked in multiple Google projects previously
- Managed to generate millions of Ringgit from Google Ads
- Worked with B2B companies across Malaysia, Singapore, and Philippines to generate leads



Agenda

• • • •

- Malaysia Digital Ecosystem
- Marketing Funnel
- Search Ads
- Display Ads
- Performance Max





Malaysia Digital Ecosystem

.....

People don't go online.
People *live* online.

Malaysians Spend More than
9 Hours Online Everyday



[Source](#)

A woman with long dark hair is smiling and talking on a purple smartphone. She is wearing a light blue denim jacket over a pink top. She is holding a white piece of paper in her left hand. The background is a blurred indoor setting with warm lighting.

27.3M

Active Internet
Users in 2022

Source

A photograph of two women looking at a smartphone together. One woman is smiling and holding the phone, while the other looks on. They are in an indoor setting with a white wall in the background.

96%

Percentage of Malaysians
who research online
before making a
purchase





Understanding Marketing Funnel

.....

Maximize reach & increase awareness

Introduce a product or message and keep your brand top of mind among captive audiences.

Build consideration & interest

Invite your customers to engage with your messages and build consideration for your product and services during high-intent, opinion-shaping moments.

Drive online action & sales

Find your highest Intent audiences in their moments of decision-making and make it easier for them to take meaningful actions that you can measure.

Awareness

Consideration

Action

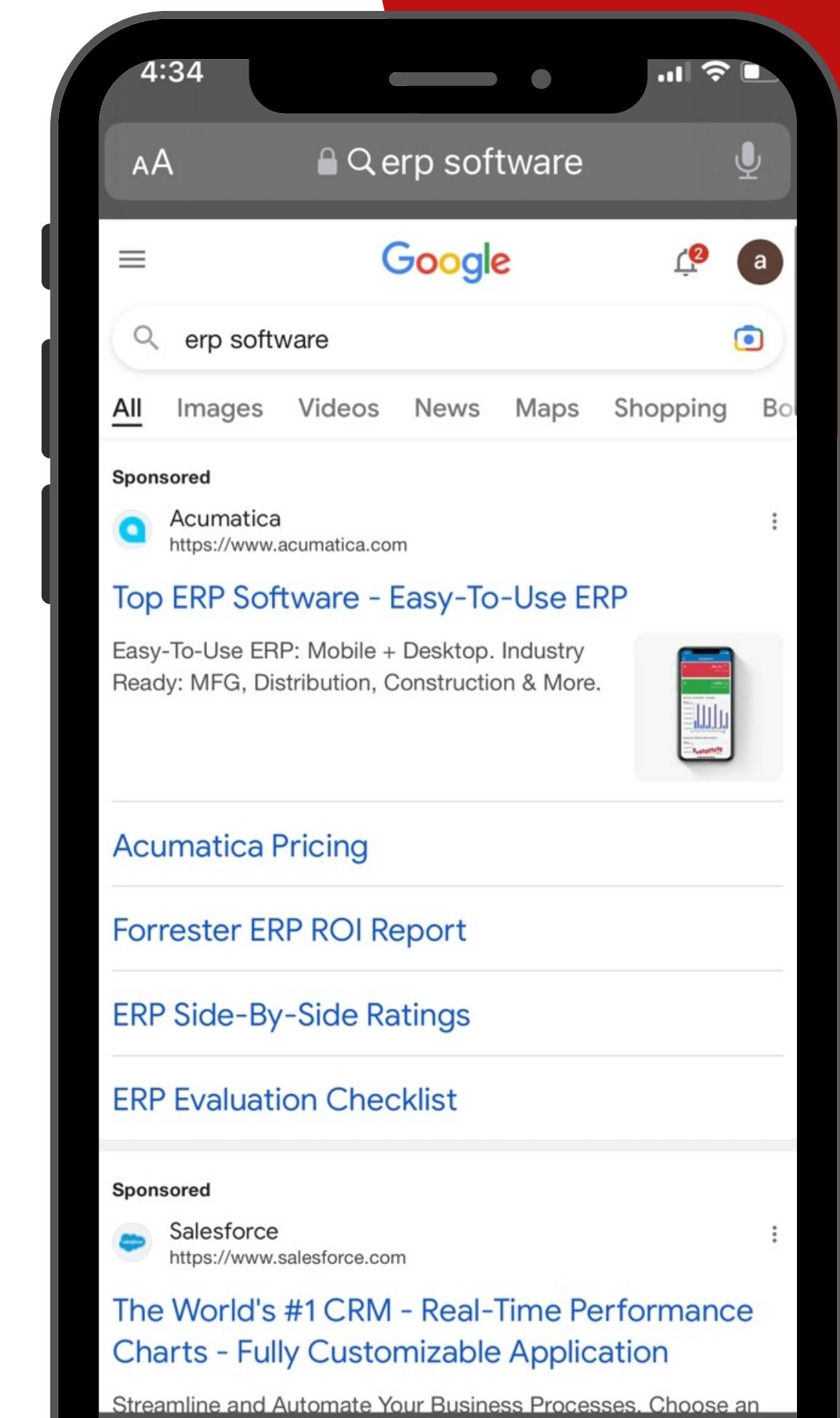
Search Ads

How these ads can help your business:

Allow you to showcase your business' products or services when people are searching for a quick solution

How Search Ads work:

- Text Search Ads help you reach people when they search for what you offer by selecting a set of keywords to target
- Only pay when they visit your website or give your business a call



Display Ads

How these ads can help your business:

Allows you to connect with people who aren't necessarily searching for your brand across the Google Display Network.

How Display Ads work:

- You embed a text, static or interactive ad about your business alongside relevant content across the web.
- There are a range of targeting methods to make sure that your ads target the right audience.



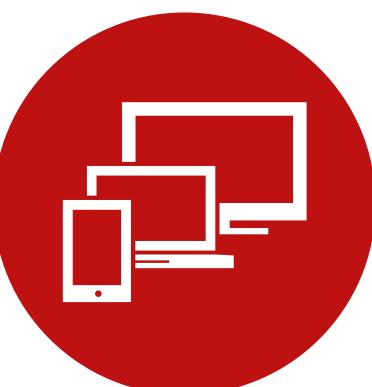
Content-Topic Categories



Keyword Targeting



Similar Audience



Online Placements



Interest Categories



Remarketing



Demographics / Location

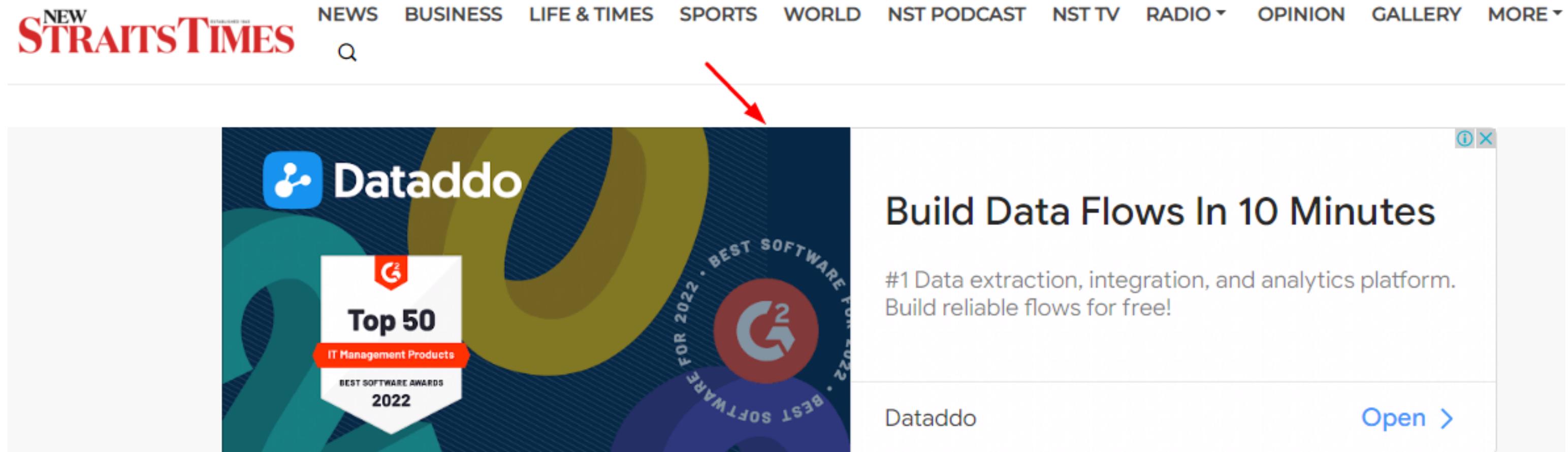
Display Ads Samples

NEW
STRAITSTIMES

ESTABLISHED 1846

NEWS BUSINESS LIFE & TIMES SPORTS WORLD NST PODCAST NST TV RADIO ▾ OPINION GALLERY MORE ▾

Q



Dataddo

Top 50

IT Management Products

BEST SOFTWARE AWARDS 2022

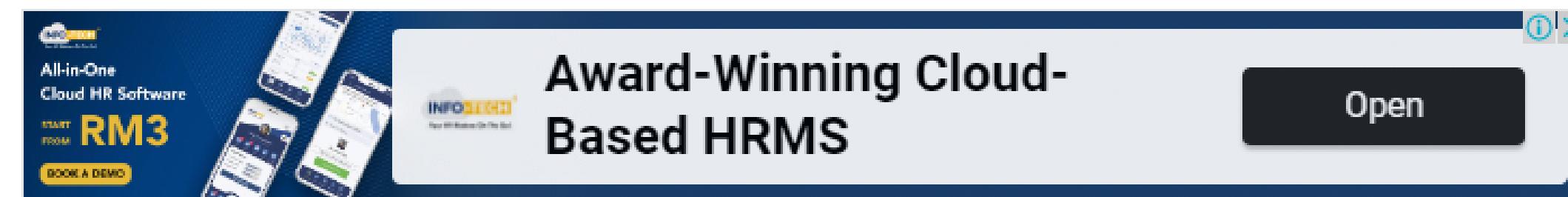
BEST SOFTWARE FOR 2022

Build Data Flows In 10 Minutes

#1 Data extraction, integration, and analytics platform. Build reliable flows for free!

Dataddo

Open >



award-winning

All-in-One Cloud HR Software

START FROM RM3

BOOK A DEMO

INFOBRIGHT

Award-Winning Cloud-Based HRMS

Open

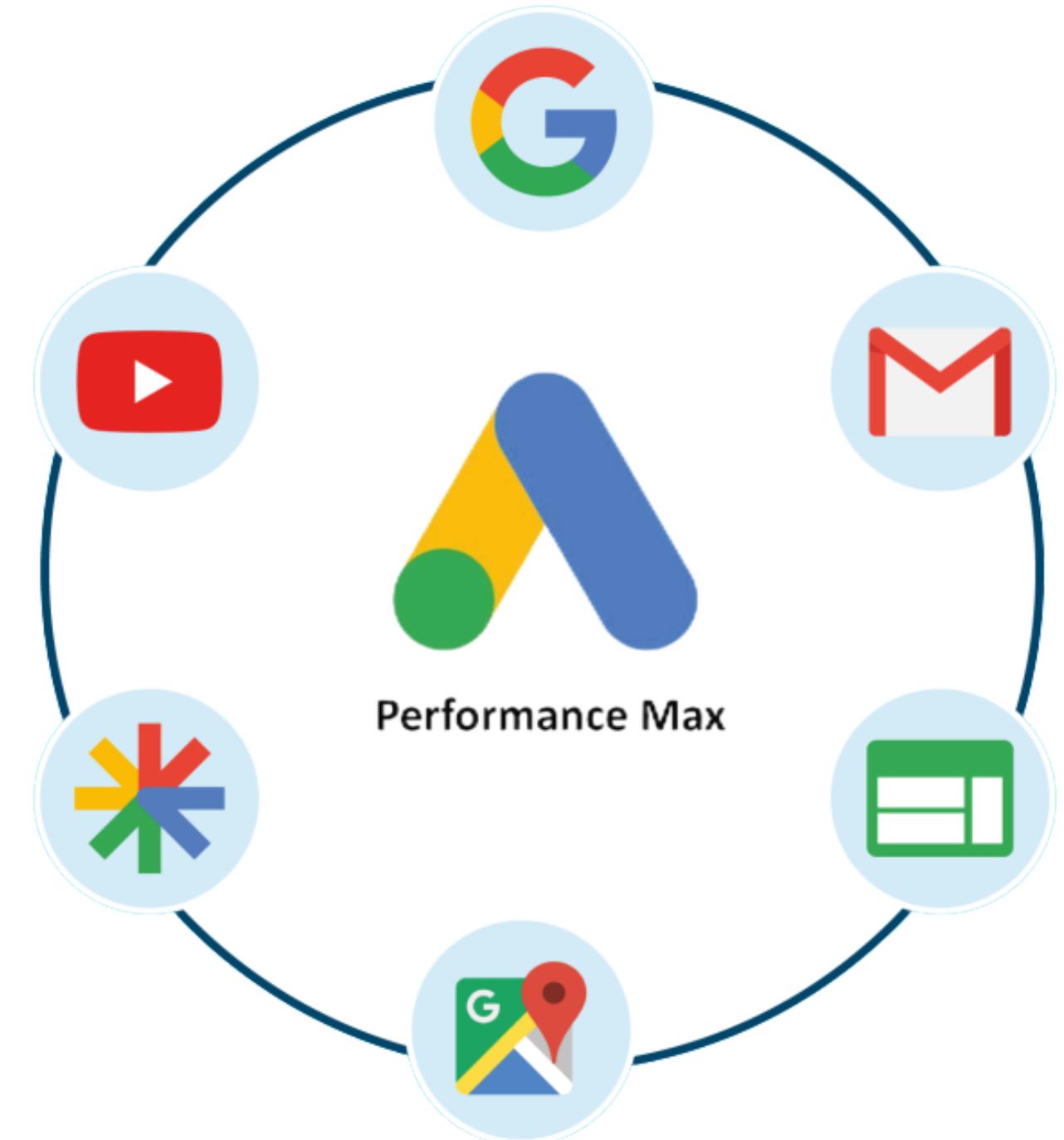
Performance Max Ads

How these ads can help your business:

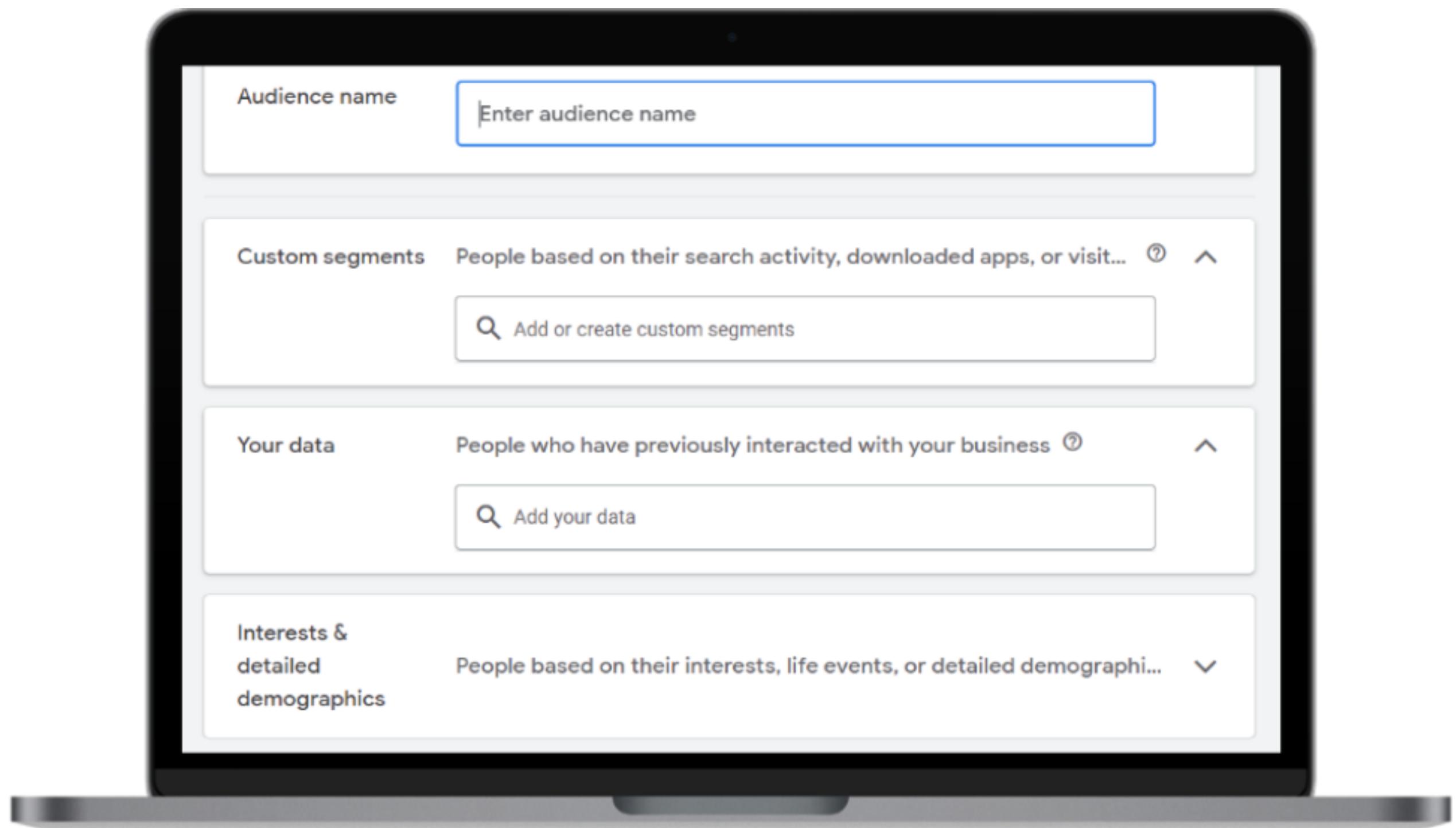
Performance Max combines best-in-class automation technologies across bidding, targeting, creatives and attribution to help you drive growth in conversions and value.

How Performance Max Ads work:

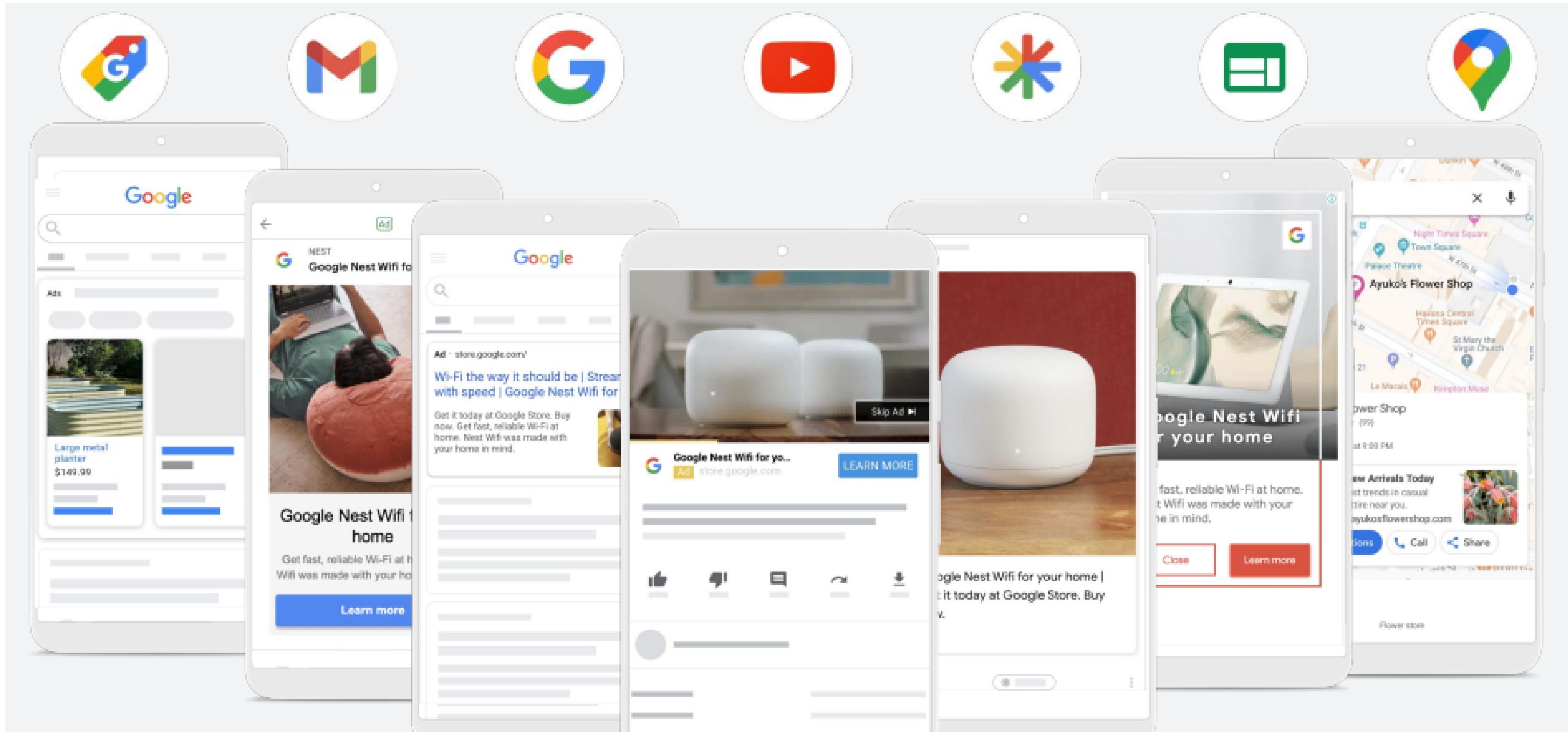
- Performance Max uses **machine learning models** to optimize bids and placements to drive conversions but you provide important inputs like **audience signals** (including your customer data), and high-quality text, images, and video that can significantly improve your campaign performance.
- Audience Signals are not used for actual targeting. They are merely used as suggestions, to steer the algorithm in the right direction



PMax Audience Signals



PMax Inventories





- Display Ads (GDN)
- Youtube Ads
- Search Ads (SEM)

Awareness

- Search Ads (SEM)
- Performance Max
- Universal App Campaign
- Remarketing

Consideration

Action

.....

Thank You For Joining

By Nur Adilah, Synapsys Digital Malaysia



SCAN ME