

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

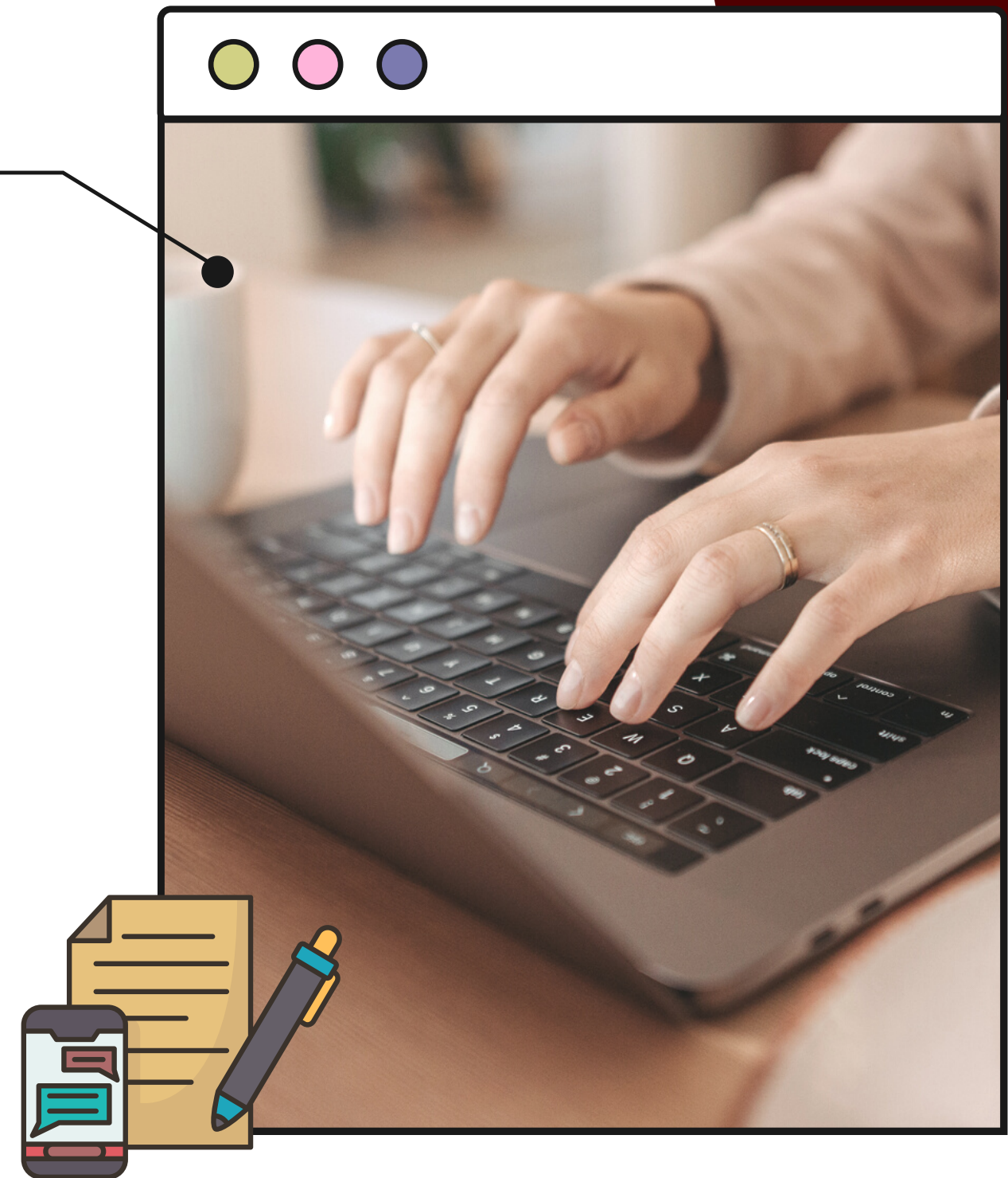
The most common mistakes:

1. Not collecting emails



CONTENT MARKETING

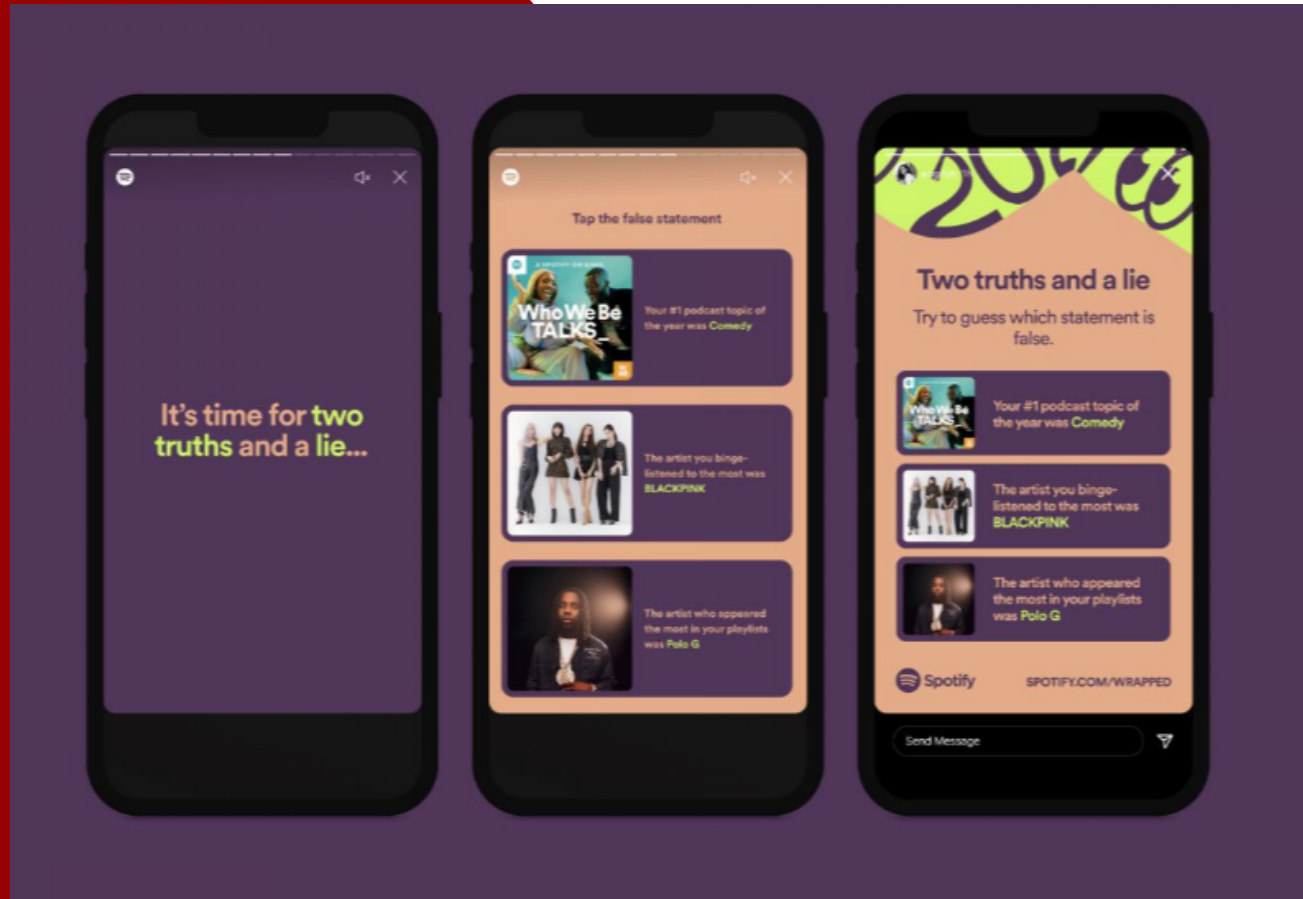
A type of marketing that involves the **creation and sharing of online material** (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.



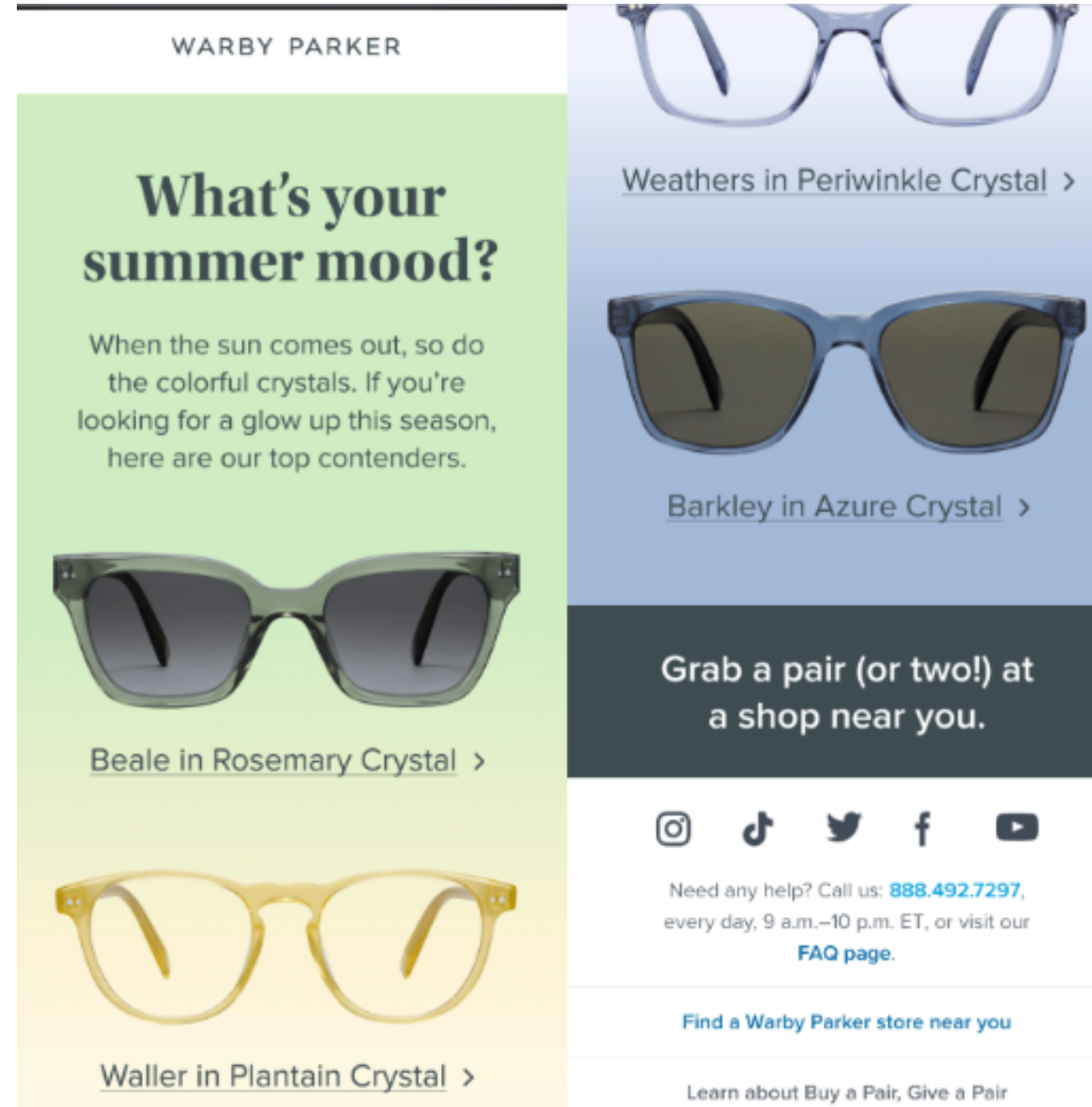
WHY INVEST IN CONTENT MARKETING?

- 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

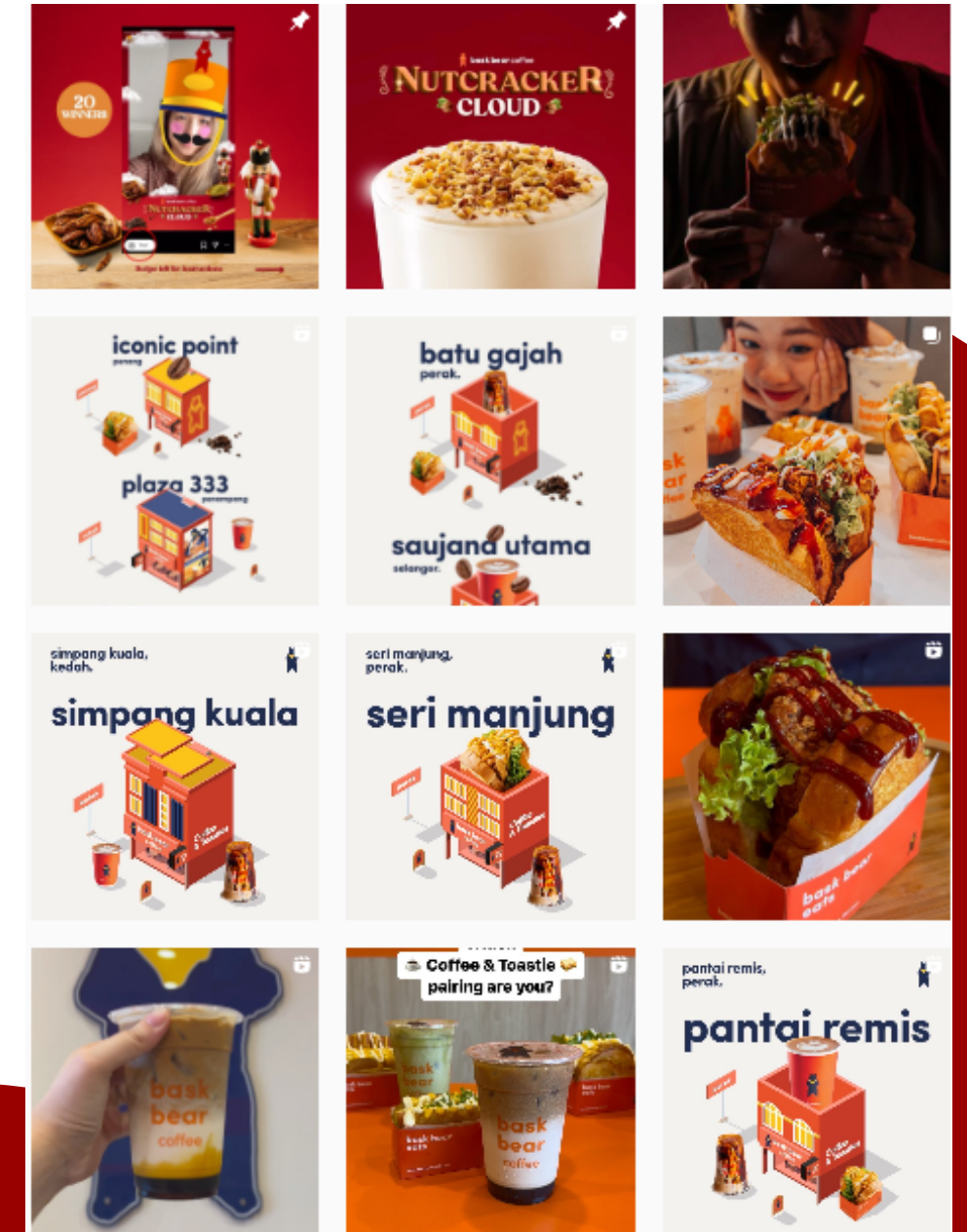
Spotify



Warby Parker



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

E-book

Discount

EnglishHomeFor CustomersFor PartnersPersonalization View

SITECORE


ProductsSolutionsCustomer StoriesKnowledge CenterCompany

The Personalization quiz for marketers

As a marketer, you know delivering personalized experiences is necessary for success in today's digital world. Take our 3-minute quiz and find out if you're a personalization pro or still have room for improvement:

- Discover what you know--and what you still need to learn.
- Share your results with colleagues and challenge them to beat your score.
- Get access to valuable resources to help you along your Path to Personalization.

Let's Get Started



HealWithinHealing You from Within

EducationDiagnosisTreatmentRehabilitationTestimonies

BOOK APPOINTMENT

About


Heal Within® is a chronic disease treatment centre based on an Integrated & Holistic medicine methodology.

Our primary purpose of existence is three-fold: (1) To help patients suffering from chronic disease conditions achieve holistic healing, recurrence prevention and long-term well-being. (2) To educate people into the principles & healing effects of Integrated & Holistic Medicine, and induce in them the confidence to use it when need arise. (3) To educate & influence medical professionals to adopt & use Integrated & Holistic Medicine as a true disease treatment standard.

Products & Services

- › Patient Education
- › Diagnostic Tests
- › DIY-at-Home Treatment
- › In-Clinic Full Treatment
- › Detoxification Programs
- › Essential Nutrition
- › Partnership Programs


Core Team



Dr Lee Cheng Lok
Medical Director

Stay Well Informed


DR LEE'S PERIODIC NEWSLETTER



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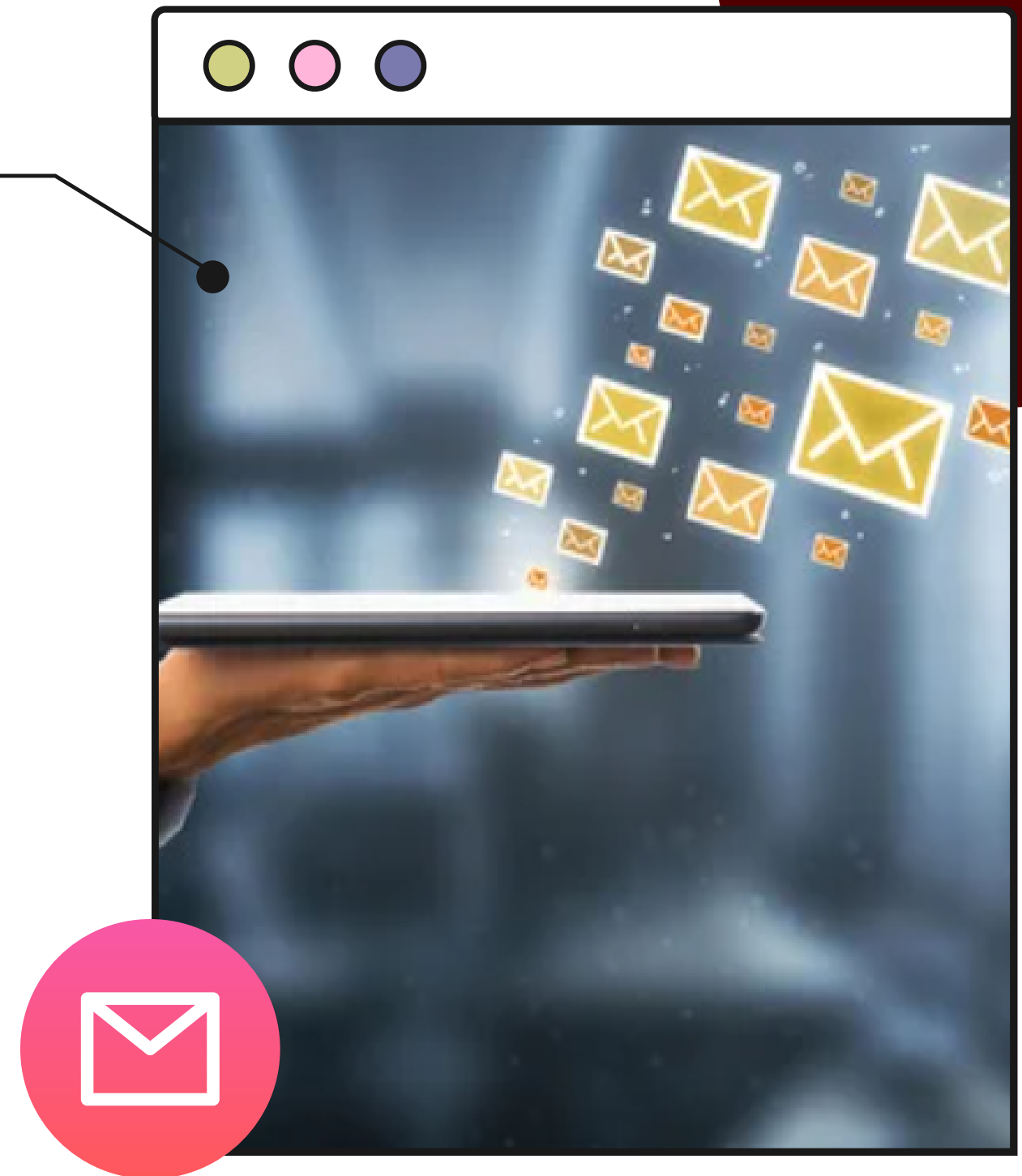
example@email.com

JOIN

MFCCI Digital Marketing Seminar

EMAIL MARKETING

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



A hand holding a smartphone with a green line graph on the screen, showing an upward trend. The background is dark with some blurred light effects.

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

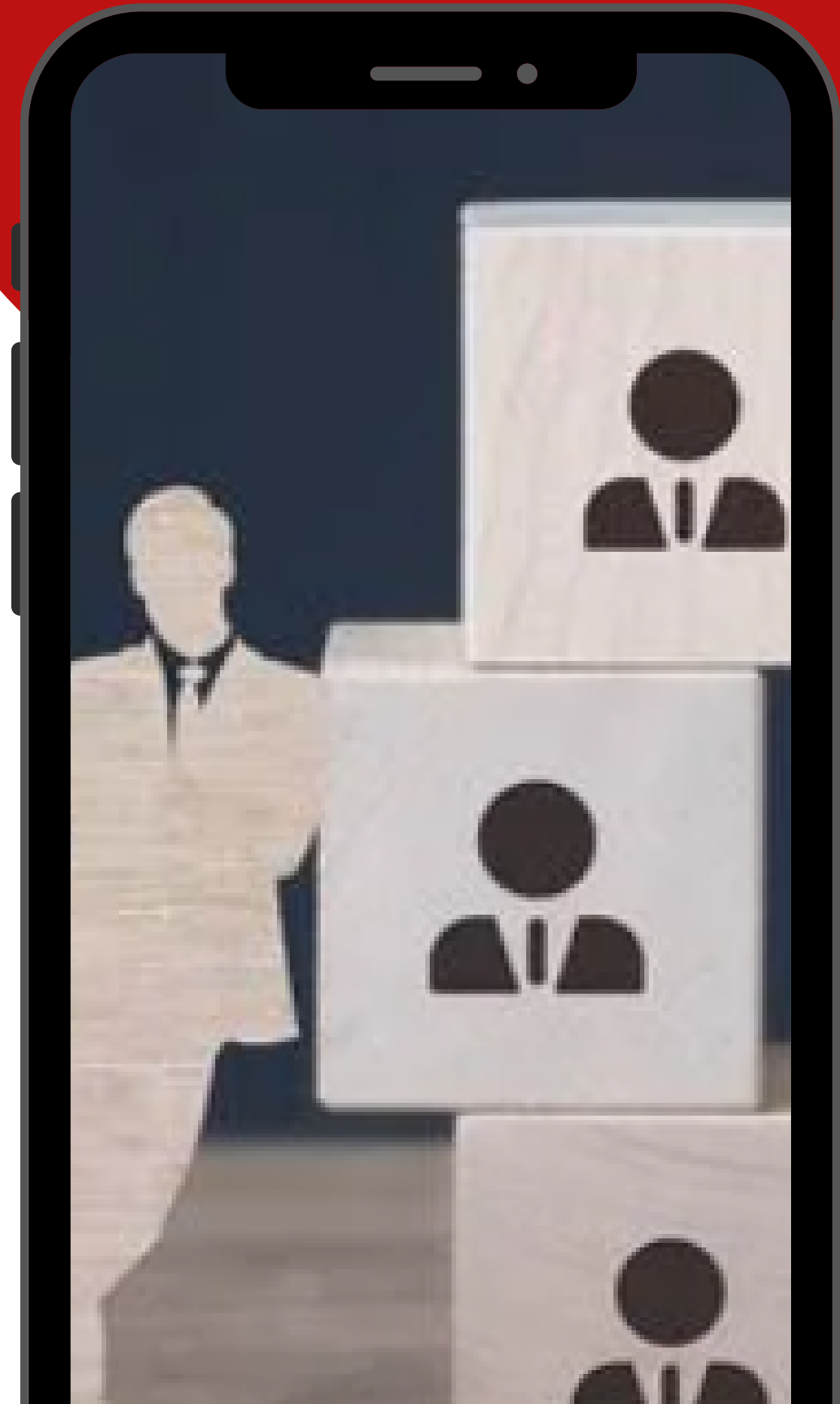
The background of the slide is a blurred image of the Malaysian flag, featuring a blue canton with a yellow crescent and star, and alternating red and white horizontal stripes.

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

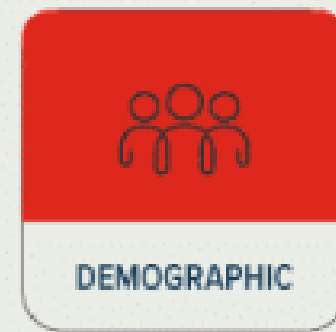
AVOIDING CUSTOMER
SEGMENTATION (grouping)





HOW TO START?

CUSTOMER SEGMENTATION



SIMPLE

WHAT IS IT?

EXAMPLES

WHY USE IT

Where	Who	Why	What	Who, What, Why, Where	Who and When
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.
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
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.

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

Add segment to
workflow

Subscribers
created



Scheduled an
appointment

YES

NO

Exit

Email 1

Scheduled an
appointment

NO

YES

Continue

Exit



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



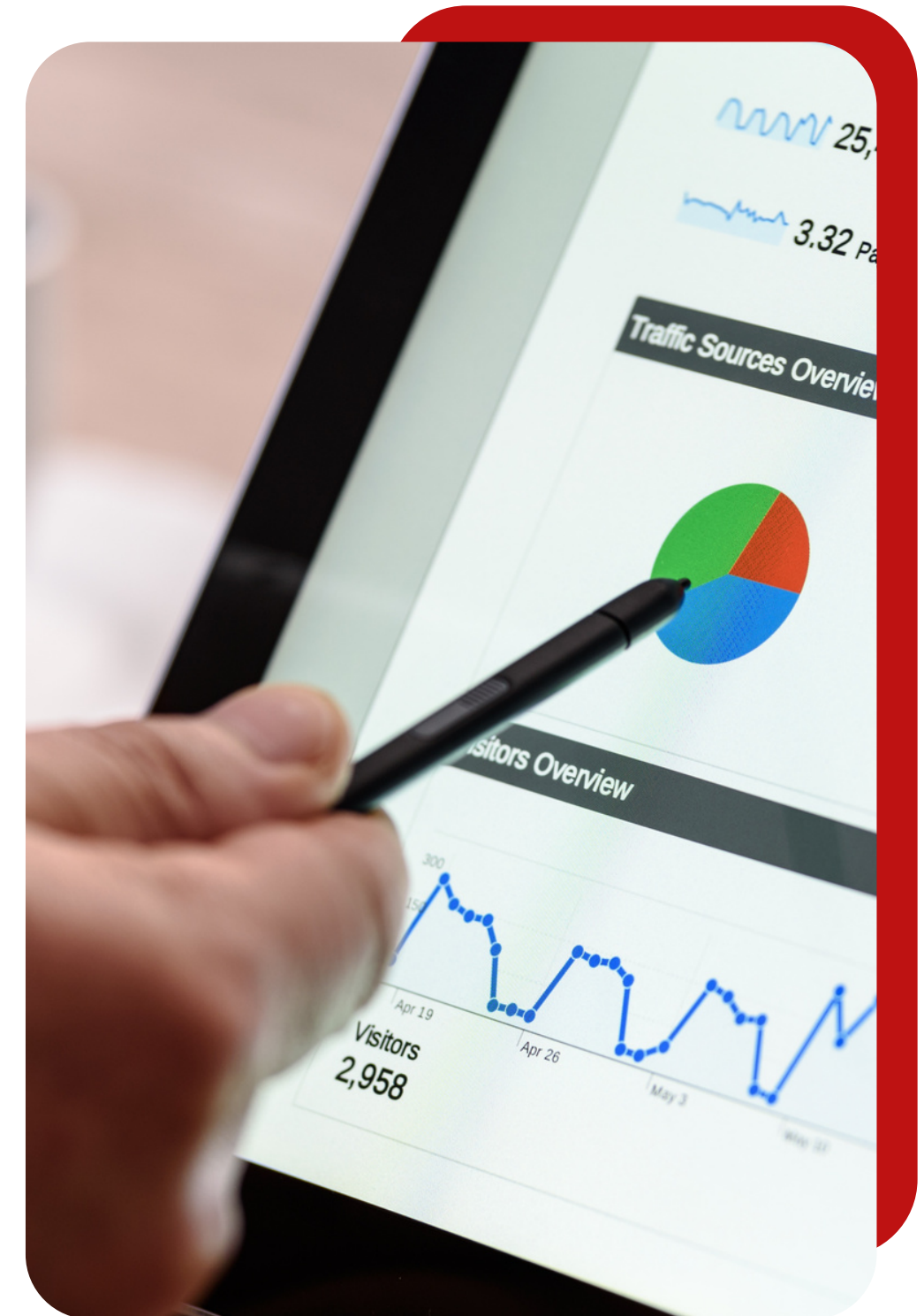
- Worked in multiple Google projects previously
- Managed to generate millions of Ringgit from Google Ads
- Worked with B2B companies across Malaysia, Singapore, and Phillipines to generate leads



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, wearing a light blue denim shirt over a pink top, is smiling while talking on a purple smartphone. She is also holding a white tablet in her left hand. The background is a softly lit room with a bookshelf and a potted plant.

27.3M Active Internet Users in 2022

A background image of two young women looking at a smartphone together. The woman on the left is smiling and holding the phone, while the woman on the right is pointing at the screen. The image is dimmed to serve as a background for the text.

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.

Awareness

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.

Consideration

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.

Action

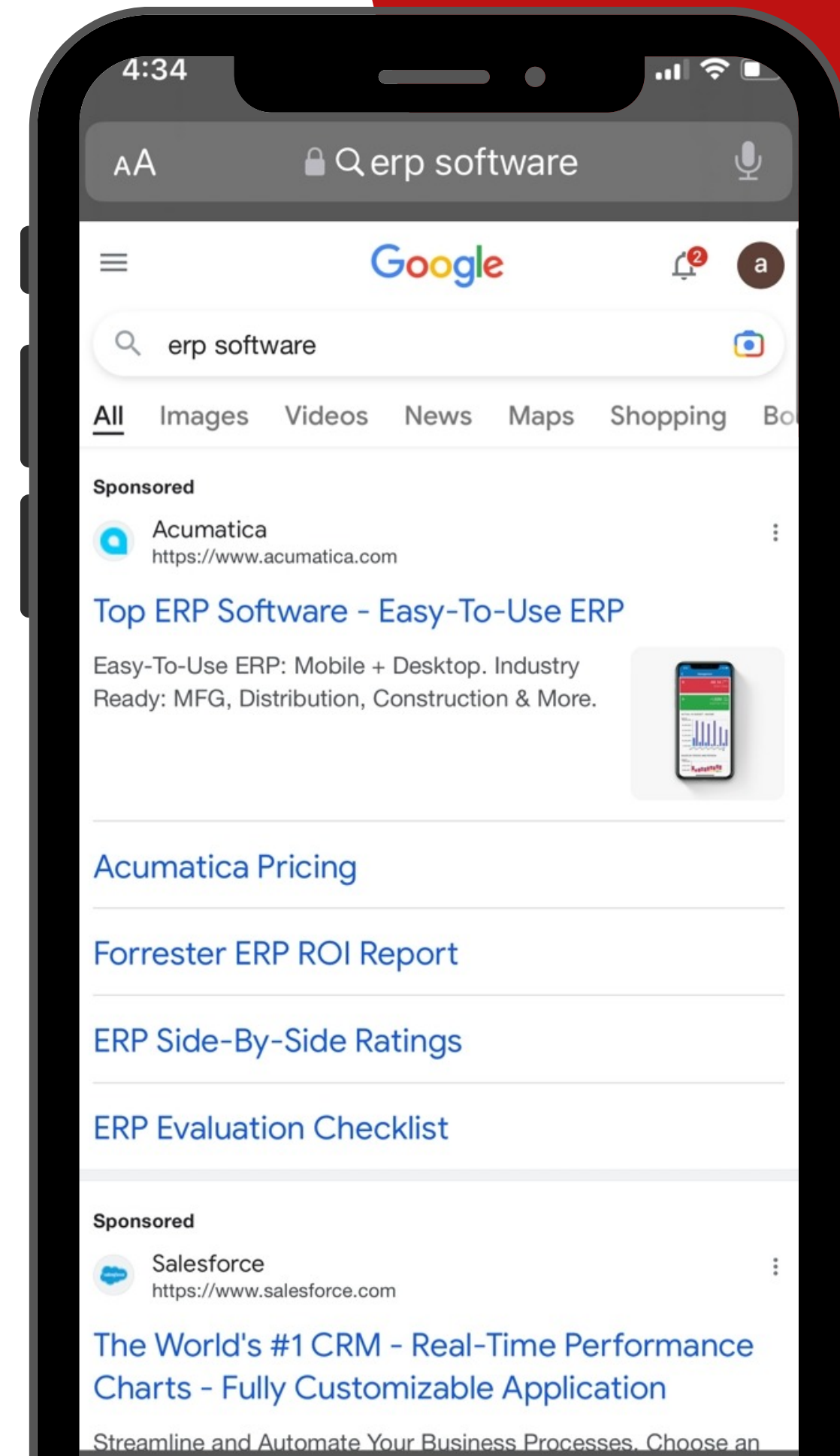
Search Ads

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

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



Dataddo

Top 50
IT Management Products
BEST SOFTWARE AWARDS
2022

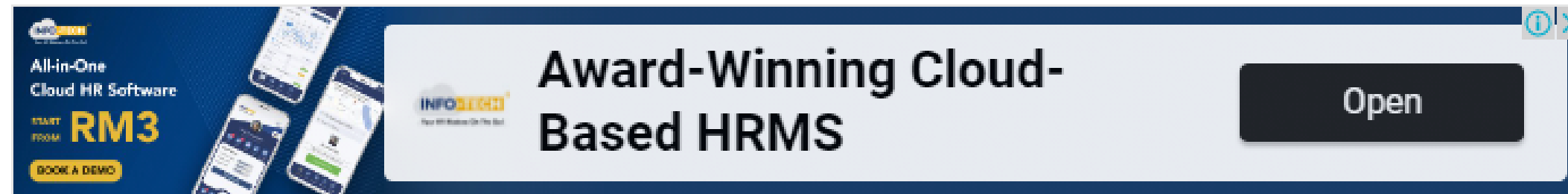
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NEW
STRAITSTIMES

NEWS

Crime & Courts
Govt / Public Policy

BUSINESS

Business Times
Property

LIFE & TIMES

Sunday Vibes
Bots

SPORTS

Football
Badminton

WORLD

World
Region

OPINION

Columnists
Letters

GALLERY

Photos
Infographics

NST PODCAST

NST TV
EDUCATION

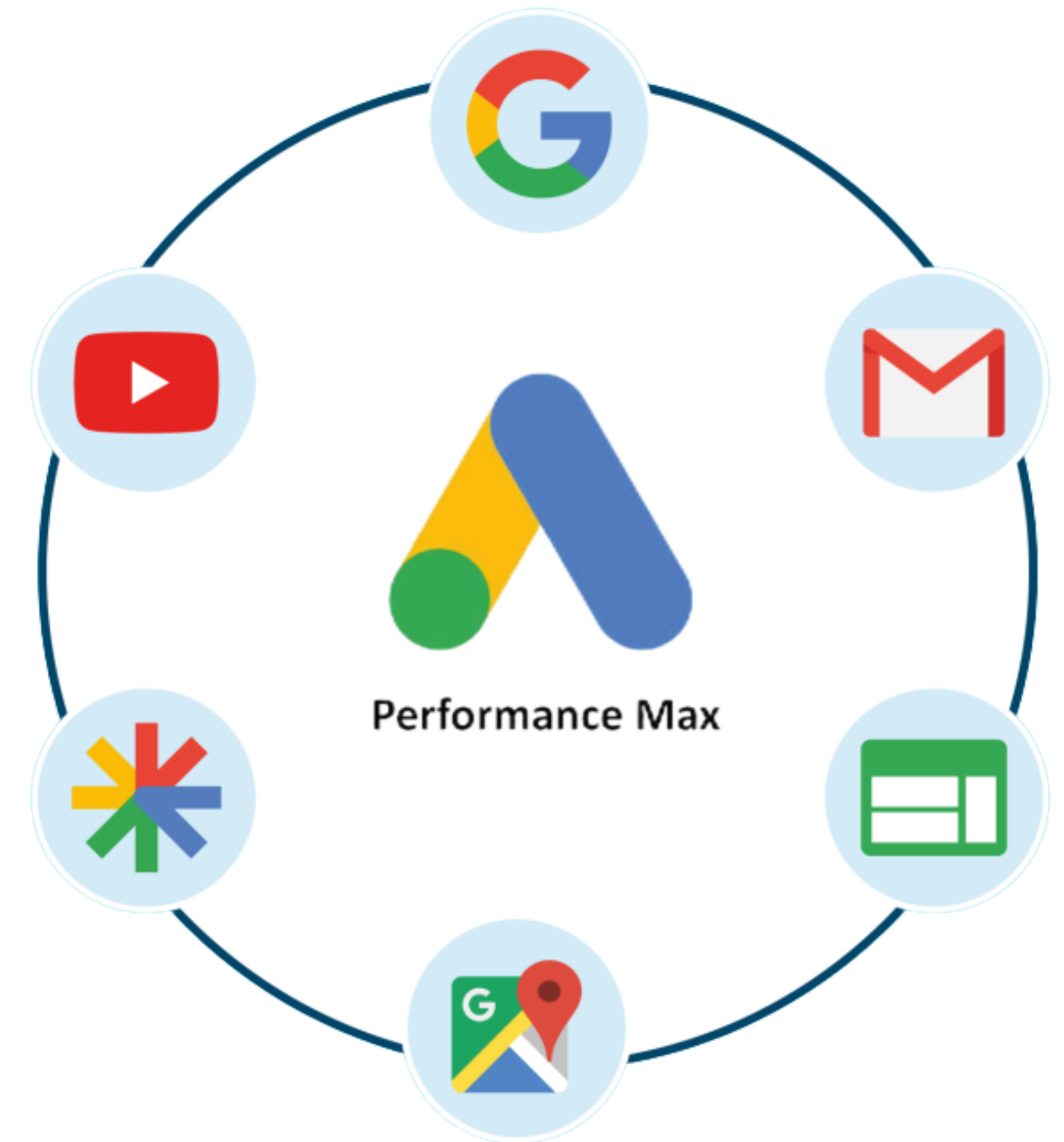
Performance Max Ads

How these ads can help your business:

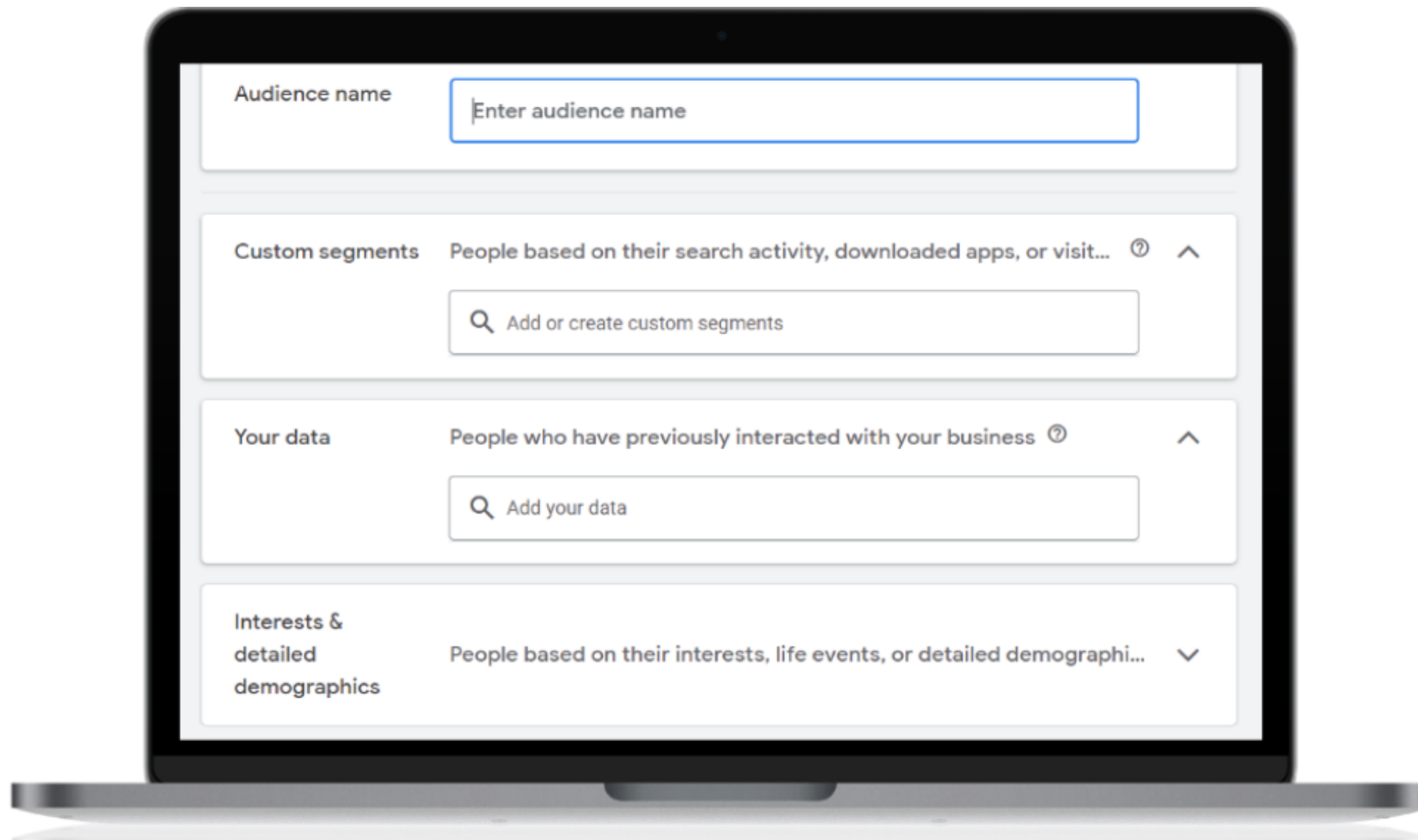
Performance Max combines best-in-class automation technologies across bidding, targeting, creatives and attribution to help you drive growth in conversions and value.

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



Interest
Categories



Keyword
Targeting

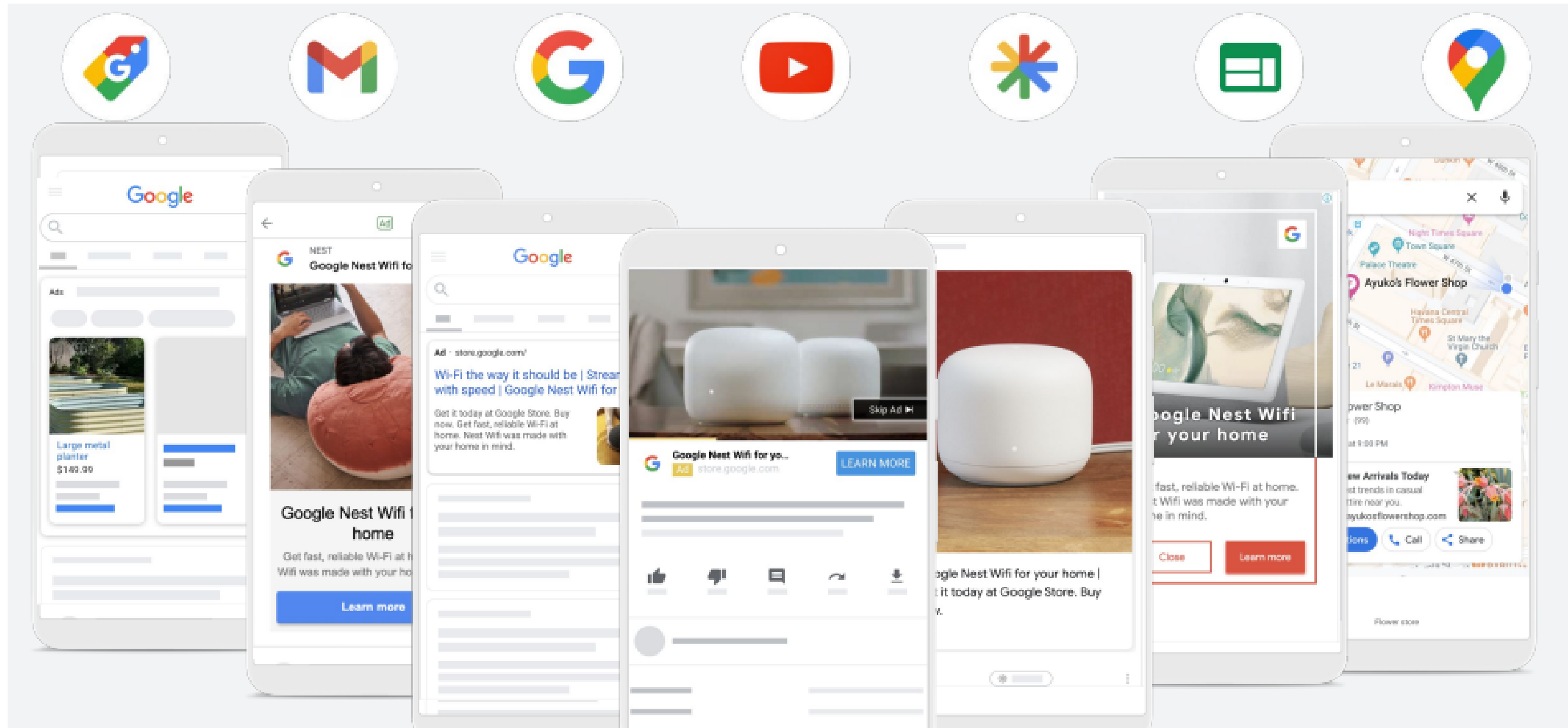


Customer
Match List



Content-Topic
Categories

PMax Inventories



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

Awareness

Consideration

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

Action



Thank You For Joining

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SCAN ME