

3 FAST & EASY WAY TO BUILD AN ONLINE PRESENCE

Prepared By



Who Am I

- | | |
|-----------|---|
| 2010 | started first online business (part time) |
| 2013 | resigned and focus full time |
| 2014 | started conducting training & consulting |
| 2016 | started to offer Social Media Marketing services |
| July 2017 | Have helped 13 SMEs to run marketing campaign in Facebook & Instagram |

STEP #1

GOOGLE FOR BUSINESS

Google for Business

- Register for free at google.com/business
- Google will display your business details when people search for your business



laptop service in kl



All Maps News Images More

Settings Tools

About 2,890,000 results (0.66 seconds)



Rating Hours

Perfect it computer services

Ad Computer Hardware Manufacturer
29.3 km · Kuala Lumpur · 03-2144 7760
Open until 7:00 PM



WEBSITE



DIRECTIONS

EGate Service Center (Notebook Repair Center)

4.5 ★★★★★ (2) · Computer Repair Service
29.6 km · Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia · ...
Open until 7:00 PM



WEBSITE



DIRECTIONS

FR Laptop Service

4.5 ★★★★★ (15) · Computer Service
28.9 km · Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia · ...
Open until 9:00 PM



WEBSITE



DIRECTIONS

Bezcom Solution Laptop Repair Center

1.0 ★☆☆☆☆ (1) · Computer Repair Service
39.0 km · Kuala Lumpur, Malaysia · +60 3-6259 7289

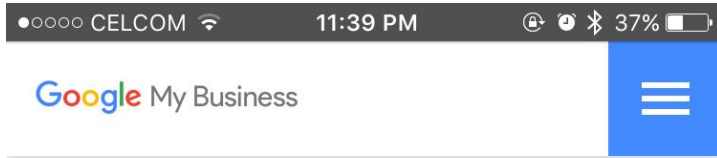


DIRECTIONS

More places

This is a sample for a search query for “laptop service in kl” with a listing of business registered with Google

~~HOW TO DO IT?~~



Attract new customers with your free Google listing.

Your listing appears right when people are searching for your business or businesses like yours on Google Search or Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

START NOW



- Visit google.com/business
- Click the “Start Now” button

- Fill in your business details
- And click Continue

CELCOM 11:42 PM 37%

Google My Business

Business name
Firdaus Azizi Training & Consultancy

Country / Region
Malaysia

Street address
No. 20, Jalan 6B/8
[add line](#)

Village / Township
Seksyen 16 Bandar Baru Bangi

Postal code
43650

City
Bandar Baru Bangi

State
Selangor

Main business phone
196953307

CELCOM 11:42 PM 37%

Village / Township
Seksyen 16 Bandar Baru Bangi

Postal code
43650

City
Bandar Baru Bangi

State
Selangor

Main business phone
196953307

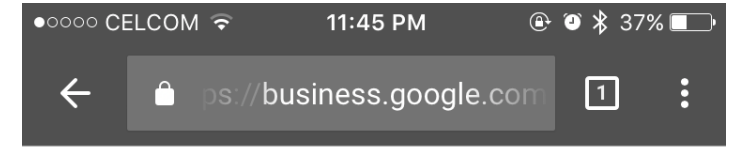
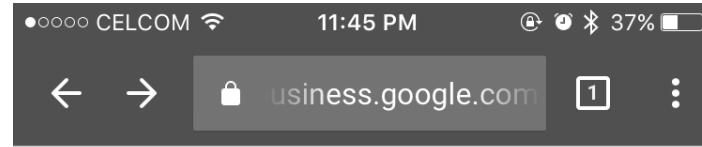
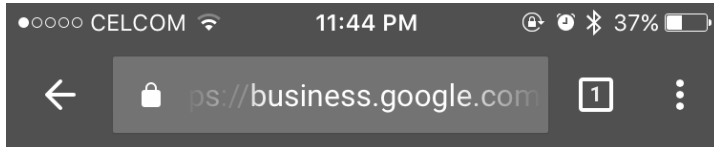
Category
Marketing Consultant

Website
https://firdausazizi.my

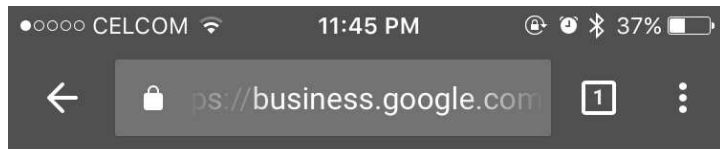
I deliver goods and services to my customers at their location
—[Important information](#)

Yes No

Continue



- Choose how you want to verify your business details (phone or mail)



☰ Home

Pending verification

You requested a verification code.

[ENTER VERIFICATION CODE](#)

Complete your listing

📷 Profile Photo



Add a profile picture so people can recognize your business across Google.

[ADD PROFILE PHOTO](#)

🕒 Hours

Make sur
when you

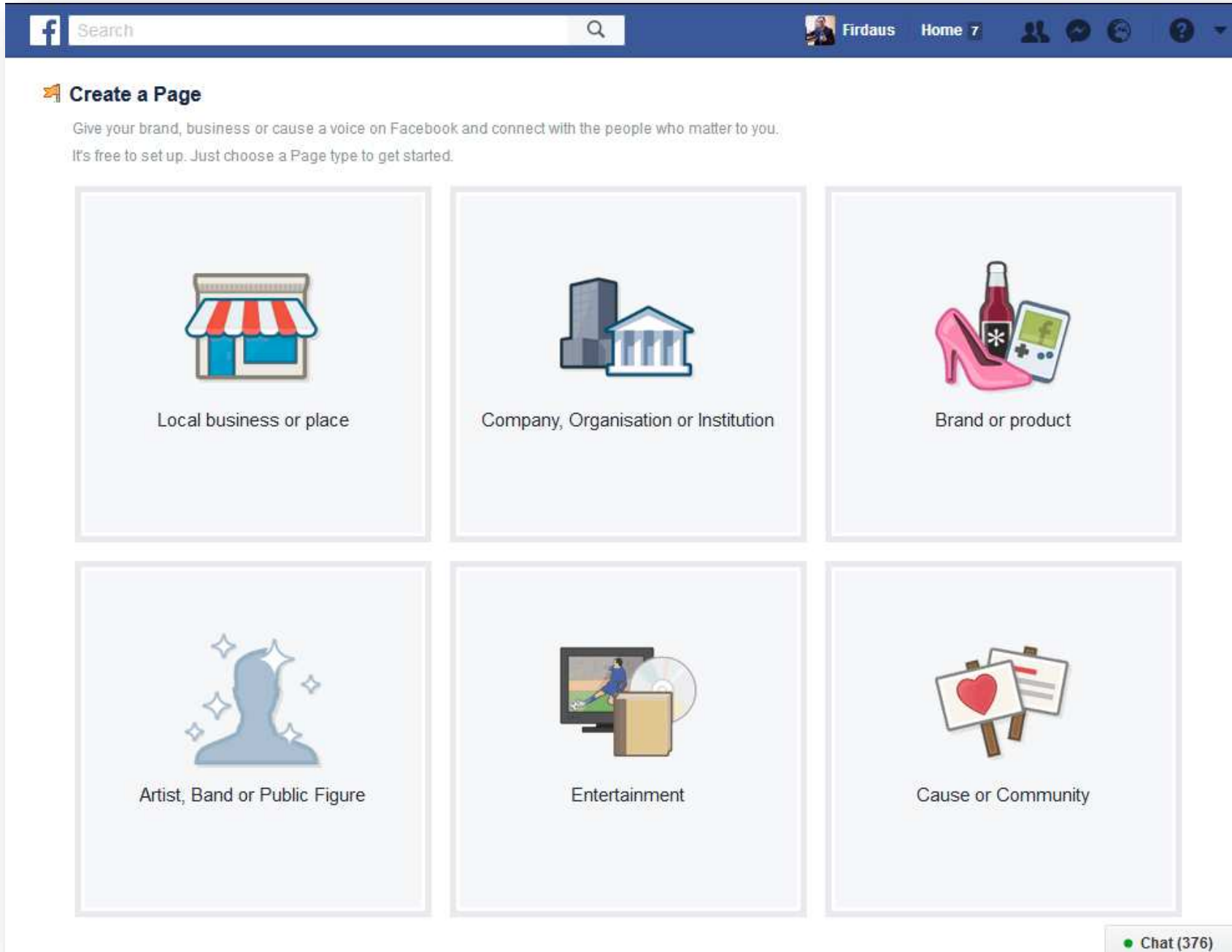
- You can manage / update your business details from business.google.com
- You can also install the **Google My Business App**

STEP #2

FACEBOOK PAGE

Facebook Page

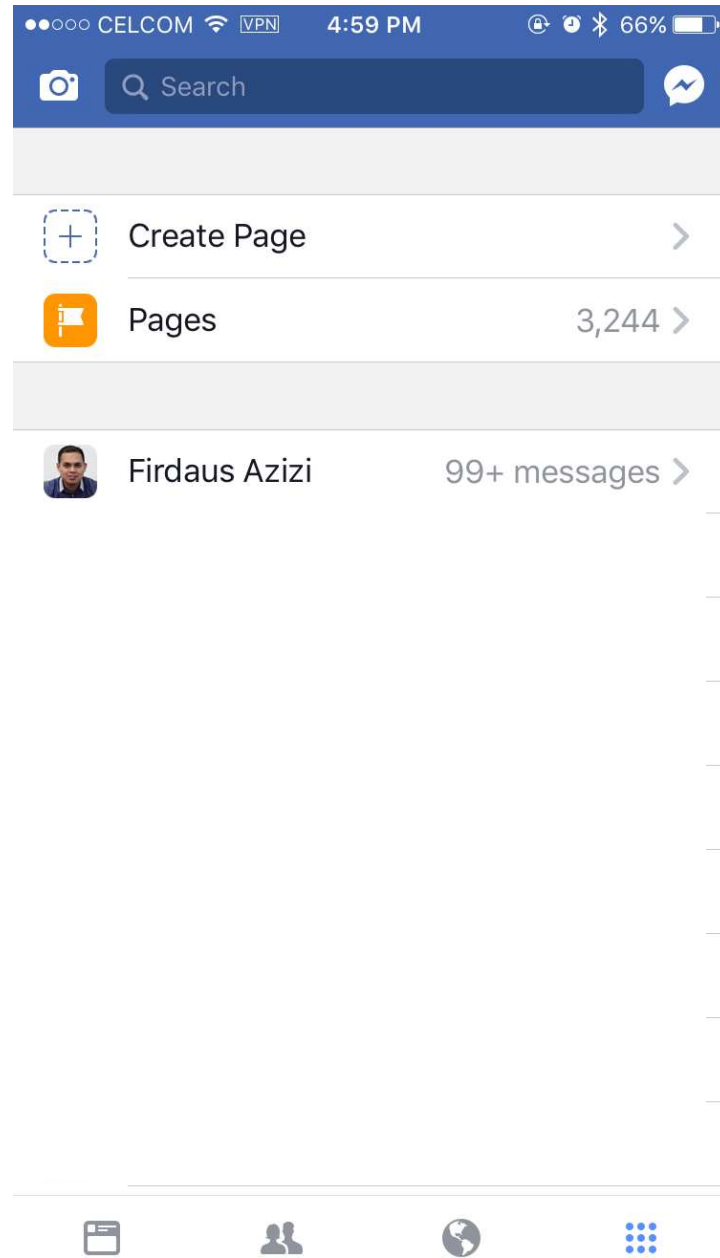
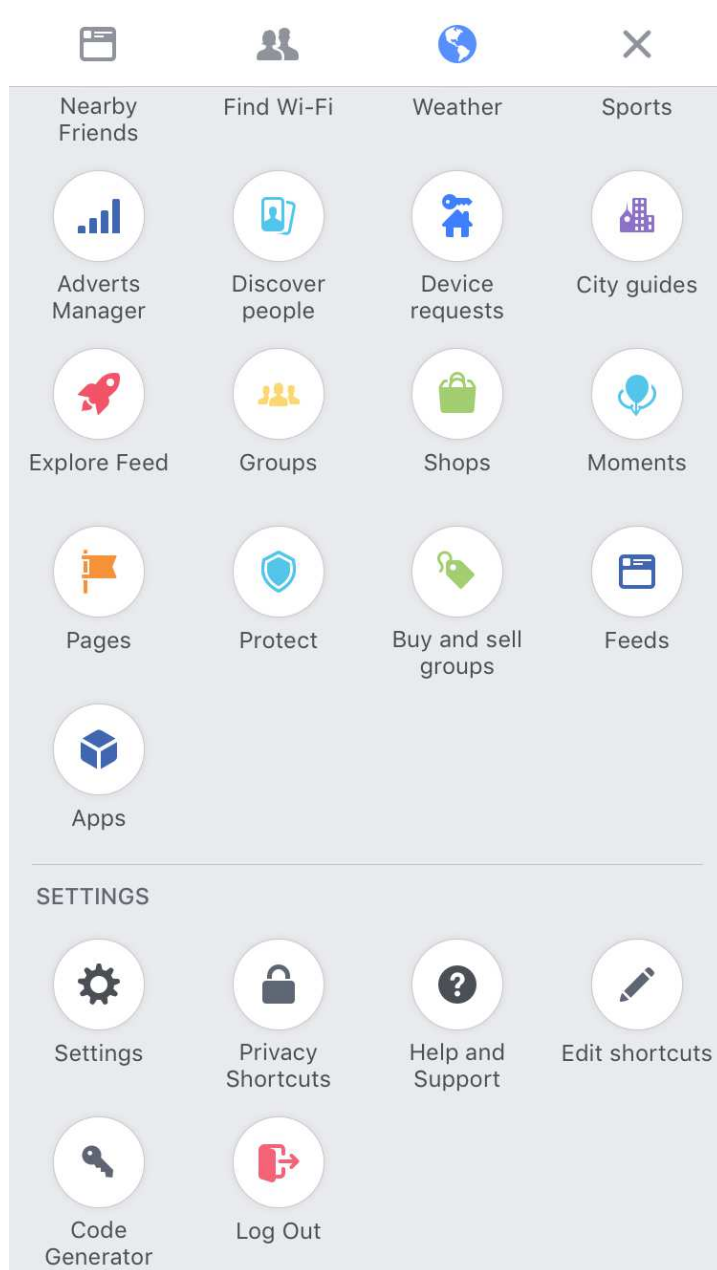
- Create for free at facebook.com/pages/create.php
- Use to engage with fans and followers
- Also visible when people search in Facebook or Google



These are the category that you can select while create a Facebook Page.

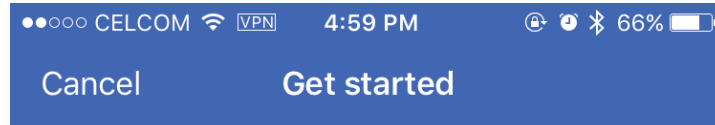
(You can change the name and category after creating the page)

~~HOW TO DO IT?~~



- Open Facebook App and find the 'Pages' section
- Click 'Create Page'

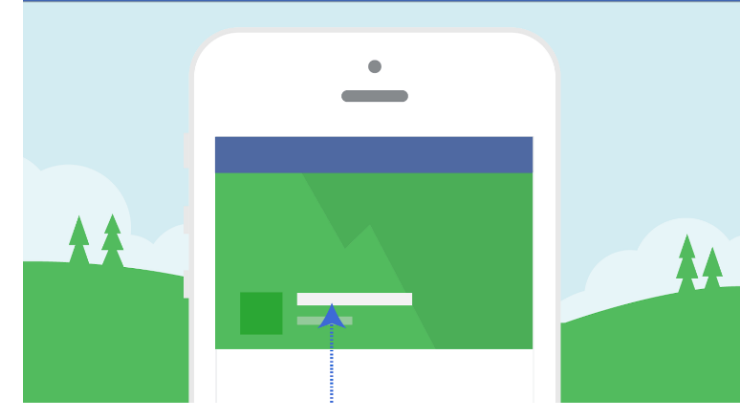
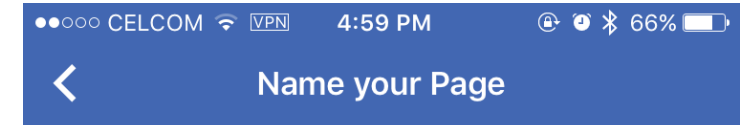
- Click 'Get Started'
- And key in your Page Name



Connect with your audience
on Facebook

Businesses, brands and organisations can create a
free Page in just a few steps.

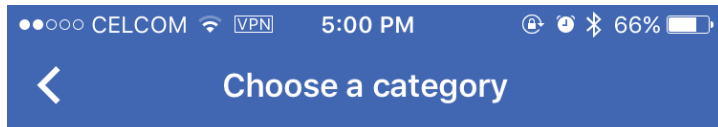
By clicking Get Started, you agree to the [Facebook
Pages Terms](#).



Name your Page

Choose a name that reflects what your Page is about.





Choose categories for your Page

Choosing the right category and subcategory helps Pages to show up in search results.

Brands & Products

Website

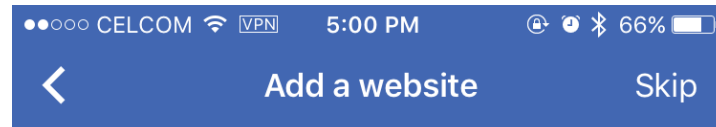
or use one of these suggested categories:

Personal Blog

Product/Service

Art

Next



Add your website

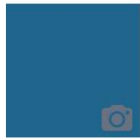
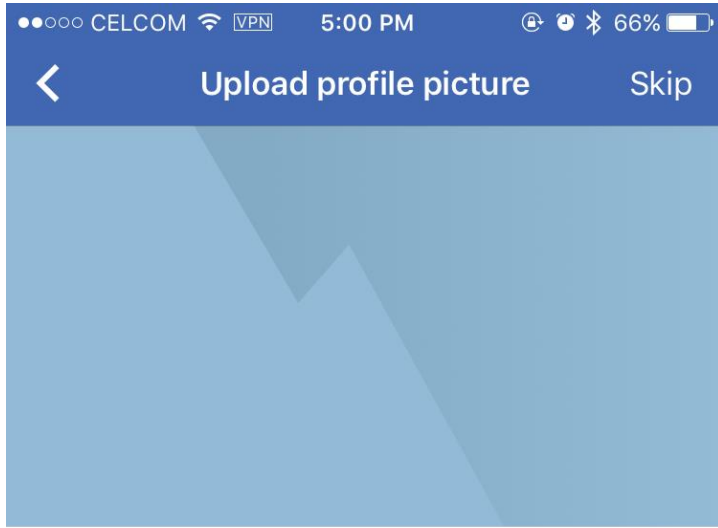
Send people to your website from your Page.

http://

You can [skip](#) this step if you don't have a website.

Next

- Choose your Category & Sub Category
- Fill in website or just 'Skip'



FA Demo Page

Pages with profile pictures show up higher in search results.

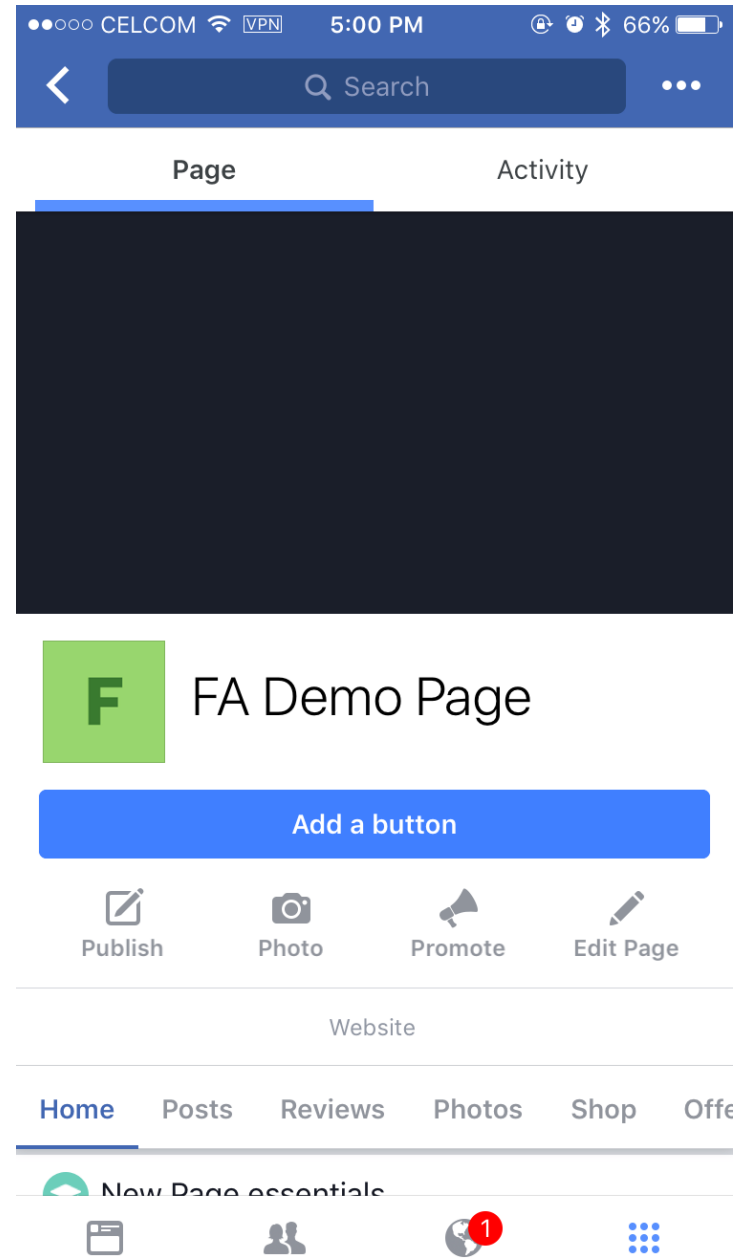
Add a Profile Picture

Square photos or logos work well here

Next

- Add a Profile Picture & Timeline Cover

- Your Page is ready!



STEP #3

FACEBOOK ADS

Facebook Ads

- Target people on Facebook base on their:
 - Interest
 - Behavior
 - Demographic (gender, age, location, relationship, etc.)
- Start with a minimum RM3 per day
- Can appear of Facebook or Instagram

Gender ⓘ

All Men Women

Age ⓘ

20 - 35

Locations ⓘ

Malaysia

- ✓ Bangi, Selangor + 40 km ▾
- ✓ Kajang, Selangor + 40 km ▾
- ✓ Rawang, Selangor + 40 km ▾
- ✓ Shah Alam, Selangor + 40 km ▾
- ✓ Subang Jaya, Selangor + 40 km ▾

Add locations

These are some of the basic Audience Targeting available in Facebook Ads.

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Relationship > Relationship Status

Married

Add demographics, interests or behaviours

Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Interests > Additional interests

Decor Home Ideas

Garden design

Home and garden

Landscape design

Interests > Hobbies and activities > Home and garden

Gardening

Add demographics, interests or behaviours

Suggestions | Browse

Interior design

Interests

Plant

Interests

Interior Design

Job Titles



Your audience selection is **great!**

Potential reach: 480,000 people

- The minimum budget per day is RM3
- We can control how much we want to spend and for how long
- We can also stop or pause the ads anytime

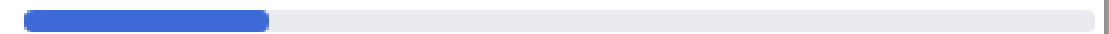
Total budget ⓘ

RM100.00 MYR

Estimated people reached ⓘ

8,500-22,000 people

of 280,000



Refine your audience or add budget to reach more of the people who matter to you.

Duration ⓘ

1 Day

7 Days

14 Days

Run this advert until  8/8/2017

You will spend an average of **RM14.28** per day. This advert will run for **7** days, ending on 8 August 2017.

~~HOW TO DO IT?~~

CELCOM 5:01 PM 66%

Search

Home Reviews About Videos Posts Photos

Nanti boleh automatik reply setiap PM yang masuk dan juga broadcast message pada sesiapa yang pernah PM anda.
... See more



MESSENGER LEADS PRO

Belajar automasi kan jualan anda di FB menggunakan kuasa Messenger Bot

Belajar Cara Guna Messenger Untuk Automasikan Jualan di Facebook
firdausazizi.my

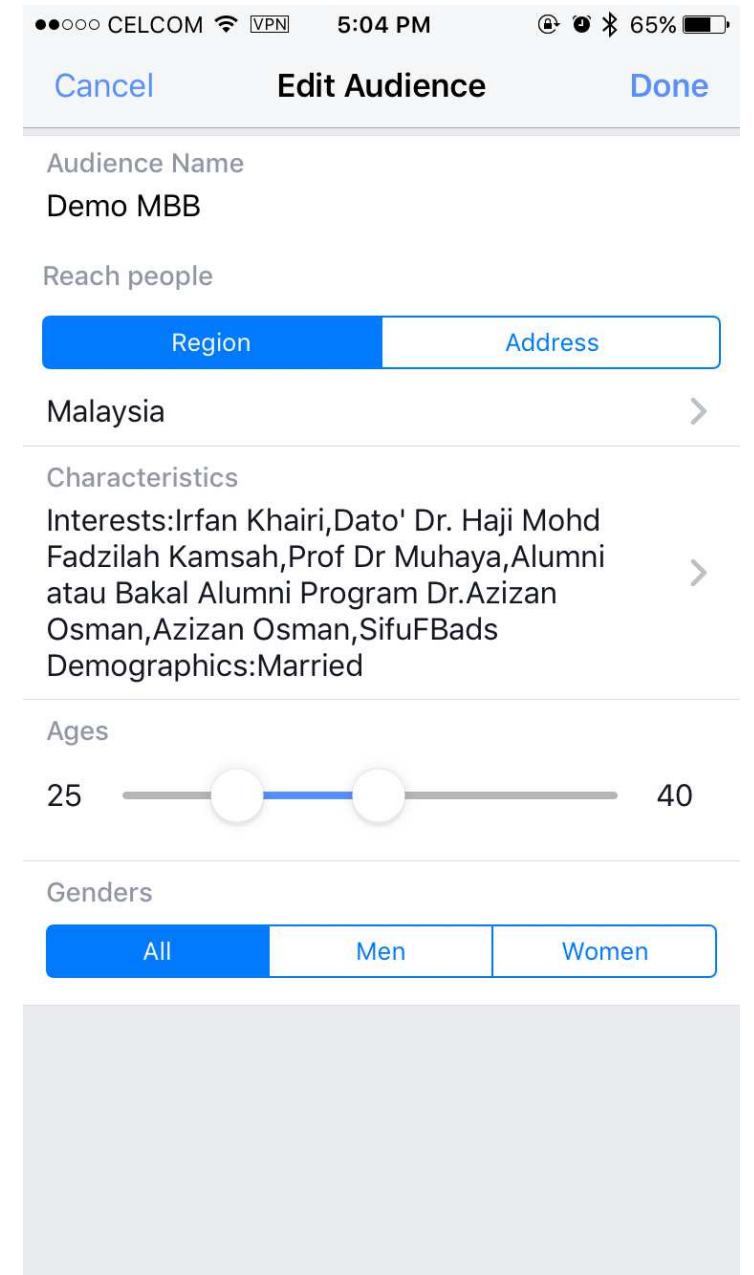
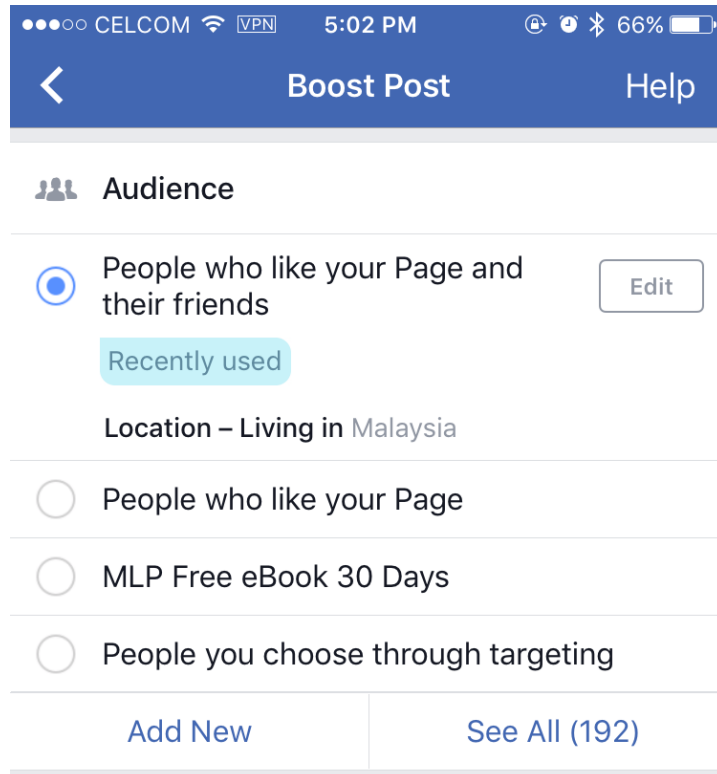
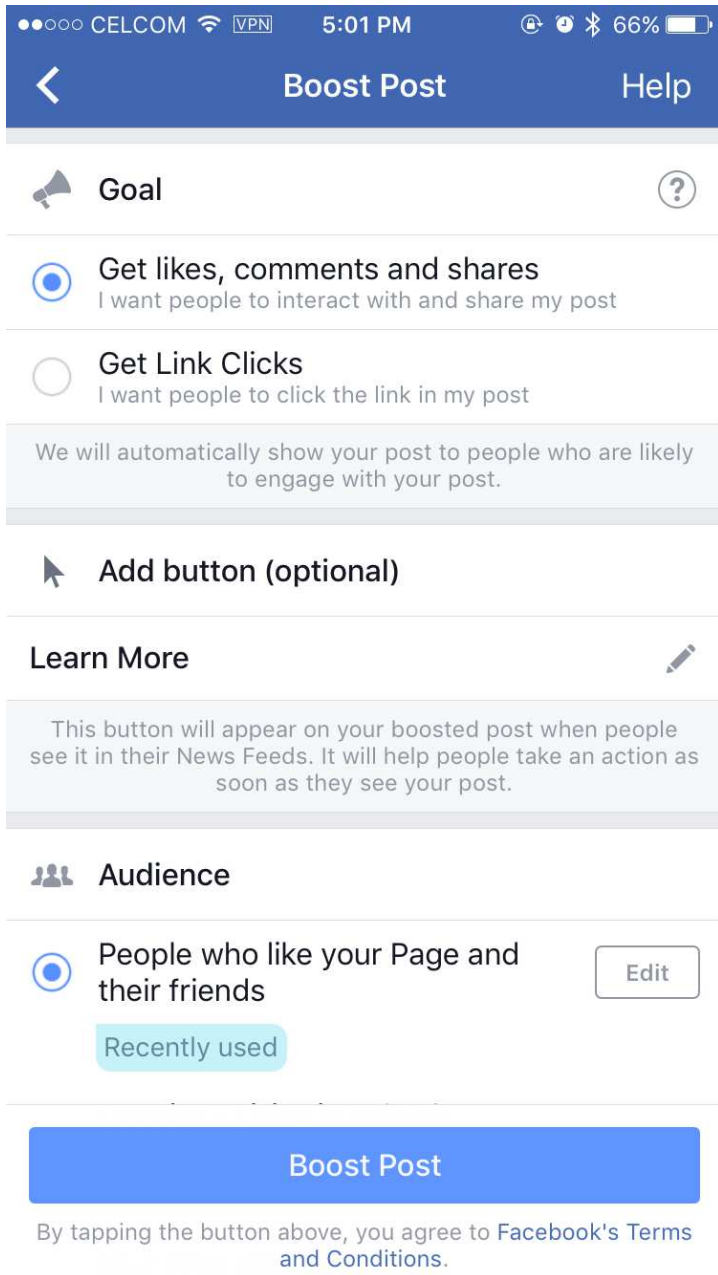
6 3 comments

Like Comment Share

560 people reached > Boost post

Firdaus Azizi

- Publish a post / ad on your page
- Click the “Boost Post” button



- Choose your goal
- Click the “Add New” or “Edit” button in the Audience section

- Choose a budget and duration
- Click Boost Post

CELCOM 5:04 PM 65%

< Boost Post Help

Total budget

RM30

1.9K - 5.1K

Estimated number of people who will see your boosted post

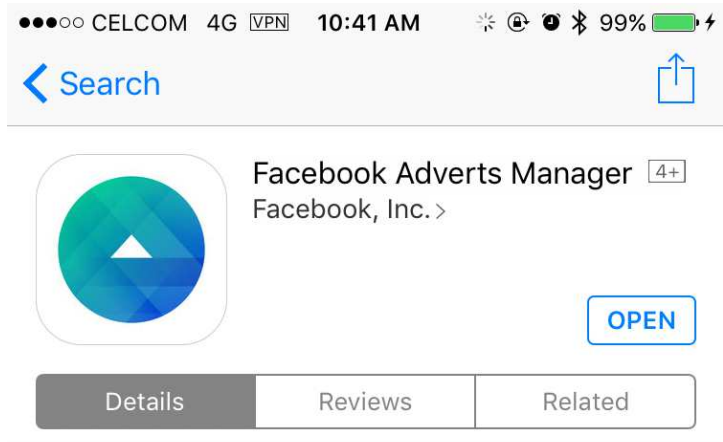
RM21 ————— RM860

Duration

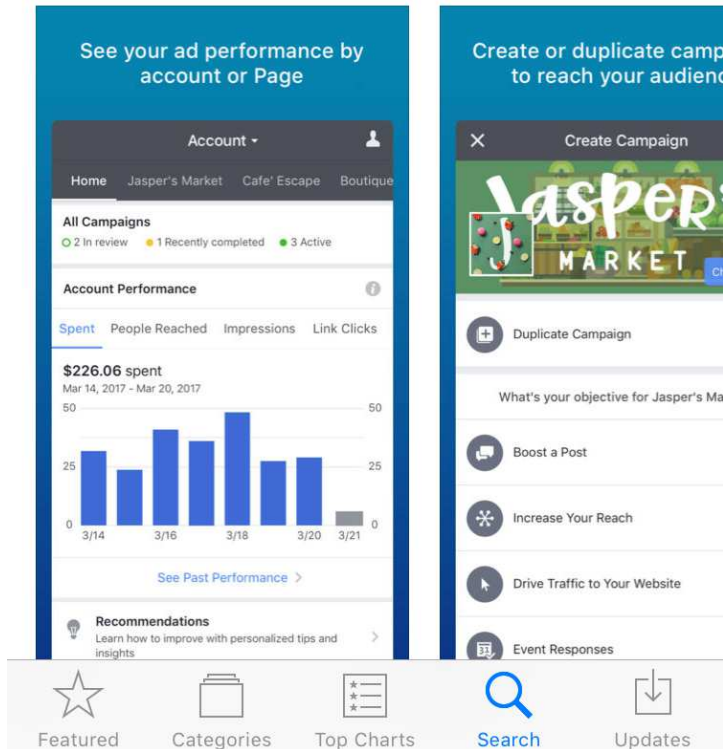
<input type="radio"/>	1 day	Ends Mon, 07 Aug 2017
<input type="radio"/>	4 days	Ends Thu, 10 Aug 2017
<input checked="" type="radio"/>	7 days	Ends Sun, 13 Aug 2017
<input type="radio"/>	14 days	Ends Sun, 20 Aug 2017
<input type="radio"/>	Run this advert until	Sun, 13 Aug 2017

Boost Post

By tapping the button above, you agree to Facebook's Terms and Conditions.



iPhone



- Install the Facebook Adverts Manager app to monitor and control your ads
- Available for iPhone & Android

THANK YOU



WANT THIS SLIDE?

Feel Free To Download From The Link Below

VISIT [HTTPS://FIRDAUSAZIZI.MY/MBBSME](https://firdausazizi.my/mbbsme)