

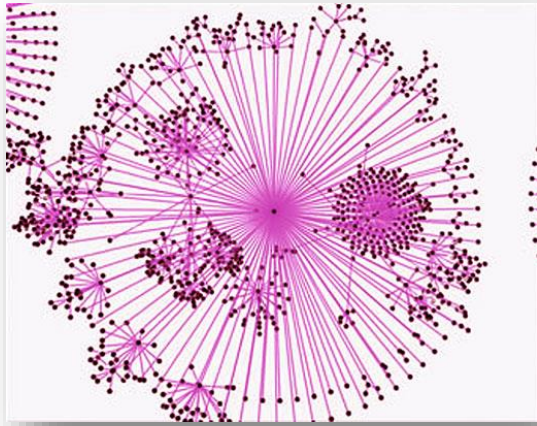
## Marketing @facebook | SKILL & KAEDAH

Terbahagi kepada 2 cara:

1. LIKE | Untuk meramaikan Ahli yang menyertai Pages
2. BOOST POST | Untuk membuat pengumuman sesuatu perkara

Mengapa pages perlu LIKE yang banyak?

1. Sebaran berita dalam 1 rangkaian akan berlaku dengan lebih cepat.



2. Informasi dapat disebarikan tanpa perlu lagi iklan berbayar.

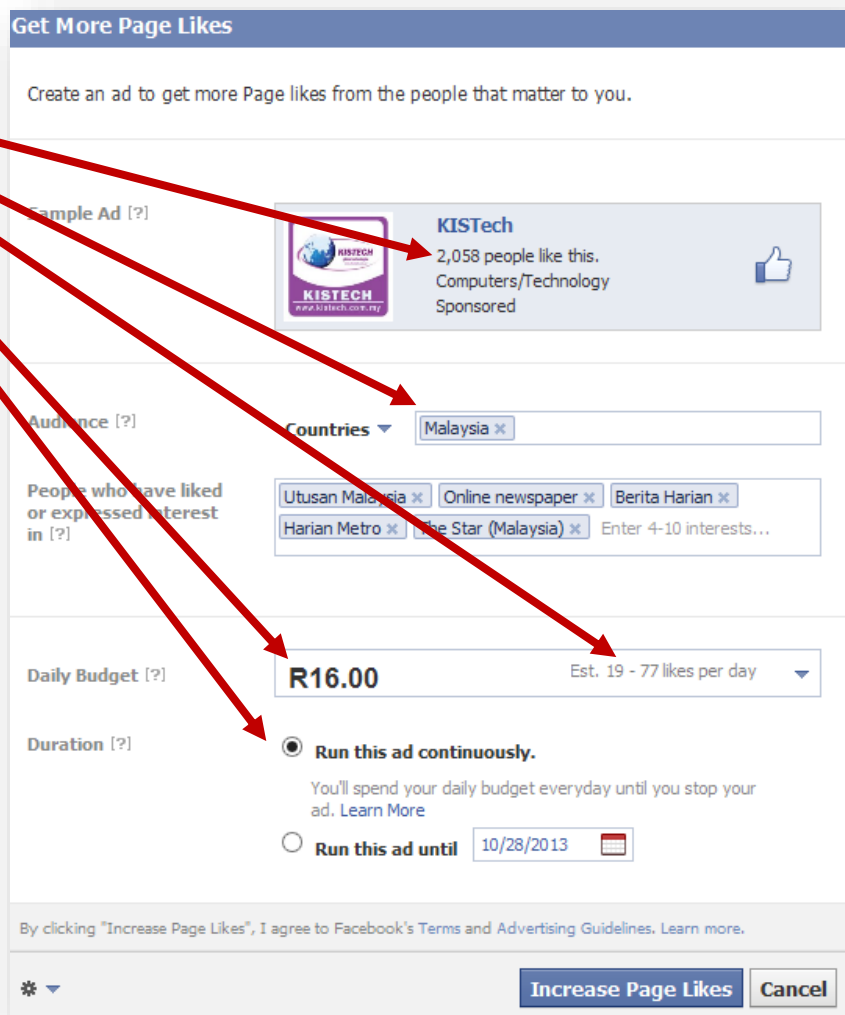
### IKLAN BERBAYAR : LIKE



[BAJET BERMULA DARI  
RM 16.00 – RM 96.00

77 LIKES – 461 LIKE


[www.facebook.com/kistech](http://www.facebook.com/kistech)



**Get More Page Likes**

Create an ad to get more Page likes from the people that matter to you.

**Sample Ad** [?]

 **KISTech**  
2,058 people like this.  
Computers/Technology  
Sponsored

**Audience** [?]

**Countries** ▼ Malaysia x


People who have liked or expressed interest in [?]

Utusan Malaysia x Online newspaper x Berita Harian x  
Harian Metro x The Star (Malaysia) x Enter 4-10 interests...

**Daily Budget** [?] **R16.00** Est. 19 - 77 likes per day ▼

**Duration** [?]

**Run this ad continuously.**  
You'll spend your daily budget everyday until you stop your ad. [Learn More](#)

**Run this ad until** 10/28/2013 

By clicking "Increase Page Likes", I agree to Facebook's Terms and Advertising Guidelines. [Learn more.](#)

\* ▼ **Increase Page Likes** **Cancel**

**IKLAN BERBAYAR : BOOST POST**

Posts · Notifications 1

Post	Total Reach?	Paid Reach?	Promotion
Sumber Berita dari Utusan Online http://...	695	--	Boost Post
Sumber Gambar dari Bernama Images h...	212	--	Boost Post
Sumber Gambar dari Bernama Images h...	172	--	Boost Post
Sumber Berita dari Laman Sesawang Ya...	251	--	Boost Post
Sumber Berita dari Laman Sesawang BE...	282	--	Boost Post

Get More Likes [See Likes](#) Insights [See All](#)

Create an ad to get more people to like your Page.

**KISTech**  
2,058 like this.  
Computers/Technology  
Sponsored

**Reach: People Who Saw Your Posts**  
**358**  
▼97.9% from previous week

Check out the new Page Insights >

1. SASARAN  
2. BAJET YANG TELAH DIGUNAKAN

[www.facebook.com/kistech](http://www.facebook.com/kistech)

KISTech — Change to Abu Haiqal

Reach more people by promoting your post.  
[Learn more](#)

**Audience** **People who like your Page and**

Their Friends [?]

**People you choose to target** [?]

**Location** **Countries**

Malaysia x

**Age** 18 - 65

**Gender** **All** Men Women

**Maximum Budget** **R1,280**

This budget will reach an estimated 100,000 out of your potential 13,000,000 people.

More Options >

By clicking "Boost Post," I agree to Facebook's Terms and Conditions.

KATEGORI 1

[www.facebook.com/kistech](http://www.facebook.com/kistech)

KATEGORI 2

[www.facebook.com/kistech](http://www.facebook.com/kistech)

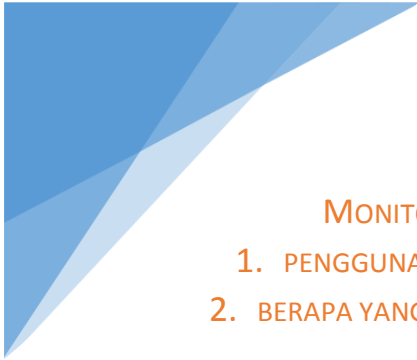
BAJET

[www.facebook.com/kistech](http://www.facebook.com/kistech)

✓ R15	Est. Reach 6,600 - 12,000
R96	Est. Reach 3,600 - 6,700
R320	Est. Reach 13,000 - 24,000
R480	Est. Reach 28,000 - 52,000
R1,280	Est. Reach 56,000 - 100,000
R1,920	Est. Reach 88,000 - 160,000
R3,200	Est. Reach 170,000 - 320,000
R4,800	Est. Reach 300,000 - 560,000

## MONITORING

\*Dgn Bajet RM 15



### MONITOR

1. PENGGUNAAN BAJET
2. BERAPA YANG BERMINAT

LIKE, COMMENT, SHARES,  
LINK, PHOTO CLICK, PAGES  
LIKES

3. PERATUSAN MENGIKUT UMUR  
YANG BACA POST

[www.facebook.com/kistech](http://www.facebook.com/kistech)

Your promotion has exhausted its budget. Increase your budget to reach more people.

<b>4,691</b> Paid Reach [?]	<b>604</b> Engagement [?]	<b>R15.00</b> Budget Spent
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How effective was the promotion? ★★★★★

Engagement | Age/Gender | Country

How people engaged with your post:

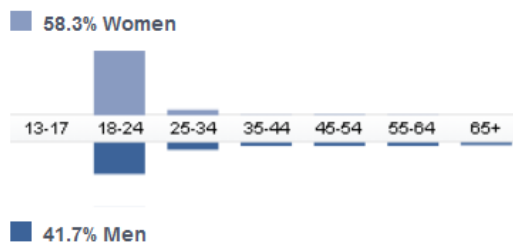
51 Post Likes	<div style="width: 51%;"></div>
7 Comments	<div style="width: 7%;"></div>
5 Shares	<div style="width: 5%;"></div>
3 Link Clicks	<div style="width: 3%;"></div>
221 Photo Clicks	<div style="width: 221%;"></div>
8 Page Likes	<div style="width: 8%;"></div>

Audience and Payment

Add Budget  ▼

The increased budget will reach an estimated

More women than men engaged with your post:



Audience and Payment

BAJET RM 160/post (pages pengambilan pelajar KIST yang dibuat oleh Datin Haslina)

Jumpa kami di plaza merdeka kuching ...	405	--	Boost Post
Info Terkini KIST n KuIST Anda berad...	721	--	Boost Post
Bukti pelajar tajaan MARA KIST pinjam...	121,024	119,232	Boosted
Ambilan pelajar november dibuka sekar...	918	--	Boost Post

## CADANGAN UNTUK KUIST & KISTAA

Disebabkan jumlah like pages KISTAA & KUIST belum tinggi (bawah 200), maka saya cadangkan kita dapatkan jumlah like terlebih dahulu. (Promotion Effective jika LIKE lebih dari 1000)

The screenshot shows the Facebook ad campaign configuration interface. At the top, under 'Sample Ad', there is a preview of the KIST Aviation Academy page with 195 likes and a sponsored status. Below this, the 'Audience' section is set to 'Malaysia' and includes various interest-based targeting options such as 'Aviation', 'Pengoptimuman enjin gelintar', 'Utusan Malaysia', 'Google', '1Malaysia', 'Berita Harian', 'Harian Metro', 'High school', 'Education', and 'Pendidikan'. The 'Daily Budget' is set to 'R64.00' with an estimated reach of '82 - 328 likes per day'. A 'Learn More' link is visible at the bottom right of the budget section.

### **BAJET (1 Minggu) - KUIST**

Bil	Perkara	Total (RM)
1.	Fb/kuist	
2.	- Promote Pages	64.00
3.	- Boost Post 1	15.00
	- Boost Post 2	15.00
	- Boost Post 3	15.00
	- Boost Post 4	15.00
	- Boost Post 5	15.00
	- Boots Post 6	15.00
4.	<b>JUMLAH</b>	<b>154.00</b>

### **BAJET (1 Minggu) - KISTAA**

Bil	Perkara	Total (RM)
1.	Fb/kuist	
2.	- Promote Pages	64.00
3.	- Boost Post 1	15.00
	- Boost Post 2	15.00
	- Boost Post 3	15.00
	- Boost Post 4	15.00
	- Boost Post 5	15.00
	- Boots Post 6	15.00
4.	<b>JUMLAH</b>	<b>154.00</b>

**TOTAL: RM 308.00**

SEKIAN.