



ITU-UUM

INTERNATIONAL TELECOMMUNICATION UNION-UNIVERSITI UTARA MALAYSIA

Asia Pacific Centre of Excellence  
for Rural ICT Development

Universiti Utara Malaysia



# Market your Business using Facebook



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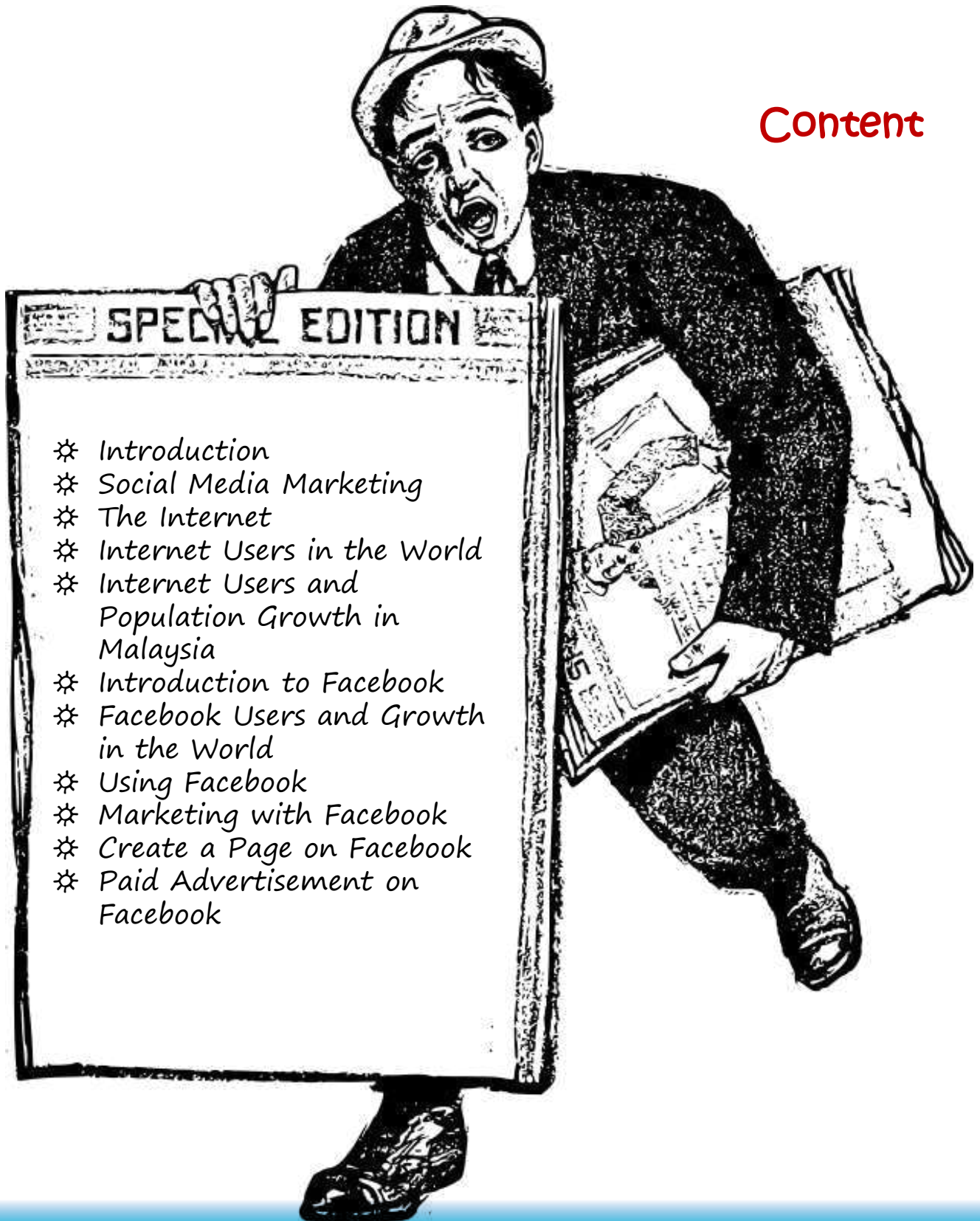
**Workshop on  
Digital Marketing Using Social Media For SMEs  
Entrepreneurs 1.0**

**30 Mac 2014**





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- ✧ Social Media Marketing
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## Introduction

**Marketing** is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.

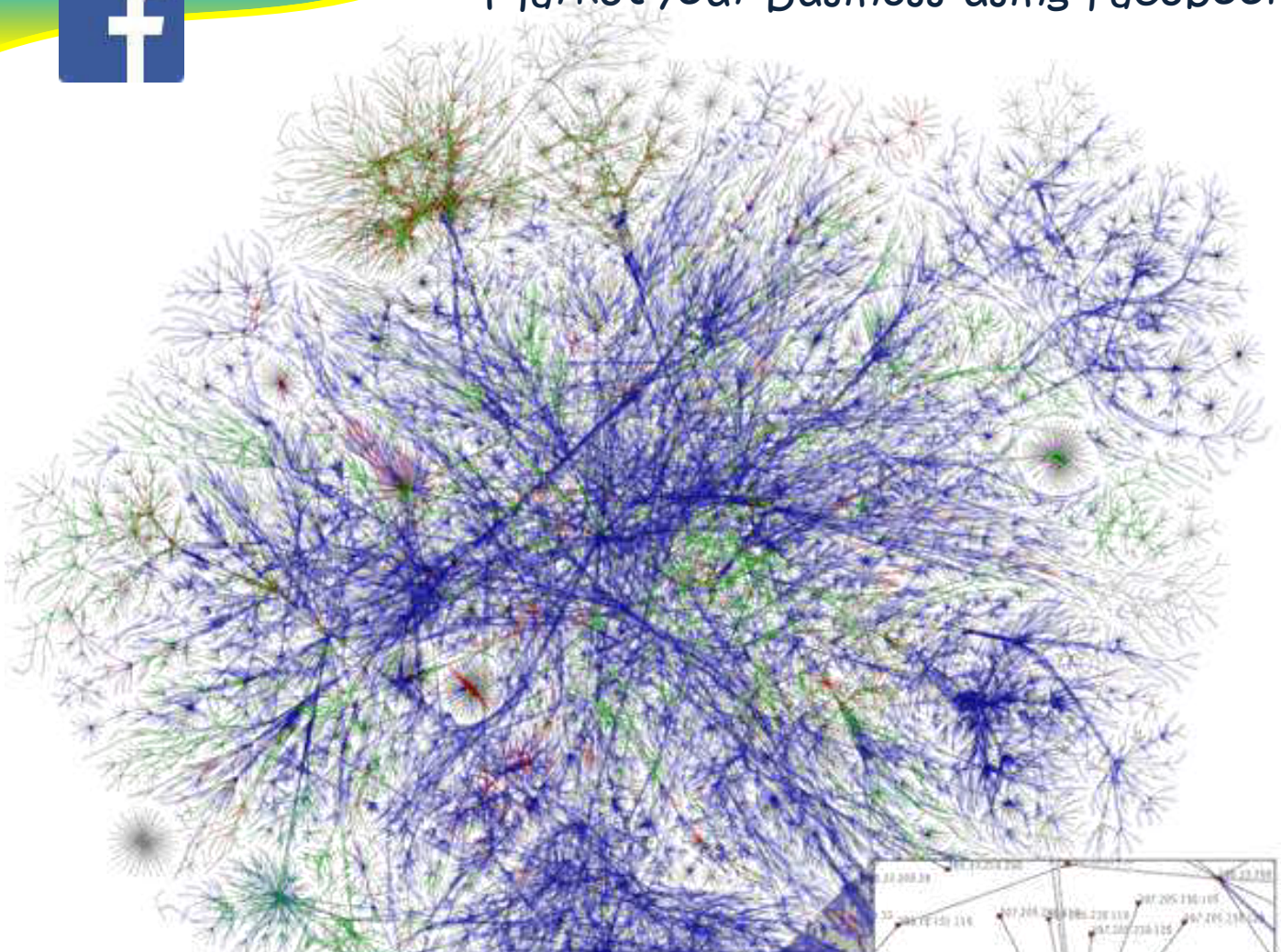
**E-Marketing** uses the Internet to deliver promotional marketing messages to consumers

- ✓ email marketing
- ✓ search engine marketing
- ✓ social media marketing
- ✓ display advertising (web banner)
- ✓ mobile advertising

A magnifying glass with a dark blue handle is positioned over the text 'social Media Marketing'. The lens of the magnifying glass is centered over the text, making it appear larger and more prominent. The background is a light, textured surface.

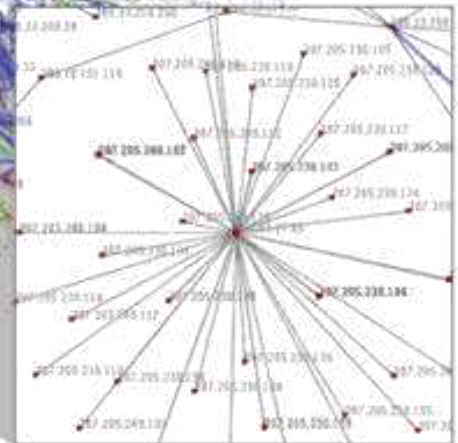
# social Media Marketing

- ✓ process of gaining website traffic or attention through social media sites
- ✓ efforts to create content that attracts attention and encourages readers to share it with their social networks
- ✓ electronic word of mouth (eWoM)



## The Internet

- ✓ *The Internet is a global system of interconnected computer networks to serve several billion users worldwide.*
- ✓ *The World Wide Web is a system of interlinked hypertext documents accessed via the Internet.*

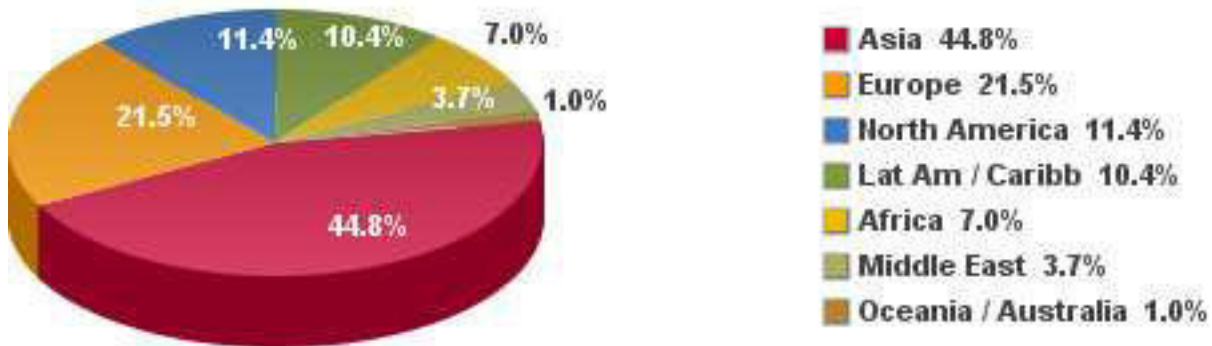


An Opte Project visualization of routing paths through a portion of the Internet.



## Internet Users in the World

### Distribution by World Regions - 2012 Q2

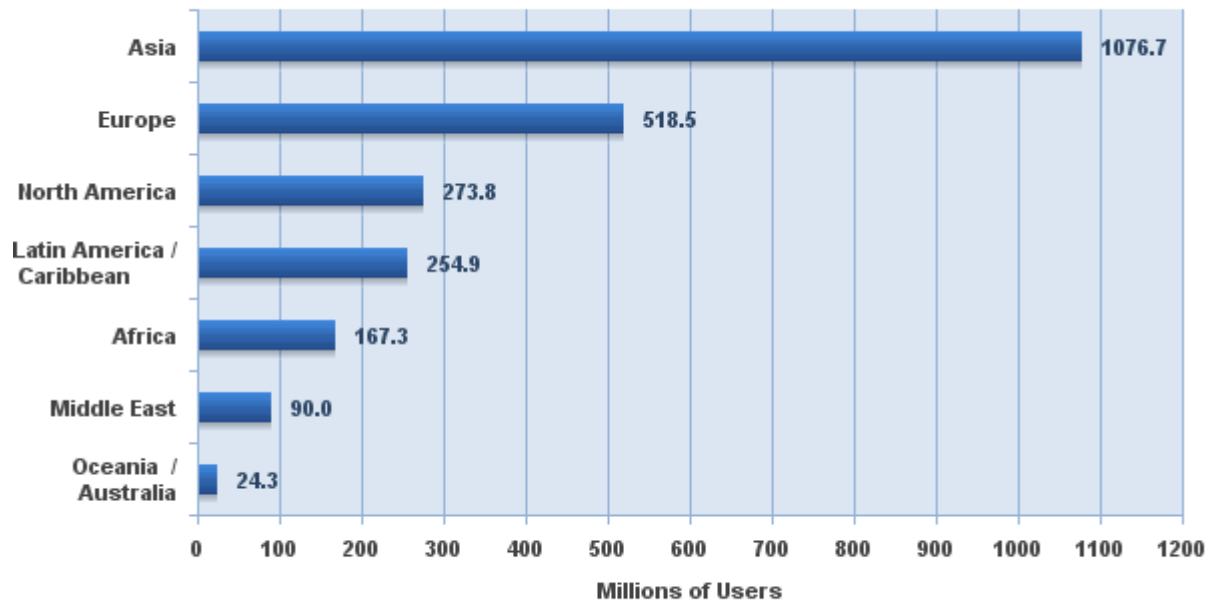


Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

Basis: 2,405,518,376 Internet users on June 30, 2012

Copyright © 2012, Miniwatts Marketing Group

### by Geographic Regions - 2012 Q2



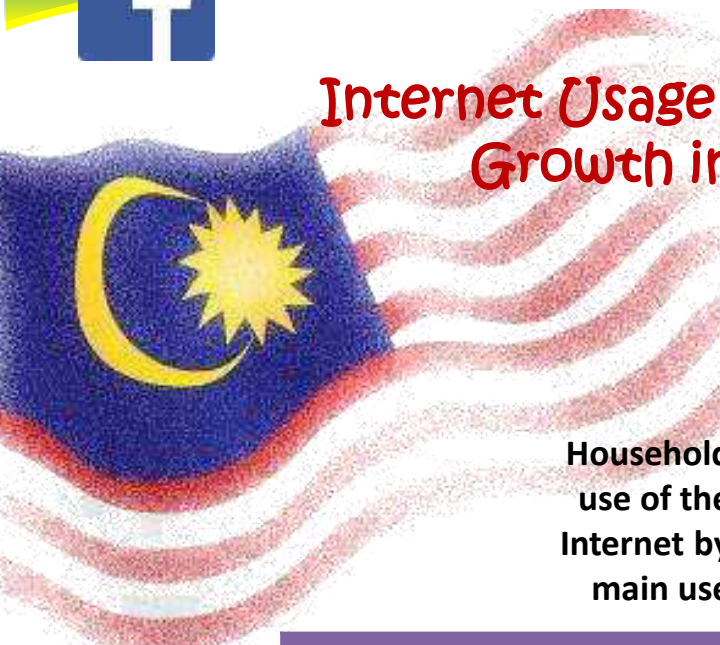
Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)

2,405,518,376 Internet users estimated for June 30, 2012

Copyright © 2012, Miniwatts Marketing Group



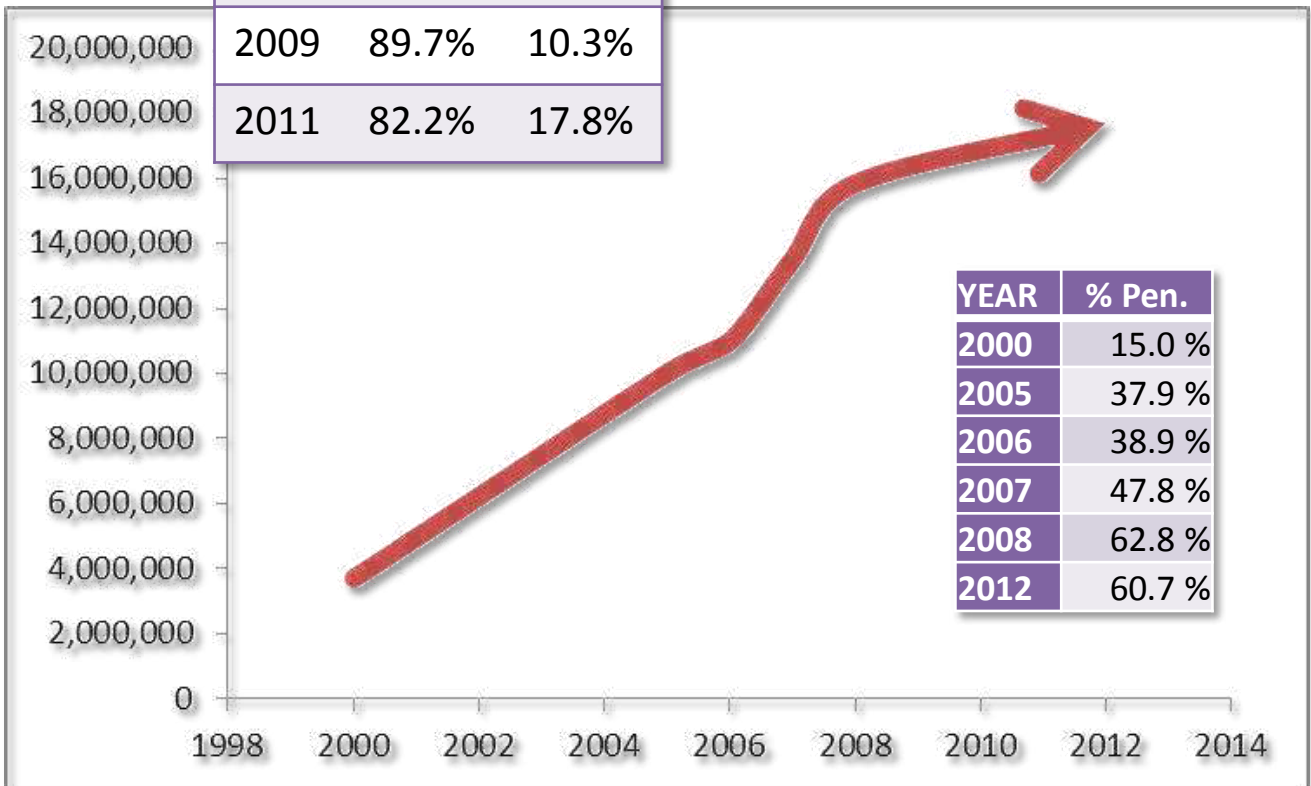
# Internet Usage and Population Growth in Malaysia



Household use of the Internet by main use

	2008	2009
Getting information	94.4	76.9
Communication by text	84.7	74.8
Leisure	63.5	50.1
Education	64.5	46.0
Financial activities	31.8	27.2
Public services	29.2	19.6
e-government transactor	19.8	....
Online stock trading	5.9	....
Others	0.7	7.6

Household use of the Internet	Year	Urban	Rural
	2008	85.3%	14.7%
	2009	89.7%	10.3%
	2011	82.2%	17.8%



\* as of June/2012



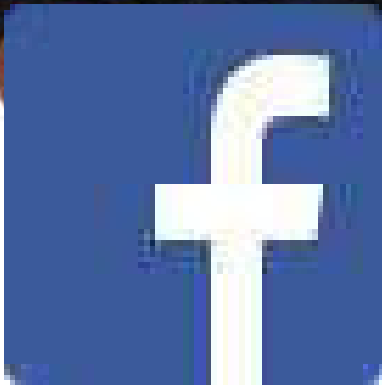


## Introduction to Facebook



*"It is clear that the technology needed to create a centralized Website is readily available ... the benefits are many."*

**Mark Zuckerberg**  
Founder & CEO



'f' Logo



Like Button

- ✓ Facebook is a social networking service.
- ✓ Launched in February 2004.
- ✓ Owned and operated by Facebook.

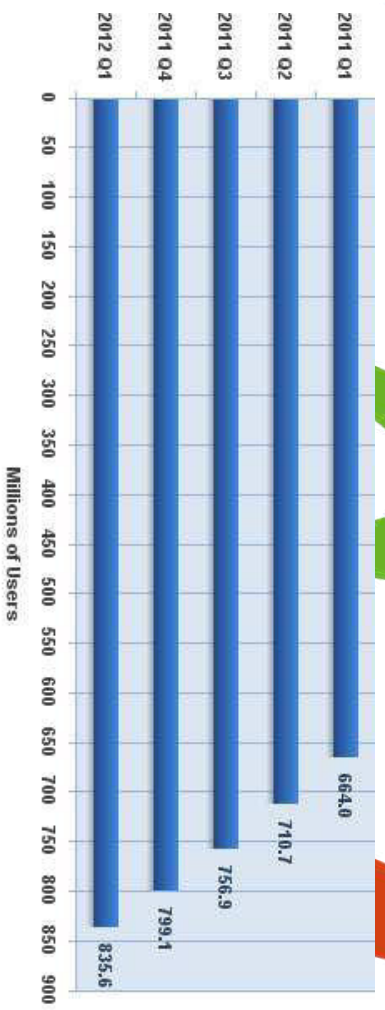


# Facebook Users and Growth in the World



Facebook Users in the World By Regions – September 2012

Facebook Growth in the World Between 2011 Q1 and 2012 Q1



Source: Internet World Stats - [www.internetworldstats.com/facebook.htm](http://www.internetworldstats.com/facebook.htm)  
Facebook users worldwide are 835,525,280 on March 31, 2012  
Copyright © 2012, Minniwatts Marketing Group



### Login to Facebook

1) Go to:

<http://www.facebook.com>

Login Area

Email or Phone Password Log In

Keep me logged in [Forgot your password?](#)

### Sign Up

It's free and always will be.

First Name Last Name

Your Email

Re-enter Email

New Password

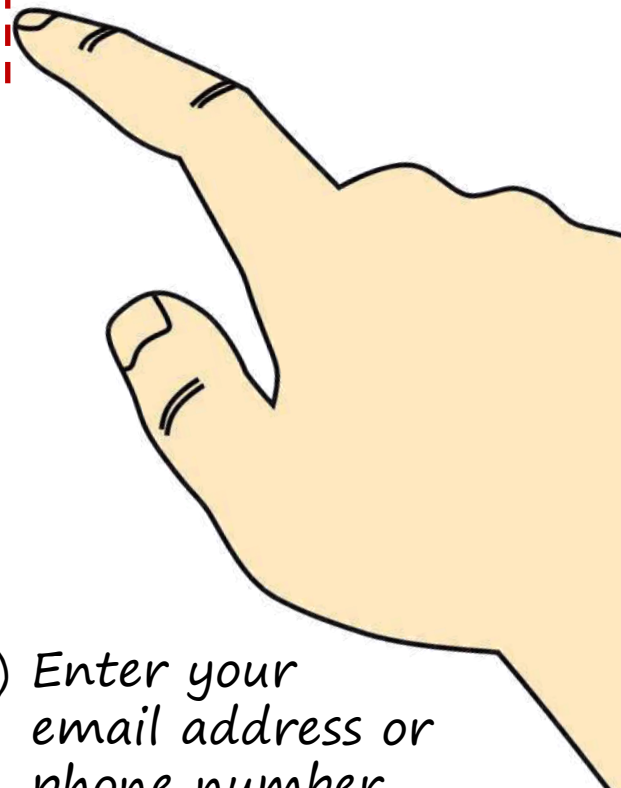
Birthday

Month  Day  Year  [Why do I need to provide my birthday?](#)

Female  Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Sign Up



- 2) Enter your email address or phone number.
- 3) Enter your password.
- 4) Click [Log In].



### Register New Facebook Account

1) Go to:

<http://www.facebook.com>

The image shows a screenshot of the Facebook registration page. A red dashed box highlights the 'Sign Up' section. The form includes fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. Below these are 'Birthday' dropdowns for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. A green 'Sign Up' button is at the bottom of the highlighted area. A hand is pointing at the button.

Enter:

- 2) Name (first and last name)
- 3) Email address
- 4) Password
- 5) Birthday
- 6) Gender
- 7) Click [Sign Up]



# Market your Business using Facebook

## Using Facebook

### Facebook: Home and Timeline



Home

- ✓ default page.
- ✓ display the latest info



Timeline

- ✓ refer to as your profile
- ✓ collection of the photos, stories and experiences that tell your story.



## Marketing with Facebook

Facebook  
Wall

Facebook  
Pages



*allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see.*



## Posting Information on Facebook Wall

(1) Click on "What's on your mind?"



(2) Write your posting



(4) Click [Post]

(3) Choose your reader



(5) The posting...





## What is a Facebook Page ?

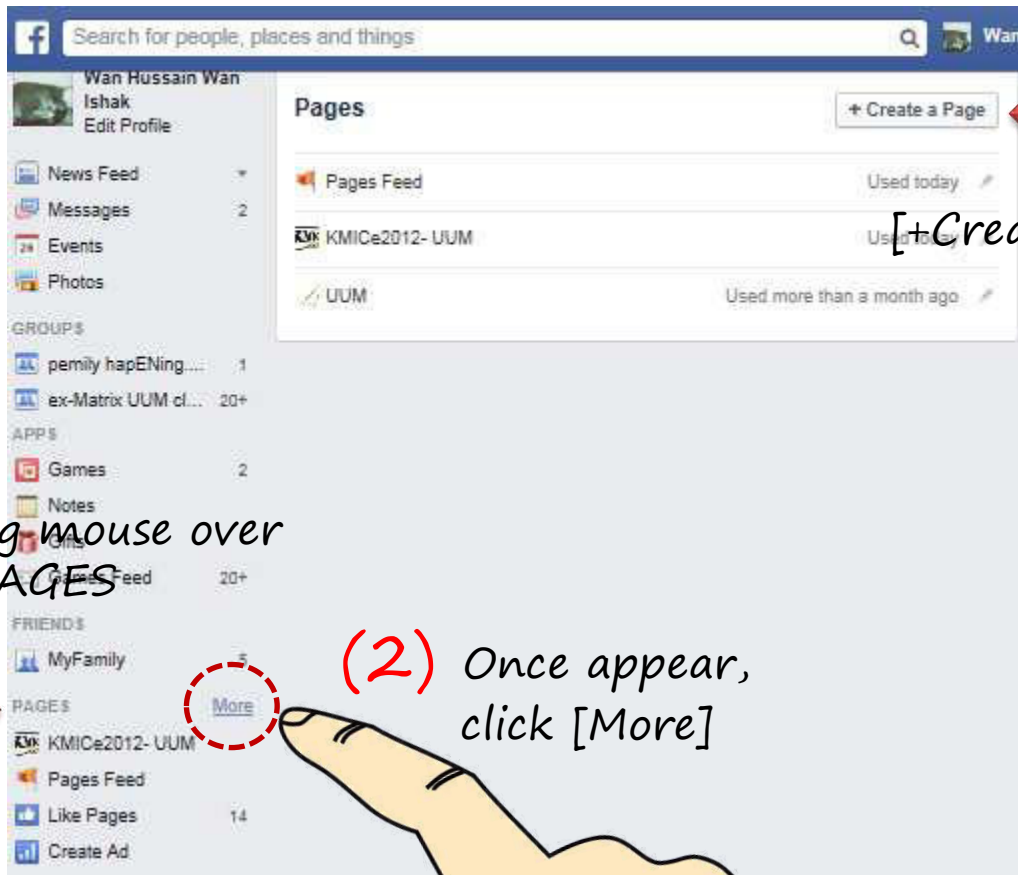
The image shows a screenshot of a Facebook page for 'Tudung fareeda'. The page features a cover photo of three women wearing colorful hijabs (pink, yellow, and teal) with the text 'No.1 Dengan FAREEDA™ Anda Nyata Jelita' and 'Lambang Keanggunan Wanita Bertudung'. Below the cover photo, there is a navigation bar with 'Like', 'Follow', and 'Message' buttons. The page is categorized as 'Clothing' and 'Tudung Fareeda'. A handwritten note on a piece of lined paper with a red paperclip is overlaid on the right side of the page. The note contains a list of bullet points explaining the benefits of a Facebook page for businesses.

- ✓ for businesses, brands and organizations to share their stories and connect with people.
- ✓ similar to Timelines
- ✓ posting stories, hosting events, adding apps and more
- ✓ people who like your Page and their friends can get updates in News Feed.





## Create a Page on Facebook



Bring mouse over to PAGES

(1)

(2) Once appear, click [More]

(2)  
Click  
[+Create a Page]



## Paid Advertisement on Facebook

Facebook interface showing the 'Advertise on Facebook' section. The header includes a search bar, user profile 'Wan Hussain', and navigation links. The main heading is 'Advertise on Facebook' with a 'Create an Ad' button. Below this, there are three steps: 'Step 1: Build your Facebook Page', 'Step 2: Connect with people', and 'Step 3: Engage your audience'. A sidebar on the left lists 'Overview', 'How it Works', 'Success Stories', 'State Bicycle Co.', 'Luxury Link', and 'Top Questions'. A central section offers links for 'New to advertising on Facebook?', 'Get the latest updates and tips.', and 'Already have a Facebook Ads Account?'. On the right, there is a featured advertisement for 'State Bicycle Company' showing a cyclist and a sign, with text indicating '\$500k in annual sales from Facebook' and '10k more likes within a year'. The footer contains navigation links like 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', 'Help', and the copyright notice 'Facebook © 2014 · English (US)'.



## Setup the Advertisement on Facebook

Facebook navigation bar: Search for people, places and things; Wan Hussain; Home 20+

Advertise on Facebook [Help: Choosing an Objective](#)

**What kind of results do you want for your ads?**

- Page Post Engagement
- Page Likes
- Clicks to Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims

Footer: About Create Ad Create Page Developers Careers Privacy Cookies Terms Help  
Facebook © 2014 · English (US)



## Manage the Advertisement on Facebook

The screenshot displays the Facebook Ads Manager interface. At the top, there is a search bar and user information for 'Wan Hussain'. The left sidebar contains navigation options like 'Account', 'Create an Ad', 'Campaigns', 'Pages', 'Reports', 'Settings', 'Billing', 'Conversion Tracking', 'Power Editor', 'Account History', 'Audiences', 'Learn More', 'Help', and 'Help Community'. The main content area is titled 'All Campaigns' and includes sections for 'Notifications' and 'Daily Spend'. Below these are filters for 'All Except Deleted', 'Edit Campaigns', and 'View Report'. A date range of 'October 27, 2010 - March 26, 2014' is set. A table with columns for 'Status', 'Campaign Name', 'Delivery', 'Results', 'Cost', 'Reach', 'Spent Today', 'Total Spent', 'Start Date', and 'End Date' is shown, but it is empty. A message states 'You have no campaigns that meet these criteria.' with a 'Create an Ad' button. The footer contains links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help', along with the text 'Facebook © 2014 - English (US)'.

<input type="checkbox"/>	Status ?	Campaign Name ?	Delivery ?	Results ?	Cost ?	Reach ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
You have no campaigns that meet these criteria. <a href="#">Create an Ad</a>										