The background is a light teal color with a repeating pattern of various icons related to digital marketing and social media. These icons include the Twitter bird, Facebook 'f', LinkedIn 'in', Instagram camera, YouTube play button, a lightbulb, a magnifying glass, a pencil, a document with a checklist, a paperclip, a tag, and a plus sign in a circle. The icons are scattered across the entire background.

Grow Your Lead Generation

Nowrid Amin (Digital Marketing & Innovation strategist)

**The Trend Of Marketing Is Shifting
Towards Facebook, Google, Instagram,
Youtube And More.**



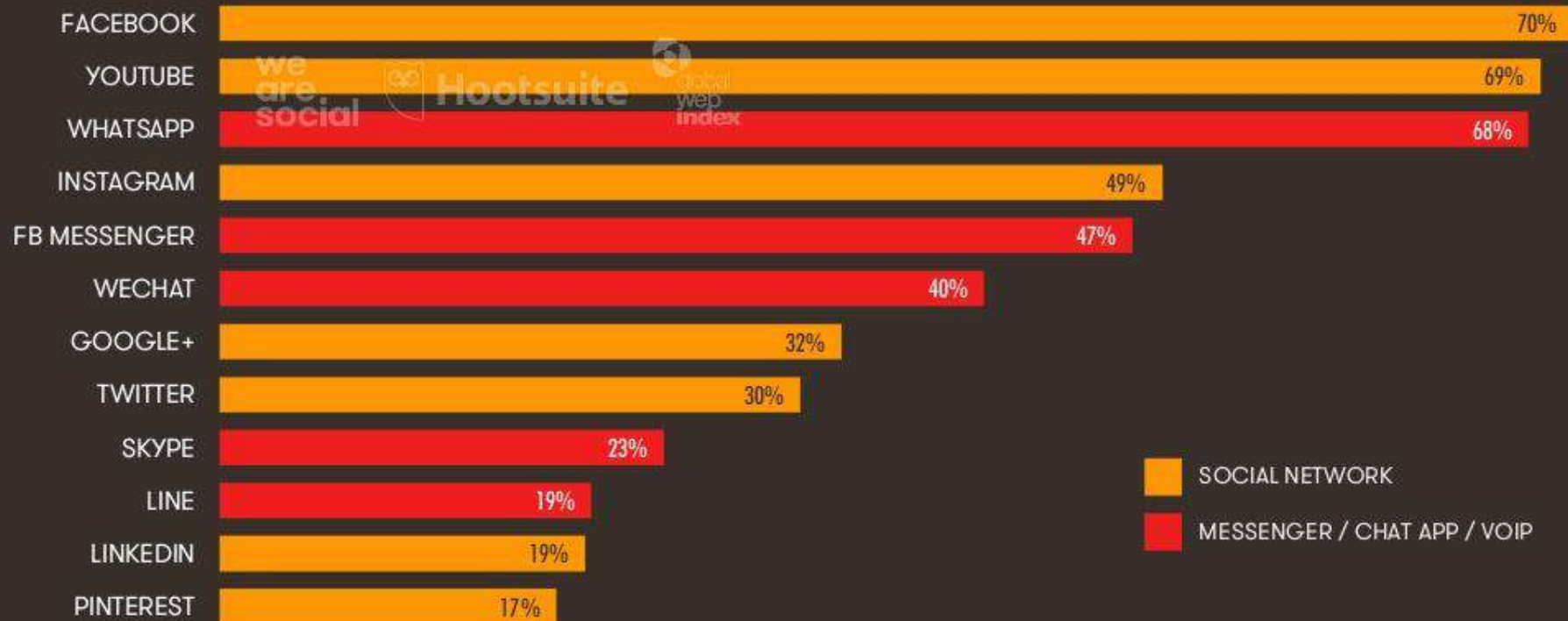


**Let's Fly With
Some Data!**

JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



SOURCE: GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTES:** DATA FOR PLATFORMS WITH AN ASTERISK (*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. **ADVISORY:** FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.

JAN
2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

Don't Mix it! Start With:

Social Media and Digital Ads

Influence Marketing

Paid


Non paid Honest Customer review

Advocacy

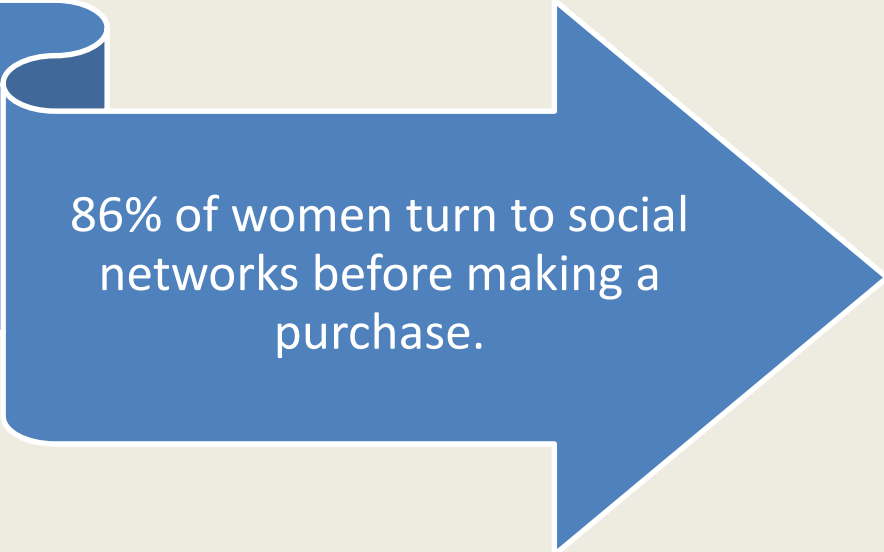
Partnership

Grab/Tealive

Influencer Marketing in Malaysia



70% of teenage YouTube subscribers trust influencer opinions over traditional celebrities.



86% of women turn to social networks before making a purchase.

Influencer Marketing in Malaysia

71% of consumers are more likely to make a purchase based on a social media reference.

32% of influencers who currently work with brands cite Facebook as the best platform, followed by Instagram at 24%.

Influencer Marketing in Malaysia

57% of beauty and fashion companies use influencers as part of their marketing strategies.

On average, businesses generate \$6.50 for every \$1 invested in influencer marketing.

**Digital Ads
+
Influencer**

= Quality leads

A man in a dark suit and tie stands on a silver ladder, looking through binoculars. The background is a vast cityscape under a blue sky with scattered white clouds. The man is positioned on the left side of the frame, looking towards the right.

How to Grow Lead Generation

Have a Clear Strategy for Digital & Social Media Platforms



Before Lead Generation, You Must Create Awareness



Select the Right Platform

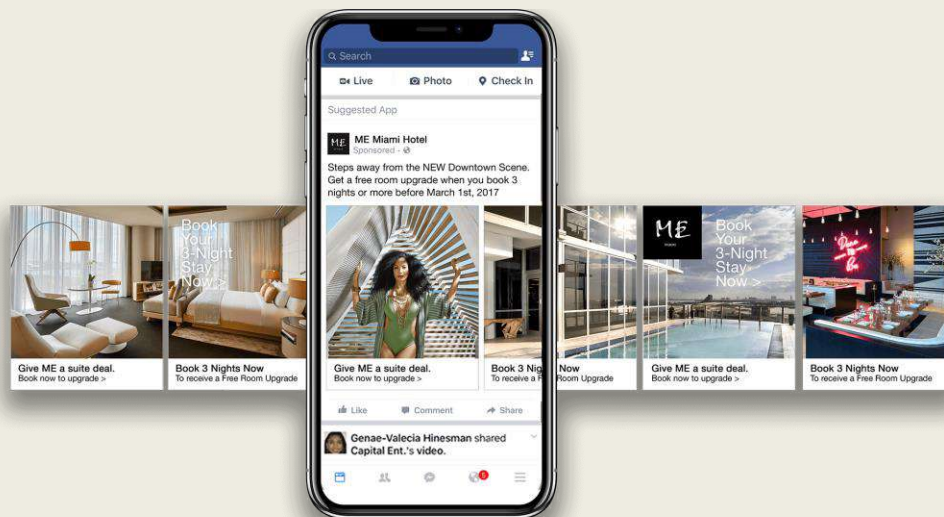


Google
AdWords

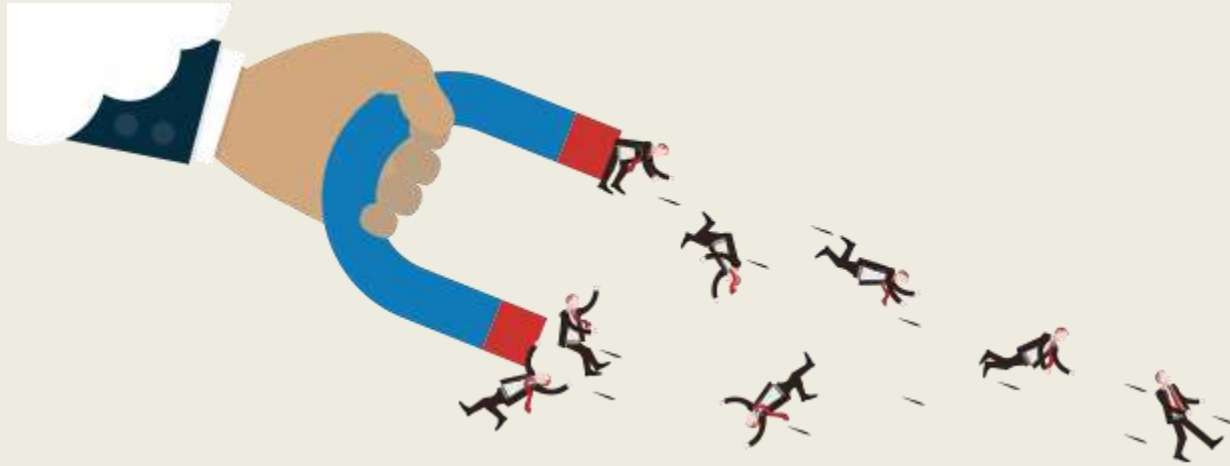
Know Your Audience!



Find Out The Best Ad Type & Ad Strategy



Incorporate Influencers Into Your Digital Marketing Strategy



Make Your Content & Storytelling Strategy



Example

<https://www.facebook.com/mymgag/videos/1696906913715061/>

Offer Them The Value!



Follow And Listen To Your Audience



Questions?



Want to discuss more:

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 **Instagram nowrid**

 **LinkedIn: NwridAmin**