

# Hacks to nailing Higher Engagement Using Social Media

**SHOPLINE**



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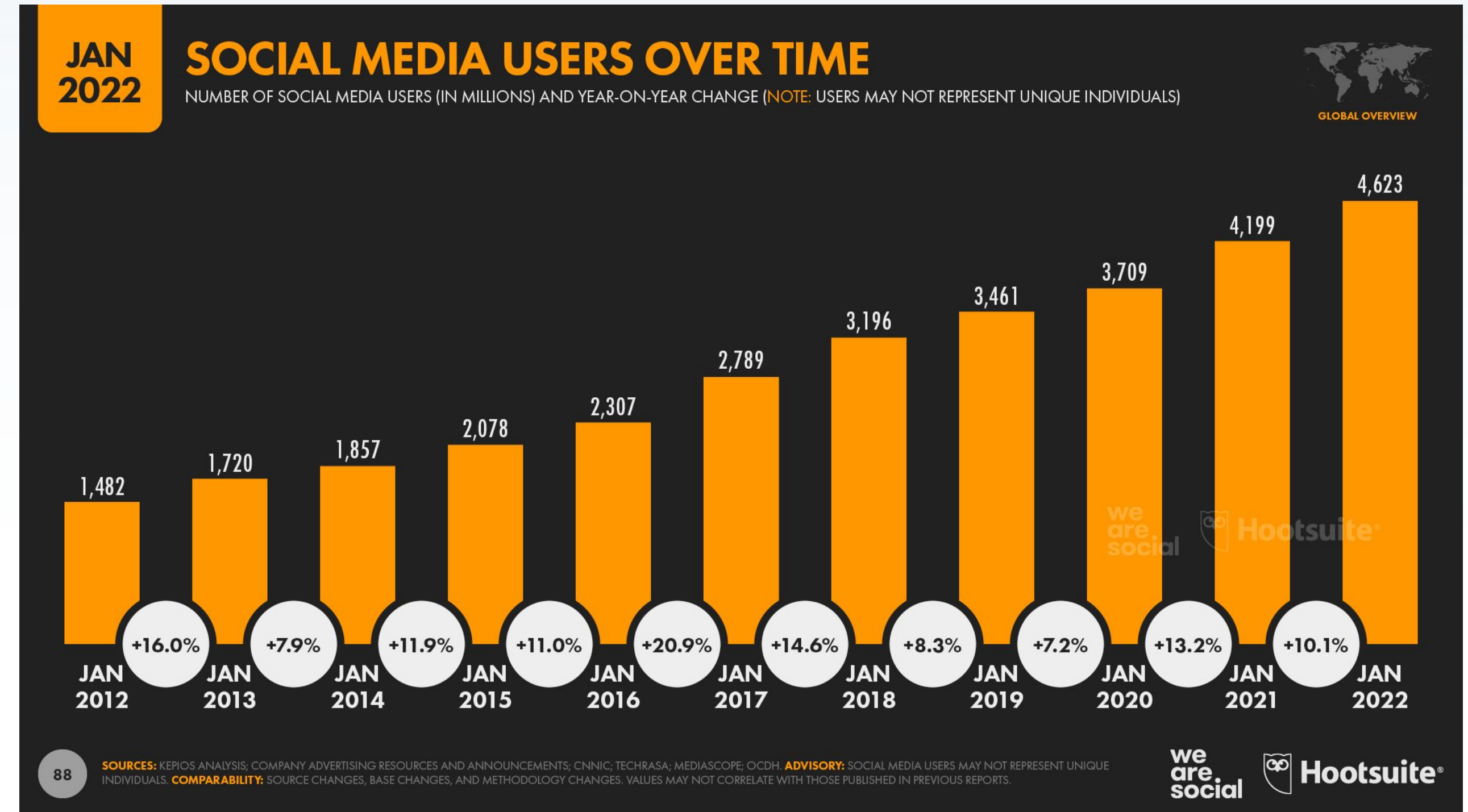
/01

# **WHY SOCIAL MEDIA IS IMPORTANT FOR YOUR BUSINESS**

## Interesting fact...

In 2022, there are currently **4.6 billion social media user globally**

Meanwhile , in **Malaysia** there are a total of **29.55 million social media users**



Info from : <https://blog.hootsuite.com/simon-kemp-social-media/>

### Internet use in Malaysia in 2022

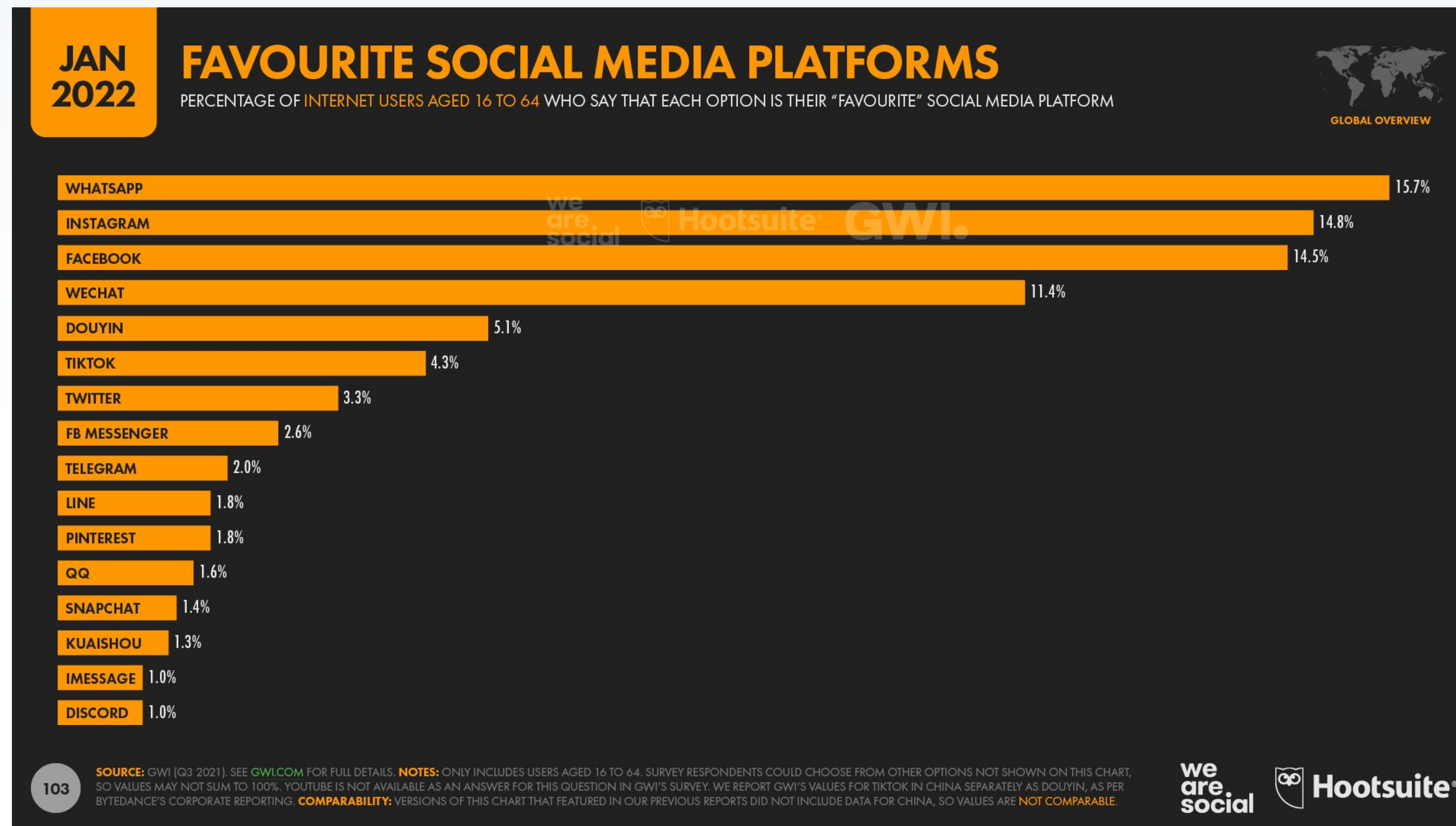
There were **29.55 million** internet users in Malaysia in January 2022.

Malaysia's internet penetration rate stood at **89.6 percent** of the total population at the start of 2022.

**Kepios** analysis indicates that internet users in Malaysia **increased by 365 thousand** (+1.3 percent) between 2021 and 2022.

Info from : <https://datareportal.com/reports/digital-2022-malaysia>





According to a study by [Hootsuite](https://www.hootsuite.com), globally, **Whatsapp, Instagram & Facebook** are the highest social media with users between the ages of 16 to 64 years old.

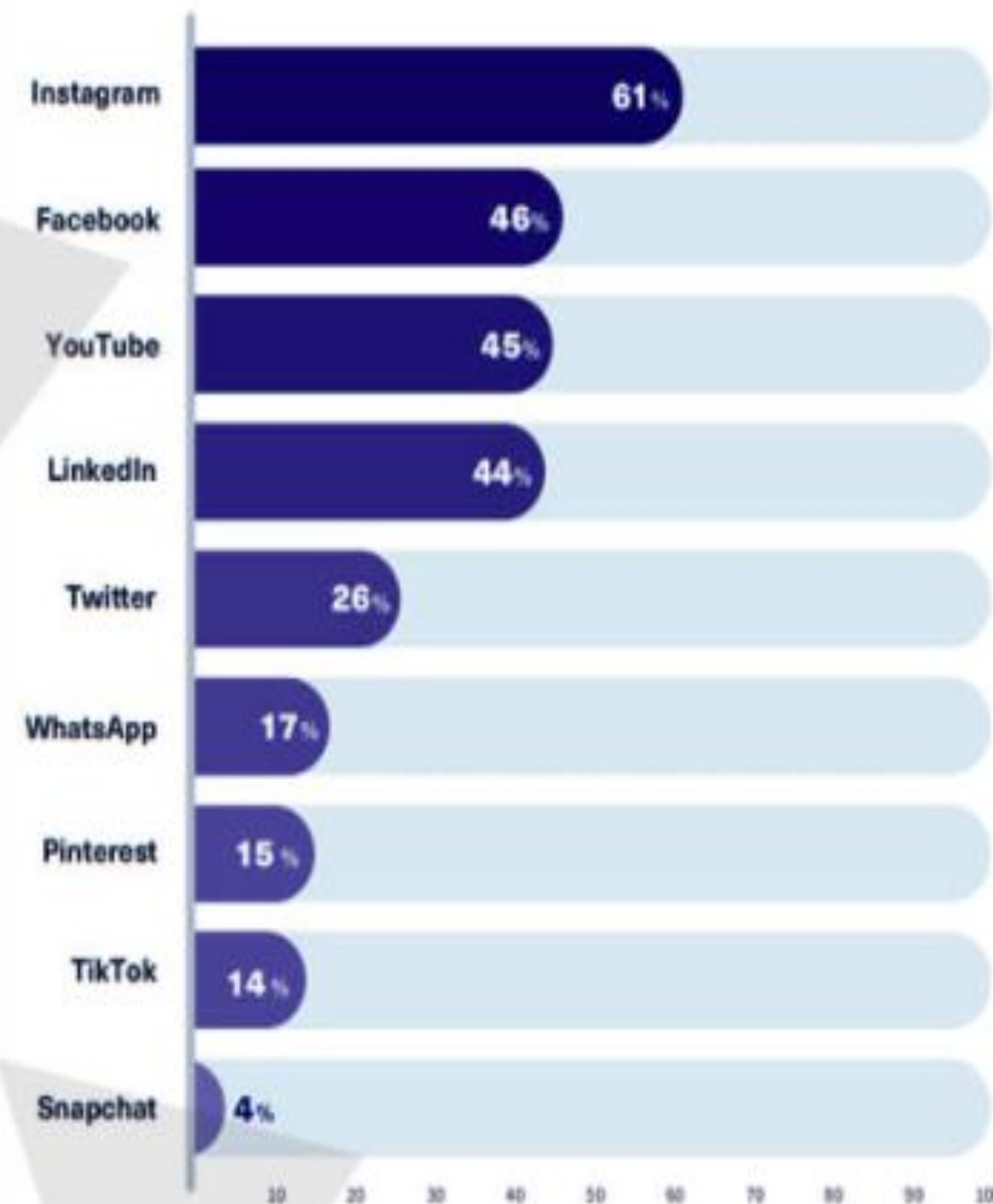
This shows that **Whatsapp, Instagram & even Facebook are the main mainstream platforms** that are often used for various daily activity among global citizen such as communicating and shopping



## INSTAGRAM MENERAJUI PERUNTUKAN PERBELANJAAN 2021, FACEBOOK MEDIUM PEMASARAN PALING BERKESAN



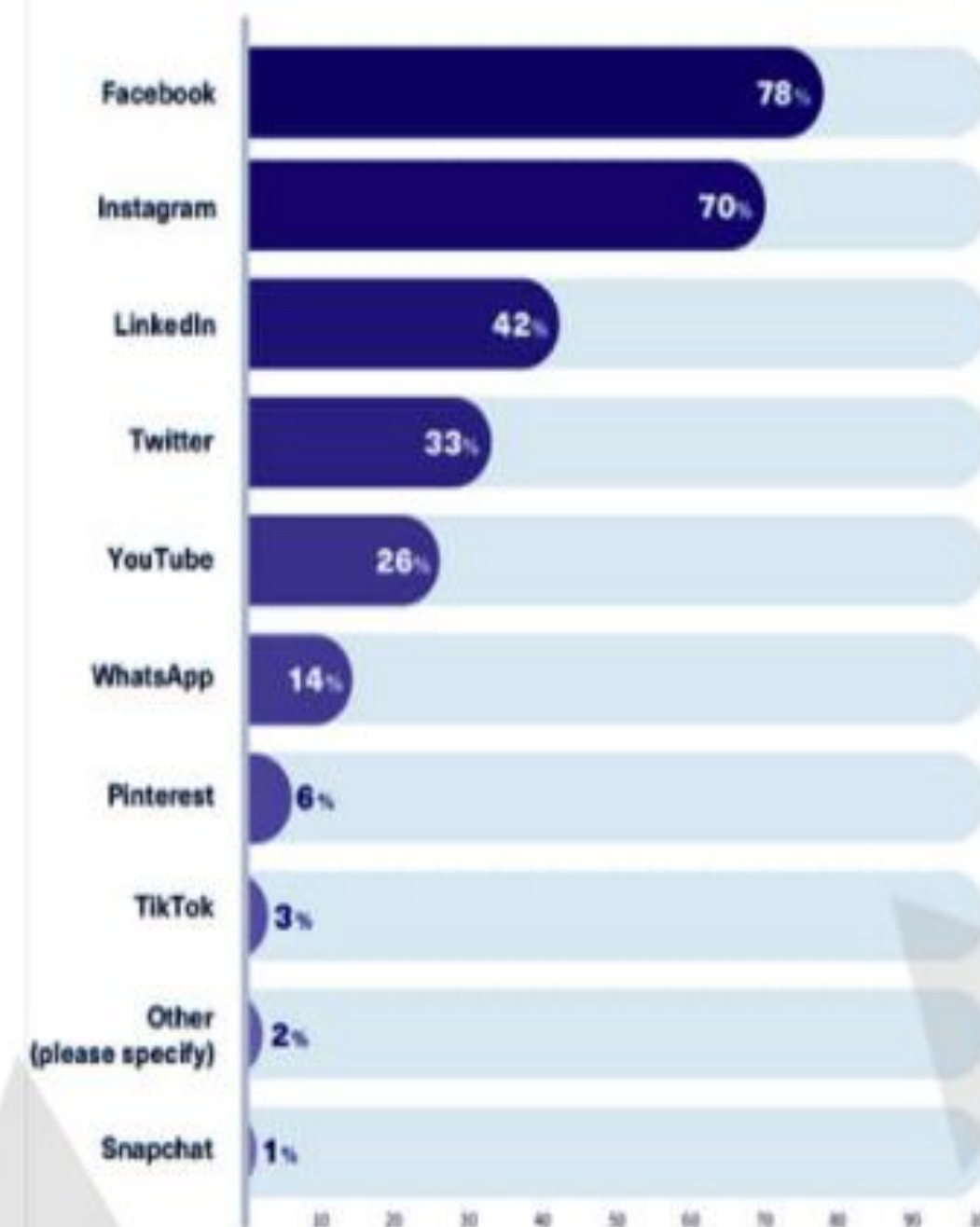
Do you plan on increasing your investment in the following channels in 2021?



Source: Hootsuite's Social Trends 2021 Survey.  
n = 9,487



What social platforms do you consider the most effective for reaching your business goals?



Source: Hootsuite Social Trends 2021 Survey.  
Respondents were asked to select their top three options.  
n = 9,487

In 2021,  
**78% Facebook** is  
the most effective  
marketing medium to  
achieve business goals

**/02**

# **FROM 4 DIGIT TO 6 DIGIT BUSINESS JOURNEY**

## THE CHALLENGES FACED BY SELLER

**No data  
Prospect**

**Buyers  
quickly  
change  
their mind**

**Less  
manpower  
to chase  
sells as  
fast as  
possible**

**It's hard  
to get  
repeat  
purchase  
s**





**/03**

# **POWER-UP YOUR SALES VIA SOCIAL MEDIA**

- Increase **sales channels**
- Increase interaction among the viewers and customers
- Fast **Respond**
- Simplify customer **order & payment**
- Frequent **communication** with customers
- Store & analyze **customer data**

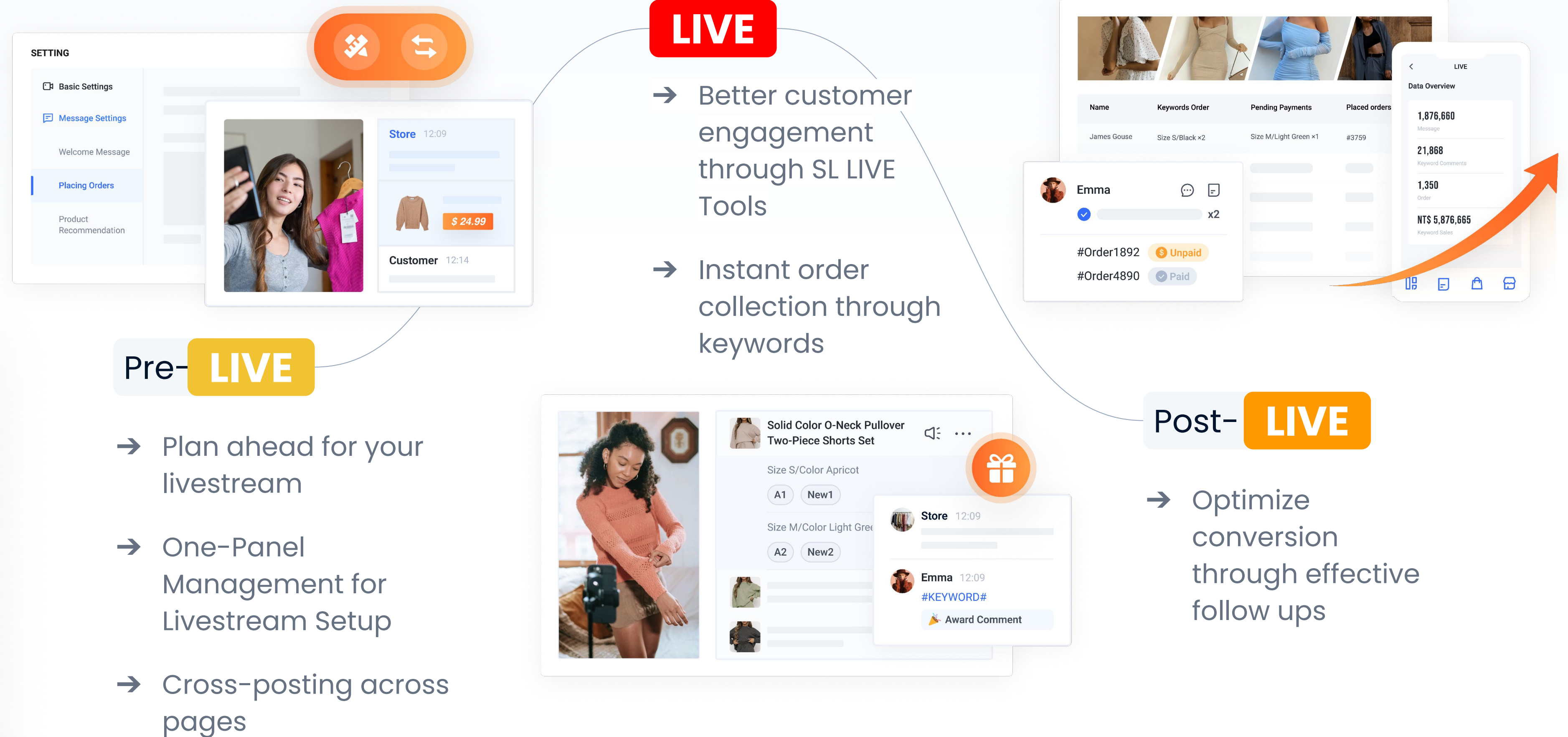




# SHOPLINE LIVE

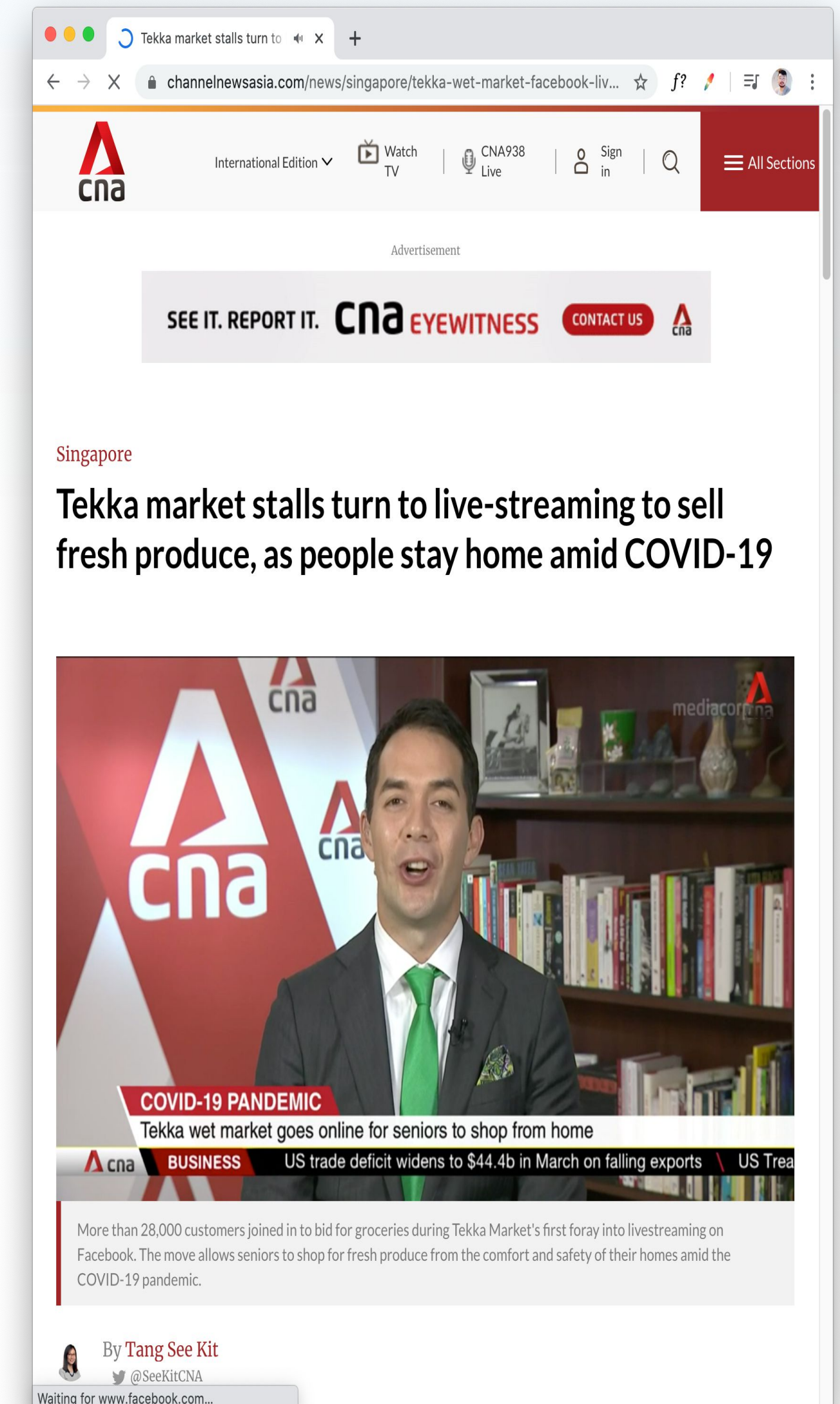
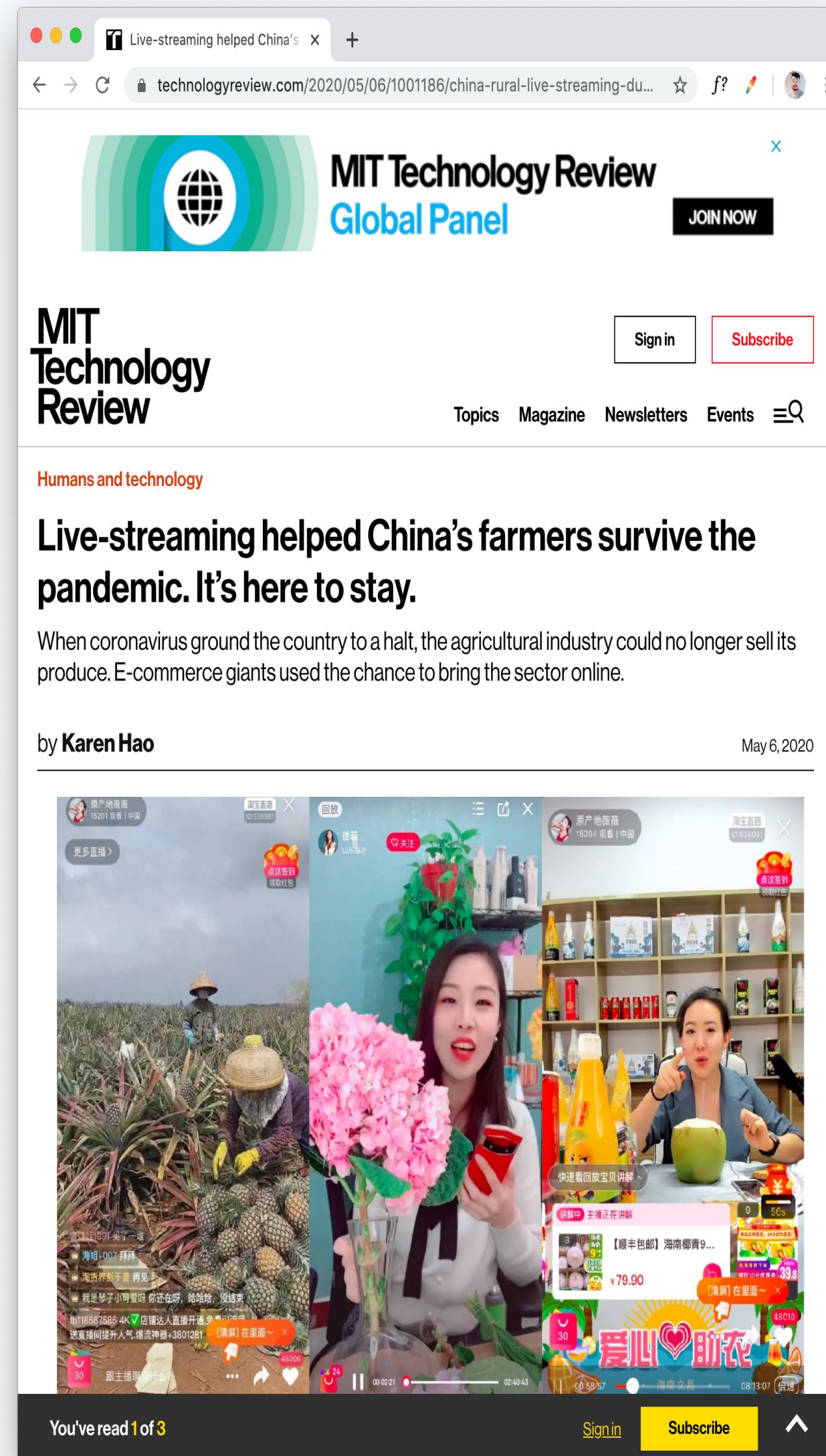
## BUSINESS IMPACT

Engage your customers better through unique tools.





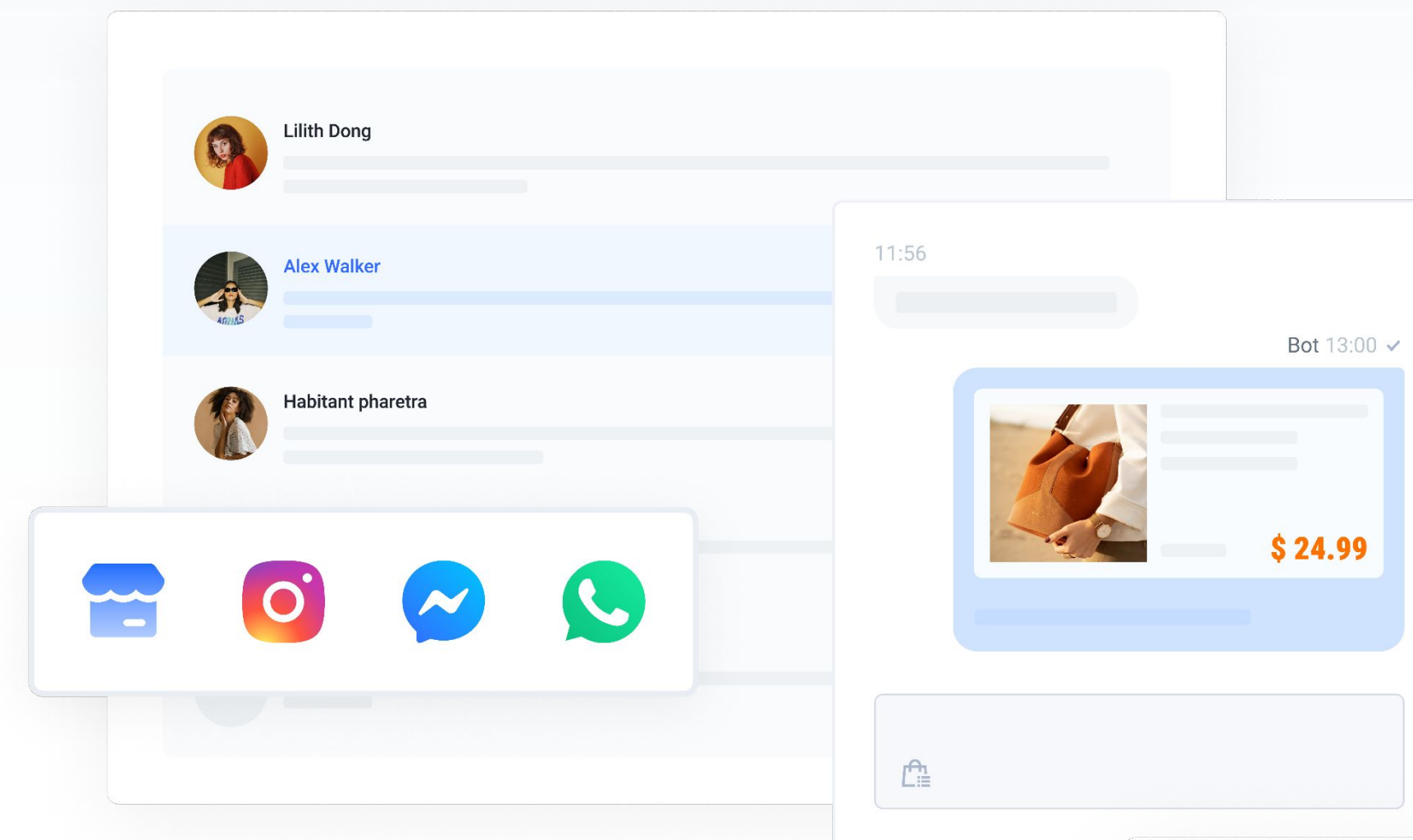
# Selling LIVE is proven as the latest trend of effective sales conversion





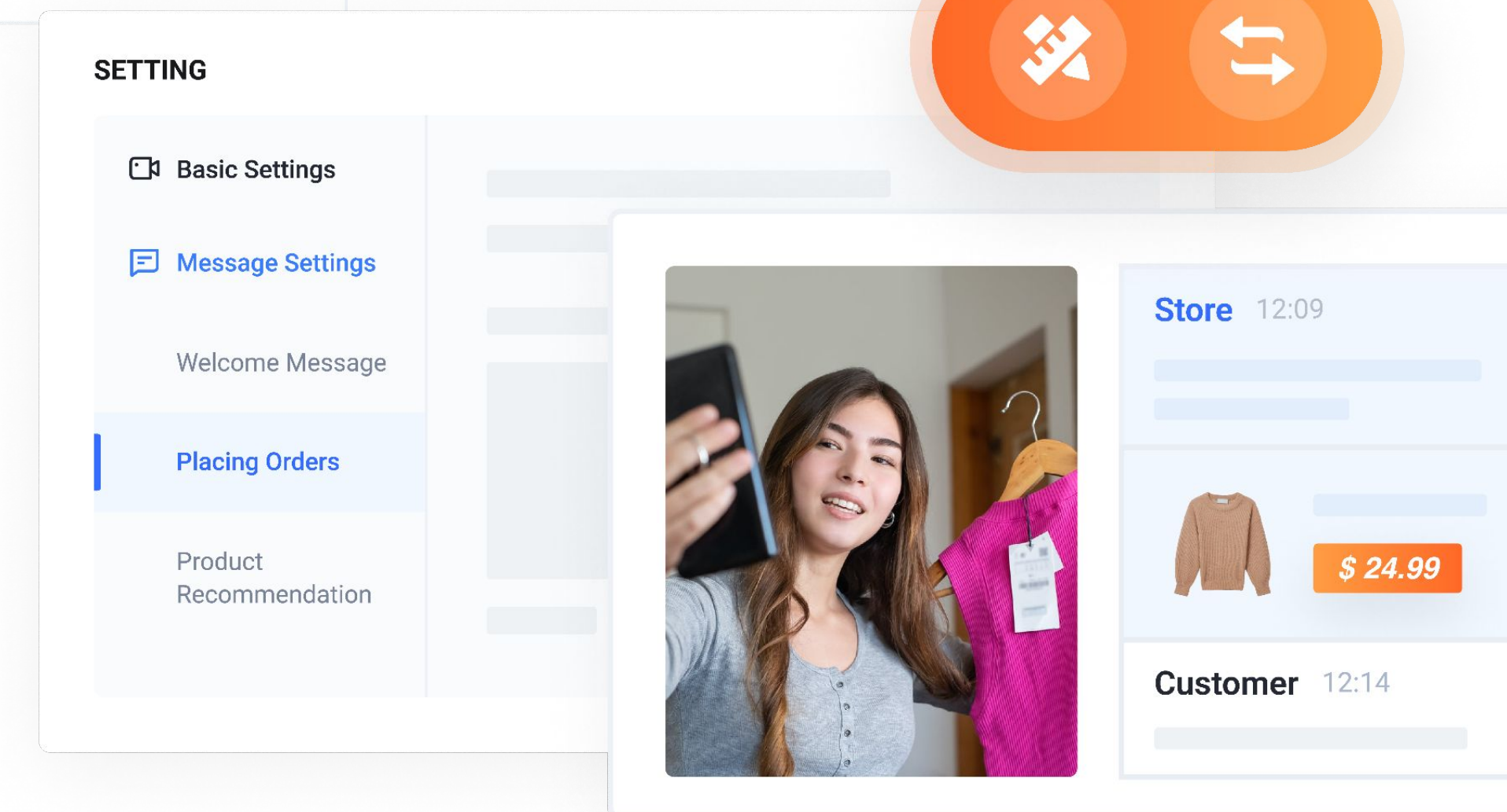
# Message Center

Centralize engagement across multiple social media channels and optimize conversion through instant checkout.



→ Engage customers across multiple social media channels

→ Optimize conversion through instant checkout!

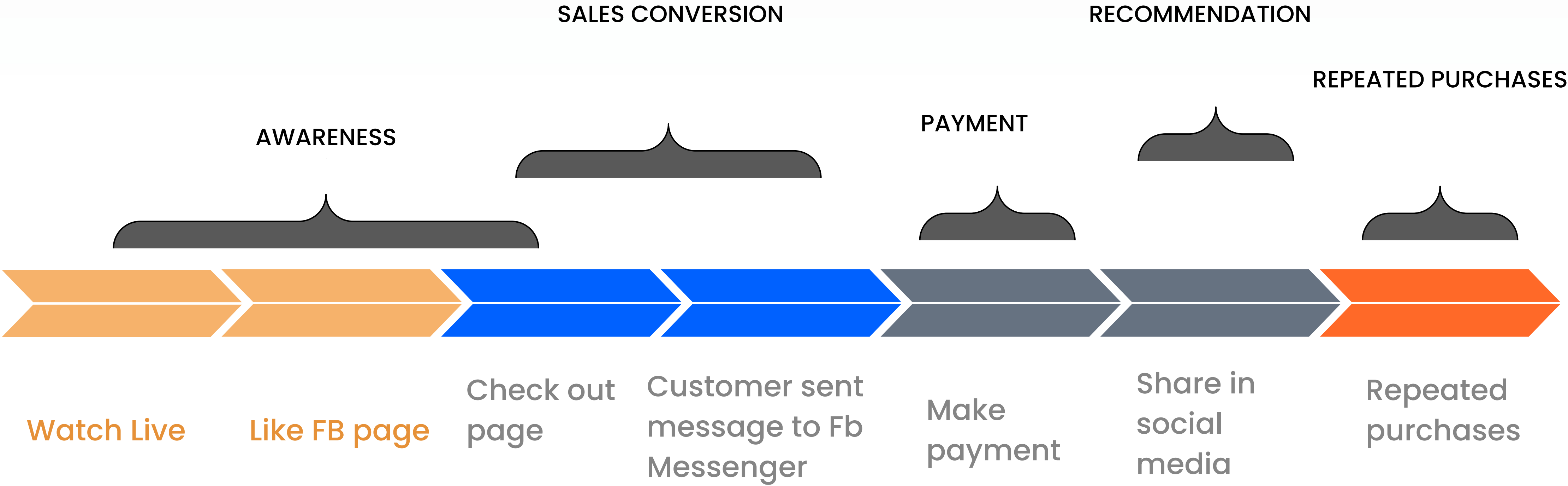


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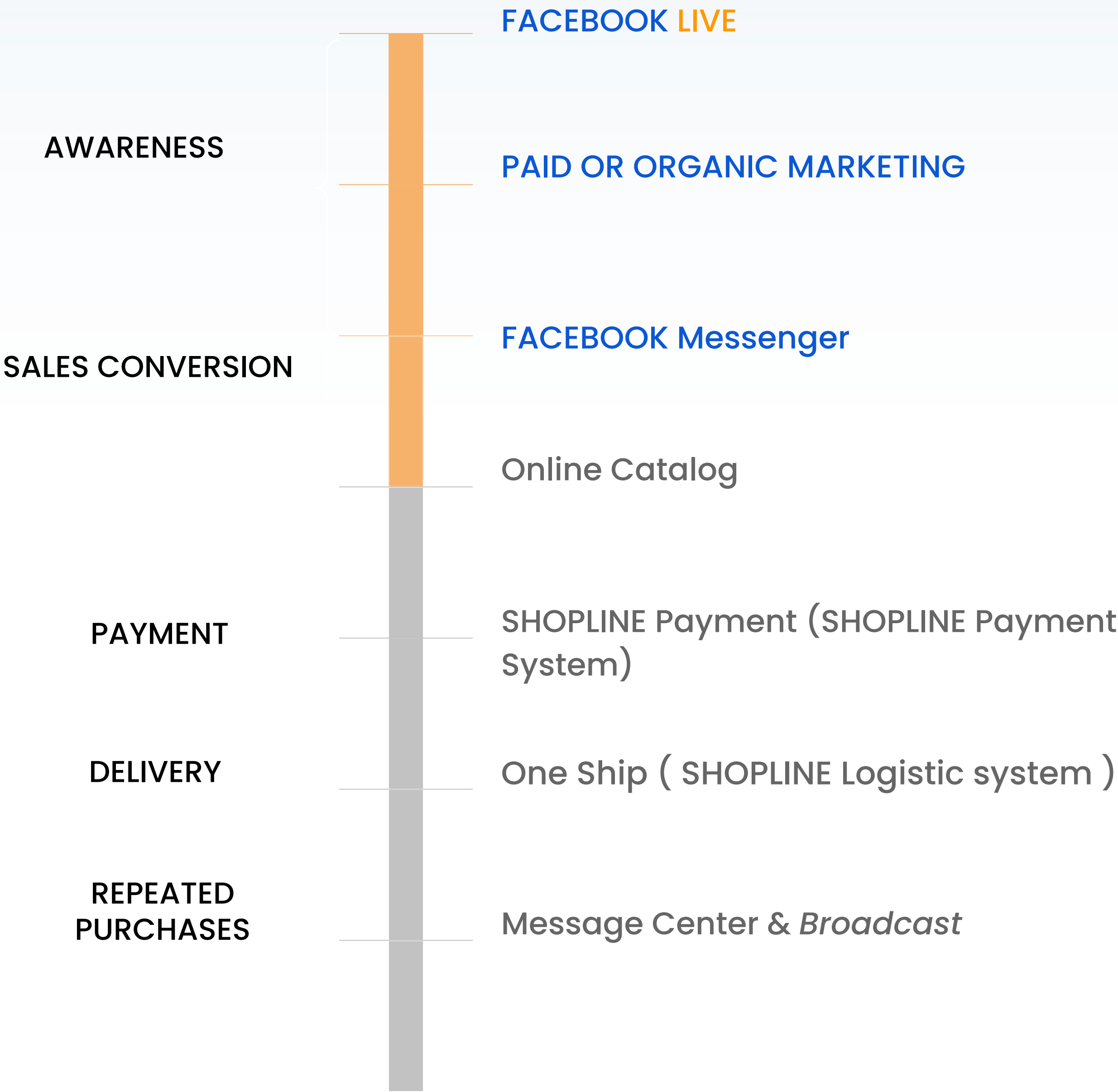
# **UNDERSTANDING OF CUSTOMER JOURNEY**



# Customer Journey on Facebook



# Customer journey with **SHOPLINE**



/05

# WHY SHOPLINE



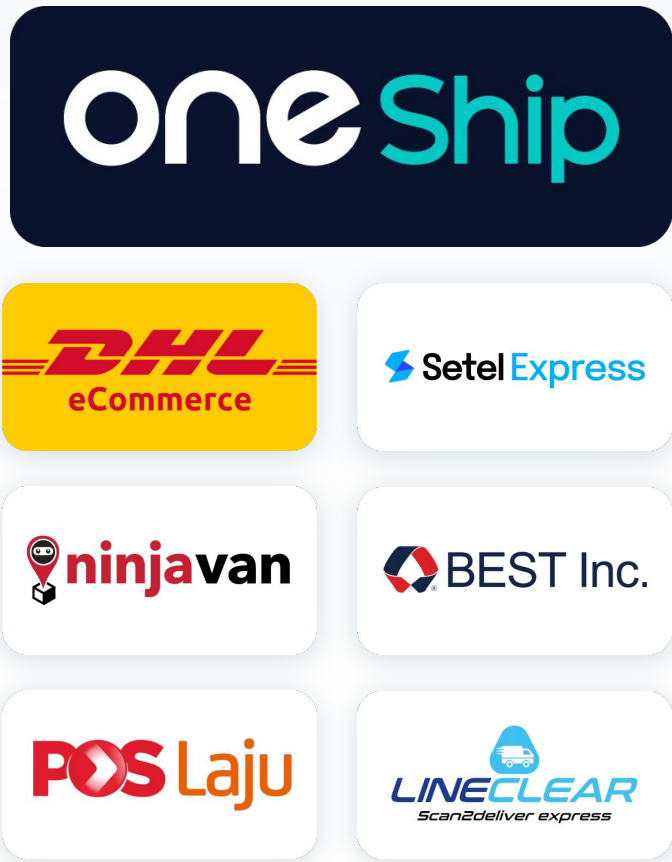
# No.1

in **Social** and **E-commerce** Applications

Our end-to-end commerce solutions



Logistics



Payment



**350,000+**

Globals brands  
using **SHOPLINE**

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**680,000,000+**

Consumers  
reached

---

**1,500+**

Employees  
worldwide

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Invested by

**Joyy**

NASDAQ Listed



# Some of Our 350,000+ Merchants





# Our Partners



KEMENTERIAN KOMUNIKASI  
DAN MULTIMEDIA MALAYSIA



KEMENTERIAN PEMBANGUNAN  
USAHAWAN DAN KOPERASI  
Ministry of Entrepreneur Development and Cooperatives



MDEC



SMECORP  
MALAYSIA



SDEC  
Digitalising Sarawak



DEWAN PERWAGAN MELAYU MALAYSIA  
PPM-002-14-1101/1961



Majlis Amanah Raya



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SELANGOR INFORMATION TECHNOLOGY  
& E-COMMERCE COUNCIL



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eWallet



DuitNow  
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Boost



Google



impact



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stripe



AsiaBill



海圈



Meta  
Business Partner



SOMOS  
digital



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免费跨境电商ERP



PayPal



Oceanpayment 钱海



万里汇 WORLD  
FIRST  
跨境电商付兑，就用万里汇



品牌星球  
BRANDSTAR



亿恩网



MABANG ERP  
马帮软件



2checkout



YinoLink 易诺



TikTok



紫鸟浏览器



傲途  
SocialPook  
私域出海新利器



通途  
TONGTOOL



pacypay



三头六臂



HiCUSTOM  
指纹科技



ebrun 亿邦动力



YUGUO 雨果跨境



AMZ123.com  
亚马逊卖家导航



xendit



CaptainBI



WEZO 维卓



# Types of sellers

## Marketplace SMEs

- 1 **Branding establishment** through independent channel
- 2 **Manage customer** database via manual order
- 3 **Track sales performance** via Social Commerce statistics

## Social Media SMEs

- 1 **Automate 360 Live Selling** selling & purchasing experience on daily basis
- 2 **Communicate with customers** via different channels
- 3 **Track social selling activities performance** via performance analytics



# Milestones Collaboration

Go-eCommerce EXPO 8 - 10 DESEMBER 2020

Dianjurkan oleh: 

**SHOPLINE**

**RAHSIA FB LIVE : DARI 10 VIEWERS KEPADA JUALAN 5 DIGIT**  
8 Disember 2020 (10am - 11:15am)

**Speaker**



**NUR AZRE**  
Pengurus Komuniti dan Hal Ehwal Kerajaan, SHOPLINE

f t i y | mymdec www.mdec.my

 **PROGRAM WOMEN NETPRENEUR 2022**  
Bengkel Subsidi Penuh

25 Mei 2022, Rabu  
9:30pg - 5:00ptg

**Ahli Panel & Penceramah:**

 **IRA AZIZ**  
Chief Executive Officer, Zed Y Trading Sdn. Bhd.

 **FAJAR MUSTAPHA**  
Founder, Lipmatte Kfaa Beauty

 **CECELIA ANAK LAGAK**  
Founder, CC Beauty

 **MOHD LOQMAN**  
Senior Associate, Seller Acquisition, Business Development, Shopee Malaysia

 **NURSABIHA SAIFON**  
Senior Associate, Government Affairs, SHOPLINE Malaysia

 **SHAH AZRAI**  
Education Program Executive, 123RF

gorgeousgeeks.net Join us on Zoom!

 In collaboration with  **SHOPLINE**

**Go B.I.G Digital Scale up!**  
How to use e-commerce to boost your business's efficiency

30 September 2021 (Thursday) | 8.30pm

**Moderator:** Azrul Mohd Nor, President, Persatuan Usahawan Internet Malaysia (PUIM)

**Speaker:** Nur Azre, Partnerships Manager, SHOPLINE

**Speaker:** Fatin Farhana Mazlan, Assistant Vice President, Strategic Initiatives Department, MDEC Corp

Scan here for more info: 

https://bit.ly/GoBIGwithDigital12

Contact us : aiman@mpc.gov.my | nurulfatihah@mpc.gov.my

"Memacu Produktiviti Negara" | "Driving Productivity of the Nation"

**GO DIGITAL Breakthrough with E-Commerce**

**Thursday, 29 July**  
4.00 PM - 5.00 PM

**SPEAKERS**

 **KATHY**  
Manager, Community & Industry Partnership, MDEC

 **NUR AZRE**  
Partnerships Manager, Shopline

 **AMANDA CHIN**  
CEO, Revenue Monster

**MODERATOR:** STEFEN CHENG, Chairman of Digitalization, SAMENTA Central

**SHOPLINE** x 

**SHOPLINE Malaysia akan ke negeri di bawah bayu bersama kempen #JOMLEVELUP**

Rebut peluang untuk **UP**-kan bisnes anda bersama solusi tren terkini dengan **SHOPLINE!**

**Expo Usahawan Wanita Antarabangsa Malaysia Sabah 2022 (SIWE)** Booth No.25

**10-13 MAC**  
10 PAGI-8 MALAM

**SABAH INTERNATIONAL CONVENTION CENTER (SICC) KOTA KINABALU**

#SHOPLINEpadu #digitalbersamaSHOPLINE #jomlevelupbersamaSHOPLINE

Go-eCommerce EXPO 8 - 10 DECEMBER 2020

Organised By 

**Fun Facts about GO-ECOMMERCE EXPO**  
Unleash the Power of Live Streaming E-commerce

**Visitor Count:**

- Over **3,000** Registrations
- More than **30,000** Total viewers gained

**Our attendees have spoken!**

- 98%** found the webinar sessions insightful
- 67%** from the MSME community have started selling online

**Top Viewed Webinar Sessions:**

- Rahsia FB Live: Dari 10 viewers kepada jualan 5 Digit
- Automatiskan Proses Penghantaran Anda & Tingkatkan Pembelian Berulang
- Simplifying Southeast Asia's Logistics

Go-eCommerce Expo Live Selling Carnival continues until 31 December 2020 with discounts totaling RM30,000 to be given away!

Catch 4 PeDAS sellers at MDEC's Facebook Page today to enjoy the discount!

Visit [www.mdec.my/go-e-commerce](http://www.mdec.my/go-e-commerce) to stay plugged into MDEC's various e-commerce programmes.

f t i y | mymdec www.mdec.my

**RAHSIA UTAMA KEJAYAAN 200,000 JENAMA ONLINE**

RABU, 6 MEI 2020 | 12.00PM - 1.15PM

 **NUR AZRE**  
PARTNERSHIPS MANAGER, SHOPLINE

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**Go B.I.G Digital**

**JOM DIGITAL 3/2021: BELANJAWAN 2021 GO e-COMMERCE ONBOARDING & SHOP MALAYSIA ONLINE CAMPAIGN**  
Thriving online business forward

To register please click the link or scan the QR Code  
<https://bit.ly/JomDigital003>

**eCommerce Software Solutions**  
26 August 2021 (Thursday) | 8.30pm

**Moderator:** Azrul Mohd Nor, President, Persatuan Usahawan Internet Malaysia (PUIM)

**Speaker 1:** Nur Azre, Partnerships Manager, Shopline

**Speaker 2:** Wilson Lim, Business Operation Director, SiteGiant

Driving Productivity of the Nation Contact us : aiman@mpc.gov.my | nurulfatihah@mpc.gov.my



# Delivery of training with several local gov agencies



**300** asnaf entrepreneurs  
sponsored by **MAIPK**

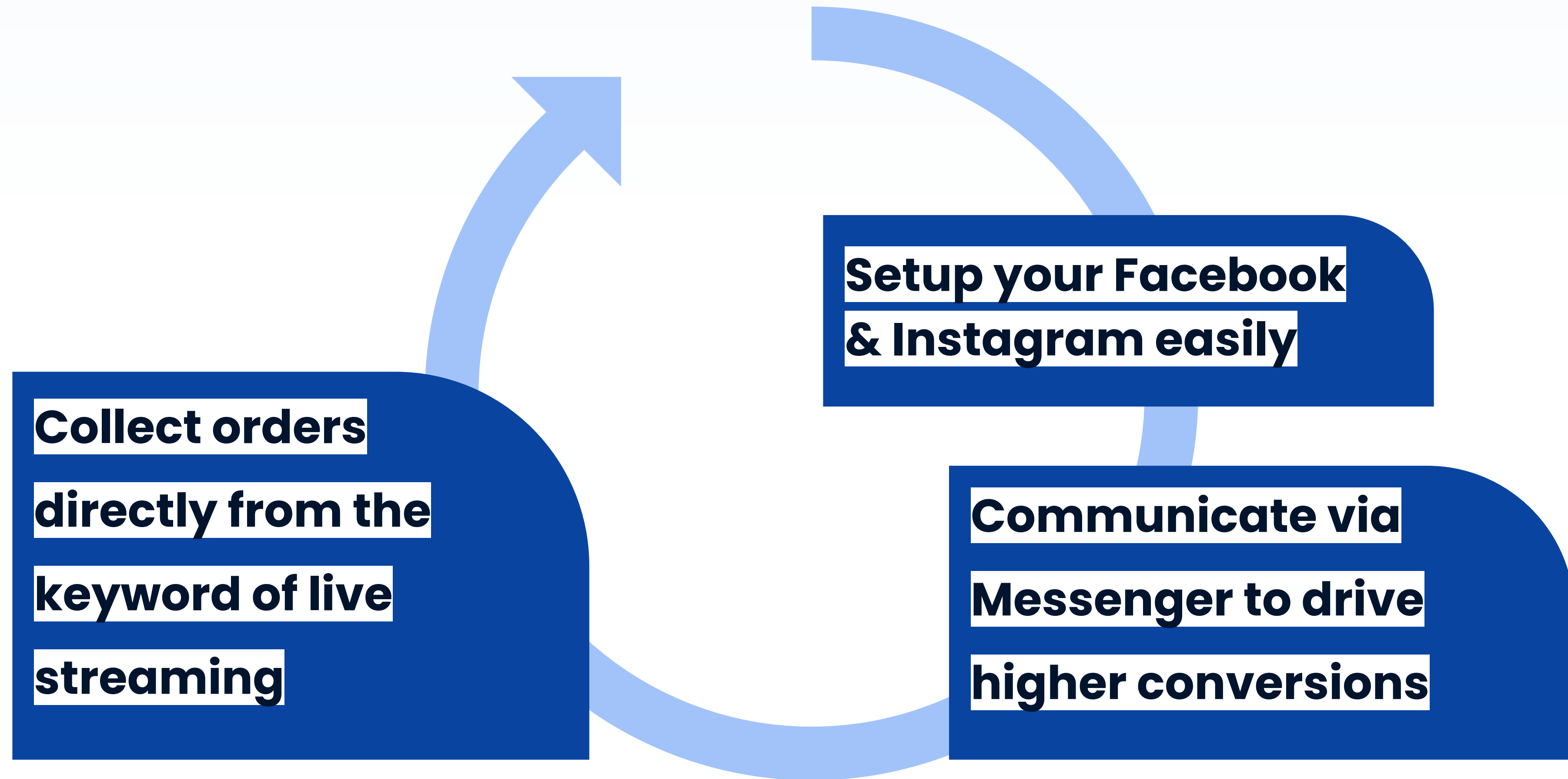


Trained **30 Sabah local entrepreneurs** for live selling  
program

# **/06**    **Let's explore the solution & strategy to conduct a SUCCESSFUL live streaming**



# Connect your business via the social media ; **Facebook, Instagram and Whatsapp**



**Expand your social media business today  
with our 7 days trial**

**[bit.ly/shoplinehelpline](https://bit.ly/shoplinehelpline)**