

Make Your Ringgit Count

Leverage Facebook Ads to Grow Your Business

Fan YANG

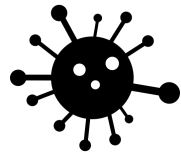
Agency Partner Manager for Southeast Asia

FACEBOOK

AGENDA

1. Consumer Behaviours in Malaysia and globally
2. How to leverage Facebook Ads for business growth
3. How to start?

Over 60% of the consumers think COVID-19 is going to be around for few quarters



67%

Said COVID-19 will
last for
3 to 6 months



60%

Think lockdown
will continue for
1 to 3 months



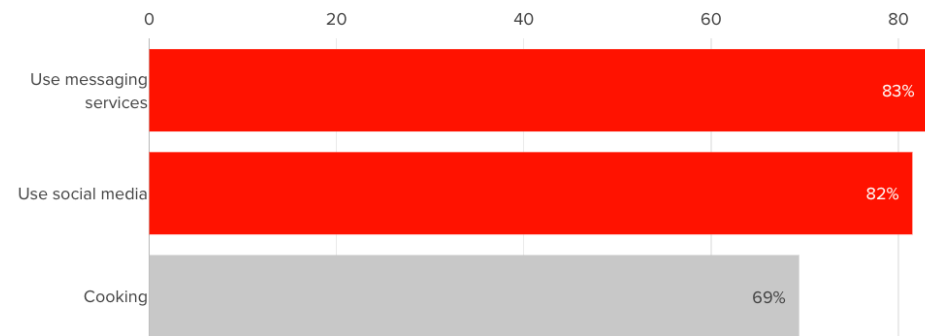
81% will celebrate Hari Raya with family at home,
messaging & social media being the top activity



81%

Will stay home with
family & celebrate
Ramadan / Raya

Activities to do at home for Ramadan & Raya





Essential purchases will be the 1st choice, clothing being the least during Ramadan & Raya Celebrations

Buying Behaviour



46%

Groceries



8%

Clothing

Will spend more on during Ramadan & Raya Celebrations


Grocery shopping continues to grow week on week



Buying Behaviour



53%


6%
WoW

ONLINE

**Spent more on Grocery, in
the last two weeks**

Source: "COVID-19 impact on Malaysia consumer behavior" consumer research by YouGov (online survey of 1,285 respondents in Malaysia), Apr 2020

*P2W : Past Two Weeks | WoW : Week on week



Other than home Delivery, consumers have started to prefer drive through



34%

Ordered food
delivery more often

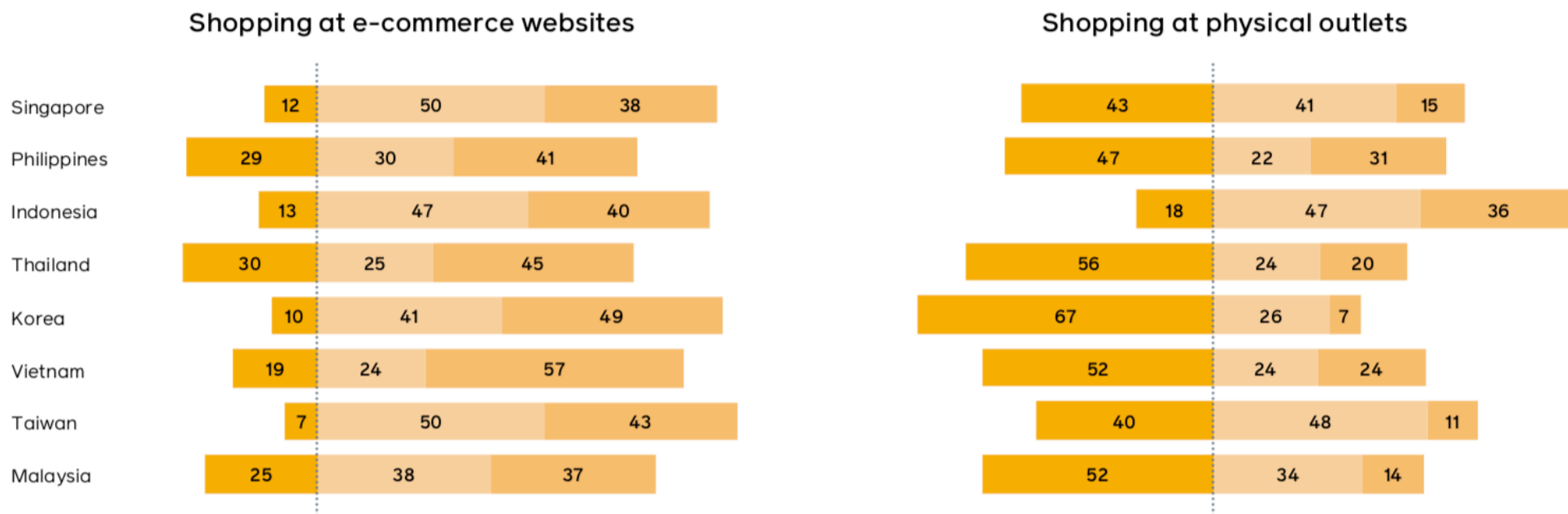


10%

Drive Through

The Home Economy: More online shopping, less offline shopping

Do less ●
Stay the same ●
Do more of ●



KANTAR

Q7 : Compared to pre Corona-virus times, how has your lifestyle across following activities changed?

Note : 11-13 March 2020 Second Wave SG (N=500), PH (N=500), ID (N=500), TH (N=501), KR (N=502), VN(N=500), TW(N=500), MY (N=501)

More people are shopping online by extending their shopping basket into smaller sectors like Household products, not only for Food & Personal Care

FOOD & BEV
HOUSEHOLD CARE
PERSONAL CARE

Ecommerce FMCG Sectors % Consumer Transactions Growth in MAT Feb 20 vs. Feb 19

ANNUAL ONLINE
PENETRATION

29.5%

10.6%

19.6%

6.0%

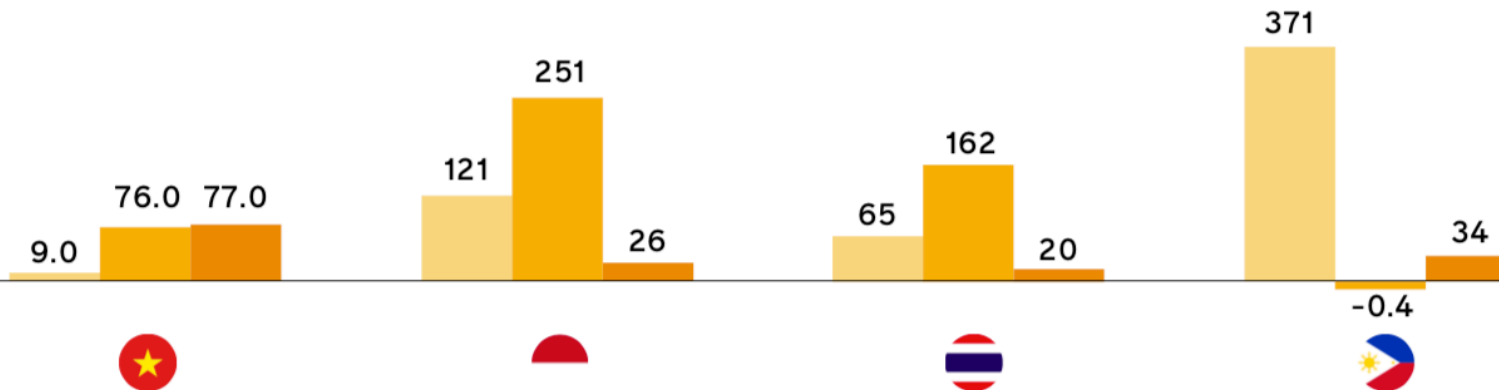
ANNUAL INCREMENT
PENETRATION %

+6.4pt

+4.7pt

+3.6pt

+2pt



KANTAR

Early COVID-19 Analysis SEA (VT Urban, ID, TH, PH)

Source: Kantar Worldpanel

Source: Worldpanel Division, Vietnam | Households Panel total sample 2,150 HH | Urban & Key Cities | Total FMCG excluding Gift | Data to 23rd Feb 20

Source: Worldpanel Division, Thailand | Households Panel total sample 4,000 HH | National Thailand | Total FMCG | Data to 23rd Feb 20

Source: Worldpanel Division, Philippines | Households Panel total sample 3,000 HH | Nationwide | Total FMCG including Gift | Data to 23rd Feb 20

Source: Worldpanel Division, Indonesia | Households Panel total sample 11,000 | Urban and Rural | Total FMCG including Gift | Data to 23rd Feb 20

And they still want to hear from brands - as long as they deliver relevant value.

70%

Completely Agree

I want to continue to hear from brands and companies on what they have to offer and what they stand for.

64%

Completely/Somewhat Agree

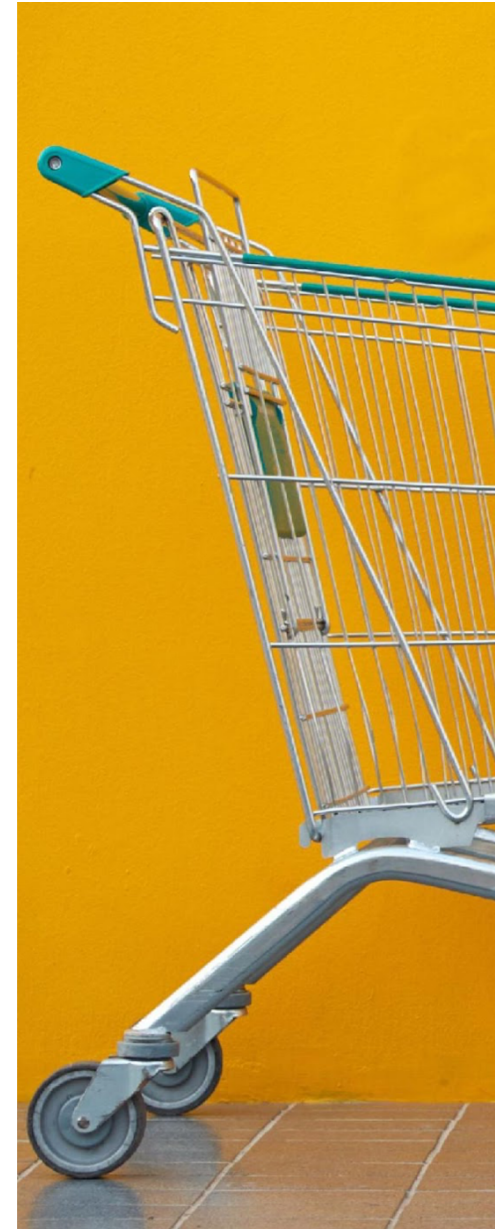
I expect companies to acknowledge today's crisis and situation in their advertising.

10%

Completely Agree

Brands that advertise during today's climate are tone deaf.

Ipsos Study 2020: Base: 999 adults 18-65 | Q: Please indicate your level of agreement with each statement.



Tips and strategies to help your business have **more control** in mitigating disruption; and be better placed to **deal with the impact** of viral outbreaks today.

Assurance

Build positive sentiment and confidence in customers.

Assistance

Provide timely support and alternatives for consumers.

Action

Bring an experience to customers on our platform.

AGENDA

1. Consumer Behaviours in Malaysia and globally
2. How to leverage Facebook Ads for business growth
3. How to start?

They're coming together **LIVE** for real-time experiences

Globally

3 in 4

are interested in Live
streams of events that
are cancelled or
postponed

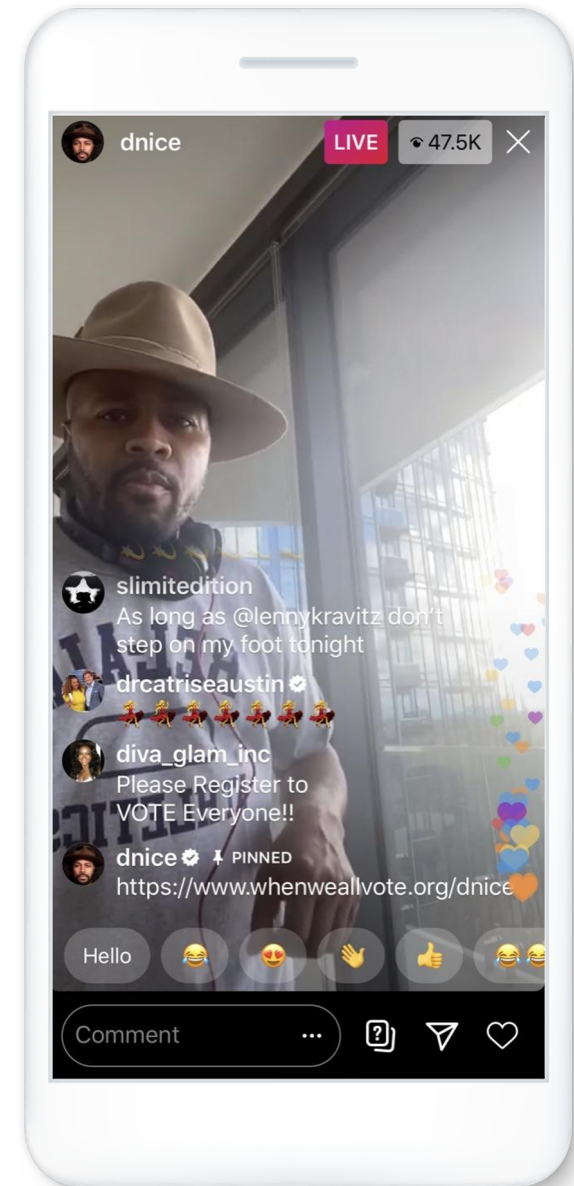
We've seen Facebook
Live viewers in the US
increase up to

50%

in a month

Facebook IQ sources: Facebook data, US only, Feb-Mar, 2020.

GlobalWebIndex, survey of people in AU, BR, CN, DE, ES, FR, GB, IT, JP, PH, SG, US, ZA, Mar 16-20, 2020.



TOOLS TO USE

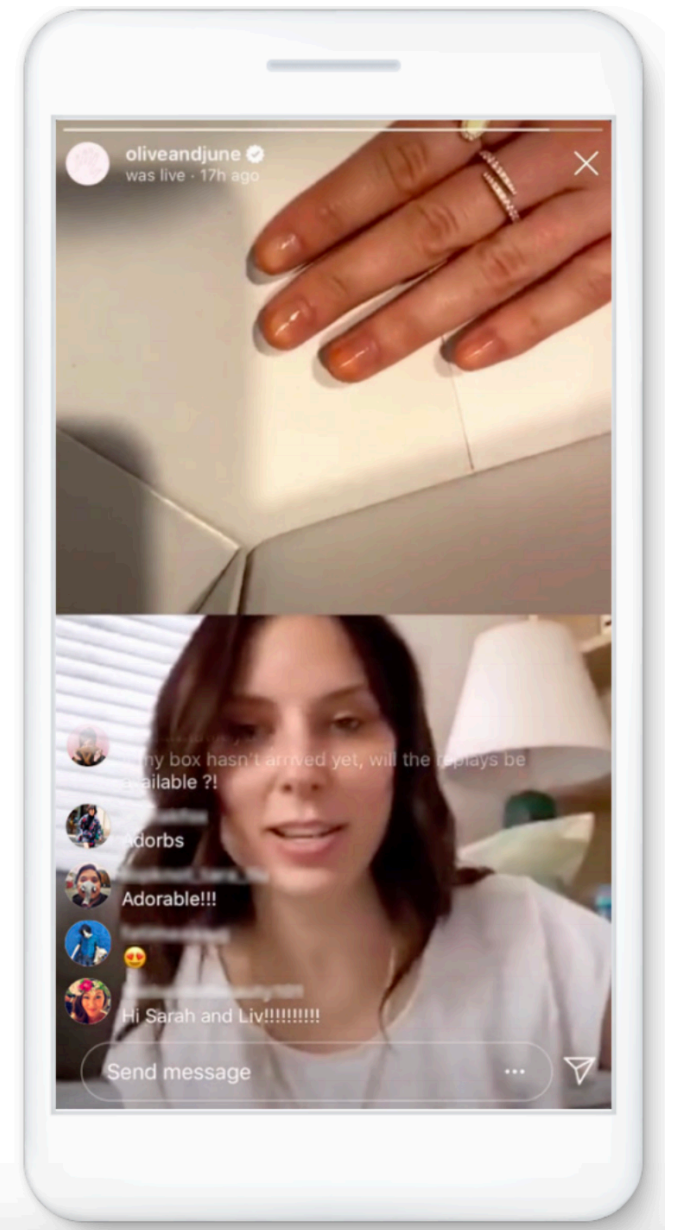
INSTAGRAM LIVE

INSTAGRAM SHOPPING

IGTV

Bring your community together in the moment with Instagram Live.

At a time when it's best to create space apart, we can connect together online. Bring events online or host a Q&A with Instagram Live, and you can even [ask a friend to join](#). We're seeing creators, public figures and businesses go live to educate and entertain people. Instagram and Facebook Live views doubled within a week in Italy². To get as many viewers for your Instagram Live as possible, tease it on Feed and Stories before you go live, and post your Live video to Stories when you're done so it shows up for 24 hours. You can also save your Live video and upload it to IGTV.



Facebook Family of Apps & Services

Measure the true business value of your ad campaigns over a fragmented consumer journey



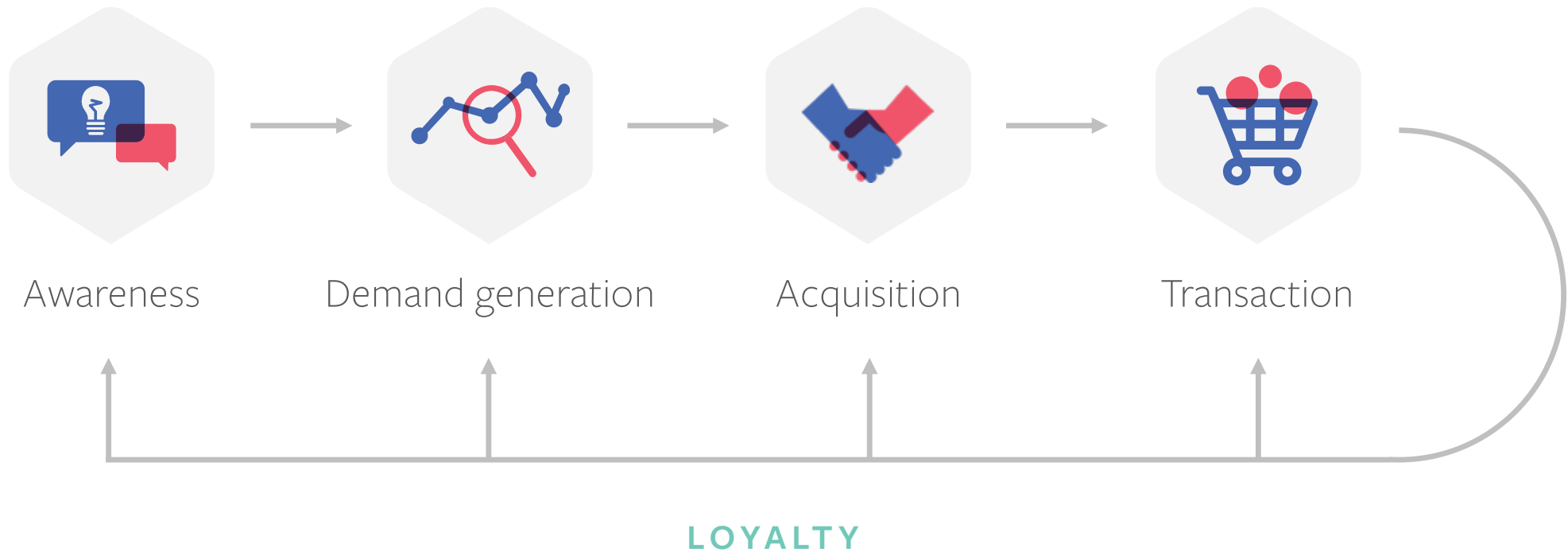
Measure real business
outcomes across the
consumer journey

Measure
incremental lift
and attribution

Measure across
devices, channels and
publishers

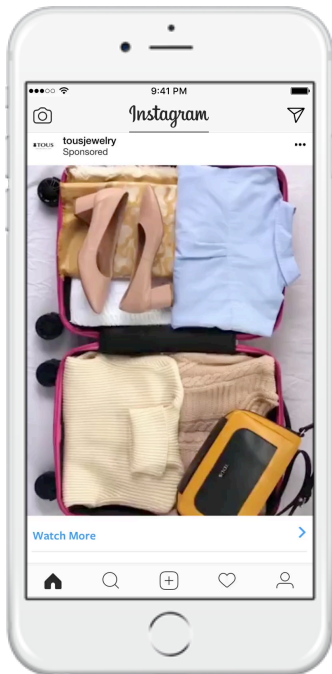
Full Funnel Solutions

Facebook is your partner at every stage of the consumer journey

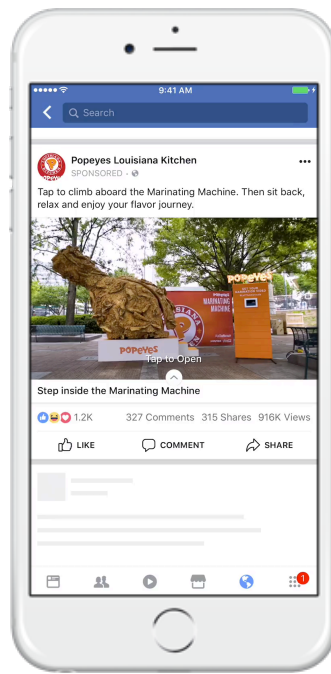


Facebook Full Funnel Solutions

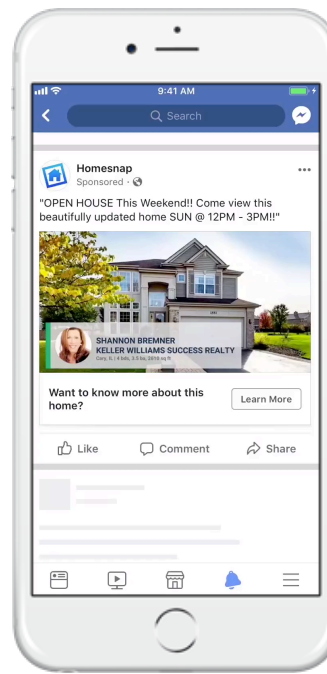
Ad solutions across the Facebook Family



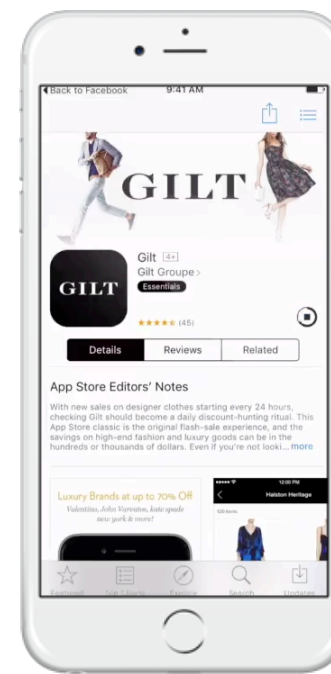
Awareness



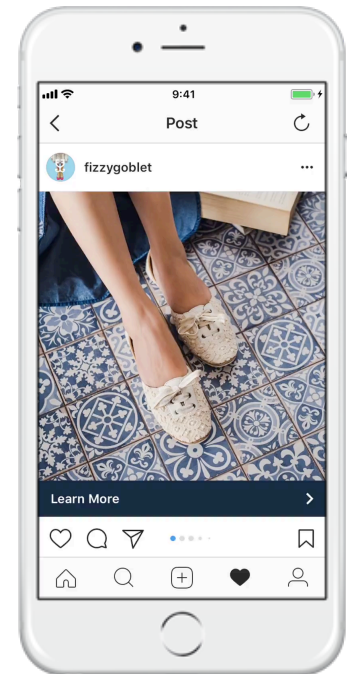
Demand generation



Acquisition
(Lead generation)



Acquisition
(Mobile app installs)















Transaction

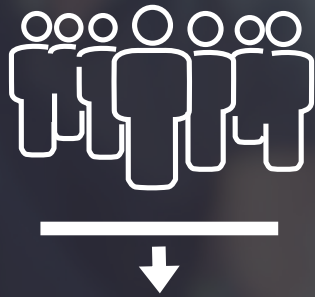
Facebook Ads Objective

What's your marketing objective? [Help: Choosing an Objective](#)

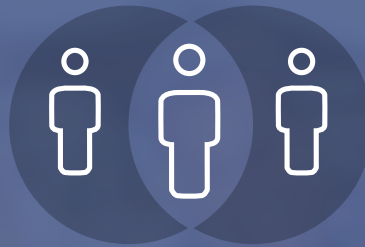
Auction Reach and Frequency

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales 
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

Find the right people using Audience Targeting



Core
Audiences



Custom
Audiences



Lookalike
Audiences

AVAILABLE PLACEMENT

Platforms

- | | |
|--|---|
| <input checked="" type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Instagram |
| <input checked="" type="checkbox"/> Audience Network | <input checked="" type="checkbox"/> Messenger |

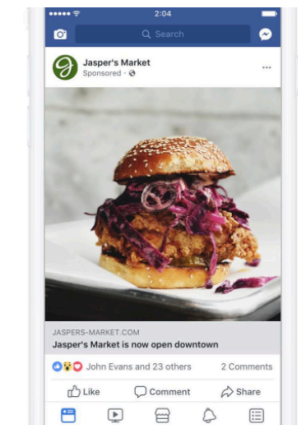
Asset Customization ⓘ

Select all placements that support asset customization

Placements

▼ Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook News Feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>
Facebook Marketplace	<input checked="" type="checkbox"/>
Facebook Video Feeds	<input checked="" type="checkbox"/>
Facebook Right Column	<input checked="" type="checkbox"/>
Instagram Explore	<input checked="" type="checkbox"/>
Messenger Inbox	<input checked="" type="checkbox"/>
▼ Stories	<input checked="" type="checkbox"/>
Tell a rich, visual story with immersive, fullscreen vertical ads	
Facebook Stories	<input checked="" type="checkbox"/>
Instagram Stories	<input checked="" type="checkbox"/>
Messenger Stories	<input checked="" type="checkbox"/>

▼ In-Stream	<input checked="" type="checkbox"/>
Quickly capture people's attention while they're watching videos	
Facebook In-Stream Videos	<input checked="" type="checkbox"/>
▼ Search	<input checked="" type="checkbox"/>
Get visibility for your business as people search on Facebook	
Facebook Search Results	<input checked="" type="checkbox"/>
▼ Messages	
Send offers or updates to people who are already connected to your business	
Messenger Sponsored Messages	
▼ In-Article	<input checked="" type="checkbox"/>
Engage with people reading content from publishers	
Facebook Instant Articles	<input checked="" type="checkbox"/>
▼ Apps and Sites	<input checked="" type="checkbox"/>
Expand your reach with ads in external apps and websites	
Audience Network Native, Banner and Interstitial	<input checked="" type="checkbox"/>
Audience Network Rewarded Videos	<input checked="" type="checkbox"/>
Audience Network In-Stream Videos	<input checked="" type="checkbox"/>



[View Media Requirement](#)

BEST PRACTISE

- Choose automatic placement
- Choose more than 4 placements

Choose the right bid strategy

Based on your goals and cost requirements

More conversions



More control

Bid Strategy and Description

Lowest cost

Lets Facebook set a bid for your given conversion event (formerly Automatic bid)

Target cost

Set an average cost per conversion event (formerly 'Average' bid)

Lowest cost with a bid cap

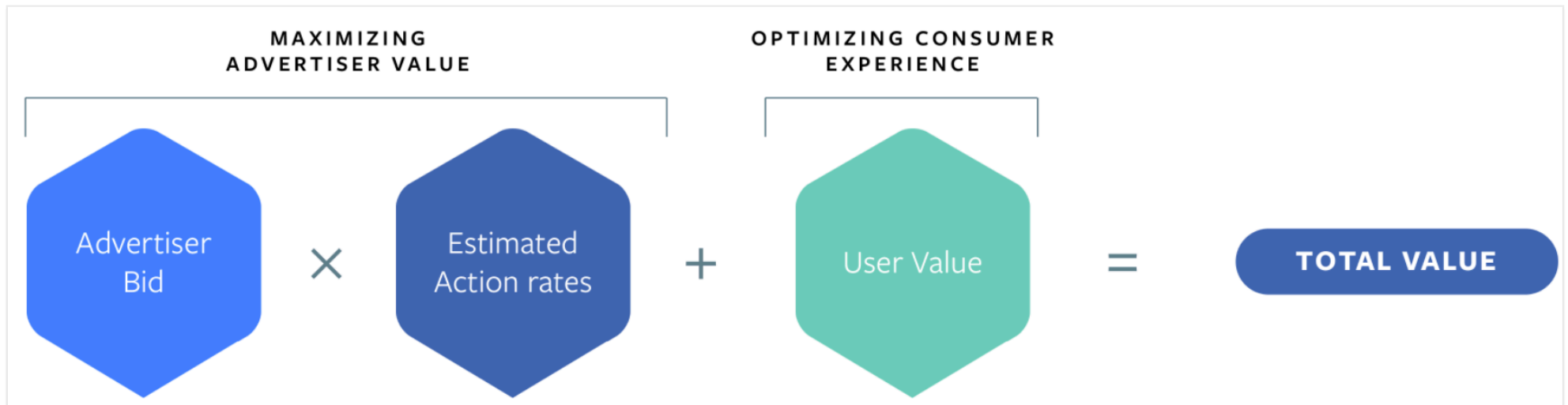
Set a bid cap to control your cost per conversion event (formerly 'Maximum' bid)

Recommended Use Case

- You value volume of conversions over a strict efficiency goal
- Priority is to spend the budget in full
- You want results at a specific, stable cost per result
- You are willing to sacrifice some efficiency for consistency
- You understand the maximum amount you can bid per incremental result
- You are targeting a broader audience with a lower likelihood to convert & want to manage costs

Delivery

How Is Ad Value Decided?



AGENDA

1. Consumer Behaviours in Malaysia and globally
2. How to leverage Facebook Ads for business growth
3. How to start?

CREATIVE

HAVE YOUR CREATIVES READY

AD

Creating your Facebook ads

CREATIVE

HAVE YOUR CREATIVES READY

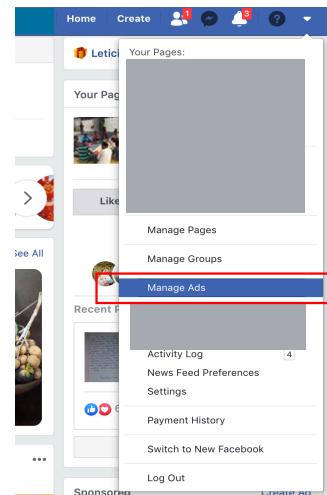
AD

Creating your Facebook ads

Start by yourself

Learn from the agency

sales@exabytes.digital



Things to keep in mind when creating ads

- Your ads should focus on your product/business's value or utility.
- Be authentic and transparent
- Demonstrate to your customers/followers that you are here for them
- Share empowering stories of how you, your company or brand are helping the community
- **Do not run ads for masks, hand sanitizers, surface wipes or test kits.**
- Do not promote anything that guarantees prevention of the virus
- Avoid creating a sense of urgency related to the virus.
- Avoid content that exploits the crisis and social issues for commercial purpose.



Tips and strategies to help your business have **more control** in mitigating disruption; and be better placed to **deal with the impact** of viral outbreaks today.

Assurance

Build positive sentiment and confidence in customers.

Assistance

Provide timely support and alternatives for consumers.

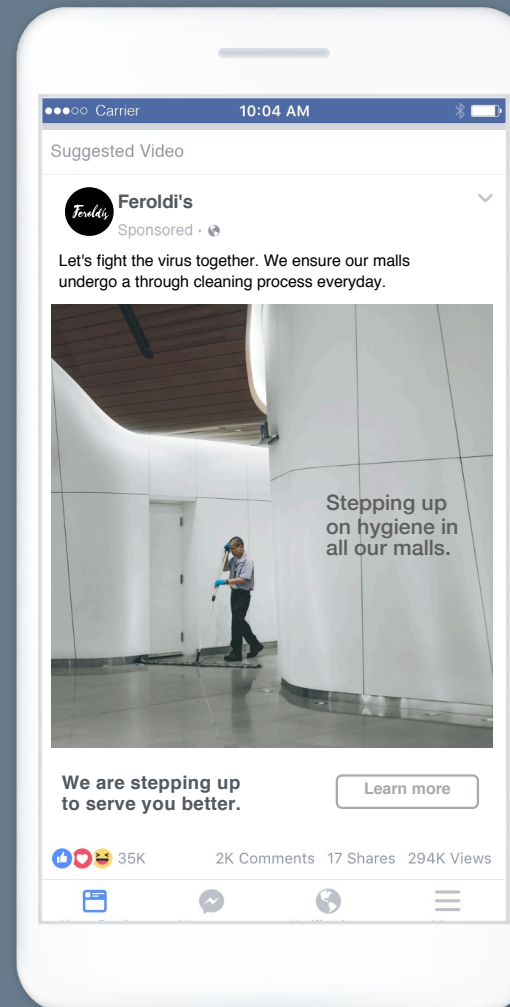
Action

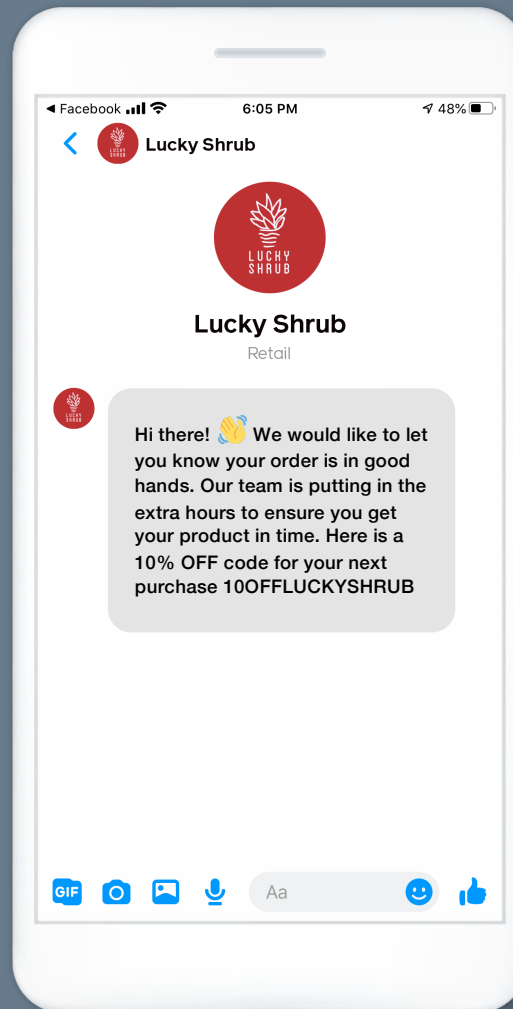
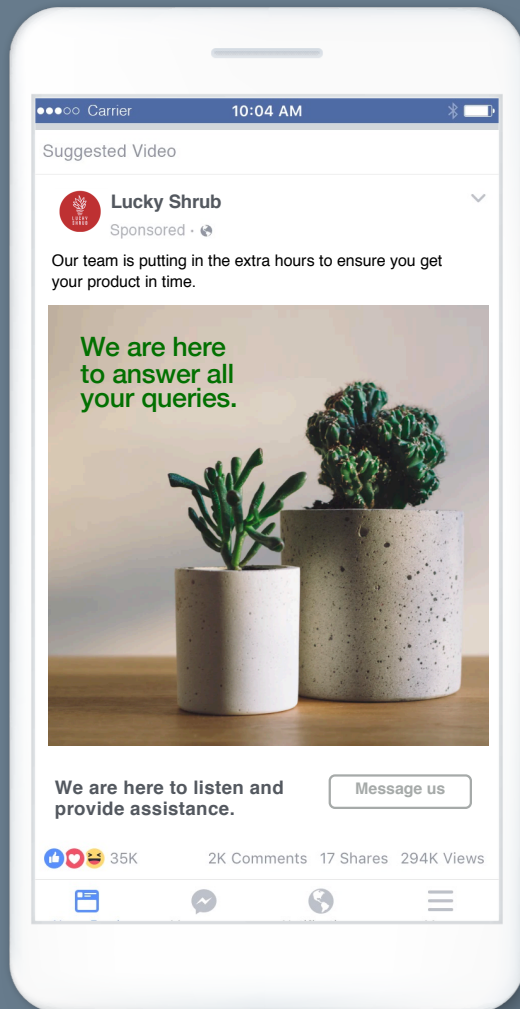
Bring an experience to customers on our platform.

ASSURANCE—

Can you play your role?

- How is your business stepping up to take precautions?
- Reinforce in messaging to remove doubt or fear.





ASSISTANCE—

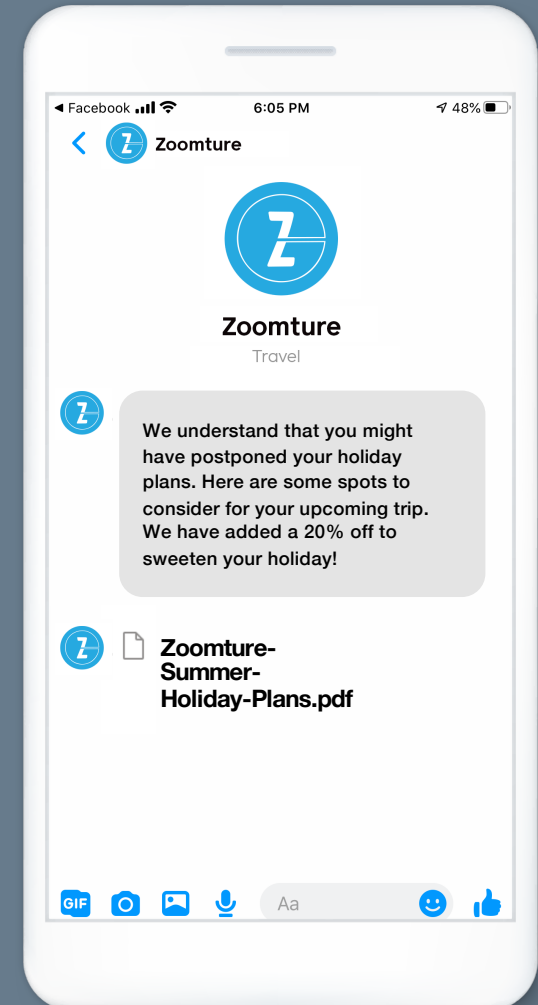
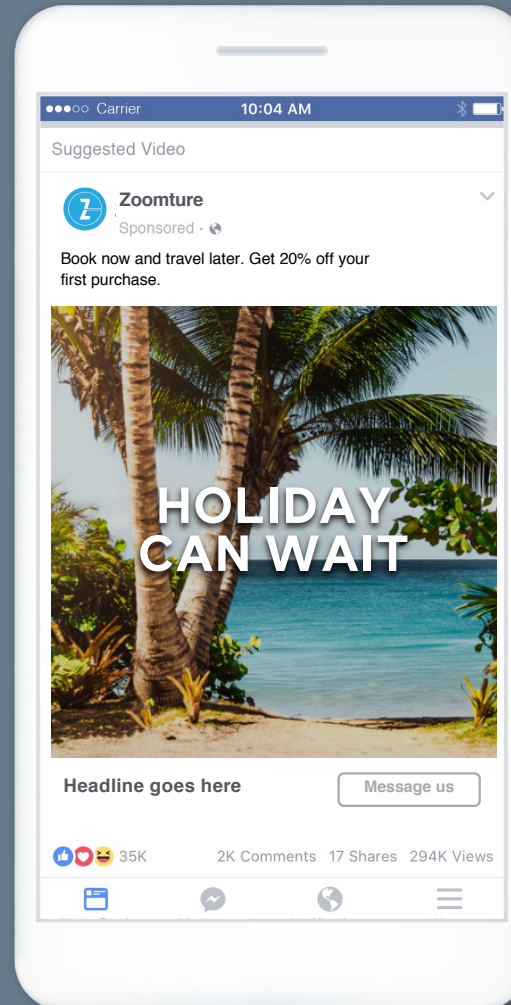
Being there for your customers

- Broken supply chain could lead to late delivery, or cancellations.
- Consider Messenger/Whatsapp support and provide incentives.

ACTION—

Bring experiences to them on our platform.

- Include a pre-order strategy, or free delivery
- Consider Messenger. Use Click-to-Messenger/ WhatsApp to connect and deliver more experiences.



Cross-category behaviors emerged

Our content analysis revealed 9 themes around how brands resonate right now:

Say

- 1) Safety tips: physically & emotionally
- 2) Compassion & appreciation
- 3) Entertainment

Act

- 1) Donations & drives
- 2) Repurposing production
- 3) Flexibility & financial relief

Sell

- 1) Contact-free commerce
- 2) Bespoke deals & discounts
- 3) Escapism & DIY self-care



Creative Behaviors

Say

How are brands showing up and resonating through what they say?

Safety tips: Physical & Emotional

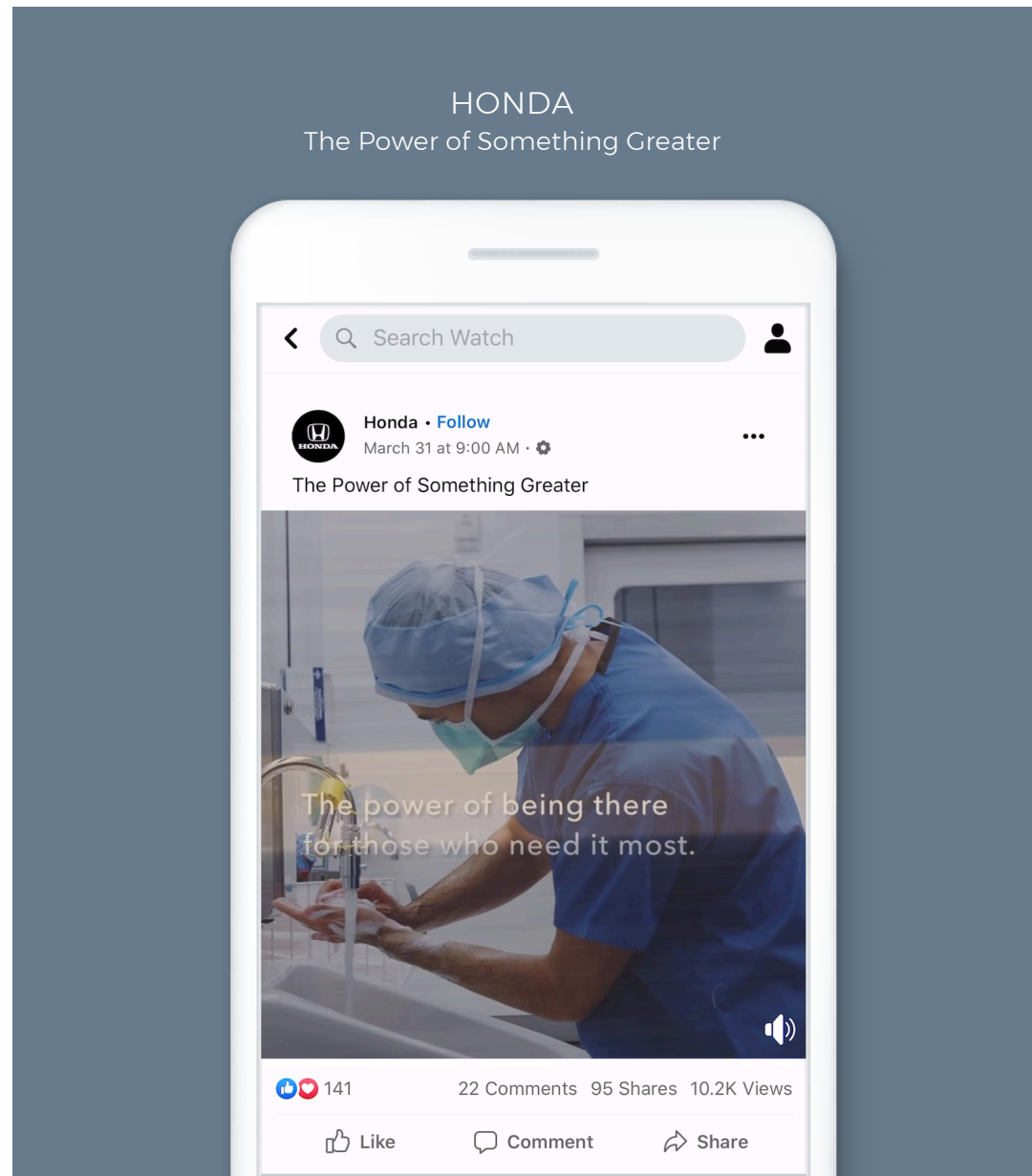
Tips on ways to ensure physical safety, from how to wash hands to distancing techniques if you have to go outside, as well as strategies to find peace and calm amongst the chaos are appreciated by people.

Compassion & Appreciation

Expressions of empathy and solidarity for everyone on the front lines of the crisis, like health workers and those most impacted, like small businesses, resonate well.

Entertainment

We also see people react positively to ideas and content to stay entertained and distracted during challenging times when many are facing isolation and uncertain futures.



Creative Behaviors

Act

How are brands showing up and resonating through how they act?

Donation & Drives

Brands doing their part to raise money, donate money and support those communities and businesses most impacted by the pandemic, are landing well with people.

Repurposing Production

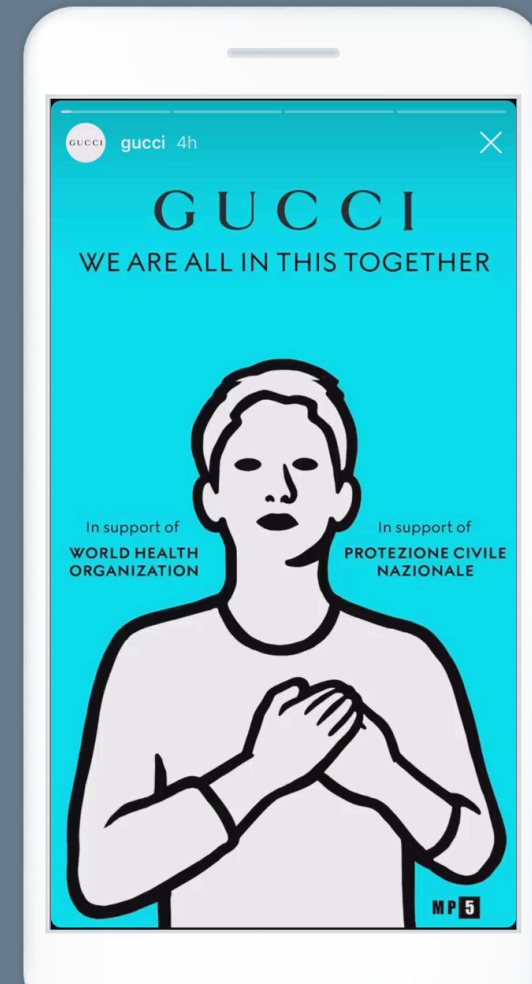
Brands which found ways to leverage existing production and supply chain to contribute much needed medical and safety supplies, resonate with people.

Flexibility and Financial Relief

Another approach that people appreciate is offering customers ways to defer payment and relieve financial anxiety as more people lose their jobs and means of income.



GUCCI WHO Donation Call to Action



Creative Behaviors

Sell

How are brands showing up and resonating through how they drive their business forward?

Contact-free Commerce

Addressing global physical distancing mandates by providing contact-free ways to purchase and acquire products is perceived as valuable.

Bespoke Deals & Discounts

Combating financial insecurity with promotions and deals tied to the new stay at home circumstances is resonating with people in this situation.

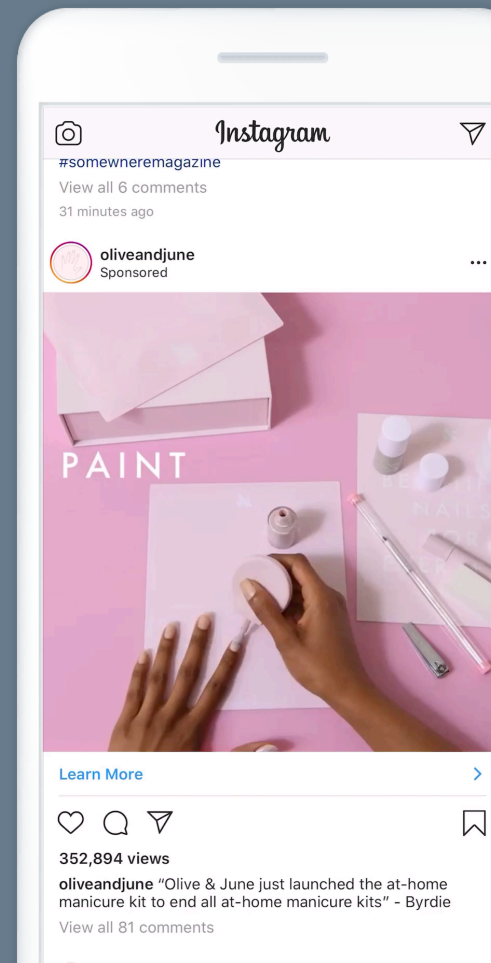
Escapism & DIY Self-Care

Acknowledging the influx of negative news by reframing products and services as a form of escape or self-care is getting people really interested.

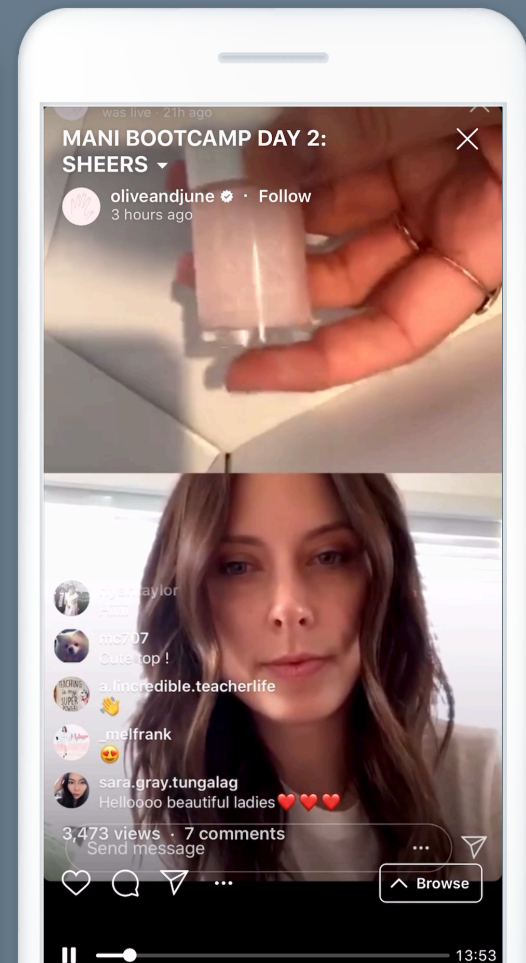


OLIVE & JUNE

At-Home Manicure Kits



Instagram Live Mani Bootcamp





You're NOT alone
in this journey!

FACEBOOK