

# **BRAND LHACK**

**Understanding Branding**

# Which one do you want more?



# Now which one do you want more?



*Coca-Cola*







**Brand - our perceptions (gut feeling)  
about a product, service or company**

# **Logo - the gateway to branding**

# **Positioning - the heart of branding**

# Digital Branding

What is **lacking in the digital space** when it comes to marketing your products online?

# Digital Branding



**BRAND  
HACK**



# Digital Branding

What is **lacking in the digital space** when it comes to marketing your products online?

**Persona Brand**

**Digital Branding**

**Persona Brand**



**Personal Touch**

# Digital Branding

**How do we compete with established brands in the marketplace?**

**Personalised  
customer experience**

# Recognize this?



# Benefits

- **Face to face** - more personalised
- **Word of mouth** marketing - highest conversion
- **Referral** marketing - get referred easily
- **Networking** - get connected

# Benefits

**Why it's so much easier to convert?**

# Benefits

**Why it's so much easier to convert?**

**KLT factor**  
**( know - like - trust )**

# Benefits

**How do we build KLT online a whole lot faster?**

# 2016 Digital Trend

## Persona Brand

**What are the problems that most people are facing when selling their products online?**

# 2016 Digital Trend

**ATTENTION!!!**

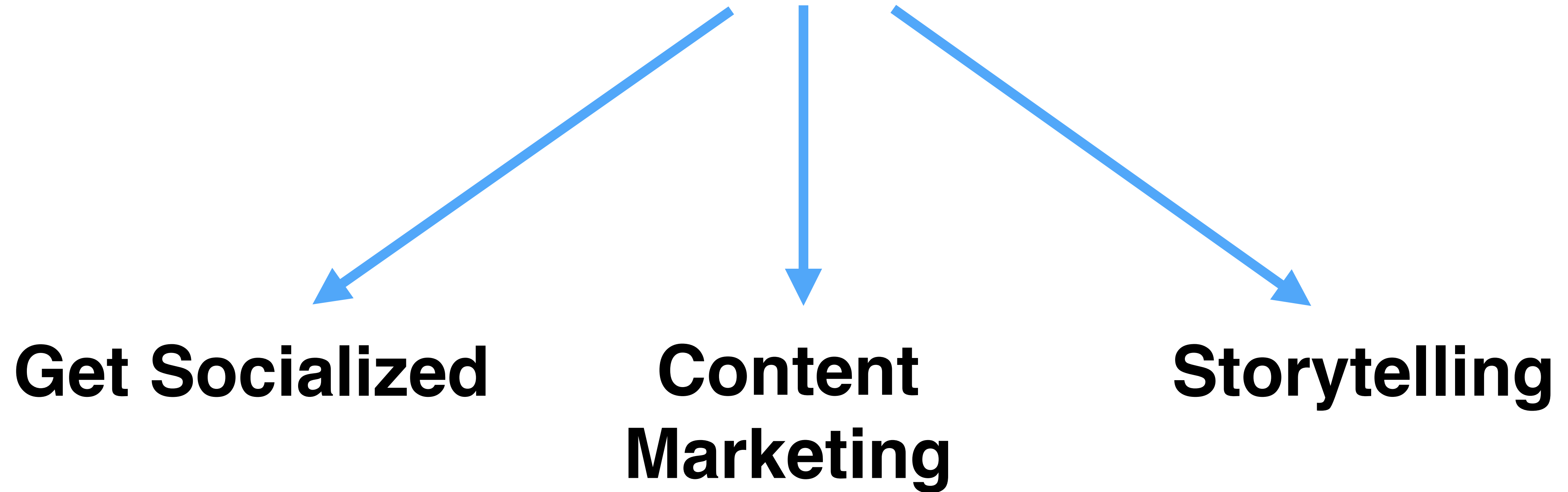
# 2016 Digital Trend

**ATTENTION!**

**How do we get people's attention  
through personal branding?**

# 2016 Digital Trends

## Persona Brand



# Get Socialized

**Engage, engage,  
engage**

# Get Socialized

**Engage, engage,  
engage**

- **create visibility** - people will remember your brand.
- You're **on top of their head** when it comes to a particular product / service.

# Content Marketing

## Soft Sell

- **Soft sell** - hard sell is not as effective as before
- **4 : 1   |   10 : 1**
- **Sharing of tips, quotes, contest, videos, FB Live, testimonies, two-way communications** ( asking for opinions, questions, survey so they'll feel they are part of it )

# Content Marketing - Storytelling

**Share your experience**

**Even if it doesn't exist,  
CRAFT it.**

# Content Marketing - Storytelling

**Trigger their emotions and they  
can relate to themselves even  
more**

Ernayanee Nur Julaimi

Friends

Following

Message

Cover Photo

About

Friends 222 Mutual

Photos

More

Intro

Tq Allah For Everythings.. 😊

Board Director at [De'Xandra HQ](#)

CEO&FOUNDER at [Oshien2u](#)

My Life My Rules at [Ernayanee Nur](#)

Studied Pure Mathematics at [Universiti Kebangsaan Malaysia](#)

Went to [SMKAJB](#)

Lives in [Bangi, Malaysia](#)

Married

From [Johor Bahru](#)

Followed by 11,676 people

Ernayanee Nur Julaimi's photo.

Post

Photo/Video

Write something to Ernayanee Nur...

Post

**Ernayanee Nur Julaimi**
15 hrs · 🌐

Jangan tinggal solat fardhu jika nak berjaya..

Jangan tinggal solat dhuha jika nak murah rezeki..

Jangan tinggalkan Wangian Dexandra jika Nak Wangi.. 😊🙏🙏🙏 hehe ...

[See more](#)

Like

Comment

Share

Yusof Mohd, Badruhisyam Shaarani and 864 others

24 shares

[View 12 more comments](#)

**Yusof Mohd** Hari2 sembur

Like · Reply · 13 hrs


June Mohd Som


Nidzam
Home 9





June Mohd Som

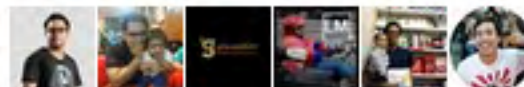
(StoryTeller)

Add Friend
Follow
Message

Timeline
About
Friends 138 Mutual
Photos
More

DO YOU KNOW JUNE?

To see what she shares with friends, send her a friend request.
Follow


138 mutual friends

Intro

BOP & Basic Copywriting Storytelling For Personal Branding #STOB

- CIKGU Storytelling Copywriting at June Mohd Som
- Former Lecturer (International Business & Sun Tzu Art of War) at UTAR-Sg Long Campus
- Former Fiction Writer at Indie Imprint
- Studied Master in Management Technology at Universiti Teknologi Malaysia (UTM)
- Studied Business at University of Wisconsin Milwaukee

Followed by 23,559 people


June Mohd Som with Nor Haniza A Ghafar.
2 hrs

Cikgu akan #FBLive 15 minit pukul 11am di Kelas Online BOP untuk terangkan perbezaan marketing di FB Personal, FB Page, FB Group dan Insta.

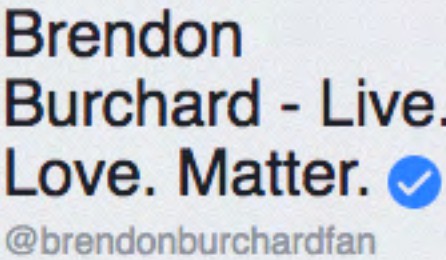
Kita dating online di GROUP BOP Basic Online Positioning (BOP) pukul 11am yeaaa. Jangan cakap cikgu tak payung 🌧️🌧️🌧️

Ehhh sempat lagi nak daftar masuk kelas online. Contact Pn Nor Haniza A Ghafar yea. Yuran seumur hidup RM50 jer. 😊... See more

facebook



# **How to Boost Your Brand like Brendon Burchard**

[Home](#)

## About

## Photos

## Videos

Likes

## Posts

**Create a Page**

At the end of our lives  
we will all ask,  
“Did I live? Did I love? Did I matter?”

—Brendon Burchard, author of *The Charge*

 Liked ▾  Message ... More ▾

[Sign Up](#)



23 August at 22:00 · ☼

Yes, the typing is slow, but it's a message I want people to read slowly. We're all scanning like beasts on the run these days. Sometimes, we need to let things sink in. If you want me talking fast, tune into my [Podcast.Brendon.com](https://podcast.brendon.com) 😊

When someone is rude to you, don't let your ego jump into the fight. You don't need to have the last word or a storybook ending. Walk away, stay centered, love yourself, and don't judge

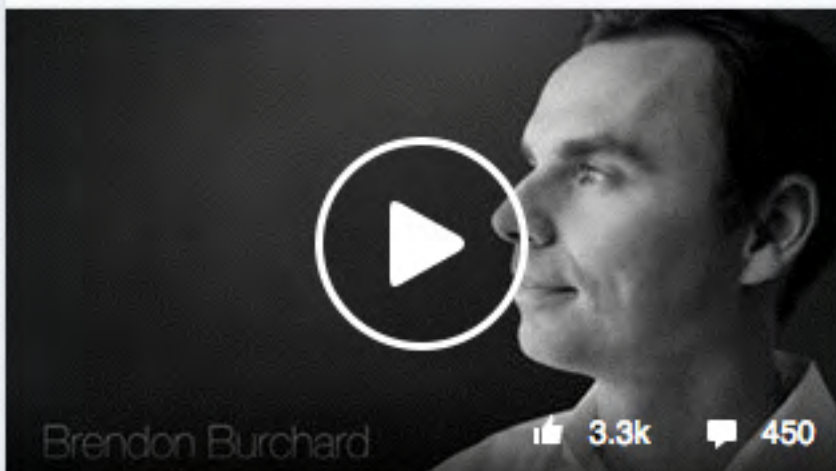
Public Figure

🔍 Search for posts on this Page

4,803,573 people like this  
Adzfar Aziz and 282 other friends

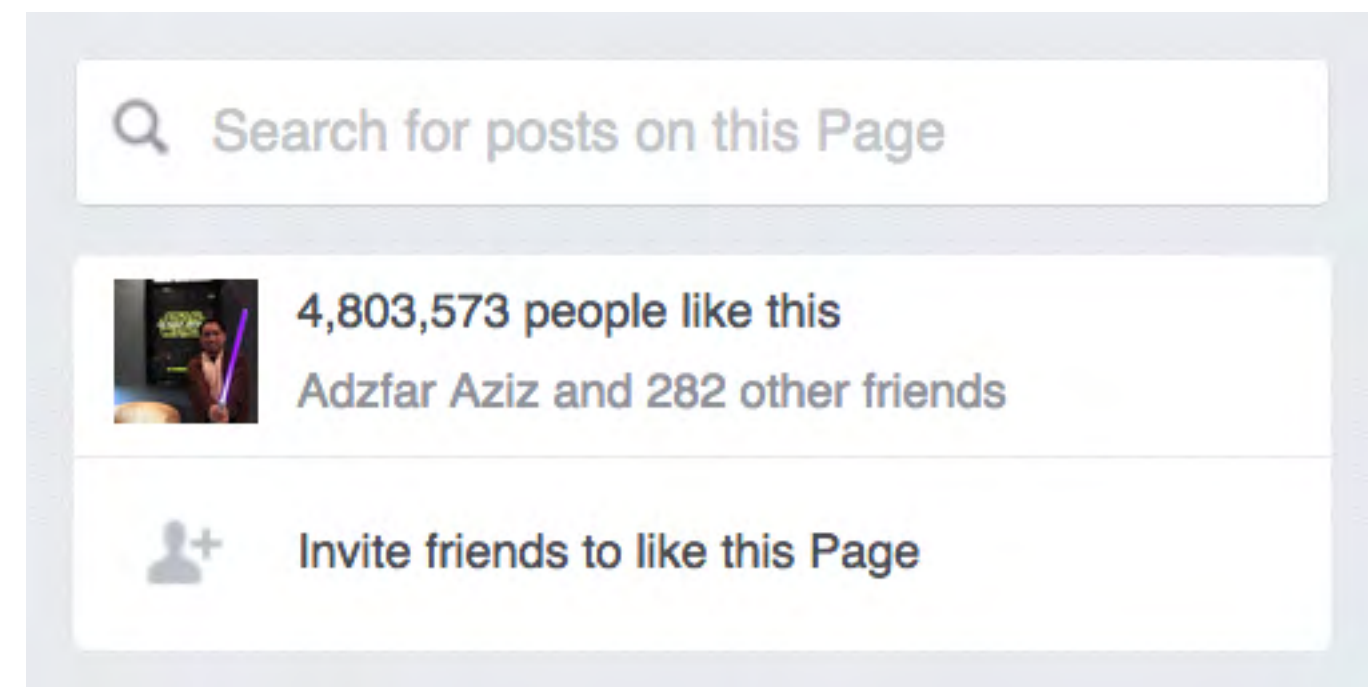
 [Invite friends to like this Page](#)

## ABOUT



 **Brendon Burchard** is one of the most-followed personal development trainers in the world and author of "The Motivation Manifesto."

# 4.8 Million Likes



**First Step**

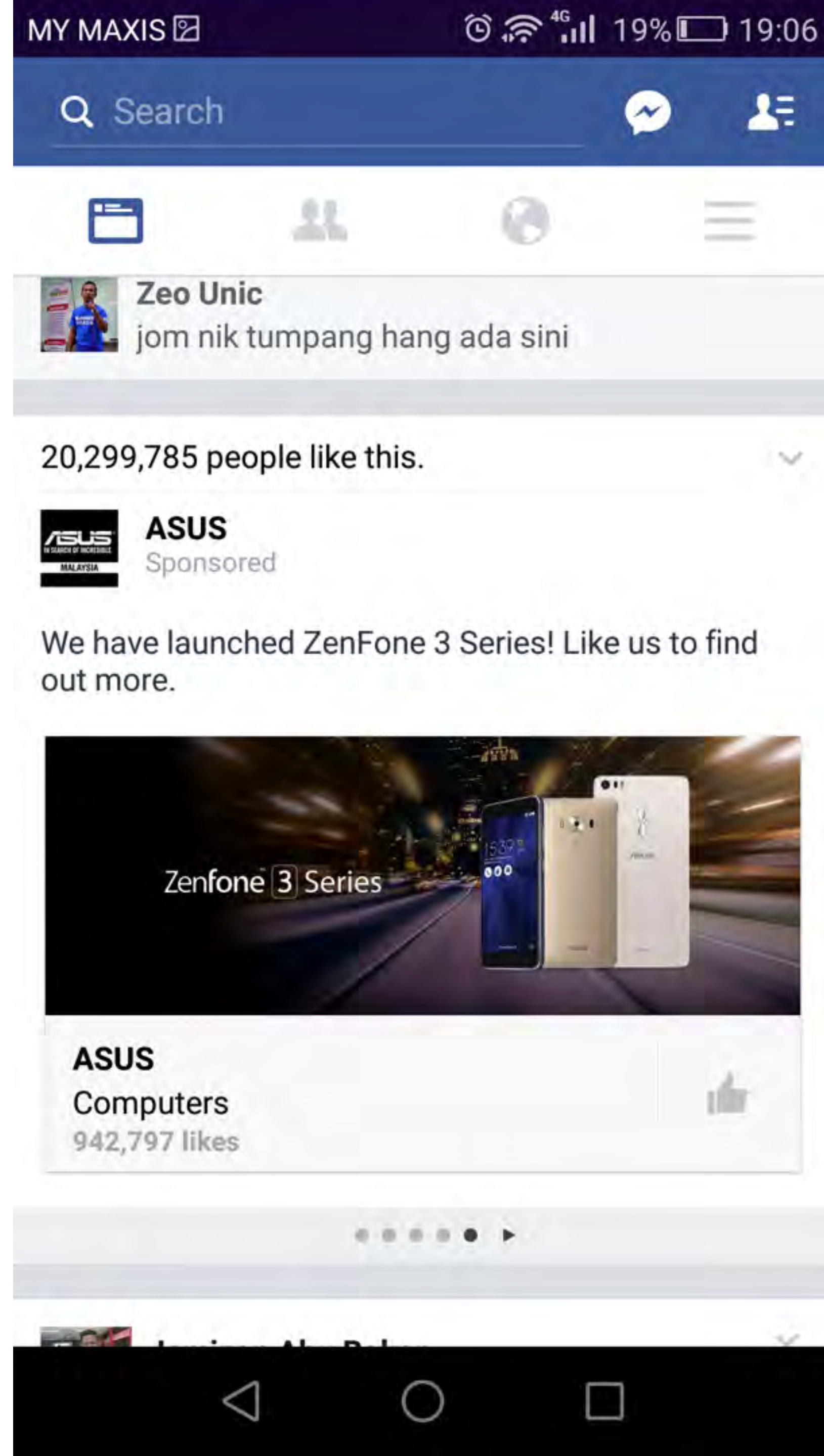
# **Like Marketing**

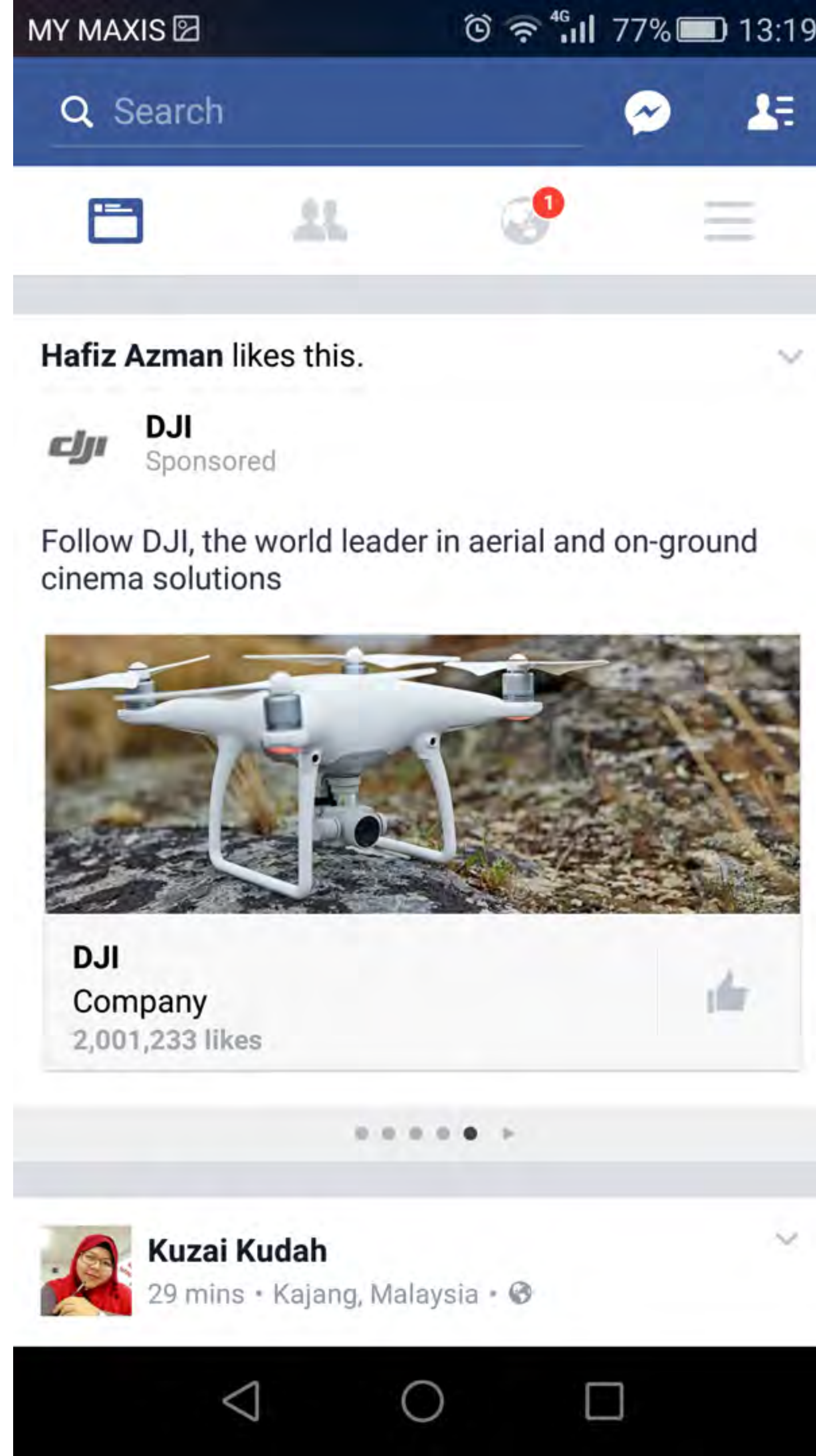
# Benefits of **Like Marketing**

- **Social Proof / Credibility**
- **Self qualified & filtered prospects**
- **Lower Cost When Doing Ads**
- **Remarket to them over and over again**

# Benefits of Like Marketing

**Increase of Sales &  
Customer LTV**







Mohd Hafiz Rizwan likes this.



**FR Laptop Service**

Sponsored

Nak Servis Laptop Harga MURAH, CEPAT & BERKUALITI? Cepat LIKE Sekarang.



**FR Laptop Service**

Computer repair service

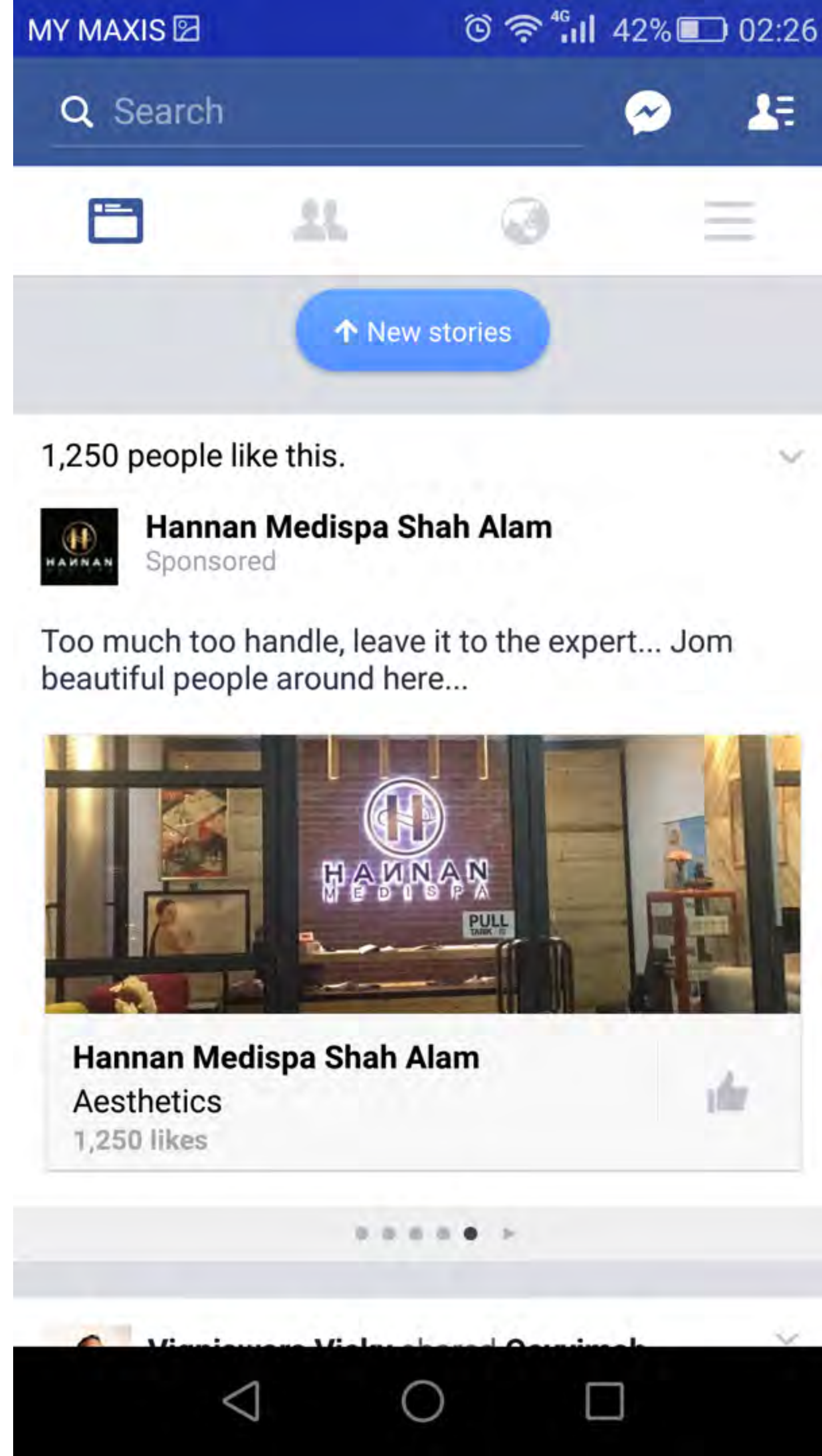
84,160 likes



**Kuzai Kudah**

29 mins • Kajang, Malaysia •









Ida Noridah likes this.



**Mitraland Group**

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Indulge in a life of class & swank, above & beyond.  
Find out more inside.



**Mitraland Group**

Property developer

9,819 likes



**Kuzai Kudah**

29 mins • Kajang, Malaysia • 

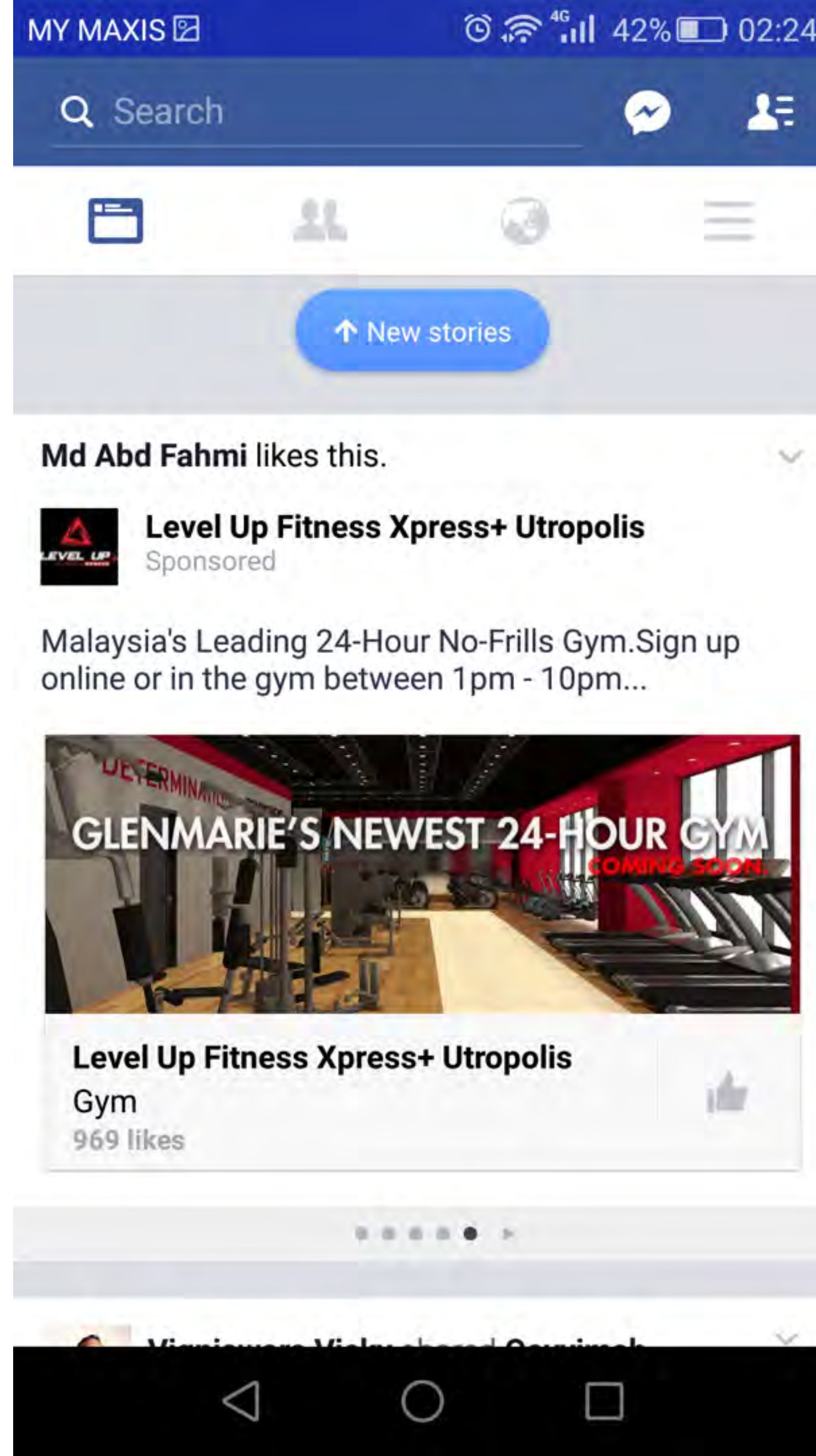














## **Second Step**

# **Brand Awareness** **( Sidebar Ads )**

Nidzam
 Home

Nidzam Harjoh
 Edit Profile

**FAVOURITES**

- News Feed
- Adverts Manager
- Messages
- Nidzam Harjoh 2
- IamHue Blog
- Nidzam Harjoh Bra...
- IamHue Private Ma...
- IM Product Launches 3
- BrandHack 14
- BrandHack BadAss...
- Saved 2
- Sale groups

**PAGES**

- Trisparks
- Pages feed 20+
- Like Pages
- Create Advert
- Create Page

**GROUPS**

- Like Method Tribe 20+
- Denai Alam 18
- Discover Groups
- Create group

**FRIENDS**

- Close Friends

**APPS**

- Live Video
- Games 7
- Texas HoldEm Poker
- Events
- Photos
- Games Feed 20+

Photos/Videos
 Photo/Video Album

What's on your mind?
 

Public Post

**Md Abd Fahmi**
1 hr ·

Alahai, susahnya nak tulis copywriting.  
 [ MENULIS BUKAN BAKAT ]  
 ni saya belajar awal pagi jumaat yang barakah.... [See more](#)

**PENYAKIT**  
**TULIS.. TULIS.. PADAM**

Like Comment Share

1 share
 

[View previous comments](#)
3 of 6

**Ayadi Muhajir Khusairi**
Saya tuan 😊

Like · Reply · 1 · 1 hr
 

View 1 more reply

**YOUR PAGES**

Trisparks
 This Week
 

1,286

Post Reach

29

People Engaged

**Recent Posts**

- #Tips If you wanna do something: . 1. Do it ...
 

Boost Post
- If you wanna do something, you've gotta do...
 

See more

**SPONSORED**
[Create Advert](#)

BUY NOW AT  
**RM 468**

**Che'wan Kurung**  
 zalora.com.my  
 Shop from more than 300 fashion brands on ZALORA! Enjoy 30 days free return and free deliv...

**POPLOOK**  
 poplook.com  
 Free Pos Laju Shipping.

SPONSORED

Create Advert



**Aila Kurung Set in Mint...**

Buy Aila Kurung Set in Mint Green for RM139.00 only on FashionValet!

224,031 people like this



BUY NOW AT  
**RM 80**

**Lavender Lace Baju Kurung Moden With P...**  
zalora.com.my

Shop from more than 300 fashion brands on ZALORA! Enjoy 30 days free return and free deliv...

 **Nurul Ain** and 5 others

SPONSORED

Create Advert



### Floral Blouse in Black

Buy Floral Blouse in Black for RM150.00 only on FashionValet!

224,031 people like this



BUY NOW AT  
**RM 384**

### Che'wan Kurung

[zalora.com.my](https://www.zalora.com.my)

Shop from more than 300 fashion brands on ZALORA! Enjoy 30 days free return and free deliv...

ZALORA

WOMEN

MEN

NEW IN

SHOES

CLOTHING

ACCESSORIES

BAGS

SPORTS

WATCHES

BEAUTY

MUSLIM WEAR

BRANDS

SALE

Home > Women > Clothing > Modern Ethnic Wear > Muslimah Wear

MORE MODERN ETHNIC WEAR BY TSYAHMI

OTHER COLORS AVAILABLE

Tsyahmi

Che'Wan Kurung

RM 474.00

NOW RM 384.00

Infusing both the traditional silhouette of the classic baju kurung whilst up keeping its modern identity with the alluring cropped top, this Tsyahmi creation is truly a gorgeous sight to behold. Complete with alluring gold-embroidered tulin sleeves, the pleated

see more

Delivery above RM 75 \*

30 Days Return

Cash On Delivery

DELIVERED IN

1-3 business days Klang Valley, Johor, Penang;

1-4 business days rest of peninsular Malaysia;

3-5 business days Sabah, Sarawak, Brunei

SOLD BY ZALORA

CHECK DELIVERY ESTIMATE

CHECK

SELECT SIZE

Not Sure? See Size Details

size

All sizes available

ADD TO BAG

ADD TO WISHLIST

SHARE

f

g+

Want to save RM25?

Share ZALORA with your friends and save RM25

SHARE & SAVE

ANY QUESTIONS

CALL US 03-2035 6622

Operation Hours:

9am to 6pm daily

WOMEN

MEN

**Like Campaign**



**Sidebar Ads - Brand Awareness**



**Website / Online Store / Sales Page**



**Retargeting Ads**

**( This is where the real sales happen )**



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Allen Kang likes CBB Worldwide Sdn. Bhd.



**CBB Worldwide Sdn. Bhd.**

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## How to start a Turnkey eCommerce Business

How To Start And Build A Passive Income e-Commerce Home Business

APP.WEBINARJAM.NET

Learn More



4



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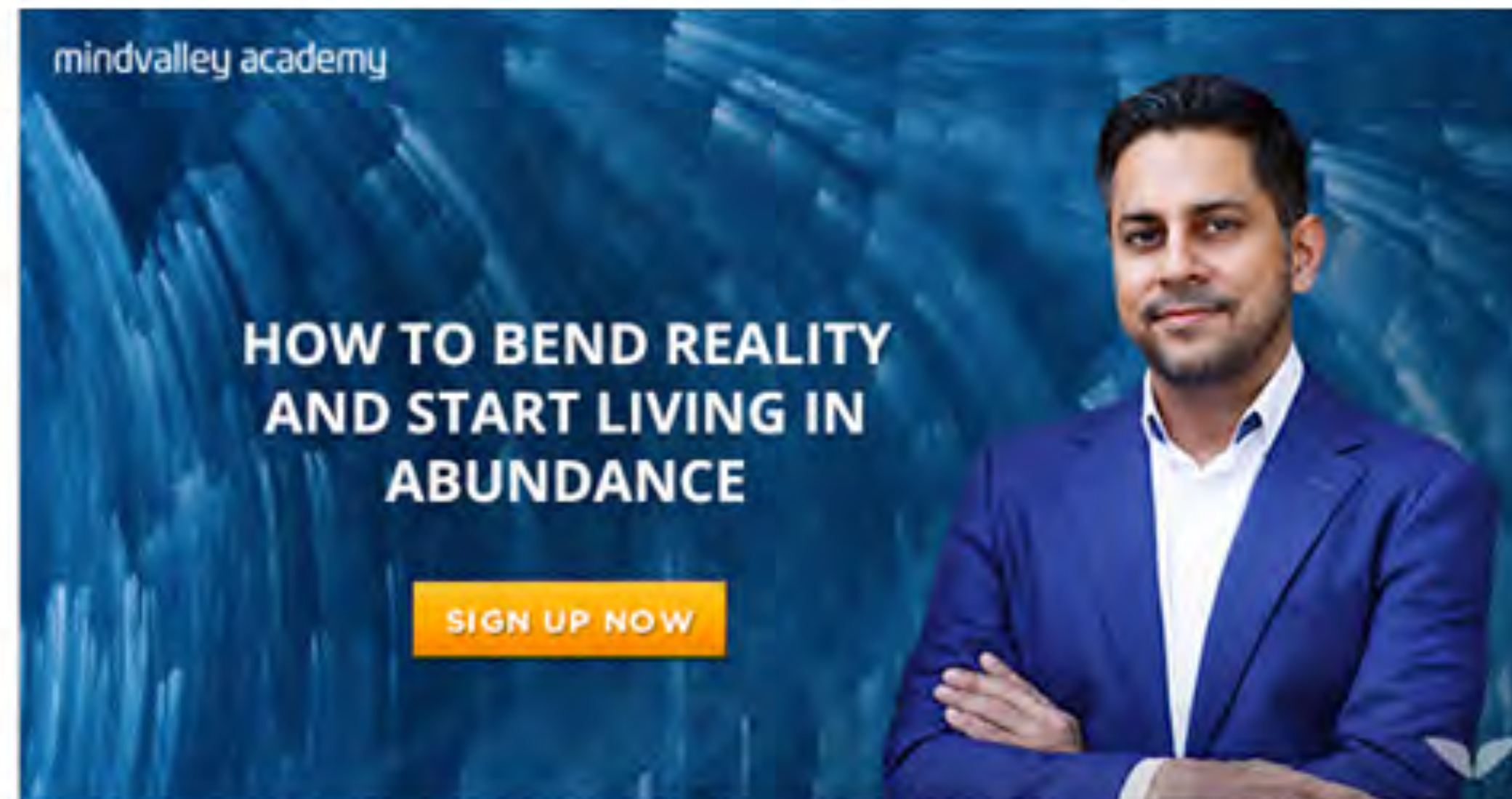
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Want more clicks from your Social Media posts? Download our 72 headline swipe file:



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Want to copy and paste our 72 proven social media headlines? You can download them for FREE! Click Here.

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Copy & Paste these 7 proven Facebook Ad Campaigns To Create Low-Cost, High-Converting Campaigns:



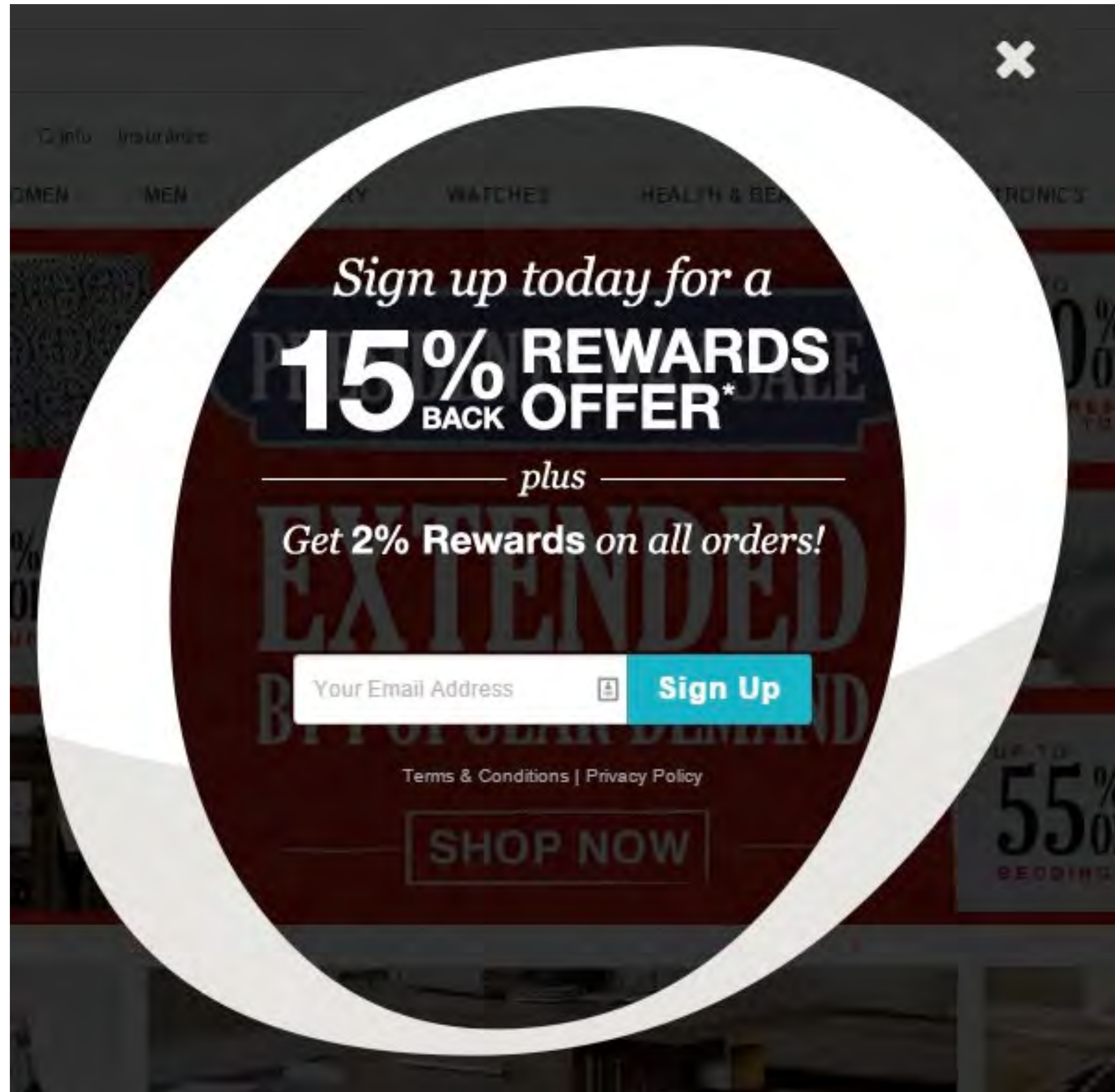
## Fill-In-The-Blank Facebook Ad Template

Want to generate leads and sales for your business using Facebook ads?  
Download this Fill-In-The-Blank Facebook Ad Template and get started today!

[WWW.DIGITALMARKETER.COM](http://WWW.DIGITALMARKETER.COM)

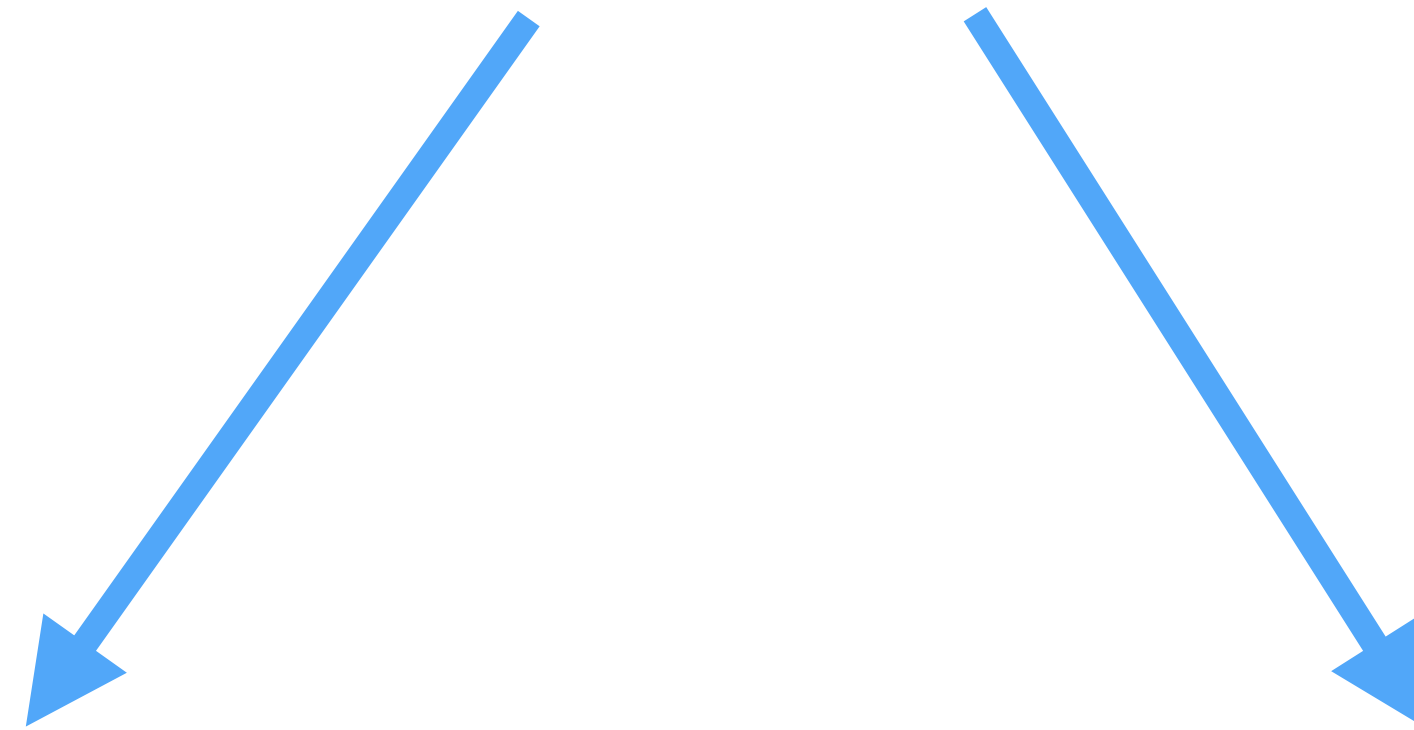
 88  5  47





# Conclusion

**How to market  
your brand online**

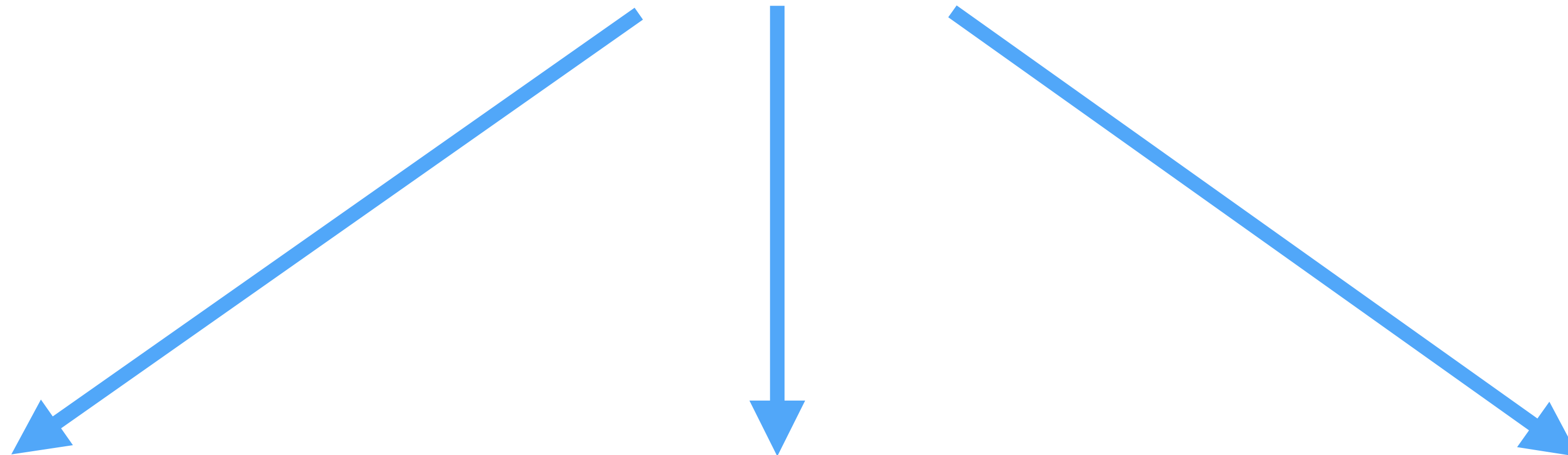


**Persona Branding**

**Traditional Branding**

# Conclusion

Get your brand  
out there via



**Socialization**  
Fb Group / Fb Event

**Content  
Marketing**

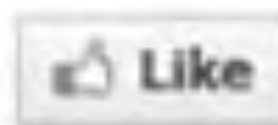
**Storytelling**

**Questions?**

# How can I help you?

[www.fb.com/brandhackmalaysia/](http://www.fb.com/brandhackmalaysia/)

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**[www.quaintlab.com](http://www.quaintlab.com)**

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