

360 DIGITAL SERVICE POINTS	POINTS	DESCRIPTIONS	
Social Media Page Creation	15		TICK
Facebook Page Design and Creation	5	To Create the Page with Company Logo and Cover Picuture with monthly maintainence (2 updates per month)	
Twitter Page Design and Creation	5	To Create the Page with Company Logo and Cover Picuture with monthly maintainence (2 updates per month)	
Linkedin Page Design and Creation	5	To Create the Page with Company Logo and Cover Picuture with monthly maintainence (2 updates per month)	
Social Media Advertising	55		
Facebook Post Creation - 4 Posts Per month	8	Creation and Post Upload to FB Fan Page (inclusive of design)	
Facebook Sponsored Updates - 4 Posts Per Month	8	Setup and manage Facebook Sponsored Posts to promote content. Would require additional paid advertising spend (inclusive of design)	
Instagram Sponsored Updates - 4 Posts Per Month	8	Setup and manage Instagram Sponsored Posts to promote content. Would require additional paid advertising spend (inclusive of design)	
Linkedin Post Creation - 4 Posts Per Month	8	Creation and Post Upload to Linkedin Page. Would require additional paid advertising spend (inclusive of design)	
Linkedin Sponsored Updates - 4 Posts Per Month	8	Setup and manage Linkedin Sponsored Posts to promote content. Would require additional paid advertising spend (inclusive of design)	
Social Media Spend	10	Credits of RM 1000	
Consultation and Ads Reports	5	Consultation and Social Media Ads Report One Per Month	
Google	43		
Conversion/Landing Page Design	5	To Create the Page with monthly maintainence (2 updates per month)	
Google Banner Ads Design (10 sizes)	5	Design one set of banner ads for Google Display Ads purpose	
Google Display Sponsored Ads	5	Set-up and manage interest groups to target for brands. Would require additional paid advertising spend	
Google Keyword Search	8	To set up the keyword Search and ads content for website to be ranked on first page of Google. Would require additional paid advertising spend	
Google Analytics / Conversion Tracking	5	Set-up Google Analytics Account with monthly Report and Conversion Tracking	
Google Media Spend	10	Credits of RM 1000	
Consultation and Ads Reports	5	Consultation and Google Ads Report One Per Month	
SEO	10	This part required to subscribe all 3 items below (No alart-carte chosen)	
Writing Blog/ Articles	1	Write 300-500 words and optimise 1 blogpost/ article per month	
Onsite SEO	5	Make Your Site SEO Friendly with Meta, Sitemap, Content, Structure Data and etc	
Offsite SEO	4	To publish your company website to directories and free PR websites, free press release. Would require additional paid press release websites	
Email Marketing	10		
Creation of Email Template (2 Templates)	5	To Create 2 Email Marketing Templates Per Month	
Email Blasting	5	To blast 2 times per month with monthly report, to support with Exabytes email marketing platform 10,000 Subscribers Per Month and 20,000 No of E-Mails per Months	
Others	14		
Facebook Chat Bot	8	Creation of bot for auto reply on Facebook	
Design and Creatives	2	4 Hours of Design Per Month (Such as one set carousels or one slideshow design)	
Copywriting	4	Research, write and proofread articles (Max 1000 words per month)	
Total	147		