



اَوْنِيُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا
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Assignment Title: SOCIAL MEDIA PORTFOLIO (SMP) REPORT



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Executive Summary

Darling Sparkle is a small online business that sell various design of ring. The online platform for the small business is Facebook. Target customer that will purchase for those who need buy a present for someone else or for them to wear itself. Next, there is many unique designs for the customers to choose according to their own test. In order for the customers to know the design, marketing post is the most important thing for making a sale. Excellent picture of the ring with the best quality of the product makes high possibility for the product sold quickly. Furthermore, competitors among small online business might be one of the sales decreased. In order to avoid that case, make sure to releasing own tactic for marketing the product to catch customers get attention to it. Mission and vision need to create and can be famous with various design of ring. Beside just selling a ring, the service for surprising or wrap a present for someone special also can be done by Darling Sparkle. All in all, our future goals need to increase our sales and continue updating the service by each department itself.

Table of Contents

| No | Description | Page |
|----------------------------------|--|----------------------|
| 1.0 PRELIMINARY MATERIALS | | |
| | <ul style="list-style-type: none"> • Cover Page • Acknowledgement • Executive Summary • Table of Content | 1. 2. 3. 4. |
| | <ul style="list-style-type: none"> • Go-Ecommerce Registration | 5. |
| 2.0 BODY OF REPORT | | |
| | Introduction of Business <ul style="list-style-type: none"> • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list | 6. |
| 3.0 FACEBOOK PAGE | | |
| | 3.1 Creating Facebook Page | 7. |
| | 3.2 URL Facebook Page | 8. |
| | 3.3 Facebook Post – Teaser | 9-17 |
| | 3.4 Facebook Post – Copywriting (Hard sell) | 18-33 |
| | 3.5 Facebook Post – Copywriting (Soft sell) | 34-49 |
| | 3.6 Graphics | 50. |
| | Conclusion | 51. |

Introduction of Business



The unique name 'Darling Sparkle' is a business that sell various design of ring accessories for men and women as well. Plus, the business not only focus on selling the product, but it also has a service for surprising customers such as wrapping a ring as a gift or else will prepare other thing according to what customers will request.

The address of Darling Sparkle is at Borneo Commercial Centre, Masak Road 89008, Keningau, Sabah. Besides that, an online platform which is Facebook also has been registered for selling our product online. As we all know that, posting on social media such as Facebook will increase the sales not only customers from that area but can be worldwide.

Mission for Darling Sparkle is to create sophisticated and fashionable ring design which various elegant design with high quality. While for vision of Darling Sparkle to be one of the most recognized unique ring various design.

Every design of our ring accessories collection has their own uniqueness shape with high quality and most important thing it is suitable for men and women. The price for each ring design only cost RM15. Everyone loves surprise where Darling Sparkle loves to make promotion deals every time new design launched, flash sales for every public holiday and many more. Finally, it is important for all customers need to follow 'Darling Sparkle' on Facebook so that did not miss any important information about us.