



22 JANUARY 2021

CARYA COSMETICS

social media portfolio



carya by ikha

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a c k n o w l e d g e m e n t

I would like express my deepest gratitude to my lecturer, Madam Nurakmal binti Ramli, who helped me in completing this social media portfolio. I came to know about so many things during this completion.

Secondly, I would like to thank my parents for their love and encouragement. They have been giving me a lot of moral and financial support in completing this portfolio.

Lastly, I would like to thank all of my friends who helped me a lot in finalizing this social media portfolio within the timeframe. Thank you so much!



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executive summary



This assignment focuses on CC Beauty Sdn Bhd, a health and beauty business based in Kuala Lumpur, Malaysia which produces makeup products to their targeted customers. To date, the company has relied exclusively on Facebook as marketing channel. The purpose of this report is to find a relationship between the usage of copywriting as marketing tools in persuading the customers to buy the products.

According to Jiane Regala, copywriting is a strong and productive marketing technique that uses words to build customer relationships, while improving customer's loyalty and driving sales.

This report will highlight the most useful marketing promotion to be used in Facebook which includes the teaser before launching a product, copywriting of hard sell and copywriting of soft sell.

Other than that, this report will also includes the importance of frequency posting on Facebook.

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INTRODUCTION

CARYA BY IKHA

The name of the business is CC Beauty Sdn. Bhd.

The office is located at 18-1, Jalan 24/56, Taman Setiawangsa, 54200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

The business involves in health and beauty business. Our main activity is producing makeup products for our target customers.



"UNLEASH THE BEAUTY IN YOU"

Organizational chart



Aina Zulaikha

OWNER



Julia Nasruddin

GENERAL MANAGER

CC Beauty Sdn Bhd is a sole proprietorship and a small start up business. Currently the company only employ one employee to help in the production of the business product.

The mission of our company is to identify, build and produce innovative beauty products that benefit all beautiful people out there. Our vision is to be the organization that is acknowledged by the quality of our products.