



اَبُو بَكْرٍ سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **SOCIAL MEDIA PORTFOLIO (FACEBOOK & INSTAGRAM)**

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<b>Faculty</b>	:	FACULTY OF BUSINESS MANAGEMENT
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# FACEBOOK

## 1. Introduction

Our product brand name is Doctor Kleenz. Doctor Kleenz is specializing in multipurpose cleaning spray product. It can be applied at almost every surface especially for car to get a very clean surface for example car dashboard, car door trim, car cushion or sofa at house etc. With an affordable price for such a high quality product like our Doctor Kleenz, we believe every each person especially car owner must have Doctor Kleenz as their main cleaning product.

## 2. Teaser

- Milo spilled on cushion?
- Dirty door trim?
- Scratched door handle area?
- Dirty engine because of oil leaked?
- Children spotting crayon / marker on the door or dashboard of the car?
- The car rooftop is as dull as cigarette smoke colour?
- Dead car paint due to hot weather or rain exposed for too long?
- Tar mark on bonnet / bumpers that have been years?

We have a solution to clean up everything easy as ABC ?! Sprayyy ... Wipe ... Keep shining and clean like new! .

Doctor Kleenz: All Purpose Cleaner >>> Exterior Cleaning & Interior Car .... ♥Easy  
.. ♥Cheap ... ♥Effective ... .

Get a bottle of RM50 @ 500ml NOW!

### **3. Copywriting (Soft Sell)**

Why choose Doctor Kleenz, the all purpose cleaner as your main cleaning product?

The Doctor Kleenz is an easy-to-use & effective car & car care product that removes stubborn dirt. It can be used for cleaning parts such as:

- Rim
- Car cushion
- Car Roofing inside
- Door panel
- Door trim
- Steering / Dashboard
- Plastic surface in the car
- External car
- Engine

and more.

All you need to do is spray, then wipe it and lastly keep it clean like new!

If you order now, you will definitely get FREE cleaning towel which made from high quality fabric to ensure the cleanliness of the surface that you want to be cleaned at its best.

#### **4. Copywriting (Hard Sell)**

WOW! BEST LAH DR KLEENZ. NO WONDER THIS GONE VIRAL!  
NOT ONLY JUST A SEAT, OUTSIDE AND INSIDE CARS ALSO CAN BE  
APPLIED. WHO LOVE THEIR CAR MUST HAVE THIS DR KLEENZ

DOCTOR KLEENZ CHRISTMAS SALE PROMOTION!!!

- ✓ BUY 2 GET 10% DISCOUNT
- ✓ BUY 3 GET FREE 1 BOTTLE
- ✓ FREE HIGH QUALITY FABRIC CLEANING TOWEL
- ✓ GUARANTEED 100% MONEY BACK FOR 30 DAYS
- ✓ FREE DELIVERY CHARGE

Why Doctor Kleenz?

- Proven Efficacy
- Affordable price
- High quality results

#### **5. Frequency of Posting**

1 posting every 2 days during normal days and 3 postings everyday during promotion season.