



اُنِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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SOCIAL MEDIA REPORT

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## Acknowledgement

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## **Executive summary**

Social media has given me a chance to grow its business in a short time and low cost.

I am use social media to:

- Promote company product
- Increase number of followers
- Spread the message of the product
- Expand visibility when traditional media is not as effective
- Support marketing and promotional efforts
- Attract other customer using attractive pictures
- Be a part of lifestyle
- Increase sales

## Types of Social Media Tools

Social media is basically web-based and mobile technologies that are used to turn communication into interactive dialogue. There are various different forms and types of social media platforms. I am using Facebook Business Page.

Facebook (FB) Post – Teaser

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*(FB copywriting – Teaser caption)*

*Are you ready?  
Tik tok tik tok 10:15:00*

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*Are  
you  
ready?*

---

*(FB copywriting – Teaser caption)*

*“It’s time.... 12:50 pm  
Still, what is that?”*

*“This beauty lip matte offering the best matte type of lipstick with the lovely texture.  
Produce with Vitamin E and Argan Oil.  
Suit your beautiful lips any day anywhere” =)*

*#eusahawan #uitm #kampuspuncakalam #businessfaculty #entrepreneur*

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