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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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COMPARISON BETWEEN CONTENT MARKETING AND PAID MARKETING

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INTRODUCTION

In this new era of globalization, almost all businesses that are either online or offline use various types of marketing strategies in order to boost their business especially after the downturn faced by many during the pandemic Covid-19 attack that happened all around the world in 2020. Since the first COVID-19 case happened in Malaysia, Malaysia's Prime Minister announced a movement control order (MCO) started on 18 March (Tang, 2020). For that matter, all sectors needed to shut down their business. To survive, business owners, especially those who run an offline business previously were obligated to switch to online business.

Even if the offline business owner did not know different types of ways to market their products through online marketing, they had to learn how to do it anyway for survival. Research showed that many business owners shared their online business started with their friends on Whatsapp (Holovach, 2022). They also started to create social media like Facebook and Instagram and learned how to use social media platforms in order to boost their sales.

On the other hand, for online businesses who already started with online marketing before the pandemic, it was not a big deal for them because it was already their cup of tea. They only needed to step up their marketing techniques due to the increase of the number of new entrants at that time.

ISSUES AND SOLUTIONS

According to Muhammad Anas (2022), there are two types of marketing which is content marketing and paid advertising. Content marketing is where the business uses various marketing techniques to distribute their business to their specific audience. This is a good marketing technique to business owners who want to attract only to a specific target market. For example, big brands like Hermes use content marketing to market their product by using stunning videos that contain the information of the products to their target market (Arthur, 2014).

However, content marketing only works for the business owner who is willing to spend countless time and money (Holovach, 2022). It requires a lot of energy only to produce one good content that will attract the audience. The business owners need to identify which platform they will use so that the amount of time, money, and energy spent will pay off. Another effort is that marketing content needs to be shared daily so that it will stand out even if they are similar and posted on the same platform. Besides that, the business owners also need to understand better about the behaviours of their target audience and the right platform that will help the business.

Being consistent with content marketing, business owners will see the results through engagement of their audiences on the platforms used (Holovach, 2022).

Next is paid advertising. Paid advertising is where the business owners paid the social media platform like Instagram ads, Facebook ads to advertise their brands (Muhammad Anas, 2022). Paid advertising is used only for a short term as once the duration of the advertisement ends, the business owner needs to start all over again. Moreover, paid advertising can be expensive depending on which platform they use and which package they subscribe to. Using paid advertising as a tool to market the brands will not help the business generate sales in huge amount but will create massive brand awareness (Muhammad Anas, 2022). It then depends on how the business owner promotes their products on their page that will ensure the customers end up purchasing and not only browsing.

CONCLUSION

As a suggested solution, for existing big brands, it is good for them to use content marketing as their marketing tools as their main goal is to provide their existing and potential customers the information of their products and to keep them aware of new product lines, increase subscriptions, etc. (Holovach, 2022). On the other hand, as for a new brand or business, it is better for them to utilize paid marketing to create awareness of their products and offerings as well as get the attention of many new customers to engage with their advertisements (Muhammad Anas, 2022). Be it an established business or a new business, having a social media account will boost their business in long terms and significantly perpetuate recognition on their existence. Hence, this will be a new outset of customers' market opportunity.

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