

Introduction to Digital Marketing



- 1 • Introduction (5 minutes)
- 2 • Why Tiktok? (5 minutes)
- 3 • Jom Tiktok (5 minutes)
- 4 • Create Video (5 minutes)
- 5 • Tiktok Promote (10 minutes)
- 6 • Know Your Audience (BONUS)



Welcome

I started my career in digital marketing since 2005 when I founded & created Kaporator.net – social network for creative writers.

Now, I focus on software development & digital marketing business.

Ts. JOHARI RAHMAD

My Clients



Why Tiktok?

One Of The World's Most Popular Social Media Platforms

TikTok Trends Maximize Exposure Potential

Advertising On TikTok Is Budget-Friendly



TikTok Formats Ads To Facilitate Engagement

Trending Videos Are An Effective Way To Make Sales

It's Easy To Advertise On TikTok

Jom Tiktok



Download



Register

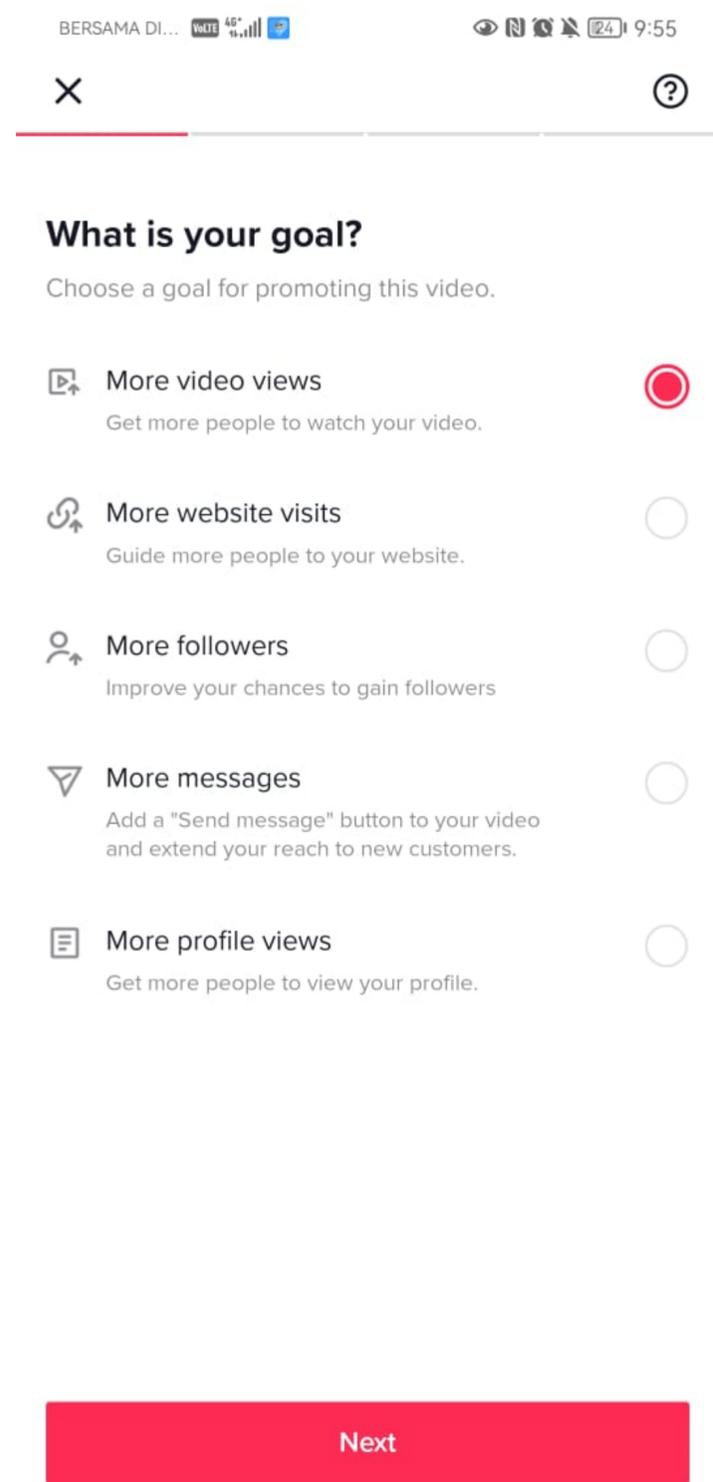
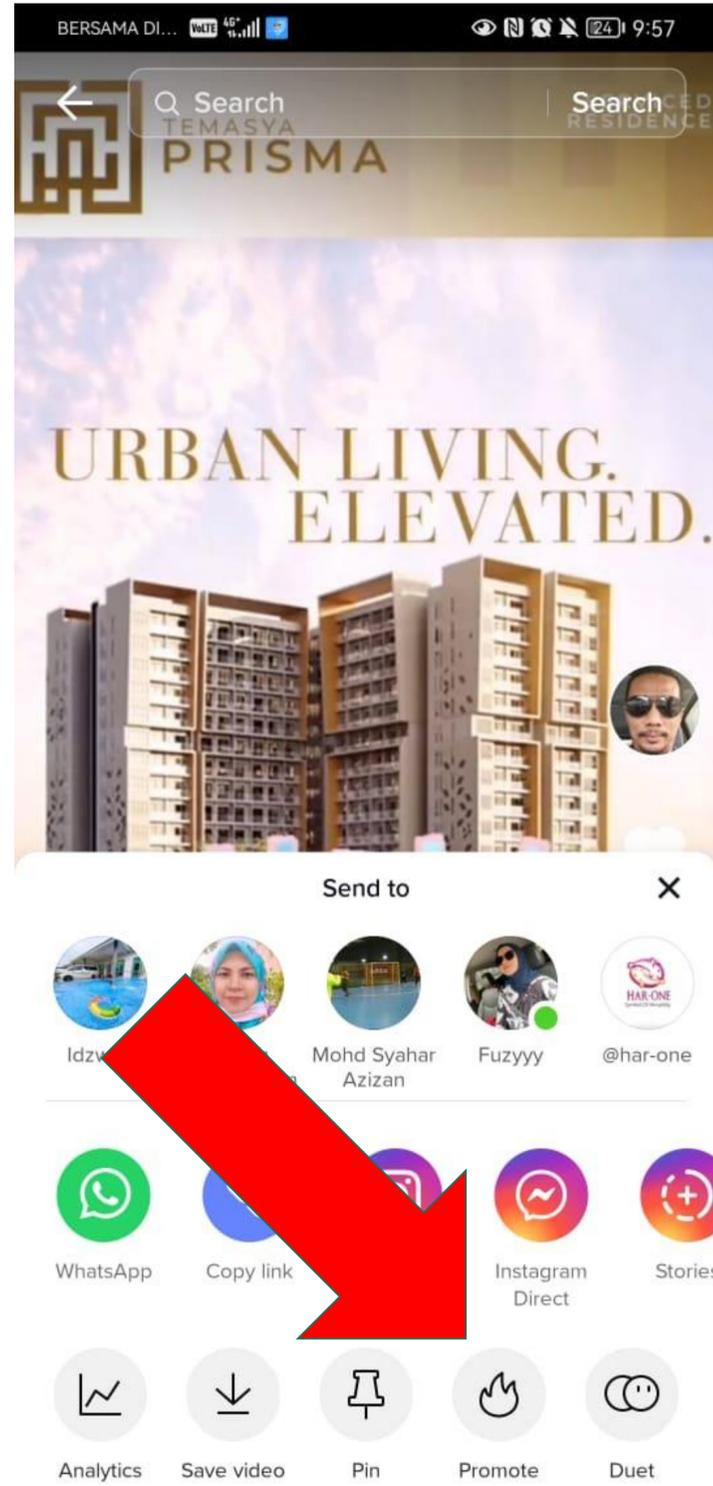


Login

Create Video



Tiktok Promote



BERSAMA DI... 4G+ 10:12

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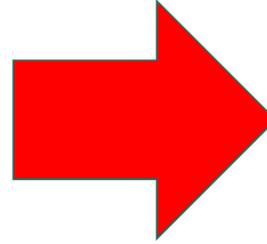
Define your audience

Select how you want to reach your audience for your promotion.

Default audience (TikTok chooses for you)

Create your own >

Next



BERSAMA DI... 4G+ 10:12

< Edit audience ?

18.0M - 22.0M ⓘ
Estimated audience

Wide

Choose an audience name

Audience name 1

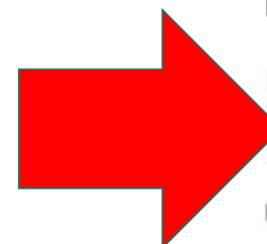
Select your target audience

Gender & age Edit >
All | All

Locations Edit >
None selected

Interests Edit >
None selected

Save



BERSAMA DI... 4G+ 10:12

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RM24 over 2 days
Estimated total cost

1,835 - 6,002
Estimated video views

Budget
RM12 Per day

Duration
2 days

Next

BERSAMA DI... 4G 10:13

Overview



1,835 - 6,002
Estimated video views

Goal >
More video views

Audience >
Audience name 1: Default

Budget and duration >
RM24.00 | 2 days

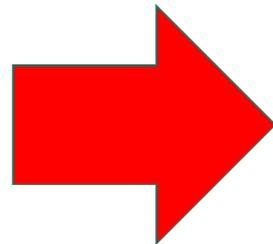
Price detail

Subtotal	RM24.00
Tax ⓘ	RM1.44
Total	RM25.44

Total **RM25.44**

Pay and start promotion

By continuing, you agree to the **TikTok Promote Program and the Payment Terms and Advertising Policy**



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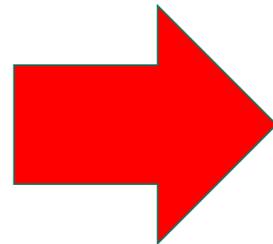
Checkout

Select a payment method

- Credit or Debit card >
- FPX** FPX
- Touch'n Go
- Boost

Total: MYR25.44

Confirm



BERSAMA DI... 4G 10:13

Checkout

Select a payment method

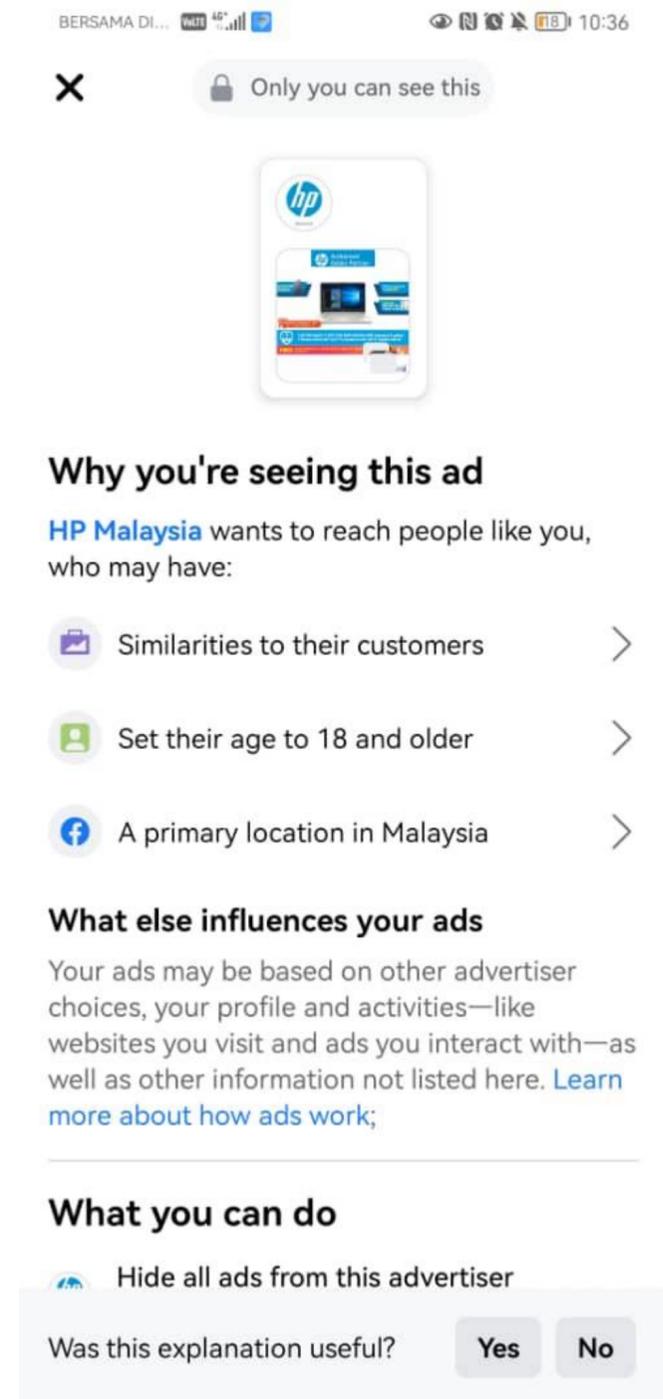
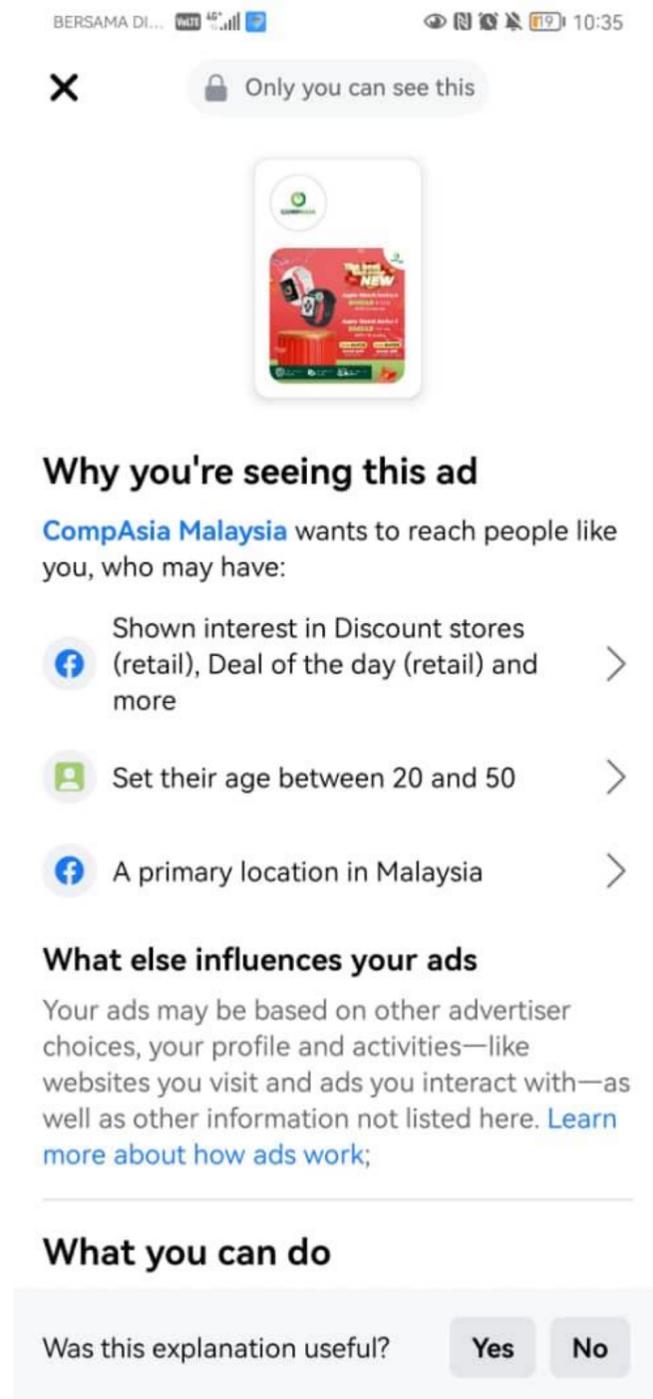
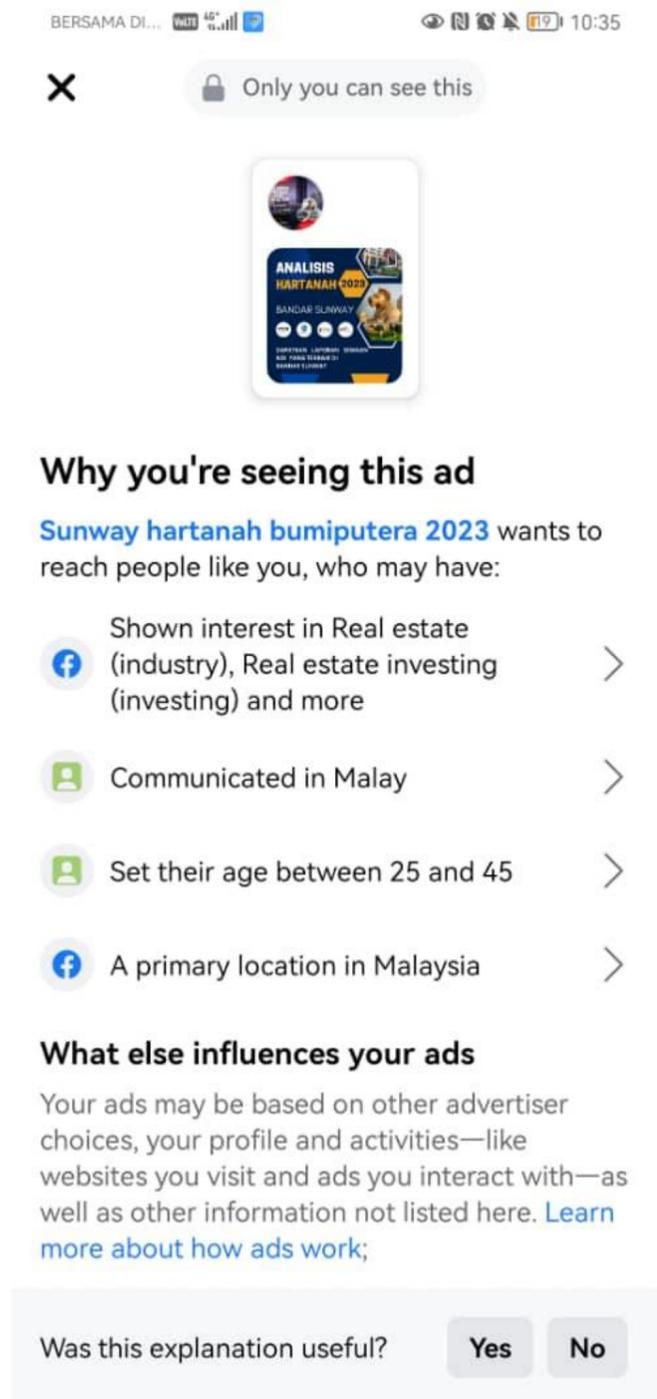
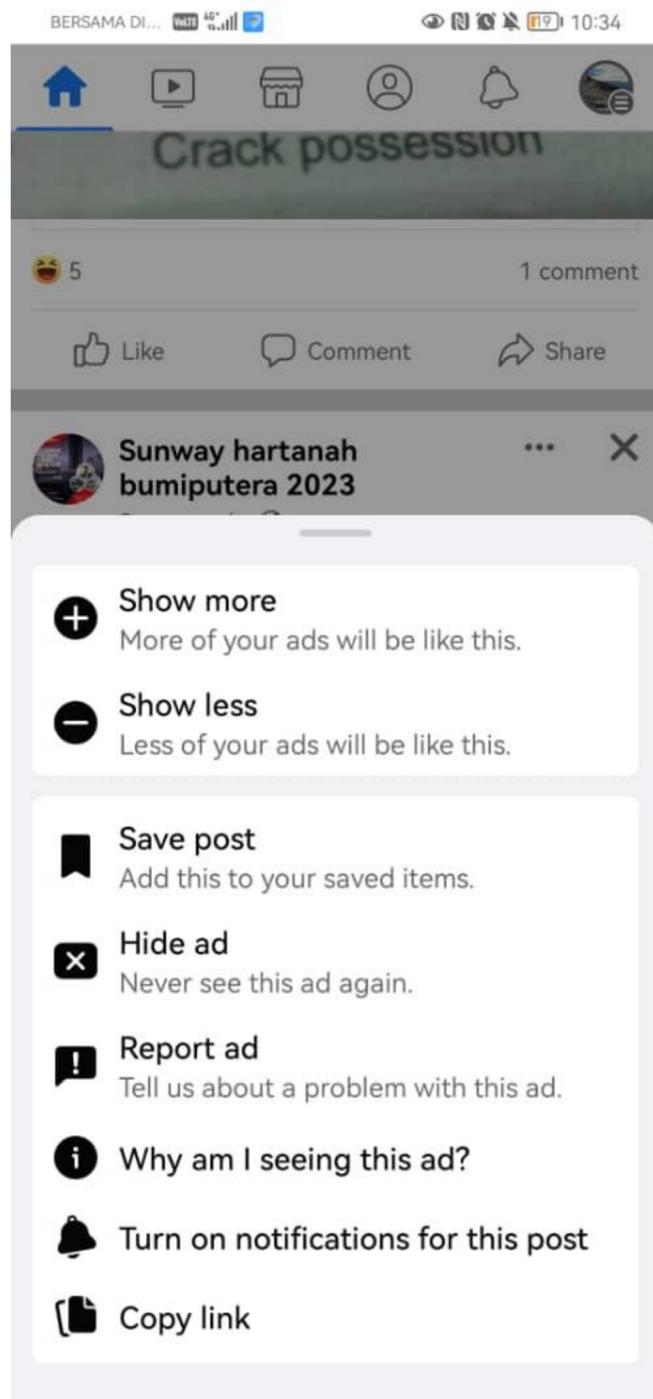
- Credit or Debit card >
- FPX** You'll have 36 minute(s) to complete the payment.

- Maybank**
- CIMB Bank
- Bank Islam
- Public Bank
- Bank Simpanan Nasional
- Hong Leong Bank
- RHB Bank
- AmBank
- Bank Rakyat

Total: MYR25.44

Confirm

Know Your Audience



Ads Objectives

#	Description	Type	Description
1	Reach	Awareness	Show your ads with the maximum number of impressions in your targeted audience at the most efficient price.
2	Traffic	Considerations	Drive people to any URL, such as your website's landing page, a blog post, app etc.
3	Video Views		Maximize plays of your video ads from audiences most likely to engage with them.
4	Lead Generation		Collect leads for your business with a fast-loading, customizable instant form in the TikTok app.
5	Community Interaction		Get more people to engage with your TikTok account by driving followers or increasing traffic to your profile page.
6	Website Conversions	Conversions	Encourage people to take specific action on your website, such as having them add items to a cart, download your app, register for your site, or make a purchase.
7	App Promotion		Encourage new people to use your app. Re-engage existing users to take action in your app.



Tiktok Promote



Tiktok Ad Manager



Tiktok Business



TERIMA KASIH

Insyallah, segala ilmu yang dikongsi & disampaikan ini akan dapat memberi manfaat kepada para peserta & majikan khususnya.

Ts. JOHARI RAHMAD

Pengajar

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