

# KUCHING WEBSITE DESIGN COMPANY

Karuna Sarawak - Malaysia Website Awards Winner for the Commercial Site of the Year Award 2017. We design & build websites since 2009. We provide digital or online marketing, website design, online shop & ecommerce solutions; a complete website package that gives you peace of mind and empower your online business.



# “TIPS & STRATEGY ON EFFECTIVE DIGITAL MARKETING”

- Melvin Ong



# About Karuna

- An award-winning Web & Digital Marketing Agency based in Malaysia.
- Since 2009, Karuna Sarawak has participated in the growth of e-commerce in the United States as well as in Malaysia.
- Karuna Sarawak was one of the earliest partners for Groupon, Lazada and Astro GoShop when they first started out in Malaysia.



# Perface

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Unlike big businesses, most start-ups do not have a lot of funds to promote their businesses.

Traditional advertising such as brochure printing, newspaper ads and roadside buntings are not only no longer effective but expensive.

In this series, we will share tips on how incorporating Digital Marketing strategies to your website can enhance your online presence and get you leads and referrals.



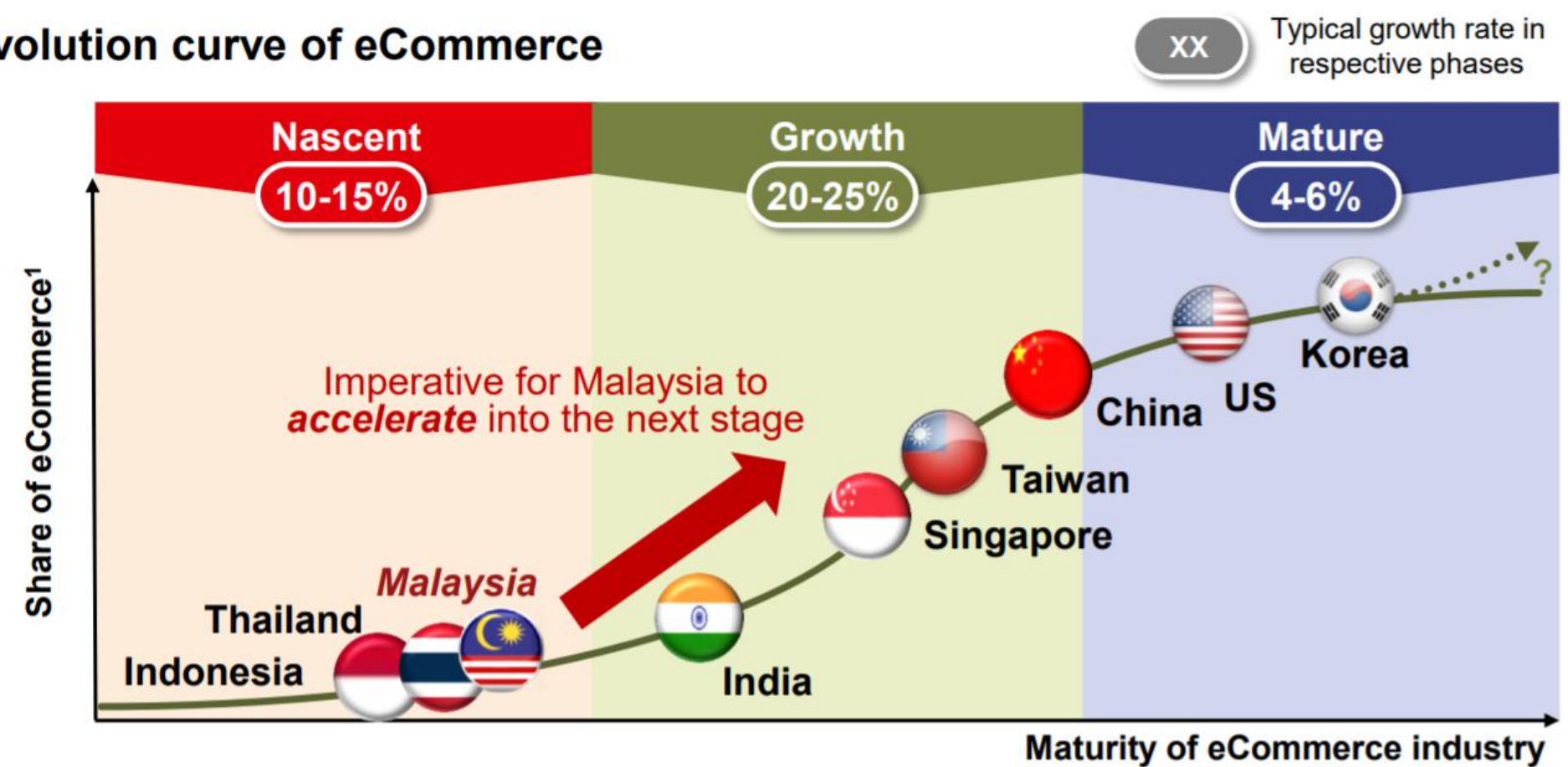


## Why Expand Your Business Online?

Malaysia has one of the most impressive growth in the e-commerce adoption rate. E-commerce sales amounts to USD3.1 Billion in Malaysia in 2017.

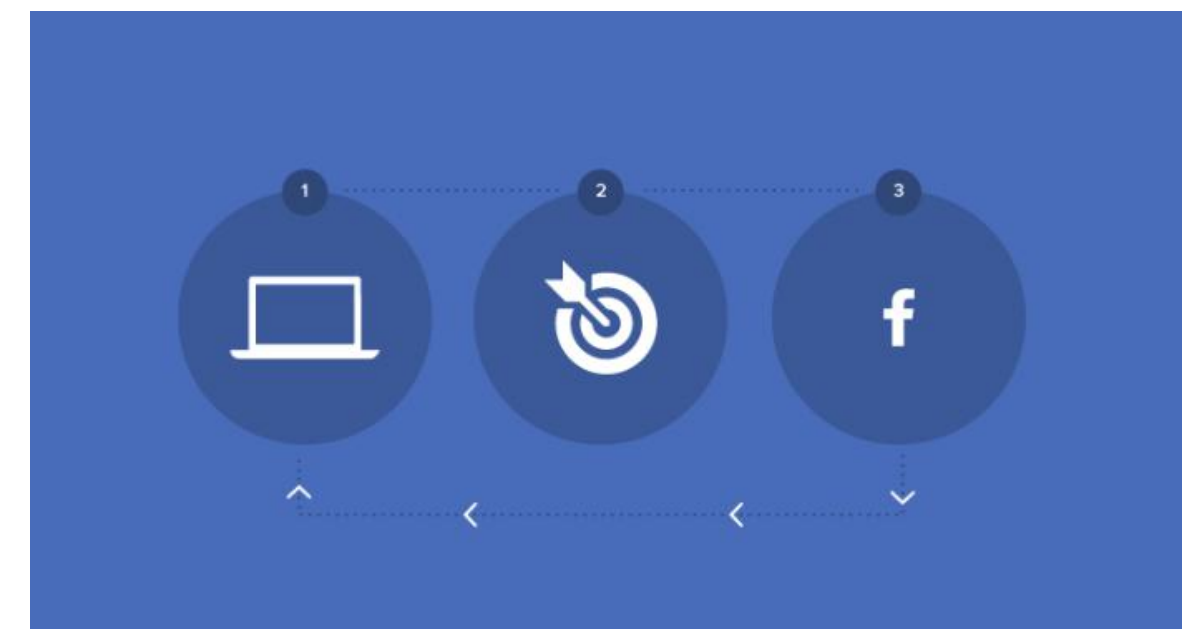


Evolution curve of eCommerce



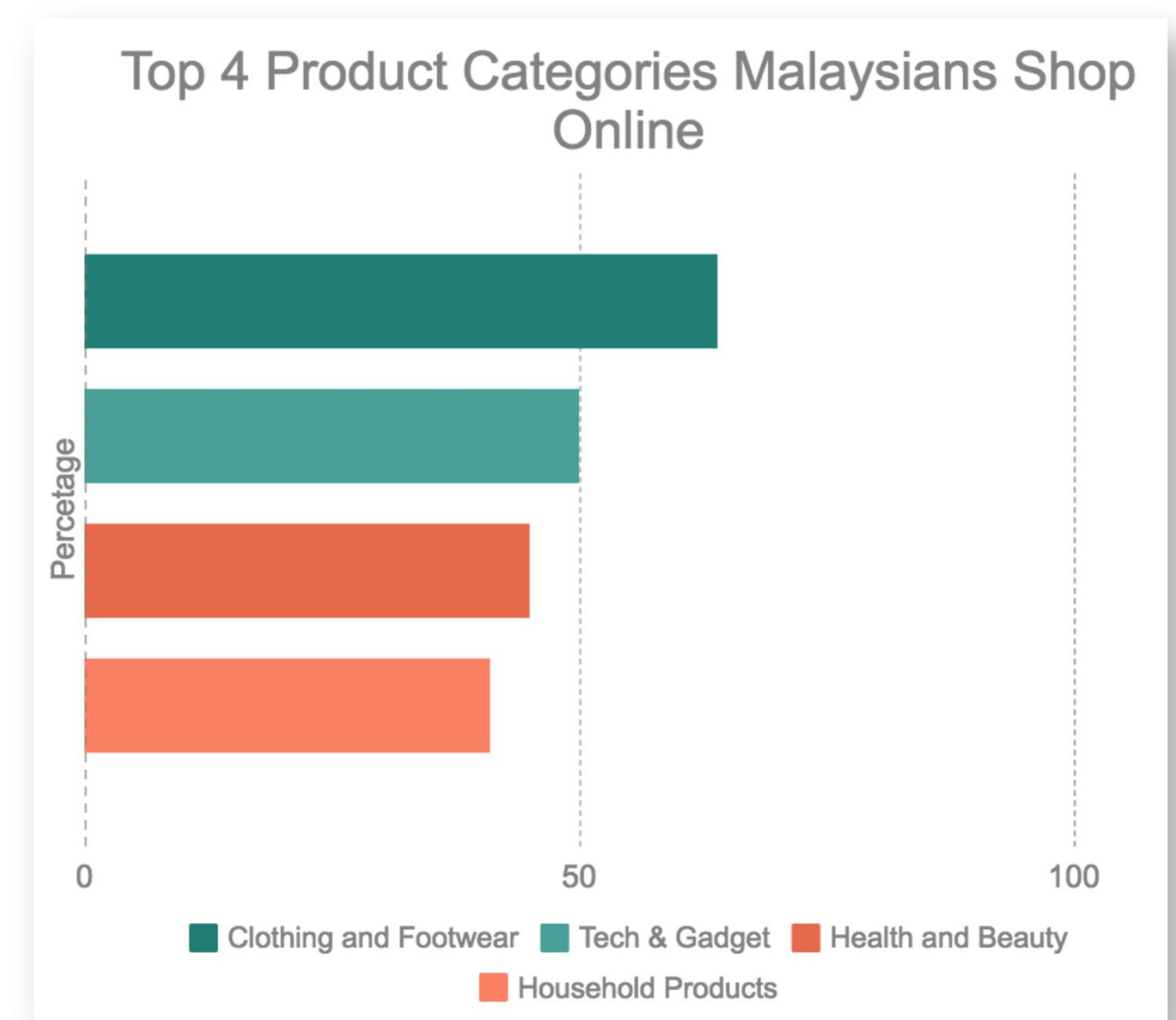
## Why Expand Your Business Online?

- Low start-up costs – All you need is a website; however, do not cut corners when building a website and ensure that proper optimization is done on the website and user experience is considered.
- Digital ads such as Google AdWords and Facebook Advertisements are much cheaper and more effective compared to newspaper prints or roadside buntings



# Identifying Products for Online Success

Most of our clients in the following category carrying Imported Fashion, IT products, cosmetics and furniture that are unique and provide FREE delivery are doing extremely well and are receiving orders from customers in West Malaysia, Australia, America and even Europe





# What is Digital Marketing?

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- Digital marketing encompasses all marketing efforts that use an electronic device or the internet.
- Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.
- Digital marketing strategies includes having a website, search engine optimization for your website and utilizing social media and display ads to generate traffic to your website and drive customers to purchase or enquire (conversion).



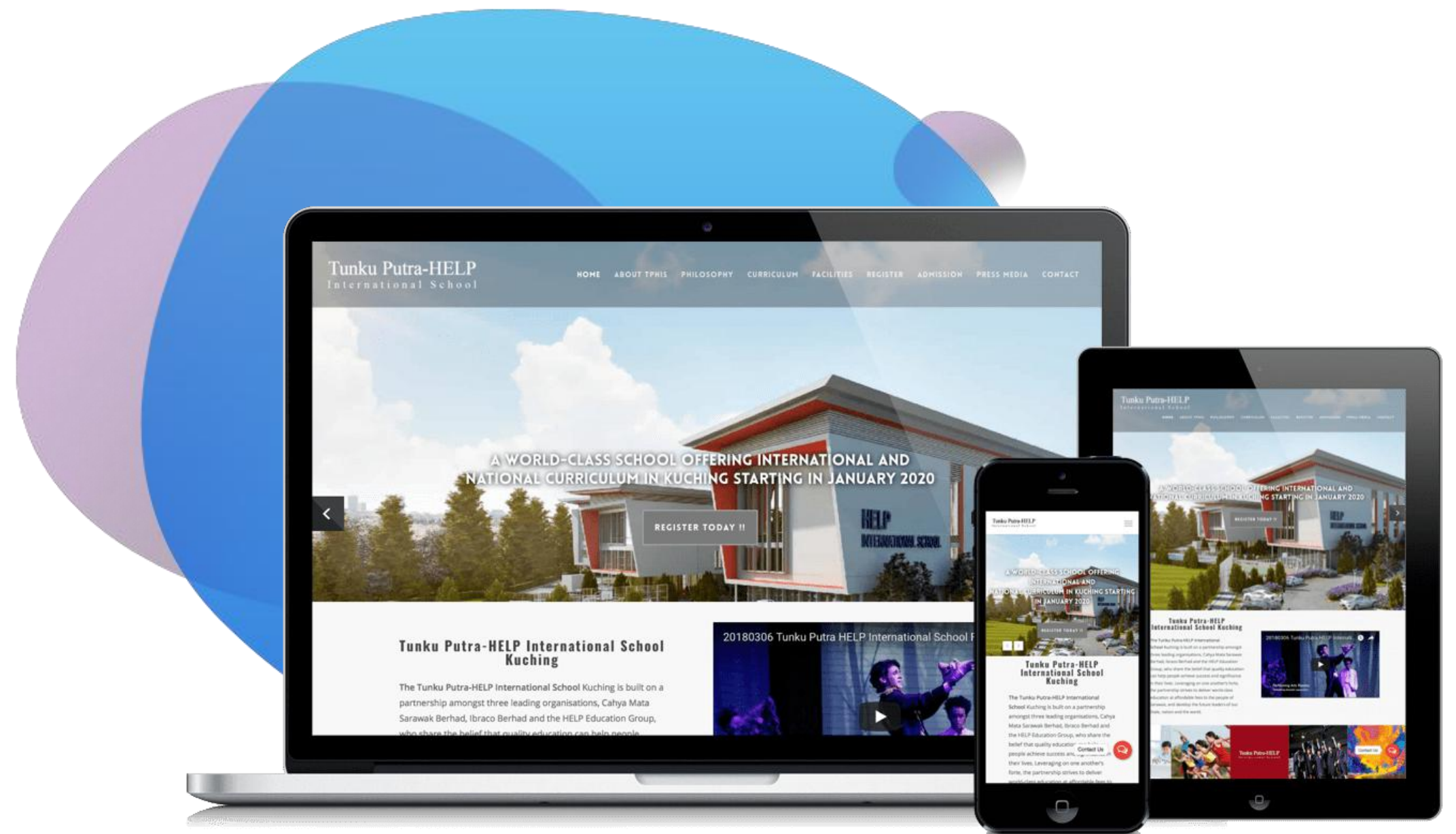


“Building a Responsive website is important. You will lose about 30% of customer traffic if your website is not responsive. ”

STEP 1  
BUILDING AN ONLINE PRESENCE

# What is Responsive Website?

- A responsive website is a website that fits all screen sizes. Older web technology are usually meant to fit desktop browsers, so it is no longer relevant when it comes to viewing on mobile phones.
- Unresponsive website needs to be rebuilt as it affects your ranking on the search engine and user experience. Hence you would be less visible on Google if your website is not responsive.



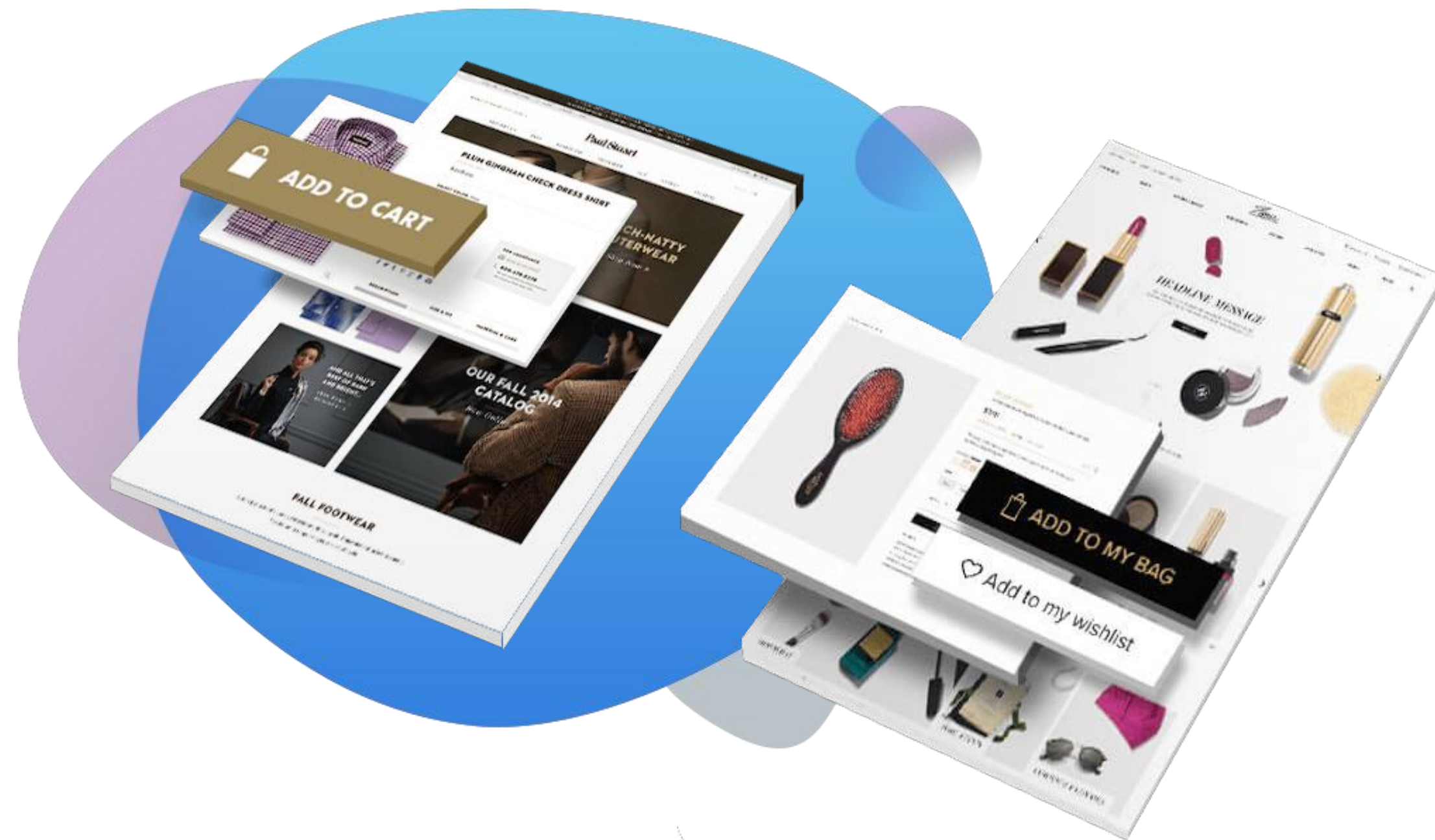
“An Effective Website is a  
Website that  
Prompts for Action.”

STEP 2  
DRIVING CONVERSION

# Call-To-Action Button

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- Building a website must take into consideration the user experience and stages the customer will take to obtain information before contacting or purchasing your product online.
- The most common CTA are as follows:
  - Call now button
  - Enquiry Form
  - Add to Cart
- From our experience, most of our customers obtain 5-15 leads minimum per month organically when the CTA's are placed correctly.

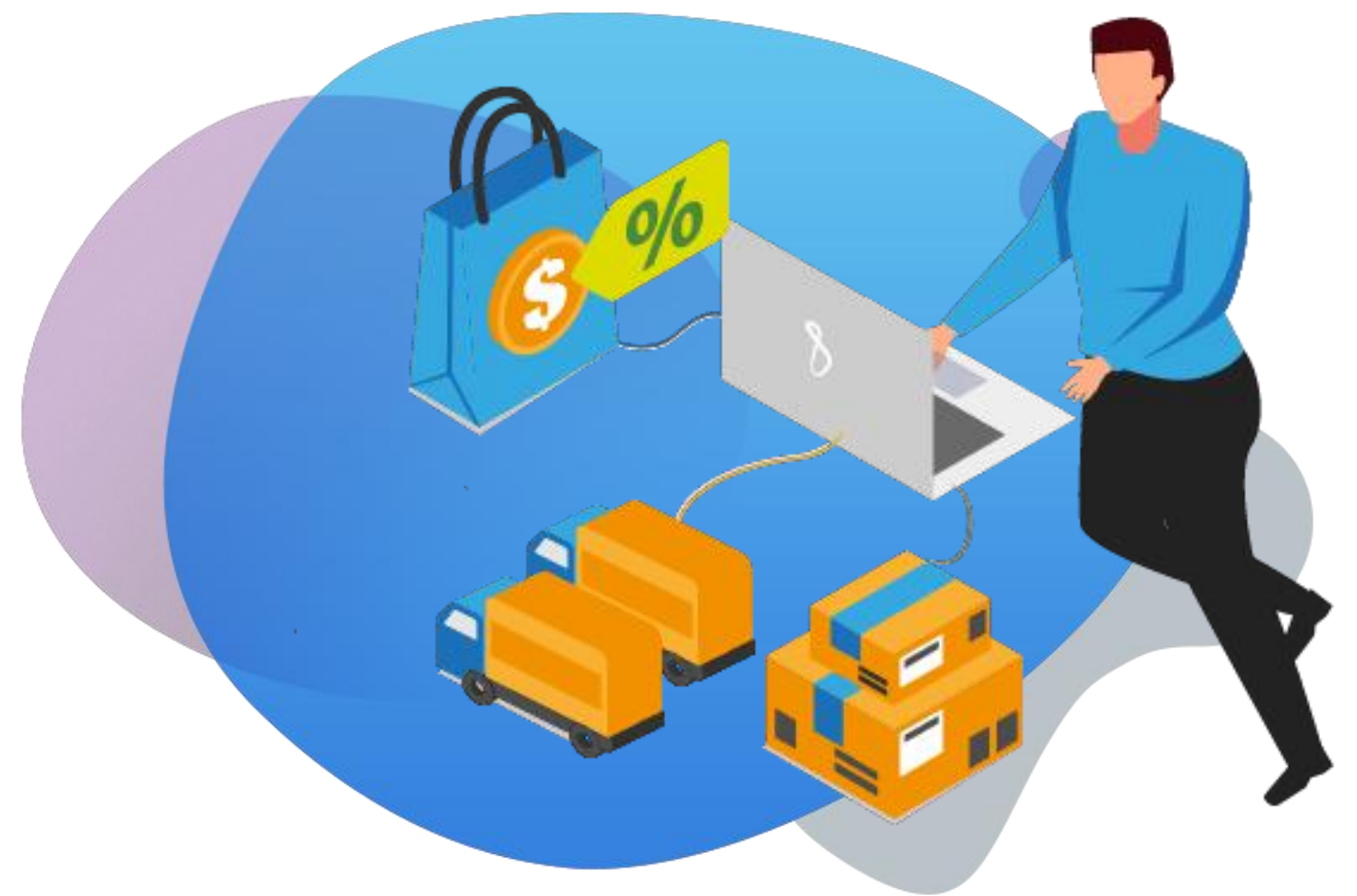




## Here are some E-Commerce Buying Factors to consider when creating Call-to-Action Cues

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- There are several factors that affect buying behavior in Malaysia. The most important factor that drives purchases online are as follows:
  - a) Cash on Delivery Options –Most Malaysians are afraid to purchase things online, and even if they have a credit card, hence Cash on Delivery is a good option.
  - b) Competitive Pricing & Free Shipping - Buyers are most likely to purchase if shipping is included at a reasonable cost price of the product
  - c) Returns - A website that guarantees a good product and allows customers to return unsatisfied products has a higher chance of generating online sales



## E-Commerce Buying Behavior Factors

- d) Secure Website & Payment Gateway - Having an SSL (Secure Socket Layer) on your website shows customers that your website is secure and trustworthy along with a good payment gateway that increases your chance of generating sales
- e) Product Review / Testimonials - Providing customers with real reviews from other customers is a good way of building trust towards a product
- f) Gamification of e-commerce sites - Rewarding customers with coupons, points and rebates upon purchase will warrant next purchases from the same customer



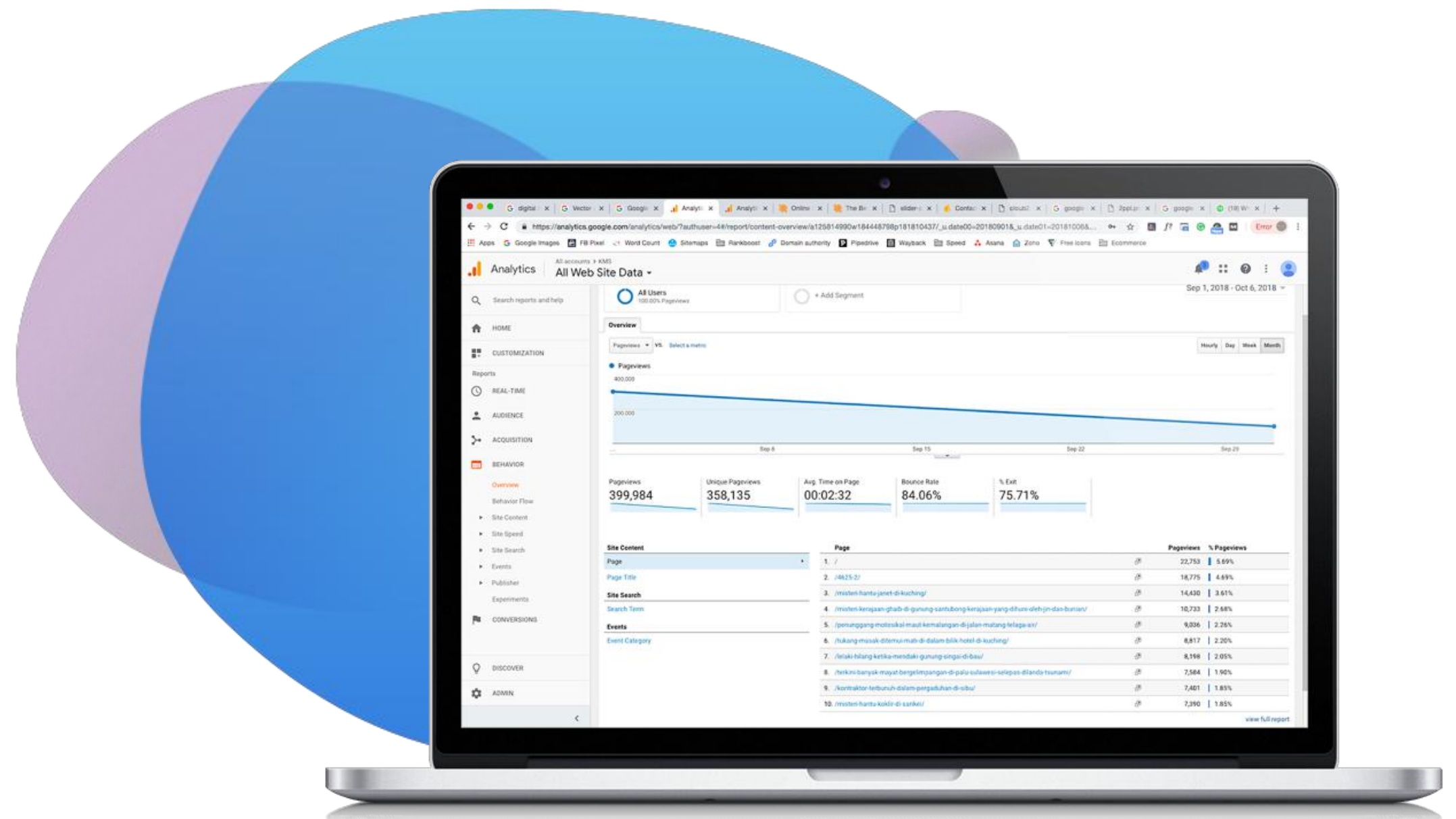
“Understanding Your  
Customers.  
WHICH PRODUCTS /  
PLACEMENT WORKS  
BETTER”

STEP 3  
UNDERSTANDING CUSTOMER BEHAVIOR

# How To Analyse User Behavior

Google Analytics is a FREE tool that allows you to understand your customer demographic as well as understand their behaviour on your website. You can learn more about the following:

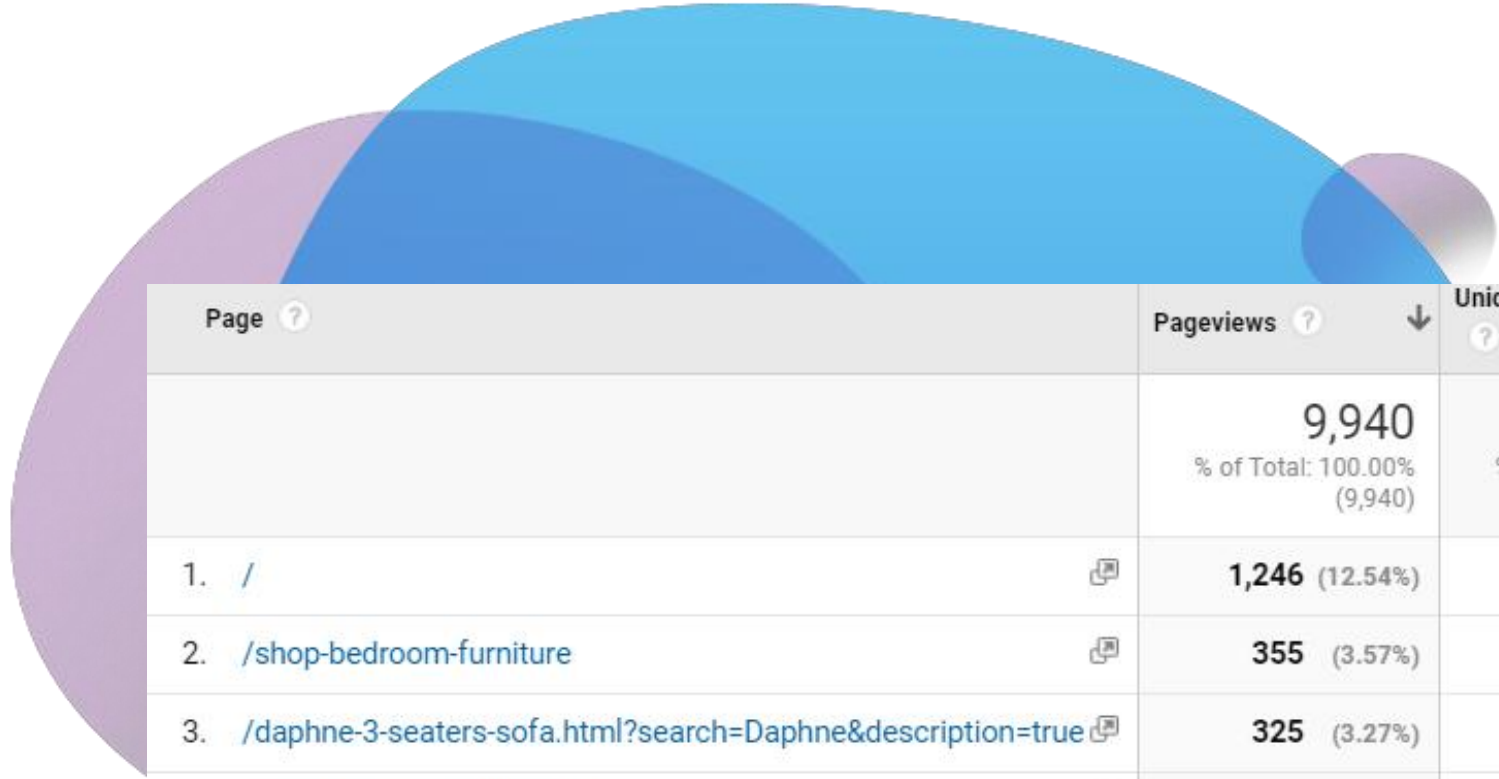
1. Individual Page Views to determine which Category or Page is more popular.
2. How engaged is your Audience on your website
3. Individual Page Views to determine which Category or Page is more popular





# Identifying Products that sell better

- From this Google Analytics analysis, it shows that bedroom and living room furniture have the highest hits on the website.
- There should be more variety of these products on the website and should be featured on the home page to encourage conversion.



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	9,940 % of Total: 100.00% (9,940)	7,612 % of Total: 100.00% (7,612)	00:01:19 Avg for View: 00:01:19 (0.00%)
1. /	1,246 (12.54%)	900 (11.82%)	00:01:18
2. /shop-bedroom-furniture	355 (3.57%)	234 (3.07%)	00:00:35
3. /daphne-3-seaters-sofa.html?search=Daphne&description=true	325 (3.27%)	295 (3.88%)	00:00:58
4. /shop-living-room-furniture	313 (3.15%)	203 (2.67%)	00:00:35
5. /mina-sofabed.html?search=mina	284 (2.86%)	263 (3.46%)	00:02:16
6. /shop-living-room-furniture/shop-living-room-furniture-sofas-and-sofabeds	277 (2.79%)	165 (2.17%)	00:01:17
7. /shop-bedroom-furniture/shop-bedroom-furniture-bed-frames	274 (2.76%)	157 (2.06%)	00:00:45
8. /shop-online-furniture-sales-promotion	164 (1.65%)	111 (1.46%)	00:01:32
9. /shop-bedroom-furniture-bed-frames	157 (1.58%)	104 (1.37%)	00:01:24
10. /shop-living-room-furniture/shop-living-room-furniture-coffee-tables	107 (1.08%)	71 (0.93%)	00:01:31

# How To Analyse User Behavior

A heatmap shows exactly where users have clicked on the website and show patterns on how they interact.

The technology we have incorporated allows us to track user behaviour accurately and optimize the website for the highest user return.



heatmap

# “Search Engine Optimisation (SEO) ”

STEP 4  
GENERATING TRAFFIC TO YOUR WEBSITE



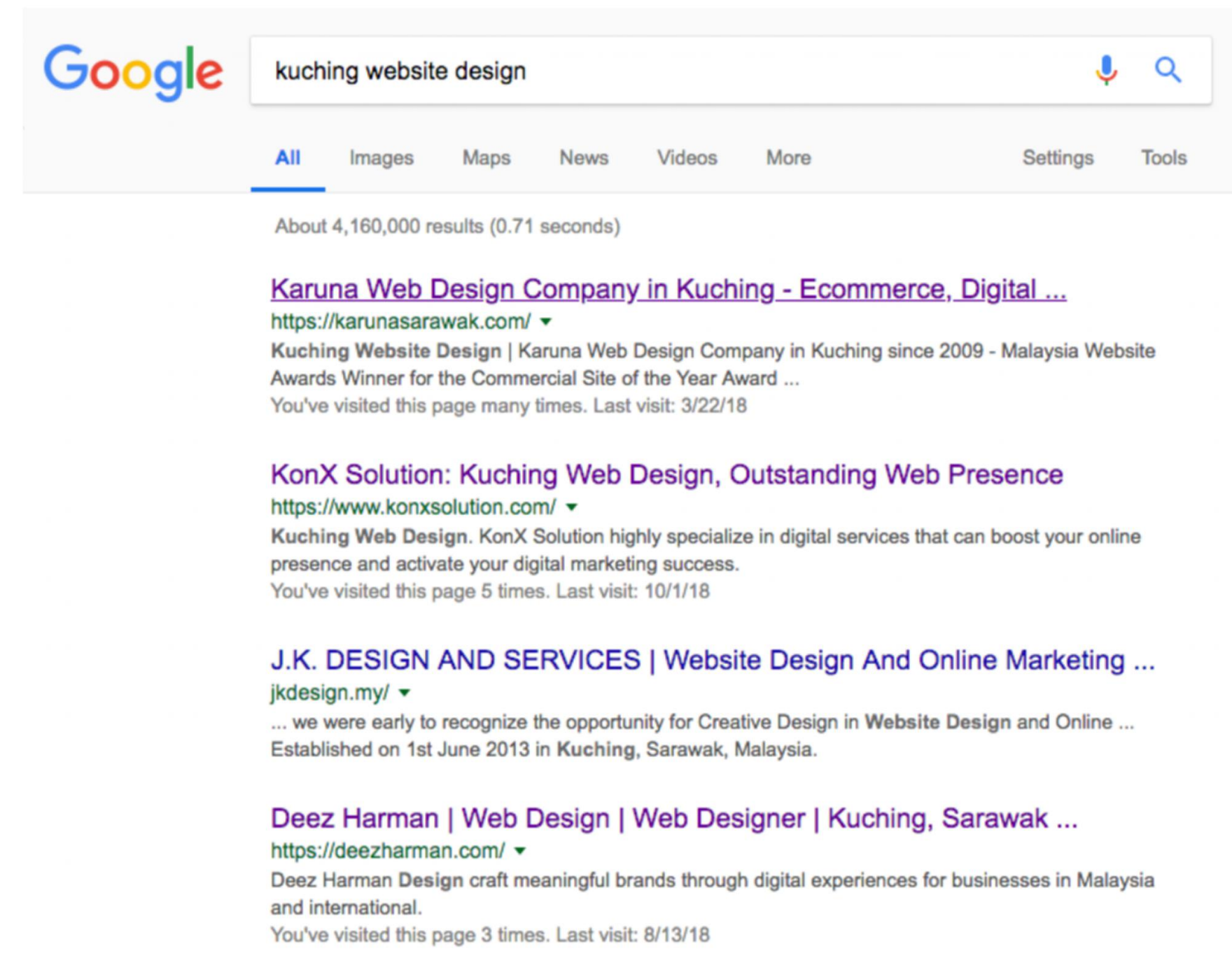
# SEO is what allows your website to be found on the top pages of Google

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Most websites out there are not built with SEO in mind

If a webmaster tells you that a template is SEO ready, it is not sufficient as having a template that is SEO friendly does not mean that you have the proper keywords in place.

It could just mean that it is mobile responsive and loads fast which does not make your website visible.



Google kuching website design

All Images Maps News Videos More Settings Tools

About 4,160,000 results (0.71 seconds)

**Karuna Web Design Company in Kuching - Ecommerce, Digital ...**  
<https://karunasarawak.com/> ▼  
Kuching Website Design | Karuna Web Design Company in Kuching since 2009 - Malaysia Website Awards Winner for the Commercial Site of the Year Award ...  
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**KonX Solution: Kuching Web Design, Outstanding Web Presence**  
<https://www.konxsolution.com/> ▼  
Kuching Web Design. KonX Solution highly specialize in digital services that can boost your online presence and activate your digital marketing success.  
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**J.K. DESIGN AND SERVICES | Website Design And Online Marketing ...**  
[jkdesign.my/](http://jkdesign.my/) ▼  
... we were early to recognize the opportunity for Creative Design in Website Design and Online ...  
Established on 1st June 2013 in Kuching, Sarawak, Malaysia.

**Deez Harman | Web Design | Web Designer | Kuching, Sarawak ...**  
<https://deezharman.com/> ▼  
Deez Harman Design craft meaningful brands through digital experiences for businesses in Malaysia and international.  
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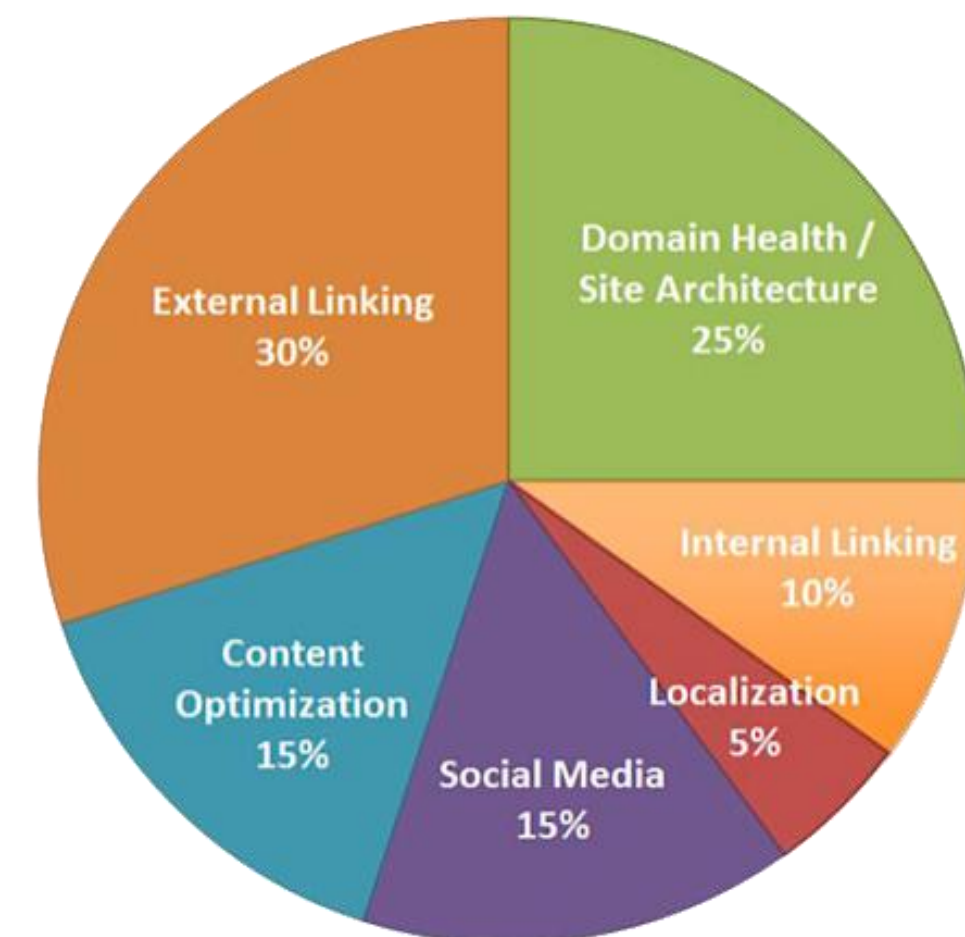
## SEO covers many factors at how Google ranks your website

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Among some of the important features are as follows:

- Mobile Responsive (the website must fit all screen sizes)
- Loading Speed (a slow website is not SEO friendly)
- Readability (your website must not be too messy, it must have consistent font size to differentiate your titles and content)
- Keyword density (this is the most difficult of all as it requires experienced SEO copywriting to ensure your keywords can be found on google)
- Meta description
- Sitemaps

And the list goes on...



*Leads are GUARANTEED to all websites with good content and SEO*

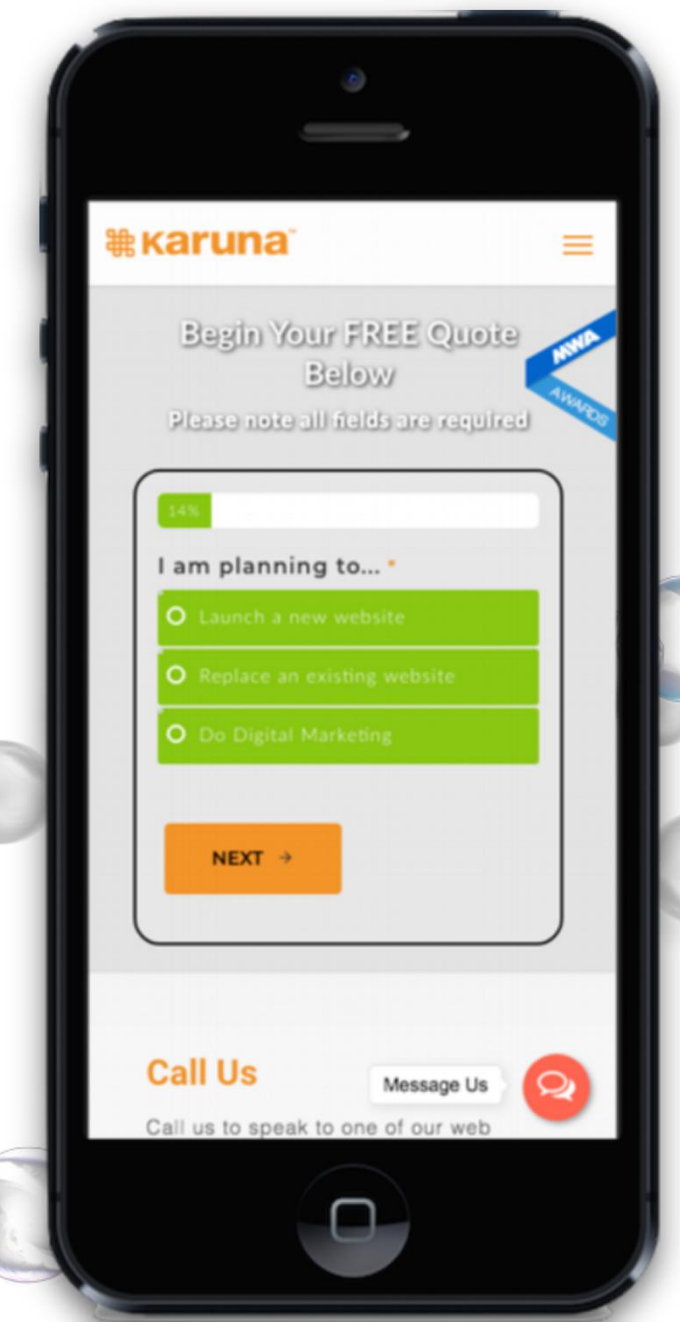
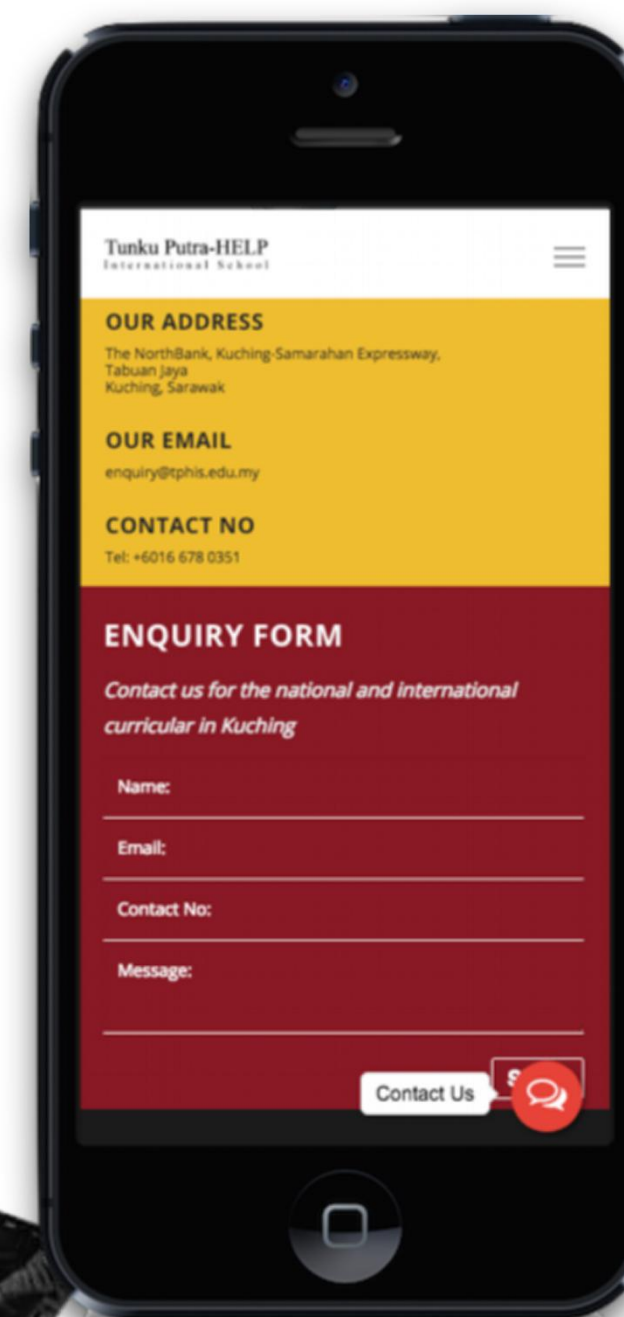
# “Landing Page with Contact Form”

STEP 5  
SETTING UP A CONTACT FORM

# Building A Contact Form

A contact form is a great way to collect information from potential customers who are ready to enquire about your services.

You are halfway into closing sales as only those who are interested with your services would ask for a quotation.



# “Google AdWords”

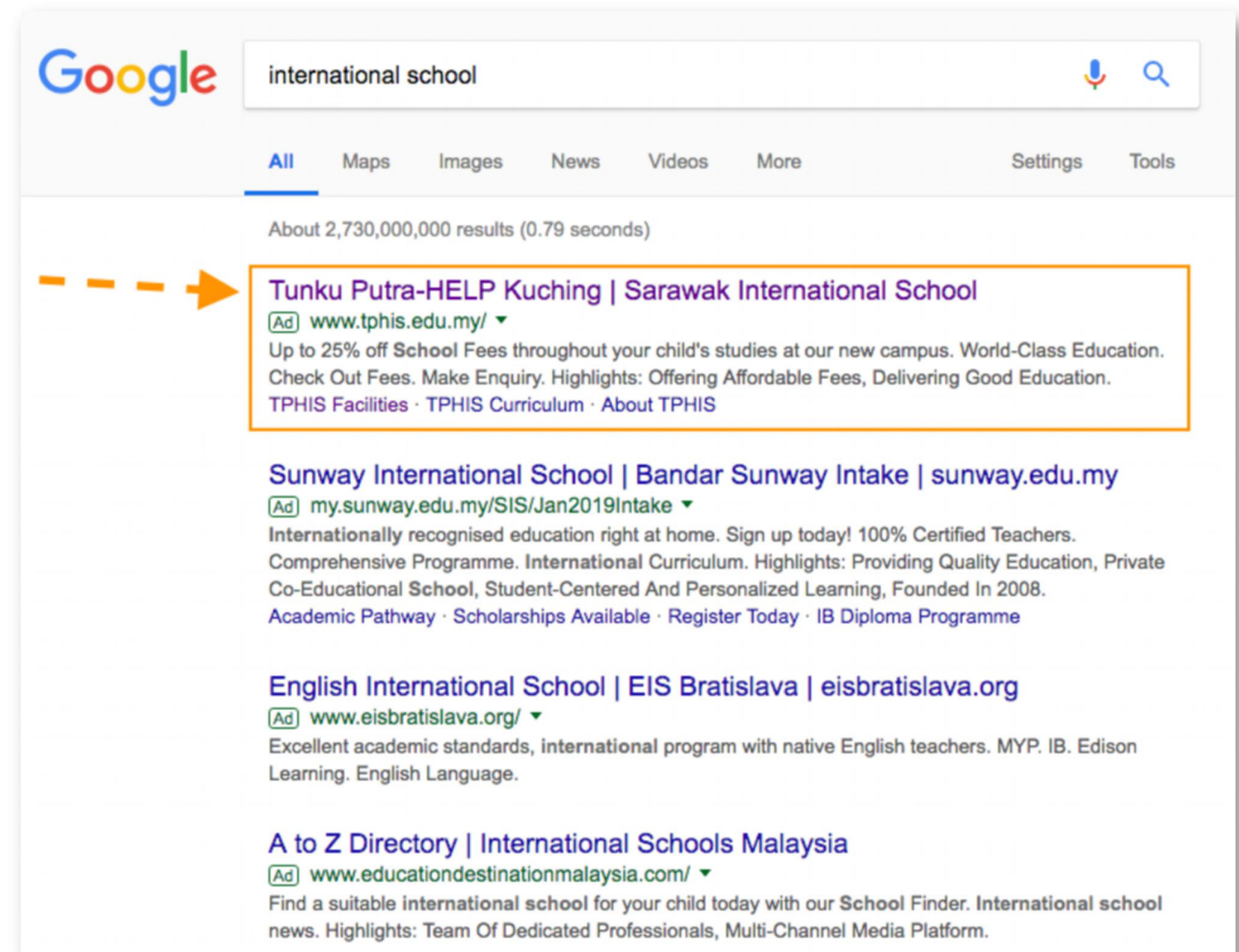
STEP 6  
WEBSITE MARKETING



# Google AdWords

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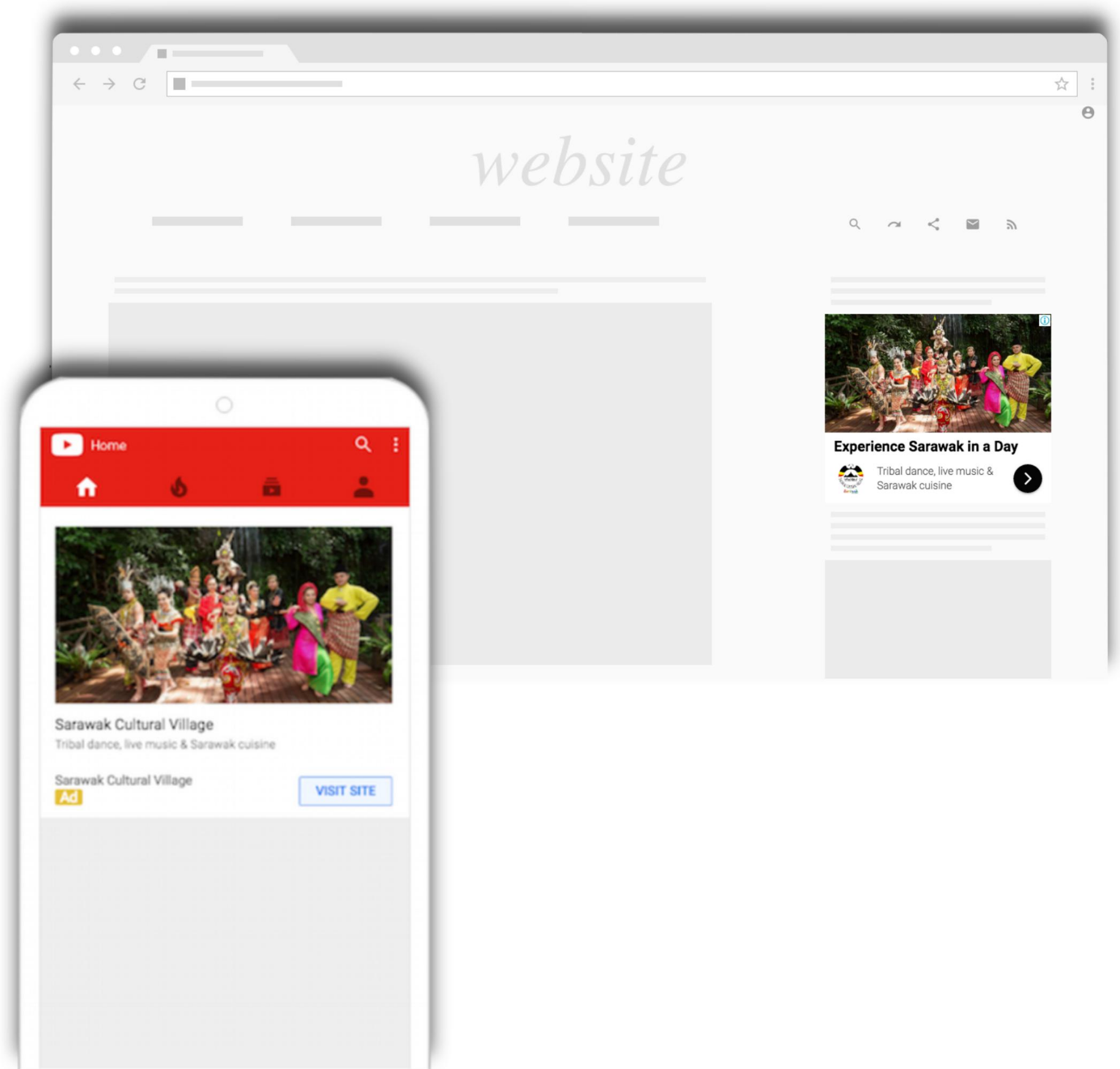
- Get on top of Search Rankings with Google Ads
- Leverage on Google Ads for keywords that do not appear organically on your website through SEO
- Target key competitors names



The screenshot shows a Google search for "international school". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for "All", "Maps", "Images", "News", "Videos", and "More". The search results show "About 2,730,000,000 results (0.79 seconds)". The first result is a paid advertisement for "Tunku Putra-HELP Kuching | Sarawak International School" with a URL "www.tphis.edu.my/". The ad text includes "Up to 25% off School Fees throughout your child's studies at our new campus. World-Class Education. Check Out Fees. Make Enquiry. Highlights: Offering Affordable Fees, Delivering Good Education." and links for "TPHIS Facilities", "TPHIS Curriculum", and "About TPHIS". The second result is for "Sunway International School | Bandar Sunway Intake | sunway.edu.my" with a URL "my.sunway.edu.my/SIS/Jan2019Intake". The ad text includes "Internationally recognised education right at home. Sign up today! 100% Certified Teachers. Comprehensive Programme. International Curriculum. Highlights: Providing Quality Education, Private Co-Educational School, Student-Centered And Personalized Learning, Founded In 2008." and links for "Academic Pathway", "Scholarships Available", "Register Today", and "IB Diploma Programme". The third result is for "English International School | EIS Bratislava | eisbratislava.org" with a URL "www.eisbratislava.org/". The ad text includes "Excellent academic standards, international program with native English teachers. MYP. IB. Edison Learning. English Language." The fourth result is for "A to Z Directory | International Schools Malaysia" with a URL "www.educationdestinationmalaysia.com/". The ad text includes "Find a suitable international school for your child today with our School Finder. International school news. Highlights: Team Of Dedicated Professionals, Multi-Channel Media Platform." A dashed orange arrow points to the first advertisement.

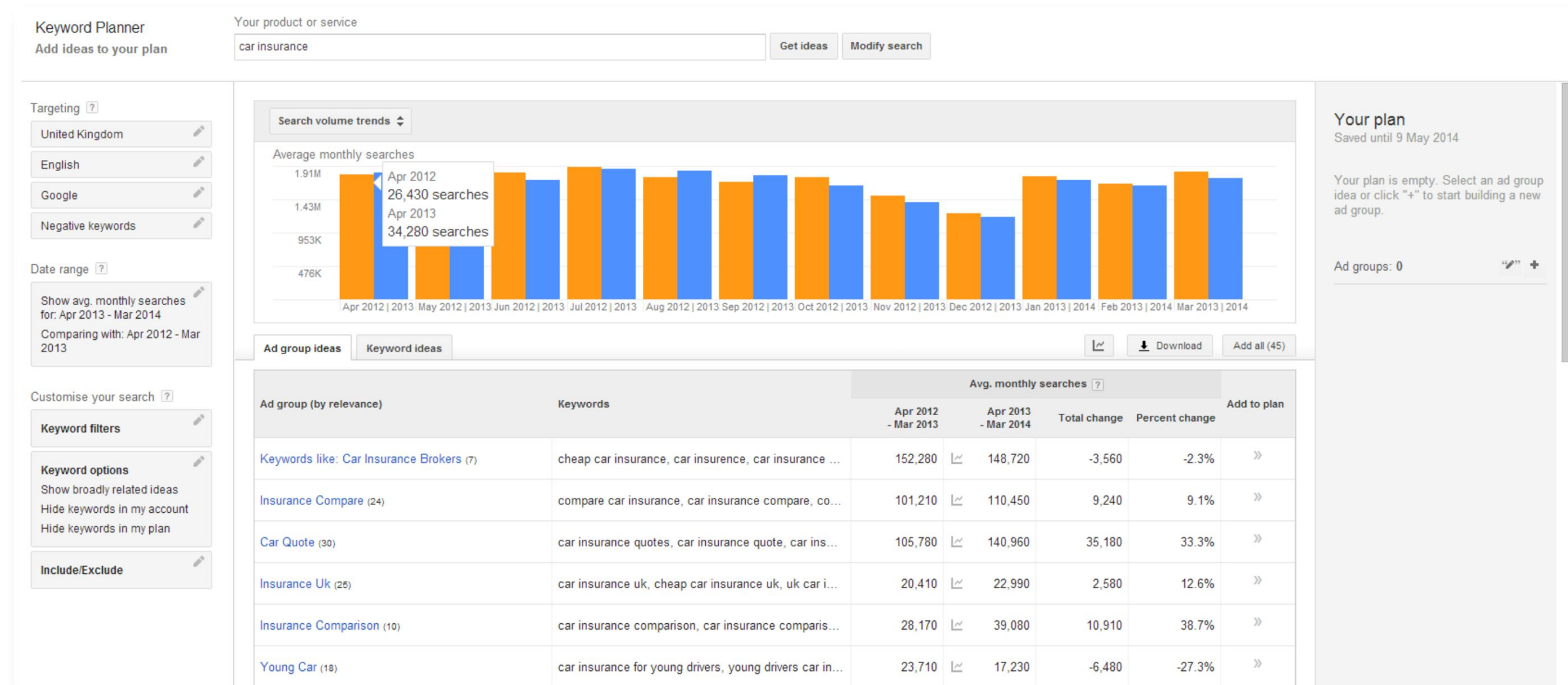
# Google Display Network

- Google GDN allows you to target websites based on keyword topics and place your visuals within the site.
- It helps you reach your clients when they're browsing websites, showing a friend a YouTube video or checking their Gmail or using their phone application with advertisements.



## Use keyword planner to identify keywords

- Use google keyword planner to target high volume search keywords & gauge cost per click (CPC)
- Seek advise from an experienced Digital Marketeer to avoid spending unnecessary on Google Ads as the cost can quickly add up



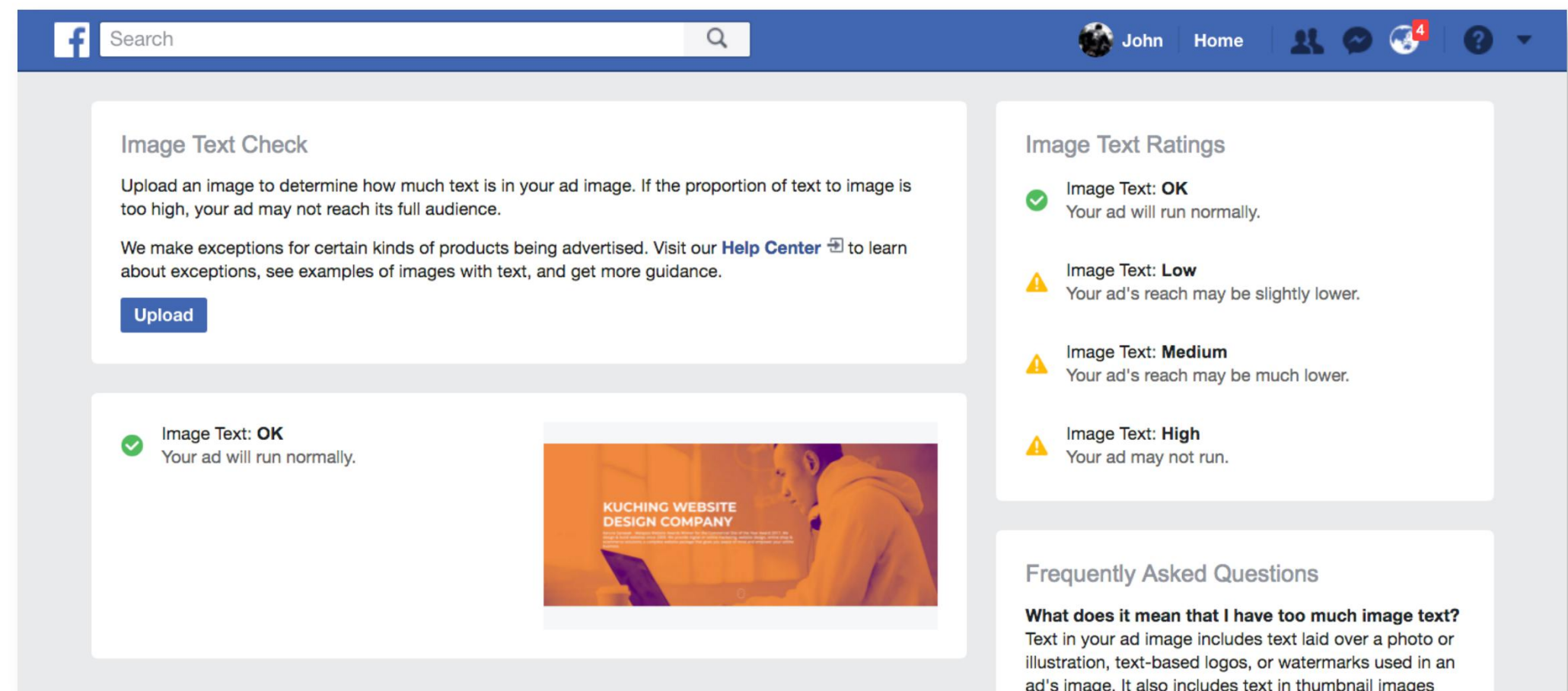
# “Facebook Ads”

STEP 7  
SOCIAL MEDIA MARKETING



# Facebook Ads

- Facebook currently limits the number of followers who see your posts, so do not be surprised if you do not get many likes even though you have 10,000 followers
- Design engaging posts with less than 20% text for more effective Facebook marketing and lower cost per click/ engagement
- Use Facebook's Text Overlay checker



The screenshot shows the Facebook Image Text Check tool interface. At the top, there is a search bar and navigation links for 'John', 'Home', and a notification icon. The main content area is divided into three sections:

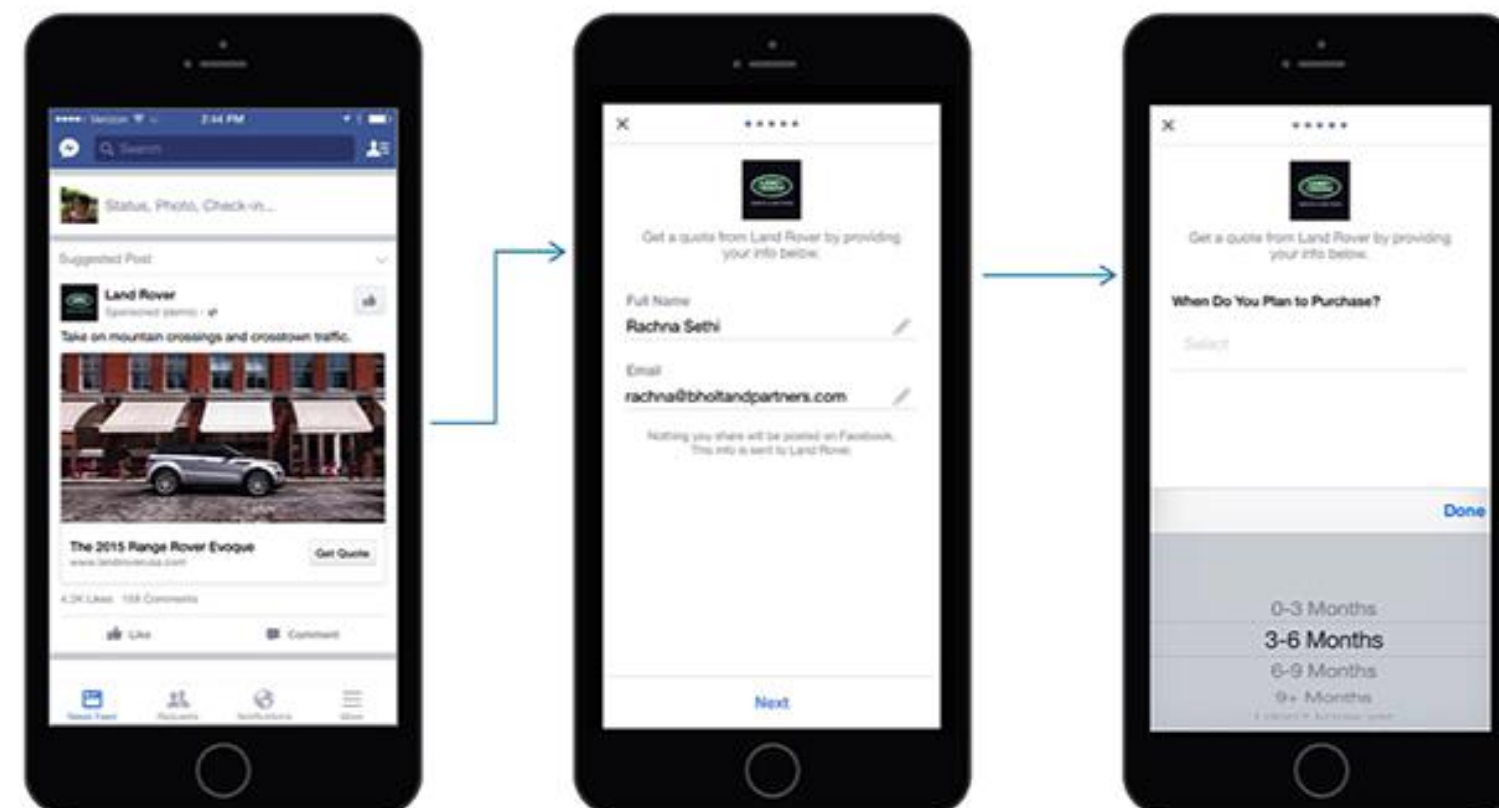
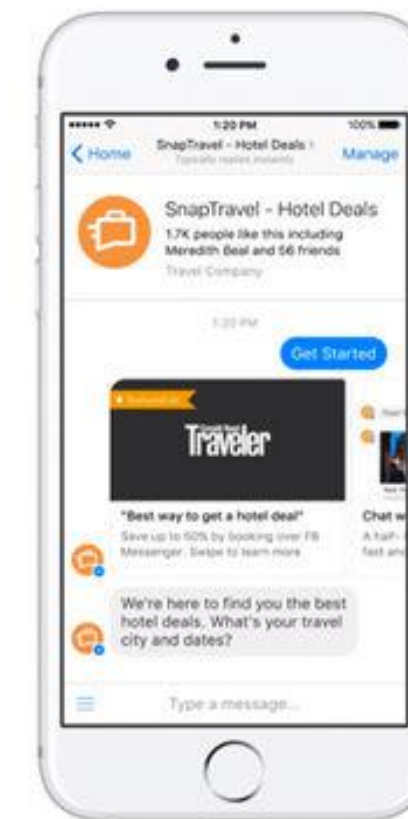
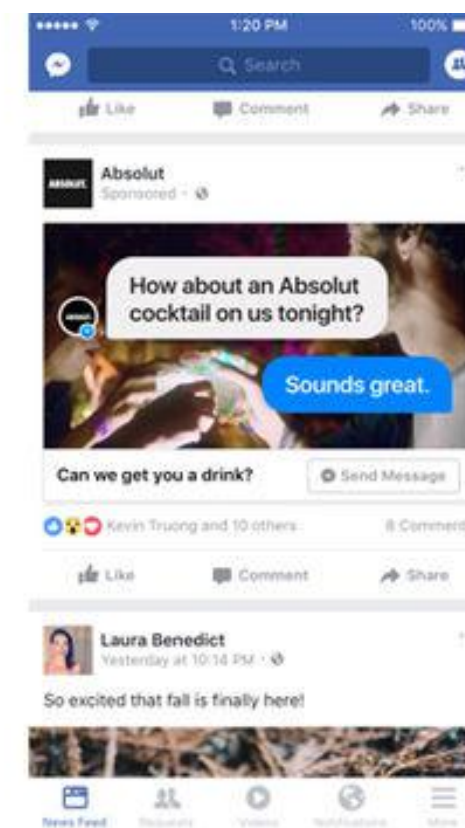
- Image Text Check:** A section with a title, a paragraph explaining the tool's purpose, a link to the Help Center, and an 'Upload' button.
- Image Text Ratings:** A list of four rating categories with corresponding icons and descriptions:
  - Image Text: OK:** Your ad will run normally. (Green checkmark)
  - Image Text: Low:** Your ad's reach may be slightly lower. (Yellow warning triangle)
  - Image Text: Medium:** Your ad's reach may be much lower. (Yellow warning triangle)
  - Image Text: High:** Your ad may not run. (Yellow warning triangle)
- Frequently Asked Questions:** A section with a question and answer about image text.

In the center, there is a preview of an ad image for 'KUCHING WEBSITE DESIGN COMPANY' with a green checkmark and the text 'Image Text: OK Your ad will run normally.'



# Facebook Ads Variations

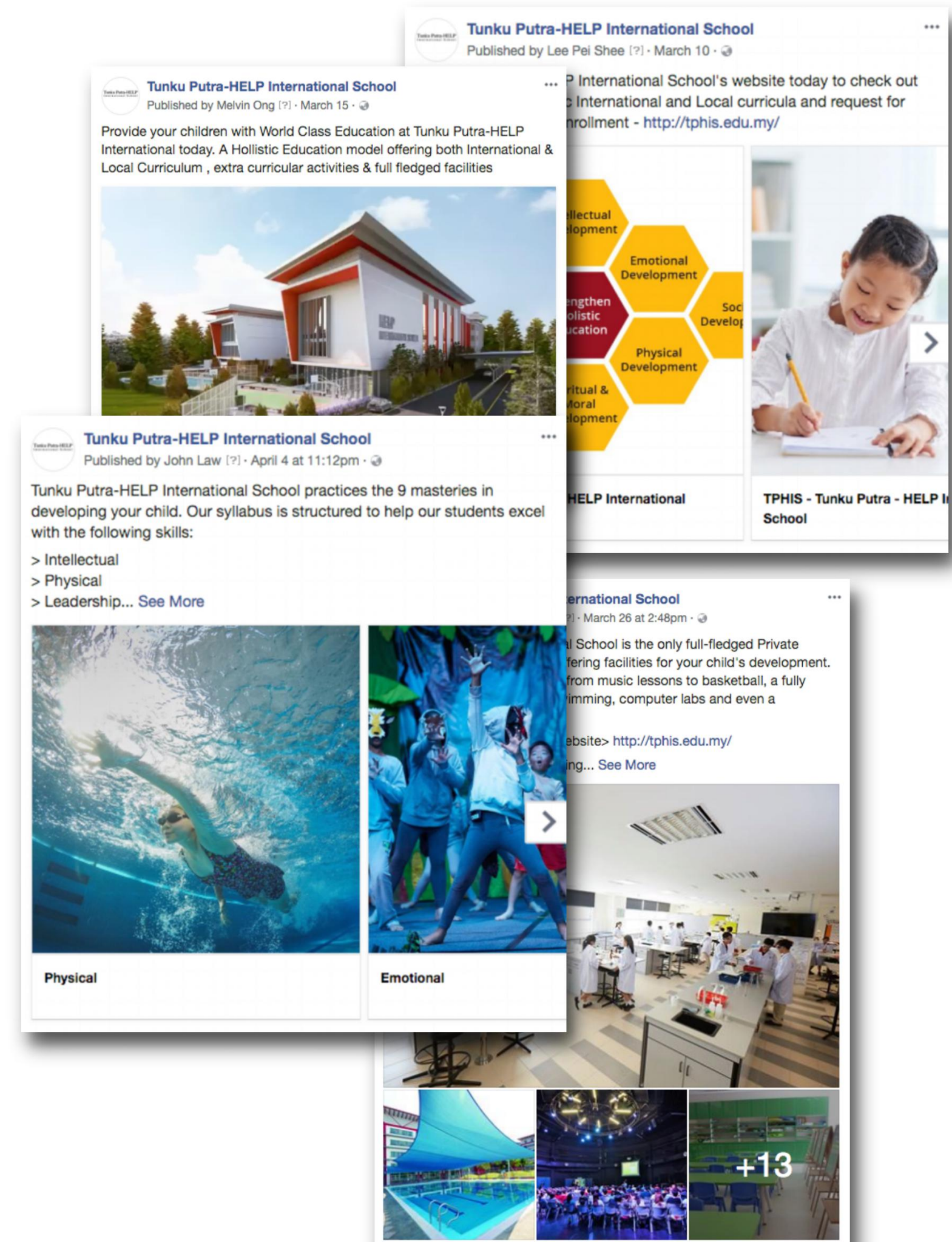
- Facebook Messaging Ads
- Facebook Engagement Ads
- Facebook Traffic Ads
- Facebook Lead Form Ads
- Facebook Re-marketing Ads





# Facebook Campaign

- A digital marketing campaign is a collection of ads geared at creating interest, providing campaign messaging, remarketing and converting viewers to customers.
- A digital marketing initiative should not be considered as a one-off “boost” on a Facebook post and must be a cohesive campaign.



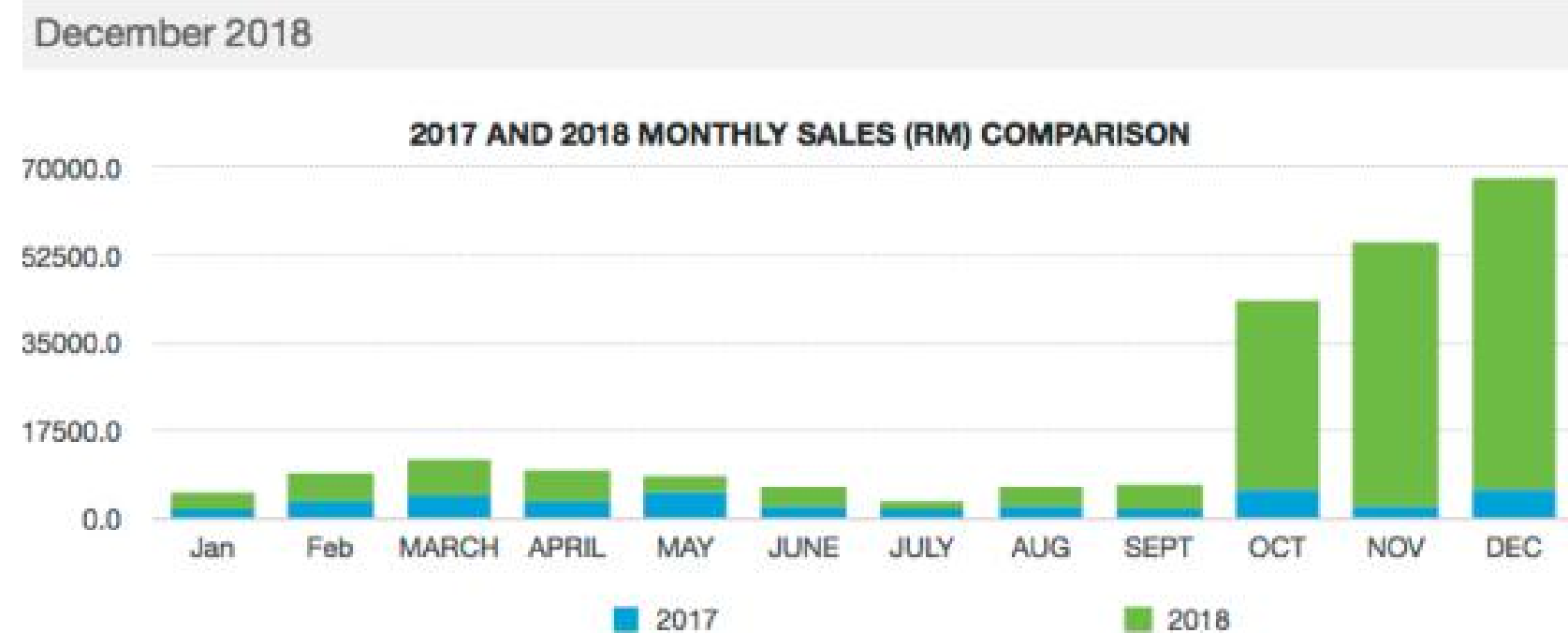


# “Digital Marketing Case Studies”

What is the ROI for Digital Marketing

# Digital Marketing study of E-Commerce Website

- From one of our case studies last year, online revenue increased exponentially after the website user experience has been improved
- Search Engine, Google & Facebook Ads contributed an increase of over 297% visitors into the website with an average number of 16,220 users per month
- Aside from web revamp cost, client only spent RM 5k on digital marketing monthly



2018 DEC SALES (RM) <b>RM62,324.74</b>	COMPARED TO 2017 DEC (RM) INCREASED <b>RM56,727.90</b>	COMPARED TO 2017 DEC (%) INCREASED <b>1,014%</b>
2018 OCT-DEC SALES (RM) <b>RM152,497.18</b>	COMPARED 2017 OCT-DEC SALES (RM) INCREASED <b>RM138,759.58</b>	COMPARED 2017 OCT-DEC SALES (%) INCREASED <b>1,100%</b>
2018 JAN-DEC SALES (RM) <b>RM192,781.08</b>	COMPARED 2017 JAN-DEC SALES (RM) INCREASED <b>RM152,877.00</b>	COMPARED 2017 JAN-DEC SALES (%) INCREASED <b>383%</b>

## Hotel Digital Marketing Case Study

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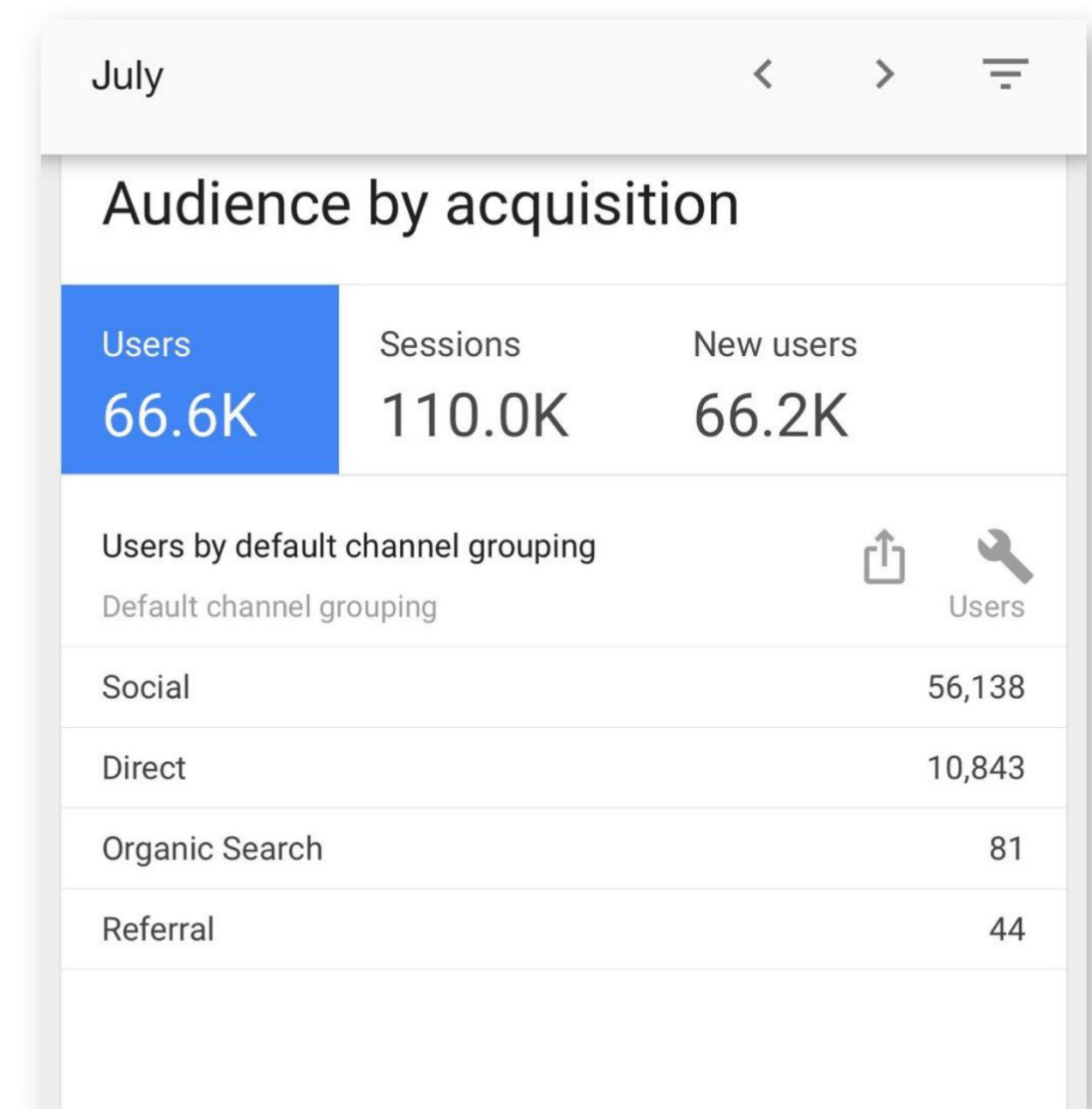
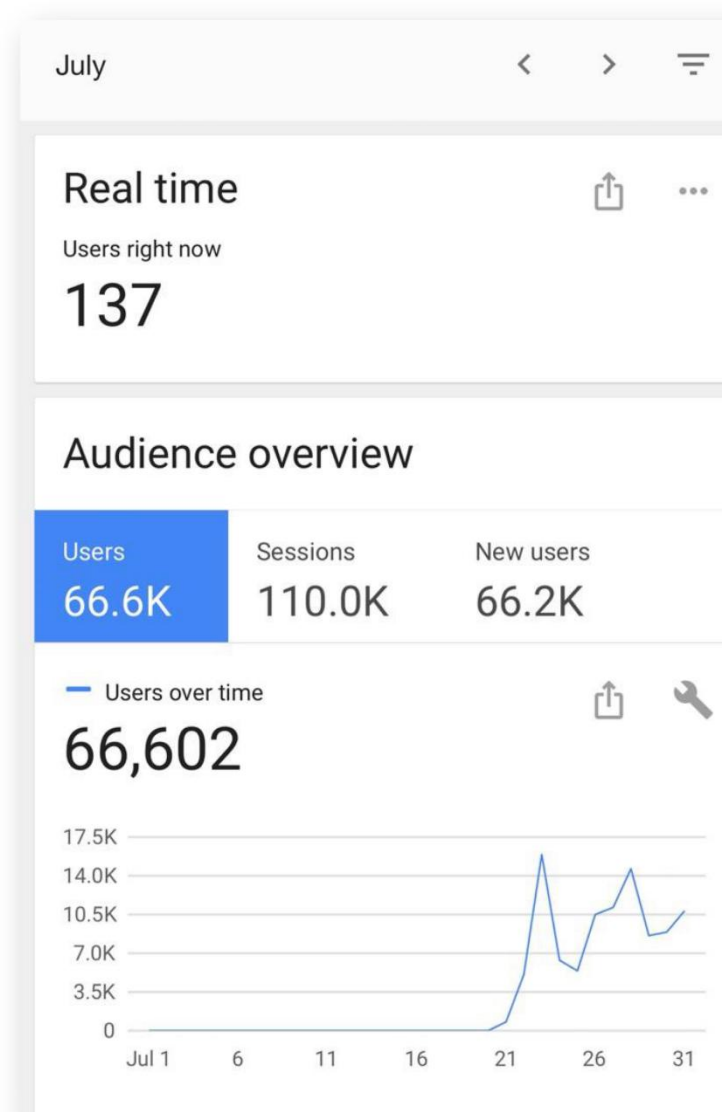
- By allocating 10% of the rooms to market via Google and Facebook Ads marketing, the client saved an average of RM 26,000 per month
- The average digital marketing cost per room is RM 5.50 as opposed to RM 29.70 per room charged by Agoda

Before		
Sales Channel	% room contribution	Cost
Online Marketing	50%	RM27,142.50
OTA	30%	RM94,752.00
Sales Staff	20%	RM1,974.00
	<b>TOTAL</b>	RM123,868.50
After		
Sales Channel	% room contribution	Cost
Online Marketing	60%	RM32,571.00
OTA	20%	RM63,168.00
Sales Staff	20%	RM1,974.00
		RM97,713.00

# Sales Funnel



# Results of online marketing







To read more Free Tips on  
Digital Marketing in driving  
conversions,  
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