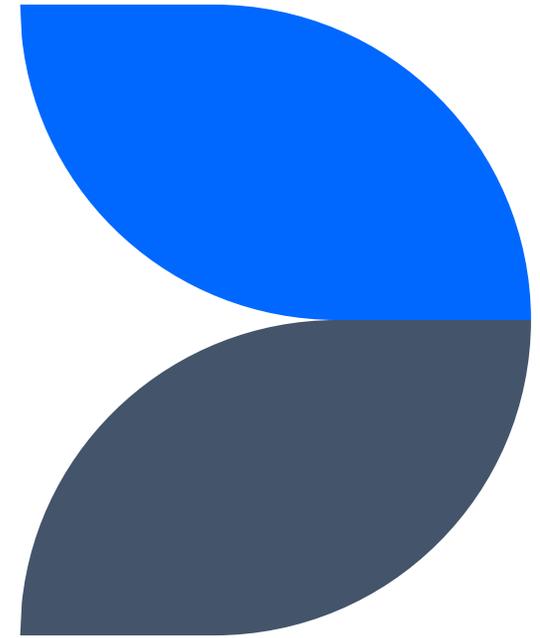
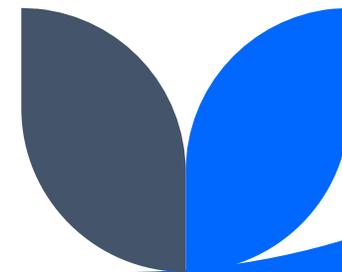


# Q&A in survey form

The best way to open and market the  
account/products



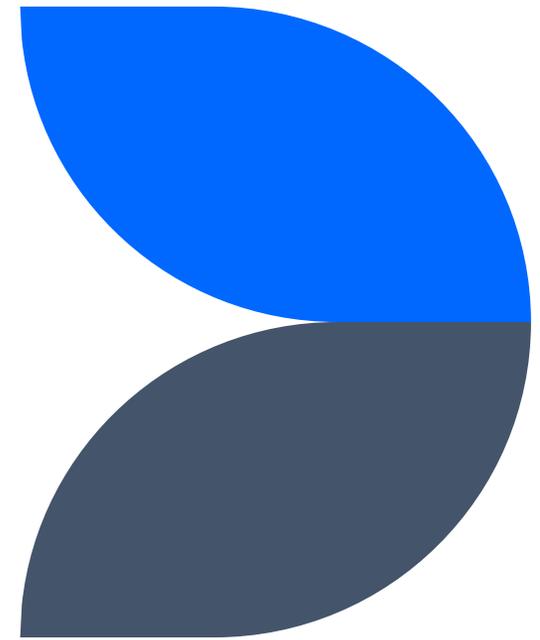
- Contact Shopee Marketing Team for collaboration. This can be done by having a dedicate minisite in Shopee Apps to promote the activities of organization by selling tickets / merchandise / products. Most probably will be paid advertising.
- This must be supported with intensive marketing from organization social media – to create awareness and drive traffic to Shopee.



# Q&A in survey form

Shopee tactic on sales and marketing, voucher for seller etc

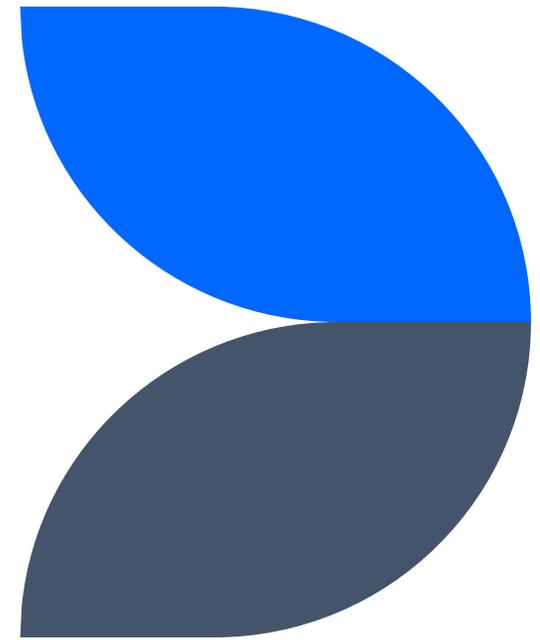
I would like to learn more about the various tools that we can use to boost our exposure and sales on Shopee



- Know your target customer. Sell thing that people want to buy
- Others - Use Shopee Marketing Tools to increase traffic & conversion
  - Discount Tag
  - Vouchers
  - Campaign
  - Broadcast
  - Live
  - Bundle Deals
  - Shopee On Platform Ads
  - Shopee Off Platform Ads etc

# Q&A in survey form

Bagaimana mempertahankan perniagaan dalam  
keadaan dunia yang dilanda COVID-19



- Now is endemic. No more pandemic.
- Pivot – sell what people want /need
- If it does not work anymore – it is not a sin to close the business and open new one.
- Big corporation – lay off, sizing down - warmdown, shutdown, unpaid leave

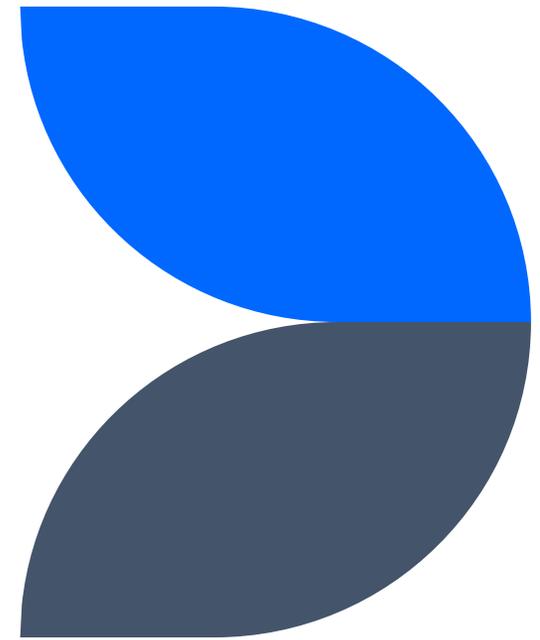


# Q&A in survey form

Cara membuka akaun dan syarat

Cara-cara menjual di Shopee

Ingin mengetahui cara-cara membuka account jualan di  
Shopee

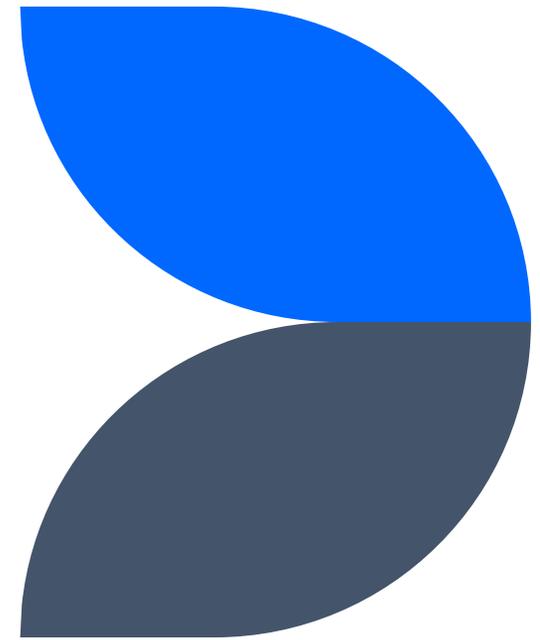


- Covered in HR3



# Q&A in survey form

To learn best marketing strategies to have a competitive advantage for my products

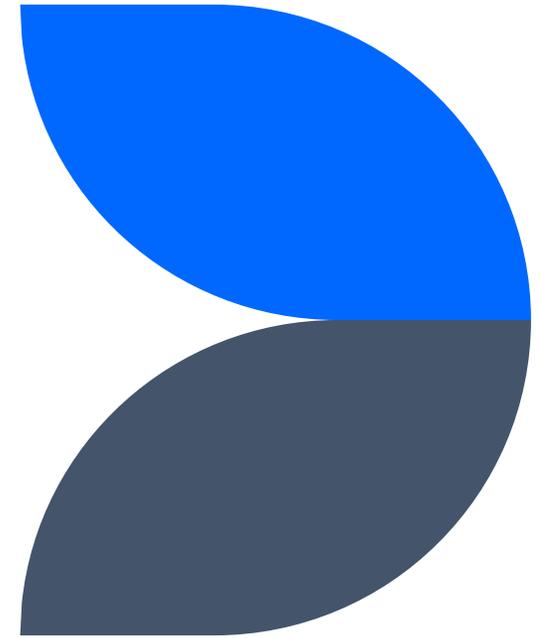


- Objective > Plan > Strategy based on plan
- Define your marketing objective. Have a marketing plan to achieve the objective and make your strategy according to the plan.
- 4P of marketing strategy – Product + Place + Promotion + Price
- “developing the ‘right’ product and making it available at the ‘right’ place with the ‘right’ promotion and at the ‘right’ price, to satisfy target consumers and still meet the objectives of the business”



# Q&A in survey form

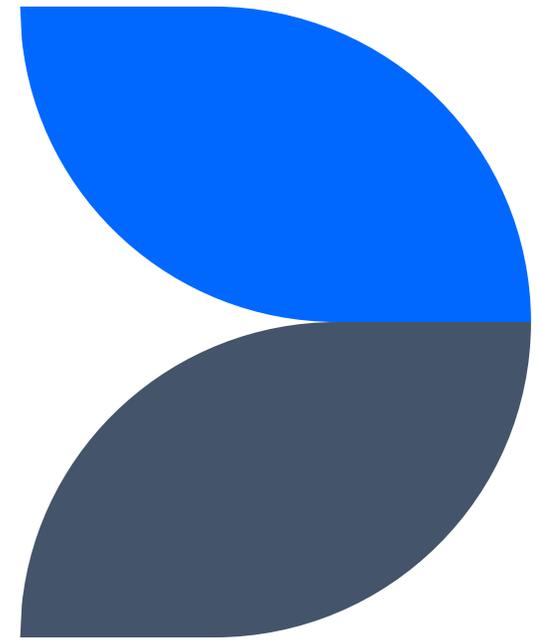
Experience sharing about e-commerce



- Covered in speaker self introduction

# Q&A in survey form

Jenis-jenis produk yang boleh dijual di Shopee.  
Bolehkan perkhidmatan dijual?

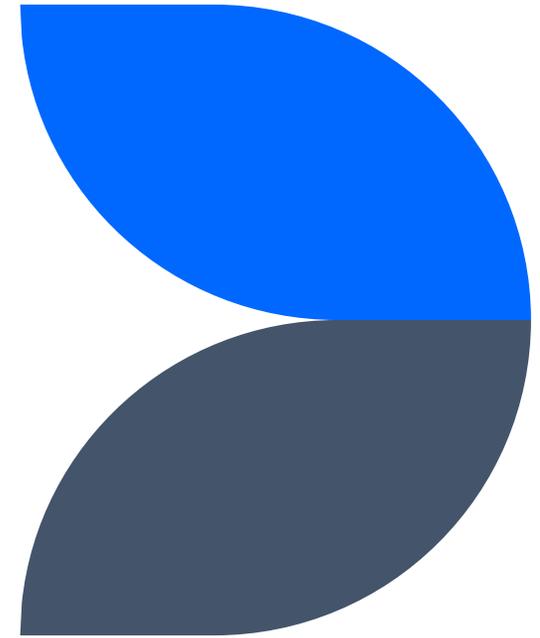


- Produk yang boleh di-pos serta sah serta di sisi undang-undang
- Digital products – tickets/ vouchers / ebooks
- Perkhidmatan – bergantung kepada jenis perkhidmatan.



# Q&A in survey form

How to make more repeat sale and to make  
higher sale

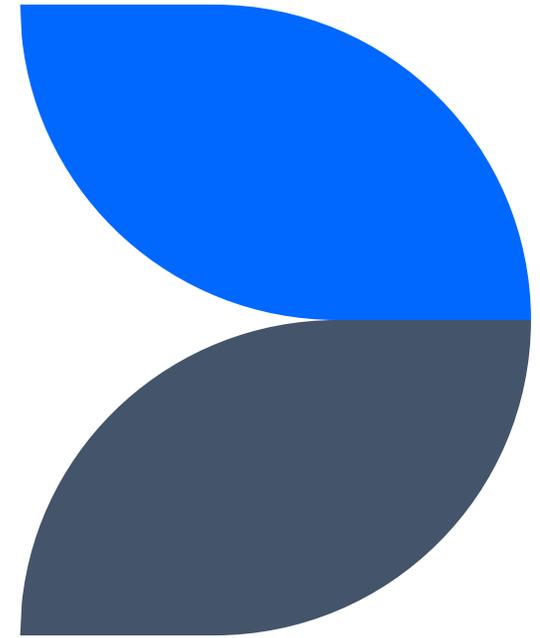


- Broadcast
- Personalised Voucher

# Q&A in survey form

How do we attract customers to buy our product  
by shoppe live.

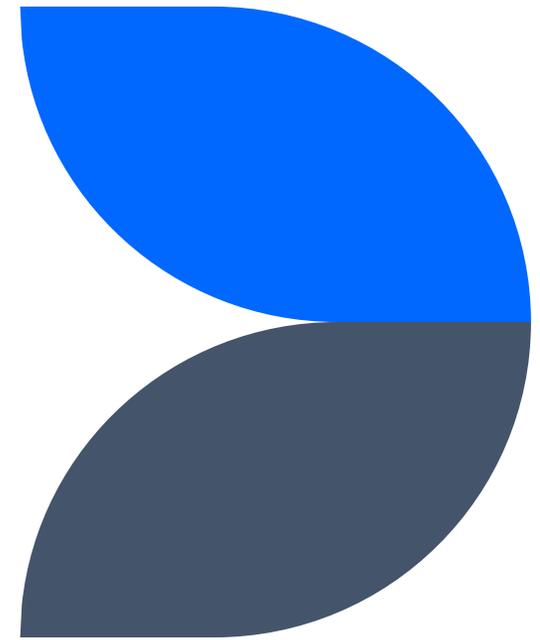
Besides, knowing how to use acc seller on  
shoppee



- Personalised Voucher for livestream
- Broadcast
- Coins
- Live special offer – bundle deals / promo

# Q&A in survey form

How to get sales-My items are had to find in the  
Shopee even after I search



- Do what system like – optimized listing – pic, title, description, attributes
- Shopee Ads – to buy ranking
- Drive traffic from outside