



Leigh Higgins



How to get
your team
to deliver
the
company
\$\$ goals

The image shows three banana hearts (also known as banana buds) in a metal tray. They are reddish-pink with some yellowish-white at the base. In the background, there are several green mangoes. The text is overlaid on the banana hearts in a white font, enclosed in an orange rounded rectangle.

Multi
stream
income
source &
low cost
base

The image shows three red banana buds (pisang merah) arranged diagonally on a wooden tray. The buds have a vibrant red color with yellowish-orange streaks. In the background, there are several green kiwis. The text is overlaid on the right side of the image, enclosed in an orange rounded rectangle.

You have to
be a
manager of
your
marketing
business



A hand holding a smartphone is the central focus, with a blurred background showing a coffee cup. Three orange rounded rectangular boxes are overlaid on the image, each containing a step in a process.

Know your
customers and
what platforms
they are using

You need to
engage those
customers with
compelling and
interactive
posting

You need to
understand the
business goals of
the social media
platform

facebook



A collection of colorful social media icons (Facebook 'f', heart, hashtag, envelope, thumbs up, shopping cart, star, speech bubble, @ symbol) floating over a blurred background of a person's hands typing on a laptop keyboard. The scene is lit with warm, bokeh-style light spots.

Have good imagery & VDOs

Owner/Operators : Use the resources of the platform

Outsourcing: Have a level of knowledge

Have a planner & use a scheduler

Know how to use #tags,work with collabs,share strategy

Be consistent with your posting & engaging

Have good imagery





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Use your website

IG & FB shops drive bookings

GMB is my No.1 reach

Right IG interaction is key

Trends on social - Internationally

Consistency & brand alignment



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