

# BEST PRACTICES AND AVOIDANCES IN DATA-DRIVEN SOCIAL MEDIA MARKETING CAMPAIGN FOR TAKAFUL ADVISOR



Malaysia leads the takaful industry in the region of Southeast Asia. By 2020, Islamic financial industries has contributed 40% of the banking sector.

About 65, 117 contracted Takaful agents in 2018. Increasing number during pandemic. Marketing method includes traditional and digital approach. Easy for young agents but challenging for agents in their 40s. Stiff competition among players.



A Case Study of Abdul Halim PruTakaful

- To increase the page followers by 5%
- To increase brand awareness through the increase of the engagement of post
- To increase the conversions rate from likes to being customer

**57** days



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## Findings

Data from Facebook Insights were used as a source of information to strategize post timing and content based on users' responses and trends in order to reach and engage with the right target audience.



Campaign did not meet the objectives



Low engagement



Poor content strategy



Image must be very appealing to the page followers.



FB advert helps to boost content especially for new business



The owner himself must be passionate and skillful in using social media platform for marketing.



More content to educate the public about Takaful



Challenging . Trust. Creative . Brand Awareness