



# **DIGITAL ENTREPRENEURSHIP**

## **FOR TOURISM AND HOSPITALITY**

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# **DIGITAL ENTREPRENEURSHIP FOR TOURISM AND HOSPITALITY**



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# ***Preface***

Digital entrepreneurship is not just about building businesses; it's about creating value, fostering innovation, and contributing to a global ecosystem

Welcome to the future of entrepreneurship. Let's build it together.

***Sabrina Isnin  
Irna Jannah Binti Mohamad***

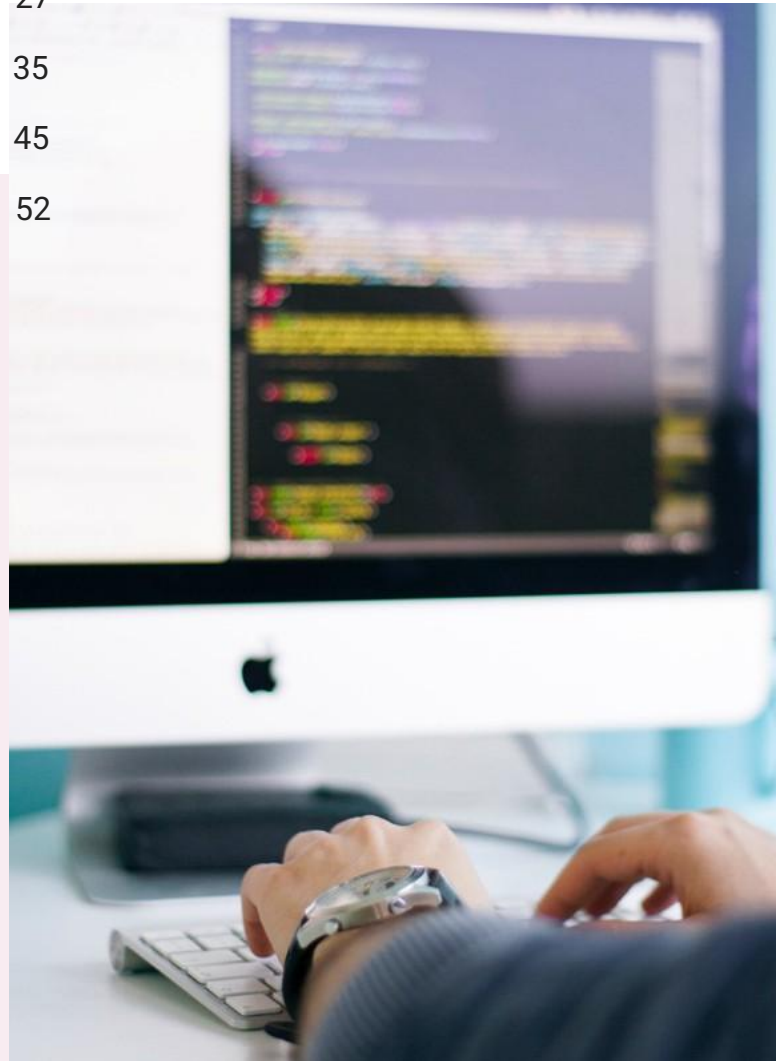
# *Acknowledgement*

I wish to express my utmost gratefulness to my parent, husband and children for their understanding and support throughout the completion of this book. I also wish to thank my head of department for enabling me to gain the relevant experience to successfully write this book.

Last but not least, thank you to my colleagues who have helped me directly or indirectly with their input.

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## CHAPTER 01

# Introduction to Digital Entrepreneurship

# Introduction

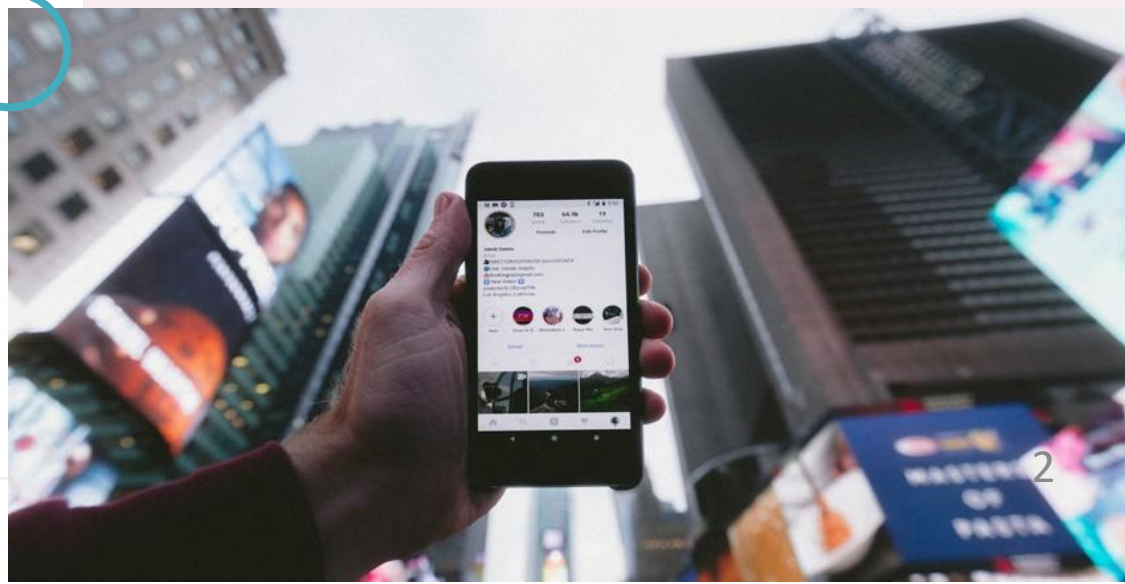
New ways of  
finding customers  
for entrepreneurial  
ventures

New sources of  
opportunity, risk,  
and competitive  
advantage

New opportunities  
to collaborate with  
platforms and  
partner

New ways of  
generating  
revenue, and  
reducing cost

New ways of  
designing and  
offering products,  
and services.





# Digital Business and Market Trends

Digital business and market trends refers to the use of technology, particularly the internet, to conduct and manage various aspects of a business, including sales, marketing, customer service, and operations. This can include the use of digital tools such as mobile universe, augmented reality, websites, social media, big data, multichannel retail, e-commerce platforms, and mobile apps to reach and interact with customers, as well as digital systems for managing internal processes and data.

## 1. Mobile Universe

- Mobile technology is an area with endless possibilities for creativity and innovation. Data usage for smartphones and tablets impress even the most optimistic proponents of technology. By 2015 there were 3.2 billion people connected to the internet around the world – a promising market to be explored.
- Opportunities are concentrated mainly in the mass market, called Business to Customer (B2C), with a trend of exponential growth in the coming years.

## 3. Website

- Websites can include text, images, videos, audio, and other types of digital content, and can be used for a wide variety of purposes, such as providing information, selling products or services,
- Websites are typically identified by a unique domain name, such as example.com, and can be accessed by typing the domain name into the address bar.
- Websites are created using a variety of programming languages and technologies.

## 2. Augmented Reality

- Augmented reality is the intersection between the virtual and the real world. Through smartphone and tablet applications or specific devices, it is possible to design virtual objects in the real physical world.
- Through augmented reality, a consumer anywhere on the planet can visualize an object in three dimensions and even test it without any physical contact. Applications today are still expanding, and this is an area of great opportunity to be explored.

## 4. Social Media

- The advent of technology has also increased the socialization of people through networks of information sharing people.
- Social media has a wealth of highly strategic information for any business and is increasingly being used.
- Opportunities focus on the increasingly common customer relationship and customer service.

# Digital Business and Market Trends

## 5. E-Commerce

- E-commerce refers to the buying and selling of goods or services over the internet. This includes a wide range of transactions, from purchasing physical goods online to buying digital products or services, such as music, e-books, or online courses.
- E-commerce platforms, such as online marketplaces, web stores, or company websites, allow businesses to sell products directly to consumers and businesses, as well as providing customers with the ability to purchase products and manage their own accounts

## 6. Social Media

- The advent of technology has also increased the socialization of people through networks of information sharing people.
- Social media has a wealth of highly strategic information for any business and is increasingly being used.
- Opportunities focus on the increasingly common customer relationship and customer service.

## 7. Big Data

- Big Data is a term used in Information Technology to designate a large amount and complexity of stored data that conventional applications can not transform into concrete decision making.
- The big opportunity for Big Data will be to provide rich analytics for decision makers. For example, "How does climate influence retail purchasing decision making?" Or "how much time a person stays in a store can impact the average ticket of your purchase?"

## 8. Multichannel Retail

- Also known as omnichannel, multichannel retailing provides customer relationship opportunities through physical and virtual channels, sometimes even simultaneously.
- Providing new ways to integrate physical and digital channels to provide new shopping experiences is a timely trend that has been gaining strength mainly with the advent of e-commerce in Malaysia

# Advantages of Digital Business and Market Trends

## Potential Access to a Global Market

The internet is an excellent tool for increasing the visibility of your business. The internet overlooks physical borders, thereby giving your products and services heightened exposure to a global audience. This can lead to increased sales, as your business offer reaches new markets that would otherwise be beyond your physical reach, especially if you are a small business owner.

## Reduce Marketing Cost

With the rise of the internet, there has been a huge increase in various social media platforms. These platforms that are designed to connect people with one another become powerful, relatively low-cost marketing channels that can be utilized by both large and small enterprises. The internet means that you can put your products and services right in front of your target market without using the help of a formal marketing agency to do it for you, but at a much greater cost.

## Reduced Building Overhead

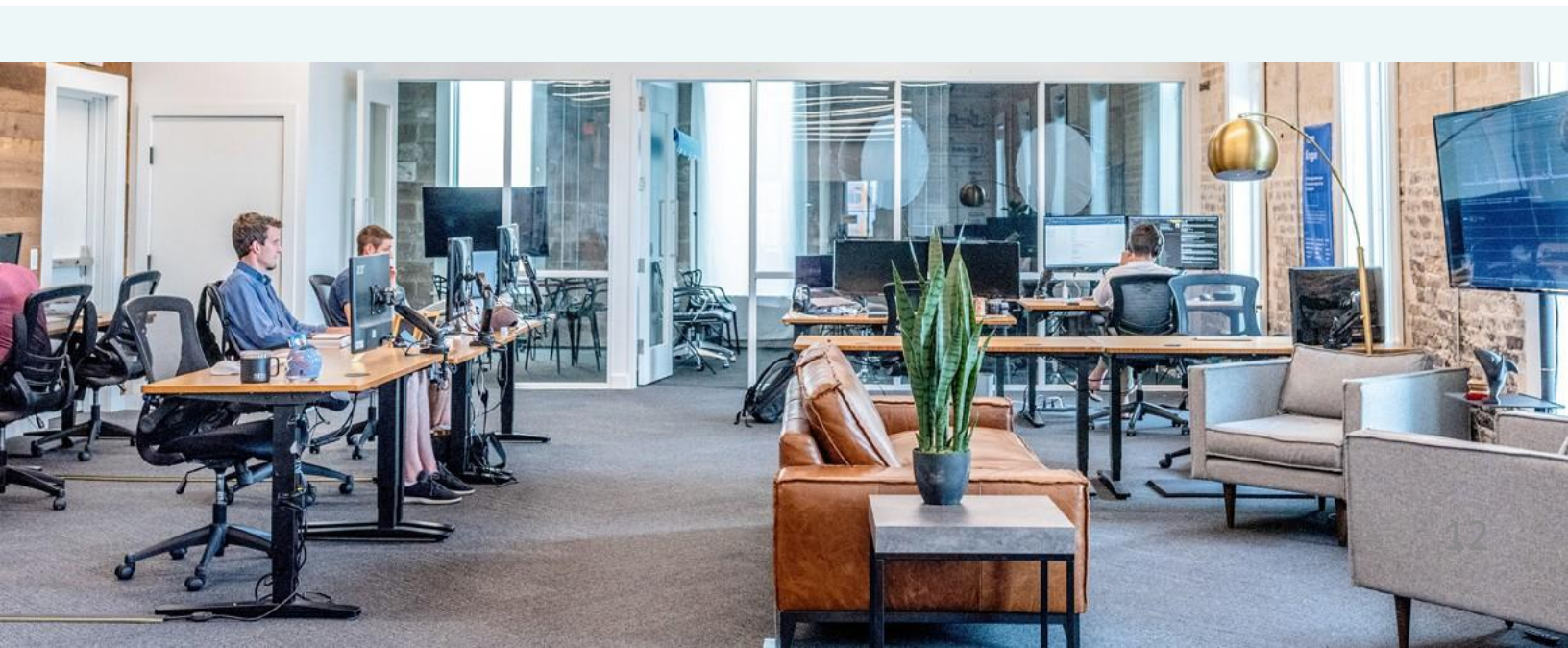
Many jobs and business functions can be performed online. This means that incorporating the internet into your business functions could open up an opportunity to have remote staff who can work from home, thereby reducing the cost of having an office building.

## Automated System and Resources

The internet has enabled a million and one ways you can make your life easier as a business owner. You can do your bookkeeping and customer service care online and get custom-made solutions that automate how customers purchase your goods and services. In short, it can streamline processes while saving valuable work hours from performing tedious tasks. In addition, the internet enables you to share knowledge and information quickly and easily. Whether you are sharing documents or best business practices, emails, apps, webinars and everything in between, sharing resources has become easy and efficient.

# Other Advantages of Digital Business and Market Trends

1. Lower operating costs
2. Greater flexibility and scalability
3. Easier collection and analysis of data
4. Improved customer targeting and engagement
5. Increased use of artificial intelligence and machine learning
6. Growing importance of data privacy and security
7. Adoption of blockchain technology
8. Growth of e-commerce
9. Increasing importance of mobile optimization
10. Rise of social media and influencer marketing
11. Remote working and digital workplaces
12. Online marketplaces and platform-based businesses
13. Digital payment options and e-wallets
14. Virtual and augmented reality integration
15. IoT and smart devices
16. Cloud-based services
17. Cybersecurity and threat management.



# Disadvantages of Digital Business and Market Trends

## Potentially Lower Profit Margins

The internet has upped the market for many different types of businesses. Although this has made it easier for customers to access your products and services, the internet has also made it easy for customers to access the products and services of your competitors, as well. To be at the forefront of customers' minds, businesses have resorted to slashing prices drastically, which has also drastically reduced profit margins. If you conduct your business on the internet, prepare to lose sales if customers can find the same product on the market at a lower cost.

## Reduced Physical Interaction

Some of the most creative ideas are borne out of the face-to-face interactions that people have with one another. While the internet has succeeded in connecting people to one another in a superficial way, it cannot adequately replicate the human interactions of interacting face-to-face with colleagues and customers.

## Negative Reviews

People now take to social media to voice their concerns and their viewpoints about a business. People are more likely to complain than they are to compliment a business, and this can damage the reputation of a company. Plenty of examples can be found of complaints that have gone 'viral' and that have forced businesses to change their strategies or change their products, resulting in a loss of revenue.



# Other Disadvantages of Digital Business and Market Trends

1. Cybersecurity risks such as hacking and data breaches
2. Dependence on technology and internet connectivity
3. Potential for increased competition and market saturation
4. Difficulty in standing out in a crowded digital landscape
5. Potential for automation to replace jobs
6. Dependence on third-party platforms and vendors
7. Difficulty in effectively targeting and reaching specific customer segments
8. Difficulty in maintaining customer privacy and data security
9. Dependence on digital marketing and advertising can be expensive
10. Difficulty in measuring the ROI of digital campaigns
11. Digital fatigue and information overload
12. Difficulty in building and maintaining a strong brand reputation
13. Lack of physical presence and the challenges to build a local reputation
14. Technical difficulties and the need for constant updates and maintenance
15. Dependence on a consistent internet connection and stable power supply
16. Limited face-to-face interaction and potential lack of personal touch





# Traditional versus Digital Marketing

- ☐ Print ads in newspapers and magazines
- ☐ Billboards and outdoor advertising
- ☐ Television and radio commercials
- ☐ Direct mail and brochures
- ☐ Telemarketing and door-to-door sales
- ☐ Trade shows and events
- ☐ Public relations and press releases
- ☐ Networking and word-of-mouth

- ☐ Search engine optimization (SEO)
- ☐ Pay-per-click (PPC) advertising
- ☐ Social media marketing (Facebook, Twitter, LinkedIn, Instagram, etc.)
- ☐ Influencer marketing
- ☐ Content marketing (blogs, video, podcasts, etc.)
- ☐ Email marketing
- ☐ Mobile marketing (SMS, push notifications, etc.)
- ☐ Online advertising (banner ads, display ads, etc.)
- ☐ Affiliate marketing
- ☐ Influencer marketing
- ☐ Webinars and virtual events
- ☐ Online marketplaces
- ☐ Virtual and augmented reality
- ☐ Analytics and tracking
- ☐ Digital customer service.



# What is Industry 4.0?

Represents the fourth major industrial era since the initial Industrial Revolution.

- Characterized by the fusion of technologies that blur the lines between physical, digital, and biological spheres.
- Driven by major technological advances such as AI, robotics, the Internet of Things (IoT), and cloud computing.

## Key Technologies of Industry 4.0:

- Internet of Things (IoT): Connecting machines, devices, sensors, and people to collect and share data.
- Artificial Intelligence (AI) & Machine Learning: Enabling smarter decision-making and automation.
- Advanced Robotics: Automated machines that work alongside humans, enhancing efficiency and safety.

## Challenges of Industry 4.0:

- Cybersecurity Risks: Increased vulnerability to cyber-attacks due to interconnected systems.
- Workforce Displacement: Automation potentially leading to job losses in certain sectors.
- Digital Divide: Inequality in accessing the benefits of Industry 4.0 between different regions and communities.

## Benefits of Industry 4.0:

- Enhanced Productivity: Automation and data analytics leading to more efficient processes.
- Customization and Flexibility: Ability to produce customized products at scale.
- Improved Sustainability: Optimized resource usage and waste reduction through smart technologies.

## Future of Industry 4.0:

- Integration of 5G: Accelerating data exchange and connectivity.
- Emergence of Smart Cities: IoT and AI integration in urban development.
- New Business Models: Shift towards service-oriented and data-driven businesses.





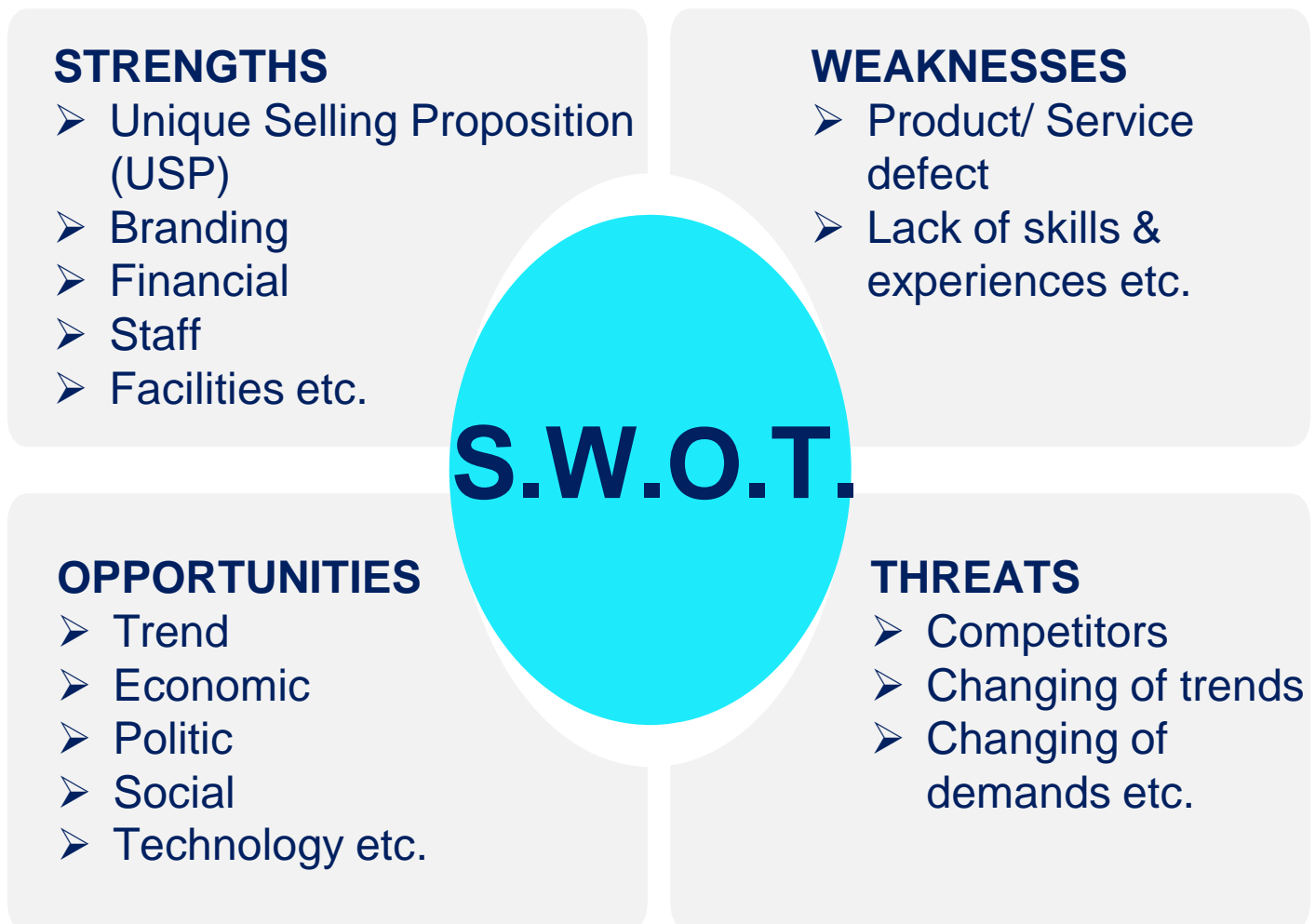
## CHAPTER 02

# Business Management

# SWOT Analysis

A strategic planning tool that is utilized to ensure a clear objective defined for the project or venture, all factors related to the effort, both positive and negative are identified and addressed

- Strengths – What do you do well?
- Weaknesses – Where do you need to improve?
- Opportunities – What are your goals?
- Threats – What obstacles do you face?”?

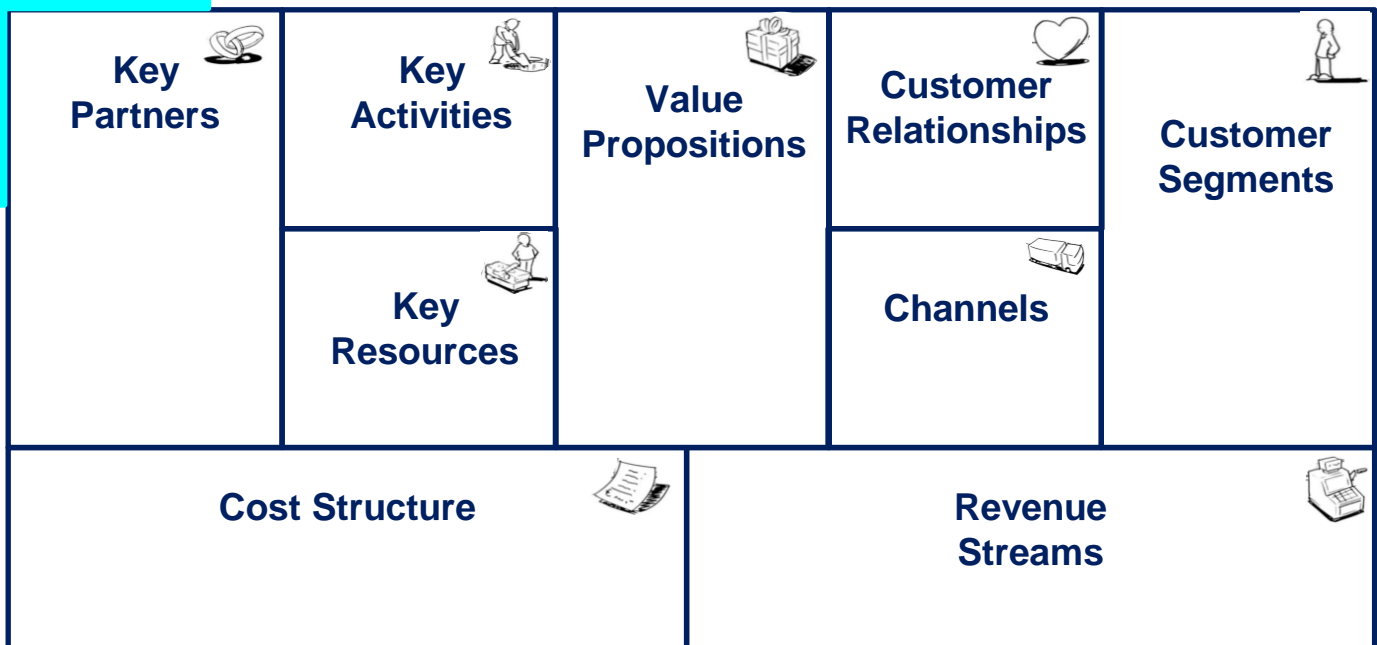




# BMC

## Business Model Canvas

- The Business Model Canvas (BMC) is a strategic management tools to quickly and easily define and communicate a business idea or concept.
- It is a one page document which works through the fundamentals elements of a business or product, structuring an idea in a coherent way.



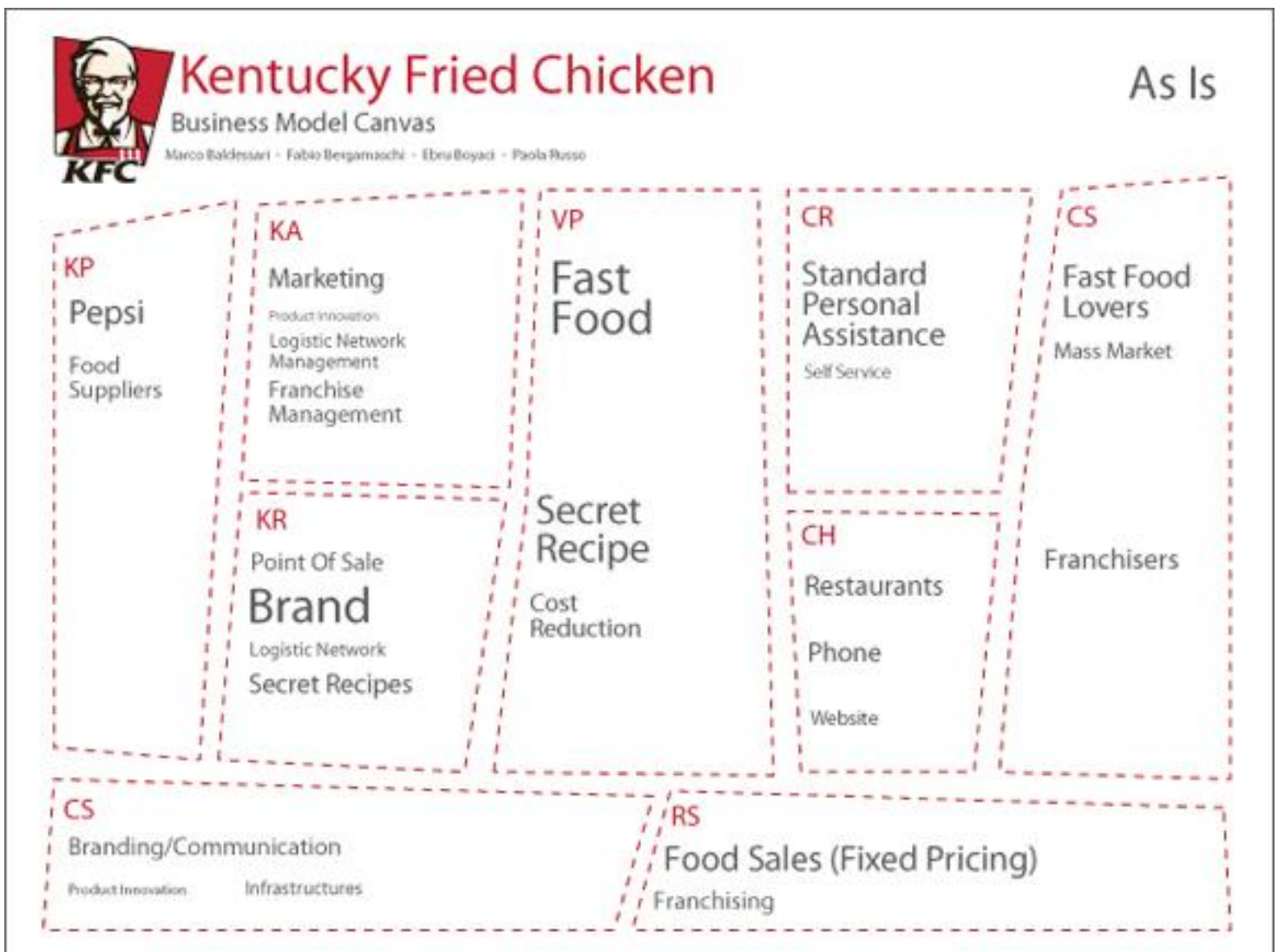
- Right side of BMC focuses on the customer (external)
- Left side of BMC focuses on the business (internal)
- Both external and internal factors meet around the value proposition, which is the exchange of value between your business and your customer

# 9 Blocks Business Model Canvas

- Key partners – Who are your most important partners? Which key resources do your partners perform?
- Key activities – what are the activities you perform every day to create and deliver your value propositions? Production? Repackaging?
- Key resources – What are the resources you need to create and deliver your value proposition?
- Value proposition – what is the value you deliver to your customer? What is the customer's problems are you helping to solve? What is your promise to your customers?
- Customer relationship – what relationship does each customer segment expect you to establish and maintain?
- Channels – Distribution, marketing
- Customer segment – for whom are we creating value? Who are our most important customer?
- Cost structure – operation cost, marketing cost, administration cost, stock purchasing cost, packaging cost.
- Revenue Streams – product selling, side revenue other than main product, service charge, delivery charge



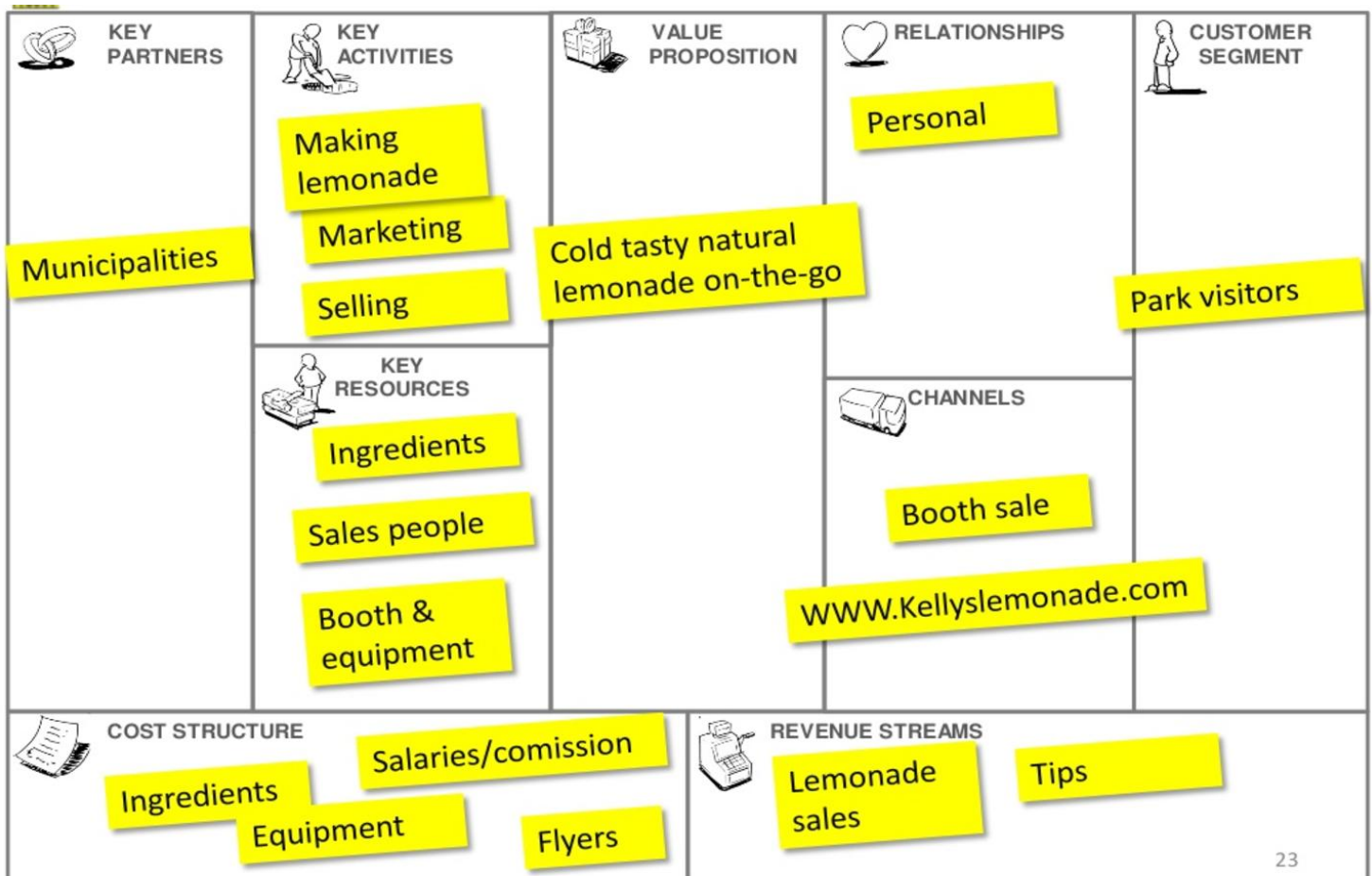
# BMC Business Model Canvas



# BMC Business Model Canvas



Refreshing lemonade to joggers at public parks



23



## CHAPTER 03

# Search Engine Optimization (SEO)

# Introduction

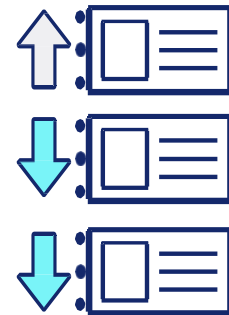
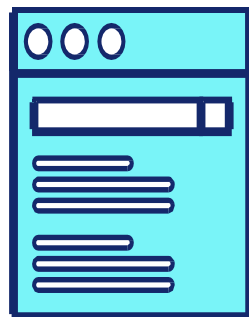
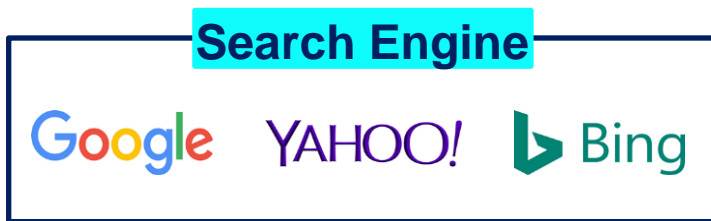
SEO is the method that can be used to increase traffic to a website by increasing the ranking on a search results page.

It means, the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing and other search engine

The better visibility your pages have in search result, the more likely you are to garner attention and attract prospective and existing customers to your business

## How does SEO works :

- **Visitor:** key in keywords in search box using search engine such as Google and Bing use bots to crawl pages on the web, going from site to site, collecting information about those pages and putting them in an index.
- **Search Engine :** Display search results. Algorithms analyze pages in the index, taking into account hundreds of ranking factor or signal to determine the order pages should appear in the search results for a given query
- **Ranking:** Based on criteria/algorithm. Content quality and keyword research are key factors of content optimization, and crawlability and speed are important site architecture factors.



### Visitor

Key in  
Keywords/  
Question



### Search Engine

Display Search  
Results



### Ranking

Based on  
Criteria/  
Algorithm

# SEO Techniques

## **Keyword Research**

Process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose, often for search engine optimization (SEO) or general marketing

## **On-Page SEO**

Also known as on-site SEO refers to the practice of optimizing webpages to improve a website's search engine rankings and earn organic traffic

## **Off-Page SEO**

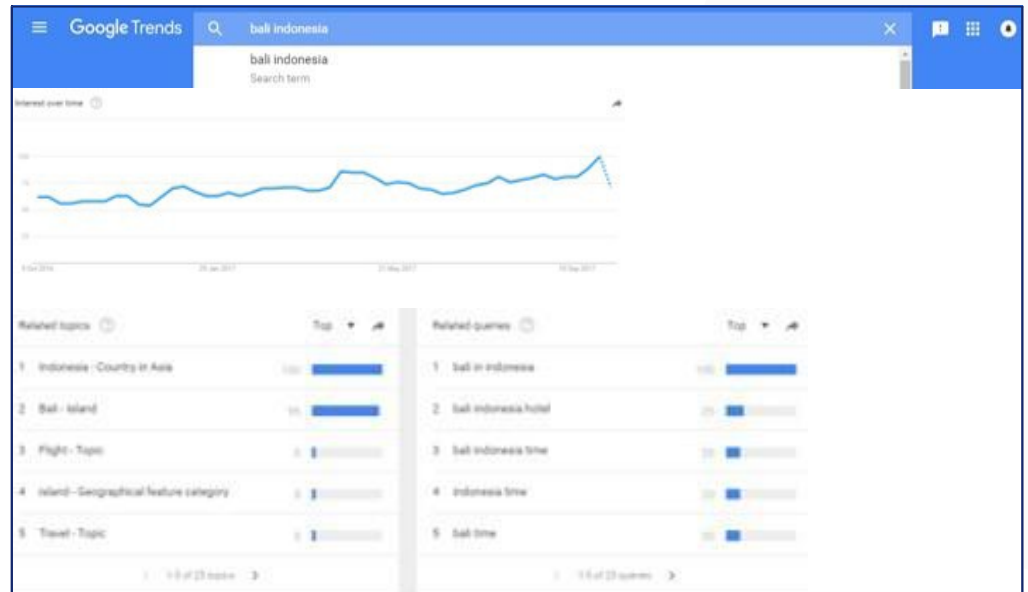
Also known as Off-Site SEO refers to action taken outside of your own website to impact your rankings within search engine results pages (SERPS)



# Keyword Research

## Google Trends

Research and identify popular keywords used by users in real time as they search for information in google.



## Google Suggest and related Search

when a search is done on google, google will come up with suggestion for your search. Google will also give you a list of related searches searched by other users





# Keyword

## Keyword Technique

You can combine your keyword with a few commercial keywords to target users who are serious buyers. For example:

Find keywords with the highest search volume, but low competition. It is not easy to find this combination, but it will be impactful for your website's SEO.

### Buy/ Purchase + Keyword



buy bali package

### Cheap + Keyword



cheap bali package

### Cheap + Keyword



bali package hard rock hotel



## CHAPTER 04

# Website

# Introduction

- E-Commerce websites are online portals that facilitate online transactions of goods and services through means of the transfer of information and funds over the Internet.
- In the early days, e-commerce was done partially through emails and phone calls.
- Now, with a single website, anything and everything that a transaction needs, can be executed online.

## Top e-commerce websites



# WIX DEVELOPMENT

1

Go to <https://wix.com>

Click on 'Get Started'



2

Register your account

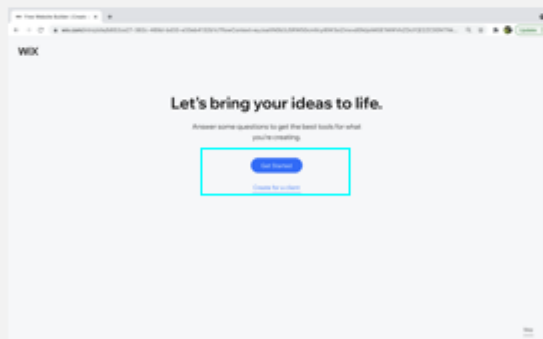
Click on Sign Up after fill the Credential or can use FB/Google account.



3

After register and Sign In you can have this interface

Click 'Get Started' and choose category of the website ad click 'Next'



What kind of website are you creating?

Online Store

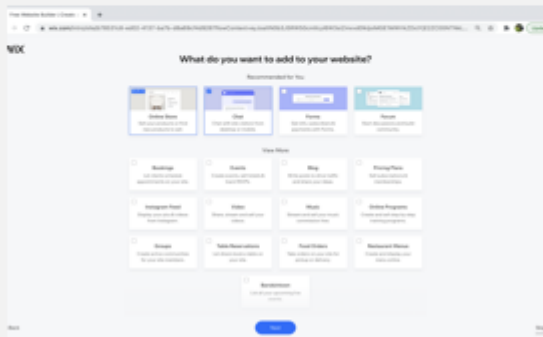
Next

Online Store  
Online Store Coming Soon Landing Page  
Online Clothing Store  
Online Jewelry Store  
Online Electronics Store  
Online Craft Store  
Online Cosmetics Store

# WIX DEVELOPMENT

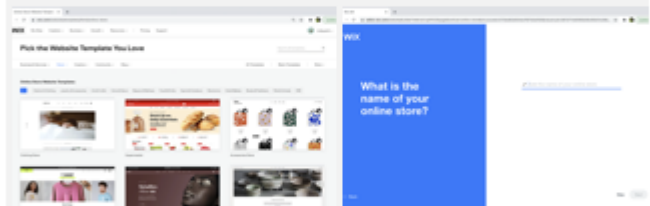
4

Choose what do you want on your website  
Click 'Next'



5

Choose Suitable Template and Suitable Name for website. Click 'Next'



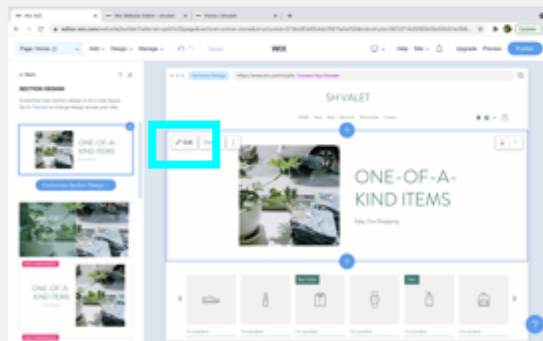
6

Edit Page -

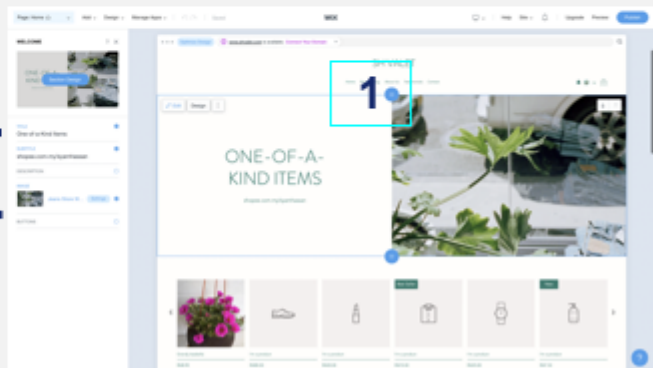
You can edit the design for your website by click on any section on page.

1. Click '+'

2. Edit Detail.



2





# WIX DEVELOPMENT

7

1. Add New Section
2. Click '+'
3. Click Add Section and drag any section to your website

1 & 2

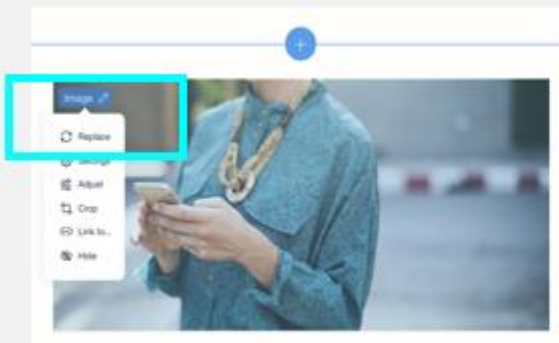


3



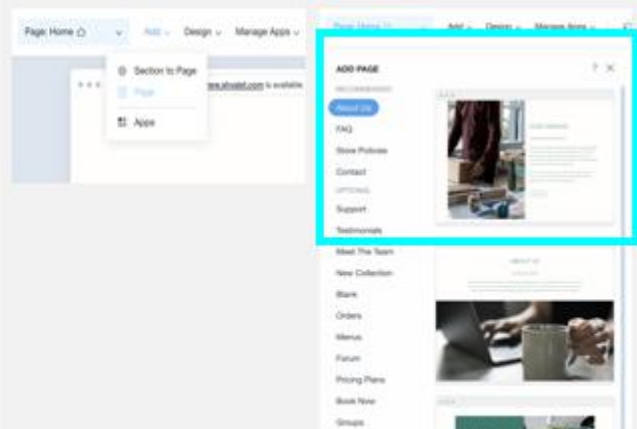
8

You can replace image by click on Image and choose replace



9

Add New Page by click 'Add' and choose 'Page'



Create A Wix Website







## CHAPTER 05

# Copywriting

# Introduction

Copywriting is a content production strategy focused on convincing the reader to take a specific action.

The copywriter must write the “copy” (the content) thinking about its persuasive character, using triggers to arouse interest in the reader, in order to generate conversions and sales



# Basic Understanding in Developing Copywriting In Business

## Product Knowledge

- Product Specifications
- Ingredients
- Material
- Size
- Weight
- Manufacturing Process
- Warranty
- How to use the product
- Advantages over competitors
- Unique Selling Point
- Disclaimer
- Company Background
- Labelling
- Packaging
- Benefits

## Prospect's Problem

- Identify prospect's needs and wants
- Come out with solution by the product

**Bear in mind these TWO QUESTIONS.**

1. Why do we need to buy this product?
2. Why do we need to buy this product from you rather than other sellers?

## Prospect's Characteristic

Clarify our prospect's background of:

- Age
- Gender
- Location
- Level of Education
- Income Distribution
- Occupation
- Religion/ Race
- Hobbies
- Interest
- Language
- Life-style

# Copywriting Elements



# Types of Copywriting Formula

## AIDA

- A : Attention
- I : Interest
- D : Desire
- A : Action.

A classic copywriting formula that aims to grab the reader's attention, generate interest in the product or service, create desire for it, and finally prompt action, such as making a purchase.

## The Story formula

This formula uses storytelling to create an emotional connection with the reader and convey the product or service's value proposition in an engaging way.

## The Unique Selling Proposition (USP)

This formula focuses on highlighting the unique features or benefits of the product or service, and explaining how it is different from and better than the competition.

## PAS

- P : Problem
- A : Agitate
- S : Solution.

This formula helps to identify and address the reader's pain points and problems, create a sense of urgency around the issue, and then offer a solution in the form of the product or service being promoted.



# Copywriting Techniques

## HARDESELL

- Pure-selling approach (purposely for conversion)
- Include Heading, Product Specifications, Urgency, Call to Action, Benefits, Sales Promotion
- Usually, this copywriting is uploaded by 7pm to 10pm

### Examples:

1. Heading
2. The prospects' problem to be solved with this product
3. Product specifications
4. Provide urgency – dateline, free gift
5. CTA
6. #hashtag

## SOFTSELL

- Stealth-selling approach
- More on educating the prospects to build good rapport, to show expertise and to gain trusts.

### Examples:

1. Testimonials
2. How to use the product
3. Appointment with client
4. Process of producing the products
5. COD the product to the customers
6. Daily routine

## TEASER

- To introduce new product or to re-introduce product which is in declining stage of Product Life Cycle (PLC)
- To create curiosity
- Can be in a form of
  1. Photo
  2. short video
  3. story telling
  4. Ask Question

### Examples:

1. Movie trailer
2. Opening soon !
3. Something big is going to be launched, tomorrow !
4. Summarize ONLY one major benefit of the product

# Suggested Format in Developing Copywriting

Each copywriting should have 3 elements: Heading, Contents, call to Action (CTA)

## HARDELL

**Examples format:**

[Top] Heading

[Para. 1] The prospects' problem to be solved with this product

[Para. 2] Product's specifications

[Para. 3] Provide urgency – dateline, free gift

[Para. 4] CTA

## SOFTSELL

**Examples format:**

[Top] Heading

[Para. 1] Educate prospects with all information

[Para. 2] State the best reason why it is a must to have this product

[Para. 3] CTA

## TEASER

**Examples format:**

[Top] Heading

[Para. 1] The prospects' problem to be solved with this product

[Para. 2] Summarize ONLY one major benefit of the product

[Para. 3] Ask if there is anyone who interested

[Para. 4] CTA

### Tips:

1. All copywriting should come with images as supportive visualization (may use canva.com).
2. Use our customers' preferred language and dialect for more friendly – reading.

# Magic Words in Copywriting

## Malaysian Trend – Catchy Phrases

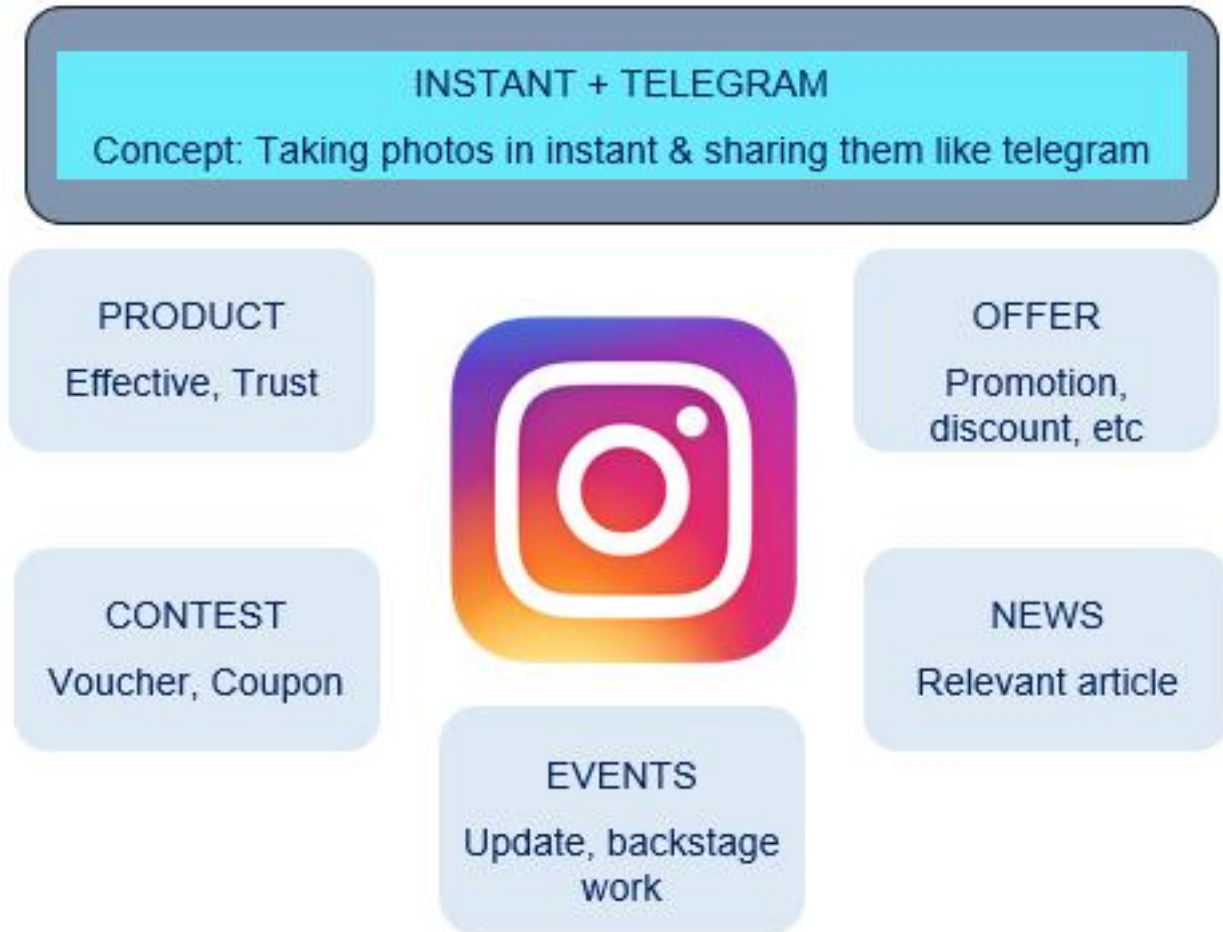
- ✓ Lebih – lebih baik, lebih berkesan
- ✓ Terrr....
- ✓ Ini sahaja... tiada yang lain...
- ✓ Kesan ke atas kesan – “Alat Mengelakkan Suami Curang”  
(Produk: Cuci muka) Beli cuci myka, muka jadi cantik. Bila cantik, suami tak curang.
- ✓ Anda gemuk tapi malas untuk bersenam?
- ✓ Mari sini saya tunjukkan bagaimana untuk.....
- ✓ Jangan baca ! (Reverse Psychology)
- ✓ Perhatian kepada perempuan berumur 25 tahun yang sudah berkahwin sahaja.
- ✓ Misteri, rahsia dibongkarkan, didedahkan
- ✓ “best. Guna 3 hari saja dah start kurang berat badan (Amin, Sungai Petani)
- ✓ Pandang muka anak-anak, fikirkan nasib mereka jika....



## CHAPTER 06

# Social Media Marketing

# Introduction





# Types of Instagram Accounts

Personal Account



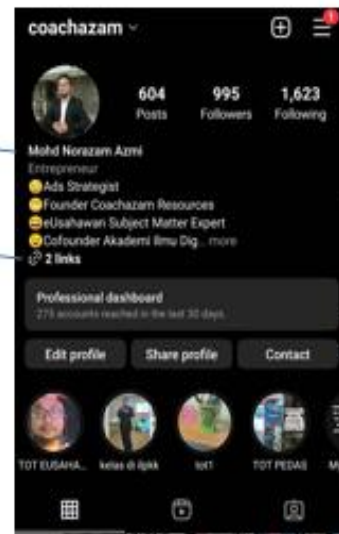
Professional Account

Business Name

Website Link

Address Tips:

If you have a business premise, include business hours and location



Brief Description about Business

Professional dashboard

Call to Action Buttons

## Difference between Personal and Business Account

### Personal

1



Posting of personal related media

2



Cannot create advertisement & promotions

3



Does not have data insights

### Professional

1



Showcase your product and services at Instagram Shop, include CTA: address and contact info to enable easy engagement

2



Ability to promote post and create paid advertisement

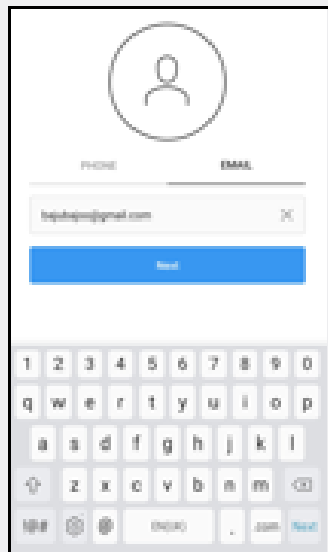
3



Access to Insights to analyze the efficiency of your account

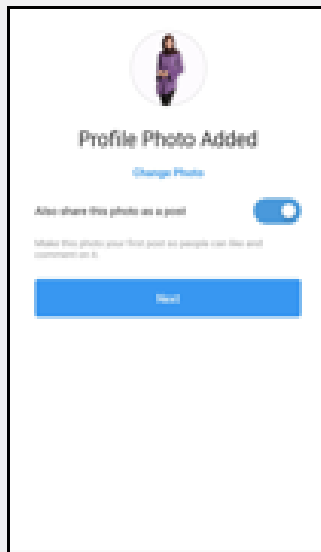
# Setting Up an Instagram Professional Account

1



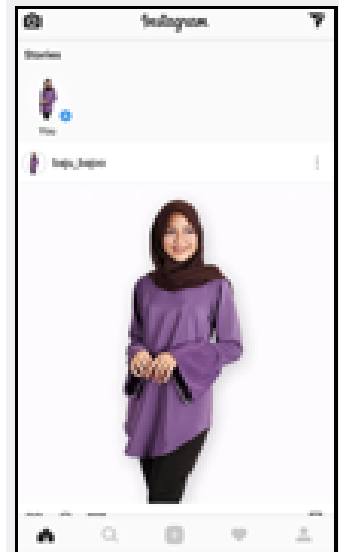
Open the Instagram application and click **Next**. You can sign up via phone or email. Here we are using email

2



Add a Profile Photo

3



Your personal account is ready

# Setting Up an Instagram Professional Account

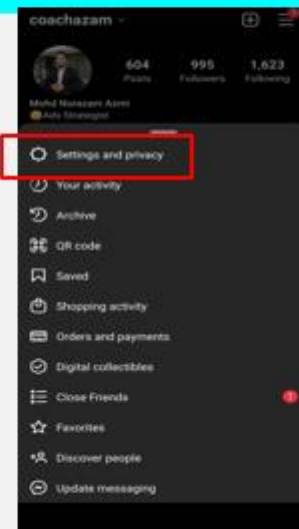
1

Click at menu



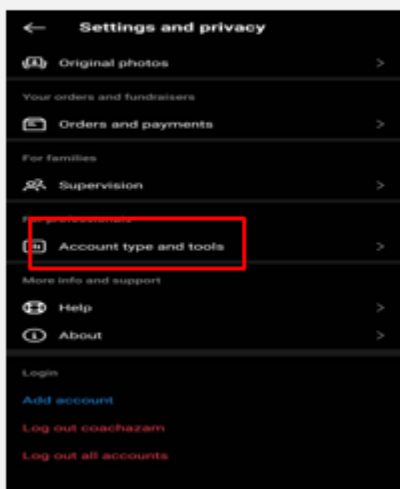
2

Click at setting and privacy



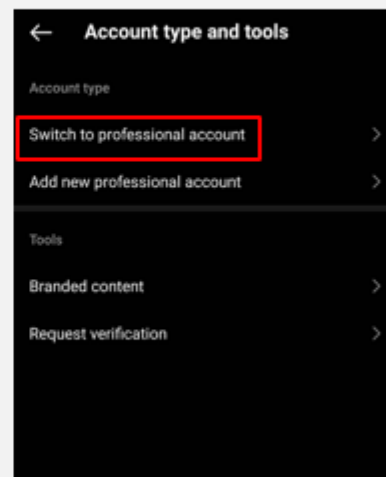
3

Click at account type and tools

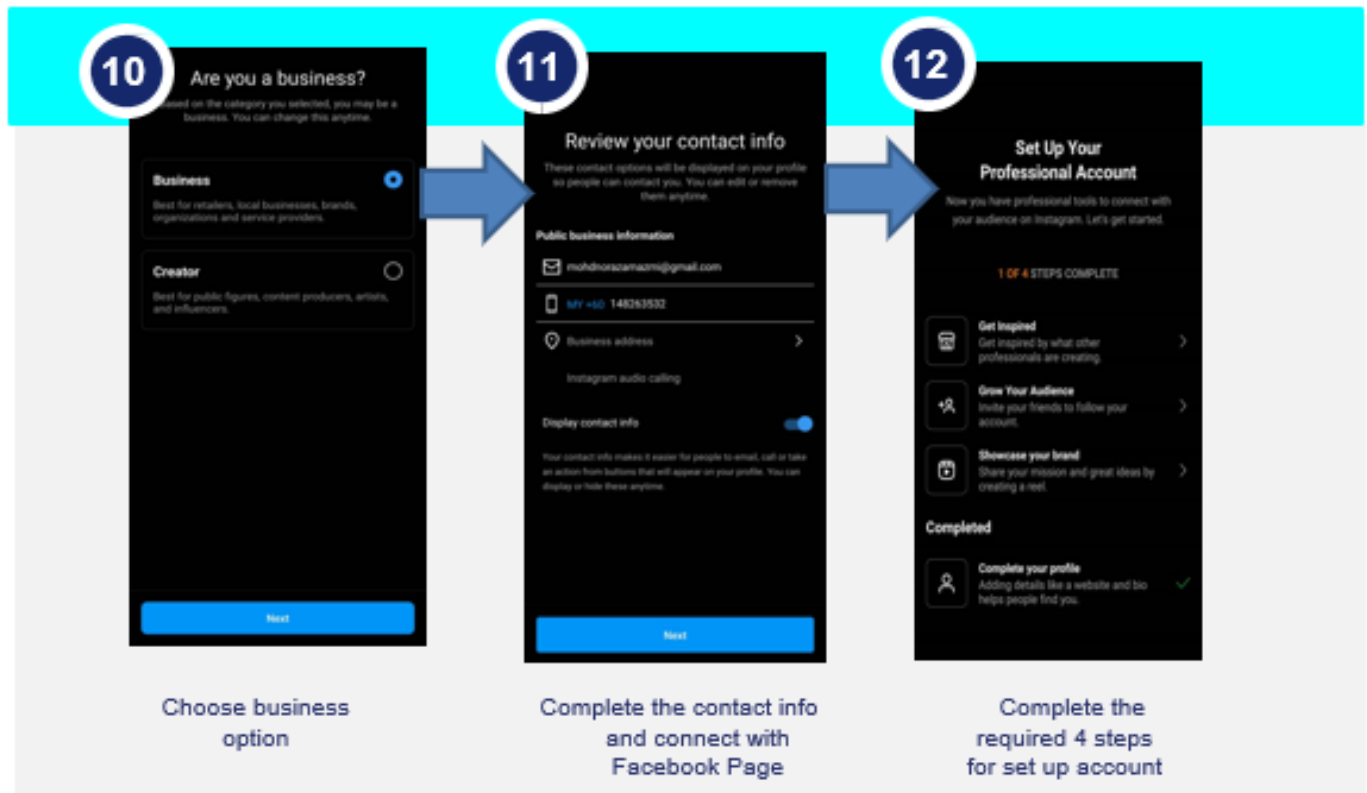
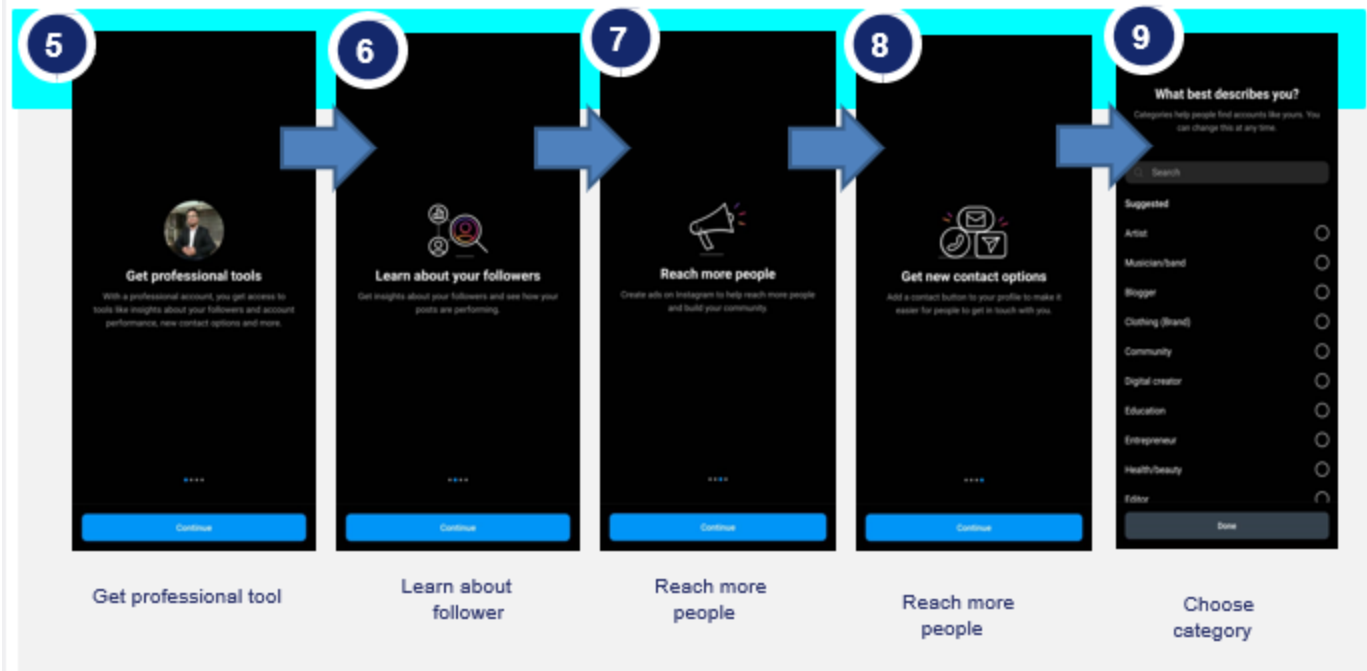


4

Click at switch to professional account



# Setting Up an Instagram Professional Account



# Types of Instagram Post



Photo



Instagram Story



Live



Reels



Live

- You can start a live broadcast to connect with your followers in real-time. Once a live broadcast has ended, you can share a replay or access it in your Live Archive.



Photo

Photos are the most posted content on Instagram.



Unique and Original



Consistent and Cohesive

Think of the visual concept of your account and stick to it to maintain the look and feel.

Tips:

- Choose a colour palette and tone



Message

Boost Sales



Show details of the product, colour choices, design and dimension.

Brand Awareness



Highlight the brand such as the logo, the colour and also the look and feel.

News and Updates



Share the latest news and events to keep followers updated.



# Types of Instagram Post

## Photo



### Props

To make photos look more alive and interesting. Include accessories such as flowers, cutleries and stationeries.



### Lighting

When shooting indoors, find a spot by the windows and try to avoid artificial lighting.

### Soft lighting

Safe to be applied on all photos since it eliminates shadows and glare.

### Hard lighting

Creates shadows, contrast and results in a dramatic photo.

### Natural Lighting



Early Morning



Before Sunset

### Good Indoor Lighting



Window Light



Hard Lighting



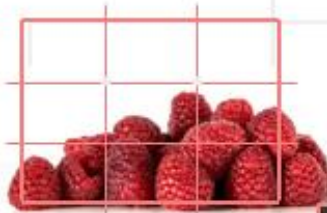
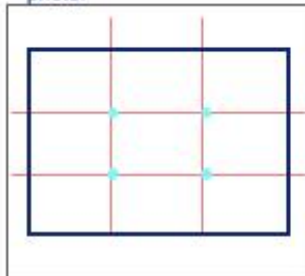
Soft Lighting

## Photo



### Rule of Thirds

Break your photo into 9 segments. Use this grid as guidance to compose your photo.



Along the red lines





Inside the boxes




At the intersection of the grids (Blue dots)

# WhatsApp Direct Chat Link

## WhatsApp Direct Chat Link

 therorostagram 









99  
posts

26.3k  
followers

127  
following

Follow




**BATIK PASTEL NO 1**   
Clothing (Brand)  
 002699842-T  
! Turn on post notifications  
 Real Pictures  
❤️ Follow @rorobatikrtw for our ready to wear  
 Kuala Lumpur  
☎️  My Name is Sis Roro  
[wasap.my/60173646665](https://wasap.my/60173646665)  
Followed by **akmarinstagraming**, **triple\_sprinkles** and **dr.ainana**

# WhatsApp Direct Chat Link

## WhatsApp Direct Chat Link


1



4

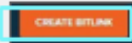
Insert your phone number in this link : <https://api.com/send?phone=60104000196>

2



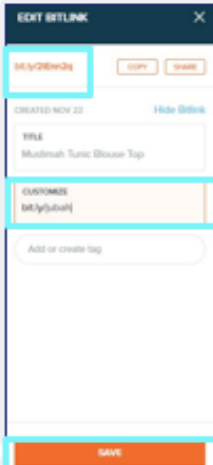
Go to [bitly.com](https://bitly.com)

3




Click on Create Bitlink

5



A) You will receive a Bitly link.  
B) Edit to customize the link  
C) Click Save

6



Paste the link in the Website section of your Instagram business profile

4

Paste the WhatsApp link in the Paste Long URL

How To Create WhatsApp Link





## CHAPTER 07

# Email Marketing

# Introduction

Most social media platforms require users to have a valid email address for registration, this means that almost every social media user owns an email account.





# Tips for effective Email Marketing



# Tips for effective Email Marketing



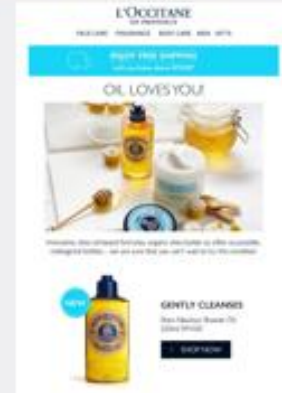
## Promote Product / Service

To promote your product to get new customers or attract current customers to purchase more



## Build Customer Loyalty

To increase loyalty and maintain a good relationship with current customers by sending informational newsletters (subscribed by the customers) that are relevant to their interest and your product



## Increase Level of Interest

Place your advertisement in relevant email newsletter to influence customers

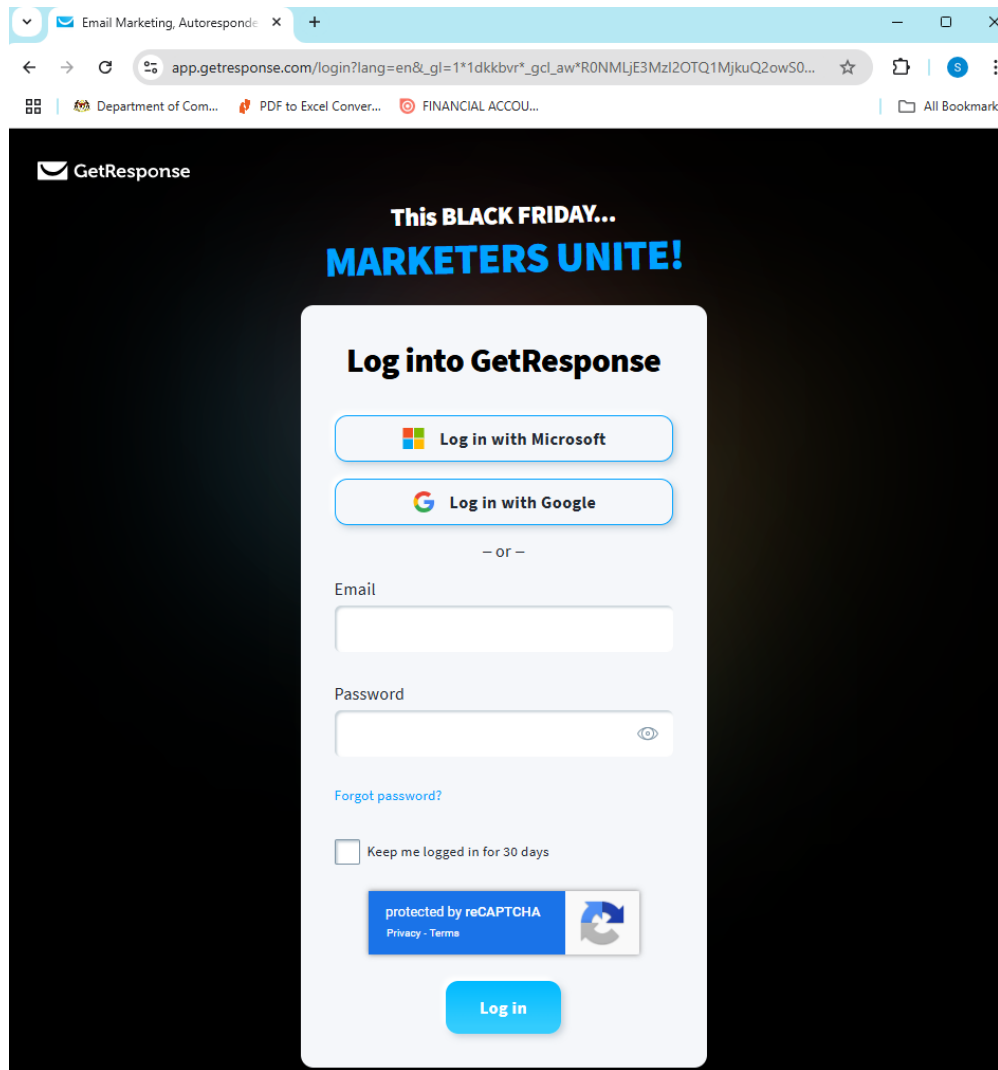


## Educate and Inform

Educate prospects about the product



# Create Email Marketing campaign

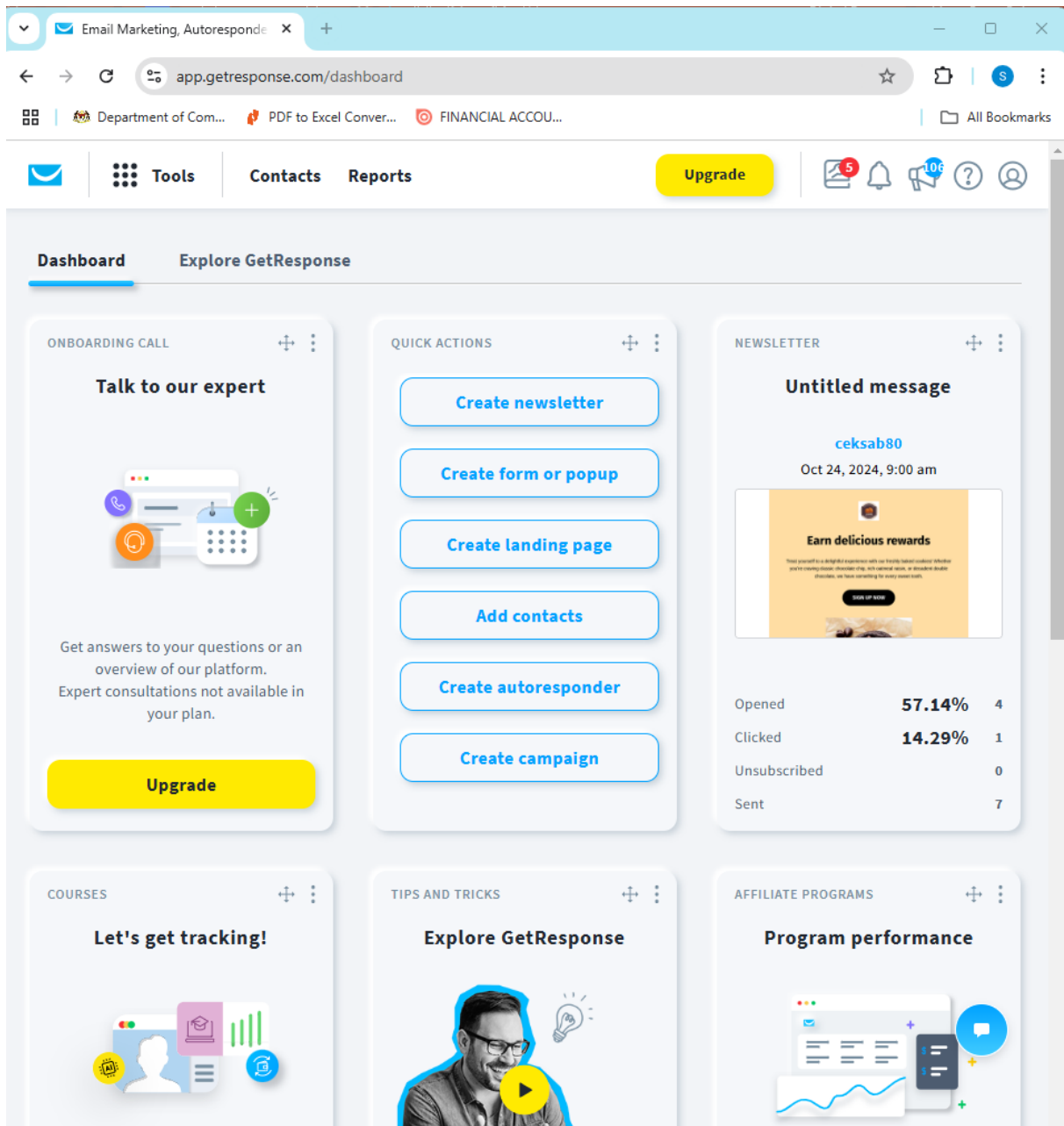


The screenshot shows a web browser window with the URL `app.getresponse.com/login?lang=en&gl=1*1dkkbvr*_gcl_aw*R0NMLjE3Mzl2OTQ1MjkuQ2owS0...`. The page features a dark background with a white login form in the center. At the top of the form, it says "Log into GetResponse". Below this are two buttons: "Log in with Microsoft" and "Log in with Google". A separator line with "or" in the middle follows. Then there are input fields for "Email" and "Password". Below the password field is a link for "Forgot password?". A checkbox labeled "Keep me logged in for 30 days" is present. At the bottom of the form is a "Log in" button. A reCAPTCHA widget is visible above the "Log in" button, showing the text "protected by reCAPTCHA" and links for "Privacy" and "Terms".

Log in GetResponse

<https://www.getresponse.com>

# Create Email Marketing campaign



Then, Click Create newsletter

# Create Email Marketing campaign

Email Marketing, Autoresponde x

app.getresponse.com/newsletters/create/f-b60a14f2

Department of Com... PDF to Excel Conver... FINANCIAL ACCOU... All Bookmarks

Tools Contacts Reports Upgrade

< Back to Dashboard

Untitled message [Edit name](#)

16/128 characters. The name will appear on the list of your messages. Only you will see it.

☐ Add to premium newsletter

Linked list [ceksab80](#)

"From" email address Reply-to

[Add another address](#)

Switch from a Gmail address to an email address at a custom domain and authenticate it with DKIM. That will ensure that your "From" email address meets Google's email authentication requirement. If you don't have a custom domain, you can buy it from us, and we'll handle the authentication process.

[Add a custom domain](#)

Subject line [AI Subject Line Generator](#) **NEW**

How do you want to stand out in the recipient's inbox?

0/150 characters. For best visibility, keep your subject line under 60 characters for mobile and under 120 characters for desktop.

[Preview text](#)

Then, you can start Create newsletter



# *Reference*

Explore Digital Entrepreneurship with MDEC (2021) eUsahawan Learning Guidebook Volume 1

Explore Digital Entrepreneurship with MDEC (2021) eUsahawan Learning Guidebook Volume 2

Rabiáh Seman, Rusmaini Ramly (2023), Digital Entrepreneurship 1<sup>st</sup> edition, Politeknik Merlimau, Melaka

# DIGITAL ENTREPRENEURSHIP

This book covers 7 topics of Digital Entrepreneurship.

Present topics in an approachable manner to aid understanding of Digital Entrepreneurship for beginner

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