

**FREQUENTLY ASKED QUESTIONS (FAQ)  
FOR  
DIGITAL MARKETING SOLUTIONS**

NO.	QUESTION	ANSWER												
<b>Package Offerings &amp; Product Information</b>														
1.	<b>What is Digital Marketing Solutions and how does it benefit my business?</b>	<ul style="list-style-type: none"> <li>▪ Digital Marketing Solutions is a new offering for Unifi Biz customers which will be available from 5<sup>th</sup> April 2023.</li> <li>▪ Digital Marketing Solutions, a digital marketing service, aims to help Small Medium Enterprise (SME) to connect with their potential customers through digital such as social media to promote and market their businesses.</li> <li>▪ You may choose to advertise your products via social media platforms such as Facebook &amp; Instagram, via search engine ads such as Google Ads and via digital channel platform under Rev Media advertising.</li> <li>▪ Through the packages subscribed via TM, you will enjoy:                             <ul style="list-style-type: none"> <li>i. <b>A DEDICATED campaign manager</b> – Get one of our experienced campaign managers to design, advice and strategize your campaign. Let us be your Chief Marketing Officer (CMO).</li> <li>ii. <b>Graphic Design (INCLUSIVE)</b> – Have a peace of mind. Let our experienced graphic designer prepares your campaign visuals.</li> <li>iii. <b>Copywriting (INCLUSIVE)</b> – No more writer blocks, let our copywriter takes care of your campaign copy.</li> <li>iv. <b>Marketing report and analysis</b> – Our team will prepare and provide insights into your marketing activities that you have run with us.</li> <li>v. <b>Low monthly payment</b> that does not leave a hole in the pocket for your digital marketing effort.</li> </ul> </li> <li>▪ Suitable for all micro, small and medium enterprises (MSMEs), Digital Marketing Solutions is an advertising solutions that will help to grow SME’s business.</li> </ul>												
2.	<b>What are Digital Marketing Solutions plans that are available for Unifi customers?</b>	<ul style="list-style-type: none"> <li>▪ The Digital Marketing Solutions plans available for Unifi customers are as below:                             <table border="1" style="margin: 10px auto; width: 80%; border-collapse: collapse;"> <thead> <tr> <th>Package Plan</th> <th>Starter Pack</th> <th>Standard Pack</th> <th>Premium Pack</th> </tr> </thead> <tbody> <tr> <td>Monthly Subscription Price</td> <td style="text-align: center;">RM50</td> <td style="text-align: center;">RM100</td> <td style="text-align: center;">RM200</td> </tr> <tr> <td>Ad Credits amount</td> <td style="text-align: center;">420</td> <td style="text-align: center;">840</td> <td style="text-align: center;">1,680</td> </tr> </tbody> </table> </li> </ul> <p>Note:</p> <ul style="list-style-type: none"> <li>a. For more details, please visit: <a href="http://unifi.com.my/business/products/digital-marketing-solution">http://unifi.com.my/business/products/digital-marketing-solution</a></li> </ul>	Package Plan	Starter Pack	Standard Pack	Premium Pack	Monthly Subscription Price	RM50	RM100	RM200	Ad Credits amount	420	840	1,680
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		<ul style="list-style-type: none"> <li>b. For Freemium package, we provide a one-off RM100 worth of ad credits (<i>applicable for campaign purpose only</i>).</li> <li>c. Campaign price is as advertised and available until further notice.</li> <li>d. 'TM customers' refers to active subscribers of TM connectivity services such as Unifi Biz/Biz Broadband/telephony services/Unifi Mobile Biz.</li> </ul> <ul style="list-style-type: none"> <li>▪ You can choose to use the ad credits to advertise your business either through Facebook Ads, Instagram Ads, Google Search Ads or Rev Media Ads.</li> </ul>
3.	<b>What is Facebook Ads?</b>	<ul style="list-style-type: none"> <li>▪ Facebook ads is paid advertising to market your product on Facebook platform. Facebook ads are targeted to users based on their location, demographic, and profile information.</li> </ul>
4.	<b>What is Instagram Ads?</b>	<ul style="list-style-type: none"> <li>▪ Instagram Ads is paid social media marketing method where businesses pay for a post or content so that it can appear throughout the platform, especially in their target market's Stories, feeds, and more. These paid posts will look normal but always have a "Sponsored" label, indicating that they are ads.</li> </ul>
5.	<b>What is Google Search Ads?</b>	<ul style="list-style-type: none"> <li>▪ Google Ads, formerly known as Google AdWords, is an advertising service by Google that allows businesses to display ads on Google search results and its advertising network.</li> </ul>
6.	<b>What is Rev Media Ads?</b>	<ul style="list-style-type: none"> <li>▪ Rev Media Ads is an advertising service by Dattel Asia Group &amp; Rev Media Group that allows business to display ads in banner format on Media Prima digital channel network such as Berita Harian Online, Harian Metro Online, Says.com, MyResepi and many more.</li> </ul>
7.	<b>What is ad credits?</b>	<ul style="list-style-type: none"> <li>▪ Ad credit is a form of payment to the advertising platform of your choice. 1 ad credit is equivalent to RM1.00. You will receive overall ad credits upfront depending on the package that you subscribe. You will later discuss with your dedicated account manager on how you will utilize your ad credits.</li> </ul>
8.	<b>Who is the campaign manager?</b>	<ul style="list-style-type: none"> <li>▪ The campaign manager is a representative from Unifi that is assigned to your account for the purpose of consulting the campaign &amp; marketing strategy, and to carry out the campaign on advertising platform of your choice.</li> <li>▪ The campaign manager's sole responsibility is exclusively for Digital Marketing Solutions only as they are the experts in this area. They will not be able to assist you on questions related to other Unifi offerings or technical problems.</li> <li>▪ If you require support or have enquiries on other products, you can contact our Unifi Care Crews here <a href="https://unifi.com.my/support/contact-us">https://unifi.com.my/support/contact-us</a></li> </ul>

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9.	<b>Who is eligible to subscribe to Digital Marketing Solutions?</b>	<ul style="list-style-type: none"> <li>▪ Any MSME with a valid Business Registration Number (BRN) registered with Suruhanjaya Syarikat Malaysia (SSM) can subscribe to Digital Marketing Solutions.</li> </ul>
10.	<b>How many Digital Marketing Solutions plan can an SME subscribe to?</b>	<ul style="list-style-type: none"> <li>▪ An SME is eligible to subscribe to only ONE plan either Starter, Standard or Premium within the Minimum Subscription Period (MSP) of 12 months.</li> </ul>
11.	<b>What is a management fee and how much will be imposed?</b>	<ul style="list-style-type: none"> <li>▪ Management fee is a service fee paid for the campaign manager, graphic designer and copywriter services.</li> <li>▪ The amount will be 30% from the ad credits that you decide to use during a particular campaign.</li> </ul>
12.	<b>What language is supported by Digital Marketing Solutions for the campaigns?</b>	<ul style="list-style-type: none"> <li>▪ We support campaigns in both Bahasa Melayu and English.</li> </ul>
13.	<b>How will I receive any notifications related to Digital Marketing Solutions during my subscription?</b>	<ul style="list-style-type: none"> <li>▪ You will receive an email acknowledgement from Unifi upon subscription to Digital Marketing Solutions.</li> <li>▪ You will also receive a personal email from your campaign manager to begin your exciting Digital Marketing Solutions experience!</li> </ul> <p><i>*Your campaign manager will contact you within three (3) working days upon your subscription to discuss on your campaign requirement and suitable platform to run your campaigns.</i></p>
14.	<b>If I encounter any issues with Digital Marketing Solutions, who do I reach out to for assistance?</b>	<ul style="list-style-type: none"> <li>▪ You can contact your dedicated campaign manager or alternatively, our other touchpoints as below               <ol style="list-style-type: none"> <li>1. Digital Platforms:                   <ul style="list-style-type: none"> <li>▪ Live Chat at <a href="https://maya.unifi.com.my/">https://maya.unifi.com.my/</a> or via MyUnifi app</li> <li>▪ Facebook @weareunifi</li> <li>▪ Twitter @helpmeunifi</li> <li>▪ Email <a href="mailto:wecare.inquiry@tm.com.my">wecare.inquiry@tm.com.my</a></li> </ul> </li> <li>2. Call 100.</li> <li>3. Walk in to the nearest <a href="#">TMpoint</a> outlets.</li> </ol> </li> </ul>
<b>Subscription and Payment</b>		
15.	<b>Am I allowed to upgrade/downgrade my Digital Marketing Solutions plan?</b>	<ul style="list-style-type: none"> <li>▪ You are not allowed to downgrade or upgrade your plan within the twelve (12) months of Minimum Subscription Period (MSP) starting from the date of service activation.</li> </ul>

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16.	<b>How can I make bill payment for Digital Marketing Solutions?</b>	<ul style="list-style-type: none"> <li>▪ We recommend that you subscribe to TM Autopay Service for automatic monthly deduction from your preferred savings/current bank account or credit/debit card (Local Issued Banks only).</li> <li>▪ You can also make bill payments via the channels below:               <ol style="list-style-type: none"> <li>1. Log in to Unifi self care portal at <a href="https://selfcare.unifi.com.my/">https://selfcare.unifi.com.my/</a> or MyUnifi app and pay using FPX or Credit/Debit Card (Local Issued Banks only)                   <p style="margin-left: 20px;"><i>*MyUnifi app is downloadable via Google Play Store, Apple App Store or Huawei AppGallery.</i></p> </li> <li>2. JomPAY via Internet/Mobile Banking and ATM (Biller code: 8888 (Unifi))</li> <li>3. Boost and Touch 'n Go eWallet</li> <li>4. TMpoint outlets – Kiosk only using Cash, Credit/Debit Card/Cheque</li> <li>5. TMpoint Authorised Dealer (TAD) – Counter using Cash, Credit/Debit Card/Cheque</li> </ol> </li> <li>▪ For the full list of our authorized bill payment channels, click <a href="#">here</a>.</li> </ul>
17.	<b>How will I receive the bill for Digital Marketing Solutions?</b>	<ul style="list-style-type: none"> <li>▪ The monthly recurring charges will appear in your monthly e-bill from Unifi. Please check your registered email address with TM to view the monthly e-bill (softcopy).</li> </ul>
18.	<b>Is my Digital Marketing Solutions monthly recurring charge billed together with Unifi Biz in the same bill?</b>	<ul style="list-style-type: none"> <li>▪ Yes, you will receive a single bill together with your Unifi Biz bill</li> </ul>
19.	<b>When will I receive my Digital Marketing Solutions bill?</b>	<ul style="list-style-type: none"> <li>▪ Your Digital Marketing Solutions bill will follow your unifi biz bill same cycle for every month</li> </ul>
20.	<b>Is there a bill payment cut-off period?</b>	<ul style="list-style-type: none"> <li>▪ Yes, you may refer to the 'Pay before' date in your monthly bill. Please pay your monthly bill promptly to avoid any interruption and account suspension due to late or no payment.</li> </ul>
21.	<b>If I subscribe to Digital Marketing Solutions prior to or after the</b>	<ul style="list-style-type: none"> <li>▪ We are sorry, the charges will not be prorated. Your monthly bill will reflect the full amount for that month.</li> </ul>

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	<b>Billing period, will the charges be prorated?</b>	
22.	<b>How do I terminate my Digital Marketing Solutions subscription plan?</b>	<ul style="list-style-type: none"> <li>▪ If you wish to terminate your Digital Marketing Solutions account, please reach out to us via:               <ol style="list-style-type: none"> <li>1. Digital Platforms:                   <ul style="list-style-type: none"> <li>▪ Live Chat at <a href="https://maya.unifi.com.my/">https://maya.unifi.com.my/</a> or via MyUnifi app</li> <li>▪ Facebook @weareunifi</li> <li>▪ Twitter @helpmeunifi</li> <li>▪ Email <a href="mailto:wecare.inquiry@tm.com.my">wecare.inquiry@tm.com.my</a></li> </ul> </li> <li>2. Walk in to the nearest <a href="#">TMpoint</a> outlets</li> <li>3. Call 100</li> </ol> </li> <li>▪ When you terminate your subscribed Digital Marketing Solutions plan within the Minimum Subscription Period (MSP) of 12 months, any remaining ad credits that are still not in use will be forfeited.</li> <li>▪ If you terminate after MSP of 12 months, your remaining ad credits will be forfeited on the 13<sup>th</sup> month.</li> </ul>
23.	<b>Is there any penalty charge if I terminate Digital Marketing Solutions AFTER the minimum subscription period is over?</b>	<ul style="list-style-type: none"> <li>▪ There will be no penalty charge for termination made after the minimum contract period (12 months).</li> </ul>
24.	<b>What will happen if I terminate Digital Marketing Solutions within the contract period?</b>	<ul style="list-style-type: none"> <li>▪ If you terminate Digital Marketing Solutions within the contract period, you will be charged with the early termination penalty fees, which is the total remaining unpaid monthly installments.</li> </ul>
25.	<b>Can I choose to run my advertisement in multiple platforms?</b>	<ul style="list-style-type: none"> <li>▪ Yes, you can choose multiple platforms to run your advertisement. Discuss with your campaign manager on the mechanism and if your ad credits are sufficient to run the campaign on multiple platforms.</li> <li>▪ If your ad credits are insufficient, you may increase your ad credits by contacting your campaign manager directly.</li> </ul>
26.	<b>Do I need to design my own poster/visual to be used in the campaign?</b>	<ul style="list-style-type: none"> <li>▪ No, you do not need to design your own poster or visuals for the campaign. Our experienced in-house designer will provide the visuals for the campaign, subject to your approval.</li> </ul>
27.	<b>How many times am I allowed to change the</b>	<ul style="list-style-type: none"> <li>▪ You may change the content and design of the visual only ONE time after the visual is sent for your approval. Thus, please ensure you</li> </ul>

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	<b>content and design of the provided visual designs?</b>	<p>have communicated clearly your vision for the visuals graphic during the discussion to minimize the margin of error.</p> <ul style="list-style-type: none"> <li>Changes more than once is subject to the designer's availability.</li> </ul>
28.	<b>Can I stop the campaign halfway if I suddenly have new promotion or campaign underway?</b>	<ul style="list-style-type: none"> <li>Once the campaign has been approved by you, changes are no longer allowed and the campaign cannot be stopped halfway too.</li> </ul>
29.	<b>Is increase in revenue/calls/leads is promised for the campaigns carried out by Digital Marketing Solutions?</b>	<ul style="list-style-type: none"> <li>Digital Marketing Solutions is designed to help showcase your products and services to a wider range of audience. While there is no promise in the increase of your revenue, calls or leads, we can guarantee you the number of impressions, reach and possible percentage of click-through-rates.</li> <li>We are delighted to assist you with your own products and promotions that are pivotal to the success of your campaigns.</li> </ul>
30.	<b>I subscribed to Premium Package and video-as-a-service, what is the charge for the video production?</b>	<ul style="list-style-type: none"> <li>The charge for the video production is 680 ad credits, equal to RM680</li> </ul>
31.	<b>Who do I pay for the video production?</b>	<ul style="list-style-type: none"> <li>You do not need to pay anyone; simply pay as normal. We will deduct the fee from your ad credits.</li> </ul>
32.	<b>How long does it take to complete this production video?</b>	<ul style="list-style-type: none"> <li>Video production can be completed within 30 working days in the best-case scenario. If there is a hitch or difficulties before the video is created, it will take longer, about 45 working days.</li> </ul>
33.	<b>How many times I can request for amendment on the storyboard?</b>	<ul style="list-style-type: none"> <li>You are only going to get one chance to edit the storyboard before we start the video shooting.</li> </ul>

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34.	<b>Can I make an amendment request once the video shoot has begun?</b>	<ul style="list-style-type: none"> <li>▪ No, after the video shoot begins, you won't get any requests for amendments.</li> </ul>
35.	<b>Where will the fulfillment of the video take place?</b>	<ul style="list-style-type: none"> <li>▪ All the video fulfillment will take place in our in-house studio.</li> </ul>
36.	<b>I'm a current premium DMS subscriber; is it possible for me to choose video as a service?</b>	<ul style="list-style-type: none"> <li>▪ Yes, you can choose for video as a service utilizing your credit (provided the balance is up to 680). If your credit ad balance is not enough, you can top up to utilize the service.</li> <li>▪ Our campaign manager will assist to fulfill your request.</li> </ul>
37.	<b>Can I request the video to be shot at my premise?</b>	<ul style="list-style-type: none"> <li>▪ No, all the video fulfillment will take place in our in-house studio.</li> </ul>