Translate

□□ We do have a website and some social media pages that are rarely improved upon and is maintained mainly for statutory or market need

> Poorly developed: Very basic mediums were created to enhance visibility. Its effectiveness is not known.

Reflection:

- Marketing capacity and scope assessment; identify immediate action plan.
- Establish process for updating all marketing tools regularly with fresh contents and other technical optimisation.
- Others -

Action:

- Develop a comprehensive marketing communication plan.
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- Hire a specialist; determine JD, profile etc.
- Others -

Notes for Development:

1. Very basic mediums were created to enhance visibility. Its effectiveness is not known.

2. Conduct a need assessment based on market context and funding need. Assess internal ability on storytelling.

3. Conduct a basic internal assessment and take concrete, time-bound steps to introduce the basic mediums, that are extremely necessary.

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