

CSMAKEUP.MY

3 ESSENTIAL TIPS DEVELOPING YOUR BRAND ON SOCIAL MEDIA



**@CSMAKEUP.MY**

# **VISUAL BRANDING**

Posts that include images produce 650% higher engagement than text-only posts

# VISUAL BRANDING

WHO IS YOUR  
CUSTOMER

PERSONALITY

KEEP IT SIMPLE



HIGH END PHOTOGRAPHY

FLATLAYS

CATALOGUE PHOTOS

# INFLUENCER

A NIELSEN SURVEY FOUND that only 33%% of consumers trust  
brand advertisements,

49% of users rely on social media influencers for  
recommendations



# INFLUENCER

FIND  
THE RIGHT  
INFLUENCER

# ENGAGEMENT

# ENGAGEMENT

BE HUMAN

BE PROFESSIONAL

LANGUAGE

BE RESPONSIVE

THANK YOU