

Prior of marketting strategies essay sample

[Business](#), [Marketing](#)



Astro Malaysia Holdings Berhad had used Facebook as one of the marketing and promotional strategy. It had been used to update the latest information of the company, new promotion, and description of the movie or drama that will show on. Prior of 15 October 2012, they had launched numerous promotional and marketing strategies for example adding new channel, roadshow and Free HD upgrade plus two months free Broadband and Astro Super Pack rebates. On October 2012, Astro posted that it will add KBS World HD on Astro Channel 392 starting on 15 October 2012. KB World HD is a Korean TV Channel which will be provided 24 hours by Astro to their customers. The channel provides News and Magazine Shows, Cultural and Documentary programmes, latest Drama series produced by KBS and Music and Variety Shows. This channel allows the customers getting the latest Korean news. This channel broadcast in Korean language and subtitles are available in English(over 80% of all programs), chinese(15%) and Bahasa Malaysia(Over 5%).

This Channel also can be view in SD on Channel 391. By adding this Korean new channel, it has 91 people like the status and about 13 people share this news. Most of the facebook's followers were very happy to hear about the new channel. However, some of the people hoping that Astro can provide more other countries channel. In the past, Astro had hold a lot of roadshow. It will also have astro circle on 3rd and 4th November at AEON Ipoh Station 18, Ipoh and 24th and 25th November at AEON Bukit Tinggi, Klang. For the prior 15 October, a successful astro circle has been hold on 8th and 9th September from 10am and 10pm at Highstreet 1 Utama Shopping Centre. Based on the comments received from participants, it showed that the

participants enjoyed the event. This Information was posted on 7th, 8th and 9th September on its facebook website.

From these three posts, it has received more than 80 people like and three people share this information. In order to attend this activity, the participants must bring along latest Astro bill to register so that they can get a mystery gift and a chance to win a 3D2N Singapore trip inclusive of return flights and accommodation. Promotion of Free HD upgrade plus two months free Broadband and Astro Super Pack rebates has been posted on Facebook starting on 12th October. By signing up this programme, customers can pay broadband and Astro TV bill at the same times instead of different bills. Besides, this promotion had given a chance to the customers to save of up to RM 300 a year on the subscription. The broadband service is 10 mbps of High Speed Fiber Broadband to allow customers to watch High Definition Movies and Sports at a high speed. This service charge is on RM 248 nett. This status has received about 90 people like. However, this promotion did not seem to receive a great response from the customers. Most of the customers commented that this promotion is expensive and the service is too slow for them. Furthermore, some customers who has signed up and installed this service had complained that they cannot use the service due to the breakdown of the server.