



Dear valued AFFINGEM Members,
Welcome to the 4th issue of AFFINGEM newsletter.

Inside THE ISSUE

- Discover our ongoing exciting Rakaniaga deals
- Learn how to increase your business' online presence
- Explore ways to build an empowering working culture
- Learn how to reduce stress at work

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For your business



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Promotion is valid until 31 January 2024



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5% Off Jobbie's Peanut Butter

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Promotion is valid until 31 January 2024

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Top 5 ways to increase your business' online presence

In this digital age, bringing your business online is not a choice but a necessity. Statistics show that 76%* of consumers look at a brand's online presence before reaching out. Without an online presence, spreading brand awareness and gaining more fans, followers, leads, and customers will be challenging.

1 Make your website engaging

- It should be user-friendly and made easy to drive conversions.
- Keep the layout simple so that it is easy to load and navigate.
- Make sure the website is suited for mobile users.

2 Create consistent social media presence

- There is a good chance that your potential customers might know you from one of the many social media channels that exist.
- However, don't go creating a profile on every channel. Instead, set up a profile on one or two leading platforms that your target audience often use.
- Maintain consistency by regularly posting a mix of entertaining and informative content.

3 Leverage on SEO

- Search engine optimisation (SEO) helps your business rank highly on a search engine like Google to reach out to potential consumers easier when they are searching for a product/service like yours.
- First, create high-quality content with relevant keywords for your services. Within the text (or image alt text) to make it more search-friendly.
- A mobile-friendly website is more appealing to search engine algorithms.

4 Use relevant visuals

- Text alone is not enough to satisfy the user who craves faster content consumption.
- Take custom shots of your team at work or your product to enhance credibility.
- Use photo editing tools to add special effects and make your pictures better.
- If your photography skills are not on par with the required quality, purchase stock photos online.

5 Set up online ads

- Digital advertising is much more cost effective because it is more accurately trackable and can provide more insights.
- To achieve better results:
 - Use relevant keywords and appealing ad visuals.
 - Optimise landing pages with persuasive content & clear call-to-action.
 - User-centric layout with an easy purchase journey



Slowly but surely, your patience and consistent efforts will eventually drive you to success. Try out the different things stated above, track your progress, and figure out what works best for you and your business.

Source: <https://www.ceotodaymagazine.com/2021/07/6-ways-to-increase-your-online-presence/>
*Statistic source: <https://www.prmwswire.com/news-releases/76-of-consumers-look-at-online-presence-before-physically-visiting-a-business-301272462.html>

Essentials to make a winning company

When faced with the daily tasks of running a company, even the most experienced business leader can lose sight of the company's mission. Over time, a company can forget its core values and remain too focused on surviving in today's competitive environment.

Purpose is what drives us, and our employees, to do great work. Not only does your company need to maintain identified values, but every employee must understand his or her role in supporting the mission to achieve collective results. It all starts at the top.

These four essentials can help your company's mission thrive.

1. Walk the talk

- For employees to embrace the company values, company executives must first be good role models of these values.
- The company's mission must be at the core of everything—from marketing to production to customer service to staff meetings.
- Act first so that the rest will follow suit later. These values they embody will reflect in your end product or service thereafter.

2. Encourage employees to have a say

- Provide ways for employees to be seen and heard, eg. confidential surveys and open forums.
- Make it a point to host casual gatherings where you can give your employees a chance to share their ideas.
- As a leader, get to know every employee to develop a better working relationship.

3. Create an environment for the mission

- Practise what you preach, regardless of job title.
- If your company's mission includes improving health and fitness, encourage a better lifestyle by offering special incentives like gym memberships, health checkups and health reimbursement.
- Happy and engaged employees will do great things in return.

4. Schedule team building exercises that align with the mission

- Schedule activities that celebrate personal goals and encourage teamwork like fun-run marathons or weekly sports hangout.
- Plan activities to support NGOs or communities in need, such as volunteering for a soup kitchen or helping out a neighborhood plant society.
- Incorporating these kinds of activities are simple ways to breathe life into your company's mission, regardless of company size.



When your company's mission is firmly in place, these tips provide a framework to help guide you through the ups and downs, without losing sight of your company's core purpose.

Source: <https://www.entrepreneur.com/leadership/4-essentials-for-making-your-company-mission-thrive/242490>

How to reduce stress at work?

According to a survey on mental health and wellness in Malaysia in May 2022, 34%* of the respondents were aged between 25 and 34 years indicated that they had the same levels of stress and anxiety in the past 12 months as before. Operating a business amid a pandemic adds pressure to a job that already takes so much time, effort and dedication. Which is why stress management is important because it allows you to turn a stressful situation into a positive opportunity for growth and betterment. By learning how to handle stressors, you gain more control over your life and reactions.

Here's how to manage stress at work:

1. Create work-life balance

- a. Set a schedule as if you were going to a regular job.
- b. Plan out your day in the morning.
- c. Be clear with yourself about your top priorities, and focus on the ones that will bring in business.
- d. Focus first on balancing your business; don't spend all of your time on administration.
- e. Keep reassessing your goals, and don't let things take charge of you.
- f. Get help. Don't do it all by yourself.
- g. Don't sacrifice relationships for your business.

2. Be aware of the dangers of on-the-job stress

- Stress affects more than just your mental and emotional state. Job pressure facilitates weight gain and can cause other health issues. In addition to physical effects, stress can impact mental health, especially in women. In a study published in the Journal of Psychiatry & Neuroscience, the research suggests that women are more prone to depression and other mental disorders than men. The following are some other known dangers of job stress:
 - anxiety (due to business uncertainty),
 - isolation (bosses tend to work alone),
 - fear (scared of failure or letting employees down),
 - burnout (from being overworked).

3. Find the right employees

According to research by the Small Business Administration, "An effective management structure can reduce stress and channel the productive capacity of employees into business growth and profits." Finding employees who can share your responsibilities will go a long way in reducing your stress. The key is to find a group of employees who understand each other's strengths and weaknesses, and have the right chemistry to work cohesively with each other to achieve the same goal.



Work can be a great source of stress, but it's important to overcome these negative feelings when they become too much. Without proper stress management and work-life balance, your staff may take more sick days, and be less productive. Effective stress management boosts employee morale, results in fewer sick days, lower employee turnover, and fosters a positive company culture.

Source: <https://www.businessnewsdaily.com/119-stress-management-business-owner.html>
*Statistic source: <https://www.statista.com/statistics/1322323/malaysia-share-of-people-feeling-more-stressed-or-anxious-by-gender/>



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