

Southeast Asia Social Media

Master Plan | Philippines · Vietnam · Malaysia

Overview

This plan covers the setup and ongoing management of [REDACTED] social media presence across three Southeast Asian markets: Philippines, Vietnam, and Malaysia. Each market receives a fully localized, organic content operation with native-language teams, market-specific platform selection, and sports-first community positioning. Markets are launched in a staggered sequence to allow for quality control and resource allocation across a lean team structure.

Market Summary

	Philippines	Vietnam	Malaysia
Language	Taglish	Vietnamese	EN / Mandarin / Malay
Platforms	6	6 (7?)	6
Lead Verticals	Basketball, Esports	Football, Esports	Football, Badminton, Motor
Setup	\$3,000	\$2,500	\$3,000
Monthly	\$3,800	\$3,000	\$3,500

Launch Timeline

Markets launch in sequence, staggered by 2 weeks. This allows the core team to establish processes in each market before moving to the next, while maintaining quality across all three.

	Wk 1-2	Wk 3-4	Wk 5-6	Wk 7-8	Mo 3-4	Mo 5-6
Philippines	Setup	Launch	Growth	→	Optimize	→
Vietnam		Setup	Launch	Growth	→	Optimize
Malaysia			Setup	Launch	Growth	→

Total Investment

COMBINED SETUP (ONE-TIME)	
Philippines — 6 platforms	\$3,000
Vietnam — 6/7 platforms	\$2,500
Malaysia — 6 platforms	\$3,000
Total Setup — All 3 Markets	\$8,500
COMBINED MONTHLY OPERATIONS	
Philippines	\$3,800
Vietnam	\$3,000
Malaysia	\$3,500
Total Monthly — All 3 Markets	\$10,300

6-Month Projection

Setup costs are incurred once during the first month of each market's launch. Markets launch in staggered sequence: Philippines first, Vietnam two weeks later, Malaysia two weeks after that.

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Philippines	\$6,800	\$3,800	\$3,800	\$3,800	\$3,800	\$3,800
Vietnam	—	\$5,500	\$3,000	\$3,000	\$3,000	\$3,000
Malaysia	—	—	\$6,500	\$3,500	\$3,500	\$3,500
Monthly Total	\$6,800	\$9,300	\$13,300	\$10,300	\$10,300	\$10,300

Green cells indicate setup month (one-time setup + first month operations). Total 6-month investment: ~\$60,300.

Content Approach

All content across all three markets follows an entertainment-first, community-driven model. [REDACTED] is positioned as a sports entertainment brand — not as a direct gambling promotion. This approach ensures platform compliance, audience trust, and sustainable organic growth. Each market operates with a dedicated native-language content team producing culturally authentic material. Detailed platform breakdowns and content guidelines are included in each market’s individual proposal on the following pages.

Monthly Deliverables (Per Market)

Platform	Cadence	Output
Facebook	1–2 posts/day	Match previews, polls, memes, community group management, comment engagement
TikTok	3–5 videos/week	Short-form sports clips, trending audio, humor, fan engagement content
Instagram	1 post/day + stories	Reels, match-day graphics, stories with polls/countdowns, brand visuals
X / Twitter	2–4 posts/day	Commentary threads, hashtag campaigns, sports debate engagement
Telegram / LINE	Daily updates	Tips channel posts, community group moderation, exclusive content drops

Weekly	Monthly	Quarterly
Content calendar updates Performance snapshot Trend/opportunity flags	Full analytics report Growth metrics by platform Content review Strategy recommendations	Competitive landscape review Strategy refresh Budget optimization Goal recalibration

KPIs & Success Metrics

Performance is tracked across four categories, reported monthly with benchmarks reviewed quarterly.

Growth	Engagement	Community	Content
Follower growth rate, Total reach / impressions, Profile visits	Engagement rate (%), Comments & shares, retweets	Group size, Message volume	Top performing posts, View count

Sample Content Week

Illustrative weekly rhythm for one market. Actual calendar adapts to live sporting schedules and trending moments.

Day	Theme	Platforms	Content Example
Mon	Weekend Recap	FB, IG, X	EPL/NBA results roundup, fan reactions
Tue	Deep Dive / Analysis	FB, Telegram	Infographics about events
Wed	Community / Humor	TikTok, IG, FB	Sports meme, poll, fan debate prompt
Thu	Preview / Predictions	FB, X, Telegram, IG	Weekend fixture previews, prediction polls
Fri	Esports / Culture	TikTok, IG	Esports highlights, short clips
Sat	Match Day	X, FB, Telegram, IG Stories	Commentary, score updates, reactions
Sun	Match Day + Wrap	X, FB, TikTok, IG	Continued coverage, post-match takes, highlights clip

Notice

This proposal outlines a recommended framework for [REDACTED]’s social media expansion across the Philippines, Vietnam, and Malaysia. All elements — including platform selection, content cadence, timelines, and investment levels — are flexible and can be adjusted to match your priorities and budget. Markets can be launched individually or together, platforms can be added or removed, and scope can be scaled up or down as needed. We’re happy to tailor any part of this plan based on your feedback. However, the current proposal is based on current best practices and understanding of the markets.

Philippines Social Media

Setup & Management Proposal | Organic Content Strategy



● Scope

Full setup and ongoing management of [REDACTED]'s social media presence in the Philippines. Six platforms, all content produced natively in Taglish by a local team. Organic strategy built around basketball (NBA/PBA), esports, football (EPL/UCL), and combat sports (UFC, boxing).

● Platforms & Content

Platform	Function & Content
Facebook	Community hub — groups, page. Match previews, prediction polls, memes, fan engagement.
TikTok	Growth engine — discovery and viral reach. Short-form sports takes, humor, trending audio.
Instagram	Brand identity — visual storytelling. Reels, stories, match-day graphics.
X / Twitter	Sports engagement. Commentary, threads, hashtag campaigns.
Telegram	Community retention — direct engagement. Tips channel, group chat, exclusive updates.

✓ Content Includes	✗ Content Excludes
Sports commentary, previews, community polls	Direct deposit/registration links or CTAs
Taglish memes, cultural content, esports coverage	Bonus offers, promotional amounts, odds language
Brand awareness, sports lifestyle, fan engagement	Content targeting minors or unverified claims

● Timeline

Phase	Deliverables
Weeks 1–2 Setup	Account creation and rebranding (6 platforms). Taglish brand voice and visual identity. Content strategy and 90-day editorial calendar. Initial content bank (20–30 pieces).
Weeks 3–4 Launch	Daily posting across Facebook, Instagram, X. TikTok production begins (3–5/week). Telegram channel and community group launched. Cross-platform audience seeding.
Months 2–3 Growth	Scale to 1–2 posts/day + stories. TikTok ramped to 3+/week. Monthly reporting delivered.
Months 4–6 Optimize	Data-driven content optimization. Engagement campaigns (brackets, contests). Telegram VIP group established. Steady-state operations.

● Investment

ONE-TIME SETUP	
Account setup, rebranding & platform configuration	\$500
Brand localization (Taglish visual assets & templates)	\$850
Content strategy, calendar & initial content bank	\$1,650
Total Setup	\$3,000
MONTHLY OPERATIONS	
Content production & community engagement (copy, graphics, video, comments, DMs, groups)	\$2,100
Strategy, reporting & account management	\$1,700
Total Monthly	\$3,800

Vietnam Social Media

Setup & Management Proposal | Organic Content Strategy

● Scope

Full setup and ongoing management of [REDACTED]'s social media presence in Vietnam. Seven platforms including Zalo, Vietnam's dominant local super-app if needed. All content produced natively in Vietnamese by a local team. Sports entertainment positioning built around football (EPL, V.League), esports, badminton, and combat sports.

● Platforms & Content

Platform	Function & Content
Facebook	Primary social hub. Match previews, community polls, memes, fan engagement.
TikTok	Growth engine (76M+ users 18+). Short-form football clips, esports highlights, humor.
Zalo	Vietnam-specific high-trust platform. Official account, direct engagement, community channel.
Instagram	Brand identity for urban audience. Reels, stories, match-day graphics.
Telegram	Community retention. Private groups, tips channels, exclusive updates.
X / Twitter	Sports commentary during EPL/UCL fixtures.

✓ Content Includes	✗ Content Excludes
Football commentary, V.League + EPL previews	Direct deposit/registration links or CTAs
Vietnamese memes, sports culture, esports coverage	Bonus offers, promotional amounts, odds language
Brand awareness, fan community, lifestyle content	Content targeting minors or unverified claims

● Timeline

Phase	Deliverables
Weeks 1–2 Setup	Account creation across platforms. Vietnamese brand voice and visual identity. Content strategy and 90-day calendar. Initial content bank (20–30 pieces).
Weeks 3–4 Launch	Daily posting across Socials. Telegram channels launched. Audience seeding via Vietnamese sports communities.
Months 2–3 Growth	Scale to 1–2 posts/day + stories. TikTok ramped up as necessary. Monthly reporting delivered.
Months 4–6 Optimize	Data-driven optimization. Engagement campaigns around V.League and EPL fixtures. Zalo and Telegram VIP communities built out. Steady-state operations.

● Investment

ONE-TIME SETUP	
Account setup & platform configuration	\$400
Brand localization (Vietnamese visual assets & templates)	\$700
Content strategy, calendar & initial content bank	\$1,400
Total Setup	\$2,500
MONTHLY OPERATIONS	
Content production & community engagement (copy, graphics, video, comments, DMs, groups)	\$1,750
Strategy, reporting & account management	\$1,250
Total Monthly	\$3,000

Malaysia Social Media

Setup & Management Proposal | Organic Content Strategy

● Scope

Full setup and ongoing management of [REDACTED]'s social media presence in Malaysia. Seven platforms including WhatsApp to reach Malaysia's multilingual audience. Content produced in local language by a local team. Sports entertainment positioning built around football (EPL, Malaysia Super League), badminton, motorsports.

● Platforms & Content

Platform	Function & Content
TikTok	Primary growth engine (30.7M users 18+). Short-form sports clips, badminton highlights, humor.
Instagram	Brand identity and visual storytelling. Reels, stories, match-day graphics. Strong urban audience.
Facebook	Community hub for broader demographics. Groups, fan engagement, sports discussion.
Telegram	Community retention. Private groups, tips channels, VIP engagement.

✓ Content Includes	✗ Content Excludes
Football, badminton, F1/MotoGP commentary & previews	Direct deposit/registration links or CTAs
Multilingual content (EN, Mandarin, Manglish), esports	Bonus offers, promotional amounts, odds language
Brand awareness, sports lifestyle, fan community	Content targeting minors or religious communities

● Timeline

Phase	Deliverables
Weeks 1–2 Setup	Account creation across platforms. Multilingual brand voice and visual identity. Content strategy and 90-day calendar. Initial content bank (20–30 pieces).
Weeks 3–4 Launch	Daily posting across TikTok, Instagram, Facebook. Telegram and WhatsApp channels launched.
Months 2–3 Growth	Scale to 1–2 posts/day + stories. TikTok ramped up as necessary. Monthly reporting delivered.
Months 4–6 Optimize	Data-driven optimization. Engagement campaigns around EPL, badminton, and Malaysian GP. Telegram and WhatsApp VIP communities. Steady-state operations.

● Investment

ONE-TIME SETUP	
Account setup & platform configuration	\$500
Brand localization	\$900
Content strategy, calendar & initial content bank	\$1,600
Total Setup	\$3,000
MONTHLY OPERATIONS	
Content production & community engagement (multilingual copy, graphics, video, comments, DMs, groups)	\$2,000
Strategy, reporting & account management	\$1,500
Total Monthly	\$3,500