

# Guideline - Posting Content



1) Brand Story

2) Ramadan Santapan Istimewa

3) Hashtag

4) Tag MTFK social media account

5) IG add collaboration

## General Hashtag

#meetarikfaizalkong #meetarik #tarikdulu #santapanistimewa #ramadanmenu #foodlovers

## Tag Us:

IG: [meetarikfaizalkong](https://www.instagram.com/meetarikfaizalkong)

Tiktok: [@meetarikfaizalkong](https://www.tiktok.com/@meetarikfaizalkong)

## Example Video

[https://www.instagram.com/p/DD\\_omg0Pq0S](https://www.instagram.com/p/DD_omg0Pq0S)

## **Brand Story:**

Facebook: [meetarikfaizalkong](https://www.facebook.com/meetarikfaizalkong)

Mee Tarik Faizal kong has started operating since 2023. We are expanding quickly, targeting 20 branches by the end of 2024.

Made In Malaysia, for Malaysian, where our chef has ingeniously crafted international flavors to cater. Ensuring the highest level of comfort for our patrons in a cozy and welcoming setting. With its pristine and simplistic design, our establishment offers a serene and laid-back dining experience.

Faizal Kong Combined The Flavor Of Chinese Lanzhou Ramen With The Flavor Of The Malaysian People, Localizing The Flavor Of Lanzhou Ramen, And Making People Easier To Adapt To The Flavor Of Lanzhou Ramen.

## **KOL Shout Out:**

### **Ramadan Santapan Istimewa**

- Pre-order Santapan Istimewa Combo set now, save up to 20%. (with referral code)
- Scratch and Win the Prizes.
- 1<sup>st</sup> Prize Ativa x1, 2<sup>nd</sup> Prize Axia x2, and more prizes to be won.
- Bersama Nikmati hidangan Citarasa Istimewa.

## **FAQ summary:**

- Visit Outlet: 1 Utama Shopping Center.
- Ramadan Santapan Istimewa set is for video shooting.
- We offer RM50 x2 printed cash voucher for you on that day, KOL can use it to spend on that day or keep for other day.
- Can bring plus one but no extra vouchers.
- Other benefits, please see posting guideline.
- Traditional clothes is the best but not compulsory.
- Don't mention your benefits.

**Sponsorship:** RM50 KOL Cash voucher x2.

**Scratch & Win :** ATIVA x1 and AXIA x2 to be won.

**Collaboration Type:** Sales Commission

## **Terms & Conditions:**

[www.getpromo.live/Santapan/Ordering\\_TnC.pdf](http://www.getpromo.live/Santapan/Ordering_TnC.pdf)

<http://www.getpromo.live/Santapan/CommissionScheme.pdf>

[http://www.getpromo.live/Santapan/ScratchAndWin\\_TnC.pdf](http://www.getpromo.live/Santapan/ScratchAndWin_TnC.pdf)

## Shooting Highlights:

1. Shout out: Pre-order Ramadan Santapan Istimewa Combo set now, save up to 20%.
2. Pre-order before Ramadan, pick-up or dine-in during Ramadan
3. Video Cover: Show banting/banner & A1 foam board (at the entrance).
4. Video Content: Video of banting/banner & A1 foam board (at the entrance), stay 3 seconds.
5. Video Content: Zoom in of A1 foam board Ramadan set price, stay 3 seconds.
6. Shout out: Large set boleh muat 10pax juga, less then RM16per pax, berbaloi, murah.
7. Shout out: Join contest Scratch and Win, menangi hadiah ATIVA & AXIA x2.
8. Insert the provided video clip of ATIVA & AXIA x2.
9. Video Content: Mention click your referral link to make pre-order.
10. Video Content: Video record Ordering mini program.
11. Video Content: Un-boxing Ramadan set.
12. Video Content: Video stay 3 seconds on 1.5L bottle drink.
13. Video last clip: Beraya Dengan Kereta Baru Anda.

## Archive Videos, MUST SEE:

[https://drive.google.com/drive/folders/1R1Te\\_iyisPo3NM3EPu1IbS\\_NSIHDbdhr](https://drive.google.com/drive/folders/1R1Te_iyisPo3NM3EPu1IbS_NSIHDbdhr)

## Sample Posted Video:

<https://www.instagram.com/p/DECokuRzrKG/>

<https://www.instagram.com/p/DEgzl7TqW5/>

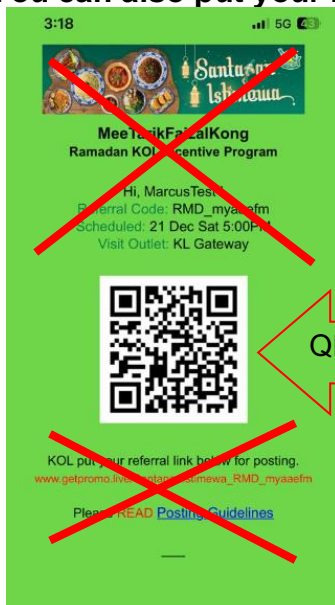
[https://www.instagram.com/p/DEd\\_VygPEWx/](https://www.instagram.com/p/DEd_VygPEWx/)

<https://www.instagram.com/p/DEbig9CygNT/>

## You can put your referral link into your:

- bio profile
- linktr.ee, example <https://linktr.ee/butterflyzone22>

## You can also put your referral QR image into your video



QR image only, not the whole UI

# Ramadan Santapan Istimewa Set Menu:

PRE-ORDER  
WITH REFERRAL LINK

SAVE UP TO 20%



## Mini Set

(2-3 Pax)

\*Early Bird : RM91.80 (SAVE 10%)  
\*Normal Price : RM102.08

Chicken Satay.....	3 pcs/1 set
Chinese Chicken Burger OR	
Chinese Beef Burger.....	3 pcs/ 1 set
Fried Rice with Chicken OR Beef	1
Stir Fried Noodle Beef.....	1
White Rice.....	1
Pepsi Bottle (1.5L).....	1
Rendang Tok -Beef (100g).....	1
Kurma (10pcs).....	1
Scratch & Win Card.....	1

## Medium Set

(4-5 Pax)

\*Early Bird : RM118.80 (SAVE 20%)  
\*Normal Price : RM148.48

Chicken Dumpling.....	8 pcs/1 set
Lamb Satay.....	3 pcs/ 1 set
Chinese Beef Burger.....	3 pcs/ 1 set
Beef Noodle Soup.....	1
Stir Fried Noodle Beef.....	1
Fried Rice with Beef.....	1
White Rice.....	1
Xinjiang Spicy Chicken.....	1
Pepsi Bottle (1.5L).....	1
Rendang Tok -Beef (100g).....	1
Kurma (10pcs).....	1
Vegetable Soup (Soup Only)...	1
Scratch & Win Card.....	2

## Large Set

(6-8 Pax)

\*Early Bird : RM155.80 (SAVE 20%)  
\*Normal Price : RM194.88

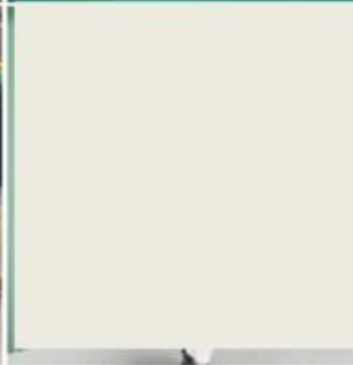
Chicken Dumpling.....	8 pcs/1 set
Lamb Satay.....	3 pcs/ 1 set
Chicken Satay.....	3 pcs/ 1 set
Chinese Beef Burger.....	3 pcs/ 1 set
Chinese Chicken Burger.....	3 pcs/ 1 set
White Rice.....	2 servings
Stir Fried Noodle Beef.....	1 servings
Cili Gempak Paste(220g).....	2 bottles
Fried Rice with Beef.....	1
Xinjiang Spicy Chicken.....	1
Stew Chicken.....	1
Pepsi Bottle (1.5L).....	1
Beef Noodle Soup.....	1
Rendang Tok - Beef (100g).....	1
Kurma (10 pcs).....	1
Vegetable Soup (Soup Only)...	1
Scratch & Win Card.....	2



Scan QR for Terms & Condition.



Video cover with banner



Cover Video

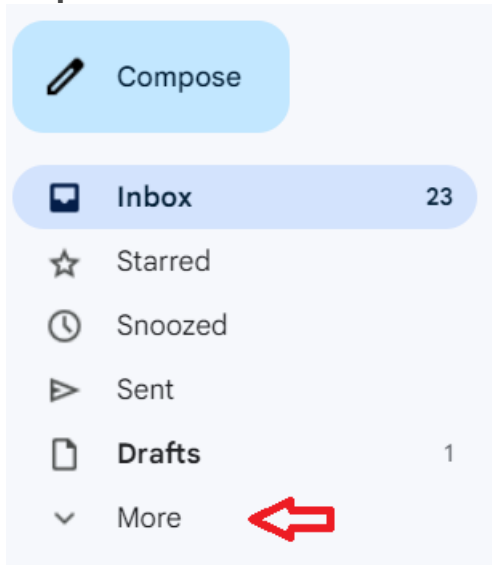


Scratch and Win card.

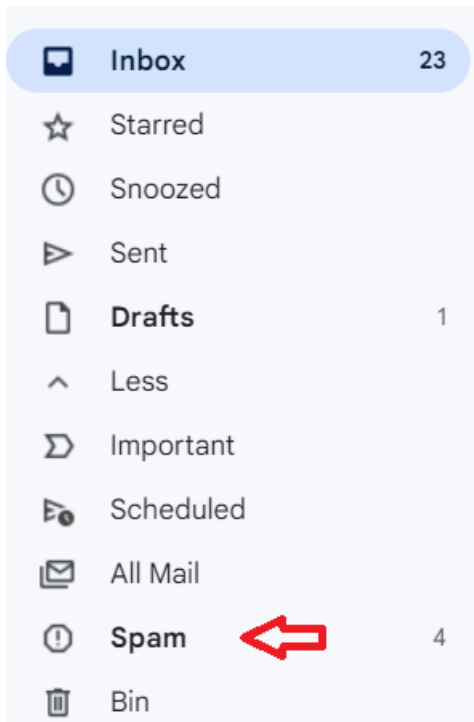
## Check Gmail:

Please check your email (Gmail) to see the login detail; it may drop into spam mail.

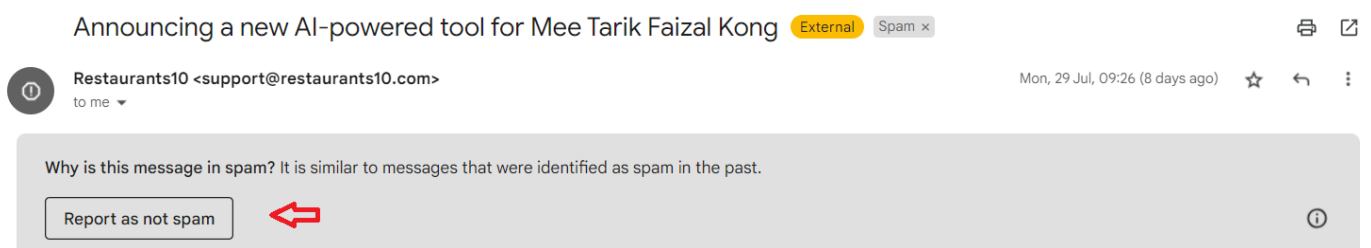
### Step 1: Click “More”



### Step 2: Click “Spam”



### Step 3: Click “Report as not spam”



A) Please confirm to attend after receive our whatsapp message.



**Will You Attend ?**

MeeTarikFaizalKong  
Ramadan KOL Incentive Program

Email:  
Email with all small case

**I Will Attend**

A)

- Check your email
- Read again the Posting Guideline.



**MeeTarikFaizalKong  
Ramadan KOL Incentive Program**

Hi, MarcusTest !  
Email: marcus.au888@gmail.com  
Referral Code: MarcusRefCode  
Scheduled: 24June Mon 3pm  
Visit Outlet: 1 Utama

**Invitation has been confirmed.**

1) Instruction was sent, please check your email.  
2) During visiting the outlet, use the password and outlet code for [LOGIN](#)  
3) Please **READ** [Posting Guidelines](#) before visit.

B1) During the visit day, Login to CHM.

- Password get from email.
- Outlet Code request from cashier.



**Login (During Visit)**

MeeTarikFaizalKong  
Ramadan KOL Incentive Program

Email:  
Email with all small case

Password:  
Password

Outlet Code:  
Outlet Code

**Login**

B2) Show QR code to cashier.



**MeeTarikFaizalKong  
Ramadan KOL Incentive Program**

Hi, MarcusTest !  
Referral Code: RMD\_myaaefm  
Scheduled: 21 Dec Sat 5:00PM  
Visit Outlet: KL Gateway



KOL put your referral link below for posting.  
[www.getpromo.live/SantapanIstimewa\\_RMD\\_myaaefm](http://www.getpromo.live/SantapanIstimewa_RMD_myaaefm)

Please **READ** [Posting Guidelines](#)

## **Deliverable Result**

- 1) Mee Tarik Faizal Kong visit posting (Video <1 minute) on your Instagram Reel (optionally Facebook & Tiktok) within one week of visiting the store.
- 2) Put your referral code into your posting.
- 3) Kindly keep the Instagram posting for 2 months without delete, thank you.

**Join our exclusive KOL incentive program! Share your unique referral code and earn commissions from every customer you bring. Extra Scratch & Win card for KOL to win a car! Let's make this Ramadan flavorful and rewarding for all.**

Commission Scheme: <http://www.getpromo.live/Santapan/CommissionScheme.pdf>