



**OMG**  
LIVE

**GLAM!**

presented by OMG Social

**GO LIVE! ACCELERATOR &  
MANAGEMENT PROGRAMME**





# GIG ECONOMYx CREATIVE YOU

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## OMGLIVE.ME





**OMGLIVE.ME by OMG SOCIAL FB**  
**2.5+ MILLIONS OF FB FOLLOWERS**  
**GLOBAL LIFESTYLE COMMUNITY**

**CONNECTING YOUR BUSINESS TO THE CREATIVE x PROFESSIONAL COMMUNITIES**  
MALAYSIA. THAILAND. VIETNAM. INDONESIA. CAMBODIA. PHILIPPINES. SINGAPORE



# SUPPLY MANAGEMENT : GIG WORKERS

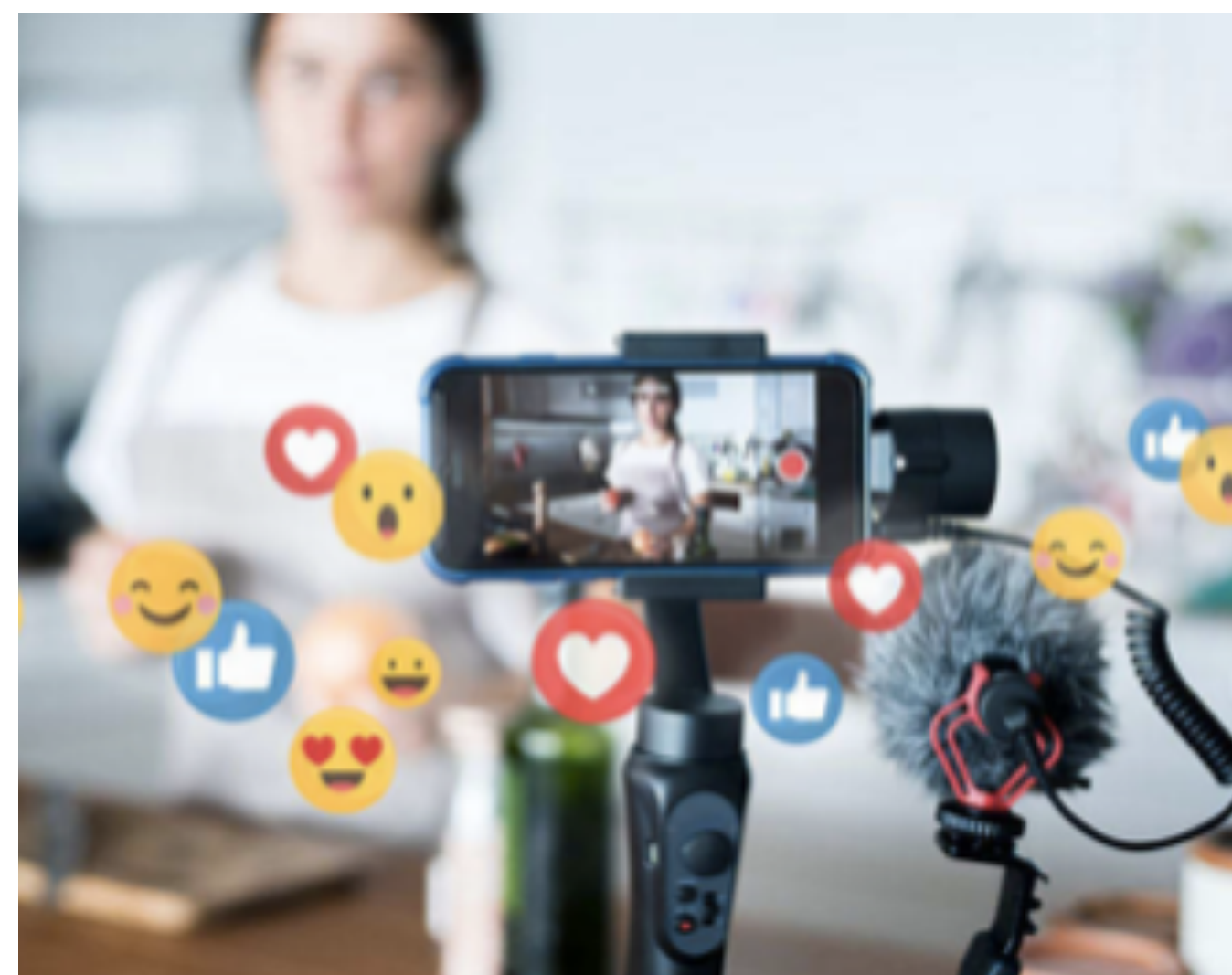
When bartenders find new jobs after all the bars close down



1. Job Replacement: Travel/Tourism, Event Mgmt, Design Industry
2. Boost Creativity & Explore Digital Market Space (more **Live!** than Viewers)
3. Work Trends: Gig Segment, Time Flexibility & Skills Match
4. Talent Drain: Increase Employment while residing in home country
5. Leverage on OMG Social network



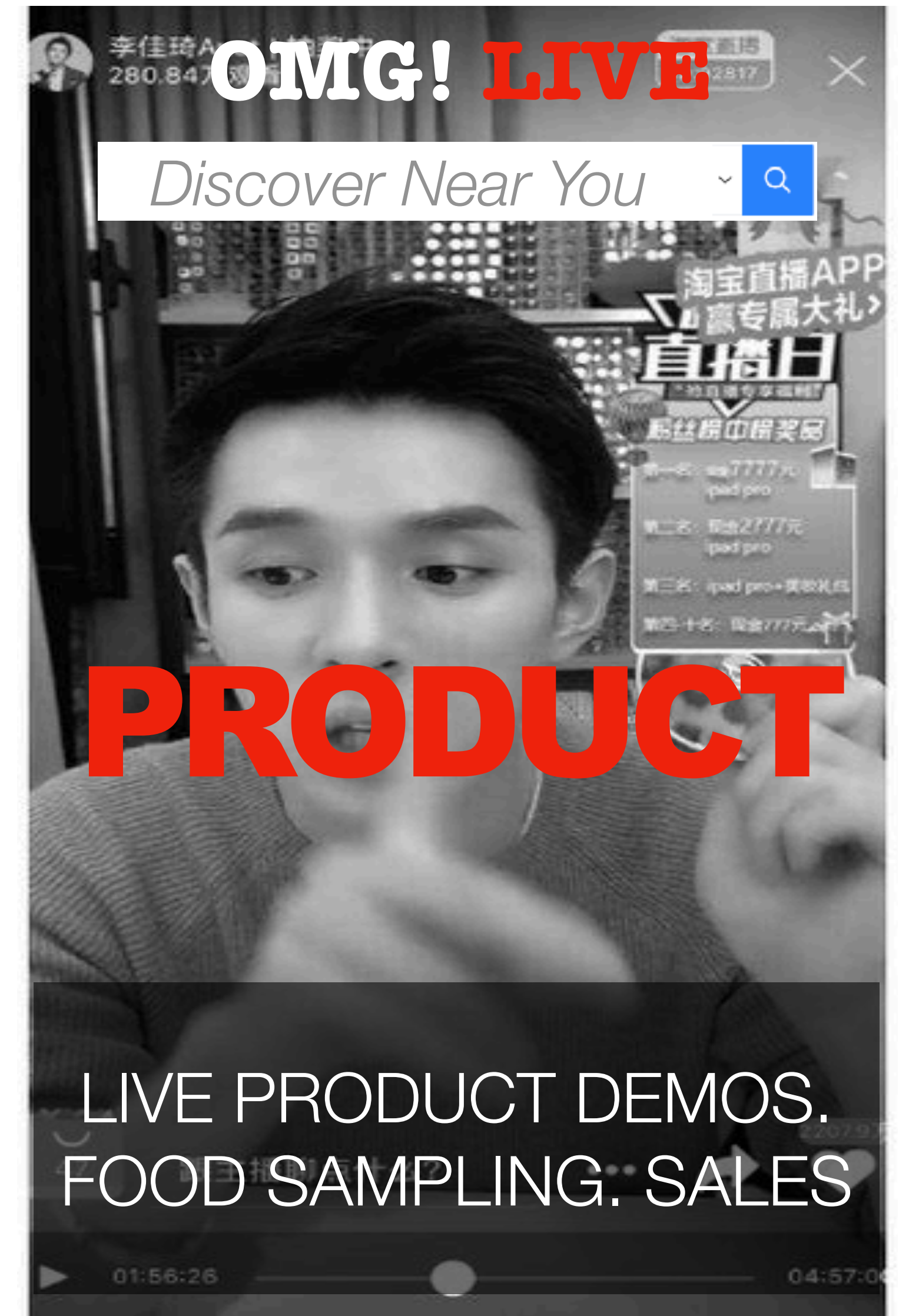
# DEMAND MANAGEMENT : SME/CORP



1. New Market: Pivot from Affected Segments
2. Digital Presence: Increase Brands Adoption Online Marketing
3. Creative Space: Improve Sales Uptick via Creative Gigs & Unique Style
4. Work Trends: Hiring Gig Workers to Fulfil Lack of Full Time Staff
5. Leverage on OMG Social network

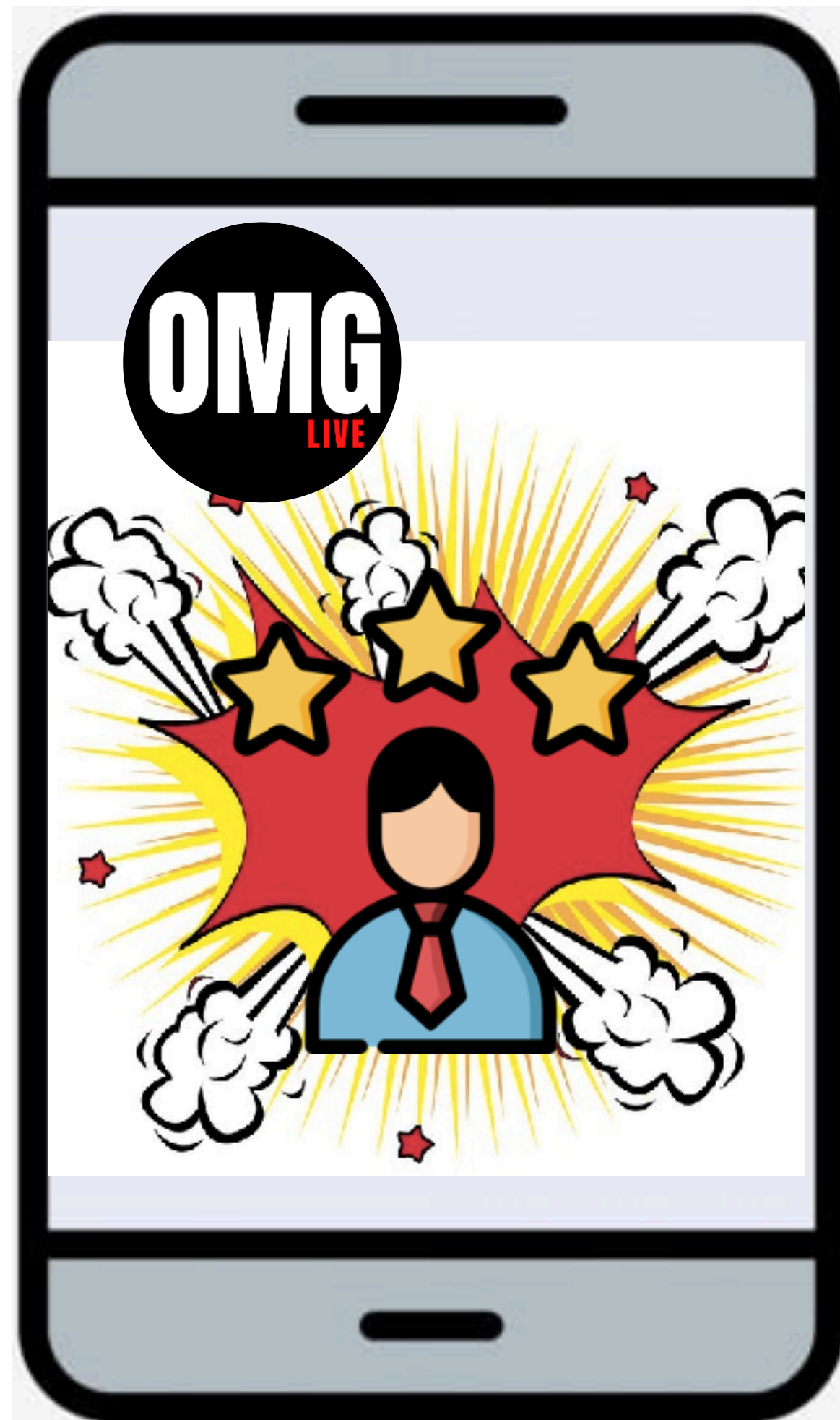


# MATCH GO **LIVE!** HOSTS x BRANDS





# BEST GIG MATCH EVER !



**SME/CORP GO **LIVE!** ACCELERATOR PROGRAMME**  
GUIDED LEARNING + AFFORDABLE KOLs + SUBSIDISED



**TO LEARN + APPLY + MAKE IT HAPPEN**  
2 HOURS +1 HOUR + 1 HOUR TO GO **LIVE!**



**GIG WORKERS RESOURCE**  
> 100,000 CREATIVE KOLs + PROFESSIONALS



**ATTRACTIVE VALUE-ADDED SERVICES**  
SPECIAL RATE & PRO- SERVICES



# SCHEDULED STUDIO SHOOT/SHARED



PROFESSIONAL SHOOT



DEDICATED **KOL OF THE DAY** TO SHOWCASE 8 PRODUCTS



BRANDS TO PREPARE SCRIPT & PRODUCT AS PER ONBOARDING SOP



OPTIONAL SERVICES WITH SPECIAL DISCOUNTS



# DEMAND

# SUPPLY

**SME/CORP**

**UPSIZZE SaaS Platform**

**Go Live! Accelerator**

**2hrs**

Onboarding

**1hr**

Product Assignment

**1hr**

Select Slot & Go Live!

**After Go Live!**

Post Mgmt

Results Tabulation

Claims/Subsidize

**OMG! Walker**

Scheduled  
+Recommended  
Thematic+ Sharing

**Live! Gigs**

Independent + Unique  
+ Dedicated

**Professional**

**OMG**  
**LIVE**

**HYBRID**

Studio Shoot  
KOL Sharing/Promote  
Affordable  
OMG Social FB Share

**VAS For Brands**

Discounted Rates  
OMG Social Discounts  
SPDH Product Data Hub

KOLs &  
Celebrities  
eg Newsantara

FB Page &  
Groups (2.5m) +  
Colleges (10k) +  
Tour Agencies

IEM (60k) +  
MDEC (50k)







# HABIB JEWELS




1. Greetings

2. Behind the Scenes

3. Actual Release- MV

**OMG Social**  
Published by Angie Ong Yoke Hun · 28 April 2021 · 


**Exclusive interviews and behind the scenes to Raya MV by...**  
Get Behind the Scene exclusives from OMG Live!...  
[See more](#)

 16 6.3K views





18.5K  
People reached

17  
Reactions, comments and shares


6.3K  
3-second video views

  
Retention curve


[View More Video Details](#)

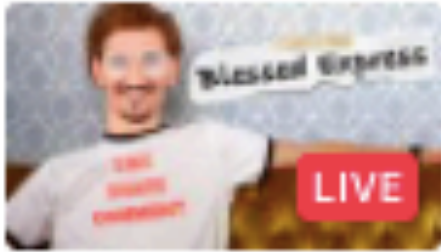
 Like  Comment  Share 

**Up next**





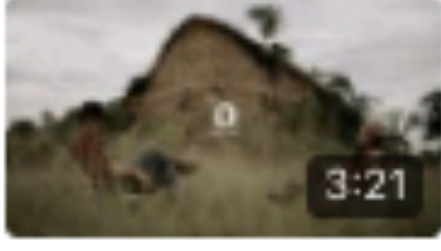
4:28

**MOH AND SUAY | Same Day Edit**   
Damari Studios  
a year ago · 542.7K views




LIVE

**Complexity Blessed**   
Max "Blessed" Hollo...   
2 hours ago







3:21

**CHRISTIAN AND WAYNE |...**   
Damari Studios  
13 weeks ago · 5.9K views





**OMG Social** was live.  
Published by Nyong Wei Fung · 13 November 2021 · 


 163

34 comments 33K views





61.9K  
People reached

267  
Reactions, comments  
and shares

33.3K  
3-second video views


  
Retention curve

View More Video Details


 Like  Comment  Share 

Comments Hide


Newest ▾

**Jason Garkowski** · 3:40  
USA baby


Like Reply Hide 6 w


**Alma Ancog Borja** · 5:26  
Omg! Is bangkok covid free  
already??!! Watta crowd..! 😮


Like Reply Hide 15 w

**Jennifer Joham** · 4:46  
In Austria (Österreich), Land next  
to Germany, we have lock down  
again... 🤔🇦🇹


Like Reply Hide 16 w

**Jennifer Joham** · 2:21  
I want to party again too 🤔🤔


Like Reply Hide 16 w 

**Jennifer Joham** · 1:07  
And we have in Europa lock down  
again till December... 🤔🤔


Like Reply Hide 16 w

**Rahim Khan** · 3:57  
Australa

Like Reply Hide 16 w

**Peter Vesterdahl Høm** · 0:12  
Covidbomb

Like Reply Hide 16 w

**Fareed Ali** · 5:27  
Josiah Amos Mohammed



# OMG! WALKER **LIVE!** HOSTING



	9am-10am-11am	12pm-1pm-2pm	4pm-5pm-6pm	7pm-8pm-9pm
 ↓ 	OMG! WFH	OMG! Walker	OMG! Home 家	OMG! Match U
	OMG! 家	OMG! 走走乐	OMG! Giler2	OMG! 恋爱吧
	WFH Visits	Malls/ F&B		Music
	Masak2 Cooking	Fun Street Walk		Creative
	EO & DIY	Food Riders Attack		Talent
	Baby Talk	#kitajagakita		Cars
	Pet Talk	Community Programmes		Fitness

TO HIT 50,000 - 300,000 REACH PER TIME SLOT





Destinations ▾

Login

Sign Up

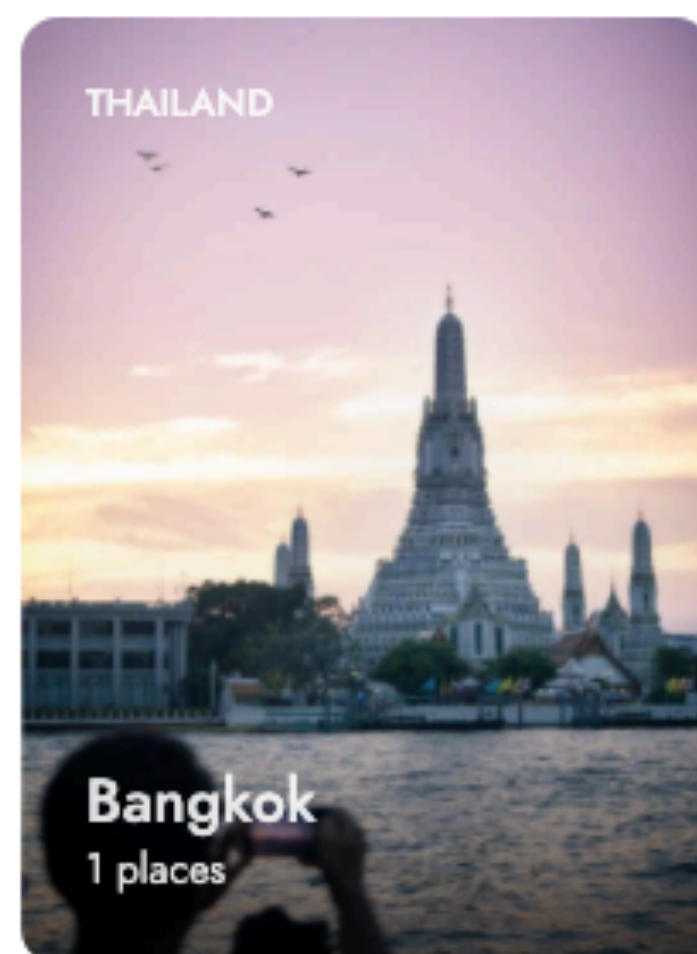
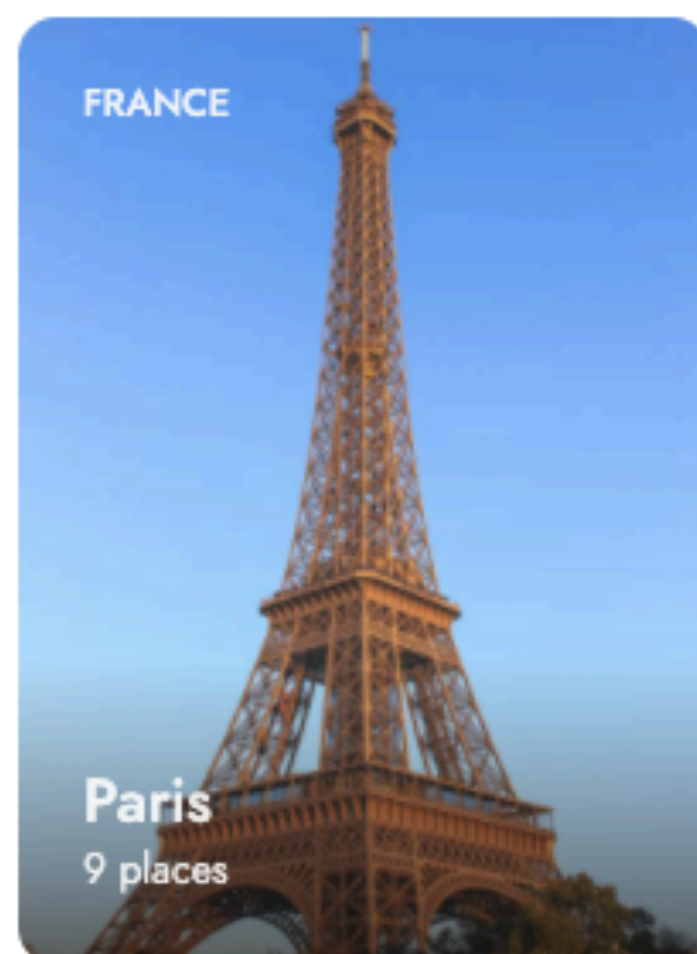
+ Add place

# Virtually Explore the World

🔍 Type a city or location

Popular: [Jakarta](#) [Kuala Lumpur](#) [Hanoi](#)

## Popular cities







**JOIN US**  
GO **LIVE!** Host

**POST YOUR**  
Gig Jobs

Go **LIVE!** for these Brands Now  
Find Gigs for Play. Product. People

*Location*

*Date*

*Search By Keywords*

## Latest Gig Jobs



Male Fashionista for KL  
Launch -RM300/2 Hours

**Get Gig!**



Sing Birthday for 8 years  
old girl - RM20/1min

**Get Gig!**



Videographer Needed-  
RM800/ 8 hours

**Get Gig!**





# SCHEDULED THEMATIC **LIVE!**/SHARED



BANGKOK LIVE! WALKER

## Mad Dash Challenge in Bangkok

★ (0 reviews) • \$\$ • Travel

Gallery

Video



Personal Shopper



Multilingual



Sale

<https://omglive.me/place/mad-dash-challenge-in-bangkok>

### Overview

Host will do a 24 Hours trip to Bangkok. During this trip, those that participate will get to place order on things they want to host in real time. But dont worry, we will end our trip at 1:00 AM (because host need to sleep too π.π). The step are easy. Just book and buy from us and we will send you the whole trip schedule so that you can login when host are at the place that you want. 8th May 2021 The places include in trip are: Khlong Lat Mayam, Chinatown, Golden Buddha at Wat Traimit, Asiatique at Chao Phraya River, Lebua State Tower Payment details: Fee: RM50, Account number: 7058615992 (CIMB), Name: Siti Nur Baiti Binti Abdul Rahim

### Book and pay to join

Enter your name \*

Enter your email \*

Enter your phone number (ie; +60...,+81...,+6

Enter your payment details (ie; bank-in transaction number, payment amount)

Send



I'm gonna end the trip here



# LIVE! OR PRE-RECORDED/DEDICATED



## Book and pay to join

Enter your name \*

Enter your email \*

Enter your phone number (ie; +60...,+81...,+6

Enter your payment details (ie; bank-in  
transaction number, payment amount)

Send

LET THE CELEBRITIES SURPRISE YOUR BELOVED ONES DURING THEIR SPECIAL DAY!





Search places ...



Destinations ▾

Login

Sign Up

+ Add place



Personal Shopper



Limited viewers/shows



Multilingual



HOST TO USE YOUR PRODUCT **LIVE!**  
IN DISNEYSEA/ DEDICATED, UNIQUE



# CATEGORIES

## Why Nano Influencers

### ● Level of Trust

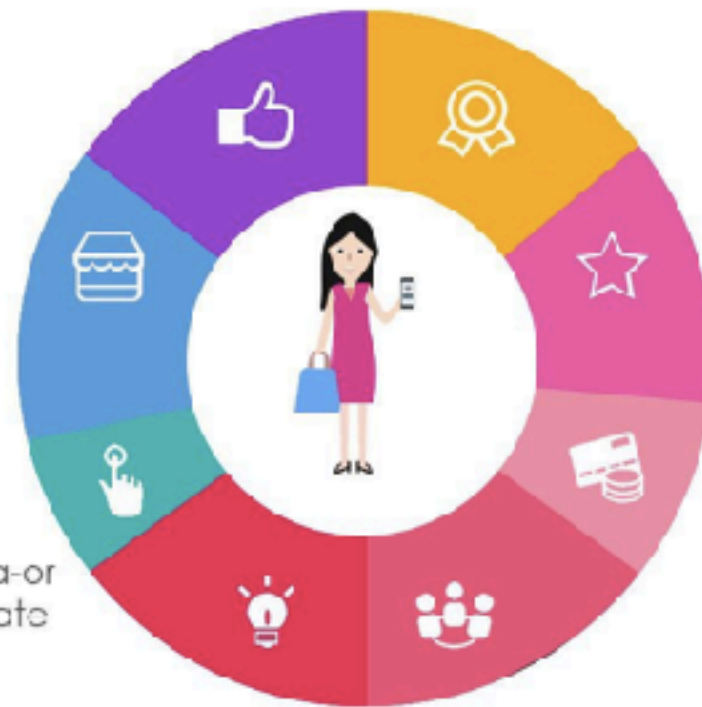
Opinions evoke high degrees of credibility and confidence from friends & followers.

### ● Brand Relevance

Very high connection with a brand, product and brand-relevant topics.

### ● Degree of Volume

Exist in greater numbers than micro, mega-or macro-influencers and are able to generate content at scale.



### ● Level of Loyalty

Usually have the strongest relationship with a brand compared to micro, macro and mega influencers.

### ● Range of Followers

100 to 10000

### ● Level of Influence

Have a very strong influence over their small but tight-knit network of followers.

## Why Macro Influencers

### ● Level of Trust

Opinions evoke a considerable degree of credibility and confidence from friends & followers in their particular niche.

### ● Brand Relevance

Good connection with a brand, product and brand-relevant topics in their niche.

### ● Degree of Volume

Few in number but in greater numbers than megainfluencers and able to generate content in their niche.



### ● Level of Loyalty

Will most likely be loyal with brands that they believe in

### ● Range of followers

10,000 to 100,000

### ● Level of Influence

Have a considerable level of influence over their wide network of followers.



## Why Micro Influencers

### ● Level of Trust

Opinions evoke a strong degree of credibility and confidence from friends & followers.

### ● Brand Relevance

Strong connection with a brand, product and brand-relevant topics.

### ● Degree of Volume

Exist in greater numbers than mega-or macro-influencers and able to generate tailored content.



### ● Level of Loyalty

Have strong existing brand relationships based on purchase history and positive brand affinity

### ● Range of Followers

1000 to 10,000

### ● Level of Influence

Have a very significant level of influence over their network that is larger than a nano but smaller than macro and mega influencers.

## Why Mega Influencers

### ● Level of Trust

Opinions evoke low to moderate degrees of credibility and confidence from friends & followers.

### ● Brand Relevance

Moderate connection with a brand, product and brand-relevant topics.

### ● Degree of Volume

Very rare in volume and probably not able to generate tailored content.



### ● Level of Loyalty

Low to moderate brand loyalty as they usually endorse a high volume of brands and even their competitors.

### ● Range of Followers

100,000 to millions

### ● Level of Influence

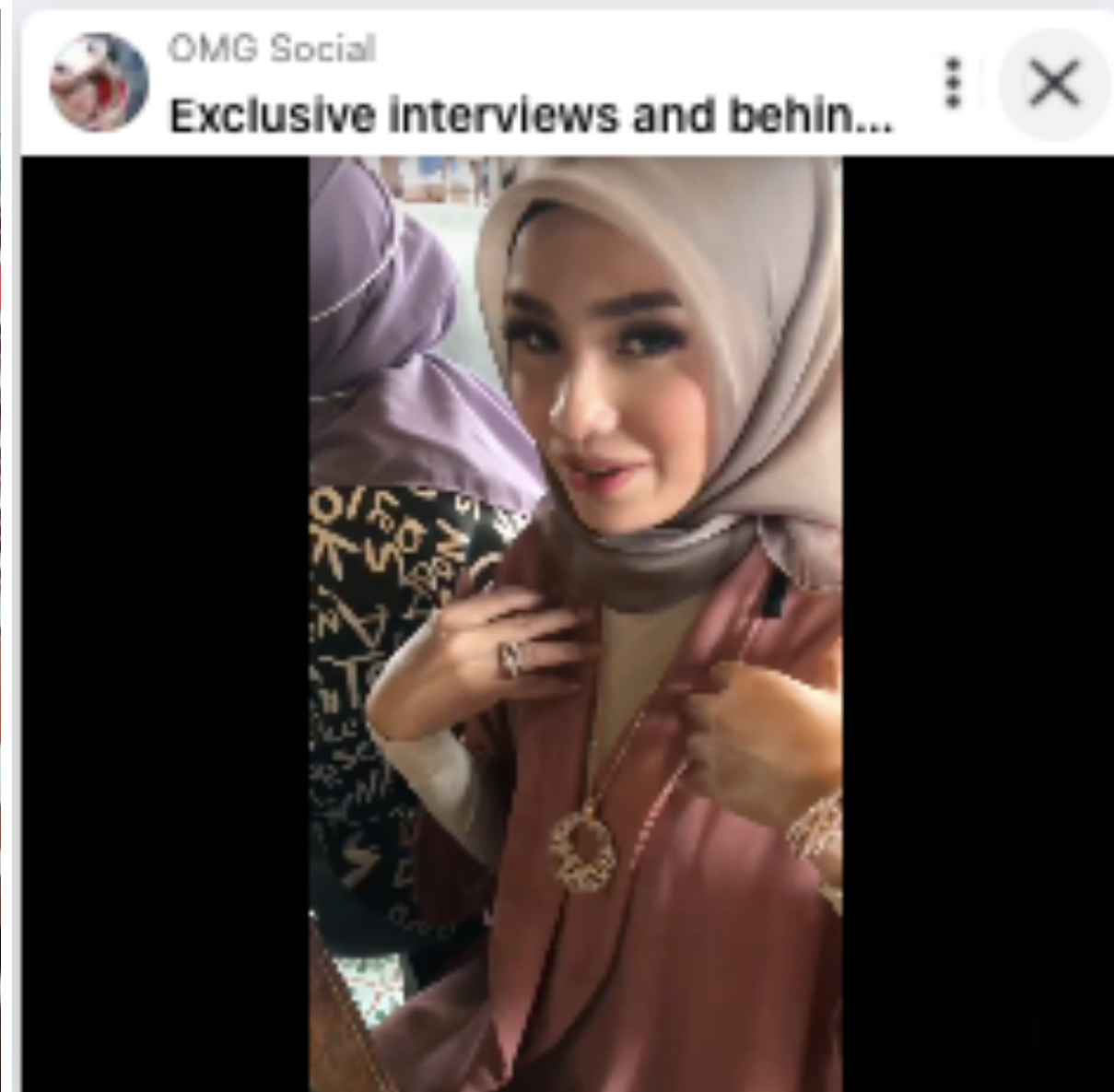
Have a very sizable level of influence but with low brand trust and brand loyalty.





# JOIN OUR TRAINING PROGRAMME

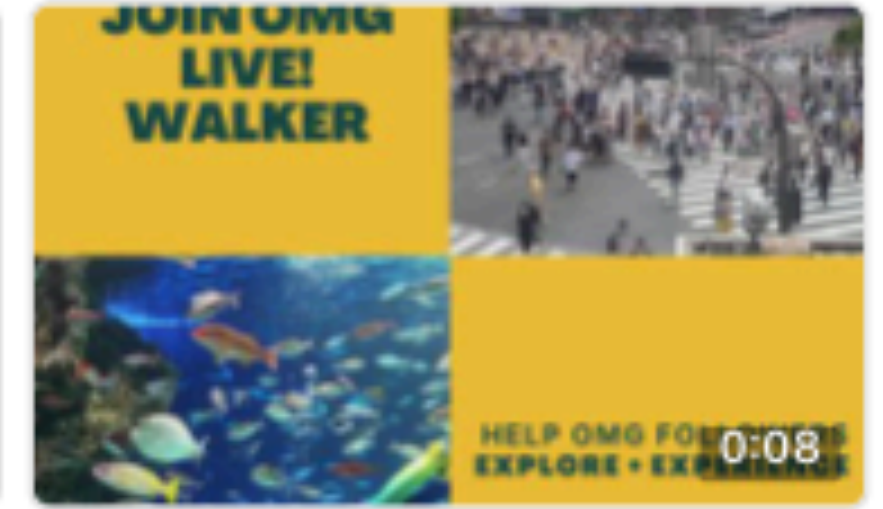
## To be the next GO **LIVE!** Star



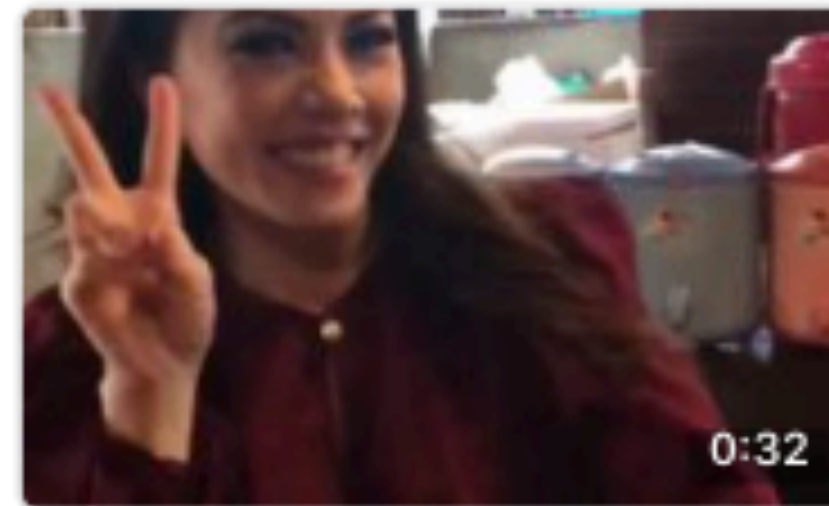
Cool delivery guy  
44 weeks ago · 10.2K views  
👍 🤔 😂 64



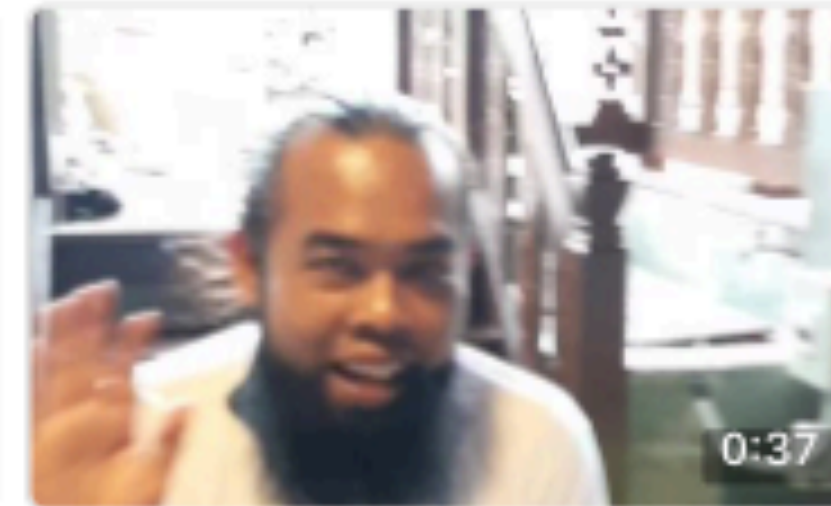
Awi Rafael - Awi is a multi award winning singer-songwriter. He is the...  
44 weeks ago · 4.6K views  
👍 9



Bored with travel restrictions? Seize this chance to host Live! virtual tours...  
45 weeks ago · 5.2K views  
👍 ❤️ 🤔 18



Exclusive interviews and behind the



Exclusive interviews for Habib



Cool drawing



# OMG!

# GLAM ★ ★ AWARD

