LA

LampuKita

Retail · September 2026

> **Your lamp questions get replies, but bursts and silence keep strangers away.**

55 /100	29	6 /25
SKOR HEBOH	FOLLOWERS THREADS	PALING LEMAH: PRESENCE

TINDAKAN PERTAMA

One lamp question a night, 8–11pm, one at a time. Every reply gets the price, free shipping and the link.

DALAM PANDUAN INI

01 Ringkasan Eksekutif
02 Cara Pelanggan Melihat Anda
03 Prestasi Threads
04 Bedah Post
05 Kekuatan & Jurang
06 Landskap Pasaran
07 Perbandingan Akaun Setara
08 Profil Kreator Ideal
09 Pelan Kempen
10 Kalendar Kandungan
11 Cara Guna Heboh
12 Pelan Tindakan 30 Hari

01 RINGKASAN EKSEKUTIF

Diagnosis

The limit is **reach**, and your posting pattern causes it. Presence scores 6/25 because posts come in bursts: a daily run of reflective posts in late June, two months of silence, then five posts inside 12 minutes on 24 September, where views fell to 17–57. The format is not the problem. Two-option questions about the lamp earned the only real engagement (shape question 21.05%, colour vote 10.53%). The June monologues got nothing, including your most-viewed post (146 views). And every reply and mention behind your engagement and reputation scores comes from one account that appears close to the brand. No stranger has been pulled into a conversation yet.

Peluang Utama

The niche is small and rated easy. The biggest lamp account has 8,700 followers, and none of the competitors run conversations. Your one proven format, a two-option question about the lamp, is what they don't do. The custom-colour request you already received ('Nak match dengan bilik') points to a feature no competitor offers on Threads: let followers vote on the lamp, then sell the winner. Two creator campaigns are live, so new visitors are about to arrive. A steady run of vote posts gives them something to answer.

Tindakan Segera

Post one question a night between 20:00 and 23:00, never two in the same hour. Each asks a choice about the lamp itself (colour, shape, placement) and shows the lamp lit. Every reply gets RM79, free shipping and lampukita.co within the hour. This comes first because both live creator campaigns will send people to a profile that shows a two-month gap and hides the price.

> **TINDAKAN**
>
> One lamp question a night, 8–11pm, one at a time. Every reply gets the price, free shipping and the link.

02 CARA PELANGGAN MELIHAT ANDA

Customers describe the lamp in feelings, not specs. Website buyers say the glow is 'unreal' and 'memang cozy gila', that it felt like 'something way more expensive', and that they 'didn't expect this quality for RM79'. On Threads, the talk is about warm light that makes a desk worth working at, a housewarming gift that is 'lain dari yang lain', and the round shape looking cozier than the cone. One caveat: every Threads mention and reply analysed comes from a single account. Until strangers start replying, the website testimonials are your strongest independent voice.

Apa Yang Pelanggan Tanya

- 'Ada buat custom warna tak? Nak match dengan bilik': people want the lamp to fit a room they already have. Customisation is a buying reason, so show the colour options and how to order a custom one, not just the finished lamp.
- The price of the green one, and whether buying two gets a discount: your launch post said 'Tanya je harga kat bawah', so people had to ask. Put RM79 in the post. The two-lamp question signals pair or gift buying, so decide your answer before it is asked again.

- Round or cone: replies favour round as cozier. Lead photos and creator briefs with the round shape until a vote says otherwise.
- Grey as a fit for fathers: followers are already picturing the lamp as a gift for parents. Frame the neutral colours as gifts for Ayah or Mak, not only for your own desk.

Bukti Sosial Yang Boleh Diguna

> *"The glow is unreal. Feels like my room finally has a personality — and at night? Memang cozy gila."*

> *"Felt like unboxing something way more expensive." (bought as a birthday gift for a girlfriend)*

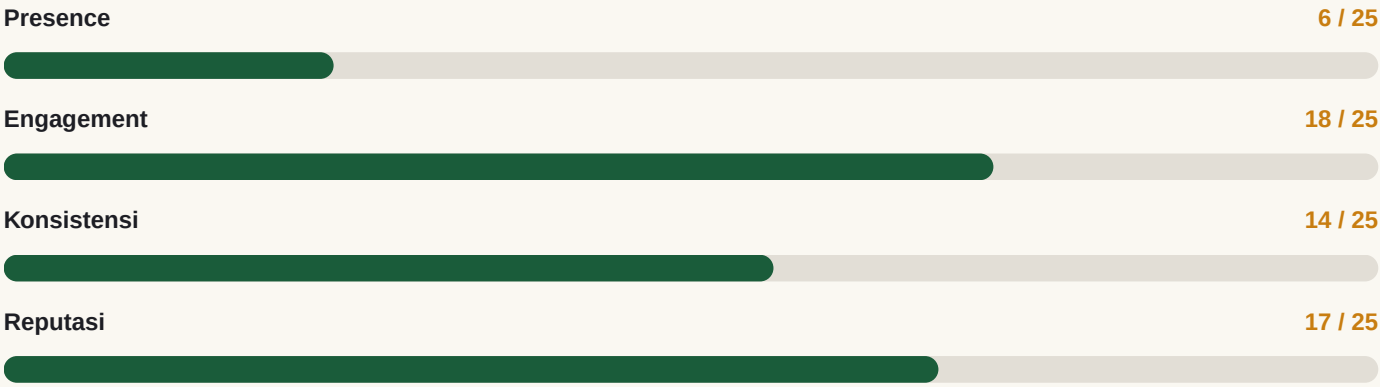
> *"Honestly didn't expect this quality for RM79. Solid betul. Even my mum asked where I got it."*

> *Followers say the round shape looks cozier than the cone.*

JURANG PERSEPSI

Your description leads with biodegradable PLA, 500g, 20cm and plug-and-play. No customer mentions any of these. They respond to the night glow, the surprise at RM79, the gift reaction and matching their room. Your posts also contradict each other: 'krim & hijau' in posts, white, black and grey in your product listing, and RM50 in a June post. Confirm the real line-up and price and use them everywhere. Lead with glow, price and custom colour, and keep eco as a supporting line.

03 PRESTASI THREADS



55/ 100

The scores rest on limited data (medium confidence: 20 posts, 5 replies, 5 mentions). Presence at 6/25 is the weakness and matches the diagnosis of bursts and a two-month gap. Engagement (18) and reputation (17) look healthy, but every reply and mention came from one account. Read them as 'the format works on someone who already likes you', not as proof of outside demand. Content consistency (14) reflects two voices: June monologues and September questions.

Brand Voice	Content Pillars
Two voices share one feed. The June posts are dated, reflective monologues ('Selasa, 30 Jun. Bulan habis.'), while the September posts are chatty product banter ('korang team mana?'). Only the second gets replies.	Lamp choice questions (colour, shape) · Night-time room mood · Studio process: printed and checked one by one · Desk and lighting tips

Your audience uses casual colloquial Malay mixed with English ('korang', 'team mana', 'warm gila', 'Nak match dengan bilik'), and replies come back in that same relaxed register, never formal BM.

04 BEDAH POST

CORAK

Winners ask a two-option question about the lamp itself that can be answered in one word or a like. Losers talk about the reader's life without showing the lamp, answer their own question, or ask something that makes people admit they didn't know. Views don't decide it. The 'Isnin malam' post and the colour vote both reached 57 people; only the question got likes and a reply.

"Behind the scene: setiap lampu LampuKita dicetak satu-satu kat studio kami. Mana satu favourite korang," BERKESAN

Top post at 21.05%: 2 replies on just 19 views. The process line earns trust and the either/or shape question gives an easy answer. Views were low because it went out inside a five-post, 12-minute burst.

Ulang: Repost the idea on its own night at 20:00–23:00 with both shapes side by side and lit. Answer each vote with the price, free shipping and link.

"Lampu baru masuk! Lampu meja cetakan 3D, warna krim & hijau. Sesuai untuk bilik tidur" BERKESAN

15.38% on 26 views (1 like, 1 reply, 1 repost). It is the only post anyone reposted, so launches get shared. The reply came because the price was hidden ('Tanya je harga kat bawah').

Ulang: Keep the launch format for each colour, but state RM79, free shipping across Malaysia and lampukita.co. A complete post gets shared and clicked, not just questioned.

"Warna krim atau hijau, korang team mana? " BERKESAN

10.53% on 57 views, with 4 likes and 1 reply: the most likes and views of the September burst. 'Team mana' lets people vote with a like, the lowest-effort response on Threads.

Ulang: Run it weekly with the colours actually in stock. Close each vote with a follow-up post showing the winning colour lit up, with price and link.

"Selasa malam, last day bulan Jun. Cara terbaik tutup bulan: tukar persepsi rumah korang." TAK BERKESAN

146 views, your most-seen post, and zero likes, replies or reposts (0%). The Tuesday 20:00 slot brought viewers, but the copy is a monologue with no lamp and nothing to answer.

Baiki: Same slot, same 'one corner' idea, lamp photo attached, ending: 'Corner mana dalam rumah korang paling gelap sekarang? Meja, katil ke sofa?'

"Half-year review: berapa kali korang renovate apa-apa dalam rumah tahun ni? Most likely zero" TAK BERKESAN

54 views, 0% engagement. It asks a question, then answers it for the reader ('Most likely zero'), which closes the conversation. It also quotes RM50 while the lamp sells at RM79.

Baiki: Drop the self-answer and the wrong price: 'Tahun ni korang dah upgrade apa dalam bilik? Kami undi lampu meja — RM79, free shipping seluruh Malaysia '

"Isnin malam. Last week of June. Lampu warm, journal 10 minit, tutup hari awal." TAK BERKESAN

57 views, the same reach as the colour vote, but 0% against its 10.53%. With reach equal, the missing question accounts for the whole difference.

Baiki: 'Night routine korang: lampu warm + journal, atau lampu warm + series? ' with a photo of the lamp glowing on a bedside table.

"Tips kecil: kalau korang guna tangan kanan, letak lampu meja kat sebelah kiri." TAK BERKESAN

34 views, 0% engagement. The tip is useful, but 'Siapa dah tahu trick ni?' is a yes/no question that asks people to admit ignorance. It also competed with four other posts in the same 12 minutes.

Baiki: Flip it into a choice: 'Korang letak lampu meja kiri ke kanan?' Then give the tip as your reply to each answer, so every reply gets a follow-up.

"Setiap lampu kami check satu-satu sebelum pos. Slow sikit, tapi puas hati bila sampai elok" TAK BERKESAN

17 views, 0% engagement: the lowest reach of the September burst, posted last in the cluster. It is a trust statement with no photo, no question and no shipping fact.

Baiki: Post it alone with a packing photo and add the shipping edge: 'Free shipping seluruh Malaysia, Sabah Sarawak pun. Korang dari negeri mana?'

05 KEKUATAN & JURANG

Yang Berkesan

- Two-option lamp questions (21.05% shape, 10.53% colour). A 29-follower audience doesn't know you yet, and a one-word vote is the smallest step a stranger will take.

Perlu Diperbaiki

- Stop batch-posting: five posts in 12 minutes on 24 September pulled only 17–57 views each. Schedule one post per night and spread the rest across the week.

- Colloquial register ('korang', 'team mana'). Replies come back in the same casual Malay, so people answer you like a friend's shop rather than an advert.
- Night slots. Tuesday 20:00 drew 146 views and Thursday around 23:00 drew the most replies. People scroll when the lamp's glow is at its best, so every night post doubles as a product demo.
- Customers already write your copy. 'Cozy gila', 'way more expensive' and 'RM79, solid betul' answer the doubt a budget buyer has about a printed plastic lamp.
- The printed-one-by-one studio story. It makes RM79 feel made rather than mass-produced, which the polished competitor monologues never say plainly.
- Put the facts in the post. Replace 'Tanya je harga kat bawah' with RM79, free shipping across Malaysia including Sabah and Sarawak, and lampukita.co.
- Fix the contradictions: krim and hijau in posts, white, black and grey in the listing, RM50 in June. Confirm the line-up and price, then use only those.
- Every mood post needs the lamp in frame and a closing either/or question. The June run got 0% on 146, 57 and 54 views.
- Judge posts by stranger replies. All analysed replies came from one account, so success means a reply from someone you haven't heard from before.

FOKUS UTAMA

For the next 14 nights, post exactly one either/or question about the lamp (colour, shape or placement) between 20:00 and 23:00, with the lamp lit in the photo. Answer every reply within the hour with RM79, free shipping across Malaysia and lampukita.co.

06 LANDSKAP PASARAN

Malaysia's 3D-printed lamp niche on Threads is small and rated easy. @bungadanbintang (8,700) sells illustrated lamps as 2–3 piece drops. @lampulampu_com (3,000, Johor Bahru) is your direct peer: polished designer tone, festive gift launches, free shipping to Peninsular Malaysia and Singapore. @booadesign (103) posts hashtag-only product shots. LampuKita sits at 29. The niche's default voice is the reflective monologue about warm light, which your June posts imitated, to zero engagement. Every tracked keyword ('room glow up', 'lampu hiasan', '3d printed lamp') showed zero trending posts, so hashtags won't bring reach. Replies will.

Pesaing	Bio	Followers
@lampulampu_com	We make designer lamps accessible to everyone Designed and 3D printed in JB, Malaysi	3,000
@bungadanbintang	Illustrator, cat & plant lover. Bunga dan Bintang Studio Enterprise NS0227756-X.	8,700
@booadesign	Booa Design | 3d Printed Home Objects Modern Planters • Lamps • Plant Decor Download 3D	103

Peluang Putih

- Vote-then-buy: followers choose colour or shape, then the winning lamp gets its own post with price and link. Competitors announce; nobody lets buyers decide.

- East Malaysia by name. @lampulampu_com stops at Peninsular; invite Sabah and Sarawak buyers directly, since you ship free to them.
- RM79 student desk glow-up: a dim hostel or bedroom desk before and after, with the lamp as the only change.
- Placement questions such as 'kiri ke kanan?' or 'meja ke tepi katil?': useful, answerable in one word, and they show the lamp in real rooms.
- Parent gifting: grey or white 'untuk Ayah', built on followers already linking the neutral colours to fathers.

PELUANG

Be **the lamp you help design**: playful, RM79, made in Cheras, with followers choosing the colour and shape. That sits opposite @lampulampu_com's polished designer-art voice. It is defensible because your data shows questions are the only posts that earn replies, customers are already asking for custom colours, and competitors write monologues. Back 'affordable' with the 'felt way more expensive' proof so it never reads as cheap, and add free shipping to all of Malaysia as the tiebreaker.

Kemenangan Cepat

1. Rewrite bio: 'Lampu 3D dari Cheras RM79 · Free shipping seluruh Malaysia, Sabah & Sarawak pun · Boleh custom warna', with lampukita.co as the link.
2. Confirm which colours are really on sale and the one price, then correct the June RM50 post and the krim/hijau references.
3. Tonight at 20:00, post one colour vote using only in-stock colours with a lit photo. Answer each vote with price and link.

07 PERBANDINGAN AKAUN SETARA

At 29 followers against 3,000 and 8,700, the gap is scale and rhythm, not craft. Your last 7 days: 5 posts, 153 views, 5 likes, 4 replies, almost all from one sitting. Both peers release product news steadily and tie it to occasions or limited batches. Neither runs regular questions, which is your proven format. Borrow their occasion and batch discipline and keep your conversational edge.

Akaun	Apa mereka buat lebih baik	Yang boleh diambil
@lampulampu_com	Built 3,000 followers with occasion-led launches. The Raya pineapple tart lamp came with an ASMR unboxing and 'link in bio', and the bio states the shipping promise clearly. It also sells logo-customised lamps for corporate gifting.	Tie gift posts to a real occasion (housewarming, birthday, Raya), but in your question format: 'Hadiah rumah baru: putih, hitam ke kelabu?' Every one should carry RM79 and the link.
@bungadanbintang	Leads the niche at 8,700 followers. It sells in 2–3 piece batches, posts 'Ada lg 2 pcs left' updates, and asked 'Nak tak if i buka preorder?' as a poll that drew 21 votes.	Use a vote to decide your next colour or custom batch, then announce the result with how many you will print. Only claim scarcity when the batch is genuinely limited.

08 PROFIL KREATOR IDEAL

LampuKita needs creators whose own followers already reply to questions about their rooms, because the lamp sells at night, in a real space, through a one-word vote.

Dimensi	Apa yang dicari
Gaya Kandungan	Look for before-and-after room or desk photos shot at night, short captions that end in an either/or question, and casual BM or Manglish. Your own data shows these vote posts earn replies (21.05% and 10.53%) while polished monologues earn nothing.
Penjajaran Niche	Home decor, room makeovers, study or work desk setups, and budget-friendly decorating for renters, students and young families. Lifestyle creators qualify only if their feed regularly shows their own bedroom or desk, not just outfits or outings.
Personaliti Engagement	Look for creators who answer their commenters and keep threads going, especially where followers swap tips in the replies. Your problem is that strangers never join the conversation, so you want a creator whose audience already talks back.
Tanda-tanda Bio	Words like bilik, meja, room makeover, home decor, rumah kecil or study setup. A Malaysian location or MY-heavy audience. Mention of renting, student life or a first home, which matches the RM79 buyer.
Bendera Merah	Hashtag-only product shots, reflective monologue captions with no question, daytime-only photos where the amber glow can't show, audiences mostly outside Malaysia, or a feed full of back-to-back paid posts. Also rule out anyone unwilling to state RM79 and lampukita.co openly.

KREATOR YANG SEPADAN

Most matches are starter-tier (343 to 1,971 followers). A few are rising (3,138 and 7,772) or mid-tier (10,691 to 23,474). Nearly all have mostly Malaysian audiences and write in BM or Manglish. The strongest fits mix home decor with fashion or gaming and post before-and-after room photos. Most matches are rated weaker, adjacent fits. No rates or posting frequencies are listed, so check recent posts before hiring.

Nota: Ini sintesis AI berdasarkan data brand dan kreator yang sepadan, bukan nama kreator spesifik.

09 PELAN KEMPEN

Once the two live campaign posts are measured, run a **vote-in-their-room** campaign with 2 or 3 home or room-makeover creators. Each shows the lamp lit at night in their own space and asks followers one placement or colour question. This carries your only proven format, the either/or vote, onto accounts where strangers already reply, which is exactly what your 29-follower profile can't do alone. Every creator states RM79, free shipping and lampukita.co, so the replies they earn can turn into first orders.

SUDUT HOOK

"Lampu ni patut duduk kat meja kerja ke tepi katil? Tolong vote, aku tak boleh decide "

A placement vote works with the single lamp a creator receives, needs a one-word answer, and puts the lamp in a real room at night. It mirrors your top post's either/or mechanic, and the creator's indecision invites followers to help rather than feeling sold to.

Lakukan

+ Tunjuk lampu menyala waktu malam, lampu siling tutup
+ Tutup caption dengan soalan dua pilihan
+ Sebut RM79 & free shipping seluruh Malaysia
+ Letak lampukita.co dalam post atau reply pertama
+ Balas setiap komen dalam sejam pertama
+ Cerita jujur kenapa korang pilih tempat atau warna tu

Jangan

× Jangan tulis caption puitis tanpa soalan
× Jangan suruh 'DM for price' — terus sebut RM79
× Jangan post gambar siang hari je
× Jangan guna ayat iklan macam 'grab now!'
× Jangan sebut harga lain selain RM79
× Jangan tampal hashtag berlambak tanpa cerita

There is no country data yet, but every reply and mention so far is Malaysian and asks about price, colour and discounts. That fits budget-conscious young buyers decorating a bedroom or desk, or shopping for a gift.

BRIEF SEDIA TAMPAL KE KEMPEN HEBOH

Hai! LampuKita ialah lampu geometri cetakan 3D yang dibuat satu-satu kat studio kami di Cheras. Tinggi 20cm, ringan 500g, cahaya amber yang warm, plug & play (plug 2-pin, terus nyala). Harga RM79, free shipping seluruh Malaysia termasuk Sabah & Sarawak. Boleh custom warna.

Apa kami nak: tunjuk lampu menyala dalam bilik korang waktu malam, sama ada kat meja belajar, meja kerja atau tepi katil. Gambar sebelum (lampu siling je) dan selepas (lampu LampuKita je) paling kuat.

Angle: minta followers korang tolong pilih, contohnya lampu ni patut duduk kat mana, atau warna apa sesuai dengan bilik korang. Soalan dua pilihan, senang jawab satu perkataan.

Wajib ada: RM79, free shipping, dan lampukita.co dalam post atau reply pertama. Balas komen dalam sejam pertama. Jangan hard-sell, cerita jujur je.

10 KALENDAR KANDUNGAN — 30 POST SEDIA SIAR

Hari	Format	Kapsyen	Tujuan
Hari 1	photo + question (three lamps lit side by side)	Putih, hitam ke kelabu — kalau letak atas meja korang, team mana?	Reach: tests whether the colour vote still pulls likes and replies when posted alone at 20:00.

Hari 2	text question	Korang letak lampu meja sebelah kiri ke kanan? Jawab satu perkataan je	Reach: tests the placement rewrite of the flopped tip; give the shadow tip as your reply.
Hari 3	photo (packing a lamp)	Setiap lampu kami check satu-satu sebelum pos Free shipping seluruh Malaysia, Sabah & Sarawak pun sampai. Korang dari negeri mana?	Trust: tests whether care and nationwide shipping draw replies from outside the Klang Valley.
Hari 4	photo (winning colour lit at night)	Vote warna hari tu dah tutup — ni yang korang pilih Lampu geometri cetakan 3D dari Cheras, cahaya amber warm. RM79, free shipping seluruh Malaysia. Order kat lampukita.co	Orders: tests whether closing a vote with price and link produces website clicks.
Hari 5	photo + question (lamp glowing in a dim corner)	Corner mana dalam rumah korang paling gelap waktu malam? Meja, tepi katil ke sofa?	Reach: tests the June 'one corner' idea rewritten with the lamp and a closing question.
Hari 6	text quote + question	“The glow is unreal… at night? Memang cozy gila.” Ni kata customer kami dari KL Kat bilik korang, lampu warm ke lampu putih?	Trust: tests whether real customer words plus a vote earn more than a bare testimonial.
Hari 7	photo + question (lamp on bedside with journal)	Night routine korang: lampu warm + journal, atau lampu warm + series?	Reach: tests the June night-routine post rewritten as an either/or at 23:00.
Hari 8	carousel (each colour lit, then size shot)	Lampu meja geometri LampuKita Putih, hitam & kelabu. Tinggi 20cm, plug 2-pin terus nyala, cahaya amber warm. RM79, free shipping seluruh Malaysia. lampukita.co	Orders: tests the complete launch format, with price shown instead of 'tanya kat bawah'.
Hari 9	photo + question (round and cone side by side, lit)	Bulat ke kon — mana satu lagi cozy? Dua-dua dicetak satu-satu kat studio kami.	Reach: re-runs your top-performing shape question alone, with a photo, in a night slot.
Hari 10	short video (printer building a lamp)	Lapisan demi lapisan Ni proses cetak lampu kat studio kami di Cheras. Cuba teka, berapa jam satu lampu siap?	Trust: tests whether a guessing question makes process footage get replies.
Hari 11	before-and-after (desk under ceiling light vs lamp only)	Meja belajar sebelum vs selepas. Satu benda je yang berubah Korang study bawah lampu siling ke lampu meja?	Reach: tests the student desk glow-up angle competitors don't own.
Hari 12	text quote + question	“Honestly didn't expect this quality for RM79. Solid betul. Even my mum asked where I got it.” — customer dari JB Dalam rumah korang, siapa paling cepat perasan barang baru?	Trust: tests whether price-surprise proof draws light, fun replies.

Hari 13	photo (the shape voted on day 9, lit)	Bentuk yang korang vote dah ready Cahaya amber warm, ringan 500g, plug & play. RM79 dengan free shipping seluruh Malaysia — order terus kat lampukita.co	Orders: tests the vote-then-buy loop on shape.
Hari 14	photo + question (grey and black lamps)	Kalau nak hadiahkan lampu untuk Ayah — kelabu ke hitam?	Reach: tests the parent-gift angle raised in follower replies.
Hari 15	text question	Lampu kami dicetak guna PLA, plastik biodegradable Bila beli dekorasi rumah, korang kisah pasal eco ke tak sangat?	Trust: tests whether the eco fact matters to buyers or stays a supporting line.
Hari 16	text question	Kalau korang boleh design lampu sendiri, warna apa korang pilih untuk match bilik?	Reach: tests demand for customisation, the feature a follower already asked about.
Hari 17	photo (lamp beside a shipping box)	Sabah, Sarawak — ni untuk korang LampuKita free shipping ke seluruh Malaysia, bukan Semenanjung je. RM79, pos percuma sampai rumah. lampukita.co	Orders: tests the East Malaysia shipping edge over competitors as a buying trigger.
Hari 18	text question	Tahun ni korang dah upgrade apa dalam bilik? Kami start dengan satu lampu meja	Reach: tests the flopped half-year post rewritten without the self-answer or wrong price.
Hari 19	text story + question	Ada customer beli lampu ni untuk birthday girlfriend dia. Katanya dia ‘literally screamed’ masa unboxing Korang lagi suka hadiah yang boleh pakai, atau yang cantik untuk display?	Trust: tests gift proof as a story with a vote attached.
Hari 20	photo pair (desk vs bedside, lamp lit)	Meja kerja ke tepi katil — lampu warm paling best duduk kat mana?	Reach: tests the same placement hook creators use, on your own account.
Hari 21	photo (lamps in all colours)	Nak lampu yang match warna bilik? LampuKita boleh custom DM kami warna bilik korang, atau tengok pilihan kat lampukita.co	Orders: tests whether custom-colour DMs convert faster than standard website orders.
Hari 22	short video (unbox, plug in, switch on)	Dari kotak ke menyala: keluarkan, plug 2-pin, on. Tu je Korang jenis baca manual dulu ke terus pasang?	Trust: tests whether showing plug-and-play removes setup doubt.
Hari 23	photo + question (lamp with gift wrap)	Hadiah rumah baru untuk kawan — putih, hitam ke kelabu?	Reach: tests the housewarming gift occasion as a colour vote.
Hari 24	photo (lamp next to a mug and notebook for scale)	Saiz sebenar: tinggi 20cm, berat 500g Muat atas meja kecil pun. Meja korang jenis luas ke sempit?	Trust: tests whether size proof answers doubts from renters and students.

Hari 25	photo (gift-ready lamp, lit)	Cari hadiah bawah RM100? Lampu geometri LampuKita RM79, free shipping seluruh Malaysia, setiap satu kami check sebelum pos Order kat lampukita.co	Orders: tests a gift-budget frame with a clear link.
Hari 26	text question	Malam-malam korang: lampu siling on ke lampu meja je?	Reach: tests the simplest either/or format on the widest possible audience.
Hari 27	text FAQ	Soalan paling kerap kami dapat bulan ni Harga? RM79. Shipping? Free seluruh Malaysia, Sabah & Sarawak pun. Custom warna? Boleh, DM je. Ada soalan lain? Tanya kat bawah.	Trust: answers the real reply questions in one place and tests what else people ask.
Hari 28	text question	Next design korang yang pilih: geometri bersudut tajam ke lengkung lembut?	Reach: tests appetite for follower-voted designs, your positioning, before committing to anything.
Hari 29	photo (lamp glowing on a study desk)	Setiap order kami check satu-satu sebelum pos Lampu geometri warm glow dari Cheras, RM79, free shipping seluruh Malaysia. Order kat lampukita.co	Orders: tests a month-end buying nudge after four weeks of votes.
Hari 30	text question	Terima kasih sebab vote dengan kami sebulan ni Bulan depan nak kami tanya pasal apa: warna, bentuk ke tips susun meja?	Reach: tests which topic followers want next, to shape next month's plan.

11 CARA GUNA HEBOH — LAMPUKITA

You are on the Network plan with 0 subscription credits and 55 top-up credits. Threads is connected as @lampukitaco, last synced 24 September. Two campaigns are live and neither has posted yet: a quick-hire (6 credits) whose brief is only your seed text, and the study-corner smart campaign (39 credits, must include lampukita.co), which names no price or question.

Langkah 1: Tighten the two live briefs now

Neither brief mentions RM79, free shipping or an either/or question, so creator viewers will have to ask before they can buy. Before each creator posts, message them through Heboh with the price, free shipping, lampukita.co and the placement question from the hook line.

Langkah 2: Get the profile ready for visitors

Creator viewers will tap through to a profile with a two-month gap and a June post quoting RM50. Update the bio with RM79, free shipping and the link. Correct or delete the RM50 post. Post day 1 of the calendar the night before the first creator post goes live.

Langkah 3: Judge the quick-hire honestly

The quick-hire account is the same one behind every mention you have received, so its audience may already know you. Judge it by new followers (from 29) and replies from accounts you haven't seen before, not by likes.

Langkah 4: Measure against your own baseline

Your question posts reached 19 to 57 views, and your best-seen post reached 146. Record each creator post's views, replies, and your follower count the next morning. A creator post earns a repeat only if it beats 146 views or brings replies from strangers.

Langkah 5: Run the vote-in-their-room campaign

In week 3, paste the brief from this guide into a new campaign. Choose home or room-makeover creators whose posts show night-time room photos, with a mostly Malaysian audience. Set lampukita.co as must-include. Keep credits back for repeating whoever performs best.

Langkah 6: Recycle what creators earn

When a creator's followers vote or praise the lamp, quote their words without names in your trust posts (days 12, 19, 27). A stranger's 'cozy gila' reaches new buyers more than your own claims do.

Kempen	Status	Post	Kredit
Hire @faezmurshidi	Aktif	1	RM 6
[TEST] Study corner glow-up	Aktif	1	RM 39

12 PELAN TINDAKAN 30 HARI

The plan fixes the one limit the data shows: strangers never see or join your conversations. It spaces out your proven vote posts, prepares the profile for creator traffic, and measures stranger replies rather than totals.

Minggu	Tindakan	Cara Ukur	Keutamaan
Minggu 1	By 28 September: confirm which colours are really on sale and that the price is RM79. Rewrite the bio to 'Lampu 3D dari Cheras RM79 · Free shipping seluruh Malaysia, Sabah & Sarawak pun · Boleh custom warna' with lampukita.co. Delete or correct the June RM50 post. If krim and hijau are the current colours, swap them into days 1, 8, 14 and 23.	Profile shows RM79, free shipping and the link, and no visible post quotes a different price or conflicting colours.	Tinggi
	First-hour routine after every post: stay on Threads for 60 minutes. Answer every reply within 15 minutes. For price or colour questions, reply 'RM79, free shipping seluruh Malaysia lampukita.co'. For vote replies, add 'Untuk bilik sendiri ke nak bagi hadiah?' to split self-buyers from gift-buyers and extend the thread. For custom-colour asks, reply 'Boleh! Warna bilik korang apa?'. Then find two Threads conversations about meja belajar or room decor and add a genuine reply.	Every reply answered within 15 minutes, and at least 1 reply per post from an account other than your existing regular.	Tinggi
	Message both live campaign creators through Heboh before they post. Ask them to include RM79, free shipping, lampukita.co and an either/or question at the end.	Both creator posts show RM79 and lampukita.co when they go live.	Tinggi

Minggu 2	The morning after each creator post, record its views, replies and likes, your follower count (baseline 29), and replies on your own posts that day.	A creator post with over 146 views or 3 or more replies from strangers earns a repeat hire; below 57 views, don't rehire.	**Tinggi**
	Keep a posting log for days 5 to 11: post time, views, likes, replies. Alternate 20:00 and 23:00 slots to confirm whether 20:00 brings views and 23:00 brings replies for you.	By 11 October, one slot shows higher average replies across at least three posts; use it for all vote posts in weeks 3 and 4.	Sederhana
	Prepare answers to repeat questions before they come back: what you say when someone asks about buying two lamps, and how a custom-colour order works. Save them in your phone notes.	Every price, two-lamp or custom question in week 2 is answered in under 15 minutes with a link or next step.	Sederhana
Minggu 3	Launch the vote-in-their-room campaign on Heboh with the brief from this guide. Pick 2 or 3 home or room-makeover creators whose feeds show night photos, and set lampukita.co as must-include.	Campaign active by 14 October, with each creator post showing the placement or colour question and at least 3 replies.	**Tinggi**
	Review days 1 to 16. Drop any format that got 0 replies twice, and double up on formats that got stranger replies, in weeks 3 and 4.	Average replies per post from days 13 to 21 higher than days 1 to 9.	Sederhana
Minggu 4	On 25 October, compare against the September baseline: followers (29), 7-day views (153), 7-day likes (5) and 7-day replies (4). Note which calendar day and which creator brought the most new followers.	7-day views above 153 and followers above 29, with the top-performing post type written down for next month.	**Tinggi**
	Collect every new customer or stranger comment about the glow, price or gifting into a proof list, with no names. Use them on day 27 and in next month's trust posts.	At least 3 new customer quotes from people other than your existing regular.	Sederhana
	Request a fresh Heboh analysis after day 30 to see whether steady posting moved the presence score.	Presence score above 6/25 on the new analysis.	Rendah

Setiap tindakan berdasarkan data semasa brand anda.