



MTC Webinar Series:

# Content Marketing

<http://mtc.com.my/MTCWebinarCM1>

Content Marketing

# Strategies for B2B in Timber Industry

14 July 2021  
11.00 am - 12.00 pm  
(Kuala Lumpur)

Prof. Dr. Behrang Parhizkar (Hani)  
CEO of Chamrun Digital Group



## BENEFITS OF GREAT CONTENT

**KUALA LUMPUR (14 JULY 2021):** MTC kicked off its webinar series on content marketing today with the first session titled “Strategies for B2B in Timber Industry” by Prof Dr Behrang Parhizkar who is the CEO of Chamrun Digital Group.

The webinar covered several essential topics on how to create engaging content. Prof Behrang said there were three stages to creating interesting content comprising the awareness stage, consideration stage and

decision-making stage. He also spoke at length on the best performing promotional landing pages for B2B; using tools like Google and LinkedIn Ads as the best B2B channels for digital campaigns as well as the advantages of email marketing and automation for B2B businesses in the timber industry.

“Digital marketing can give results if you have saleable content,” said Prof Behrang, who is a digital marketing specialist. He has generated over

RM300 million for clients in Malaysia and served as a consultant for over 60 international companies in both the government and private sector.

He gave his insights on how industry players can leverage on digital marketing where content must be accompanied with strategy that can be used to drive traffic from social media into generating business leads.

“Contents are the fuel of your marketing engine while your strategy is the steer and pedals,” he said, adding that quality leads can be acquired with remarketing strategies which are often overlooked.

“Your most unique selling point for your product should be in your social media which will lead to potential customers visiting your websites. It is important that you get your messaging right,” he said.

