



MTC Webinar Series :

Online Advertising & Branding

How to Create a Personal Brand in LinkedIn to Boost Your B2B Marketing

9 March 2021 | Tuesday

11.00 am - 12.00 pm

(Kuala Lumpur)



Nowrid Amin
Digital Marketing Manager

Juwai IQI



'SELLING' ON LINKEDIN

KUALA LUMPUR (9 MARCH 2021): MTC conducted more than 30 webinars and online dialogue sessions last year due to the Covid-19 pandemic which prevented face-to-face meetings. The webinars hosted by MTC focused on helping industry players move their businesses onto e-commerce platforms. Much of the initial webinars centred on digital transformation to ensure business continuity.

These sessions were mainly conducted by MTC's Market Promotion Division which has once again kick-started the year with its series of online webinars, this time focusing on advertising and branding.

The first webinar titled "How to Create a Personal Brand in LinkedIn to Boost Your B2B Marketing" was held at MTC's headquarters here, today.

Speaker Nowrid Amin said most people believe that LinkedIn is not a suitable business platform.

"What most people don't realise is that LinkedIn has the highest organic reach which means even those not in your contact list will view materials that you have uploaded, and this is done free of charge," said Nowrid.

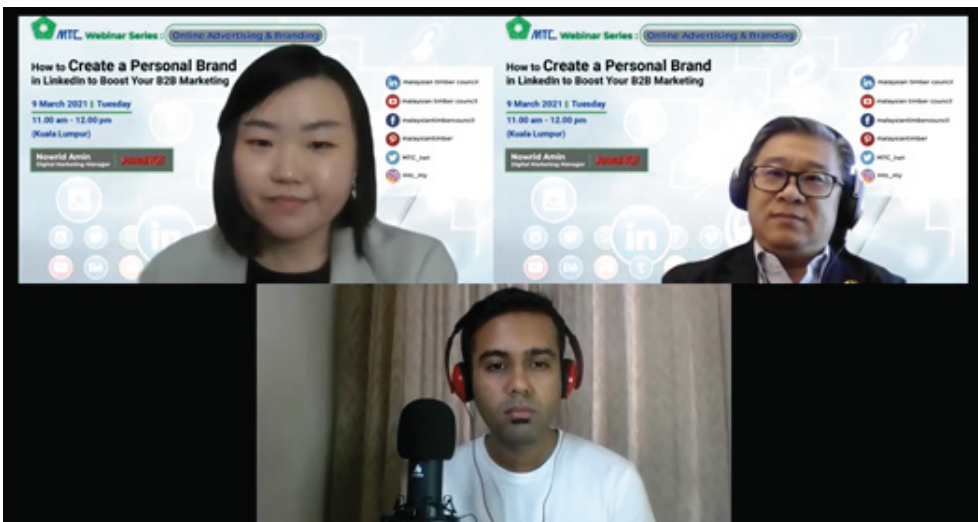
The TEDx speaker, who was named the "Top 100 inspirational LinkedIn icons in

Malaysia to follow" in 2019, gave brief insights on how personal branding can boost sales.

He also shared the importance of staying connected and the need to consistently upload materials either videos or podcast on LinkedIn.

He said unlike Facebook, which can serve as a business platform, on LinkedIn people want to be educated. However, this can be reversed if the materials uploaded are crafted out suitably for LinkedIn audiences. Sales can be generated from LinkedIn, assures Nowrid.

He said LinkedIn will boost your profile if you consistently upload quality materials.



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