



MTC

Webinar Series : Digital Marketing

How Leveraging on the Power of Social Media and Digital Marketing Can Help Malaysian SMEs to Gain New Clients and Markets at Zero Advertising Budget



15 October 2020 | Thursday

11.00 am - 12.00 pm

(Kuala Lumpur)



Dr. Daniele Gambero
Co-founder & CEO
Proprenomist



WHEN LESS IS MORE

KUALA LUMPUR (15 OCTOBER 2020): Leveraging on the power of social media and digital marketing without touching your coffers was the topic of MTC's webinar today.

Speaker Dr Daniele Gambero, who is the CEO of REI Group of Companies, said digital marketing was no longer an option. He said more than 24 million Malaysians were accessing their social media accounts through their mobile phones and that it was crucial for sellers to learn to tap into this platform to ensure that their businesses remain viable.

In his presentation titled "How Leveraging on the Power of Social Media and Digital Marketing Can Help Malaysian SMEs to Gain New Clients and Markets at Zero Advertising Budget", Gambero spoke at length on how to engage and be relevant to your audience with winning approaches which included the need for great content.

He added that digital marketing is about less overheads and more revenues and with people engaging on platforms such as Facebook, WhatsApp, Instagram, and

YouTube, among others, every 60 seconds, provides much opportunity. Gambero said with the Covid-19 pandemic social media engagement has doubled if not more.

He said of the 24 million Malaysian mobile users, 62.2% were actively looking for something on social media platforms or are buyers and they were between 25 and 55 years of age.

Manufacturers who are keen on taking their businesses onto the digital platforms must put the needs of their potential customers first and then focus on how they can help meet their customers needs. The content should be tailored accordingly, especially how their products can be of use to their customers.

Awareness as well as branding were also crucial and having a good working knowledge of SEOs will be beneficial, said Gambero.

There are two platforms in digital marketing – a passive platform which is the website and the active platform which helps generate sales. The active platforms carry details of potential customers which leaves valuable footprint on social media accounts that can be used for future sales generation purposes.

**For the months of October and November, MTC is conducting a series of webinars on digital marketing. Please stay tuned to MTC on alternate Thursdays at 11am.*

