



Building Your Digital Marketing Strategy in 2020 and Beyond

22 October 2020 | Thursday

11.00 am - 12.00 pm

(Kuala Lumpur)



Amir Haghbin
Co-founder &
Chief Digital Media Consultant



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KUALA LUMPUR (22 OCTOBER 2020): Enhancing visibility and growing businesses in the digital world requires strategy, in particular a digital marketing strategy. Speaking in MTC's webinar series on Digital Marketing today was Amir Haghbin, Co-founder and Chief Digital Media Consultant of Wepool Sdn Bhd.

Amir in his presentation titled "Building Your Digital Marketing Strategy in 2020 and Beyond" shared what digital marketing strategies are about and the difference between a marketing strategy and a marketing tactic. He also highlighted some key elements of a winning marketing strategy and how to develop one.

He said having a thorough understanding on current market situations, defining the challenges, and having solid policies in place are crucial in the make-up of marketing strategies.

"Marketing strategy is a plan for reaching a specific marketing-related goal in a focused and achievable way, taking into consideration what your business is currently doing well and what you are missing about the business goal you set,

so you are more likely to accomplish it," said Amir.

He added that marketing strategy is the destination while marketing tactics are concrete and definable steps within the strategy that ensures you reach your marketing goals.

"One of the most important elements in digital marketing strategy centres on knowing your audience. Knowing how to make more money would either involve lowering your cost or increasing your revenue while increasing your revenue would depend on hiking the price or volume.

"If you want to increase volume, you have to either lower the price or increase the demand," said Amir.

He added that it was important to understand how to turn business goals into marketing objectives to stand out in the digital platform.



**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.*

