



MTC

Webinar Series : Digital Marketing

The Critical Importance of Digital Marketing, Social Media & Content Marketing in the New Normal Business Landscape

5 November 2020 | Thursday

11.00 am - 12.00 pm

(Kuala Lumpur)



Ernie Chen
Business Coach, Life & Business Transformation Strategist



ONLINE PRESENCE VITAL

KUALA LUMPUR (5 NOVEMBER 2020): Why is it important to have an online presence? How does one create “free” advertisements for products and services? How to have a sustainable income by being completely online? The answers to these questions and more were generously shared by Ernie Chen who is the Business Coach, Life & Business Transformation Strategist of Portman College and Team Ernie Chen.

Speaking at MTC’s webinar series on digital marketing, Chen highlighted how to generate interest in the online world in his presentation titled “The Critical Importance of Digital Marketing, Social Media & Content Marketing in the New Normal Business Landscape” today.

He said consistency was crucial for online marketing.

“You have to consistently create the right content and share it regularly. Intellectual property that can be digitalised and copyrighted can be used to generate revenue too,” said Chen.

He added that social media is being used to attract sales rather than “chase after customers” as tools such as Facebook and Instagram can pique the interest of

potential clients with the right marketing content.

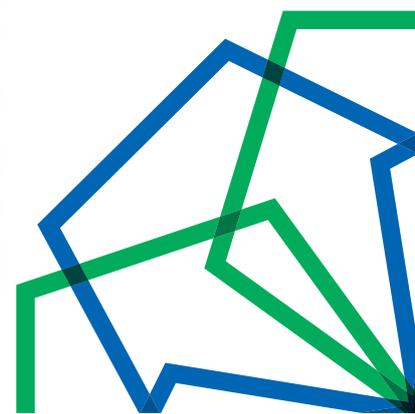
Chen said many big companies are closing as they failed to keep abreast with developments. He highlighted the recent closure of retail giants Robinsons for having relied heavily on its traditional way of doing business instead of moving onto e-commerce platforms sooner.

He said successful enterprises must focus on four key elements – attention, interest, desire and action. Targeted digital content will attract attention which will generate interest that can result in the desire to purchase which refers to the “action”.

Marketing also requires personalised approaches. He cited the success of companies like Air Asia and Ali Baba that had Tony Fernandes and Jack Ma, respectively, actively driving the business.



**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.*



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