

The Importance of Standing Out Online in A Digital 4.0 World – And How to Do It

19 November 2020 | Thursday

11.00 am - 12.00 pm

(Kuala Lumpur)



Roberto Cumaraswamy
Marketing Consultant



STANDING OUT ONLINE

KUALA LUMPUR (19 NOVEMBER 2020): Why do most companies still struggle to get customers in the “new digital normal” and what are the secrets of the successful ones? These were some of the questions addressed by Roberto Cumaraswamy in his presentation titled “Standing Out Online in a Digital 4.0 World” in MTC’s webinar today.

Cumaraswamy, a marketing consultant and TEDx speaker, who has been providing training in digital & social media marketing, content and e-commerce marketing and branding, among others, was the “Top 100 Inspirational LinkedIn Icons in Malaysia to Follow” for two consecutive years since 2018. He has over 22 years of experience and has led marketing teams in various companies in Malaysia and overseas.

“The two biggest mistakes that most companies make even with their best products revolve around ‘irrelevance’ and ‘complication’,” said Cumaraswamy.

He said that there were numerous products online which provide customers with many options and information. This in turn clutters the e-commerce platforms and to stand out, business owners need to show customers first how their products can benefit them.

Cumaraswamy added that clarity in the messaging was crucial for good branding and content development. He also highlighted the need to focus on niche markets; define target customers; establish value propositions and having data on potential customers.

He also touched on how to grow sales and how to drive traffic to websites through paid advertisements and Search Engine Optimisation or SEO, among others.

Cumaraswamy’s presentation, which was the last of MTC’s webinar series on digital marketing, also highlighted the importance of “remarketing” and understanding the “Customer Funnel” which centres on raising awareness, customer interest, purchases and repeat clientele.

