



# How to Run Social Media (Paid ads) for B2B Marketing

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## GOOGLE FOR BUSINESS

**KUALA LUMPUR (30 MARCH 2021):** If you are relatively new to social media and own a business which you want to migrate onto digital marketing platforms, then Google My Business would be ideal. Google My Business is a good avenue for B2B as it adds value to your digital marketing. Updating the profile of your business and adding “messaging” options which enable potential customers to have live chats or conduct queries will go a long way into building your business.

Nowrid Amin, in his last of a month-long series of webinars with MTC titled “How to Run Social Media (Paid Ads) for B2B Marketing”, said people have been using Google My Business even without realizing it when they conduct simple searches such as “restaurants near me”.

He said certain key words as well as reviews can push your business profile on Google, making it easier for customers to locate you.

Most business owners who are not so apt in using social media or are new to it, will always look for free sites or platforms for advertising purposes.

“Even if you do not have a proper description of your business, other people’s reviews will also help push your profile up on Google My Business. This is also a more trusted platform as most initial searches are conducted on Google and if you do not appear on Google, chances are people will not look you up in any other search engines,” said Nowrid on the effectiveness of Google.

He added that many people tend to overlook the Google My Business feature despite using Google daily. Nowrid provided a step-by-step guide on how to migrate businesses onto Google My Business.

