



MTC Webinar Series :

Online Advertising & Branding

Getting Your Digital B2B Ad Strategy Right

How to think beyond slogans, ad text, images & video to create greater awareness, market share and more sales etc.

7 April 2021 | Wednesday

11.00 am - 12.00 pm

(Kuala Lumpur)



Dr. Frank Joseph Peter
International Speaker
& Corporate Trainer



ASATRAINING.COM
Advanced Corporate Training

STAY FOCUS ON VISION, MISSION

KUALA LUMPUR (7 APRIL 2021): MTC continued its online advertising and branding series of webinars with Dr Frank Joseph Peter who is a corporate trainer with in-depth experience in digital marketing.

He kicked off his month-long session today with a talk titled “Getting your Digital B2B Ad Strategy Right” where he spoke on how to think beyond slogans, advertising text, images, and videos to create greater awareness, market share and more sales.

Peter, who is a certified Google Educator and Adjunct Professor of

UniTAR, said the importance of an organisation’s vision and mission statement is often overlooked.

“Your vision and mission statement define your business digital transformation as it covers many things. Digital transformation is not about employing technology. It is about optimising your processes to stay competitive as you become more efficient,” said Peter.

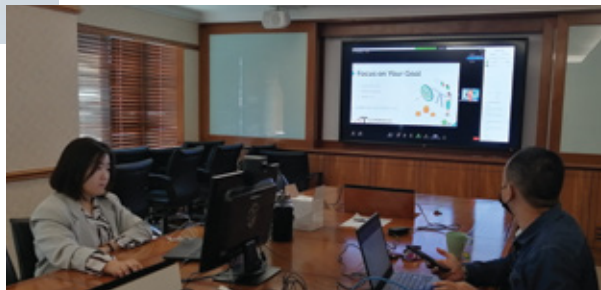
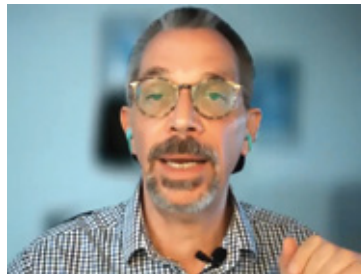
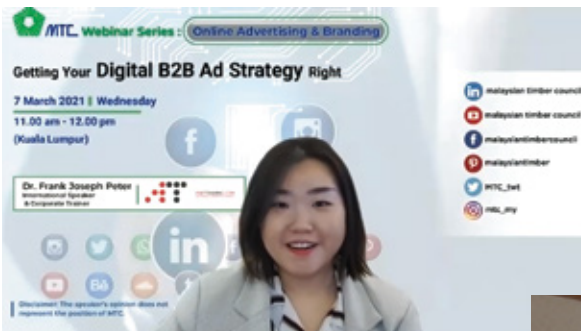
He added that when a company has a more efficient operation, it will serve its customers better. Customers only care about their

needs and they want two things that is the “best price” and “ease of transaction”.

Peter went on to highlight different mission and vision statements of companies that were either customer- or company-centric.

“Everything that you do in digital marketing must be customer-centric and the advertising strategy must revolve around addressing the needs of your customers,” he said.

The speaker also shared tips on how to have a goal-focused online advertising strategy; how to identify the most profitable target audience and how to create focused and valuable advertising content.



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