



Content Marketing

Is Infographics or Podcasting More Relevant to the Timber Industry?

27 August 2021
11.00 am - 12.00 pm
(Kuala Lumpur)



Ms. Kayatthri Krishnasamy
Founder of KS Training Resources



Disclaimer: The speaker's opinion does not represent the position of MTC.

USING MARKETING TOOLS WISELY

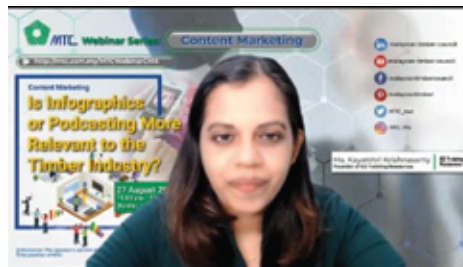
KUALA LUMPUR (27 AUGUST 2021):

In MTC's last webinar series on Content Marketing, speaker Kayatthri Krishnasamy highlighted the use of infographics, audio podcast and videos as marketing tools.

In her presentation titled "Is Infographics or Podcasting More Relevant to the Timber Industry", here today, Kayatthri said marketing teams need to first identify their "customer avatar".

"You need to know who you are targeting and what your product can do for them and skew your messaging with that in mind," said Kayatthri, adding that lifestyle-based podcasts have the largest following and that this was followed by news-related podcasts.

Kayatthri, who is the founder of KS Training Resources, is a digital marketing strategist. She said podcasts must be at least 20 minutes with a minimum of two persons where one person ask focused questions while the other provides detailed answers.



"Based on research you have less than nine seconds to grab the attention of digital consumers and you need engaging content for this purpose," she said.

The speaker explained the difference between infographics and podcast while stressing on the need to label images used in podcast well as it will aid in the SEO and help with Google search rankings. Subtitles are also important in podcast as many viewers would listen with low volumes and subtitles will enable them to read what they cannot hear well.

Video Marketing is the future – Video, Gif, Animation

By 2022, online videos will make up more than 82% of all consumer internet traffic – 15 times higher than it was in 2017.

88% of businesses use video in a marketing tool.	50% of marketers who use video have done so for over a year.	30% of marketers make videos 4-6 times a week, while 16% make videos every day.
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YouTube has the best ROI for video content, followed by Facebook and Instagram.



She also added that it is not necessary to be on all social media platforms to garner sales but identifying the right one for your B2B or B2C and learning to find the "audience" who wants what you have to offer.

