



MTC Webinar Series:

Content Marketing

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Content Marketing

# Video Marketing

28 July 2021  
11.00 am - 12.00 pm  
(Kuala Lumpur)

Prof. Dr. Behrang Parhizkar (Hani)  
CEO of Chamrun Digital Group



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

## ATTENTION GRABBING 'WAR'

**KUALA LUMPUR (28 JULY 2021):** "Content is the fuel of the marketing engine while strategy is the steer and pedals," said Professor Dr Behrang Parhizkar in his talk titled "Video Marketing" which was part of MTC's webinar series on Content Marketing, here today.

Prof Behrang said people can retain almost 95% of the information that they view in a video compared to what they read which would only be 10%. He added that there is a "war" going on the digital world where everyone is trying to grab the attention of viewers.

"You have less than five seconds to convince someone to stay on to continue watching your video," said Prof Behrang, who added that 87% of marketing professionals use videos as a marketing tool.

He said business owners have no choice but to produce videos with good content if they want to grow their business.

"It is important for marketers in the timber industry to understand that there are many types of videos. They need to identify which is good for brand awareness and what kind of video would be good for 'grabbing the attention' of potential customers which will drive traffic and lead to the sales funnel," he said.

Prof Behrang succinctly highlighted comprehensive B2B digital marketing strategies, what encompasses a good marketing video and how to embed it into a company's marketing strategy which should include email marketing as well.



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