

# Building Your Digital Marketing Strategy

Date: 30 June 2021, Wednesday  
Time: 11.00 A.M. - 12.15 P.M.  
(Kuala Lumpur)



<http://mtc.com.my/dmepcc>

## Speakers:

## Welcoming Remarks:



**Lawmence Wong**  
Head of Business Growth  
Cleverus



**Matthew Mahdad Jadidi**  
Chief Executive Officer (CEO)  
CAPSIAN DIGITAL SOLUTIONS



**Afif Azman**  
Innovation Director  
TENE0



**Tuan Muhtar Suhaili**  
Chief Executive Officer (CEO)  
MTC

# DIGITAL STRATEGIES, WHAT ARE THEY?

**KUALA LUMPUR (30 JUNE 2021):** How to be more visible and competitive in the digital sphere was the crux of MTC’s webinar today, titled “Building Your Digital Marketing Strategy”.

Joining MTC and industry players were speakers Afif Azman, Innovation Director of Teneo Technologies Sdn Bhd; Lawmence Wong, Head of Business Growth of Cleverus Holdings (M) Sdn Bhd; and Matthew Mahdad Jadidi, CEO of Capsian Digital Solutions Sdn Bhd.

MTC CEO Tuan Muhtar Suhaili in his welcoming remarks said the COVID-19 pandemic was a blessing in disguise as it had served as a springboard for business owners to embrace digital marketing.

“Those who were reluctant to move from the analog era had no choice but to adopt these technologies and relook their business models to remain viable,” said Tuan Muhtar.

He added that MTC’s 5-Year Plan has a dedicated segment that is on digital transformation such as the Digital Marketing Entrepreneurship Programme (DMEP) which caters to providing

consultation and coaching to members of the timber industry.

The speakers provided comprehensive solutions in a gist when asked on how to build digital marketing strategies.

Wong said digital marketing is a combination of psychology and data science.

“It should be something that can be measured and constantly optimised with data to improve it. A good digital marketing strategy must start with in-depth research, who are the target customers, studying what competitors are doing and what you can offer to your customers,” said Wong.

He added that focus should be on what value you can provide your customers and building their trust and not being fixated with sales.

Afif said digital marketing strategies depend heavily on “storytelling” where you give the best narrative about your product or brand.

“You need to build your brand identity where you can be recognised for



something first and from there you can craft out your stories that will resonate with your customers,” said Afif.

Matthew highlighted several factors that business owners must look into which include understanding how the digital sales funnel works, locating potential customers through that funnel and raising interest about your business.

The webinar, which was moderated by the Market Promotion Division Director Alexis Chang, had over 160 participants.

