



15 October 2020
Thursday,
3pm to 4pm.

Complimentary.

*Limited slots available,
prior registration is required.*

B2B Digital Marketing Strategies for the new normal

COVID-19 has undoubtedly accelerated digital adoption and growth worldwide - from purchasing daily necessities online to having interactions with customers virtually and even remote working.

So what does this mean for marketing? In this world where everything has gone digital, traditional marketing techniques will no longer be sufficient. Marketers now face even tighter competition in achieving greater mindshare, brand awareness and forging deeper customer loyalty.

How and what do you market to the online audience then? How do you narrow your target audience to get quality leads? In this day and age where content is key to engaging customers and prospects, marketers will have to re-think their marketing strategies to thrive and remain relevant.

Join us for a free 1-hour webinar where we will share practical tips and the best practices in the latest digital marketing techniques in content marketing, social media and advertising for lead generation, nurturing and scoring to drive conversions for your products and services during these uncertain times.

About the Speaker



Marcus Ho is the founder of Asia's fastest-growing and award-winning digital marketing agency, Brew Interactive. Over the last 12 years, Marcus, alongside with his team has worked with numerous multinational brands such as Hitachi, Unilever, and Shell to grow their content marketing efforts effectively. Marcus is also the author of the national bestseller book, "Social Payoff".

Do note that this webinar has limited availability.

Sign up today to reserve your slot with your existing D&B account manager or contact us at:

email: meggie.ho@dnb.com.sg

tel: (+65) 6439 6616

- Webinar will be hosted on the Zoom app • Participants are required to download the Zoom app before the webinar begins •
- Session will open 15min before the webinar starts • All questions for the Q&A sessions are to be posted on the chat window •

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