



4TH - 8TH
OCTOBER, 2021
(3PM TO 4.40PM PER SERIES)



HRD Corp
is previously
known as



www.mrhando.com



ONLINE B2B MARKETING WORKSHOP: CREATING CONTENT THAT SELLS

(5-DAYS SERIES)

by **Hando Sinisalu**

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ruby@adoimagazine.com



- **LEARN FROM THE BEST EXAMPLES OF B2B CONTENT MARKETING FROM AROUND THE WORLD;**
- **GET EXPERT FEEDBACK TO THE CONTENT YOU PRODUCE RIGHT NOW;**

Content marketing (or branded content or inbound marketing) is extremely important for B2B companies.

Accenture's [State of B2B Procurement Study](#) finds that 94% of B2B buyers conduct some degree of research online before making a business purchase, with 55% conducting online research for at least half of their purchases.

A 2020 [McKinsey study](#) found "B2B companies see digital interactions as two to three times more important to their customers than traditional sales interactions." CMI's own [research](#) has found the biggest investment by B2B marketers in 2021 is digital content creation (70%), followed closely by "website enhancements" (66%).

TO WHOM THE SEMINAR IS TARGETED:

- Marketing managers/specialists of B2B companies
- Marketing agencies interested in servicing B2B clients
- Advertising executives from media organisations interested in content marketing/native advertising

DOES YOUR CONTENT SELL?

We will answer that question! Each participating company will get personal feedback - a content review of what the potential buyer would find (on the website, Facebook, LinkedIn, Instagram). The best content event gets the Award!

WE COVER THE FOLLOWING B2B AREAS:

- IT/software/SAAS
- accounting/auditing
- Business consultancy services
- B2B financial services
- industrial/manufacturing

WHAT ARE THE BENEFITS OF ATTENDING?

- You will get an expert review of your company content on Facebook, LinkedIn,

Instagram

- You will see inspiring examples of B2B content marketing from other countries
- You will get a very specific action plan about how to improve your content
- Good examples of how to align sales and content marketing
- How to include content marketing to your sales funnel
- How to build the audience for your product/service
- How to utilize LinkedIn in your sales and marketing

The Workshop consists of five 1hour 40 mins modules



ONLINE B2B
MARKETING WORKSHOP:
CREATING CONTENT
THAT SELLS
(5-DAYS SERIES)

APPROVED HRD CORP
TRAINING PROGRAM
NO 1000199106



HANDO SINISALU

CEO and Speaker

case.digital

(previously known as Best Marketing International)

Hando Sinisalu is a business journalist, conference producer and world traveler. He is the founder and CEO of case.digital (formerly known as Best Marketing International). Collecting and analysing digital marketing case studies is both his hobby and work. With presentations in 30+ countries, you could almost claim that Hando has travelled to the moon and back.

In the past, Hando has been a radio DJ, managed a newspaper company and an advertising agency. Today he writes about marketing to numerous publications and consults brands and media companies about digital marketing. He is the author of “The Best of Global Digital Marketing: Storybook 1” and “Storybook 2”. Hando has MA degree in Communications from Ohio University (USA).



AGENDA

MONDAY

4 OCTOBER (3.00PM TO 4.40PM)

Module 1

Introduction to B2B content marketing. Creating the narrative: what is the story of your company?
Analysis of the stories of the participating companies

TUESDAY

5 OCTOBER (3.00PM TO 4.40PM)

Module 2:

What to expect from content marketing? Sales funnel.
Setting the goals and measuring. Creating content for SEO

WEDNESDAY

6 OCTOBER (3.00PM TO 4.40PM)

Module 3:

Creating website content. How to write a good customer success story case study.
Analysis of the websites of participating companies

THURSDAY

7 OCTOBER (3.00PM TO 4.40PM)

Module 4:

Linkedin as the leading B2B social media: collecting leads, building a network, creating content that sells.
Analysis of LinkedIn activities of participating companies

FRIDAY

8 OCTOBER (3.00PM TO 4.40PM)

Module 5:

Facebook and Instagram for B2B companies:
Analysis of FB/IG content of participating companies.

Each delegate will walk away with **actionable content ideas.**

FOLLOW US





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APPROVED HRD CORP
TRAINING PROGRAM
NO 1000199106

REGISTRATION FORM

DURATION DATE

4th - 8th October 2021

TIME PER SERIES

3.00 - 4.40 PM

ADMISSION FEE

RM1,000.00 nett per pax



SBL KHAS

Please apply HRDF grant through e-TRIS portal under SBL KHAS and complete and return the attached PSMB/SBL-KHAS/JD/14 form for our further action.

CHEQUE MADE PAYABLE TO:

SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD 289967-W

22B, Jalan Tun Mohd Fuad 1,
Taman Tun Dr. Ismail,
60000 Kuala Lumpur,
Malaysia

Bank Transfer to
RHB Bank Berhad

2-14389-000-10505

Swift Code: RHBBMYKL

CONTACT INFORMATION

NAME _____ DESIGNATION _____
ORGANISATION _____
CONTACT NUMBER _____ EMAIL _____
POSTAL ADDRESS _____

PARTICIPANT/S DETAILS

NAME _____ NRIC NUMBER _____
DESIGNATION _____ EMAIL _____
CONTACT NUMBER _____

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DESIGNATION _____ EMAIL _____
CONTACT NUMBER _____

Registration & Payment for Non HRD Corp

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Attendance is compulsory for all workshop sessions to avoid cancellation of payment to us by HRD Corp

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the conference programme due to unforeseen circumstances.

FOR ENQUIRIES:

CONTACT +603-7726 2588
ruby@adoimagazine.com

ORGANISED BY



TRAINING PROVIDER MYCOID(ROC/ROB/ROS)

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PSMB/SBL-KHAS /JD/14

**EMPLOYER AND TRAINING PROVIDER JOINT DECLARATION FOR SBL-KHAS SCHEME CLAIMS (FEES)
UNDER THE PEMBANGUNAN SUMBER MANUSIA BERHAD ACT 2001**

This declaration is to certify that employer involved in the training program had agreed with the training program conducted, fees charged and allow training provider to claim with PSMB. This declaration should only be signed by employers after the training completed. This form must be attached when submitting online SBL –KHAS claim. This form must be kept at training providers premises and available for future verification by PSMB.

PART 1 – EMPLOYER’S PARTICULAR

Registered Name and Address of Employer:	Employer Code	:	_____
	Approval No	:	_____
	Group Approved	:	_____
	Group Claimed	:	_____
Course Title	:	_____	
Training Dates	:	Commenced: _____	Ended : _____
Training Venue	:	_____	

PART 2 – CLAIM FOR COURSE FEE

Number of Trainee(s)*	Total Fee Approved (RM)	Total Fee Claimed (RM)

PART 3 – JOINT DECLARATION OF THE TRAINING PROVIDER AND THE EMPLOYER

(a) I certify that all information declared above is true and correct and the training program claimed above has been conducted with all terms and condition under this scheme has been complied. I also declared that apart from this claim, there is no other claim has been made for these expenses. All relevant documents pertaining to this claim are with us and can be inspected by the Secretariat of the Pembangunan Sumber Manusia Berhad. (Training Provider)

SIGNATURE :	_____	DESIGNATION :	OFFICE/EVENTS MANAGER
NAME :	RUBY LIM MAY FOONG	COMPANY STAMP :	_____
MYKAD NO :	_____		(Managing Director/General Manager/Centre Manager/Principal)
		DATE :	_____

(b) I certify that the training had been completed and agreed with the fees charged above. I am responsible to the claimed above and certify all information provided here is true and correct. (Employer)

SIGNATURE :	_____	DESIGNATION :	_____
NAME :	_____	COMPANY STAMP :	_____
MYKAD NO :	_____		(Shall only be certified by either Managing Director/General Manager/Financial Controller/Finance Director of Employer)
		DATE :	_____

REMINDER: : You are reminded that, if you should give false or misleading statements, or makes in writing, or signs any declaration which is untrue or incorrect in any particular, you will be prosecuted under **Section 40 and / or Section 41 of Pembangunan Sumber Manusia Berhad Act 2001** and shall be liable to a fine not exceeding twenty thousand ringgit or to imprisonment for a term not exceeding two years or to both. Besides, Pembangunan Sumber Manusia Berhad may, at its discretion, withdraw the grant and recover immediately any amount of the grant that may have been disbursed.