

# Effective Marketing for Digital Solutions

May 2020



# What you will learn from this training ...

**What are Digital Solutions?**

**Why Digital Solutions?**

**The Value of Digital Solutions, Lead Generation, and Your Brand**

**How to Create Great Marketing Materials for Digital Solutions?**

**7 Extra Techniques to Make Your Digital Products Stand Out**

**Data Privacy Policy & Best Practices**

# Our Current Situation

The **COVID-19 pandemic** has caused a **major disruption** to the **global economy** and our **events business**

Over 60% of our shows in the first half of the year are either **postponed or cancelled**

Therefore we're looking at developing **supplementary revenue** from other streams such as **digital solutions**

Digital solution is a **long-standing business model** that we can leverage on even after the pandemic situation

POST PRODUCTION

## Events Around The World Postponed Or Canceled Due To Coronavirus





# What are Digital Solutions?



# What are Digital Solutions?

**Digital Solutions** are a series of **offerings, programmes, or services** that establish a successful business and help it thrive **online** as well as offline

## *What does it provide for the events industry?*

*These are solutions that enable our customers to **continue business communications** before and after the show. It also **provides valuable content** to both visitors and exhibitors in the form of industry insights, news, and webinars*

### Saladplate Marketing Services

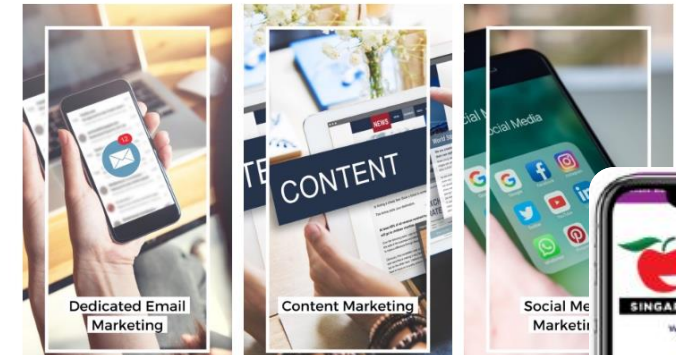


For the last 40 years, Informa Markets has been helping food and hospitality industry professionals like yourself discover innovative new products and build long-lasting relationships with business partners at Asia's preeminent food and hospitality trade shows.

In our recent study, **75%** buyers indicated that they will keep sourcing products online or even tend to source more products online in the near future. We believe we're uniquely positioned to meet our buyer needs together with you.

Therefore, we will be using our highly qualified buyer databases from all of our Food & Hospitality events across Asia for Saladplate, to promote your products and services online. Our solutions will be delivered through targeted digital marketing, bringing you quality sales leads and enhanced exposure all year round.

### Marketing Services We Provide



### JOIN US FOR A FREE WEBINAR!

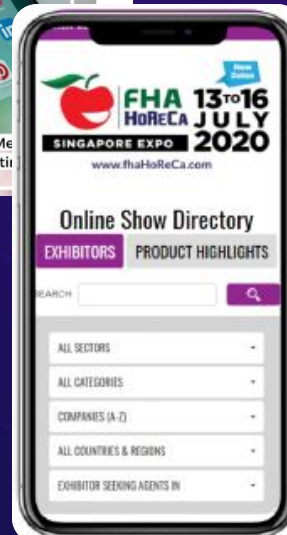
## New Horizons in Formulation

A Revolution in the Production of Mono-Dispersed Controlled Release Microparticles

TUESDAY • MARCH 24<sup>TH</sup> | 11AM ET

Sponsored by  Micropore Technologies

Presented by  CONTRACT PHARMA



# Why Digital Solutions?





# Why Digital Solutions?



## Conducting Online Business

- Long-standing business model
- Leverage on our digital space



## Value-Added Services

- Deliver better value to our customers
- Stay competitive in the market



## Customer Engagement

- Keeps visitors engaged with content
- Brings visitors closer to the exhibitors



## Supplementary Revenue

- Source of revenue
- Recurring solution

# The Value of Digital Solutions, Lead Generation, and Your Brand





# The Value of Digital Solutions

## Exhibitors

Reach potential buyers outside of the physical show date

Leverage on organiser's branding to boost their company's credibility before the show starts

Perform marketing outside of show dates to capture leads for business

## Visitors

Potential buyer can also source sellers all year-round

Informative show updates & gain industry insights leading to the show

Gain access to useful tools before the show (business matching etc)

## Organisers

Business opportunity and revenue stream

Another offering of good customer service

Demonstrates us as competitive (#1 event organiser)

Great skill to learn and execute for marketers

# The Value of Lead Generation to Exhibitors

Lead generation is the process of **identifying and cultivating potential customers (contact information)** for a business's products or services

B2B companies are **very dependent** on leads!

**Lead generation** is the **main reason** exhibitors participate in tradeshow

Digital solutions provide more opportunities to **generate leads**



# The Value of Your Brand

## Let's take a pause and review the digital solutions

- Provides great value for everyone
- Helps exhibitors to garner leads

However, **anyone can set up their own digital solutions!**

- Customers
- Competitors
- Vendors

**Why your event?**  
**What sets your event apart?**





# The Value of Your Brand

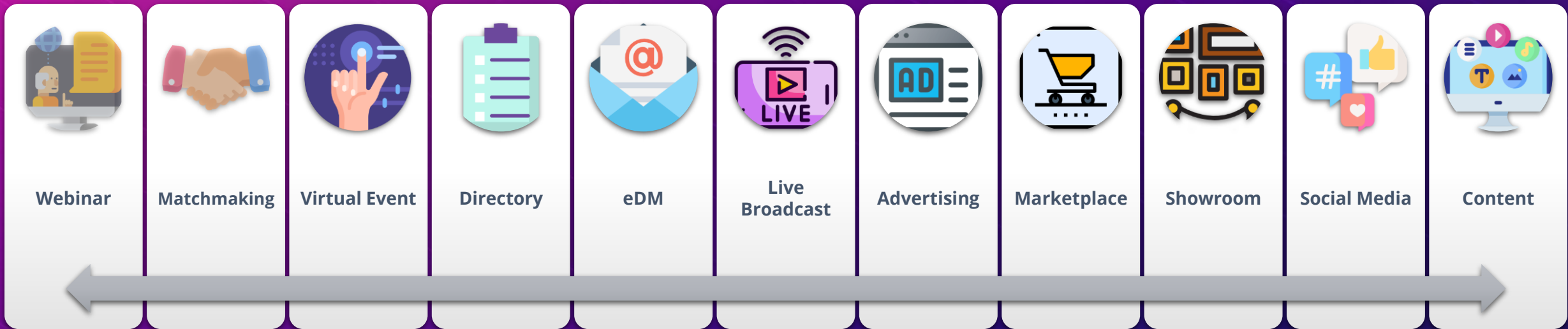


## What sets you apart?

- **Brand trust** – we're a recognized brand with credibility (brand leveraging)
- **Industry experience and strength** – we know our customers (industry insights)
- **Scale and depth of reach** – we possess more and better qualified audiences

It's important **to pitch the value of our brand and strengths** before selling your digital solutions

# Our Digital Solutions Offers



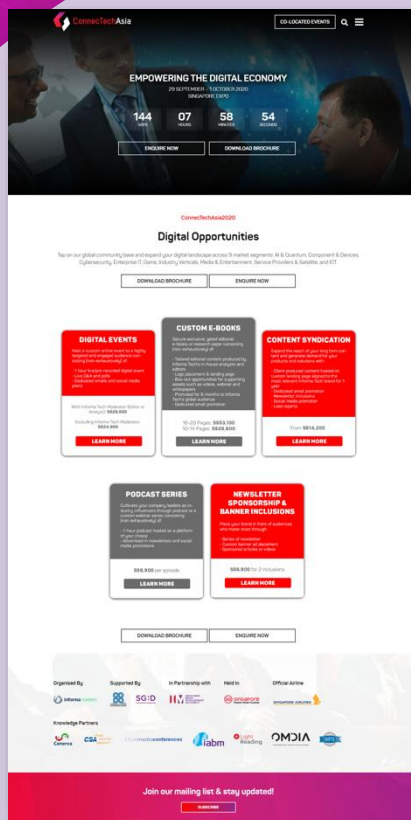
**Lead Generation** is the common benefit across all digital solutions!

# How to Create Great Marketing Materials for Digital Solutions?





# Marketing Materials for Digital Solutions



## Business Never Sleeps

The beginning of 2020 affects many businesses including the furniture industry. This is the time we should embrace the changes, exploring new opportunities and take another step ahead by going digital.

Introducing the new **MIFF Digital Showroom**, your digital business opportunity which is now available on MIFF website. This platform designed for buyers as one of the solutions to overcome business disruptions during this difficult time.

With **MIFF Digital Showroom**, you can explore the latest furniture designs and interact with our exhibitors from the comfort of your home.

- In this section, we will show you the **steps and suggestions specifically for creating great marketing materials for your digital solutions**, which can be applied to a number of channels:
  - Website
  - Brochure or flyer
  - Sales deck or sponsorship proposal
  - eDM
  - Social media
  - And more...

# Recommended Steps for Creating Your Marketing Materials for Digital Solutions

1) Demonstrate your **brand values**

2) Describe your **audience profile**

3) Explain your **digital solutions** and **why it's a better choice**

## (1) Demonstrate Brand Values

- Clearly demonstrate your brand's significance in the industry because:
  - Your event **brand's values translate to your digital solutions** (i.e. People will perceive your digital solutions as relevant, useful, credible, efficient, of high-quality...)
- Information that helps demonstrate your brand values:
  - **Years of history** in holding your event
  - **Industry segments** covered by your event
  - **Importance of your event** in the industry
  - Any **credentials/awards** that show your industry standing





## (2) Describe Your Audience Profile

- Next step is to **describe how valuable your audience is** to your target customer
- Information to include that helps to describe the value of your audience profile:
  - Describe the **types of industry professionals** you are able to reach (exhibitors, visitors and partners)
  - List out the **total number of contacts** in your database
  - **Breakdown of database** by job title, market segments, geography and more

### (3) Explain Your Digital Solutions and Why It's a Better Choice

- List out your digital solutions in **a clear and attractive way**
- Information to include that **clearly and attractively explains your digital solutions:**
  - Types of digital solutions and programmes
  - Description and specifications of the solutions
  - Key performance metrics for each product as a reference
  - Full information on how your team will fulfill the programme
  - Pricing: Rate card on each product and different options

### (3) Explain Your Digital Solutions and Why It's a Better Choice

- You should also **present the benefits** for using your digital solutions
- Ways to present the benefits of your digital solutions:
  - Describe how **unique** your product is (if it is)
  - Describe the **qualified audience** you are able to reach for each product
  - Explain the **other marketing resources** you have which make the product so attractive
  - Explain any **extra service** you provide on top of the digital solutions
- Caution: **Don't lie or overpromise** what you can't do



## Case Study 1: APLF Digital Solutions



The APLF team recently created a **Digital Solutions Brochure** with feedback from International Marketing Team

We'll illustrate how this brochure has integrated the 3 recommended steps to make a compelling sell


# (1) Demonstrate Brand Values

## Case Study 1: APLF Digital Solutions

**WHAT ARE THE BENEFITS?**

Generate new leads from APLF's gigantic database

With 35-year history in the leather and fashion industries and voted by International Leather Maker magazine's readers as the No 1 international leather trade fair, APLF's leading position means we have amassed over 220,000 professional contacts in our database. Many of them are your future clients.



| Industry Sector                     | Percentage |
|-------------------------------------|------------|
| Materials Manufacturers             | 15%        |
| Tanneries / Hides & Skins Suppliers | 16%        |
| Fashion Product Manufacturers       | 21%        |
| Importers / Buying Offices          | 41%        |
| Fashion Brands & Retailers          | 7%         |

Let's keep the communication going!

Stay connected with buyers before and after the fairs. With the rich content and showrooms on APLF.com, and a year-round programme promoted on APLF fairs' websites, our digital advertising solutions enable you to reach out to the community without time and location constraints.

Welcome to a new age

The traditional way of doing business by visiting customers, negotiating face-to-face and travelling internationally has changed dramatically, especially since the COVID-19 outbreak. APLF's complete online-to-on-site solution shortens the distance between you and your clients and helps to generate traffic to your booth.

**APLF**  
Serving the global leather & fashion industries

Generate new leads from APLF's gigantic database

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Establishing the show's position as a **market leader** by adding information such as:

- **Years of history in holding APLF:** 35 years
- **Award:** Rated by International Leather Maker Magazine's readers as the No. 1 international leather trade fair

## (2) Describe Your Audience Profile

### Case Study 1 : APLF Digital Solutions

#### Generate new leads from APLF's gigantic database

With 35-year history in the leather and fashion industries and voted by International Leather Maker magazine's readers as the No 1 international leather trade fair, APLF's leading position means we have amassed over 220,000 professional contacts in our database. Many of them are your future clients.



- **Clearly presents the focused and qualified audience** they are able to connect with the customers:
  - 220,000 **professional contacts** in leather and fashion industry
  - Useful **breakdown of the data** (job titles of the contacts)



# (3) Explain Your Digital Solutions and Why It's a Better Choice

## Case Study 1: APLF Digital Solutions

### IV. Sponsored Content Package



Become APLF Guest Blogger to influence buyers

Providing educational and informative content as an APLF Guest Blogger is a powerful way to **influence the purchasing decision of your customers**. It is suitable for companies seeking high-level, targeted exposure for their services and products.

Our video production team can also help you showcase your vision, expertise and products for maximum outreach. Video is the perfect way to create a personality for your company and your brand, **enabling you to connect with your viewer and earn their trust**. 90% of users say that product videos are helpful in the decision process.

Blog as seen on APLF.com Homepage

Blog with video interview

The content will be published in both English and Chinese, featured on APLF.com homepage, blog listing page and monthly newsletter, and posted to APLF's social media, i.e., Facebook, LinkedIn, Twitter, Instagram and WeChat.

\$1,000/Blog (Advertorial)\*

\$1,500/Written Interview (Editorial)

\$2,500/Video Interview (Editorial)

- **Explaining** each solution **clearly and attractively**:
  - **Description of each solution** (what it is and where it will appear)
  - **Screenshots** on each product
  - **Pricing for different options** of the same product

The content will be published in both English and Chinese, featured on APLF.com homepage, blog listing page and monthly newsletter, and posted to APLF's social media, i.e., Facebook, LinkedIn, Twitter, Instagram and WeChat.

# (3) Explain Your Digital Solutions and Why It's a Better Choice

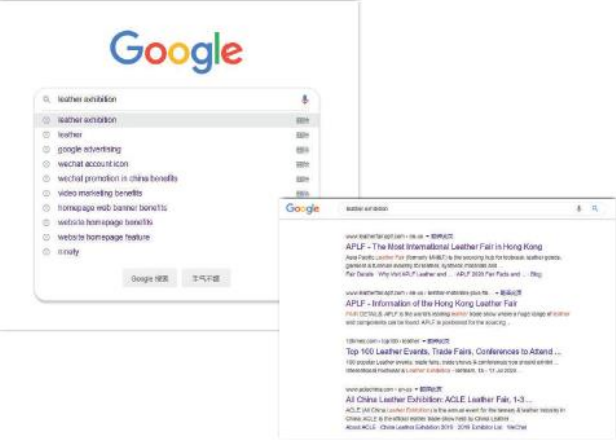
## Case Study 1: APLF Digital Solutions

**IX. Online Showroom x Google Advertising**

Google advertising offers lead generation opportunity.

**Google Partner**

As a Google Partner our marketers can make you onto the **1st page of Google search**, and get your banner into a **network of 2,000,000 websites**. This is a powerful and fast way to penetrate into your targeted market. Our marketers will serve as an **agency to organise your Google advertising campaign** for **better ads performance** with precise targeting.



Package include:

- Keywords Search
- Display Banners
- Youtube Videos
- Retargeting Advertising

- Presents the **benefits** to impress the customers, which set us apart from our competitors:
  - **Describing the product's uniqueness:** As a Google Partner and ability to help get high Google ranking
  - **Describing the extra service:** APLF's marketers will serve as an agency to organise Google advertising campaigns

As a Google Partner our marketers can make you onto the **1st page of Google search**, and get your banner into a **network of 2,000,000 websites**. This is a powerful and fast way to penetrate into your targeted market. Our marketers will serve as an **agency to organise your Google advertising campaign** for **better ads performance** with precise targeting.

## Case Study 2: Manufacturing Indonesia & Manufacturing Surabaya




The Manufacturing Indonesia & Surabaya team also recently developed a **Digital Products Guide**

They have also integrated elements from the 3 recommended steps



# (1) Demonstrate Brand Values

## Case Study 2 : Manufacturing Indonesia / Surabaya



**Go Digital, the time is NOW.**

Engage with your buyers and key influencers, create your brand awareness and generate business leads with Pamerindo's Digital Delight services.

### WHO WE ARE

As part of world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year

PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia, established with the sole purpose of organising specialised trade exhibitions for the Indonesian market. The company has grown considerably and now regularly organises over 20 trade exhibitions in the following sectors: Baby & Maternity, Beauty, Building & Construction, Electric & Power, Food & Hotel, Laboratory, Manufacturing, Mining, Plastics & Rubber, Oil & Gas sectors.

Since its inception PT Pamerindo Indonesia has organised over 200 international trade exhibitions in Jakarta, Surabaya, and Bali.

We are part of Informa Markets, a division of Informa plc who creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in various markets.

We provide customers and partners around the globe with opportunities to engage, experience and do business not only through face-to-face exhibitions but also virtual & specialist digital solutions and actionable data analytics.

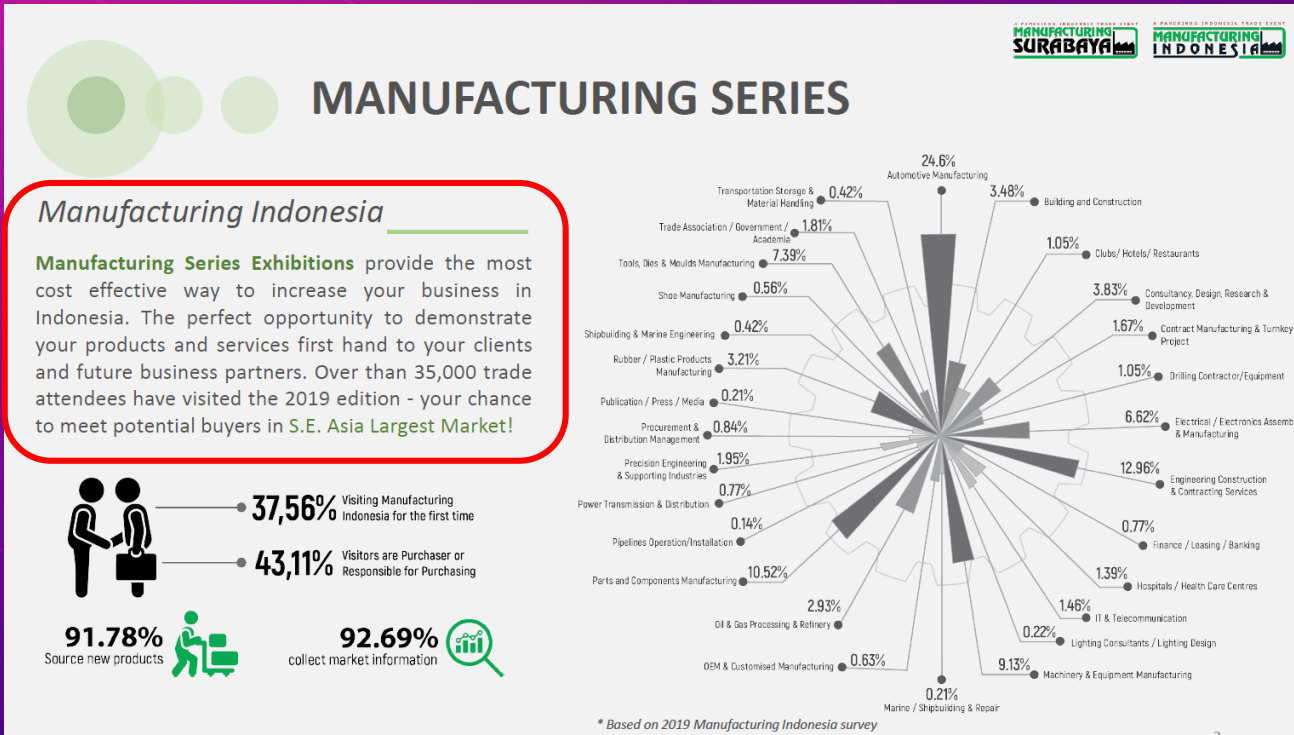
**MANUFACTURING SURABAYA** **MANUFACTURING INDONESIA**

- The team takes a different approach by first **pitching their strong company brand** instead
  - **Leading fair organizer** in Indonesia, organizing over 20 trade exhibitions
  - **Part of Informa Markets:** A portfolio with more than 550 international B2B events and brands in various markets



# (1) Demonstrate Brand Values

## Case Study 2 : Manufacturing Indonesia / Surabaya

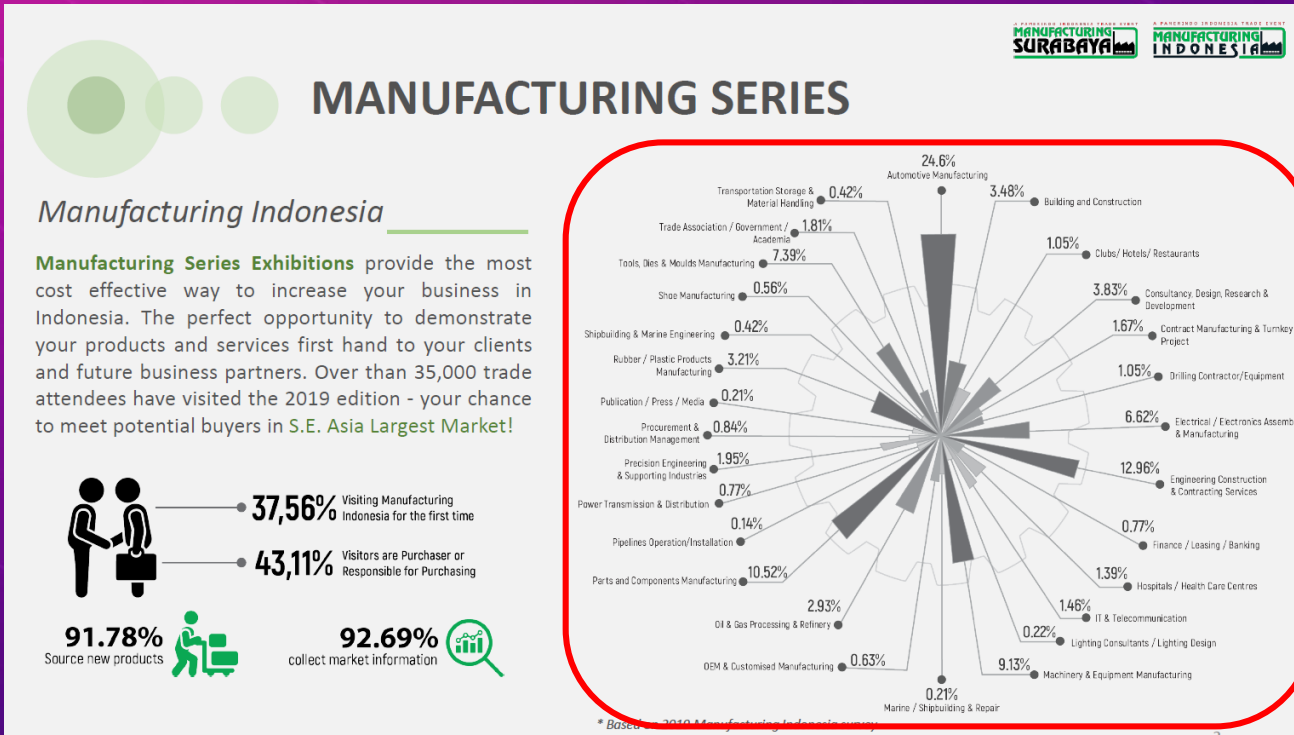


- They then go on to talk about the **event brands**:
  - **Industry segments** covered: Breakdown of visitors
  - **Importance of event**: SE Asia's largest market attended by over 35,000 trade attendees



## (2) Describe Your Audience Profile

### Case Study 2 : Manufacturing Indonesia / Surabaya




- Clearly presents the focused and qualified audience:
  - Describing the **types of industry professionals**: Breakdown of attendees by industry and market segment



# (3) Explain Your Digital Solutions and Why It's a Better Choice

## Case Study 2: Manufacturing Indonesia / Surabaya

- **Explaining** each solution **clearly and attractively**:
  - **Description of each solution** (what it is and where it will appear)
  - **Screenshots** on each product
  - **Pricing** of each product



### DIGITAL PRODUCT SELECTIONS

#### Emailer Campaign

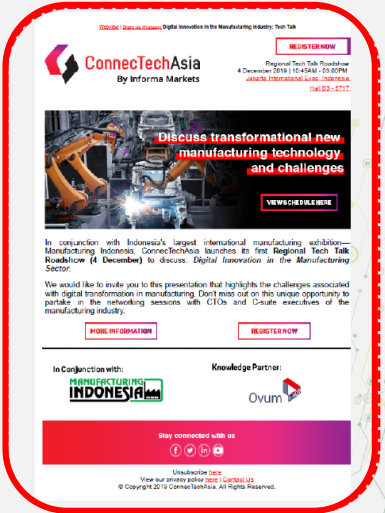
##### Emailer Campaign & List Rentals

As organizers, we have a good database of exhibitors, visitors and buyers. We can offer to our exhibitors an opportunity to send their respective emailers (HTML to be provided by clients\*\*) to our database. We will send it to our database on behalf of them and provide the open rate reports.

##### Rate (both shows)\*

|      |                                    |
|------|------------------------------------|
| IDR: | IDR 7,000,- / 1 email id / 1 blast |
| USD: | USD 1 / 2 email id / 1 blast       |

\*Minimum 3,000 email id  
\*\*Must include our show logo, date, venue, and your booth number

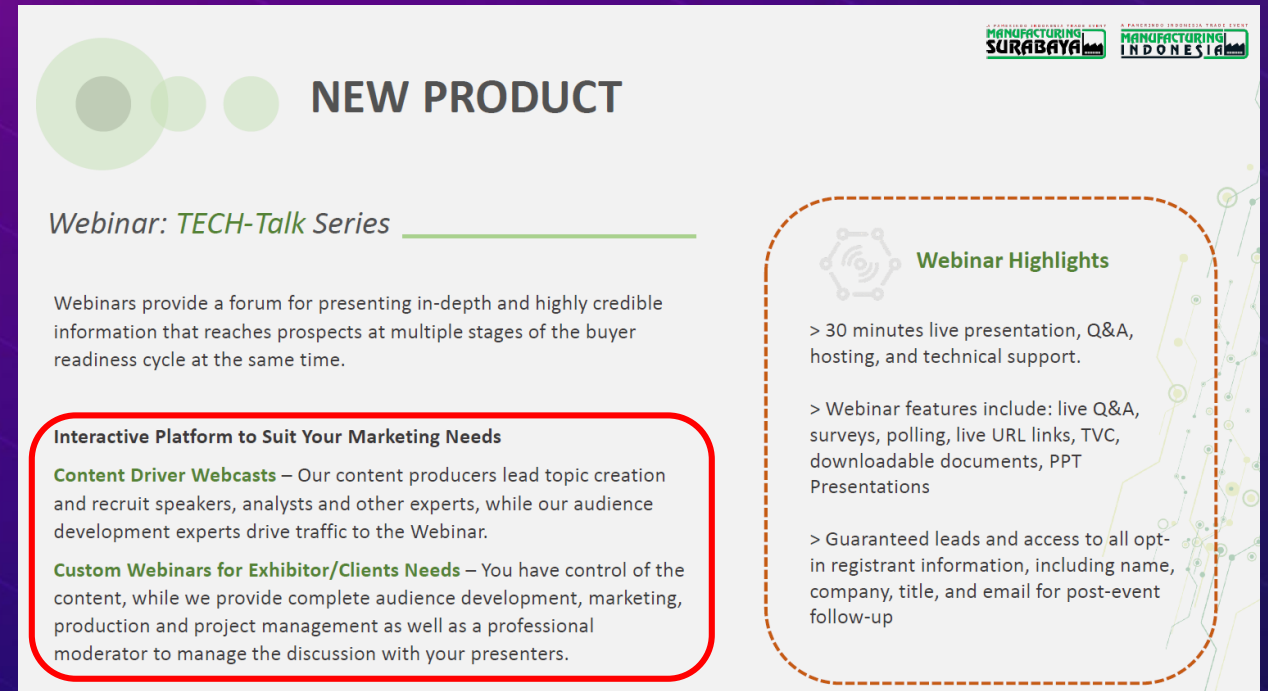


This is only a sample, subject to change without prior notice,

## (3) Explain Your Digital Solutions and Why It's a Better Choice

### Case Study 2: Manufacturing Indonesia / Surabaya

- Presents the **benefits** to impress the customers, which set us apart from our competitors:
  - **Describing the qualified audience:** Access to opt-in registrant information
  - **Explaining the marketing resources:** Content producers to recruit speakers and audience development experts to drive traffic
  - **Describing the benefits:** Clients have control of the content, marketing and production



**NEW PRODUCT**

*Webinar: TECH-Talk Series*

Webinars provide a forum for presenting in-depth and highly credible information that reaches prospects at multiple stages of the buyer readiness cycle at the same time.

**Interactive Platform to Suit Your Marketing Needs**

- Content Driver Webcasts** – Our content producers lead topic creation and recruit speakers, analysts and other experts, while our audience development experts drive traffic to the Webinar.
- Custom Webinars for Exhibitor/Clients Needs** – You have control of the content, while we provide complete audience development, marketing, production and project management as well as a professional moderator to manage the discussion with your presenters.

**Webinar Highlights**

- > 30 minutes live presentation, Q&A, hosting, and technical support.
- > Webinar features include: live Q&A, surveys, polling, live URL links, TVC, downloadable documents, PPT Presentations
- > Guaranteed leads and access to all opt-in registrant information, including name, company, title, and email for post-event follow-up

# 7 Extra Techniques to Make Your Digital Products Stand Out





# 1) Introducing Your Product Features Clearly

*Don't assume your target audience understand your digital products and platform well*  
*Some products maybe new or unfamiliar to your audience*

## WeChat Promotion

WeChat is China's largest and most dominant social network. It's also crucial to reaching potential Chinese customers here. Its importance is so great that it may also be considered an essential part of setting up a company in China.

WeChat also functions as a media platform. It has service accounts and subscription accounts that can provide daily news and media information to users and increase your presence.



Banner  
800w x 230h pixels  
\$600/banner

Advertorial  
Pic  
in C  
\$1,0

Set up yo  
Our mar  
help set  
brand

27,000+  
followers

## Example:

### How APLF team sells its WeChat Promotion Platform?

- Screenshots of your digital products and how they will actually appear
- Clearly explain the product – E.g. What is WeChat? How popular it is in China?

WeChat is China's largest and most dominant social network. It's also crucial to reaching potential Chinese customers here. Its importance is so great that it may also be considered an essential part of setting up a company in China.

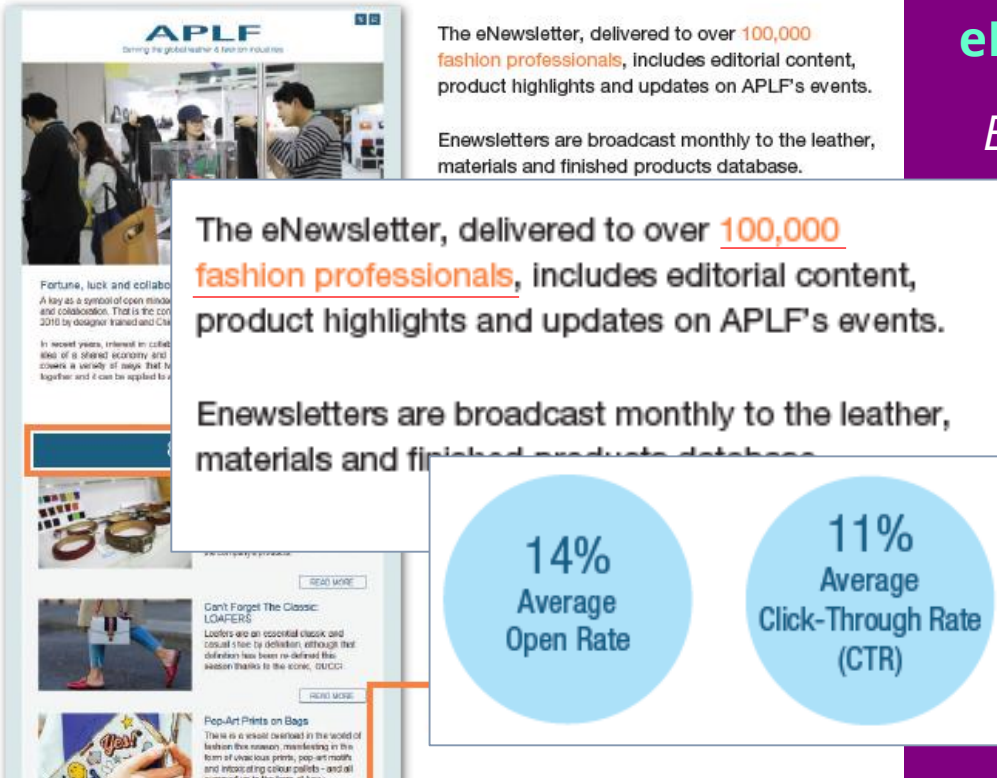
WeChat also functions as a media platform. It has service accounts and subscription accounts that can provide daily news and media information to users and increase your presence.

## 2) Providing Supporting Figures About Your Campaign Performance

*Showing the common **marketing metrics and statistics** for each product, so that your customers knows **what they are investing in***

**II. eNewsletter**

A perfect tool to push targeted messages to potential buyers.



The eNewsletter, delivered to over **100,000 fashion professionals**, includes editorial content, product highlights and updates on APLF's events.

Enewsletters are broadcast monthly to the leather, materials and finished products database.

The eNewsletter, delivered to over **100,000 fashion professionals**, includes editorial content, product highlights and updates on APLF's events.

Enewsletters are broadcast monthly to the leather, materials and finished products database.

**14% Average Open Rate**

**11% Average Click-Through Rate (CTR)**

**Example:**

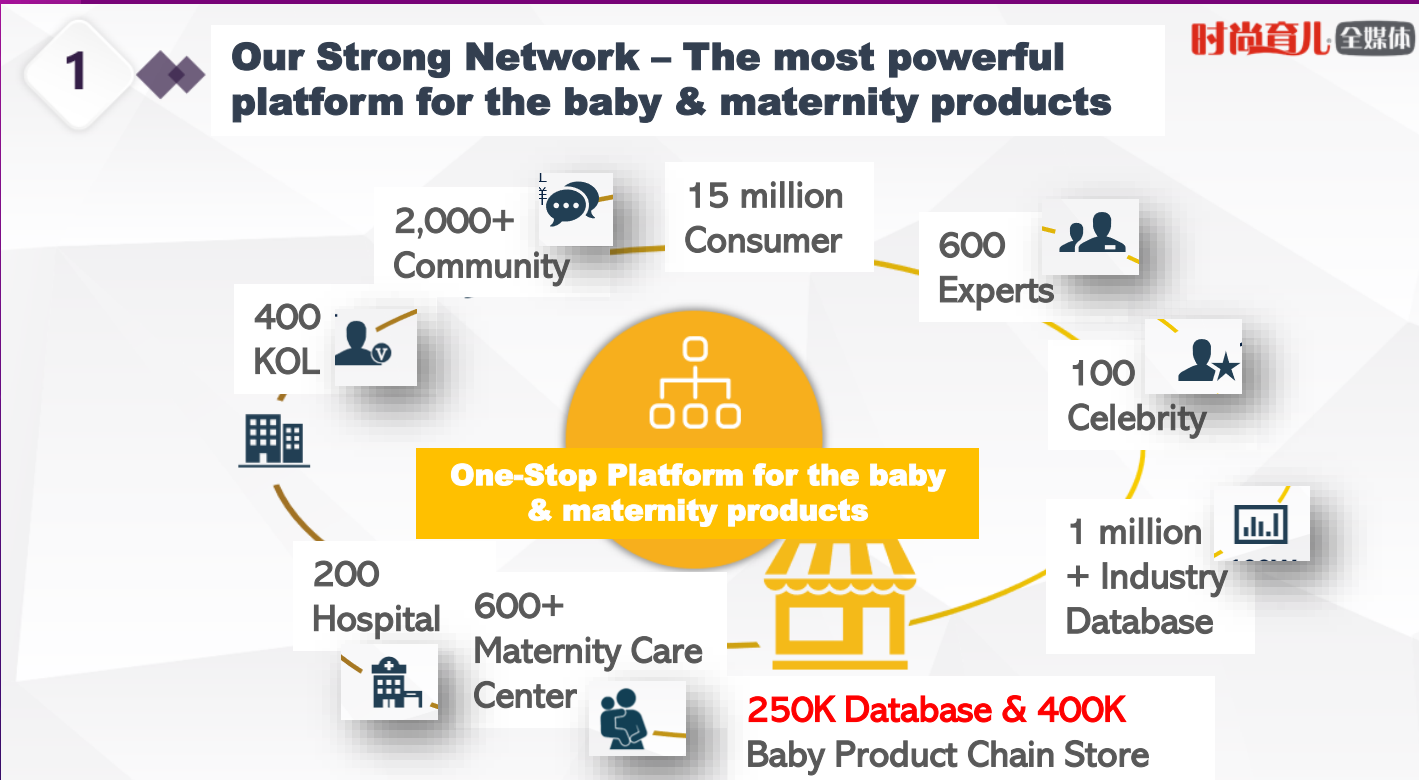
**APLF team uses the statistics to prove the reach of its eNewsletter**

**Examples:**

- **Email campaign:** Average open and click through rates
- **Social media promotion:** Average follower number and engagement rates
- **Webinars:** Viewer number in past webinars

### 3) Using Visual Aids To Impress Your Customers

**Visual is MAGIC!** *A great visual with a bit of text will often make your point better than a slide full of text*



**Example:**

**CBME China team proves its strong marketing assets & resources**

- *Using the graphics to showcase the marketing assets and resources (i.e. **How they can leverage these assets to grow the customers' business**)*



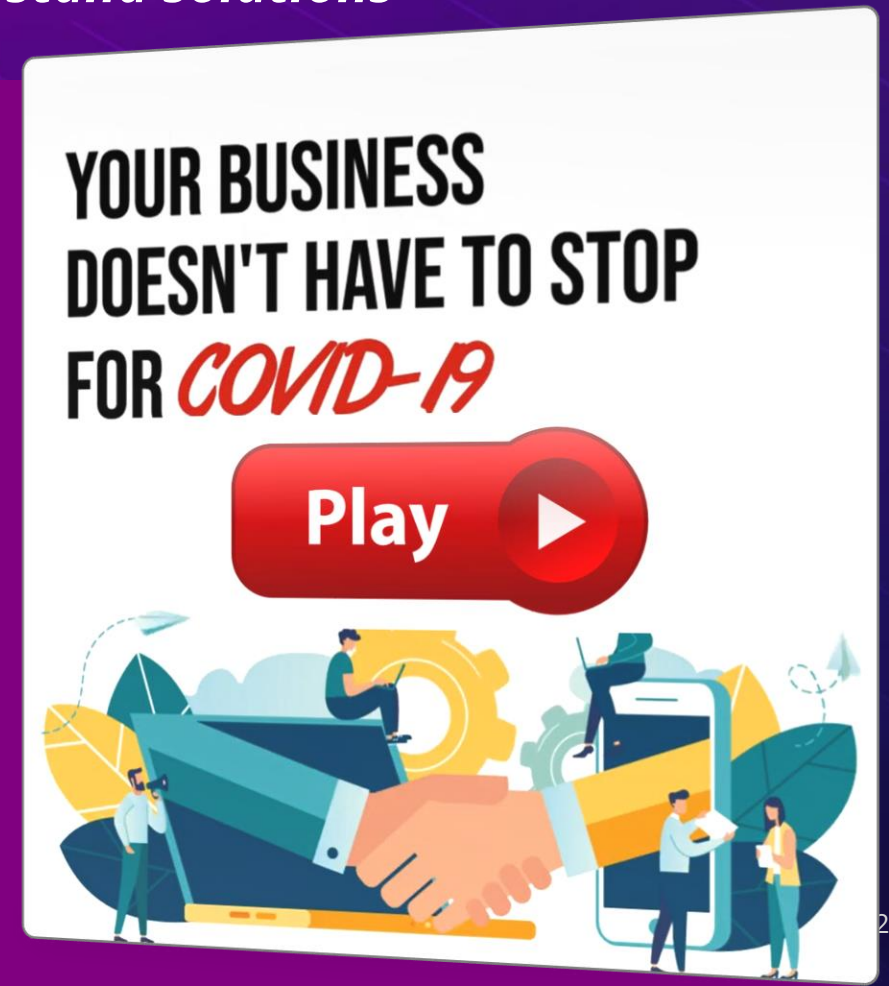
## 4) Showing a Demo Video to Capture Your Customers' Attention

*Video is great to explain a complex to understand solutions*

**Example:**

**MIFF Digital Showroom – Using the video to illustrate how the customers continue their business during COVID-19**

- **Embed the video** in your digital sales deck and show how the platform can help both buyers and suppliers connect during the COVID-19
- A step by step demonstration illustrates how the digital showroom can be used to market their products



## 5) Making Use of Tagline to Address the Specific Needs

*Use relevant taglines and descriptions to appeal the customers with different needs*

**Example:**

### ConnecTechAsia Digital Solutions

- Taglines with short description can help the customers to understand the offer clearly
- ConnecTechAsia's example appeals to these various needs:
  - Lead generation
  - Thought leadership
  - Brand awareness



**Generate New Business Leads Through our Thought Leadership Opportunities**

| Digital Events                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Custom e-Books                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Lead Generation</b> <ul style="list-style-type: none"> <li><b>Content Syndication</b> <p>Expand the reach of your long form content and generate demand for your products and solutions.</p> <ul style="list-style-type: none"> <li>Client produced content hosted on custom landing page aligned to the most relevant Informa Tech brand for 1 year</li> <li>1x dedicated email promotion to a targeted subset of the Informa Tech audience</li> <li>3x newsletter inclusions, aligned to most relevant Informa Tech brand and audience, with banner ad placements above the fold</li> <li>2x monthly social media promotions across Informa Tech's most relevant brand accounts</li> <li>Lead report of opt-ins including name, email, address, phone, job title, company, industry, company size &amp; custom questions</li> </ul> <p><b>Price: From S\$14,200</b></p> </li> </ul> | <b>Thought Leadership</b> <ul style="list-style-type: none"> <li><b>Podcast Series</b> <p>Cultivate your company leaders as industry influencers.</p> <ul style="list-style-type: none"> <li>Contribute to Informa Tech's podcast series or produce a custom webinar series with full production and editorial support</li> <li>Podcast duration of up to 1 hour</li> <li>Custom formats available, such as panel discussions or fireside chats</li> <li>Full editing and sign off prior to publication</li> <li>Podcast hosted on a platform or your choice, Podbean, Soundcloud etc</li> <li>2x newsletter inclusions, aligned to the most relevant Informa Tech brand and audience, with banner ad placements above the fold</li> <li>5x social media promotions across Informa Tech's most relevant brand accounts</li> </ul> <p><b>Price: S\$8,900 per episode</b></p> </li> </ul> |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Brand Awareness</b> <ul style="list-style-type: none"> <li><b>Newsletter Sponsorship &amp; Banner Inclusions</b> <p>Place your brand in front of an audience that matters most.</p> <ul style="list-style-type: none"> <li>Series of 2-12 newsletters sent 1-2x monthly, aligned to most relevant brand or target audience</li> <li>1x custom banner ad placement, above the fold, per send</li> <li>Or 1x client content feature inclusion opportunities, such as sponsored articles or video, per send</li> <li>Opportunity to view newsletter and ad/content placement prior to send</li> <li>Full email performance and analytics provided post each newsletter send</li> </ul> <p><b>Price: S\$8,900 for 2 inclusions</b></p> </li> </ul>                                                                                                                                       |

## 6) Citing Examples And Successful Stories

*Examples from previous clients prove the effectiveness of your product*

### Example:

**CBME China – A good reference is a powerful tool to set your offer apart from your competitor**

- Showing the reference of the past webinars from various brands (photos and screenshots) as well as the result (number of views and engagement)

A


**CBME云课堂赞助课程**

赞助案例分享：美赞臣

3月26日，由CBME云课堂为美赞臣定制的直播课程上线。本场直播主要针对母婴门店一线员工，为她们提供专业育儿知识和奶粉销售技巧






浏览量 28,000+

评论数 25,000+



2


**服务品牌**

Wyeth 惠氏

pigeon 贝亲

COON 冠能


**Eleva**
  
 菁华
   
 幼儿配方奶粉


**auby**
  
 澳贝


**3M**


**貝因美**


**chicco**
  
 wherever there's a baby


**Friso**
  
 美素佳儿


**bugaboo**


**HiKid**
  
 妈咪乐


**KFDUGK**
  
 功夫小鸭


**COCO**
  
 可可


**SOLOVE**


**nabizam**


**alula**


**GIÖCOSO**

Information Classification: General



## 7) Making a Personalised Proposal For Your Customers

*Customers are more likely to buy something if they can imagine themselves in it*

- Once you have created a generic slide deck / proposal, you can **customise it for each customer** you send it to
- Create a **simple dummy** with your customer's logo to make it more impressive



Mead Johnson Nutrition 美赞臣 | CBME 云课堂

直播时间：  
3月26日20:00-21:30

邀约身边好友参与，赢惊喜红包！  
直播互动抽奖，惊喜不断加码！  
赢取百元现金红包、华为Mate30、iPhone11 Pro Max

# 30秒打破陌生 用专业抓住顾客

后“疫”情期，客流难得  
如何快速赢得消费者信任

沈振宇 微博百万粉丝儿科大神  
中山大学附属第一医院儿科副主任  
中华医学会儿科学分会第十七届  
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Jessica 资深医务营销专家  
美赞臣医务总监  
儿科医生出身，6年医院临床工作背景  
20年市场营销管理经验

# 7 Extra Techniques to Make Your Digital Products Stand Out



**1) Introducing Your Product Features Clearly**



**2) Providing Supporting Figures About Your Campaign Performance**



**3) Using Visual Aids To Impress Your Customers**



**4) Showing a Demo Video to Capture Your Customers' Attention**



**5) Making Use of Tagline to Address the Specific Needs**



**6) Citing Examples And Successful Stories**



**7) Making a Personalised Proposal For Your Customers**

# Data Privacy Policy & Best Practices





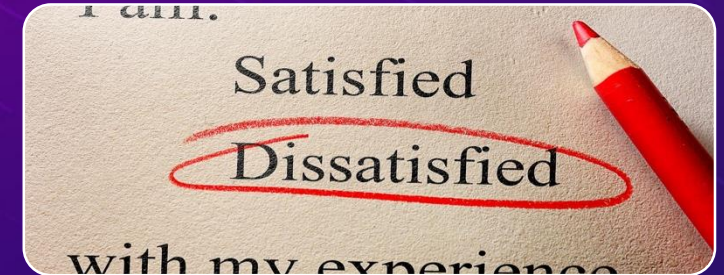
# Lead Generation involves selling data, which presents privacy challenges



***Monetary fines from regulators*** as a result of using/sharing data improperly



***Cancellation of contracts or legal action*** by sponsors/clients who pay for non-compliant leads



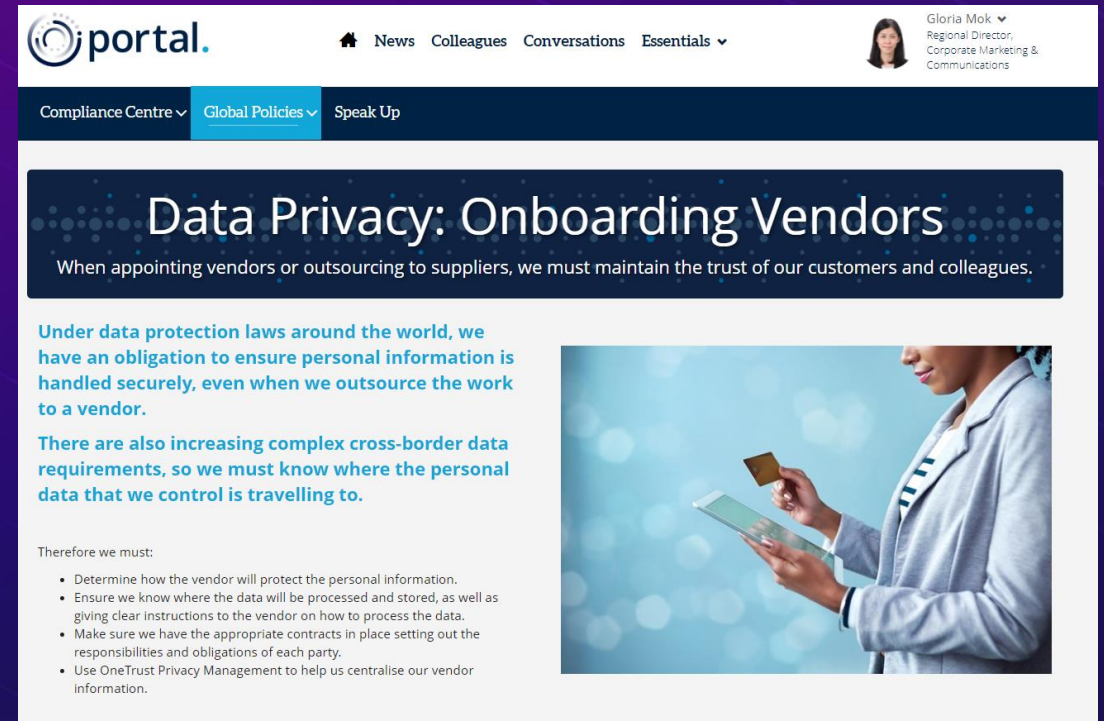
***Complaints*** from customers and ***loss of marketable database*** from opt-outs

# Informa Privacy Team is working on guidance which include

- Detailed guidance steps for teams
- Sample permission statements for Informa and sponsors
- Full country table for Lead Gen use

These Information will be available on **Privacy Page** on Portal by **end of May 2020**

**A webinar will be provided at the end of May 2020** to go over the requirements and answer by any outstanding questions



The screenshot shows the Informa Portal interface. At the top, there's a navigation bar with the 'portal.' logo, a home icon, and links for 'News', 'Colleagues', 'Conversations', and 'Essentials'. A user profile for 'Gloria Mok' is visible in the top right. Below the navigation bar, there's a secondary bar with 'Compliance Centre', 'Global Policies', and 'Speak Up'. The main content area features a large article titled 'Data Privacy: Onboarding Vendors' with a subtitle 'When appointing vendors or outsourcing to suppliers, we must maintain the trust of our customers and colleagues.' The article text discusses data protection laws and the need to ensure personal information is handled securely. It includes a list of requirements for vendors, such as determining how they protect information, ensuring data location, and using OneTrust. An image of a woman holding a tablet and a card is on the right side of the article.

portal.

News Colleagues Conversations Essentials

Gloria Mok  
Regional Director,  
Corporate Marketing &  
Communications

Compliance Centre Global Policies Speak Up

## Data Privacy: Onboarding Vendors

When appointing vendors or outsourcing to suppliers, we must maintain the trust of our customers and colleagues.

Under data protection laws around the world, we have an obligation to ensure personal information is handled securely, even when we outsource the work to a vendor.

There are also increasing complex cross-border data requirements, so we must know where the personal data that we control is travelling to.

Therefore we must:

- Determine how the vendor will protect the personal information.
- Ensure we know where the data will be processed and stored, as well as giving clear instructions to the vendor on how to process the data.
- Make sure we have the appropriate contracts in place setting out the responsibilities and obligations of each party.
- Use OneTrust Privacy Management to help us centralise our vendor information.

# Q&A Session





# Evaluation Form

**We value your opinion!**



**Additional Session!**

# Effective Marketing for Digital Solutions

18 May 2020



Send in your questions and  
Digital Solutions collaterals in advance!

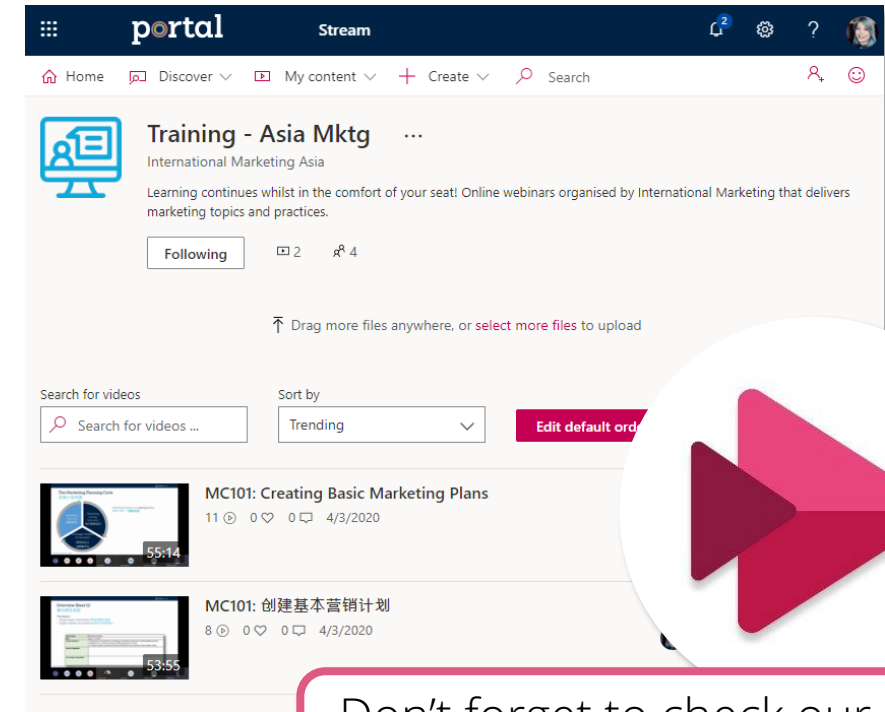




# Regular Marketing Training Webinars

| Date   | Time          | Course                                                       |
|--------|---------------|--------------------------------------------------------------|
| 22 May | 14:30 - 16:00 | Introduction to Partnership Marketing                        |
| 29 May | 14:30 - 16:00 | Introduction to Public Relations and Power of Press Releases |
| 5 Jun  | 14:30 - 15:30 | Understanding the Post Show Survey Questionnaire             |

*\*All times are listed as UTC+08:00, Hong Kong, Singapore time*



Don't forget to check our past webinars on Stream!

# Thank You