

# SOCIAL MEDIA INNOVATION CONFERENCE

"Discover the new age of marketing"

April 25-26, 2018

Kuala Lumpur



## Who Will You Meet

20+

Industry Leading Speakers

250+

Senior Level Attendees



75% rated the event excellent

90% would recommend this event to their colleague

## How Will You Benefit

- Understand the value of social media, and determine the ROI of your marketing spend and make the most of every opportunity.
- Gain insights and strategies to crack the code of social, stay current on trends, and get better, more measurable results.
- Turn social media data into actionable customer insights to build personalized experiences and optimized customer journey.
- Discover how innovative, global companies are connecting analytics and social media marketing.
- Discuss best practices, strategies, and success stories for cross-channel campaign management.
- Discover how to leverage social media marketing analytics, and how to connect the dots back to your broader marketing efforts.
- Power personalized experiences across all channels to build brand loyalty and capture new customers.



80

20

Ratio of industry people to vendors in attendance at the conference

## Topics Covered

**Video Marketing:** What are the creative models you can use to monetise Video Ads, Live-Streaming, Video Chats and Podcast.

**Innovation Culture:** How to use social media to spur employee innovation culture.

**Strategy:** What are the core pillars to plan a comprehensive social media strategy.

**ROI:** Why the need to evaluate your social media ROI – How to ask the RIGHT questions and measure to get buy-in.

**Engagement:** How to build brand advocates that market your brand through reviews, testimonials, and word of mouth.

**Listening:** How does social media listening assist your organisation to gain strategic advantage.

**Platforms & Tools:** Which social media platform is best for your business. Messenger, ChatApp, VOIP. How to use messaging apps in your marketing strategy.

**Chatbots:** Why are Chatbots the wave of the future. What are the success stories, challenges and opportunities.

**Programmatic:** Why is programmatic marketing growing so fast & what are the opportunities for marketers.

**Community Building:** How to build you brand's community on social media that actually cares about what you say.