

# Move Beyond Marketing: Marketing 4.0 - The Future of Consumer-Brand Relationships

23 August 2022  
9am - 5pm  
Via Microsoft TEAMS  
Registration Fee **RM 60**



Building customer-brand relationships have always been important, even more so in the Marketing 4.0 era. For brands to grow, their customers need to be happy. However, the brand journey is no longer as simple as it once was. Navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to focus on your brand - they are surrounded by alternatives every step of the way. Businesses need to stand out, get attention and deliver the right message at the right time to the right people. For only RM60, this 1-day masterclass will provide the framework and methodologies to help you navigate your brand through Marketing 4.0 and be ready for future customer demand.

**Julia Koh** is the Executive Director of Brand 360 Degree Sdn Bhd, a consultancy firm on brand and marketing matters for multinationals and innovative Malaysian companies. She is also a Chartered Marketer and a member of Chartered Institute of Marketing, UK with over 13 years of experience in the branding and marketing fields. She has worked with leading businesses including Barry Callebaut AG, London Speaker Bureau,

Rockwool Asia, Mead Johnson, Transcosmos Japan, Acer Malaysia, UAC Berhad, Ngan Yin Groundnuts and Clayton Group. She holds a Bachelor of Business in Marketing from RMIT University, Australia and a Master in Business Systems from Monash University, Australia.

## Topic Outlines

Module 1 - Welcome to Marketing 4.0  
Module 2 - The Customer Behaviour Online  
Module 3 - Marketing 4.0 Strategy  
Module 4 - Content Is King

Module 5 - Social Media is Bigger Than Ever  
Module 6 - Marketing Automation  
Module 7 - Digital Customer Experience

## How to Register

Please log on to [www.myrubbercouncil.com](http://www.myrubbercouncil.com) and register online **HERE**.  
For more details or any query, you may contact us at 03-2782 2100 or email to Nurhaiza ([nurhaiza@myrubbercouncil.com](mailto:nurhaiza@myrubbercouncil.com)) or Alif ([alif@myrubbercouncil.com](mailto:alif@myrubbercouncil.com))