

Secrets of Contact Marketing in the Online Platform

- Do you struggle to engage clients effectively when using online platforms for contact marketing?
- Are you finding it difficult to secure appointments with prospects through digital channels?
- Would you like to master the skills to build relationships and close deals in today's low-touch, technology-driven sales environment?

Introduction

The sales landscape has shifted dramatically in the post-pandemic era, moving from traditional face-to-face interactions to a low-touch economy where online meetings and digital engagements have become the norm. This transformation has been driven largely by younger generations of clients who prefer virtual connections but still expect meaningful human interaction in the sales process. Contact marketing remains as vital as ever, but the platform has changed. This program is not about generic online marketing—it is about equipping participants with the strategies and techniques to prospect, present, and negotiate effectively in digital spaces while preserving the human touch that builds trust and long-term relationships. Participants will learn how to secure appointments, engage clients meaningfully, and adapt their sales approach to thrive in this new environment. By mastering these skills, you will be better prepared to navigate today's sales transformation and ensure your organisation continues to grow in the online era.

Program Objectives

This program aims to:

- Expose to participants the concept of contact marketing in the online platform
- Train participants on the contact marketing tactics and methods

Learning Outcomes

After completing this program, the participants should be able to:

- Adjust themselves from face-to-face marketing to the online contact marketing
- Plan and execute marketing campaigns with the combination of contact marketing and IT platform of contact marketing.

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Marketing personnel, Marketing Managers, Business Developer, Senior Management, and anyone who would need to meet clients.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>The Contact Marketing and Low Touch Economy Marketing</p> <p>The participants would learn to differentiate the paradigm shift in this module's low touch economy marketing methodology. In addition, the participants are trained to prepare themselves before online contact marketing is conducted. Thus, by the end of this module, the participants should be able to know the preparation they need to have before the meeting.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Venturing into a Contact Campaign</p> <p>At the end of this module, the participants should be able to understand how contact campaigns differ from traditional marketing. Participants would have a group discussion on contact marketing vs sales promotion; contact marketing vs demand generation; contact marketing vs lead-gen; contact marketing vs direct response. In this module, the participants would learn how contact marketing functions and its components in modern marketing.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Creating the Weapon before War: Management Information System</p> <p>This module would share with participants to understand the nature of CEOs and VIPs. The participants would learn the various methods to capture the database of the VIPs. The participants would be able to identify the top 100 prospects before the end of this module. Then, the participants should be able to conduct research on the VIPs and understand the VIPs' consumer behaviour in this module.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Prospecting? No Way! Join the Club</p> <p>The method of cold calling is no longer applicable. Instead, the participants are trained on the various methods to reach the clients before meeting for the sales process. Get the VIPs to be involved and create the relationship as a friend before the formal sales process facilitates sales success.</p>
Day Two	

Time	Topics
9:00am – 10:30am	<p>Contact Campaign Methods and Tactics</p> <p>Presenting face-to-face and presenting through an online platform would be different. At the end of the module, the participants would learn how to construct inspirational ideas to capture the clients' attention in less than 10 minutes. The presentation no longer limits the use of PowerPoint. The participants would learn to develop simple cartoon videos. The participants should be able to apply gift and visual metaphors in this module. Hence, the participants would have a hands-on session to complete this task. The participants are given online sources for their future usage.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Reaching Out as a Mass Marketing</p> <p>No marketing is wrong marketing. It all depends if the marketing strategy is impactful. This module wants the participants to integrate all the marketing channels inclusive of social media, videos, media, insights, exposure, events, billboards, and all classical marketing methods to be used in the contactless marketing campaign.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Contact Marketing that Works</p> <p>After all the marketing collaterals are prepared, in this module, participants would learn how to write and compose the contact campaign script so that the participants would be able to impress the VIPs in the first meeting.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Making Engagement in Online Contact Marketing</p> <p>In this module, participants are trained how to apply artificial intelligence post meeting the VIPs online. The participants should produce a script to engage with the clients and maintain professional relationships until the sales are closed.</p>