

Chairperson Introduction



THE MARTECH
SUMMIT

LIN DUAN

Head of Events

The MarTech Summit Team

THE MARTECH
SUMMIT

SINGAPORE | 27 OCTOBER 2022 |



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**What is your next
upcoming travel
destination for holiday?**

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**What is your favourite
type of tree?**

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Fireside Chat | [Marketing Trends] What Does It Take to Build a Successful Marketing Organisation in APAC?

Moderator:



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Marketing Director, APAC
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The MarTech Summit Singapore

27 October 2022



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What Does It Take to Build a Successful Marketing Organisation in APAC?

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How many of you here work in central teams (i.e at HQ) vs in regional teams (outside of HQ)?

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Top priorities for Marketing leaders in Singapore

#1 Implementing effective
local strategies

#2 Delivering strategies/results
within budgets

#3 ROI

#4 Building awareness
and affinity

#5 Workforce (hiring and
retaining great talent)



But operating **in a regional team** comes with its own challenges...

82%

agree that they spend **too much time educating their HQ** on Singapore's nuances/ needs

47%

agree that General Managers/ Directors etc. in regional/ global offices are often **misaligned with local marketing**

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**How many times have you
seen an ad and felt
like it wasn't for you at all?**

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To make an impact
in the region **local
marketing teams
need more ownership**

The **top channels and levers** managed or developed by HQs that marketers believe should be managed more exclusively by their regional/ local teams are:

Brand marketing

1st

Sales enablement

2nd

Product marketing

3rd

PR & Comms

4th

Chat and messaging

5th

Strategic partnerships

6th

Social media management

7th

Key takeaways



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