



## Panel Discussion | **[Lead Nurturing]** Turning Prospects into High-Value Customers

**NIUM**



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# Question 1

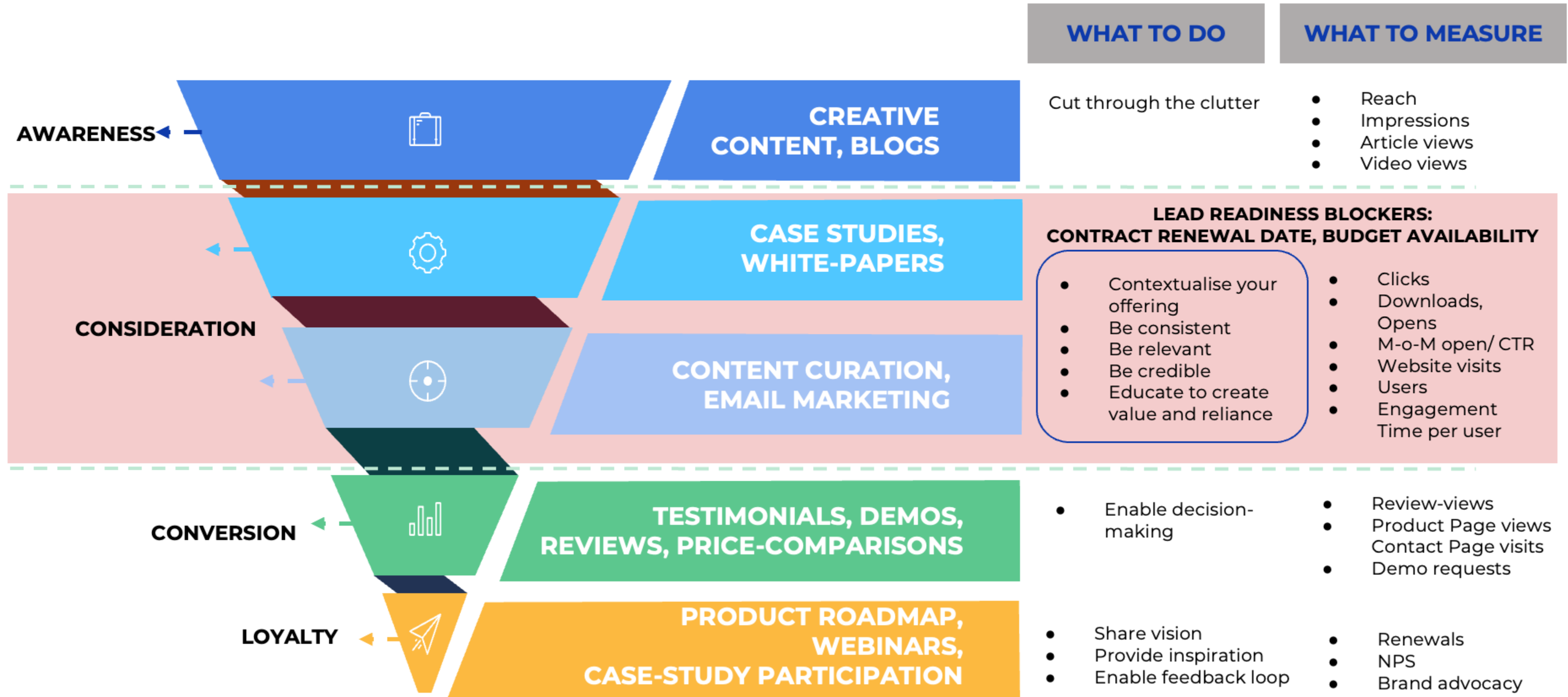
**How do you effectively map content to each stage of the buyer's journey?  
Can you share a successful example?**



## Q&A



# MAPPING - CONTENT ACROSS THE FUNNEL





# Singtel for SMEs: Singapore Dreamin' Series

## THE CONCEPT

Singapore Dreamin' used **SPH's Media platforms and Content Lab capabilities** to highlight how Singtel's broadband services go beyond just connectivity—they **empower local SMEs** to **tackle modern challenges** and **unlock new opportunities**.



### DIGITAL

- Straitstimes.com article
- HWZ article
- Social Posts



### RADIO

- Kiss92 Meta & IG Video Post



### OUT OF HOME

- Tiong Bahru Plaza
- Jurong Point
- I12 Katong
- HDB Hub
- Bedok Town Square

## Impact & Result



>200%

Video Views and Page Views Target Achieved





# Senoko Energy for ESG Partners: e-Newsletter

## THE CONCEPT

Senoko Energy's monthly e-Newsletter used **curated, trusted news from SPH Media** to **connect with clients regularly**. The content educated clients on developments that impact their industry and company, **enabling thought leadership**



### e-NEWSLETTER

- ML-curated feed of industry news for the month
- Summary of highlights
- Related entities' news



### PRINT & DIGITAL

- Coverage in English and vernacular titles - both online and in print



## ST and Senoko Energy to publish newsletter to guide firms going green

Gabrielle Chan

Business can tap information on stepping up the adoption of green practices with the help of a new monthly newsletter put together

by The Straits Times in a tie-up with Senoko Energy. The #TakeCharge newsletter will be available to selected Senoko Energy clients and other members of the Singapore Manufacturing Federation, should they opt to subscribe.

Those who opt to receive the newsletter will also be given complimentary access to premium ST digital content for six months. The newsletter will include information on environmental, social and governance (ESG) trends, updates and shifts in ESG reporting.

## Result

### SENDER'S TESTIMONIAL



*Our partnership with The Straits Times is aimed at assisting businesses to stay closely connected to the pulse of ESG, empowering them to identify significant concerns*

*Mr James Chong, SVP, Commercial, Senoko Energy*

### RECIPIENT'S TESTIMONIAL



*This collaboration is more than just a resource — it's a beacon guiding SMEs*

*Mr Dennis Mark, CEO, Singapore Manufacturing Federation*

## Question 2

# How do you measure the success of nurture programmes over an extended lifecycle?



## Q&A





## What are the emerging trends and technology for B2B lead nurturing?

