

Press Release 2

MDEC offering advertising subsidies to merchants ahead of #MYCYBERSALE

This year's #MYCYBERSALE will see the Malaysian Digital Economy Corp ('MDEC') embrace new advertising techniques, with the help of a local technology start-up.

MDEC will subsidise YouTube influencer marketing videos for 18 of the SMEs they represent in order to drive more traffic to their websites during #MYCYBERSALE.

Valued at RM2,500, each video will be created by a SushiVid influencer, and will offer brands the opportunity to conduct A/B testing of their campaigns.

Yuh Wen Foong, CEO of SushiVid, a Malaysian company that connects brands and influencers, suggests that "at RM5,000 (50% subsidy by MDEC), the winning merchants can expect a video with an average of 15,000 views to say the least. Although we can't make any guarantees (as this is dependent on the influencer and the product interest) we think this is a highly conservative number of organic views."

#MYCYBERSALE is Malaysia's answer to Black Friday. Exclusively featuring e-commerce portals, Ms Foong believes it makes sense to wield a YouTube influencer's powers of persuasion ahead of the event.

"It's an easy linkage between a social media influencer and driving that traffic to your website. Every e-commerce client I know spends tons of money generating leads from remarketing, referral fees, affiliate marketing and first time user coupons. SushiVid provides a less in-your-face way to market your brand and builds trust through endorsements by influencers, however big or small the influencer is. It puts their skin in the game while also giving you content that you can share, that people will watch, that is SEO friendly forever," she says.

MDEC hope that the release of 18 videos instead of one high budget video will boost sharing and SEO reach, thus increasing the likelihood of a viral video campaign. As Ms Foong says, the collaboration is all about helping MDEC's merchants boost sales.

The winning merchants will be those with a story to share, crazy deals they wouldn't normally offer and those with unique products – all the ingredients of a viral video.

It's an innovative step by MDEC and one that Ms Foong applauds, especially when SushiVid is not yet one year old.

The #MYCYBERSALE period runs from 26 -30 September.