

### **“Podcast Interview on Digital Marketing”**

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Guest: Ms Nadarh

For this group, they interviewed Ms Nadarh working in digital marketing. She studied in the media for a short period. She worked in the music industry for 7 years before becoming a digital marketer. As digital marketer, the main job scope is to conceptualize and brainstorm media products that the company wants to put across. Even though using social media to market products are free, knowing and setting a budget is important for promoting a campaign.

In addition, I learnt being a digital marketer is an interesting job and it comes with excitement because no one campaign will be the same and every time it comes to new challenge. Being a digital marketing person, Ms Nadarh must know a lot of information such as knowing what the competitor posted on social media and managing the social crisis.

Ms Nadarh stated that when she is planning work, she does not have one strategy that fits but she has a set of guidelines for herself to follow and this shows that working as a digital marketer needs to be flexible in doing work and must be creative too. In my podcast with Mr Lim, we also discussed something related to digital marketing job. With Ms Nadarh explaining her job scope, I understand even further what Mr Lim meant by working in a cinema company. I have learned that Mr Lim and Ms Nadarh have similar explanation for digital marketing digital marketing is becoming more relevant and it is also part of marketing.

One of the group member question for Ms Nardah was “Do you think people should try to better understand the media content that they watch?” I think that more people on the web don’t really understand what they are reading like advertisement. Ms Nardah state that we are always being monitored and there is no privacy on the web. I agreed that what advertisement that pops up on your computer depends on your search history and its kind of scary if we think about it.

What do you think are the unique differences between digital marketing in Singapore and other countries? This question was rather good because every country have their own culture and they use different ways to express it. From the podcast I learnt that Singapore is much “Follow the rule” kind of nation and they will not share too much opinion especially politics. As for Americans, they are more open about that they say with no filter and it is tough for business account.

What are the development stages for someone of your proficiency? I learnt that it is more on self-taught and being in this job needs to take things slowly to be familiar with how social media have changed over time with the use of users. If the project has a high budget, more things can be learnt like how to use online tools and video to promote a campaign. Lastly, I learnt that Facebook has a tool called '**Look-alike audience**'. This tool assesses how the targeted audience has been behaving when they use the site. I think this tool can be useful when I am promoting my own content, I can manage the audience impression and target them accordingly.

To conclude, I find that this group kept repeating the questions making the speaker repeat herself a few times. I would like to suggest that this group subtitle does not manage what the person says.

