

DIGITAL

MARKETING

FOR BUSINESS

ONLINE TRAINING

Who Should Attend This Training?

- Marketing Executives
- Managers
- Senior Management
- IT Managers
- Business Owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organisation
- Anyone looking to pursue a career in digital marketing

OBJECTIVE

The world today has progressed at such exponential rate, that digital marketing is considered as a must if you are to sell your products and services to potential customers. To date, the integration of digital marketing and traditional marketing has been proven to be the best and effective method of marketing.

Through this programme, participants will gain a basic understanding on digital marketing guidelines and experience many hands-on sessions in developing their digital marketing strategies. Participants also will learn on how to utilise various digital marketing tools for their products and services to optimum level through digital platform.

What You Will Learn?

- Learn on how digital marketing can transform your marketing process and increase sales
- Gain information to on how to develop relevant content for marketing purpose
- Use social media platform to increase online branding and reach new potential client
- Understand search engine optimisation and how to appear high on results returned by a search engine
- Increase visibility through organic search engines results via paid search and advertising
- Learn on how to design and manage website to attract and increase visitor traffic
- Create and design email for marketing campaign
- Learn and use data analytics tools to make better decision making

Participants will be provided with an access to E-learning platform, many hands-on sessions on how to use various digital marketing tools and software in each topic. At the end of this programme, participants will not only understand the concept of digital marketing, they also will be equipped with practical knowledge on the implementation.

OUTLINE

Topic 1 - Introduction to Digital Marketing

- Definition of Digital Marketing
- Differences between Digital Marketing and Traditional Marketing
- Digital Marketing Components and Tools
- Developing Digital Marketing Strategy
- Case Study - Digital Marketing in Malaysia

Topic 2 - Content Marketing

- Content Mapping
- Content Planning and Strategy
- Effective Content Delivery
- Case Study - Effective Content Marketing
- Hands On Session - Develop and Create Content Marketing

Topic 3 - Social Media Marketing

- Social Media Platform and Tools
- Online Branding
- Guideline to Use Social Media Platform and Tools
- Case Study - Effective Use of Social Media Marketing
- Hands on Session - How to Use Social Media for Marketing

Topic 4 - Website Optimization

- Website as Marketing Tools
- Effective Website Design for Marketing
- Website Optimization
- Case Study - Best Practice for Website Management
- Hands on Session - Setup and Manage Website

Topic 5 - Email Marketing

- Email design for marketing purpose
- Create and Manage Email Campaign
- Email Marketing Tools
- Case Study - Sample Email Campaign
- Hands on Session - Setup and Create Email Campaign

Topic 6 - Search Engine Optimisation

- Understanding Search Engine Optimisation
- White hat versus black hat techniques
- On Site versus Off Site Optimisation
- Case Study - SEO Optimisation Sample Website
- Hands on Session - SEO Tools and Technique

Topic 7 - Paid Search

- Paid versus Organic Search
- Paid search platform
- Budget Management
- Case Study - Google Adwords
- Hands On Session - How to setup and manage paid search

Topic 8 - Digital Marketing Funnels

- Definition and Importance
- Types of Funnels
- Customer Acquisitions through Funnels
- Convert Customer Enquiry to Sales
- Hands on Session - Develop Digital Marketing Funnels

DURATION: 2 DAYS

LEARNING FORMAT: 7 HOURS (3.5 HOURS PER DAY)

FEES

RM500/pax

**excluding 6% SST*

Discount:

3-4 pax - 5%

5 pax & above - 10%



REGISTRATION

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