

DIGITAL MARKETING 101

DATE: 3-4 May / 7-8 September / 14-15 December 2023
9-10 January 2024

FEE: RM1,100

DURATION: 2 Days

HRD CORP SCHEME:

HRD Corp Claimable Courses

PROGRAM OVERVIEW

Do you want to build a digital marketing agency or build a Digital Marketing department inside your company but don't know how? There are many tools, techniques and even frameworks out there. However, sometimes it may be confusing and hard to upkeep with the trends if you do not have a strong foundation of your businesses, unique selling points and the understanding of value offered to your customers. It is essential to nail it down, so marketing is done right in the digital world.

LEARNING OUTCOMES

Upon completion of this program, participants will be able to:

- Learn what is Digital Marketing and how it works
- Understand the different channels of digital marketing
- Defining your target audience through segmentation and sharpening your message to reach them effectively
- Create and use popular digital platforms professionally for business or your organization

METHODOLOGY

- Trainer integrates adult education methods, two-way communication, and elements of NLP to promote a conducive learning environment where participants are actively engaged.
- Training is very interactive; the experience is extremely valuable with lots of experiential and community learning. Concepts and background information are introduced clearly and simply to maximize learning and practical application through group exercises, activities, and discussions. Activities will be linked to the learning and debriefed to connect learning to application. Other methods employed include:
 - Slides and Q&A with short explanations
 - Participation in role-playing
 - Group activities
 - Demonstrations
 - Group discussions and presentations
 - Video clip presentations
 - Community learning

WHO SHOULD ATTEND

- Mid/Senior Manager
- First Level Manager
- Executive/Supervisory

FACILITATOR

Mike Cheong

Michael Cheong is a graduate of the School of Mass Communication and a passionate advocate of finding ways to use zero-cost digital marketing for businesses. He is passionate about community empowerment. His main areas of expertise are SEO writing, copywriting, and social media marketing - he has trained and worked with various industries, including government and non-profits. As part of his professional experience, he has worked with small businesses and organizations that need to be more visible on social media to make more of an impact. He also provides practical skill training to seniors and emerging communities. In his training, he reverses engineers marketing processes in layman's terms to empower the training participants. He is passionate about human psychology and NLP.

PROGRAM CONTENT

Module 1

Digital Marketing Framework – Framework to A Great Start

- Traditional versus Digital Marketing: What are the differences and why both are needed
- Channels: The different types of channels in digital marketing
- The ABCDs of Digital Marketing: Steps to Successful Marketing

Module 2

Copywriting 101

- What is Copywriting: Learn what is copywriting and how it helps your marketing efforts
- Copywriting vs. Copyright
- Elemental pillars for a strong copy
- Laser targeting your audience to reach them

Module 3

Search Engine Optimization (SEO): Boost Your Visibility On The Web

- SEO 101: What is SEO, and how can it help your marketing efforts?
- Eye in the sky: How to know what people are searching for?
- How does SEO work: The process of how search queries are made and how it affects your market visibility
- Keyword magic: Exploring the world of keywords

Module 4

Facebook for Business: Using Facebook To Increase Sales

- The Facebook Meta ecosystem and how it relates to social media marketing
- Facebook social channels: Exploring different types of channels within Facebook
- Organic vs. Paid postings
- Business Page: Setting up your page professionally and connecting to social handles.

Module 5

Instagram for business

- What is Instagram, and how it plays a role in your marketing
- Instagram Accounts: Which type is best for you?
- Key features that you can access using an Instagram business account
- Business vs. Creator Account: The difference between features and suitability for your business

Module 6

WhatsApp Marketing: Using WhatsApp as A Business Asset

- WhatsApp Marketing: Using WhatsApp as a marketing tool
- Behind the hood: Exploring the features of WhatsApp Business App
- Setting up WhatsApp for business

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 2
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 3
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 3(<i>Continue</i>)
		End of the day

Day 2

9:00am - 10:30am	:	Module 4
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 5
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 6
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 6(<i>Continue</i>)
		End of the day

