

DIGITAL MARKETING

COURSE SUMMARY

OVERVIEW

This course is intended to give fundamental concepts of Digital Marketing. It will also provide importance and hands-on experience to learn essential needed in expanding the company or business for online development and affiliate marketing. This course also teaches step-by-step how to market a business online from scratch across all the major marketing channels.

DURATION

Two (2) days In-person training running from 9:00 am to 5:00 pm

OBJECTIVES

To train participants on how to use digital marketing to promote their business

LEARNING OUTCOMES

On completion of this course, participants will be able to:

- Utilize digital technologies and social media platforms to improve the quality and quantity of their digital selling and marketing
- Understand basic Internet Marketing Strategy
- Learn to avoid costly mistakes made by other business owners in digital marketing

TARGET GROUP

Digital Marketer, Online Business Owner, etc.

TARGET INDUSTRY

SME Business, Digital Industry, etc.

PROGRAM METHODOLOGY

Classroom Theory and Hands On

HRD CORP SCHEME

This course is HRD Corp claimable

PROGRAM FEE

RM 848 per pax (inclusive of 6% SST)

CERTIFICATION

Certificate of Attendance from UKM UNIPEQ (*full payment required*)

PROGRAM CONTENT

- Introduction to Digital Marketing
- Market Research Info
- Search Engine Optimization (SEO)
- Platforms for Digital Marketing and How to use it
- Copywriting and Articles Writings

COURSE OUTLINE

Day 1

Time	Content
8:30 am – 9:00 am	<i>Registration</i>
9:00 am – 10:30 am	Introduction to Digital Marketing <ul style="list-style-type: none"> • The Importance of Digital Marketing in the Current Era • Examples of Successful Companies with Brilliant Digital Marketing Strategy
10:30 am – 11:00 am	<i>Morning Break</i>
11:00 am – 1:00 pm	Market Research Info <ul style="list-style-type: none"> • Know your Target Market • Google Analytics • Surveys • Customers' Demands and Feedback
1:00 pm – 2:00 pm	<i>Lunch Break</i>
2:00 pm – 4:00 pm	Search Engine Optimization (SEO) <ul style="list-style-type: none"> • Introduction to SEO • SEO Overview • 5 SEO Metrics
4:00 pm – 4:30 pm	Day 1 Assignment Q&A
4:30 pm – 5:00 pm	<i>Summary & Conclusion, Tea Break & End of Day 1</i>

COURSE OUTLINE

Day 2

Time	Content
9:00 am – 10:30 am	<p>Day 1 Training Recap:</p> <p>Recap day 1 Training</p> <p>Platforms for Digital Marketing and How to use it</p> <ul style="list-style-type: none"> • Social Media • Email Marketing • Website • WhatsApp • Google Ads • App Marketing • YouTube Marketing • Affiliate Marketing
10:30 am – 11:00 am	<i>Morning Break</i>
11:00 am – 1:00 pm	Platforms for Digital Marketing and How to use it (Cont.)
1:00 pm – 2:00 pm	<i>Lunch Break</i>
2:00 pm – 4:30 pm	<p>Copywriting and Articles Writings</p> <ul style="list-style-type: none"> • Introduction to Copy Writing • AIDA Formula • Tips on Writing Magnetic Headlines
4:30 pm – 5:00 pm	<i>Summary & Conclusion, Tea Break & End</i>