

# 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 of Online training running from 9:00 am to 1:00 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

Online Activities

### HRD CORP SCHEME

This course is HRD Corp claimable

### PROGRAM FEE

RM 371 per pax (inclusive of 6% SST)

### CERTIFICATION

e-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	<p><b>Introduction to Digital Marketing</b></p> <ul style="list-style-type: none"> <li>• The Importance of Digital Marketing in the Current Era</li> <li>• Examples of Successful Companies with Brilliant Digital Marketing Strategy</li> </ul> <p><b>Market Research Info</b></p> <ul style="list-style-type: none"> <li>• Know your Target Market</li> <li>• Google Analytics</li> <li>• Surveys</li> <li>• Customers' Demands and Feedback</li> </ul>
10:30 am – 10:45 am	<i>Break</i>
10:45 am – 1:00 pm	<p><b>Search Engine Optimization (SEO)</b></p> <ul style="list-style-type: none"> <li>• Introduction to SEO</li> <li>• SEO Overview</li> <li>• 5 SEO Metrics</li> </ul>
1:00 pm	<i>End of day 1</i>

## COURSE OUTLINE

### Day 2

Time	Content
9:00 am – 10:30 am	<b>Recap day 1 Training</b>  <b>Platforms for Digital Marketing and How to use it</b> <ul style="list-style-type: none"> <li>• Social Media</li> <li>• Email Marketing</li> <li>• Website</li> <li>• WhatsApp</li> <li>• Google Ads</li> <li>• App Marketing</li> <li>• YouTube Marketing</li> <li>• Affiliate Marketing</li> </ul>
10:30 am – 10:45 am	<i>Break</i>
10:45 am – 1:00 pm	<b>Copywriting and Articles Writings</b> <ul style="list-style-type: none"> <li>• Introduction to Copy Writing</li> <li>• AIDA Formula</li> <li>• Tips on Writing Magnetic Headlines</li> </ul>
1:00 pm	<i>Conclusion &amp; End of Training</i>