


2 – DAY


DIGITAL MARKETING 101

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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 to simply maximise 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?

- Supervisors
- Managers
- Team Leaders
- Senior Executives
- Marketing Executives and representatives
- Marketing Communication executives
- Department Heads

INTRODUCTION

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 keep up with the trends if you do not have a strong foundation of your business' unique selling points and the understanding of values offered to your customers. To nail it, it is essential that marketing is done right in the digital world.

With the current change of the economy towards a non-touch world, digital marketing has emerged to play an important role. Businesses and organisations must now find new ways to reach their audience. Marketing and positioning are now an ongoing strategy to stay relevant and desirable in a competitive world. Businesses will benefit from empowering and equipping their team with this knowledge.

COURSE OBJECTIVES

By the end of this course, you will be able to:

- Walk away with practical knowledge about the digital marketing world
- Have the “know-how” and learn to utilise digital tools to your advantage with helpful hands-on interaction and course work during the training

PROGRAM OUTLINES

MODULE 1: DIGITAL MARKETING FRAMEWORK – FRAMEWORK TO A GREAT START

Learn the concept of Digital Marketing and what makes the difference between traditional and digital marketing. A brief introduction on SEO, Search Marketing (PPC), E-mail Marketing, Digital Display, Social Media Marketing, and Mobile Marketing. We will also cover the essential ABCDs in Digital marketing that all marketers need to know.

- 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

- Learn what copywriting is all about and the fundamentals of copywriting. We will go into the elements of copywriting and secrets on how to utilise them in crafting it into your unique copy to significantly boost your audience's interest. We will also learn about audience segmentation and various strategies to connect with them.
- 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 OPTIMISATION (SEO): BOOST YOUR VISIBILITY ON THE WEB

- Learn about the "what, how, and why" of SEO and how to monetise it. We will also learn about the magical world of keywords and search for them to leverage your niche. We will also discover the importance of content and including EAT principles in your future digital marketing initiatives
- 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

- Learn about the Facebook Meta platform for business and types of Facebook usage categories. We will also learn three reasons your business needs a Facebook page and create your Facebook page for business. Participants will also learn about using Facebook Business Suite to manage their business too.
- 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

- Understand the Instagram platform and the different types of Instagram accounts. We will also be learning about business accounts, their advantages, and setting up your business Instagram account. Participants will understand the types of content on Instagram, using the power of stories and utilising hashtags as a strategy for reach and engagement.
- 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

- Leverage on WhatsApp for business to connect with your audience and learn about the features of WhatsApp marketing. We will learn about setting up WhatsApp for business and E-commerce integrations.
- WhatsApp Marketing: Using WhatsApp as a marketing tool
- Behind the hood: Exploring the features of WhatsApp Business App
- Setting up WhatsApp for business