


# 2 – DAY

## DIGITAL MARKETING FUNDAMENTALS


### CONTACT

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### INTRODUCTION

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Digital Marketing Fundamentals: Fundamentals of digital marketing even before using the tools to empower you.

In the field of digital marketing, you might be overwhelmed with all the new ideas and concepts that come with it. It is easy to get lost in the sea of digital marketing and drown. That's why it is crucial to understand and learn the ropes to it to sail through the process. In this course, you will learn the frameworks and be armed with the right tools and strategies to take your business, brand, or your marketing efforts to the next level.

### METHODOLOGY

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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

### COURSE OBJECTIVES

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

- Learn what are the fundamentals of Digital Marketing even before using social media tools and strategies
- Understand what makes entrepreneurs and intrapreneurs, and the different skills needed for digital marketing
- Defining your target audience through segmentation and sharpening your message to reach them effectively
- Create and use popular digital platforms by analysing and crafting your sales funnel for business or your organisation
- Walk away with strong foundational knowledge about the digital marketing world
- Have the “know-how” and learn to utilise these digital tools to your advantage in a real-life situational environment

### WHO SHOULD ATTEND?

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

# 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 Marking (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: ESSENTIAL SKILLS NEEDED FOR ENTREPRENEURS AND INTRAPRENEURS

Know what differentiates entrepreneurs and intrapreneurs, and how to spot them in your team. This module also covers the essential skills required for entrepreneurs and intrapreneurs, and the proper mindset cultivation. We will also cover business mapping strategies for marketing direction.

- Entrepreneurship: What makes an entrepreneur?
- Entrepreneur & Intrapreneurs: Which are you?
- Mindset Change: Growth vs. Fixed
- The power of growth mindset

## MODULE 3: CUSTOMER SEGMENTATION

Do you know who you are communicating with and who is out there listening to you? These people are your target audience, and it is crucial to identify exactly who these people are. When you identify your audience, you develop clear, desirable, and marketable messages that resonate with them.

- What is market segmentation, and how it relates to your business
- Why is segmentation important for your business?
- Segmenting B2B vs. B2C
- Audience GeD BePsyScio Formula: Using the formula to segmentise your market

## MODULE 4: THE MARKETING FUNNEL: HOW THE MARKETING FUNNEL WORKS FROM TOP TO BOTTOM

Know the difference between marketing and sales and understand the concept of marketing and customers' needs. We will also cover the fundamentals of funneling in marketing and fit it in the digital world.

- Sales vs. Marketing: What's the difference?
- The Funnel: What is the marketing funnel, and how it works
- Funnel and time: Going deeper into the funnel

## MODULE 5: 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 6: FACEBOOK FOR BUSINESS: USING FACEBOOK TO INCREASE SALES

Learn about the Facebook 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.

- The Facebook 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 7: INSTAGRAM (IG) 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
- Media content for Instagram: How to use IG to capture attention the right way