2 – DAY
DIGITAL MARKETING 101

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 trend 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

Methodology

- Role-plays
- Self-assessment exercises
- Case-studies
- Simulation games in relations to the topics discussed

Who Should Attend?

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

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Course Outline

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 OPTIMISATION (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