

# 1 – DAY BRANDING WITH SOCIAL MEDIA



## Introduction

The purpose of this module is to help participant able to understand how to build branding with social media for their business. Participant will also learn how social media will help the reach and engage new customer and build long term customers trust and loyalty.

The module comprises of 7 hours of training. The contents comprise of hands on technical knowledge learning and strategies to help participants build their brand with social media with the help of available social media marketing tools in the market.

## Course Objectives

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

- Utilise the knowledge to market their product in Facebook ads
- Utilise the knowledge to market their product in Google Ads
- Creating brand awareness on their promotion or sales
- Generating new customer leads

## Methodology

- Slide presentations
- In class hands on learning experience
- Case study
- Individual presentation
- Group presentation

## Who Should Attend?

Marketing manager, executive, business owner and those interested to learn social media branding.



# 1 – DAY BRANDING WITH SOCIAL MEDIA



## Course Outline

**MODULE 1:** Introduction to Social Media branding

**MODULE 4:** Developing your marketing personas.

**MODULE 2:** Basic in building your branding identity in social media.

**MODULE 5:** Branding with social media monitoring.

**MODULE 3:** Extending visual branding.

