

2 – DAY DIGITAL MARKETING – REACHING NEW CLIENT VIA FACEBOOK AND GOOGLE ADS



Introduction

The purpose of this module is to expose to public on Internet marketing to market their products or services. The knowledge of internet marketing is essential as more customers preferred online purchasing rather than walk in to traditional retail stores.

Failing to cope up with the trend of online purchasing may result loose of rising numbers of new customers with big purchasing power.

The module comprises of 14 hours of training. The contents comprise of hands on technical knowledge learning and strategies to help companies boost their present to reach new and loyal customers. This will help companies to increase their products sales.

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?

This programme is designed to help company to start marketing their products/ services and boost their sales via digital marketing platform.



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Course Outline

MODULE 1: Introduction to Facebook marketing

MODULE 8: Setting and running your Google ads

MODULE 2: Building an effective Facebook page

MODULE 9: Analyzing data with Google analytics

MODULE 3: Creating impactful content

MODULE 10: Managing database for future effective marketing

MODULE 4: Starting Facebook ads campaign

MODULE 5: Retargeting the market

MODULE 6: Introduction to Google ads

MODULE 7: Creating the right campaign for your marketing plan

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