

Course Name:

Digital Marketing Zero To Hero – Become an Authority in Digital Marketing

Synopsis

This course is design for entry to the intermediate level, for sales & marketing personnel who need basic skills on digital marketing or business owners who all the while use conventional marketing, and required for basic skills on digital marketing on his/her business transformation. This course include Google marketing technique as well as Optimizing Google My Business]listing which best for Local SEO.

What You Will Learn

Learning Objective:

- Brand Awareness
- Lead Generation
- Target Customers
- Retaining Old Customers
- Increase Sales/Profit and grow business
- Expand the market even to global markets.
- Getting more website traffic
- Improve conversions
- Promotion for new products & services
- Create Online Presence
- Digital Transformation
- Transform from Offline to Online business
- Learn the essential philosophies and practices of digital marketing
- Familiarize the methodologies, tools and technologies behind

Learning Outcome:

By the end of the training, participants will be able to:

- Understanding the fundamentals of Digital Business
- Organize frameworks and plan approaches to market product/services on digital platform effectively
- Understand various digital marketing tools, leverage it to improve online presence
- Plan marketing content, develop marketing content that works well for the target audience and to measure its impact to improvise the sales through social media.
- Able to make a convincing social media copywriting
- Gaining graphic design skills, “design like a pro” able to design a social media post, cover photo, graphics for website, and email marketing campaign.
- Ability to create a landing page as a call to action in social media post
- Understanding how the website works and how to optimize for better search engine ranking.
- Understanding keyword research and being able to pick the right keyword for ranking.
- Understanding local SEO, able to optimize Google Business Profile effectively.
- Able to target and speak to your PERFECT audience

Who Should Attend

This course is suitable for:

- Small Business Owner
- Sales & Marketing Personal
- Entrepreneur
- Start Up
- Individuals who are interested in learning digital marketing.
- Digital Marketer
- Social Media Marketer
- SEO Specialist

Prerequisite

- Stable Internet Access (At least 10Mbps above)
- Valid Email ID (either Personal/Business)
- Valid Facebook Account & Instagram Account
- Dual monitor will have an advantage for better learning experience
- Having a product/services to promote

Course Methodology

During this 3 day class, the trainer will guide you & explain all the expect on digital marketing, each participant will have a chance to practice especially come to digital marketing tools, setting up & optimizing social media page/account, setting up landing pages, attach opt in form with email marketing tools, as well as off-page optimization at Google Business profile (previously known as GoogleMyBusiness). Participants will get a hand on activity along this 3 days course.

Course Duration

3 day(s) - 9am - 5pm

Course Structure

Session 1: Fundamental of Digital Marketing

Is a pleasant sign, when you are looking into Digital Marketing training now! (Especially this course outline!) I believe you should have a basic understanding on the importance of Digital Marketing. I am assured you are in the right path & right place to learn Digital Marketing now and let me share you my favorite quote:

“DIGITAL MARKETING IS NO LONGER AN EXPERIMENTAL STRATEGY... IT’S THE NEW INDUSTRY STANDARD FOR CONNECTING WITH YOUR TARGET AUDIENCE “. In this chapter, we cover how does old school marketing different from digital marketing, why digital marketing having a lot more advantage from old school marketing, how to choose the right digital channel that suitable for your online presence, how to position your UPS to win the market, get to know your customers buying behavior, and most important is to creating digital footprint; We will also cover several essential digital marketing tools that every digital marketer needs as well as a bonus topic, “power of copywriting” to kick start our Digital Marketing journey.

Topics include:

- Conventional Marketing vs Digital Marketing
- Type of Digital Marketing Channel
- Your Unique Selling Proposition
- Know Your Customer
- Marketing Mix
- Create Digital Footprint
- Creating Authority Online
- Know Your Digital Marketing Tools
- Power of Copy Writing

Session 2: Social Media Marketing (SMM)

Social media is a new norm, even senior citizens have a Facebook and Twitter account. In this chapter, we covered a few social media platforms such as Facebook, Instagram, WhatsApp. The pros and cons of using profile, groups, page for your business, how to get organic traffic, (especially trainer’s secret strategies), increase likes and followers at this platform as well as power keywords for closing sales!

Topics Include:

- Introduction to Social Media

- 12s Social Media Content Strategies
- Facebook Marketing

Session 3: Website Marketing

Every business needs to have an office or a storefront; With digital presence, your business needs to have a website! A so-called online presence. In this chapter, you will learn how to get publicity and awareness via website marketing, we will discuss a few types of website marketing strategies & how to choose the right platform to host your website platform, as well as several online channels that can generate income to your business.

Topics Include:

- Introduction to Website Design and Development
- Advantage of using Website for Business
- Choose Your Business Website Platform
- Generating Income Through Website Marketing

Session 4: Email Marketing

Email brings higher ROI according to the research, if you don't practice email marketing, it is really a big loss. In this chapter we will discuss how email marketing system works, leads capture methods, list building strategies as well as how to automate your email marketing campaign.

Topics Include:

- Introduction to Email Marketing
- Lead Capture Strategies
- Building Email Database
- Customer Value Optimization (Bonus)

Session 5: Google Marketing

Search engine traffic is important, we wish to have “FREE” traffic from search engine, this also the reason we learn search engine optimization on the following topic. Before we proceed to SEO, we choose Google because it takes 98% of the market share in search engine industries. In this chapter, we learn a few google marketing tools which can help us in our business.

Topics Include:

- Fundamental Of Search
- Advance Keyword Research Tools
- Google Marketing Tools
- Local SEO, Google Business Profile (Google My Business) & Optimization

Session 6: Search Engine Optimization (SEO)

How about FREE traffic from Search Engine? How good when someone searches for your product and services, Search Engine recommends you for FREE! This is the importance of Search Engine optimization. In this chapter, you will learn the fundamentals of SEO, how to make a search engine like your page and recommend you when someone searches your product and services, we will cover how the “on-page” and “off-page SEO” as well as link building strategies.

Topics Include:

- Understanding Search Engine Optimization
- On Page Optimization
- Off Page Optimization
- Knocking Search Engines Door
- Building Authority Online
- White Hat vs Black Hat (Bonus)