

DIGITAL MARKETING ZERO TO HERO

AN AUTHORITY IN DIGITAL MARKETING

DMC-Z2H

Duration: 2 days; Instructor-led | Virtual Instructor-led

OVERVIEW

This course is a comprehensive, for entry to the intermediate level, 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.

- Brand Awareness
- Lead Generation
- Target Customers
- Retaining Old Customers
- Increase Sales/Profit
- Expand Market
- More Website Traffic
- Improve conversions
- Promotion for new products & services
- Create Online Presence
- Digital Transformation
- Offline to Online

OBJECTIVES

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

- Understanding the fundamental 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 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.

PREREQUISITES

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

AUDIENCE

This course is suitable for:

- Small Business Owner
- Sales & Marketing Personal
- Entrepreneur and Startup
- Marketing Manager
- Digital Marketing Specialist
- Marketing Consultant
- Individuals who are interested in learning digital marketing.

COURSE CONTENTS

Module 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.

Topic 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 Copywriting
- AI Assist Copywriting

Module 2: Social Media Marketing (SMM)

Social media is a new norm, even my grandmother has 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!

Topic Include:

- Introduction to Social Media
- 12s Social Media Content Strategies
- Facebook Marketing

Module 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.

Topic include:

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

Module 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.

Topic include:

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

Module 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.

Topic include:

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

Module 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.

Topic include:

- Understanding Search Engine Optimization
- On Page Optimization
- Off Page Optimization
- White Hat vs Black Hat (Bonus)

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