

# DIGITAL MARKETING TRAINING

HRDF HRD CORP  
TRAINING



Sdn. Bhd.

***In today's environment, learning digital marketing is critical since it allows organisations and people to reach a larger audience and grow their online presence. As the internet, social media, and mobile devices have grown in popularity, digital marketing has become an essential component of any effective marketing strategy.***

You can learn search engine optimization (SEO), social media marketing, email marketing, content marketing, and other skills by studying digital marketing. These abilities can assist you or your company in targeting certain demographics, increasing website traffic, generating leads, and eventually driving revenue. Furthermore, because digital marketing is a continually growing subject, knowing it can help you keep current on the newest trends and best practises.



# COURSE MODULE

## Day 1

*9am - 1pm*

### **Module 1: Introduction to Digital Marketing**

- What is digital marketing and why is it important?
- Digital marketing channels and their characteristics
- Key metrics to measure digital marketing success

### **Module 2: Digital Marketing Research**

- Types of digital marketing research
- Steps in the research process
- Formulating research questions and hypotheses
- Select appropriate research designs and data collection methods
- Analyze and interpret research data

### **Module 3: Online Reputation Management (ORM)**

- Introduction to online reputation management and its importance
- Strategies for monitoring and responding to online reviews
- Proactive ORM techniques and online brand building strategies

*1pm - 2pm \*\*\* Lunch Break*

*2pm - 5pm*

### **Module 4: Content Marketing**

- What is content marketing and why is it important?
- Creating a content strategy and editorial calendar
- Types of content (e.g., blog posts, videos, infographics) and content promotion techniques

### **Module 5: Video Marketing**

- Creating engaging video content and optimizing videos for search
- Video distribution and promotion strategies



# COURSE MODULE

## Day 2

*9am - 1pm*

### **Module 6: Introduction to Social Media Marketing**

- Understand the basics of social media marketing and its benefits
- Create effective Facebook, Instagram, and TikTok campaigns
- Use targeting options and best practices for each platform
- Measure social media performance using analytics tools
- Optimize social media campaigns for better results.

### **Module 7: Facebook Marketing**

- Targeting options for Facebook ads
- Best practices for ad copy, visuals, and landing pages

### **Module 8: Facebook Organic Marketing**

- Understanding Facebook's Algorithm
- Understanding Facebook's Algorithm
- Creating Effective Facebook Content
- Techniques for increasing engagement
- Measuring Facebook Organic Marketing Success

*1pm - 2pm \*\*\* Lunch Break*

*2pm - 5pm*

### **Module 9: TikTok Marketing**

- Overview of TikTok's advertising platform
- Understanding the TikTok algorithm
- Creating effective TikTok ads and content

### **Module 10: Instagram Marketing**

- Overview of Instagram's advertising platform
- Instagram content strategy and planning
- Instagram ad formats and best practices



# COURSE MODULE

## Day 3

9am - 1pm

### Module 11: Email Marketing

- Introduction to email marketing and its benefits
- Building an email list and creating effective email campaigns
- Email automation, segmentation, and tracking metrics

### Module 12: Website Design and Development

- Website design best practices and user experience (UX)
- Importance of website speed and mobile optimization
- Understanding website analytics and conversion optimization

### Module 13: SEO - 1st Page Google Ranking

- Understanding how search engines work
- Keyword research and on-page optimization techniques
- Off-page optimization and link building strategies
- Understand the importance of technical SEO, local SEO, mobile SEO, e-commerce SEO, and advanced link building
- Implement effective strategies for each area of SEO
- Optimize websites and content for improved search engine visibility and rankings
- Use data and analytics to track performance and make informed decisions.

1pm - 2pm \*\*\* Lunch Break

2pm - 5pm

### Module 14: Data Collection Marketing

- Big Data Marketing, collecting, structures and apply

### Module 15: Creating AI - Marketing Automation

- Identify use AI workflows that can be automated
- Develop an AI marketing automation strategy and workflow
- Set up and integrate marketing automation with other marketing channels
- How AI content creator helps you and avoid been detected





## **Public Classes**

*Subang Jaya SS15 - First Subang Mall*

**9am - 5pm**

**Min 1 Pax, Max 9 Pax**

**(Per Employer / One Company)**

## **On-Site (INHOUSE) Training**

*Can be conducted at Employer Premise /  
Training Provider Center*

**9am - 5pm**

**Min 5 pax, Max 35 pax**

**100% HRDF HRD Corp Claimable Scheme**







## TRAINING PROVIDER REGISTRATION CERTIFICATE

AKTA PEMBANGUNAN SUMBER MANUSIA BERHAD, 2001

**DOUBLE EFFECT SDN. BHD.**

*is hereby registered as a training provider under*  
**PEMBANGUNAN SUMBER MANUSIA BERHAD**

APPROVAL DATE	EXPIRY DATE
21/02/2020	20/08/2023

This approval is subject to the current terms and conditions of  
Pembangunan Sumber Manusia Berhad

21/02/2023

Release Date

PEMBANGUNAN SUMBER MANUSIA BERHAD



**DELIVERING QUALITY, DEVELOPING EXCELLENCE**