

WHAT YOU NEED TO KNOW ABOUT **DIGITAL MARKETING**



Foundation to Digital Business
Social Media Marketing
Website Marketing
Email Marketing
Search Engine Optimization

Calvyn Lee

Digital Marketing Trainer
eUsahawan Certified Trainer
Trainer Code: TG 299
016-438 3530

Objective:

- a) Brand Awareness
- b) Lead Generation
- c) Target Customers
- d) Retaining Old customers
- e) Increase Sales/Profit
- f) Expand Market
- g) More Website Traffic
- i) Improve conversions
- j) Promotion for new products & services
- k) Create Online Presence

Agenda:

Day 1

- 8.30am-9.00am Registration
- 9.00-10.30 **Foundation To Digital Marketing**
- 10.30-11.00 Morning Break
- 11.00-12.30 **Foundation To Digital Marketing** (Continue)
- 12.30-1.30 Lunch Break
- 1.30-3.00 **Social Media Marketing**
- 3.30-4.00 Tea Break
- 4.00-5.30 **Social Media Marketing** (Continue)
- 5.30-6.00 Wrap UP (Q&A)

Day 2

- 8.30am-9.00am Registration
- 9.00-10.30 **Website Marketing**
- 10.30-11.00 Morning Break
- 11.00-12.30 **Website Marketing** (Continue)
- 12.30-1.30 Lunch Break
- 1.30-3.00 **Email Marketing**
- 3.30-4.00 Tea Break
- 4.00-5.30 **Search Engine Optimization**
- 5.30-6.00 Wrap UP (Q&A)

Course Outline:

Digital Marketing Basic – “What You Need To Know”

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 (Bonus)

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

Social Media Content Strategies

Facebook Marketing

Instagram For Business

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 channel 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

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

Email Automation

5. 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)