

Digital Marketing Training from Mr Haqqim Harun

Module 1: Introduction to Digital Marketing

Digital Marketing Landscape
Role of Social Media in Marketing
Understanding Different Social Platforms
Integrating Social Media with Other Channels

Module 2: Social Media Strategy Development

Identifying Target Audiences
Setting Goals and Objectives
Choosing the Right Platforms
Developing a Content Calendar

Module 3: Content Creation for Social Media

Visual Content Creation
Writing Engaging Copy
Video Marketing
User-Generated Content

Module 4: Social Media Advertising

Facebook and Instagram Ads
Twitter Advertising
LinkedIn Advertising
Measuring Ad Performance

Module 5: Community Management

Building and Engaging Communities
Customer Service on Social Media
Crisis Management
Influencer Partnerships

Module 6: Analytics and Performance Metrics

Understanding Key Metrics
Using Analytics Tools
Reporting and Insights
ROI Measurement

Module 7: Search Engine Marketing (SEM) and SEO

Introduction to SEM and SEO

Integrating with Social Media

Google Ads and PPC

On-Page and Off-Page SEO

Module 8: Email Marketing and Automation

Building Email Lists

Creating Effective Campaigns

Marketing Automation

Integrating with Social Media

Module 9: Mobile Marketing and Social Apps

Mobile-First Strategy

Marketing on Mobile Social Apps (e.g., TikTok, WhatsApp)

Mobile Advertising

Tracking Mobile Conversions

Module 10: Compliance, Ethics, and Best Practices

Understanding Malaysian Regulations

Data Privacy and Security

Ethical Marketing Practices

Ongoing Professional Development