



MALAYSIA
HR FORUM

FUNDAMENTALS OF DIGITAL MARKETING

RM 2,600



100% HRDC Claimable



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Module Overview

Data available confirms the necessity for businesses to be present, to be relevant, and to be heard online, especially on social media platforms. If this is where the customers are, it is where the businesses should be.

Digital marketing is thought to be expensive, time-consuming, and difficult, whereas social media is thought to be easy since we use it daily to handle our personal accounts. This is where businesses get it wrong.

This Course will change the way digital marketing is done at the Organization to maximize its returns and at the same time, optimize resources spent on it. Unlike other courses that teach participants how to set up and run a fan page, this course focuses on business aspects – marketing, selling, branding, ads, strategies, for without them a business has no business on the digital platform. Participants will learn imperative business concepts, effective management skills, lead generation strategies, and creative content creation.



01

Learning objectives

- **List** the several key areas of digital marketing.
- **Create** their digital marketing strategy with inclusion of sales, marketing and branding techniques.
- **Identify** and **Connect** with their target audience.
- **Attract** more prospects through advertisements.
- **Create** contents that will excite and engage audience.

02

Targeted Participants

Business Owners, Social Media Managers, Sales & Marketing Executives, Content Creators, Freelancers



03

Method of Training

- Theoretical and Practical Hands-on Sessions
- Demonstrations
- Group Activities
- Design Challenges
- Presentation
- Sharing Sessions

Learning Outcome

At the end of the course, participants will be able to;

- **List** the several key areas of digital marketing.
- **Create** their digital marketing strategy with inclusion of sales, marketing and branding techniques.
- **Identify** and **Connect** with their target audience.
- **Attract** more prospects through advertisements.
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Contents Day 1 | 9 am – 5 pm

Introduction

- Context Setting
- Program Briefing

Ice breaker: Wefie Challenge

Module 1: The Exciting World of Digital Marketing

- Building Blocks of Digital Marketing
- The Importance of Digital Marketing
- Components of Digital Marketing (Meta, Google, Tik Tok, LinkedIn and others)
- Social Media User Psychology

Activity: Features & Advantages

Module 2: Key Marketing & Branding Strategies

- The A.I.D.A Marketing Model
- Boost Your Online Branding
- Know Your Buyer Persona

Activity: Know Your Customer Persona

Contents Day 2 | 9 am – 5 pm

Recap of Day 1

Module 3: Content Marketing That Works

- Building a Content Calendar
- Content Strategies
- Research, Writing, and Keywords
- Graphic Designing Techniques
- Themes, Tricks, and Tips

Activity: Fun with Canva

Module 4: Utilizing Meta Ads and Google Ads

- Compelling Captions and Great Graphics for Ads
- Promos and Hooks
- Advertising Guidelines

Activity: Case Studies

Recap of the Training: Putting It All Together

