

INTRODUCTION

Social media has grown as the most powerful tool in recent years with limitless marketing potential in digital marketing arsenal.

Acquire an in-depth understanding on how you can use social media to uncover your target market through every stage of the conversion funnel, from awareness to the accomplishment of your pre-determined objective.

This interactive workshop is specially designed for marketing executive/manager who need to involve directly and indirectly to their organization's digital marketing strategy and implementations, particularly in social media marketing.

No prior experience in digital is needed to attend this training course. Our trainers are experienced in delivering the knowledge for all level of competency.

WHO SHOULD ATTEND?

Marketers, senior managers and business owners who want to understand the impact of digital marketing on their business.

LEARNING OUTCOMES

- Understand how to integrate online marketing to your overall marketing strategy
- Leverage online customer acquisition tools (e.g. paid search, display advertising, SEO) and engagement channels (e.g. social media, video marketing)
- Evaluate your current online strategy, measure and analyses future online marketing tactics
- Understand content marketing and data-driven marketing personalization

COURSE OUTLINE

- What is social?
- Social media analytics course
- Viral marketing and how to create contagious content
- Advanced social media marketing for picking up clients
- Social media ethics
- Conceptualize and Orchestrate a winning social media marketing campaign
- Attract the right target audience and quality fans
- Convert the traffics and fans to become leads/customer
- Perform competitive intelligence on the competitors and beat the competition
- Avoid & Manage social media disaster
- Auditing the social media outcomes and data intelligence
- Leverage on the right social media tools and resources to run task effectively

SPEAKER'S PROFILE

Ms. P. Gomathi has been with the education and training industry for 14 years. With a Master in Business Administration (MBA) from Twintech Informational University, Ms Gomathi is a successful lecturer in fields of International Business, E-Commerce, Entrepreneurship, Computerized Accounting, and UBS Payroll.



She has obtained her certification in Digital Marketing Professional (2017) from Digital Marketing Consultancy S/B and is a PSBM Certified Trainer (TTT). Other certification worth mentioning is the Google AdWords Certified Masterclass and Kursus eUsahawan Go Digital (MDEC).

Currently, she conduct the digital Marketing Training organized by the Malaysian Associated Indian Chamber of Commerce & Industry. She is also the chief Digital Marketing Consultant of Lembah Beringin Golf Club.

With proven presentation skills and hands on training in Digital Marketing, Ms. Gomathi shares he knowledge and technical expertise with participants.