

# ONLINE TRAINING

on

# CREATIVE CONTENT FOR SOCIAL MEDIA



Date: 16th July 2024 (Tuesday)  
Time: 09.00 am to 1.00 pm & 2.00 pm to 5.00 pm  
Venue: ZOOM APPS  
HRDC SBL KHAS Claimable

## **WHO SHOULD ATTEND**

- Sales and Digital Marketing Employees
- Marketing Executive/Managers
- Current or Aspiring Entrepreneur's

## **PROGRAMME OVERVIEW**

- In today's busy digital marketplace, it's vital that businesses work to build trust with their leads and Customers. Building trust can help your business establish a positive brand reputation; creating custom content is a great way to get to know your leads and customers while building good will.
- What to learn how to do product photography, shoot video, design content, edit video and promote in Youtube in 1 day? If you are interested in create attractive content for your online marketing at zero cost.
- Join this online training to explore the opportunity!

## **WHAT YOU WILL LEARN?**

By the end of the training, you will learn:

- Creative content for digital marketing
- Product photography techniques
- Video shooting and editing using smartphone
- Setup and optimize YouTube channel
- Bonus module: How to make money on YouTube
- FREE participants Workbook

## **DELIVERY METHODOLOGY**

- Presentation, activities & Interactive discussions via zoom apps.

## **SCHEDULE (This only a guideline. The actual schedule may differ)**

09.15-09.30 am : Introduction Social Media

09.30-10.30 am : Creative content for Digital Marketing

**10.30-10.45 am : TEA BREAK**

10.45-12.45 pm : Product photography techniques

**12.45-1.45 pm : LUNCH BREAK**

1.45- 3.30 pm : Video shooting and editing using smartphone

**3.30-3.45 pm : TEA BREAK**

3.45-5.00pm : Setup and optimize YouTube channel

Bonus module : How to make money on YouTube

**5.00pm : END**

## **TRAINER PROFILE**

### **NURUL HUDA**

Nurul-Huda Mohamed Afandi is a Chartered Accountant (Australia), a Certified Information Systems Auditor (CISA), and University of Melbourne graduate. She provide consulting which provides training and consultancy for government agencies, SMEs, and Start-Ups specializing in

- IT projects,
- Digital marketing and
- Homestay business.

- Her journey in digital marketing began since year 2006. Currently, she is one of the Top 10 eUsahawan Master Trainer in Malaysia, the first batch of Facebook Blueprint Certified Trainer in Malaysia and a Certified HRDF Trainer. She has trained over 1200 Malaysians in digital marketing.
- She actively serves in NGOs as Malaysia Youth Council Vice President 2018-2020, Chartered Accountant Australia and New Zealand - Malaysia Committee 2018-2019. Previously she also served as the National President of JCI Malaysia 2017, 2014 President of Commonwealth Alliance of Young Entrepreneurs Asia (CAYE-ASIA) and 2013 President of JCI Petaling Jaya.

## **REGISTRATION FEE**

**Participation Fee: RM 700 per person**

(Zoom Apps)\* **SBL KHAS HRDF Claimable**

(E-Certificate of attendance awarded for those who complete the programme)

**\*Meal allowance provided**

**\*In-House Training can be organised upon request**

We have limited seats! Register Now!

To register, email to marketing department at [mytrain2@mytrainingmalaysia.com](mailto:mytrain2@mytrainingmalaysia.com) or

[pathma@eliteedgetraining.com.my](mailto:pathma@eliteedgetraining.com.my)

Online register available, kindly visit at

[www.eliteedgetraining.com.my](http://www.eliteedgetraining.com.my)

# **ORGANISED BY**

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