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DESIGN YOUR DIGITAL MARKETING ROADMAP 2025

Learning Mode: Online / Physical

- **BONUS: 6 Tips To Gear Up Your Digital Marketing Strategy in 2025 • FREE Digital Marketing Workbook**
- **BONUS: 25 Killer Content Ideas for Social Media**

PROGRAMME OVERVIEW

This full-day workshop is designed to equip participants with the latest strategies, tools, and insights to thrive in the ever-evolving digital marketing landscape of 2025. The program covers a wide range of topics, from understanding current trends and conducting a digital audit to mastering essential platforms and creating effective marketing funnels.

Participants will also gain practical knowledge on selecting the right social media platforms, crafting impactful content ideas, and developing a strategic digital marketing roadmap. With interactive sessions, real-world examples, and actionable tips, this workshop is tailored to help businesses enhance their digital presence and drive measurable results.

WHAT YOU WILL LEARN?

By the end of the workshop, you will learn:

- 7 Digital Marketing Trends for 2025
- Social Media Trends for 2025
- Digital Audit
- Digital Marketing Funnel
- Essential Digital Platforms
- Digital Marketing Strategies Fundamentals
- Social Media Strategies
- Plan Your Digital Marketing Roadmap for 2025

BONUS: 6 Tips To Gear Up Your Digital Marketing Strategy in 2025
BONUS: 25 Killer Content Ideas for Social Media

WHO SHOULD ATTEND?

- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Online Marketers
- Digital Strategists
- Business Owners

DELIVERY METHODOLOGY

Presentation & Practical Session



COURSE OUTLINE

Session 1: Welcome and Introduction

Time: 9:00 AM

Overview of the workshop objectives.
Introduction of facilitators and participants.
Setting expectations for the day.

Session 2: Latest Trends in Digital Marketing

Time: 9:30 AM

Module 1: Digital Marketing Trends for 2025

Emerging technologies and strategies in digital marketing.
Case studies of successful campaigns.

Module 2: Social Media Marketing Trends

Key platform updates and features.
Forecasting consumer behavior shifts in 2025.

Break Time: 10:30 AM – 10:45 AM

Time: 10:45 AM - 12:45PM

Module 3: Digital Audit for Your Business

Identifying gaps and opportunities in your current strategy.
Tools and techniques for comprehensive digital audits.

Module 4: Digital Marketing Funnel

Designing funnels for lead generation and conversion.
Mapping customer journeys effectively.

Lunch Time: 12:45 PM – 1:45 PM

Time: 1:45 PM - 3:30 PM

Module 5: Essential Digital Platforms for Your Business

Evaluating platforms based on business goals.
Best practices for leveraging multi-channel approaches.

Module 6: Digital Marketing Strategies Fundamentals

Core components of a successful strategy.
Integrating content, SEO, and paid campaigns.

Bonus

6 Tips to Gear Up Your Digital Marketing Strategy in 2025
Practical steps for staying ahead of competitors.

Break Time: 3:30 PM – 3:45 PM

Time: 3:45 PM - 4.45PM

Module 7: Social Media Selection Strategies

Criteria for selecting platforms for specific business needs.
Optimizing content for each platform.

Bonus:

25 Killer Content Ideas for Social Media Creative strategies to increase engagement.

Module 8: Plan Your Digital Marketing Roadmap

Setting SMART goals.
Developing a quarterly or annual action plan.

Feedback and Closing

Time: 4:45 PM - 5:00 PM

Summary of key takeaways.
Q&A session.
Feedback collection and next steps.



TRAINER PROFILE – NURUL-HUDA MOHAMED AFANDI, CA (Aust), CISA (ISACA), B. Com (UniMelbourne)

Nurul is a Fellow Chartered Accountant (Australia), a Certified Information Systems Auditor (CISA), and a University of Melbourne graduate. She began her career in KPMG Information Risk Management, before moving to PETRONAS Group Internal Audit. She was appointed as as Audit Committee of Malaysian Government Officers Cooperatives 2013-2014; 2024-2025. She is now the Founder CEO of Thrift Consulting which provides training and consultancy for Government Agencies, SMEs, and Start-Ups specializing in IT projects, Digital Marketing, Ai, Youth Organisation Management and Sustainability.

Her journey in digital marketing began since year 2006 and began training in 2011. She obtained Facebook Certified Digital Marketing Associate (2019) and Diploma in Digital Entrepreneurship (2022); She has trained over 6,500 Malaysians in digital marketing and other topics. She also trained retrenched workers and unemployed under SOCSO program and PENJANA HRDF on Facebook Certified Digital Marketing Associate certification, and under the MBM PROKENS program. She has obtained numerous trainer certifications such as HRD Corp Certified and Accredited Trainer; MDEC eUsahawan Master Trainer; pilot batch of Facebook Blueprint Certified Trainer in Malaysia; Google Mahir Trainer; MDEC SayaDigital Trainer; Presenter and Trainer for IR4WRD Foundation Program certified by Malaysia Productivity Corporation (MPC). In 2023, she was also appointed mySDG Academy trainer and conducted numerous workshops in various parliamentary constituency under the APPGM-SDG initiative to localise SDG. She volunteers her time to serve in NGOs and currently Chair of the JCI Malaysia Awards Judges Screening, Structure Review and Secretariat Committees. Previously she also served as the Malaysia Youth Council Vice President 2018-2022; Chartered Accountant Australia and New Zealand Regional Councilor 2020-2022; 2017 National President of JCI Malaysia; 2014 President of Commonwealth Alliance of Young Entrepreneurs Asia (CAYE-ASIA) and 2013 President of JCI Petaling Jaya.

Nurul is an award-winning trainer, recognized as the Top eUsahawan Trainer in 2021 (Highest Trained and Sales Reporting); Top 3 eUsahawan Master Trainer Award in April 2020; and JCIM Inspiring Trainer Award (2018). In recognition of her years of voluntary service, she was awarded the prestigious Pingat Bakti Belia Selangor (2022), JCI Ten Outstanding Young Malaysian Award (2019), Anugerah Perdana Belia Negara (2015) by the Ministry of Youth and Sports, presented by the Prime Minister of Malaysia, Most Outstanding Local President of JCI Malaysia (2013), Most Outstanding Member at JCI Asia Pacific (2013), Most Outstanding Member of JCI PJ and JCI Malaysia (2012) and Most Outstanding Board of Director of JCI PJ (2011).

PARTICIPATION FEE

Kindly email to marketing department at mytrain2@mytrainingmalaysia.com for latest participation fees. The Course Fee is fully claimable under HRD Corp Claimable Courses

Course is conducted through the following method

1. Public Training Series
2. Exclusive In House Training Series

Registration via online can be done thru our website at www.eliteedge.com.my

ORGANISED BY



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