

Proudly Presents

DIGITAL MARKETING STRATEGIES TO SKYROCKET YOUR SALES



DURATION : 1 DAY

TIME: 09.00 AM- 5.00 PM

HRD CORP SBL KHAS CLAIMABLE!



PROGRAMME DESCRIPTION

In today's digital age, traditional marketing strategies are no longer enough to drive sales. With the increasing popularity of the internet and social media, businesses need to adapt to the changing landscape and focus on digital marketing strategies to reach their target audience.

Are you struggling to increase your sales despite putting in a lot of effort? Do you feel like you have tried every possible marketing strategy, but none of them seem to work? If your answer is yes, then you are not alone. Many businesses face similar challenges, and the solution lies in adopting the right digital marketing strategies.

In this training, participants will learn 6 effective digital marketing strategies that can help you skyrocket your sales.

TARGET GROUP

- Sales and Marketing Team
- New/Aspiring Business Owners
- Any employees who wish to enhance their digital knowledge

WORKSHOP OUTCOME

In this workshop, participants will gain the following:

- Build your customer Avatar
 - Search Engine Optimisation (SEO) Essentials
 - Creative Content to Enhance Your Brand Awareness
 - Write Copy with Clear Call To Action to Increase Sales (CTA)
 - How to Setup and Analyse Facebook Ads
 - Build Your Email Marketing Strategy
- 



REQUIREMENTS:

This is a hand on class, Bring your laptop and smartphone with internet connectivity.

DELIVERY METHODOLOGY

Presentation, Interactive discussions & activity via Zoom apps.

MODULE CONTENT:

Module 1: Built Your Customer Avatar

- Search Patterns Trends
- Consumer Insights
- Unique Selling Proposition (USP)
- Target Audience and Customer Segmentation
- Marketing Funnel

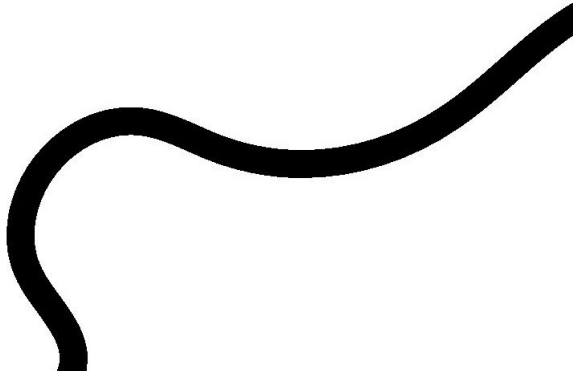
Module 2: Search Engine Optimization (SEO) Essentials

- SEO Overview
- Importance of SEO
- Effective Keyword Strategies
- FREE SEO Tools

Module 3: Creative Content to Enhance Your Brand Awareness

- Types of Digital Content
- Importance of Creative Content
- Easy and Free Design Tools

Module 4: Write Copy with Clear Call To Action to Increase Sales (CTA)

- Copywriting Fundamentals
 - Copywriting Elements
 - Hard Sell vs Soft Sell
 - AIDCA Formula
 - Copywriting Tips
- 



Module 5: How to Setup and Analyse Facebook Ads

- Where can people see your Facebook ads?
- Facebook advertising tools: What you need to know
- When to Advertise on Facebook and Instagram
- Setup your first Facebook ads via Facebook Page
- Analysing Facebooks ads performance

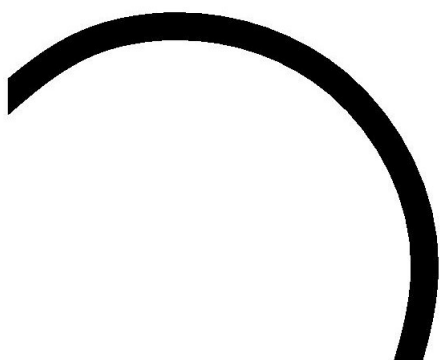
Module 6: Build Your Email Marketing Strategy

- Understanding Email Marketing
- Benefits Of Email Marketing
- Creating a Contact Management and Segmentation Strategy
- Design Your Email Marketing Strategies

TRAINER PROFILE

NURUL-HUDA MOHAMED AFANDI, FCA (AUST), CISA

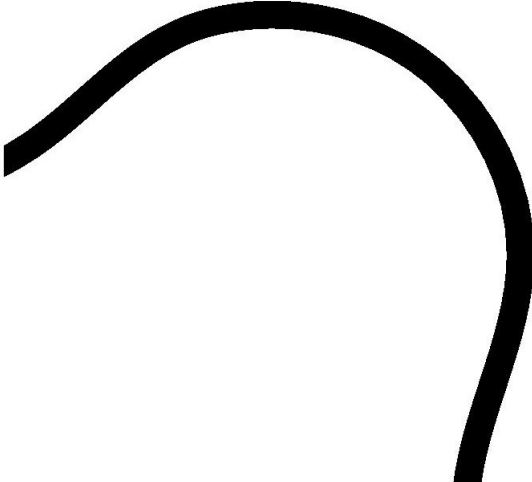
Nurul is a Fellow Chartered Accountant (Australia), a Certified Information Systems Auditor (CISA), and a University of Melbourne graduate. She began her career in KPMG Information Risk Management, before moving to PETRONAS Group Internal Audit. She also served as Audit Committee of Malaysian Government Officers Cooperatives 2013-2014. She is now 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. She obtained HRDF Certified Trainer in 2016, eUsahawan Master Trainer in 2018, Facebook Certified Digital Marketing Associate in 2019 and is the pilot batch of Facebook Blueprint Certified Trainer in Malaysia. She has trained over 2,500 Malaysians in digital marketing to date and was ranked Top 3 eUsahawan Master Trainers for April 2020. She recently trained retrenched workers and unemployed under SOCSO program and PENJANA HRDF on Facebook Certified Digital Marketing Associate certification. She was also appointed as a Presenter and Trainer for IR4WRD Foundation Program certified by Malaysia Productivity Corporation (MPC).

In recognition of her years of voluntary service, she was awarded the prestigious JCI Ten Outstanding Young Malaysian Award 2019, National Premier Youth Award (Anugerah Perdana Belia Negara) 2015 by the Ministry of Youth and Sports, presented by the Prime Minister of Malaysia. She has also won numerous awards namely JCIM Inspiring Trainer Award (2018), Most Outstanding Local President of JCI Malaysia in 2013, Most Outstanding Member at JCI Asia Pacific level in 2013, Most Outstanding Member of JCI PJ and JCI Malaysia in 2012 and Most Outstanding Board of Director of JCI PJ in 2011.





ORGANISED BY

Elite Edge Training

Suite 2323

LEVEL 23-1, Premier Suite, One Mont Kiara No 1,
Jalan Kiara, Mont Kiara 50480 Kuala Lumpur Malaysia

Tel: +603 – 27856812

Marketing WhatsApp : + 6013 335 8805

