



lite edge

DIGITAL MARKETING STRATEGIES AND AI-INFUSED SOCIAL MEDIA MARKETING WORKSHOP

ORGANISED BY

ELITE EDGE TRAINING (202403112918 (LA0067857-X))

(HRD CORP REGISTERED TRAINING PROVIDER)

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BACKGROUND

- Digital Marketing has become a need to know for all entrepreneurs / staff in this day of age. Digital marketing encompasses a huge spectrum including Social Media Marketing.
- Social Media Marketing is an essential and dynamic method that companies can employ to enhance their brand awareness, build their company reputation and increase their digital presence. Ai-infused Social Media Marketing provides companies opportunity to leverage on Ai to achieve greater efficiency in their social media marketing effort.
- This workshop will provide you with a solid understanding of digital marketing strategies, and how to apply Ai on SEO, content creation, and social media marketing across Facebook, Instagram, TikTok, and YouTube. You will also learn to analyze and interpret analytics to evaluate the success of your campaigns.

WORKSHOP PROGRAM

| TIME | DAY 1 | DAY 2 |
|---------------|---|---|
| 9.30am | <i>Opening Remarks / Introduction</i> | <i>Recap</i> |
| | Module 1: Introduction to Digital Marketing Strategies | Module 5: Facebook Marketing Strategy |
| | Module 2: Latest Trends in Digital Marketing | Module 6: YouTube Marketing Strategy |
| | Module 3: Understanding Search Engine Optimisation (SEO) | Module 6: TikTok Marketing Strategy |
| 1pm | <i>Lunch</i> | <i>Lunch</i> |
| 2pm | Module 4: Social Media Marketing Overview | Module 7: Live Engagement Strategy |
| | Module 5: Integrating Ai in Digital Marketing | Module 8: Social Media Analytics Essentials |
| | Module 6: Content Creation for Digital Marketing using Ai | Module 9: Evaluating Social Media Campaigns |
| 5.30pm | <i>End</i> | <i>End</i> |

**Break times will be adjusted accordingly as per module flow.*

WORKSHOP – DETAILED CONTENT (DAY 1)

DAY 1

■ Introduction to Digital Marketing Strategies

- Definition and importance of digital marketing
- Overview of different digital marketing channels (SEO, SEM, content marketing)
- Setting SMART goals for digital marketing

■ Latest Trends in Digital Marketing

- Digital marketing and social media trends
- Personalization and customer experience trends
- Voice search optimization and other emerging trends

■ Understanding Search Engine Optimization (SEO)

- Importance and key components of SEO
- On-page, Off-page, and Technical SEO essentials

■ Social Media Marketing Overview

- Overview of major social media platforms
- Design your customer avatar & Identifying your USP
- Selecting the right social media platform for your product / service and target market

■ Integrating AI in Digital Marketing

- Overview of AI and Generative Ai
- Ai tools for digital marketing

■ Content Creation for Digital Marketing using Ai

- Importance of content in digital marketing
- Types of content
- Ai copywriting tools
- Ai image generation tools
- Developing a content calendar

WORKSHOP – DETAILED CONTENT (DAY 2)

DAY 2

■ Facebook Marketing Strategy

- Overview of Facebook's tools (free & paid)
- Understanding Facebook algorithm
- Creating effective posts and ads

■ YouTube Marketing Strategy

- Importance of YouTube in digital marketing
- YouTube channel management
- Creating compelling YouTube content
- SEO for YouTube: Titles, descriptions, tags

■ TikTok Marketing Strategy

- Understanding TikTok's algorithm
- Creating engaging TikTok content
- Leveraging trends and challenges

■ Live Engagement Strategies

- Importance of live engagement in social media
- Platforms for live streaming
- Best practices for real-time interaction

■ Social Media Analytics Essentials

- Importance of analytics in social media marketing
- Understanding social media analytics reports
- Key metrics and interpretation
- Database management from social media leads

■ Evaluating Social Media Campaigns and Final Recap

- How to assess the performance of social media campaigns
- Red flags and signs of ineffective campaigns
- Questions to ask your social media management company

LEARNING OUTCOME

By the end of the training, the participants will be able to:

- ✓ Understand Digital Marketing Fundamentals
- ✓ Identify suitable social media platform to reach their prospective clients.
- ✓ Design the social media plan for the company.
- ✓ Produce suitable content for each social media platform to reach to their target audience.
- ✓ Apply SEO in social media campaigns.
- ✓ Leverage Ai tools to enhance digital marketing efforts.
- ✓ Manage Facebook marketing through free and paid methods.
- ✓ Know how to leverage on YouTube and TikTok for their video marketing.
- ✓ Enhance awareness and revenue through live promotion.
- ✓ Analyse and interpret analytics
- ✓ Evaluate social media marketing campaigns

TRAINER PROFILE: NURUL-HUDA MOHAMED AFANDI



**Nurul-Huda Mohamed
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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 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 Registration & Fee

To register, and further inquiries on Fees structure, email to marketing department at mytrain2@mytrainingmalaysia.com

