



## DIGITAL MARKETING ZERO TO HERO

HRDCorp Claimable Courses

**Duration: 2 Days**

**Time: 9.00am to 5.00pm**

This course is a comprehensive, for entry to the intermediate level, sales & marketing personnel who need basic skills on digital marketing or business owners who all the while use conventional marketing, and required for basic skills on digital marketing on his/her business transformation.

### LEARNING OBJECTIVE:

1. *Brand Awareness*
2. *Lead Generation*
3. *Target Customers*
4. *Retaining Old Customers*
5. *Increase Sales/Profit*
6. *Expand Market*
7. *More Website Traffic*
8. *Improve conversions*
9. *Promotion for new products & services*
10. *Create Online Presence*
11. *Digital Transformation*
12. *Offline to Online*

### LEARNING OUTCOME:

- ✚ By the end of the training, participants will be able to:
- ✚ Understanding the fundamental of Digital Business
- ✚ Organize frameworks and plan approaches to market product/services on digital platform effectively
- ✚ Understand various digital marketing tools, leverage it to improve online presence
- ✚ Plan marketing content, develop marketing content that works well target audience and to measure its impact to improvise the sales through social media.
- ✚ Able to make a convincing social media copywriting
- ✚ Gaining graphic design skills, “design like a pro” able to design a social media post, cover photo, graphics for website, and email marketing campaign.
- ✚ Ability to create a landing page as a call to action in social media post
- ✚ Understanding how the website works and how to optimize for better search engine ranking.

## COURSE SCHEDULE (2 Days)

### DAY 1

8.30AM-9.00AM	REGISTRATION
9.00-10.30AM	FOUNDATION TO DIGITAL MARKETING
10.30-11.00AM	MORNING BREAK
11.00-12.30PM	FOUNDATION TO DIGITAL MARKETING (CONTINUE)
12.30-1.30PM	LUNCH BREAK
1.30-3.00PM	SOCIAL MEDIA MARKETING
3.30-4.00PM	TEA BREAK
4.00-5.00PM	SOCIAL MEDIA MARKETING (CONTINUE)

### DAY 2

8.30AM-9.00AM	REGISTRATION
9.00-10.30AM	WEBSITE MARKETING
10.30-11.00AM	MORNING BREAK
11.00-12.30PM	WEBSITE MARKETING (CONTINUE)
12.30-1.30PM	LUNCH BREAK
1.30-3.00PM	EMAIL MARKETING
3.30-4.00PM	TEA BREAK
4.00-5.00PM	SEARCH ENGINE OPTIMIZATION

### WHO SHOULD ATTEND?

This course is suitable for:-

Small Business Owner, Sales & Marketing Personal, Entrepreneur and Startup, Marketing Manager, Digital Marketing Specialist, Marketing Consultant, Individuals who are interested in learning digital marketing.

### METHODOLOGY:

During this 2 day class, the trainer will guide you & explain all the expect on digital marketing, each participant will have a chance to practice especially come to digital marketing tools, setting up & optimizing social media page/account, setting up landing pages, attach opt in form with email marketing tools, as well as off-page optimization. Participants will get a hand on activity along this 2 days course.

## COURSE OUTLINE:

### Module 1: Fundamental of Digital Marketing

Is a pleasant sign, when you are looking into Digital Marketing training now! (Especially this course outline!) I believe you should have a basic understanding on the importance of Digital Marketing. I am assured you are in the right path & right place to learn Digital Marketing now and let me share you my favorite quote:

“DIGITAL MARKETING IS NO LONGER AN EXPERIMENTAL STRATEGY... IT’S THE NEW INDUSTRY STANDARD FOR CONNECTING WITH YOUR TARGET AUDIENCE“

Topic include:

- Conventional Marketing vs Digital Marketing
- Type of Digital Marketing Channel
- Your Unique Selling Proposition
- Know Your Customer
- Marketing Mix
- Create Digital Footprint
- Creating Authority Online
- Know Your Digital Marketing Tools
- Power of CopyWriting
- AI Assist Copywriting

### Module 2: Social Media Marketing (SMM)

Social media is a new norm, even my grandmother has a Facebook and Twitter account. In this chapter, we covered a few social media platforms such as Facebook, Instagram, WhatsApp.

The pros and cons of using profile, groups, page for your business, how to get organic traffic, (especially trainer’s secret strategies), increase likes and followers at this platform as well as power keywords for closing sales!

Topic Include:

- Introduction to Social Media
- 12s Social Media Content Strategies
- Facebook Marketing

### **Module 3: Website Marketing**

Every business needs to have an office or a storefront; With digital presence, your business needs to have a website! A so-called online-presence. In this chapter, you will learn how to get publicity and awareness via website marketing, we will discuss a few types of website marketing strategies & how to choose the right platform to host your website platform, as well as several online channels that can generate income to your business.

Topic Include:

- Introduction to Website Design and Development
- Advantage of using Website for Business
- Choose Your Business Website Platform
- Generating Income Through Website Marketing

### **Module 4: Email Marketing**

Email brings higher ROI according to the research, if you don't practice email marketing, it is really a big loss. In this chapter we will discuss how email marketing system works, leads capture methods, list building strategies as well as how to automate your email marketing campaign.

Topic Include:

- Introduction to Email Marketing
- Lead Capture Strategies
- Building Email Database
- Customer Value Optimization (Bonus)

### **Module 5: Search Engine Optimization (SEO)**

How about FREE traffic from Search Engine? How good when someone searches for your product and services, Search Engine recommends you for FREE! This is the importance of Search Engine optimization. In this chapter, you will learn the fundamentals of SEO, how to make a search engine like your page and recommend you when someone searches your product and services, we will cover how the "on-page" and "off-page SEO" as well as link building strategies.

Topic Include:

- Understanding Search Engine Optimization
- On Page Optimization
- Off Page Optimization
- White Hat vs Black Hat (Bonus)

## TRAINER PROFILE

### CALVYN LEE

A Digital Marketing Trainer, also a marketing practitioner since 2007. Experience in online marketing, email marketing, affiliate marketing, dropshipping, ecommerce as well as social medial marketing. Cultivated over 1,000 individual & SMEs for online presence for the past 2 years, offered consultation on digital transformation and bring client's businesses to the next level.

#### INDUSTRIAL EXPERIENCE:

- IT In Hospitality, 2 Years
- IT In Infrastructure, 2 Years
- IT In Telecommunication, 3 Years
- IT in Distribution (Enterprise Computing), 8 Years

#### EDUCATION

- (2002) College Tunku Abdul Rahman, Diploma, Information System
- (2004) University Tunku Abdul Rahman, Degree, Information System

#### CERTIFICATIONS

- HRDF TTT (TTT/24262) , 2019
- eUsahawan Certified Trainer, 2018
- Microsoft Adverting Certified Professional, 2018, 2019
- Google Ads Search Certified, 2014, 2020

## Participation Registration & Fee

Kindly email to marketing department at [mytrain2@mytrainingmalaysia.com](mailto: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](http://www.eliteedge.com.my)

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### ORGANISED BY

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