



# Be Digital Marketing Ready in 7 Day

Plan - Do - Evaluate - Act!

The ultimate goal of Marketing in every organisation or business is to build profitable customer relationship. To achieve this, every stage a customer goes through – from awareness all the way to purchase and retention – has to be designed and maintained correctly for the best possible customer experience.

With online platforms made more accessible to small business owners with limited marketing budgets, you can now take advantage of these powerful marketing tools to reach out to your target market, build your customer base and attain a sustainable business.

As marketing dollars continue to shift away from traditional media to online platforms, it is also becoming increasingly important for marketing and business graduates to be well versed in digital marketing fundamentals whether they work in an agency or client environment.

In this course, you will learn how to implement relevant digital marketing initiatives to achieve your business objectives.

## Who should attend:

- Entrepreneurs starting a new business venture.
- Marketing Managers / Executives looking to learn more about Digital Marketing.
- Civil Servants and Officers utilising digital marketing to for awareness campaigns.
- Students and employees ready to learn new skills.



## Program Outline

This training is an 'Action-Based Learning' program with direct hands-on experience, in which the trainer will work alongside participants as individuals and teams in activities to create tangible, online presence within the training period.

As Digital Marketing is a broad field, this non-exhaustive training program is broken down into 4 parts, spanning one week with 2 days of physical training sessions, 1 week of ad campaign, and 1 day for performance review.

### Day 1: Strategy, Creation and Curation (at Training Venue)

- Digital Marketing Overview
- Website Planning and Creation
- Web Copywriting & Content Writing
- Search Engine Optimisation
- Social Media Marketing
- Basics of Google Analytics
- Video Content Production

### Day 2: Promotion (at Training Venue)

- Content Marketing
- Lead Generation
- Email Marketing
- PPC Advertising with Google Ads
- Online Display Advertising
- Social Media Advertising
- Affiliate Marketing
- Blogger & Influencer Engagement

### Day 3 – Day 6: Campaign Period

#### Day 7: Performance Review (at Training Venue)

- Evaluation
- Campaign Optimisation
- Conclusion

Participants are encouraged to bring along their own laptops or tablet computers as they will be actively involved in the planning, production and implementation process. Cameras and other videography-related tools are optional.



**JULIAN GAN** is a digital marketing practitioner specialising in social media, content strategy, content production, online analytics, web development and online advertising. With 10 years' experience in both client and agency environments, he has delivered successful

online initiatives and campaigns for brands across Southeast Asia, including Mercedes-Benz, Astellas Oncology, BOH Plantations, Oxford Fajar, Tollyjoy, TGV Cinemas, Caltex, Pizza Hut and glacéau vitaminwater.



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### ENQUIRY & REGISTRATION

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