



DIGITAL and SOCIAL MEDIA MARKETING

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

OVERVIEW

There is no doubt that the Internet has changed the world we live in. Never before has it been so easy to access information, communicate with people all over the globe and share articles, videos, photos and all manner of media.

The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in declining distribution of traditional media: television, radio, newspapers and magazines. Marketing in this connected environment and using that connectivity to market is digital and social media marketing. Social media has become a global trend that the majority of world citizen use. Great marketing on social media can bring major success to your business. It is a powerful platform to gain leads and customers.

WHAT YOU WILL ACHIEVE

Upon the completion of this course, you will be able to:

- Find the right service providers.
- Execute a good competitor analysis.
- Approach your identified customers.
- Know WordPress Basics.
- Perform Search Engine Optimization.
- Create Press Releases and Article Submission.
- Execute good social media marketing campaigns.
- Enhance your productivity with the right tools.

METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

WHAT YOU WILL LEARN

Module 1

- Digital Marketing Overview
- SEO – Search Engine Optimization
- Google AdWords – Search Engine Marketing | Display Advertising
- Google My Business – Connecting your business with local customers

Module 2

- Inbound Digital Marketing Concepts and Implementation
- Social Media Marketing – Strategy | Blogs | Facebook | Twitter | LinkedIn | Google+
- Video Marketing – YouTube
- Facebook & LinkedIn Advertising
- Google Analytics – Track your success

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.

FEE

USD2,150 / per person

Group Discount:

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

*****All prices are VAT exclusive.**

Fee Includes:

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

***Note:** all other expenses are to be borne by participants.

