



HYBRID TRAINING
12 & 13 Mar 25 (Wed & Thu)



Remote Online Training (**Zoom**) &
OTC Training Centre Sdn Bhd
Subang, Selangor (**Physical**)
**** Choose either Zoom OR Physical Session**

Digital Marketing and Social Media Marketing (SMM) Masterclass

14 hours ZOOM & PHYSICAL Program



Overview:

This comprehensive 2-day digital marketing training is designed to equip participants with the knowledge and skills to effectively leverage key digital platforms, including Facebook, Instagram, YouTube, LinkedIn, and TikTok, for business success. Participants will explore core strategies such as creating professional profiles, developing targeted ad campaigns, and utilizing platform-specific content strategies to maximize engagement. The program also emphasizes the importance of analytics for performance measurement and provides tools like ChatGPT and Canva to streamline content creation and design. By the end of the training, participants will have the ability to create cohesive digital marketing strategies, implement long-term content plans, and adapt to the ever-evolving digital landscape.

COURSE OVERVIEW

LEARNING OUTCOMES

- **Understand Key Digital Marketing Trends and Strategies**
Identify current trends in digital marketing and align them with organizational goals.
- **Analyze and Predict Customer Behavior in the Digital Space**
Understand how customers interact with digital platforms and tailor marketing strategies to their needs.
- **Develop and Implement Effective Social Media Strategies**
Design platform-specific strategies for Facebook, Instagram, LinkedIn, TikTok, and YouTube that drive engagement and conversions.
- **Optimize Social Media Profiles for Maximum Visibility**
Create and enhance professional business profiles across multiple platforms to establish a strong online presence.
- **Create and Manage Social Media Ads Effectively**
Choose appropriate ad formats, manage campaigns, and target the right audience on platforms such as Facebook, Instagram, YouTube, and TikTok.
- **Leverage Platform-Specific Content Marketing Techniques**
Develop platform-specific content strategies (e.g., Stories and Reels for Instagram, video tutorials for YouTube) to maximize audience reach and engagement.
- **Master SEO Techniques for Enhanced Online Visibility:**
Participants will gain insights into the mechanics of search engines and learn how to optimize web content through effective SEO strategies, enhancing online visibility, driving organic traffic, and achieving long-term engagement.
- **Effectively Manage Google Ads Campaigns:**
Participants will learn the functionalities and benefits of Google Ads across various campaign types, understand how to conduct effective keyword research, set up and manage Google Ads accounts, and develop compelling ad content for maximum impact and ROI.

METHODOLOGY

- **Quizzes.** For long, complicated training, stop periodically to administer brief quizzes on information presented to that point. Begin sessions with a prequiz and let participants know there will also be a follow-up quiz. Trainees will stay engaged in order to improve their prequiz scores on the final quiz. Further this will motivate participants by offering awards to the highest scorers or the most improved scores.
- **Small group discussions.** Break the participants down into small groups and give them case studies or work situations to discuss or solve. This is a good way for knowledgeable veteran employees to pass on their experience to newer employees.
- **Case studies.** Adults tend to bring a problem-oriented way of thinking to workplace training. Case studies are an excellent way to capitalize on this type of adult learning. By analyzing real job-related situations, employees can learn how to handle similar situations. They can also see how various elements of a job work together to create problems as well as solutions.
- **Active summaries.** Create small groups and have them choose a leader. Ask them to summarize the lecture's major points and have each team leader present the summaries to the class. Read aloud a prewritten summary and compare this with participants' impressions.
- **Q & A sessions.** Informal question-and-answer sessions are most effective with small groups and for updating skills rather than teaching new skills. For example, some changes in departmental procedure might easily be handled by a short explanation by the supervisor, followed by a question-and-answer period and a discussion period.
- **Question cards.** During the lecture, ask participants to write questions on the subject matter. Collect them and conduct a quiz/review session.
- **Role-playing.** By assuming roles and acting out situations that might occur in the workplace, employees learn how to handle various situations before they face them on the job. Role-playing is an excellent training technique for many interpersonal skills, such as customer service, interviewing, and supervising.
- **Participant control.** Create a subject menu of what will be covered. Ask participants to review it and pick items they want to know more about. Call on a participant to identify his or her choice. Cover that topic and move on to the next participant.
- **Demonstrations.** Demonstrate the steps being taught or the processes being adopted.
- Other activities.
 - Create a personal action plan
 - Paraphrase important or complex points in the lecture

COURSE CONTENT

Day 1: 9.00am - 1.00pm

Module 1:

Introduction to Digital Marketing

- Overview of digital marketing trends and strategies
- Understanding customer behavior in the digital space
- Defining marketing goals (brand awareness, lead generation, conversions)

Module 2:

Maximising Facebook

- Understanding facebook
- Facebook Content Marketing Best Practices
- Choose ad formats
- Manage ads
- Target the right audience Facebook Content Marketing Best Practices

Module 3:

Instagram Marketing

- Building a professional Instagram profile
- Instagram content strategy: Posts, Stories, Reels, and Ads
- Utilizing Instagram analytics for growth
- Tips for maximizing engagement

Module 4:

YouTube Marketing

- Creating a YouTube channel for business
- Developing video content strategies (tutorials, ads, vlogs)
- YouTube SEO: Titles, tags, descriptions, and thumbnails
- Running YouTube Ads for targeting specific audiences
- Social Media strategy as well as a long-term content strategy

Day 2: 9.00am - 1.00pm

Module 1:

LinkedIn Marketing

- Leveraging LinkedIn for B2B marketing
- Optimizing company and personal LinkedIn profiles
- LinkedIn content strategy: Articles, posts, and Ads
- Building professional networks and generating leads

Module 2:

TikTok Marketing

- Overview of TikTok as a marketing platform
- Creating engaging and shareable content
- Understanding TikTok's algorithm and trends
- Running TikTok Ads: Types and best practices

Module 3:

Search Engine Optimization (SEO) Essentials and Google Ads

- What SEO is and why it is crucial for online visibility and organic reach.
- How Search Engines Work: Insight into how search engines like Google index and rank websites, including factors that influence rankings.
- Content Creation: Strategies for creating SEO-friendly content that drives traffic and engagement.
- Functionalities and benefits of Google Ads in digital marketing campaigns.
- Campaign Types: Explanation of various campaign types such as Search, Display, Video, and Shopping, and when to use each.
- Keyword Research and Selection

Module 4:

Content Marketing Strategy and AI

- Develop a comprehensive content calendar for multiple platforms to ensure consistent posting.
- Balance promotional, educational, and entertaining content to engage diverse audiences effectively.
- Repurpose content creatively across platforms for maximum reach and impact.
- Collaborate with influencers and leverage user-generated content to enhance credibility and expand reach.
- Utilize tools like ChatGPT and Canva to streamline content creation and design visually appealing materials.

