OUTSOURCING TRAINING & CONSULTING
OTC Training Centre Sdn Bhd

SOCIAL MEDIA MARKETING

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ARTIFICIAL INTELLIGENCE AND BRANDING DEVELOPMENT

HRD CORP CLAIMABLE | REGISTERED HRD CORP TRAINING PROVIDER

HRD awards 2022
TRAINING PROVIDER

HYBRID TRAINING
4 & 5 Mar 2026 (Wed & Thu)

Remote Online Training (Zoom) &
Wyndham Grand Bangsar Kuala Lumpur Hotel (Physical)
** Choose either Zoom OR Physical Session

14 HOURS ZOOM & PHYSICAL PROGRAM

LEARNING OUTCOMES

By the end of the 2-day training, participants will be able to:

1. **Develop and implement high-impact social media strategies** tailored to business goals and target audiences.
2. **Create powerful, engaging content** for Facebook, Instagram, LinkedIn, TikTok, and YouTube using proven best practices.
3. **Understand the full advertising ecosystem** across all major platforms and select the right ad formats to maximize ROI.
4. **Build a consistent and credible brand presence** that attracts customers, talent, and long-term loyalty.
5. **Design strategic content calendars** that increase reach, engagement, and conversions.
6. **Leverage AI tools like ChatGPT and Gemini** to dramatically speed up content creation, planning, and problem-solving.
7. **Produce scroll-stopping videos and short-form content** that communicate brand value effectively.
8. **Use strategic planning frameworks** to define vision, objectives, KPIs, and execution roadmaps for digital success.
9. **Create professional mood boards and branding assets** to strengthen brand identity and storytelling.
10. **Apply productivity-boosting AI** tools to automate workflows, improve efficiency, and elevate overall marketing performance.

WHY THEY SHOULD ATTEND

Because this training doesn't just teach what to do — it teaches how to think strategically, work faster with AI, and produce content and campaigns that truly move the needle. It turns ordinary teams into high-performing digital professionals who deliver results their bosses will notice immediately.

In today's hyper-digital world, social media and AI are no longer optional — they are the backbone of brand visibility, customer trust, and business growth. This powerful 2-day program is designed to transform every participant into a strategic, confident, and AI-powered digital marketer capable of producing high-impact content, campaigns, and results. Through hands-on practice, real-case examples, and proven frameworks, participants will learn exactly how top companies dominate Facebook, Instagram, LinkedIn, TikTok, YouTube, and more — and how they can replicate the same success within their own organization.

Beyond just platforms, this training equips participants with the strategic thinking, branding clarity, and AI mastery needed to stay competitive in 2025 and beyond. They will walk away with ready-to-execute content strategies, a crystal-clear brand direction, and AI tools that dramatically improve productivity and performance. For management, this program ensures your team becomes faster, smarter, and significantly more effective — bringing real, measurable value back to your business.

<u>WHO MUST ATTEND</u>

This program is perfect for **professionals and teams who want to elevate their digital capabilities, strengthen brand presence, and stay ahead in a fast-changing marketing landscape.** It is specially designed for:

√ **Marketing & Communications Teams**

- Who need to create high-performing content, manage multiple platforms, and deliver measurable results.

√ **Sales Teams & Business Development Executives**

- Who want to use social media and AI to generate leads, build visibility, and close more deals.

√ **Customer Service & Client Relationship Teams**

- Who must understand how digital behaviour, branding, and content affect customer perception and trust.

√ **Entrepreneurs, Business Owners & Start-Up Founders**

- Who want to grow their brand, increase traffic, improve conversions, and compete with bigger players.

√ **Branding, PR & Corporate Communications Professionals**

- Who need strong storytelling frameworks, content strategy, and digital brand positioning skills.

√ **HR, Training & Talent Development Teams**

- Who want to build internal capabilities, future-proof employees, and integrate AI for productivity.

√ **Anyone Responsible for Digital Content, Branding, or Company Visibility**

- Regardless of industry — corporate, retail, education, hospitality, healthcare, engineering, manufacturing, insurance, banking, or SMEs.

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

Day 1: 9.00am - 5.00pm

Module 1:
Modern Social Media Marketing — What High-Performing Brands Do Differently
Unlock the secrets behind viral brands and winning campaigns. Participants discover:
- What today's consumers REALLY respond to
- Why social media is now a non-negotiable growth tool
- The difference between average and high-impact digital marketing
- What a "good" campaign looks like — and how to build one that brings sales, leads & visibility

Module 2:
Facebook Mastery — Turning the World's Largest Platform Into a Lead Machine
Take advantage of Facebook's powerful ecosystem with strategies used by top-performing brands:
- Why Facebook remains a goldmine for business growth
- High-performing content types proven to drive engagement & conversions
- How to build a Facebook content strategy that WORKS (even with a small team)

Module 3:
Instagram + LinkedIn Power Strategies for Visibility, Credibility & Sales
- **Instagram:**
  - How to attract followers who actually convert
  - Best practices to win in 2025
  - High-impact Instagram Ads that increase brand visibility
- **LinkedIn:**
  - How companies use LinkedIn to build authority and trust
  - Personal vs Corporate pages — what matters most
  - How to run effective LinkedIn Ads & maximize reach

Module 4:
Winning with YouTube & YouTube Shorts — The Future of Digital Storytelling
Video is the new currency of trust. Participants learn:
- Why video marketing is now essential for ALL industries
- The blueprint for videos that educate, inspire, and convert
- How to structure content to maximize watch time
- The YouTube success formula used by top creators & companies

Module 5 :
TikTok for Business — Turning Trends Into Revenue
TikTok is no longer just for entertainment — it's a business accelerator.
Learn:
- All TikTok ad formats & when to use them
- The structure of high-performing TikTok ads
- Creative best practices that drive instant attention
- TikTok content ideas that work for ANY business

DAY 2: BUILDING A HIGH-LEVEL DIGITAL STRATEGY + AI SUPERPOWERS

9:00am – 5:00pm | Strategy ● Branding ● AI Productivity

Module 6:

Strategic Digital Planning — From Vision to Execution

Participants learn how top organizations plan, structure, and execute digital strategies:

- Understanding the strategic planning blueprint
- Setting a compelling vision for the brand
- Conducting powerful situational analysis
- Identifying and segmenting the right audience
- Setting meaningful KPIs that show REAL results
- From strategy → tactics → execution

Module 7:

Brand Management Excellence — Build a Brand People Trust, Recognize & Prefer

Branding is not design — it's business value. Learn:

- Why strong brands increase revenue, trust & pricing power
- The strategic role branding plays in long-term growth
- How high-performing brands create loyalty
- Hands-on creation of a brand mood board for your company

Module 8 :

AI for Marketing & Productivity — Work Smarter, Create Faster, Achieve More

This module transforms how participants work.

Learn:

- The latest AI tools transforming marketing & operations
- Practical techniques to get REAL results using ChatGPT & Gemini
- High-impact prompt formulas
- AI tools to increase productivity, create content, generate ideas & automate tasks
- How to use AI to accelerate social media operations