

# DIGITAL MARKETING : ZERO TO HERO

Become the best Digital Marketer

# Introduction

This course is entry to the intermediate level, for 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.

# Who should attend

This course is suitable for:

1. Small Business Owner
2. Sales & Marketing Personal
3. Entrepreneur and Startup
4. Marketing Manager
5. Digital Marketing Specialist
6. Marketing Consultant
7. Individuals who are interested in learning digital marketing.

# Prerequisite

1. Stable Internet Access (At least 10Mbps above)
  2. Valid Email ID (either Personal/Business)
  3. Valid Facebook Account
  4. Valid Instagram Account
  5. Dual monitor will have an advantage for better learning experience
  6. Having a product/services to promote
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## 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

1. Understanding the fundamental of Digital Business
  2. Organize frameworks and plan approaches to market product/services on digital platform effectively
  3. Understand various digital marketing tools, leverage it to improve online presence
  4. Plan marketing content, develop marketing content that works well target audience and to measure it impact to improvise the sales through social media.
  5. Able to make a convincing social media copywriting
  6. Gaining graphic design skills, “design like a pro” able to design a social media post, cover photo, graphics for website, and email marketing campaign.
  7. Ability to create a landing page as a call to action in social media post
  8. Understanding how the website works and how to optimize for better search engine ranking.
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# Course Outline

## Day 1

### **1.Fundamental of Digital Marketing**

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In this chapter, we cover how does old school marketing different from digital marketing, why digital marketing having a lot more advantage from old school marketing, how to choose the right digital channel that suitable for your online presence, how to position your UPS to win the market, get to know your customers buying behavior, and most important is to creating digital footprint; We will also cover several essential digital marketing tools that every digital marketer needs as well as a bonus topic, “power of copywriting” to kick start our Digital Marketing journey.

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 (Bonus)

### **2.Social Media Marketing(SMM)**

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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
  - 14s Social Media Content Strategies
  - Facebook Marketing
  - Instagram For Business
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## Day 2

### 3. Website Marketing

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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

### 4. Email Marketing

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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)

### 5. Search Engine Optimization (SEO)

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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)
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## Agenda

### 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 Email Marketing (Continue)

### Day 3

8.30am-9.00am Registration

9.00-10.30am Google Marketing

10.30-11.00am Morning Break

11.00-12.30pm Google Business Profile (Previously GoogleMyBusiness)

12.30-1.30pm Lunch Break

1.30-3.00pm Search Engine Optimization

3.30-4.00pm Tea Break

4.00-5.00pm Search Engine Optimization (Continue)

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## About Elite Indigo

Elite Indigo Consulting provides corporate training to the semiconductor and manufacturing industries. With a humble beginning of one founding member with passion and desire to share his 20 years of experiences in Smart Manufacturing for global manufacturing facilities, now, we have a strong and competent team of 20 members, all aligned with company mission, vision and core values.

## Our Mission

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*"Transform Data into Insights - Leap Forward"*

## Our Vision

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*Be a Global Trusted Advisor in the Areas of Skills Development, Consultancy & Software Solutions specialising in Semiconductor & Manufacturing industries.*

## Our Core Values

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