

Digital Marketing and Branding

Overview

Digital marketing skills are critical not only for digital marketing professionals but for anyone working in a business that has an online presence. This includes entrepreneurs, marketing managers, marketing specialists, and small business owners.

Our industry practitioners will share the various range of approaches and tactics to reach and persuade the target audience through digital media, including email marketing, social media marketing, search engine optimization (SEO), content marketing and online advertising.

Participants will learn practical methods of how to harness the power of Digital Marketing as the core driver of marketing strategy; how to apply successful marketing campaigns, measure outcomes and plan a marketing strategy.

Objectives

Upon completion of this training, participants will be able to:

- Create and Brand Personal/Organization fans page in social media,
- Attract the right target audience and quality fans
- Convert the traffics and fans to become leads/customer
- Perform competitive intelligence on the competitors and beat the competition
- How to improve brand awareness, generate leads, increase website traffic and ultimately, drive sales and business growth.

We hope this one week programme will also help our students to understand the customer journey to build positive and relevant experiences across all channels and touch points in digital marketing and branding –and ultimately to create both value and competitive advantages for the organisation.