

EXPORT CLINIC

TRAINING TITLE : HANDS-ON SOCIAL MEDIA MARKETING PROGRAMME
DATE : 22 & 23 OCTOBER 2018 (MON & TUE)
VENUE : MEA TRAINING CENTRE, PUCHONG

INTRODUCTION

Social media marketing is very important in creating brand awareness and generates more business leads. Learn to leverage on Social Media channels to expand your brand and generate more high quality leads.

BENEFITS

- Create wider brand exposure
- Connect with your customer in daily basis
- Expand your business globally
- Generate high quality referral and leads
- Build new local/international business collaborations
- Effectively measure your marketing efforts and ROI

TARGET PARTICIPANTS

This program is suitable for managers, executives, sales and marketing team who want to generate more brand exposure and leads.

METHODOLOGY

Participative and practical - Emphasizing learning through experience, both from structured activities: Hands-on, video screening, case studies, and exploratory discussions.

COURSE OUTLINE

DAY 1 – INTRODUCTION OF SOCIAL MEDIA PLATFORM (FACEBOOK, INSTAGRAM & LINKEDIN) MODE OF DELIVERY (PRESENTATION, CASE STUDIES & PRACTICAL)

Module 1: Introduction to Facebook Marketing

- Why is social media marketing so important?
- What is the business USP?
- Create sale funnel on Facebook Marketing
- What kind of content should I share?
- Case Studies
- Define the objective & promotion of the campaign

Module 2: Introduction to Instagram Marketing

- Introduction of Instagram Marketing
- Introduction of hashtag & research
- Introduction of Instagram Stories
- Crafting of Instagram Storyboard
- Case studies

Module 3: Introduction to LinkedIn Marketing

- LinkedIn profile and company profile creation
- Curation of LinkedIn content and optimization
- How to generate leads by using LinkedIn
- Case studies

DAY 2 – SOCIAL MEDIA BUSINESS PROFILE & CONTENT, ADS MANAGEMENT MODE OF DELIVERY (PRESENTATION, HANDS-ON PRACTICAL)

Module 1: Facebook Business Page & Advertisement Management

- Set up new Facebook Business Page
- Facebook page traffic insight
- Facebook page optimization
- Facebook content optimization
- Facebook LIVE, Facebook Stories & Facebook Group Creation
- Campaign Creation
- A/B Testing Optimization
- Facebook Marketing Objective

Module 2: Instagram Ads

- Setting Up Instagram Business Account
- Instagram links to Facebook Business Page
- Instagram Ads Campaign Creation
- Optimization of Content Management

PARTICIPATION FEES

Fee: RM1,200 per pax

SBL claimable (Inclusive of lunch, tea breaks, notes and GST 0 %)

TRAINER'S PROFILE

Kelly Chong is one of the Lead Trainer in Digital Marketing Consultancy and has trained over 1000 participants in digital marketing courses and seminars across Malaysia. She provides digital marketing training and consulting for SMEs in Malaysia and global clients like Kaercher, Hap Seng, Berjaya Group, FAMA, Agrobazaar, Melawati Mall, Damansara City Mall, MPIG, MEGA Majestic Property Agency, Glo Laser Centre, Online Learning Mandarin and many others. Kelly is also a member of Malaysia Digital Marketing Association.

She has 14 years' experience in sales and marketing, and has worked in top global firms like Pharmaceutical Company such as Astra Zeneca, Pfizer and DKSH in various senior sales and marketing roles. She is Google Certified and earned recognition as Google partners too. Currently Kelly is running a digital marketing agency and an Online Learning Language Portal company based in Petaling Jaya.

She holds a Master in Business Administration (MBA), International Business, from HELP University College, and Bachelor in Computer Science (Statistic) from Tunku Abdul Rahman College (TARC).