

MAIC

MAHSA AVENUE
INTERNATIONAL COLLEGE

Masterclass



MARKETING

IN THE DIGITAL ERA

INTRODUCTION

Digital-marketing specialists are high in demand. A professional digital marketer can demonstrate to stakeholders the exact correlation between digital marketing costs and results.

Marketing in the digital era is a comprehensive introduction to the fundamentals of digital marketing, delivered through several channels such as search engines, websites, social media, email and mobile. The module provides practical methods of how to harness the power of digital marketing as the key driver of your company's marketing strategy, how to implement strategic marketing campaigns, measure results and plan effective marketing strategy.



Duration

14 hours

Maximum

30 pax



Student Fee

RM **280**

Public Fee

RM **300**



Who Should Attend

- Business leaders
- Sales and marketing teams
- Corporate communications personnel
- Entrepreneurs
- Small and medium-sized business owners
- Copy writers and content creators
- Webmasters
- Graduate students

Benefits

- Gain valuable insights of the tools used in the industry: Facebook Ads, Google Analytics, etc.
- Learn how to craft personalised messages suited for the target audience and design effective marketing campaigns.
- Discover the ways to use modern digitalised tools and resources to manage and control marketing activities.
- Explore how to utilise tracking software: Google Analytics to track the leads and results.

Content

- Digital-Marketing framework
- Digital tools in determining marketing strategy
- Website and landing-page optimisation
- Content marketing
- Search-engine optimisation (seo)
- search engine marketing (google adwords)
- analytics tools and data for performance-management control and reporting
- Crafting digital sales funnels and customer experience journey
- Email and mobile marketing



Learning materials will be provided by the trainer



Certificate of Completion by MAHSA Avenue International College



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