



# Digital Marketing Strategy

An overview of digital marketing strategies for marketing professionals

HRDF

## COURSE CODE: H-DSM-02

LEVEL: Basic

LANGUAGE: Bahasa & English

## OVERVIEW

This is a proven step by step program that teaches you how to win new customers online and retain existing customers using digital marketing strategies. You will also learn how to use digital marketing as a platform to grow your business by generating more leads and sales.

## OBJECTIVE

Upon completion of this program, participants should be able to:

- Acquire more qualified prospects
- Reduce lead times and nurture leads more effectively
- Achieve a more balanced pipeline
- Increase your conversion rate
- Develop your online brand by creating and promoting relevant content
- Build solid relationships online, ensuring client satisfaction and repeat business
- Adapt the tone, style and type of your content based on your target audience
- Optimize territory and pipeline analysis and define growth strategies
- Maximize the impact of your digital selling with the use of CRM tools, digital tools and social media platforms
- Understand how to lead the implementation of a digital sales strategy in your organization

## COURSE DURATION

2 days (9am - 5pm)

Tea Breaks: 10:30am & 3:30pm

Lunch: 1:00pm-2:00pm

**Note:** Please contact our office for Training Date or visit our website for details ([www.zohlgroupp.com/mdc](http://www.zohlgroupp.com/mdc))

## METHODOLOGY

This program will be conducted with:

- Interactive Lectures using PowerPoint presentation
- Worksheets and Quiz
- Practical Exercise
- Video Presentation
- Relevant and concise course material for each participant
- Customized case studies and business simulations
- Extensive use of internet throughout course delivery
- Group discussions

## TARGET AUDIENCE

- Entrepreneurs
- SME owners
- Sales and marketing/business development staff who are looking to grow an existing organization's user or customer base or seeking to add a digital component to their existing marketing skill set.

## LOCATION

Mindset Discovery Center™@ZOHL, M2-6-08, Level 6, 8trium Tower 2, Bandar Sri Damansara, Kuala Lumpur (other Regions please contact our office)

## COURSE CONTENT

### MODULE 1 - OVERVIEW OF THE CURRENT INDUSTRY LANDSCAPE

- Overview of the digital landscape, including trends in online customer behavior
- Identify the appropriate online media to achieve your objectives
- Case studies of successful business online

### MODULE 2 - CUSTOMER ANALYSIS

Your online marketplace analysis summarizes how the target audience consumes media for your campaign.

- Who buys from you? Why?
- How do they find you (e.g. using search engines, comparison or media sites)?
- Who else do they buy from?
- How could you increase your target audience?
- Where else do your customers spend time online?

### MODULE 3 - CONTENT MARKETING STRATEGIES

You will learn how to develop content that is tailored to detailed customer personas and underpins every stage of the customer journey. You will be able to identify the difference between content creation, curation and the value of both. The module will explore the increasingly effective practice of blogging and you will learn how to quickly and easily create and implement a content calendar.

- Role of content and data in digital marketing
- How to create viral content that will boost your branding and awareness.

### MODULE 4 - CUSTOMER ACQUISITION PLAN

In this step we will review search engine optimization and paid ads in order to get more leads for your business.

- Google Ads | Facebook Marketing
- Search Engine Optimization

### MODULE 5 - SOCIAL MEDIA MANAGEMENT

You will discover how digital tools and social media platforms can facilitate relevant sales messages and content making it easier to later offer the right solutions, to the right client, at the right time.

- How to use social media to promote and gain more business
- Types of platforms available and which one works best for your sales team

### MODULE 6 - CUSTOMER RETENTION STRATEGIES

This module will focus on the different considerations that affect digital sales messaging and will explore the best practices for successful email communications. You will be able to describe how and why you should adapt a different tone and style depending on your target audience and content type.

- Strategic ways to use email marketing
- How to leverage on email marketing automation to build a brand for your business
- Leverage style guides and story-boarding to strengthen your digital sales message and ensure successful engagement.

### MODULE 7 - THE FUTURE OF DIGITAL MARKETING

- Where digital marketing is heading and how you can prepare for the next wave.
- Introduction to online tools that will help your business growth especially in the area of sales and marketing
- Prepare for the next wave of digital marketing and how you can equip yourself

**Note:** Course Content subject to further review

Customized In-House Training Program is available in the following areas:

**Administrative Skills | Career Development | Human Resources | Personal Development | Sales & Marketing | Leadership & Management | Workplace Essentials | Digital & Social Media Marketing | Customer Service | Supply Chain Management | Entrepreneurship | Soft Skills | HSE | Engineering | Telecoms | ICT**

CALL US FOR DETAILS or VISIT OUR WEBSITE AT [WWW.ZOHLGROUP.COM](http://WWW.ZOHLGROUP.COM)



Sebarang pertanyaan sila hubungi Cik Niesa/Hajar  
**ZOHL Consultancy Sdn Bhd** (332967-D) (SST ID: W10-1810-32000429)

M2-15-02, Level 15, 8trium Tower 2, Jalan Cempaka SD 12/5

Bandar Sri Damansara, 52200 Kuala Lumpur

T: 03.6279.9276 F: 03.6279.0663 HP: 013.398.1038 E: [training@zohlgroupp.com](mailto:training@zohlgroupp.com)



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## COURSE FEE

**RM1,696** per person incl. 6% SST

(Fee inclusive of Course Material, Attendance Certificate, and Meals)

## CERTIFICATE

Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program. Full attendance is a pre-requisite.

## HRDF SBL KHAS

Claimable under HRDF SBL KHAS Scheme (for Companies contributing to HRDF)

## REGISTRATION METHOD

- Online:** [http://zohlgroupp.com/mdc/hrdf\\_registration/](http://zohlgroupp.com/mdc/hrdf_registration/) **OR**
- Download this brochure at: <http://zohlgroupp.com/mdc> and fill up the required information. Then please fax to: 03.6279.0663
- Or contact our office at: 03.6279 9276 / 013.398.1038

## FACILITATOR

**Don Choo** - Passionate, energetic & highly motivated trainer with over 7 years of experience in digital marketing. Excellent communicator and adept in the design of organizational training programs. PSMB TTT (Train the Trainer) certified.



His experience includes the following:

- Developed digital strategy for new startup e-commerce company & small businesses
- Created & executed marketing plans for corporate branding & campaign launch
- Managed more than 500+ advertising campaigns on social media and search engine
- Planned & conducted in-house trainings for marketing executives

His skills in social media includes:

- Social Media Marketing
- Search Engine Marketing
- Email Marketing
- Analytics

He is also certified in the following areas:

- DIGITAL MARKETING PROFESSIONAL CERTIFICATE - Digital Marketing Institute (Ireland)
- TRAIN THE TRAINER - Pembangunan Sumber Manusia Berhad (Malaysia)
- NLP ASSOCIATE PRACTITIONER - The American Board of Neuro Linguistic Programming (USA)
- CERTIFIED DIGITAL MARKETING ASSOCIATE - Facebook Blueprint

\*Note: Trainer availability is subject to change

## REGISTRATION FORM

Participant#1: \_\_\_\_\_

Position: \_\_\_\_\_

IC No: \_\_\_\_\_

Participant#2: \_\_\_\_\_

Position: \_\_\_\_\_

IC No: \_\_\_\_\_

Training Date: \_\_\_\_\_

Training Venue: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Position: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

## PAYMENT

CASH: RM \_\_\_\_\_ **OR**

CHEQUE No: \_\_\_\_\_

Please fax your bank-in slip to 03.6279.0663 or scan your bank-in slip and email to [training@zohlgroupp.com](mailto:training@zohlgroupp.com)

\*Please make your cheque payable to:

**ZOHL Consultancy Sdn Bhd**



Account No:  
**514392303373**

Signature & Company Stamp

### Note:

- Date & venue of seminar subject to changes
- Payment must be made 7 days before the training date
- Registration cancelled 7 days prior to the event is subject to RM100 service charge per participant
- No refunds for notice received less than 7 days prior to the event. A substitution may be made at any time at no extra charge.
- Program content may change subject to revision by our consultants from time to time.
- Full fee is required with your registration. 5% Group discount is available - min 3 pax.

Customized In-House Training Program is available in the following areas:

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