

**21 & 22 March 2018**

# The Latest Tools and Trends in Digital Marketing – A Hands-On Training

**Symphony Digest**

Centre for Knowledge and Financial Mastery

**HRDF SBL  
Claimable**

**Symphony Digest**

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*Symphony Digest Sdn. Bhd. is  
an official training partner of  
Bond Pricing Agency Malaysia  
Sdn. Bhd.*



Digital marketing is so ingrained in our social media driven world that it has driven the traditional marketing methods obsolete. But digital marketing changes so fast, new trends emerge almost daily. So how do you use digital marketing for your business? What are the latest trends so that you are at the front of the curve? This is a hands-on training. Bring your laptop/tablet/smartphone!

## Who Should Attend?

- PR Professionals
- Advertisers
- Promotions and Customer Service Managers
- Event Organisers and Managers
- Sales and Marketing Managers
- Online Marketers
- Business Owners
- Marketing Graduates

# Course Outline

## Introduction

- Ice-breaking
- Course Introduction

## Current State of Digital

- Statistics
- Market Shifts
- Trends 2015/2016

## Digital Marketing

- Digital Marketing structure & Organisation strategy
- Digital Assets (EDM, Blogs, Website, Social Media, Campaign Microsite)
- Understanding various channels & Malaysian market limitations
- Online Advertising

## Developing Digital Marketing Strategy

- Goal settings
- Market analysis & knowing your customer
- Competitor analysis
- Defining your value position
- Creating DM campaign/strategy
- Setting KPIs, Communication plans, Campaign Mechanics, Customer flow, funneling & App development

## What engagement means to businesses

- Importance of 2-way communication between customers
- Business advocacy through the internet

## Video the second wave of marketing

- Video as the second wave of communication and marketing by businesses

## Innovation in messaging: The rise of bots

- Artificial intelligence and Bots – shaping the new industry focus
- How companies will be using AI and Bots for their business

## Digital Marketing

- Workshop & Consultation

## Measuring Success

- Setting measurement KPIs Learning & Optimization

## Online Advertising

- Facebook, Instagram, Twitter, LinkedIn & Google Adwords/display (GDN)

## Communications & Content Marketing

### Execution

- Communication & content limitations (content pillars, content creation, social contents, gifts, TVC/youtube video, Blogs, Email & T&C/Regulations & Policy)

## Tools & Apps In the Market

- Publishing tools

# Trainer's Profile

The trainer is a Digital Marketing Specialist. He specialises in crafting 360 digital strategies for his clients and has experience in precision execution of digital marketing campaigns. Currently, he manages the day to day business operations of a leading digital marketing agency in Malaysia, covering marketing operations, digital strategy planning, execution, business development, strategic partnership and activation for brands.

He leads a team of experts in managing and running digital execution campaigns for businesses globally over the past 8 years. His clients include FMCGs, financial services / banking firms, property development companies, telecommunication services firms and NGOs.

He was the featured trainer for Malaysiakini for Facebook Marketing in the year 2012 training clients such as 3M, Naab Restaurant, Plus Group and many more. He is also the founding system architect of social marketing campaigning tool Hamele.asia and founding system architect of social publishing platform Corny.com.

# The Latest Tools and Trends in Digital Marketing – A Hands-On Training (21 & 22 March 2018)

Name:	Name:
Designation:	Designation:
Department:	Department:
Company:	Company:
Address:	Address:
Tel:	Tel:
Fax:	Fax:
Email:	Email:

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## Contact for administrative matters if different from above

Name:	Department:
Tel:	Fax:
Email:	

**Date: 21 & 22 March 2018**

**Workshop duration and time: 2 days, 9.00 am to 5.00 pm**

**Venue: Hotel Istana Kuala Lumpur City Centre, 73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia**

**Course fee** (inclusive of course materials, lunch and 2 tea breaks):

For registration before and on 7 March 2018: **RM2,360**

For registration after 7 March 2018: **RM2,780**

**Registration is confirmed upon receipt of payment, unless otherwise notified.**

## Payment Options

Cheque      Bank \_\_\_\_\_ Cheque No. \_\_\_\_\_ Amount RM \_\_\_\_\_  
Payable to **Symphony Digest Sdn. Bhd.**

*\*Please write company name and programme at the back of the cheque and mail to 69-3, Block F, Zenith Corporate Park, Kelana Jaya, 47301 Petaling Jaya, Selangor.*

Bank Transfer      Account holder: Symphony Digest Sdn. Bhd.  
Bank: Hong Leong Berhad A/C No.: **29100043872**  
*\*Please e-mail or fax (03-7806 2800) us the bank-in slip / transfer confirmation together with the completed registration form.*

*Note: For cancellations less than 14 days before event or non-arrival on the training day, no refund will be given. Substitution is allowed. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the course.*