



Digital Channel Media Planning & Buying

It's all about planning and designing an end-to-end digital marketing strategy that aligns to business goals and complements a holistic marketing plan. Creating content that really gets through to people on the various channels available.



What you will learn:

- Digital Channel Planning and Buying Strategy
- Planning Your Campaign
- Ads Auction and distributing
- Measurement and Reporting
- Use Insights for Optimisation

Course Summary

Learn how to time, design and place content for maximum impact and efficiency. Finish up by learning what works by tracking and measuring content performance.

Course Objectives

Gain an understanding of how the different digital channels work on different levels and strategising on a successful campaign within a set budget and timeframe for maximum ROI.



Course Duration:

2 Days

Time:

9:30am - 5:30pm

Course Fee:

RM2,000 + 8% SST
*per pax

