

Strategic Educational Partner



**SEGi**  
COLLEGE  
SUBANG JAYA

# SOCIAL MEDIA ADVERTISING AND ANALYTICS MARKETING



Learn how Social Media Advertising works and harness the potential for long-term effectiveness as well as develop action plans and effective strategies. Learn how to analyse data (analytics) and the key points to look for to optimise traffic or objectives.

## What you will learn :

- Overview of Social Media Marketing
- Planning for social media marketing
- Social networks and microblogging
- Discussion boards, social news and question and answer sites
- Social media monitoring

## Course Summary

Gain an understanding of the power of Social Media Marketing as an effective and cost-effective digital marketing technique. Social media comes with several tools, which students will need to master to increase both the productivity and effectiveness of the campaigns.

## Course Objectives

Candidates will learn all about the concepts of Search Engine Strategy as well as the role of content marketing in SEO. Candidates should also grasp the understanding of how On-page and Off-page optimisation works for websites.

Course Duration: **2 Days**  
Time: **9:30am-5:30pm**  
Course Fee: **RM2,000+SST**

\*per pax



CALL OR WHATSAPP  
FOR DETAILS

 **+6011-1144 5462**

 [www.OnlineMarketing-Academy.com](http://www.OnlineMarketing-Academy.com)

 [info@OnlineMarketing-Academy.com](mailto:info@OnlineMarketing-Academy.com)

 **+607-288 1726**