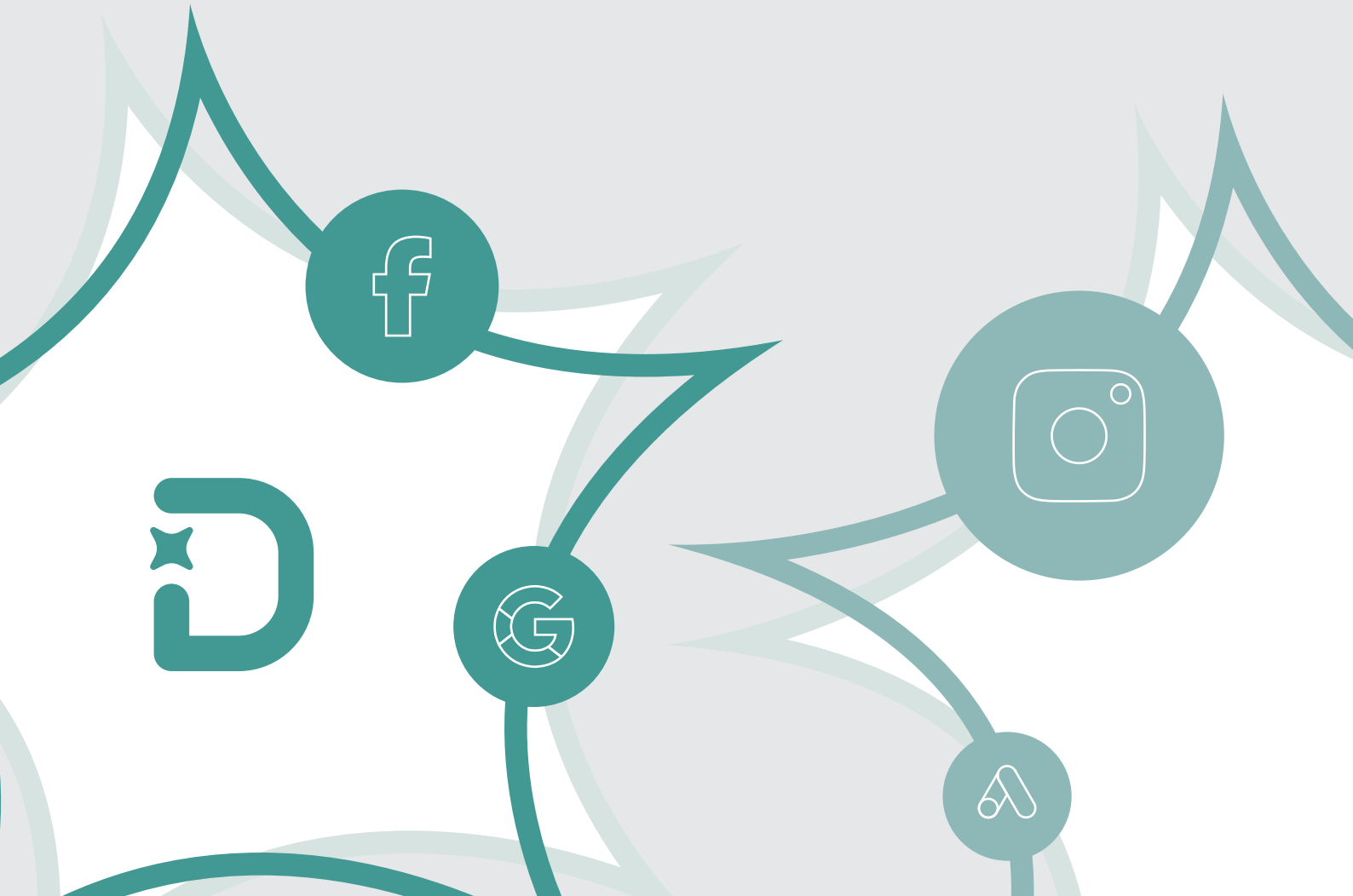
ONLINE MARKETING ACADEMY

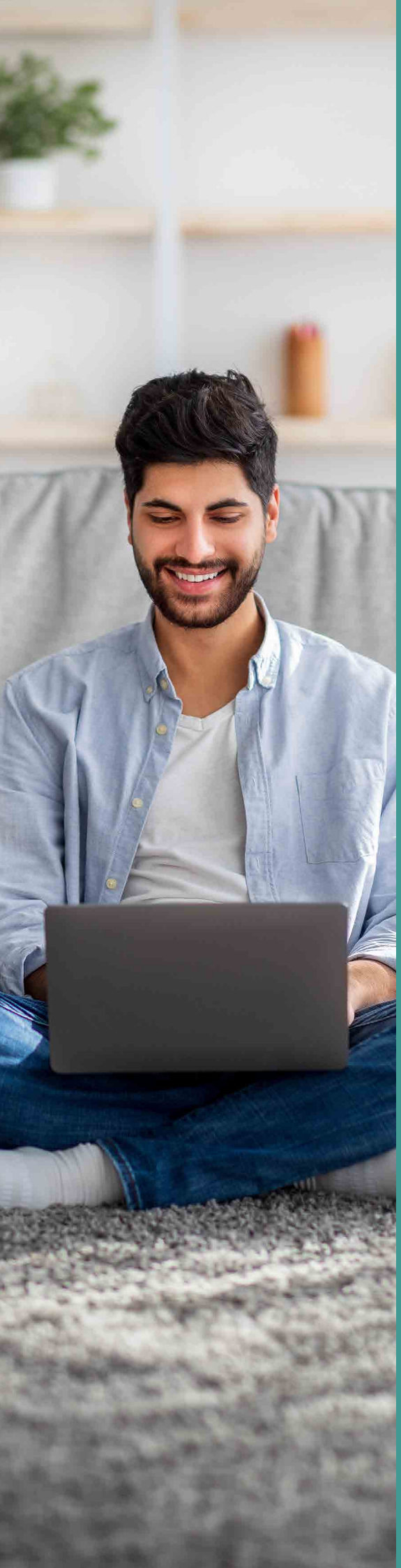
Optisage Technology

Digital Marketing for Business

HRD CORP CLAIMABLE

SME 100 Awards FAST MOVING COMPANIES®





Course Overview

Step into the fast-paced world of digital marketing and unlock the secrets to turning online platforms into powerful, revenue-generating business tools. Learn how to use digital marketing to attract the right customers with AI, build your brand and drive measurable business results. This practical, hands-on course covers the essentials of websites, SEO, social media, content, online advertising and analytics, giving you a clear roadmap to market your business more effectively.

You will explore how search engines, social media, compelling content, and advanced analytics synergise to create unstoppable marketing strategies. By the end of the day, you will walk away with battle-tested skills and strategies that you can apply immediately to elevate your marketing performance.

Gain insider insights into designing captivating websites, running high-converting campaigns, supercharging social media engagement with AI, and measuring what truly matters through analytics. Get ready to completely transform the way you approach marketing and take your business to extraordinary new heights.

Course Content

» Introduction: Digital Marketing Ecosystem

- Understand the digital marketing landscape and how key online channels work together.
- Explore SEO, PPC, social media, email, content marketing and analytics.
- Understand inbound, outbound and omnichannel marketing strategies.
- Learn how to select the right channels based on your business and target audience.
- Build a practical foundation for planning, executing and measuring digital marketing.

» Module 2 Building Your Digital Storefront

- Understand how customers research, compare and discover businesses online.
- Build a high-value website that establishes credibility, attracts traffic and drives conversions.
- Explore CMS platforms such as WordPress, Wix and Shopify and choose the right option for your business.
- Apply UX, mobile-first design, website speed and clear CTA principles to improve user experience.
- Create high-converting landing pages and identify common conversion killers.

» Module 1 Strategic Planning

- Develop a digital marketing strategy aligned with business goals, customer needs and measurable outcomes.
- Map business objectives such as awareness, leads, sales and retention to relevant KPIs.
- Use AI tools such as ChatGPT and Gemini for market research, competitor analysis and customer insights.
- Set SMART objectives and meaningful KPIs while avoiding vanity metrics.
- Build a practical 90-day digital marketing action plan.

» Module 3 Content is Fuel

- Build a content strategy that supports brand awareness, engagement, SEO and conversions.
- Use AI to generate content ideas, calendars and campaign concepts while maintaining human oversight.
- Create content aligned with the Awareness, Consideration and Decision stages of the customer journey.
- Apply a Human + AI copywriting workflow for faster content creation without losing authenticity.
- Establish brand voice, editorial guidelines and quality checks to maintain credibility and consistency.

» Module 4
SEO in the Age of AI

- Understand how search is changing with AI-generated answers, zero-click searches and Answer Engine Optimisation (AEO).
- Understand how to use SEO and AI tools to discover high-intent keywords and understand search intent.
- Understand how to optimise on-page and technical SEO elements including content, metadata, internal links, and speed.
- Learn how to improve local visibility through Google Business Profile, local SEO, citations and reviews.
- Build a practical 90-day SEO execution plan.

» Module 6
Paid Advertising

- Understand how paid advertising can generate predictable, scalable and measurable traffic.
- Compare Google Ads and Meta Ads based on search intent, targeting, formats and campaign objectives.
- Learn how Google Ads and Meta Ads campaigns are optimised using effective targeting, keywords and creative.
- Learn to look at CPC, CTR, ROAS and other key metrics to improve campaign performance and budget efficiency.

» Module 5
Social Media Marketing

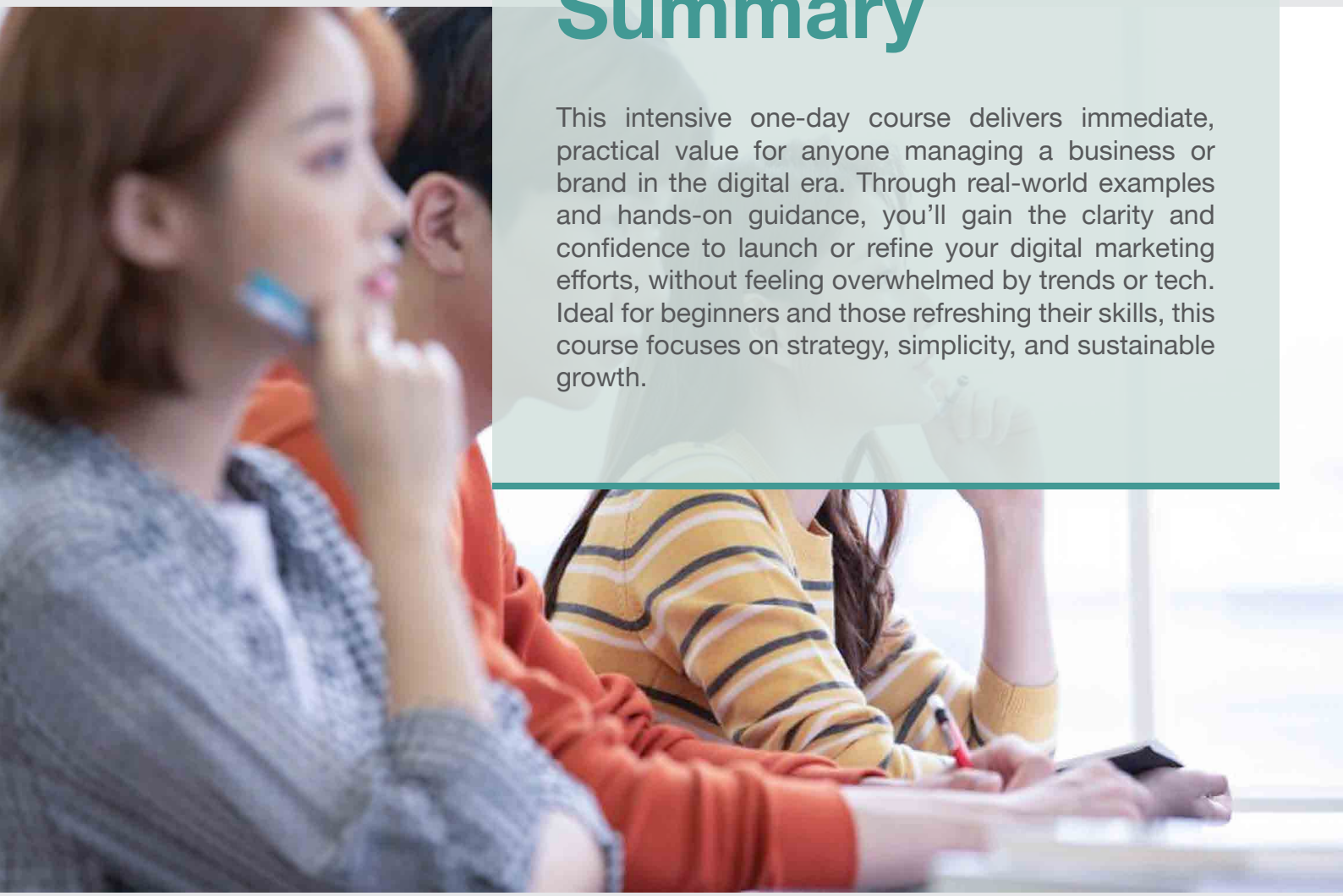
- Select the right social media platforms based on your audience, objectives and business model.
- Develop engaging content strategies and practical weekly content calendars.
- Use social media to build reach, trust, engagement and customer relationships.
- Apply scheduling and automation tools to streamline content publishing and community management.

Learn how to balance AI-assisted content creation with authentic human engagement.

» Module 7
Email Marketing, Automation & Performance Analytics

- Understand how to build and segment an email database using lead magnets, targeted content and effective email campaigns.
- Use AI to develop persuasive email content while monitoring deliverability and key performance metrics.
- Understand how Google Analytics 4 (GA4) tracks acquisition, engagement, conversions and customer behaviour.
- Turn marketing data into actionable insights through attribution, dashboards and 30-60-90 day growth plans.

Course Summary

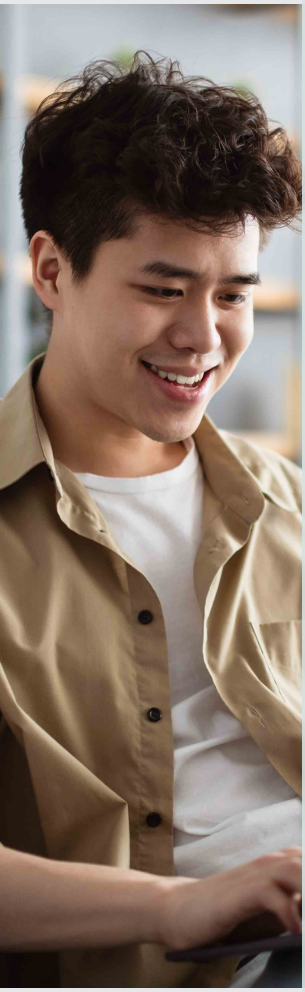


This intensive one-day course delivers immediate, practical value for anyone managing a business or brand in the digital era. Through real-world examples and hands-on guidance, you'll gain the clarity and confidence to launch or refine your digital marketing efforts, without feeling overwhelmed by trends or tech. Ideal for beginners and those refreshing their skills, this course focuses on strategy, simplicity, and sustainable growth.

Course Objectives

- Architect and execute a cohesive digital marketing strategy tightly aligned with core business objectives.
- Build and optimise a high-converting digital presence seamlessly across websites, search engines, and social platforms.
- Craft magnetic content that hooks your audience and aggressively supports your conversion goals.
- Measure marketing effectiveness with precision using real-time analytics.
- Deploy powerful digital tools to skyrocket brand awareness, drive high-intent traffic, and nurture lifelong customer relationships.

Course
Learning Outcomes



1. Develop a bulletproof, practical digital marketing strategy tailored precisely to specific business goals and target audience needs.

2. Select the most lucrative digital platforms—including search engines, social media, and content channels—in strict alignment with campaign objectives and consumer behaviour.

3. Create irresistible digital content that supercharges brand awareness, attracts high-value prospects, and breeds long-term brand loyalty.

4. Deploy foundational SEO and advanced social media tactics to explode your online visibility and drive qualified, ready-to-convert traffic.

5. Exploit advanced analytics tools to track campaign performance, decode critical metrics, and relentlessly optimise marketing spend for maximum ROI.

6. Master the understanding that digital marketing is a powerhouse tool for building genuine relationships, establishing unbreakable trust, and securing lifelong customer retention.

7. Apply dynamic, hands-on techniques instantly to elevate your business's digital footprint, regardless of your starting experience level.

8. Confidently architect and launch fully integrated digital campaigns that seamlessly unify visibility, engagement, and advanced tracking for explosive, sustained growth.

Testimonials

Thank you for sharing & teaching about Digital Marketing for business. After joined this class, I can barely know how to create a quality content & how to manage Social Media Platform for Marketing. From know nothing to I can see how the Digital Marketing works & with this kind of knowledge you can start creating a goals to grow your own business or help your company improve. Thanks!

Connie Liong
TSE Torino Shower Enclosure (M) Sdn Bhd

A good sharing knowledge. A lot of new things I have learn. Hopefully can benefit me in the future. Thank you.

Nor Azlina Binti Said
S P Setia Berhad

I found the course material to be comprehensive and the platform easy to navigate. The instructor was responsive and the pacing was just right. Overall, a very postitve learning experience.

Madihah Binti Mokhtar

I'm very happy joining this training and getting new knowledge and skills specially in using AI tools to creating the ads campaign in social media.

Jaisam Bin Julparael
Borneo Eduexcel Sdn. Bhd

Certified Trainer

Johnson Lai

HRD Corp Accredited Trainer

Johnson Lai is a pioneer in the digital marketing landscape, holding the distinction of being one of the first few Facebook Certified Lead Trainers in Malaysia and the first to achieve this prestigious badge in Johor Bahru. With a rare combination of MBA-level strategic thinking and deep-in-the-trenches technical execution, Johnson doesn't just teach theory, he delivers actionable, ROI-focused frameworks that empower businesses to dominate their digital space.

Martin Tan

HRD Corp Accredited Trainer

Martin Tan brings a multidisciplinary approach to digital marketing, combining his expertise in AI, data optimisation, visual design, publication, and persuasive copywriting. His training goes beyond campaign management, helping students create compelling marketing assets, develop strong brand voices, and integrate creative storytelling with performance-driven strategies to engage audiences and improve conversions.

Course Duration:
1 Day

Time:
9:30am - 5:30pm

Course Fee:
RM800 + 8% SST
*per pax

Delivery Method:
Face-to-Face or Online (Zoom)

Managed By Optisage Technology Sdn Bhd
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