Digital Marketing For Business

In this dynamic course, participants will embark on a thrilling journey through the diverse realm of online media. Discover the power and potential of various digital platforms and learn the art of harnessing them effectively for your professional success. Gain practical insights into how each media works and how to integrate it with your marketing objectives. Join us to unlock the secrets of navigating the vast digital sphere and transform your approach to digital marketing!

What you will learn:

- **Introduction to Digital Marketing -** Discover the foundational concepts of digital marketing, understanding its significance, key terminologies, and the overall landscape of online marketing strategies.

- **AI Powered Tools For Marketing** - Explore the integration of Artificial Intelligence (AI) in marketing, discovering how AI-powered tools such as ChatGPT, TikTok AI to enhance content creation, copywriting, image generation, video scripts and personalised marketing strategies.

- **Engaging Website** - Master the art of creating and maintaining an engaging website that captures audience attention, focusing on design principles, usability, and content strategies.

- **Search Engine Marketing** - Dive into both organic (SEO) and paid (PPC) strategies, learning how to optimize your website and run effective Google Ads campaigns to drive targeted traffic.

- **Social Media Marketing** - Define your target audience, establish your goals, and choose the right social media platforms to connect with them. Understand how to craft compelling content, engage audiences, and leverage the power of Facebook, Instagram, and TikTok to drive results.

- **Web Analytics** - Gain proficiency in data analytics, understanding how to interpret and utilize data insights effectively to optimize marketing strategies and drive business growth.

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Course Duration:
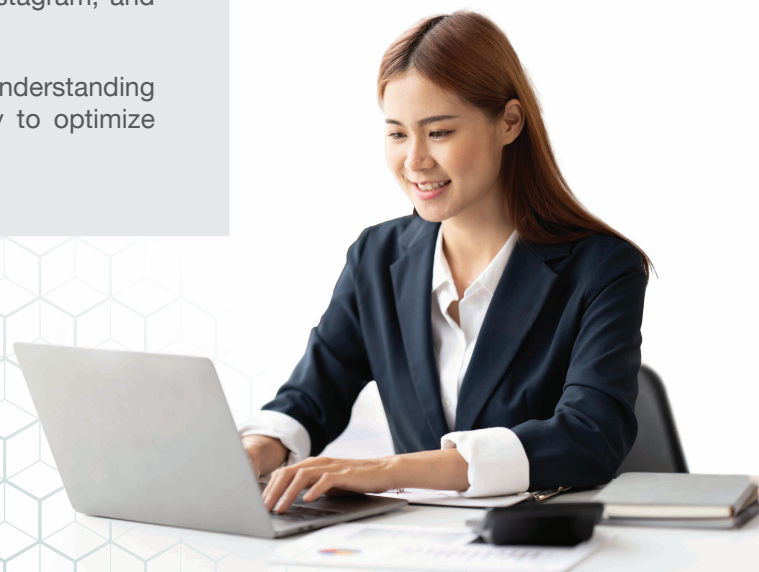**1 Day**

Time:
9:30am-5:30pm

Course Fee:
RM500+SST
*per pax

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