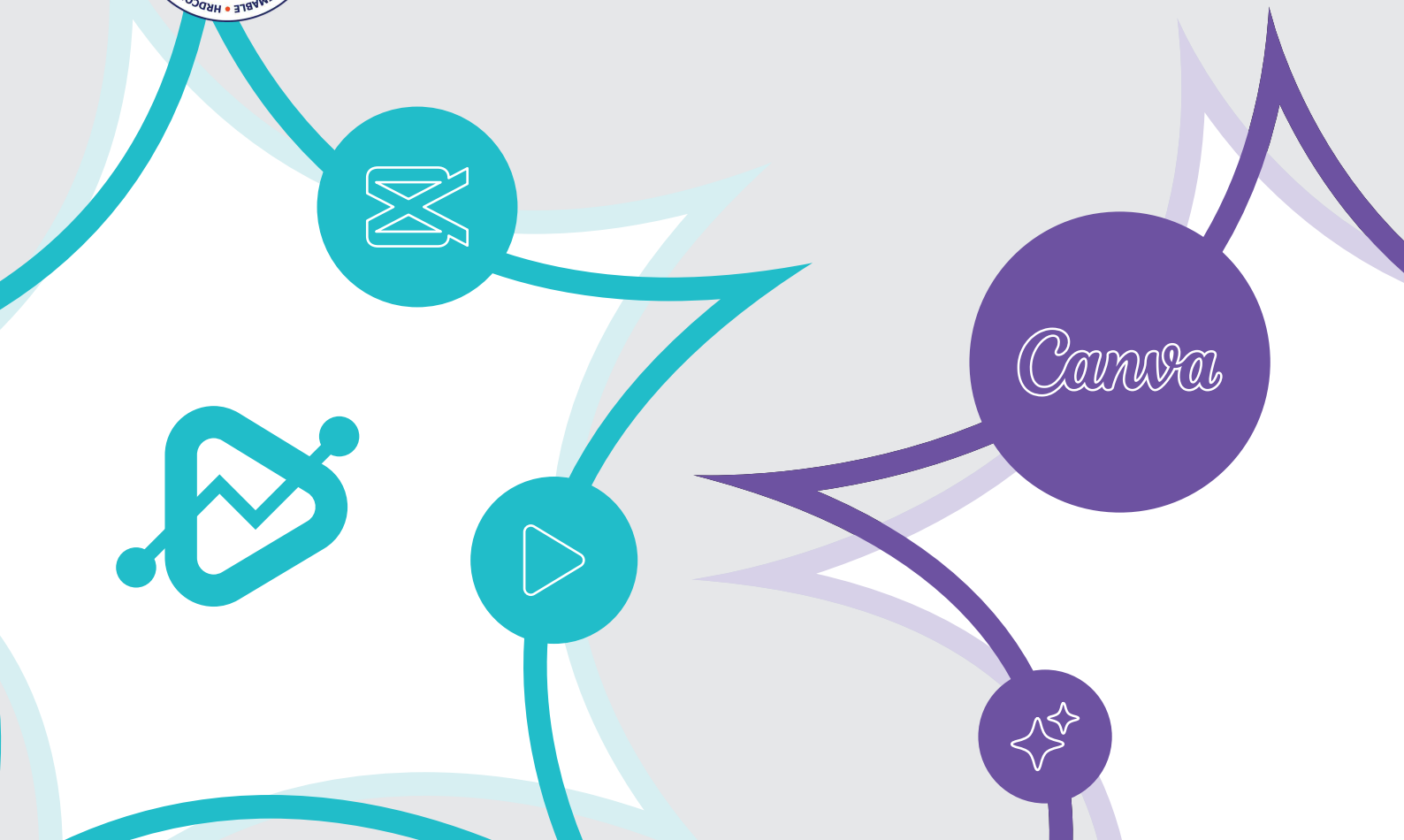
ONLINE MARKETING ACADEMY

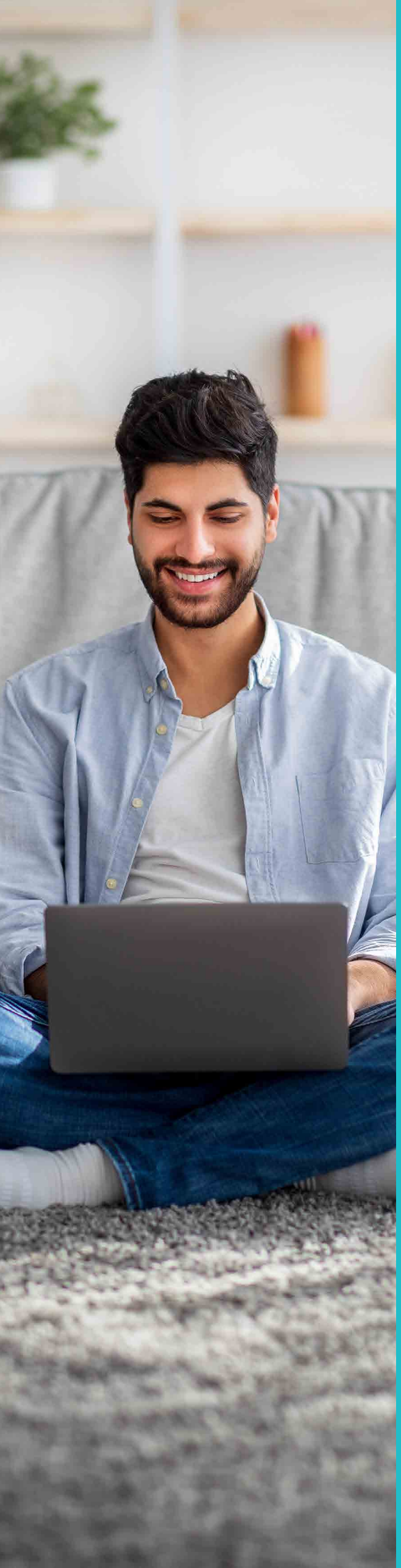
Optisage Technology

Social Media Marketing for Business

HRDCORP CLAIMABLE

SME 100 Awards FAST MOVING COMPANIES





Course Overview

This 1-day practical programme is designed for corporate professionals, non-marketers and internal teams who are new to social media marketing and need a clear, structured understanding of how it works in a business context.

Many organisations recognise the importance of social media but struggle with inconsistency and lack of confidence among staff managing company pages. This programme addresses that gap by providing foundational knowledge, practical frameworks, and hands-on guidance, without assuming prior marketing experience.

Participants will learn how social media supports business visibility, brand credibility, and customer trust. The focus is on planning before posting, understanding audiences and brand voice, choosing the right platforms, and creating simple, professional content using mobile-friendly tools. Generative AI is introduced as a support tool to improve clarity and efficiency, not as a replacement for human judgment.

By the end of the programme, participants will be able to contribute more confidently to their organisation's social media efforts and produce brand-aligned posts and short videos suitable for business use.

Course Content

» Module 1
Digital Marketing 101 & 4 Truths of Social Media

- Overview of digital marketing
- Know the role of social media in digital marketing
- Identify Organic vs Paid Social Media
- Activity: Know The Difference

» Module 2
Know Your Audience & Brand Voice

- Define brand tone, voice & visual style
- Set SMM objectives
- Activity: Create your ideal customer persona
- Activity: Mini Social Media Audit

» Module 3
Platforms, Content Framework & Planner

- Choose right platforms for your audience
- Customer Funnel Framework
- Platform-matching + Funnel role-play
- Explore content pillars to guide post variety
- Activity: Create a 7-day content planner with AI

» Module 4
Mobile-First Content Creation (Photography)

- Know how to take effective photos
- Types Of Short Form Videos
- Show why talking-head videos help customers connect better
- Activity: Get out of your comfort zone

» Module 5
Content Creation Made Easy (Captions)

- Methods of content ideation (hands-on)
- Copywriting frameworks
- Activity: Caption writing with Generative AI

» Module 6
Content Creation Made Easy (Canva)

- Canva AI for image creation
- Demonstration: Create a simple branded static post
- Demonstration: Using the Brand Kit

» Module 7
Mobile-First Content Creation (Short Form Videos)

- Ideal setup for recording (lighting, framing, and sound).
- Demonstration: Scripting and teleprompter use for natural delivery.
- Assignment: Take A Talking Head Video

» Module 8
Editing Video Content (CapCut)

- Create quick B-roll clips using CapCut templates
- Demonstration: Edit short form videos
- Assignment: Edit Your Talking Head Video

» Module 9
Schedule Like a Pro & Wrap-Up

- Explore free scheduling tools
- Tips on UGC, 2FA
- Algorithms, posting guidelines
- Final Q&A

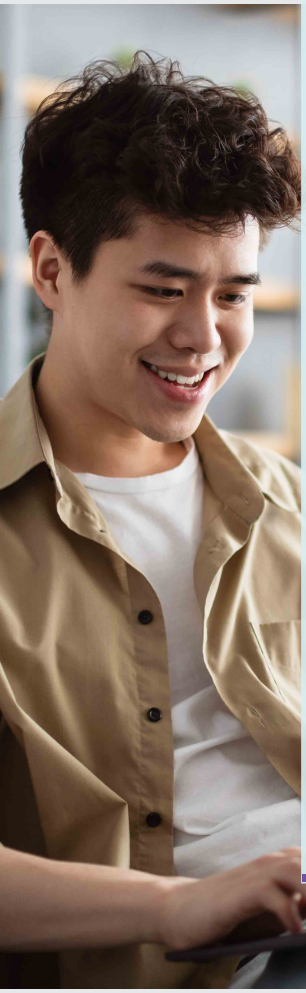
Course Summary

Through hands-on activities and guided exercises, participants will gain confidence in creating captions, images, and short-form videos suitable for business use and contribute more effectively to their organisation's social media marketing efforts. a

Course Objectives

- Understand the role of social media within the broader digital marketing landscape.
- Differentiate between organic and paid social media strategies and their business applications.
- Identify target audiences and develop suitable brand voice, tone, and content approaches.
- Select appropriate social media platforms based on audience behaviour and business objectives.
- Develop structured content plans using content pillars and customer funnel frameworks.
- Create basic mobile-first social media content, including photos, captions, and short-form videos.
- Use Generative AI tools responsibly to support content ideation, caption writing, and planning.
- Apply beginner-friendly tools such as Canva and CapCut to produce branded business content.
- Understand social media best practices, including scheduling, engagement, security, and posting consistency.

Course
Learning Outcomes



1. Develop a basic social media content plan aligned with business objectives and target audiences.

2. Produce simple branded social media posts and short-form videos for business use.

3. Write clearer and more engaging captions using practical copywriting techniques and AI support tools.

4. Demonstrate confidence in using mobile-first content creation and editing tools.

5. Contribute more effectively to their organisation's social media marketing activities with improved consistency and professionalism.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee
Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin
Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei
VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui
Pansar Company 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.

Navitha Nava Vinoba

HRD Corp Accredited Trainer

Navitha Nava Vinoba is a digital marketing trainer and HRD Corp Accredited Trainer in Malaysia with over 15 years of experience in the education and training industry. As a Certified Digital Marketing Professional from the Digital Marketing Institute (DMI), Ireland, she specialises in delivering practical, hands-on digital marketing programmes designed to equip learners with actual day to day skills.

Course Duration:
1 Day

Time:
9:30am - 5:30pm

Course Fee:
RM1,250 + 8% SST
*per pax

Delivery Method:
Online (Zoom)

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