

# **DMI Digital Marketing Fundamentals**

## **Overview**

Digital technologies have changed the way we work, live and communicate. However, many companies in Malaysia have yet to adopt digital in a big way.

This is especially true of the micro and SME sectors in Malaysia. According to a research carried out by Cisco Systems Malaysia and business school IMD, 4 out of 10 businesses currently operating in any industry, will be displaced due to digital disruption.

Businesses today have to equip themselves with digital knowledge, or risk going out of business in the near future. Digital solutions also help retail companies become more productive and efficient as well.

## **Who Should Attend?**

Newly recruited & experienced marketing staff, marketing freelancer, and others related to marketing

## **Course Outcome**

Upon successful completion of this course, participants should be able to:

- Conduct digital research, set business objectives for campaigns and develop a targeted digital marketing strategy
- Build and publish a well -designed and high performing and optimized website aligned to your business goals
- Create and curate compelling and innovative content that drives ROI
- Create and manage paid campaigns in Google AdWords

## **Duration**

5 days

## **Course Outline**

The Certified Digital Marketing Programme consists of 9 modules:

### **Module 1: Digital Marketing Foundations**

- Digital trends disrupting the sectors
- The 3 I's of digital marketing
- The PROPEL model

### **Module 2: Search Engine Optimisation (SEO)**

- Tactics for enhancing your website's position and ranking with search engines
- Concepts of SEO
- Building an effective SEO strategy

### Module 3: Search Engine Marketing (SEM)

- How to implement and manage search advertising campaigns
- Concepts of SEM
- Building an effective SEM strategy

### Module 4: Email Marketing

- Best practices for creating and delivering effective email marketing campaigns
- Four foundations of email marketing
- Subscriber Management
- Email Design
- Delivery
- Reporting

### Module 5: Social Media Marketing

- Effectively engage with customers on social media
- Which platform should you be on?
- Building a social media strategy for your business

### Module 6: Analytics & Data

- Why data is the bedrock for anything on digital?
- How to measure, monitor and optimise your digital marketing campaigns
- Setting up a formal analytic programme

### Module 7: Content Marketing

- What is content marketing?
- Why is it important?
- How to implement a content strategy
- Tools and best practices

### Module 8: Digital Strategy

- What is the difference between digital and traditional strategy?
- How to build an effective strategy?
- Tools and best practices

### Module 9: Website Optimisation

- What is website optimization?
- 3-step process for optimization
- Tools and best practices

## **Trainer Profile**



Manu Menon More than 25 years of experience in the area of strategic planning, marketing and digital transformation. Spent the bulk of his time in the information technology and telecommunications sectors. 8 years ago, he moved into the digital marketing sector. Currently, he is the founder and principal consultant at Epiphanik. Prior to that he was Managing Director - Reprise at IPG Mediabrands Malaysia, a leading digital marketing agency which is part of a global company headquartered in New York. He has also trained hundreds of people on the subject of digital transformation and marketing. The most recent events that he has spoken at include Media 360, an event by Campaign Asia Pacific; PMEX 2017 by Human Dynamics and for financial institutions embarking on their digital transformation journey. He has also trained and coached approximately 100 SME entrepreneurs in the aspects of Digital Marketing at the end of 2018. This was a programme under the Prime Minister's Department.

University of Nottingham — Masters of Business Administration, 2003  
Chartered Institute of Marketing — Postgraduate Dip. In Marketing, 1997