



DIGITAL MARKETING

Part A: Detailed modules and curriculum mapping including learning objectives, modules and instructional guide.

i. Programme Specifications

Programme	:	Integrated Digital Marketing
Mode	:	Training
Tenure	:	2 Days Day 1: 10.00AM until 5.00PM Day 2: 10.00AM until 5.00PM
Objective	:	By the end of the program, participant are able to use their own digital marketing business system and start to get lead from the system.
Target Participant	:	<ol style="list-style-type: none">1. Any business who wish to start the digital marketing business.2. Anyone who wish to enhance the current digital marketing business.
Content	:	<ol style="list-style-type: none">1. Participants are able to bring their offline business to online (O2O)2. Participants are able to do market research using Google & Facebook tools3. Participants are able to use social media (Facebook & Instagram) to market their products & services.4. Participants are able to use search engine (Google) to do market research & promote their website using Google ads5. Participants are able to understand the Google leads (Search engine marketing) concept6. Participants are able to understand the search engine optimization (SEO) concept.7. Participants are able to understand the e-commerce & marketplace concept





Day-1 Program Tentative

Time	Day 1
10.00 – 10.30am	Slot 1: Introduction to integrated digital marketing on all platforms
10.30 – 11.00am	Slot 2: Market Research using Google & Facebook tools
11.00 – 11.15am	Morning tea break
11.15 – 12.30pm	Slot 3: e-commerce & marketplaces (Lazada/Shopee)
12.30 – 1.30pm	Lunch
1.30 – 3.00pm	Slot 4: Social media marketing (Facebook & Instagram marketing)
3.00 – 3.15pm	Afternoon tea break
3.15pm – 5.00pm	Slot 5: Introduction on Search engine optimization (SEO) & Search engine marketing (SEM) & Other platforms (TikTok/ Youtube)





Day-2 Program Tentative

Time	Day 2
10.00 – 10.30am	Slot 1: Facebook business page management & page insights (data analysis)
10.30 – 11.00am	Slot 2: Types of Facebook ads & objective- Create the first ads campaign, ad set & ad creative
11.00 – 11.15am	Morning tea break
11.15 – 12.30pm	Slot 3: Understanding audience insights, remarketing & retargeting strategies. Analyze results with CPC, CTR & ROI for performance monitoring.
12.30 – 1.30pm	Lunch
1.30 – 3.00pm	Slot 4: A/B testing (split test) strategies. Testing different ads set with different audiences or ads creative.
3.00pm – 3.15pm	Afternoon tea break
3.15 – 3.45pm	Slot 5: Instagram business profile management & importance of Instagram ads with insights
3.45pm – 5.00pm	Slot 6: Case study, ROI calculation on FB & Instagram ads, media buying strategies planning



Part B: List of deliverables and implementation plans / schedules, and outcome-based

Day 1:

1. Introduction on digital marketing
 - Traditional marketing vs digital marketing
 - Introduction on all Digital marketing platforms
 - Digital marketing circle O2O (online to offline concept)
2. Market research using Google & Facebook tools
 - Using Google trends to analyze market demands & keywords
 - Using Facebook insights to analyze target audience interest, location, gender, preferences and etc
3. E-commerce & marketplaces
 - Understanding the pros & cons of marketplaces (Lazada & Shopee)
 - Understanding the online store concepts
 - Understanding traffic
4. Social media marketing
 - Understand the power of Facebook ads & marketing
 - Understand the concept of Facebook ads & costing
 - Understand the Instagram business and the power of Instagram ads
5. Search engine optimization (SEO) & search engine marketing (SEM)
 - What is SEO
 - What is SEM
 - Long terms vs short term ads planning
 - Importance of Google ads & marketing
 - Calculating the budget & ROI for google ads
 - Tiktok & Youtube marketing



Day 2:

1. The Fundamental of Facebook

- Participants able to understand the current trends about Facebook ads
- Able to use Facebook insights in Malaysia and choose the best ways to beneficialtheir businesses.

2. FB Page Insights

- Participants able to analyze audience interaction on their own Facebook page.
- Able to improve the post creation based on audience engagement.

3. FB Audience Insights

- Participants able to do research on audience demographic, location and activitybased on interest in detail.
- Able to apply the research in marketing objective for their specific products

4. FB Ad Campaign

- Participants able to create the best campaign and determine the right marketingobjectives
- Able to set the right audiences' target for niche business.

5. FB Ad Set

- Participants able to do specific setting audience, placement, budget and schedule.
- Able to maximize the audience' reach through multiple ad sets.

6. FB Creating an Ad

- Participants able to choose the right online identity and creative content to getpotential prospects.
- Able to align the ads to follow Facebook' policy
- Able to create custom audience, saved audience & lookalike audience
- Able to conduct A/B testing ads

7. FB Ad Optimization

- Participants able to manage future ads with prospects retargeting, strategy andimprovement.
- Able to use their customer database to perform retargeting and remarketing.



- Able to do media buying strategies planning

8. Instagram business profile management

- The 3 simple systems to get the best Instagram results
- Perfecting your Instagram display picture
- Optimizing your Instagram Bio
- Create your Instagram call-to-action (CTA)

9. Creating the ultimate Instagram marketing game plan

- Identifying and locating your target audience on Instagram
- Verify and expand your target audience
- Promotional strategy
- Successfully promoting your Instagram account outside of Instagram
- Connecting with your target audience using hashtags

AUDIENCE

Sales & marketing department, digital marketing department, any department which is responsible for sales & marketing

METHODOLOGY

This program will be constructed in step by step & hands-on learning basic

LANGUAGE

English/ Malay/ Mandarin



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CHESTER, TAN SOCK BAN

Author & Trainer's Profile

Certified Train the Trainer (PSMB) Certified NLP Practitioner (ABNLP) Google Adwords Certification

Chester Tan is a certified train-the-trainer, NLP practitioner and Google Adwords certification.

Due to her passion on training & education, she started her career as a soft skills trainer after she graduated.

However, during her 6 years training life path, she figured out the power of digital marketing business, so she started to practise and started her first online business using digital.

She is now running three businesses (GJD store, AMKL & Metaphor Solution) which are e-commerce business and digital marketing training & agency. Her businesses grow rapidly just in few years due to the power of digital marketing.

Her first book 'Grow rich with Facebook ads & Marketing' has been published on year 2017, she shared her real life experience practically in building her online business through digital marketing.



Her bespoke series are as below:

Digital programs:

- 1) Digital Marketing
- 2) Social media marketing (Facebook & Instagram etc)
- 3) Search marketing (SEM)/ Google ads
- 4) Email marketing
- 5) E-commerce
- 6) Web development

All programs are customized (bespoke) and workshop-based in nature whereby training is practical and stimulating to ensure total effectiveness.

Professional Affiliations

Certified NLP Practitioner (ABNLP) Certified Time Line Therapy™ Practitioner
Certified Train the Trainer (PSMB)

Google Adwords Certification

Author of 'Grow rich with FB ads & marketing'

The organizations that have used her expertise are as follows:

- 1) Oracle Sdn Bhd
- 2) MNS Global Sdn Bhd
- 3) Malvern International Academy
- 4) Kingsley's college
- 5) JIT training & consultancy
- 6) The trend Realty Sdn Bhd



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- 7) University Tunku Abdul Rahman
- 8) Impact Volution Training & consultancy Sdn Bhd
- 9) Ezypay Sdn bhd
- 10) Persatuan Teknologi Malaysia
- 11) Oinas Creative Studio
- 12) Jutaviral Solution
- 13) Cheaper store Sdn Bhd
- 14) Padini Holding Berhad
- 15) Tokio Marine Sdn Bhd
- 16) GJD Global Ventures
- 17) Meitu Malaysia
- 18) Somax Store Malaysia
- 19) Quantum Dynamics

And many more public programs.....