



# Scaling Your Business with Digital Marketing Part 1: Search Engine Optimization, Social Media Marketing & Copywriting Techniques

## INTRODUCTION

Digital Marketing is the process of reaching your target audiences in a more effective and precise way through various digital channels, to attract, engage and convert them to customers. Digital marketing is not a new technique; it has been available since the beginning of the internet era. With more and more people using internet-connected devices, it has become easier to reach people online, engage them and convert them to customers. This course will enable participants to experience all the essential aspects of the digital marketing process and help them achieve their marketing goals.

## LEARNING OUTCOME

Upon completion of this program, participants should be able to:

- Learn what is Digital Marketing and how it works
- Understand the different channels of digital marketing
- Understand how the Search Engine Optimization works
- Defining your target audience through segmentation and sharpening your message to reach them effectively
- Learn how to use various social media platform to market your business digitally

## METHODOLOGY

Online E-learning – Talent LMS (Video presentations, articles, assessments, case studies)

## TARGET AUDIENCE

This course is suitable for anyone who has no knowledge about digital marketing, especially for start-up entrepreneurs or businesses, who want to improve their visibility online and create a strong brand value.

## CONTENTS

### Module 1: Digital Marketing Framework – Framework to A Great Start

- Traditional versus Digital Marketing: What are the differences and why both are needed
- Channels: The different types of channels in digital marketing
- The ABCDs of Digital Marketing: Steps to Successful Marketing

## **Module 2: Copywriting 101**

- What is Copywriting: Learn what is copywriting and how it helps your marketing efforts
- Copywriting vs. Copyright
- Elemental pillars for a strong copy
- Laser targeting your audience to reach them

## **Module 3: Search Engine Optimization (SEO): Boost Your Visibility on The Web**

- SEO 101: What is SEO, and how can it help your marketing efforts?
- Eye in the sky: How to know what people are searching for?
- How does SEO work: The process of how search queries are made and how it affects your market visibility
- Keyword magic: Exploring the world of keywords

## **Module 4: Facebook for Business: Using Facebook to Increase Sales**

- The Facebook Meta ecosystem and how it relates to social media marketing
- Facebook social channels: Exploring different types of channels within Facebook
- Organic vs. Paid postings
  - Business Page: Setting up your page professionally and connecting to social handles.

## **Module 5: Instagram for business**

- What is Instagram, and how it plays a role in your marketing
- Instagram Accounts: Which type is best for you?
- Key features that you can access using an Instagram business account
- Business vs. Creator Account: The difference between features and suitability for your business

## **Module 6: WhatsApp Marketing: Using WhatsApp as A Business Asset**

- WhatsApp Marketing: Using WhatsApp as a marketing tool
- Behind the hood: Exploring the features of WhatsApp Business App
- Setting up WhatsApp for business

