

SOCIAL MEDIA MASTERCLASS

DATE: 12-13 July / 12-13 December 2023
5-6 March 2024

FEE: RM1,250

DURATION: 2 Days

HRD CORP SCHEME:
HRD Corp Claimable Courses

PROGRAM OVERVIEW

Social media has changed the way we live our lives. From the way we get our news to the way we interact with our loved ones. It has been growing exponentially and it hasn't reached the peak of its popularity yet. There's no denying that social media platforms are now a major source of news and information. With popular social media platforms growing in terms of size, each platform has a unique audience. If you cater your content toward the audience of the social media platform, you'll be successful

In this course, participants will learn how to leverage on the power of Social Media to develop their business. This will in turn help them with generating more quality leads their business and to be innovative in formulating marketing strategies using social media. This course will cover the various social media tools and will train them to use it effectively in their organization or business.

LEARNING OUTCOMES

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

- Conceptualize and orchestrate a winning social media marketing campaign
- Create and establish a company profile and brand on social media
- Create a professional page for a brand or an organization
- Reach out to B2B & B2C customers
- Acquire Quality Fans, via right strategies on target audience
- Engage with social media audience
- Identify different social media channels and its nature
- Create different Facebook marketing campaigns
- Create and execute LinkedIn campaigns and Instagram promotions
- Create a promotional video for YouTube marketing
- Run a competitor research in social media

METHODOLOGY

- Lectures and Handouts
- Individual and Group Discussions
- Hands on practice utilising the social media outlets

WHO SHOULD ATTEND

- Mid/Senior Manager
- First Level Manager
- Executive/Supervisory

FACILITATOR

Chong Kin Lei

She is Digital Marketing Consultant & Trainer & CEO in KelC has trained over 1000 participants in digital marketing courses and seminars across Malaysia. She founded KelC Academy & Digital Marketing Agency since Nov 2015 and currently doing consultation for corporate and SMEs companies in Digital Transformation, increases online presence and lead generation. Apart from that, she also helping to do developing, implementing and managing marketing campaigns such as social media marketing, SEO, Web development, Google ads, email marketing that promote a company and its products and/or services.

PROGRAM CONTENT

Module 1

Marketing Fundamental

- Strategic marketing approach
- Setting digital marketing goal
- How to build sales funnel
- How to identify customer persona
- Audience insight for audience targeting
- Case studies
- How to create powerful content

Module 2

Facebook Marketing

- Set up new Facebook Business Page
- Facebook page optimization
- Facebook content optimization
- Facebook LIVE, Facebook Stories, Facebook Event & Facebook Group Creation
- Facebook Ads Campaign (Traffic Objective)
- A/B Testing Optimization

Module 3

Instagram Marketing

- Setting up Instagram Business account
- Instagram links to Facebook Business Page
- Instagram Ads Campaign Creation
- Optimization of content management

Module 4

LinkedIn Marketing

- LinkedIn personal profile
- LinkedIn Company Page & Showcase Page creation
- Curation of LinkedIn content and optimization
- LinkedIn Text Ads Campaign Creation
- Content case studies

Module 5

YouTube Marketing

- Setting up YouTube Account
- Simple Video Creation With Free Apps
- How To Upload To YouTube Video?
- How to do YouTube Setting?

PROGRAM SCHEDULE

Day 1

9:00am - 10:30am	:	Module 1
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 1 (<i>Continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 2
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 2 (<i>Continue</i>)

End of the day

Day 2

9:00am - 10:30am	:	Module 3
10:30am - 10:45am	:	Coffee Break
10:45am - 1:00pm	:	Module 3 (<i>Continue</i>)
1:00pm - 2:00pm	:	Lunch
2:00pm - 3:30pm	:	Module 4
3:30pm - 3:45pm	:	Coffee Break
3:45pm - 5:30pm	:	Module 5

End of the day

