



Application of Digital Marketing in Construction Industry

CIDB

www.zohlgroupp.com

COURSE CODE: C-CDSM-01

LEVEL: Basic

LANGUAGE: Bahasa & English

OVERVIEW

This Social Media Marketing for Business course is the perfect course for beginners and experts in social media marketing, as well as those who would like to learn new skills.

The expansion of business depends on marketing, and in this course, you will learn all the secrets of social media marketing so you can compete in the modern age. You will first be introduced to the many different social media sites, including Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest and many more. After that, you will learn how to engage your customer using market research, understand customers demand, create a sales funnel and influence consumers by creating quality content and crafting strategies.

OBJECTIVE

By completing this course, you will:

- ⇒ Develop an understanding of why social media marketing can be beneficial to a business.
- ⇒ Understand how to create a social media marketing strategy and implement it.
- ⇒ Be aware of the common mistakes that businesses make when undertaking social media marketing.
- ⇒ Understand the importance of privacy policies, disclaimers, and terms and conditions.

COURSE DURATION

2 days (9am - 5pm)

Tea Breaks: 10:30am & 3:30pm

Lunch: 1:00pm-2:00pm

Note: Please contact our office for Training Date or visit our website for details (www.zohlgroupp.com/mdc)

METHODOLOGY

This program will be conducted with:

- Interactive Lectures using PowerPoint presentation
- Worksheets and Quiz
- Discussions
- Practical Exercise
- Case Study
- Video Presentation

TARGET AUDIENCE

This Social Media Marketing training is suitable for anybody who wants to establish or improve their marketing presence on social media. The course can be taken by businesses of all sizes and all types. It can also be taken by anybody who wishes to learn more about marketing on social media, and how businesses do so.

LOCATION

Mindset Discovery Center™@ZOHL, M2-6-08, Level 6, 8trium Tower 2, Bandar Sri Damansara, Kuala Lumpur (other Regions please contact our office)

COURSE CONTENT

Module 1 - Introduction to Digital Marketing in Construction Industry

- What is Digital Marketing? | How to Apply Digital Marketing in Construction Industry? | Is Digital Platform Relevant in Construction Industry? | Introduction to Social Media Platforms | Social Media Marketing Best Practices

Module 2 - Facebook Marketing in Construction Industry

- Introduction to Facebook | How Facebook Works
- Gaining Followers | Facebook Best Practices
- Facebook Groups | Influencer Marketing
- Facebook Optimization
- Facebook Marketing (case study)
- Facebook Marketing (successful case study)
- Facebook Groups | Facebook Group Ideas
- Managing Facebook Groups | Monetize Groups

Module 3 - Twitter Marketing in Construction Industry

- Introduction to Twitter | How Twitter Works
- Social Media Synergy | Twitter Best Practices
- Twitter Automation | Twitter Analytics
- Twitter Influencers | Twitter Growth
- Twitter Marketing (case study)

Module 4 - Instagram Marketing in Construction Industry

- Introduction to Instagram | Instagram Best Practices
- Gaining Followers on Instagram
- Instagram Influencer Marketing
- Instagram Tools | Instagram Do's and Dont's
- Instagram Marketing (case study)

Module 6 - LinkedIn Marketing in Construction Industry

- LinkedIn Setup | LinkedIn for Business | Company Page
- Groups | Slideshare | LinkedIn Ads | Premium
- Sales Navigator | Automation | LinkedIn To-Do List
- LinkedIn Not-To-Do List | LinkedIn

Module 7 - YouTube Marketing in Construction Industry

- YouTube Marketing Plan
- Creating Engaging YouTube Videos
- YouTube Channel Best Practices
- Optimizing YouTube Videos
- Maximizing YouTube Income
- YouTube Channel (case study)
- YouTube Do's and Dont's
- YouTube

Module 8 - What Are Digital Marketing Tools?

- Website analytics tools. | Social media management tools.
- Conversion rate and funnel analytics tools.
- SEO tools. | Marketing automation tools,
- Email marketing tools.

Note: Course Content subject to further review

Customized In-House Training Program is available in the following areas:

Accounting & Finance | Administrative Skills | Career Development | Human Resources | Personal Development | Sales & Marketing | Leadership & Management | Workplace Essentials | Digital & Social Media Marketing | Cust Svc | SCM | Entrepreneurship | Soft Skills | HSE | Engineering | Telecoms | ICT | ISO | PM | TQM

CALL US FOR DETAILS or VISIT OUR WEBSITE AT WWW.ZOHLGROUP.COM



Sebarang pertanyaan sila hubungi Cik Niesa
ZOHL Consultancy Sdn Bhd (332967-D) (SST ID: W10-1810-32000429)

M2-15-02, Level 15, 8trium Tower 2, Jalan Cempaka SD 12/5

Bandar Sri Damansara, 52200 Kuala Lumpur

T: 03.6279.9276 F: 03.6279.0663 HP: 013.398.1038 E: plbk@zohlgroupp.com



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PHYSICAL CLASSROOM (FACE-TO-FACE)

Peninsular Malaysia

- **With Green Card: RM530.00** per person incl. 6% SST
- **Without Green Card: RM636.00** per person incl. 6% SST

Sabah & Sarawak

- **With Green Card: RM636.00** per person incl. 6% SST
 - **Without Green Card: RM742.00** per person incl. 6% SST
- (Fee inclusive of Course Material, Attendance Certificate, and Meals)

ONLINE

- **With Green Card: RM477.00** per person incl. 6% SST
- **Without Green Card: RM530.00** per person incl. 6% SST

CERTIFICATE

Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program. Full attendance is a pre-requisite.

CIDB CCD Points

20 (for CIDB-Registered Companies)

REGISTRATION METHOD

1. **Online:** <https://zohlgroupp.com/mdc/cidb-registration/> **OR**
2. Download this brochure at: <https://zohlgroupp.com/mdc/cidb-brochure/> and fill up the required information. Then please **fax** to: 03.6279.0663
3. Or contact our office at: 03.6279.9276 / 013.398.1038

FACILITATOR

Don Choo - Passionate, energetic & highly motivated trainer with over 7 years of experience in digital marketing. Excellent communicator and adept in the design of organizational training programs. PSMB TTT (Train the Trainer) certified.



His experience includes the following:

- Developed digital strategy for new startup e-commerce company & small businesses
- Created & executed marketing plans for corporate branding & campaign launch
- Managed more than 500+ advertising campaigns on social media and search engine

- Planned & conducted in-house trainings for marketing executives

His skills in social media includes:

- Social Media Marketing | Search Engine Marketing
- Email Marketing | Analytics

He is also certified in the following areas:

- DIGITAL MARKETING PROFESSIONAL CERTIFICATE - Digital Marketing Institute (Ireland)
- TRAIN THE TRAINER - Pembangunan Sumber Manusia Berhad (Malaysia)
- NLP ASSOCIATE PRACTITIONER - The American Board of Neuro Linguistic Programming (USA)
- CERTIFIED DIGITAL MARKETING ASSOCIATE - Facebook Blueprint

Besides providing technical and management consulting services, he has also conducted several training programs such as:

- Social Media Marketing | Digital Marketing Strategy
- Digital Marketing Analytics | Facebook Marketing
- Instagram Marketing | Email Marketing
- Search Engine Marketing | Internet Marketing Fundamentals
- Google Analytics

*Note: Trainer availability is subject to change

REGISTRATION FORM

Participant : _____

Position : _____

IC No: _____

Note: please duplicate this page for multiple participants' registrations

Green Card No: _____ (only if it is applicable)

CIDB Grade G : _____ (only if it is applicable)

Training Date: _____

Training Venue: _____

Organization: _____

Address: _____

Contact Person: _____

Position: _____

Tel: _____

Fax: _____

Email: _____

Company Website: _____

PAYMENT

CASH: RM _____ **OR**

CHEQUE No: _____

Please fax your bank-in slip to 03.6279.0663 or scan your bank-in slip and email to plbk@zohlgroupp.com

*Please make your cheque payable to:

ZOHL Consultancy Sdn Bhd



Account No:
514392303373

Signature & Company Stamp

Note:

- Date & venue of seminar subject to changes
- Payment must be made 7 days before the training date
- Registration cancelled 7 days prior to the event is subject to RM100 service charge per participant
- No refunds for notice received less than 7 days prior to the event. A substitution may be made at any time at no extra charge.
- Program content may change subject to revision by our consultants from time to time.
- Full fee is required with your registration. 5% Group discount is available - min 3 pax.

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