



Internet Marketing Fundamentals

learn how multiple digital channels can support your organization's business goals

HRDF

www.zohlgroup.com

COURSE CODE: NT-SM-09

LEVEL: Basic

LANGUAGE: Bahasa & English

OVERVIEW

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the Internet has completely changed the way people communicate. The Internet is a marketer's dream come true, especially with **Social Media**, as you have a low cost marketing tool that can reach a large audience.

Internet Marketing Fundamentals will provide the participants with a great set of skills to market your business online. Content is the king of Internet marketing, and the participants will need to know how to utilize your great content. If you want your business to grow then the participants need to understand Internet Marketing Fundamentals.

OBJECTIVES

This course will enable participants to:

- Understand the digital media, its power and potential
- Discover and internalize online marketing jargons
- Basic understanding of SEO, PPC, Social Media and Content Marketing
- Gain the context to take business decisions involving the digital media and online marketing
- Get ready to deep dive into advanced online marketing topics

COURSE BENEFITS

Through this course, you will gain a high-level understanding of Search Engine Optimization (SEO), Social Media Marketing, Pay Per Click Advertising (PPC), Conversion Optimization, Content Marketing and Mobile Marketing, enabling you to take informed decisions and strategize your online marketing efforts. This course is suitable for all business roles from fresh recruits to function heads and business owners and is the stepping stone to begin your digital marketing learning journey.

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.zohlgroup.com)

METHODOLOGY

This program will be conducted with:

- Interactive Lecturers | PowerPoint presentation
- Discussions | Practical Exercise | Role Play | Case Study

TARGET AUDIENCE

This course is ideal for:

Business owners | Web Designers | Web Marketers
Professionals in their early career | Marketing Professionals

LOCATION

Mindset Discovery Center™@ZOHL, Bandar Sri Damansara, Kuala Lumpur or Client's Preferred Location or any hotel in the selected Region(s)

COURSE CONTENT

Module One: Getting Started

- Housekeeping Items | The Parking Lot
- Workshop Objectives | Pre-Assignment
- Action Plans and Evaluations

Module Two: SWOT Analysis in Marketing

- Strength | Weaknesses | Opportunities | Threats
- Case Study
- Module Two: Review Questions

Module Three: Marketing Research

- Consume All Media | Finding the Right Price
- Product Development and Improvement
- Identify Your Target Audience | Case Study
- Module Three: Review Questions

Module Four: Real Time Marketing

- Dynamic Content | Engagement Builds Followers
- Constant Readiness and Monitoring
- The Time the Place and the Media | Case Study
- Module Four: Review Questions

Module Five: Brand Management

- Every Interaction Counts | Consistent Through all Media
- Unique Qualities | Needs to be Actively Managed | Case Study
- Module Five: Review Questions

Module Six: Social Media (I)

- You are Building a Community | A Personal Touch
- Brand Champions | Make it Easy to Share | Case Study
- Module Six: Review Questions

Module Seven: SEO Basics

- Relevant and Original Content | Keywords | Value Proposition
- Linking | Case Study | Module Seven: Review Questions

Module Eight: Social Media (II)

- Content is King | Blog and Interact | Webinars
- Constant Monitoring | Case Study
- Module Eight: Review Questions

Module Nine: Website Characteristics

- SEO Optimization | Landing Page | Analytics
- Mobile and Tablet Friendly | Case Study
- Module Nine: Review Questions

Module Ten: Capturing Leads

- Lead Management and Generation
- Give Something Away | Quality vs. Quantity
- Capture Repeat Customers | Case Study
- Module Ten: Review Questions

Module Eleven: Campaign Characteristics

- Tailored for Your Audience | Use Powerful Words
- The 4 W's of a Campaign | Monitor and Tweak
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

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

Administrative Skills | Career Development | Human Resources | Personal Development | Sales & Marketing | Leadership & Management | Workplace Essentials | Entrepreneurship | Soft Skills | Engineering | Telecoms | IT

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



Sebarang pertanyaan sila hubungi Cik Aisyah

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



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COURSE FEE

RM1,200 per person

(Fee inclusive of Course Material, Attendance Certificate, and Meals)

CERTIFICATE

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

HRDF CLAIMABLE

Yes. SBL Khas. If your company contributes to HRDF Fund

REGISTRATION METHOD

1. **Online:** http://zohlgroup.com/hrdf_registration/ OR
2. Download this brochure at: <http://zohlgroup.com/hrdf-brochures/> 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

Jane Teh spent the first half of her career in corporate sales, starting with a small IT Reseller, to a Distributor of high-end servers and storage, then climbing the ranks to becoming Business Manager of one of the major Multi National Corporations in Personal Computers before embarking on the entrepreneurship route. She is currently the director of a beauty salon that makes women 10 years younger in just 8 weeks, and director-consultant for the largest referral marketing organization in the world. She also wrote a Diploma in Spa Management, and is spa-program coordinator with BERJAYA University of Hospitality.



Jane holds a Bachelor of Commerce, majoring in Finance and Marketing from Curtin University, Perth, Western Australia. She sits on the Alumni Committee of Curtin University for the Malaysian Chapter. She is currently a lecturer of **Business Ethics and Corporate Citizenship** in BERJAYA University of Hospitality and is a **Certified Trainer, HRDF, Malaysia.**

Having the experience of being both employee and business owner, Jane stresses the importance of planning, process and execution; with particular focus in Sales, Marketing, Channel/ Partner Management and Business Development. She has trained resellers on product knowledge, and participants on personal development skills, effective communication skills, teamwork, and presentation skills.

*Note: Trainer availability is subject to change



REGISTRATION FORM

Participant#1: _____

Position: _____

IC No: _____

Participant#2: _____

Position: _____

IC No: _____

Training Date: _____

Organization: _____

Address: _____

Contact Person: _____

Position: _____

Tel: _____

Fax: _____

Email: _____

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 training@zohlgroup.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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