



# INBOUND AND OUTBOUND MARKETING FOR SMES

strategies you need to learn to survive in today's competitive business landscape

HRDF

[www.zohlgroup.com](http://www.zohlgroup.com)

## COURSE CODE: H-MG-04

**LEVEL:** Basic to Intermediate

**LANGUAGE:** English

## OVERVIEW

Marketing is invaluable to the success of each and every company, and with our progressively more complex world comes increasingly complex marketing tactics. Many of these tactics can be categorized as inbound or outbound marketing strategies or a unique blend of both. In order for these tactics to work effectively, though, they need to be properly implemented by trained professionals with a solid education in marketing. By attending this course you will find out just how these two different approaches to marketing compare, and how you can use them to their full advantage during your marketing career.

## OBJECTIVES

- Allow participants to know the different strategies for outbound and inbound marketing.
- Allow participants to have practical application and market testing of said knowledge.
- Helps participants understand how to utilize different outbound and inbound strategies to increase profitability in their business.

## 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

## METHODOLOGY

The course will be interactive and practical with learning methods to suit every kind of learning preference. There will be activities in groups and pairs as well as individual exercises and everyone will get an opportunity to discuss their work challenges in a supportive environment.

## TARGET AUDIENCE

- Anyone with interest to start up a Small Business or Business Owners who wish to improve on their sales revenue.
- Anyone who wishes to learn new tools and techniques of Outbound and Inbound Marketing for Small Business.

## LOCATION

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



## What is Outbound Marketing?

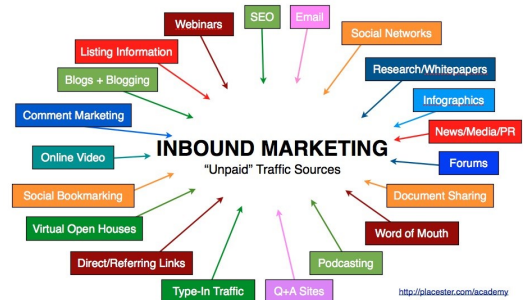
Outbound Marketing, also referred to as 'Interruption marketing' consists of marketing tactics that push a message to a large amount of people in the form of print/TV/radio advertising, cold calling, direct mail, email blasts and other various methods that 'interrupt' people. Outbound marketing is viewed as a one-way conversation in which the marketer is constantly pumping messages at the user, whether or not the user wants to listen. And, often, whether or not the user is in the need for the product or service at that moment in time.

## What is Inbound Marketing?

Instead of trying to appeal to anyone with a pulse (which is a waste of time, money and energy), inbound marketing helps you focus on people who are already researching your industry. Think about it: when we have a problem we use Google. For instance, you may have typed in a google search something like: "Gutter Cleaning Best Practices" or "iPhone Screen Damage Repair." Businesses who use inbound marketing attract these online search inquiries by focusing on their buyer personas, creating content and interactions that potential customers would find useful and relevant, rather than intrusive and interruptive. There are numerous ways to provide useful content to prospects: blogs, tipsheets, eBooks, guides, etc. The more you publish this content, mixed-in with a solid SEO plan, the more your business will show up on Google, in front of prospects. Since inbound marketing focuses on creating quality content that naturally pulls prospects to your company, it's no surprise that this tactic brings in the best leads. If you're not using inbound to grow your business, why not?

## COURSE CONTENT

1. Marketing Trends of Today
2. 4Ps of Marketing
3. Outbound vs Inbound Marketing
4. Tools for Outbound Marketing
5. Tools for Inbound Marketing
6. Focus on return of investment in marketing
7. Applying Continuous Improvement for your business
8. Summary and Conclusion



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 | HSE | Engineering | Telecoms | IT**

CALL US FOR DETAILS or VISIT OUR WEBSITE AT [WWW.ZOHLGROUP.COM](http://WWW.ZOHLGROUP.COM)

Sebarang pertanyaan sila hubungi Cik Niesa

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## COURSE FEE

**RM1,272** per person incl. 6% SST  
(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.

## CIDB CCD Points

20 (for CIDB-Registered Companies) & upon approval from CIDB

## HRDF CLAIMABLE

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

## REGISTRATION METHOD

1. **Online:** [http://zohlgroupp.com/hrdf\\_registration/](http://zohlgroupp.com/hrdf_registration/) **OR**
2. Download this brochure at: <http://zohlgroupp.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

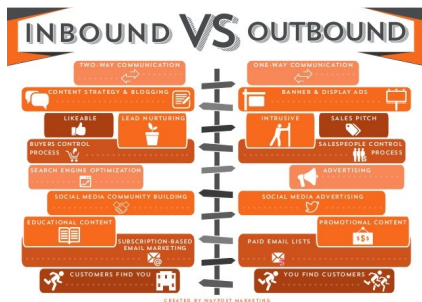


**Jane Teh** spent the first half of her career in corporate sales, starting with a small IT Reseller, to a Distributor of high-end servers and storage, then climbing the ranks to becoming Business Manager of one of the major Multi National Corporations in Personal Computers before embarking on the entrepreneurship 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



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## 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@zohlgroupp.com](mailto:training@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.