



STRADFORD INTERNATIONAL COLLEGE

DK183(P)

Digital & E-commerce Marketing

COURSE VENUE

a) Public Program

Stradford International College / External Training Locations

b) In-house Program

Inhouse / External Training Available.

WHO SHOULD ATTEND

School Leavers / Working Adults

CERTIFICATION

Certificate of Participation in "Digital & E-commerce Marketing" Program by Stradford International College (S I C)

OVERVIEW

Digital Marketing is a skill needed by business of all sizes with data driven to make decision and strategy.

Participants will able to :

- complete a full digital marketing business plan.
- create their own website with search engine (Google), promote it using social media marketing (Facebook & Instagram)
- apply for digital marketer jobs or become a freelancer or to start their own business

LEARNING ACTIVITIES

1. Participants are able to create own website
2. Participants are able to do social media marketing (Facebook, instagram & whatsapp)
3. Participants are able to do market research on specific products/ services
4. Participants are able to write a proper content and able to do a creative design on their own
5. Participants are able to do Google marketing (Search engine marketing)
6. Participants are able to use Google My business to do marketing
7. Participants are able to learn how to close sales on social media platform
8. Demonstrate advanced practical skills in common digital marketing tools such as Search Engine Optimization (SEO), Social Media Optimization(SMO), Pay Per Click (PPC) and Blogs

OBJECTIVE

Understand the fundamental of digital marketing

- Website development
 - Create own company website
- Search engine marketing (Google ads)
 - Make the website can be searched on Google
- Social media marketing (Facebook & Instagram)
 - Direct traffic to the website and complete the sales circle
- Google My business
 - Make the business visible online and create awareness on Google

COURSE OUTLINE

- 1) Creative Content Creation
 - Creating creative contents that attract the targeted audience
 - Doing SWOT Analysis of the business
- 2) The Fundamentals of Facebook Marketing:
 - FB Page Insights
 - FB Audience Insights
 - FB Ad Campaign
 - FB Ad Set
 - FB Creating an Ad
 - FB Ad Optimization
 - Facebook Sales Funnel
- 3) The Fundamentals of Instagram marketing:
 - Creating the ultimate Instagram content Game plan
 - Creating the ultimate Instagram marketing game plan
 - Instagram starter mission
 - Instagram stories and your business
 - Art of photo shooting
 - Instagram business mindsets
- 4) Websites development , Google AdWords & analytics and search engine marketing:
 - Website development
 - Setting up an account
 - Location Targeting
 - Language & bidding strategy
 - Ads setting
 - Power up with Keywords
 - Keywords Research
 - Profitable bidding strategies
- 5) Design and Present Effective Digital Marketing Plan for the business

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