



# SOCIAL MEDIA MARKETER PROFESSIONAL COURSE

PENJANA PROGRAM: GERAK INSAN GEMILANG

## **COURSE INTRODUCTION**

As the world becomes more and more digitalized, Digital Marketing has become an essential skill that people cannot live without. A business without digital marketing initiatives is the equivalent of a missing backbone. When marketing is a concern, you have to concentrate your marketing activities where your potential customer spends the most time at and nowadays, people spend most of their time on the internet. Learn how to be a successful digital marketer and elevate your business to a new level or become irresistible to potential recruiters.

This 4-day course will provide you with valuable insights on digital marketing and is perfect for participants with beginner to intermediate level knowledge on digital marketing and social media. Upon completion, participants will be able to work independently as an online marketer. The program will cover:

1. Digital Marketing Tools
2. Google Search Engine Optimization
3. Facebook & Instagram for Business Marketing
4. Tik-Tok Personal Branding
5. Strategic Content Marketing
6. Video Editing Tools
7. Designing Tools
8. Effective Copywriting
9. Facebook Ads Manager
10. Facebook live

Each participant will be given an e-commerce start-up kit & tools to start their online business immediately.

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For Inquiry:  
+6013-503 3313

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## **COURSE DETAILS**

Training Style	Physical Training
Target Group	15 to 30 years old Minimum education: SPM
Duration	4 days (2 weekends) 7 hours per day (9am-5pm)
Venue	TBA
Meal Arrangement	Lunch & Tea Break will be provided

## **WHAT WILL YOU LEARN**

- to understand local social media marketing statistic and utilize the latest tools to bring more traffic to your websites, stores, and marketplace.
- to get a higher ranking for your website in Google search results.
- to setup and use Facebook and Instagram to reach your potential customers.
- the strategic marketing approach to create and share relevant and consistent content to attract and retain your potential customers. This ultimately drives your customer to take action and make a purchase.
- to reach and filter the right prospect through social media.
- to build a personal brand and raise interest towards your products/services through social media like TikTok, Facebook, and Instagram.

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## **COURSE CONTENT**

*Day 1*

### **Module 1: Digital Marketing Tools (2 hrs)**

There are many kinds of social media and with varying levels of effectiveness that depends on factors like location, type of product etc. In this module, participants will get an introduction into the types of social media and how to utilize the statistic to generate more traffic to their pages and online stores.

### **Module 2: Search Engine Optimization (2 hrs)**

What is the difference between a website that is featured in the first page of a google search and a website that is hidden in the third or fourth page? One of the contributing factors is a successful SEO strategy.

The participants will learn the ins and out of Google Search Page Ranking and will get familiarized with certain tools that can push their page to the top.

### **Module 3: Facebook & Instagram for Business Marketing (3 hrs)**

Facebook and Instagram are among the most used social media in Malaysia. Many people are on there every hour of the day thus it is important for small business to establish a strong presence to capture the attention of their potential customers.

Participants will learn how to set up their accounts and position themselves as a professional and reliable business.

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## COURSE CONTENT

*Day 2*

### **Module 4: Strategic Content Marketing (3.5 hrs)**

When diving into the world of social media, content is king. Quality content with a touch of professionalism is able to attract the right audience and convert them to customers.

Participants will learn the basics of poster design and how to write effective copy to go along with their post.

### **Module 5: Tik Tok Personal Branding (3.5 hrs)**

I'm sure we are all familiar with the latest social media app that is taking the world by storm. Contrary to popular belief, Tik Tok is not just a place for teenagers to post themselves dancing and singing. It is a great place for business to showcase their products and interact with their potential customers.

Participants will learn about building a fan base on Tik Tok and promoting their products through livestreams.

*Day 3*

### **Module 6 & 7: Facebook and Instagram Ads Manager (7 hrs)**

There are so many users on Facebook and Instagram. How are you going to ensure that your advertisements reach the correct audience so that they can be converted to customers?

Participants will learn Facebook and Instagram ads strategies, tips, and tricks to maximize the outreach of their ads and ensure good conversions.

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## **COURSE CONTENT**

*Day 4*

### **Module 8: Selling on Social Media (3 hrs)**

An online sales pitch is very different compared to a face to face sales pitch. The most effective method to do this is through live streams. Live stream have been gaining popularity among online business owners for the past few years and is especially popular on Facebook through Facebook live.

Participants will learn how to optimize the content for their Facebook livestreams to bring in sales.

### **Module 9: Facebook Live (1 hrs)**

Live real time interaction with your audience is a great sales mechanism. This can be done through Facebook live and it's is not too difficult to set up.

Participants will learn the technique of setting up a successful Facebook live session to attract their audience and bring in sales.

### **Module 10: Role Play (3 hrs)**

Participants will put the knowledge they have gained to the test as they will conduct and record their own FB Live session and the trainers will review it and provide comments so that they can improve in the future.

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## TRAINERS



**ALEN YEOH**

***International Digital Marketing Coach***

- 10 years' experience in e-commerce - selling multiple products online.
- 8 years' experience in a digital marketing agency.
- 6 years of experiences in Facebook For Business" & "Digital Marketing Made Simple" seminars and training classes.
- Produced about 3000 new entrepreneurs and e-commerce specialists.



**NURUL-HUDA MOHAMED AFANDI**

***E-Usahawan Master Trainer***

- Certified FB Blueprint Trainer.
- e-Usahawan Digital Marketing training for over 2200 Malaysians to date.
- Social Media Marketing workshop for MAMPU, Sabah Youth Council and PEKEMA.
- Facebook Digital Marketing Associate & Essential Work Skills for MIT Academy/SOCSO.

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## TRAINERS



**DECHEN LAU**  
*Ecommerce Consultant*

- 15 years' experience in Digital Marketing, e-commerce- selling multiple products online and 15 years teaching Digital Marketing Online and Offline.
- International Best-selling author of the book The Relationship Age.
- Amazon's top 3 International Best-Selling author.
- Featured in NT7 and BFM Malaysia.



**KHAIRUL MAZLAN**  
*Millennial Facilitator*

- Bachelor Degree in Business Administration Federation University Australia
- certified trainer for Mini Workshop Series International (MWS), NLP practitioner and Certified Experiential Game Designer
- Council member for Consultant and Business Management Research Association (CBMRA)
- has designed a Customer Centricity program which covers Leadership, Lean Ecosystem and Sales using gamification, technology and the best of Neuro Science Technology
- set up OMNI platform for companies to prepare industrial revolution 4.0 incoming wave.

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