

In collaboration with:



Othman Yeop Abdullah  
Graduate School of Business  
Universiti Utara Malaysia  
Distinctively Different



**DIGITAL  
MARKETING**



**DR. FRANK J PETER, Ph.D**  
Associate Faculty OYAGSB  
Renowned Digital Marketing Guru  
Certified Google Educator

# Professional Certificate in: Digital Marketing Strategies for Decision Makers

**Strategies and Analytics to Maximise Value from Digital Marketing**

Learn how to leverage on Digital Tools & Techniques to maximize ROI

**15 & 16 AUGUST 2018  
IMPIANA KLCC HOTEL**





## INTRODUCTION

Digital online Marketing of your Company's Products and Services has to form an integral part of your overall corporate marketing strategy. 'Digital' encompasses everything from online advertising via i.e. Google Search Ads and Google Display Ads, Social Media Marketing, eMail Marketing, Affiliate Marketing etc. all the way to being able to effectively measure the outcome of all online marketing initiatives for their impact on ROI. To most non-practitioners that often looks like a black box, making them uncomfortable in dealing with the challenges of devising and strategizing their company's online activities.

Many companies contract their Digital Marketing activities out to agencies, hoping that they come up with what's best for the company. In most such cases blind trust is given to the agency, and next to no monitoring or reporting is provided for. On the other hand, no one knows the company better than its decision makers. Should they not be the ones who devise the online strategy? Often it is the lack of knowledge (or even fear of the unknown) that holds them back.

## WHO IS THIS FOR

This 2 Days hands on interactive Masterclass is targeted at corporate Decision Makers who need to get a better handle on understanding how Digital Marketing works, how online strategies can be formulated and implemented and how outcomes can be measured.

## YOUR LEARNING EXPERIENCE

01

### Module 1: Learn how to develop an overall Digital Marketing Strategy

Posting on Facebook is not Digital Marketing. Advertising on Google is not Digital Marketing. Same for just sending some promotional emails to your customers. Digital Marketing is a concerted effort across different online approaches channels with a common goal, i.e. increase of sales, increase of lead generations, increase of subscriptions eg: depending on your business model. All online channels need to be coordinated for maximum effectiveness which in turn requires a medium term strategy. In contrast 'post-and-pray' is not a strategy.

In this module, we will be using best practices and case studies to discuss:

- how to put in place a goal-focused online strategy
- how to identify the most profitable target audience

02

### Module 2: Learn how to effectively set realistic Digital Marketing KPIs and measure outcomes for positive ROI

*"What gets measured gets managed" (Lord Kelvin, 1883)*

If you are not able to set KPIs and measure their outcomes you are basically flying blind. There is no point putting extensive resources into i.e. Facebook marketing if all it gets you are lots of 'Likes' but no measurable sales conversions. The good news is that everything digital is highly measurable, hence decisions can be made on hard data rather than gut feeling.

This session will include a hands-on workshop with real data as case study and will focus on:

- how to set realistic KPIs for each of your Digital Marketing approaches.
- how to effectively measure their outcomes using a free online tool (Google Analytics)





03

### Module 3: Learn how the 'Social' in Social Media Marketing works

Social Media are not suitable for selling your products or services directly to your online fans. Instead, Social Media should be used to give a 'human' face to your company in order to establish expertise and gain trust with your social followers. If done right you do not have to say online how good your products/services are. Your followers will do this for you for a much higher impact.

This module will discuss strategies on how:

- use Social Media to build (profitable) online relationships,
- to nurture existing followers and to guide them to become customers
- how to deal with negative comments and sentiments; and how to use those as an advantage when building online trust and reputation.
- how it will be implemented.

04

### Module 4: Learn how online advertising with Google AdWords works

Online advertising within Google's search results, also called Search Engine Marketing (SEM), is a powerful way to reach potential customers exactly when they are searching for your products or services. Alternatively, Google AdWords also enables advertisers to promote their products on millions of individually owned website thru advertising via the Google Display Network. Both have their pros and cons, and each is suitable for different business goals.

This module will introduce you:

- to how Google Search Advertising and Google Display Advertising work. Without getting too technical we will focus on what is possible within each platform, how it can benefit your company, and how it can be monitored and optimized.

*This module will also be helpful if your company contracts AdWords advertising out to an agency as you will be able to monitor whether they are doing their job or not*

05

### Module 5: Learn how Email Campaigns work and why they should be part of your Strategy

It has been said that "email marketing is dead" due to an overload of spam messages in people's inboxes. This is not true, email is still one of the most effective marketing tools available online, provided it is done right. No one likes spam, but everyone likes value.

This module will introduce you to:

- the principles of best practices in generating profitable email campaigns by providing value to the recipient
- why you need to look beyond opening rates and clicks when determining efficiency

06

### Module 6: Learn how Affiliate Marketing works, and how it can expand your sales force without paying a salary

The principle of Affiliate Marketing (also called Pay-for-Performance Marketing) is relatively simple: Someone (i.e. the owner of a website similar to your products/services) promotes your products on your behalf. Only if the effort results in a measurable outcome (i.e. an online sale) the website owner gets paid a commission. No sale = no commission = free branding. This often overlooked strategy can be a highly effective way to reach a large number of potential customers at relatively low cost and purely based on performance.

This module will explain:

- how Affiliate Marketing works in greater detail
- how it can benefit your company; and
- what the potential pitfalls are that you need to keep in mind





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## Learning Outcomes and Key Competencies to be developed

Upon completing this Professional Certificate in Digital Marketing Strategies for Decision Maker, participants will have a solid overall understanding on how Digital Marketing works and how it can be effectively implemented into their company's overall marketing strategy.

- Participants will have a better understanding of relevant technical terms and principles to effectively engage with other stake holders (own marketing staff, agencies etc) and to monitor their progress.
- Understand how to use the metrics that drive higher marketing ROI
- Learn how to better leverage your digital marketing by being analytically informed and understanding what questions to ask
- Leave with a road map on "How To's" and "Can Do's"



## Certificate Awarded

Upon Completion of the Masterclass, participants will be awarded the UUM OYAGSB Professional Certificate in Digital Marketing Strategies for Decision Makers



## Teaching Methodology

The masterclass is taught in a hands on interactive workshop format using a combination of:

- Lectures
- Case studies
- Tools and techniques
- Q & A sessions

## YOUR EXPERT FACILITATOR



### Dr. Frank J Peter, PhD

**Associate Faculty OYAGSB, Renowned Digital Marketing Guru , Certified Google Educator**

Dr. Frank J Peter has over a decade of experience in applying and teaching cutting edge digital marketing techniques from e-Commerce, Google AdWords and Google Analytics to Social Media Tactics and related topics. He is a HRDF/PSMB certified Trainer and a registered certified Google Educator, and competent to get his technical knowledge across to audiences effectively. A much sought Speaker and facilitator, he has facilitated numerous courses & workshops from small enterprises to large multinationals as well as an invited speaker at various conferences.

Frank's full profile can be viewed at <https://www.linkedin.com/in/drfrankpeter/>

### PROFESSIONAL CERTIFICATION

- Registered Google Educator
- HRDF / PSMB Certified Trainer (Malaysia)
- Microsoft Accredited Bing Ads Professional
- SIM Certified Trainer (Singapore)
- Google AdWords Professional
- Google Mobile Advertising Certification
- Google Analytics Professional
- Google Online Professional



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Category	Programme Fee + 0 % GST
<b>SUPERSAVER FEE (REGISTER BEFORE 20 JULY 2018)</b>	RM2200
MAH Members employees enjoy additional 5% discount on Supersaver	RM2090
Late Registration Fee (Registered received after 20 JULY 2018) <b>NO DISCOUNTS</b>	RM2600



Programme fee 100% claimable under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.

## REGISTRATION FORM

Please email registration form to : saharah@uum.edu.my

Details of Registrants ( You may also email the Registrant details )

Name of Participant :	
IC / Passport Number :	Contact Number :
Email Address :	
Organisation Name & Address :	
Name of Person in Charge ( Authorised to sign form and email address )	
Total Fee Payment ( Please refer to Programme Fee Table )	

### CANCELLATION POLICY AND POSTPONEMENT OF PROGRAMME

Because attendance at this programme requires significant advance preparation, refunds are not permitted. Invoice once issued cannot be cancelled except for exceptional reasons. Registrants who cancel less than 7 days in advance may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations.

