



Sijison Training

Career and Leadership Development

**DIGITAL/SOCIAL MEDIA
MARKETING COURSE**

Sijison Training provides personal and professional training worldwide with the knowledge, skills, and tools to achieve performance excellence in a complex and fast moving global economy. We train thousands of clients with new skills and behaviour, to gain more confidence, advance their careers.

Sijison Training service offerings covers a range of courses from Telecoms Industry to Technology, Business and Management Training. We bring opportunities for both individual and corporate organizations to develop career within their staffs. We offer a wide range of unique seminars, workshops, conferences, customized corporate programs, and consultancy services.

Sijison training offer both class room training, on-line instructor led training and Post-Training Consulting Services.

Our Valuable proposition is to conduct the following training:

- Digital/Social Media Marketing training
- Online Access to eLearning Platform
- Post Consulting Services



Introduction

In this in-depth online Social Media course, learn the best practices for social media. Listen to your customers, as well as participate in a conversation with your customers. Master the in's and out's of social media as part of your larger Internet media strategy. Learn Facebook Marketing, Local Search / Google Places Marketing, Yelp Marketing, Twitter Marketing, LinkedIn Marketing, YouTube Marketing and more! The actual sequence of topics covered in specific sessions may vary somewhat, depending upon delivery format of the individual instructor

The course examines digital marketing strategy, implementation and executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation.

By the end of this course, the participants will have:

- Understand how and why to use digital marketing for multiple goals within a larger marketing and/or media strategy
- Understand the major digital marketing channels - online advertising: Digital display, video, mobile, search engine, and social media
- Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan
- Learn how to measure digital marketing efforts and calculate ROI
- Explore the latest digital ad technologies

Online Access to eLearning Platform

We will also give all participant access to our online e-learning platform where they can read and download materials, watch training videos, reference material. This is an added value to participants and they will have access 24 hours 7 days for 90 days





SESSION 1 - INTRODUCTION AND BASICS

- Introductions & Course Overview
- Who Is Online & What Do They Do Online?
- What Do The Statistics Tell Us?
- How Does The Net Differ From Other Channels?
- Strategic Approach to Digital Marketing

SESSION 2 - STRATEGY & THE INTERNET

- Understanding Strategy vs. Tactics
- Corporate vs. Online Strategy
- Comparing Leading Views Of Online Strategy
- Building Your Online Strategy
- What Is Online Advertising?

SESSION 3 - WEB SITE BEST PRACTICES

- Web Site Best Practices
- Navigation & Usability, Design & Presentation, Content, E-commerce
- The Components Of Building, Branding & Maintaining A Successful Site
- The Essential Web Site Checklist

SESSION 4 - SOCIAL MEDIA, CONVERSATIONS & CONTENT

- What is Social Media?
- Classifications in Social Media Marketing
- The organization of Social Media Marketing
- Marketing Through Social Media: Blogs, Podcasts, Wikis, Video
- Social Networks, Online Communities & Virtual Worlds
- Conversation & Content Strategy

SESSION 5: SOCIAL MEDIA PLATFORM

- Twitter
- Facebook
- Google Plus
- LinkedIn

SESSION 6 - E-MAIL MARKETING

- E-mail Marketing Background & Strategies
- Building Lists & Permission
- Retention & Readership - Getting To the Inbox & Getting Read
- Inbox Effectiveness: Deliverability, Testing & Tracking

SESSION 7 – SEARCH ENGINE: GETTING FOUND ONLINE

- The Importance & Power Of Search
- Search Engine Visibility
- Search Engine Marketing

SESSION 8 – MOBILE MARKETING

- Mobile landscape
- Stats & Research
- Mobile Tactics
- Audience engagement

SESSION 9 - BUILDING ONLINE TRAFFIC

- What Is Viral, Buzz Marketing & Word-of-Mouth
- Media Allocations
- Cross-channel Marketing strategies

SESSION 10 - WEB ANALYTICS

- Using the Net for Business Intelligence
- Understanding Web Analytics & Behavioral Measurement
- Getting Feedback Through Your Site And Through The Web
- Knowing and Helping Your Customers
- Tracking and Analyzing Customer Actions
- Using Database Marketing & One-To-One Tactics In The Online World

SESSION 11 - E-COMMERCE & APPLYING THE ONLINE MARKETING TOOLKIT

- Putting It All Together
- Testing and Optimization
- Understanding Metrics That Determine Success



Post Training Consulting Services

Sijison Training offer its client post training consulting services for up to one month after the training. This will allows participant to schedule a time to ask questions or get clarification on the any part of the training that is not clear to him or her while doing personal post training study.