



The programme will allow participants to learn and master effective online marketing strategies from knowing how to plan, setting-up, monitoring and optimising it, to achieving marketing goals effectively.

Participants will learn how to incorporate AI and other tools, together with proven framework and formula to manage their Social Media channels and Search Engine marketing campaigns, whether they're in the B2C or B2B industry.

These modules are custom designed to help participants be equipped with the skills and ability to see improvements in their marketing performance, productivity and return on ad spend.

Other than sharing critical components and concepts of digital marketing, the workshop will also cover case studies, best practices, the do's and don'ts – making it practical, easy to understand and easy to apply.

Learning Outcomes

By the end of this program, participants will be able to:

- Understand the principles of digital marketing, the tools, and how you can leverage it to grow your presence, positioning, and revenue both online and offline
- Leverage on the latest social media and Search Marketing campaign strategies and optimization process to improve your marketing results and performance
- Incorporate AI to generate headlines, copies, images, and other marketing enhancement tools to create an effective campaign for both B2C and B2B
- Build authority, brand, and positioning as the go-to-expert on social media
- Measure your marketing campaigns, connect the data and improve your next marketing campaign decisions with confidence.

Course Requirement

- Stable Internet Connection
- Webcam and Earphones

Course Outline

Module 1: Digital Marketing Concepts, Overview and the Trend

- Overview of an Effective Digital Marketing Strategy
- Understand the Pillars of Digital Marketing
- Identifying Customer Online Behavioural Journey
- Online Competitor Research and Demand Analysis
- Concept and Important Terms for Digital Marketing
- 2024 Consumer and AI Behavioural Trend

Module 2: Social Media (Facebook & Instagram) Marketing

- Social Media Advertising Campaign Structure Overview
- Social Media Campaign Setup Best Practices
- How to Setup Audience Targeting, Allocate Budget and Optimize Campaign
- Custom Audience, Lookalike Audience and Pixel Overview
- How to Create Impactful Copywriting for Ads
- Campaign Monitoring and Optimization Methodology
- A/B Split Testing Marketing Campaigns with Confidence

Module 3: Content Marketing

- Introduction to Content Marketing and its Application.
- Types of Content to Build Brand, Positioning and Authority
- Content Research, Ideation, and Planning Strategy
- Setup and Manage Content Calendar Effectively
- How to Measure Content Marketing Goals
- Incorporating AI Tools for Content Creation
- Short Video Marketing Tutorial

Module 4: Google Ads Marketing

- Google Ads Campaign Structure
- Different Types of Google Ads Objectives
- Keyword Research Analysis and Preparation
- Google Ads Campaign Setup Walkthrough and Best Practices
- Monitoring and Optimizing Google Ads Campaign
- Measuring Google Ads Campaign

Module 5: SEO Fundamentals

- SEO in a Nutshell
- How to Rank Higher on Search Engine with Keywords
- How to Improve Website Performance
- Tools to Improve SEO, Web Performance for Free
- 3 Types of SEO Pillars and How to Optimize It
- How to Conduct Website Audit from time to time
- Managing Website for SEO Best Practices

When & Where	Who Should Attend	Training Investment
8 & 9 May 2024 (Wed & Thurs) 9.00 am to 5.00 pm Remote Online Learning - Zoom	Digital Marketing Executives, Graphic Designers, Beginners who want to learn Digital Marketing, any Individuals who want to improve their marketing performance and results	RM 1,300 per participant (inclusive of Service Tax, Online Course Materials, E-Certificate of Attendance) HRD Corp Claimable (SBL-Khas)

Trainer's Profile

Alexander Ang

- CEO of Media Funnel Sdn Bhd (2020 – present)
- Executive Vice President – Digital Marketing (2015 – 2019)
- Certified Digital Marketing Professional, Digital Marketing Institute, UK. (2020)
- Certified PSMB Trainer, Malaysia (2013)
- Certified Neuro-Linguistic Programming (NLP) Practitioner, Coach and Timeline Therapy by American Board of NLP (2012)
- Bachelor of Environmental Science Management, University of Malaya (2008 – 2011)

Alexander Ang is the CEO of Media Funnel, certified HRD Corp accredited trainer with over 9 years of extensive digital marketing experience. He and his team have personally managed and launched over 400 Facebook and Google marketing campaigns, achieving over a million dollars in advertising spend and building over 300 landing pages, sales pages, websites, membership sites, and sales funnels.

They have also participated in numerous competitions every year, winning numerous awards including:

- Advertising & Marketing - Best Strategist Award (Year 2023)

- Agency Leader of the Year Award (Year 2022 – Finalist)
- Analytics Agency of the Year Award (Year 2022 – Finalist)
- Best NGO, Governmental Campaign (Year 2022 – Finalist)
- Best Client-Partner Relationship Award (Year 2023 –Finalist)

Previously, Alexander served as an Executive Vice President – Digital Marketing in Quest Corp Global Inc U.S. helping the company to grow digitally, where he managed and led five different departments including content marketing team, paid advertising team, media production team, customer experience and website development team.

Over the years, he has worked with more than 70 brands, alongside with other successful speakers and trainers in Malaysia, Singapore, and the U.S on various projects. From competitive analysis, strategic marketing consulting work, driving traffic, generating leads, and building funnels online, he and his team have helped clients see results online within weeks. Alexander was also featured in events and invited to speak at conferences such as Asian Women Executives Conference, iProperty and PropertyGuru, DKSH, Abott Malaysia, Bio-Life and many more.

His digital marketing programme is also certified by PERKESO Malaysia, MDEC Malaysia, Digital Marketing Institute, and PENJANA Malaysia.

These are some of the companies who have attended Alexander Ang's Digital Marketing programme: ABX Express Malaysia, Solarvest Holding Berhard, DKSH Holdings Malaysia, Tokio Marine, Zurich Malaysia, Tune Talk Malaysia, KPJ Hospital, AA Pharmacy, Nirvana Malaysia, Poh Kong Malaysia, PTPTN Malaysia, Penyet Express Sdn Bhd, CleanPro Express Sdn Bhd, MoneyMatch Sdn Bhd, Skechers Malaysia, GHL Cardpay Sdn Bhd, Malaysian Institute for Debate and Public Speaking (MIDP), Toyo Tyres Asia, Traveloka, UCSI University, Affin Bank Berhad, The Malaysian Institute of Certified Public Accountants, Eversafe Extinguisher Sdn Bhd, PETROS Niaga Sdn Bhd and many more.

Testimonials

“Alex was very helpful as he did demonstrations and offered practical and hands-on learning experiences. This course has helped me enhance my knowledge in digital marketing and gave me a clearer picture of future strategy.” – Soraya, MICPA Malaysia

“Mr. Alex taught the class clearly and all the materials are very easy to understand. It was comprehensive & he provided all the necessary information/ideas to kickstart. He is a passionate and very knowledgeable trainer.” – Christy Tan, AA Pharmacy

“Mr. Alex consistently goes above and beyond by providing thoughtful and insightful solutions to every question or problem raised. His expertise and depth of knowledge in the subject matter enable him to analyze the situation effectively and offer practical and effective recommendations.” – Thanis, KEX

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Contact Us

Carriera Academy Sdn Bhd

Download our company profile [here](#)

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