



The programme will allow participants to learn and master effective online marketing strategies, including planning, setting up, monitoring, and optimising them to achieve their marketing goals effectively.

Leveraging AI tools, participants will also learn how to use a proven framework and formula to manage their social media ads and Search Engine Optimization campaigns, whether in the B2C or B2B industry.

These custom-designed modules help participants equip themselves with the skills and ability to see instant progress and improvement in their marketing campaigns.

In this class, we'll discuss the concept and cover case studies, AI strategies, marketing best practices, and do's and don'ts to make 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, leveraging AI tools, and how you can leverage them to grow your presence, positioning, and revenue online.
- How to build authority, brand, and positioning as the go-to expert on social media with AI content marketing.
- Learn how to prompt, explore different AI tools and use cases, enhance AI output, and incorporate them into all your digital marketing channels.
- Learn how to run Google Search Ads and use other Google online tools to create an effective campaign for both B2C and B2B industries.
- How to conduct SEO strategies for your company, audit your current website, and do keyword research by implementing easy-to-win SEO marketing strategies.

## Course Requirement

- Stable Internet Connection
- Webcam and Earphones

## Course Outline

### Module 1: Principles of Digital Marketing

- Overview of an Effective Digital Marketing Strategy
- AI Future and Overview
- Understand the Pillars of Digital Marketing
- Identifying Customer Online Behavioural Journey
- Online Competitor Research and Demand Analysis

### Module 2: Social Media (Facebook & Instagram) Marketing

- Facebook Ads Campaign Structure Overview
- Campaign Setup Best Practices from Budget to Launching
- AI Tools for Copywriting, Drafting, and Data Analysis for Optimization
- Campaign monitoring and optimization best practices
- Ads Analysis and Measuring Your Campaign

### Module 3: Content Marketing with AI

- Learn Different Types of Content to Build Positioning and Authority.
- Content Research, Ideation, and Planning Strategy with AI
- Prompt Engineering to get a Better Response from Different AI Tools
- Content Pillars, Content Management, and Content Tools for Faster Content Output
- Learn Profile Optimization, Content Type, Social Media Algorithms and Behaviours on Different Platforms

### Module 4: Google Search Ads Marketing

- Understand Google Ads Campaign Structure.
- Learn Different Types of Google Ads Objectives for Your Campaign Goals.
- Keyword Research Analysis and Preparation.
- Google Ads Campaign Setup Walkthrough and Best Practices.
- Monitor and Optimize Your Google Ads Campaign.
- How to Measure your Google Ads Campaign

### Module 5: Search Engine Optimization

- How to Optimize your Website for Better Ranking on Google
- Understanding Technical SEO

- Keyword Research and Optimization for Better Ranking
- Off-Page SEO Method and Strategies
- Auditing your Website before Implementing SEO
- Understand How Search Engine Works in Most Cases
- Getting in Touch with Google's Latest Update on the Algorithm
- Recommended Tools to Help Measure your Site Performance and Progress

When & Where	Who Should Attend	Training Investment
<p><b>12 &amp; 13 March 2025</b> (Wed &amp; Thurs) 9.00 am to 5.00 pm</p> <p><b>Remote Online Learning - Zoom</b></p>	<p>Digital Marketing Executives, Graphic Designers, Beginners who want to learn Digital Marketing, any Individuals who want to improve their marketing performance and results</p>	<p><b>RM 1,400</b> per participant (inclusive of Service Tax, Online Course Materials, E-Certificate of Attendance)</p> <p><b>HRD Corp Claimable (SBL-Khas)</b></p>

## 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, GHJ 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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