



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 19 April 2026 To 23 April 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Digital Marketing Mastery is a comprehensive five-day course designed to equip professionals with the essential skills and knowledge to excel in the fast-evolving digital marketing landscape. Participants will learn to develop effective strategies, utilize cutting-edge tools, and create impactful digital marketing campaigns that drive results.

## Objectives

- Understand the fundamentals of digital marketing and its components.
- Develop skills to create and manage effective digital marketing campaigns.
- Analyze digital marketing metrics to measure campaign success and ROI.
- Learn to leverage social media and content marketing for brand engagement.
- Implement SEO and SEM strategies to enhance online visibility.

## Course Outlines

### Day 1: Introduction to Digital Marketing

- Overview of Digital Marketing Concepts
- The Digital Marketing Funnel
- Identifying Target Audiences
- Digital Marketing Channels and Platforms
- Setting SMART Marketing Objectives

### Day 2: Content Marketing and SEO

- Creating a Content Strategy
- Content Creation and Distribution
- Introduction to SEO: On-page and Off-page
- Keyword Research and Analysis
- Measuring SEO Success with Analytics

### Day 3: Social Media Marketing and Management

- Leveraging Social Media for Brand Awareness
- Building a Social Media Strategy
- Social Media Tools and Analytics
- Engagement and Community Management
- Advertising on Social Media Platforms

### Day 4: PPC and Email Marketing

- Introduction to Pay-Per-Click (PPC) Advertising
- Setting Up and Managing PPC Campaigns
- Overview of Email Marketing Essentials
- Building an Email List and Designing Campaigns
- Analyzing Email Marketing Metrics

## **Day 5: Analytics, Trends, and Strategy Development**

- Understanding Digital Marketing Analytics
- Interpreting Data for Decision Making
- Current Trends and Future Directions in Digital Marketing
- Developing a Comprehensive Marketing Strategy
- Case Studies and Real-world Applications