MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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ADVANCED DIGITAL MARKETING

“Master the Latest Digital Marketing Strategies and Tools to Drive Growth and Engagement.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today’s competitive business environment, digital marketing is a key driver of brand visibility, customer engagement, and revenue growth. Staying ahead requires advanced knowledge of digital channels, analytics, and strategic campaign management.

The Advanced Digital Marketing course equips professionals with practical skills and insights to design, implement, and optimize digital marketing strategies. Participants will learn to leverage SEO, SEM, social media, email marketing, content marketing, analytics, and automation to achieve measurable results.

Objectives

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

- Understand the advanced concepts and strategies of digital marketing.
- Develop and implement multi-channel digital marketing campaigns.
- Optimize websites for search engines and improve organic visibility.
- Create high-converting content for social media, email, and web.
- Analyze digital marketing performance using analytics tools.
- Apply paid advertising strategies (PPC, display, social ads) effectively.
- Implement automation and CRM integration for lead generation and nurturing.
- Build strategies for customer engagement, retention, and growth.

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Why Attend

This course is essential for marketers, business owners, and digital professionals who want to stay competitive in a rapidly evolving digital landscape. Participants will gain practical skills to increase brand awareness, generate leads, and maximize ROI from digital campaigns.

Target Audience

This course is suitable for:

- Digital Marketing Professionals
- Marketing Managers and Executives
- Social Media Managers
- Content Creators and Strategists
- Entrepreneurs and Business Owners
- Professionals seeking to upgrade digital marketing skills

Individual Benefits

- Gain hands-on expertise in advanced digital marketing tools and platforms.
- Improve campaign performance through data-driven strategies.
- Enhance skills in SEO, SEM, social media, content, and email marketing.
- Develop the ability to measure and optimize marketing ROI.
- Increase professional value and career advancement opportunities.
- Learn to implement automation for efficiency and scalability.

Organizational Benefits

- Improve digital marketing strategy and execution across channels.
- Increase brand visibility, lead generation, and customer engagement.
- Enhance team capability in data-driven marketing decision-making.
- Reduce marketing inefficiencies and improve campaign ROI.
- Strengthen competitive advantage in the digital marketplace.
- Build internal expertise for sustainable digital growth initiatives.

Instructional Methodology

The training employs a practical, hands-on approach through:

- Interactive lectures on digital marketing strategies and tools
- Real-world case studies and campaign analysis
- Step-by-step exercises on SEO, SEM, social media, and content marketing
- Group workshops for collaborative campaign planning and execution
- Assignments focused on analytics, optimization, and automation
- Continuous feedback, coaching, and Q&A sessions for skill reinforcement

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Course Outline

Module 1: Introduction to Advanced Digital Marketing Strategies

Module 2: Search Engine Optimization (SEO) and SEM Techniques

Module 3: Content Marketing – Strategy, Creation, and Distribution

Module 4: Social Media Marketing – Platforms, Campaigns, and Analytics

Module 5: Email Marketing and Lead Nurturing Strategies

Module 6: Paid Advertising – PPC, Display, and Social Ads

Module 7: Web Analytics and Performance Measurement

Module 8: Marketing Automation and CRM Integration

Module 9: Conversion Rate Optimization and A/B Testing

Module 10: Capstone Project – Designing and Executing a Full-Funnel Digital Marketing Campaign

Certification

Upon successful completion, participants will receive a Certificate in Advanced Digital Marketing, validating their expertise in planning, executing, and optimizing digital marketing campaigns to achieve measurable business results.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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