



APPROVED HRD CORP
TRAINING PROGRAM
NO10001252854

**15 & 16
MARCH
2023
(2 DAYS)**

**EASTIN
HOTEL**

INTRODUCTION
TO DIGITAL
MARKETING

by Aaron Kwan Peng Yew

Course Developed By 
MOBIUS
Knowledge. Insights. Results.

Organised By **MARKETING**

COURSE OVERVIEW

In just a short time, the Covid-19 crisis has changed the way how the world has accelerated the adoption of digital technologies. Consumers have moved dramatically towards online channels, and companies and industries in return must respond swiftly. Consumers are better informed, more well-equipped online and more demanding. Companies face challenges due to a lack in digital experience and skills. To stay competitive in the new business and economic environment requires new digital strategies and practices. This has resulted in organisations having to change their mind set towards digital adoption.

Both planning or executing a marketing plan, requires a drastic upscaling of skills and knowledge in digital marketing. Digital marketing professionals need to analyse the consumer behaviour and touchpoints rather than simply rely on gut feel. This will allow marketers to better target and personalise the consumer experience to bring the consumer's heart close to the product or services being offered. This course will provide digital marketers with the key essentials to strategise and execute digital marketing plan in a consumer centric way.

METHODOLOGY

This course will utilise a combination of instructor-led presentations, case studies and group activities to help participants enhance their understanding of the concepts in digital marketing.

LEARNING OUTCOME

1. Identify the digital strategy ecosystem
2. Describe the key personas and their responsibilities in digital strategy ecosystem
3. Apply the best practices on digital launch plan
4. Classify the different phases of the audience journey
5. List the different touchpoints and analyse the consumer behaviour
6. Develop a marketing campaign plan based on the marketing funnel
7. Measure right metrics and ROI for marketing campaign



ABOUT THE TRAINER

Aaron Kwan Peng Yew

Aaron Kwan is an HRD Corp Accredited Trainer in Malaysia with 16 years of experience with a major award-winning boutique digital marketing agency in Malaysia, working with an impressive portfolio of clients such as FELDA Global Venture (FGV), Greenland Malaysia-Fortune 500 Company, and other sectors such as property developers and consumer brands.

He earned an MBA in Marketing from Malaysia's Putra Business School, one of the leading graduate schools in the Southeast Asia region, and has experience as a Senior Director for an ad agency to manage the Dekat Je campaign for the Ministry of Tourism and Culture, Malaysia.

He advocates the use of social media, which has significantly changed consumer behaviour and the ways in which companies conduct their business, and constantly extends his research on topics related to lean management, digital marketing, sustainability, and metaverse.

Aaron Kwan has been a guest speaker for The Star Malaysia, Malaysia Digital Economy (MDEC), and Capital.my on numerous occasions and is also the recipient of the ASEAN Outstanding Business Awards 2019.

COURSE OUTLINE

Day 1	Day 2
8:30am	8:30am
Registration	Registration
9:00am	9:00am
Welcome & Introduction	Review Day 1
9:30am	9:30am
Digital Strategy Ecosystem Introduction	Digital Marketing Strategy and Methodology
10:30am	10:30am
Coffee Break	Coffee Break
10:45am	10:45am
Digital Strategy Ecosystem Introduction (cont)	Digital Marketing Strategy and Methodology (cont)
	11:30am
	Digital Marketing Execution
1:00pm	1:00pm
Lunch & Networking	Lunch & Networking
2:00pm	2:00pm
Digital Business Framework	Case Study
3:30pm	3:30pm
Coffee Break	Coffee Break
3:45pm	3:45pm
Consumer Footprints	Case Study (cont)
	4:30pm
	Case Study Presentation
	5:00pm
	Q&A & Discussion
5:15pm	5:15pm
Day 1 Wrap Up	Course Wrap Up

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REGISTRATION FORM

APPROVED HRD CORP
TRAINING PROGRAM
NO10001252854

DATE

15th-16th March, 2023

TIME

8.30 - 5.30 PM

VENUE

Eastin Hotel

Pusat Dagang, 13, Jalan 16/11,
Seksyen 16, 46350 Petaling
Jaya, Selangor Darul Ehsan

ADMISSION FEE

RM3,000 + 6% SST
per pax



CHEQUE MADE PAYABLE TO:

**SLEDGEHAMMER
COMMUNICATIONS (M)
SDN BHD** 289967-W

22B, Jalan Tun Mohd Fuad 1,
Taman Tun Dr. Ismail,
60000 Kuala Lumpur,
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ORGANISED BY

**MARKETING
LEADERSHIP**
Series

CONTACT INFORMATION

NAME : _____
DESIGNATION : _____
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PARTICIPANT DETAILS

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Registration & Payment for Non HRD Corp Employer

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDC training grant through e-Trisportal under HRD Corp Claimable Courses.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.

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