

Knowledge Science Towards Social Harmonisation

Knowledge Management

International Conference



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AsiaTraining.com



25th July 2018
(9.00AM-1.00PM)

Fee:
RM180 (KMICE Participant)
RM320 (Others)

Workshop

“Digital Marketing Strategies and Analytics for a Competitive Advantage”

Digital (= online) Marketing of a Company's Products and Services has to form an integral part of an overall corporate marketing strategy. 'Digital' encompasses everything from online advertising via i.e. Google Search Ads and Google Display Ads, Social Media Marketing, eMail Marketing, Affiliate Marketing etc. all the way to being able to effectively measure the outcome of all online marketing initiatives for their impact on ROI.

Digital Marketing is both an art and science, and ranges from communicating the right message to prospective customers to utilizing the right tools and formulas to measure success. Before choosing the right platform it is essential to carefully evaluate and assess what is best for a specific market segment. With digital marketing, consumer data can be collected from multiple touchpoints, which can then be used to develop and refine a comprehensive digital strategy.

This short workshop is specifically tailored to introduce participants to important concepts in digital marketing: implementing the right best practices, selecting the right platforms, choosing suitable metrics, measuring ROI and so on.

Topics covered will include:

- ✓ Analysing online Data with Google Analytics
- ✓ Developing a Digital Marketing Strategy
- ✓ Online Advertising with Google AdWords
- ✓ Social Media Marketing Strategies
- ✓ eMail Marketing best Practices
- ✓ Affiliate Marketing as an often overlooked 'free' Sales Team

Contact info:

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Who should attend:
Academics,
administrators,
marketers, social media
practitioners, PR
personnels, researchers,
data analysts.