

Course: Practical Internet Marketing

Duration: 2 days

Venue: Assumption in Klang Valley

Introduction

In Malaysia alone, there are 24 million online users to date that is active online. This course is meant to help you to learn how to capitalize on this growing market and its associated opportunities.

This two-day instructor-led course provides students with the knowledge and skills to develop and deploy Internet Marketing Strategies and Tactics for real world results on Web Marketing.

Audience

The primary audience for this course is the decision makers of online advertising and marketing of participants' company. These could be Information Technology Executives/Managers, Human Resource Executives/Managers, Marketing Executives/Managers or owners of the Owners and Directors of companies. Even if you are an individual who wants to learn how to transform your business online, attending this course will be beneficial to you.

Day 1

Market Research and Product Creation

- Using Google Ads Keywords Tool
- Understanding Search Volume and Advertiser Competition
- Using Additional Keywords Tool

Have to setup proper onlin presence

- Web Hosting, Domain Name and Security
- Components of a Good Web Content
- Headline Formats

- Unique Selling Proposition
- Testimonials
- Call To Action
- Design Elements

Traffic Generation

- Definition of Traffic Generation
- Online Marketing Channels
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing, Twitter, Facebook, Instagram

Day 2

Payment

- Payment Gateways / Engines Available
- Buying Decision Process Flow
- Implementing Payment into Our Website
- Registering with PayPal and Other Payment Agents
- Adding Credit and Debit Cards
- Withdrawing Funds to Bank Account

Tracking and Analytics

- Definition of Tracking and Analytics
- Google Analytics and other Analytics Engines
- Categories of Tracking and Analytics
- Implementing Google Analytics or Other Engines into Website