SOCIAL   ADVERTISING   DIGITAL

Certified Digital Marketer Preparation Course

BRANDING   MEDIA

COURSE OUTLINE

Introduction of Digital Marketing

▶ Understand the opportunities, challenges and impact of the digital environment.

Personal Branding

▶ Deploy Customer Value Journey, steps by steps to explore customer behavior in the digital marketing field.

▶ Design the buyer persona, create a content map, achieve a effective marketing campaign

Multi-channel Digital Marketing & Communication

▶ Learn how to organise digital marketing activities and build multi-channel marketing capabilities.

▶ Apply comprehensive skill and knowledge in different digital marketing platform as social media, email and search engine

Relationship Building

▶ Understanding the structure of Customer Relationship Management. Learn different job role in the system, and how to manage each lead generator form marketing

▶ Set up a email automation flow, compromise a integrate strategy how to work smoothly with sales representative, and marketing team

KEY TAKE AWAY OF THIS COURSE

After completion of this course, participants will be able to:

▶ 1) Use Digital Marketing tools and techniques to build and enhance relationship with potential and existing customers;

▶ 2) Strengthen and manage the relationship through email automation skills.

TRAINER PROFILE:

Mark KONG

▶ Professional certificate of digital marketing, issue by EC -Council. He has 7 years of training experience.

▶ He has 5 years experience in Digital marketing/ IT industry .His recently job role is to provide a full preparation exam course of "Certified Digital Marketer", and support the coaching of enterprise owners how to imply their marketing strategy in their business model.

Course Fee $30,000*

*i-Points Rewards scheme are NOT applicable for any NITTP course

29th Anniversary
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HONG KONG