



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

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The information contained in this brochure is correct at time of printing (Apr 2022)
It is a matter of discretion for individual employers to recognise any qualifications to which the courses may lead.

29th Anniversary
Since 1993
HONG KONG

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