



Date of Commencement: 21 July 2011

Duration: 4 months (16 sessions)

Day: Thursdays

Time: 7.00pm-9.30pm

Venue: IACT College

Registration Fees: RM200 per participant

Course Fees: RM1,000 per participant

HRDB Training Grant: SBL



This course concentrates on the integration of an organisation's website with Search Engine and Social Media to achieve holistic online marketing plan and strategy.

Objectives:

Upon completion of this course, participants will:

- improve an organisation's existing website to include marketing centric components according to the BlueTail™ Web Marketing Model
- gain a competitive advantage through the use of Search Engine positioning
- benefit from increased sources and volume of relevant, engaged web traffic from Social Media Marketing Channels
- create a community for continuous online marketing
- reduce the risk of reputation damage
- track and manage a website and marketing channels effectively for an organisation

Contents:

- Online Market Research
- Digital Product Creation
- Copywriting and Conversion
- Traffic Generation
- Payment Engines and Implementation
- Analytics and Tracking

Suitable for individuals or organisations who require a web marketing strategy for existing websites to be integrated with Search Engine and Social Media Marketing.