

# 1 Day Social Media Masterclass

## Course overview

This course will take the participants from social zero to social hero using the proactive and practical approach, giving learners a great grounding and the skill set required to enter the world of social media.

The focus is on Social Media Marketing which covers Facebook marketing, Instagram marketing, LinkedIn marketing, YouTube & TikTok marketing including layout and content creation.

Participants will learn how to create highly optimised and high quality paid ads on all Social Media platforms.

### MODULE 01 MARKETING FUNDAMENTAL

- Strategic Marketing Approach
- Setting Digital Marketing Goal
- How To Build Sales Funnel
- How To Create Powerful Content

### MODULE 02 FACEBOOK MARKETING

- Social Listening & Market Analysis
- Facebook Page Optimization
- Facebook Varieties Ads Campaign Strategies
- High Conversion Landing Page

### MODULE 03 INSTAGRAM MARKETING

- Increase Follower With IG Story
- Follower Analytic
- Hashtag Analytic

### MODULE 04 LINKEDIN MARKETING

- LinkedIn Business Branding Profile
- Curation of LinkedIn Content and Optimization
- Increase Connection (Zero Cost)

### MODULE 05 YOUTUBE MARKETING

- Create video content with Free APPs
- Video Content Analytics
- Video Tags Creation
- Creative Thumbnail that converts

### MODULE 06 TIKTOK MARKETING

- TikTok Marketing For Business
- Content Creation Case Study

**DATE: TBA**

**TIME: 9.00am – 5.00pm**

Remote Online Training (ZOOM)

**COURSE FEE: RM699 per pax**

*(HRD Corp claimable for eligible employers)*

## COURSE FACILITATOR Kelly Chong



Kelly has helped corporate companies and SMEs to increase their business revenue by providing digital marketing training as she is the Lead Trainer of KelC Academy Group.

She provides digital marketing training and consulting for SMEs in Malaysia and global clients like Kaercher, Hap Seng, Berjaya Group, FAMA, Agrobazaar, Melawati Mall, Damansara City Mall, MPIG, MEGA Majestic Property Agency, Sime Darby Property, Ali's Kantin, MCM, Tan Chong, Oxford College, GaGuAsia (The Largest Furniture Marketplace (SEA)), Online Learning Mandarin and many others.

### Achievements

- Certified HRDF Digital Marketing Trainer
- Trained and Guided over 200 SMEs To Grow Their Business
- Consulted More Than 28 SMEs To Grow Their Business
- Has Run More Than RM 1 mil Media Buy Ads
- Provided Business & Digital Marketing Consultation to Corporate and SMEs especially at no cost traffic & funnel building

