



3 Day Digital Marketing Masterclass

- Social Media Marketing for Business
- Effective Email Marketing
- Persuasive Website Design



26th to 28th March 2019 - 3 Days
Intercontinental Abu Dhabi

Course Outline

Since the beginning of the **world wide web**, there have been huge changes in how media is produced and consumed online. It has become necessary, more than ever, to understand how online mediums can be taken advantage of by businesses and organisations to create **new opportunities** and encourage **growth in the digital world**. Our 3 Day Masterclass is an intensive yet focused workshop introducing participants to the main components that make up a digital marketing strategy. The first day focuses on the most dynamic and exciting form of this media evolution; social media - a phenomenon that is no longer being used by the few but by the many, and should seriously be considered an **essential part** of any businesses' digital marketing strategy.

The social media component will give you an **in-depth understanding** of the shifts in this medium that have been occurring; highlight the depth and breadth of the **social media landscape**, and how your business or brand can benefit by forming a strategy that will comfortably fit into areas such as marketing, product development and customer services.

The second day session focuses on Email Marketing - one of the most cost effective and powerful forms of online digital marketing. When managed properly, email marketing can be an **effective method** of promoting products and services, as well as effectively engaging with customers and clients. It is **inexpensive, reliable, measureable** and the return on investment (ROI) can be very high.

Our course has been designed to help you make **substantial improvements** to your email blasting campaigns. By taking you through the fundamental principles behind email marketing strategies, you will gain an impressive insight into this advertising medium and will be able to confidently deploy and **manage effective campaigns**.



The third day covers good website design along with **improving visibility online**, especially on search engines such as Google. All marketing efforts in bringing visitors to your website are pointless if these visitors exit your website without buying or getting in touch, or performing some sort of interaction. This unique website course will give you a thorough understanding of the principles of persuasive website design, resulting in helping you create web design briefs that will help develop online pages that **truly add value** to your business or brand. You will discover that making some simple changes to your web pages can make a huge difference to the number of people who read your content, browse your pages, complete your enquiry forms or make a purchase.

By studying practical examples and case studies related to the above sessions, the principles and fundamentals of digital use for businesses and organisations will be explained and clarified through this **interactive training course**, enabling attendees to run and manage strategies within their respective marketing frameworks.

Each training day starts at 9.30am until 5.00pm, and is inclusive of course materials, certificate, lunch, refreshments and snacks, along with **complimentary four week post course support and assistance**. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.



Course Programme

Day One:

- Social Media Overview
- Trends and latest developments
- Principles of Social Media
- Conversations through Social Media
- Cultivating relationships through Social Media
- Types of Social Media
- Entertainment
- Concept of viral marketing
- Audiences for Social Media
- Demographics and statistics
- Driving factors
- Why Social Media Matters
- Understanding how it affects brands and businesses
- Dealing with negativity and crisis
- The cross company approach to social media
- Importance of quality content creation
- Types of content and deployment techniques
- Case studies - good and bad examples
- Monitoring your brand's presence
- Basic analysis techniques and tools
- Interpreting the results

Day Two:

- Defining your goals
- E-marketing strategies
- Setting your budgets
- Email marketing essentials
- Conducting a competitive analysis
- Planning and delivering email campaigns
- Emailing for customer acquisition and retention
- Customer acquisition methods - on and offline
- Encouraging web visitors to subscribe
- Customer retention strategies
- Choosing frequency schedules
- Creating effective email campaigns
- Building trust with subscribers
- Developing engaging content

- Branding your design
- Designing for 'Above the Fold'
- Using links intelligently
- Short vs long copy
- Thinking about subject lines and from fields
- HTML email development
- Email reader compatibility and testing
- Improving inbox deliverability
- Avoid looking like a spammer
- Improving list quality
- How to minimise unsubscribes and complaints
- Understanding conversion and performance metrics
- Tracking landing pages
- Reducing abandonment and bounce rates

Day Three:

- The fundamental drivers of human behaviour
- Why it is important to grab attention and how to do it
- Prioritising changes to your website
- Identify problem areas on your website
- Gathering 'Voice of the Customer' data
- Rapid feedback gathering tools
- Simple ways to develop Customer Journeys
- The basic optimisation tools
- The key metrics you must pay attention to
- Implementing website changes
- The importance of attention grabbing headlines
- Using the power of emotion to engage with your customer personas
- Inserting the right keywords at the right points
- Understanding and designing effective Landing Pages
- Page elements that will keep visitors on your site for longer
- Tips and techniques for improving the visibility of your Calls to Action

Course Trainer



Abdul Awwal, born and raised in the city of **Birmingham, United Kingdom**, graduated from the initial batch of seven students who formed part of the innovative **Multimedia degree program** in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an **innovative and genre-creating** institute, producing **experts in the fields of computing and technology**.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an **impressive knowledge base**, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Course Benefits

The 3 Day course will equip participants with the **knowledge and expertise** to deploy and manage a range of digital marketing strategies. Furthermore, the **foundational understanding** gained through the sessions will allow participants to develop themselves through practice into **robust digital channel managers**.

Following the first day, participants will understand:

- The depth and breadth of social media
- What makes content social and how it differs from the broadcast media model
- The importance of trust, honesty and transparency
- Social media demographics and how it relates to brand engagement
- How other businesses, organisations and brands are using social media
- How it can go wrong and how to react
- Best practices, ethics and legislation
- Basic techniques and tools for benchmarking your social media presence
- The first steps in creating a social media strategy for your business or brand
- Some of the latest services and trends

Following the second day, participants will learn how to:

- Effectively plan your email marketing campaigns
- Stay within SPAM guidelines when broadcasting emails
- Create a strategy to build segmented target lists
- Improve your inbox deliverability success rates
- Interpret campaign metrics and make continuous improvements
- Learn about landing pages and best practice guidelines
- Create HTML emails using best practice design and development guidelines
- Plan for future developments and innovations in email marketing

Following the third day, attendees will be able to:

- Make your website more credible, trustworthy and persuasive
- Form deeper relationships with your online customers
- Understand the wide array of tools available to improve your website
- Use tools to build highly effective landing pages
- Identify problem areas of your online setup and find suitable solutions
- Explain your web optimisation work to Senior Managers and Executives

Who Should Attend

This Digital Marketing Masterclass will benefit a wide range of personnel and team members, involved in many different areas of a business or organisation. The skills learnt during the three days can be applicable in many different departments and faculties including, but not limited to, the following roles:

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners
- Customer Service Personnel

About Charles Mann

Charles Mann Training and Consultancy has been providing high quality training courses in Asia since 2012, ranging from bespoke training solutions to topic-specific workshops and seminars for all types of businesses. As a leading international provider of training and consultancy, Charles Mann ensures the correct expertise and knowledge are presented in the most cost effective and efficient manner possible.

With its British origins and originally being setup in the United Kingdom in 1996 by fresh graduates in the pioneering subject area of Multimedia, Charles Mann has helped many organisations and companies conducting consultation sessions along with training programmes, with over 20 years of experience.

Charles Mann has created for itself a reputation among clients located across a broad global spectrum covering the United Kingdom, Saudi Arabia, United Arab Emirates, Brunei, Vietnam, Bhutan, Malaysia and Singapore.

We are proud to have worked with a wide range of companies from all types of sectors and industries. No matter how small or large your business, we are here to help you with your learning needs and can help you in making the most of online digital technologies. Past clients include:



Venue and Date

Tuesday 26th - Thursday 28th March 2019

Day 1: Tuesday 26th March 2019

Day 2: Wednesday 27th March 2019

Day 3: Thursday 28th March 2019

Venue:

**Intercontinental Abu Dhabi,
King Abdullah bin Abdul Aziz
Al Saud Street**

*** Venue Subject to Change**



Registration Form



3 DAY DIGITAL MARKETING MASTERCLASS Intercontinental Abu Dhabi

Tuesday 26th March till Thursday 28th March 2019

COURSE FEES: AED 3,450 per delegate - Early Bird (AED 3,950 Standard Price)

REGISTRATION:

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY & JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	

ATTENDEES DETAILS:

	FULL NAME	JOB TITLE	EMAIL
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts. Dates and/or venue can change due to unforeseen circumstances. For Early Bird rates, full payment must be made one week prior to course date.

Should you require any further documentation (trainers profile, CV/resume, company registration forms) for internal or HR purposes, please request by email and we will gladly provide.

Please print and email this form to: info@charlesmann.com.my or call/WhatsApp on +60 10 425 0886
Alternatively, please post to: 10 Jalan USJ 3/1e, UEP Subang Jaya, Selangor 47600, Malaysia

Payment can be made direct into our CIMB account in Malaysia:
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