

## The Digital Awakening



### INTRODUCTION

In today's crowded digital marketplace, brands that stand out are those with a clear message, professional identity, and consistent content that builds trust. This fast-paced program equips entrepreneurs, business owners, and professionals with the essential skills to elevate their digital presence and drive real sales impact.

Participants will learn how to define their Ideal Customer Profile (ICP), craft a compelling brand promise, and create a consistent online identity across all major platforms. Through practical guidance and AI-assisted tools, they'll design short-form videos, livestream content, and a 30-day content rhythm that boosts engagement and conversion.

If you want your brand to be seen, trusted, and chosen—this program shows you exactly how to make it happen.

### DURATION

2 days (9am to 5pm), total is 14 hours

### WHO SHOULD ATTEND

This course is designed for Entrepreneurs, business owners, trainers, consultants, and anyone building a professional digital presence.

### FEES

- For Malaysia companies and individuals  
RM 1,388.00 per pax (a minimum of 6 pax to start a class)  
HRDC claimable for registered employees
- For Singapore companies and individuals  
Price on Application (POA)

### LEARNING OUTCOMES



1. Evaluate the key components of a strong digital presence and explain how it builds brand trust and sales conversion.
2. Develop a consistent and professional online identity with unified profiles, bios, and branding across platforms.
3. Identify their Ideal Customer Profile (ICP) and formulate a clear brand promise that aligns with audience needs.
4. Design and implement short-video and livestream marketing content that effectively drives engagement and purchase intent.
5. Plan, execute, and monitor a 30-day AI-assisted content and campaign rhythm, using KPI metrics to track performance and improvement.