



DIGITAL MARKETING FOR BUSINESS TRAINING



MTBM Group Sdn. Bhd. (1600656-M)

Level 8, MCT Tower, Sky Park, One City, Jalan USJ 25/1, 47650 Subang Jaya, Selangor



+603 8022 8330



+603 8022 8201



info@mtbmgroup.com



mtbmgroup.com

Course Title: Digital Marketing for Business Training

Course Validity: 2 Days

Validity: Not Applicable

HRD Corp Scheme: Claimable

INTRODUCTION

This training provides participants with practical techniques to plan, implement and manage effective digital marketing strategies for business growth. It covers essential digital platforms, content creation, social media engagement, analytics and online advertising to help participants maximise visibility and customer reach. Through guided exercises and real-case applications, participants learn how to apply digital tools effectively to enhance branding, attract leads and support business objectives.

OBJECTIVE(S):

- Understand key concepts and fundamentals of digital marketing.
- Apply social media and content marketing strategies effectively.
- Strengthen branding and online visibility for business growth.
- Plan and execute digital campaigns using major platforms.
- Use SEO, SEM and paid advertising to attract leads.
- Analyse digital performance using analytics tools.
- Create customer-focused digital content.
- Develop a simple, actionable digital marketing plan.

TARGET GROUP(S):

- Entrepreneurs and business owners
- Marketing executives and managers
- Sales and customer service personnel
- Administrative and support staff
- Anyone responsible for marketing and business promotion

ENTRY REQUIREMENT(S):

- Able to read, write and communicate verbally in Malay/English

TOPIC(S):

1. Introduction to Digital Marketing and Business Online Presence
2. Understanding Digital Channels (Website, Social Media, SEO, Ads)
3. Branding, Positioning and Customer Targeting
4. Content Creation Strategies for Business Marketing
5. Social Media Marketing (Facebook, Instagram, TikTok, LinkedIn)
6. Search Engine Optimization (SEO) and Google Business Profile
7. Online Advertising (Meta Ads, Google Ads and Retargeting)
8. Digital Analytics, Reporting and Marketing Action Plan

LIST OF REFERENCE BOOK(S):

- Digital marketing and social media strategy guides
- SEO, SEM and online advertising references
- Branding and content development materials

LIST OF TEACHING AID(S):

- LCD projector
- Computer
- Whiteboard with accessories
- Flip chart with accessories
- Digital marketing templates and worksheets

METHODOLOGY(S):

- Lecture
- Case studies
- Group discussions
- Hands-on activities
- Practical digital marketing planning

TRAINING SCHEDULE

Day 1

Time	Activity / Topic
8:30 am – 9:00 am	Registration and Introduction
9:00 am – 10:15 am	Topic 1: Digital Marketing Overview and Concepts
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 2: Digital Channels and Online Presence
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 3: Branding, Positioning and Customer Targeting
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 4: Content Creation Strategies

TRAINING SCHEDULE

Day 2

Time	Activity / Topic
8:30 am – 9:00 am	Recap of Day 1
9:00 am – 10:15 am	Topic 5: Social Media Marketing (FB/IG/TikTok/LinkedIn)
10:15 am – 10:30 am	Morning Tea Break
10:30 am – 12:30 pm	Topic 6: SEO, Google Business Profile and Website Optimization
12:30 pm – 1:30 pm	Lunch Break
1:30 pm – 3:30 pm	Topic 7: Online Ads (Google Ads & Meta Ads)
3:30 pm – 3:45 pm	Afternoon Tea Break
3:45 pm – 5:00 pm	Topic 8: Analytics, Reporting and Marketing Action Plan