



Alibaba Managerial Program

Marketing Episode

This course will completely change your business into e-Business professionally.

**1st Batch Starting Soon, Register Now!
& Go For A International Trip to
Bangkok, Thailand To Learn From
Alibaba Team**

Certified by

NEXT BATCH
FROM
27 FEB - 2nd
March



Course Overview

Alibaba is one of the greatest companies in the world and a leader in the space of technology and e-commerce.

Through our international network to the global leaders and companies we are able to bridge a partnership & offer a way to learn from the best in the business.

London Tower Capital sees the importance and focuses on developing people & skillsets in developing countries like Indonesia.

We value this opportunity and would like to support and help our network of Indonesian businessman, entrepreneur, investors & e-commerce enthusiasts.

With our international network of partners in China & Thailand we are able to form a partnership with TeC & Alibaba group to offer the Alibaba Managerial & Executive Programs for Indonesian participants

The know-how, deep learning and connections made during the course will help the attendees to better able to adapt to the changing technology landscape in the online media and better prepared for the future.

- You will get Certificate from "Alibaba Business School"
- Course will be held in Bangkok with Alibaba business trainers, we arrange the trip for you.
- Learn the dynamics of international cross border business/ international business from the best
- It is a complete package of offering Learn, Explore & Grow with Alibaba trainers in Bangkok @ Thai e-business Center
- You Network with the best of Thai & Chinese counterparts and explore potential for professional and business life

Course Objective

- Develop personnel at the management level that are involved in strategic planning and marketing plan direction To adapt to the digital age
- Drilling the main tips of visual marketing and attracting customers by learning and using visualization skills wisely
- Learn trends, main ways to make content marketing interesting.
- Increase click rates and conversion rates based on video marketing trends and know how to create high quality videos.
- Analyze the use of Live Webcast of the famous Influencer on the web today.
- Learn the design, concepts and benefits that will be gained from the live flow process.
- To stimulate the expansion of market opportunities abroad Or cross-border e-commerce trade with the application of content marketing techniques
- Insights into content marketing knowledge in order to be able to use and plan business operations efficiently.

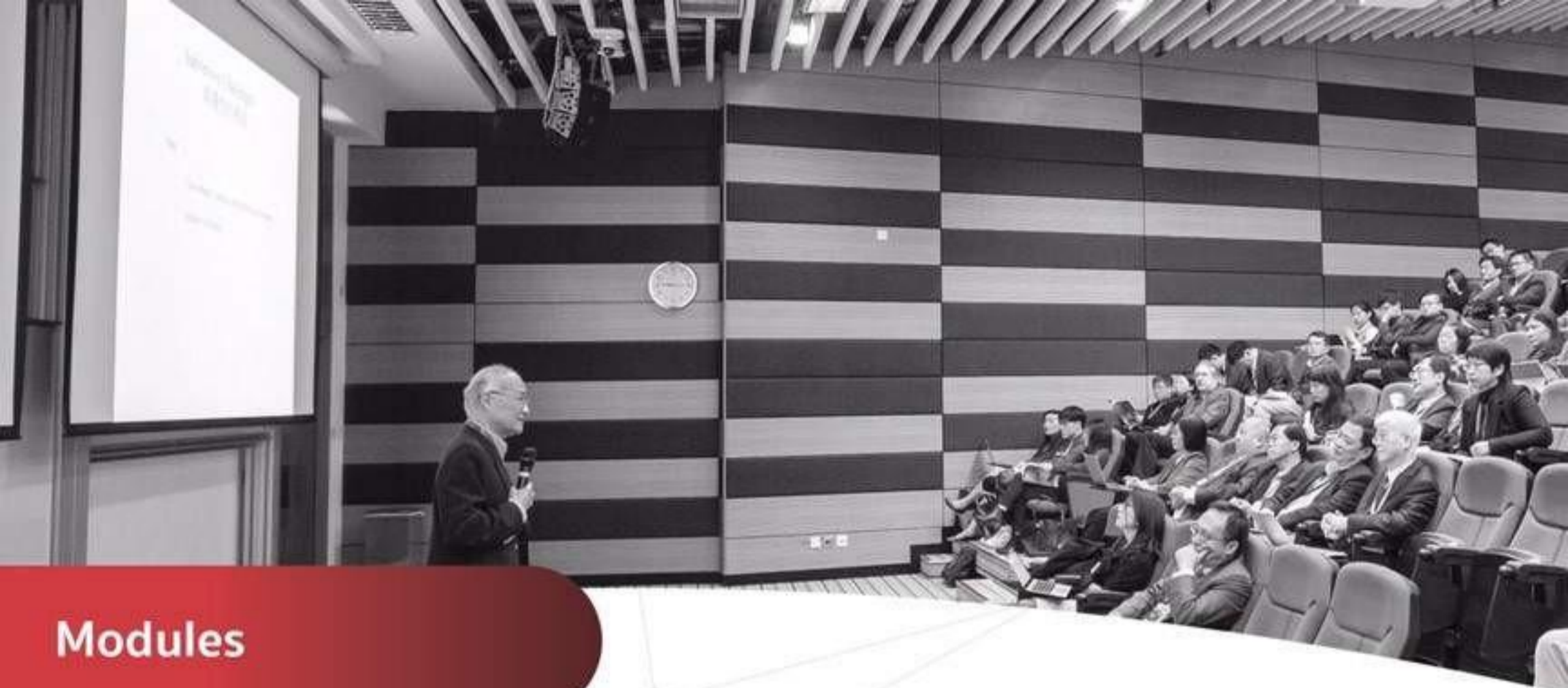


Course Highlights

- Courses designed and developed by Alibaba Business School, which has more than 10 years of experience in e-commerce business with e-commerce business operators in China
- Learning in a holistic way, both theoretical and practical. By Internet Marketing experts from Alibaba, ready to study new ideas of Internet marketing is concise and profound
- Learn how to make Content Marketing more efficient and increase sales.
- Revealing the secrets of online marketing with visual marketing communication to attract interest from customers. From study and actual trial
- Ready to receive an official "certificate" certified by Alibaba Business School

Who Should Attend

- Entrepreneurs who interest to do cross-border business
- C-suite level that involve in strategic planning and marketing plan direction
- E-Commerce operators
- Publics who want to increase their marketing and e-commerce knowledges



Modules

Alibaba Managerial Program: Content Marketing Episode is designed and developed by Alibaba Business School, which has more than 10 years of experiences in E-commerce. The course conducted by Chinese e-commerce entrepreneurs who have real experiences. Participants will have the opportunity to learn and study trends from 3 modules

1. Internet use in internet marketing

- Understand the meaning of Content Marketing and Internet Marketing
- Using content or content strategies to increase access and values that indicate the effectiveness of e-Commerce websites or conversion rates
- Search optimization techniques to improve product sales
- Develop customer engagement strategies to increase repeat purchases

2. Visual marketing communication

- Insights into image analysis used in marketing from various perspectives and marketing factors
- Digital trade strategy formulation Product selection and strategic position
- Application of images and various impressions

3. Marketing through animation media and live webcasts

- Analyse and understand the most popular webcast that is currently the most popular.
- Learn design and useful ideas from making Video Marketing
- Increase access and values that indicate the effectiveness of the e-Commerce website (Conversion Rate) from understanding the current direction Video-Marketing And learn to create high quality videos

(*The course will be conducted in Mandarin, however we will provide simultaneously translation)

Course Agenda

ALIBABA MANAGERIAL PROGRAM

Marketing Episode

course will be held @Thai e-business Center
@bangkok, thailand

DAY 1

09:00 - 12:00

China Marketing Strategy (Cross-border to China e-Business)

Content marketing & Webcast operations

1. Definition of content marketing
2. Synergizing content marketing and e-commerce operation of brands
3. Trend of content marketing and how to get prepared of it

12.00 - 13.00

LAUNCH BREAK

13.00 - 17:30

Content marketing & Webcast operations

4. Analysis of the popularity of live-streaming and its key success factors
5. Methods of planning a live-streaming session
6. Full process of a successful live-streaming session

DAY 2

09:00 - 12:00

Visual Marketing

1. Analysis of visual marketing (definition, range, advantage, and key factors of excellent works)
2. Analysis of visual orientation: preference of diverse people, and color orientation of diverse classifications

12.00 - 13.00

LAUNCH BREAK

13.00 - 17:30

Visual Marketing 3 Display of visual application

1. Format and composition
2. Background design
3. Smart usage of fonts and colors

DAY 3

09:00 - 12:00

Video Marketing

1. Definition, trend and significance of video marketing with example of cases
2. Design script of brand video, product video and activity video

12.00 - 13.00

LAUNCH BREAK

13.00 - 17:30

Video Marketing

3. Design the comprehensive creative structure via marketing planning (copywriting & ads)
4. Process of making a video: preparation, shooting skills and video edit
5. Rules and methods of delivering a whole video

*the schedule may be subject to change as appropriate. *

TeC

Thailand e-Business Centre



INDONESIAN PARTNER CONTACT

London Tower Capital

Email : dhian@londontowercapital.com

Office Phone : +62-215789 5946
Address : Marquee Office Suites,
Menara Karya, HR. Rasuna Said road
Blok X-5 Kav. 1-2, Jakarta Selatan
Jakarta 12950, Indonesia

Asian Digital Hub

Email : dhian@asiandigitalhub.com

Office Phone : +62-215789 5946
Address : Marquee Office Suites
Menara Karya, HR. Rasuna Said road
Blok X-5 Kav. 1-2, Jakarta Selatan
Jakarta 12950, Indonesia

WHATSAPP CONTACT : +62-81310829760

CERTIFIED BY



Alibaba
Business School