



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

Date:
22–23 Mar 2012
7–8 Jun 2012

Course Fees:
S\$680.00

MIS MEMBER:
20% OFF

For Course Enquiries
Web:
www.mis.org.sg/seminars
Email:
seminars@mis.org.sg
Tel:
6327 7586 / 583/ 582
Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Integrated Digital Marketing Strategies

Why You Should Attend This Course:

This course provides a fast track understanding of the digital landscape including social media marketing, search engine optimisation, ecommerce integration, online reputation management, email marketing, display advertising, resources and the cost of infrastructure.

We explore the trends in Singapore and around the region, what the impact these trends are on consumers, measuring and analysing ROI, media planning, creatives that work, industry best practices and standards as well as new and innovative uses of the technology in digital advertising.

The course also addresses the issues and challenges facing agencies and marketers in adapting their organisation to the new digital landscape. Presented from a marketing practitioner's perspective – digital marketing is now easily understood.

Learning Outcome:

- Have a sound understanding of the general principles of digital advertising.
- Be conversant with relevant technologies, devices and opportunities for digital communications campaigns.
- Have increased confidence and inspiration for the development of strategic and creative digital communication campaigns.
- Understand how to integrate digital into the overall marketing mix.
- Understand the methods and metrics of analysing digital campaigns.
- Have insight into the operational and logistical challenges that face both agencies and clients in adding digital to their organisations marketing offering.

Course Outline:

Introduction to Digital Marketing

- The ever changing world of digital

Assessing the Channels & Technologies

- What is your campaign objective?
- Using different tools for branding, lead generation, acquisition, promotions, etc.

Demographics of Your Customer

- What are people doing online and when?
- Examine demographics and segmentation
- How does online compare to other forms of media consumption?

The Digital Marketing Toolbox

- Assessing digital tools and the opportunities available to marketers for tools with a focus on:
 - Display advertising
 - Search engine marketing (SEM)
 - Search engine optimisation(SEO)
 - Landing Page & Website Optimisation
 - Electronic Direct Mail (EDM) marketing
 - Social & Viral Marketing
 - Online Reputation Management
- Integrating the marketing mix – What is the right mix?

Internet Campaign and Media Strategy

- Planning, budgeting, measuring and analysing
- Key steps in media planning and buying
- Planning tools and key metrics used to analyse campaign effectiveness, return on investment and optimising campaign conversion

Creative Strategy: Case Studies

- Review a series of case studies showcasing the best of the best

Designing for the User Experience

- Learn the basics of good information architecture, design and the basic rules of usability and usability testing

Case presentation

- Participants develop and present their digital marketing strategy on hypothetical marketing campaigns

Who Can Benefit?

Marketing managers, marketing directors, CMOs, account directors, planners and anyone wanting to learn about this exciting industry. Designed for participants who want an in-depth understanding of digital marketing and how to harness its power.

Trainer's Profile:

Martin Ross has over 19 years of marketing and consulting experience in various industries including broadcasting, advertising, publishing, IT and management consulting. He has consulted with clients on a range of business, management and leadership issues across the region including New Zealand, Australia, Malaysia, India, Thailand, Philippines, Indonesia, South Korea, Japan and Hong Kong.

As an active marketer and facilitator he has done work with regional clients including, Deutsche Bank, DBS Bank, Edgen Murray International, Abacus, Visa International, Workforce Development Agency, Starwood Resorts, New Zealand Bank, Cathay Pacific, Singapore Airlines, International Data Group and many others. He also works closely with the world's leading media, creative agencies, publishers and their clients including, MEC Global, Zenith Optimedia, Mindshare, Universal McCann, XM Asia, OgilvyOne, Arc Worldwide, Yahoo! Microsoft Advertising, AsiaOne, MediaCorp, BBC, CNN and many others.

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Integrated Digital Marketing Strategies

22–23 Mar 2012 7–8 Jun 2012 (9.00am to 5.00pm)

S\$680 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

FOR COURSE ENQUIRIES

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