



MARKETING
INSTITUTE OF
SINGAPORE
Training Centre

MARKETING

Digital Marketing Series – Social Media Marketing (SMM)



Are you ready to be intrigued by this exciting social media online space?

Why You Should Attend This Course:

Since the inception of the web there have been huge changes in how media is consumed and produced. At the forefront of this media evolution is social media - a participatory phenomenon that is no longer being used by the few but by the many, and should be considered an integral part of any businesses' digital marketing strategy.

As a result, Social Media Marketing has received centre stage in most of today's marketer's planning plateau, e.g. Twitter, Facebook, LinkedIn, MySpace, Youtube – just to name a few. Not a day passes without a mention of them in the press.

Marketers are curious about this 'new' media channel, proponents of it highlight its strong ability in improving the bottom line and that it is the next BIG thing. Well to be honest, it's really not a surprise, given that that many studies depict a sense of positivism in it.

As the web evolves, it is no longer safe to assume your customers are getting their information just from the mainstream media. They may be browsing sites like Digg, participation in social network sites like FaceBook, MySpace and micro-blogging (Twitter) about your brand name.

Yesteryears wire services and newspapers culled the most important stories, researched and wrote them as articles that were then professional edited, and presented to a paying audience. However today people can extract or 'pull' exactly the information they want from a wide spectrum (and up-to-date) of sources – most of the time free.

What's striking about social media is that instead of sending information to a passive audience they act as starting point for dialogue with online participants. Conversations are in, authoritative opinions are out.

So how do you make use of this exciting opportunity to better engage your customers to generate exposure, opportunities and sales?

Course Outline:

- Why Social Media Marketing
- Fundamentals of Social Media Marketing
- Introduce the various Social Media Tactics (e.g. FaceBook, Twitter, Flickr etc) and how they have helped businesses
- Present the biggest Social Media Marketing concerns of most companies
- Appreciate how Social Media Marketing can help you better engage your customers
- The Benefits of Social Media Marketing
- World-Class Case Studies

What is Social Media Marketing?

In a nutshell, Social Media Marketing combines the goals of internet marketing with social media sites. "SMM campaigns must be targeted to the community you want to reach with a message that appeals to them. Some common ways of achieving this are with authoritative information, entertainment, humor or controversy." (Wikipedia) Compare this as appealing to the "will of the people" versus appealing to search engine. You are appealing to PEOPLE and engaging in a CONVERSATION.

Who Can Benefit?

Marketers, PR professionals, Customer Service Managers, Publishers, Advertising Account Managers, Planners and Strategists or anyone who is responsible for marketing success in the company should attend this essential workshop in digital marketing. You will understand how social media works and how it can help your company better engage your customers to generate exposure, opportunities and sales.

Trainer's Profile:

Dr Jon Chin is a digital strategist who has over four years of hands on experience in digital strategy from conceptualization to final execution. He is an effective marketing strategist catalyst utilizing market research, project management, problem solving, communication and leadership abilities in positively contributing to organizational objectives.

Date:

9 Mar 2010

Course Fee:

S\$175.00

(Excludes GST)

MIS Member: 15% off

His passion lies in analytics, social media marketing (networking) and Search Engine Optimization/Search Engine Marketing (SEO/SEM). Jon has a knack for learning what makes consumers tick (how and why) they behave online, ranging from customer engagement, social interaction, content generation, how they spend their money to find out how the brands fit into their lives. Jon has a PhD in marketing, and holds a Master in Applied Commerce (Marketing) and a Bachelor of Engineering (Electrical) from the University of Melbourne, Australia.

FOR COURSE ENQUIRY

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51 Anson Road #03-53 Anson Centre Singapore 079904



MARKETING
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MARKETING

Digital Marketing Series – Search Engine Optimization (SEO)



Dominate The Search Engines!

**Why You
Should
Attend This Course:**

Powerful search engines like Google, Yahoo! and MSN play a very important role on the internet. They provide the necessary service of helping online visitors find what they are looking for in the shortest possible time.

In fact, according to the Georgia Institute of Technology, over 85% of first time visitors get to a website via a search engine.

As such, it is important for your website or brand to be visible on first pages of the search engines. When users search for your products or services, it will either be you or your competitor that gets their attention and clicks.

Competition is heating up to get top rankings in Google and Yahoo. Have you even started to plan a search engine optimization (SEO) strategy?

**Learning
Outcome:**

Jumpstart your SEO skills now with the 4-Hour to SEO Success Workshop. In this workshop, you will:

- Learn the fundamentals of Search Engine Optimization (SEO)
- Understand fully why it is important to be visible on Google & Yahoo
- Research golden keywords that will help you increase your web traffic
- Spy what your competitors are doing
- Learn key on-page & off-page optimization techniques to rank better
- Check your own website on key SEO factors
- Prepare a search engine domination plan
- See World-Class SEO case studies
- Integrate SEO plans into your overall marketing program

**Course
Outline:**

- Are the ranking factors the same for Google and Yahoo?
- What keywords should I target?
- What is the most important element in a SEO project?
- How optimized is my current website?
- Is there guaranteed ranking?
- What is the difference between organic and paid search?
- How do I measure SEO success?
- What are the latest trends in SEO?
- How do I negotiate and manage SEO consultants?

What is SEO?

In a nutshell, SEO is a method to optimize your website to achieve higher rankings in the search engine results pages. By achieving a higher ranking on major search engines like Google or Yahoo, your website should receive more volume of targeted traffic or visitors. This potentially leads to more leads, enquiries, and returns on marketing investment.

**Who Can
Benefit?**

World-Class SEO practices are driven by marketers, and not the IT staff. All marketers who are responsible for the company marketing success should attend this essential course in digital marketing. You will understand the power of internet marketing, and drive your marketing success in this digital age.

**Trainer's
Profile:**

Fabian Lim is currently CEO of Asia Internet Academy Pte Ltd, Asia's largest internet training academy, and has personally trained over 2,500 graduates in his popular Internet Marketing Bootcamp program in Singapore, Malaysia, Indonesia and Japan. Fabian was previously a manager with global management consultancy, Deloitte.

In addition, Fabian is the first and only SEO trainer authorized by Search Engine Workshops to conduct Search Engine Certification training in Singapore, Malaysia and Indonesia.

Fabian specializes in Search Engine Marketing, Web Analytics, Online Campaign Management and Affiliate Marketing Strategy. He is also the creator of AdWords Empire, the most comprehensive AdWords Affiliate Marketing system ever developed, author of Keyword Research Mastery, PPC Demystified DVD series. He is also Chief Marketing Officer of The Dowser Keyword Software. Fabian holds a Bachelor of Business in Business Administration (Distinction) from RMIT University.

Date:

9 Mar 2010

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MARKETING
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Digital Marketing Series – Search Engine Marketing (SEM)



To Professionals Who Know Online Marketing Is Important But Can't Seem To Get Started

Why You Should Attend This Course:

Powerful search engines like Google, Yahoo! and MSN play a very important role on the internet. They provide the necessary service of helping online visitors find what they are looking for in the shortest possible time.

In fact, according to the Georgia Institute of Technology, over 85% of first time visitors get to a website via a search engine.

Learn how to exploit the power of SEM Pay-Per-Click (PPC) Marketing, the FASTEST way to get your website visible on the first page of Google or Yahoo!, for as little as \$1 per day.

Jumpstart Your Internet Marketing Journey Now With The Guiding Hands of Expert Internet Marketing Practitioners.

In just 4 hours, with 4 simple steps, you will get from ZERO in PPC Marketing to a proficient user of Google or Yahoo paid search network.

Learning Outcome:

4 Hours To SEM Success! is an intensive workshop to jumpstart your search marketing journey. You will learn how to:

- Get Your Website On To The First Page Of Google or Yahoo Before You Step Out Of Class
- Learn How To Get Any Website Visible On Search Engines In Less Than 10 Minutes
- Find Proven Ways To Achieve Online Marketing Success At Really Low Cost!
- Be The In-House Internet Marketing Expert In Your Company
- Learn How To Depend Less On Vendors, Or Manage Them Much Better
- See Successful Case Studies Of Businesses Just Like Yours
- Get A Powerful But Easy User Guide For Future Reference

Course Outline:

- Why Search Engine Marketing
- Market and Keyword Research
- Google and Yahoo! Ad Networks
- Basic Pay-Per-Click (PPC) Concepts
- PPC Campaign, Ad Groups & Ads
- World-Class Case Studies
- Your Own Live PPC Ads

What is Search Engine Marketing (SEM)?

Search Engine Marketing (SEM) is a method to get your website visible on popular search engines like Google and Yahoo.

Per-Per-Click (PPC) Marketing is one SEM tool that is cost-effective to promote your website fast on these search engines. You employ the power of Google AdWords and Yahoo Search Marketing ads to quickly position your website prominently on search engines to generate more sales leads or better branding.

PPC Marketing is one of the most cost effective marketing channel, and allows you to advertise for as little as \$1 a day.

Who Can Benefit?

Anyone who is responsible for marketing success in the company! This workshop is mandatory if you want to quickly achieve marketing success using the New Media.

Trainer's Profile:

Ang Eu Gene has spent over 15 years in sales and marketing in top global firms like DHL, FedEx and 3M. Eu Gene has led sales and marketing teams in these world-class organisations, and was a Director of Sales & Marketing in his previous position.

He has built an in-depth knowledge in the areas of sales and marketing, and specialises in sales training & consulting, internet marketing, new media strategy and business processes.

Eu Gene holds a Master in Business Administration (MBA), Marketing, from the Nanyang Business School and a Bachelor in Business Administration, BBA Marketing (1st Class Honours) from the National University of Singapore, and held 3 scholarships.

Date:

10 Mar 2010

Course Fee:

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MARKETING
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Digital Marketing Series – Web Analytics



Track Your Online Campaigns and Capture Visitor Data

Why You Should Attend This Course:

Learn how to use Google Analytics to focus your marketing resources on campaigns and initiatives that deliver ROI (return on investment) and improve your site to convert more visitors in this short but practical 4-hour workshop.

Learning Outcome:

We will cover the fundamentals of Google Analytics including how to setup a new account and post GA Tracking Tags to website correctly to start capturing visitor data.

Course Outline:

- Answer the basic questions of how many people visit your website, which pages are getting visited and how do visitors reach your website
- Track all online campaigns, from emails to keywords, regardless of search engine or referral source
- Implement the “Launch, Track, Refine & Repeat” process to improving website performance
- Track visitor behaviour and make incremental changes to improve the online user experience and conversions
- Understand when advanced analytics customization is required
- How does Google Analytics work?
- How can Google Analytics be setup quickly and how can the setup be validated?
- Essential KPIs and performance benchmarks to track for every implementation
- How can analytics be integrated with Google paid search to provide a 360 view of all online advertising effort?
- How to determine where my best visitors come from, which content induces visitors to stay and which sections of the website are stronger/weaker than others?
- How can goals be setup and used to track visitor actions?
- How can internal site search be used to yield valuable insights for website improvement?
- What are common data issues you will encounter in an analytics implementation - and how can you troubleshoot and fix them?

What is Google Analytics?

In a nutshell, Google Analytics is a tag-based hosted web analytics tool that enables you to determine who is interacting with your website, where the traffic is coming from, and how many of those visitors are converting. It allows you to have a complete view of the performance of your website, organic & paid search, online advertising and email marketing campaigns.

Who Can Benefit?

This workshop is ideal for marketers and their technical implementers, i.e. anyone involved in:

- Lead generation
- Ecommerce and sales
- Website content
- Search and online marketing
- Web development and IT
- Online strategy
- Business development
- Marketing and Sales

Trainer’s Profile:

Ivan Wong’s specialty is in providing systematic and practical search marketing consulting that helps clients define, execute and refine their search engine marketing programs, develop in-house SEO/PPC/analytics expertise and generate more visitor traffic, sales and conversions for their products and services online.

He has been principal SEO consultant to clients ranging from MNCs in the luxury, telecommunications, manufacturing and service industries, government bodies to SMEs as well as entrepreneurs.

Ivan was previously in charge of operations at Asia Internet Academy Pte Ltd (Asia’s largest internet and search marketing training provider with operations in Singapore, Malaysia, Indonesia & Japan). Before that he was a senior ERP consultant at HP.

He is certified in Google AdWords, Google Analytics IQ and Advanced SEO (from Search Engine Workshops, USA).

Ivan holds a Bachelor of Business in Accounting and Bachelor of Computing in Information Systems (Distinction) from Monash University Australia.

Date:

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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!

- | | | | | |
|--------------------------|----------------------------|------------|-------------|-----------------|
| <input type="checkbox"/> | Social Media Marketing | S\$ 175.00 | 9 Mar 2010 | 9.00am – 1.00pm |
| <input type="checkbox"/> | Search Engine Optimization | S\$ 175.00 | 9 Mar 2010 | 2.00pm – 6.00pm |
| <input type="checkbox"/> | Search Engine Marketing | S\$ 175.00 | 10 Mar 2010 | 9.00am – 1.00pm |
| <input type="checkbox"/> | Web Analytics | S\$ 175.00 | 10 Mar 2010 | 2.00pm – 6.00pm |

Special Package Fee:

- | | |
|---------------------|------------|
| 2 Workshops Package | S\$ 280.00 |
| 3 Workshops Package | S\$ 390.00 |
| 4 Workshops Package | S\$ 500.00 |

**** Fees subject to prevailing GST.**

Light refreshment will be provided for all workshops.

Lunch will be provided for participants who registered for 2 workshops on the same day.

| Participant(s) Name | Designation | E-mail | Contact No. |
|---|-------------|-------------------------------------|-------------|
| 1) | | | |
| 2) | | | |
| 3) | | | |
| 4) | | | |
| 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"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____ | | | |

Administrative Details

Registration & Payment

A place will be reserved for you upon receipt of your registration. After which an email confirming your reservation will be sent 2 weeks before course commences. Please make your payment either by Cheque or Giro (within 60 days from course date) when you receive our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore Training Centre" with the invoice no. indicated at the back of the cheque. GST is not applicable for registration from companies registered overseas.

MIS Member Discount

Corporate and Individual Members of MIS will be entitled to a 15% discount on all Executive Development Programmes. For membership enquiries, please email: membership@mis.org.sg.

Group Discount

A 5% discount for sending a group of 3 or more participants to the same course on the same date.

Custom-Design Courses

Courses can also be custom-designed to match your department or organisation's specific learning requirements. Please contact us for further enquiries. Email: seminars@mis.org.sg or call 6327 7583/ 582/ 586.

Withdrawals

There will be no cancellation fee if notice of withdrawal is given 14 days before commencement of course, after which a cancellation fee of 25% of the course fee will be levied. The full fee will be charged for withdrawal or no-show on the course commencement date. Replacements from the same company are allowed.

Cancellation

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

Course Venue

All courses will be held at MIS City Campus, Anson Centre, 51 Anson Road #03-53 Singapore 079904 unless otherwise stated.

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