

DIGITAL ENTREPRENEURSHIP

This course has been designed for those who want to understand the key elements of building an effective digital marketing campaign. Covering best practices and using case studies throughout, the session offers a practical guide to the core techniques in digital marketing. Online tools and reference materials are highlighted throughout, enabling delegates to leave with solid hands-on knowledge that they can implement immediately.

Course Details



Duration

5 Days



Target Group

- All level



Pre-Requisite

- End-user skills with Windows-based PCs
- Basic knowledge of computing concepts and social media platforms



Certification

- Certificate of Completion

Course Objectives

After completing this course, participants are expected to be able to:

- Grow a Business Online from Scratch
- Make Money as an Affiliate Marketer
- Work from Home as a Freelance Marketer



Course Outline

Lesson 1: Effective Content Writing

- Exploit your product's benefits
- Exploit your competition's weaknesses
- Know your audience
- Communicate W.I.I.F.M. (What's In It For Me?)
- Focus on "you," not "we"
- Understand your medium
- Avoid T.M.I. (Too Much Information)
- Include a call to action
- Proofread

Lesson 2: Social Media Marketing

1. Introduction to Social Media Marketing (Socmed Marketing)

2. Tik Tok, Instagram & Facebook

- Business Account - Professional Business Account Setting
- Professional Content
- Event and Promotion
- Use of Hashtag
- Auto Follow and Unfollow
- Auto Post and Repost
- Affiliate and Ads
- Paid Review (Shout Out)

3. WhatsApp Business

- Business Setting
- Messaging Tool
- Label Tool
- Broadcast Tool

Lesson 3: Exploring Entrepreneurship

- Define what it means to be an entrepreneur, risk and rewards
- Describe who becomes an entrepreneur
- List key characteristics of an entrepreneur
- Describe the value of learning about entrepreneurship

Lesson 4: Design a Business Plan

- Business plan models
- Identify the similarities and differences between business plans
- Describe SWOT

Lesson 5: Marketing Plan and Sales

- Identify the components of a marketing plan
- Describe various types of product strategies
- Examine methods used in developing price strategies
- Summarize basic principles of promotion, define elements in a promotional plan, ways to budget for promotion
- Examine the importance of personal selling, characteristics of successful salespeople, main components of the selling process, key documents, and forms used in selling
- Explore costs related to a sales force, methods used to estimate sales

Lesson 6: Analyzing and Generating Finances

- Discuss the differences between fixed and variable expenses
- Define a unit of sale
- Importance of an income statement and how to prepare one.
- Understand how cash flow affects entrepreneurs
- Analyze a balance sheet
- Perform break-even analysis

Lesson 7: Business Start-Up

- Step by step to start up the business
- How to register with SSM
- How to open company's account
- How to involve in government/private tender or quotation