



IMPROVING SKILLS THAT MATTER

# Creative Digital Marketing & Analytics

## Getting more insights from digital analytics to get successful conversions

*In today's world digital is everything. And we mean everything. If you want customers – and more importantly repeat customers – then you need to make digital your best friend.*

While digital marketing is key for many companies, few can measure its ROI and understand if their efforts and resources are creating the results and returns they intended. Some are keen to benchmark their strategies against their peers.

If you are keen to understand and develop the latest and most creative digital marketing strategies, this workshop is for you. Learn to develop a good brand positioning and execute the most creative and successful marketing strategies through this intensive 1-day MasterClass. This course will help you to formulate marketing strategies from the insights derived from the information on the data on your web traffic.

### Expected course outcomes:

- Acquire skills to develop robust digital marketing strategies best suited for your marketing mix
- Learn effective content marketing strategies
- Understand and execute captivating social marketing campaigns
- Develop & maintain strong brand positioning across various digital platforms
- Get a good grasp of digital analytics and use the data to the advantage of your business

### Course details:

**Title:** Creative Digital Marketing & Analytics

**Date:** 15 September 2017, Friday

**Time:** 9am to 5pm (registration starts at 8.45am).

**Venue:** Holiday Inn Singapore Orchard City Centre, 11 Cavenagh Road, Singapore 229616

**Course fee:** SG\$999 per person (on or before 18 August 2017).  
SG\$1299 per person (after 18 August 2017).

To register, please contact: Jessy Koh at [jessyk@marketing-interactive.com](mailto:jessyk@marketing-interactive.com) or at +65 6423 0329

*\*Singapore registered companies can enjoy rebates of 40% under the Productivity and Innovation Credit (PIC) scheme. For more information, visit*

[http://www.lighthousemedia.com.sg/Events/Marketing\\_PIC\\_Instructions\\_2016.pdf](http://www.lighthousemedia.com.sg/Events/Marketing_PIC_Instructions_2016.pdf)

### About the trainer:



**Francis Goh**  
CEO  
**HehSed Consulting**

Francis Goh is the former CEO and the Singapore Managing Director and Partner at **Mercer**. Francis has more than twenty years of international experience in the technology and energy industries, having had numerous P&L and high impact leadership roles with global leaders such as **Accenture**, **SAP**, **HP**, **Microsoft** and **ExxonMobil**. During this time, Francis has worked across Asia, Europe and the United States.

Francis specializes in the areas of emerging solutions, breakthrough business models and innovation. He has a proven track record in building high-performance teams and overachieving both revenue and profit targets consistently. He has a strong reputation for developing and deploying new business go-to-market strategies across sales, operations and resource management. Francis is a hands-on leader with deep solution and value-selling expertise across a broad spectrum of clients in the Asia Pacific region across industries such as Oil & Gas, FSI, telco, manufacturing and the government. Francis is passionate about recruiting, managing and coaching high-performing talent. He is also a recognized keynote speaker and is frequently invited to speak at various industry platforms.

As a trainer who specializes in Digital Transformation, business strategies and leadership, Francis is a Guest Lecturer at the Nanyang Business School Fellow MBA program.

Francis holds an Honors degree in Mechanical Engineering, an MBA and a PhD in International Management.

### Who should attend:

- VPs and Marketing directors
- PR Directors
- Marcom Directors
- Social Media Managers
- Digital Marketing Managers
- Digital Marketing Executives
- PR Executives & Managers
- Account Managers
- Account Executives
- And other marketing professionals with consumer-facing businesses

## COURSE OUTLINE

08 45	Registration
09 00	<p><b>1. Being creative with your digital marketing</b></p> <ul style="list-style-type: none"> <li>• Defining marketing objectives &amp; zeroing in your digital marketing mix</li> <li>• Developing targeted digital marketing strategies</li> <li>• Devising an on-trend online marketing plan with your available resources</li> <li>• Defining your brand, and developing a strong brand proposition</li> <li>• Positioning your message for your customer segmentations</li> </ul> <p><b>2. Knowing your digital marketing channel options, and fully utilizing them</b></p> <ul style="list-style-type: none"> <li>• Website + landing page, Facebook, Twitter, LinkedIn, Messaging Apps, YouTube, SEO, SEM, Newsletters, Influencers</li> </ul>
10 30	Break
1045	<p><b>3. Impactful &amp; strategic social media marketing</b></p> <ul style="list-style-type: none"> <li>• Understanding best practices for Facebook, Twitter, Pinterest, LinkedIn &amp; Youtube</li> <li>• Develop social media marketing strategies</li> <li>• Choosing relevant social media platforms for brands</li> <li>• Create an attractive Facebook Page and crafting effective social media posts</li> </ul> <p><b>4. Website Optimisation Techniques</b></p> <ul style="list-style-type: none"> <li>• Elements of an effective landing page</li> <li>• Basic optimisation techniques</li> <li>• Hands-on practice on selected platforms and search engines to derive insights for optimal optimization techniques</li> </ul> <p><b>5. Google Adwords Overview</b></p> <ul style="list-style-type: none"> <li>• Develop Google Adwords Search Campaigns (Practical and Technical)</li> <li>• Create effective search ads</li> <li>• Twitter &amp; LinkedIn for business</li> <li>• Brief Introduction to Influencer Marketing</li> </ul>
12 30	Lunch

13 30	<p><b>6. Digital Analytics</b></p> <ul style="list-style-type: none"> <li>• Be exposed to various forms of digital analytics</li> <li>• Learn how to use Google Analytics</li> <li>• The need for digital analytics + hands-on practice</li> <li>• Avoid Pitfalls that lead to unproductive marketing</li> <li>• Using Digital Analytics to bring in greater returns</li> </ul>
15 30	Break
15 45	<p><b>7. Email and Content Marketing</b></p> <ul style="list-style-type: none"> <li>• Developing a winning content marketing strategy - from conversation to conversion</li> <li>• Creating a compelling content plan</li> <li>• Promoting content for greater exposure</li> <li>• Defining measurement goals</li> <li>• Defining and deploying your identity online</li> <li>• Creating an editorial calendar for content marketing</li> <li>• A brief introduction to e-mail marketing</li> </ul>
17 00	<b>End of MasterClass</b>