



DIGITAL MARKETING



Dates:	17, 24 September 2018 1, 8 October 2018 6, 13, 20, 27 May 2019
Duration:	24 hours (4 days)
Hours:	9-12 am / 1-4 pm
Venue:	CCI France Myanmar
Trainer:	Mrs. Carine Le Port
Language:	English
Rate:	\$250/Members \$350/Non-members

WHO SHOULD ATTEND?

Any person in charge of the marketing analysis and definition of business plans.

Any person who has to enforce strategic actions.

Any person in charge of developing on-line shopping, of developing the business of the company online, of planning the strategy and the communication, of finding new targets...

Any entrepreneur in charge of their own company or start-up.

OBJECTIVES

To orientate economic actions and win market shares implies an efficient environment analysis that considers strategic elements and shows up opportunities in a clear and structured business plan.

DETAILED CURRICULUM

Module 1 — Principals of digital marketing (17th Sept.)

The buyer's journey / Traditional vs digital marketing / Understanding your audience, segments and targets / Using social channels to build relationships and trust / 3i principles / Digital Channels

Module 2 — Planning your content (24th Sept.)

Learn to build a content plan / Implementing a plan on emails, Facebook, and Instagram / Preparing content that attracts the attention of your audiences [part 1]

Module 3 — Dealing with content and feedback (1st Oct.)

Preparing content that attracts the attention of your audiences [part 2] / Commenting and dealing with comments / Using email to build customer relationships

Module 4 — Facebook management (8th Oct.)

Discovering Facebook tools
Campaign Development / Audience Insights / Ads Manager / Evaluating campaign performance