

# PROPOSAL FOR HRDF



## Digital Marketing Bootcamp – Bringing Your Business Online

Date: 24<sup>th</sup> June 2020

Ref: HRDF\_DigitalMarketing\_240620

Prepared for:

**Human Resources Development Fund**

6, Jalan Beringin,  
Bukit Damansara,  
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Prepared By:

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## INTRODUCTION

**i** Trainers Asia Sdn. Bhd. is a collaboration of local business experience and expertise with global knowledge in the training consultancy environment. Our aim is to provide businesses access to the latest developments in human capital developments to help them exceed customer delight, maximize sales, retain existing customers and grow the customers or prospects to be advocates of their businesses.

Trainers Asia offers Training Solutions and Life Skills Coaching Services to all corporations, government, public & private post-secondary educational institutions, as well as discerning individuals.

Our trainers are registered with the Asian Institute of Chartered Bankers (AICB) and have obtained Train-The-Trainers Certificate by PSMB. With over hundreds of experiences in our range, we are passionate about living our mission in inspiring individuals to attain higher level of self-achievement through cutting edge core skills training.

## HIGHLIGHTS

**i** In year 2010, Trainers Asia was awarded the Winner of Malaysia's Top 100 Fast Moving SME Companies.

To date, we have trained over 200,000 corporate executives in Malaysia, Singapore, Indonesia, Thailand, China and Dubai.



## OUR CLIENTS



## OUR TEAM



Alan Hoo



Wendy Lee



Jason Yew



M. Hafizuddin Anif



Ilyanie Zakri



Zul Fauzi



Fiqri



A'fifah

## OUR CONSULTANTS



Alan Hoo



Ken Woo



Dr. Michael Heah



Amarjeet Singh



Datin Fazmi



Dr. Steven Liew



S. Suresh Kumar



Meor Zamel

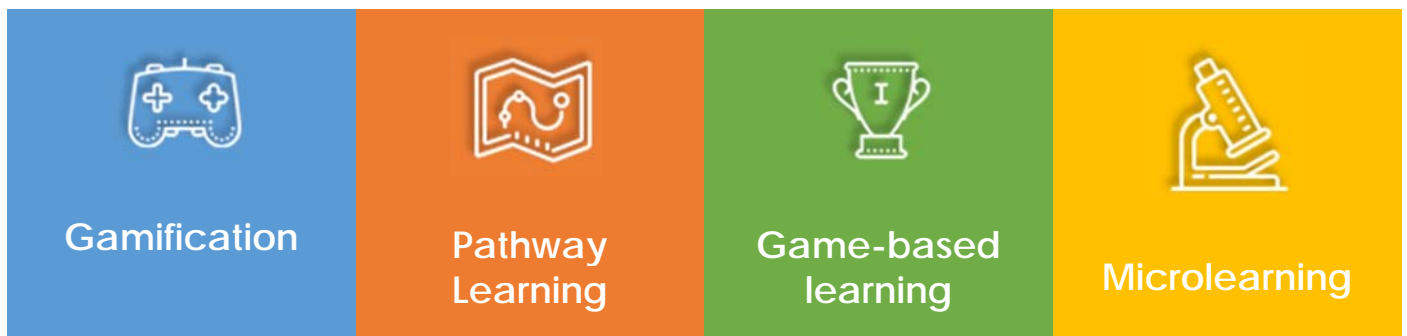
## CLIENT BRIEF

- i** The proposed training workshop will ensure that participants are equipped with the proper knowledge, skills. They will also develop a positive as well as dynamic attitude and culture which will further empower their work and daily lives to achieve higher performance in today's competitive economic environment.

## WORKSHOP DESCRIPTION

- i** This course provides a detailed understanding of Digital Marketing concepts, strategies, and implementation, including building a website, website marketing, email and Search Engine Optimization (SEO) campaigns, Adword campaigns and integrating digital marketing with traditional marketing.

## TRAINING METHODOLOGIES



## EVALUATION METHODS

- i** **Level 1 Workshop Evaluation** – Feedback from Participants.
- Level 2 Pre and Post Assessment Test** – Evaluation by Trainer Asia's Facilitators. This will include Self-Assessment by the participants on their level of understanding pre and post workshop

## CERTIFICATION



MABIC  
The Malaysian Association of Brand and Image Consultants



SBL Claimable

## TRAINING PROGRAMME

Digital Marketing Bootcamp - Bringing Your Business Online (3 Days)			
<b>Workshop Overview</b>	<p>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 participants to leave with solid hands-on knowledge that they can implement immediately to their companies.</p>		
<b>Learning Objectives</b>	<p>Upon completing this workshop, participants should be able to:</p> <ul style="list-style-type: none"> <li>• Understand the 9 Key Channels Essential for 360 Digital Marketing</li> <li>• Create an Online Presence(FB, Insta, Website)</li> <li>• Utilize Copywriting Techniques for Social Media</li> <li>• Apply Outreach and Customer Relations Management using automated emails and mobile channels.</li> <li>• Conduct Online Public Relations Management for Exposure &amp; Engagement</li> <li>• Improve Customer Experience &amp; User Experience Optimization</li> </ul>		
<b>Methodology</b>	<p>Our approach strives to be highly interactive; with 90% activity based experiential learning, so that participants grasp new concepts in a fun learning environment.</p> <p>The training methodology will include:</p> <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Short lectures</li> <li>• Role-plays</li> <li>• Activities</li> <li>• Presentations</li> </ul> </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <li>• Discussions</li> <li>• Hands-on Practical Training</li> <li>• Videos</li> </ul> </td> </tr> </table> <p><b>During Training</b></p> <ul style="list-style-type: none"> <li>• Hands-on and experience-based learning</li> </ul>	<ul style="list-style-type: none"> <li>• Short lectures</li> <li>• Role-plays</li> <li>• Activities</li> <li>• Presentations</li> </ul>	<ul style="list-style-type: none"> <li>• Discussions</li> <li>• Hands-on Practical Training</li> <li>• Videos</li> </ul>
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## TRAINING MODULES

Digital Marketing Bootcamp - Bringing Your Business Online (DAY 1)	
9.00am – 10.45am	<b>Module 1: Introduction to Digital Marketing</b> <ul style="list-style-type: none"> <li>• Understanding Digital Marketing</li> <li>• Important Digital Marketing Terms</li> <li>• Benefits of Online Marketing over Offline Marketing</li> <li>• Why Implement Digital Marketing for your Business?</li> </ul>
10.45am – 11.00am	TEA BREAK
11.00am – 1.00pm	<b>Module 2: Planning a Digital Marketing Campaign</b> <ul style="list-style-type: none"> <li>• The differences between Digital Marketing and Conventional Marketing</li> <li>• Metrics to measure and understand your paid and organic campaigns' success</li> <li>• Understanding Digital Psychology</li> <li>• Copywriting Techniques for the Digital Age</li> <li>• 9 Key Fundamental Channels of Digital Marketing</li> </ul>
1.00pm – 2.00pm	LUNCH
2.00pm – 3.45pm	<b>Module 3: Search Engine Marketing &amp; Search Engine Optimization Essentials</b> <ul style="list-style-type: none"> <li>• What is SEM &amp; SEO?</li> <li>• Keyword Planning tailored for your business <ul style="list-style-type: none"> <li>○ Long-tail and short-tail keywords/phrases</li> </ul> </li> <li>• Toolkit</li> </ul>
3.45pm – 4.00pm	TEA BREAK
4.00pm – 6.00pm	<b>Module 4: Social Media Marketing &amp; Online Public Relations Essentials</b> <ul style="list-style-type: none"> <li>• What is SMM &amp; Online PR?</li> <li>• Facebook and Instagram – Setting Up and Managing Your Account: <ul style="list-style-type: none"> <li>○ Learn how to set up a Facebook Page and Instagram account</li> <li>○ Understand how to navigate your Facebook and Instagram account</li> </ul> </li> <li>• Difference between Organic Posting vs Ads</li> <li>• Organizing Online Press Releases for exposure</li> <li>• Organizing Online Events for engagement</li> <li>• Toolkit</li> </ul>

## TRAINING MODULES

Digital Marketing Bootcamp - Bringing Your Business Online (DAY 2)	
9.00am – 10.45am	<p>Module 5: Display Advertising Essentials</p> <ul style="list-style-type: none"> <li>• What is Display Advertising?</li> <li>• Facebook and Instagram – Setting Up and Managing Your Account: <ul style="list-style-type: none"> <li>○ Set-up Facebook adverts using Facebook Ads Manager</li> <li>○ Extract data analytics and reports from your Facebook and Instagram account</li> </ul> </li> <li>• Google Adwords <ul style="list-style-type: none"> <li>○ Setting up your account</li> <li>○ Managing ad campaigns</li> <li>○ Making sense of data &amp; analytics</li> </ul> </li> <li>• Google Products Toolkit</li> </ul>
10.45am – 11.00am	TEA BREAK
11.00am – 1.00pm	<p>Module 6: Email Marketing &amp; Automation Essentials</p> <ul style="list-style-type: none"> <li>• What is Email Marketing &amp; Automation?</li> <li>• Is Email Marketing still viable?</li> <li>• Cold, Warm and Hot Emails</li> <li>• Reaching Out, Retargeting (Follow Up) &amp; Reminder Emails</li> <li>• Toolkit</li> </ul>
1.00pm – 2.00pm	LUNCH
2.00pm – 3.45pm	<p>Module 7: Content Marketing Essentials</p> <ul style="list-style-type: none"> <li>• What is Content Marketing?</li> <li>• What makes people follow or unfollow a brand?</li> <li>• Why is content marketing important?</li> <li>• Key steps for producing and managing content</li> <li>• Examples of Content Marketing</li> <li>• Toolkit</li> </ul>
3.45pm – 4.00pm	TEA BREAK
4.00pm – 6.00pm	<p>Module 8: Mobile Marketing Essentials</p> <ul style="list-style-type: none"> <li>• What is Mobile Marketing?</li> <li>• Channels: WhatsApp, Telegram, SMS</li> <li>• Toolkit</li> </ul>

## TRAINING MODULES

Digital Marketing Bootcamp - Bringing Your Business Online (DAY 3)	
9.00am – 10.45am	<p>Module 9: Web Design, CX &amp; UX Essentials</p> <ul style="list-style-type: none"> <li>• What is Web Design, CX &amp; UX?</li> <li>• Web Design Best Practices for your business               <ul style="list-style-type: none"> <li>○ Website Optimization</li> </ul> </li> <li>• User Experience Best Practices               <ul style="list-style-type: none"> <li>○ User Experience Optimization</li> </ul> </li> <li>• Customer Experience Best Practices               <ul style="list-style-type: none"> <li>○ Customer Experience Optimization</li> <li>○ Toolkit</li> </ul> </li> </ul>
10.45am – 11.00am	TEA BREAK
11.00am – 1.00pm	<p>Module 10: Digital &amp; Web Analytics Essentials</p> <ul style="list-style-type: none"> <li>• What is Digital &amp; Web Analytics?</li> <li>• Most important metrics to track for your business</li> <li>• Identify relevant consumer behaviour using website analytics.</li> <li>• Toolkit</li> </ul>
1.00pm – 2.00pm	LUNCH
2.00pm – 3.45pm	<p>Module 11: Conversion Rate Optimization Essentials</p> <ul style="list-style-type: none"> <li>• What is Conversion Rate Optimization?</li> <li>• Why is this important to your business?</li> <li>• Landing Page / Checkout Optimization</li> <li>• Research &gt; Optimize &gt; Test Framework</li> <li>• Toolkit</li> </ul>
3.45pm – 4.00pm	TEA BREAK
4.00pm – 6.00pm	<p>Module 12: How to transform your business now</p> <ul style="list-style-type: none"> <li>• Your digital marketing journey</li> <li>• Your digital marketing strategies</li> </ul>
<b>Bonus</b>	30-day <b>FREE</b> coaching after the program



## TERMS & CONDITIONS



- ◆ Training venue and training apparatus is provided by the client during the training period.
- ◆ Any extra rental of equipment such projector, clipboards and etc. is not included with the professional fees. If any additional equipment is required, clients will be billed separately.
- ◆ All accommodation associated travelling and incidental cost incurred by facilitators outside of the Klang Valley will be borne and arranged by the client. Mileage claims outside of the Klang Valley will be calculated at 80 sen/km.
- ◆ All materials submitted in the course of association with the client, including concepts, programme titles, training notes and visual illustrations of Trainers Asia Sdn. Bhd. are copyright property. They are intended for the internal reference of the client and may not be circulated nor reproduced without the written consent of Trainers Asia.
- ◆ Trainers Asia reserves the right to request the payment of a pre-training deposit amounting to 30% of the agreed training fees.
- ◆ Cancellations of services after signing of acceptance are subject to these terms and conditions:
  - 7 – 14 days prior to event – 80% of course fees payable.
  - Less than 7 days prior to event – 100% of course fees payable.
- ◆ Trainers Asia reserves the right to alter, modify or cancel all or part of the program at any time at their discretion based on the needs of each participants to be evaluated by the team facilitators of Trainers Asia
- ◆ Fees are payable upon the completion of an agreed training programme. Kindly issue a cheque payable to “Trainers Asia Sdn. Bhd”.
- ◆ This proposal is only valid for 30 Days from the stated date above.
- ◆ Any additional consultation, services or work required beyond the normal scope of work are not covered under this engagement. If required, we will be delighted to discuss with the clients separately at a later stage.

## WHY IS TRAINERS ASIA YOUR PREFERRED CHOICE?

Our aim is to provide businesses access to the latest developments in human capital developments to help them inspire people, exceed customer delight, maximize sales, retain existing customers and grow customers / prospects to be advocates of their businesses.

Please accept these Terms of Engagement as our sincerity to work closely with LAC Medical & CardioVascular Systems, and collaborating together to continuously seek ways to improve its objective in providing not only exceptional customer service but to also sustain and enhance high service quality to clients.