

Digital Marketing Entrepreneur Program

After more than a year, we are making the trial of our Digital Marketing Entrepreneur Program available.

Entrepreneurs are recognizing the growing opportunities of promoting their business online. However, very few today can help in digital marketing, building an influencer identity, policy creation in compliance to existing laws, site build-up, content creation, branding, and revenue generatedmeasured digital marketing initiatives. Come up with new and inspiring ideas to push entrepreneurs and individuals to use digital marketing tools and tap its potential to reach business objectives and bottom line.

Target Audience for this course:

Entrepreneurs, retailers, marketing practitioners, web developers, Internet marketers, content providers, brand managers, real estate service professionals, tourism related operators, and everyone involved in marketing.



LEARNING OBJECTIVES

Introduce the participant on the various business or revenue model in the digital marketing field.

Learn the process flow in handling a project from requirements gathering, proposal submission, negotiation, contract signing, implementation, and project closure.

Learn practical skills on the project implementation.



OUTLINE

Introduction to Digital Marketing Entrepreneurship

Digital Marketing Entrepreneur Business Model

Building your Online Identity

Digital Marketing Readiness Assessment

Adherence to Digital Marketing Policies

Advertising regulations

Data Privacy Law

Consumer Protection Policies for offline and online transactions

Social media advertising policies

Search Marketing as a Business

Search Marketing Business Model

Search Marketing Life Cycle

Internet Advertising Campaign Life Cycle

Hands-on



Social Media Marketing as a Business

Social Media Marketing

Engaging Social Media Influencers

Social Media Campaign Life cycle

Social Media Metrics

Hands-on



Online Presence and Content Development as a Business

Blog and Website Creation Business Model

Website Development Life Cycle

Content Development and Marketing Business Model

Content development and marketing life cycle

Engaging Bloggers

Hands-on

Email Marketing as a Business

Email Marketing as a Business

Email marketing lifecycle

Newsletter creation lifecycle

Hands-on



Customer Relationship Management as a Business

Customer Relationship Management Business Model

Customer Relationship Management Life cycle

Reputation Management Life cycle

Customer Engagement Playbook

Hands-on

Digital Marketing Measurement Tracking as a Business

Digital Marketing Measurement tracking business model

Digital Marketing Measurement Tracking Life Cycle

Hands-on

(All proprietary brands indicated in this training program page are not meant to imply any endorsement. All lessons shared herein are based on the trainer's and guest speakers personal experience.)