

Dear Valued Client,

Greetings from Business Maker Academy, Inc.----a training center for business, finance, human resources & leadership that has served more than 150,000 clients since 2003 and is an accredited learning institution of the Civil Service Commission (CSC) & PHILGEPS.

You are cordially invited you to attend our training program on:

DIGITAL MARKETING PLAN

Date: _____

Time: _____

Attached below are the Registration Form & the Course Brochure. We look forward to a fun and rewarding learning experience with you. Feel free to contact us for any questions or clarifications.

Thank you very much,
BMA Management

REGISTRATION FORM

Please submit via: Email to info@businessmaker-academy.com | Viber: (0912) 2231826

Booking Officer Name: _____
Position: _____
Company: _____
Company TIN: _____
Industry: _____
Tel No: _____
Cel No: _____
Email Address: _____

Total Number Attendee(s) for Enrollment: _____
Note: Please indicate full name below:

Attendee 1: _____
Cel No: _____
Email Address: _____

Attendee 2: _____
Cel No: _____
Email Address: _____

Attendee 3: _____
Cel No: _____
Email Address: _____

Attendee 4: _____
Cel No: _____
Email Address: _____

Attendee 5: _____
Cel No: _____
Email Address: _____

(More than 5 participants, pls attach extra sheet)

Would you like to request for billing statement? ☐ Yes ☐ No

How did you find us? _____

Use Promo Code: _____

ENROLLMENT DETAILS

SCHEDULE:

- Pls visit <https://businessmaker-academy.com/training-schedule/>

WEBINAR:

- Duration: 1 session x 4 hrs.
- Time: AM Sched: 8:30am to 12:30pm
PM Sched: 1:30 to 5:30 pm
- Venue: Zoom

SEMINAR:

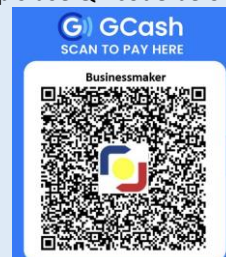
- Duration: 1 day x 8 hrs
- Time: 9am to 5pm
- Venue: 1503A West Tower, Tektite Bldg, Exchange Rd., Ortigas Center, Pasig City Philippines

TRAINING FEE:

- Webinar Fee = Php 2250+VAT
- Seminar Fee = Php 4250+VAT

MODE OF PAYMENT:

- ☐ Bank Deposit:
Account: Business Maker Academy, Inc.
BPI SA# 4013-0306-64
BDO SA# 000-280-622-422
Landbank CA# 3732114830
- ☐ Paypal: pls contact us
- ☐ Dragonpay: pls contact us
- ☐ Gcash: pls use QR code below



BUSINESSMAKER ACADEMY & HR CLUB PHILIPPINES

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www.businessmaker-academy.com ▪ www.hrclubphilippines.com

DIGITAL MARKETING PLAN**WEBINAR | SEMINAR**
www.businessmaker-academy.com**DIGITAL MARKETING PLAN**

“How to Create a Successful Digital Marketing Campaign Plan to Strengthen Your Online Presence & Increase Sales”

Seminar: 1 day x 8 hrs. (total of 8 hrs)**Webinar:** 1 session x 4 hrs. (total of 4 hrs)**COURSE DESCRIPTION:**

Developing a Digital Marketing Plan for your organization or project can be daunting. There is a lot of information online, but you can easily get lost or overwhelmed with the information overload. This course provides you with the essentials of Digital Marketing – the channels, platforms, terminologies, practical tips and best practices – which will help you craft your Digital Marketing Strategy and prepare you to develop your own Digital Marketing Plan. The course also provides useful tools and resources to get you started immediately in Online Marketing.

WHO SHOULD ATTEND:

Business Managers, Entrepreneurs, Marketing & Sales Managers or Officers, Online Marketers, Online Sellers, Vloggers, Influencers, Media Planners, PR Officers, Fundraising Officers & NGO groups, Corporate Communications Officers or any person who would like to learn to maximize online tools to increase awareness and sales results of their organizations.

PERFORMANCE OBJECTIVES:

Upon completion of this workshop, participants should be able to get updated on digital marketing trends and prepare a simple plan to organize and direct focus on the digital marketing efforts of their project or organization.

LEARNING OBJECTIVES:

By the end of this course, the participants shall be able to:

- Identify the various components of digital marketing and its impact on your organization and customers
- Recognize updates and trends of different digital platforms and determine what KPIs to use for these
- Examine successful digital marketing campaigns and determine if similar strategies can be applied to your organization
- Formulate a simple digital marketing plan for your organization using the lessons learned in the session

COURSE TOPIC HIGHLIGHTS:

1. Getting to Know the World of Digital Marketing
2. Important Digital Trends and Stats
3. Why Having a Digital Marketing Strategy is Important
4. Understanding the Digital Marketing Consumer
5. 3 Types of Media – Owned, Paid, and Earned
6. Digital Marketing Tools & Resources
7. Best Practices and KPIs: Website, SEO, SEM, Social Media, Email Marketing, and Mobile Marketing
8. Case Study: Profile of a Successful Digital Marketing Campaign
9. Objectives, Strategies, Channels Used, Impact and Results
10. Your Digital Marketing Plan
11. Defining Your Digital Marketing Objectives
12. Crafting Your Digital Marketing Strategy
13. Action Plan
14. Monitoring and Measuring the Results
15. Campaign Optimization

TRAINING INCLUSIONS:

- Live Webinars are conducted via Zoom and includes eCertificate of Completion. Printed Certificates may be requested with minimal processing fee of Php100 plus shipping fee.
- Live Seminars are conducted at BMA Training Center and includes: Certificate of Completion, Seminar Kit, Meals and Drinks. Plus: non-transferable one-time refresher seminar session within one year.

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