

**CEDAR**  
**MindLab**  
series

**ROUNDTABLE COACHING**

**POWERFUL DIGITAL MARKETING STRATEGIES TO BOOST YOUR BUSINESS**

Learn how to promote your business effectively online and develop a targeted online marketing strategy that engages potential customers throughout the digital landscape.

This coaching programme will explain today's digital marketing techniques in simple terms, demonstrating how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display. Learn how to evaluate your website and identify conversion goals, measure and interpret website analytics, get the most out of SEO, and set up your first text and display ads.

See how to connect with communities on the leading social networks, learn best practices for developing and distributing video marketing content, and find out what makes an email marketing campaign successful. The course also covers content marketing, as well as recommendations for expanding your digital marketing skill set.

**WHO SHOULD ATTEND THIS COURSE**

- Entrepreneurs and Business Owners
- Sales people, Consultants and Sales Representatives
- Account Managers, Relationship Managers and those Leading Sales Teams
- Anyone Looking to Develop Their Digital Marketing Capabilities

**WHAT WILL YOU LEARN**

**After completing the course, you will be able to:**

- Acquire more qualified prospects
- Increase conversion rate
- Develop your online brand by creating and promoting relevant content
- Build solid relationships online, ensuring client satisfaction and repeat business
- Adapt tone, style and type of your content based on your target audience

**TOUCHPOINT 1**

- Introduction to Digital Marketing Strategy
- Exploring Digital Marketing
- Starting with a Website
- Search Engine Optimisation

**TOUCHPOINT 2**

- Search & Display Marketing
- Foundation in Analytics
- Social Media Marketing
- Video Marketing

**TOUCHPOINT 3**

- Email Marketing
- Content Marketing
- Mobile Marketing
- Expanding Your Digital Marketing Skills

**PROGRAMME FEE PER PERSON**

**RM1,500.00**

Price Inclusive 6% GST Charges and Training Materials



In Collaboration with :



**ABOUT THE COACH**

**Azuar Zainuddin | Digital Marketing Consultant, Satu Creative Services Sdn Bhd**

**Azuar Zainuddin** is an Entrepreneur, Trainer and Writer. Azuar brings with him over 10 years of branding and marketing experience honed at prominent companies such as Leo Burnett and Mandarin Oriental. He has also taught Design and Mass Communication programs at higher learning institutions such as Swinburne University of Technology and Curtin University. His areas of expertise include Brand Strategy, Copywriting, Digital Marketing Strategies, Analytics and Communications Design. Azuar holds a BA in Design from Curtin University and GradCert in Writing from Swinburne University.



# Registration Form



## ROUNDTABLE COACHING

## POWERFUL DIGITAL MARKETING STRATEGIES TO BOOST YOUR BUSINESS

I would like to register for the following entrepreneur development programme:

\* Please tick (✓) where appropriate

Preferred Training Date : \_\_\_\_\_  
(Please refer to Calendar of Programme)

### DETAILS OF PARTICIPANT

Name: \_\_\_\_\_ NRIC: \_\_\_\_\_

Designation: \_\_\_\_\_ HP No.: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

### IF YOU ARE A BUSINESS OWNER, PLEASE FILL UP THE DETAILS BELOW:

Name of the company: \_\_\_\_\_

Nature of business: \_\_\_\_\_

### HOW DID YOU FIND OUT ABOUT THE PROGRAMME:

Social Media  Friends/ colleagues/ family members  Event: \_\_\_\_\_  
(Please Specify)

CEDAR website  Email  Others: \_\_\_\_\_  
(Please Specify)

### PAYMENT METHOD

Cheque No. \_\_\_\_\_  Cash Payment

CDM/Online Banking: CIMB Islamic Bank - 8600024098  
(Centre for Entrepreneur Development and Research Sdn Bhd)

**Programme Fee:**  
**RM1500/pax**  
(inclusive of 6% GST and training materials)

GST no: 00668123136

- Payment slip and registration form must be emailed/faxed to CEDAR as proof of payment.
- Full payment must be made at least 3 working days before the start of the programme.
- Payment by cheque must be made payable to 'Centre For Entrepreneur Development and Research Sdn Bhd'.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### GIVE US A CALL TODAY

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