Digital Marketing Content and Advertising Intermediate – Course Outline and Schedule

Programme Overview / Synopsis

Digital marketing and advertising are no longer optional—they are the driving force behind brand growth and customer engagement in today's digital-first economy. This masterclass is designed to provide participants with both the strategic insights and practical skills needed to design, execute, and measure high-performing campaigns across key platforms including Meta, TikTok, and Google.

Tailored for entrepreneurs, marketing managers, business owners, and professionals, the programme ensures participants gain the expertise to build impactful campaigns, target audiences effectively, optimize ad spend, and measure results for sustained business growth.

Duration

Three (3) Days

Learning Outcomes / Objectives

By the end of this training, participants will be able to:

- Create and brand effective social media business pages
- Design and implement high-impact ad campaigns on Meta, TikTok, and Google
- Convert traffic and engagement into qualified leads and customers
- Leverage competitive intelligence to gain an edge
- Manage online reputation and respond to crises effectively
- Analyze campaign performance using advanced analytics tools
- Optimize ROAS with proven targeting and creative strategies

Training Methodology

- Interactive lectures with real-world case studies
- Hands-on workshops with Ads Manager tools
- Practical exercises: live ad creation and optimization
- Guided group discussions and scenario-based simulations

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Detailed Course Outline

Day 1: Digital Marketing Foundations & Social Media Strategy

Introduction to Digital Marketing

- Fundamentals of Digital Marketing
- Key components: SEO, SEM, Social Media, Email, Mobile
- The role of digital marketing in brand success
- Paid, Earned, and Owned media explained
- Emerging trends and opportunities

Social Media Marketing Strategy

- Auditing and evaluating current performance
- Framework development for social media strategy
- Budgeting and resource allocation
- B2C vs. B2B strategic differences
- Campaign calendars and timelines
- Integrating online with offline campaigns

The Strategy of Content Marketing

- Introduction to the RACE® Framework
- Defining the Purpose of Content
- Structure for Effective and Engaging Content
- Building Your Professional Brand Online
- Content Creation: Understanding the Customer Journey
- Developing Content Pillars for Social Media Platforms
- Copywriting Methodologies for Impactful Messaging
- Designing Images with AI Tools

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Day 2: Meta & TikTok Ads and Analytics

Meta Ads Manager

- Navigating Meta Ads Manager dashboard
- Defining campaign objectives
- Types of Meta Ads: Awareness, Consideration, Conversion
- Step-by-step ad creation process
- Using Facebook Pixels for retargeting
- High-performing content strategies for Meta platforms
- Creating detailed personas/avatars

TikTok Ads Manager

- Overview of TikTok for Business
- Understanding TikTok's algorithm and user behaviors
- Setting up TikTok Ads Manager
- Types of TikTok Ads:
    - In-Feed Ads
    - Top-View Ads
    - Branded Content & Hashtag Challenges
    - Spark Ads (boosting creator content)
    - Brand Takeover Ads
- Audience Targeting Options:
    - Demographics, Interests, Behaviors
    - Custom & Lookalike Audiences
- TikTok Pixel: Setup and conversion tracking
- Budgeting and bidding strategies
- Creative Studio: Crafting viral short-form video ads
- Case Study: Successful TikTok ad campaigns
- Hands-on Workshop: Create and publish a TikTok ad

Planning & Strategy

- Understanding digital ad spend trends
- Analyzing audience behavior and challenges
- Selecting the right ad formats and placements
- Creative briefing: Best practices
- Overcoming challenges to maximize ROAS

Analytics & Measurement

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- Using Facebook Insights and TikTok Analytics dashboards
- Measuring ROAS effectively
- UTM parameters for precise campaign tracking in Google Analytics
- Competitor benchmarking with social listening tools
- Refining campaigns using actionable insights

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Day 3: Advanced Advertising Strategies (Meta, TikTok & Google Ads)

Advanced Meta Ads Strategies

- Scaling with Advantage+ Campaigns
- Conversion API (CAPI) & server-side tracking
- Advanced Custom Audiences: Video viewers, lead forms, page visits
- A/B testing library: Design, run, and analyze tests
- Budget scaling without performance drops
- Creative reporting for content optimization

Advanced TikTok Ads Strategies

- Leveraging TikTok Creative Center for trend analysis
- Spark Ads vs. Non-Spark Ads: Best use cases
- Advanced retargeting strategies (add-to-cart, views, engagement)
- Smart Performance Campaign (SPC) deep dive
- TikTok Shop integration and dynamic catalog ads
- Creative iteration and hook testing for scaling

Advanced Google Ads Tactics

- YouTube Video Action Campaigns and Lead Form Extensions
- Dynamic Search Ads and automation techniques
- Custom intent and in-market audience targeting
- Competitor conquesting with brand keyword bidding
- Local Ads & Call-Only Campaigns
- Using Google Performance Planner for forecasting

Multi-Platform Campaign Planning & Scaling

- Designing a Meta + TikTok + Google funnel
- Cross-platform budget allocation
- Managing audience overlap and fatigue
- Scheduling campaigns for seasonal and behavioral trends
- Leveraging AI tools (AdCreative.ai, Copy.ai) for creative scaling

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Course Schedule

Day 1: Digital Marketing Foundations & Social Media Strategy

Time	Topic
9:00 AM – 9:30 AM	Introduction to Digital Marketing
9:30 AM – 10:15 AM	Fundamentals & Key Components: SEO, SEM, Social, Email, Mobile
10:15 AM – 10:30 AM	**Break**
10:30 AM – 11:15 AM	Paid, Earned, Owned Media & Emerging Trends
11:15 AM – 12:30 PM	Social Media Marketing Strategy: Audit, Framework, Budget
12:30 PM – 1:30 PM	**Lunch Break**
1:30 PM – 2:30 PM	B2C vs. B2B Strategy, Campaign Calendar & Integration
2:30 PM – 3:30 PM	The Strategy of Content Marketing & RACE® Framework
3:30 PM – 3:45 PM	**Break**
3:45 PM – 4:30 PM	Building Brand Online & Content Pillars
4:30 PM – 5:00 PM	Copywriting Techniques & Designing with AI Tools

Day 2: Meta & TikTok Ads and Analytics

Time	Topic
9:00 AM – 9:45 AM	Meta Ads Manager: Dashboard, Objectives, Types of Ads
9:45 AM – 10:30 AM	Meta Ad Creation, Pixels, High-performing Content
10:30 AM – 10:45 AM	**Break**
10:45 AM – 12:00 PM	TikTok Ads Manager: Setup, Types, Audience Targeting
12:00 PM – 1:00 PM	**Lunch Break**
1:00 PM – 2:30 PM	TikTok Pixel, Budgeting, Creative Studio, Case Studies
2:30 PM – 3:30 PM	Hands-on Workshop: Create & Publish a TikTok Ad
3:30 PM – 3:45 PM	**Break**
3:45 PM – 4:15 PM	Planning Strategy: Ad Spend, Formats, Challenges
4:15 PM – 5:00 PM	Analytics & Measurement: Insights, UTM, Competitor Benchmarking

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Day 3: Advanced Advertising Strategies (Meta, TikTok & Google Ads)

Time	Topic
9:00 AM – 10:15 AM	Advanced Meta Ads: Advantage+, CAPI, A/B Testing, Budget Scaling
10:15 AM – 10:30 AM	**Break**
10:30 AM – 11:30 AM	Advanced TikTok Ads: Retargeting, SPC, TikTok Shop
11:30 AM – 12:30 PM	Hook Testing, Spark vs. Non-Spark Ads, Creative Iteration
12:30 PM – 1:30 PM	**Lunch Break**
1:30 PM – 2:30 PM	Advanced Google Ads: YouTube Campaigns, Dynamic Search Ads
2:30 PM – 3:15 PM	Audience Targeting, Competitor Conquesting, Google Planner
3:15 PM – 3:30 PM	**Break**
3:30 PM – 4:30 PM	Multi-Platform Campaign Planning: Funnel, Budget, Scheduling
4:30 PM – 5:00 PM	Leveraging AI Tools: AdCreative.ai, Copy.ai

Language of Instruction

- English
- Malay
- Or a combination of both, as preferred

Training Approach

- Led by seasoned industry experts
- Custom case studies tailored to participants' industries
- Real-world business simulations
- Hands-on sessions with live accounts
- Course handouts and campaign templates provided

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