# Digital Marketing - Content + Paid Advertising (2 days)

## Learning Objectives:

- *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*

**FREE Repeat Classes!**

2-Day Class

Normal Price :RM2500

**PROMO PRICE**

**RM1890**

per pax

**All prices are subject to 8% SST*



### TARGET AUDIENCE:

- Entrepreneurs
- Marketing Managers & Executives
- Business Owners
- Professionals

### CONTENT:

- Introduction to Digital Marketing
- Social Media Marketing Strategy
- The Strategy of Content Marketing
- Meta Ads Manager
- TikTok Ads Manager
- Planning & Strategy
- Analytics & Measurement

**HRD CORP CLAIMABLE**

**CERTIFICATE PROVIDED**

**Time : 9.00 am - 5.00 pm**
**Schedule : www.cadtraining.com.my/schedule/**


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