

# SOCIAL MEDIA MARKETING IN THE DIGITAL AGE

KUALA LUMPUR



## WORKSHOP OUTLINE:

A holistic full-day workshop on Social Media that will introduce you to the basics of two major platforms (**Facebook & Instagram**) and take you through a complete process of analysing current trends, developing marketing strategy, implementing strategy in pilot setting, and evaluating performance metrics.

By the end of the workshop, you will know how to generate content for online platforms and tap into the growing social networking community.

*Delivered by trainer who works in the social media space and runs his own digital brands.*

**DATES: 13 FEBRUARY 2018 | FEES: RM 700**  
**10% DISCOUNT FOR 2 & MORE REGISTRATIONS \***

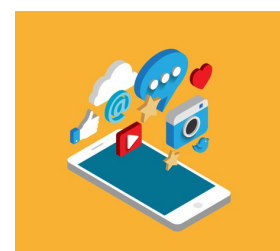
**RESERVE YOUR PLACE TODAY:**  
**T. 012 6372 156 (MS JUDITH) | E. JUDITH@BLUETRACKCENTRE.COM**

**WEBSITE: WWW.BLUETRACKCENTRE.COM**

## TRAINER - SOCIAL MEDIA EXPERT!

**Waqas Hassn Cheema** is currently running two Internet brands he created: ThirtyDayExperiment and AustraliaYours. He also founded a Singapore-based startup - 27 Art House - focused on providing Web and App solutions to SME's and single-person brands.

Waqas has conducted various trainings and workshops on different topics in Singapore and ASEAN over the last 5 years. He is the lead trainer on "Smart Nation" course for government. He graduated from National University of Singapore with Double Majors in Engineering Science and Business Management Tech (2014), and was also the USP Scholar President of ASEANpreneurs (2011-2013), headquartered in National University of Singapore. During this time, ASEANpreneurs Facebook page went from 0 to 6000+ followers in 3 months.



Organiser:



Media Partner:



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## WORKSHOP AGENDA



- 9:00AM**
  - Registration
- 9:40AM-10:30AM**
  - **The Digital World: New Age of Marketing**
- 10:45AM-11:45AM**
  - **Instagram for Business**
    - A. Why are businesses using Instagram?
    - B. How can you leverage Instagram for your own projects/brands?
- 12:15PM-1:00PM**
  - D. Step-by-Step Strategic Plan to use Instagram for your brand
- 2:00PM-2:45PM**
  - **How does Facebook Algorithm Work**
- 3:45PM-4:00PM**
  - Tea Break
- 10:30AM-10:45AM**
  - Welcome and Introduction
  - Tea Break
- 11:45AM-12:15PM**
  - C. Case Study on 'Reviewing Influential Instagram Accounts'
- 1:00PM-2:00PM**
  - Lunch Break
- 2:45PM-3:30PM**
  - **Facebook Advertising**
    - A. Why- Business Objectives, Marketing Goals
    - B. Who- Audiences, Facebook Pixel
    - C. How- Campaigns, Ad sets, Ads, Reporting
- 3:45PM-4:00PM**
  - **Facebook Strategy and Tactics**
    - A. Facebook strategy impact on leads and traffic generation
    - B. Developing Facebook strategy for your brand
    - C. Making strategy work
  - **Close of Training**

Organiser:



Media Partner:

