

PROFESSIONAL

Digital Marketing Specialist

Intermediate · 3 days · Online

Level	Intermediate
Duration	3 days
Delivery	Online
Funding	HRD Corp SBL-Khas claimable subject to employer eligibility and approval. Corporate and self-pay options available.

Programme Overview

This programme develops practical digital marketing capability for teams responsible for awareness, lead generation and customer engagement. Participants explore strategy, audience research, content planning, search visibility, social media, paid campaigns, email marketing, landing pages and performance measurement. The course balances marketing fundamentals with hands-on digital execution, helping learners connect campaign activity to business outcomes. Participants develop a simple campaign plan, choose suitable channels, draft core messages and define meaningful metrics. The programme is suitable for SMEs, corporate marketing teams, entrepreneurs and professionals moving into digital roles.

Learning Outcomes

- Develop a practical digital marketing campaign plan
- Define target audiences, messages and offers
- Select suitable digital channels for business goals
- Apply content, SEO, social and email tactics
- Set campaign KPIs and reporting rhythm
- Improve landing pages and conversion paths

Programme Structure

Day 1

- Core concepts and workplace context
- Guided demonstrations and hands-on exercises
- Group work, review and implementation planning

Day 2

- Core concepts and workplace context
- Guided demonstrations and hands-on exercises
- Group work, review and implementation planning

Day 3

- Core concepts and workplace context
- Guided demonstrations and hands-on exercises
- Group work, review and implementation planning

Who Should Attend

Marketing teams, entrepreneurs, sales teams, SME owners, communications staff and executives managing digital campaigns.

Prerequisites

Basic marketing awareness is helpful but not mandatory.

Assessment & Certification

Participants complete practical exercises, group activities and a post-course review. A Certificate of Attendance is issued by TVET Digital Academy upon completion.

Fees & HRD Corp Funding

HRD Corp SBL-Khas claimable subject to employer eligibility and approval. Corporate and self-pay options available.

To request a formal quotation, HRD Corp documentation pack, or to enrol, contact the Programme Secretariat on WhatsApp 013-394 2462 or email tvetdigital@gmail.com.