

## Modules:-

**Module 1: Defining Marketing**

**Module 2: Digital marketing framework**

**Module 3: Tool 1 – Facebook**

**Module 4: Tool 2 – Instagram**

**Module 5: Tool 3 - LinkedIn**

**Module 6: Tool 4 - Youtube**

**Module 7: Tool 5 – Blogs**

**Module 8: Tool 6 – Google ads**



# GROW YOUR BUSINESS THROUGH THE USE OF DIGITAL MARKETING

COMFORI SDN BHD

## Objectives

- understand the definition of marketing generally and digital marketing specifically
- plan out the digital marketing framework for their organisation
- generate more leads and visibility that will eventually lead to more conversions
- use the various tools in digital marketing to create effective online campaigns
- use analytics tool to measure campaign effectiveness

Gone are the days where it's only meant for personal connections with friends and families. In the new normal, digital marketing is used extensively as a business tool. In fact, it is THE marketing method use by many companies to drive their businesses now. This program seeks to help participants to understand more about digital marketing, the framework used and the tools. With this understanding, companies will be better positioned to take advantage of the digital technology and grow their business