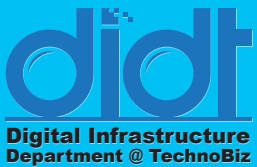


Digital Marketing Training Week 2017

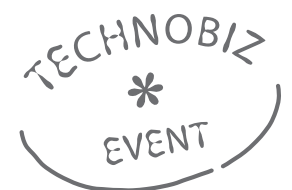
Organized by



13-18 NOVEMBER 2017

TOWN IN TOWN HOTEL
BANGKOK

- **Google Analytics**
13 Nov 2017, Bangkok
- **Social Media Marketing**
14 Nov 2017, Bangkok
- **E-Commerce for Beginners**
15-16 Nov 2017, Bangkok
- **Digital Marketing for Hospitality
and Tourism Businesses**
17-18 Nov 2017, Bangkok



Instructor: Dr. Frank Peter

Program Language:
ENGLISH

www.digital-infrastructure.asia

Google Analytics

13 Nov 2017, Bangkok

Code:
Digi-17-2

This basic Google Analytics Training Course is aimed at Marketing Staff with no or little knowledge on how to use Google Analytics effectively. Led by an independent and unbiased Google Analytics Certified Professional, this full-day & hands-on workshop will help your staff to learn how to make the most out of your website data in order to improve your online goals.

Program Content

- An introduction to web analytics in general, and Google Analytics in particular
- Detailed explanation of the dozens of reports Google Analytics provides
- How to generate actionable insights from your website's data
- Measuring business outcomes rather than just counting visitors
- How to use even the most powerful features of Google Analytics
- How to measure every marketing effort your organization is making – whether online or offline.
- Analysis techniques you can use to immediately start improving the performance of your marketing campaigns
- How to measure the impact of social media sites like Facebook, Twitter, etc.
- Goals and E-Commerce reports: how much are your website visitors worth?
- See what is happening on your website right now with Real-Time Reports

Social Media Marketing

14 Nov 2017, Bangkok

Code:
Digi-17-3

Today's customers increasingly ignore Spam email, TV ads and printed ads in newspapers and magazines. Instead, they visit Google and social networks for answers to their questions. The challenge for you is: will you be there to answer it, or will your competitor take the lead (and the customer)? This Social Media Marketing Course is an intensive one-day hands-on workshop, and you are encouraged to bring your own laptop so you can implement what you learn immediately. Social media strategies vary depending on what you are trying to sell or promote, and with our own 13-year experience we show you exactly what you need to do.

Program Content

- | | |
|--|--|
| —○ Identify Business Goals | —○ Develop your Content Strategy |
| —○ Set Marketing Objectives | —○ Decide what Platforms to use |
| —○ Identify ideal Target Audiences/Customers | —○ Map out a Content Marketing and Curation Strategy |
| —○ Clarify your Business's Social Media Goals | —○ Allocate Budget and Resources |
| —○ Determine where Social Media Marketing Fits | —○ Use Analytics to track Progress |
| —○ Choose Channels and Tactics | —○ Build your tactical Communication Plan |
| —○ Audit your Current Social Media Status | —○ Adjust your Strategy as needed |
| —○ Research Competition | |

E-Commerce for Beginners

15-16 Nov 2017, Bangkok

Code:
Digi-17-4

During this 2-Day hands-on Workshop we will together build a fully functional e-Commerce Store from Scratch. In this fully hands-on weekend course will guide you how to build a successful e-commerce business by yourself. Not just a bit, but everything from practical set-up and product upload to day-to-day operations, response marketing to measurement and optimization. We even include marketing techniques and continuous improvement, all in workshop-style classes, all done by yourself hands-on (you need to bring your laptop!).

- Brief Introduction to Course Modules
- Important Principles and Variations of online Commerce
- Set-up of your own Domain Name & shared Hosting (FREE)
- Downloading and Installing the latest Version of the e-Commerce Frameworks
- Set-up of important Store Parameters, incl. Shipping Modules, Payment Modules & Order Management Settings
- Upload of your own initial Products
- Installation and Setting-up of additional important FREE Modules for your new Store
- Learn how to use Social Media Marketing Tactics to drive Customers to your new Store
- Learn how to analyse your online Store with FREE Google Analytics
- Learn how to promote your online Store with Google AdWords
- Explore additional free Sources of Revenue

Digital Marketing for Hospitality and Tourism Businesses

17-18 Nov 2017, Bangkok

Code:
Digi-17-5

Hospitality and tourism is a fiercely competitive industry that is greatly impacted by a consumer shift towards a digital lifestyle. Potential travelers are spending more time online, researching destinations and deals. To reach these prospects at the right time, digital marketing has become a vital tool for modern hospitality and tourism businesses. To get ahead and obtain a competitive advantage over their rivals, players in the hospitality and tourism industry need to adapt to and embrace new trends and changes in the digital marketing landscape, or they get left behind. This 2-day course is specifically custom tailored to guide participants from the hospitality and tourism industry in best practices in Digital Marketing.

Program Content

- **How to develop your overall Digital Marketing Strategy**
 - Learn how to identify and utilize multiple consumer touch points to generate a marketing funnel.
 - Learn to develop a 'bigger picture' and see where digital marketing fits best.
- **How to design and implement your Content Strategy**
 - Learn about different content types, different ways to deliver the content, and how to measure the desired impact (so you can evaluate whether you are on the right track).
- **How to deliver your Content for maximum ROI**
 - Learn how to organize and display content so it draws your customers into your sales funnel.
 - Learn methods you can use so Google displays your content favorably in it's search results.
 - Learn how Google Analytics can help you to focus more on what works, and less on what doesn't.
- **Social Media Marketing Strategies and Tactics**
 - Learn a variety of strategies on how to use social media to attract and convert more fans to real revenue.
 - Understand how to best collect and leverage user generated content in your social media marketing.
 - Identify and leverage on specific social media platforms that are most popular with your prospects.
 - Create a social media content strategy that attracts new prospects and rewards existing customer.
 - Pros and cons of working with digital influencers.
 - Get practical insights on how to get your visitors to help market your services for you on social media, TripAdvisor and other review websites.
 - Discover how to manage your reputation online, such as lessening negative discussions and take full advantage of the positive.
 - Find out what are the easy to use monitoring tools to for Online Reputation Management.
- **Email Marketing**
 - Learn how email marketing can become an integral part of inbound digital marketing.
 - Learn how to optimize content for email delivery.
 - Learn about the importance of database segmentation.
 - Learn how to use email automation to turbo charge your overall marketing efforts.
 - Learn about designing email updates with high open and engagement rate.
 - You can't improve what you can't measure: learn how to monitor and measure your email marketing success.
- **Online Advertising: AdWords, Facebook, Instagram**
 - Learn the basics of Google Search Engine Marketing via Google AdWords; and how to launch profitable campaigns to drive traffic to your website.
 - Learn to optimize Facebook & Instagram Advertising to attract new customers and drive more customer conversions.
 - Learn to select the right metrics for your advertising ROI.
 - Participants will get hands on training on how to launch a live ad for Facebook and AdWords.

Trainer: Dr. Frank Peter



Dr. Frank has over a decade of experience in applying and teaching cutting edge digital marketing techniques from e-Commerce, Google AdWords and Google Analytics to Social Media Tactics and related topics. He has numerous professional certifications includes: registered Google Educator, Google AdWords Professional, Google Analytics Professional, Google Online Professional, Microsoft Accredited Bing Ads Professional, Google Mobile Advertising Certification etc. He has been fortunate to share his expertise with numerous course & workshop participants from small enterprises to large multinationals as well as an invited speaker at various conferences. He has a Ph.D in Life Sciences from Goettingen University, Germany.



Registration Fee /Person



Course Code	Thailand Delegates		Overseas Delegates	
	Before 30 Aug 2017	Regular	Before 30 Aug 2017	Regular
Digi-17-2	6,500 Baht	8,000 Baht	300 US\$	400 US\$
Digi-17-3	6,500 Baht	8,000 Baht	300 US\$	400 US\$
Digi-17-4	9,500 Baht	12,000 Baht	400 US\$	600 US\$
Digi-17-5	9,500 Baht	12,000 Baht	400 US\$	600 US\$

Remarks:

- Registration includes training documentation, lunch and refreshments
- VAT 7% applies on above structure
- Group Registration: If 2 delegates from the same company registers same course, 3rd delegate participation is free for the same course
- Seating Capacity is Limited. Early registration is encouraged.

How to Register



Please contact TechnoBiz at below address for the registration form.

Organizer Contact Address

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