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EARLY BIRD DISCOUNT
TILL 4 APR'12!

fast track digital marketing training

UK's Most Popular **Digital Marketing Course** Is Now In Singapore! A 2-day digital university. We'll introduce you to the essentials of a wide range of digital marketing and e-commerce staples.



MARKETING
INSTITUTE OF
SINGAPORE

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FREE 1-Year
Econsultancy Silver Membership
for each participant **WORTH USD495 (SGD600)**

Get access to the world's richest source of digital marketing and e-commerce insight, including trend reports, stats, research data, best practise guides and more!

- Intensive 2-day course covering a complete overview of digital marketing
- Understand the digital marketing spectrum from paid search, SEO, e-mail marketing to affiliate marketing & mobile marketing
- Learn to build powerful online strategy and review best practice case studies

Date : 2 – 3 May 2012
Venue : Marketing Institute of Singapore
51 Anson Road #03-53 Anson Centre Singapore 079904
Time : 9am – 5pm
Tel : 6327 7586 / 583 / 582
Email : seminars@mis.org.sg
Website : www.mis.org.sg/seminars

fast track digital marketing training

overview

This intensive 2-day course is a great place to start your digital marketing training. The course gives you a complete overview of the exciting areas of digital marketing, knowledge on how to effectively leverage the new media and integrate them into your overall marketing strategy.

program

This course is designed for professionals who have basic to intermediate understanding of digital marketing. It covers the key considerations for digital marketing, how to build a great online strategy and assesses what the future has in store. You will learn the various customer acquisition tools (like paid search and SEO), customer engagement channels (like FaceBook, YouTube, etc) and how to integrate them into your marketing strategy.

who should attend?

Marketers, senior managers and business owners who want to understand the impact of digital marketing on their business.

how will I benefit?

Upon completion of this course, you will be able to:

- Understand how to integrate online marketing to your overall marketing strategy
- Leverage online customer acquisition tools like paid search and SEO
- Use customer engagement channels, like social networking sites, for customer relationship
- Evaluate your current online strategy, measure and analyse future online marketing tactics

what will I learn?

This robust 2-day course contains 4 main modules, and includes real life case studies and relevant role plays for you to work through.

Setting The Stage

- The digital marketing landscape
- The new marketing paradigm
- Knowing your customers online
- Your website and web usability
- Online measurement and analytics

Customer Acquisition Channels

- E-mail marketing - considerations & best practices
- Paid search - how to leverage this powerful tool
- Search Engine Optimisation (SEO) - how to do it better
- Affiliate marketing - what it is and how to deploy it

Customer Engagement Channels

- Social Media Marketing - how to do it right
- Geo-location - are you ready?
- Mobile marketing - key considerations for effective use
- Group Purchasing - just a fad or a long term tool?

Integration

- How to build your dream online strategy
- Key integration considerations
- The future of digital marketing, and further readings



About the trainer

EU GENE ANG founded and managed a highly regarded regional digital agency based in Singapore which was a finalist in Marketing Magazine's Digital Agency of the Year 2011 award in Singapore. He provides digital marketing consulting and training to global clients like Siemens, Fujitsu, Estee Lauder, Sennheiser, Samsung, Bausch & Lomb, and regional firms like Digi, Marie France, Kurnia, Lunch Actually, OCBC, Singapore Polytechnic, Nanyang Technological University among others. Prior to this, Eu Gene has spent 15 years in marketing and sales in top global firms like 3M, FedEx and DHL.

Eu Gene is a Qualified Google AdWords individual and Certified in Advanced Search Engine Marketing and Top SEO Placement awarded by Search Engine Workshops. Eu Gene specializes in digital strategy, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM) and analytics.

Eu Gene holds a Master In Business Administration (MBA), Marketing, from the Nanyang Technological University, and Bachelor in Business Administration (Marketing), BBA (1st Class Honours) from the National University of Singapore.

FREE 1-Year

Silver Membership (WORTH USD495 or SGD600) for every course participant

Econsultancy's Silver Membership (USD495/year) offers unparalleled access to Econsultancy's rich resources of digital marketing reports, best practise and beginner's guides guides, stats, events, blogs and forums. The benefits of Silver Membership plan are:

- Unlimited free access to all the original reports that you need, including Best Practice Guides (cost USD400 each), Power Template Packs, Internet Stats Compendium, Trend Reports etc.
- Discounts on events, including a 20% discount on Econsultancy conferences
- Full access to member forum with inclusion of your profile in the forum
- Access to the Econsultancy newsletter which provides award-winning insights
- Invitations to exclusive social events and roundtables
- Press release distribution for 3 releases

about Econsultancy

Econsultancy is a global independent community-based publisher, focused on best practice digital marketing and ecommerce, and used by more than 240,000 internet professionals every month.

ClickAcademy Asia works with Econsultancy of UK, a global leader in digital marketing training, research and consultancy, to offer world-class digital marketing classes in Asia.

All digital marketing courses offered by ClickAcademy Asia are:

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Digital Marketers United™

Our hub has **100,000+ members worldwide** from clients, agencies and suppliers alike with over 90% member retention rate. We help members build internal capabilities via a combination of research reports and how-to guides, training and development, consultancy, face-to-face conferences, forums and professional networking.

For the last **10 years**, our resources have helped members learn, make better decisions, build business cases, find the best suppliers, accelerate their careers and lead the **way in best practice and innovation.**

Econsultancy has offices in London, New York, Singapore and Dubai and we are a **leading provider** of digital marketing training, insight and best practise. We provide extensive custom **training in the U.S, Middle East, Europe and Asia.** We trained **more than 4,000 marketers** and ran in excess of 200 public training courses in the last year.

Econsultancy has worked with the following companies and organisations among others to provide consultancy, advice and training:





REGISTRATION FORM

Executive Development Programmes

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Fast Track Digital Marketing Training

Date: 2 – 3 May 2012

Fee: S\$980 (subject to 7% GST) – Includes lunch and refreshment

Time: 9.00am to 5.00pm

Participant(s) Name	Designation	Email	Contact No.
(1)			
(2)			
(3)			
(4)			
Company			
<input type="checkbox"/> Member (MIS Membership No)			<input type="checkbox"/> Non-Member
Billing Address			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)			
<input type="checkbox"/> Brochure <input type="checkbox"/> Search Engines <input type="checkbox"/> MIS Website/i-marketer Portal <input type="checkbox"/> Events/Activities <input type="checkbox"/> Print Ads (pls specify publication): _____ <input type="checkbox"/> E-mail Flyer (pls specify sender): _____ <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____			

ADMINISTRATIVE DETAILS

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to 20% discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to 5% discount for sending 3 or more participants to the same course on the same date.

Early Bird Discount

A 10% discount if you register 30 days before the course commences.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

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