



MARKETING
INSTITUTE OF
SINGAPORE

MARKETING

How to Write an Online Marketing Plan – *Go where your market is!*

Why You Should Attend This Course:

The ways the new marketing tools have evolved and how people interact with technology has led to the development of new patterns of customers' behaviours and new marketing opportunities for businesses. A well planned online marketing plan with focused marketing strategies and activities will help to optimise marketing resources and manage marketing results that otherwise could be difficult to monitor and sustain.

Online marketing plan is directional. It provides your business with a detailed breakdown of the product offering, the target customers and marketing opportunities. It sets the key performance indicators, lists the specific marketing activities and directs your business from where you are to where you are going. It helps you to explore the appropriate use of online tools – corporate website, blog, social media, email marketing – and strategies for reaching potential clients, capitalising the opportunities, measuring the online marketing strategies, and building relationships within your business community.

This course focuses on developing online marketing plan to review, reflect and propose the online tools that are most appropriate and relevant for your markets. It includes making corrective actions for staying on course to your business objectives, and to attract people towards you with engaging, interesting, and valuable content for on-going connection.

Learning Outcome:

- Increase understanding of the new marketing tool – Web 2.0
- Development and application of Web 2.0
- Generate marketing goals, interest in your product and services
- Formulate online marketing strategies for achieving business objectives
- Process of drafting and developing a result-oriented online marketing plan

Course Outline:

- Understanding the new marketing tools and its applications
- Reviewing business and analysis of existing/prospective target markets
- Setting online marketing objectives, PKIs and results
- Identifying target markets, needs and market's digital behaviours
- Evaluating the blend of online marketing strategies and applications
- Optimise the best mix of websites, search engine and email marketing for increasing reach
- Engage and distribute content through podcast, blogs, online video and social networks
- Practicing key pillars of online marketing strategies
- Setting the marketing budget for new and low-to-no cost online tools
- Implementing, evaluating, review and controlling of the results
- Putting all elements of the marketing plan together

Who Can Benefit?

Anyone who wants to improve marketing planning skills to develop online marketing plan for marketing businesses, products, or services.

Trainer's Profile:

Cecilia Sim is highly enthusiastic and motivated in facilitating participants to uncover and develop their personal and professional potentials. She includes gap analysis training methodology and walks the participants through self-discovery process to review past and existing workplace experiences, highlight necessary changes and revitalise next action steps for personal development and better results.

Cecilia is a bilingual facilitator who conducts programs according to learners and organisational background, needs and requirements. She has strong people skills and cross-border experiences to work with participants across different industries and cultures in the region. Her 20 years of extensive industry experiences came from her previous roles as Trainer/Facilitator, Sales Consultant, Assistant Director, and General Managers in various industries ranging from information technology, education, membership and management consulting. Her past corporate sales and marketing experiences include sales support for information systems, promotion of high profile memberships for MNC, SMEs and startup in many fields. She was responsible for portfolio repositioning, change management, sales results and performance of her team and organisation in her previous positions.

Her key competencies include corporate training, course development, and management consultancy services in the areas of sales and marketing, communication, customer services, supervisory management and mentoring.

Among many others, Cecilia's corporate clients include Ascendas Services Pte Ltd, Chemipac Marketing Services, Koda Ltd, ComfortDelGro Rent-A-Car Pte Ltd, Premier Rent a car, Diethelm Singapore Pte Ltd, Nike, Inc, MTU Asia, Kennametal Pte Ltd, American Express Singapore, Sime Darby Singapore Ltd, Spa Esprit, Applied Materials, SL Global Pte Ltd, Yung Wah Ind Co (Pte) Ltd, YHI Corp (Singapore) Pte Ltd, Chubb Singapore Pte Ltd, City Development Limited, Goodwood Park Hotel, York Hotel, PSC Group Limited, Singapore Food Industries Ltd, People's Association, WDA, Ministry of Education, Ministry of Defense, Singapore Police Force, People's Association, SAFRA. Her participants include organisations from Indonesia, Malaysia, Thailand, Vietnam, India, Pakistan, Australia, China and Hong Kong.

She holds a Master of Business Administration from University of Adelaide, Australia, Bachelor of Business Administration (Honor, major in Management Information System) from Northeastern University, Boston, USA. She also holds an Advanced Certificate in Training and Assessment (ACTA), WSQ. She is also a certified trainer for Service Professional (CSP) and GEMS.

Date:

13–14 Mar 2012
26–27 Jun 2012

Course Fees:

S\$780.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

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!

How to Write an Online Marketing Plan – *Go where your market is!*

13–14 Mar 2012 26–27 Jun 2012 (9.00am to 5.00pm)

S\$780 (subject to 7% GST)

Includes lunch & refreshments

*Approved for SDF funding

Please indicate if you wish to apply Yes No

Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
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"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <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.

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.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

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.

FOR COURSE ENQUIRIES

Email: seminars@mis.org.sg

Website: www.mis.org.sg/seminars

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Fax: 6327 9741

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