



2 Days Fundamental Digital Marketing Training

Program Introduction

The course train the participants on all the essential knowledge for setting up a successful online presence on the Digital Online Marketplace Platform. Participants will be able to identify the key elements to have a strong Digital Marketing for own business and applying long term Digital Marketing Strategy.

Program Objective

Manage & operate the Digital Online Marketing Platform. Participants will learn how effectively use the Digital Online Marketing Platform to enhance their business advantage.

Program Details

**Introduction to GIG Economy
& GIG Workforce**

**Introduction to Digital
Marketing**

**Core Elements of Digital
Marketing**

Social Media Marketing

**A Strong Social Media
Presence**

**Social Media Marketing
Strategy**

Content Marketing

Video Channel

Marketing Strategy Planning

**Rule of Thumb for
Successful Gigger**

Risk Management

Business Ethics

**HRDC FUNDS
CLAIMABLE**

Trainer's Profile



Trainer – Mr. Tay Ee Wei, was an IT Professional for 18 years. Gaining experience as an IT Practitioner for different industry such as Retailing, Hospitality, Manufacturing & Consultation.

He started providing Training both Internally & Externally since 2014. Focusing on IT Training, the topics & subjects covered ranged from IT Hardware & Infrastructure, Server Configuration & Setup to Website & Ecommerce Designs, Fundamental Programming & Digital Marketing Methods & Tools.

He is currently holding position at Hi3 HRApps Sdn Bhd as Head of IT & Operation, as well as Co-Trainer.

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