

THE ESSENTIALS OF SOCIAL MEDIA MARKETING IN THE RETAIL SPACE

EXCLUSIVELY CRAFTED FOR RETAILERS

28th March 2018, 9 am - 5 pm, Kuala Lumpur

HOOKED DIGITALLY

powered by the Institute of Direct & Digital Marketing (IDM)

- Hooked Digitally is dedicated to delivering focused, interactive and action-oriented training designed to promote up-to-date expertise in the direct, data and digital marketing fields.
- Hooked Digitally is powered by the Institute of Direct and Digital Marketing (the IDM) in UK.
- The IDM exists to support, encourage and improve marketing performances of individuals and establishments through interactive training.

LEARNING OUTCOMES

- Build a long & short term social media plan that aligns with business objectives.
- Learn tactics to create content that impact marketing, social listening, influencers and communities.
- How to use social media metrics and build social media KPIs.
- Introduction to the 5 pillars:
 - Marketing
 - Revenue
 - Data & Insights
 - Crisis Management
 - Customer Service

THE TUTOR

ANDY LETTINGS

- Andy has been training businesses and marketing professionals specialising in social media, mobile and content strategy.
- Andy holds numerous portfolios with many global companies such as Dufry, Johnson & Johnson, notonthehighstreet, and is the head of digital marketing for acquisition and retention of Jack Wills.



TESTIMONIALS

"I really appreciated the action plan and the models that I can immediately use in my work place."

"Good to have different ideas put together in one session over a day. Useful ideas to take forward especially the Action Plan to take away."

"Workshop was very interactive and engaging with very relevant exercises."

"Intimate, Focused, Educational"

KEY VALUES



• World class international practitioners who are moving with the speed of this digital age



• Designed to empower you with the necessary skills to make the best decisions for the advancement of your business.



• Highly interactive workshops will deliver key take-away formulas for your digital marketing success.

PRICE

STANDARD PRICE: RM3,600
EARLY BIRD: RM3,300*

*special price until 10th March, 2018

For inquiries, please contact:
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Or register here:
<http://www.hooked-digitally.com>

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