

"Digital transformation is like a charging **bullet train**.  
We bring you the **best consultants** to keep you at the forefront.



Calling all marketers!

29 - 30 October, 2018 | Hotel Sheraton, PJ

# THE DIGITAL WORKSHOP

**29 Oct**

Social Media - Strategy, Tools &  
Tactics, A Study of Emerging  
Trends in 2019

**30 Oct**

Digital Copywriting and Building  
Powerful Content for Marketing



HOOKED  
DIGITALLY

powered by  
**idm** the institute  
of direct  
and digital  
marketing

## who should attend?

These courses are suitable for all marketers and managers looking to enhance their knowledge and staying up to date in social media, content or copywriting for digital.

## what to expect?

Digital marketing is changing at the speed of a bullet train where no local academic tutor can match the learnings from a leading international practitioner consultant.

Gain the latest tips and insights accompanied by very practical in-class exercises from founder and CEO of Acoustic Group, Erik Ingvoldstad, powered by the Institute of Direct and Digital Marketing (The IDM). At the end of each session, you will take away an immediate action plan that you can apply to your work. That is our promised signature.

- **A certificate of attendance accredited by the Institute of Direct & Digital Marketing (The IDM)**
- **Lunch and tea breaks provided**
- **All courses are HRDF claimable**

**visit our website**



# SOCIAL MEDIA

## STRATEGY, TOOLS & TACTICS, A STUDY OF EMERGIN TRENDS IN 2019

29 October 2018 (Monday)

Hotel Sheraton, Petaling Jaya, 9 am - 5 pm



### programme overview

- Learn how to use social media to maximise brand awareness, engagement and positioning
- Review and take the best learning from leading brands in social media
- Study the impact of emerging trends and ways to capitalise on them
- Learn how to gain online prominence in the crowded arena - content and voice
- Find the hacks to create great (shareable) content
- Get the latest juice on the emerging trends for 2019
- Understand how to use the power of influencer marketing to build your brand
- Discover how to maximise return from your budget through social media advertising
- Learn how to measure and report your social media activity on key platforms

**BOOK  
NOW**

# DIGITAL COPYWRITING AND BUILDING POWERFUL CONTENT FOR MARKETING

30 October (Tuesday)

Hotel Sheraton, Petaling Jaya, 9 am - 5pm



## programme overview

- Learn how to identify what content your key audience wants from you
- Create a powerful content strategy with the right pillars and tone of voice
- Learn to write effective ad copy in long and short form
- Learn the channels to find tips on how people can discover your content online
- Learn the ways to optimize your content promotion cycle to capture attention in the digital space
- Learn techniques to create copy that elevates your brand stories
- Learn to produce killer headlines that are irresistible and trigger call to action
- Learn the concept of 'split testing' to appeal to different personalities and emotions
- Learn to craft fluid user experience on websites through great copy

**BOOK  
NOW**



+6012-2399029



[www.hooked-digitally.com](http://www.hooked-digitally.com)



[joevee@hooked-digitally.com](mailto:joevee@hooked-digitally.com)

# YOUR TUTOR



## Erik Ingvaldstad

Founder & CEO,  
Acoustic Group, Singapore



Over 15 years in agencies with strong background in creative innovation and digital transformation.



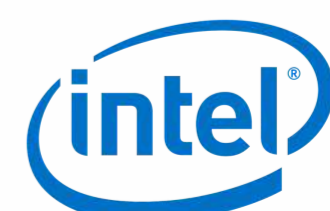
Solid global presence in Norway, Australia, Singapore and China, as well as overseeing work across Asia Pacific, the Nordics and the globe.



Renowned speaker on innovation and digital transformation, taught a number of courses and seminars in social media and digital marketing.

## clientele

- Developed and executed social, digital and creative strategy for Australia, Asia Pacific and China.



# PRICING

## **SINGLE DAY**

RM3,300

## **TWO DAYS**

RM6,000

for enquiries, please email us at:

**[joevee@hooked-digitally.com](mailto:joevee@hooked-digitally.com)**



+603-74997387



+6012-2399029

[www.hooked-digitally.com](http://www.hooked-digitally.com)



## HEAR FROM OUR PAST PARTICIPANTS

"Intimate, Focused, Educational"

"Highly engaging course giving a good overview of the latest trends in digital marketing"

"Excellent speaker and course"

"It was a truly eye opener with lots of insights about social media marketing."

"Great experience, fast paced not boring!"

"Good refresher course and manage to cover well on the relative topics."

"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."

"It helped validate some of the things that we are trying to do, and it helped greatly in organising our thoughts, for the planning of our strategy moving forward."