



iLEARN PROFESSIONAL SOLUTIONS, INC.

IMPROVE • EXCEL • SUCCEED

QUALITY EFFECTIVE INNOVATIVE SEMINARS PROVIDER

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CONTENT STRATEGY FOR MARKETING AND DIGITAL MEDIA

OVERVIEW

Strategizing the most effective message to your desired audience is a vital process in achieving lasting impact. Each communication channel needs a crafted method that hits the core brand message.

OBJECTIVE

To craft the best communication strategies that will power up the brand in all its marketing platform whether traditional marketing tools or digital armor.

COURSE OUTLINE

I. Profiling Your Customers

- Demographics, interests, and their language

II. Competitive Check

- Competitive review of direct and potential competitors

III. Creating Your Communication Plan

- Communication strategies on campaigns and promotions

IV. Creating Your Marketing Collaterals

- Determining the best materials per location

V. Creating Your Website

- The power of your digital address

VI. Choosing Your Digital Platform and Knowing Your Objectives

- Podcast
- Blog
- Viral Videos
- Widgets and Apps
- News and Press Releases

VII. Engagement Strategies

- Campaigns, promotions, and endearment programs

VIII. Feedback and Statistics

- Real feedback versus the numbers

SEMINAR FEE: Pay in full 5 days before the seminar and avail our early bird rate of **Php 2,700 per head (Regular rate: Php 3,000 per head)** which will comprise meals during the training, handouts and all necessary materials. We are also offering in-house training and seminars depending on the need of the companies.

TERMS ON PAYMENT:

- Pay in full 5 days before the seminar and avail our early bird rate of Php 2,700.00 only.
- Payments on the day of the seminar must be on cash basis only.
- Payments made through Checks can only be made through company checks. Personal checks can be accepted provided that it is an advance payment.
- Walk in participants shall pay the regular rate either through cash or check provided that the check is under a BDO account and payable to iLearn professional Solutions Inc. and that the same was declared good.
- Senior /students and/or person with disability, is given a special privilege of 20% discount provided that payment be made any time before 5 days of the scheduled seminar. On site payment of the students and seniors shall be entitled of 10% discount.
- Upon payment, proof must be forwarded through email or fax to 4842342.
- Proof of payments (original deposit slip) shall be required for presentation on the day of the schedule.

CANCELLATIONS

- Cancellation 5 days before the scheduled seminar: FULL AMOUNT
- Cancellation 3 days before the scheduled seminar: 70% REFUND
- Cancellation at the scheduled seminar: ALL PAYMENTS SHALL BE FORFEITED

For further information, you may visit our website at www.ilearnph.com. You may also directly call us at 09395581888 or 09156406325 or through our office landline number 02-2557593 / 02-4841904 / 3704792. You may also visit our company office at #2563 LemeryStreet, Malate Manila. Or send us an email through admin@ilearnph.com

Allow us to be part of your improvement and success.

Improve, excel and succeed through **i-LEARN PROFESSIONAL SOLUTIONS INC.!!!**