



TRAINING WITHIN REACH

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DIGITAL MARKETING (INTERNET MARKETING)

OVERVIEW

Strategizing the most effective message to your desired audience is a vital process in Hooking with the social realm of your audience through the right digital marketing initiatives power up your brand to be a top-of-mind choice. In this workshop, discover the most viable digital efforts to emerge as a remarkable brand in your industry.

OBJECTIVE

To point out the most suitable digital marketing strategies and enable proper execution.

COURSE OUTLINE

I. Demographics and the Market Landscape

- Knowing your existing and target clients
- Knowing your competitor

II. Building Your Online Brand Credibility through Website

- General guidelines in creating a website
- Stating your value proposition
- Content and Engagement

III. Staging Your Social Media Platform

- Picking the right social network
- Engagement strategies ideation

IV. Launching Promotions and Other Activities

- Support campaigns to enable total digital existence

V. Feedback and Statistics

- What matters: comments or stats?

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

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