

MAIC

MAHSA AVENUE
INTERNATIONAL COLLEGE

Masterclass





SOCIAL-MEDIA MARKETING

INTRODUCTION

Most companies nowadays recognise the incredible advantages of social-media marketing. Every industry in this current environment is moving towards digitisation. Having a competent social-media marketer or practitioner who can effectively market your business through social media sites is crucial. Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, and Snap Chat are among the popular channels which have dominated our cultural landscape and help businesses increase traffic and encourage sales.



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|--|-------------------------------------|------------------------------------|--|
|  | Duration 14 hours | Maximum 30 pax |  |
| | Student Fee RM 280 | Public Fee RM 300 | |

Who Should Attend

- Marketing personnel and officers
- Public relations and MARCOM personnel
- Social entrepreneurs
- Small to medium-sized business owners
- Business students
- Graduate students from any field

Benefits

- Learn effective strategies for promoting brands on various social media platforms.
- Explore how to track reports, iterate successful strategies and achieve business goals.
- Get exposed to the best practices for branding and marketing strategies as well as increasing the returns on investment as part of marketing efforts.
- Leverage on social-media platforms and websites to promote goods or products.

Content

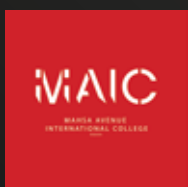
- Overview of social media marketing
- Why use social media?
- How social-media marketing differs from traditional marketing
- The power of social proof
- Develop content strategies
- Use analytics to track progress
- Platforms: Facebook, YouTube, LinkedIn, Instagram and Twitter
- Brand positioning
- Social media campaigns
- The art of engaging customers through online story-telling



Learning materials will be provided by the trainer



Certificate of Completion by MAHSA Avenue International College



📍 Level 4, Block A, MAHSA Avenue,
Jln Ilmu off Jln Prof. Diraja Ungku Aziz,
59100 Kuala Lumpur

🕒 Monday - Friday
9:00 AM - 6:00 PM

✉ admission@maic.edu.my

📱 [@mahsaavenueintcollege](https://www.instagram.com/mahsaavenueintcollege)

🏠 www.maic.edu.my

☎ +6 03 7965 2555