

# DIGITAL MARKETING COURSE SYLLABUS

## 1. COURSE INFORMATION

- Course Title: **Essential Digital Marketing for Business**
- Medium of Instruction: English or **Khmer**

## 2. WHAT YOU WILL LEARN

After taking the course, the participants will be able to:

- Understand about digital marketing landscape in Cambodia
- How to create/optimize a professional business social media page
- Know how to create/manage a professional online community for a business
- Know how to run/manage online advertising effectively
- Know how to generate leads/sales through website, SEO, landing page, email, Facebook, ...
- Know the differences between website and landing page and how to create website/blog for free
- Know how to create and distribute content marketing effectively
- Know how to use email professionally and effectively to generate leads and sales
- Know how to market your products/services through Google Ads, Google My Business and YouTube
- Know how to develop a basic digital marketing plan

## 3. WHO THIS COURSE IS FOR

- Business owners who don't know where to get started
- Website owners who are struggling to get traffic and sales
- Marketing Manager/Director and Marketing Executives
- Sale Managers, Sale Supervisors, Executive Sales, frontline staffs
- Business Development Managers and Brand Managers
- Anyone who is looking to build up their skills on digital marketing

## 4. COURSE CONTENT

<b>Digital Marketing</b>	<ol style="list-style-type: none"><li>1. <b>Landscape of digital marketing in Cambodia (Internet users, mobile users, and social media insights &amp; trends)</b></li><li>2. <b>How to develop digital marketing plan for your business</b></li></ol>
<b>Facebook</b>	<ol style="list-style-type: none"><li>1. <b>Facebook business page creation and optimization</b></li><li>2. <b>Learn to run and manage effectively Facebook ads</b></li><li>3. <b>How to host Facebook live effectively</b></li><li>4. <b>Generate leads and sale through FB marketplace &amp; event</b></li><li>5. <b>The Power of Facebook Group</b></li></ol>
<b>TikTok Marketing</b>	<ol style="list-style-type: none"><li>1. <b>Optimize TikTok business page</b></li><li>2. <b>How learn TikTok competitor ads</b></li><li>3. <b>How to create content for TikTok</b></li><li>4. <b>How to share TikTok Content</b></li></ol>
<b>LinkedIn Marketing</b>	<ol style="list-style-type: none"><li>1. <b>Importance of LinkedIn in business</b></li><li>2. <b>How to create a professional LinkedIn company page</b></li><li>3. <b>Explore ways to generate leads from LinkedIn</b></li></ol>
<b>Online Community Marketing</b>	<ol style="list-style-type: none"><li>1. <b>How to create and optimize your community for SEO</b></li><li>2. <b>How to effectively manage Online Community for Your Business</b></li><li>3. <b>How to set rules for your online community</b></li><li>4. <b>How to attract, retain, and engage your community members</b></li><li>5. <b>How to make money from your online community</b></li></ol>
<b>Email Marketing</b>	<ol style="list-style-type: none"><li>1. <b>Importance of email marketing in business</b></li><li>2. <b>How to find and clean email</b></li><li>3. <b>How to write and send email professionally and effectively</b></li></ol>
<b>Website and Landing Page Marketing</b>	<ol style="list-style-type: none"><li>1. <b>Website VS. Landing Page</b></li><li>2. <b>How to make website for free</b></li><li>3. <b>How to generate leads through website and landing page</b></li><li>4. <b>How to build brand awareness through website</b></li></ol>

<p>Google Marketing</p>	<p>5. <b>How to increase sale through website</b>  6. <b>Website and landing page case study</b></p> <p>1. <b>Search Engine Optimization (SEO) vs. Search Engine Marketing (SEM)</b>  2. <b>Google My Business</b>  3. <b>YouTube Marketing</b></p>
<p>Content Marketing</p>	<p>1. <i>Why content marketing is so important?</i>  2. <i>How to get started creating eye-catching and engaging content</i>  3. <i>Content creation software and content researches (photos, video, ...)</i>  4. <i>Social media automation and content distribution</i>  5. <i>Content marketing case study</i></p>

## 5. METHODOLOGY

- The training will be included variety of activities such as lecturing, case study showcasing, and study-tour.

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## ABOUT THE TRAINER



With over 10 years of work experience, involving in Media and Communications, Digital Marketing, Web Development, Public Relations, and Social Development, Sovann had worked for corporate companies/NGOs, international NGOs, and regional and global advertising media agencies. He has successfully graduated Master of Business Administration. He had extensively participated in a capacity building program, supported by Norway government in the field of Media Management in Thailand/Vietnam. Moreover, he trained to hundreds of young people, NGO/company's staff on communication strategies, digital marketing, web development, and soft skills.

Currently, he is a former managing director of [www.activerify.com](http://www.activerify.com) | A trusted Digital Marketing and Website & Mobile App Development Agency in Cambodia, founded in 2017. He has been delivering digital marketing, website development, and mobile app development projects to famous brands, companies, and organizations such as National Employment Agency (NSSF), Ministry of Education, Caltex, Vietjet Airline, Kcement, Cambojob, KHANA, AMARA, 17 TRIGGERS, and many more.

Trainer point of contact

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