



# DIGITAL MARKETING COURSE

**GENAXIS**  
A member of DNeX Group

## COURSE OVERVIEW

Digital Marketing Course enables participants to acquire specialised skills in digital marketing and learn how to improve the effectiveness of marketing activities and drive greater value for marketing in an organisation.

## COURSE OBJECTIVES

- Learn how to target ideal customers.
- Learn how to reach customers at the beginning of their buying journey.
- Learn how to measure the results of marketing initiatives.
- Learn how to be flexible with marketing campaigns.
- Learn how to improve conversion rate.
- Learn how to become more cost effective.

## FOCUS AREAS

- Website Designing and Publishing
- e-Commerce Platform Implementation
- Search Engine Optimisation
- Social Media Marketing

## TARGET AUDIENCE

This course is designed for industry and public talents, employers and entrepreneurs who are keen to adopt and manage digital transformation in their organisations to remain competitive and sustainable.

## COURSE DURATION

- Five (5) Days – Eight (8) Hours/Day

## DELIVERY MODE

- Physical or Virtual

## WHY GENAXIS?

- Short-term certification and quick-entry into employment or entrepreneurship.
- Innovative programmes that better reflect global shifting and evolving requirements.
- Competency development and readiness for employment and entrepreneurship.
- Methodology where participants demonstrate real industrial competencies.

## MORE INFORMATION

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