



# DIGITAL MARKETING STRATEGY

29 - 30 JULY 2024

 **DEADLINE TO REGISTER**  
29 June 2024

# OVERVIEW

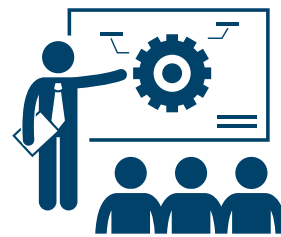
With over two days of training, quizzes, and actionable steps. Our digital marketing course stands out as one of the most comprehensive, delving into essential industrial skills such as Social Media Marketing, Google Search Ads, SEO, funnel building, and more.

# OBJECTIVES

- Become a Professional Digital Marketer.
- Learn the psychology of selling and golden strategies.
- Getting valuable clients, keep them and increase your revenue.
- Create successful ads that deliver result by increasing sales.
- Earn powerful knowledge of digital marketing strategies to use in any online platform to get results or sales.
- Increase sales by building compelling storytelling landing pages, write powerful copywriting and sell more.
- Become a master of social media marketing, grow business by getting more customers on Facebook, Instagram, YouTube, LinkedIn and bring traffic to the website with non-paid and paid methods.
- Inject constant traffic into website & business with SEO (the largest search engine in the world) and get rank in the first page of Google.
- Grow your sales by doing successful email marketing, following step by step instructions to get results.
- Bring back the audience who have already visited your site by advanced retargeting.

# METHODOLOGY

- Face-to-face
- Lecture, discussion, etc



## PROGRAMME DETAILS

DATE	TIME
29 - 30 July 2024	8:30 am - 12:00 pm 1:30 pm - 5:00 pm

\*\*\*Subject to change

Please refer to [www.bilif.com.bn](http://www.bilif.com.bn) for the latest updates\*\*\*

## WHO IS THIS PROGRAMME FOR?

This programme is suitable for:

- Managers
- Executives
- Sales and marketing team
- Business development
- Customer service
- Public Relations
- Management professionals
- Business owners
- New entrepreneurs who want to generate more brand exposure and leads

# PROGRAMME OUTLINE

MODULES	DETAILS
<b>Strategies Marketing Approach</b>	<ul style="list-style-type: none"><li>• The changing buyer relationship</li><li>• Buyer direct is already happening</li><li>• Market research with digital tools</li><li>• Content management with AIDA</li></ul>
<b>Opportunity &amp; Challenges</b>	<ul style="list-style-type: none"><li>• The decline of traditional advertising</li><li>• The digital opportunity is uprising</li><li>• The new buyer journey</li></ul>
<b>Developing Digital Marketing Strategy</b>	<ul style="list-style-type: none"><li>• Owned, earned &amp; paid marketing model</li><li>• Funnel hacking</li><li>• How to create great content</li><li>• SEO (Keywords Search, on page optimisation &amp; off page optimisation)</li><li>• Mobile advertising/QR Code</li></ul>
<b>Developing Digital Marketing Strategy II</b>	<ul style="list-style-type: none"><li>• Landing pages &amp; lead generation with CRM tools</li><li>• SEM (Google Search Ads &amp; Banner Ads)</li><li>• Social Media (Facebook, Instagram, LinkedIn, YouTube)</li><li>• Google Analytics</li></ul>

# PROGRAMME LEADER

## KELLY CHONG

Kelly Chong is a Digital Marketing Consultant & Development Director in KelC Creative and CEO of DMC Solutions who has trained over 1000 participants in digital marketing courses and seminars across Malaysia.

She is currently providing consultation services for corporate and SMEs companies in Digital Transformation, increasing online presence and lead generation. Kelly also helps in developing, implementing, and managing marketing campaigns such as social media marketing, SEO, Web development, Google ads and email marketing that promotes the company and its products and/or services.

Kelly provides digital marketing training and consulting for SMEs in Malaysia and global clients like Kaercher, Hap Seng, Berjaya Group, FAMA, Agrobazaar, Melawati Mall, Damansara City Mall, MPIG, MEGA Majestic Property Agency, Sime Darby Property, Ali's Kantin, MCM, Tan Chong, Oxford College, GaGuAsia (The Largest Furniture Marketplace (SEA)), Online Learning Mandarin and many others. She is also a member of Malaysia Digital Marketing Association.

Kelly has more than 14 years of experience in sales and marketing and has worked in top global firms such as Pharmaceutical Companies like Astra Zeneca, Pfizer and DKSH in various Senior Sales and Marketing Roles. She is also Google Certified and earned recognition as Google partners. Currently, Kelly is running a digital marketing agency and an Online Learning Language Portal company based in Petaling Jaya, Malaysia.

She holds a Masters Degree in Business Administration (MBA), International Business, from HELP University College, and a Bachelor in Computer Science (Statistic) from Tunku Abdul Rahman College (TARC).

She actively provides digital marketing training in:

- Website Wordpress Development
- eCommerce Website Wordpress Development
- Social Media Marketing
- Facebook & Instagram Marketing
- Google Paid Ads Marketing
- SEO Marketing

# DIGITAL MARKETING STRATEGY

■ 29 - 30 July 2024



To apply for the programme, please email your completed form to askSEED@bilif.com.bn by 29 June 2024.

CATEGORIES	STAKEHOLDERS	NON-STAKEHOLDERS
FEE	<input type="checkbox"/> \$ 1,850.00	<input type="checkbox"/> \$ 2,000.00

By completing and signing this form, you hereby agree to the terms and conditions below:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

### APPROVING OFFICER

Name:  Email:   
Position:  Department:

Please email the invoice to:

\_\_\_\_\_  
Signature and Company's Stamp

### Terms and conditions:

#### Cancellation Policy:

- All cancellation must be submitted to BILIF in writing either by letter or email.
- Any cancellation received 30 days or more prior to the training date will incur a cancellation fee of 10% of the programme fee.
- Cancellation received 8 - 14 days to the training date will incur a cancellation fee of 50% of the programme fee.
- Cancellation of registrations received 7 days or less from the date of training or if the delegate fails to attend the training, he/she will be considered as 'no show' and is subjected to 100% of the programme fee.
- BILIF welcomes and accepts replacement of participants up until a day before the training commences.

#### Other terms:

- Participants must complete all scheduled sessions and activities for them to receive the certificate of attendance/ completion.
- Payment must be made upon receipt of invoice issued by BILIF.
- BILIF reserves the right to amend, change or cancel the programme at any given time. We will immediately notify participants and organisations if any such changes are to be made.

# ABOUT BRUNEI INSTITUTE OF LEADERSHIP AND ISLAMIC FINANCE

Brunei Institute of Leadership & Islamic Finance (BILIF) was established in 2010 as the Centre of Excellence for the finance industry in Brunei Darussalam, providing high-quality learning solutions, including signature and collaborative events for human capacity development in the areas of Islamic finance and leadership.

Under the purview of Brunei Darussalam Central Bank (BDCB), BILIF plays a fundamental role in Pillar 5 of Brunei Darussalam Financial Sector Blueprint 2016-2025 in raising financial industry standards, especially in the areas of Islamic finance.

All of our programmes are accredited by Brunei Darussalam National Accreditation Council as Value Added Qualifications. Since its inception, BILIF has conducted 809 programmes and 83 events for more than 16,600 participants, including a suite of Virtual Instructor-Led Training (VILT) programmes and online events (as of December 2023).

BILIF has forged strategic partnerships with local and international organisations over the past 10 years which have allowed us to bring professional programmes, expertise and opportunities to shape future leaders, experts and innovators, particularly in the areas of Islamic finance and leadership. Amongst these strategic partners include The London Institute of Banking & Finance (LIBF), United Kingdom; the Accounting and Auditing organisation for Islamic Financial Institutions (AAOIFI) and Bahrain Institute of Banking and Finance (BIBF), Bahrain; Islamic Development Bank Institute (IsDBI), Kingdom of Saudi Arabia, Singapore

Management University (SMU), Singapore and INCEIF University, Malaysia. Locally, BILIF has also partnered with two of the top higher education institutions in Brunei Darussalam; Universiti Brunei Darussalam (UBD) and Universiti Sultan Sharif Ali (UNISSA) in our joint efforts to impart invaluable knowledge and skills for students and professionals in not only finance but also other private and government sectors.

Appointed by BDCB, BILIF is the official licensing examination centre for Financial Planning Practitioners' Programme (FPPP) and the Qualifying Examination for Insurance/Takaful Agents (QEFITA). BILIF is also the official examination centre for all examinations under Chartered Institute for Securities & Investment (CISI), UK; Chartered Bankers Institute (CBI), UK; International Compliance Association (ICA) and AAOIFI. BILIF has also recently been accepted as a Pearson Vue Authorised Test Centre which can house more than hundreds of examinations such as Certificate in Climate Risk, Certified Internal Auditor® (CIA®) and Certified Associate in Project Management (CAPM), amongst others.

BILIF has received multiple accolades including the "Best Emerging Islamic Finance Training Institution – Brunei 2021" from the International Finance Awards 2022; "Best Islamic Finance Education & Training Brunei 2021" from the Global Banking & Finance Awards® and "Global Good Governance (3G) Human Resource Development Award 2022" received at the 7th Annual 3G Awards Ceremony. BILIF was also awarded its third "GIFA Excellence Award (Islamic Finance Training & Education) 2022, which has been previously received in 2019 and 2021.

**83**

Events

**809**

Programmes  
and Examinations

**16,600+**

Participants

# INTERNATIONAL AWARD WINNING INSTITUTE







Discover our upcoming programmes and events

[bilif.com.bn](http://bilif.com.bn)

Contact our Sales and Marketing Department  
for any enquiries

[askSEED@bilif.com.bn](mailto:askSEED@bilif.com.bn)

*Alternatively, you can also whatsApp us at  
+673 8271140 to learn more about our offerings*