EUROCHAM CAMBODIA
10 YEARS FOR BUSINESS SINCE 2011

DIGITAL MARKETING MASTERCLASS

Basic - Intermediate Level

2-Day
Training Course

THE COURSE

The purpose of the course is to help participants grow their business with Digital Marketing and familiarise them with best practices on designing better campaigns that lead to higher ROI.

TRAINING COURSE DETAILS:

This course will help you:

- Develop a marketing campaign optimised for new customer acquisition, customer retention, and loyalty enhancement, and understand the different approaches.
- Optimise your Covid-19 responsiveness and adapt to a new market reality.
- Fine-tune your target market and customer segmentation.
- Optimise the marketing mix for your product/service.
- Increase the brand love you appreciate from your customers.
- Grow your business online.
- Create powerful marketing messages that will resonate with your audience.
- Improve your testing and campaign optimisation capabilities.

AGENDA:

Each day of the course has a morning and an afternoon session of 3 hours each. Each session consists of a lecture, a short break and a workshop.

DAY 1:
Morning session: Marketing Plan.
In this session, the participants will receive a brief introduction to Digital Marketing, and learn how to design a winning marketing plan specific to their company's requirements. Target market segmentation, persona development, and different approaches and their context within the organisation are covered.

Afternoon session: Digital Marketing Strategies.
The participants will learn how their digital marketing strategy aligns best to their specific company and corporate strategies and how to optimise results.

DAY 2:
Morning session: Campaign Design, Testing, and Optimisation.
Campaign design tailored to the desired target (product launch and new customer acquisition, retention, loyalty, etc) are covered.

The participants will learn how to design a digital marketing campaign tailored to their company's short-, mid-, and long-term goals. The most effective marketing mix is explained

so that the participants can take informed decisions when developing new campaigns. Particular attention is paid to the Covid-19 impacted new business and market environment.

Afternoon session: Spotlight: Facebook Marketing.
In this session, participants will learn how to write content and ad-copy just like their customers talk, optimise their campaign performance through custom and lookalike audiences, make data-based decisions, and optimise campaign results.

Each of these sessions can be extended to better detail on demand.

Other topics in the field of Digital Marketing can be covered based on pre-course survey.

ABOUT OUR TRAINER:

An entrepreneur and consultant with 15+ years of international marketing and business development experience, Carola has launched, developed, and sold multiple businesses.

In Phnom Penh, Carola founded and led a boutique marketing consultancy servicing clients from digital marketing strategy development to niche-specific content creation, channel management, and digital advertisement. Working with clients from hospitality to real estate, architecture, lifestyle, and celebrities allowed her to acquire a profound understanding of the local business environment and develop winning digital marketing best practices.

Following many years in the private sector, she currently acts as a communications consultant for international development organisations, including the World Bank, Asian Development Bank, and GIZ.

Over the last years, Carola has worked with, coached, and mentored 80+ companies across South East Asia in marketing and international business development. In the ADB-funded PROFIT program that promotes regional opportunities for investment and trade, she has been recognised as one of the best-performing mentors.

Furthermore, her work promoting sustainable businesses in Cambodia (CULT – Cambodia's largest platform for sustainable lifestyle brands) has been featured on various media such as the Phnom Penh Post, Khmer Times, Sovrin Magazine, and blogs.

ACADEMIC BACKGROUND

Our trainer completed a master's in business administration (MBA) in Spain in 2016. Invited by EuroCham Cambodia, GIZ, SHE Investments, and Factory Phnom Penh, among others, she acted as a panellist and keynote speaker on topics such as marketing, sustainability, and the export of sustainable products.

WHO IS THIS COURSE FOR?

- Entrepreneurs
- Business owners
- (Digital) marketing managers
- Companies affected by the Covid-19 pandemic looking for new ways to sell their products and services
- All those interested in improving their digital marketing skills to increase their business' performance

The training will be conducted in English

If interested in this course for you or your staff, please contact below

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