



MASTERPATH SDN BHD
LEARN. GROW. MASTER.

AI DIGITAL MARKETING MASTER CLASS

(2 DAYS)

Normal Fee : RM 2800 PER PAX

Early Bird Fee : RM 1900 PER PAX

Group Fee : RM 2050 PER PAX

(Min 3 PAX)

- Principles of Digital Marketing
- Social Media Marketing
- Website and SEO
- Content Marketing with AI
- Search Engine Optimization (SEO)

REGISTER NOW



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TRAINER: ALEXANDER ANG

10 years of extensive digital marketing experience, worked with more than 90 companies



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COURSE OVERVIEW

The Digital Marketing Masterclass equips participants with the skills to craft impactful campaigns, optimize websites, and leverage AI tools for improved online presence and conversions. This hands-on program covers key digital marketing strategies, including social media, email marketing, SEO, and content creation, tailored for B2C and B2B industries. Through real-world case studies and practical exercises, participants will gain actionable insights to drive measurable results in today's dynamic digital landscape.

LEARNING OUTCOMES

- Understand the principles of digital marketing, the tools, and how you can leverage it to grow your presence, positioning and revenue online.
- Leveraging the latest social media Ads campaign strategies to improve your marketing results and performance.
- Learning how to run Google Ads, using other Google online tools to create an effective campaign for both B2C and B2B industry.
- How to create engaging copies, images or videos for both social media and Search Engine campaign.
- How to build authority, brand, and positioning as the go-to-expert on social media with content marketing.

COURSE CONTENT

- PRINCIPLES OF DIGITAL MARKETING
- SOCIAL MEDIA MARKETING (FACEBOOK & INSTAGRAM)
- EMAIL MARKETING ESSENTIALS WITH AI
- CONTENT MARKETING STRATEGIES WITH AI
- LANDING PAGE AND WEBSITE OPTIMIZATION
- SEARCH ENGINE OPTIMIZATION (SEO)