

**OMMTECH**  
DIGITAL MARKETING ACADEMY

Proudly presents  
training on

## **CUTTING-EDGE DIGITAL MARKETING: STAY AHEAD IN A DYNAMIC WORLD**

**Duration: 5 Days**  
**Time: 9.00am – 5.00pm**  
**Training Programme No.: 10001349847**

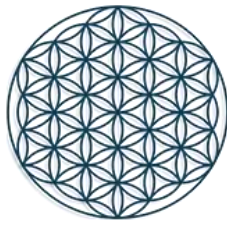
***Certificate of attendance will be awarded for those who complete the course.***

### **INTRODUCTION:**

In the fast-paced world of digital marketing, staying updated with the latest trends, tools, and technologies is paramount. “Cutting-Edge Digital Marketing: Stay Ahead in a Dynamic World” is a 5-day comprehensive training program tailored to arm participants with the essential, forward-looking digital marketing skills. The training ensures your team is adept in utilizing the latest platforms, strategies, and tools effectively, guaranteeing not just survival but substantial growth in the digital landscape.

Ommtech Digital Marketing Academy Sdn. Bhd.  
B-11-17, I-Sovo, Persiaran Multimedia,  
I-City, Seksyen 7, 40000 Shah Alam, Selangor.

Email: [sales@ommtech.com.my](mailto:sales@ommtech.com.my)  
Contact Person: Ms. Anis Syahirah  
Tel: 016-202 4852



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### **PROGRAMME BENEFITS:**

- Amplify brand exposure
- Consistent customer engagement
- Global business expansion
- High-quality lead generation
- Innovative business collaborations
- Accurate marketing and ROI assessment

### **METHODOLOGY**

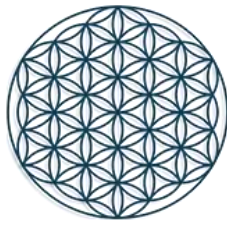
- Interactive Lectures
- Hands-on Activities
- Collaborative Learning
- Expert Guidance

### **AUDIENCE:**

- Marketing managers and executives
- Digital marketing specialists
- Social media managers
- E-commerce managers and entrepreneurs
- Business professionals

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## KEY CONTENT

### DAY 1

Time : 9.00am – 5.00pm

Break : 10.15am – 10.30am / 3.15pm – 3.30pm

Lunch: 1.00pm – 2.00pm

### MODULE 1: INTRODUCTION TO DIGITAL MARKETING

- Overview of Digital Marketing
- Understanding the Digital Marketing Ecosystem
- Exploration of Digital Marketing Framework
- Latest Trends and Analysis Tools

Learning Outcome: Gain a robust and comprehensive understanding of the contemporary digital marketing landscape.

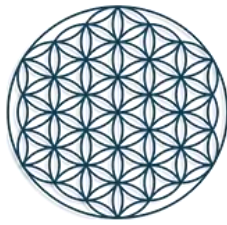
### MODULE 2: CONTENT MARKETING

- Essence of Content in Digital Marketing
- Content Creation Strategies
- Content Planning and Calendar Creation
- Content Types and Their Impact

Learning Outcome: Master the process of consistent and compelling content creation.

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**DAY 2**

**Time : 9.00am – 5.00pm**

**Break : 10.15am – 10.30am / 3.15pm – 3.30pm**

**Lunch: 1.00pm – 2.00pm**

**MODULE 3: CANVA FOR DESIGN AND VIDEO**

- Significance of Visual Content in Marketing
- Exploration of Image and Video Creation with Canva
- Hands-on Canva Workshop
- Successful Visual Content Case Studies

Learning Outcome: Effectively create and leverage visual content for enhanced marketing impact using Canva.

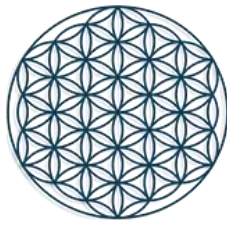
**MODULE 4: CAPCUT FOR VIDEO EDITING**

- Introduction to CapCut
- Basic and Advanced Video Editing Techniques with CapCut
- Successful Video Editing Case Studies

Learning Outcome: Master the art of video editing with CapCut for compelling marketing visuals.

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### **DAY 3**

**Time : 9.00am – 5.00pm**

**Break : 10.15am – 10.30am / 3.15pm – 3.30pm**

**Lunch: 1.00pm – 2.00pm**

### **MODULE 5: FACEBOOK MARKETING**

- In-depth Guide to Facebook Features
- Effective Facebook Advertisements
- Utilizing Facebook Insights
- Advanced Facebook Marketing Strategies

Learning Outcome: Utilize advanced Facebook tools and strategies for optimized business growth and engagement.

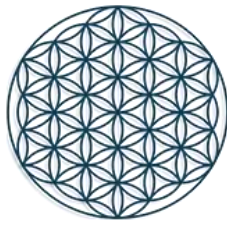
### **MODULE 6: INSTAGRAM MARKETING**

- Instagram for Business: A Complete Guide
- Effective Use of Instagram Ads, Stories, and IG Reels
- Instagram Analytics and Insights

Learning Outcome: Master Instagram tools for comprehensive brand promotion and growth.

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**DAY 4**

**Time : 9.00am – 5.00pm**

**Break : 10.15am – 10.30am / 3.15pm – 3.30pm**

**Lunch: 1.00pm – 2.00pm**

**MODULE 7: TIKTOK MARKETING**

- Leveraging TikTok for Business Growth
- TikTok Ads: Creation and Analysis
- Exploring TikTok Analytics

Learning Outcome: Utilize TikTok effectively for business marketing, reach, and engagement.

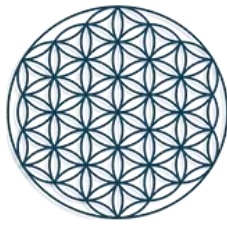
**MODULE 8: GOOGLE ADS AND SEO**

- Comprehensive Guide to Google Ads
- Introduction to SEO

Learning Outcome: Master Google's tools and SEO for enhanced business visibility and advertising.

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**DAY 5**

**Time : 9.00am – 5.00pm**

**Break : 10.15am – 10.30am / 3.15pm – 3.30pm**

**Lunch: 1.00pm – 2.00pm**

**MODULE 9: LINKEDIN MARKETING**

- LinkedIn for Professional and Business Growth
- Creating Effective LinkedIn Profiles and Company Pages
- LinkedIn Networking Strategies

Learning Outcome: Leverage LinkedIn for optimal professional branding, networking, and business growth.

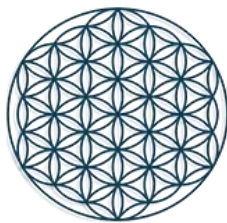
**MODULE 10: AI TOOLS IN MARKETING – CHATGPT & MORE**

- Exploring the World of AI in Marketing
- Deep Dive into ChatGPT and Other AI Tools
- AI in Content Creation, Customer Service, and Analytics

Learning Outcome: Understand and leverage diverse AI tools for superior marketing strategies and customer engagement.

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### **TRAINER'S PROFILE – YATHAVAN NADARAJAN**

Yathavan Nadarajan is a distinguished social media strategist, digital marketing professional, and HRD Corp-certified trainer with over 15 years of hands-on experience. Holding a BSc (Hons) in Software Engineering, Yathavan has established himself as a sought-after speaker, known for his expertise in crafting and implementing effective digital marketing strategies.

#### **Training Expertise:**

Yathavan is the founder of Ommtech Digital Marketing Academy, an HRD Corp-approved training provider, where he leads a talented team dedicated to amplifying business capabilities through innovative AI-infused digital marketing strategies.

#### **Professional Journey:**

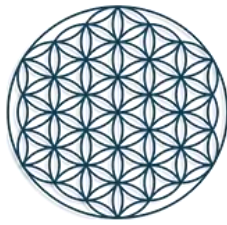
Yathavan's journey in the industry began as a Multimedia Executive at Traxmedia Sdn Bhd, where he was involved in multimedia content creation and e-learning application development. In 2008, he founded Ommtech Solutions, evolving into Ommtech Digital Marketing Academy in 2018. His extensive industry experience includes:

- Multimedia content creation for corporate companies.
- Providing multimedia training to corporate & government sectors in Adobe applications & website designing.

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**Certifications and Accolades:**

Yathavan holds a BSc (Hons) in Computer Science with a major in Information Engineering. He is an HRD Corp-accredited trainer and has achieved certifications from renowned bodies like HRD Corp and Google:

- Certification Title: Train the Trainer (HRD Corp)
- Certification Title: Google Ads Fundamentals (Google)

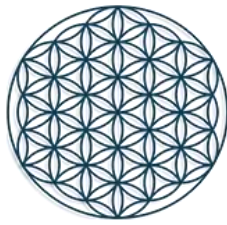
**Digital Marketing & E-commerce Consultancy:**

Currently, Yathavan provides consultancy services in digital marketing and e-commerce, actively contributing to the growth of SME clients. His proficiency extends across English, Bahasa Malaysia, and Tamil.

Yathavan Nadarajan is dedicated to driving businesses towards the frontier of digital innovation, ensuring they are well-equipped to achieve ground breaking success.

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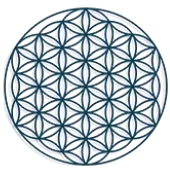
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## **ORGANISER**

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# REGISTRATION FORM

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Email address : [sales@ommtech.com.my](mailto:sales@ommtech.com.my)

Email Registration Form to: [sales@ommtech.com.my](mailto:sales@ommtech.com.my)

### PARTICIPANT'S DETAILS

1.	Full Name	
	Designation	
	Email Address	
	Phone Number	
2.	Full Name	
	Designation	
	Email Address	
	Phone Number	
3.	Full Name	
	Designation	
	Email Address	
	Phone Number	
4.	Full Name	
	Designation	
	Email Address	
	Phone Number	

### ORGANIZATION DETAILS

<b>Organization Name</b>	
<b>Organization Address</b>	
<b>Email Address</b>	
<b>Telephone Number</b>	
<b>Fax</b>	
<b>Contact Person</b>	

Organization  
Signature