Skill·Lyft
Empowering Skills, Elevating Careers

Advanced Social Media Marketing Strategies

2 – 3 December 2024
The Majestic Hotel Kuala Lumpur,
Autograph Collection

Elizabeth Taylor
Digital Marketing Trainer & Professional Speaker

HRD Corp Claimable Course (SBL-KHAS) Scheme
Employer-Specific Course

COURSE   Lead Trainer

Elizabeth Taylor is a knowledgeable and accomplished Business & Marketing trainer with over 25 years of experience in business training and execution. She loves to find clarity in the ever-changing world of digital marketing and uses this to educate professionals about strategies and techniques they can use to grow their businesses. Elizabeth is a fully qualified trainer, holding an ACLP training certificate and a postgraduate diploma in education for adults.

She provides business and marketing audits, digital marketing training, and 1-2-1 business coaching. Elizabeth supports professionals and entrepreneurs to develop their businesses by providing clarity and direction on their goals, target market, communication channels, and content. Her clients have included Apple, Moet, Novartis, and L'Oreal, alongside SMEs in a variety of industries including coaching, food & beverage, nutrition, artisanal products and gifts, charities and non-profits, fashion, and homeware.

Before this, Elizabeth worked for 12 years in professional academia. She enjoyed working as a Digital Marketing Tutor for the Ascento Learning & Development apprenticeship programme and as a Marketing Tutor for Google Squared. She also taught postgraduates a range of UK-based CIM marketing courses including Digital Marketing and Strategic Planning.

The majority of Elizabeth's early career was within the Entertainment Industry, focused on launching DVDs to market for Warner Bros and Universal Pictures. During this time, she enjoyed developing marketing strategies for several key brands such as Harry Potter, Fast and Furious, and Mamma Mia.

Elizabeth Taylor
Digital Marketing Trainer & Professional Speaker

COURSE Overview

This comprehensive two-day course is designed for mid-level marketing professionals looking to elevate their social media marketing capabilities. It offers a deep dive into the latest trends, tools, and strategies that define effective social media marketing today. The course combines theoretical insights with practical, hands-on applications, ensuring that participants gain not only knowledge but also the skills to apply what they've learned in real-time scenarios.

Day 1 focuses on advanced social media marketing techniques, starting with a Social Media Advertising Masterclass covering targeting, optimization, and budget management. Participants then explore Social Listening and Community Management, followed by a learning to monitor and engage with audiences. The afternoon delves into Emerging Platforms and Technologies, highlighting new tools and channels, and concludes with a ROI and KPI Measurement Workshop to teach participants how to measure campaign success and optimize performance using data.

Day 2 emphasizes creative and strategic elements, starting with a Social Media Landscape Overview, followed by an Advanced Content Creation Workshop where participants learn to craft platform-specific, high-impact content. A session on Social Media Algorithms explores how updates influence content visibility. In the afternoon, participants dive into Influencer Marketing Strategies through real-world case studies, and the course wraps up with a Group Project, where attendees create a comprehensive social media content calendar and campaign, applying the strategies covered throughout the day.

By the end of the training, participants will have a toolkit of advanced strategies to elevate their social media marketing performance, ensuring they can drive measurable results and adapt to the constantly evolving digital marketing landscape.

COURSE | Objectives

By the end of this workshop, participants will:

1. Master Advanced Social Media Tactics

Participants will enhance their expertise in advanced social media strategies, focusing on advertising, content creation, and optimizing audience engagement for improved campaign performance.

2. Understand Algorithms and Trends

The course will provide in-depth knowledge of social media algorithms and emerging platform trends, enabling participants to stay updated with the latest developments and effectively boost content visibility.

3. Create and Execute Comprehensive Campaigns

Participants will gain the skills to develop and execute well-structured social media campaigns, incorporating key strategies such as influencer marketing, and ROI measurement to drive business success.

Agenda – Day 1

All subjects will be covered on Day 1 and Day 2, however, the course trainer may re-sequence, modify or emphasise some topics depending on the skills and experience of the attendees.

Day 1: Master Content Creation and Engagement

Kick off your journey into mastering social media with a comprehensive dive into the dynamic world of content creation and engagement strategies. Prepare for an action-packed day filled with insights, trends, and hands-on experiences designed to elevate your brand.

Explore the Social Media Landscape
- Understand how platforms are evolving in 2025
- Analyze current trends across Facebook, Instagram, LinkedIn, TikTok, and more
- What's working now? Case studies from top-performing brands

Unraveling Social Media Algorithms
- Crack the code of algorithms: how do they work in 2024?
- What gets prioritized: maximizing visibility and boosting organic reach
- Key strategies to hack algorithms and stay ahead of platform changes

Deep Dive into Advanced Content Creation
- Craft content that resonates and captivates your audience
- Explore the psychology of storytelling in posts, videos, and reels
- Creative tips for designing eye-catching visuals and writing compelling copy
- Leverage multimedia (images, videos, infographics) to amplify engagement

Influencer Marketing & Collaborations
- Discover how influencer marketing can elevate your brand's credibility
- Identify relevant partnerships to gain reach and authority
- Explore successful case studies of influencer collaborations
- How to choose the right influencers and establish win-win partnerships

Hands-On Content Calendar Workshop
- Plan your own content calendar for your brand or business
- Learn to strategize content creation around key dates, trends, and events
- Practical tools and templates to streamline your workflow
- Walk away with a ready-to-use content calendar for your team

Event Schedule

08:30 – 09:00
Registration, Refreshments

09:00 – 10:30
Learning & Development

10:30 – 11:00
Refreshments, Networking

11:00 – 13:00
Learning & Development

13:00 – 14:00
Lunch Break, Networking

14:00 – 15:30
Learning & Development

15:30 – 16:00
Refreshments, Networking

16:00 – 17:00
Learning & Development

All subjects will be covered on Day 1 and Day 2, however, the course trainer may re-sequence, modify or emphasise some topics depending on the skills and experience of the attendees.

Day 2: Maximize Your Results with Ads and Analytics

Get ready for a results-driven day packed with advanced strategies, real-time simulations, and expert insights that will take your social media efforts to the next level. From mastering paid ads to handling crises, today is all about delivering impact.

Social Media Advertising Trend
- Stay ahead with the latest trends in paid social media ads
- The role of AI and automation in ad targeting, personalization, and optimization
- Exploring AI-driven ad creation: from dynamic creatives to predictive content

Master Social Media Advertising
- Advanced targeting techniques: reaching your ideal audience
- Learn how to optimize ad performance for better results
- Budget management hacks: maximize ROI without breaking the bank
- Explore A/B testing for ads: what works and why

Social Listening and Community Management
- Discover the art of social listening: track conversations that matter
- Responding effectively: turn engagements into loyal followers
- Tools and platforms to monitor brand mentions and sentiment
- Community management tips: create a thriving online community

Emerging Platforms and Technologies
- What's next in the digital world? Get ahead of the curve
- Explore new and trending platforms such as Threads, BeReal, and more
- AI tools, automation, and chatbots: integrating cutting-edge tech into your strategy
- Real-world applications of AR/VR in social media marketing

ROI and KPI Measurement
- Measure what matters: tracking the right metrics for success
- Tools and techniques for analyzing campaign performance
- From likes to conversions: how to measure the true value of social media
- Data-driven decisions: optimize your strategy based on analytics

WHO Should Attend

This course is ideal for corporate professionals seeking to enhance their social media marketing expertise and drive measurable results within their organizations, including but not limited to:

- Corporate Marketing Managers
- Social Media Strategists
- Brand Managers
- Digital Marketing Professionals
- Content Marketing Specialists
- Corporate Communications Managers
- Public Relations Executives
- Advertising Account Managers
- E-commerce Marketing Professionals
- Marketing Analysts
- Business Development Managers
- Community Engagement Officers
- Internal Communications Specialists
- Event Marketing Coordinators
- Customer Experience Managers
- Nonprofit Organization Marketing Directors
- Product Marketing Managers
- Brand Communications Specialists
- Corporate Executives interested in digital strategy

For all industries, including but not limited to:

- Aerospace
- Agriculture
- Banking & Finance
- Construction
- Education
- Electrical & Electronics
- Energy
- Entertainment
- Food
- Government Agencies
- Healthcare
- Hospitality
- Information Technology
- Logistics & Transportation
- Manufacturing
- Mining
- News Media
- Pharmaceutical
- Shipping
- Telecommunication

Empowering Skills, Elevating Careers

Skill Lyft (M) Sdn. Bhd. is a registered Training Provider under Human Resource Development Corporation (HRD Corp).
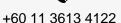

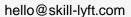For more information / enquiries, please contact:

Skill Lyft (M) Sdn. Bhd.
202201042066 (1487763-T)

Level 3, Wisma Suria, Jalan Teknokrat 6, Cyber 5,
63000 Cyberjaya, Selangor, MALAYSIA.

📞
+60 11 3613 4122

✉
hello@skill-lyft.com

🌐
www.skill-lyft.com

All information is correct at the time of publication. Published September 2024.

Skill·Lyft

Early Bird Registration 22 Sep – 31 Oct 2024	RM3,799
Regular Registration 1 Nov – 22 Nov 2024	RM4,199
Group Registration 22 Sep Jun – 22 Nov 2024	RM3,599

* The above fees are per delegate & inclusive of 8% SST.
* Group registration is only for 3 delegates and above.
* The maximum HRDC claimable amount is RM1,750/pax/day for Employer Specific Courses

HRDC Claimable Course (SBL-KHAS) Scheme
Employer-Specific Course, No. : 10001471380

2024 Workshop Series Registration Form
2-DAY COURSE

Advanced Social Media Marketing Strategies

2 – 3 December 2024
The Majestic Hotel Kuala Lumpur, Autograph Collection

[ ] **Please tick (√) the box if you are applying for HRD Corp grant.**

ORGANISATION INFORMATION

Name

Address

Postcode

Email

Phone

DELEGATE INFORMATION

Please tick (√) below box if you have more than 3 delegates.
[ ] Yes, please refer to the additional copy of this registration form.

Name
Designation
Department
Email
Mobile No.
Dietary Concerns: Vegetarian
Allergies

Name
Designation
Department
Email
Mobile No.
Dietary Concerns: Vegetarian
Allergies

Name
Designation
Department
Email
Mobile No.
Dietary Concerns: Vegetarian
Allergies

AUTHORISATION

Signatory must be authorised to sign on behalf of the organisation.

Name
Designation
Email
Phone
Signature

By signing, I hereby acknowledge that I have thoroughly read and fully understand the Terms & Conditions stated in this registration form.

INVOICE

Invoice should be directed to:

Name
Designation
Email
Phone

FASTEST WAY TO REGISTER

1 Complete the Workshop Series Registration Form

2 Kindly email it to us at registration@skill-lyft.com

PAYMENT METHOD

Online Banking / Bank Transfer

Hong Leong Islamic Bank Berhad
Bank Address : No. 5, Jalan P16, Presint 16,
62150 Putrajaya, Wilayah
Persekutuan Putrajaya
Account Name : Skill Lyft (M) Sdn. Bhd.
Account No. : 363-01-08956-6
Swift Code / BIC : HLIBMYKL

TERMS & CONDITIONS

1. REPLACEMENT: You may request for replacement at no additional cost, but you must notify Skill-Lyft at least 3 working days before the event.
2. CANCELLATION: All cancellations must be made in writing and emailed to Skill-Lyft.
3. Cancellations made more than 15 working days before the event are eligible for a full refund and will not incur any charges.
4. Cancellations made between 8 and 14 working days prior to the event will result in a 50% charge of the registration fee.
5. Cancellations made within 7 working days prior to the event will result in a 100% charge of the registration fee.
6. NO-SHOW: Delegates who do not attend the event will be held liable for the full registration fee.
7. Skill-Lyft reserves the right to cancel or reschedule the event. We will make every effort to promptly inform delegates of any changes.
8. In the event of Skill-Lyft deciding to cancel or reschedule the event, please note that Skill-Lyft will not be responsible for covering airfare, hotel, or other travel-related costs incurred by delegates.
9. HRDC GRANT: If the approved grant amount is less than the course fee, the amount difference will be invoiced to the company. The company is obligated to settle the outstanding amount as stipulated in the invoice.

For questions, registration assistance or group rates,
please contact us at **registration@skill-lyft.com** or **+60 11 3613 4122.**

Skill·Lyft
FOR OFFICE USE

Course Coordinator
Course Code : WS2420
Date Received

Workshop Series Registration Form   Version 1.7 Feb 2024