



## **My Happy Training Course for Training and Development**

Equip Your Employees with Today's Most In-demand Skills Your Business Needs to Reach Today's Modern Customers!



Unlock Your Digital Potential with My Happy Training Course:  
Elevate Your Skills in Digital Marketing and E-commerce, While  
Exploring the Wonders of Malaysia!

Welcome to [My Happy Training Course](#), a leading training and development agency specializing in **business and digital marketing** courses for corporate and company employees.

[Partnering with the world's leading digital skills provider](#), our **mission** is simple: to **help companies and businesses grow by empowering their employees via business and digital skills**. In today's fast-paced business environment, staying ahead of the competition is not just an option, but a necessity. That's where our **cutting-edge training courses** come into play.



We are thrilled to **announce the launch of our latest program** in the mesmerizing city of **Kuala Lumpur, Malaysia**. Known for its breathtaking beauty and rich cultural heritage, this vibrant city provides the perfect backdrop for our immersive training experience.

And to make it even more irresistible, we are offering an **exclusive 50% discount** on the original price!

At **My Happy Training Course**, we believe in providing a holistic learning experience that goes beyond the classroom. Our unique approach combines **professional training courses** with the opportunity to explore **Malaysia's breathtaking beauty** and immerse oneself in its rich culture.

As trainees embark on their **learning journey**, they will have the chance to participate in optional **day trips to famous destinations**, allowing them to witness firsthand the wonders of Malaysia. From the iconic **Petronas Twin Towers to the Genting Highlands**, each excursion promises to be a memorable adventure.



Our team of **experienced trainers** are industry experts who are passionate about sharing their knowledge and expertise. Through our comprehensive courses, **participants will gain invaluable insights and practical skills** that are essential in today's business and digital landscape.

By joining **My Happy Training Course**, not only will trainees **enhance their professional capabilities**, but they will also have the opportunity to broaden their horizons and **create lasting memories**. Don't miss out on this limited time **offer of a 50% discount** on our programs in Kuala Lumpur, Malaysia.

Experience the best of both worlds – **elevate your skills and immerse yourself in Malaysia's beauty** and culture with My Happy Training Course.

**Enroll Today and Unlock Your True Potential!**



# Digital Marketing and E-Commerce Training Course Program Outline

## Introduction

This course is designed to cover a comprehensive range of digital marketing topics to equip you with the skills needed to enhance online business growth. It delves into attracting new customers, engaging them through digital channels, and fostering loyalty.

The curriculum includes insights into the marketing funnel, search engine optimization (SEO), search engine marketing (SEM), and online advertising. You'll gain proficiency in moving customers through the funnel using digital tactics, including SEO fundamentals, paid search, and advertising.

The course also focuses on social media marketing, helping you understand platforms, design principles, and goal setting for social media ads.

Additionally, it emphasizes the importance of email marketing in driving interaction, purchases, and loyalty. You'll learn about email strategy, campaign execution, and data measurement using automation.

The course extends to marketing analytics practices, teaching how to analyse data from various sources and utilize tools like Google Analytics. It guides you in setting performance goals, optimizing campaigns, and presenting insights to stakeholders.

Lastly, the course explores e-commerce strategies and platforms -including building e-commerce stores like Shopify-, customer outreach, and enhancing customer loyalty.



You will leave this course with a full understanding of the fundamentals of digital marketing and e-commerce and how to help your organization attract new customers, engage customers through various digital channels, and drive transactions like purchases and customer loyalty.

## Course Details

- + Country: Malaysia
- + City: Kuala Lumpur
- + Location: Tribeca Bukit Bintang
- + Language: English
- + Certificate: Yes
- + Skills: All levels
- + Training Format: Classroom and Online Training Courses
- + Availability: Weekly Training Sessions
- + Duration: 5 days (3-4 hours/day)
- + Classroom Training Courses Fees: **USD 5,900**
- + Online Training Courses Fees: **USD 3,900**
- + **Special Launch Offer: 50% Discount**
- + WhatsApp: +13076831186 / +60102895944
- + Email: [support@myhappytrainingcourse.com](mailto:support@myhappytrainingcourse.com)
- + Website: <https://MyHappyTrainingCourse.com>
- + [Registration Request / Application Form](#)

## Extra Features and Benefits Included in the Program

- + Airport Transportation two ways
- + Trip to an Attractive Place near Kuala Lumpur
- + Tourism Information/Guidance on Malaysia's beauty, culture and famous destinations

## This program is designed for:

Marketing professionals at a beginner or intermediate level, account representatives, associates, territory managers, business owners, strategists, sales managers, business development professionals, sales executives and marketers who are involved in online marketing strategies and would like to gain a practical understanding of the latest techniques and tools available in digital marketing and e-commerce to attract new customers, enhance engagement and loyalty, and increase sales.

## Course Objectives

***By the end of this course, participants will be able to:***







- # Define the fields of digital marketing and e-commerce
- # Explain the concept of a marketing funnel and identify its four stages
- # Understand the elements and goals of a digital marketing and e-commerce strategy
- # Explain the purpose of SEO (search engine optimization) and essential SEO terms
- # Understand search engine marketing (SEM) and how it benefits businesses
- # Identify the five core pillars of social media marketing
- # Define the goals of a social media campaign
- # Write, design, and repurpose engaging content for social media
- # Understand how email marketing fits into a digital marketing strategy
- # Test, execute, and optimize an email marketing campaign
- # Measure and analyse email campaign results
- # Define media planning and strategies
- # Describe what defines a successful marketing campaign
- # Evaluate metrics against performance goals and make adjustments to a marketing budget or strategy
- # Understand essential e-commerce strategies and practices
- # Explain what e-commerce stores and platforms are and how they work
- # Create an engaging customer experience online using best practices
- # Identify common strategies for building customer loyalty in e-commerce



## **Course Content**







### ***Day One***

#### **Foundations of Digital Marketing and E-Commerce**

-  The customer journey and the marketing funnel
-  Stages of marketing funnel: awareness, consideration, conversion, and loyalty
-  Digital marketing and e-commerce strategy
-  Measuring performance success
-  Understanding and applying search engine optimization (SEO)
-  Search engine marketing (SEM) and display advertising






### ***Day Two***

#### **Interact with Customers Online: Social Media Marketing**

-  Common social media platforms used in digital marketing
-  Social media strategy, planning, and publishing
-  Listening and engagement on social media
-  Social media analytics and reporting
-  Paid social media (advertising)
-  Owned, earned, paid, and organic social media marketing

### ***Day Three***

#### **Think Outside the Inbox: Email Marketing**

-  Using PESTLE and SWOT frameworks to set SMART email marketing goals
-  Types of email marketing
-  Useful tools for email marketing
-  Collecting and analysing email campaign data
-  Running your own email marketing campaign

## **Day Four**

### **Assess for Success: Marketing Analytics and Measurement**

- ✚ Marketing campaigns and performance goals
- ✚ Media planning and common tools used in marketing analytics
- ✚ Using metrics from Google Analytics and Google Ads
- ✚ Measuring the success of marketing campaigns
- ✚ ROI, ROAS, and A/B test
- ✚ Sharing metrics and insights with stakeholders

## **Day Five**

### **Make the Sale: Build, Launch, and Manage E-commerce Stores**

- ✚ Market and product research, competitive analysis, target audience identification, and brand strategy
- ✚ Online stores and e-commerce platforms
- ✚ Ads and campaigns in e-commerce
- ✚ Engaging customers with an online store
- ✚ Loyalty and customer satisfaction in e-commerce
- ✚ Analysing trends for an online store to improve conversions and increase sales







### **My Happy Training Course** for Training and Development

The Mission of **My Happy Training Course** is to help companies and businesses grow by empowering their employees via business and digital skills. Equip your employees with today's most in-demand skills your business needs to reach today's modern customers.



**My Happy Training Course** is a business/trade name that operates under the legal business entity name of **My Happy Life Project LLC** -a limited liability company incorporated in Wyoming USA in 2021.

**My Happy Life Project L.L.C.**  
1309 COFFEEN AVENUE STE 1200  
SHERIDAN, WY 82801, USA



Other business/trade names that operate under **My Happy Life Project LLC** include:

**My Happy Review** for Online Reviews and Reputation Management

And



### **My Happy Marketing** – Digital Marketing Agency

The mission of **My Happy Marketing** is to make business easier and life happier for local business owners and their customers. We do it by offering easy to use, reliable and affordable digital marketing services.