

# DIGITAL MARKETING FUNDAMENTAL

**Onsite** — 2 days

The raise of the technological era helps consumers to more easily find products and services needed online, ranging from search engines, websites, to social media. Companies must be able to stay relevant to these developments, and be able to create the right digital marketing strategy to reach potential customers online.

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## Learning Objectives

The development of the technological era helps consumers more easily find the products and services needed. The program is designed so that participants can:

- Understand the concept of digital marketing and its implementation within the company
- Understand the customer journey and how to reach new customers in the digital world
- Understand how to design digital marketing strategies online, ranging from search engines, websites, to social media. Companies must stay relevant to these developments, and be able to create the right digital marketing strategy to reach potential customers online.

## Learning Scope

### Day 1

- Introduction to Digital Marketing Strategy
- Understanding Customer Persona in Digital Media Environment
- Digital Paid Advertising Strategy
- Digital Free Advertising Strategy

### Day 2

- Omnichannel Customer Journey
- Understanding & Implementing Online Sales Funnel
- Digital Marketing Campaign - Workshop
- Digital Marketing Campaign - Workshop & Wrap Up

## Learning Methods

- Short lecturing
- Concept application
- Workshop
- Group discussions

## Participants

Managers / professionals who work in the marketing and sales division. Professionals and individuals associated with the functions of the marketing division. Entrepreneurs who want to explore digital marketing knowledge.

## Consultant



MICHAEL WEHANDY

Michael Wehandy's expertise is in the subject of social media, digital marketing, and business development. Michael Wehandy has 12+ years of career and business experience in various companies from retail, FMCG, and luxury goods industries.

*\*Subject to availability*

**Tuesday - Wednesday**

08:30 - 16:00 WIB

18 - 19 November 2025

Investment

**IDR 6.800.000,-**

*Subject to 11% VAT.*

### Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)

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