



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Advanced Digital Marketing Online Program

Make the Most Out of Your Digital Marketing Channels

Program runs August 2021, December 2021, March 2022



Advanced Digital Marketing Online Program

Make the Most Out of Your Digital Marketing Channels

OVERVIEW

A lot of businesses already have presence online through their websites and social media; however, not all of them make the most out of their digital marketing channels. Are their websites optimized for search engines and user experience? Are they on the right social media platforms? Are they managing their online reputation correctly? Are they able to establish credibility in their industry through their digital marketing strategy?

In this course, you will be able to answer those questions for your business and more. You will learn how to make better use of your current digital channels and understand the analytics behind them. You will understand what makes a great Facebook ad and how to effectively use LinkedIn for B2B marketing. You will learn how best to communicate with your target audience as they go through their customer journeys using your business as your case study so you can easily apply what you've learned after the course.

PROGRAM OBJECTIVES

At the end of the course, participants will be able to:

- Understand how to effectively utilize their different marketing channels in the customer journey
- Set SMART Goals and KPIs for their different digital marketing channels
- Evaluate digital marketing KPIs and understand digital marketing analytics
- Understand online reputation management
- Understand how digital marketing and customer service should work together to improve the overall customer experience
- Improve your current digital marketing plan for your business

WHAT YOU WILL LEARN

- Digital marketing SMART Goals and KPIs
- Website design principles
- Make the most out of your online channels (search, content, email, social media, mobile) in the customer journey
- Online reputation management
- Recruitment marketing
- Digital marketing and customer service

KEY BENEFITS

- Be even more competitive in the digital world
- Understand how to set the right SMART Goals and KPIs for your digital marketing channels on different points of the customer journey
- Understand good website design
- Understand digital marketing analytics and how to use them to improve your campaign performance
- Optimize existing digital marketing channels

WHO SHOULD ATTEND

This program is a must for businesses who want to improve their current digital marketing strategy, including those from SMEs and corporate, whether in B2C or B2B companies.

PROGRAM SCHEDULE (6 HALF-DAYS)

BATCH 1: August 16 to 27, 2021

August 16, 18, 20, 23, 25, 27, 2021

1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 2: December 1 to 13, 2021

December 1, 3, 6, 8, 10, 13, 2021

1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 3: March 7 to 18, 2022

March 7, 9, 11, 14, 16, 18, 2022

1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 30,000.00 or USD 600.00*

*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

YOUR PROGRAM FACULTY



Stephanie B. Guerrero

Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
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Learning Content

This shows the course coverage of the Advanced Digital Marketing Online Program and it aims to simulate how the course will run in 6 days.

Day 1

Customer Journey

Target Audience

SMART Goals and
KPIs setting

Website Design

Day 2

Content Marketing

Search Marketing

Day 3

Social Media
Marketing (B2C
Marketing and B2B
Marketing)



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Day 4

Email Marketing

Mobile Marketing

Day 5

Online Reputation
Management

Recruitment
Marketing

Day 6

Digital Marketing and
Customer Service

Class Presentation

Your Program Faculty



Stephanie B. Guerrero
Adjunct Faculty
Asian Institute of Management

Stephanie Balois Guerrero has over 15 years' experience in marketing and sales. She has experience in digital marketing, brand development, brand building, customer marketing and operations, not only in the Philippines but in South East Asia and the US as well. She has worked in established organizations such as Unilever, Citibank, AXA and Warner Bros, and in start-up environments such as Uber. Her exposure to different industries, such as food and beverage, fast moving consumer goods, financial services, banking, entertainment, and tech, make her a great resource for different types of businesses. Prior to teaching, she was Marketing Director for Tim Hortons Philippines. She is passionate about the consumer and is an advocate of digital marketing.

Stephanie has a degree in Industrial Engineering from the University of the Philippines and an MBA from Harvard Business School.



Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management



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*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn one (1) unit which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn one (1) unit which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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