



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Transitioning to Digital & How to Get Started

Making Your Business Just a Few Clicks Away

Five half-days starting September 21, 2020



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OVERVIEW

Majority of sales transactions today are done through social media, online stores, or online communities, and no longer happen at the physical store. Many businesses want to go online and increase their online presence but do not know where to start.

Transitioning to Digital & How to Get Started is a highly interactive program that will teach participants how to bring their brand and business into the digital world and navigate through different online channels. They will learn the basics of digital marketing, such as the consumer journey, available digital assets, and digital marketing strategies, to jumpstart their digital marketing journey. They will also understand practical knowledge in creating a brand presence on Facebook, Instagram, LinkedIn, YouTube, Viber, website, and other online platforms. The businesses of participants will also be used as examples to give the class a more meaningful experience.

PROGRAM OBJECTIVES

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

- Understand the importance of digital marketing in their customer's journey
- Exhibit good knowledge of different digital marketing strategies
- Learn practical tips and techniques on how to get started transitioning their business online
- Assess what is working and not working in their current digital strategies
- Develop a digital marketing plan for their business

WHAT YOU WILL LEARN

- The Customer Journey in the Digital Age
- Importance of Social Media Networks
- Digital Marketing Strategies for your Business (Search Marketing, Email Marketing, Social Media Marketing, Content Marketing)
- New Digital Marketing Channels
- Tips on Creating an Effective Content
- Engaging Customers through Social Media
- Transitioning the Business to Digital

KEY BENEFITS

- Be competitive in the digital world
- Understand the customer journey and the importance of digital touchpoints
- Understand how customers consume information in different digital channels
- Identify which digital marketing strategies are best for your business
- Optimize existing digital channels
- Develop a tailor-fit digital marketing plan for your business

WHO SHOULD ATTEND

This program is specially designed for small to medium business owners, CEOs of small to medium enterprises, and marketing and sales professionals who would like to maximize the growth of their business online.

PROGRAM SCHEDULE

September 21, 23, 25, 28, 30, 2020
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 25,000.00 or USD 500.00
*USD 1 = PHP 50.00

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:

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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 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 an excellent 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.

