



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Integrated Digital Marketing

Make the Most Out of Your Digital Marketing Channels

Six half-days starting June 2022



Integrated 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 digital marketing channels in the customer journey
- Understand the qualities of a great online user experience
- Set SMART Goals and KPIs for their different digital marketing channels
- Understand customer journey analytics and how to apply it to their business plans
- Understand the importance of communities and the latest trends on social
- Understand online reputation management and recruitment marketing
- Understand influencer marketing
- 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
- Influencer marketing

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 fundamental 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. Those who are interested in digital marketing but are not as experienced are also welcome to join.

PROGRAM SCHEDULE

Batch 1:

June 13, 15, 17, 20, 22, 24, 2022

1:30-5PM (PM) MWF GMT+08) on all dates

Batch 2:

October 10, 12, 14, 17, 19, 21, 2022

1:30-5PM (PM) MWF (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 30,000 or USD 600

*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:

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
SEELL@aim.edu | +632 8892 4011 | www.aim.edu

Learning Content

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





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Your Program Faculty



Stephanie B. Guerrero
Adjunct Faculty
Asian Institute of Management

Stephanie Balois Guerrero has over 18 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 and Tim Hortons Philippines. 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. She is currently the Chief Operating Officer of Evident Integrated Marketing and PR, with a passion for purpose marketing and esports.

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



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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 1 unit which can be credited to the following:

- Post-Graduate Certificate in Sales and Marketing Management

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

Participants will also earn one 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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