

## **The Guerrilla Marketing: Enhancing Digital Marketing Strategy**

- Are you interested in discovering creative marketing solutions to stay competitive in today's fast-changing market?
- Do you want to transform your business by leveraging smart, cost-effective digital strategies?
- Would you like to learn guerrilla marketing techniques that deliver big impact without big budgets?

### **Introduction**

The pace of digital transformation has reshaped the way businesses reach and engage with customers. Traditional approaches are no longer enough; organisations need creative, flexible, and cost-effective strategies to capture attention in crowded marketplaces. Guerrilla marketing offers exactly that—innovative, unconventional methods that use creativity and precision to make a lasting impact. This program equips participants with practical tools and strategies to enhance their digital marketing efforts, from low-cost campaigns that create buzz to targeted initiatives that connect with specific audiences. By mastering guerrilla marketing, you will learn how to stretch limited resources, engage customers in meaningful ways, and achieve measurable results that strengthen both visibility and profitability.

### **Program Objectives**

This program aims to:

- Expose participants with guerrilla marketing tools
- Apply marketing strategies that help an organisation grow

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Leverage on IR4.0 as the marketing tool
- Master social media marketing
- Revise web marketing.

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

### **Who Should Attend**

Marketing personnel, business developer, social media specialist, IT officers, Senior Management, and anyone who would like to venture into a new paradigm of marketing

## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>The Most Power Guerrilla Marketing Tool</b></p> <p>In this module, participants would have the marketing principle at a Glance. This module looks into the issue of investment, intentionality, commitment, partnerships, assortment, measurement, action, and psychology. Then, the participants would look into guerrilla fieldwork.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>The Biggest Internet Marketing Mistakes – How to Avoid Them.</b></p> <p>The participants would learn the 12 biggest internet marketing mistakes in this module when everyone ventures into internet business. At the same time, the participant would learn how to avoid them or rectify them.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Website? Is it still a Need?</b></p> <p>In this module, the participant would learn how to have a high impact on a low-cost website. First, the participants would learn the mapping and how to determine if they need a website. Then, the participant would learn the site design strategy, the type of website, the domain name, hosting, usability, outsourcing, and budget.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Direct Response Marketing: Turning Visitors to Customers</b></p> <p>One of the most important elements post-pandemic is to engage with the existing customer. Therefore, the participants would learn how to engage the current customers in the online platform, including direct response communication. In addition, the participants would learn the sale page outline, the squeeze page and the analytic.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p><b>Engaging and Communication are the Customers Service Key</b></p> <p>In this module, the participants would learn how to close communication and engagement with the customers. In addition, the participants would be relearning the skills including email marketing. Really simple syndication (RSS) feed, posting,</p>

	broadcasting, chatbot.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Win the Competitors: Driving Visitors to Your Website</b></p> <p>In this module, the participants would learn search engine traffic, search engine optimisation, site enhancement, affiliation program, partnership, and back-end link.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Automation and Multimedia</b></p> <p>In this module, the participant would be exposed to the latest payment process, the sequential autoresponders, offline automation for easy follow-up, tracking and measuring, application of audio and video, the conduction of pre-set web-based seminars and conferences. Lastly, the participants would learn guerrilla internet weapons.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Designing Sustainable Strategy</b></p> <p>In this module, the participants would put all the online marketing strategies together to ensure the organisation continues to grow.</p>