

SYLLABUS

PUBLIC TRAINING

360 Marketing

Prepared by :

INTADEMY

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www.intademy.com

About The Event



Public Training 360 Marketing adalah program pelatihan yang terbuka untuk umum dengan tujuan untuk meningkatkan keterampilan dan pengetahuan dalam bidang pemasaran digital.

Adapun tujuan dan manfaat dari mengikuti public training ini, yaitu:

- Peserta akan memahami bagaimana cara marketing berkembang dari waktu ke waktu dan belajar strategi terbaru yang relevan di era digital.
- Pelatihan ini membantu peserta untuk membuat konten menarik, mengelola akun, hingga menjalankan iklan yang efektif di Instagram dan TikTok.
- Peserta akan diajarkan keterampilan seperti membuat konten, menulis caption menarik, mengedit video, hingga menggunakan data untuk membuat keputusan yang lebih baik.

Why INTADEMY?



Expert Trainer



Experience in
ERP More Than
20 Years



Complete
Material and
Syllabus



Hands On to
Training Apps



Assessment Test
and Evaluation



Interactive
Learning Method



Training Material



Hands on Apps



E-Certificate



Coffee & Snack



INTADEMY
Journey to Learning Excellence

Our Client



Pancaran
Maritim Transportindo



UNIVERSITAS
KRISTEN
MARANATHA



POLITEKNIK APP
JAKARTA



INTI DATA UTAMA



an Indocyber company



LELCO
SALES & MARKETING



Your Digital Transformation Partner



Sazanka Henig



Training Topic

MARKETING EVOLUTION

Marketing 1.0, 2.0, 3.0, 4.0, 5.0, 6.0

Topic : Marketing Evolution

Module 1 Fundamentals of Marketing

This introductory module covers the core concepts and principles of marketing

- Introduction to marketing and its importance
- The marketing mix (4Ps: Product, Price, Place, Promotion)
- Market research techniques
- Branding and positioning strategies

Learning Outcomes:

- Understand the role of marketing in business
- Analyze market environments using SWOT and PESTEL frameworks
- Develop customer-driven marketing strategies

Module 2 Marketing 1.0 – Product-Centric Marketing

This module focuses on the first phase of marketing evolution, emphasizing product features

- Characteristics of product-centric marketing
- Importance of product quality and features
- One-way communication strategies

Learning Outcomes:

- Recognize the limitations of a purely product-focused approach
- Analyze case studies of successful product-centric campaigns

Topic : Marketing Evolution

Module 3 Marketing 2.0 – Customer-Centric Marketing

This module shifts focus to understanding customer needs and preferences

- Customer relationship management (CRM)
- Interactive marketing strategies
- Importance of feedback and market segmentation

Learning Outcomes:

- Develop skills in gathering and analyzing customer feedback
- Create customer-oriented marketing strategies

Module 4 Marketing 3.0 – Value-Driven Marketing

In this module, students learn about integrating values into marketing practices

- The role of social responsibility in marketing
- Building brand loyalty through shared values
- Emotional branding techniques

Learning Outcomes:

- Assess the impact of corporate social responsibility on consumer behavior
- Design campaigns that resonate with consumer values

Topic : Marketing Evolution

Module 5 Marketing 4.0 – Digital Marketing

This module explores the integration of digital technologies in marketing strategies

- Identifying Campaign Objectives
- Digital channels and their impact on consumer behavior
- Content marketing and social media strategies
- Data analytics for market insights

Learning Outcomes:

- Implement effective digital marketing campaigns
- Measuring campaign success

Module 6 Marketing 5.0 – Technology-Enabled Marketing

Focusing on advanced technologies, this module covers AI and data-driven decision-making

- Use of artificial intelligence in personalization and automation
- Predictive analytics for market trends
- Ethical considerations in technology use

Learning Outcomes:

- Apply AI tools to enhance customer experiences
- Evaluate the ethical implications of technology in marketing

Topic : Marketing Evolution

Module 7 | Marketing 6.0 – Immersive Marketing

This module addresses the latest trends in creating immersive customer experiences

- Multisensory experiences in marketing
- Interactive and participatory marketing techniques
- Storytelling as a tool for engagement

Learning Outcomes:

- Design immersive marketing campaigns that foster deep connections with consumers
- Analyze case studies of successful immersive marketing strategies

Training Topic

INSTAGRAM

This Instagram Masterclass module is designed to equip participants with the skills and knowledge necessary to effectively use Instagram as a powerful marketing tool. The curriculum will cover various aspects of Instagram marketing, from understanding the platform's market dynamics to creating engaging content and building a loyal audience.

Topic : Instagram

Module 1 The Instagram Market

- Overview of Instagram as a marketing platform
- Demographics and user behavior on Instagram
- Trends in Instagram marketing
- Competitor analysis and market positioning

Activities:

- Discussions on successful brands on Instagram
- Case studies of effective Instagram marketing campaigns

Module 2 Post Creation

- Types of posts (images, carousels, videos)
- Visual storytelling principles
- Tools for creating high-quality visuals (Canva, Adobe)
- Importance of aesthetics and branding consistency

Activities:

- Hands-on workshop for creating visually appealing posts
- Peer reviews of created posts for constructive feedback

Topic : Instagram

Module 3 Objectives & Feed Management

- Strategies for curating a cohesive feed
- Planning tools for scheduling posts
- Balancing promotional and organic content
- Analyzing feed performance metrics

Activities:

- Create a mock content calendar for a month
- Analyze the feeds of successful brands for inspiration

Module 4 Maximizing Instagram Stories

- Features and functionalities of Instagram Stories
- Best practices for creating engaging Stories (polls, quizzes, stickers)
- Utilizing highlights effectively to showcase key content
- Story analytics and performance tracking

Activities:

- Create a series of engaging Stories using different features
- Present Stories to the group for feedback on engagement strategies

Topic : Instagram

Module 5 Reels Creation and How to Get Views

- Understanding the Reels format and its importance in reach
- Tips for creating entertaining and informative Reels
- Strategies for increasing visibility (hashtags, trends)
- Collaborating with influencers to boost reach

Activities:

- Hands-on session for filming and editing Reels
- Group brainstorming on trending topics for Reels creation

Module 6 Captions and Good Copywriting

- Crafting compelling captions that drive engagement
- The role of storytelling in captions
- Call-to-action techniques that convert viewers into followers or customers
- A/B testing captions for effectiveness

Activities:

- Caption writing workshop with peer feedback
- Analyzing successful captions from various brands

Topic : Instagram

Module 7 Just Posting is Not Creating Content

- Understanding the difference between posting and creating valuable content
- Elements of good content (relevance, quality, engagement)
- Content strategies that resonate with audiences

Activities:

- Group discussion on common pitfalls in content creation
- Case studies highlighting successful content strategies

Module 8 Creating Engagement, Knowing Your Market, and Building an Audience

- Techniques for fostering community engagement (comments, DMs)
- Identifying target audiences through market research
- Building a loyal following through consistent interaction

Activities:

- Develop an engagement strategy tailored to participants' brands
- Role-playing exercises to practice community management skills

Training Topic

TIKTOK

This TikTok Marketing module will be structured to provide a comprehensive understanding of how to effectively use TikTok as a marketing tool. The curriculum will cover everything from the platform's unique features to content creation and audience engagement strategies.

Topic : TikTok

Module 1 Introduction to TikTok Marketing

- Overview of TikTok as a marketing platform
- Understanding TikTok's user demographics and psychographics
- The significance of TikTok in the current digital landscape

Activities:

- Group discussion on TikTok's impact on social media marketing
- Case studies of successful brands on TikTok

Module 2 Understanding TikTok Algorithms and Features

- How TikTok's algorithm works and its impact on content visibility
- Key features of TikTok (Duets, Stitch, Effects)
- Setting up and optimizing a TikTok account for business use

Activities:

- Hands-on demonstration of account setup and feature exploration
- Analysis of algorithm-driven content success stories

Topic : TikTok

Module 3 Navigating the TikTok Marketing Funnel

- Mapping the customer journey on TikTok
- Strategies for each stage of the marketing funnel: Awareness, Consideration, Conversion, and Loyalty
- Utilizing analytics to measure success at each stage

Activities:

- Workshop on developing a marketing funnel specific to TikTok
- Group project to create a funnel strategy for a chosen brand

Module 4 Content Creation Strategies for TikTok

- Best practices for creating engaging and shareable content
- Understanding viral trends and how to leverage them
- Developing a structured content calendar tailored for TikTok

Activities:

- Content brainstorming session focused on trending topics
- Creation of a month-long content calendar for a hypothetical brand

Topic : TikTok

Module 5 Scripting and Storyboarding for TikTok Videos

- Techniques for writing compelling scripts that engage viewers
- Storyboarding methods to plan video flow effectively
- The importance of hooks in capturing attention quickly

Activities:

- Workshop on scripting and storyboarding with peer feedback
- Role-playing exercises to practice storytelling techniques

Module 6 Video Production Techniques

- Tips for shooting high-quality videos using mobile devices
- Utilizing in-app tools for production (filters, effects)
- Best practices for lighting, sound, and framing in videos

Activities:

- Hands-on video shooting session using mobile devices
- Group critique of video shoots focusing on production quality

Topic : TikTok

Module 7 Editing and Post-Production Skills

- Basics of video editing within TikTok and using external tools like CapCut
- Enhancing videos with audio, effects, and transitions
- Preparing videos for optimal engagement and reach

Activities:

- Editing workshop where participants refine their recorded videos
- Peer review sessions to provide constructive feedback on edits

Module 8 Advertising on TikTok and Measuring Success

- Overview of advertising options available on TikTok (In-Feed Ads, Top View Ads)
- Best practices for creating effective ad campaigns
- Analyzing campaign performance using TikTok Analytics

Activities:

- Case study analysis of successful TikTok ad campaigns
- Group project to design an ad campaign from concept to execution

Training Topic

CUSTOMER JOURNEY

The customer journey is crucial in marketing education, as it helps marketers understand the entire lifecycle of a potential buyer interacting with their brand.

Topic : Customer Journey

Module 1 Introduction to Customer Journeys

- Definition: What is a customer journey?
- Importance: Why mapping the customer journey matters in marketing
- Historical Context: Evolution of thinking around customer journeys

Activities:

- Group Discussion: Exploring real-world examples of companies that excel in customer journey mapping
- Case Study Review: Analyzing historical cases where poor customer journey mapping led to negative consequences

Module 2 Understanding Customer Behavior

- Consumer Psychology: Factors influencing buying decisions
- Behavioral Segmentation: Classifying customers based on behaviors
- Personas Development: Creating fictional personas representing ideal customers

Activities:

- Workshop Activity: Participants develop initial personas based on industry-specific characteristics
- Peer Feedback Sessions: Sharing and refining developed personas

Topic : Customer Journey

Module 3 Mapping the Customer Journey

Journey Stages Identification:

- Awareness Stage
- Interest Stage
- Desire Stage
- Action Stage
- Retention/Advocacy Stage

Tools for Mapping:

- Mind Maps
- Flowcharts
- Service Blueprints

Activities:

Hands-On Exercise:

- Using mind maps or flowcharts to map out basic stages of a typical B2B/SaaS company's customer journey

Real-Life Example Walkthroughs:

- Detailed walkthroughs of actual companies' mapped-out journeys (e.g., Apple Watch purchase)

Module 4 Touchpoints Identification & Optimization

- Understanding Touchpoints
- Mapping Touchpoints
- Impact on Customer Perception
- Optimization Strategies
- Analytics Integration

Activities:

- Hands-On Exercise: Identifying Touchpoints
- Touchpoint Optimization Workshop
- Case Study Analysis
- Peer Feedback Session

Topic : Customer Journey

Module 5

Creating Personalized Experiences Throughout the Customer Journey

- **Personalization Techniques:** Tailoring experiences at each stage of the customer journey (Awareness, Consideration, Purchase, Retention, Advocacy).
- **Leveraging Data:** Using customer data and insights to create personalized marketing messages and offers.
- **Case Studies:** Examples of brands that successfully implement personalization (e.g., Amazon, Netflix)

Activities:

- **Workshop:** Participants will develop personalized messaging plans tailored to specific lifecycle phases for a chosen brand.
- **Group Discussion:** Analyze how personalization impacts customer loyalty and satisfaction.

Topic : Customer Journey

Module 6 Measurement and Analytics in Customer Journey Mapping

- **Key Performance Indicators (KPIs):** Identifying metrics to measure success at each stage of the customer journey.
- **Customer Journey Analytics Tools:** Overview of tools like Google Analytics, HubSpot, and customer feedback platforms.
- **Data Interpretation:** How to analyze data to refine customer journey strategies.

Activities:

- **Hands-On Exercise:** Participants will use sample data to create a report analyzing customer journey performance.
- **Peer Review:** Sharing insights and findings from the data analysis with classmates for feedback.

Module 7 Enhancing Customer Experience Across Channels

- **Omni-channel Marketing:** Understanding how customers interact across multiple channels (online and offline).
- **Consistency in Messaging:** Ensuring a seamless experience across all touchpoints.
- **Customer Feedback Loops:** Implementing systems to gather and act on customer feedback.

Activities:

- **Case Study Analysis:** Review successful omni-channel strategies from brands like Starbucks or Nike.
- **Group Project:** Design an omni-channel strategy for a hypothetical product launch.

Topic : Customer Journey

Module 8 | Future Trends in Customer Journey Mapping

- **Emerging Technologies:** The role of AI, chatbots, and machine learning in enhancing customer journeys.
- **Sustainability and Ethics:** How brands can create ethical journeys that respect consumer privacy.
- **Adapting to Change:** Preparing for shifts in consumer behavior and preferences post-pandemic.

Activities:

- **Future Scenarios Workshop:** Participants will brainstorm potential future trends in customer journeys based on current data.
- **Final Discussion:** Reflect on how brands can stay agile and responsive to evolving customer needs.

Training Agenda



INTADEMY
Journey to Learning Excellence

Agenda : Day 1

DATE

February 10, 2025
09.00 - 17.00

TOPIC

Marketing Evolution

DETAILS

- Fundamentals of Marketing
- Marketing 1.0 – Product-Centric Marketing
- Marketing 2.0 – Customer-Centric Marketing
- Marketing 3.0 – Value-Driven Marketing
- Marketing 4.0 – Digital Marketing
- Marketing 5.0 – Technology-Enabled Marketing
- Marketing 6.0 – Immersive Marketing

METHOD

- Interactive training
- Hands-on
- Discussion
- Case study



INTADEMY
Journey to Learning Excellence

Agenda : Day 2

DATE

February 11, 2025

09.00 - 17.00

TOPIC

Instagram

DETAILS

- The Instagram Market
- Post Creation
- Objectives & Feed Management
- Maximizing Instagram Stories
- Reels Creation and How to Get Views
- Captions and Good Copywriting
- Just Posting is Not Creating Content
- Creating Engagement, Knowing Your Market, and Building an Audience

METHOD

- Interactive training
- Hands-on
- Discussion
- Case study



INTADEMY
Journey to Learning Excellence

Agenda : Day 3

DATE

February 12, 2025

09.00 - 17.00

TOPIC

Tik Tok

DETAILS

- Introduction to Tik Tok Marketing
- Understanding Tik Tok Algorithms and Features
- Navigating the TikTok Marketing Funnel
- Content Creation Strategies for TikTok
- Scripting and Storyboarding for TikTok Videos
- Video Production Techniques
- Editing and Post-Production Skills
- Advertising on TikTok and Measuring Success

METHOD

- Interactive training
- Hands-on
- Discussion
- Case study



INTADEMY
Journey to Learning Excellence

Agenda : Day 4

DATE

February 13, 2025
09.00 - 17.00

TOPIC

Customer Journey

DETAILS

- Introduction to Customer Journeys
- Understanding Customer Behavior
- Mapping the Customer Journey
- Touchpoints Identification & Optimization

METHOD

- Interactive training
- Hands-on
- Discussion
- Case study



INTADEMY
Journey to Learning Excellence

Agenda : Day 5

DATE

February 14, 2025

09.00 - 17.00

TOPIC

Customer Journey

DETAILS

- Creating Personalized Experiences Throughout the Customer Journey
- Measurement and Analytics in Customer Journey Mapping
- Enhancing Customer Experience Across Channels
- Future Trends in Customer Journey Mapping

METHOD

- Interactive training
- Hands-on
- Discussion
- Case study

Trainer Profile



CEO at PT Seiso Esa Indosolusi
Director at Orange Fin Indonesia
Shareholder at Sancha Group
Partner at PT Inti Data Utama
Partner at PT Inti Talenta Teknologi
Partner at PT Indocyber Global Teknologi
Stakeholder at Mille Alam Sutera
2018-2020 Founder of King Basketball 3X3
2018-2020 Founder of Voiture Automobile
2021-2022 Regional Manager at Merakyat Indonesia
2021-2022 Head of Sales at Bion ERP
2022-2023 Managing Sales Partner at Rapid E-Suite Indonesia
2023 Sales Partner at PT Optima Data Internasional

Giovanni Vivaldi

Trainer

INTADEMY

Training Philosophy

Business Process Understanding

Kami menyadari bahwa teknologi mengikuti proses. Untuk membekali peserta dengan pengetahuan dan keterampilan yang dibutuhkan untuk mengembangkan dan menjalankan strategi Digital Marketing yang efektif. Melalui pelatihan ini, peserta akan memahami bagaimana teknologi dapat mendukung berbagai proses bisnis yang terkait dengan Digital Marketing, sehingga dapat meningkatkan efisiensi dan efektivitas kampanye.

Praktisi kami akan membantu peserta untuk memahami business process dari tiap materi yang diajarkan pada saat training.



Practice Makes Perfect

Kami melengkapi pengetahuan dan pemahaman peserta terkait Digital Marketing dengan memadukan antara teori dengan praktik langsung.

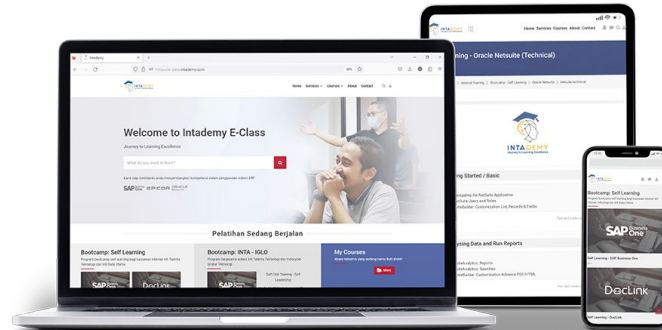
Kami percaya dengan mencoba langsung menerapkan materi yang dipelajari kedalam tools Digital Marketing akan membantu peserta untuk memahami lebih dalam materi yang sudah dipelajari

Kami telah merancang program pelatihan kami agar praktis dan siap diterapkan di perusahaan Anda.

Pelatihan kami juga dilengkapi dengan pembahasan case study dan latihan soal berdasarkan pengetahuan dan pengalaman konsultan kami ketika membantu klien sehingga lebih relate untuk di-share kepada peserta



E-Class Intademy (Learning Management System)



Multimedia
Content



Monitoring of
Learning Progress



E-Attendance



Responsive



E-Certificate



Learn Anywhere

Training Investment

**360 Marketing
(On-Site / Offline)**

Rp 6,000,000 / orang
(belum termasuk PPN)



THANK YOU



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