



### Yathavan Nadarajan

BSC (Hons) in Software Engineering

Yathavan Nadarajan is a social media strategist & founder of DmmtechSolutions, a Digital Marketing agency. He holds a BSC (Hons) degree in Software Engineering and has 10 years' experience in Social Media Marketing. His qualifications includes BSc (Hons) Computer Science, (Major in Information Engineering), HRDF Certified trainer, DMI (Digital Marketing Institute (UK) approved trainer), Google AdWords Certification, AdWords Mobile Certification, HubSpot Inbound Certified.

As an HRDF certified trainer, Yathav specialized in providing Digital Marketing Training. He is a seasoned Social Media practitioner and trainer, helping brands to develop their digital marketing strategies and campaigns. He has conducted numerous social media marketing training programmes throughout the country as well as several social media marketing workshops for both SMEs/SMIs. He is a popular invited guest speaker to various audiences and organizations, sharing his passion for Digital Marketing.

He has 10 years in Social Media Marketing, 12 years as in Multimedia Training (including 1 year in e-learning). Industry experience includes insurance, export, restaurant, event management, and MLM Companies. He has excellent command in English, Bahasa Malaysia and Tamil.

Companies that have benefitted from his trainings are Malaysian Export Academy, WIM College, MSS Flooring Sdn Bhd, Innovative Chocolate Sdn Bhd, Nexus TAC, NAWEM, Channel Leadership Academy, Great Eastern Life.

Professional Affiliation:  
Business Networking International (BNI)



**1 & 2 November 2018, Thu & Fri**

**9am-5pm**

**Qliq Damansara Hotel**

Empire Damansara  
No. 2, Jalan PJU 8/8A  
Damansara Perdana  
47820 Petaling Jaya,

**Normal Fee: RM1,300 per participant**  
**Early Bird: RM1,150 (before 10.9.18)**  
**WBN/Alumni: RM1,050**  
**Group (min 3 pax): RM1,150 per participant**

**HRDF CLAIMABLE**

### INTRODUCTION

Social media marketing is very important in creating brand awareness and generating more business leads. Learn to leverage on Social Media channels to expand your brand and generate more high quality leads.

### BENEFITS

- Create wider brand exposure
- Connect with your customer on daily basis
- Expand your business globally
- Generate high quality referrals and leads
- Build new local/international business collaborations
- Effectively measure your marketing efforts and ROI

### AUDIENCE

This program is a must buy-in for managers, executives, sales and marketing team who want to generate more brand exposure and leads.

### METHODOLOGY

Participative and practical - Emphasizing learning through experience, both from structured activities: Hands-on, video screening, case studies, and exploratory discussions.

**Oganised by**



**WOMEN'S INSTITUTE OF MANAGEMENT**

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Website: [www.wimnet.org.my](http://www.wimnet.org.my)

## DAY 1

### MODULE 1 - INTRODUCTION TO SOCIAL MEDIA MARKETING AND PRINCIPLES OF SOCIAL MEDIA

- Different Social Media Marketing channels
- Digital Marketing Sales Funnel
- Google Trends
- Keyword Research & Analysis
- Keyword Tools
- Social Media Marketing Process

### MODULE 2 - FACEBOOK MARKETING

- Facebook profile, groups, events & page
- Facebook advertisements

### MODULE 3 - INSTAGRAM MARKETING

- Introduction to Instagram
- How to use Instagram for business
- Insta stories & IGTV
- Instagram analysis & report

### MODULE 4 - TWITTER MARKETING

- Setting up a Twitter account
- Using Twitter for business
- Twitter apps

## DAY 2

### MODULE 5 - LINKEDIN MARKETING

- Introduction to LinkedIn
- How to create an effective LinkedIn profile
- LinkedIn groups & company page
- LinkedIn showcase page
- B2B targeting & LinkedIn advertisement

### MODULE 6 - PINTEREST MARKETING

- How to use Pinterest for business
- Pinterest features

### MODULE 7 - YOUTUBE MARKETING

- The Power of Video Marketing
- How brands use YouTube for business
- YouTube features

### SOCIAL MEDIA MARKETING REGISTRATION FORM (1 & 2 November 2018)

Name 1: ..... Designation: .....

Name 2: ..... Designation: .....

Name 3: ..... Designation: .....

Company Name: .....

Contact Person: ..... Designation: .....

Contact No: ..... Email: .....

Address: .....

HRDF Contributor/Employer : Yes / No

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Early Bird:  
RM1,150 per pax  
(Before 10.9.18)

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RM1,150 per pax

### Payment Details:

Bank : **CIMB Bank Berhad** Account No.: **8000694925**

**By Cheque / Cash** : I enclose cash/cheque no. \_\_\_\_\_ RM \_\_\_\_\_  
(Payable to : **Women's Institute of Management**)

**For Online Payment:** fax or email the bank-in slip/statement as the proof of payment.

**By Credit Card:** Please charge RM \_\_\_\_\_ to \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

Card No: \_\_\_\_\_ (V/M)

Expiry Date: \_\_\_\_\_ Issuing Bank: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### REGISTRATION

Registration Form must be completed and submitted together with the FULL payment before commencement of the seminar. Otherwise, we will treat your registration as unconfirmed. All payments are non-refundable. Fees are inclusive of morning & afternoon coffee breaks, lunch, course materials and Certificate of Attendance.  
**First come, first served basis.**

### SUBSTITUTION OR CANCELLATION

Substitution of participant is allowed provided WIM is notified in writing. WIM reserves the right to reschedule or cancel the seminar due to unforeseen circumstances. Every effort will be made to notify the registered participants.

### HOTEL INFORMATION

Parking on weekdays are RM1 per hour.  
Special rate for accommodation (ROOM ONLY)  
(RM208 for Superior King/ Twin & RM238 for Deluxe King/Twin). kindly contact Sarah Ong [sarah@qeventspace.com] and quote "WIM Workshop"

### REQUIREMENT FROM PARTICIPANTS

- own wifi enabled laptop (wifi connection is provided)
- basic experience in Facebook and computer usage is recommended