



# TRINETIZEN MEDIA

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## MULTIMEDIA & ONLINE MARKETING

*One-day or two-day training course for executives*

The Internet is fast becoming the most influential resource for buying decisions by prospective customers.

Sophisticated buyers are now "in control" with more products, channels and competitors to choose from.

Chances are, you've heard or read the terms Social Media, New Media and Web 2.0 at some point this year.

Maybe you've already heard them too many times and still aren't exactly sure what they mean and why you should care about a blog or a podcast.

More so, how do you show effective R.O.I. for what appears to be a fun and socializing platform, rather than a serious business application?

This eye-opening training is specifically targetted at marketing executives who face significant challenges incorporating new media concepts into your marketing mix.

Learn how to:

- benefit from the latest tools, applications and techniques of new media to run effective marketing programmes.
- find leads and prospects for your brand, products or services online.
- use conversation media to engage and win over customers.
- strategize an integrated marketing campaign that combines traditional and new media channels.
- measure the effectiveness of social media in your campaigns.

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### WHO SHOULD ATTEND:

- Marketing managers and directors responsible for charting the course for the next generation of marketing in their organization
- Business-to-consumer marketers seeking a competitive edge through social media vehicles
- Business-to-business marketers seeking to develop a community with their customers and grow their vertical market share
- Brand managers, advertising and sales professionals

### TOPICS COVERED:

- Search engine marketing
- Corporate website design
- Blogging and social networks
- Podcasting, video-sharing and fan-based sites
- Online advertising
- Integrated marketing
- Understanding multimedia
- Successful global case studies

### WHO IS TRINETIZEN MEDIA?

Established in 2000, Trinetizen Media specialises in news writing, media relations and training for the technology and media industries.

Our trainers are former journalists who consistently conduct in-house workshops for the media including The Star and Bernama as well as public workshops on Effective Media Relations and Investor Relations.

They have trained executives from AMD, Celcom, ExxonMobil Malaysia, Golden Screen Cinemas, Guthrie Group, ING Insurance, Kulim Technology Park Corp, Maxis Communications, Maybank, Motorola Malaysia, Public Mutual, Penang Seagate Industries and Telekom Malaysia, among others.