

# Kursus ROI Media Sosial

**Ketahui cara menyampaikan kempen media sosial dengan Return on Investment (ROI).**

**Dalam kempen media sosial, ROI nampaknya sukar difahami dan sukar dijamin. Kursus ini mengajar kemahiran, strategi dan kaedah pelaksanaan platform media sosial yang diperlukan untuk kempen media sosial yang berjaya.**

**Kursus ini merangkumi trend terkini dalam pemasaran media sosial, termasuk: mengalirkan kempen media sosial ke pemasaran e-mel, menggunakan messenger dan WhatsApp sebagai alat pemasaran, menunjukkan ROI, dan banyak lagi.**

## **Matlamat**

Kursus ini bertujuan untuk mengembangkan pemahaman anda tentang strategi utama yang akan mencapai pulangan pelaburan menggunakan pemasaran media sosial.

## **Hasil**

**Pada akhir kursus ini, anda seharusnya dapat:**

mengenal pasti apa yang betul meningkatkan nilai jenama untuk perniagaan melalui media sosial

mengenal pasti cara membina penglibatan dan mengukurnya dengan tepat

membina pangkalan data utama dari kempen media sosial

melaksanakan strategi pangkalan data yang membawa kepada pulangan pelaburan dari media sosial

mengukur pulangan pelaburan dari kempen media sosial.

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## Facebook ROI

The progress of Facebook/ Instagram algorithm changes

Facebook pixel strategy and audience build

Advanced Facebook pixel strategy and streamlining this into an overall campaign

Facebook advertising campaign build and collaboration

Facebook messenger/ WhatsApp advertising strategy

Integrating Facebook advertising and organic campaigns into the overall sales funnel

Integrating Facebook messenger, Instagram/ Facebook paid advertising and email marketing

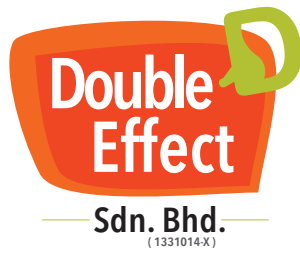
Flowing Facebook/ social media marketing campaigns to email marketing campaigns and how to achieve a return on investment

Trends, channels and best practice

What are current trends occurring with engagement on social media platforms and where is the direction heading for the next 12 months?

Understanding the landscape of social media with regards to current date effective strategies

Social media and its use via marketing channels in various industries



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Current best practice

Campaign and case study examples

Social media policy for organisations

Review sites such as Google Reviews, Trip Advisor and others

Social media advertising

Social media platform advertising strategy

Understanding 'flexibility' points in social media campaigns and integrating with

Overall strategic marketing targets

How to achieve overall return on investment targets on campaigns

Creating valuable campaign touch points and warm audience build strategies

Instagram story strategies over the next 12 months

LinkedIn strategies over the next 12 months