## Course overview

<table>
<thead>
<tr>
<th><strong>Total price</strong></th>
<th>19,200 baht</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duration</strong></td>
<td>Total 24 hours</td>
</tr>
<tr>
<td><strong>Schedule</strong></td>
<td>8 sessions of 3 hour in-person classes OR 12 sessions of 2 hour online classes</td>
</tr>
<tr>
<td><strong>Type of class</strong></td>
<td>In-person live group class / online class</td>
</tr>
<tr>
<td><strong>Level</strong></td>
<td>Beginners</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>English (Thai also available)</td>
</tr>
<tr>
<td><strong>Class size</strong></td>
<td>Maximum 8 students</td>
</tr>
<tr>
<td><strong>Software</strong></td>
<td>Google Analytics, Canva, Figma, Buffer, Co-shedule, Ubersuggest, WordPress, MailChimp</td>
</tr>
<tr>
<td><strong>Topics</strong></td>
<td>Sales funnels, digital marketing terminology, google analytics, content marketing, social media marketing, conversion optimisation, blogging, paid advertising and reporting</td>
</tr>
<tr>
<td><strong>How to apply</strong></td>
<td>Email info@webcoursesbangkok to find out the next available course date.</td>
</tr>
</tbody>
</table>
"It felt like going back to the days of my elementary school when I was excited, eager, and looking forward to the next school day."

Peter Lo, Google review 5 stars
The perfect short course to get started in Digital Marketing.

Take your first step into the world of digital marketing with our course. Learn about popular topics such as digital and social media strategy, content marketing, SEO, and blogs - and how to make the most of these channels for your own business or project.

Look at different digital marketing channels and what they do so you can select the one(s) that make the most sense for your business or project.

Feel confident to look at some digital and social media marketing metrics so you can see what is working and what isn’t working for your audience.

Explore how to write creative and effective marketing content for different online channels so you can make your blog, website or advertising work more efficiently to meet your goals.
Learn to data into creative marketing campaigns,
Take your first step into the world of digital marketing with our course.

- Look at different digital marketing channels and what they do so you can select which one(s) make the most sense for your business / project.
- Feel confident to look at some digital and social media marketing metrics so you can see what is working and what isn’t working for your business.
- Explore how to write creative and effective marketing content for different online channels so you can make your blog, website or advertising work more efficiently to meet your goals.

*We believe your success is our success*
Our instructors are industry experts who have a wide range of professional experience, and up-to-date knowledge of software and workplace practices.

Turn theory into knowledge as you learn how digital marketing works step by step. Our aim is to support your learning goals with hands-on industry training, career advice, and ongoing support and guidance.

Our classes are intentionally designed to be interactive and practical, so that you feel confident to share ideas as well as independently create your own designs.

You will receive additional resources such as class projects, worksheets, and online help, so you always feel supported and encouraged as you learn.

Our courses are constantly reevaluated and developed to give students the most relevant, up-to-date knowledge and skills. We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.
# Course outline

## Week 1

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing 101</td>
<td>what role marketing plays in todays digital landscape?</td>
<td>What does a marketer do? What's good and bad marketing? Know the sales funnel.</td>
</tr>
<tr>
<td>Targeting The Right Customers</td>
<td>Evaluation and Learning</td>
<td>Trainees will learn how to evaluate all elements of digital marketing, create personas, and learn how to integrate with your business objectives and strategy.</td>
</tr>
</tbody>
</table>

## Week 2

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating a digital marketing strategy</td>
<td>Day to day marketing, Campaign based marketing, Sales funnel strategy</td>
<td>Trainees will be able to create a digital strategy for a new client or project. For groups moving fast they will also be able to plan content according to a sales funnel.</td>
</tr>
<tr>
<td>Creating a strong web presence</td>
<td>Website optimisation, SEO optimisation</td>
<td>Trainees will know how to optimize a websites experience and SEO for the best chance of conversation.</td>
</tr>
</tbody>
</table>
### Week 3

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content Marketing</strong></td>
<td>Blogging effectively, On-page SEO, Amplifying your content</td>
<td>Optimise a website to use to drive sales, reach or traffic. Choose what channels to populate with content based on a content calendar.</td>
</tr>
<tr>
<td><strong>Social Media Marketing</strong></td>
<td>Basic of SMM, Creating a social media plan</td>
<td>Trainees will know how SMM helps drives engagement, reach and potential sales for their own projects or clients.</td>
</tr>
</tbody>
</table>

### Week 4

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Theory</th>
<th>Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Ads</strong></td>
<td>Working with Ads, creating and monitoring</td>
<td>Trainees will be able to setup and run ads on Facebook and Instagram.</td>
</tr>
<tr>
<td><strong>Google Analytics</strong></td>
<td>Understanding how data can help with business goals. Using google Analytics</td>
<td>Trainees will learn how to make business and marketing decisions based on the data from their Google Analytics.</td>
</tr>
</tbody>
</table>
Our teaching philosophy

We want you to feel confident and prepared to take your first steps in a new direction—both personally and professionally.

**Personalised learning system**
We design our courses using the 4MAT Model, which approaches learning in a holistic way combining the left-brain and right-brain, so you will learn topics and skills in a unique way that enables you to use them in the real-world with confidence.

**Practical**
We show you how to use industry-specific tools and programs, so you get lots and lots of practice and feel confident to use them independently.

**Real-world applications**
Our industry expert instructors are with you every step of the way, providing guidance through problem-solving and sharing valuable real world experiences.

**Friendly**
Our industry expert instructors create a relaxed and friendly atmosphere, so you feel comfortable, have fun, and enjoy participating.
Informative Decision making
Decide which digital marketing channels make sense for your business

Data understanding
Look at digital and social media marketing metrics with confidence.

Writing creatively
Get the best practices for writing creative content for digital marketing channels.
Payment

Early bird 10% off
Book and pay 30 days in advance and save 10% off your total

Refer a friend
Invite your friends and receive a 500 baht discount per referral - or, book as a group and receive special pricing!

Payment terms
Total price 19,200 baht
50% deposit to confirm your place and 50% on the first day of the course.

Payment options
• PayPal
• Credit Card (+3% charges)
• Bank transfer
• Monthly installments (with 0% interest)
• Omise (+3.56 % Charges)

Account details
Bank: Kasikorn Bank
Name: Web Consulting Bangkok Co., Ltd.
Branch: Sukhumvit 21
Account number: 611-2-04400-9
SWIFT: KASITHBK

Company details
Address: Web Consulting Bangkok Co., Ltd (Branch 1)
1028/5 1st Floor, Pongamorn Building,
10120 Bangkok, Thailand
Phone: +(66) 2-6798607,
Direct: +(66) 95 641 9445

Note: Please make sure you send in your payment receipt. This helps us confirm your payment has been sent. Note that we are not responsible for any transactions fees.
Our graduates go on to have successful careers in web and tech.
We have full time accredited courses by the

Ministry of Education Thailand

50+

Courses

in graphic design, web design, web development, photography, videography & online marketing
We look forward to adding you to this number

9,000+
Graduates

300,000+
Hours of learning delivered

100+
Privately trained companies
Web Courses Bangkok Academy is located in the heart of Bangkok’s business district and easily accessible by public transport. We’re a few steps from MRT Lumpini station (take exit 1, turn right and follow the signs) and the city’s bustling riverfront and Chinatown are just a 10-15 minute taxi ride from our academy.

**Phone:** 02-6798607, 02-6798621  
**Email:** info@webcoursesbangkok  
**Address:** 1028/5 1st Floor, Pongamorn Building, 10120 Bangkok, Thailand  

Webcoursesbangkok.com