



# Timetable

FREE WEBINAR

3 JANUARY 2025 • 10.00 - 11.00 AM • ONLINE (GOOGLE MEET) • SPEAKER: SWATHE SHANMUGARAJ

TIME	AGENDA	DETAIL
10:00 - 10:10	Welcome & Introduction to TMS	<ul style="list-style-type: none"><li>- Brief overview of the session's objectives and benefits of attending.</li><li>- Explain the background &amp; purpose of The Marketing School.</li><li>- Relatable examples of how businesses have succeeded with digital marketing skills.</li></ul>
10:10 - 10:20	Understanding Your Business Fundamentals	<ul style="list-style-type: none"><li>- Address the importance of having a solid business foundation for effective marketing.</li><li>- A short module preview focusing on connecting business purpose, mission &amp; target customers to marketing outcomes.</li><li>- A sample exercise where participants brainstorm their business purpose &amp; target audience.</li><li>- Demonstrate how the full program helps create customized, actionable strategies for participants' businesses.</li></ul>
10:20 - 10:35	Content Creation	<ul style="list-style-type: none"><li>- Showcase content creation techniques that save time &amp; money.</li><li>- Offer practical examples of content creation using free tools like Canva &amp; CapCut.</li><li>- Walk through samples of visuals or short videos.</li><li>- Provide value with a mini hands-on tutorial, showcasing skills participants will develop in the full course.</li></ul>
10:35 - 10:50	Choosing the Right Digital Platform for Your Business	<ul style="list-style-type: none"><li>- Introduce the core digital platforms (e.g., Facebook, Instagram, Google, TikTok) &amp; how each can benefit specific business types.</li><li>- Briefly explain which platforms suit specific industries.</li><li>- Share real-life case studies (e.g., ThaiKor &amp; Klinik An-Nur).</li><li>- Highlight the strategic insights &amp; practical skills they'll gain in the program.</li></ul>
10:50 - 11:00	Q&A + Next Steps	<ul style="list-style-type: none"><li>- Address questions, provide insights &amp; encourage sign-ups.</li><li>- Open the floor for questions &amp; share registration details for the full program.</li><li>- End with a special incentive for attendees who sign up early.</li></ul>

COURSE COMPONENT	MODULE	WEEK	TOPIC	TIME	DATE	MODE
Business Strategy	<b>Module 1.1: Business Fundamentals</b> Objective: To appreciate the core elements of your business and how they must connect to your marketing strategies.	JAN Week 2	<b>SESSION 1: BUSINESS PURPOSE AND MISSION</b> <u>Lesson Plan</u> - Icebreaking - Core Purpose of Business - How Purpose & Mission Steer Marketing <u>Exercise</u> - Define your Business's Purpose and Mission	8:00 - 10:00 PM	13-JAN-2025	ONLINE
			<b>SESSION 2: TARGET CUSTOMERS AND MARKET NEEDS</b> <u>Lesson Plan</u> - Knowing your Customer (KYC) - How KYC Helps Marketing - Tools & Techniques for Market Research <u>Exercise</u> - Identify your Business's Customer Profiles - Competitor Analysis	8:00 - 10:00 PM	14-JAN-2025	ONLINE
			<b>SESSION 3: MATCHING PRODUCT VALUE TO MARKET NEEDS</b> <u>Lesson Plan</u> - Identifying your Value Propositions - Evolving your Value Propositions <u>Exercise</u> - Match your Product Value Propositions to Different Customer Profiles	8:00 - 10:00 PM	15-JAN-2025	ONLINE
	<b>Module 1.2: Product Value Proposition</b> Objective: To effectively communicate the value of a product or service.					

COURSE COMPONENT	MODULE	WEEK	TOPIC	TIME	DATE	MODE
Business Strategy	<b>Module 2.1: Content Planning</b> Objective: To plan content that effectively engages target audiences.	JAN Week 2	<b>SESSION 4: EFFECTIVE CONTENT PLANNING</b> <u>Lesson Plan</u> - Techniques for Content Planning - Aligning Content with Business and Market Needs <u>Exercise</u> - Develop a Content Calendar	8:00 - 10:00 PM	16-JAN-2025	ONLINE
			<b>SESSION 5: BASICS OF DESIGN</b> <u>Lesson Plan</u> - Overview of Design Tools - Principles of Design <u>Exercise</u> - Tool Familiarisation (Canva & CapCut)	8:00 - 10:00 PM	20-JAN-2025	PHYSICAL
Content Creation	<b>Module 2.2: Static Content Creation</b> Objective: To master the basics of visual content creation.	JAN Week 3	<b>SESSION 6: INTRODUCTION TO PHOTOGRAPHY</b> <u>Lesson Plan</u> - Getting the Most out of your Phone - Setting up Sets & Shots <u>Exercise</u> - Shooting Photos	8:00 - 10:00 PM	21-JAN-2025	PHYSICAL
			<b>SESSION 7: CREATING ENGAGING VISUALS WITH CANVA</b> <u>Lesson Plan</u> - Best Practices for Creating Static Visuals <u>Exercise</u> - Create Static Content for your Business	8:00 - 10:00 PM	22-JAN-2025	PHYSICAL
			<b>SESSION 8: INTRODUCTION TO VIDEO PRODUCTION WITH CAPCUT</b> <u>Lesson Plan</u> - Basic of Video Production - Tools & Techniques <u>Exercise</u> - Create a Video Storyboard	8:00 - 10:00 PM	23-JAN-2025	PHYSICAL

COURSE COMPONENT	MODULE	WEEK	TOPIC	TIME	DATE	MODE
Content Creation	Module 2.3: Video Content Creation Objective: To develop skills in video production for social media.		<b>SESSION 9: VIDEO SHOOTING</b> <u>Lesson Plan</u> - Best Practices for Video Shooting - Examples of Effective Video Content <u>Exercise</u> - Shoot a Video	8:00 - 10:00 PM	03-FEB-2025	PHYSICAL
			<b>SESSION 10: EDITING WITH CAPCUT</b> <u>Lesson Plan</u> - Content Review - Video Production Guidance <u>Exercise</u> - Produce & Present a 30 Second Promotional Video	8:00 - 10:00 PM	04-FEB-2025	PHYSICAL
Digital Platforms & Ads	Module 3.1: Introduction to Digital Marketing and Platforms Objective: To gain foundational knowledge of major digital marketing platforms.	FEB Week 1	<b>SESSION 11: DIGITAL MARKETING STRATEGIES</b> <u>Lesson Plan</u> - Key Digital Marketing Skills - Objectives of Digital Marketing - Paid vs. Organic Content - Marketing Funnels <u>Exercise</u> - Develop a Marketing Funnel for your Business	8:00 - 10:00 PM	05-FEB-2025	ONLINE
			<b>SESSION 12: FACEBOOK &amp; INSTAGRAM</b> <u>Lesson Plan</u> - What are Facebook & Instagram good for? - Elements of Strong Organic Presence <u>Exercise</u> - Update your Facebook & Instagram pages - Plan an Organic Content Calendar	8:00 - 10:00 PM	06-FEB-2025	ONLINE

COURSE COMPONENT	MODULE	WEEK	TOPIC	TIME	DATE	MODE
Digital Platforms & Ads	<b>Module 3.1: Introduction to Digital Marketing and Platforms</b> Objective: To gain foundational knowledge of major digital marketing platforms.	FEB Week 2	<b>SESSION 13: GOOGLE</b> <u>Lesson Plan</u> - What are Google Ads good for? - Search Engine Marketing (SEM) - Display Ads - YouTube Ads  <u>Exercise</u> - Identify Effective SEM Keywords for your Business	8:00 - 10:00 PM	10-FEB-2025	ONLINE
			<b>SESSION 14: TIKTOK</b> <u>Lesson Plan</u> - What is TikTok good for? - Elements of Strong Organic Content - TikTok Shop  <u>Exercise</u> - Update your TikTok page - Plan an Organic Content Calendar	8:00 - 10:00 PM	12-FEB-2025	ONLINE
	<b>Module 3.2: Digital Marketing Analytics &amp; Success Tracking</b> Objective: To learn how to track, manage, & optimise ads.		<b>SESSION 15: SETTING UP FACEBOOK/INSTAGRAM ADS</b> <u>Lesson Plan</u> - Exploring Business Suite - Navigating Ads Manager - Connecting Social Assets - Setting up Ads  <u>Exercise</u> - Set Up META Ads + Targeting	8:00 - 10:00 PM	13-FEB-2025	ONLINE

COURSE COMPONENT	MODULE	WEEK	TOPIC	TIME	DATE	MODE
Digital Platforms & Ads	<b>Module 3.2: Digital Marketing Analytics &amp; Success Tracking</b> Objective: To learn how to track, manage, & optimise ads.	FEB Week 3	<b>SESSION 16: SETTING UP GOOGLE ADS</b> <u>Lesson Plan</u> - Understanding Google Ads <u>Exercise</u> - Set Up Google SEM Ads	8:00 - 10:00 PM	17-FEB-2025	ONLINE
Business Strategy	<b>Module 2.1: Content Planning</b>		<b>CONSULTATION 1: CAMPAIGN &amp; CONTENT PLANNING</b> Your trainers will review the campaign and content plan that you have developed for the coming month. They will provide you suggestions and advice on how to improve - and why.	9:00 AM - 9:00 PM* *Participants choose 1 hour slot	18-FEB-2025	ONLINE
Content Creation	<b>Module 2.2: Static Content Creation</b> <b>Module 2.3: Video Content Creation</b>		<b>CONSULTATION 2: CONTENT REVIEW</b> Your trainers will review the content (graphic/video/copywriting) that you have prepared based on your campaign/content planner. They will provide you suggestions and advice on how to improve - and why.	9:00 AM - 9:00 PM* *Participants choose 1 hour slot	24-FEB-2025	ONLINE
Digital Platforms & Ads	<b>Module 3.1: Introduction to Digital Marketing and Platforms</b>		<b>CONSULTATION 3: AUDIENCE REVIEW &amp; AD SETUP</b> Your trainers will review the audiences and keywords that you have prepared, and guide you on ad setup and posting. They will provide you suggestions and advice on how to improve - and why.	9:00 AM - 9:00 PM* *Participants choose 1 hour slot	25-FEB-2025	ONLINE

COURSE COMPONENT	MODULE	WEEK	TOPIC	TIME	DATE	MODE
Digital Platforms & Ads	Module 3.2: Digital Marketing Analytics & Success Tracking	FEB Week 4	<b>SESSION 17: AD PERFORMANCE TROUBLESHOOTING</b> <u>Lesson Plan</u> - Understanding Vanity Metrics - Campaign Analysis & Troubleshoot - Optimisation Strategies <u>Exercise</u> - Identifying Goals & Top Content	8:00 - 10:00 PM	26-FEB-2025	ONLINE
			<b>SESSION 18: REPORTING &amp; ANALYSIS</b> <u>Lesson Plan</u> - Preparing Reports - Understanding Metrics - Learning the Lessons of Pros & Cons <u>Exercise</u> - Develop Iteration Plan	8:00 - 10:00 PM	27-FEB-2025	ONLINE



COURSE COMPONENT	MODULE	WEEK	TOPIC	TIME	DATE	MODE
<b>Business Strategy</b> <b>Content Creation</b> <b>Digital Platforms &amp; Ads</b>		MAR Week 1	<b>CONSULTATION 4: OPEN-ENDED</b> The agenda for these consultations will follow your pain points. Your trainers will review any content that you have prepared. Your trainers will answer any digital marketing questions that you may have.	9:00 AM - 9:00 PM* *Participants choose 1 hour slot	03-MAR-2025	ONLINE
	<b>Module 2.1: Content Planning</b> <b>Module 2.2: Static Content Creation</b>	MAR Week 2	<b>CONSULTATION 5: OPEN-ENDED</b> The agenda for these consultations will follow your pain points. Your trainers will review any content that you have prepared. Your trainers will answer any digital marketing questions that you may have.	9:00 AM - 9:00 PM* *Participants choose 1 hour slot	10-MAR-2025	ONLINE
	<b>Module 2.3: Video Content Creation</b> <b>Module 3.1: Introduction to Digital Marketing and Platforms</b>	MAR Week 3	<b>CONSULTATION 6: OPEN-ENDED</b> The agenda for these consultations will follow your pain points. Your trainers will review any content that you have prepared. Your trainers will answer any digital marketing questions that you may have.	9:00 AM - 9:00 PM* *Participants choose 1 hour slot	17-MAR-2025	ONLINE
	<b>Module 3.2: Digital Marketing Analytics &amp; Success Tracking</b>	MAR Week 4	<b>CONSULTATION 7: OPEN-ENDED</b> The agenda for these consultations will follow your pain points. Your trainers will review any content that you have prepared. Your trainers will answer any digital marketing questions that you may have.	9:00 AM - 9:00 PM* *Participants choose 1 hour slot	24-MAR-2025	ONLINE

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