



# Timetable

# FEBRUARY 2025

● Online | 8:00 pm - 10:00 pm  
 ● Physical | 9:00 am - 12:00 pm

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

|    |  |  |  |   |    |   |
|----|--|--|--|---|----|---|
|    |  |  |  |   |    | 1   |
| 2  | 3<br>Session 1: Business Purpose & Mission             | 4<br>Session 2: Target Customers & Market Needs      | 5<br>Session 3: Unique Value Proposition               | 6<br>Session 4: Content Planning                      | 7  | 8<br>Creative Session 1: Basic Design, Photography & Canva          |
| 9  | 10<br>Session 5: Digital Marketing Strategies          | 11<br>Thaipusam                                      | 12<br>Session 6: Facebook & Instagram Platform         | 13<br>Session 7: Google SEM, GDN & YouTube Ads        | 14 | 15  |
| 16 | 17<br>Session 8: TikTok Organic Content & For You Page | 18<br>Session 9: Setting Up Facebook & Instagram Ads | 19<br>Session 10: Setting Up Google Ads & SEM Keywords | 20<br>Session 11: Setting Up TikTok Ads & TikTok Shop | 21 | 22<br>Creative Session 2: Video Production, Video Shooting & CapCut |
| 23 | 24   | 25   | 26<br>Session 12: Ad Performance Troubleshooting       | 27<br>Session 13: Reporting & Analysis                | 28 |   |

| COURSE            | MODULE  | TOPIC   | TIME               | DATE        | MODE   |
|-------------------|---|---|--------------------|-------------|--------|
| Business Strategy | Module 1.1: Business Fundamentals   | Session 1: Uncovering Your Business Superpower <ul style="list-style-type: none"> <li>🔥 Warm up (Icebreaking)</li> <li>💡 Core Purpose of Your Business</li> <li>🎯 Purpose &amp; Mission in Action</li> <li>✍️ Hands-On Exercise: Define Your Purpose &amp; Mission</li> </ul>                         | 8:00 pm - 10:00 pm | 03 FEB 2025 | ONLINE |
|                   | What's your core? Purpose? Let's connect the dots together!   | Session 2: Know Your Audience, Win the Game! <ul style="list-style-type: none"> <li>👤 Knowing Your Customer (KYC)</li> <li>🔮 KYC = Marketing Magic</li> <li>🔍 Tools &amp; Techniques for Market Research</li> <li>✍️ Hands-On Exercise: Create Customer Profiles &amp; Competitor Analysis</li> </ul> | 8:00 pm - 10:00 pm | 04 FEB 2025 | ONLINE |
|                   | Module 1.2: Unique Value Proposition  | Session 3: The Perfect Match – Product Value Meets Market Needs <ul style="list-style-type: none"> <li>💎 Identifying Your Unique Value Proposition</li> <li>✅ Evolving Your Value Proposition</li> <li>✍️ Hands-On Exercise: Match Your Value Proposition to Different Customer Profiles</li> </ul>   | 8:00 pm - 10:00 pm | 05 FEB 2025 | ONLINE |
| Content Creation  | Module 2.1: Content Planning<br>Map out your content, build the blueprint & strategic storytelling. | Session 4: Content Planning Like a Pro <ul style="list-style-type: none"> <li>🔧 Techniques for Content Planning</li> <li>🛒 Aligning Content with Business &amp; Market Needs</li> <li>✍️ Hands-On Exercise: Develop a Content Calendar</li> </ul>   | 8:00 pm - 10:00 pm | 06 FEB 2025 | ONLINE |

| COURSE                  | MODULE  | TOPIC   | TIME                      | DATE               | MODE            |
|-------------------------|---|---|---------------------------|--------------------|-----------------|
| <p>Content Creation</p> | <p>Module 2.2: Static Content Creation</p> <p>Visual storytelling, bringing ideas to life, photography tips &amp; Canva as your all-in-one design tool.</p> | <p>Session 5: Basics of Design – Unlock Your Inner Designer</p> <ul style="list-style-type: none"> <li>• 🎨 Overview of Design Tools</li> <li>• 📐 Principles of Design</li> <li>• 🧑🏻 Tool Familiarization on Canva</li> <li>• 📝 Pro Tips for Visual Engagement</li> </ul>                                      | <p>9:00 am - 12:00 pm</p> | <p>08 FEB 2025</p> | <p>PHYSICAL</p> |
|                         |   | <p>Session 6: Introduction to Photography – Capture the Perfect Shot</p> <ul style="list-style-type: none"> <li>• 📱 Getting the Most Out of Your Phone</li> <li>• 📷 Setting Up Sets &amp; Shots</li> <li>• 🌟 Pro Tips for Social Media Photography</li> <li>• 📸 Hands-On Exercise: Shooting Photos</li> </ul> |                           |                    |                 |
|                         |   | <p>Session 7: Creating Engaging Visuals with Canva</p> <ul style="list-style-type: none"> <li>• 🎨 Best Practices for Creating Static Visuals</li> <li>• 🖼️ Create Static Content That Suits Your Business</li> <li>• 📝 Hands-On Exercise: Use Canva to Design A Visual</li> </ul>                             |                           |                    |                 |

| COURSE                 | MODULE   | TOPIC   | TIME               | DATE        | MODE   |
|------------------------|--|---|--------------------|-------------|--------|
| Digital Platform & Ads | Module 3.1: Social Media & Digital Marketing Platforms<br><br>Build a rock-solid foundation in digital marketing, explore key platforms & finding the right fit. | Session 8: Digital Marketing Strategies <ul style="list-style-type: none"> <li>•  Key Digital Marketing Skills</li> <li>•  Objectives of Digital Marketing</li> <li>•  Paid vs. Organic Content</li> <li>•  Marketing Funnels</li> <li>•  Hands-On Exercise: Build Your Own Marketing Funnel</li> </ul>  | 8:00 pm - 10:00 pm | 10 FEB 2025 | ONLINE |
|                        |  | Session 9: Understanding Facebook & Instagram – Build Your Social Empire <ul style="list-style-type: none"> <li>•  What Are Facebook &amp; Instagram Good For?</li> <li>•  Elements of a Strong Organic Presence</li> <li>•  Hands-On Exercise: Update Your Facebook &amp; Instagram Pages</li> </ul>  | 8:00 pm - 10:00 pm | 12 FEB 2025 | ONLINE |
|                        |  | Session 10: Understanding Google Ads – Discover the Power of Being Searched <ul style="list-style-type: none"> <li>•  What's Google Good For?</li> <li>•  Search Engine Marketing (SEM)</li> <li>•  Google Display Network (GDN)</li> <li>•  YouTube Ads</li> <li>•  Hands-On Exercise: Identify Effective SEM Keywords for Your Business</li> </ul> | 8:00 pm - 10:00 pm | 13 FEB 2025 | ONLINE |
|                        |  | Session 11: Understanding TikTok – Unleash Your Brand's Viral Potential <ul style="list-style-type: none"> <li>•  What's TikTok Good For?</li> <li>•  Elements of Strong Organic Content</li> <li>•  TikTok For You Page (FYP)</li> <li>•  Hands-On Exercise: TikTok Makeover</li> </ul>  | 8:00 pm - 10:00 pm | 17 FEB 2025 | ONLINE |

| COURSE           | MODULE  | TOPIC   | TIME               | DATE        | MODE     |
|------------------|---|---|--------------------|-------------|----------|
| Content Creation | Module 3.2: Video Content Creation<br>Pre-production, production & post-production. | <p>Session 12: Basics of Video Production</p> <ul style="list-style-type: none"> <li>• 📺 Understand Video Types &amp; Formats</li> <li>• 💡 Creative Hooks</li> <li>• 📝 Theme or Purpose of Your Video Content</li> <li>• 🖋️ Hands-On Exercise: Create a Video Storyboard</li> </ul>   | 9:00 am - 12:00 pm | 22 FEB 2025 | PHYSICAL |
|                  |   | <p>Session 13: Video Shooting – Lights, Camera, Action!</p> <ul style="list-style-type: none"> <li>• 📺 Best Practices for Video Shooting</li> <li>• 🎬 Examples of Effective Video Style</li> <li>• 🛠️ Tools &amp; Techniques</li> <li>• 🌟 Pro Tips for Social Media Videography</li> <li>• 🖋️ Hands-On Exercise: Shooting Videos</li> </ul> |                    |             |          |
|                  |   | <p>Session 14: Video Editing with CapCut</p> <ul style="list-style-type: none"> <li>• ✂️ Content Review &amp; Assessing Your Raw Footage</li> <li>• ⌚ Step-by-Step Video Production Guidance</li> <li>• 🖋️ Hands-On Exercise: Produce &amp; Present a 30-Second Promotional Video</li> </ul>  |                    |             |          |

| COURSE                 | MODULE  | TOPIC  | TIME               | DATE        | MODE   |
|------------------------|---|--|--------------------|-------------|--------|
| Digital Platform & Ads | Module 3.2: Digital Marketing Analytics & Success Tracking<br><br>Time to track, manage & optimize your ads for maximum impact! | Session 15: Facebook & Instagram Ads <ul style="list-style-type: none"> <li>• 🔍 Exploring Business Suite</li> <li>• 🗺️ Navigating Ads Manager</li> <li>• 🔗 Connecting Social Assets</li> <li>• ⚙️ Setting Up Ads</li> <li>• 🖋️ Hands-On Exercise: Set Up META Ads + Targeting Your Audience</li> </ul> | 8:00 pm - 10:00 pm | 18 FEB 2025 | ONLINE |
|                        |   | Session 16: Google Ads <ul style="list-style-type: none"> <li>• 🔍 Exploring Google SEM</li> <li>• 🔑 What Makes SEM Ads Effective?</li> <li>• 🧠 Keyword Research</li> <li>• 🖋️ Hands-On Exercise: Set Up Google SEM Ads + Targeting Your Audience</li> </ul>  | 8:00 pm - 10:00 pm | 19 FEB 2025 | ONLINE |
|                        |   | Session 17: TikTok Ads <ul style="list-style-type: none"> <li>• 🔍 Exploring TikTok Ads Manager</li> <li>• 🗺️ Navigating TikTok Shop</li> <li>• 🖋️ Hands-On Exercise: Create, Launch, &amp; Promote Your TikTok Ad + TikTok Shop</li> </ul>   | 8:00 pm - 10:00 pm | 20 FEB 2025 | ONLINE |
|                        |   | Session 18: Ad Performance Troubleshooting <ul style="list-style-type: none"> <li>• 📊 Understanding Metrics</li> <li>• 🛠️ Campaign Analysis &amp; Troubleshooting</li> <li>• 🔄 Optimization Strategies</li> <li>• 🖋️ Hands-On Exercise: Identifying Goals &amp; Top Content</li> </ul>                 | 8:00 pm - 10:00 pm | 26 FEB 2025 | ONLINE |
|                        |   | Session 19: Reporting & Analysis <ul style="list-style-type: none"> <li>• 📄 Preparing Reports</li> <li>• 🔄 Learning the Lessons of Pros &amp; Cons</li> <li>• 🖋️ Hands-On Exercise: Iteration &amp; Improvement Plan</li> </ul>  | 8:00 pm - 10:00 pm | 27 FEB 2025 | ONLINE |

## TRAINING ONLY PACKAGE

### SESSIONS

13 online sessions + 2 creative workshops

### TIME

8:00 pm - 10:00 pm (Please refer timetable for the date & day)

### DETAIL

Courses:- Business Strategies, Content Creation, Digital Platform & Ads

Modules:- Business Fundamentals, Unique Value Proposition, Content Planning, Static & Video Content Creation, Social Media & Digital Marketing Platforms, Digital Marketing Analytics & Success Tracking

### MODE

Online + Physical (2 Creative Workshops)

### FEE

~~RM 600~~ RM 499



## CONSULTATION ONLY PACKAGE

### CONSULTATIONS

4 consultations per month

### TIME

Monday - Friday (Excluding Public Holidays)  
9:00 am - 9:00 pm (Participants can choose a 1-hour slot per week)

### DETAIL

Open-Ended Style

Our consultations are tailored to address the unique challenges your business faces. Our expert marketing consultants will review your prepared materials, identify opportunities for improvement, and provide clear, actionable answers to any digital marketing questions you may have—all to help your business grow and thrive.

### MODE

Online

### FEE

~~RM 700~~ RM 599

## TRAINING + CONSULTATION PACKAGE

### SESSIONS

13 online sessions + 2 creative workshops + 4 consultations per month

### TIME

8:00 pm - 10:00 pm (Please refer timetable for the date & day)

Monday - Friday (Excluding Public Holidays)

9:00 am - 9:00 pm (Participants can choose a 1-hour slot per week)

### DETAIL

Courses:- Business Strategies, Content Creation, Digital Platform & Ads

Modules:- Business Fundamentals, Unique Value Proposition, Content Planning, Static & Video Content Creation, Social Media & Digital Marketing Platforms, Digital Marketing Analytics & Success Tracking

Our consultations are tailored to address the unique challenges your business faces. Our expert marketing consultants will review your prepared materials, identify opportunities for improvement, and provide clear, actionable answers to any digital marketing questions you may have—all to help your business grow and thrive.

### MODE

Online + Physical (2 Creative Workshops)

### FEE

~~RM 1,000~~ RM 749

# Join The Marketing School by INVOKE



Contact us via Email, Phone or WhatsApp—

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