



**CERTIFICATE IN
SOCIAL MEDIA**

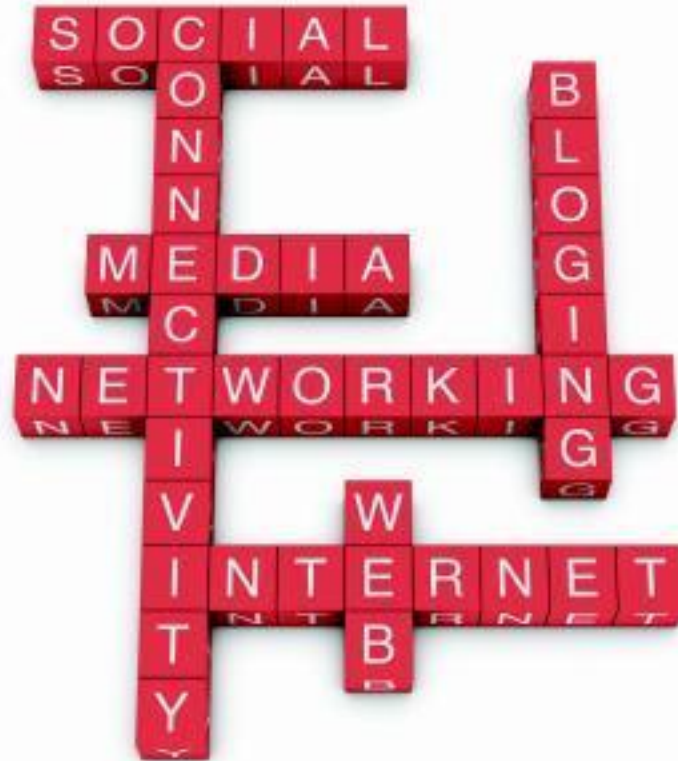
International Professional Managers Association, UK
www.ipma.co.uk

NetProfitQuest

More Clients, More Sales, More Referrals

www.netprofitquest.com

CERTIFICATE IN SOCIAL MEDIA MARKETING



Be Certified as the Social Media Professional in Marketing NOW



INTRODUCTION

Social media is fast gaining popularity and in many ways more influential than traditional media. The role of offline traditional media such as newspapers, TV, radio, SMS broadcast and business networking, is being rapidly replaced by their online social media equivalents such as Blogs, Youtube, Podcasts, Twitter and Facebook.

The low-cost, wide-audience-reach, ease-of-use and speedy implementation of these social media platforms have level the playing field for businesses to reach large numbers of target prospects effectively. This is something that is prohibitively costly for many SMEs to do through traditional media. For SME owners, it is really about leveraging on all these online social media platforms to improve branding, PR and marketing for their business.

NetProfitQuest is proud to pioneer the prestigious "Certificate in Social Media Marketing" (CSM) programme, certified by International Professional Managers Association (IPMA) UK, to equip aspiring individuals with the knowledge and skills to become Social Media Professionals, who are capable of helping business owners in the much needed area of marketing reengineering and social media marketing.



The International Professional Managers Association (IPMA) is an International Examining, Licensing and Regulatory Membership Qualifying Professional Body formed for the purpose of providing practicing Managers with the opportunity to participate and to be part of the process of improving managerial performance and effectiveness in all areas of business, industry and public administration.

IPMA's primary objective, as an International examining, licensing and regulatory professional body, is to improve the key skills required for effective management.

NetProfitQuest

NetProfitQuest provides MNCs, GLCs, SMEs and other corporations or professional bodies with alternative marketing channels, to create additional revenue without increasing the cost per sale OR increasing marketing budget. We do this by delivering a social media driven NPQ Marketing™ System, and by providing a proven duplicable Marketing Re-engineering Process, which would optimize the resources within the enterprise.

LEARNING OBJECTIVES

The Certificate in Social Media Marketing (CSM), the first-of-its-kind in Asia, is designed for clients who have internal implementation capabilities, to learn the framework of marketing re-engineering and tactical implementation of a social media marketing system.

You will find out:

- What are the challenges of modern marketing?
- How has the rules changed - Push Marketing vs Pull Marketing?
- What is Social Media and why is it important for businesses?
- In what industries & areas are Social Media being utilized?
- What is the difference between offline marketing and online marketing?
- How to use C-T-P-M model to generate and monetize online traffic?
- How to implement an effective Social Media driven marketing funnel?
- What are the 23 different types of Social Media?
- What are Primary, Secondary, Syndication and Aggregation Networks?
- How to design your Social Media Blueprint?
- What are the components of a marketing-centric website?
- How to measure ROI of Social Media and what is the framework?

You will learn not just the WHY and the WHAT but most importantly, you learn HOW to use social media to stay ahead of your competitors. You will get STEP-BY-STEP action plan to DESIGN, BUILD, OPERATE and MAINTAIN a social media driven marketing funnel to:

1. Find and connect with your right audiences,
2. Create compelling communications that will attract strong interest and attention,
3. Establish credibility and trust with prospects
4. PREsell their prospects about their products and services to increase conversion rates.

MASTER TRAINERS



WILLY LIM

Willy Lim was a Singapore Government scholar who graduated with a Masters Degree from National University of Singapore. He had served in the defense industry as a business consultant, before starting his own direct marketing training business during the recession in the year 2000. By incorporating a system driven business model using the NPQ Marketing System™ Strategy to expand his business, he has built significant businesses in Singapore, Malaysia and China. On one occasion, he built and trained a FMCG sales force from zero to over USD 200,000 of monthly revenue in less than 6 months.



K.C. SEE

KC SEE, an accountant by training, has been in business for the last 24 years, having built numerous businesses in various industries. He started MasteryAsia, a regional mentorship company that has to date coached more than 6,980 clients over the last 11 years through the very popular Money Mastery Programme. A seasoned Marketing Practitioner, he had consulted many MNCs and SMEs in sales and marketing strategies and tactics. In one instance he helped a client increase sales by 9 times without increasing any marketing expense.

PROGRAMME STRUCTURE

The Certificate in Social Media Marketing (CSM) is a "Do-It-Yourself" programme where participant attends a 2+2 days (total 4 days) hands-on NPQ Application Workshop, followed by 3 post-workshop clinics and 3 group coaching sessions.

Phase ONE: Training (2+2 Days NPQ Application Workshop, 3 Post-Workshop Clinics)

Phase 1A is a 2-Day Planning Process of the NPQ Application Workshop. Participants will learn how to derive marketing strategy, perform marketing physics and understand marketing mathematics. Participants will also be guided through the process of research and brainstorming to develop a site content blueprint for a high-traffic website. After this Phase 1A, there will be a 2-week break to allow the participants to complete the development of the site content blueprint before returning for Phase 1B.

Phase 1B is a 2-Day Practical Session of the NPQ Application Workshop. Participants will learn the technical know-how of building a high traffic content hub based on the site content blueprint. Participants will then setup and optimize various social media platforms to extend the reach of the content hub, participate in conversations and build communities on these social networks.

Phase 1C consists of 3 Post-Workshop Clinics, each 3 hours in the evening, to assist participants in implementing the knowledge they learned in the workshop into their businesses.

Phase TWO: Coaching (3 Group Coaching Sessions, facilitated by NPQ Business Coach)

After completion of Phase One, there will be 3 group coaching sessions, facilitated by a certified NPQ Business Coach. Participants will be coached & monitored in the implementation of the marketing reengineering and social media driven marketing system into the participant's business.

Phase THREE: Assignment (1 Project Assignment & 1 Practical Project)

In the final phase of this programme, there will be 1 project assignment and also 1 practical project based on applying the social media system provided. Outcome of this project is a social media presence in all major platforms and a high traffic content hub with 31 pages of online content.

Participants who have completed all THREE phases of the programme will be eligible to be awarded the "Certificate in Social Media Marketing" by International Professional Managers Association (IPMA), UK.



4 MODULES

Module 1: Marketing Re-engineering Marketing Strategy

1. What is marketing strategy
2. 4 Steps in crafting strategy
3. Elements of successful strategies

Marketing Physics

1. First Law – Overt Benefits
2. Second Law – Real Reason to Believe
3. Third Law – Dramatic Difference

Marketing Mathematics

29 key marketing questions to uncover "hidden" profit – increasing sales without increasing marketing budget

Module 3: Content Hub Creation Creating a High Traffic Content Hub

1. How to create a professional look and feel for your content hub
2. How to structure search engine optimized content
3. What are the strategies of creating content
4. How to build free search engine traffic
5. How to increase search engine rankings
6. What are the strategies to build relationships with prospects
7. How to distribute your content using RSS
8. How to develop email marketing strategy to generate sales
9. How to set up contact form to collect enquiries from your website
10. How to allow visitors to share your content easily
11. How to get visitors to do all the work of creating content for you
12. How to know the direction of your online traffic

Module 2: Content Hub Planning Planning Your Content Hub

1. What is Content -> Traffic -> PREsell -> Monetize (CTPM) process
2. How to research site concept and select a niche
3. How to brainstorm and derive your master keyword list, with demand, supply and profitability analysis
4. How to structure site content blueprint based on 3-tier architecture
5. How to plan monetization options
6. What is the right process to choose and register domain name

Module 4: Social Media Marketing Social Media Marketing

1. What is the correct social media mindset
2. What are the 23 types of social media
3. What are primary, secondary, aggregation & syndication networks
4. How to structure social media blueprint
5. How to integrate secondary content network to your content hub
6. How to setup content syndication network to distribute content
7. How to setup content aggregation network to aggregate content
8. How to use Youtube for marketing
9. How to use Twitter for marketing
10. How to use LinkedIn for marketing
11. How to use Facebook for marketing





How To...

**ATTRACT MORE CLIENTS
WITH SOCIAL MEDIA MARKETING
SELL MORE PRODUCTS & SERVICES
WITH MARKETING REENGINEERING
GENERATE MORE REFERRALS
WITHOUT EXPENSIVE ADVERTISING
INCREASE NET PROFIT
EVEN IN AN ECONOMIC DOWNTURN!**



Who Should Attend

Marketers, PR and Branding Consultants,
Entrepreneurs and Business Owners,
Webmasters, Web Designers, and all who
aspire to be Social Media Experts!



WILLY LIM

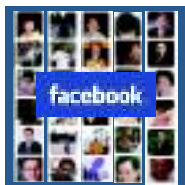


K.C. SEE

Let the Social Media Marketing Experts
show you how even SMEs can increase
their Net Profit without a Huge Marketing
Budget. You Will Discover the Secrets to
Explode the Sales of your Products and
Services, Dominate Your Target Market &
Become a MONOPOLY.



Get Connected with NPQ today
for **MORE Clients, MORE Sales &
MORE Referrals**



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Singapore - Malaysia - HongKong

7 Reasons Why You Should Attend This Programme

1. If you want to know how you can reach **large number of prospects** successfully and leverage on all these online social media platforms to **improve marketing effectiveness**.
2. If you are looking for a **process-driven and results-proven marketing system** that does not increase your marketing budget.
3. If you want to learn the secrets to **MORE clients, MORE sales, MORE referrals**, thus **increasing your net profit without increasing your cost**.
4. If you wish to **gain expertise** in social media strategies and applications, supported by **internationally-recognised certification** from IPMA, UK.
5. You don't have to spend and go overseas to learn from the western countries... you can leverage on our knowledge and system **available to you locally for a fraction of what it could have cost you otherwise**.
6. Our system is supported by our a large pool of stringently selected and tri-disciplinary trained **NPQ Business Coaches** who will support you in your learning and application process.
7. We provide you a **total solution** to your marketing and business needs supported by 3 key elements of success - **STRATEGY, SYSTEM AND PEOPLE!**

What Some NPQ Clients Have to Say

"I feel that the key of success in the future is on distribution development, and new media are playing a very important role in getting to your customer. NPQ gives me the realization that there is a whole new world going on beyond what we are experiencing outside these four walls, and that's more and more influential in the way people decide and buy products & services. I believe all industries that are looking for non-traditional ways of distribution can benefit from NPQ."

Hugo van Vledder, Chief Marketing Officer, eTiQa Insurans & Takaful

"Basically I wanted to learn the application of new media and how we as marketers can promote it better to clients. There are a lot of questions from clients like how to utilize and optimize social media. I think the most important thing I learned is content development and how to optimize your content so that it can be tracked over the internet. Everybody in business, instead of spending money on traditional media, can look at this (NPQ) as an option."

Selvakanthan, Owner, Skantha Designs

"I find it interesting to know more about social media because I think that social media is the new platform for marketing and since we are a marketing magazine, I felt that this (NPQ) would be very insightful for our readers. I've learned that marketers need to target their market and know who their market is before even delving into any of the other applications that they would like to undertake. I think every industry would definite benefit (from NPQ)... as long as they are trying to reach out to a particular market, this (NPQ) is the seminar for them."

*Andrea Mathews, Content Officer,
"Marketing Magazine", Sledgehammer Communications*