MSS
MAKING STRONG SUCCESS

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DIGITAL MARKETING FUNDAMENTALS TRAINING IN THE PHILIPPINES

FROM CLICKS TO CUSTOMERS: PLAN SMART. REACH RIGHT. MEASURE WHAT MATTERS.

A Practical Beginner's Guide to Digital Marketing Strategy, Customer Targeting, Search Engine Optimization (SEO), Social Media Marketing, Content Creation, Online Advertising, Email Marketing, Lead Generation, AI-Assisted Marketing, Digital Marketing Analytics, and Campaign Planning

Training Provider: Making Strong Success (MSS) Corporation
Program Category: Marketing, Digital Marketing, Marketing Strategy, Social Media, Digital Communications, Customer Acquisition, and Business Development
Program Duration: One Day (8:00 AM–5:00 PM)
Delivery Options: Face-to-Face In-House Corporate Training, Onsite or Offsite Workshops, Live Online Training, Hybrid Learning, and Public Seminars
Training Methodology: MSS EnterTRAINment® — Approximately 30% Facilitator Input and 70% Participant Activities, Hands-On Workshops, Digital Marketing Exercises, Practical Case Studies, Group Presentations, and Action Planning

1. TRAINING OVERVIEW

Your company has a Facebook Page.

You regularly publish content.

You may have an Instagram account, TikTok profile, company website, and even a monthly budget for online advertising.

Your marketing team works hard to produce graphics, videos, promotional announcements, and social media updates.

Some posts receive likes.

Others generate comments and shares.

Occasionally, a promotional campaign attracts inquiries.

But important questions remain:

- Are your digital marketing activities reaching the right customers?
- Do your posts support clearly defined business objectives?
- Are potential customers finding your business through online searches?
- Does your content address customers' needs and buying decisions?
- Are you using the right digital marketing channels?
- Is your advertising budget generating meaningful business opportunities?
- Are website visitors converting into actual inquiries or purchases?
- Can your team explain which campaigns are performing well?
- Do you know which digital marketing metrics matter most?
- Is your company executing a coordinated digital marketing strategy—or simply posting online?

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Being active online is not the same as marketing effectively online.

Many organizations invest time, personnel, and money in digital marketing without developing a clear understanding of its fundamentals.

Employees may know how to create a Facebook post but struggle to identify the intended target audience.

They may understand how to boost a post but not how to evaluate whether the campaign is worth its cost.

They may publish website articles without understanding basic Search Engine Optimization.

They may celebrate social media engagement without determining whether it contributes to leads, customers, or business growth.

They may adopt artificial intelligence tools without understanding the importance of checking accuracy, protecting confidential information, and maintaining a consistent brand voice.

The result can be a collection of disconnected digital activities rather than an integrated, measurable marketing approach.

From Random Online Activities to Purposeful Digital Marketing
FROM CLICKS TO CUSTOMERS: PLAN SMART. REACH RIGHT. MEASURE WHAT MATTERS. is MSS Corporation's practical and customizable Digital Marketing Fundamentals Training in the Philippines, designed to equip beginners, marketing employees, entrepreneurs, business owners, sales and marketing personnel, and professionals responsible for digital promotion with the foundational knowledge and skills needed to plan, execute, assess, and improve digital marketing activities.

This program is ideal for organizations searching for Training on Digital Marketing Fundamentals in the Philippines, Digital Marketing Basics Training in the Philippines, Basic Digital Marketing Training in the Philippines, or a beginner-friendly digital marketing workshop that develops practical marketing competencies without requiring advanced technical knowledge.

Rather than overwhelming participants with complicated advertising platforms or specialized marketing software, the program explains how the major components of digital marketing work together.

Participants learn how to:

- Understand the Digital Marketing Landscape.
- Connect Digital Marketing With Business Goals.
- Identify Target Customers and Buyer Personas.
- Understand the Digital Customer Journey.
- Select Appropriate Digital Marketing Channels.
- Develop Clear Marketing Messages.
- Create Customer-Relevant Digital Content.
- Understand Social Media Marketing Fundamentals.
- Apply Basic Search Engine Optimization Principles.
- Recognize the Role of Search Engine Marketing.
- Understand Paid Digital Advertising.
- Introduce Email and Permission-Based Marketing.
- Develop Basic Lead Generation Strategies.

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- Improve Landing Page and Conversion Opportunities.
- Use AI Tools Responsibly to Support Marketing Tasks.
- Understand Essential Digital Marketing Metrics.
- Evaluate Campaign Performance.
- Prepare a Practical Digital Marketing Action Plan.

The program focuses on helping participants answer four essential marketing questions:
WHO are we trying to reach?
WHAT value should we communicate?
WHERE and HOW should we reach them?
HOW will we determine whether our marketing is working?

Why Digital Marketing Fundamentals Matter in the Philippines
Digital channels play an important role in how Filipino consumers discover brands, research products, compare options, communicate with businesses, and make purchase decisions.

DataReportal's Digital 2026: The Philippines report estimated 98 million internet users and 95.8 million social media user identities in the Philippines in late 2025. The social media figure represents platform identities and should not be interpreted as 95.8 million unique individuals.

These figures illustrate the scale of the country's digital environment.

However, a large online audience does not mean every business should advertise on every platform.

A construction materials distributor, for example, may benefit from informative website content, search visibility, product demonstrations, and business-to-business lead generation.

A local restaurant may prioritize location-based discovery, visual content, customer reviews, and convenient ordering channels.

A professional services company may emphasize search visibility, educational content, LinkedIn engagement, credibility, and qualified inquiries.

An e-commerce retailer may need a coordinated combination of product content, marketplace visibility, social commerce, paid advertising, and conversion measurement.

Effective digital marketing begins with business objectives, customer behavior, and the right channel selection—not with posting frequency alone.

What Is Digital Marketing?
Digital marketing is the strategic use of digital technologies, online platforms, content, and communication channels to reach target audiences, communicate value, generate interest, develop customer relationships, and support measurable business outcomes.

Digital marketing may involve:

- Websites and Landing Pages.
- Search Engine Optimization.
- Search Engine Marketing.

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- Social Media Marketing.
- Content Marketing.
- Email Marketing.
- Paid Online Advertising.
- Video Marketing.
- Local Search Visibility.
- E-Commerce and Social Commerce.
- Digital Lead Generation.
- Customer Relationship Management.
- Marketing Analytics.
- AI-Assisted Marketing Activities.

These activities should support the company's marketing strategy and customer journey.

Digital Marketing Is More Than Social Media Marketing
One of the most common beginner misconceptions is that digital marketing is simply creating social media posts.

In reality, social media marketing is only one component of digital marketing.

For example:

A customer searches Google for a service provider.

The customer discovers a company's website.

They read a helpful article.

They visit the company's Facebook Page.

They review customer feedback.

They complete an inquiry form.

A sales representative follows up.

The customer eventually purchases.

This customer journey involves several digital and non-digital activities working together.

The training explains how each relevant channel contributes to customer discovery, consideration, conversion, and retention.

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Digital Marketing for Business Results
Participants learn to distinguish marketing activities from business outcomes.

Digital Marketing Activity	Possible Business Objective
Posting Educational Videos	Increase Awareness and Build Credibility
Publishing Search-Optimized Website Content	Improve Relevant Search Discovery
Running Social Media Advertisements	Reach Target Audiences or Generate Leads
Improving Website Landing Pages	Increase Qualified Inquiries or Purchases
Sending Appropriate Email Campaigns	Develop Customer Relationships or Encourage Repeat Purchases
Publishing Product Demonstrations	Help Potential Customers Evaluate Products
Monitoring Digital Campaign Reports	Identify Opportunities for Improvement

The specific outcome depends on the target audience, message, offer, channel, and actual marketing execution.

Introducing the MSS D.I.G.I.T.A.L.™ Marketing Fundamentals Framework
This training introduces the MSS D.I.G.I.T.A.L.™ Marketing Fundamentals Framework, consisting of seven practical disciplines:

- D — Define Business Goals and Target Customers
- I — Investigate Customer Behavior and Digital Opportunities
- G — Generate Relevant Content and Compelling Messages
- I — Integrate Appropriate Digital Marketing Channels
- T — Turn Attention Into Inquiries and Conversions
- A — Analyze Marketing Performance and Optimize Activities
- L — Launch a Practical and Accountable Digital Marketing Action Plan

The MSS D.I.G.I.T.A.L.™ Process:
DEFINE → INVESTIGATE → GENERATE → INTEGRATE → TURN → ANALYZE → LAUNCH

The framework helps participants progress from understanding digital marketing to developing their own basic digital marketing campaign plan.

Training Audience and Search Relevance
This program addresses the needs of Philippine companies and individuals searching for:

- Digital Marketing Fundamentals Training in the Philippines.
- Training on Digital Marketing Fundamentals in the Philippines.
- Digital Marketing Basics Training in the Philippines.
- Training on Digital Marketing Basics in the Philippines.
- Basic Digital Marketing Training in the Philippines.
- Training on Basic Digital Marketing in the Philippines.
- Digital Marketing for Beginners Training in the Philippines.
- Introduction to Digital Marketing Training in the Philippines.
- Digital Marketing Fundamentals Workshop in the Philippines.
- Digital Marketing 101 Training in the Philippines.
- Corporate Digital Marketing Training in the Philippines.
- In-House Digital Marketing Training in the Philippines.

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- Digital Marketing Training for Employees.
- Digital Marketing Training for Marketing Teams.
- Digital Marketing Training for Small Businesses.
- Digital Marketing Strategy and Fundamentals Training.
- Beginner Digital Marketing Seminar in the Philippines.
- Digital Marketing Planning Workshop in the Philippines.

Distinguishing This Program From Advanced Marketing Courses
This is a foundational, business-oriented program.

It provides a practical understanding of the digital marketing ecosystem and helps participants design a coordinated basic marketing plan.

It is not intended to provide advanced mastery of every platform in a single day.

Training Program	Primary Focus
Digital Marketing Fundamentals Training	Digital marketing concepts, strategy basics, audiences, channels, content, lead generation, measurement, and practical planning
Social Media Marketing Training	Social media strategy, platform management, content, engagement, community building, and social campaigns
Search Engine Optimization Training	Search intent, keywords, website content optimization, technical foundations, and organic search performance
Digital Advertising and Performance Marketing Training	Paid campaign setup, targeting, creative testing, budgets, bidding, attribution, and performance optimization
AI for Marketing Training	AI-assisted research, content development, campaign workflows, automation, and responsible AI use
Content Marketing and Copywriting Training	Content strategy, persuasive messaging, storytelling, editorial planning, and content production
Marketing Analytics Training	Tracking, dashboards, campaign evaluation, attribution, reporting, and marketing ROI analysis
Marketing Strategy and Planning Training	Market assessment, positioning, strategic priorities, campaign planning, budgets, and integrated marketing strategy

What Participants Will Experience
Following MSS Corporation's EnterTRAINment® methodology, approximately 30% of the net learning time involves facilitator explanations, demonstrations, and guided discussions, while approximately 70% involves:

- Digital Marketing Readiness Assessments.
- Target Customer Profiling.
- Digital Customer Journey Mapping.
- Competitor and Channel Reviews.
- Digital Content Creation.
- Basic SEO Exercises.
- Social Media Content Planning.
- Channel Selection Workshops.

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- Digital Campaign Brief Development.
- Lead Generation Exercises.
- Marketing Metrics Interpretation.
- Mini-Campaign Planning.
- Group Presentations.
- 30–60–90-Day Action Planning.

Participants finish the program with a draft digital marketing plan that can be refined and implemented in their workplace.

2. TRAINING GOAL

To equip beginners, marketing employees, business owners, entrepreneurs, sales and marketing professionals, and relevant organizational personnel with the foundational knowledge, practical skills, digital marketing tools, strategic thinking, and performance measurement competencies necessary to plan, implement, evaluate, and improve customer-focused digital marketing activities that support brand visibility, customer engagement, lead generation, customer acquisition, and organizational marketing objectives.

3. TRAINING OBJECTIVES

By the end of the program, participants should be able to:

1. Define digital marketing and explain its relevance to modern organizations.
2. Differentiate traditional marketing from digital marketing.
3. Identify the principal components of the digital marketing ecosystem.
4. Explain the relationship between business goals and digital marketing activities.
5. Distinguish marketing activities, outputs, and business outcomes.
6. Apply the MSS D.I.G.I.T.A.L.™ Marketing Fundamentals Framework.
7. Identify common beginner mistakes in digital marketing.
8. Understand the basic stages of the digital customer journey.
9. Identify target audiences and customer segments.
10. Develop a simple buyer persona.
11. Recognize customer needs, motivations, concerns, and buying behaviors.
12. Identify appropriate channels for reaching different customer groups.
13. Distinguish owned, earned, shared, and paid digital media.
14. Explain the role of websites and landing pages.
15. Understand the fundamentals of Search Engine Optimization.
16. Recognize the purpose of keywords and search intent.
17. Explain how useful website content supports search visibility.
18. Differentiate organic search visibility from paid search advertising.
19. Identify basic social media marketing approaches.
20. Recognize the strengths and limitations of different social media platforms.
21. Develop customer-focused digital marketing messages.
22. Apply basic content marketing and copywriting principles.
23. Draft an appropriate call to action.
24. Prepare a basic social media or content calendar.
25. Explain the fundamentals of paid digital advertising.

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26. Recognize the importance of appropriate marketing budgets.
27. Explain the basic role of email marketing and customer relationship development.
28. Identify common digital lead generation methods.
29. Understand conversion pathways and landing page fundamentals.
30. Recognize the appropriate use of AI in basic marketing tasks.
31. Apply responsible marketing and personal data handling principles.
32. Identify common digital marketing performance metrics.
33. Differentiate reach, impressions, engagement, clicks, leads, and conversions.
34. Interpret simple digital marketing performance reports.
35. Understand the difference between marketing efficiency and business results.
36. Recognize the role of Google Analytics, Google Search Console, and platform-native analytics.
37. Identify basic opportunities to improve campaign performance.
38. Develop a simple integrated digital marketing campaign brief.
39. Prepare a 30–60–90-Day Digital Marketing Action Plan.
40. Present an actionable digital marketing plan aligned with organizational objectives.

4. LEARNING DOMAINS ADDRESSED

Learning Domain	Development Focus
Cognitive — Digital Marketing Knowledge	Digital marketing fundamentals, customer journeys, target audiences, channels, content, SEO basics, digital advertising, lead generation, analytics, and marketing planning
Affective — Customer-Centric and Results-Oriented Mindset	Customer focus, creativity, ethical marketing, accountability, curiosity, experimentation, brand consistency, data awareness, and continuous improvement
Behavioral — Practical Digital Marketing Application	Buyer persona development, channel selection, content drafting, basic SEO assessment, campaign planning, KPI selection, performance interpretation, and marketing action planning

5. FROM POINT A TO POINT B: DESIRED TRAINING TRANSFORMATION

Point A: Before the Training

Participants or organizations may:

- Assume digital marketing is simply posting on social media.
- Have little understanding of how digital marketing channels work together.
- Create marketing content without clearly defined objectives.
- Target overly broad or undefined audiences.
- Publish content without considering customer needs.
- Use the same message across different platforms without adjusting the approach.
- Focus excessively on likes, followers, or views.
- Have no clear customer journey or conversion pathway.
- Struggle to distinguish organic marketing from paid advertising.
- Have limited understanding of SEO.
- Publish website content without considering search intent.
- Spend money boosting posts without evaluating results.

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- Lack a consistent content calendar.
- Use AI tools without sufficiently checking outputs.
- Collect leads without a clear follow-up process.
- Have difficulty identifying meaningful marketing KPIs.
- Report platform numbers without explaining their business implications.
- Lack coordination between marketing and sales.
- Execute isolated marketing activities without an integrated plan.

Point B: After the Training

Participants should be better able to:

- Explain digital marketing and its principal components.
- Establish clear marketing objectives.
- Identify appropriate target customers.
- Recognize customer needs and buying journeys.
- Select suitable digital marketing channels.
- Develop more customer-relevant marketing messages.
- Prepare basic content for selected platforms.
- Explain foundational SEO principles.
- Distinguish organic and paid digital marketing approaches.
- Identify practical lead generation methods.
- Develop more effective calls to action.
- Recognize opportunities to improve landing pages.
- Apply AI tools responsibly to selected marketing tasks.
- Identify relevant campaign metrics.
- Interpret basic marketing performance data.
- Connect marketing activities with intended business outcomes.
- Prepare an integrated digital marketing campaign brief.
- Develop practical marketing initiatives with owners, schedules, and performance measures.

6. ORGANIZATIONAL CHALLENGES ADDRESSED

The program may help organizations address:

- Lack of Digital Marketing Fundamentals.
- Unclear Marketing Goals.
- Inconsistent Digital Marketing Execution.
- Weak Target Audience Identification.
- Low-Value or Irrelevant Content.
- Poor Online Brand Visibility.
- Inconsistent Social Media Activity.
- Overdependence on a Single Marketing Platform.
- Limited Understanding of SEO.
- Ineffective Calls to Action.
- Weak Lead Generation.
- Poor Marketing and Sales Coordination.
- Unclear Digital Campaign Objectives.

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- Inappropriate Channel Selection.
- Limited Digital Advertising Literacy.
- Weak Marketing Budget Awareness.
- Insufficient Campaign Tracking.
- Confusion Over Marketing Metrics.
- Excessive Focus on Vanity Metrics.
- Poor Interpretation of Analytics.
- Lack of Structured Content Planning.
- Inconsistent Brand Messaging.
- Irresponsible AI-Assisted Content Production.
- Weak Personal Data Handling Awareness.
- Absence of Practical Digital Marketing Action Plans.

7. EXPECTED BUSINESS AND PEOPLE IMPACT

Expected Business Impact	Expected People Impact
More purposeful digital marketing activities	Clearer understanding of digital marketing fundamentals
Better alignment between marketing and business objectives	Improved marketing planning skills
More relevant audience targeting	Stronger customer awareness
Improved coordination of marketing channels	Better understanding of the digital ecosystem
More consistent content planning	Improved content development and communication skills
Greater awareness of online visibility opportunities	Foundational SEO and search marketing literacy
Better-informed advertising decisions	Improved understanding of digital advertising concepts
More structured lead generation efforts	Clearer understanding of conversion pathways
More meaningful marketing performance reporting	Greater confidence in interpreting campaign metrics
Better coordination between marketing and sales	Stronger cross-functional marketing collaboration
More responsible adoption of AI marketing tools	Greater AI awareness and content verification discipline
Improved marketing accountability	Practical digital marketing action plans and ownership

These are intended learning and organizational outcomes. Actual improvements in customer acquisition, revenue, lead generation, and marketing return on investment depend on implementation quality, market conditions, product-market fit, budgets, sales follow-through, and other business factors.

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8. THE MSS D.I.G.I.T.A.L.™ MARKETING FUNDAMENTALS FRAMEWORK

The MSS D.I.G.I.T.A.L.™ Marketing Fundamentals Framework provides a practical approach to planning, implementing, and evaluating basic digital marketing activities.

Letter	Digital Marketing Competency	Practical Application
D	Define Business Goals and Target Customers	Establish marketing objectives, identify priority audiences, and connect campaigns with business needs
I	Investigate Customer Behavior and Digital Opportunities	Review customer journeys, online behavior, competitors, search interests, and relevant digital touchpoints
G	Generate Relevant Content and Compelling Messages	Develop valuable messages, content ideas, marketing offers, and clear calls to action
I	Integrate Appropriate Digital Marketing Channels	Choose and coordinate websites, search, social media, email, paid media, and relevant digital platforms
T	Turn Attention Into Inquiries and Conversions	Design practical pathways from awareness and engagement to inquiries, leads, purchases, or other desired actions
A	Analyze Marketing Performance and Optimize Activities	Select metrics, interpret results, identify improvement opportunities, and make informed adjustments
L	Launch a Practical and Accountable Digital Marketing Action Plan	Define priorities, activities, schedules, owners, resources, performance measures, and review routines

D — Define Business Goals and Target Customers
Digital marketing should begin with a clear business purpose.

Participants learn to distinguish objectives such as:

- Increasing Brand Awareness.
- Generating Qualified Inquiries.
- Attracting Website Visitors.
- Increasing Store Visits.
- Supporting Product Launches.
- Promoting Events.
- Improving Customer Engagement.
- Encouraging Repeat Purchases.
- Supporting Sales Growth.

They also learn that different objectives require different activities and measurements.

A campaign intended to generate awareness should not be evaluated exclusively by immediate sales.

Similarly, a campaign designed to generate sales inquiries should not be declared successful merely because it attracts many views.

Understanding Target Customers
Participants learn to define a target customer using:

- Customer Needs.

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- Geographic Location.
- Relevant Demographics.
- Industry or Business Type.
- Job Role Where Applicable.
- Buying Motivations.
- Customer Problems.
- Purchase Considerations.
- Preferred Communication Channels.
- Decision-Making Behavior.

Buyer Persona Example
Customer: HR Manager in a Philippine company
Need: Find a credible corporate training provider.
Problem: Employees require improved supervisory skills.
Information Sought: Training outline, duration, methodology, trainer expertise, and investment.
Likely Digital Touchpoints: Search engines, professional networks, corporate websites, and recommendations.
Desired Action: Request a proposal.

This demonstrates how digital marketing should reflect the customer's actual decision-making process.

Core Principle: Know what your organization wants to achieve and whom it needs to reach before choosing a platform or creating content.

I — Investigate Customer Behavior and Digital Opportunities
Participants learn to examine how customers discover, evaluate, and engage with businesses online.

Understanding the Digital Customer Journey
AWARENESS → CONSIDERATION → CONVERSION → RETENTION → ADVOCACY

Awareness: The customer recognizes a need or discovers a brand.
Consideration: The customer compares available options.
Conversion: The customer completes a desired action, such as an inquiry, registration, or purchase.
Retention: The organization encourages appropriate continued engagement or repeat business.
Advocacy: Satisfied customers may recommend the organization to others.

Digital Opportunity Assessment
Participants examine:

- Customer Questions and Search Behavior.
- Existing Website Content.
- Social Media Presence.
- Competitor Messaging.
- Brand Visibility.
- Customer Engagement Patterns.
- Existing Marketing Channels.
- Lead Generation Opportunities.
- Customer Experience Obstacles.

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Core Principle: Effective digital marketing responds to customer behavior rather than relying exclusively on what the organization wants to promote.

G — Generate Relevant Content and Compelling Messages
Participants learn that effective content should offer value to a defined audience.

Digital marketing content may:

- Inform.
- Educate.
- Demonstrate.
- Explain.
- Build Confidence.
- Answer Questions.
- Present Solutions.
- Encourage Appropriate Action.

Simple Digital Marketing Message Formula
CUSTOMER NEED → RELEVANT VALUE → SUPPORTING REASON → CALL TO ACTION

Example:
Customer Need: Develop first-time supervisors.
Relevant Value: Practical supervisory skills development.
Supporting Reason: Hands-on workshops and workplace scenarios.
Call to Action: Request a customized training proposal.

Content Formats

- Educational Posts.
- Short Videos.
- Product Demonstrations.
- Blog Articles.
- Customer FAQs.
- Infographics.
- Case Studies.
- Email Newsletters.
- Service Guides.
- Event Announcements.
- Landing Page Copy.
- Approved Customer Testimonials.

Core Principle: Good marketing content helps the intended customer understand why the message matters.

I — Integrate Appropriate Digital Marketing Channels
Digital marketing works best when selected channels support common objectives and customer journeys.

Types of Digital Media
Owned Media
Channels controlled by the organization, such as its website, blog, and appropriately maintained customer email list.

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Earned Media
Visibility obtained through genuine recommendations, publicity, customer reviews, and organic references.

Shared Media
Content and conversations distributed or amplified through social platforms and communities.

Paid Media
Advertising placements purchased through digital platforms.

Common Digital Marketing Channels

Channel	Primary Role
Website	Provide information, establish credibility, and support conversions
Search Engine Optimization	Improve relevant organic search discoverability
Search Advertising	Reach people searching for relevant products or services through paid placements
Facebook	Support community engagement, content promotion, inquiries, and advertising where appropriate
Instagram	Support visual storytelling, brand engagement, and product discovery
TikTok	Support short-form video content and discovery where relevant
LinkedIn	Support professional visibility and B2B marketing
YouTube	Support video education, demonstrations, and brand content
Email Marketing	Maintain appropriate relationships with interested contacts and existing customers
Digital Marketplaces	Support product visibility and transactions where relevant
Landing Pages	Focus visitors on a specific campaign offer or desired action

Participants learn that channel selection must consider audience relevance, content requirements, budget, team capacity, and measurable objectives.

Core Principle: The best digital marketing channel is not necessarily the most popular—it is the one that helps the organization reach the right audience and achieve its objective.

T — Turn Attention Into Inquiries and Conversions
Marketing results depend partly on what happens after customers encounter content or advertising.

Participants learn how to create a path from attention to meaningful action.

The Basic Digital Conversion Path
DISCOVERY → INTEREST → EVALUATION → CALL TO ACTION → CONVERSION → FOLLOW-UP

Potential conversion actions include:

- Submitting an Inquiry.
- Requesting a Quotation.

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- Booking a Consultation.
- Registering for an Event.
- Completing a Purchase.
- Requesting a Product Demonstration.
- Downloading a Resource.
- Signing Up for Appropriate Communications.

Conversion Fundamentals
Participants learn the importance of:

- Relevant Offers.
- Clear Calls to Action.
- Readable Landing Pages.
- Mobile-Friendly Experiences.
- Accurate Product and Service Information.
- Simple Inquiry Processes.
- Trust-Building Content.
- Appropriate Follow-Up.
- Coordination Between Marketing and Sales.

Core Principle: Digital marketing must help interested customers take a clear and relevant next step.

A — Analyze Marketing Performance and Optimize Activities
Participants learn to distinguish activity metrics from measures of meaningful marketing performance.

Metric	Basic Meaning
Reach	Number of unique accounts or individuals reached as defined by the platform
Impressions	Number of times content or an advertisement was displayed
Engagement	Interactions with content, such as reactions, comments, or shares
Clicks	Recorded clicks on content, advertisements, or links
Click-Through Rate (CTR)	Percentage of impressions that generate clicks, under the relevant platform definition
Website Sessions	Groups of website interactions measured within a session
Leads	Potential customers who meet the organization's defined lead criteria
Conversion Rate	Percentage of a defined audience or activity base completing a desired action
Cost Per Lead (CPL)	Advertising or campaign cost divided by attributed leads
Return on Ad Spend (ROAS)	Attributed revenue divided by advertising spend
Return on Investment (ROI)	Financial return evaluated relative to the relevant investment and costs

Participants also receive an introduction to digital measurement tools.

For example, Google Analytics 4 uses key events to identify website or application actions important to a business, while advertising conversion measures support campaign performance evaluation.

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Core Principle: Do not measure marketing success using only what is easy to count. Measure what supports the actual business objective.

L — Launch a Practical and Accountable Digital Marketing Action Plan
Participants convert their learning into an initial implementation plan.

The plan should answer:

- What is the marketing objective?
- Who is the target audience?
- What message or offer will be communicated?
- Which channels will be used?
- What content will be developed?
- What resources are required?
- Who will be responsible?
- When will activities happen?
- Which metrics will be monitored?
- When will performance be reviewed?
- What adjustments may be necessary?

The MSS D.I.G.I.T.A.L.™ 30–60–90-Day Marketing Action Cycle
First 30 Days — Establish the Foundations
Clarify objectives, identify target customers, assess channels, and prepare content.

Days 31–60 — Implement and Measure
Launch selected marketing activities, monitor results, and coordinate lead follow-through.

Days 61–90 — Review and Improve
Evaluate performance, improve weak areas, refine content, and establish the next campaign priorities.

Core Principle: Digital marketing fundamentals become valuable when participants turn knowledge into planned, measurable, and accountable workplace action.

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9. DETAILED ONE-DAY DIGITAL MARKETING FUNDAMENTALS TRAINING OUTLINE

Program Title: FROM CLICKS TO CUSTOMERS: PLAN SMART. REACH RIGHT. MEASURE WHAT MATTERS.
Training Duration: One Day (8:00 AM–5:00 PM)
Training Methodology: MSS EnterTRAINment® — Approximately 30% Facilitator Input and 70% Participant Application
Training Emphasis: Digital Marketing Fundamentals, Customer Targeting, Digital Channels, Content Marketing, SEO Basics, Social Media, Digital Advertising Awareness, Lead Generation, Analytics, and Action Planning

Time	Modules and Topics	Major Activity and Output
8:00 AM–10:00 AM	**MODULE 1: THINK DIGITAL — UNDERSTAND DIGITAL MARKETING, DEFINE YOUR AUDIENCE, AND IDENTIFY ONLINE OPPORTUNITIES** 1. Understanding Digital Marketing Fundamentals • Digital Marketing Versus Traditional Marketing • Digital Marketing Ecosystem and Common Channels • Digital Marketing Goals Versus Activities • Owned, Earned, Shared, and Paid Media • Introduction to the MSS D.I.G.I.T.A.L.™ Framework 2. D — Define Business Goals and Target Customers • Awareness, Engagement, Leads, and Sales Objectives • Target Market and Customer Segmentation • Customer Needs, Problems, and Motivations • Buyer Persona Development • Business-to-Business Versus Business-to-Consumer Marketing 3. I — Investigate Customer Behavior and Digital Opportunities • Awareness, Consideration, Conversion, Retention, and Advocacy • Digital Customer Journey Mapping • Customer Search and Social Media Behavior • Basic Competitor and Channel Review • Identifying Digital Marketing Opportunities 4. Establishing a Digital Marketing Direction • SMART Marketing Objectives • Matching Channels With Customers • Marketing Message and Offer Alignment • Identifying Initial Digital Marketing Priorities	**Activity 1: Digital Marketing Reality Check** Participants assess a fictional company's digital marketing efforts and identify activities that lack clear objectives, target audiences, or measurable outcomes. **Activity 2: Know Your Customer Challenge** Participants develop a basic buyer persona, including customer needs, purchasing concerns, preferred digital channels, and likely reasons for taking action. **Activity 3: Map the Digital Customer Journey** Teams map how a potential customer may discover, evaluate, inquire about, and purchase a product or service. They identify digital touchpoints and improvement opportunities. **Expected Outputs:** • Digital Marketing Readiness Assessment • SMART Digital Marketing Objective • Target Customer / Buyer Persona Worksheet • Digital Customer Journey Map
10:00 AM–10:15 AM	MORNING BREAK	
10:15 AM–12:00 NN	**MODULE 2: CREATE AND GET DISCOVERED — DIGITAL CONTENT, SOCIAL MEDIA, SEO, AND CUSTOMER-FOCUSED MESSAGING**	**Activity 4: The Content Makeover Challenge**

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	1. G — Generate Relevant Content and Compelling Messages • Content Marketing Fundamentals • Educational, Promotional, and Trust-Building Content • Basic Marketing Copywriting • Value Propositions and Calls to Action • Brand Voice and Message Consistency 2. Search Engine Optimization Fundamentals • How Search Engines Help Customers Discover Businesses • Search Intent and Relevant Keywords • Helpful and Search-Friendly Content • Page Titles, Headings, and Meta Descriptions • Basic Local Search and Website Visibility 3. Social Media and Content Distribution Basics • Facebook, Instagram, TikTok, LinkedIn, and YouTube • Matching Platforms With Customer Segments • Social Media Content Formats • Engagement and Community Management Basics • Developing a Simple Content Calendar 4. AI-Assisted Content and Responsible Marketing • Using AI for Brainstorming and Drafting • Reviewing AI Outputs for Accuracy • Maintaining Authenticity and Brand Voice • Avoiding Misleading Claims and Unlicensed Content • Protecting Personal and Confidential Information	Participants transform generic promotional messages into customer-relevant marketing content using a defined audience, value proposition, and call to action. **Activity 5: Get Found — Basic SEO Exercise** Teams evaluate a sample webpage or product/service description. They identify the intended search query, improve its title and headings, and recommend clearer, more useful content. **Activity 6: Create a Five-Post Content Plan** Participants develop five coordinated content ideas for their selected business, including platform, format, message, customer journey stage, and intended action. Expected Outputs: • Customer-Focused Marketing Message • Sample Social Media or Website Content • Basic SEO Improvement Checklist • Five-Post Digital Content Calendar
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	**MODULE 3: REACH AND CONVERT — DIGITAL CHANNELS, ONLINE ADVERTISING, LEAD GENERATION, AND CAMPAIGN PLANNING** 1. I — Integrate Appropriate Digital Marketing Channels • Websites and Landing Pages • Organic Search and Social Media • Paid Search and Social Advertising • Email Marketing Basics • E-Commerce and Social Commerce Awareness • Selecting Channels Based on Audience and Resources	**Activity 7: Choose the Right Channel** Teams examine different Philippine business cases and select appropriate digital marketing channels, explaining their choices based on customer behavior, campaign objectives, and available resources. **Activity 8: From Click to Customer** Participants analyze a digital lead generation scenario with a weak offer, unclear call to action, or confusing landing page. They redesign the customer pathway to support a meaningful next step.

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	2. Introduction to Paid Digital Advertising • Organic Marketing Versus Paid Advertising • Basic Google Ads and Social Media Advertising Concepts • Campaign Objectives and Target Audiences • Advertising Creative and Offers • Budget Awareness and Performance Expectations • Common Beginner Advertising Mistakes 3. T — Turn Attention Into Inquiries and Conversions • Marketing Funnel Fundamentals • Lead Generation Methods • Effective Calls to Action • Landing Page and Inquiry Form Basics • Marketing and Sales Handoffs • Customer Follow-Up and Relationship Development 4. Planning a Simple Integrated Digital Campaign • Campaign Objective • Target Customer and Core Message • Campaign Offer and Conversion Action • Channel Selection • Content Requirements • Initial Resource and Budget Considerations	**Activity 9: Build Your First Integrated Campaign Brief** Participants prepare a basic campaign brief combining target audience, objective, core message, digital channels, content, offer, conversion action, and preliminary budget considerations. **Expected Outputs:** • Digital Marketing Channel Selection Matrix • Lead Generation and Conversion Pathway • Basic Integrated Digital Marketing Campaign Brief • Initial Campaign Resource and Budget Worksheet
3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	**MODULE 4: MEASURE AND GROW — DIGITAL MARKETING METRICS, PERFORMANCE ANALYSIS, OPTIMIZATION, AND ACTION PLANNING** 1. A — Analyze Marketing Performance and Optimize Activities • Awareness, Engagement, Traffic, and Conversion Metrics • Reach, Impressions, Clicks, and CTR • Leads, Conversion Rates, CPL, ROAS, and ROI • Marketing Objectives Versus Relevant KPIs • Recognizing Vanity Metrics and Performance Gaps 2. Introduction to Digital Marketing Measurement Tools • Social Media Platform Insights • Google Analytics 4 Overview • Google Search Console Overview • Basic Campaign Tracking Awareness • Interpreting Simple Digital Marketing Reports	**Activity 10: Which Campaign Actually Worked?** Teams evaluate a sample dashboard comparing campaigns with different levels of reach, clicks, inquiries, and costs. They identify which results best support the stated objective and recommend improvements. **Activity 11: Your First 90-Day Digital Marketing Plan** Participants consolidate their buyer persona, channel choices, content plan, campaign brief, and KPIs into a realistic 30–60–90-day implementation roadmap. **Activity 12: Pitch Your Digital Marketing Plan** Teams present their proposed digital marketing direction, target audience, selected channels, expected customer actions, performance measures, and first

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	• Understanding Reporting Limitations 3. Improving Digital Marketing Performance • Identifying Strong and Weak Campaign Results • Reviewing Audience, Message, Channel, and Offer • Basic Content and Creative Testing • Improving Calls to Action • Learning From Customer Inquiries and Feedback • Making Data-Informed Adjustments 4. L — Launch a Practical and Accountable Marketing Action Plan • Defining 30–60–90-Day Priorities • Establishing Content and Campaign Activities • Identifying Required Tools and Resources • Assigning Marketing Responsibilities • Selecting Performance Measures • Scheduling Campaign Reviews	implementation priorities. They receive facilitator and peer feedback. **Expected Outputs:** • Digital Marketing KPI Scorecard • Sample Campaign Performance Assessment • 30–60–90-Day Digital Marketing Action Plan • Mini Digital Marketing Plan Presentation
5:00 PM	PROGRAM CLOSING	• Learning Synthesis • Individual Marketing Action Commitments • Training Evaluation • Recommended Next Steps

Implementation Note: This foundational program introduces participants to the digital marketing ecosystem through guided exercises and simplified examples. It does not require participants to spend money on live advertisements or provide access to confidential company accounts.

Where suitable, in-house workshops may use approved company information, public-facing marketing assets, and authorized platform access. Advanced technical implementation, campaign management, SEO auditing, advertising account optimization, or marketing automation should be separately scoped.

10. CORE PARTICIPANT OUTPUTS

Module	Expected Participant Outputs	Workplace Application
Module 1: Think Digital	Digital Marketing Readiness Assessment; SMART Objective; Buyer Persona; Customer Journey Map	Define the purpose, audience, and opportunities for digital marketing
Module 2: Create and Get Discovered	Marketing Message; Sample Content; SEO Checklist; Five-Post Content Calendar	Develop relevant content and strengthen foundational digital visibility
Module 3: Reach and Convert	Channel Selection Matrix; Conversion Pathway; Campaign Brief; Resource and Budget Worksheet	Plan coordinated marketing activities and lead generation opportunities
Module 4: Measure and Grow	KPI Scorecard; Campaign Assessment; 30–60–90-Day Action Plan; Mini Marketing Presentation	Evaluate results and establish accountable implementation priorities

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Recommended Final Integrated Participant Output

My First Digital Marketing Campaign Plan
At the end of the training, participants should have a preliminary document containing:

1. Business and Marketing Objective.
2. Target Customer Profile.
3. Customer Need or Problem.
4. Marketing Message and Value Proposition.
5. Selected Digital Channels.
6. Content Ideas and Schedule.
7. Campaign Offer and Call to Action.
8. Lead Generation or Conversion Pathway.
9. Preliminary Budget and Resource Considerations.
10. Performance Indicators.
11. Responsible Action Owners.
12. 30–60–90-Day Implementation Plan.

This serves as the principal practical output of the one-day program.

11. SAMPLE DIGITAL MARKETING WORKPLACE SCENARIOS

The program uses realistic examples relevant to Philippine businesses and corporate marketing teams.

Scenario 1: The Company That Posts Every Day but Receives Few Inquiries
Situation:
A business posts promotional graphics on Facebook daily. Employees report high posting activity, but qualified inquiries remain limited.

Marketing Challenge:
Determine whether the content supports a clear audience need, value proposition, and conversion action.

Expected Participant Response:

- Review the campaign objective.
- Identify the intended audience.
- Evaluate the content's relevance.
- Examine the call to action.
- Determine whether the chosen metrics reflect the objective.
- Recommend appropriate content and conversion improvements.

Key Learning: Posting frequently does not automatically generate business results.

Scenario 2: The Business Targeting Everyone
Situation:
A retailer claims that its products are suitable for everyone and therefore uses the same advertisements for all customers.

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Marketing Challenge:
Identify relevant customer groups and develop more appropriate messages.

Expected Participant Response:

- Segment potential customers.
- Identify different purchasing needs.
- Develop a priority buyer persona.
- Adjust marketing messages.
- Choose relevant channels.

Key Learning: A defined audience helps marketing teams communicate more effectively.

Scenario 3: The Company That Has a Website but Cannot Be Easily Found
Situation:
A service provider has a professional-looking website, but the relevant service pages do not clearly explain what customers are searching for.

Marketing Challenge:
Improve the usefulness and basic search relevance of the website.

Expected Participant Response:

- Identify the likely customer search intent.
- Review the page title and headings.
- Improve the service description.
- Answer common customer questions.
- Clarify the inquiry action.
- Recommend appropriate monitoring.

Key Learning: Search visibility begins with useful, understandable, relevant content.

Scenario 4: The Employee Who Thinks Boosting a Post Is a Complete Marketing Strategy
Situation:
An employee regularly boosts Facebook posts without defining campaign objectives or evaluating qualified business results.

Marketing Challenge:
Distinguish digital advertising execution from marketing planning.

Expected Participant Response:

- Define the campaign objective.
- Identify the intended audience.
- Clarify the offer.
- Determine the desired action.
- Recommend appropriate budget considerations.
- Identify relevant performance measures.

Key Learning: Advertising spend should support an objective and a measurable customer action.

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Scenario 5: The Restaurant Choosing Between Several Digital Channels
Situation:
A restaurant wants to increase customer visits and inquiries but has limited time and marketing resources.

Marketing Challenge:
Prioritize digital channels according to audience behavior and business needs.

Expected Participant Response:
- Identify local customer segments.
- Review location-based discovery opportunities.
- Consider useful visual and video content.
- Evaluate relevant social platforms.
- Identify suitable ordering or inquiry methods.
- Develop a realistic channel plan.

Key Learning: Businesses should prioritize the channels most relevant to their customers and capabilities.

Scenario 6: The B2B Company Copying Consumer Marketing Tactics
Situation:
A manufacturer targeting institutional buyers uses entertaining social media trends but provides little useful information about product specifications, capabilities, or business applications.

Marketing Challenge:
Align content with a longer B2B buying process.

Expected Participant Response:
- Identify business buyer concerns.
- Clarify technical or commercial information needs.
- Develop educational content ideas.
- Consider search and professional channels.
- Establish an appropriate inquiry or consultation pathway.

Key Learning: Digital marketing should reflect how the intended customer evaluates purchasing decisions.

Scenario 7: The Campaign With Thousands of Likes but Few Leads
Situation:
A social media campaign produces substantial engagement but very few inquiries.

Marketing Challenge:
Assess the difference between engagement and lead generation.

Expected Participant Response:
- Review the original objective.
- Identify the campaign's intended conversion action.
- Examine the offer.
- Evaluate the audience.
- Review the landing page or contact method.

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- Recommend appropriate improvements.

Key Learning: A campaign should be measured against its objective, not its most impressive-looking metric.

Scenario 8: The Business With an Unclear Call to Action
Situation:
A company publishes useful product information but gives customers no clear next step.

Marketing Challenge:
Improve the conversion pathway.

Expected Participant Response:
- Identify the desired customer action.
- Draft a clear call to action.
- Match the action with the customer's readiness.
- Ensure the inquiry process is understandable.
- Recommend appropriate follow-up responsibilities.

Key Learning: Customers are more likely to act when the next step is clear and relevant.

Scenario 9: The Team Using AI to Produce Unverified Marketing Claims
Situation:
A marketing employee uses a generative AI tool to draft promotional content. The draft includes unsupported product claims and a customer testimonial that does not exist.

Marketing Challenge:
Apply responsible AI-assisted marketing practices.

Expected Participant Response:
- Identify unsupported statements.
- Verify product information.
- Remove fabricated testimonials.
- Review language and brand consistency.
- Follow company approval procedures.
- Protect confidential information.

Key Learning: AI can support marketing work, but accountability for accuracy and ethical communication remains with the organization.

Scenario 10: The Company Collecting Leads Without Proper Follow-Up
Situation:
A digital campaign generates inquiry forms, but sales personnel receive incomplete details and follow up inconsistently.

Marketing Challenge:
Strengthen coordination between marketing and sales.

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Expected Participant Response:

- Define what constitutes a qualified lead.
- Clarify the information required.
- Review privacy and authorized collection.
- Establish handoff responsibilities.
- Identify appropriate follow-up expectations.
- Monitor lead progression.

Key Learning: Lead generation requires effective follow-through, not merely data collection.

Scenario 11: The Marketing Team Reporting Numbers Without Meaning

Situation:

A monthly marketing report contains views, impressions, reactions, clicks, and followers but does not explain progress against business objectives.

Marketing Challenge:

Convert platform statistics into useful management information.

Expected Participant Response:

- Identify the campaign objective.
- Select relevant KPIs.
- Interpret the reported results.
- Explain important limitations.
- Identify recommended improvements.
- Prepare a clearer performance summary.

Key Learning: Marketing reporting should support decisions, not merely display numbers.

Scenario 12: The Business With Too Many Platforms and Too Little Time

Situation:

A small marketing team attempts to maintain several social media platforms, produce videos, send emails, write blogs, and run advertisements simultaneously.

Content quality becomes inconsistent and important activities are delayed.

Marketing Challenge:

Prioritize marketing efforts according to capacity and business value.

Expected Participant Response:

- Review the target audience.
- Identify the most relevant channels.
- Evaluate available resources.
- Reduce low-priority activities.
- Establish a realistic content schedule.
- Define a manageable performance review routine.

Key Learning: A focused digital marketing plan can be more sustainable than trying to be active everywhere.

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12. PRACTICAL DIGITAL MARKETING TOOLS AND TEMPLATES INTRODUCED

12.1. Digital Marketing Readiness Assessment

Participants examine their current marketing practices.

Assessment Area	Guiding Question
Objectives	Do we have clear digital marketing goals?
Audience	Do we know whom we want to reach?
Customer Journey	Do we understand how customers discover and evaluate us?
Website	Does our website provide useful information and appropriate conversion options?
Search Visibility	Do we understand what potential customers search for?
Social Media	Are our channels aligned with our intended audience?
Content	Does our content answer customer needs and questions?
Advertising	Do we know what our paid campaigns are intended to achieve?
Lead Generation	Can customers inquire or purchase easily?
Measurement	Do we monitor metrics connected with business objectives?
Coordination	Are Marketing and Sales responsibilities clear?
Improvement	Do we regularly review results and adjust our activities?

12.2. SMART Digital Marketing Objective Worksheet

Participants practice turning vague goals into measurable objectives.

Vague Goal: Improve our online presence.
More Specific Objective: Increase qualified website inquiries from the selected service page over the next three months, using an agreed baseline and target.

A suitable objective should be:

- Specific.
- Measurable.
- Achievable.
- Relevant.
- Time-Bound.

Actual targets should be established using business priorities, available baseline information, and realistic resources.

12.3. Buyer Persona Development Worksheet

Component	Key Information
Customer Segment	Who is the intended customer?
Needs and Problems	What is the customer trying to solve?
Motivations	Why might the customer act?

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Decision Criteria	What information influences the decision?
Objections	What might discourage the customer?
Digital Behavior	Where might the customer search or engage?
Relevant Message	What value should the company communicate?
Desired Action	What should the customer do next?

12.4. Digital Customer Journey Map

Journey Stage	Customer Question	Possible Digital Content	Intended Action
Awareness	What is my problem or need?	Educational post, short video, helpful article	Discover a useful resource
Consideration	Which solution should I choose?	Service guide, demonstration, comparison, case study	Evaluate the offering
Conversion	How can I proceed?	Landing page, offer details, inquiry form	Inquire, register, or purchase
Retention	How can I continue benefiting?	Support content, relevant updates, customer guidance	Continue the relationship
Advocacy	Would I recommend this provider?	Review invitation, customer community, appropriate referral opportunity	Share genuine feedback

12.5. Digital Marketing Channel Selection Matrix

Participants assess channels against practical considerations.

Channel	Primary Marketing Use	Key Consideration
Website	Information and conversions	Content quality and ease of inquiry
SEO	Organic search discovery	Customer search intent and helpful content
Facebook	Community reach and customer engagement	Audience relevance and campaign objectives
Instagram	Visual marketing and brand engagement	Quality of visual content
TikTok	Short-form video discovery	Audience and content suitability
LinkedIn	Professional visibility and B2B marketing	Relevance to professional buyers
YouTube	Video education and product demonstration	Content usefulness and production resources
Email	Customer relationship development	Appropriate contact permissions and relevance
Paid Search	Search-intent-driven advertising	Budget, targeting, and conversion pathway
Paid Social	Audience-based advertising	Creative quality, audience selection, and campaign measurement

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12.6. Basic SEO Content Checklist

Participants learn to review:

Customer and Search Intent

- Does the page answer a relevant customer question?
- Is its purpose clear?
- Is the information genuinely useful?

Page Content

- Is the page title descriptive?
- Does the main heading accurately describe the content?
- Are subheadings logically organized?
- Does the content answer important questions?
- Is the call to action clear?

User Experience

- Is the content readable on mobile devices?
- Can visitors find the information they need?
- Are navigation and internal links useful?
- Are images relevant and appropriately described?

Measurement

- Can the company assess relevant search performance?
- Are suitable analytics or search reporting arrangements available?

Google Search Central's SEO Starter Guide emphasizes helpful, original, well-organized, people-first content and explicitly warns that there is no secret method that guarantees first place in Google Search.

12.7. Digital Marketing Message Development Template

Formula:
AUDIENCE → PROBLEM → VALUE → SUPPORTING REASON → ACTION

Example:

Audience: First-time supervisors.
Problem: Difficulty delegating tasks and coaching employees.
Value: Practical supervisory skills development.
Supporting Reason: Hands-on workshops and workplace exercises.
Action: Request a customized corporate training proposal.

Participants adapt this formula to their selected product or service.

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12.8. Five-Post Content Calendar

Post	Customer Journey Stage	Content Focus	Suggested Format	Call to Action
1	Awareness	Common Customer Problem	Educational Post	Read or Learn More
2	Awareness / Consideration	Helpful Advice	Short Video	Save or Share
3	Consideration	Product or Service Benefits	Carousel or Article	Explore Details
4	Consideration	Demonstration or Authorized Case Example	Video or Graphic	View the Offering
5	Conversion	Relevant Offer or Inquiry Opportunity	Promotional Post	Inquire or Register

The actual posting schedule should reflect available resources, customer behavior, and campaign objectives.

12.9. Basic Digital Campaign Brief

Component	Required Information
Campaign Title	Name of the marketing initiative
Business Objective	Intended organizational outcome
Marketing Objective	Measurable campaign objective
Target Audience	Priority customer segment
Customer Problem	Relevant customer need
Value Proposition	Reason the offering matters
Primary Message	Main communication point
Channels	Selected digital platforms
Content	Required posts, articles, videos, emails, or advertisements
Offer	What the customer receives or can access
Call to Action	Desired next step
Budget	Preliminary spending allocation
Timeline	Campaign schedule
Owner	Responsible person or team
KPIs	Selected measures of success

12.10. Lead Generation and Conversion Pathway Worksheet

Participants map:
Traffic Source → Content or Advertisement → Landing Page or Contact Point → Customer Action → Lead Record → Sales Follow-Up

They identify:

- Where the customer enters the journey.
- What information is presented.
- What action is requested.

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- Whether the process is clear.
- How the inquiry is captured appropriately.
- Who receives the inquiry.
- What follow-up is expected.
- Which steps can be measured.

12.11. Digital Marketing KPI Scorecard

Marketing Objective	Example KPI	Basic Interpretation
Improve Awareness	Relevant Reach or Impressions	Extent of content or advertisement exposure
Increase Engagement	Meaningful Content Interactions	Audience response to content
Generate Website Traffic	Relevant Website Sessions	Visits from intended channels
Generate Inquiries	Qualified Leads	Potential customers meeting defined criteria
Improve Conversion	Conversion Rate	Share completing the desired action
Improve Advertising Efficiency	Cost Per Lead	Cost relative to attributed leads
Support Sales	Attributed Revenue or Qualified Opportunities	Contribution to defined commercial outcomes
Improve Search Visibility	Search Impressions, Clicks, and Relevant Queries	Organic discovery and search performance

12.12. Basic Campaign Performance Review Worksheet

Participants answer:

1. What was the original objective?
2. Who was the target audience?
3. Which channels were used?
4. What content and offers were presented?
5. Which metrics were monitored?
6. What results were achieved?
7. What worked relatively well?
8. What underperformed?
9. What important information is missing?
10. What should be changed in the next campaign?

12.13. 30–60–90-Day Digital Marketing Action Plan

Timeline	Focus	Illustrative Activities	Expected Output
Days 1–30	Build Foundations	Clarify objectives, define buyer personas, review digital channels, establish baseline measures, prepare initial content	Digital Marketing Foundations and Content Plan
Days 31–60	Implement Marketing Activities	Publish content, implement selected campaigns, monitor inquiries, coordinate sales follow-up	Campaign Implementation and Initial Performance Report

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Days 61–90	Review and Optimize	Evaluate KPIs, assess lead quality, refine messages and channels, review resources, establish subsequent priorities	Digital Marketing Performance Review and Updated Action Plan

13. TRAINING METHODS AND MSS ENTERTRAINMENT® APPROACH

This Digital Marketing Fundamentals Training in the Philippines follows MSS Corporation's EnterTRAINment® methodology, emphasizing practical learning, active participation, workplace application, and measurable participant outputs.

Approximately 30% of the net learning time consists of:

- Concise Facilitator Discussions.
- Digital Marketing Concept Explanations.
- Platform and Channel Overviews.
- Practical Demonstrations.
- Guided Content and Campaign Examples.
- Marketing Metrics Explanations.
- Facilitator Feedback and Learning Synthesis.

Approximately 70% consists of:

- Digital Marketing Readiness Assessments.
- Customer Segmentation Exercises.
- Buyer Persona Workshops.
- Customer Journey Mapping.
- Digital Channel Evaluation.
- Content Makeover Activities.
- Basic SEO Exercises.
- Content Calendar Development.
- Conversion Pathway Mapping.
- Integrated Campaign Planning.
- Marketing Dashboard Interpretation.
- Performance Improvement Exercises.
- 30–60–90-Day Action Planning.
- Group Presentations and Peer Feedback.

The program is designed to help participants progress from understanding digital marketing concepts to developing a practical campaign plan they can use after the training.

14. TARGET PARTICIPANTS

The program is designed for beginners and professionals who need foundational digital marketing competencies, including:

- Marketing Assistants.
- Marketing Associates.
- Marketing Officers.
- Marketing Coordinators.
- Marketing Executives.

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- Junior Marketing Managers.
- Sales and Marketing Personnel.
- Business Development Officers.
- Social Media Assistants.
- Content Creators.
- Corporate Communications Personnel.
- Public Relations Officers.
- Brand Assistants.
- Digital Marketing Beginners.
- Entrepreneurs.
- MSME Owners.
- Startup Founders.
- E-Commerce Personnel.
- Retail Marketing Personnel.
- Customer Engagement Officers.
- Administrative Employees Assigned Marketing Responsibilities.
- Employees Transitioning Into Marketing Roles.
- Marketing Teams Needing a Refresher.
- Supervisors and Managers Overseeing Digital Marketing Activities.
- Professionals Seeking to Understand Digital Marketing Before Managing External Agencies.

No advanced digital marketing experience is required.

Basic computer skills, familiarity with common online platforms, and an understanding of the participant's business or industry are helpful.

15. INDUSTRIES THAT MAY BENEFIT

The program may be customized for:

- Retail.
- E-Commerce.
- Consumer Products.
- Food and Beverage.
- Restaurants and Cafés.
- Hospitality.
- Hotels and Resorts.
- Tourism.
- Real Estate.
- Property Development.
- Construction.
- Manufacturing.
- Distribution.
- Automotive.
- Financial Services.
- Insurance.
- Healthcare.

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- Clinics.
- Educational Institutions.
- Professional Services.
- Business Process Outsourcing.
- Information Technology.
- Telecommunications.
- Logistics.
- Cooperatives.
- Franchising.
- Beauty and Wellness.
- Fitness.
- Training and Consultancy Companies.
- Government Organizations With Appropriate Public Communication Responsibilities.
- Nonprofit Organizations.
- Small and Medium Enterprises.
- Other Organizations Seeking to Improve Digital Marketing Capabilities.

Examples of Industry Applications

Industry	Illustrative Digital Marketing Focus
Retail	Product discovery, store traffic, social media content, promotional campaigns, and customer engagement
Hospitality and Tourism	Destination visibility, guest inquiries, digital content, customer reviews, and booking pathways
Real Estate	Property visibility, relevant audience targeting, lead generation, and inquiry management
Manufacturing and Distribution	B2B marketing, product education, search visibility, and qualified business inquiries
Financial Services	Informative content, customer education, brand credibility, and compliant customer communications
Healthcare	Service information, educational content, appropriate patient communications, and responsible digital promotion
Professional Services	Thought leadership, SEO, website content, LinkedIn visibility, and lead generation
E-Commerce	Product content, marketplace visibility, social commerce, promotional campaigns, and conversion improvement
MSMEs	Affordable digital channel selection, customer targeting, content planning, and practical performance monitoring

Customization should respect the relevant industry's advertising, consumer protection, professional, and privacy requirements.

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16. RECOMMENDED NUMBER OF PARTICIPANTS

In-House Corporate Training
Recommended Group Size: Approximately 12–20 Participants

This allows meaningful participation in:

- Buyer Persona Development.
- Customer Journey Mapping.
- Content Drafting.
- Channel Selection.
- Basic SEO Exercises.
- Campaign Planning.
- Analytics Interpretation.
- Group Presentations.

Larger groups may be accommodated through structured teams, additional facilitation arrangements, or multiple batches.

Public Seminars
Recommended Group Size: Approximately 15–25 Participants

This supports hands-on exercises, individual application, cross-industry discussions, and facilitator feedback.
For practical exercises, participants are encouraged to bring a laptop and have access to publicly available information about a business, product, or service.

Live access to advertising accounts is not required for the standard one-day program.

17. DELIVERY OPTIONS

MSS Corporation may deliver the program through:

- Face-to-Face In-House Corporate Training.
- Onsite Digital Marketing Workshops.
- Offsite Corporate Training.
- Live Online Instructor-Led Training.
- Hybrid Learning.
- Public Digital Marketing Seminars.
- Digital Marketing Fundamentals Bootcamps.
- Marketing Team Development Programs.
- MSME Digital Marketing Workshops.
- Multi-Session Digital Marketing Learning Programs.
- Customized Digital Marketing Planning Workshops.

Face-to-Face Training
Ideal for collaborative planning exercises, content development, team presentations, and facilitator-guided marketing workshops.

Live Online Training
May use digital worksheets, shared presentation tools, virtual breakout rooms, sample dashboards, and guided online research.

Hybrid Training
May combine online learning, in-person workshops, content development assignments, and follow-up performance reviews.

18. AVAILABLE PROGRAM FORMATS

18.1. Half-Day Digital Marketing Fundamentals Essentials
Duration: Approximately Four Hours
Number of Modules: Exactly Two

Module 1: Understand Digital Marketing, Target Customers, and Online Channels

Topics and Subtopics:
Digital Marketing Fundamentals
- Digital Marketing Versus Traditional Marketing.
- Common Digital Marketing Channels.
- Business and Marketing Objectives.
- Owned, Earned, Shared, and Paid Media.

Target Customers and Digital Journeys
- Customer Segmentation.
- Buyer Personas.
- Digital Customer Journey.
- Understanding Customer Search and Online Behavior.

Digital Content and Search Visibility
- Customer-Relevant Messages.
- Basic Content Marketing.
- Introductory Social Media Marketing.
- SEO Fundamentals.

Major Activity: Know Your Customer and Choose Your Channels

Participants develop a buyer persona and recommend appropriate digital marketing channels and initial content ideas.

Expected Outputs:
- Buyer Persona Worksheet.
- Digital Channel Selection Matrix.
- Initial Marketing Content Ideas.

Module 2: Plan, Measure, and Improve Digital Marketing Activities

Topics and Subtopics:
Digital Campaign Planning

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- Campaign Objectives.
- Marketing Messages.
- Calls to Action.
- Basic Lead Generation.
- Paid Advertising Awareness.

Digital Marketing Metrics

- Reach and Impressions.
- Engagement and Clicks.
- Leads and Conversions.
- Basic Campaign Performance Measurement.

Marketing Action Planning

- Campaign Activities.
- Content Priorities.
- Responsibility and Resources.
- KPIs and Improvement Actions.

Major Activity: Build Your First Digital Marketing Campaign

Participants develop a basic campaign brief and identify appropriate measures of success.

Expected Outputs:

- Basic Digital Marketing Campaign Brief.
- Initial KPI Scorecard.
- Digital Marketing Action Plan.

18.2. One-Day Digital Marketing Fundamentals Training
Duration: 8:00 AM–5:00 PM
Number of Modules: Exactly Four
The complete program covers:

1. Think Digital.
2. Create and Get Discovered.
3. Reach and Convert.
4. Measure and Grow.

The one-day program includes 12 practical learning activities and culminates in an integrated digital marketing campaign plan.

18.3. Two-Day Intensive Digital Marketing Fundamentals Workshop
Recommended for participants requiring deeper practice and more time to develop marketing outputs.

Day 1 — Strategy, Customers, Content, and Channels

- Digital Marketing Landscape.
- Marketing Objectives.
- Target Customers.
- Buyer Personas.

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- Customer Journeys.
- Customer-Focused Messaging.
- Content Marketing.
- Social Media Fundamentals.
- Basic SEO.
- Channel Selection.

Day 2 — Campaign Implementation, Measurement, and Improvement

- Basic Digital Advertising.
- Lead Generation.
- Landing Pages.
- Email Marketing Awareness.
- AI-Assisted Marketing.
- Campaign Brief Development.
- Digital Marketing Metrics.
- Analytics Interpretation.
- Content Calendar Development.
- Campaign Improvement.
- 30–60–90-Day Action Planning.

The two-day format can provide additional guided practice in reviewing actual company content and developing campaign materials.

18.4. Three-Day Digital Marketing Foundations and Campaign Development Bootcamp

Recommended for organizations that want participants to create more developed marketing outputs.

Day 1 — Understand the Market and Build the Strategy

- Digital Marketing Readiness Review.
- Business Goals.
- Target Customer Research.
- Buyer Personas.
- Customer Journey Mapping.
- Digital Channel Assessment.
- Marketing Message Development.

Day 2 — Create Digital Marketing Content and Campaign Assets

- Content Marketing Fundamentals.
- Basic SEO.
- Social Media Content Development.
- Digital Copywriting.
- Short-Form Video Planning.
- Basic Email Campaign Content.
- Landing Page Content.
- AI-Assisted Content Development.
- Content Calendar Preparation.

Day 3 — Develop, Present, and Measure Campaign Plans

- Integrated Campaign Planning.
- Organic and Paid Channel Coordination.
- Lead Generation.
- Digital Advertising Fundamentals.
- Marketing Budget Planning.
- Marketing KPIs.
- Basic Performance Analysis.
- Campaign Improvement.
- Team Presentations.
- 30–60–90-Day Marketing Roadmap.

18.5. Multi-Session Digital Marketing Development Program

The training may be divided into shorter sessions over several weeks.

Participants may complete workplace assignments such as:

- Developing Buyer Personas.
- Reviewing Competitor Content.
- Preparing Search-Friendly Website Copy.
- Drafting Social Media Posts.
- Building Content Calendars.
- Developing Landing Page Messages.
- Preparing Campaign Briefs.
- Reviewing Marketing Performance.
- Presenting Improvement Recommendations.

This format can accommodate ongoing work assignments and between-session application.

19. CUSTOMIZATION FOR IN-HOUSE CORPORATE TRAINING

MSS Corporation may customize this Basic Digital Marketing Training in the Philippines according to the client's industry, products, services, target market, marketing channels, business objectives, and existing employee capabilities.

Customization may involve reviewing:

- Business Goals.
- Marketing Objectives.
- Customer Segments.
- Existing Buyer Personas.
- Current Marketing Channels.
- Company Website.
- Public Social Media Pages.
- Existing Marketing Content.
- Marketing Campaign Examples.
- Brand Guidelines.
- Approved Product and Service Information.
- Current Content Calendar.

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- Existing Lead Generation Process.
- Marketing and Sales Coordination.
- Available Performance Reports.
- Marketing Budget Considerations.
- Relevant Data Privacy and Advertising Requirements.

Example: B2B Company
The training may emphasize:

- Business Buyer Personas.
- Search-Based Product Discovery.
- Educational Product Content.
- LinkedIn Marketing.
- Website Credibility.
- Inquiry Generation.
- Marketing and Sales Coordination.

Example: Retail or E-Commerce Business
The training may emphasize:

- Product Content.
- Social Media Marketing.
- Product Discovery.
- Social Commerce.
- Basic Paid Advertising.
- Promotional Campaigns.
- Purchase Conversion Pathways.

Example: Professional Services Firm
The training may emphasize:

- Service Positioning.
- Search Visibility.
- Educational Content.
- Professional Credibility.
- Inquiry Forms.
- Consultation Requests.
- Lead Qualification.

Example: Restaurant or Hospitality Business
The training may emphasize:

- Local Customer Discovery.
- Visual Content.
- Short-Form Video.
- Social Media Engagement.
- Customer Reviews.
- Online Inquiries.
- Booking or Ordering Pathways.

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Example: MSME
The training may emphasize:

- Low-Cost Digital Marketing Approaches.
- Practical Channel Prioritization.
- Customer-Focused Messaging.
- Content Planning.
- Simple Lead Generation.
- Basic Performance Monitoring.

Customization Objective: Help participants develop digital marketing competencies that are relevant to their organization's actual products, services, customers, resources, and business goals.

20. APPLICATION FOR PUBLIC DIGITAL MARKETING FUNDAMENTALS SEMINARS

For public seminars, participants may represent different businesses, professions, and industries.

The program therefore uses accessible digital marketing concepts and practical exercises that can be adapted to individual circumstances.

Public seminar activities may include:

- Digital Marketing Readiness Assessment.
- Buyer Persona Development.
- Customer Journey Mapping.
- Digital Channel Selection.
- Content Writing Exercises.
- Basic SEO Review.
- Social Media Content Planning.
- Lead Generation Exercises.
- Campaign Brief Preparation.
- Basic Marketing Metrics Assessment.
- Marketing Action Planning.

Participants are encouraged to select a real or hypothetical business for their exercises.

This allows them to develop an initial digital marketing plan relevant to their own needs.

Public Seminar Audience:

- Beginners.
- Marketing Assistants.
- Newly Assigned Marketing Personnel.
- Business Owners.
- Entrepreneurs.
- MSME Operators.
- Sales Professionals.
- Content Creators.
- Employees Transitioning Into Digital Marketing.

- Professionals Seeking a Digital Marketing Refresher.

Interested participants may inquire about available 2027 public seminar schedules, delivery formats, training venues, registration requirements, participation investments, and program inclusions once confirmed.

21. RECOMMENDED LEARNING AND BUSINESS PERFORMANCE EVALUATION

The program should be evaluated based on participants' understanding of digital marketing fundamentals, ability to apply basic marketing principles, and progress in workplace implementation.

Recommended Evaluation Framework

Evaluation Stage	Recommended Method	What It Measures
Before Training	Digital Marketing Fundamentals Pre-Assessment	Baseline knowledge of objectives, audiences, channels, content, and metrics
During Training	Buyer Persona, Content, SEO, and Campaign Exercises	Practical application of foundational concepts
Immediately After Training	Post-Assessment and Marketing Plan Presentation	Knowledge gained and ability to prepare a coherent campaign plan
30 Days After Training	Supervisor Review of Planned Activities	Initial workplace application
60 Days After Training	Content, Campaign, and KPI Review	Implementation progress and early performance evidence
90 Days After Training	Marketing Action Plan and Results Review	Continued application, improvement actions, and remaining capability gaps

Sample Digital Marketing Competency Assessment

Competency	Observable Performance Indicator
Marketing Objectives	Develops a clear and relevant objective
Customer Targeting	Identifies an appropriate target customer
Buyer Persona Development	Describes customer needs and decision considerations
Customer Journey	Maps relevant stages and touchpoints
Channel Selection	Chooses appropriate channels with supporting reasons
Content Development	Drafts useful, customer-relevant marketing content
SEO Fundamentals	Recognizes basic search intent and content improvement opportunities
Social Media Planning	Prepares appropriate content ideas and formats
Lead Generation	Identifies a clear desired customer action
Campaign Planning	Develops a coherent campaign brief
Marketing Measurement	Selects relevant KPIs

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Performance Interpretation	Explains campaign results and possible improvements
Action Planning	Develops realistic priorities, owners, and timelines

A practical five-point scale may be used:
1 — Needs Significant Improvement
2 — Developing
3 — Meets Basic Expectations
4 — Proficient
5 — Highly Proficient

Possible Post-Training Marketing Indicators

Organizations may monitor:

- Completion of Buyer Persona Development.
- Completion of Digital Marketing Plans.
- Implementation of Content Calendars.
- Website Content Improvements.
- Relevant Organic Search Impressions and Clicks.
- Website Traffic From Target Channels.
- Qualified Inquiries.
- Lead Generation Performance.
- Landing Page Conversion Rates.
- Campaign Cost Per Lead.
- Appropriate Campaign Revenue Measures.
- Marketing and Sales Follow-Up Completion.
- Employee Digital Marketing Competency Scores.
- Marketing Action Plan Completion.

Important Evaluation Considerations
A training program can improve participant knowledge and practical capability.

However, actual business results also depend on:

- Product and Service Competitiveness.
- Market Demand.
- Pricing.
- Brand Credibility.
- Advertising Budgets.
- Implementation Quality.
- Sales Execution.
- Customer Experience.
- Organizational Support.
- External Competition.

Accordingly, MSS Corporation should distinguish learning gains from longer-term business outcomes and avoid attributing every change in sales or inquiries solely to the training.

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22. PROFESSIONAL, LEGAL, ETHICAL, AND DIGITAL MARKETING BOUNDARIES

Digital marketing should be truthful, responsible, customer-focused, and consistent with applicable legal requirements and platform policies.

22.1. Philippine Data Privacy Act and Digital Marketing

Republic Act No. 10173, or the Data Privacy Act of 2012, establishes requirements for the lawful processing of personal data in the Philippines. Its principles include transparency, legitimate purpose, and proportionality.

Digital marketing activities that may involve personal information include:

- Website Inquiry Forms.
- Email Marketing Lists.
- Customer Databases.
- Online Registrations.
- Lead Generation Forms.
- Customer Relationship Management Systems.
- Personalized Marketing.
- Retargeting and Audience Management.

Participants should understand the importance of collecting and using personal information under an appropriate lawful basis and with applicable safeguards.
Important: Consent is not automatically the only lawful basis for every direct marketing activity. National Privacy Commission Circular No. 2023-04 provides guidance concerning consent and circumstances in which legitimate interests may be considered for direct marketing, subject to applicable requirements and assessments.

This program introduces basic privacy awareness but does not replace specialized data privacy compliance training or legal advice.

22.2. Truthful and Responsible Marketing Claims

Employees should avoid:

- False Product Claims.
- Fabricated Testimonials.
- Misleading Discounts.
- Unsupported Performance Guarantees.
- Inaccurate Pricing Information.
- Unauthorized Use of Customer Statements.
- Misleading Product Comparisons.
- Deceptive Advertising Practices.
- Fabricated Business Results.

Marketing materials should be reviewed using the organization's applicable approval procedures and relevant consumer protection requirements.

22.3. Copyright and Intellectual Property Awareness

Participants should recognize that online images, music, videos, graphics, written content, trademarks, and other creative materials may be protected by intellectual property rights.

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Employees should use properly licensed, authorized, or original materials and follow applicable platform rules.

22.4. Responsible AI-Assisted Marketing
Generative AI tools can support:

- Brainstorming.
- Content Outlining.
- Drafting.
- Message Variations.
- Audience Research Preparation.
- Content Planning.
- Campaign Ideation.
- Report Summarization.

However, employees should:

- Verify Important Facts.
- Review AI-Generated Claims.
- Avoid Fabricated Testimonials.
- Protect Confidential Information.
- Respect Intellectual Property Rights.
- Maintain Appropriate Brand Voice.
- Follow Company Approval Procedures.
- Apply Human Review Before Publication.

22.5. Digital Advertising Platform Policies
Digital advertising platforms maintain their own rules involving advertising claims, prohibited content, audience targeting, landing page quality, and restricted product or service categories.

These requirements may change.

Advanced advertising campaign setup should include reviewing the current policies of the relevant platforms.

22.6. Program Scope and Limitations
The standard one-day program does not automatically include:

- Full Digital Marketing Strategy Consultancy.
- Comprehensive Website Development.
- Advanced Technical SEO.
- Complete Website SEO Audit.
- Google Ads Account Setup and Optimization.
- Meta Ads Account Management.
- TikTok Advertising Campaign Management.
- Advanced Marketing Automation.
- Complex Google Analytics Implementation.
- Marketing Attribution Modeling.
- Advanced Conversion Rate Optimization.
- Professional Video Production.
- Complete E-Commerce Store Development.
- Customer Database Migration.

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- Ongoing Advertising Campaign Management.
- Guaranteed Website Rankings.
- Guaranteed Lead Generation.
- Guaranteed Sales Growth.

These may be addressed through specialized training programs or separately scoped consultancy services.

23. FREQUENTLY ASKED QUESTIONS

What is Digital Marketing Fundamentals Training in the Philippines?
Digital Marketing Fundamentals Training in the Philippines is a practical introductory program that helps participants understand how digital marketing works and develop basic skills in customer targeting, online channels, content marketing, social media, SEO, digital advertising, lead generation, analytics, and marketing planning.

What is Training on Digital Marketing Fundamentals in the Philippines?
Training on Digital Marketing Fundamentals in the Philippines helps employees, entrepreneurs, and marketing professionals learn how to plan and evaluate digital marketing activities using practical exercises, realistic business examples, and measurable objectives.

What is Digital Marketing Basics Training in the Philippines?
Digital Marketing Basics Training in the Philippines introduces the fundamental principles of marketing through digital channels, including websites, search engines, social media, digital advertising, content marketing, email, and marketing analytics.

It is especially appropriate for employees who are new to digital marketing.

What is Training on Digital Marketing Basics in the Philippines?
It is beginner-friendly training that develops foundational digital marketing knowledge and practical skills.

Participants learn how to identify target customers, select appropriate channels, create relevant content, prepare simple campaigns, and evaluate performance.

What is Basic Digital Marketing Training in the Philippines?
Basic Digital Marketing Training in the Philippines teaches essential digital marketing concepts and practical techniques without requiring advanced technical knowledge or previous professional experience in digital marketing.

Who should attend Training on Basic Digital Marketing in the Philippines?
The program is recommended for marketing beginners, employees assigned marketing responsibilities, business owners, entrepreneurs, sales and marketing teams, content creators, and professionals who want to understand digital marketing before pursuing specialized courses.

Is this course suitable for complete beginners?
Yes.

The course starts with foundational concepts and gradually introduces practical planning, content creation, channel selection, and performance measurement.

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Do participants need previous marketing experience?
No.

Previous marketing experience is not required, although familiarity with the participant's business, products, or services will help during the workshops.

What is the difference between Digital Marketing and Social Media Marketing?
Digital marketing covers a broad range of online marketing activities, including websites, search, social media, email, online advertising, content marketing, and analytics.

Social media marketing focuses on activities conducted through social media platforms.

What is the difference between Digital Marketing Fundamentals and Advanced Digital Marketing Training?
Digital Marketing Fundamentals Training focuses on basic concepts, strategic awareness, simple exercises, and practical campaign planning.

Advanced programs involve more specialized technical execution, complex campaign optimization, deeper analytics, and platform-specific expertise.

Does this training teach SEO?
Yes.

Participants learn foundational Search Engine Optimization concepts, including search intent, relevant keywords, helpful content, page titles, headings, and basic website content improvement.

Advanced technical SEO requires a separate specialized program.

Does the training teach Google Ads?
The program introduces paid search advertising, campaign objectives, targeting concepts, budgets, and performance measurement.

Detailed Google Ads account management is outside the standard one-day scope.

Does the program teach Facebook and Instagram Marketing?
Yes.

Participants learn how these platforms may support customer engagement, content distribution, advertising, and lead generation.

The training focuses on foundational principles rather than advanced platform administration.

Does the course cover TikTok Marketing?
Yes, as part of the digital channel overview.

Participants learn how short-form video platforms may support brand visibility and customer discovery when relevant to the target audience.

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Does the training include LinkedIn Marketing?
Yes.

LinkedIn is discussed as a possible channel for professional and business-to-business marketing.

Does the program cover content marketing?
Yes.

Participants practice developing customer-relevant content and messages aligned with marketing objectives and customer needs.

Will participants create marketing content?
Yes.

The program includes practical exercises involving marketing messages, sample social media or website content, and a basic content calendar.

Does the training teach digital marketing copywriting?
The program introduces basic marketing copywriting, value propositions, and calls to action.

Advanced copywriting and brand storytelling are covered more comprehensively in specialized programs.

Does the program cover AI for Digital Marketing?
Yes, at an introductory level.

Participants learn how AI may support brainstorming, content drafting, and campaign planning while maintaining human review, accuracy, confidentiality, and ethical marketing practices.

Does the training include email marketing?
Yes.

Participants learn the basic role of email marketing in customer relationship development and the importance of appropriate contact permissions and relevant communication.

Does the program teach lead generation?
Yes.

Participants learn how digital marketing content, offers, landing pages, and inquiry processes can help generate business leads.

Does the program include landing page fundamentals?
Yes.

Participants learn how clear messages, relevant offers, appropriate calls to action, and user-friendly inquiry pathways can support conversions.

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What is a digital marketing funnel?
A digital marketing funnel represents stages through which potential customers may progress, such as awareness, consideration, conversion, and ongoing customer relationships.

The program introduces how marketing activities can support customers at different stages.

Does the course cover Google Analytics?
Yes, at a foundational level.

Participants are introduced to Google Analytics 4 concepts and the role of analytics in understanding website behavior and marketing results.

Will participants learn digital marketing KPIs?
Yes.

Participants learn the meaning and appropriate application of metrics such as reach, impressions, engagement, clicks, leads, conversion rates, cost per lead, and selected financial performance indicators.

Does the training include actual digital marketing exercises?
Yes.

The one-day program includes buyer persona development, customer journey mapping, content drafting, basic SEO review, channel selection, campaign planning, performance interpretation, and action planning.

Will participants develop a digital marketing plan?
Yes.

The program culminates in a preliminary integrated digital marketing campaign plan and a 30–60–90-day action roadmap.

Can the training be customized for our company's products and services?
Yes.

MSS Corporation may customize examples and exercises according to the organization's business goals, products, services, target markets, existing channels, and digital marketing challenges.

Is Digital Marketing Fundamentals Training appropriate for B2B companies?
Yes.

The program may be customized to emphasize business buyer personas, educational content, search visibility, professional channels, qualified inquiries, and marketing and sales coordination.

Is the training appropriate for retail and e-commerce businesses?
Yes.

Examples may focus on product content, social media, online advertising, product discovery, promotional campaigns, and customer conversions.

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Is this course suitable for MSMEs and entrepreneurs?
Yes.

The program can help business owners prioritize practical digital marketing activities according to their objectives and available resources.

Is the training available online?
Yes.

MSS Corporation may deliver the program through live online instructor-led training using digital worksheets, virtual discussions, breakout rooms, and online exercises.

Can the training be delivered face-to-face?
Yes.

It may be delivered through onsite or offsite face-to-face corporate training and workshops.

Does MSS Corporation offer public Digital Marketing Fundamentals seminars?
The program is designed for public seminar delivery as well as customized in-house training.

Interested participants may inquire about confirmed schedules, registration requirements, fees, venues, and inclusions.

What is the recommended number of participants?
Approximately 12–20 participants are recommended for intensive in-house training, while approximately 15–25 may be appropriate for public seminars.

Is one day enough to learn Digital Marketing Fundamentals?
One day provides a structured foundation and practical introduction to major digital marketing concepts.

Participants requiring deeper implementation practice or specialized platform training may benefit from two-day or three-day programs.

Can the training guarantee more customers or sales?
No.

The training develops participants' knowledge, skills, and ability to plan and improve digital marketing activities.

Actual commercial results depend on factors including market demand, product quality, offer competitiveness, execution, budgets, customer experience, and sales follow-through.

24. RELATED MSS CORPORATION MARKETING TRAINING PROGRAMS

Organizations seeking specialized or advanced marketing competencies may also consider:

- Digital Marketing Strategy and Planning Training.
- Social Media Marketing and Management Training.
- AI for Marketing and Content Creation Training.
- Content Marketing and Copywriting Training.

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- Brand Storytelling Training.
- Digital Advertising and Performance Marketing Training.
- Facebook and Instagram Advertising Training.
- Google Ads Fundamentals Training.
- Search Engine Optimization Training.
- Search Engine Marketing Training.
- Brand Management and Brand Positioning Training.
- Marketing Analytics and Campaign Performance Measurement Training.
- Marketing ROI Training.
- E-Commerce and Social Commerce Marketing Training.
- Marketing Strategy and Marketing Plan Development Training.
- Customer Relationship Management Training.
- Lead Generation and Customer Acquisition Training.
- Digital Content Creation Training.
- Video Marketing and Short-Form Content Training.
- Marketing Communication Training.

These courses may complement Digital Marketing Fundamentals Training by developing more advanced or specialized marketing capabilities.

25. WHY CHOOSE MSS CORPORATION FOR DIGITAL MARKETING FUNDAMENTALS TRAINING IN THE PHILIPPINES?

25.1. Beginner-Friendly Learning Design
The program introduces digital marketing concepts in a structured sequence that does not require advanced technical experience.

25.2. Practical and Business-Oriented Approach
Participants learn to connect digital marketing activities with actual business objectives rather than focusing only on platform features.

25.3. The MSS D.I.G.I.T.A.L.™ Framework
The seven-part framework provides a structured learning journey:
Define → Investigate → Generate → Integrate → Turn → Analyze → Launch

25.4. Customer-Focused Marketing
Participants learn to identify target audiences, understand customer journeys, and develop relevant messages.

25.5. Coverage of Major Digital Marketing Channels
The program introduces websites, SEO, social media, paid advertising, email, content marketing, lead generation, and analytics.

25.6. Practical Content Development
Participants create sample marketing messages and content ideas during the workshop.

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25.7. Foundational SEO Training
The program introduces how useful content, relevant search intent, and basic website optimization contribute to search discoverability.

25.8. AI Awareness for Marketing Professionals
Participants learn introductory applications of AI-assisted marketing while recognizing the need for accuracy, human review, and responsible information handling.

25.9. Measurement and Results Orientation
The course emphasizes identifying relevant KPIs and understanding whether marketing activities support the stated objectives.

25.10. MSS EnterTRAINment® Methodology
Approximately 70% of the program's net learning time is devoted to participant engagement, workshops, exercises, application, and feedback.

25.11. Customizable In-House Training
MSS Corporation may tailor content, cases, and exercises according to the client's industry, target audiences, and existing marketing activities.

25.12. Practical Participant Outputs
Participants develop:

- Digital Marketing Readiness Assessment.
- SMART Marketing Objective.
- Buyer Persona.
- Customer Journey Map.
- Content Calendar.
- Basic SEO Checklist.
- Channel Selection Matrix.
- Campaign Brief.
- Lead Generation Pathway.
- KPI Scorecard.
- 30–60–90-Day Marketing Action Plan.

25.13. Application Beyond the Training Room
The final output provides a practical starting point for actual marketing implementation, further learning, performance monitoring, and continuous improvement.

26. CALL TO ACTION

YOUR BUSINESS IS ONLINE. BUT IS YOUR DIGITAL MARKETING ACTUALLY WORKING?
Your company may have:

- A Website.
- A Facebook Page.
- An Instagram Account.
- A TikTok Profile.

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- A LinkedIn Page.
- A Marketing Team.
- A Digital Advertising Budget.
- A Collection of Promotional Content.

But important questions remain.

Are you reaching the right customers?

Are you using the most appropriate marketing channels?

Does your content offer value?

Can customers easily inquire or purchase?

Do your digital marketing activities support business objectives?

Can your employees explain whether campaigns are producing meaningful results?

Digital marketing effectiveness does not begin with having more online platforms. It begins with understanding your customers, setting clear objectives, communicating relevant value, and measuring what matters.

MSS Corporation's Digital Marketing Fundamentals Training in the Philippines helps organizations develop employees who understand the digital marketing ecosystem and can contribute to more purposeful, coordinated, and measurable marketing activities.

For Companies: Customized In-House Digital Marketing Fundamentals Training
MSS Corporation offers customizable corporate training engagements for organizations developing:

- Marketing Teams.
- Sales and Marketing Employees.
- Marketing Assistants.
- Newly Assigned Marketing Personnel.
- Digital Marketing Beginners.
- Business Development Teams.
- Corporate Communications Personnel.
- Social Media Personnel.
- Branch Marketing Teams.
- Managers Overseeing Marketing Activities.

The program may be tailored to your organization's:

- Business Objectives.
- Target Customers.
- Products and Services.
- Marketing Channels.
- Existing Content.
- Website.
- Digital Campaigns.

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- Marketing Challenges.
- Available Resources.
- Marketing Performance Priorities.

Available Delivery Options:

- Face-to-Face In-House Corporate Training.
- Onsite Digital Marketing Workshops.
- Offsite Training.
- Live Online Instructor-Led Training.
- Hybrid Learning.
- Two-Day Digital Marketing Workshops.
- Three-Day Digital Marketing Bootcamps.
- Multi-Session Marketing Development Programs.

Request a Customized Digital Marketing Fundamentals Training Proposal From MSS Corporation.

For Individuals and Small Teams: Public Digital Marketing Fundamentals Seminars
The program is also designed for individuals who want to understand digital marketing and develop practical beginner-level skills.

Interested participants may inquire about:

- Available 2027 Public Seminar Dates.
- Training Venue.
- Delivery Mode.
- Registration Requirements.
- Participation Investment.
- Program Inclusions.
- Available Participant Slots.

Inquire About MSS Corporation's Digital Marketing Fundamentals Public Seminars.
Website: www.MSSCorporation.com.ph

D.I.G.I.T.A.L.™ — DON'T JUST GO ONLINE. MARKET WITH PURPOSE.

Define your goals. Investigate your customers. Generate valuable content. Integrate the right channels. Turn attention into action. Analyze performance. Launch an accountable marketing plan.

FROM CLICKS TO CUSTOMERS: PLAN SMART. REACH RIGHT. MEASURE WHAT MATTERS.

With MSS, We Make Strong Success.