

DIGITAL MARKETING STRATEGY FOR WEB 3.0

16-HOURS
CLASS

This course is specially designed for marketing specialists and company executives who are responsible for marketing to attract potential and retain current customers.

Through this course, participants will not only realize the importance of digital marketing strategy, but also equipped with the tools and skills of the latest marketing model and digital marketing approach to create a cohesive, effective digital marketing strategy by leveraging Metaverse and Web 3.0. Through practical hands-on learning and case study used cases in business industries, at the end of course, students will be able to:

- Develop strategic mindset, as well as to develop data-driven and actionable objectives for a digital marketing plan using SMART objectives and differentiate between inbound and outbound marketing strategies
- Develop competency in digital marketing by examining the growth metrics and tools available to measure the effectiveness of content marketing strategies and leveraging Metaverse and Web 3.0 as marketing methods
- Leverage Metaverse and Web 3.0 as marketing means to attract potential customers and retain current customers

Course Fee: HKD32,000

Duration: please refer to the latest schedule on the website of RTP (Registered Public Courses)



Key Topic Highlights:

Understanding on digital media landscape and ever-changing Web 3.0 trend, as well as its relation to integrated marketing process and affection to latger business environment

- Learn what the AARRR model for Growth hacking and funnel that can lead to business growth
- Learn the A/B test and gamification and give insights to how Web3.0 will transform the online marketing industry
- Learn integrated marketing process, like one size fits all V.S., user generated content (UGC) and "Many-to-many" communication
- Practical cognitive / affective approach to integrated communication mapping process

Apply tech skills & tools with a data-driven mindset to analyse, strategise and ensure the best possible Return on Investment (ROI)

- Apply the Search Engine Optimization (SEO) fundamentals, like Paid and Organic Search (PPC), SERP (Search Engine Results Pages) Components, On-page and Off-page Optimization
- Integrating holistic marketing by incorporating SMART objectives and digital tools in marketing activities, like SEO, SEM and digital content creation

- Master methodology and advanced marketing technologies and tools, like AdTech, Customer segmentation and marketing automation and emerging technology
- Perform data-mining, scrape web data and learn to access useful information in these data structures

Leverage latest market tech trend of Metaverse and Web 3.0 as marketing means to attract potential customers and retain current customers

- Deepdive into growth metrics and synthesise broader promotional know-how with key concepts of advertising for effective digital marketing
- Understand how VR, AR, blockchain, NFT and AI work together in metaverse and web 3.0 for product offerings, social platforms, cross-channel and omnichannel marketing, and digital marketing ecosystem
- Leverage the customer experience (CX) abd user-generated content in the metaverse
- Practical hands-on learning on how to develop marketing strategy and create synergy with an ultimate goal and adjust it along the buyer's journey with agility in the digital era



Who is it for? Anyone who involve and contribute to their organization's diigital transformation project with the latest technology are welcome to join.

66,000 NEW TECHNOLOGY AND DATA SCIENCE JOBS WILL BE CREATED BY 2030.

Source: Financial Times



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