

## **PROGRAM FLOW FOR ONLINE VERSION CLASS**

### 2 days before program

- Participants will be added to the WhatsApp group and secret FB Group to communicate with the trainer and assistant
- Participants check all the materials program in the FB Group
- Participants want to download and print the workbook and notes for their reference (If possible)
- Participants install and register online platform used (Zoom apps/Microsoft Team)
- Participants make themselves familiar with the platform

### 1 day before program

- Participants have 30 minutes introduction session with trainers and management
- Participants start watch the videos received in FB Group
- Participants will get invitation/link online platform for real day class

GROUP	TIME	LEARNING MODULE	LEARNING METHOD	WHAT PARTICIPANTS SHOULD DO	PARTICIPANTS TASK TO SUBMIT
(GROUP 1 & 2) 1 DAY BEFORE	03.00pm – 03.30pm	INTRODUCTION AND BRIEFING	<ul style="list-style-type: none"> <li>○ Face to Face through Zoom/Microsoft Team</li> <li>○ Ice Breaking</li> <li>○ Pre Test</li> </ul>	<p>BEFORE:</p> <ul style="list-style-type: none"> <li>○ Answer Pre test</li> </ul> <p>DURING:</p> <ul style="list-style-type: none"> <li>○ Listen and ask for any question</li> </ul>	

GROUP	TIME	LEARNING MODULE	LEARNING METHOD	WHAT PARTICIPANTS SHOULD DO	PARTICIPANTS TASK TO SUBMIT
2	09.00am – 11.00am	MODUL 1: FB ORGANIC SEO MARKETING - Keywords, SEO FB Organic - Business Manager (Outlet)	<ul style="list-style-type: none"> <li>○ Video</li> <li>○ Notes</li> </ul>	BEFORE: <ul style="list-style-type: none"> <li>○ Answer Pre Test</li> </ul> DURING: <ul style="list-style-type: none"> <li>○ Watch video at FB Group for Modul 1</li> <li>○ Write down any questions to ask during Face to Face session</li> </ul> AFTER: <ul style="list-style-type: none"> <li>○ Prepare for Face to face session</li> </ul>	

GROUP	TIME	LEARNING MODULE	LEARNING METHOD	WHAT PARTICIPANTS SHOULD DO	PARTICIPANTS TASK TO SUBMIT
2	11.00am – 01.00am	MODUL 1: FB ORGANIC SEO MARKETING <ul style="list-style-type: none"> <li>- Keywords, SEO FB Organic</li> <li>- Business Manager (Outlet)</li> </ul>	<ul style="list-style-type: none"> <li>○ Face to Face through Zoom/Microsoft Team</li> <li>○ Discsussion</li> <li>○ Q&amp;A</li> </ul>	BEFORE: <ul style="list-style-type: none"> <li>○ Answer Pre Test</li> <li>○ Watch video at FB Group for Modul 1</li> </ul> DURING: <ul style="list-style-type: none"> <li>○ Discuss anything that don't understand during watching video and during current session</li> </ul> AFTER: <ul style="list-style-type: none"> <li>○ Answer quiz</li> <li>○ Submit task 1</li> </ul>	<ul style="list-style-type: none"> <li>○ Submit Task 1:               <ul style="list-style-type: none"> <li>- List of keywords</li> <li>- Screen shot of 9 places in FB using keywords</li> <li>- Screenshot successful sign up business manager akaun</li> </ul> </li> </ul>

GROUP	TIME	LEARNING MODULE	LEARNING METHOD	WHAT PARTICIPANTS SHOULD DO	PARTICIPANTS TASK TO SUBMIT
2	02.00pm – 04.00pm	<p>MODUL 2: FROM WORD TO HEART</p> <ul style="list-style-type: none"> <li>- Copywriting</li> <li>- Video &amp; Photo</li> </ul> <p>MODUL 3: DIVA DEEPER</p> <ul style="list-style-type: none"> <li>- FB Ads Setting</li> </ul> <p>MODUL 4: WINNING MY CUSTOMERS (OUTLET) INSTAGRAM MARKETING (SALES ADVISOR)</p>	<ul style="list-style-type: none"> <li>o Video</li> <li>o Notes</li> </ul>	<p>BEFORE:</p> <ul style="list-style-type: none"> <li>o Prepare for Task 2 &amp; 3</li> </ul> <p>DURING:</p> <ul style="list-style-type: none"> <li>o Watch video at FB Group for Modul 2, 3 &amp; 4</li> <li>o Write the copywriting followed what have learned from Video</li> <li>o Create Marketing Campaign followed what have learned from Video</li> <li>o Read Notes</li> </ul> <p>AFTER:</p> <ul style="list-style-type: none"> <li>o Complete Task</li> <li>o Prepare for Face to face session</li> </ul>	<ul style="list-style-type: none"> <li>o Complete Task 2:</li> <li>- Copywriting Softsell &amp; Hardsell</li> <li>- One marketing campaign planned</li> </ul>

GROUP	TIME	LEARNING MODULE	LEARNING METHOD	WHAT PARTICIPANTS SHOULD DO	PARTICIPANTS TASK TO SUBMIT
2	04.00pm – 06.00pm	MODUL 3: DIVA DEEPER - FB Ads Setting  MODUL 4: WINNING MY CUSTOMER (OUTLET) INSTAGRAM MARKETING (SALES ADVISOR)	<ul style="list-style-type: none"> <li>○ Face to Face through Zoom/Microsoft Team</li> <li>○ Discussion</li> <li>○ Q&amp;A</li> </ul>	BEFORE: <ul style="list-style-type: none"> <li>○ Complete Task 2</li> <li>○ Watch video at FB Group for Modul 2 &amp; 3</li> </ul> DURING: <ul style="list-style-type: none"> <li>○ Discuss anything that don't understand during watching video and this session</li> <li>○ Learn Modul 3</li> <li>○ Learn Modul 4</li> </ul> AFTER: <ul style="list-style-type: none"> <li>○ Answer quiz</li> <li>○ Submit task 2 &amp; 3</li> <li>○ Submit Task 4</li> </ul>	<ul style="list-style-type: none"> <li>○ Submit Task 2: - Copywriting Softsell &amp; Hardsell</li> <li>- One marketing campaign planned</li> <li>○ Submit Task 3 - Screenshot one FB Ads successful setting and approved with minimum RM15/day</li> </ul>

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