



**Digital  
Transformation  
Training**

**Marketing Management  
Project Management**

Guidelines and Standards of:



# Digital Tools and Techniques for Workflows

## Training Courses List

AM>

### Sales and Marketing Workflows Training Courses



Code	Course Name	Days
SM-MR	Digitalized Market Research, Trends and Opportunities	2
SM-MS	Marketing Strategy, Online Audiences and Platforms Selection	2
SM-MX	Product Management and the Digital Marketing Mix	2
SM-MB	Branding, Digital Reputation, Customer Acceptance and Qualified Leads	2
SM-DMM	Digital Marketing Management Analytics, Metrics and KPI	2
SM-DSE	Search Engine Marketing (Google Ads, Properties and SEO)	2
SM-DGA	Google Ads Campaigns for Search and Display Networks	2
SM-DOP	Omnichannel Campaigns and Platforms Management	2
SM-DML	Design for Mobile and Landing Page Optimization	2
SM-DIM	Influencer Marketing, Personal Branding and Social Media	2
SM-DCM	Digitized Content and Video Marketing	2
SM-DML	Design for Mobile and Landing Page Optimization	2
SM-DWP	Web Builders, WordPress, Digitalized Media and Blogging	2
SM-SFCJ	Sales Funnel, Customer Journey Flywheel and UX	2
SM-SCRM	Sales Management Pipelines and CRM Systems	2
SM-SS	B2B and B2C Selling Skills and Account Management	2

### Project Management Workflows Training Courses



Code	Course Name	Days
PM-IM	Project Management Frameworks and Methods	2
PM-MC	Free and Paid Project Management Apps and Use Cases	2
PM-SMW	Techniques to Digitalize Tasks and Work Processes	2
PM-SMC	Managing Requirements, Stories and Scope Creep with ICC and Contracts	2
PM-SMQ	Managing Quality, User Acceptance (UAT) and Invoicing	2
PM-RM	Managing Project Risks and Baselines	2
PM-CM	Collecting Updates and Communicating Project Progress	2
PM-SM	Managing and Influencing Project Stakeholders	2

## Our Core Competency

## Goals and Outcomes Based Training and Coaching

### Learn Core Workflows that have Digitalized

- Marketing
- Sales
- Project Management

### Learn the Related Digital Competencies

- How to identify tasks that can be digitized
- How to identify work flows that can be digitalized
- How to identify, configure and use apps to optimize workflow collaboration
- How to cut the jargon to manage technology teams for deliverables
- How to use digital tools as dashboards to monitor and control performance

### Why Learn This?

- Business tools have moved from pen, paper and laptops to integrated digital platforms in the cloud
- These integrated platforms can be configured to meet your preferred workflows and metrics
- The speed of decision making and delivery is moving faster. Are you faster and nimbler than your competition?
- This is also a knowledge management digitization activity.
- The organization captures information from digitized interactions
- This creates a digital knowledge base of the organizational process assets (OPA) for lessons learned, further optimization and automation

### Get Skilled in Digital Transformation

- Learn how to use the Ishikawa Diagram to Digitalize work
- Learn how to select and use Digital Tools to speed up work, communication and reporting
- Learn how to skill up core work capabilities with Digital competencies

## Trainer Profile

## Train the Trainer HRDF Certified TTT



### Logarajah Thambyrajah (Logga)

- Fortune 500 Trainer
- Google Ads, SEO, PMP and HRDF Certified
- 27 Years Hands On Experience in Sales, Marketing and Project Management
- Delivered RFS 100 Telco Towers in 100 Days
- Delivered 8 Commercial Websites Ranking in Search

#### Education:

- MBA, Paris Graduate School of Management
- BSc, Universiti Kebangsaan Malaysia

#### Worked at:

- Flextronics
- Dell Asia
- Tyco Healthcare
- B. Braun Medical

#### Trained Sales and Marketing Teams at:

- B. Braun Medical Asia Pacific
- Tyco Healthcare Asia
- Dell South and South East Asia
- Small Medium Businesses in Malaysia

#### Gave Lectures at:

- Hospitals to Surgeons, Doctors and Nurses In Asia-Pacific
- Universities in Malaysia and Indonesia to IT and Business Students
- Organizations in Malaysia to Business and Project Leaders, Managers and Executives

#### More About Trainer, Profile at:

- [Trainer's Blog](#)
- [LinkedIn](#)



# Quality of Content and Training Delivery

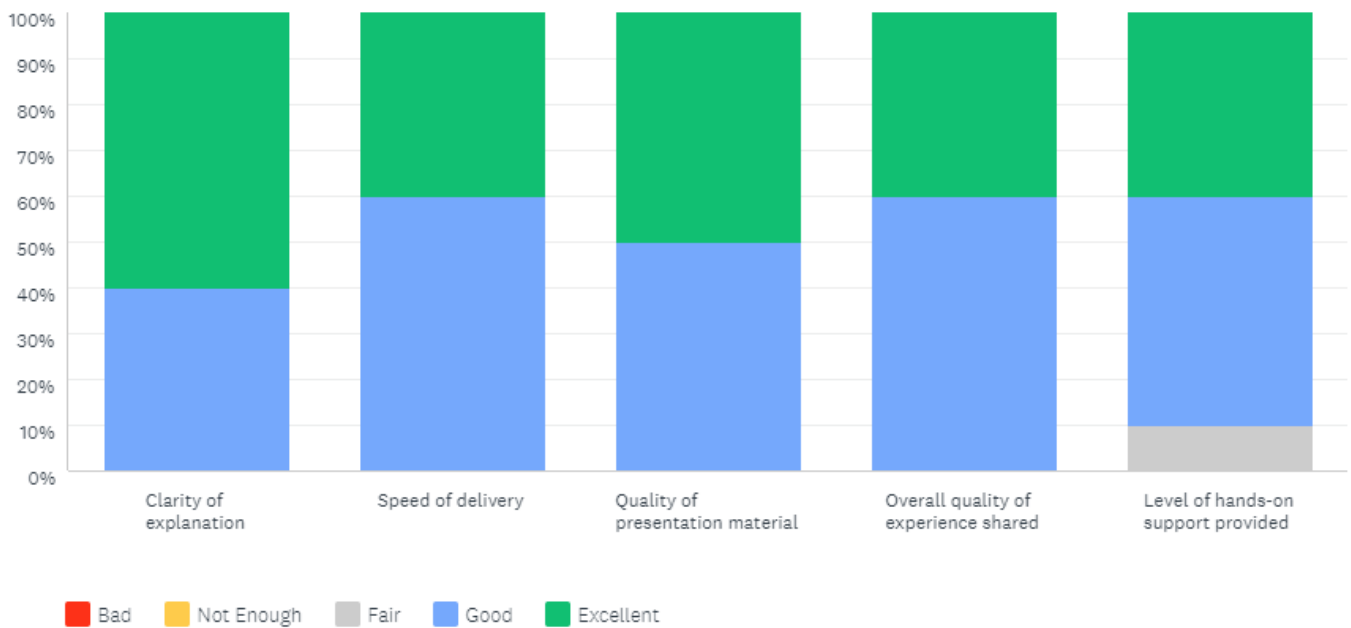
## Testimonials

Training Feedback ([scan QR](#) or [click for more online](#))



How do you rate the training provided by the trainer?

Answered: 10 Skipped: 0



DM 101 - How to apply website UI/UX elements for effective marketing

Skills & Endorsements on [LinkedIn](#) ([scan QR](#) or [click for more online](#))



- Business Planning · 24
- Cross Functional Team Leadership · 33
- Digital Marketing · 12
- Marketing Strategy · 23
- Product Management · 31
- Project Management · 15



## Reviews from Training Participants

*“Excellent training for beginners - you get overall understanding on internet world, detailed hands-on session and bring home an online business!” – Agnes (for WordPress Training)*

*“I liked that the training was focused on teaching us hands-on how to setup WordPress and the like. By going through the steps one by one with the trainer, it helped commit what we learnt to memory. Thus, it was easy to learn and enjoyable too! I appreciate the commitment of the trainers and mentors.” – Faith Wong ((for WordPress Training)*

## Learning Mode

Instructor Led,  
Workshop Style

## Each Course is for 2 days

- 2 day program per listed course
- Quizzes to check comprehension and capability
- Highly interactive program with lecture and workshop combo
- Case studies and group solutioning
- Break out groups for discussion and activities
- Actionable ready to implement plans by end of course

## Course Training Plan

- Select a course you want from the list
- Notify us and we will send you the training plan and proposal for the course
- Courses are preferably done in-house at your premises for effective team collaboration on topics
- Course timing is from 9.30am to 5.30pm
- Conducted in English or Malay

## Small Groups for Practical and Quick Learnings

- Business Leaders and Managers
- Sales and Marketing Teams
- Project Teams

- Single Company (Min 2 pax)
  - In-House Training
  - Off - Site Training
- Public Training (Max 25 pax)

Contact us for a Discussion now, [Call +6019 -7203 599](tel:+6019-7203599)

Get a Free Training for In-House Sessions:  
"2 Hour Session on Text to Video Creation Basics for Effective Communications"





**SCHEDULE**
**MODULE AND LESSONS**

<b>Day 1</b>		<b>Planning</b>	
9.30am to 10.30am	<u>Module 1: What is Digital Marketing</u>	<ul style="list-style-type: none"> <li>Understanding that Digital Marketing is Modern Marketing.</li> <li>Jargons used in Digital Marketing</li> </ul>	
10.30am to 1230 noon	<u>Module 2: Creating the Marketing Strategy</u>	<ul style="list-style-type: none"> <li>Business and Product Strategy</li> <li>Customer Segmentation and Positioning Strategy</li> <li>Using Digital Tools for Research and Analysis</li> </ul>	
12.30 noon to 1.30pm	<i>Lunch Break</i>		
1.30pm to 5.30pm	<u>Module 3: Go To Market Strategy</u>	<ul style="list-style-type: none"> <li>Go To Market Strategy, Audience Platforms and</li> <li>Creating a Buyer Persona and Plan</li> <li>Using Digital Tools for Research, Analysis</li> </ul>	
5.30pm	End of Day 1		
<b>Day 2</b>		<b>Implementation and Control</b>	
9.00am to 10.30am	Review of Day 1 Session and		
10.30am to 1230 noon	<u>Module 4: Analytics a</u>	<ul style="list-style-type: none"> <li>Understanding (e.g. Precision Farming)</li> <li>Understanding and KPIs</li> <li>Monitoring with Analytics</li> <li>Using Google Analytics, Tag Manager and Hotjar</li> </ul>	
12.30 noon to 1.30pm			
1.30pm to 5.30pm	<u>Module 5: Understanding the Customer Journey</u>	<ul style="list-style-type: none"> <li>Understanding and Hot Buttons</li> <li>Understanding Funnels</li> <li>Understanding the Customer Journey</li> <li>Understanding Call to Action Events</li> <li>Review of Email Marketing and CRM Platforms</li> </ul>	
5.30pm	End of Training		

Training Plan Example  
 Ask Us for the Relevant Course Proposal, Training Plan and Quotation

# Skills Development

# Digital Skills for Workflow Productivity



Partners and Global Certification Standards



Microsoft  
Partner



Get in touch with us, scan here:

Visit our website:



[www.kognifi.my](http://www.kognifi.my)

For enquiries, call us:



Call us : **+6019 7203 599**

To request support:



[www.kognifi.my/support](http://www.kognifi.my/support)

For a quotation:



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