



JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

**Customer Service Training and Quality Support
2 Days Training**



Internet and Social Media Marketing Training Course

OVERVIEW



We live in a world which co-exists with another one which is the Digital world. It is unthinkable for any business, be it in FMCG, BFSI, Manufacturing etc. to be present only offline. In the current digital era which is bound to expand, no business or a company can overlook digital space.

Companies need to have a well-defined and executable Internet and Social Media marketing plan which not only increases market share but also differentiates from the competition. And by all means, digital marketing is getting more and more complex and technical which requires experts on site. At the same time, this shall always remain an organisation-wider initiative.

How companies can differentiate their online presence? How companies identify the correct social media platform for their digital marketing? What companies need to measure? Can companies align their vision and goals with digital marketing strategy?

These are some of the most common questions that the company's leadership and marketing department often tackle. There is always a need to not only strategize social media marketing but also to execute and deliver results that are measurable across the brand's value chain.

Jakarta Internasional Customer Service Institute will equip you with the core concepts of Internet and Social Media marketing and how to manage it with the right techniques and framework. This course will also give deep insights into the best marketing practices globally used by the most successful companies in the world.

This course will translate the theory-based learning to a practice-based approach thus transforming yourself into a Digital Marketing Professional who not only knows to chalk out the right digital strategies but also knows how to deliver results.



COURSE OBJECTIVES

Post completing this “Internet and Social Media Marketing Certification Training Course”, participants shall be able to:

- Understand why the digital world is important for you
- Changing the landscape of digital marketing and understand the best practices from digital marketing leaders know core principles of Social Media marketing management with an approach to apply it
- Along with the new digital marketing methods, get to know the core concepts and techniques that have stood the test of time
- Increase market share for the business with the correct approach the shift from just having an online presence to having ROI in a business context
- Know the tools to measure the social media campaigns
- Learn how to keep employees also in the digital marketing strategy
- Have a multidisciplinary mind-set

TRAINING METHODOLOGY

The course will comprise of the following training methods:

- Interactive Sessions and Lectures
- Presentations
- Group Discussions / Role Plays
- Case Studies & Functional Exercises
- Peer Learning
- Hands-on use of latest tools





ORGANISATIONAL BENEFITS

Employees taking up the Internet and Social Media Marketing Certification Training Course will benefit the organisation in various ways like:

- Understanding why the Internet and Social Media marketing is the game changer
- Equip your digital marketing professionals and employees with the right managerial skills and frameworks
- Align digital marketing and social media efforts across the functions and have an Omni-channel approach
- Start measuring Digital marketing related KPIs which can be both qualitative and quantitative
- Differentiate from your competitors in the online space
- Know the best practices
- Understand and target your customers better with the right digital strategy that works towards increasing/defending market share

PERSONAL BENEFITS

- Become more relevant in the dynamic world of social media and digital marketing
- Get details around digital and social media analytics which will help you crunch data and information into actionable insights
- Learn to increase your online presence
- Learn how to design your goals, measure them and keep constant monitoring
- Understand the importance of content-based marketing
- Deep dive into one of the most important knowledge area of Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Get details on how to run impactful campaigns
- Choose the right social media platform
- Get to know the best practices in and around you and relate them to your digital marketing strategy.

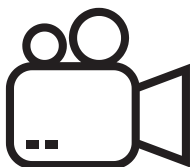




WHO SHOULD ATTEND?

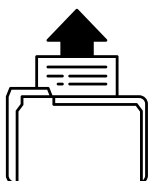
- Senior Marketing leaders / CMO/ CXOs
- Head of Digital marketing
- Brand Managers
- Sales professionals
- Digital marketing managers
- Social Media Analyst
- Marketing Leads
- Advertising experts
- PR Professionals
- New Business Owners
- Brand Influencers
- Start-up founders

PROGRAMME HIGHLIGHTS

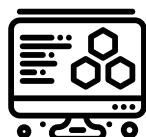


+60

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/
Applications Pre-Recorded Video from JICSI with for self-
paced learning.**



**10+
Assignments/
Applications**



**5+
Real-World
Case Studies**



**2+
Role Plays**



LEARNING JOURNEY



MODULES

Module 1 : What is the opportunity on the Internet or the Online world?

Module 2 : Planning your Online presence and business strategy

Module 3 : Introduction to Search and why is it important?

Module 4 : Getting socialized with Social Media

Module 5 : Introduction to various Social Media Platforms

Module 6 : Measuring and Monitoring Social Media

Module 7 : Why Content and Visual Marketing is important in Internet and Social Media Marketing?

Module 8 : Basics of doing actual business online

Module 9 : Pemanfaatan layanan TWITTER sebagai media Corporate Branding



CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapapun JICSI berdiri secara legal pada Januari tahun 2021.

Professional Training

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

Recruitment Agency

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

Survey Customer Satisfaction

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

Core Value



Respect.

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



Honesty.

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



Trust.

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



Integrity.

Kami melakukan apa yang kami katakan.



Our Service.

Customer Service Training
Manpower & Recruitment Customer Service Agency
Customer Satisfaction Survey

TESTIMONI



PT Indosat Ooredoo

Training Data Visualization

[Lihat Video >>](#)



PT Indosat Ooredoo

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



PT Freeport Indonesia

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



OY! Indonesia

Training Contact Center Agent Professional

[Lihat Video >>](#)

MESSAGE FROM FOUNDER

Rudy HP Manullang ,Ph.D
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.

The image displays a diverse array of logos from Indonesian businesses and institutions. Notable logos include ProDigi, BCG, OYO!, Pertamina, Nara, J&T Express, Wika, Pandi, Syngenta, BNI, Huawei, Telkom Akses, and many others. The logos are arranged in a grid-like fashion, with some overlapping. A map of Indonesia is visible in the bottom right corner, with yellow location pins indicating specific points of interest.



**Jakarta International
Customer Service Institute**

Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke
email: **marketing@jicsi.co.id**

LOKASI

Kantor 1

Jl Nusa Dua Blok A6 No.3 Perumahan
Citragran Cibubur

Kantor 2

Jl Jatayu IV C Komplek Taman Harapan
Indah Blok P No 11 Jelambar Baru Grogol
Jakarta Barat

HUBUNGI KAMI

P: (021) 566 806 1

M: 0858-833-833-83

E: marketing@jicsi.co.id



@Jicsi Jaya



@Jicsi_official



@Jisi Official



@Jakarta International Customer Institute

