



# NO 沒廢話 NONSENSE MARK GOH TRAINING HOUSE

MASTERING  
DIGITAL MARKETING  
FROM BASICS TO ADVANCED STRATEGIES

ENDORSED BY



# GENERAL COURSE CONTENT

脸书网络营销 - 初级班

## Facebook Marketing Course

- Beginner Level

*This course primarily focus on:-*

- Understand the different types of Facebook accounts and their functions.
- Understand the overall Meta policy to avoid accounts and ads being restricted/banned/disabled.
- Understand the different types of Facebook Meta Ads objectives and how to use them.
- Step-by-step guidance on accurate and precise ads settings and selection of ads audience.
- Evaluation of ad performance by carrying out different types of ad tests. etc

### ☀Summary

This is the course that any digital marketers, entrepreneurs, sales and marketers who are interested with online marketing should start with.

### ☀Remark

Not preview class | This course is entirely on ad settings. Aims to develop organic growth and paid ads strategy for any markets.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

Original Fees ~~RM488~~

**RM 288** /pax

(Price excludes SST)



Online Transfer



Credit Card



0% Instalment

脸书网络营销 - 中级班

## Facebook Marketing Course

- Intermediate Level

*This course primarily focus on:-*

- Optimizing Facebook advertising strategy by refining approach for maximum results.
- Learn to identify potential pitfalls based on ads data and how to leverage them effectively.
- Master retargeting and remarketing techniques to advance and maximize ads performance.
- Unlock the secrets of compelling content marketing to enhance ads performance and marketing goals.
- Introduction and mastery of AI software for Facebook marketing strategy.  
etc

### ☀Summary

Aim for marketers who want to:-

1. Drive successful long-term marketing strategies in Facebook.
2. Learn advance level Facebook marketing strategy and skills.

### ☀Remark

Not preview class | This class is **most suitable** for marketers who already have experienced in basic settings and looking for higher level skills.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

### ☀Free 12-month Revision Access☀

Original Fees ~~RM1588~~

**RM 999** /pax

(Price excludes SST)



Online Transfer



Credit Card



0% Instalment

# 课程内容 GENERAL COURSE CONTENT

脸书 Pixel 像素代码完整攻略 (高级班)

## Facebook Pixel Master Class

- Facebook Pixel + Landing Page + Whatsapp AI Marketing

*This course primarily focus on:-*

- Master the skill of website construction with freewares and AI tools.
- Understand and integration of Facebook Pixel, Websites and Whatsapp Marketing for a complete sales funnel strategy planning.
- Step-by-step guideline on Facebook Pixel installation and integration on websites.
- Data extraction for precise Facebook retargeting & remarketing techniques.
- Introduction and how to use Whatsapp Marketing and Whatsapp AI Marketing tools.  
etc

### ☀Summary

This course is designed for professional marketers who wish to master the complete skills of sales funnel by integrating Facebook-Websites-Whatsapp marketing.

### ☀Remark

Not preview class | This class is **most suitable** for marketers who depend on Whatsapp or websites for sales conversion.

### ☀Duration

2-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

### ☀30-day trial on Whatsapp AI Marketing Software Available☀

Original Fees ~~RM1999~~

**RM 1599** /pax

(Price excludes SST)



Online Transfer



Credit Card



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## Instagram 网络营销 Instagram Marketing Class - A Complete Guide of Ads Setting in Instagram

*This course primarily focus on:-*

- Learn to establish and develop a professional Instagram accounts compliance with marketing objectives.
- Understand and effective use of various Instagram marketing tools and settings.
- Integration of Instagram accounts with third-party platforms for brand awareness and/or greater sales conversion purpose.
- Develop effective strategic for organic growth.
- Complete step-by-step guide on Instagram advertisement settings.
- Analyze and optimization of ads performance.  
etc

### ☀️Summary

This is the course that any digital marketers, entrepreneurs, sales and marketers should start with.

### ☀️Remark

Not preview class | This course focus on both organic growth and paid ads of Instagram advertising strategy.

### ☀️Duration

1-day class

### ☀️Course method

Hybrid Mode - Online & Offline

### ☀️HRDF approved☀️

### ☀️Tutorial Group Available☀️

Original Fees ~~RM599~~

# RM 388 /pax

(Price excludes SST)



Online Transfer



Credit Card



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# 课程 内容 GENERAL COURSE CONTENT

短视频剪辑课程（剪映）

## Short Video Editing Class

- Jian Ying or Capcut - Desktop and Apps

*This course primarily focus on:-*

- Understand the concept of short videos and how to plot the content suitable for different social media marketing purposes.
- Introduction to the freewares and its tools available.
- Generate ideas for short videos and quick tips for short video shooting.
- Utilization of dynamic elements and effects to create engaging short videos.
- Introduction to free videos and effects library suitable for corporate used.
- Explore the new AI-powered short video editing features.  
etc

### ☀Summary

This is a technical-basis course that aims to develop short video editing skills.

### ☀Remark

Not preview class | This course primarily focus on the creation of short videos for social media marketing purposes.

### ☀Duration

1/2-day (4-hour) class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

Original Fees ~~RM388~~

**RM 188** /pax

(Price excludes SST)



Online Transfer



Credit Card



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网络营销广告设计班 - 简易版

## Design Lite Class

- Canva and PIXLR - Desktop and Apps

*This course primarily focus on:-*

- Understand the concept of graphic design and how to draft the content suitable for different social media marketing purposes.
- Introduction to various design software and understand their uniqueness and differences.
- Discover techniques for editing photos/pictures using freewares.
- Creating eye-catching graphic designs suitable for marketing goals with tools available.
- Introduction to free source library suitable for corporate used.
- Explore the new AI-powered editing and design features.  
etc

### ☀Summary

This is a technical-basis course that aims to develop graphic design skills.

### ☀Remark

Not preview class | This course primarily focus on the creation of graphic design for social media marketing purposes.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

Original Fees ~~RM488~~

# RM 288 /pax

(Price excludes SST)



Online Transfer



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# GENERAL COURSE CONTENT



## TikTok - 免费流量课程 **TikTok Marketing Class** - Free Traffic Strategies

*This course primarily focus on:-*

- Understand and set up the different types of TikTok accounts.
- Understand the TikTok community standard and rules to avoid accounts and shop being restricted/banned/disabled.
- Develop effective strategies for organic growth including TikTok Live.
- Detailed study of different types of short videos suitable and compliance for TikTok marketing purposes.
- Develop effective cross-platform strategies to enhance marketing goals such as increase sales conversion and brand awareness.  
etc

### ☀Summary

This is the course that any digital marketers, entrepreneurs, sales and marketers who are interested with TikTok marketing should start with.

### ☀Remark

Not preview class | This course is entirely on the fundamental of TikTok account settings. Aims to develop organic growth in TikTok for any markets.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

Original Fees ~~RM488~~

**RM 288** /pax

(Price excludes SST)



Online Transfer



Credit Card



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TikTok 付费广告课程 (基础班)

## TikTok Marketing Class

- Paid Ads Strategy (Fundamental Course)

*This course primarily focus on:-*

- Understand the TikTok ads policy to avoid accounts and ads being restricted/banned/disabled.
- Understand the different types of TikTok ads objectives and its step-by-step guidance on ads settings and audience selection.
- Evaluation and optimization of ad performance by carrying out different types of ad tests.
- Introduction to TikTok Instant Page and its setup for lead collection and integration to third-party platform such as Whatsapp. etc

### ☀️Summary

Best for industries required customer data collection such as property, insurance, finance, and any industries difficult to construct marketing plans in other platforms.

### ☀️Remark

Not preview class | This class is **most suitable** for marketers who are ready to delved into setting up TikTok advertisement.

### ☀️Duration

1-day class

### ☀️Course method

Hybrid Mode - Online & Offline

### ☀️HRDF approved☀️

### ☀️Tutorial Group Available☀️

### ☀️Free 12-month Revision Access☀️

Original Fees ~~RM1588~~

# RM 999 /pax

(Price excludes SST)



Online Transfer



Credit Card



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# GENERAL COURSE CONTENT



TikTok 付费广告 - 进阶班

## TikTok Marketing Class

- Mastery of Retargeting & Remarketing in TikTok

*This course primarily focus on:-*

- Understand the concept of retargeting and remarketing in digital marketing strategy.
- Master TikTok retargeting and remarketing techniques to advance and maximize ads performance.
- Analyze and optimization of ads performance for maximum result.
- Introduction and mastery of AI software for TikTok marketing strategy.
- Introduction to TikTok Pixel and its roles in digital marketing.
- Step-by-step guideline on TikTok Pixel installation and integration on websites. etc

### ☀Summary

Best for marketers who wish to divulge into effective long-term TikTok marketing. Also suitable for marketers who integrate TikTok marketing with third party platform to enhance overall marketing strategy and goals.

### ☀Remark

Not preview class | This class is **most suitable** for marketers who are ready to delved into setting up TikTok advertisement.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

### ☀Free 12-month Revision Access☀

Original Fees ~~RM1588~~

**RM 999** /pax

(Price excludes SST)



Online Transfer



Credit Card



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# GENERAL COURSE CONTENT



TikTok - 企业工作坊

## TikTok Marketing Class

- Workshop : A Complete Guideline on TikTok Shop

*This course primarily focus on:-*

- Introduction to TikTok Shop and its available tools and settings.
- Understand the community guideline on TikTok Shop and affiliate marketing.
- Identify key marketing components to maximize organic growth of TikTok Shop.
- Unlock the secrets of creating high rating product lists and shop list to enhance sales performance.
- Understand the concept of affiliate marketing and how to establish it
- Quick tips on troubleshooting such as low star rating, return and refund, packaging damages etc

### ☀Summary

This is the course best for individuals who want to start up their business through TikTok Shop.

### ☀Remark

Not preview class | This course is a fundamental guideline on TikTok Shop settings. Aims to develop organic growth in TikTok Shop for any markets.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

Original Fees ~~RM488~~

**RM 288** /pax

(Price excludes SST)



Online Transfer



Credit Card



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# 课程 内容 GENERAL COURSE CONTENT

谷歌营销课程

## Google SEM Class

- A Complete Guide on Setting Up Advertisement in Google

*This course primarily focus on:-*

- Understand the different types Google advertisement and master Google Ads Strategies.
- Optimizing Google My Business to increase brand exposure in Google.
- A complete step-by-step guideline in setting up Google Ads campaigns including Search Campaign, Express (smart) Campaign and Local Campaign.
- Understand the overall Google policy to avoid accounts and ads being restricted/banned/disabled.
- Master keyword optimization for maximum advertisement performance.
- Evaluation of ad performance by carrying out different types of ad tests. etc

### ☀Summary

This is the course best for individuals who want to start investing in Google advertisement to promote their businesses.

### ☀Remark

Not preview class | This course is a fundamental guideline on Google ads settings. Aims to increase brand awareness, sales conversion and shop visit for business owners using Google marketing tools.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀

Original Fees ~~RM588~~

**RM 388** /pax

(Price excludes SST)



Online Transfer



Credit Card



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小红书营销：免费流量课程

## XiaoHongShu Marketing Class

- A Complete Guide on Increasing Organic Reach in XiaoHongShu

This course primarily focus on:-

- Understand XiaoHongShu and its community standard and regulations to avoid accounts being restricted/banned/disabled.
- Establish and develop a professional XiaoHongShu account with high reach.
- Quick tips and ideas on integrating XiaoHongShu with third party platform.
- Step-by-step guidance on content creation using XiaoHongShu tools.
- Learn to identify trendy contents in XiaoHongShu for maximum post performance.
- Step-by-step guideline on application of blue tick (recognition) in XiaoHongShu.  
etc

### ☀Summary

This is the course best for individuals who want to explore Chinese markets in Malaysia using alternate online platform.

### ☀Remark

Not preview class | This course is a fundamental guideline on XiaoHongShu organic marketing settings.

### ☀Duration

1-day class

### ☀Course method

Hybrid Mode - Online & Offline

### ☀Tutorial Group Available☀

Original Fees ~~RM588~~

**RM 388** /pax

(Price excludes SST)



Online Transfer



Credit Card



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# 课程 内容 GENERAL COURSE CONTENT

Meta 社交媒体营销专业证书课程 (本地大学认证)

## Professional Certificate Meta Social Media Marketing

- UiTM certified professional course

*This course primarily focus on:-*

- A complete social media marketing course focusing on Meta strategy.
- A detailed study on conversational and digital sales and marketing concept in Malaysia: Theory and Practical-basis
- A complete guide to transform into a certified professional Meta digital marketer in Malaysia.
- Learn to establish and develop professional Meta strategy for different types of industries in Malaysia.
- A detailed learning pathway covers the basic and advance strategy of different Meta ads settings, ads optimization, remarketing and integration of Meta with other marketing tools for a complete sales funnels.
- A detailed study on Meta ads data analysis for different marketing goals. etc

### ☀Summary

This course is collaboration between Mark Goh Training House and UiTM, designed for any individuals who wish to master the complete skills of Meta digital marketing in Malaysia.

### ☀Remark

Not preview class | This class is **most suitable** for fresh graduates, marketers, or any individuals who wish to obtain a Malaysia-accredited professional certificate in Meta digital marketing for career enhancement.

### ☀Duration

88 hours/3 month (part time basis)

### ☀Course method

Hybrid Mode - Online & Offline

### ☀HRDF approved☀

### ☀Tutorial Group Available☀



Online Transfer



Credit Card



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**Contact Us**

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