



KLCC EDUCATION GROUP

TIKTOK FOR BUSINESS SUCCESS

MASTERING MARKETING STRATEGIES

[HRD CORP CLAIMABLE COURSES - PROGRAMME CODE 10001313616]

"Transform Your Business: Master TikTok, Ignite Success!"

2 DAYS TRAINING COURSE





KLCC EDUCATION GROUP

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TRAINING SCHEDULE



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Training Provider : KLCC EDUCATION GROUP SDN. BHD. [834932-P]
 Course Title : TIKTOK FOR BUSINESS SUCCESS: MASTERING MARKETING STRATEGIES

DAY 1	ACTIVITY/ MODULE	TIME
	UNDERSTANDING TIKTOK, CONTENT STRATEGY, AND SELLER CENTRE	
	SETUP SESSION - Registration and Introduction Welcome participants, provide an overview of the course, and introduce the instructor.	10.00am - 11.30am
	INTRODUCTION <ul style="list-style-type: none"> • Introduction to TikTok Marketing • Overview of TikTok platform • Understanding the audience demographics • Key features and trends on TikTok 	11.30am - 12.30pm
	Q&A Session	12.30am - 1.00pm
	<i>SESSION BREAK</i>	1.00pm – 1.30pm
	<ul style="list-style-type: none"> • Creating a TikTok Content Strategy • Identifying goals and objectives • Understanding your target audience • Developing a content calendar 	1.30pm - 2.30pm
	<ul style="list-style-type: none"> • Content Creation Techniques • Basics of TikTok content creation • Tips for engaging videos 	2.30pm - 4.00pm
DAY 2	ACTIVITY/ MODULE	TIME
	TIKTOK ADVERTISING, ANALYTICS, AND TIKTOK SHOP	
	<ul style="list-style-type: none"> • Introduction to TikTok Advertising • Types of TikTok ads (In-Feed Ads, Branded Hashtag Challenges, etc.) • Targeting options and budgeting 	10.00am - 11.00am
	<i>SESSION BREAK</i>	11.00am – 11.30am
	<ul style="list-style-type: none"> • Creating Effective TikTok Ads • Best practices for ad creatives • Ad copywriting and calls-to-action 	11.30am - 12.00pm
	<i>SESSION BREAK</i>	12.00pm – 1.00pm
	<ul style="list-style-type: none"> • TikTok Analytics and Measurement • Understanding TikTok analytics tools • Key performance indicators (KPIs) for TikTok marketing 	1.00pm – 2.00pm
	<ul style="list-style-type: none"> • TikTok Seller Centre and TikTok Shop • Overview of TikTok Seller Centre • Setting up a TikTok Shop • Integrating e-commerce with TikTok 	2.30pm - 4.00pm



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TRAINING CONTENT





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2 DAYS TRAINING COURSE



"Transform Your Business :
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INTRODUCTION



Welcome to an exciting journey where you will master the art of using TikTok for business success. This course, offered by KLCC Education Group Sdn. Bhd., is designed to empower entrepreneurs, marketers, and business owners with the knowledge and skills needed to leverage TikTok, one of the fastest-growing social media platforms globally.



Through this course, participants will delve into the intricacies of TikTok marketing, from understanding the platform's unique user base to developing engaging content and effective advertising strategies. Our comprehensive modules will guide you through every step needed to harness TikTok's potential for your business growth.

INTRODUCTION



Our course begins with an introduction to TikTok for Business and Marketing, providing a comprehensive understanding of how TikTok can be used as a potent Digital Marketing Strategy.

You'll learn how to set up an effective presence on TikTok that's tailored to your business, ensuring your brand's visibility and relevance in this dynamic platform.

The course then delves into the strategic deployment of TikTok content. We'll share techniques and methods to start growing a network of followers, helping you build a community that's engaged and invested in your brand. We'll also explore the numerous business-specific features made available on TikTok, giving you the tools to create, develop, and deploy content effectively.

Next, we'll guide you through TikTok's advertising options and benefits. You'll learn how to track and optimize your TikTok advertising campaigns, ensuring that your marketing efforts are both effective and efficient. Finally, we'll discuss how to understand engagement and growth on TikTok, equipping you with the knowledge to analyze your performance and make data-driven decisions for your business.



COURSE



OBJECTIVES



This course aims to :

- **Introduce participants to TikTok as a potent marketing tool.**
- **Equip participants with the strategies to create a compelling TikTok content calendar.**
- **Teach the fundamentals of engaging and creative content production specific to TikTok.**
- **Provide insights into the diverse advertising options on TikTok and how to craft impactful ad campaigns.**
- **Explore the integration of e-commerce solutions using TikTok to boost online sales.**



Why TikTok?

TikTok has transformed the landscape of digital marketing with its unique algorithm and user engagement techniques. Its capacity to virally spread content makes it an invaluable platform for brands to increase visibility and interact authentically with their audience. With its diverse and global user base, TikTok offers unparalleled opportunities for businesses to expand their reach and connect with new markets.



COURSE STRUCTURE



Our course is structured into :

1. Introduction to TikTok for Business
2. Developing a TikTok Content Strategy
3. Content Creation for TikTok
4. TikTok Advertising
5. Leveraging TikTok for E-commerce

For Whom Is This Course ?

- Business owners looking to expand their digital footprint.
- Marketing professionals aiming to enhance their social media strategy.
- Content creators seeking to optimize their creations for TikTok.
- Entrepreneurs wanting to tap into TikTok's vast e-commerce potential.

Measuring TikTok Success

To measure our success in achieving these objectives, we will employ a range of key performance indicators (KPIs), including but not limited to:

- Follower growth and engagement metrics
- Website analytics (traffic, conversion rate)
- Lead generation metrics (form submissions, downloads)
- Customer retention rates
- Competitor benchmarking



MODULE 1 : INTRODUCTION TO TIKTOK FOR BUSINESS

OBJECTIVE



To introduce participants to TikTok as a marketing platform, highlighting its unique features and potential for business growth.

CONTENT

1. **Welcome and Course Overview:** Begin with a warm welcome, providing an overview of what the course will cover, and introduce the instructors and their expertise.

2. **Introduction to TikTok Marketing:** Discuss why TikTok is a powerful tool for businesses, covering its rapid growth and unique user engagement features.

3. **Overview of the TikTok Platform :**

- **Audience Demographics :** Break down the demographics of TikTok users, emphasizing how to target specific age groups, interests, and regions.
- **Key Features :** Explore key features of TikTok such as the algorithm, user interface, and content trends.

4. **Latest Trends on TikTok :** Analyze current trends on the platform, showing how businesses can leverage these for increased visibility and engagement.



MODULE 2 : DEVELOPING A TIKTOK CONTENT STRATEGY

OBJECTIVE



To teach participants how to strategize content creation that aligns with their business goals and effectively engages their target audience.

CONTENT

1. Identifying Marketing Goals and Objectives :

Define clear, measurable goals for what businesses want to achieve on TikTok (e.g., brand awareness, lead generation).

2. Understanding Your Target Audience :

Dive into techniques for identifying and understanding the target audience, including their behaviors, preferences, and content consumption patterns on TikTok.

3. Developing a Content Calendar :

Guide on how to plan and organize content effectively, keeping in mind the timing, frequency, and type of posts.



MODULE 3 : CONTENT CREATION FOR TIKTOK

OBJECTIVE



To empower participants with the skills needed to create engaging and innovative content tailored to TikTok.

CONTENT

- 1. Basics of Content Creation: Overview of essential tools and techniques for creating high-quality TikTok videos.**
- 2. Tips for Engaging Videos: Share practical tips on how to make content more engaging, such as using effects, sound, and storytelling techniques that resonate with TikTok audiences.**



MODULE 4 : TIKTOK ADVERTISING

OBJECTIVE



To explore and understand the various advertising formats available on TikTok and learn how to create effective ad campaigns.

CONTENT

- 1. Introduction to TikTok Advertising:** Detailed explanation of the ad formats available, including benefits and use-cases.
- 2. Targeting Options and Budgeting:** Discuss how to use TikTok's targeting features effectively and how to allocate budget for optimal ad performance.
- 3. Best Practices for Ad Creatives and Calls-to-Action:** Explore what makes a compelling TikTok ad, including creative design and effective CTAs.



MODULE 5 : LEVERAGING TIKTOK FOR E-COMMERCE

OBJECTIVE



To understand how to integrate and optimize TikTok's e-commerce tools for business sales enhancement.

CONTENT

1. Overview of TikTok Seller Centre and TikTok Shop: Detailed walkthrough of setting up and managing a TikTok Shop.
2. Integrating E-commerce with TikTok: Strategies for linking TikTok content with e-commerce goals, including product showcases, live sales, and exclusive promotions.



ADDITIONAL LEARNING : BONUS FOR HRDC COMPANIES

OBJECTIVE



Facebook Marketing Expansion: Learn how to leverage Facebook's advanced advertising tools, including Meta ads, Marketplace, Groups, and Pages, to amplify your brand's reach and engagement across the Facebook ecosystem."

CONTENT

- Facebook Meta ads
- Facebook Marketplace
- Facebook Groups & Pages



COURSE FEE



HRDCorp [SBL Khas]

1 – 3 Pax	:	RM1,300.00
4 – 6 Pax	:	RM1,100.00
7 Pax >	:	RM888.00

Click On QR / Scan QR To Register





GET IN TOUCH WITH US



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TRAINER PROFILE





KAVI VITYA KATHIRAVELO



CAREER HISTORY

PRESIDENT COLLEGE KL

FOUNDATION IN SCIENCE (CHEMISTRY) | NOVEMBER 2010- DECEMBER 2011

SUNWAY UNIVERSITY COLLEGE

MONASH UNIVERSITY FOUNDATION YEAR (MUFY) | January 2012- June 2018

VITYA YOGA/VIBHA SDN BHD

TRAINER & FOUNDER

KLCC ACADEMY

TRAINER



EXPERIENCES

- 8 Years teaching experience in Chemistry Subject
- Conducted her self-initiated research in Sunway University and presented paper in PRE-U conference " Mindfulness in students through the practice of yoga"
- Conducted training Stress Management in Office with Mindfulness & Yoga
- International Yoga Day Penang's celebration invited Yoga Instructor (2018 and 2019)
- Invited Speaker for yoga workshop TEDx Youth
- Corporate classes and trainings (Genting Holdings & Petron)
- Conducted Retreat and Wellness Programme under Vityala Worldwide for Mental Health
- Organised First Recovery Run by Medgelx
- Social media influencer training by KLCC Skills Academy(Online) 2020
- Conducted HRDF Penjana digital marketing courses in Ipoh and Kuantan
- Conducted Baking HRDF course in PJ and PERAK
- Baking experience for 15 years
- Conducted baking trainings for kids and adults since 2018
- EIS Perkeso Digital Marketing training by KLCC Skills Academy(Online) 2021
- Trainer for Creating Digital Own Empire by CL Excellence Academy (online)
- Social media Marketing (Tik Tok/Instagram/Facebook)

"Committed in creating work environment that are fun, fulfilling and challenging, I aspire to utilize my strong communication skills and great organization skills to ensure overall organization growth and satisfaction."



Academic Background

UNIVERSITI KEBANGSAAN MALAYSIA (UKM)
BSC. Chemistry (Hons)
Graduated 2010



Additional Certifications

- HRDF Train the Trainer (TTT)
- Digital Marketing Professional Certification Course (DMC)
- International Yoga Instructor Course (450 Hours)
- Super Yoga Kids Instructor Course (150 Hours)
- Kundalini Kriya Yoga Course
- Advanced Dharana Course (Meditation)



Achievements

- Most Promising Lecturer Sunway College
- Spartan Race Greece Qualifier 2020
- Conquered Mount Rinjani Indonesia(3726M), 2018- Langtang Valley, Nepal (4800M) and 2019 Mount Kinabalu Sabah (4095M), Pine Tree, Gunung Nuang, Ulu Semangkok, Datuk, Trans Naning and Bukit Kutu.

CERTIFICATE OF COMPLETION

This is to certify that

KAVI VITYA A/P KATHIRAVELO

IC NO. 870222-35-5296

has successfully completed the course by passing all the assessment required for

TRAIN-THE-TRAINER

on
30 November 2018

Impian Helang (M)

at Cova Square, Kota Damansara, Malaysia

Module Code	Module Name
CT1	PLAN ADULT LEARNING
CT2	CONDUCT TRAINING NEEDS ANALYSIS (TNA)
CT3	DESIGN COMPETENCY BASED TRAINING PROGRAMME
CT4	CONDUCT COMPETENCY BASED TRAINING PROGRAMME
CT5	ASSESS PARTICIPANT'S COMPETENCE



Certificate Id

18da52e5-3e51-40b7-abff-5c2e9cb5fa06

Verify Authenticity

<http://capal.hrdcorp.gov.my/verify?id=18da52e5-3e51-40b7-abff-5c2e9cb5fa06>

UNIVERSITI KEBANGSAAN MALAYSIA



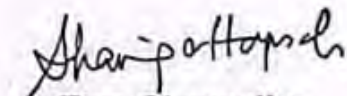
In the name of the Senate and by its authority
it is hereby certified that

KAVI VITYA A/P KATHIRAVELO

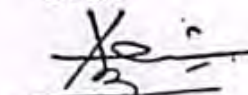
having fulfilled all the requirements and having passed all the examinations as prescribed by the University has
this day been admitted to the degree of

**Bachelor of Science with Honours
(Chemistry)**

and to all the privileges attached thereto and in token of such admission the Senate has authorised the Seal of
the University to be hereunto attached


Vice-Chancellor


Dean


Registrar

Sealed on this seventh day of August two thousand
and ten corresponding to the twenty-sixth day of Sya'aban
one thousand four hundred and thirty one year of Hijrah

Certificate No : DMC19/ 2001569



CERTIFICATE OF COMPLETION

This certificate is awarded to

KAVI VITYA KATHIRAVELO
870222-35-5296

Who has successfully fulfilled all required coursework and training for

Digital Marketing Professional Certification

Conducted By

Digital Marketing Consultancy Sdn Bhd

January Intake 2019

Charles Gregory

Charles Gregory
Chief Digital Marketing Consultant

Zevin Goay

Zevin Goay
Chief Digital Marketing Consultant



