



DIGITAL
ENTREPRENEUR HUB

Sales Funnel With Automations

Course code: DE 111

Offered by: Digital Entrepreneur Hub

Offered at: All centers of Digital Entrepreneur Hub

Class time: 19:00-22:00 on every Friday and Saturday

Course Duration: 6 Months

Number Of Classes: 40

Course Description:



As the world moves more towards digitalization the line between offline and online business is getting thinner and thinner. With consumers being increasingly sophisticated and highly connected, and demanding products and services that are heavy personalized, relevant and convenient, it is imperative that businesses of all sizes capitalize the power of digital marketing. Among all the core tools digital marketing, Sales Funnel Automation has the power to radically change the way we do businesses in this digital era. Throughout this course, students would be initially introduced to how to develop a growth mindset and how to make the best use of that mindset whilst communicating in the business environment. After that, basic concepts of digital marketing and sales funnel would be taught which would be followed by specific lectures on design and implementation of sales funnel with any existing CRM system. In doing so, students would use various leading platforms like Go High Level, mailgun, twilio, slack etc. and eventually be able to design and implement a lead magnet machine.

Course Objectives:

Upon completion of the course students should be able to:

- a) Define and explain key terms and concepts of sales funnel automation;
- b) Identify and use key analytical frameworks and tools used to design and implement sales funnel;
- c) Explain the relationship between multi-channel marketing, sales funnel, marketing automation and social media marketing;
- d) Develop a sales strategy of any sales funnel; and
- e) Identify and explain problems in pursuing certain courses of action in response to marketing problems, situations related to design and implementation sales funnel.

Assessment and Projects:

All students are required to complete a project work without which they would be ineligible to receive any certificate and subsequently any work from DeHub. Eligible students may be allowed to be a part of some real-life live projects of some of the affiliated international firms of DeHub Australia Pty Ltd.

Programme Structure:



The programme has the right blend of four components that are essential to start the journey of a digital entrepreneur, namely, Development of a growth mindset, linguistic skills, technical competency, and selling skill. Topics to be covered throughout this course include the followings:

Serial	Topic	Number of Classes
1	Mindset	6
2	General English	3
3	Business Communication	3
4	Concepts of Lead Management	1
5	Social Media Ecosystem	1
6	Concepts of Social Media Engagement	1
7	Social Media Marketing	1
8	Niche Selection for Digital Marketing	1
9	Introduction to System & Sales Funnel Design	1
10	Personal Branding	1
11	Concepts of Landing Page	1
12	Introduction to Click Funnel and Go High Level	1
13	Funnel Design implementation through Go High Level	3
14	e-mail and text marketing through <u>mailgun</u> and <u>Twilio</u>	2
15	Sales Funnel Integration with CRM	2
16	Project Communication with Slack	1
17	Designing and implementing lead magnet machine	3
18	Data driven tools for social media marketing	1
19	Project workshop	4
20	The Art of Selling	1
21	Negotiation Techniques	1
22	Essential Managerial Competencies	1
Total		40

Pedagogy:

In line with the Government directives, we are currently offering online classes only. However, this is policy may be altered subject to the directives from the Government. Regardless of the nature of the class (online or offline), every class is designed to have interactive sessions which would include theoretical discussions followed by real life example with demonstration of technical work as and when deemed necessary.