



Elizabeth Taylor
Lead Trainer

Social Media That Sells:

Organic Strategy and Meta Ads

Build stronger organic content, run more effective Meta Ads and create a festive campaign plan designed to drive enquiries and sales.

8-9 December 2026 The Majestic Hotel Kuala Lumpur



Overview

Many businesses are active on social media and spending on ads, yet still struggle to turn views, engagement and creator reach into measurable business results.

This two-day workshop gives participants a practical framework for planning social media activity around how customers actually discover, evaluate and buy.

Day 1 focuses on organic social media: understanding changing platform behaviour, mapping the customer journey, creating content that drives action and using AI tools to support content development.

Day 2 focuses on Meta Ads, including campaign structure, AI-assisted targeting, tracking, WhatsApp conversion and campaign measurement.

Throughout the workshop, participants will apply the concepts to their own brand and build a campaign plan for the festive and promotional periods ahead, from Christmas through Chinese New Year, Ramadan and Hari Raya Aidilfitri.



Objectives

The course is designed to help participants connect social media activity with clearer marketing and sales outcomes.

By the end of the workshop, participants will be able to:

- Understand how social platforms, algorithms and customer behaviour are changing.
- Map the customer journey from discovery to enquiry and purchase.
- Plan conversion-focused organic content across Facebook, Instagram and TikTok.
- Use AI tools to support content creation, adaptation and campaign planning.
- Work more effectively with creators and influencers by focusing on measurable outcomes.
- Understand how Meta Ads campaigns are structured and how Advantage+ and AI-driven targeting work.
- Set up basic tracking and interpret campaign performance.
- Build a festive campaign plan that combines organic content, paid media, budget allocation and measurement.

Who Should Attend?

This workshop is suitable for professionals and business owners who are responsible for social media activity and want stronger commercial results from their content and advertising.

It is particularly relevant for:

- Marketing Executives
- Digital Marketing Professionals
- Social Media Managers
- Brand and Communications Executives
- SME and Business Owners
- Entrepreneurs managing their own social media
- Professionals responsible for Facebook and Instagram campaigns
- Anyone actively posting or advertising on social media without seeing clear enquiries or sales

Recommended Prerequisites

No advanced technical knowledge is required. Participants should ideally:

- Be familiar with Facebook and Instagram
- Have some experience managing a business social media page
- Understand the basic purpose of organic and paid social media
- Bring examples of their own brand content or campaigns where possible

A laptop is required. Access to a business Facebook Page and Instagram account is useful, but not essential.

Agenda | Day 1

The trainer may adjust the sequence and emphasis of topics based on participants' experience and learning needs.

Schedule

08:30-09:00
Registration

09:00-10:30
Workshop Session

10:30-11:00
Morning Break

11:00-13:00
Workshop Session

13:00-14:00
Lunch

14:00-15:30
Workshop Session

15:30-16:00
Afternoon Break

16:00-17:00
Workshop Session

Organic Social That Drives Action

MODULE 1: HOW SOCIAL MEDIA WORKS NOW

Understand the changes affecting organic reach, customer discovery and brand visibility.

Key areas include:

- How organic reach is changing
- How social platforms influence buying behaviour
- Social search
- Standing out in an environment filled with AI-generated content
- Social commerce
- How Malaysian audiences use different platforms
- Choosing the right role for Facebook, Instagram and TikTok

MODULE 2: FROM DISCOVERY TO PURCHASE

Map how potential customers move from seeing content to taking action.

Key areas include:

- Social media customer journey
- Discovery
- Validation
- Enquiry
- Purchase
- Identifying drop-off points
- Using WhatsApp as a conversion channel
- Matching content to different stages of the customer journey

MODULE 3: CONTENT THAT CONVERTS, WITH AI

Plan and create content with a clearer commercial purpose.

Key areas include:

- Building practical content pillars
- Writing stronger hooks
- Creating short-form video for Instagram, Facebook and TikTok
- Optimising content for social search
- Adapting content for multilingual audiences
- Using AI to develop ideas, copy and content variations
- Building a practical AI-assisted content workflow
- Using tools such as ChatGPT, Gemini, Canva and CapCut

MODULE 4: CREATORS AND INFLUENCERS WHO DRIVE RESULTS

Use creators more strategically by linking collaboration to business outcomes.

Key areas include:

- Micro creators versus larger creators
- Selecting creators based on campaign objectives
- Writing clearer creator briefs
- Moving beyond reach and views
- Building conversion-focused collaborations
- Tracking campaign results
- Evaluating creator effectiveness

Agenda | Day 2

The trainer may adjust the sequence and emphasis of topics based on participants' experience and learning needs.

Schedule

08:30-09:00
Registration

09:00-10:30
Workshop Session

10:30-11:00
Morning Break

11:00-13:00
Workshop Session

13:00-14:00
Lunch

14:00-15:30
Workshop Session

15:30-16:00
Afternoon Break

16:00-17:00
Workshop Session

Meta Ads and Festive Campaign Planning

MODULE 5: HOW META ADS WORK NOW

Build a practical understanding of Meta's current advertising structure and AI-driven delivery.

Key areas include:

- Boosting versus Ads Manager
- Campaign objectives
- Campaign structure
- Advantage+
- AI-driven targeting
- The role of creative in campaign performance
- Understanding how Meta's automation influences campaign delivery

MODULE 6: TRACKING AND MEASURING CAMPAIGN PERFORMANCE

Understand whether advertising spend is producing meaningful results.

Key areas include:

- Meta Pixel fundamentals
- Conversions API basics
- Campaign events
- UTM tracking
- Key performance metrics
- Reading campaign results
- Identifying what to keep, change or stop
- Linking campaign activity with enquiries and leads

MODULE 7: ADS THAT START A CONVERSATION

Use Meta Ads to move potential customers closer to enquiry and purchase.

Key areas include:

- Click-to-WhatsApp campaigns
- Lead Forms
- Retargeting engaged audiences
- Audience follow-up
- Meta AI creative tools
- Campaign creative for lead generation
- Connecting advertising with customer conversations

MODULE 8: FESTIVE CAMPAIGN PLANNING

Bring organic content, paid media and measurement together into one campaign plan.

Participants will work on:

- Campaign objectives
- Festive campaign timeline
- Organic content plan
- Paid media plan
- Creator and influencer activity
- Budget allocation
- WhatsApp and lead-generation activity
- Campaign measurement
- Roles of organic and paid media across different campaign stages

The planning exercise covers the period from Christmas through Chinese New Year, Ramadan and Hari Raya Aidilfitri.

Lead Trainer

**Elizabeth Taylor**

META Certified AI & Digital Marketing Trainer, Professional Speaker, and LinkedIn Top Voice

Elizabeth Taylor is an experienced business & marketing trainer with over 25 years of expertise in business strategy, training, and execution. Passionate about bringing clarity to the evolving world of digital marketing, she equips professionals with the strategies and tools needed to grow their businesses.

A fully qualified trainer, she holds an ACLP training certificate and a postgraduate diploma in adult education. Elizabeth specializes in business and marketing audits, digital marketing training, and 1-on-1 business coaching. She helps professionals and entrepreneurs refine their goals, target market, communication strategies, and content. Her client portfolio includes global brands like Apple, Moët, Novartis, and L'Oréal, as well as SMEs across industries such as coaching, food & beverage, fashion, and non-profits.

Previously, Elizabeth spent 12 years in professional academia, tutoring digital marketing for Ascento Learning & Development and Google Squared, and teaching UK-based CIM marketing courses. She also built her early career in the entertainment industry, leading marketing campaigns for Warner Bros. and Universal Pictures, including major franchises like Harry Potter and Fast and Furious.



2-DAY COURSE

Social Media That Sells: Organic Strategy and Meta Ads

8-9 December 2026

The Majestic Hotel Kuala Lumpur

Standard Fee **RM3,500 / delegate**
Group Fee **RM3,150 / delegate**

- Group fee applies to registrations of 3 delegates or more.
- The course fee is inclusive of applicable taxes and is 100% HRD Corp claimable.
- The course fee includes a 1-night stay at the event hotel.

☐

Please tick (✓) the box if you are applying for HRD Corp grant.

A. ORGANISATION INFORMATION

Name	
Address	
Postcode	
Email	
Phone	

FASTEST WAY TO REGISTER

- Complete the Workshop Series Registration Form
- Kindly email it to us at registration@skill-lyft.com

TERMS & CONDITIONS

1. Replacement Policy

Delegates may request a replacement at no additional cost, provided Skill-Lyft is notified at least three (3) working days before the event.

2. Cancellation Policy

All cancellations must be submitted in writing via email to Skill-Lyft. The following charges apply based on the time of cancellation:

- More than 15 working days before the event: Full refund with no charges.
- 8 to 14 working days before the event: 50% of the registration fee will be charged.
- Within 7 working days before the event: 100% of the registration fee will be charged.

3. No-Show Policy

Delegates who do not attend the event will be charged the full registration fee.

4. Skill-Lyft's Rights

Skill-Lyft reserves the right to cancel or reschedule events. Delegates will be informed promptly of any changes. Please note that Skill-Lyft will not be responsible for airfare, hotel accommodations, or other travel-related expenses incurred by delegates.

5. HRD Corp Grant

If the approved HRD Corp grant amount is less than the course fee, the company will be invoiced for the difference.

6. Invoice & Payment Policy

All invoices must be settled within 14 days of the invoice date or at least one (1) working day before the event, whichever comes first. Delegates will not be allowed entry to the course if payment has not been received.

7. Data Privacy

Skill-Lyft (M) Sdn Bhd acts as the data controller for this information. Your details will be stored in our database and used to fulfill our legitimate interests in event administration.

B. DELEGATE INFORMATION

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Please tick (✓) the box if you have more than three (3) delegates - refer additional copy of this form.

1

Name	
Designation	
Department	
Email	
Mobile No.	

Dietary Concerns: Vegetarian

Allergies

2

Name	
Designation	
Department	
Email	
Mobile No.	

Dietary Concerns: Vegetarian

Allergies

3

Name	
Designation	
Department	
Email	
Mobile No.	

Dietary Concerns: Vegetarian

Allergies

C. BILLING INFORMATION

Quotation or invoice should be directed to:

Name	
Designation	
Email	
Phone	

E-signature

By signing, I hereby acknowledge that I have thoroughly read and fully understand the Terms & Conditions stated in this registration form.