

eTRADE Programme 2.0
Digital Marketing & Training Scheme (DMT)
Template - Digital Marketing Plan

No	Digital Marketing Activities	Ecommerce Platform / Technology Solution Provider (TSP)	Duration of Activity	Cost (RM)	Target Export Market	Expected Export Sales (RM)	Additional Information
1	Content Creation						
2	Search Engine Optimisation (SEO)						
3	Key Opinion Leader (e.g. Influencer)						
4	Online Advertising Space Rental						
5	Social Media Marketing						
6	Key Words Advertising						
7	Others*						

*Other expenses associated to digital marketing activities (Subject to MATRADE's approval).