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#StudyinUiTM
#Postgraduate
#IPSisUiTM

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#RealizingAspiration
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Unleashing Potentials
Shaping the Future



IPSis is Boarding at Kuala Lumpur International Airport 2....



IPSis UiTM, the renowned institute for postgraduate studies at Universiti Teknologi MARA, has recently embarked on an exciting promotional activity at one of Malaysia's busiest airports - KLIA2. Utilizing the power of digital marketing, IPSis is capturing the attention of travelers as they journey through the terminal.

One cannot miss the eye-catching billboard strategically positioned in a prime location at KLIA2. This digital marketing promotion aims to create brand awareness and highlight the excellent opportunities available for postgraduate studies at IPSis. With its vibrant colors and captivating content, the billboard immediately draws the attention of passersby, capturing their interest even in the midst of a bustling airport environment.

The use of digital marketing promotion at an airport is a strategic move for IPSis as it allows them to reach a diverse and global audience. KLIA2 serves as a major hub for both domestic and international travelers, providing an excellent opportunity for IPSis to showcase its offerings to a wide range of potential students.

In addition to the billboard, IPSis is also utilizing digital platforms such as social media, email marketing, and search engine advertising to create a comprehensive digital marketing strategy. By targeting specific demographics and utilizing data-driven approaches, IPSis aims to maximize the reach and impact of its promotion.

So, keep an eye out for UiTM's captivating billboard as you journey through KLIA2. It is a testament to the institute's dedication to excellence and their ongoing efforts to provide quality postgraduate education opportunities to aspiring individuals.

