



DIGITAL MARKETING FUNDAMENTALS

Do you know that each person spends a daily average of 3 hours on social media? Don't miss out on these opportunities for your business!

From campaign planning to hands-on execution of digital advertisements, you get to experience the effectiveness of digital marketing on a wide range of social media platforms including Facebook and Instagram in this workshop!

Workshop Info

- 28.25 Hours Physical Classroom Learning
- 2 Hours E-Learning
- 2.75 Hours Assessment
- SkillsFuture Funding
- This workshop consists of 2 modules:
 - Competitor and Consumer Research Methods
TGS-2019503317 - Eligibility Period: 30/11/19 to 29/11/23
 - Social Media Digital Marketing
TGS-2021003415 - Eligibility Period: 22/03/21 to 21/03/23



SCAN TO ENQUIRE

Workshop Fees

90% Funding

\$212.50

Singaporeans aged 40 above
or
Small Medium Enterprise

\$15/hr Funding

\$810.50

Singaporeans aged
21-39yrs old / PRs

Full Workshop Fee

\$1,337.50

All prices quoted is inclusive
of GST

Marketing Research Methods

- Understanding customer psychographics
- Conducting competitor analysis
- Google Trends and Keywords search
- Exploring various marketing channels

Google Marketing

- Create your Google Ad Account
- Launch your own Campaign Ads in Google
- Explore how to use Google Analytics

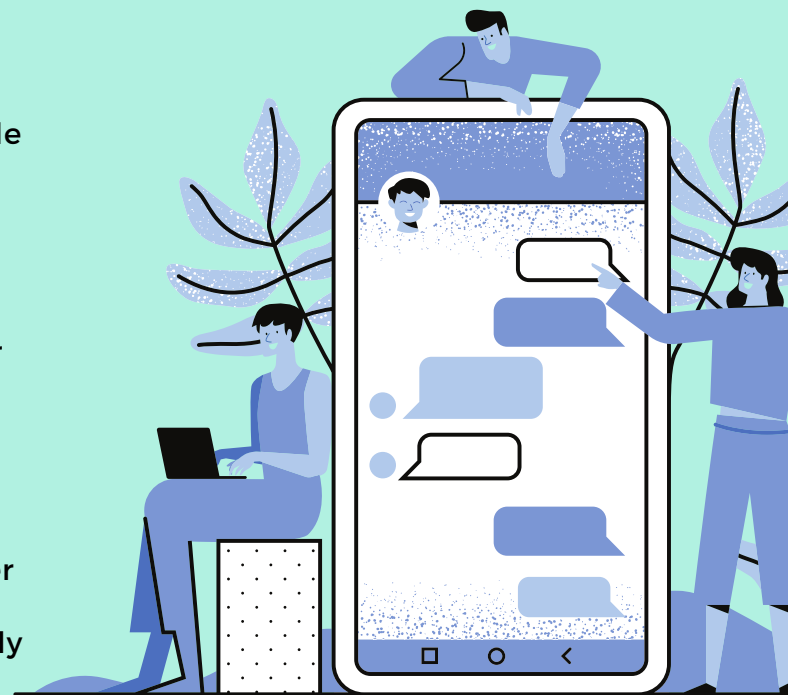
Facebook Marketing

- Create your Facebook Business Page
- Publish your Targeted Ads based on your online audience
- Learn to use Facebook Ads Manager

Organic Marketing

- Use Canva and learn design tips for better marketing posts
- Search and effectively capitalise on trendy keywords in your Ad copy

What Will You Learn?



What to expect?

- An overview and in-depth look at Social Media and Search Engine platforms
- Understand Google, Facebook & Instagram search algorithm
- Streamline your Digital Marketing Campaigns across multiple platforms

Workshop Outcome

At the end of this workshop, you will be able to start and build on your digital marketing strategies to boost your online presence whether it's to attract more people or boost your sales!

Additional Info:

- Absentee Payroll : Claimable at \$7.50 per hour of training.
- All nett fees are claimable via : SkillsFuture Credit and PSEA funding.
- Learners are required to bring their own laptop for training. Rentals are available subject to availability.