

# 16hrs – ICDL Introduction to Digital Marketing

**Course Code:** CRS-Q-0039787-RET

**Course Duration:** 2 days (15 hours of training, 1 hour of assessment),  
9:00am – 6:00pm

**Course Dates:** Refer to <http://asktraining.com.sg/calendar>

## Course Synopsis:

This course focuses on essential concepts and skills relating to the fundamentals of digital marketing. This include creating a web presence, optimizing content for search engines, using social media platforms, carrying out online marketing and advertising across a range of services, as well as monitoring and improving campaigns with the help of analytics tools.

### Digital Marketing Concepts

- Key Concepts
  - Define key Digital Marketing elements such as SEO, SEM, Content Marketing, EDM and Social
  - Media Marketing.
  - Recognize the pros and cons of digital marketing and regulatory obligations of digital marketing in Singapore
- Planning
  - Recognize key elements involved in Digital Marketing strategies for development of digital marketing plans
  - Recognize the types of content, such as infographics, memes and videos, used to drive traffic
  - Discuss how digital marketing is aligned to business goals
  - Select appropriate target audience and platforms to execute strategy

### Web Presence

- Web Presence Options
  - Differentiate between various web presence solutions such as information websites, blogs, ecommerce websites, mobile sites etc
  - Discuss the key steps involved in establishing your web presence: purchasing a domain name, registering domain name with a web hosting service, website building and promotion

- Website Considerations
  - Describe the functions of the main landing pages of a website, i.e. home page with product/service information, Contact Us page, sitemap & etc.
  - Understand website design terms such as user interface (UI), user Experience (UX), responsive design, browsing capabilities to manage website functionality
  - Recognize good practices for website content creation and website promotion
- Search Engine Optimization
  - Understand the rationale behind the selection of keywords when optimizing content in your website and how it can affect the website's ranking on Google search

### Social Media Setup

- Social Media Platforms
  - Understand social media marketing campaign elements such as choosing appropriate platforms and creating bespoke content for targeted audiences, tracking and evaluating campaign effectiveness
- Social Media Accounts
  - Differentiate profiles for personal, business, groups or event purposes.
  - Understand Social media actions like post, tag, hashtag, comment etc.
  - Create, edit, delete a post on news, create events and polls



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## **Social Media Management**

- Understand Social Media Management Services
  - Leverage on social media platforms to manage large volumes of social media activity
- Marketing and Promotion Activities
  - Understand the term Influencers, target audience, video marketing, review, referral, viral and URL shortener.
- Engagement, Lead Generation and Sales
  - Identify good practices such as setting up notifications on a social media profile to engage your audiences on social media
  - Understand the terms that can be used to generate increased traffic and leads

## **Online Marketing and Advertising**

- Online Advertising
  - Identify common examples of search engine marketing platforms such as Google AdWords
  - Differentiate between the different types of online advertisements
  - Recognize the importance of sponsored posts in increasing the interaction and engagement on social media
- E-mail Marketing
  - Manage email marketing accounts, schedule and create campaigns
- Mobile Marketing
  - Recognize that mobile marketing can increase access to more customers in a targeted manner, i.e. location based
  - Discuss how mobile marketing considerations, such as tailoring keywords, can lead to increase in sales generation

## **Analytics**

- Getting Started
  - Understand the term analytics, the importance of using analytics tools and setting up analytics reports to measure performances of digital marketing campaigns
- Web Analytics
  - Understand what web traffic is and what constitutes quality web traffic through terms such as unique visitors, impressions, clicks, bounce rate, conversion rate, click through rate etc.
- Social Media Insights
  - Understand how social media insights can help you measure the effectiveness of your marketing activities in generating sales on your selected social media platforms
  - Understand social media insights terms such as engagement, reach, mentions, trends, inbound links etc.
- E-mail Marketing and Online Advertising Analytics
  - Understand common email analytics terms such as pen rate, click rate, bounce rate, total subscribers etc.
  - Understand common online advertising terms such as pay per click, cost per thousands, cost per conversion etc.



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## Course Fees & Schedule

**Full Course Fee: \$480 + \$33.60 (gst) = \$513.60 (Inclusive of gst)**

### Company Sponsored

- Enhanced Absentee Payroll applicable. (Valid till 31 Dec 2020)
  - SME & Non-SME - \$10 x 16 hours = \$160
- WSS scheme trainees (Singaporean aged above 35 and earn less than \$2300)
  - Employers will be eligible for Absentee Payroll support at 95% of hourly basic salary (subject to WSS eligible criteria)

### Self-Sponsored

- Skillsfuture Credit eligible for Singapore Citizens aged 25 and above.
- Singaporean aged 17 to 30 may use PSEA (Post-Secondary Education Account) for fee payment.
- You may use U-tap to defray 50% of the unfunded course fee, capped at \$250/year.
- Training Commitment Award (TCA) of \$100 for completing 2 WSQ courses.

Company Sponsored			Self-Sponsored	
SME	Non-SME		All Singapore Citizens and PRs aged ≥ 21 Years	Singapore Citizens Aged ≥ 40 Years (capped at \$25/hr or 90% of the course fee)
Singaporean & PR (90% of course fees, capped at \$25 per hour)	Singaporean & PR (80% of course fees, capped at \$17 per hour)	Singaporean aged ≥ 40 (capped at \$25/hr or 90% of the course fee)		
\$80 + \$33.60 (gst) = \$113.60	\$208 + \$33.60 (gst) = \$241.60	\$80 + \$33.60 (gst) = \$113.60	\$208 + \$33.60 (gst) = \$241.60	\$80 + \$33.60 (gst) = \$113.60

**Trainees are entitled to the training grant when they meet 75% of the training attendance and pass the requisite assessment.**



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