

(16 Hrs) WSQ - Content Marketing Strategy

Course Code: CRS-Q-0040553-ICT

Course Duration: 2 days (15 hours of training, 1 hour of Assessment),
9:00am - 6:00pm

Course Fee: \$988.00 (1057.16 Inc. GST) per participant, SDF grant entitled.
[*Includes 2 x 3 hours post training booster sessions]

Course Objectives: This course has been designed to emphasize to learners the importance of content marketing and customizing content pieces to targeted audiences to build an online following on marketing platforms; so that content marketing efforts can result in profitable customer actions.

Learners will be taught how to create a mind maps of the needs and wants of targeted buyer personas to facilitate the curation and scheduling of various content posts aimed at increasing engagement with these personas. They will also learn about the key ingredients of good copywriting to create compelling content in the posts that they send out to targeted buyer personas and how to appropriately sequence these posts with industry recognized marketing tools. Learners will be advised on the best practices to facilitate a seamless content marketing management process and be given tips on repurposing existing content into other shareable content types for various marketing platforms.

The main objective is to equip learners with the requisite digital marketing knowledge, skills, and attitudes to make informed decisions in curating and scheduling relevant content on multiple marketing channels for their targeted buyer personas. This will then allow them to appropriately manage cost effective content marketing campaigns that align with organizational business goals and objectives. These skills will help our learners to explore a career in digital marketing or to scale up their businesses.

Target Audience: This course is designed for the following audience groups: (1) corporate marketers who are familiar with traditional marketing channels but would need to upgrade themselves for the digital world; (2) young and tech savvy digital native marketers who are looking to build upon their basic knowledge on digital marketing to better engage their customers via digital marketing platforms; (3) professionals and small enterprise owners who are seeking to leverage on digital marketing strategies to increase the public's awareness of their products and services.



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Prerequisites: Participants need to have basic computer knowledge to navigate the Internet for research purposes and basic Microsoft Word and Excel skills.

Participants are highly encouraged to bring their personal laptops so that recommended marketing tools and their respective passwords can be saved on their own laptops to make it more convenient for the next login. Should participants choose not to bring their personal laptops, @ASK Training will provide each participant with a laptop for the duration of the course.

Course Outline:

Content Marketing Objectives

- Concept of content marketing
- Benefits of content marketing
- Determining focus of content piece
- Setting SMART content marketing goals & objectives
- Choosing your content marketing platform
- Using content to build and maintain following on social media

Content Marketing Trends

- Content marketing best practices
- Emerging trends in content marketing delivery

Pre - Content Marketing (Planning)

- Creating buyer personas
- Generating content to engage buyer personas
- Types of content to post
- How often to post
- Content marketing life cycle
- Managing a content marketing schedule

During - Content Marketing (Writing)

- Aligning content with business goals
- Key elements of enticing and compelling copy

Post - Content Marketing (Editing)

- Structuring and sequencing posts
- Automating delivery of posts to targeted buyer personas



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Course Fees

Full Course Fee: \$988.00 + \$69.16 (gst) = \$1057.16 (Inclusive of gst)

Company Sponsored

- Enhanced Absentee Payroll applicable. (Valid till 31 Dec 2020)
 - SME & Non-SME - \$10 x 16 hours = \$160

Company Sponsored			
SME	Non-SME	Singaporean aged >40	Singaporean aged >= 35 & earning <=\$2300
Funding capped at 90% or \$50/hr of the course fee, whichever is lower Singaporean aged 21-39 or earning above \$2300 & S'pore PR	Funding is capped at \$15/hour Singaporean aged < 40 and earning <= \$2300 & S'pore PR	Funding 90% of the course fee, capped at \$50/hour	Funding capped at 95% or \$53/hr of the course fee, whichever is lower
\$188 + \$69.16 (gst) = \$257.16	\$748 + \$69.16 (gst) = \$817.16	\$188 + \$69.16 (gst) = \$257.16	To be advise after July 2020

Self-Sponsored Trainee

- SkillsFuture Credit eligible for Singaporean 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.

Self-Sponsored		
Singaporean aged from 21-39 or earning above \$2300 or S'pore PR	Singaporean aged >40	Singaporean aged >= 35 & earning <=\$2300
Funding is capped at \$15/hour	Funding capped at 90% or \$50/hr of the course fee, whichever is lower	Funding capped at 95% or \$53/hr of the course fee, whichever is lower
No Funding till further notice - 27 July 2020	\$188 + \$69.16 (gst) = \$257.16	No Funding till further notice - 27 July 2020

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



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