

(16 Hrs) WSQ - Developing Integrated Digital Marketing Strategy

- Course Code:** CRS-Q-0040350-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 is designed to give learners a deeper inquiry into the holistic perspective of the field of digital marketing with latest marketing techniques such as content marketing, search engine optimization, digital advertising, social media marketing and digital marketing analytics.

By the end of this course, learners will gain a comprehensive understanding of the concept of digital marketing, the relevant digital marketing channels, the latest digital marketing trends and the various marketing strategies that can be applied for B2B and B2C marketing situations. Through the setting of marketing objectives, learners will be able to judiciously select the marketing strategies that best suit their needs, create a plan to guide their marketing campaign implementation and monitor key performance metrics to evaluate the effectiveness of their digital marketing campaigns and overall marketing strategy.

The main objective is to help learners develop various non-technical digital marketing skills within a context that they will find relevant and engaging them by equipping them with the requisite digital marketing knowledge, skills, and attitudes to make informed decisions in selecting and budgeting for integrated marketing campaigns that align with their 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:

Setting Organizational Marketing Objectives

- Definition of marketing
- Concept of digital marketing
- Benefits of marketing
- SMART marketing goals & objectives
- Indicators of a great business goal and accompanying marketing objective

Understanding New Trends and Methodologies

- General marketing trends
- Offline and online marketing trends
- Content marketing trends
- Technology marketing trends
- Privacy marketing trends
- New marketing channels, tools and technology

Mechanics of an Integrated Marketing Communications Structure

- Emerging trends and development in marketing strategy and tactics
- Key digital marketing metrics and budget allocation for selected marketing channels

Using New Marketing Channels to Achieve the Business's Marketing Objectives

- Common marketing channels and platforms to boost brand, customer engagement and sales

Integrating Online and Offline Marketing Channels

- Offline to online approaches
- Online to offline approaches
- Pros and Cons of online and offline marketing approaches
- Integrated marketing strategy and tactics
- Building your brand's online presence

Evaluating Marketing Performance for Enhanced Results

- Establish performance targets for individual and integrated marketing channels aligned to marketing objectives
- Key performance metrics to focus on to evaluate marketing campaign effectiveness
- Pointers on optimizing digital marketing campaigns for better ROI



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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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