

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

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.

| Company Sponsored | | Self-Sponsored | | |
|--|---|--|---|--|
| SME Singaporean & PR (capped at \$25/hr or 90% of the course fee) | Non-SME Singaporean & PR (Capped at \$17/hour or 80%) | Singaporean age from 21-39 or earn above \$2300 | Singaporean Age >= 40 (capped at \$25/hr or 90% of the course fee) | Singaporean Age >= 35 Earn <= \$2300 (Capped at \$26.50/hr or 95% of the course fee) |
| \$80 + \$33.60 (gst) = \$113.60 | \$208 + \$33.60 (gst) = \$241.60 | No Funding till further notice - 27 July 2020 | \$80 + \$33.60 (gst) = \$113.60 | 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.

[Training Schedule Download](#)



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