(16 Hrs) WSQ – Digital Marketing Analytics

Course Code: CRS-Q-0040745-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.

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

Course Objectives: This course has been designed as an introduction to digital marketing analytics where learners will be guided to recognize the importance of data insights in aiding marketing teams to make informed decisions in the planning of marketing budgets, i.e. to identify performing campaigns for replication and non-performing ones for termination or improvement to cut unnecessary losses.

Learners will first be introduced to the latest digital marketing analytics trends in the industry and guided on the process to analyze their existing customers and potential target audiences for their businesses. Next, learners will be taught how to conduct an audit on their competitor's websites and to recognize the key metrics to track and optimize for various digital platforms. Learners will then set up their individual Google Analytics (GA) accounts and learn how to interpret key GA reports and attribute various ads to overall campaign performances to measure the Return on Investment (ROI) for each ad in their campaigns. Finally, learners will be guided on how to create customized digital marketing reports for reporting to senior management.

The main objective is to equip learners with the requisite digital marketing knowledge, skills, and attitudes to formulate insightful digital analytics reports that will support the senior management in their efforts to optimize digital marketing strategies for their companies. These skills will also 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 use their personal laptops or tablets so that recommended marketing tools and respective passwords can be saved on their own laptops to make it more convenient for the next login.

Course Outline:

Introduction to Digital Marketing Analytics

- Fundamentals of digital marketing analytics
- Benefits of digital marketing analytics for businesses
- Existing and new digital analytics trends

Digital Analytics for Business Owners and Marketers

- Researching on target audience for your business
- Customer segmentation
- Analyzing traits, goals, frustrations of your buyer persona

Understanding the Key Metrics to Track for Digital Marketing

- Metrics to track for website
- Metrics to track for social media
- Metrics to track for Google search marketing

Introduction to Digital Data Optimization

- Conducting keyword research with Google Keyword Planner
- Analyzing historical data of
- selected keywords

Digital Optimization and ROI Measurement for Businesses

- Defining marketing campaign objectives based on SMART business goals
- Crafting a marketing roadmap
- Analyzing the pros and cons of various marketing platforms

Setting Up Google Analytics

- Setting up Google Analytics account
- Submitting sitemap to Google Search console
- Linking Google Ads with Google Analytics account
- Adding Google Analytics tracking code to websites
- Creating goals in Google Analytics to track conversions
- UTM tagging to track traffic

Interpreting Google Analytics Reports

- Analyzing key Google Analytics reports to optimize marketing budget

Forming Data Insights and Crafting your Digital Marketing Report for Senior Management

- Key metrics and data insights to include in a report
- Creating customized reports for senior management

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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
- 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)

Company Sponsored		
SME	**Non-SME**	
Singaporean & S'pore PR **Funding at 90% or capped $50/hr of the course fee**	**Singaporean & PR** **Funding is 50% or capped at $15/hour**	**Singaporean aged >=40** **Funding at 90% or capped $50/hr of the course fee**
$188 + $69.16 (gst) = $257.16	**$748 + $69.16 (gst) = $817.16**	**$188 + $69.16 (gst) = $257.16**

Self-Sponsored Trainee

- 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.

Self-Sponsored	
All Singapore Citizens and PRs aged ≥ 21 Years	**Singapore Citizens Aged ≥ 40 Years**
Funding is 50% or capped at $15/hour	**Funding at 90% or capped $50/hr of the course fee**
$748 + $69.16 (gst) = $817.16	**$188 + $69.16 (gst) = $257.16**

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

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