



(16 Hrs) WSQ – Social Media Marketing

Course Synopsis

Have you always wondered which are the best social media channels to engage your potential customers, given the plethora of channels and your limited time and manpower to create content? Have you always wanted to grow your followers but struggle to create content that attracts more people to follow you? Or perhaps you want to know how strong your competitors are in social media marketing and what they are doing so that you can reference what they are doing and tweak it for your own purposes?

WSQ – Social Media Marketing course has been designed as an introduction to social media marketing and will serve to answer all the questions you have above and more.

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.

Course Objectives

At the end of this 2-day course, you will be able to:

- Recognize the different channels available in the digital marketing arena to distribute your content
- Create SMART goals that are measurable and attainable with your budget and stipulated time frame
- Create target personas to identify preferences that will help you decide on the type of content to deliver to your potential customers
- Craft out your content strategy to capture the attention of your potential customers
- Create content suitable for Facebook
- Evaluate the Return on Investment (ROI) of your content marketing efforts and effectiveness of your social media campaigns to facilitate the iteration of the content strategy and creation



Course Code: TGS-2020504152 (Classroom)
TGS-2020513833 (Synchronous E-Learning)

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

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

Course Outline

Exploring The Fundamentals of Content Delivery Channels

- Fundamentals of digital marketing media channels
- Types of social media platforms such as Facebook, LinkedIn, Twitter, Instagram
- Importance of digital storytelling
- Deep dive into Instagram features
- Social media channel selection
- Modes of content distribution

Setting Measurable Marketing Goals and Objectives

- Creating SMART marketing goals
- Devising marketing strategy
- Conducting social media audit
- Planning marketing budget and resources required for content creation work
- Conducting competitor research

Content Requirements for Potential Customers

- Creating buyer persona
- Customer segmentation

Creating Content to Gain Awareness of Potential Customers and Retaining Them

- Creating content that matches customer journey
- Posting Frequency
- Calendaring for social media posts

Facebook Campaign Objective and Content Planning

- Introduction to FB Campaign Manager structure
- Facebook ad formats
- Facebook ad posting best practices
- Setting up Facebook Manager
- Setting up Facebook page
- Setting up campaign objective, budget, and campaign duration

Measurement of your content ROI and effectiveness

- Analyzing a key performance metrics for social media budget optimization
- Calculating social media Return On Investment (ROI)
- Analyzing a Facebook campaign report



Pre-requisites:

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 Fees & Schedule

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

Company Sponsored

- Absentee Payroll applicable for both SMEs & Non-SMEs
 - For course commencement between 1 Jan 2021 to 30 Jun 2021, absentee payroll funding is at 80% of hourly basic salary, capped at \$7.50 per hour.
- 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 applicable to WSS scheme trainees.

Company Sponsored			Self-Sponsored	
SME	Non-SME		All Singapore Citizens and PRs aged ≥ 21 Years (capped at \$50/hr or 50% of the course fee)	Singapore Citizens Aged ≥ 40 Years (capped at \$50/hr or 90% of the course fee)
Singaporean & PR (90% of course fees, capped at \$50 per hour)	Singaporean & PR (80% of course fees, capped at \$15 per hour)	Singaporean aged ≥ 40 (capped at \$50/hr or 90% of the course fee)		
\$188 + \$69.16 (gst) = \$257.16	\$748 + \$69.16 (gst) = \$817.16	\$188 + \$69.16 (gst) = \$257.16	\$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.