



(18 Hrs) WSQ – Content Marketing Strategy

Course Synopsis

Have you ever scrolled through your Facebook feed and paused to click on the read more button of a post to find out more about it? Were you also captivated by some images or videos in your feed and stopped scrolling to have a better look at those posts? Or perhaps you found that some of the content was entertaining or offered good advice and proceeded to share them with your friends?

Content created as part of a good content marketing strategy will capture the eye balls of its intended audience. It will also encourage audience engagement with the content to create awareness of your brand. Having a good content marketing strategy can help increase brand awareness and following to drive profitable customer actions.

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 the course, you will be able to:

- Recognize the importance of customizing content pieces to their targeted audience to drive profitable customer actions
- Employ best practices for your content marketing management process
- Recognize how existing content can be repurposed into other shareable content types for multiple marketing platforms
- Create engaging content posts for your targeted buyer persona based on their needs and wants
- Recognize the 5 important elements of copy-writing to create compelling content for your posts
- Sequence content posts using industry recognized marketing tools



Course Code: TGS-2020503350 (Classroom)
TGS-2020513831 (Synchronous E-Learning)

Course Duration: 2 days, 9am – 7pm
(17 hours of training, 1 hour of assessment)

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

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



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. NTUC members aged 40 and above can enjoy higher funding support up to \$500/year for courses attended between 1 July 2020 to 31 Dec 2022.
- 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% of course fees or \$15/hr)	Singapore Citizens Aged ≥ 40 Years (capped at 90% of course fees or \$50/hr)
Singaporean & PR (capped at 90% of course fees or \$50/hr)	Singaporean & PR (capped at 50% of course fees or \$15/hr)	Singaporean aged ≥ 40 (capped at 90% of course fees or \$50/hr)		
\$98.80 + \$69.16 (gst) = \$167.96	\$718 + \$69.16 (gst) = \$787.16	\$98.80 + \$69.16 (gst) = \$167.96	\$718 + \$69.16 (gst) = \$787.16	\$98.80 + \$69.16 (gst) = \$167.96

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