



(18 Hrs) WSQ - Developing Integrated Digital Marketing Strategy

Course Synopsis

Have you ever wondered what is involved in the digital marketing process when you hear our government's call to 'Go Digital'? Or perhaps you are thinking why the need to develop a digital marketing strategy when your current traditional marketing plan works well? Maybe you have already wanted to try out digital marketing, did some research online but feel too overwhelmed and unsure of where to start?

This course is designed to give you a deeper inquiry into the world of digital marketing. We will touch on the latest digital marketing techniques such as content marketing, digital advertising, social media marketing and digital marketing analytics.

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 course, you will be able to:

- Set appropriate digital marketing goals for your company or personal projects
- Identify the pros and cons of adopting various emerging marketing trends for your company or business
- Recognize the key metrics used to track performances of digital marketing campaigns to be able to propose marketing budgets to your senior management
- Recognize the appropriate digital marketing strategies to adopt for various stages of customer readiness to purchase your products and services
- Distinguish between the pros and cons of online and offline marketing approaches and integrate the approaches to suit your own companies or projects
- Evaluate digital marketing campaign performances with appropriate analytics tools and reports with the aim to refine marketing strategies for better ROI on your ad spend



Course Code:

**TGS-2019504918 (Classroom)
TGS-2020513836 (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

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

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.



West Branch - HQ at JTC Summit

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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 31 Dec 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	\$98.80 + \$69.16 (gst) = \$167.96
\$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.

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