



## (18 Hrs) WSQ – Digital Marketing Analytics

### Course Synopsis

Have you wondered how many people visited your website from your social media posts or which are the most popular pages on your site? Do you also want to know the nationality of potential customers clicking in to your website, what devices are they using, and which age group of men or women find your website interesting? Or perhaps you have been aching to compare the performance of your social media campaigns to your google ads so that you know which platform to prioritize for your ad spend? Digital marketing analytics can give you the answers to all of the above and act as a powerful guide for you to optimize your overall digital marketing strategy.

This course has been designed as an introduction to digital marketing analytics where you will be guided to recognize the importance of data insights in aiding marketing teams to make informed decisions in the planning of marketing budgets. These data insights can help you differentiate the performing campaigns from the non-performing ones so that you can replicate or terminate them accordingly to cut unnecessary losses.

### 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 digital marketing analytics trends
- Analyse your existing customers and potential target audiences and conduct an audit on your competitors' websites
- Recognize the key metrics to track and optimize your digital marketing ad spend
- Attribute various marketing campaigns and platforms to overall campaign performances to measure the Return on Investment (ROI) for each campaign and platform
- Set up their Google Analytics account and interpret Google Analytics reports
- Create customized digital marketing reports to illustrate Return on Investment (ROI) for reporting to senior management



**Course Code:** TGS-2020504412 (Classroom)  
TGS-2020513835 (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

## 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

## 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.

## 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

# 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			
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)	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)
\$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.**