



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ FACEBOOK AND INSTAGRAM MARKETING COURSE

Learn how to design, launch and manage effective
Facebook and Instagram Marketing Campaigns



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$125.48** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020900



Who Should Attend

This course is suitable for professionals including Marketing Executives, Digital Marketing Managers, Social Media Managers, Business Owners, and any individuals responsible for daily Facebook Marketing and Advertising operations or are looking to start marketing on Meta platforms.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and job placement programmes.



Minimum Entry Requirements

To enrol in this WSQ Facebook & Instagram Marketing Course , you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

With billions of active users on Meta's Facebook and Instagram platforms, both offer opportunities for businesses to connect with their target audience.

Whether you're an entrepreneur, marketer, or aspiring social media influencer, being an expert in Facebook and Instagram marketing opens doors to endless possibilities in the realm of social media.

In this 2-Day Facebook and Instagram Marketing course, you will learn about marketing through these social platforms, including current trends and organic strategies that will increase your engagement. Develop your skills in creating and executing ad campaigns, understand audience targeting, and master creative best practices for maximum returns on your ad spend.

This Facebook and Instagram course also covers crucial aspects like crisis communication and brand equity. Apply your learnings through hands-on projects which allow you to plan, launch, and evaluate Meta ad campaigns. This ensures you will takeaway actionable strategies that you can apply to your real-life projects.

COURSE **HIGHLIGHTS**

Learning Outcomes:

- Utilise media platforms for marketing and media management while aligning platform selection with audience, content, goals, and resources to enhance social media strategy effectiveness.
- Create a comprehensive marketing plan that involves developing and facilitating the content and integration of media platforms for Meta, including defining the activities, timeline targets, and responsibilities.
- Demonstrate proficiency in refining the advertising strategy, optimising ad creatives, and making data-driven decisions for improved campaign results and return on investment.
- Develop crisis communication skills to effectively manage and resolve conflicts and complaints in Meta Ads campaigns.

COURSE **OUTLINE**

▶ **Meta (Facebook and Instagram) Marketing**

- Meta Media Trends
- Meta Organic Marketing

▶ **Meta Marketing Plan and Ads Campaign**

- Building a Meta advertising plan
- Creating Meta ads campaign
- Components of a media engagement plan

▶ **Launch and Evaluate Meta Ads Campaign**

- Advertisement
- Audience Targeting
- Ads Setup
- Creative Best Practices
- Evaluation & Optimisation

▶ **Crisis Communication Plan**

- Brand Equity
- Crisis Communication Plan
- Crisis Communication Skills

▶ **Assessment Component**

- Written Assessment – Case Study with Questions
- Individual Project Presentation

COURSE FEES & **FUNDING**

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$125.48</p> <hr/>
		<p>70% SkillsFuture Funding</p>	<p>S\$323.08</p>
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$988.00</p>	<p>90% SkillsFuture Funding</p> <hr/>	<p>S\$125.48</p> <hr/>
		<p>70% SkillsFuture Funding</p>	<p>S\$323.08</p>
		<p>90% SkillsFuture Funding</p>	<p>S\$125.48</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Facebook and Instagram Marketing Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

FACEBOOK AND INSTAGRAM MARKETING COURSE

Course Code: TGS-2023020900

<https://asktraining.com.sg/digital-marketing-courses/wsq-facebook-instagram-marketing-course/>

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Speak to a Course Consultant

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